

## **Social Networking for small groups and organisations**

Social media is increasingly becoming an important part in marketing strategies for businesses of all sizes, and it can also be an effective (and free!) tool for small groups and organisations. However, for many people this is still a new and sometimes daunting area so we have compiled the following guides to help you explore the benefits of social media and how to use it to your group's advantage. Click on the links below for more information.

<http://yhictchampion.files.wordpress.com/2010/03/so-you-think-you-might-use-social-media.pdf>

Work through this guide to help you decide if Social Media is right for your organisation and how to get the most out of it.

<http://resources.mediatrust.org/guides/digital/>

Top tips and advice on how to use digital communication including social media, email marketing and blogging. See in particular:

<http://resources.mediatrust.org/uploads/127660367164213/original.pdf>

A helpful guide to using social networking, including which ones to use, pros and cons of social media and how to get started.

[http://www.knowhownonprofit.org/campaigns/communications/effective-communications-1/social-media?utm\\_source=google&utm\\_medium=cpc&utm\\_term=social+media+for+charities+&utm\\_content=search&utm\\_campaign=khnpggrant&gclid=CKHjy7b0zKwCFaEntAodviZxFA](http://www.knowhownonprofit.org/campaigns/communications/effective-communications-1/social-media?utm_source=google&utm_medium=cpc&utm_term=social+media+for+charities+&utm_content=search&utm_campaign=khnpggrant&gclid=CKHjy7b0zKwCFaEntAodviZxFA)

Exploring the different ways that social media can be used by charities and voluntary sector groups, for example to fundraise, recruit volunteers and impart knowledge.

### Start using social networking

There are many different social networking sites but probably the two most popular, and the two we believe will be of most use to small groups and organisations, are Facebook and Twitter. The two guides below are from the sites' own support pages and will help you to set-up, update and manage your profiles.

#### Twitter –how-to-use guide

<http://support.twitter.com/groups/31-twitter-basics/topics/104-welcome-to-twitter-support/articles/215585-twitter-101-how-should-i-get-started-using-twitter>

#### Getting started on facebook

<https://www.facebook.com/help/signup>