



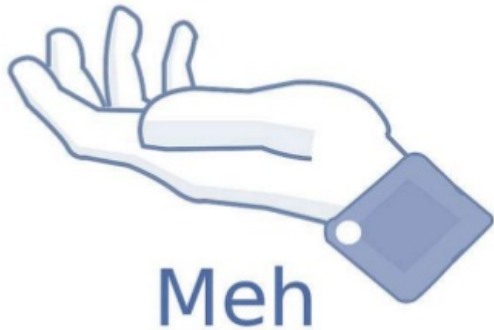
coeliacuk
live well **gluten free**

Using social media to support
your local group

Charlie Lee and Jo Hancock

Is it for you?

Social Media - Why Bother?



Credit Ken Murphy, Flickr Creative Commons

Good stuff

- Connect with your local community
- Easily promote your activities by creating an event
- Create a space for people to discuss issues that matter to them
- Post shareable content to raise awareness.

Considerations

- Can be labour intensive but it will be worth it – post at least twice a week
- How to build that audience
- What to post?

It works!



Coeliac UK is sharing:

- Recipes
- Gluten free living tips
- Latest research
- News on events
- Policy updates
- Updates on new gluten free food
- A community.



Facebook.com/coeliacuk – over 75,000



@Coeliac_UK – over 30,000

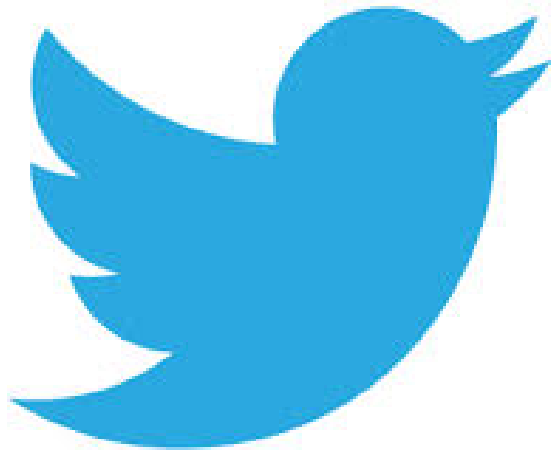


@coeliacuk – over 13,000

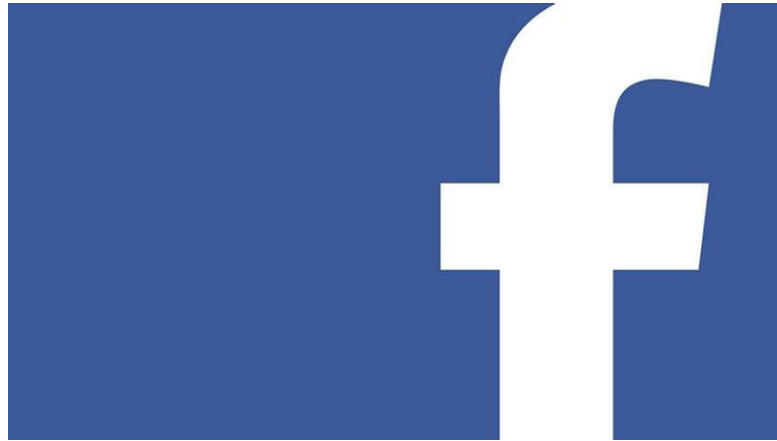


LinkedIn – over 3,000

Which platform?



Facebook



You can get the most out of Facebook:

- Set up an open Facebook Group
- Or an open Facebook Page
- Promote events
- Have conversations
- Create a mini forum.

Look like us to help your visibility



People have heard of Coeliac UK

- Including our name in your name means you'll be searchable
- Including the logo we've created means people will recognise your connection to us
- Your cover photo can be you, or the stock photo we use
- Use the About function to describe what you do.

Find your people

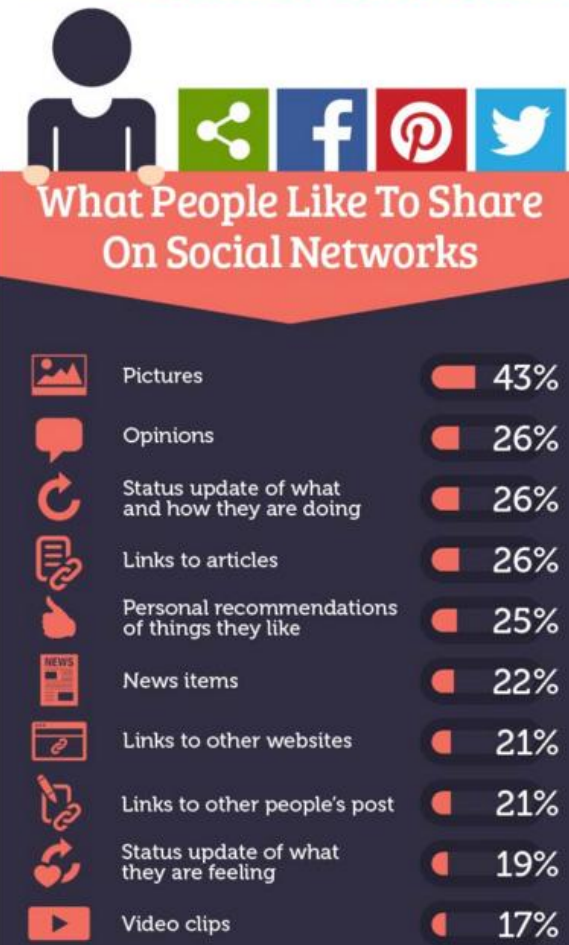


Build your network

- Post in other Facebook groups/on pages to promote a link to your page
- Like Coeliac UK's content and engage
- Promote it in your local group newsletters
- Give out a flyer at events
- Get involved in conversations on other gluten free Facebook pages.

What great content looks like

What People Share On Social Networks



What's the point?

- Share information
- Have a call to action – what do you want them to *do*?
- Visual – use images you have permission for
- Test what works and keep that kind content going.

What great content looks like

Coeliac UK
16 September at 10:25 · 🌐

How long have you been on your gluten free diet and how are you feeling?
Please comment below.



Coeliac UK
Published by David Coeliac [?] · 28 August at 16:02 · 🌐

Can you relate? 🗨️ 📷 📱 📺 📺 📺



Ask questions around living with coeliac disease

- How did you get diagnosed?
- How are you finding the gluten free diet?
- Where do you eat out regularly?
- Does this sound like you?
- What's your favourite gluten free dinner?

What great content looks like



Post about local issues and give your insight and expertise

- Where do you eat out locally?
- Get people talking about issues in your local area
- Where do you shop?
- Share great accredited venues and support their efforts.

Promote your events



The screenshot shows a Facebook event page for 'Wessex Gluten Free Food Fair'. The left sidebar contains navigation options: Events, Events, Calendar, Birthdays, Discover, Wessex Gluten Free Food Fair (highlighted), and Hosting. A '+ Create Event' button is at the bottom of the sidebar. The main content area features a photo of a woman at a food fair with a 'coeliacuk live well gluten free' banner in the background. Below the photo, the event title 'Wessex Gluten Free Food Fair' is displayed for 'OCT 5', marked as 'Public' and 'Hosted by Coeliac UK'. Interaction buttons include 'Interested', 'Going', 'Share', and a menu icon. The event details specify 'Saturday, October 5, 2019 at 11 AM – 3 PM' with weather 'Next Week - 11–16°C Light Rain Mist' and the location 'Guildhall Winchester The Broadway, SO23 9GH'. At the bottom, there are tabs for 'About' and 'Discussion'.

We set up events for food fairs

- Use this for your coffee mornings and other events
- You can see who is going
- Update attendees on any changes.

What great content looks like



Use us!

- Sharing content helps us all
- We post twice a day
- You might have people on your group/page that we don't – let's share our reach.

Things to consider



- If people need health advice, direct them to us
- Don't advertise products - we are a health charity so should be impartial and independent
- If there are disagreements amongst your audience, you will need to moderate – refer to the rules you have set up
- Add us as admin – purely so we can lend support if needed.

Tools to help



Instructions on how to set up:

- Facebook page
- Facebook group
- Facebook event
- Brand guidelines
- Request your logo toolkit.



Thanks for listening

Any questions?