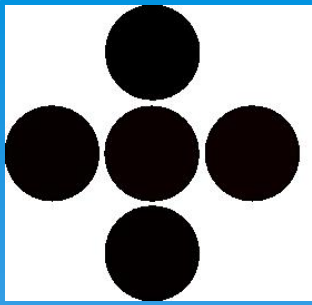




Making an Noise Presentation

Using Social Media to Promote
Plus

By Francis Wallington & James
Oliver

Aims of Today Presentation

- * Demonstrate of Social Media place in today Society
- * Explore Advantages and Disadvantages of Social Media
- * Discuss Target Audience
- * Assess Performance of Ad Campaign
- * Identify the Needs
- * Supporting the Campaign

Making a Noise

*Stand
Up
Please



Making a Noise

- * How many People using Social Media sites such as Facebook
- * Sit down if you do not?



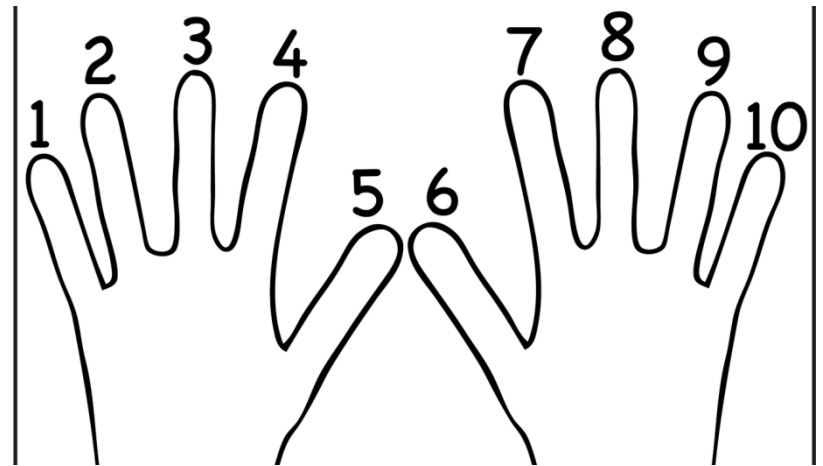
Making a Noise

- * How many people using Social Media to promote
- * A) Promote their local Plus Group
- * B) Their own business or Social Enterprise / Not for Profit Organisation

Making a Noise

- * Question

- * Using your fingers, show us how many social media sites you use?



Making a Noise



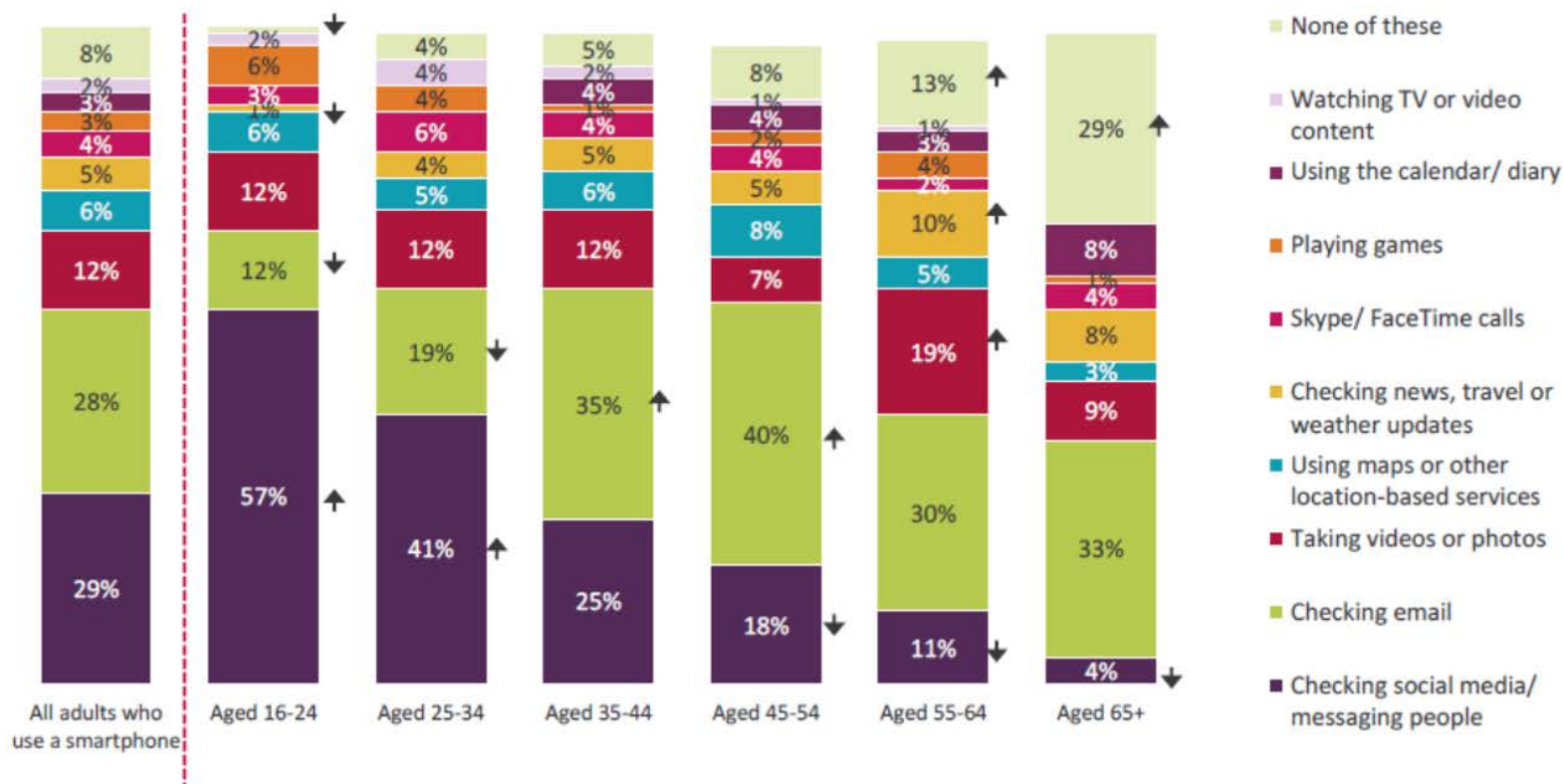
- * If Plus is to look a larger Population, using OfCOM surveys for 2018,
- * Plus will see that reflects the National Population,
- * Younger population are using a large of number of Platforms to communicate

Adults' Media Use and Attitudes Report

RESEARCH REPORT:

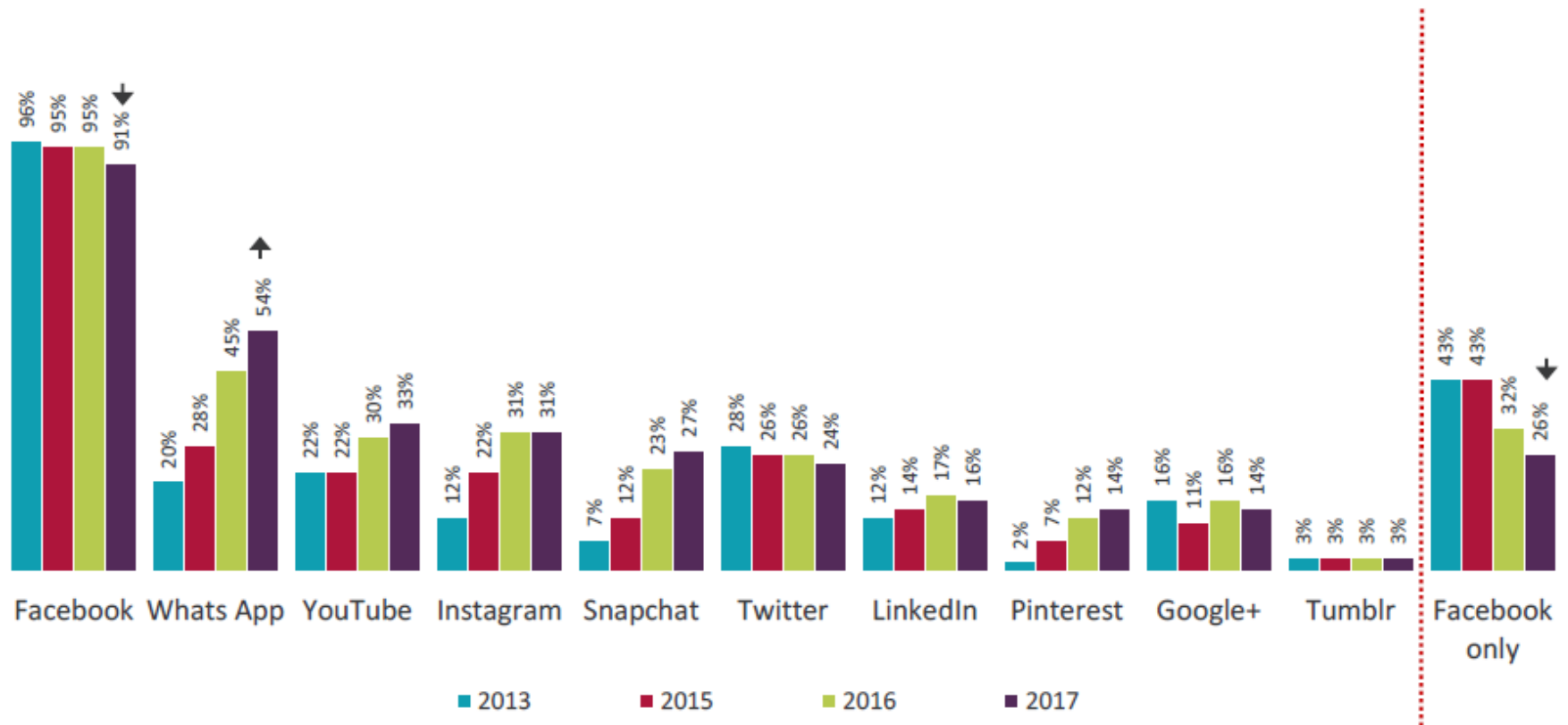
Publication Date: 25 April 2018

Figure 9: Activity smartphone users say they would most miss using their phone for, by age



Source:- Ofcom **Adults' media use and attitudes report 2018**

Figure 32: Social media sites used: 2013-2017



Source:- OfCOM **Adults' media use and attitudes report 2018**

Half of UK 10-year-olds own a smartphone

Half of UK 10-year-olds own a smartphone

bbc.co.uk/news/technology-51358192

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NEWS

Home UK World Business Politics Tech Science Health Family & Education Entertainment & Arts Stories More

Technology

Half of UK 10-year-olds own a smartphone

By Zoe Kleinman
Technology reporter, BBC News

4 February 2020

f Share



GETTY IMAGES

Fifty per cent of the UK's 10-year-olds owned a smartphone in 2019, according to a report by media regulator Ofcom.

Top Stories

Major incidents declared after storm flooding
People have been rescued from flooded homes in Wales and there a record number of flood warnings and alerts in England.
2 hours ago

Presenter attacks trolls over Flack death
3 hours ago

Forty Americans from cruise ship have coronavirus
53 minutes ago

Features



Looking back at Caroline Flack's career

21:59 16/02/2020



Making a Noise – Facebook Advertising



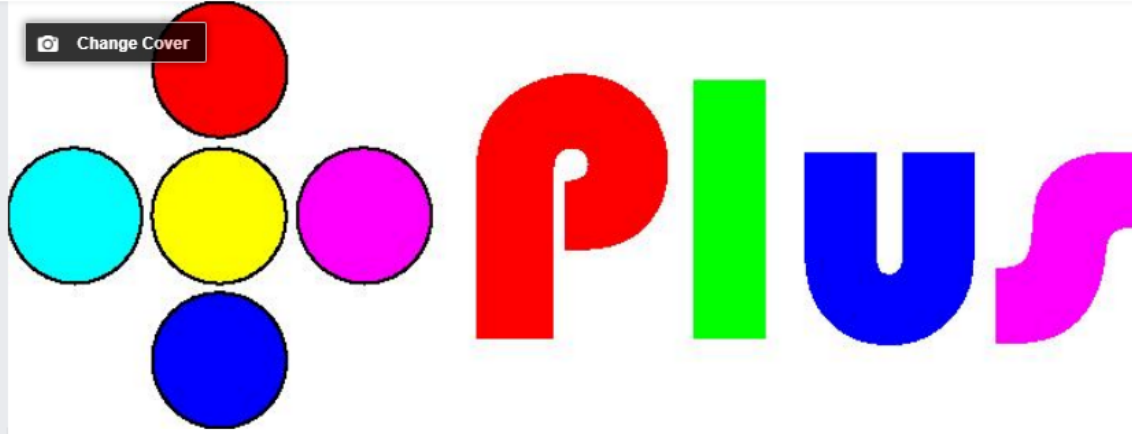
Page Ad Centre Inbox 1 Events Manage jobs Notifications More Edit Page Info 1 Settings 1 Help



Solihull Quest
@solihullquest

Home

- About
- Photos
- Videos
- Events
- Posts
- Services
- Shop
- Groups
- Notes
- Offers
- Jobs
- Community
- Reviews



Liked Following Share ...

Contact Us

Create Live Event Offer Job

Write a post...

Photo/Video Get messages Feeling/Activ... ...

Reach people nearby

Set your location and reach customers in your area

Get more Page likes

Help people find and like your Page

Suggested Groups

- Solihull & Shirley Community**
3.5K members • 70 posts a day
Join
- Shard End Our Community**
4.7K members • 30 posts a day
Join
- Hall Green Residents**
6.8K members • 160 posts a day
Join
- Water Orton Village**
3.5K members • 40 posts a day
Join

Kathryn Morris x Chat (17) 11

https://www.facebook.com/1409242549364400/photos/1453173244971330/

Half of UK 10-year-olds own a smAdults' media use and attitudes(8) Solihull Questcambridge analytica facebook - C

facebook.com/solihullquest/ad_center/?refSource=pages_manager_bar&section=audiences

AppsImportedBookmarksGoogleFree HotmailHomeWindows Marketpl...WindowsGoogleFacebookBBC - HomepageOther bookmarks

PageAd CentreInbox1

Create AdOverviewAll adsAudiences

AboutCreate adCreate PageFacebook © 2020English (UK)English (US)Polski

Create audience

Age23 - 55

LocationsUnited KingdomSolihull, England + 50 km

Add locations

Your audience location has been changed from United Kingdom to Solihull. Undo change



Detailed targeting



Your audience size is **defined**. Good work!
Potential audience size: 2,700,000 people

CancelSave

Adults-Media-Use....pdf

Type here to search



13:43
15/02/2020

Half of UK 10-year-olds own a smartphone (8) Solihull Quest

facebook.com/solihullquest/ad_center/?refSource=pages_manager_bar&section=audiences

Apps Imported Bookmarks Google Free Hotmail Home Windows Marketpl... Windows Google Facebook BBC - Homepage Other bookmarks

Search James Home Find Friends Create

Page

Create

Overview

All ads

Audience

How would you like to grow your business?

Creating an ad helps get you more of the business results you want.

 **Get started with Automated Ads**
Get personalised ads that adjust over time to help you get better results

 **Boost a post**

 **Boost an event** Recommended

 **Promote your Send Message button**

 **Promote your Page**

 **Promote your business locally**

 **Promote your Contact Us button**

 **Get more website visitors**

 **Get more leads**

Help Centre Close

Chat (15)

Adults-Media-Use....pdf

Type here to search

13:48 15/02/2020

(8) Solihull Quest

National Federation of Plus Areas

Solihull Plus

facebook.com/solihullquest/ad_center/?refSource=pages_manager_bar&section=audiences

Apps Imported Bookmarks Google Free Hotmail Home Windows Marketpl... Windows Google Facebook BBC - Homepage Other bookmarks

Search

James Home Find Friends Create

7 1

Page

Create

Overview

All ads

Audience

Promote your Page

AD CREATIVE

Save

Format

Choose the type of image or video format you'd like to use in this ad.

Single image

Single image

Upload an image or video

Browse Library

Free Stock Images


700 x 266

Text

219/90

Solihull Quest

Is a social and activities organisation for adults aged 18 - 65. As well as regular meetings on a Wednesday Evening activities are also organised at Weekends, often in conjunction with other local groups.

AUDIENCE

People you choose through targeting

Edit

Back

By clicking Promote, you agree to Facebook's Terms & Conditions | Help Centre

Cancel

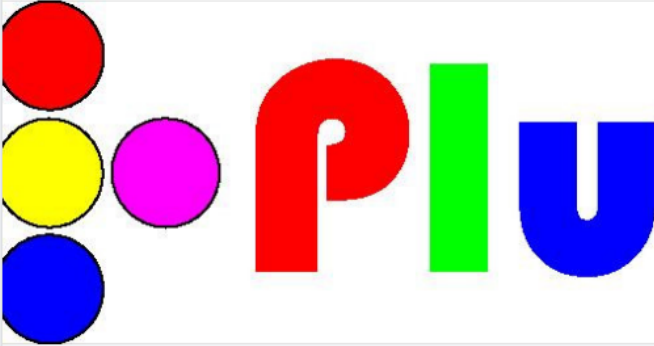
Promote

Preview: Desktop News Feed

**Solihull Quest**
Sponsored ·

Solihull Quest

Is a social and activities organisation for adults aged 18 - 65. As well as regular meetings on a Wednesday Evening activities are also organised at Weekends, often in conjunction with other local groups.



Solihull Quest
Solihull Quest Social & activities organization.

Like Page

Like Comment Share

Adults-Media-Use....pdf

Show all

Type here to search

Windows Taskbar

Promote your Page

☐ People in your local area

☒ Solihull Edit

Location – Living in United Kingdom: Solihull (+50 km)
England
Age 23-55

Create new audience

DURATION AND BUDGET

☐ Run this ad continuously
Your ads will run continuously for a daily budget. This option is recommended. [Learn more](#)

☒ Choose when this ad will end

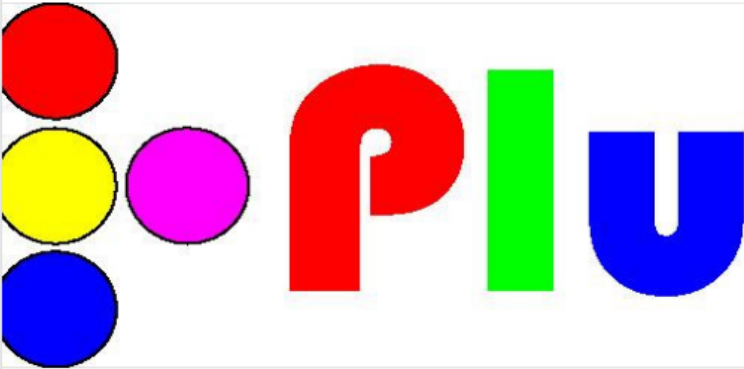
Duration ⓘ
Days 5
End date
Daily budget ⓘ

The actual amount spent daily may vary. ⓘ
Estimated 4-19 likes per day ⓘ

Preview: Desktop News Feed ▼

**Solihull Quest**
Sponsored · ⓘ

Solihull Quest
Is a social and activities organisation for adults aged 18 - 65
Membership Organisation



Solihull Quest
Solihull Quest Social & activities organization. Like Page

Like Comment Share

Back ⚙️ By clicking Promote, you agree to Facebook's [Terms & Conditions](#) | [Help Centre](#) Cancel Promote

Making a Noise

How to keep People Interested?

How to Keep People Interested?

MONTH: FEBRUARY 20			
WED	5 th	Group AGM	Committee
WED	12 th	Group Night / New Member Night	James O
WED	19 th	Group Night / New Members Night	James O
WED	26 th	Group Night / New Member Night	James O
Sun	2 nd	Ice Sculpture Trail - York (11 am)	Area Event Lis/Geoff
Fri	7 th	Ten Pin Bowling @ Acock Green Bowl	Kathy
Sat	8 th	Monthly Meal Out	James O
Sat	15 th	Valentine's Vinyl Disco @ The Fieldhouse	James O
Sat	22 nd	National AGM + Dinner and Dance - Jacobean Hotel, Coventry Nat Event	Kathy M
Fri	28 th	End of the Month Pub TBA	
Sat	29 th	Space Monkey @ The Fieldhouse	James O

- * Ensure Events are Interesting and attractive to people looking at the Page.
- * Keep the Page upto Updated
- * Tell a Story (Images, Video's, etc)

How to Keep People Interested?

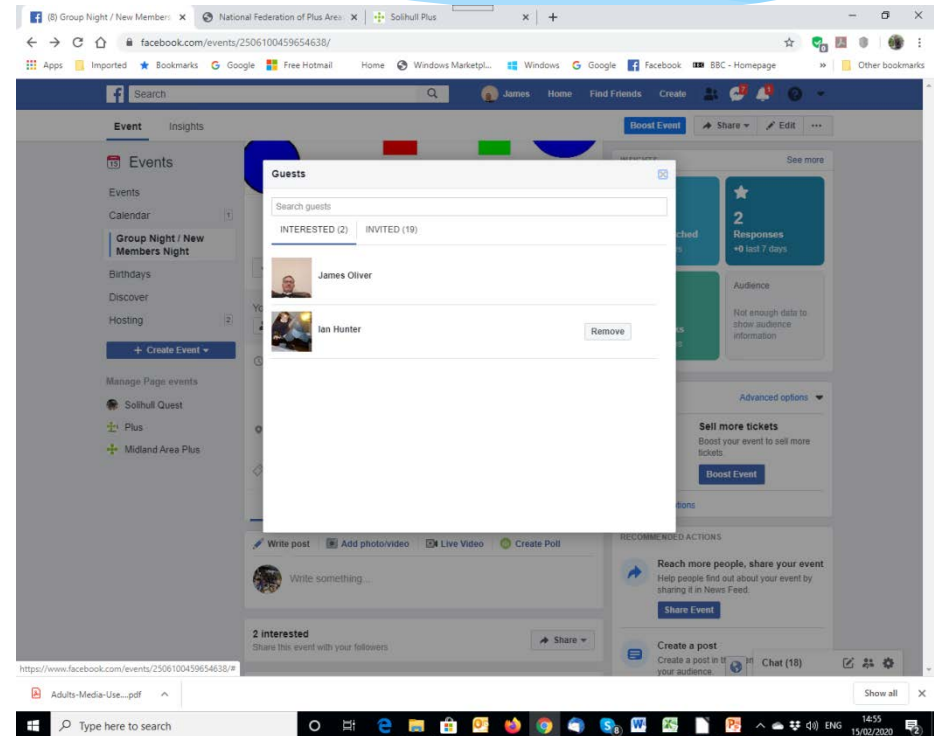
Keep Message Positive to Audience

Support the Campaign

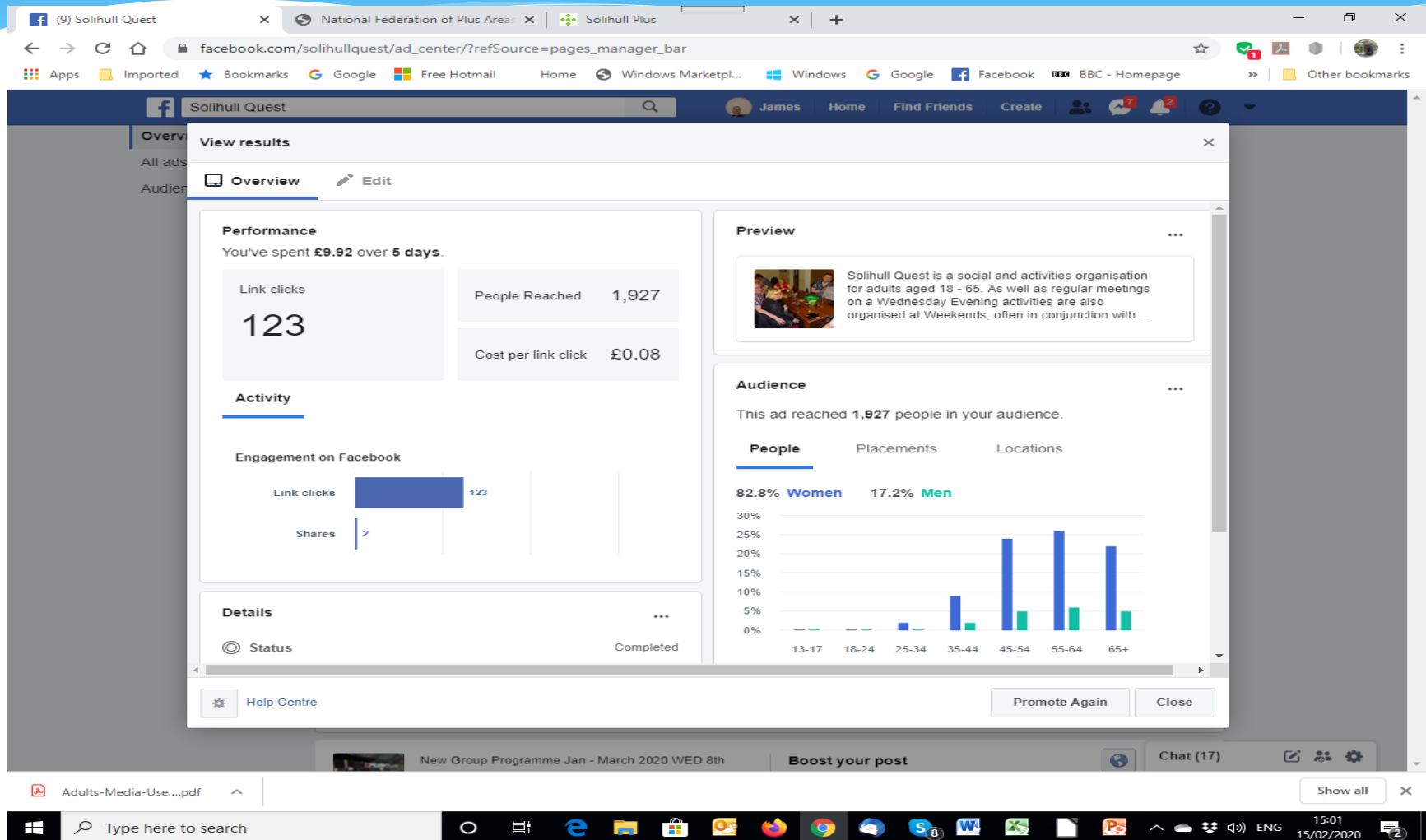
- * Programme
- * Execute & Run Activities
- * Check Information Points are accurate & Up to date
- * Point of Contact
- * Support the visitor.
- * Place Programme, Posters, at Information Points.
- * Website
- * Press Releases to Local Media / Online Media
- * Links to Instagram Accounts

Support the Campaign

- * Tend your Inbox / Facebook Page
- * Cultivate your Interest audience into Like's and Possible Attendance.



Facebook Analytics – Solihull Quest



Making a Noise

Issues:-

1. Solihull / Lichfield has yet to convert Likes into Actual Visitors then into Members
2. Inform Members of Lichfield / Solihull about Campaign

Making a Noise

- * Lichfield
- * Created October 2016
- * 50Km around Lichfield
- * In two years of promotion
- * Lichfield has gain 288 Likes
- * 303 People Follow Lichfield Plus

- * Solihull
- * Created in June 2014
- * 50KM around Solihull
- * Has just started promotion
- * Solihull has reached 108 Likes
- * 115 People follow Solihull Quest

Making a Noise

- * Midland Plus Facebook Page
- * Created February 2008
- * No Promotion undertaken
- * 35 Likes
- * 38 People follow this Page
- * National Facebook Page
- * Created in December 2009
- * No Promotion has been undertaken
- * 175 Like this page
- * 180 People follow this page



Making a Noise

- * What Stops you from Using Facebook to promote your group.

- * Please Share

Any Question's?





**Thank You very much for
Listening**