



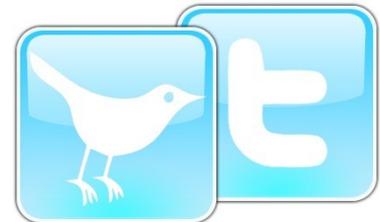
## Biffa Award PR Factsheet 3: Making the most of social media

### *What is social media?*

Simply put, social media is about conversations. Interactive platforms such as Facebook and Twitter that allow users – that’s you! – to create, share and modify content with one another. Whether you are trying to publicise an event, get volunteers involved or simply chat to other projects, there’s something for you. There are plenty of different social networks available to you, but we will take you through four of the biggest: Twitter, Facebook, YouTube and Flickr.

### **Twitter**

A relative newcomer in the social media world, Twitter is a micro-blogging site which allows users to post updates of 140 characters or less so it’s great for posting short and snappy messages.



### *Who uses it?*

Twitter already has 500 million users across the world so you literally have a global audience, which is great news when it comes to spreading the word. It is popular with businesses and individuals alike

twitter



### *What benefits could it bring?*

With such a wide potential audience, the world really is your oyster.

### *How can you use it?*

**Tip 1:** Customise your page—you can do this to make sure your profile matches your brand.

**Tip 2:** Follow, follow, follow! Make sure to follow plenty of like-minded people and projects. You can find them using the ‘search’ bar. Why not start with us? We’re [@BiffaAward](#)

**Tip 3:** Tweet! Post regular updates and get involved in the global conversation to make sure you are getting maximum exposure.

**Tip 4:** Let people know. Put the Twitter icon on your emails, newsletters, posters, and anything else you send out.

**Tip 5:** Remember that everything you post is instantly readable to everyone, everywhere—so make sure you check your facts, and never post anything potentially defamatory to others.

**Read on to find out more about Facebook, YouTube and Flickr**



## Biffa Award PR Factsheet 2: Making the most of social media

### Facebook

Facebook is probably the most versatile of the social networks as it allows users to share photos, videos and written information with no limits to the length of your posts. Setting up a page allows people to 'like' your project or organisation.

#### *Who uses it?*

More than 1 billion people use Facebook every month, so it really is huge. It is increasingly popular with businesses as well as individual users.

#### *What benefits could it bring to your project?*

With such a huge audience, this social networking tool is perfect for promoting and raising awareness of your project. Your page will allow you to share updates, news, photos, events and much more all in one place.

#### *How can you use it?*

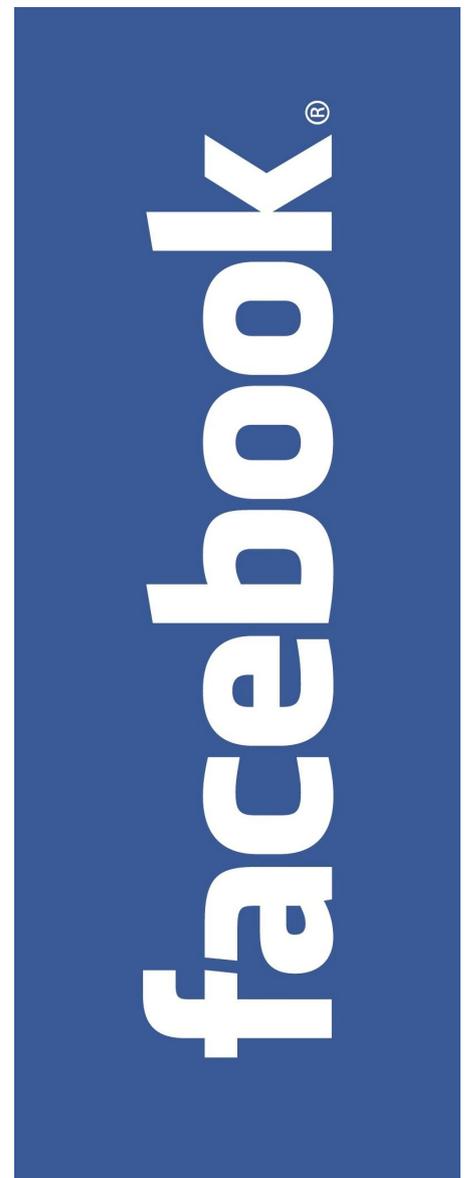
**Tip 1:** Set up a Facebook page—this means that you won't get friend requests from unwanted parties and you can keep things separate if you also have a personal page.

**Tip 2:** Include your logo—the best place for this is probably your page profile picture.

**Tip 3:** Encourage discussion by posting questions.

**Tip 4:** Include the Facebook icon on your emails and other literature to encourage people to 'like'.

**Tip 5:** Look for likeminded projects and organisations—including Biffa Award!



**Read on to find out more about YouTube and Flickr**



## Biffa Award PR Factsheet 2: Making the most of social media

### YouTube

YouTube is a great way to share videos and has the potential to reach millions of people with ease – just ask Justin Bieber! It also creates easy to share links to your stuff, which you can publicise via your other social networks or even use as part of your website.

#### Who uses it?

More than 800 million people visit YouTube each month who watch over four billion hours of videos.

#### What benefits could it bring to your project?

An interesting and fresh way to promote yourself, YouTube is a great way to get yourself recognised. Extremely viral, you can watch the hits on your videos go up and up.

#### How can you use it?

**Tip 1:** Videos can be created about anything. Presentations, workshops, events, or training; capture it all to create interesting short films.

**Tip 2:** Keep it short and to the point.

**Tip 3:** Create your own channel. YouTube allows you to create a dedicated page to upload all your videos to. This way you can keep all your information in one place and brand the channel to make it recognisable.

**Tip 4:** Make sure to include the YouTube icon on your emails and other literature.

**These can be set up for free.**

**Read on to find out more about using Flickr**





## Biffa Award PR Factsheet 2: Making the most of social media

### Flickr

Flickr is a great way to share your project's photos and show off the great things that you are doing. It allows you to share your photos as well as to follow those posted by other people.

#### *Who uses it?*

Used by all ages across the world, Flickr is incredibly popular for business as well as personal use.

#### *What benefits could it bring to your project?*

Flickr can be used in alongside other social media methods, to store all your pictures and link through to other applications. For example, you can create an album (called a set) and then share it with your Twitter followers.

#### *How can you use it?*

**Tip 1:** Post photos regularly—keeping things fresh will encourage people to visit your site.

**Tip 2:** Support any press releases you send—providing a link to your Flickr page can allow a journalist to see your pictures without overloading their inbox.

**Tip 3:** Create a timeline of your project. Document your project as it develops capturing images from every stage of the journey.

**Tip 4:** Use to support your other social networks to encourage people to see everything you are up to.

**Any further questions about social media? Just contact us at [media@rswt.org](mailto:media@rswt.org) / 01636 670062.**

# flickr

