

Making the most of **social media**

Real time information source
 Twitter is a real time information source. Tailored to what you care about. Live connection to news and your supporters.

Tweets with images get **150%** more retweets

People spend **5x longer** watching **videos** compared with static content*

The average **British adult** now checks their phone every **12 minutes** of the waking day
One fifth of adults spends more than **40 hours** a week online

- WHY USE THE #
- SHOW SUPPORT
 - DISCOVERABLE
 - COMMUNICATE
 - BE A PART OF CONVERSATIONS

Include one strong **call to action**

f LIVE LIVE VIDEO
A fun, powerful way to tell your story

mentions
 Give shout-outs to other organizations, supporters, press, and partners.

Use clickable elements

On average, people have **5.54** social media accounts

Mobile users **1.5x** more likely** to watch VIDEO

Re-tweet
 Make sure you acknowledge your peers when they make the news or they post a great Tweet.

LESS is more

*across Facebook and Instagram. **more likely than laptop/desktop users, every day.

“ Supporters are interested in **topical issues**, articles where they can **find out more**, interviews with **experts**, and fundraising appeals ”

MAEVE MCARDLE, **TWITTER**

“ If you’re running an event, you can go **‘Live’** so people can join you in real time ”

ANDY MILHALOP, **FACEBOOK**

