

HELLO HEE GENOMICS




SUPERCARGED SOCIAL MEDIA workshop with [@darrencaveney](#)

introductions **darren caveney**




@darrencaveney >> @comms2point0 >> darrencaveney@gmail.com






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welcome to comms2point0.co.uk, a learning and sharing space created for comms professionals, by comms professionals. home to over 1.4k posts, case studies articles and resources, follow us on [twitter](#) and join in the conversation today.


latest post ..



could the pr in gdpr actually mean something different?




comms2point0 events ...



MAY 21

ESSENTIAL VIDEO SKILLS FOR COMMS

LONDON - NEW DATE



MAY 22

SKILLS YOU NEED FOR LIVE VIDEO

LONDON - NEW DATE

May 12, 2018

press and communications officer, sheffield city region

[Read More →](#)

May 10, 2018

communications business partner, babergh and mid suffolk district councils

[Read More →](#)

May 10, 2018

marketing executive, nasen (national association of special educational needs)

[Read More →](#)

May 10, 2018

graduate trainee – communications and marketing, stoke-on-trent city council

[Read More →](#)



need an extra pair of hands?

@comms2point0



Tweets
84.8K

Following
7,760

Followers
15K

Likes
14K

Lists
6

Moments
2

Edit profile

@comms2point0

@comms2point0

Flying a flag for communications and communicators. Bespoke training, strategic consultancy, events & mentoring since 2011. Created by @darrencaveney

📍 United Kingdom

🌐 comms2point0.co.uk

📅 Joined July 2011

📷 6,627 Photos and videos



Tweets

Tweets & replies

Media



Pinned Tweet



@comms2point0 · Jan 14

BRAND NEW WORKSHOP

Really excited to launch this one with the UnAward-winning @rebecca7roberts Darren

'How to engage with young people'
Are you ready for Generation Z and Alpha
socsi.in/Or5aD



Your Tweet activity

Your Tweets earned **16,923 impressions** over the last 24 hours



View your top Tweets

Who to follow · Refresh · View all

👤 Followed by Kathy Wall and others



Oval Tube Station @Oval_...

Follow

agenda: **SOCIAL MEDIA WORKSHOP**

13 march 2019, 10.15am – 12.30pm

with @darrencaveney, creator of @comms2point0

- intro
- exercise 01 - your favourite and least favourite social media platforms
- best practice examples, award-winning work and killer content
- top tips for Twitter, Facebook and LinkedIn
- social media tools to help you
- discussion - personal accounts vs HEE accounts: the pros and cons
- good governance
- exercise 02 – creating an action plan to shape your future use of social media using a SWOT



Health Education England





EXERCISE 01 YOUR FAVOURITE/LEAST FAVOURITE SOCIAL MEDIA PLATFORMS

workshop: exercise 01

on your tables

- discuss your favourite/least favourite social media platform
(5 mins)
- feedback

SOME THOUGHTS TO BEGIN THE DAY



- no one knows it **all**
- we're all trying to **keep up**
- just when you think you've cracked it, **everything changes...**
- social media **metrics** – take notice AND a pinch of salt
- we need to **work harder** now than ever before to get results

social media is not a silver bullet...

social media is not a silver bullet...

Be. In. The. Moment.



HAVE A PLAN



@darrencaveney | @comms2point0.co.uk | darrencaveney@gmail.com

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WHY WE NEED TO **PLAN** SOCIAL MEDIA...



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a good **comms plan** will inform your use of social media...



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SETTING THE SCENE: SOCIAL MEDIA IN 2019



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UK SOCIAL MEDIA USERS >> TOP 8 PLATFORMS 2019



YOUTUBE

41.3m registered users – source Ofcom August 2018

FACEBOOK



39.7m registered users – source Ofcom August 2018



TWITTER

23.04m registered users – source Twitter June 2018

LINKEDIN



23m registered users – source LinkedIn March 2018

UK SOCIAL MEDIA USERS >> TOP 8 PLATFORMS 2019



INSTAGRAM

19.4m registered users – source Ofcom August 2018

PINTEREST



12.4m registered users – source Ofcom August 2018



SNAPCHAT

10.3m registered users – source Ofcom August 2018

GOOGLE+

G+

8.7m registered users – source Ofcom August 2018

the UK - Internet connectivity

4G now reaches **97.8%** of the population

90% of homes have an internet connection

12% of adults don't go online

40% adults check their phone within **5 minutes** of waking

(this does not include phone alarm clocks)

51% go to bed with their mobile phone within reach

source – Ofcom, Aug 2018

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Smartphone Britain

78% of adults have a smartphone

88% of adult internet users spend **24 hours** a week online

source – Ofcom, Aug 2018



AWARD WINNING WORK. BEST PRACTICE.

BEING BRAVE



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BEST SOCIAL MEDIA ACCOUNT - WINNER



The image shows the Twitter profile of GiveBlood NHS. The header features a banner with a live performance scene and the text 'B POSITIVE RISE UP' and 'PROCEEDS GO TO NHS SICKLE CELL WARD'. The profile picture is a red heart logo. The bio states: 'This is the official account for the blood service for England. We love reading your tweets and reply to them between 0700-2300 #GiveBlood'. The location is 'United Kingdom' and the website is 'blood.co.uk'. The account is verified and follows the user.

GiveBlood NHS 
@GiveBloodNHS Follows you

Tweets **103K** Following **10.6K** Followers **80.5K** **Following**

This is the official account for the blood service for England. We love reading your tweets and reply to them between 0700-2300 [#GiveBlood](#)

United Kingdom • [blood.co.uk](#)

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OBJECTIVES

recruit **200k** blood donors per year

specific **shortages** in black and asian communities

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STRATEGY

donors and citizens at the core of the strategy

defined three digital content themes:
Do, Think and Feel

used social media as the catalyst for digital **storytelling**, shifting the focus to the stories of the people whose lives have been changed by blood donation



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CAMPAIGN LAUNCHED...



The poster features a smiling female nurse in a blue uniform drawing blood from a Sikh man wearing a black turban and a blue t-shirt with a Union Jack design. A red ribbon, symbolizing blood, flows from the man's arm across the frame. The NHS Blood and Transplant logo is in the top right corner.

Do something amazing **today.**
Give blood.

Black, Asian and minority ethnic communities

For patients from BAME Communities, the best match typically comes from blood donors from the same ethnic background

blood.co.uk

comms2point0.co.uk
[@comms2point0](https://twitter.com/comms2point0)

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THE CAMPAIGN ATTRACTS RACISTS ABUSE...

Braunbär FFN @ImGrünenWalde

Replying to @GiveBloodNHS

If we deport all blacks, this will stop being an issue.

WHICH THEY CHALLENGED ROBUSTLY...



WHICH GAINED LOVE AND SUPPORT...



TheAndiOshow ✓

@andiosho

Take my blood @GiveBloodNHS
You 🔥🔥🔥🔥

AND THEY **STEPPED UP** THE CAMPAIGN...

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@comms2point0

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TACKLING IMPORTANT ISSUES (AND RACISTS)



GiveBlood NHS  

@GiveBloodNHS

Following



So, people keep asking - why do we need more black blood donors? Isn't everyone's blood the same? You're racist! ISSA THREAD:

9:23 AM - 7 Nov 2017

13,407 Retweets **22,526** Likes





GiveBlood NHS 🇬🇧 @GiveBloodNHS · 7 Nov 2017

Do black people have 'special' blood? Are we being racist? Is race a social construct? 🤔 Let's break it down.



18

482

2.1K





GiveBlood NHS   @GiveBloodNHS · 7 Nov 2017

First up - blood does the same thing for everyone's body - it keeps you alive and saves lives. ISSA FACT!



 5

 478

 2.4K





GiveBlood NHS  @GiveBloodNHS · 7 Nov 2017

Everyone's blood IS NOT the same, so you can stop calling us racist.



22

816

3.4K





GiveBlood NHS 🇬🇧 @GiveBloodNHS · 7 Nov 2017

Blood can have more than 30 different types or blood groups. You've all heard of ABO, right? That's one blood group. **A B O AB**

12 579 2.4K



GiveBlood NHS 🇬🇧 @GiveBloodNHS · 7 Nov 2017

And you've heard of people being 'positive' or 'negative'? That's another blood group.

6 456 2.1K



GiveBlood NHS 🇬🇧 @GiveBloodNHS · 7 Nov 2017

mid-thread pause for a shout out to the O negative crew, the donors whose blood can go to anyone.

GIF

64 1.5K 9.4K



GiveBlood NHS   @GiveBloodNHS · 7 Nov 2017

Blood groups are more or less common in different ethnic groups. So black people are more likely to have, say, B negative blood.

 21  592  2.4K 




GiveBlood NHS   @GiveBloodNHS · 7 Nov 2017


It's not to say white or Asian people can't be B negative, or that all black people are B negative.

 7  405  1.8K 



GiveBlood NHS   @GiveBloodNHS · 7 Nov 2017

It just means people from the same ethnic background are more likely to have the same blood groups.

 7  509  2.3K 



GiveBlood NHS 🇬🇧 @GiveBloodNHS · 7 Nov 2017

NOW this is where it gets really important, so please make sure to take notes and stop messing at the back.



GIF

2

353

2.3K



GiveBlood NHS 🇬🇧 @GiveBloodNHS · 7 Nov 2017

Black people are more likely to have a rare subgroup called Ro. Ten times more likely than a white person.



GIF

56

1.4K

5.4K



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THE RESULTS

25% increase of new blood donors aged 17-24 registering digitally - social media now one of the top channel referrers for online registrations across blood donation

The response to the racist post generated a **6%** increase in new black donors – one of the hardest to reach audience groups

Media coverage from the BBC, Bristol Post, The Poke and over **5 million** impressions across our social platforms



QUESTION

HOW MANY PEOPLE RUN THE ACCOUNT?

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1

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BEING CREATIVE





Doncaster

Metropolitan Borough Council



Doncaster Council

@MyDoncaster

Following



We have found a speedboat. On a road. In Doncaster. THREAD:



3:47 PM - 31 Oct 2017

1,342 Retweets 1,932 Likes





Doncaster Council  @MyDoncaster · Oct 31

Despite our land-locked location, some funny person has decided to dump a boat directly under a no fly-tipping sign.



3



15



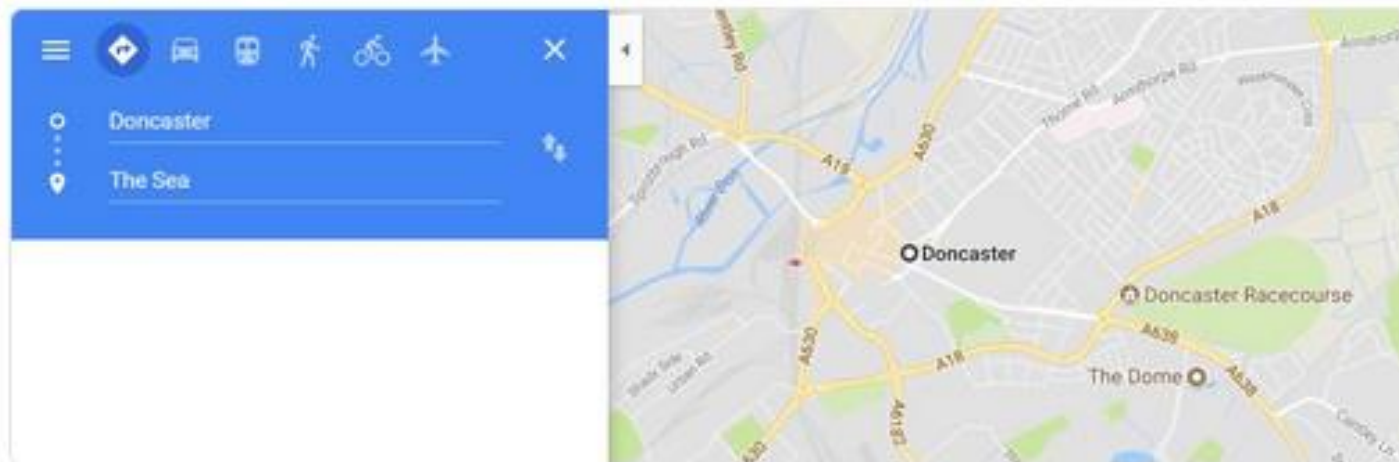
67





Doncaster Council  @MyDoncaster · Oct 31

You're probably thinking "Hang on, but Doncaster is 44.77 miles from the seaside?". Well, you'd be correct.



 3

 21

 99





Doncaster Council  @MyDoncaster · Oct 31

Seriously, even the boat looks embarrassed!



2



15



98





Doncaster Council  @MyDoncaster · Oct 31

Our Enforcement team had a wonderful day on the boat, combing it for clues to catch the culprit.



4



21



141





Doncaster Council  @MyDoncaster · Oct 31

One line of investigation is that this guy could be involved.




 10

 51

 415





Doncaster Council  @MyDoncaster · Oct 31

The boat has now been removed and, having been investigated further, is now in boat heaven.



4



12



63



POKING FUN AT THEMSELVES...



FUN + CREATIVE + PURPOSE = EFFECTIVE

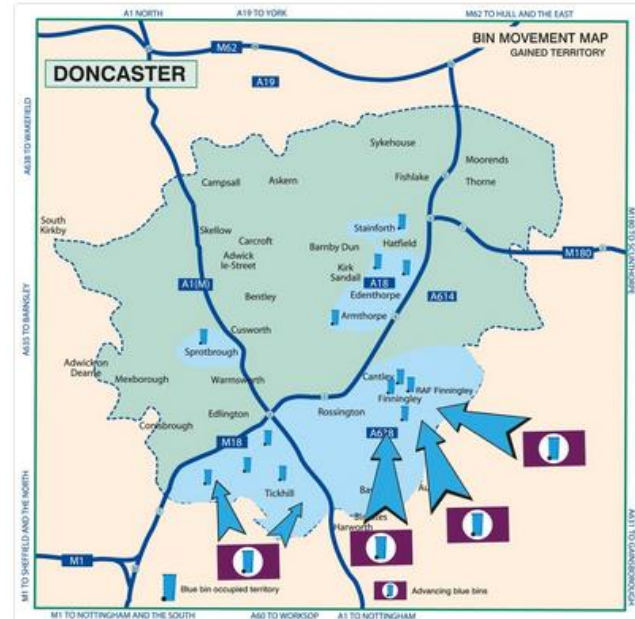


Doncaster Council

@MyDoncaster

Following

We have alarming news to report to you
- the #Binvasion continues at pace.
We've lost so much ground to the
invading blue bins.



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@comms2point0

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FUN + CREATIVE + PURPOSE = EFFECTIVE



the power
of images...



the power
of images...



SHERLOCK

THE FIRE BRIGADE DOG

The brave
dog on watch,
with a nose
for saving lives.



BY FIREFIGHTER PAUL OSBORNE



SHERLOCK

THE FIRE BRIGADE DOG



**MORE BEST
PRACTICE
EXAMPLES**

GOOD PRACTICE. FROM A LIBRARY?



The screenshot shows the Twitter profile of Orkney Library (@OrkneyLibrary). The profile picture is a circular logo with the text 'ORKNEY LIBRARY & ARCHIVE' and '1683' around a central emblem. The header image is a photograph of the library building. The stats bar shows 23.5K tweets, 9,318 following, 63.3K followers, 11.1K likes, and 1 moment. The bio states: 'Orkney Library & Archive. Providing books and more since 1683'. The website is 'orkneylibrary.org.uk' and it was joined in June 2009. The 'Tweets' tab is selected, showing three tweets. The first tweet from Jan 26 discusses the Orkney Archive and a Thursday night event. The second tweet from Jan 26 asks 'If YES is the answer then what is the question?' with hashtags #SaturdayMorning and #Orkney. The third tweet from Jan 24 mentions 'Disco inferno.' with hashtags #Burns, #BurnsNight, and #RobertBurns. The 'Who to follow' section lists Shetland Library, National Library of Scotland, and The Museum of English Rural Life. The 'Trends for you' section shows #HolocaustMemorialDay and West Ham.

Orkney Library @OrkneyLibrary

Orkney Library & Archive. Providing books and more since 1683

Orkney
orkneylibrary.org.uk
Joined June 2009

Tweet to Orkney Library

5,214 Photos and videos

Tweets Tweets & replies Media

Orkney Library @OrkneyLibrary · Jan 26
It's a brand new year in the Orkney Archive and time to get down and dusty. Here are a group of regulars doing just that on Thursday night. Shoes and pencils were cast aside, casual onlookers bewildered and staff were trapped behind the counter. orkneyarchive.blogspot.com/2019/01/get-do...

1 10 70

Orkney Library @OrkneyLibrary · Jan 26
If YES is the answer then what is the question?

#SaturdayMorning #Orkney

BBC News (UK) @BBCNews
Is Orkney the best place to live in the UK? bbc.in/2G0UkT5

13 8 215

Orkney Library @OrkneyLibrary · Jan 24
Disco inferno.

#Burns #BurnsNight #RobertBurns

Who to follow · Refresh · View all

Shetland Library @She...
Follow

National Library of Scotland
Follow

The Museum of English R...
Follow

Find people you know

Trends for you · Change

#HolocaustMemorialDay
LGAcomms, Siân, and 6 more are Tweeting about this

West Ham
AFC Wimbledon knocked West Ham out of the FA Cup







Orkney Library @OrkneyLibrary · 9h

Ooooooh hello blue tick!

Is this like a Blue Peter badge? Does it get us into exhibitions and that for free?

Orkney Library ✓

@OrkneyLibrary

Providing books and more since 1683

📍 Orkney 🔗 orkneylibrary.org.uk

1,056 FOLLOWING

25.7K FOLLOWERS





Shetland Library ✓ @ShetlandLibrary · Apr 5, 2016



@OrkneyLibrary Assume this "blue tick" business is a bit like when @Debenhams have a sale, identifying what's knocked down & 'had its day'?



Orkney Library ✓

@OrkneyLibrary

@ShetlandLibrary @Debenhams ha ha ha! well played

♥ 15 8:28 AM - Apr 5, 2016







Orkney Library

@OrkneyLibrary

@ShetlandLibrary In. Your. Face. pic.twitter.com/0cmOusnIQI

♥ 487 11:30 PM - Mar 5, 2016



TOP TIPS FOR GETTING THE MOST FROM SOCIAL MEDIA



Top Tip for content ratio – The ‘Rule of Thirds’

First third – your key messages/priorities

Second third – sharing other people’s content

Final third – engagement, non work related content

FACEBOOK TIPS



FACEBOOK TIPS – TOP 5

1. understand your **insights** – trends, what works/doesn't work
2. algorithm – “**meaningful interactions**” discussions, questions...
3. **great content** can still get cut-through
4. **know and tag** your partners and influencers
5. **comments** are better than likes...

TWITTER TIPS



TWITTER TIPS – TOP 5

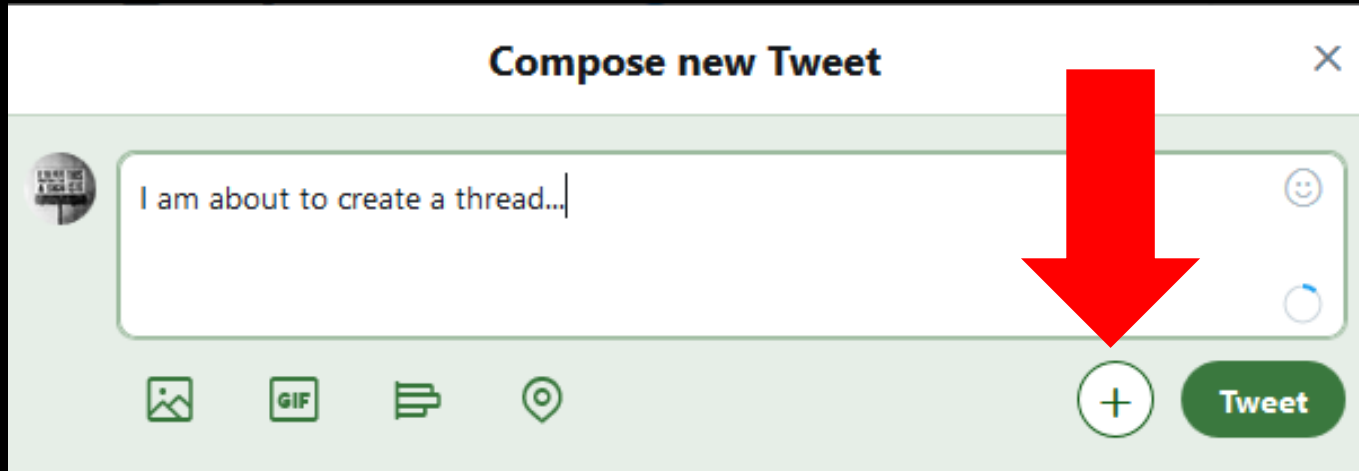
1. create **great content** for your followers (check your Twitter analytics)
2. make the most of your **profile page**
3. **clean up** your following/follower lists (TweepsMap is good for this)
4. know when your followers are **online/active** (Tweriod is good for this)
5. twitter **algorithm** – use your full 280 characters



Twitter Threads – who has used them?

TWITTER THREADS

- post a thread for a campaign or key priority
- take your time planning it (and the creative content)
- 'pin it' – top of your profile page



LINKEDIN

UK ► UK politics Education Media Society Law Scotland Wales Northern Ireland

Shortcuts

Social networking



Poppy Noor

✉ @PoppyNoor

Mon 15 Oct 2018 17:29 BST



Why are so many rappers on LinkedIn?

The social network is normally considered a place for shirt-and-tie business types, but more than 30,000 rap artists are using it to promote their careers



Advertisement



5 POTENTIAL BENEFITS FROM LINKEDIN

1. engagement and reach rates
2. groups and companies on your patch
3. better recruitment opportunities
4. improve/promote your organisational profile
5. your next job offer may come from LinkedIn



and hashtags are a **new feature** to help you search and to be searched...

LINKEDIN: WORK ON YOUR PROFILE & CONNECTIONS...



Darren Caveney

creator of comms2point0 and owner of creative communicators ltd
comms2point0 • Leeds Metropolitan University
Birmingham, United Kingdom • 500+

I am a communications specialist, creator of communications industry resource and comm
comms2point0, and founder of Creative Communicators Ltd. My 20-year career in communica

Articles & activity

2,419 followers [Manage followers](#)

Dyer on Brexit.



Do we all need to be a bit more Danny Dyer?



Darren Caveney
Published on LinkedIn

It's official, we need a little more no-nonsense honesty in our lives. And we've just been served up a rather marvellous example to inspire us. Now I know Danny Dyer from the 2005 film The ...see more

45 Likes • 4 Comments

Like Comment Share



Tuesday thoughts and thanks...

Darren shared this
13 Likes • 1 Comment



Communications Advisor with the top team at Loch Lomond and the...

Darren shared this
3 Likes



BIG NEWS The #UnAwards18 shortlist is live

Darren shared this
16 Likes

[See all activity](#)


@darrencaveney | @comms2point0

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QUESTION

DO YOU HAVE A LINKEDIN ACCOUNT?

LINKEDIN SEARCH – GENOMICS EDUCATION PROGRAMME



HEE Genomics Education Programme

Hospital & Health Care · Birmingham · 129 followers

[+ Follow](#) [Visit website](#)

[See all 15 employees on LinkedIn](#)


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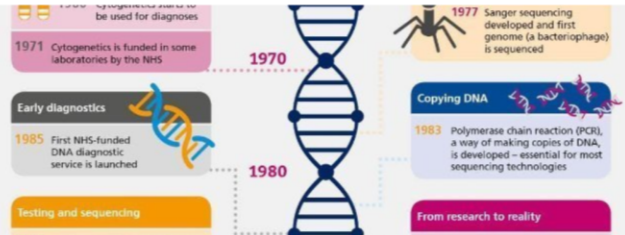
Updates



HEE Genomics Education Programme

129 followers · 8mo


To celebrate 70 years of the NHS, we've created a timeline to illustrate how genetics and genomics in healthcare has evolved over the past seven decades, and will continue to! [#NHS70](#) <http://sosci.in/pYEZt>



The timeline features a central DNA double helix with key milestones marked around it:


- 1970**: Cytogenetics is funded in some laboratories by the NHS
- 1971**: Early diagnostics
- 1977**: Sanger sequencing developed and first genome (a bacteriophage) is sequenced
- 1980**: Copying DNA
- 1983**: Polymerase chain reaction (PCR), a way of making copies of DNA, is developed – essential for most sequencing technologies
- 1985**: First NHS-funded DNA diagnostic service is launched
- Testing and sequencing**: From research to reality

Promoted




Simple Disaster Recovery

Running a slow, outdated Disaster Recovery system? See how easy DR can be.



Webcast your next event


We keep it simple, low cost, high quality HD filming & streaming



Hiring in Hospitality?

ThriveMap creates pre-hire assessments specifically for hospitality

Similar pages



NHS National Genetics and Genomics Education

Hospital & Health Care · [Messaging](#)

QUESTION

WHAT ARE THE **BIGGEST BARRIERS** TO YOU
DELIVERING GOOD SOCIAL MEDIA?

**barriers to effective
social media.**

4T'S

**Time
Training
Trust
Technology**

TOOLS TO HELP



TOOLS TO HELP: TWEET BINDER FOR TRACKING

Tweet Binder
Social Media tracking tool

Plans and pricing Events Reports Blog Custom projects Contact

**Analyze, classify and display
Twitter and Instagram content**

Optimize your campaigns and events activity on Social Media

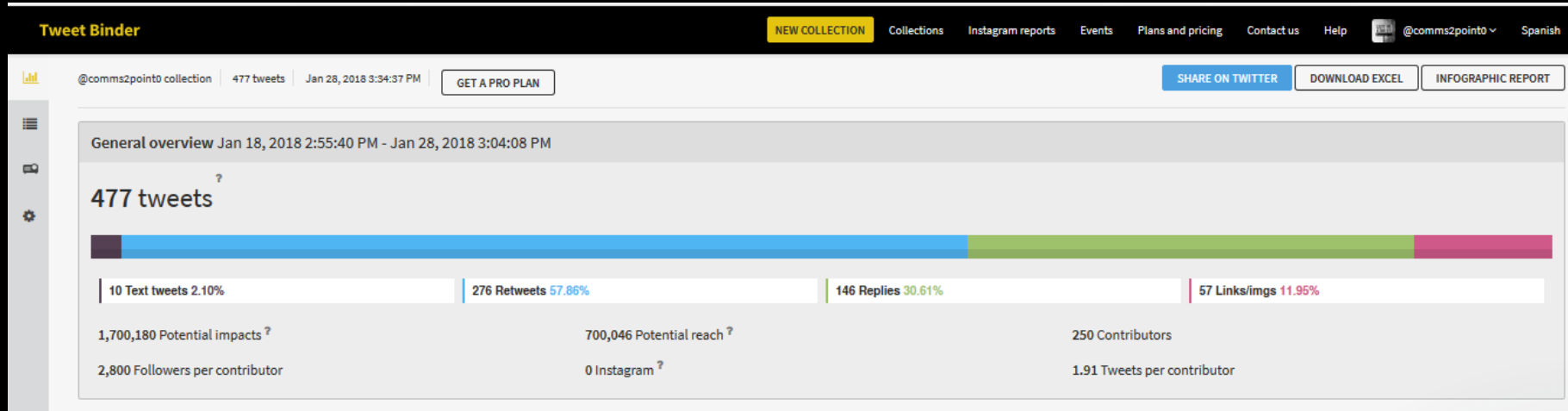
- Get complete stats in just one click
- Know your campaign's performance in real time
- Classify your stats and learn about your audience
- Create reports and Social Walls for events and summits
- Develop optimized microsites for corporate campaigns
- Obtain a customized, attractive and functional design

Create your free Twitter analytics report!

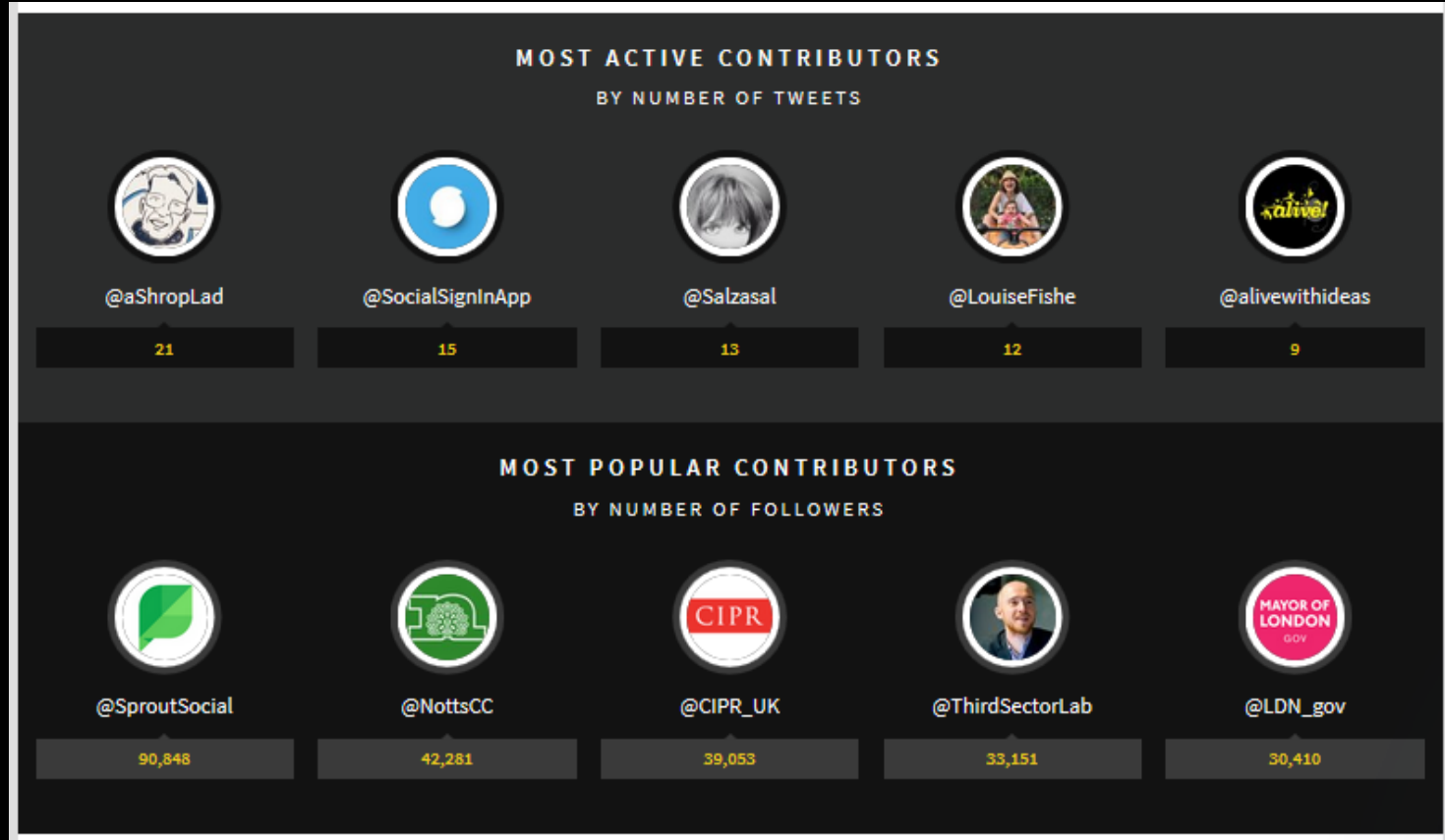
You will get a free report of up to 2,000 tweets from the last 7 days.

[Create your report!](#)

TOOLS TO HELP: TWEET BINDER













TOOLS TO HELP: TWEET BINDER













TOOLS TO HELP: TWEET BINDER

Contributor rankings











Most active [?]

Contributor	Tweets
 Nigel Bishop @aShropLad	21
 SocialSignIn @SocialSignInApp	15
 Sally Northeast @Salzasal	13
 Louise Fisher @LouiseFishe	12
 Alive With Ideas @alivewithideas	9
 Ella Minty @EllaMinty	9
 Rob Jefferson @RobJefferson	9
 Lorna Perry @lperry87	8
 Lisa Fleming @lcfleming	7
 Amanda @manickmandia	7

Retweeters [?]

Contributor	Retweets
 Nigel Bishop @aShropLad	20
 Jo Bland @jobland3	6
 Bridget Aherne 🇮🇪 @BridgetAherne	6
 @comms2point0 @comms2point0	6
 SocialSignIn @SocialSignInApp	5
 Alive With Ideas @alivewithideas	5
 Rachael Stray @Rachael_Stray	4
 Emma Rodgers @EmmaRodgers	4
 Lisa Fleming @lcfleming	4
 limetreecomms @limetreecomms	3

Original tweets [?]

Contributor	Tweets
 SocialSignIn @SocialSignInApp	10
 Louise Fisher @LouiseFishe	10
 Sally Northeast @Salzasal	10
 Rob Jefferson @RobJefferson	8
 Lorna Perry @lperry87	7
 Ella Minty @EllaMinty	6
 Ross McCulloch @ThirdSectorLab	5
 Phil Jewitt @philjewitt	4
 Alive With Ideas @alivewithideas	4
 Amanda @manickmandia	4

TOOLS TO HELP: TWERIOD – WHEN YOUR FOLLOWERS ARE ONLINE & ACTIVE

The screenshot shows the Tweriod website interface. At the top left is the 'Tweriod' logo. At the top right is a green button labeled 'Add new account'. Below the logo, a welcome message reads 'Welcome @comms2point0,'. A grey banner below the welcome message states 'You are using the free Tweriod basic analysis. [Check out our premium options here!](#)'. On the left side, there is a grid of buttons: 'My Analysis' (large green button), 'Request Another Free Analysis' (green button), 'Get A Premium Analysis' (green button), 'My Profile' (green button), 'Logout' (green button), and 'Twitter Chats' (black button). On the right side, the section 'Get a Premium Analysis From Tweriod' is followed by the text 'Become a Twitter Power User by Optimizing Your Tweets with Tweriod!'. Below this text is a bulleted list of premium features.

Tweriod [Add new account](#)

Welcome @comms2point0,

You are using the free Tweriod basic analysis. [Check out our premium options here!](#)

My Analysis

[Request Another Free Analysis](#) [Get A Premium Analysis](#)

[My Profile](#) [Logout](#)

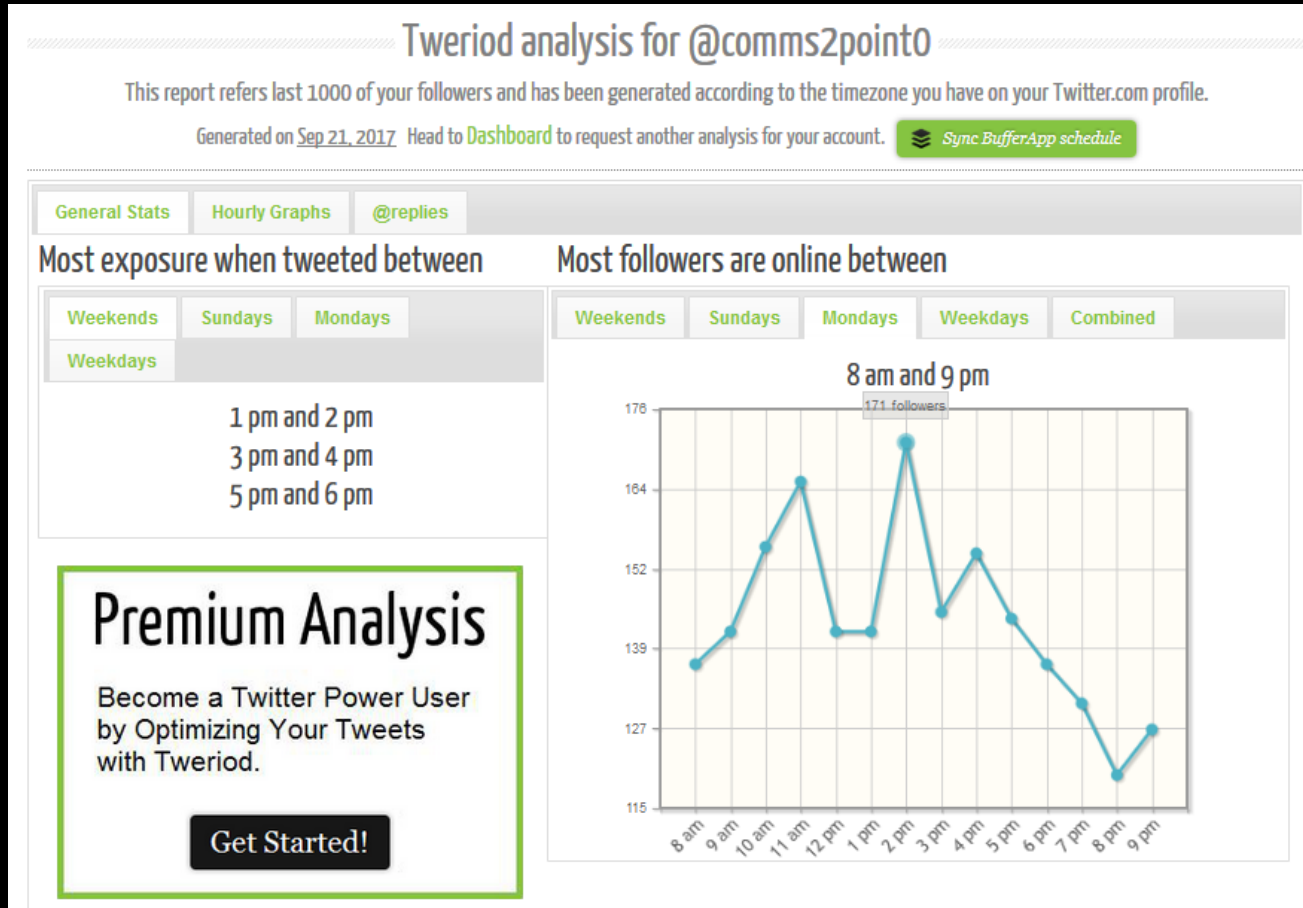
Twitter Chats

Get a Premium Analysis From Tweriod

Become a Twitter Power User by Optimizing Your Tweets with Tweriod!

- Premium Users Can Analyze Their **Entire Follower Base**.
- Get Detailed Analytics - **General Stats**, **Hourly Stats**, **@replies Stats** For **ALL Days** Of The Week.
- Get An Overall Summary Of Weekdays and Weekends In A **Summary Graphs**.
- **PDF Report** - Print Out For **You or Your Client**.
- **Add Branding** to your report for **You or Your Client**.
- Most apps only analyze your tweets. **Tweriod Analyses Your Past Tweets And Ones From Your Followers**.
- **Auto Sync Your Buffer Account** With Tweriod Optimal Timings.

TOOLS TO HELP: TWERIOD



TOOLS TO HELP: TWERIOD

Tweriod analysis for @comms2point0

This report refers last 1000 of your followers and has been generated according to the timezone you have on your Twitter.com profile.

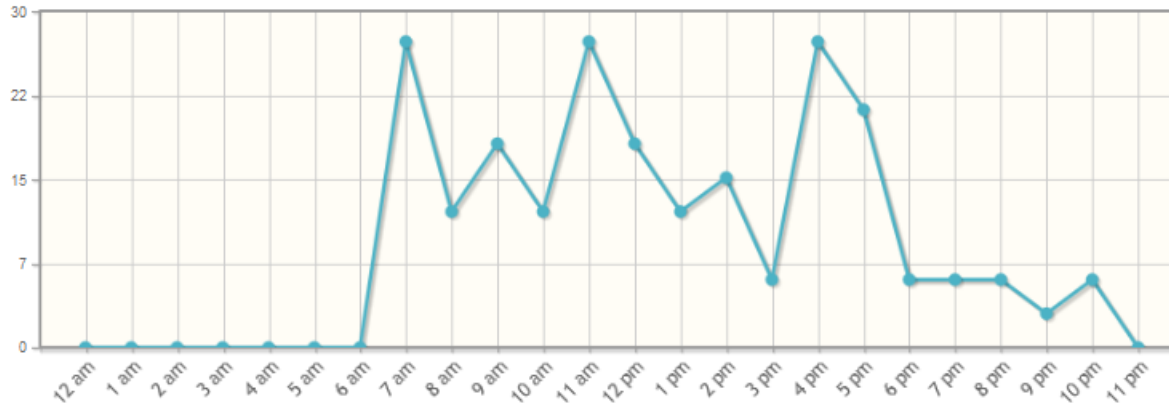
Generated on [Sep 21, 2017](#) Head to [Dashboard](#) to request another analysis for your account.

[Sync BufferApp schedule](#)

[General Stats](#) [Hourly Graphs](#) [@replies](#)

Your @replies graph

[Weekends](#) [Sundays](#) [Mondays](#) [Weekdays](#) [Combined](#)



This graph refers to the last 600 tweets you were mentioned in.

TOOLS TO HELP: INSTAGRAM CHECKUP

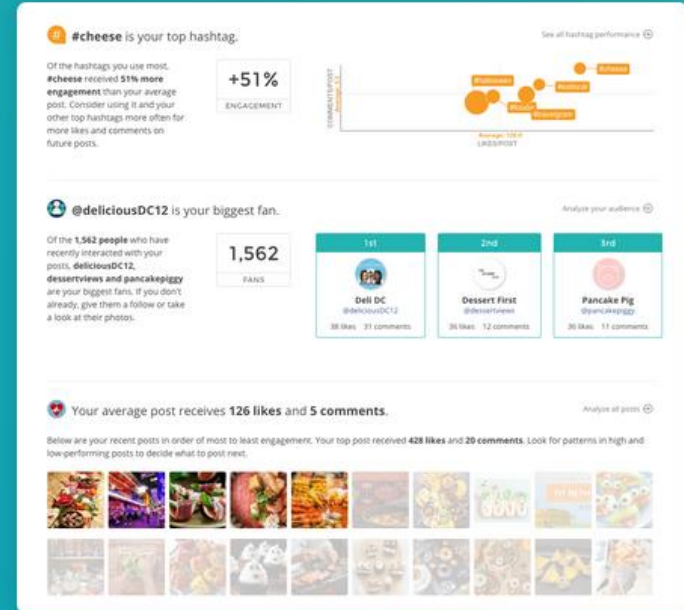
Want to see how you're doing on Instagram?

Get free Instagram analytics from Union Metrics! We borrowed clever algorithms from our paid analytics to provide a free Instagram account checkup that will put you on your way to Instagram health.

In just two minutes, we'll help you answer questions about your Instagram account like:

- What's the best time to post?
- What hashtags should you use to get the most engagement?
- What should you post more (or less) of?
- Who are your top fans?

START YOUR CHECKUP



Get better with a checkup!

good governance

**STRICTLY
PRIVATE.
EMPLOYEES ONLY**

BY ORDER
GENERAL MANAGER

governance issues to things to think about...

- personal vs professional use
- social media policy – use it
- opening a new account – take advice
- passwords



OTHER QUESTIONS??



try **not** to argue on social media...



EXERCISE 02 CREATING A PLAN

comms2point0.co.uk
@comms2point0

COMMSEPOINT0
creative communicators

in groups...

create a social media action plan via a crowd-sourced **SWOT**

RECAP >> **10** KEY TAKE-AWAYS

1. don't try to be on **everything**
2. **work harder** for engagement and returns
3. **own** your own platforms – and make sure they fly
4. manage **your time** well
5. find **5-10%** of your week/month to innovate and be creative

RECAP >> 10 KEY TAKE-AWAYS

- 6. believe in to yourself
- 7. always, always evaluate
- 8. be creative
- 9. be brave

and...

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COMMSEPOINT0
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10: **always** have a great **plan**



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creative communicators

TIME FOR A CHAT



keep in touch

@darrencaveney | @comms2point0 | darrencaveney@gmail.com