



# 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

Donate Shop Helpline 0333 332 2033

Search

**coeliacuk**  
live well **gluten free**

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Password **→**  
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**Home** About Us Coeliac Disease Gluten-free Diet and Lifestyle Get Involved Campaigns and Research Food Industry Professionals Healthcare Professionals

**IS IT COELIAC DISEASE?**  
Take our online assessment >

**LEARN MORE ABOUT COELIAC DISEASE**

**JOIN NOW**  
for the confidence in managing your gluten free diet

**DOWNLOAD OUR NEW APP NOW**  
Search thousands of gluten free products

**coeliacuk**  
live well **gluten free**

# What interests people

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



# Links for promoting services

- Eating out tips: [www.coeliac.org.uk/eatingout](http://www.coeliac.org.uk/eatingout)
- 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: [www.coeliac.org.uk/VenueGuide](http://www.coeliac.org.uk/VenueGuide)
- Information on reading labels: [www.coeliac.org.uk/labels](http://www.coeliac.org.uk/labels)
- 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: [www.coeliac.org.uk/recipes](http://www.coeliac.org.uk/recipes)

# Useful links on CD and GF

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

# Useful links to engage with the charity

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



# 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



- [www.facebook.com/CoeliacUK](https://www.facebook.com/CoeliacUK)



- [https://twitter.com/Coeliac\\_UK](https://twitter.com/Coeliac_UK)



- [www.youtube.com/UKcoeliac](https://www.youtube.com/UKcoeliac)

# Social Media

Channel	Information	Tips for local groups using facebook
Facebook	<ul style="list-style-type: none"><li>• The Coeliac UK page has over 60,000 fans</li><li>• People can private message Coeliac UK with queries about coeliac disease, the gluten free diet, campaigns, membership etc</li><li>• We post 2 – 3 times a day</li></ul>	<p>Invite people to join – over 100 followers / likes is considered a good group</p> <p>Ensure your Facebook page is consistent in design to others and the charity – creates recognition of the bigger community</p> <p>Promote local information such as places to eat, fundraising events and where to shop</p> <p>1 post a day is fine; keep it current.</p> <p>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!</p>



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

## Response to our Crossed Grain post...

Megan

📷🌍✈️ @CoeliacTravels

The best kind of delivery 🍷 can't wait to give this a read- Thank you @Coeliac\_UK for being amazing! 😊😊

# 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  
[www.coeliac.org.uk/diagnosis](http://www.coeliac.org.uk/diagnosis)

What do you find difficult  
about your gluten free  
diet?

# Local groups online



# Social Media

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

# Thank you