

COEliaCuk live well gluten free

Online engagement

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Why engage online?



- It's the first place people look for information
- You can access large communities not bound by geography
- You can contribute to quick, shareable content increases engagement
- Your audience become co-creators helping to spread the word



Our website is our key portal









What interests people

Gluten free diet and lifestyle	www.coeliac.org.uk/gluten-free-diet-and-lifestyle
Coeliac disease	www.coeliac.org.uk/coeliac-disease
Local groups	www.coeliac.org.uk/local-groups
FAQs	www.coeliac.org.uk/frequently-asked-questions
Recipes	www.coeliac.org.uk/recipes
The gluten free diet	www.coeliac.org.uk/gluten-free-diet-and-lifestyle/gf-
	<u>diet</u>
Grains	www.coeliac.org.uk/gluten-free-diet-and-lifestyle/gf-
	<u>diet/grains</u>
Food labels	www.coeliac.org.uk/gluten-free-diet-and-
	lifestyle/food-shopping/food-labels
Getting diagnosed	www.coeliac.org.uk/coeliac-disease/getting-
	diagnosed
Food and Drink Directory	www.coeliac.org.uk/gluten-free-diet-and-
	lifestyle/food-shopping/food-and-drink-directory
Venue guide	www.coeliac.org.uk/gluten-free-diet-and-
	lifestyle/venue-guide
About coeliac disease and DH	www.coeliac.org.uk/coeliac-disease/about-coeliac-
	disease-and-dermatitis-herpetiformis
Associated conditions and complications	www.coeliac.org.uk/coeliac-disease/associated-
	conditions-and-complications
Gluten free cake making	www.coeliac.org.uk/gluten-free-diet-and-
	lifestyle/recipe-database/gluten-free-cake-making



Links for promoting services



- Eating out tips: <u>www.coeliac.org.uk/eatingout</u>
- Our Venue Guide is made up of Member recommended venues that can cater for the gluten free diet and venues which have our GF accreditation: <u>www.coeliac.org.uk/VenueGuide</u>
- Information on reading labels: <u>www.coeliac.org.uk/labels</u>
- Home of gluten free recipes Over 800 delicious gluten free recipes for all occasions plus lots of useful hints, tips and information about cooking and baking gluten free: <u>www.coeliac.org.uk/recipes</u>



Useful links on CD and GF



- Tips on what to do once diagnosed with coeliac disease: <u>www.coeliac.org.uk/onceyourediagnosed</u>
- Gluten free Checklist and Guide to Grains: <u>www.coeliac.org.uk/glutenfreechecklist</u> and <u>www.coeliac.org.uk/guidetograins</u>
- For vegetarians and vegans: www.coeliac.org.uk/vegetarianandvegan
- Keeping healthy and weight management: <u>www.coeliac.org.uk/keepinghealthy</u>



Useful links to engage with the charity



- Information on joining Coeliac UK: <u>www.coeliac.org.uk/join-us</u>
- To find your Local Group: <u>www.coeliac.org.uk/localgroups</u>
- Volunteer for us page: <u>https://www.coeliac.org.uk/get-involved/volunteer-for-us</u>
- Challenge events: <u>www.coeliac.org.uk/challenges</u>
- Donate to us: <u>www.coeliac.org.uk/donate</u>



GUTs blog



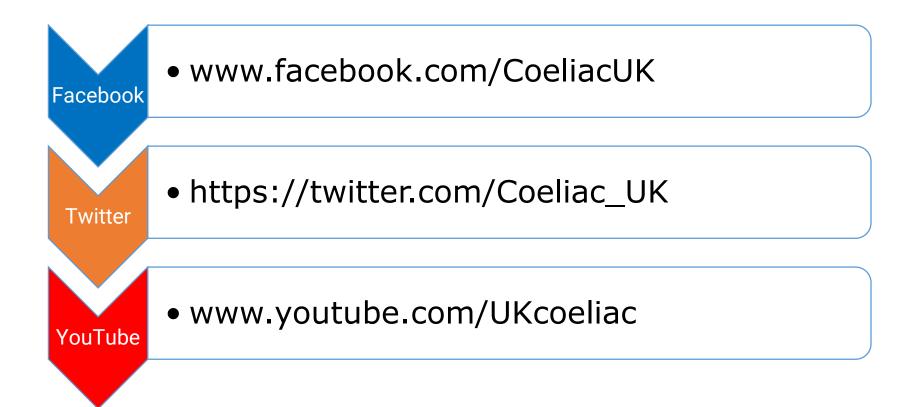
Looking outside of the Coeliac UK website you can give great, personalised support through a blog, where you decide content. The GUTs blog is a great example of this.







Social Media







Social Media

Channel	Information	Tips for local groups using facebook
Facebook	 The Coeliac UK page has over 60,000 fans People can private message Coeliac UK with queries about coeliac disease, the gluten free diet, campaigns, membership etc We post 2 – 3 times a day 	 Invite people to join - over 100 followers / likes is considered a good group Ensure your Facebook page is consistent in design to others and the charity - creates recognition of the bigger community Promote local information such as places to eat, fundraising events and where to shop 1 post a day is fine; keep it current. If you are new to Facebook have a look at different pages and groups to see the different formats first and choose the format you like best!

Tips for facebook



- Optimise engagement by giving a strong call to action (CTA): a CTA could potentially lead to higher engagement
- Use action words and clear asks

Response to our Crossed Grain post...

Megan Image: Megan Image: Megan Image: Megan Image: CoeliacTravels The best kind of delivery Image: Megan The best kind of delivery Image: CoeliacTravels The best kind of delivery Image: Coeliac_UK for being amazing! Image: CoeliacTravels Image: Coelia

- Use photos/videos
- Capitalise on trending topics eg using trending hashtags



High engagement posts



'Like' if you love **#glutenfree** fish and chips and tell us your favourite place!



What's your favourite gluten free dish? Let us know by posting below.



Other high performing posts:

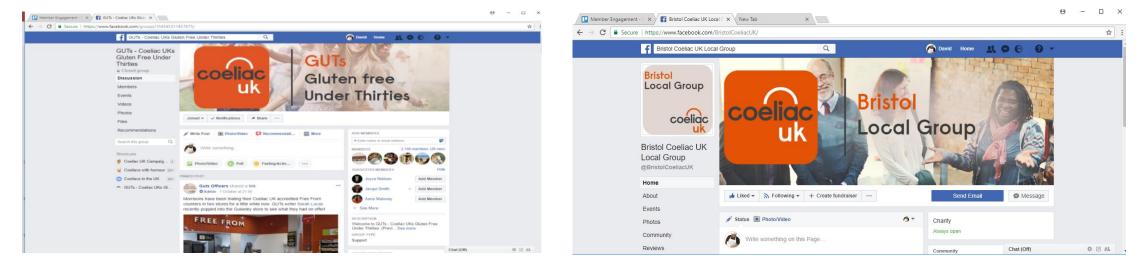
How old were you when you were diagnosed? Coeliac disease can be diagnosed at any age. Learn more at <u>www.coeliac.org.uk/diagn</u> <u>osis</u>

What do you find difficult about your gluten free diet?





Local groups online







Social Media



Channel	Information	Tips
Twitter	Coeliac UK has 28,000 followers People can send queries about coeliac disease or/and the gluten free diet Daily updates	 We can follow popular hashtags like #glutenfree and #coeliac and see what people are tweeting about Can do as many as 10 tweets a day. Content consists of original content, retweeted content, videos, promoting our web pages, recipes, events Pin a tweet – can increase retweets significantly.
YouTube	Over 900 subscribers	Useful and informative videos about coeliac disease, the gluten free diet, diagnosis, reading food labels, Coeliac UK news, prescriptions, research and more





Thank you

