

A social media guide for outdoor community groups.





A Social Media Guide - For Outdoor Community Groups.

Written by Frankie Dewar on behalf of Purposeful Adventure Club in collaboration with All The Elements.

This guide has been created as a resource as part of a 6 week social media course that was funded by the YHA Outdoor Citizens and Sport England.

Guide created May 2023

Hello and Welcome!

I hope this guide helps to demystify social media, gives you the tools you need to share online and helps you to feel confident to promote your community.

There are lots of different social media guides out there, this one focuses specifically on the needs of people running community groups working on diversity in the UK outdoors.

Social media doesn't have to feel impossible, it doesn't have to take days, and it doesn't have to be really hard work. When you focus on who you want to talk to, what you hope to achieve and the mission you are hoping to accomplish it's easier to know what, how and when to post.

In this guide we're going to work step by step through the different aspects of social media, sharing best practice and tips to keep it as simple and time efficient as possible.

You can work through this guide step by step, or jump to the chapter that's most useful for you.

This guide been created in partnership with Purposeful Adventure Club and All The Elements as part of a 6 week social media course that was funded with support from YHA Outdoor Citizens and Natural England.

If you've got any questions about the content you can reach out to me on email Frankie@frankiedewar.co

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Getting Started



A note on Capacity.

Before you get started working through this guide I highly recommend that you take a moment to stop and consider how much time you have to dedicate to social media. Is it 1 hour a week? 2 hours? Do you have someone who can dedicate a full day a week? Or is it only some occasional time?

How much time do you have to spend on social media every week?

Whatever you answer keep that in mind as you're working through the next sections. I'll be laying out my top tips for content for 4 different social media platforms. It doesn't mean you need to be on all of them all of the time.

Instead start by working out how much time you have, think about what is easiest for you, and what your priority is with that time.

The 5 key marketing questions

Answering these 5 questions won't just help your social media, but all of the marketing you do and how you go about it.

They are the basis for any social media strategy, and whilst so many people want to skip ahead to the details “What time do I post?” “How many times do I post a week?” “What about hashtags?...” Those hacks won't help you until you have these fundamentals in place.

It doesn't have to take hours, but investing some quality time and thought into answering these questions for yourself and your community group will make a HUGE difference to the success and ease of your marketing.

Let's get started. The questions you'll want to ask are:

Why are we doing this?

Who are we talking to?

Where are they?

What do they need?

How can we help?

Let's jump in, one by one.

Why are we doing this?

This question comes in two parts:

- Why do you do the work you do?
- Why do you want to be on social media?

Most community groups already have a pretty clear idea of their why. It could be to encourage new people into the outdoors, to build a community, to increase representation, to share knowledge and training, to create mentoring structures. Take a moment to think about your why, and how that relates to social media platforms. Is there a way that social media can help you to achieve your why?

If you want to encourage beginners to give something a go, sharing stories of other beginners or easy training would help you achieve that aim. If you're looking to impact industry then highlighting reports, research and case studies would have more of an impact.

How can social media help you to achieve the mission of your community group?

Why are we doing this?

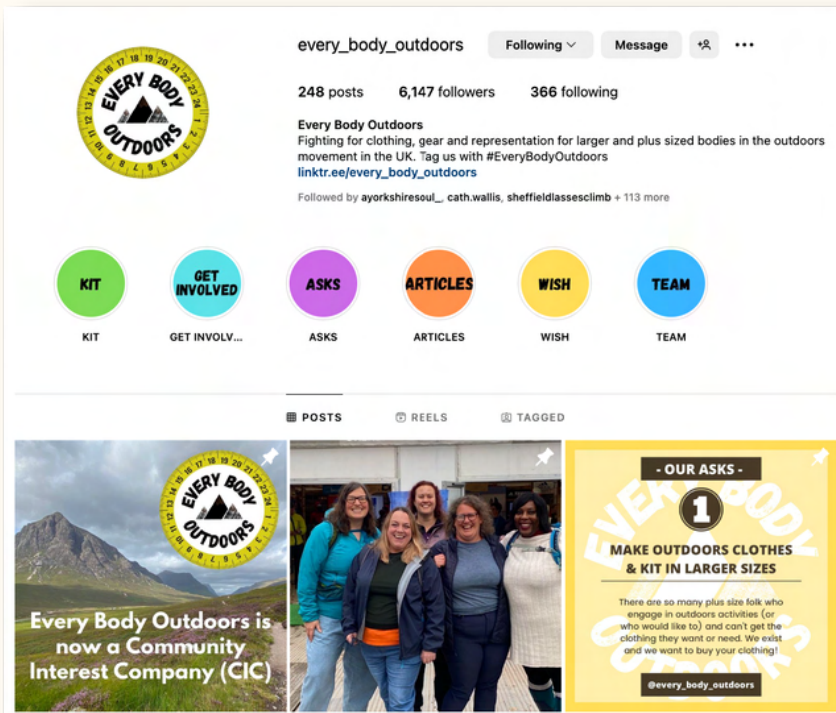
The next part to your Why is answering this question:

Why do you want to be on social media?

Common answers to this question might be to grow an audience or to reach more people. But you'll want to dig a little deeper here. If you want to grow an audience then, why? Is it for example, to get more people at your events, to educate others, to impact the industry, to increase representation?

This is important because the way that you use social media is very different if you are looking to reach new people, talk to people who come to your events, share opportunities or if you want to use social media to promote an event.

It's important to know what you are trying to achieve before you start. In an online world where people are posting all the time it's easy to fall into a trap of wanting to achieve more, or hit all the targets at once, when really you'll go much further when you are clear from the start as to why you are there and what you are hoping to achieve.



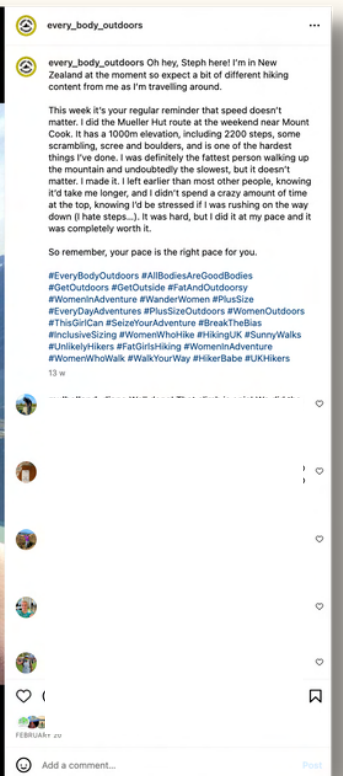
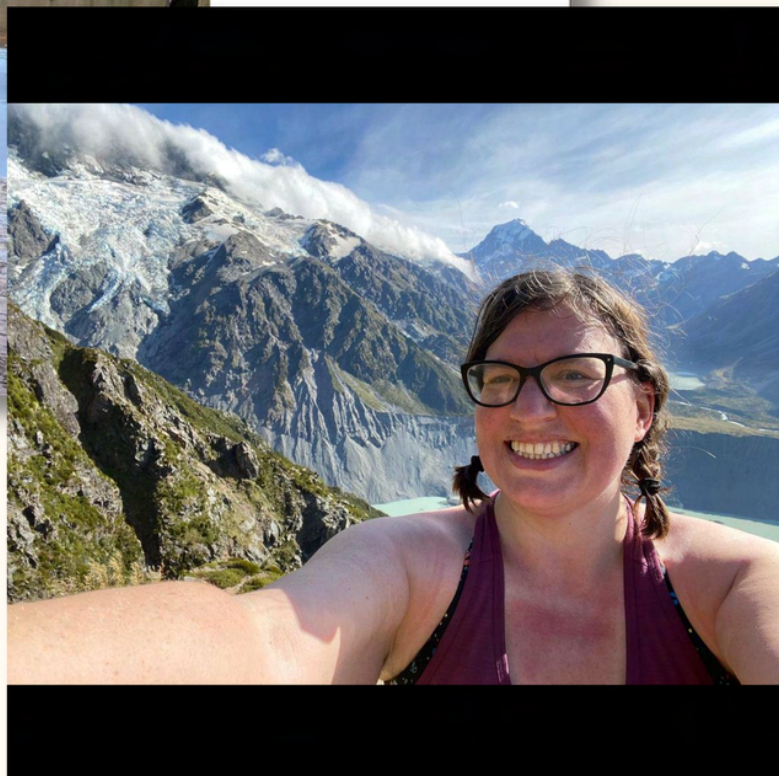
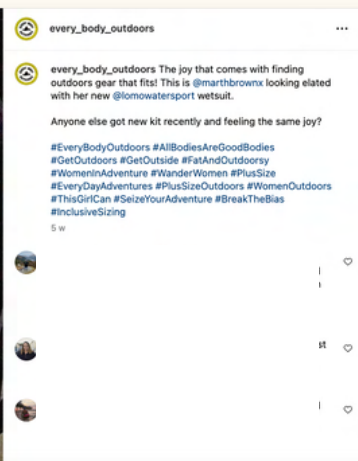
Every Body Outdoors are a great example of being clear on the why.

They have their why clearly in their bio and you can see the reflection of that strongly within their content.

For example through the asks pinned to the top of the profile.

Through posts such as the one on the left highlighting both representation and the importance of gear.

Or the one on the right sharing relevant personal experiences.



Who are we talking to?

Potentially THE most important question. And you might think it's quite obvious, but I'd invite you to get even more specific.

As an example a climbing group might be focused on young people in climbing... but are those young people beginners, never climbed before, sport climbers, bouldering, climbing outside or into the outdoors but never climbed? Are they 6 year olds, 16 year olds, 18 year olds? Where are they from? What are they already interested in?



We can all agree that the way you speak to a 16 year old competition climber, probably isn't the same post that would be interesting to an 18 year old who's never climbed before.

But it goes deeper than just the demographics. I love this post that was shared recently:

The image shows a social media post from 'famouscampaigns' with the following content:

famouscampaigns • Follow

famouscampaigns Demographic vs. psychographic targeting
Credit: Section School NY
#marketing

	Male	
	Born in 1948	
	Raised in the UK	
	Lives in a castle	
	Married twice	
	Wealthy	
	Famous	
Charles, Prince of Wales		Ozzy, "Prince of Darkness"

Who are we talking to?

Rather than focusing on demographics it can help to think of a particular person.

Some questions that are great to ask are:

Who are your current members?

Who are your ideal members?

Who would you like to have at your events?

Who isn't currently there who you'd like to speak to?

Who isn't currently there who you don't feel like you need to speak to?

When you are doing this get really specific, name someone and think exactly about them, what do they need and what are the things they find important about joining your community.

Often people find it's easier to find their voice on social media when they have someone in mind they are talking to.

If you have multiple audiences try doing this for each one. Think about who it's most important that you speak to right now. Is there one audience you tend to talk to more than another? Doing this exercise can help to give you intentionality and balance.

Where are they?

When you think about your target audience, the people you really want to talk to, think about where they are. This is easier the more specific you are when outlining who your audience is.

Are they on social media? What platform are they on? How are they using it?

This might help to inform which platform you prioritise in your strategy but also show where you might or might not want to use social media at all. Is there somewhere else you could talk to your target audience that would speak more directly to them?

Sometimes the best places to reach people aren't online. Instead it could be a community hub, a shop, school, gym, cafe, doctors office, bar...

Where is it that the people you want to talk to spend their time and how can you reach them there?

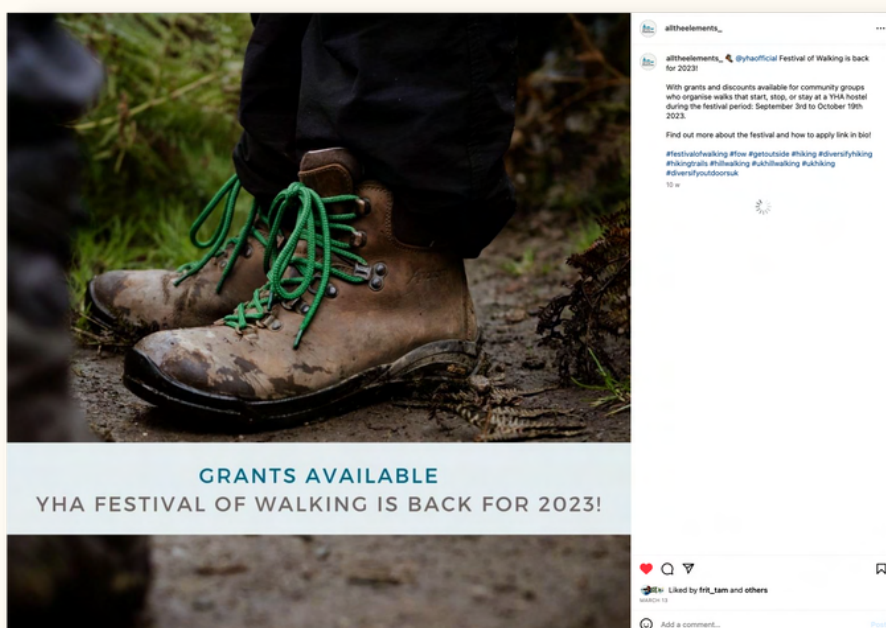
What do they need and how can we help?

The main difference that separates accounts that have a high engagement and accounts that struggle to get views, is that high performing accounts focus on posting content that is useful to the target audience. Whereas lower performing accounts only post the content that they want or need to post.

Useful content isn't just educational it could be:

- Entertaining,
- Offer a different perspective
- Give an insight into something
- Resonate & make people think "that's me"
- Inspirational
- Community building

When you are really clear on who your audience is, the next step is to dive deep into what they need. How does your community help them and how can your content help them.



With the All The Elements social media we share a lot of posts about funding opportunities, paid roles and training because they speak to the needs of our community.

Social Media platforms



Instagram for community groups

Instagram is such a key platform for many groups. It has a huge user base that spans across generations and provides the opportunity to reach people through both video and photo. There is so much that could be covered within this section but we're going to be specifically looking at the skills you need to get started and grow.

We'll cover:

- How to optimise your bio
- Using reels
- Top tips for filming reels
- Tips for posts
- What to post in Stories

As well as sharing some Instagram accounts that are great examples.

How to optimise your bio

If you are looking to grow followers and reach new people then having a well laid out bio is really important. It's the first thing that people see when they discover your page and will tell them a lot about who you are and the type of community you have.

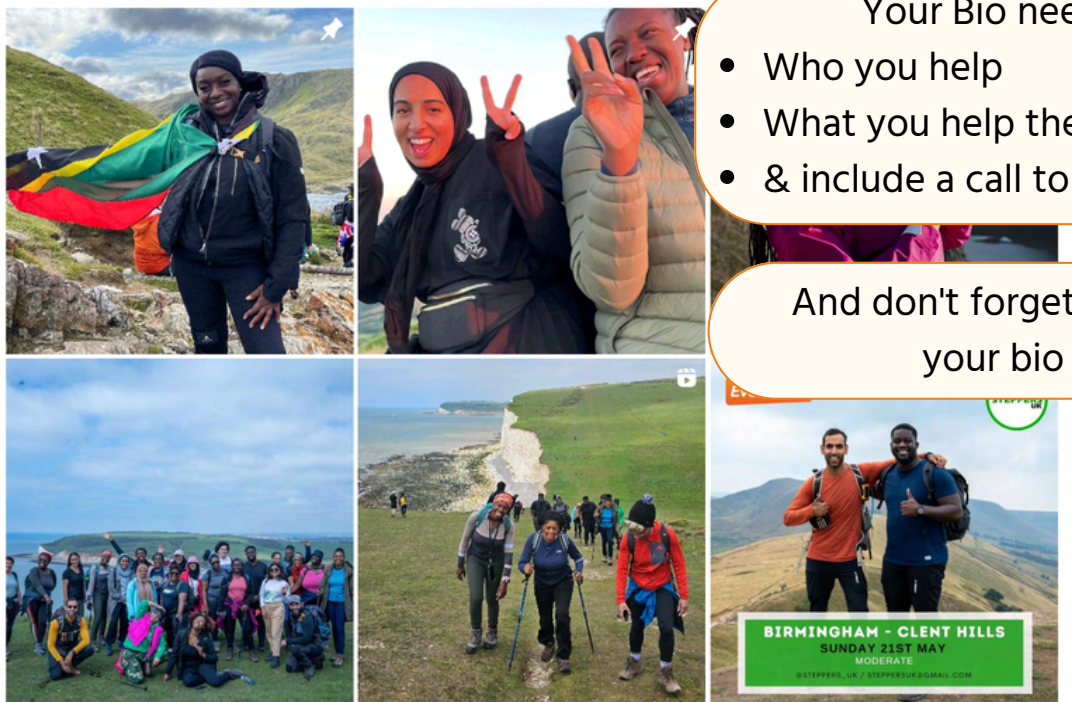
The screenshot shows the Instagram profile for 'steppers_uk'. The profile name is 'steppers_uk' with a 'Following' button. It has 240 posts and 3,604 followers. The bio reads: 'Steppers UK CIC', 'Diversifying the outdoors', 'Supporting Black, Asian & Minority Ethnic/POC to build positive relationships with the outdoors', '#GoodViewsGoodVibes', and 'linktr.ee/SteppersUK'. Below the bio, it says 'Followed by campaign4parks, francescaoutdoors, rhianesworld + 81 more'. There are three tags visible: 'Chesterton', 'Kite Flying', and 'Night Navig...'. Callout boxes provide advice: one points to the handle name, another to the bio text, and a third to the tag section.

Have an obvious handle - This is what people will use to find & tag you with and should be the name or your group

Your name is searchable - you can either use your group name or keywords here e.g "outdoors group" or both!

- Your Bio needs to tell us:
- Who you help
 - What you help them with
 - & include a call to action

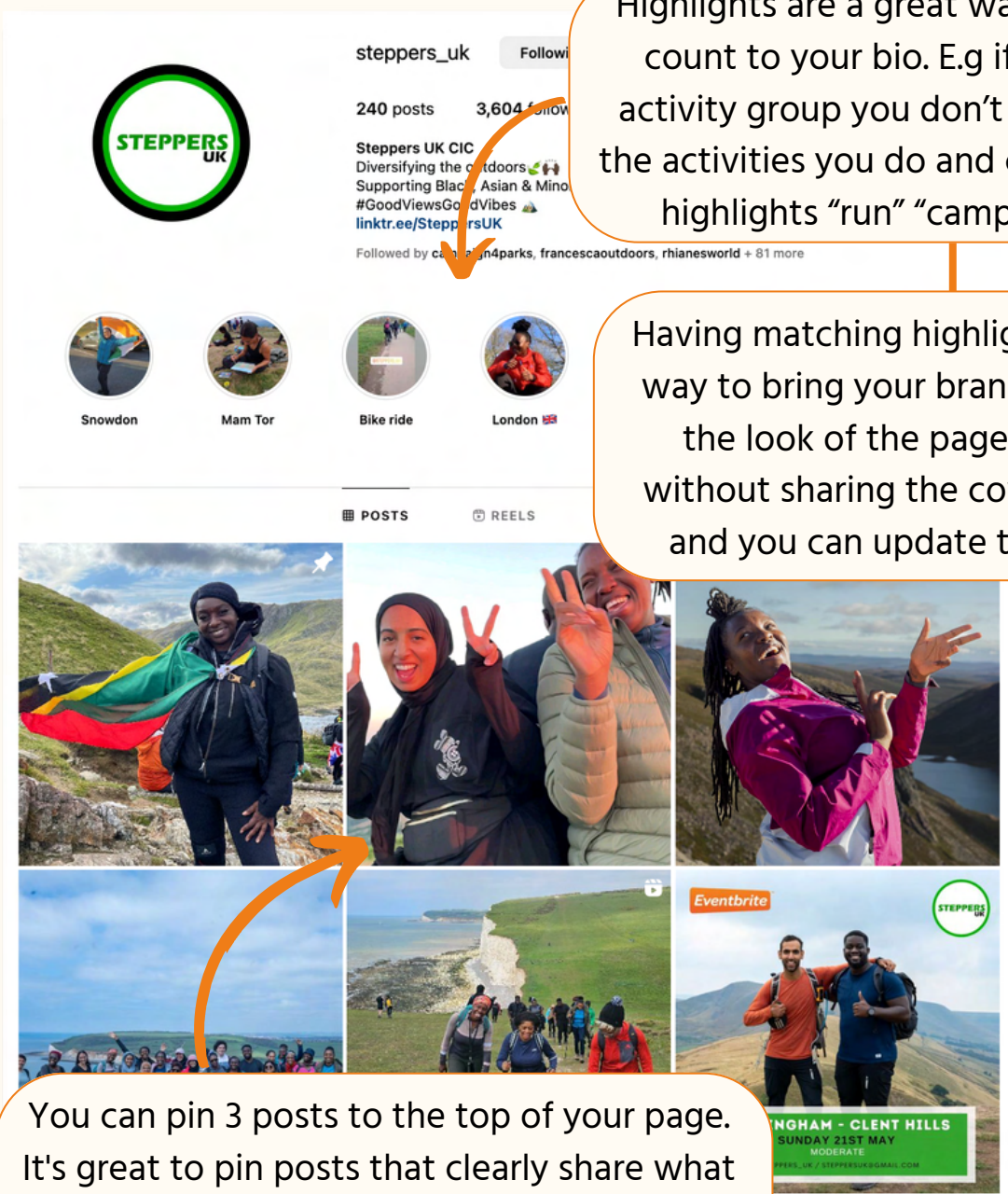
And don't forget to keep the link in your bio up to date!



How to optimise your bio

Highlights are a great way of adding word count to your bio. E.g if you are a multi activity group you don't need to tell us all the activities you do and could instead have highlights "run" "camp" "Swim" etc...

Having matching highlight covers is a great way to bring your branding in and elevate the look of the page. You can do this without sharing the covers as stories now and you can update them at any time.



You can pin 3 posts to the top of your page. It's great to pin posts that clearly share what you do, who you help and how people can join you. Look back over your "why" and see what else you might want to pin related to that.

Using reels

I know they can be hard to get your head around but I LOVE reels! By introducing reels Instagram increased the ability of smaller accounts to reach new people and made it easier for more people to share video content.

Within your strategy reels are a great way to reach new accounts - this is useful but also has an impact on the type of content you'll want to share.

Most people who see your reels won't know who you are or what you do.

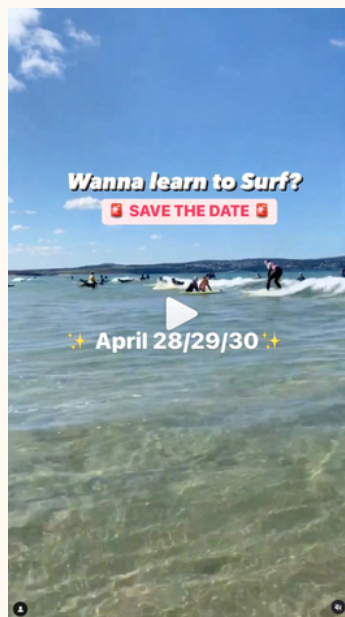
Explain everything in the video or share content that people can understand without knowing more about you.

If you're just getting started with reels here are 3 easy types to try:

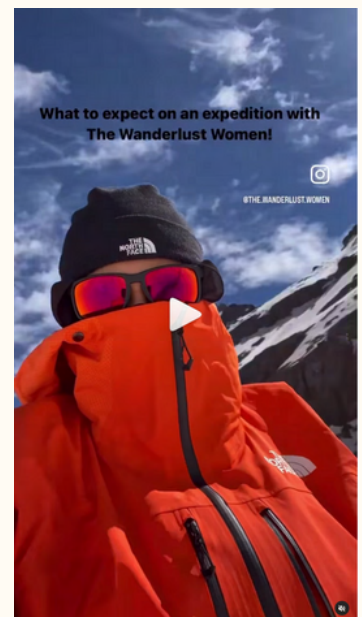
Talking to the camera!



Using a clip < 7 seconds



Adding a few clips together

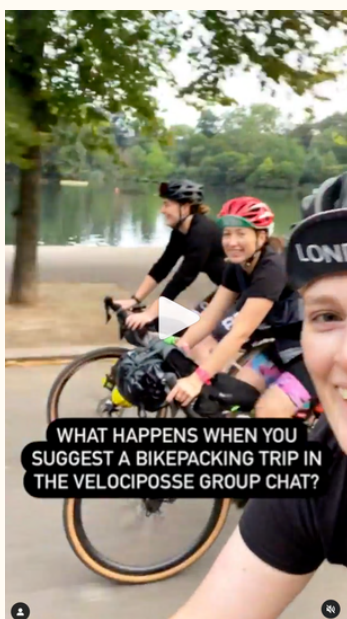


Top tips for filming reels

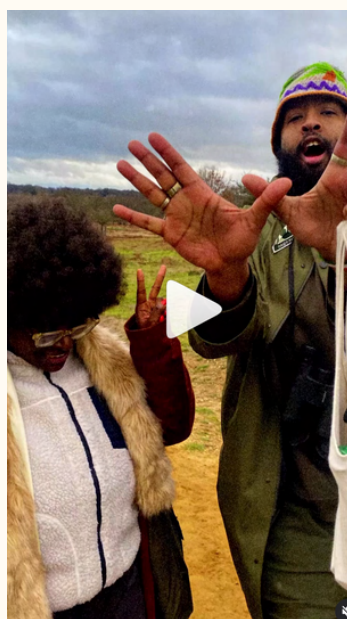
- Get used to **filming all the time**, it doesn't matter if you use it straight away, having lots of different video clips will help you to jump on trends when they happen.
- **Keep it simple!** Sometimes the simplest reels work the best! 7 seconds of footage with text letting people know what you're up to is sometimes all you need!
- Reels are great at reaching new audiences, when you post ask yourself **does this make sense to someone who doesn't know me?**
- Keep an eye out for **trending audios** (You can see them by the white arrow in the corner) the easiest way to find them is to follow another account that uses them and see what sounds they post with!
- Don't forget to **film in natural lighting & well lit places**, clean your lens & turn on high quality uploads to give your reels the highest possible quality.

3 more great examples of reels are:

Show us what happens at an event!



Share photos as a reel



Share a statement



Tips for posts

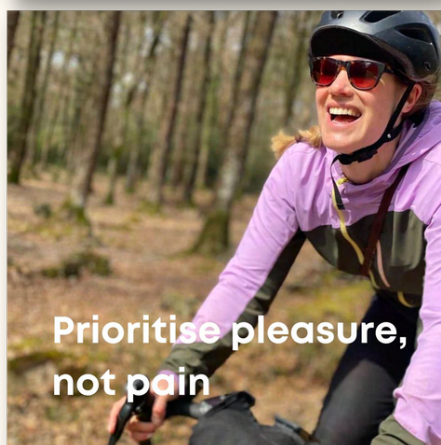
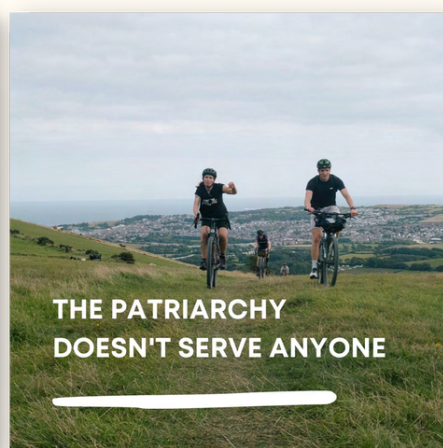
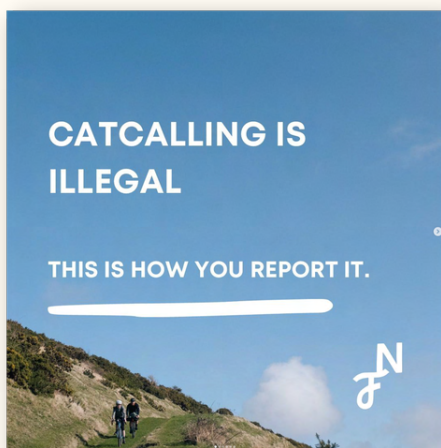
Unlike reels, posts are more likely to be seen by your followers.

This means that you can really think about the people who follow you and the content that might resonate with them.

Sharing upcoming events, posting thought pieces or just sharing a photo dump from what you've been up to.

Posts give people who follow you the chance to get to know you more and to follow your journey.

You can write in a more personal way and share posts with the understanding that most people who see them will know at least a little bit about you.



Posts like these are a great example from New Forest Off Road Club. They don't tell you who they are or what they do, but instead share content that tells you something about what they believe, what makes them different and what atmosphere you could expect as part of the community.

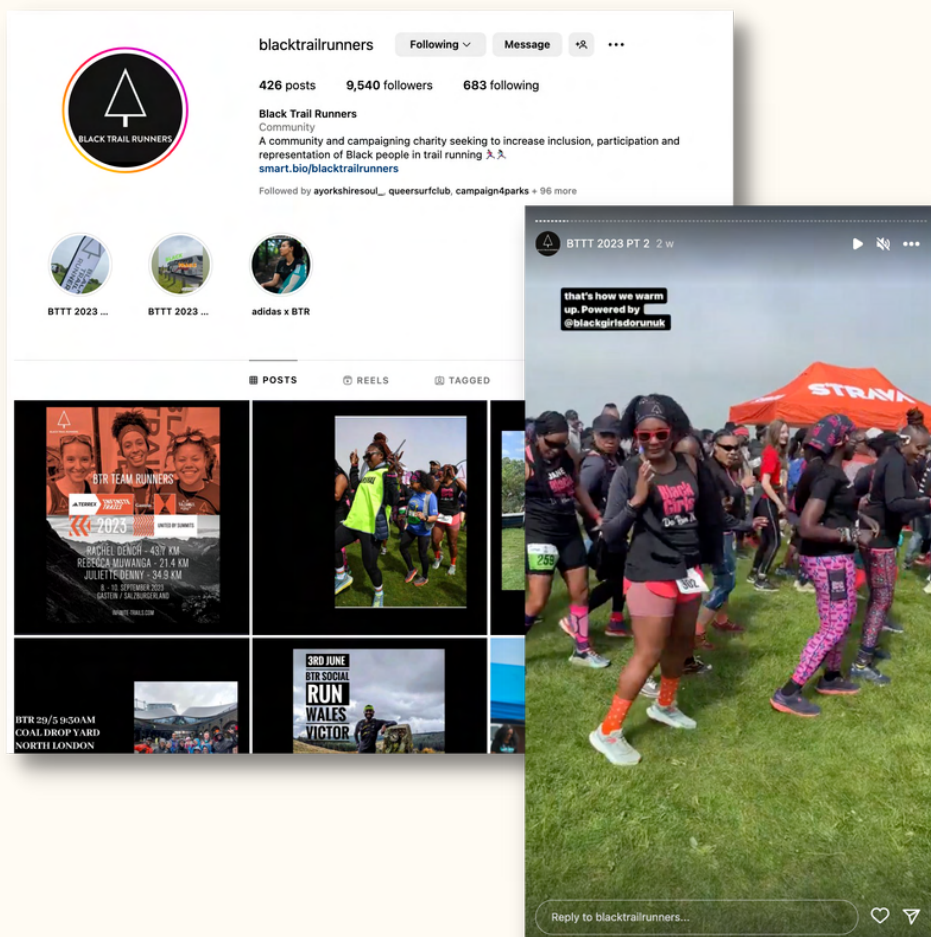
What to post in stories

Stories are only shared for 24 hours.. AND only go to people who follow you. This is your chance to fully show the BTS (behind the scenes), not worry about curating it and really share what's going on in real life.

It could be the BTS of event planning, receiving a route, a team meet up, or showing one of your events happening.

The people who see your stories follow you and are looking to see your content, this makes it a great place to share sign up links, calls to action and to promote events or other products.

Don't forget to regularly save your stories to highlights so that people can watch them back.



Black Trail Runners have a great example from their BTTT 2023 event with stories showing moments like the warm up, talking to the event team and sharing stories they were tagged in.

Facebook for community groups

Depending on who you are you might love Facebook, use the platform all the time, have an account you never use or maybe not even have an account at all.

Wherever you sit, Facebook is still the most used social media platform and has so many tools that can be useful for communities and community groups.

In this blog we're going to talk through

- Pages
- Events
- Groups

As well as sharing some Instagram accounts that are great examples.

Facebook Pages

Setting up a Facebook page can be really beneficial even if you don't use it regularly. It means that people can search you on the platform and if others want to tag you in they will have an account to tag.

If your audience is very active on Facebook you might want to put more effort into your content. However, it is also perfectly fine to set up your page and pin a post to share which platforms you are more active on and how people can find you there.

Whether you are planning to post specific posts to Facebook, repurpose your other content or just leave the page for others to tag you. In this section you'll find all the steps you need to set up the page and have it create a professional & welcoming impression.

It's completely fine to set up a Facebook page and then just reshare your Instagram content.

Facebook Business suite makes this really easy with their post scheduler where you can schedule to both platforms at the same time.

Facebook Pages

It probably won't take as long as you think to set up and optimise your Facebook page. Here are the areas you need to develop.

The image shows a screenshot of the Surfability UK CIC Facebook page. Three callout boxes with orange arrows point to specific features: the cover photo, the profile picture, and the introductory bio text.

Cover Photo - Have a cover photo that people can see themselves within, that shows who you are and what you do.

Profile Picture - It's good practice to have your logo as your profile picture. This makes you recognisable and look more official when people are trying to tag you.

Intro - The character limit on facebook bios has recently changed. You now have around 90 characters. Use this to share who you help and what you help them with.

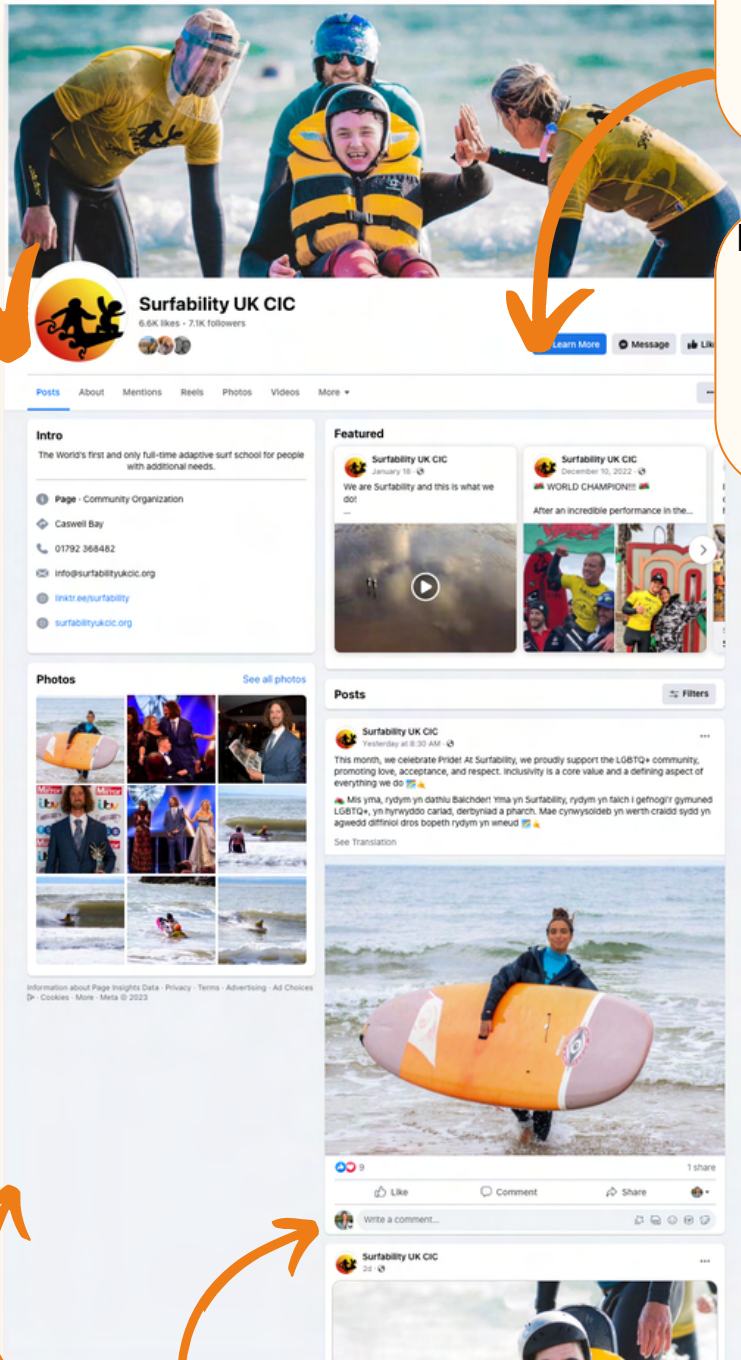
Surfability UK CIC is a great example "The World's first and only full-time adaptive surf school for people with additional needs."

Facebook Pages

Add in other relevant info like your website, contact details or anything else that makes sense for you.

If you are planning to post regularly your featured posts can show content you are particularly excited about, something you want to promote or social proof such as testimonials.

If you are not planning to post regularly then you can set your first featured post to say “We’re more active on...” and let people know where to find you.



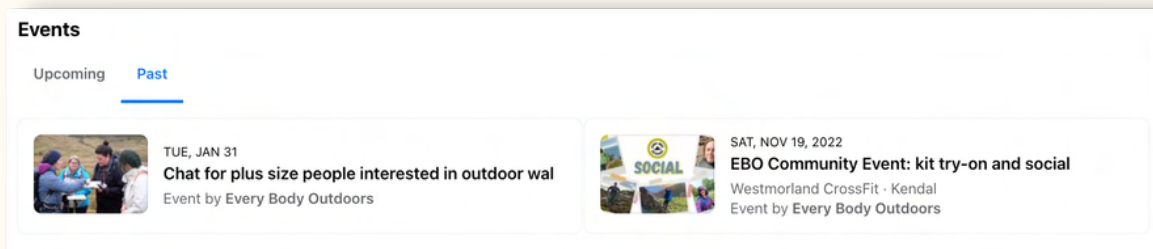
Photos and posts populate as you share content.

An Extra Tip!

The Facebook Algorithm currently works by seeing what posts get the most interaction and sharing those posts to a wider audience. This means that if you don't have any followers it will be really challenging for your posts to be shown to anyone. Start growing your audience by sharing your Facebook page with your current community, team and followers from other platforms, and encourage people to share it with others who might benefit.

Facebook Events

Setting up events on Facebook is a great way to showcase the work you do. When people go onto a new page on Facebook and they see a range of different events it can give them more of an insight into what the community does.



Events are also searchable and people can find events “near me” which is a great way of reaching new members in your local area.

However, they work best when you already have a core crowd of people to click attending. This could be your team members, your core community or a group of people who you know will attend.

It can also help to run events with a co-host, this way the event will be seen by their audience as well as yours and can be a great way to get new eyes on your page.

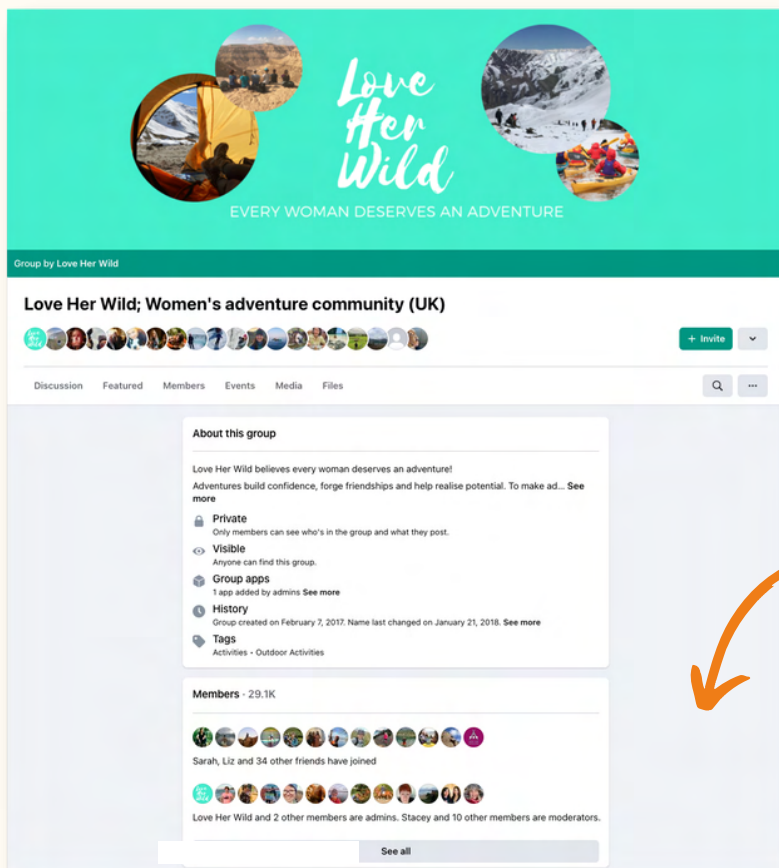
Facebook events also make great ads, as every time someone clicks to say they are interested the event is boosted even further which can be an effective use of a small budget.

Facebook Groups

Some people make managing Facebook groups look really easy... maybe in the same way that some people make advanced mathematics look really easy. But for most of us, they can be a challenging space to grow & maintain.

If that sounds relatable think about your capacity and your why. Is this the best use of your resources or is there somewhere else that would be easier for you? Or is a Facebook group somewhere that is really important for you to invest this time?

If you are keen to run a group this section will cover some tips for setting it up, and keeping it going. And for those of you who don't want the pressure of your own group there are tips for how to post in other people's - without being super spammy!



To get a sense of the work involved in running a FB group head to any group you're part of and look at their "About" you'll be able to see how many admins and moderators there are. And how many new posts and new members they get each month

Facebook Groups

If you are passionate about having a facebook group to support your community here are a few tips:

- Before you start get really clear on your “why” - why are you setting up this space? Is it a space to chat, an online community, a main hub and sub hubs like national and local groups, is it a place that you would like to monetize?
- Work out how you plan to **grow your group** - Remember that the main way to grow is to answer a need that people have. Encourage people to recommend and pass on the group to others who they think it will help.
- Look for opportunities to **promote your group** across your current marketing and to your current community whether that’s telling people about it at your events, sending an email or sharing it on your other social media.
- How are you planning to **keep people engaged?** - This comes back to your “why”. Think about what the need is that you are filling, and how you can facilitate it through the content that you share and the way you encourage others to interact. If you’re creating a space for people to connect then encourage that with posts where people can share their details, if your aim is to pool knowledge how can you create posts that encourage people to share what they’ve learned?

There are already so many incredible facebook groups out there, you might find that rather than creating your own group you can help people more and connect with others easier through other Facebook groups that are already established.

Facebook Groups

If you are here hoping to post in other groups here are a few tips to do so in a way that will help you connect with people in a genuine way

- **Be a real person** - There are so many people out there who share authentic, beautiful content on social media and then as soon as they get into a group they post like a business. The more human you can be the more you will resonate with other people out there.
- **Offer help in the comments** - It's not always about sharing your own post. Instead look out for relevant threads that you can help out with and offer support that way.
- **Only join RELEVANT groups** - Take a look through at the types of things that are being posted and the engagement they are getting.
- **Respect the rules** - Even groups that have a no-promo rule will often do a once a month promo thread. Finding out the rules and sticking to them will not only stop you getting barred but will also help you to reach the community in a way that's relevant to the space you are in.
- **Talk to the admin** - To offer support or check in if you're not sure how your post fits within their rules.
- **Be helpful** - provide info, services, support that people need

Facebook groups are also a great place to learn more about your audience.

Looking at what people are posting can show what are people saying, what questions are they asking & what needs they have.

LinkedIn for community groups

LinkedIn might not be your first thought when it comes to promoting your community group on social media. But there are so many reasons why it can be beneficial and could be a key platform to help you achieve your aims.

It's not a profile that you have to spend time on daily or weekly but a small amount of time invested to set up your profile can have huge benefits.

In this section we'll cover:

- The reasons to be on LinkedIn
- Personal Vs Group pages
- Setting up your personal page
- Content ideas for your personal page
- Setting up your group page
- Content ideas for your group page

As well as sharing some examples of ways that community groups are using LinkedIn and what it looks like in practice.

Reasons to be on LinkedIn

Why you use LinkedIn will look different depending on your "why" and what you are hoping to achieve. This list definitely isn't exhaustive... but here are a few reasons you might benefit from being on this platform.

You might want to use LinkedIn to :

- **Share knowledge** - that you wouldn't share on main socials, this could be about designing your new branding, information about your organisation or team news.
- **Network with other groups** - Finding them, following them and seeing what they are up to.
- **Talk to brands** and network with key people at brands - When you connect with someone else working in the outdoors industry LinkedIn is a great place to connect to follow their work and have them follow yours.
- **Support volunteers with career progression** - Volunteering with a community organisation is a great way to gain employment skills. By being on LinkedIn you are giving your volunteers the opportunity to talk about the work they do with you and you can support them by talking about their support.
- **Share research** - That you have undertaken or that is relevant to you and your industry.
- **Share opinion pieces & influence industry** - If one of your aims is that you want to impact and contribute to the future of the industry then sharing information about the work you are doing on LinkedIn is really relevant and can be a great support to working towards that aim.

Personal Vs Group Pages

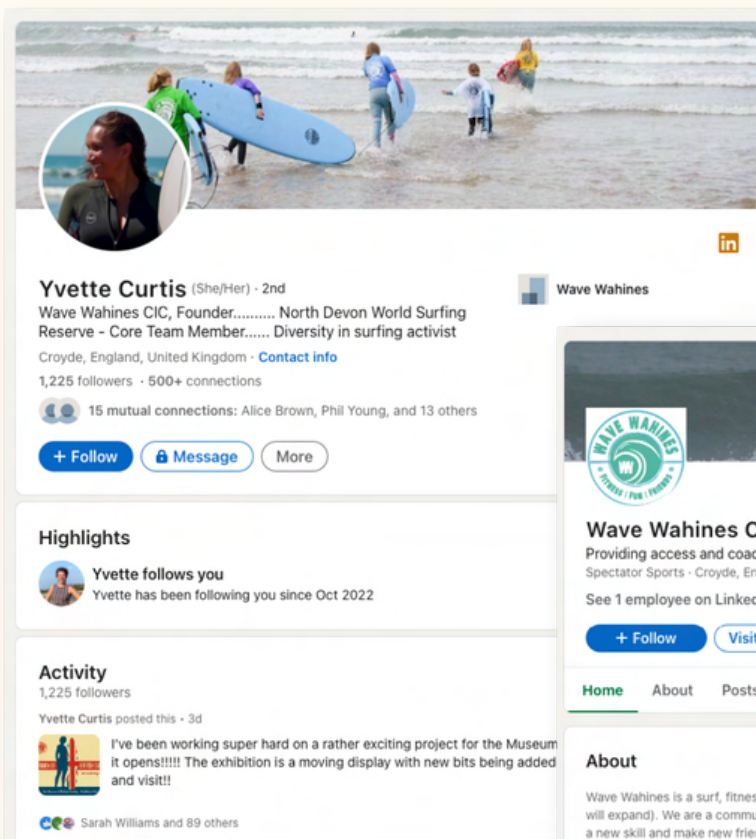
As you start to look at LinkedIn and think about the presence you might want to have the first step is to see whether it is more appropriate to have a personal or professional profile - or both!

Personal profiles:

This is your page. Set up as your name and with your work history & experience it:


- Makes it easier to "LinkIn" with others & when you post it's then shown to your connections
- Can help you reach contacts that might not follow your page
- Brings a human element to what you are sharing

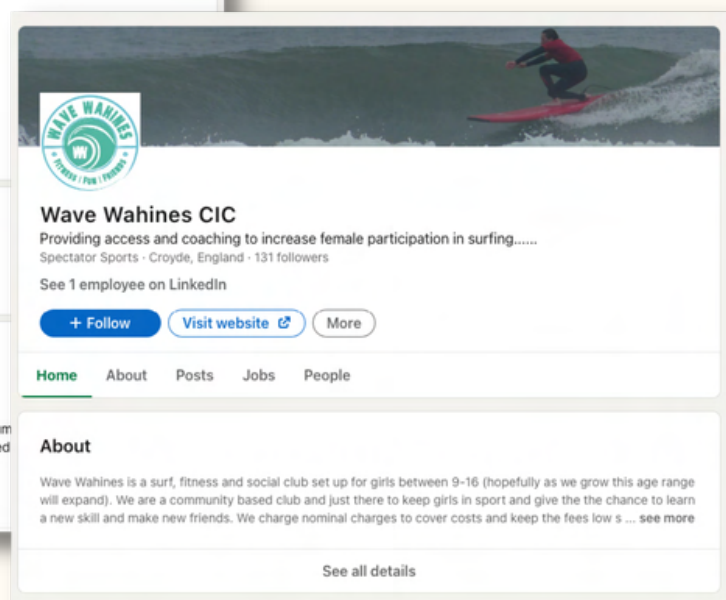
And talking about the work you are doing as a community can also support your own career.



Yvette Curtis (She/Her) · 2nd
Wave Wahines CIC, Founder..... North Devon World Surfing Reserve - Core Team Member..... Diversity in surfing activist
Croyde, England, United Kingdom · [Contact info](#)
1,225 followers · 500+ connections
15 mutual connections: Alice Brown, Phil Young, and 13 others
[+ Follow](#) [Message](#) [More](#)

Highlights
Yvette follows you
Yvette has been following you since Oct 2022

Activity
1,225 followers
Yvette Curtis posted this · 3d
 I've been working super hard on a rather exciting project for the Museum it opens!!!!!! The exhibition is a moving display with new bits being added and visit!!
[Sarah Williams](#) and 89 others



Wave Wahines CIC
Providing access and coaching to increase female participation in surfing.....
Spectator Sports · Croyde, England · 131 followers
See 1 employee on LinkedIn
[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

About
Wave Wahines is a surf, fitness and social club set up for girls between 9-16 (hopefully as we grow this age range will expand). We are a community based club and just there to keep girls in sport and give the the chance to learn a new skill and make new friends. We charge nominal charges to cover costs and keep the fees low s ... [see more](#)

[See all details](#)

Personal Vs Group Pages

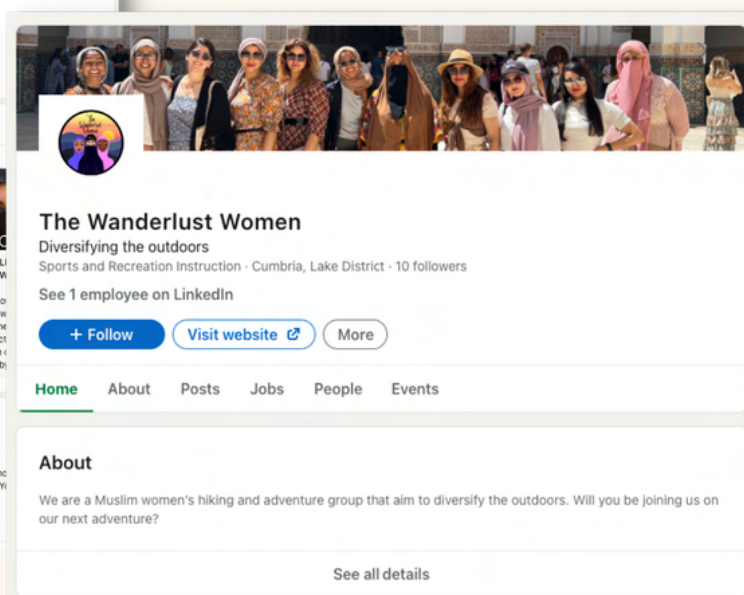
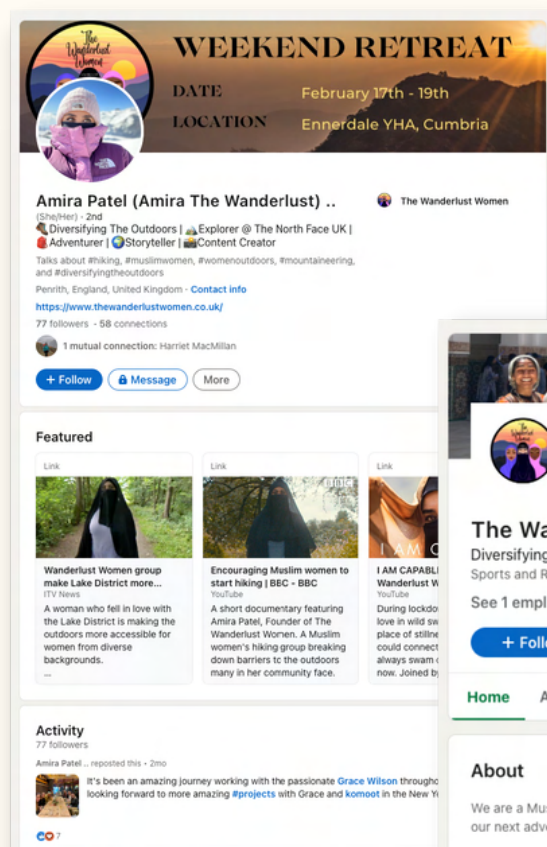
Group pages:

When you add your group to LinkedIn you'll set it up as a page which:

- Gives you the opportunity to be tagged
- Can allow you to comment on relevant posts as the group
- Can give you a central hub to share & celebrate your whole team

Setting up a group page for your community group, and posting about it within your personal profile can give you the benefit of both.

This allows you to share about the work you are doing and gives you a specific page to post about group news.



Setting up your personal profile

Setting up your personal page on LinkedIn is a great activity to do for your social media presence. It does take a bit of time, but unlike most other platforms once you've set it up it's set up and you don't have to revisit it again and again.

A few particular things to look out for:

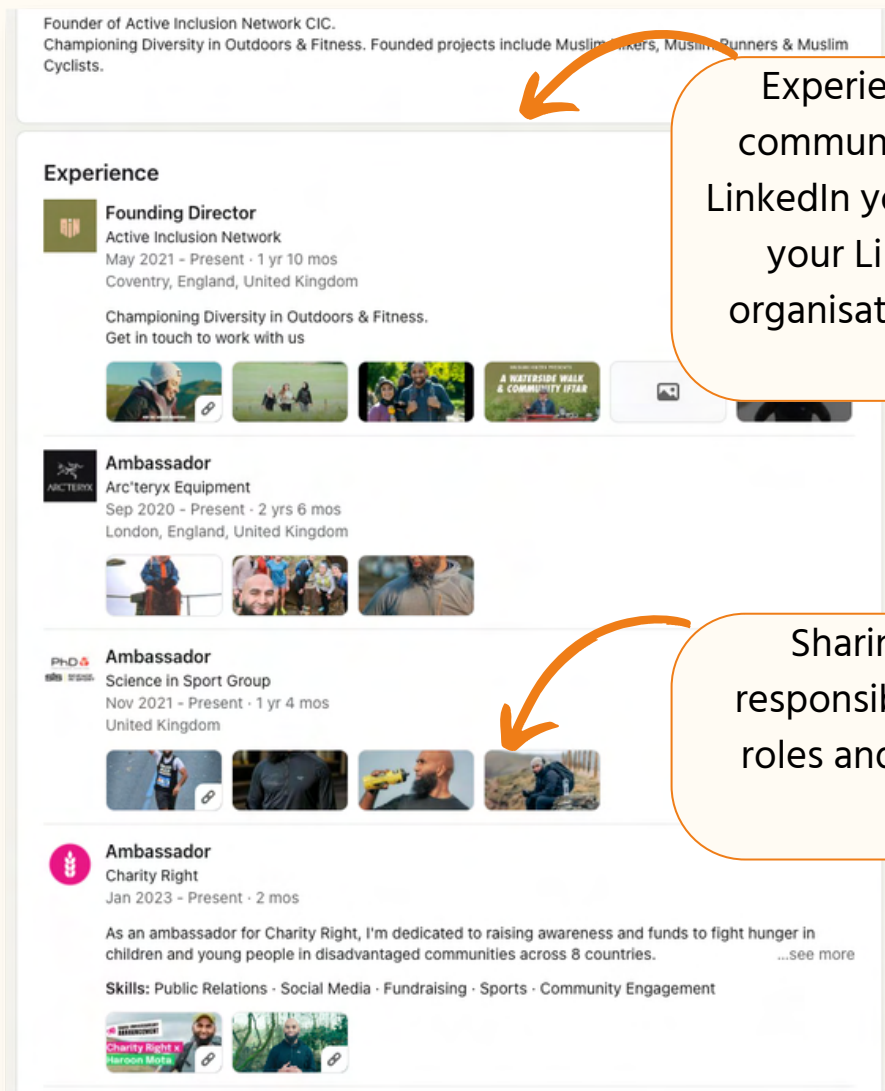
The image shows a LinkedIn profile for Haroon Mota. The profile includes a cover photo of a group of people, a profile picture of Haroon Mota, and a bio. Below the bio are statistics for followers and connections, and buttons for messaging. The 'Featured' section shows three posts, and the 'Activity' section shows a list of recent posts and interactions. Three orange callout boxes with arrows point to specific elements: the cover photo, the featured posts, and the activity feed.

Your cover photo - have a cover photo that represents the work you do. This can also be a great space to use to promote something in particular if you've got a big event coming up or something you really want to shout about

Featured Posts - This is a great space to share more about what you do. Particularly if you want to feature both your work life and your community group. Having a few featured posts for each one can show the breadth of the work you do.

Activity - This doesn't just show the posts you post, but also shows where you reshare or interact with others posts. Which makes it easier to keep this updated without having to post regularly.

Setting up your personal profile



Experience - Once you've set up your community organisation with a page on LinkedIn you'll be able to share more within your LinkedIn about work within the organisation and it will show up with the logo against it

Sharing relevant photos, links and responsibilities can help to highlight key roles and show an insight into the work you've done.

If you have a career alongside your role within the community organisation you can use your About, Featured Posts and your Experience to share both sides of what you do.

Don't underestimate how interested future employers might be about the work you do within the community group.

What to post on your personal profile

A common question that comes up when talking about LinkedIn is about what to post and how to post in a way that doesn't feel uncomfortable. Here are a few suggestions to get you started...

About you:

- Share your opinion
- BTS of work
- Celebrate the work you do
- Give yourself the space to be vocal about what you want to see in the industry
- Training you are undertaking or providing
- Awards - your own or celebrating others' achievements

About your community:

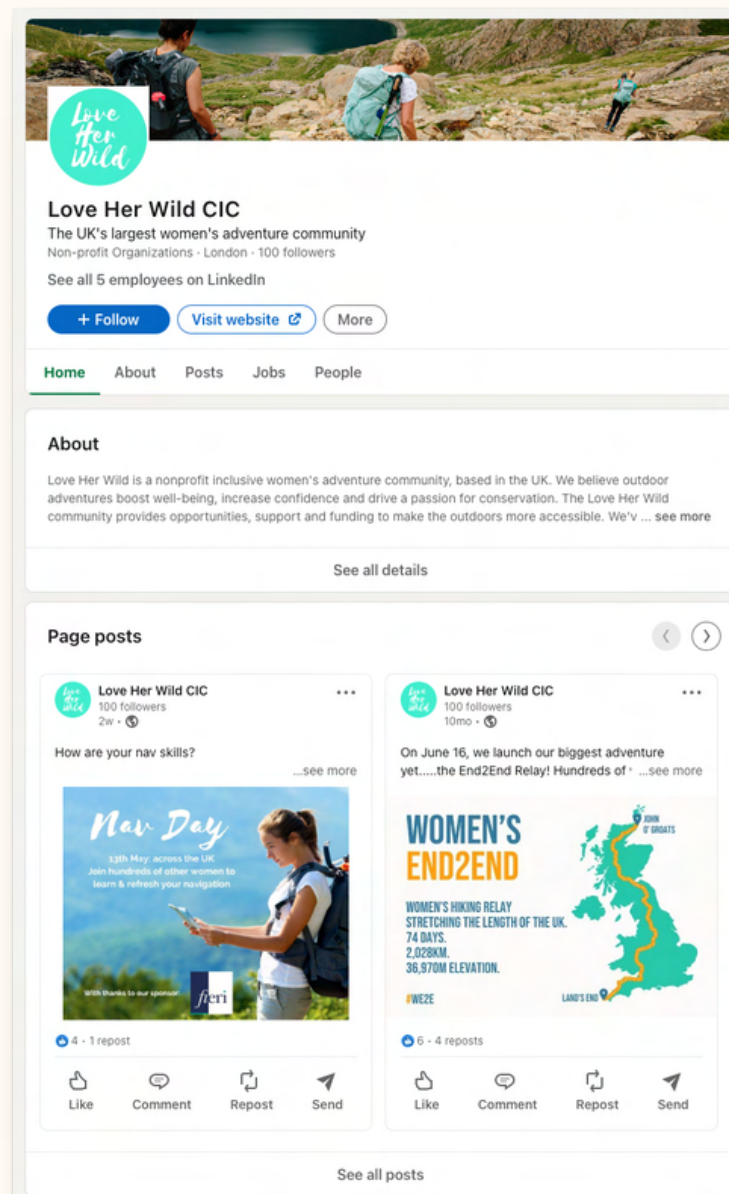
- Anything that shows the work you do
- Meetups & events
- Milestones & celebrations
- Brand partnerships - sponsoring brands or locations such as climbing walls etc
- Team & community member achievements
- Any press, articles, podcasts or features...



Setting up your group page

LinkedIn Pages can be much quicker to set up than personal profiles, with less to work through and less content to populate. You can also repurpose a lot of content from other platforms.

Group pages are often a slow burn in terms of engagement, you're not expecting to all of a sudden get thousands of views the same way that you might on Instagram.



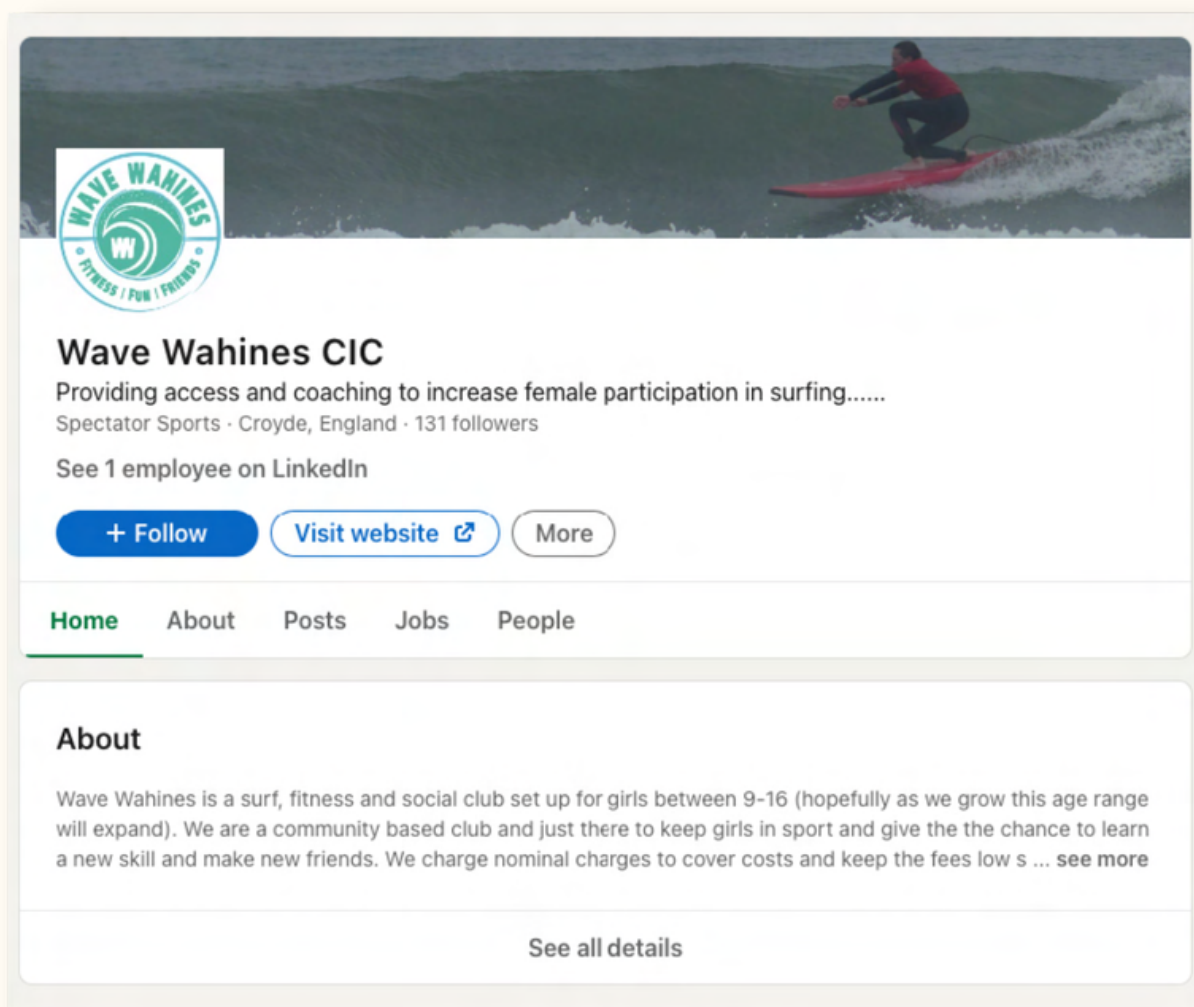
Instead it gives you the chance to list the page within your LinkedIn "Experience" and gives you a central space to celebrate and share community news.

Here are three examples of pages, that show how you could keep it simple, invest some time into it, or use LinkedIn as a main platform.

Setting up your group page

Wave Wahines - This is a great example of keeping it simple.

The page is set up with cover photo, logo, and a clear bio which helps people to know who you are and what you do.



Setting up your group page

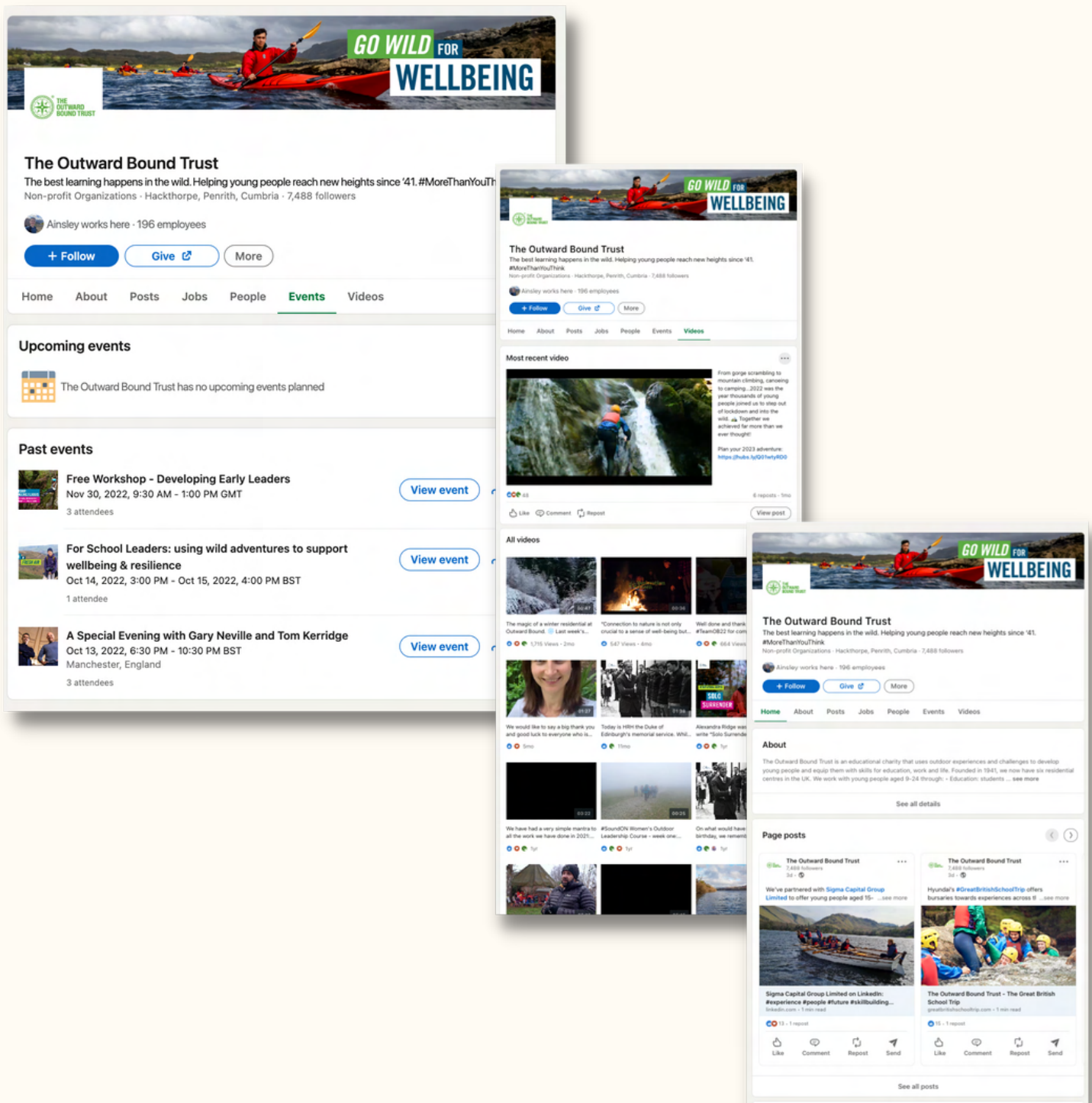
New Forest Off Road Club - This account has more content but isn't posted to as frequently as they show up on other channels.

The featured posts in particular give people an opportunity to see the work this organisation wants to highlight.

The screenshot shows the Facebook profile page for 'The New Forest Off Road Club'. The profile picture is a landscape with cyclists. The cover photo shows a sunset over a forest. The page name is 'The New Forest Off Road Club' with a bio: 'Dismantling the patriarchy one group ride at a time 🙌' and 'Spectator Sports - Hampshire - 127 followers'. Navigation tabs include Home, About, Posts, Jobs, and People. The 'About' section describes the club as inclusive and accessible. The 'Page posts' section features two posts: one about a book launch 'Coffee First, Then the World' by Jenny Graham, and another about a 'Specialized Turbo Tero E bike'.

Setting up your group page

The Outward Bound Trust - This is a great example of an established account on LinkedIn. Outward Bound clearly have invested resources into building their LinkedIn presence. Sharing content in different formats, repurposing posts from other platforms and listing events on their profile.



What to post on your group's page

There are so many opportunities to post to your group page. Including resharing content that you have posted onto other channels.

Content that is similar to your personal LinkedIn Profile:

- Repost yourself! If a team/community member has celebrated something on LinkedIn you can share it!
- Anything that shows the work you do
- Meetups & events
- Milestones & celebrations
- Brand partnerships - Sponsoring brands, locations, climbing walls etc

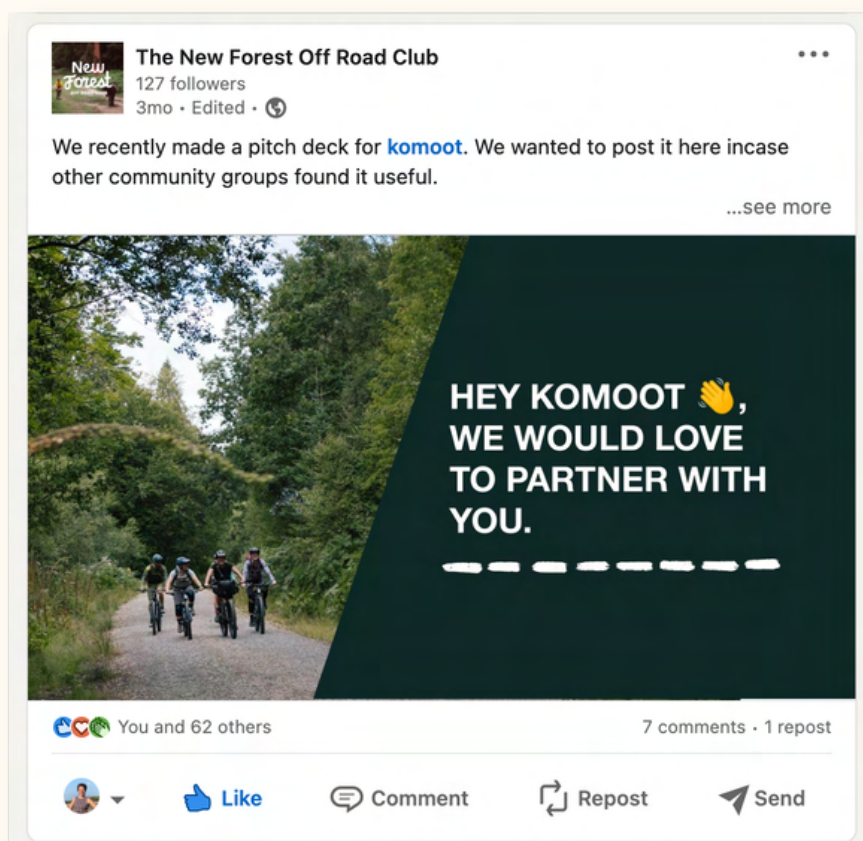
LinkedIn makes it easy to "Repost" posts either with or without adding a comment. This is a great way of sharing content into multiple places without duplicating work.



What to post on your group's page

Content that fits more on your group page than on a personal profile:

- Celebrating your community members & team
- Share & repost work you resonate with
- Comment on other people's articles, work etc
- Job adverts
- Volunteering opportunities
- BTS content e.g new branding, or team bts
- Training - that you have joined or are running
- Big news that relates to your industry
- Impact reporting - What impact are you having, how are you tracking it?
- Industry Resources - Want to support people to make an impact? Change the conversations within the industry? This is where you could share those resources.



TikTok for community groups

TikTok! This is a platform that some people love, some people hate, and some people are still scared to open.

There is so much information out there about how to use TikTok, how to optimise your platform and a million different trends to jump on. In this section we're going to focus on how you can use TikTok as simply as possible to share about the work you are doing as a community group.

If you are already a TikTok whiz then this probably won't give you much information that you aren't already aware of. However, if you've been putting off TikTok because it seems like way to much work, these tips are for you!

In this section we'll cover:

- [Let's go back to basics - What is TikTok?](#)
- [Benefits of using TikTok](#)
- [How to use TikTok as a community group](#)
- [What makes a great TikTok Video](#)
- [How to get started on TikTok](#)

As well as sharing some examples of ways that community groups are using TikTok and what it looks like in practice.

What is TikTok?

TikTok is a video sharing platform, it's designed to be watched on mobile with sound on. TikTok describes itself as CGE : Community Generated Entertainment. This is content that entertains AND also makes people want to get involved. Simply speaking, it's entertainment created by communities rather than producers.

TikTok isn't a traditional social media platform... it's an entertainment platform.

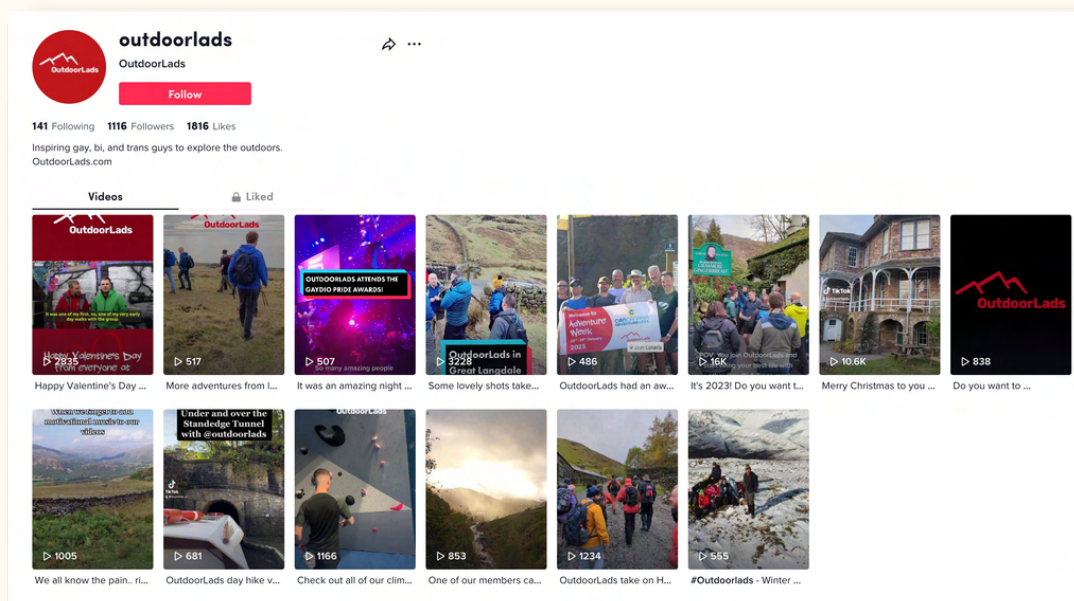
This means that content gets shared based on what the content is about and how entertaining it is, rather than how well you know the person sharing it. Think about how Netflix or Spotify recommend content for you rather than Facebook.

This means that sharing content is more about sharing entertainment than it is about individuals connecting with each other.

Benefits of using TikTok

If you're not used to sharing video content TikTok can feel like a big jump but there are so many benefits to investing the time to start using this platform.

- **Big virality** - even accounts with a small number of followers have a huge opportunity to reach a large number of people
- **Community focused** - It can be a great way to reach specific groups of people e.g new parents #ParentTok, or lgbtqia+ people
- **Reaching people not on other sites** - some people are no longer on other apps but still have TikTok
- **Educate & inform** - If sharing best practice & educating people is part of your why, TikTok is literally made for you
- **Have some fun & experiment** - This is a great platform to have fun and try something new without worrying about looking unprofessional
- **Searchable** - It's easy to search on TikTok, TikTok videos and accounts can also show up in Google searches

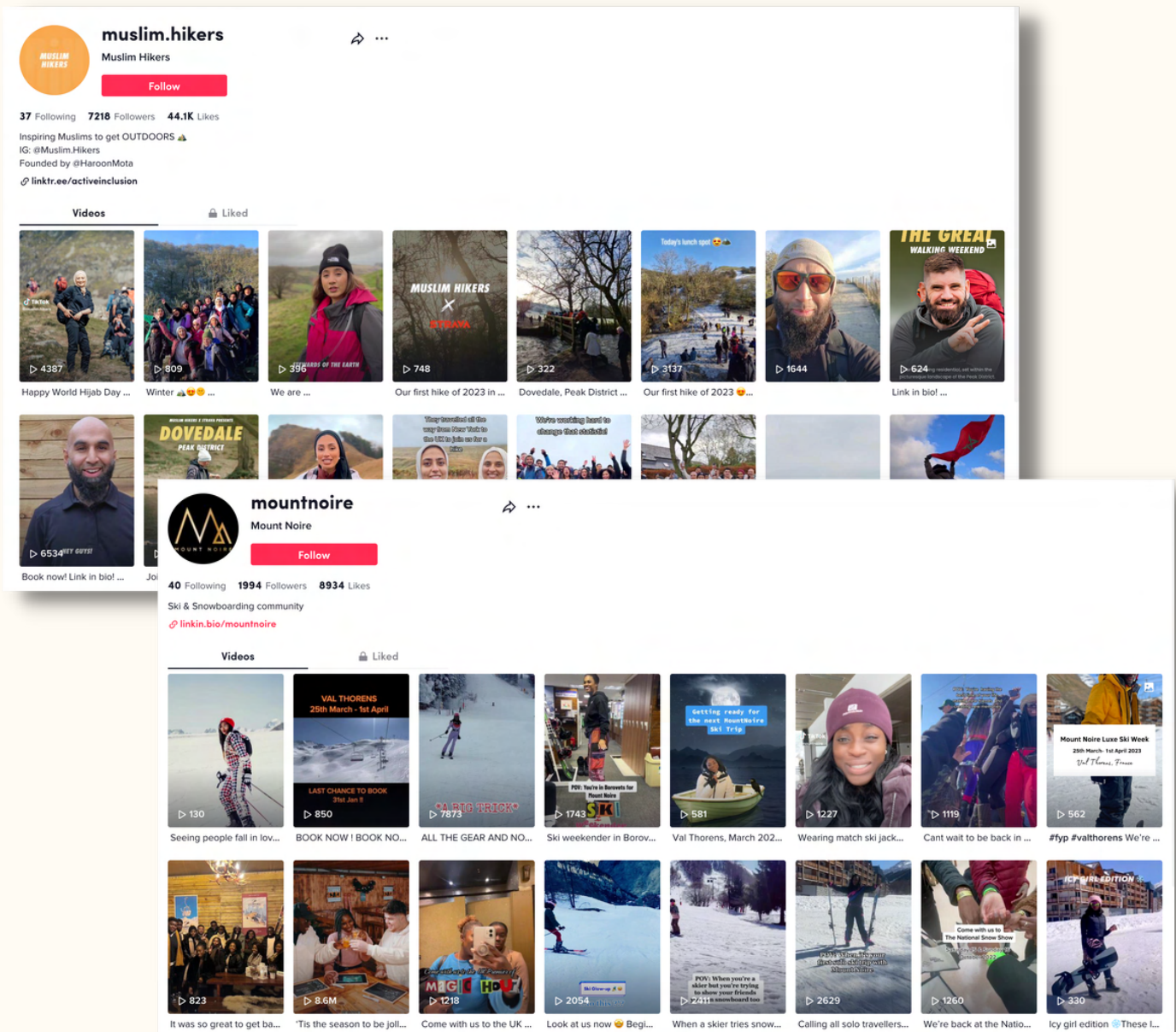


How to use TikTok as a community group

TikTok is a great place to reach new people and to reach some people who might not be on other platforms.

It's somewhere that you could either prioritise as a main platform or just use for repurposed content.

And it's a great place to share quick videos about who you are and what you do!



What makes a great TikTok Video

Videos work best when they...

- Are entertaining
- Make sense to people who don't follow you
- Have everything you want to say in the video

A few great examples are:

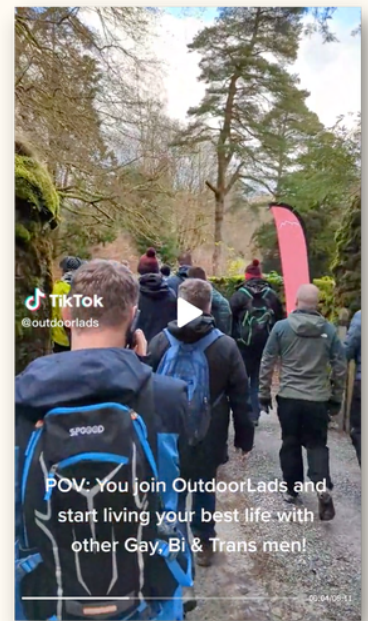
Using text in the video



Showing not telling



Doing both!



There are 6 elements that make great TikTok videos. You don't need to use all of them all of the time but these are elements to keep in mind:

6 elements to great short videos:

- Entertainment
- Creative
- Hook
- Engagement
- Trend
- Niche

We'll look at them, one by one.

What makes a great TikTok Video

Entertainment

This is the number one criteria to think about when posting your videos. Are your videos: funny, informative, inspiring, interesting or relatable?

Creative

Sometimes we can get carried away trying to copy a set trend or make a video like someone else and it can stop us from being creative and making the real magic.

Just make what you fancy making - the people who reach the most accounts aren't the ones following the rules...

Camera angles, music, voice over, talking to camera, dancing, the content you share... This platform is MADE for you to experiment.



What makes a great TikTok Video

A hook

A hook is something that stops people and makes them want to watch... it's like a chapter ending in a book or the suspenseful ending on a Netflix series.

Questions are a great example:

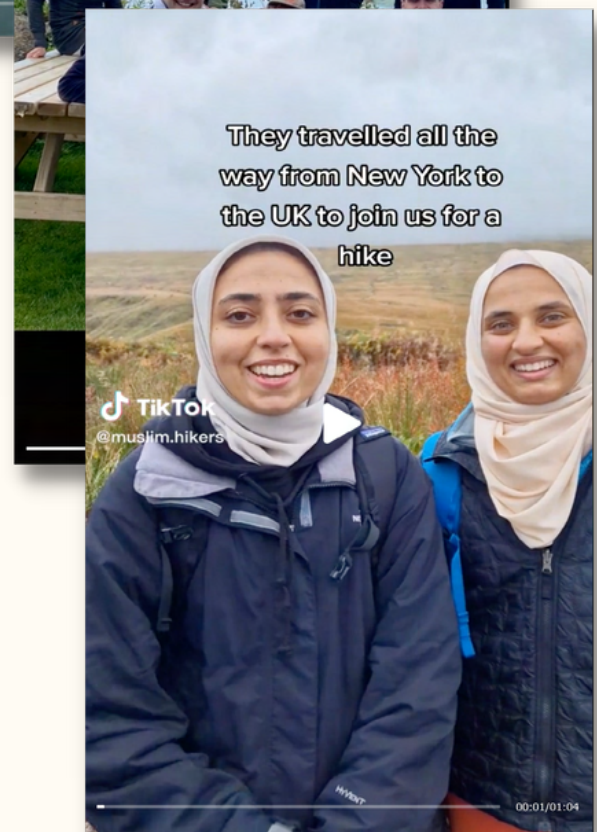
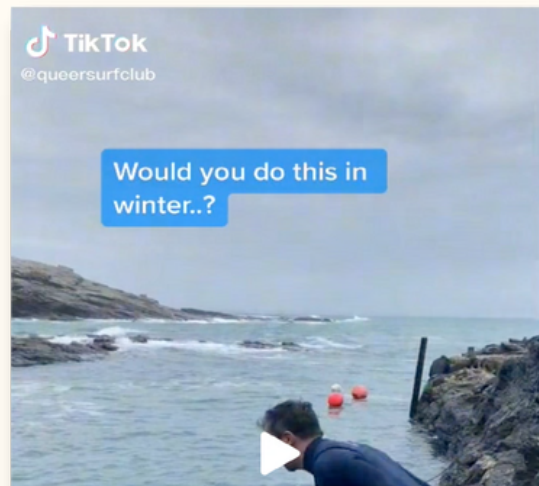
- This is what it's like to...
- You'll never guess what...
- 3 things ...

Engagement

This isn't so much about whether people are liking your posts but more about how you are starting a conversation or joining one. It's about how you talking to others through stitches, comments, replying to comments etc

Using trends

Think about them like joining in a conversation or as a way to join in with your #communitytok. Joining a trend that fits with your target audience or taking a more general trend and making it more niche to you.

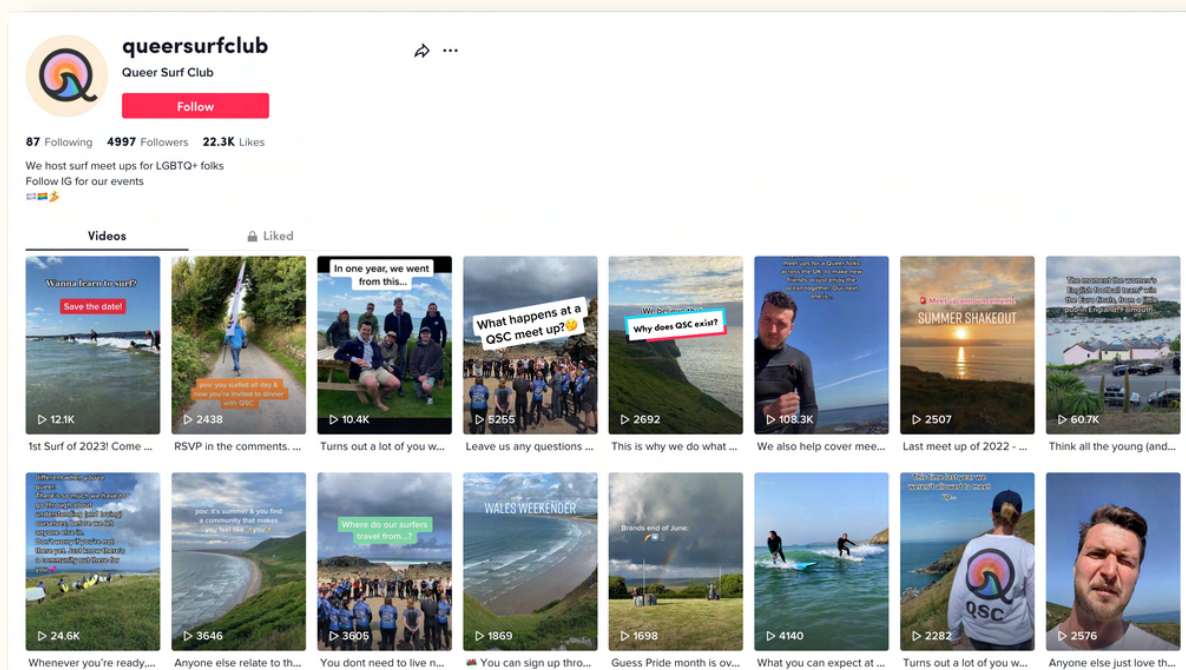


How to get started on Tiktok

If this post has convinced you and you're ready to get started, but still not sure where to start, this is your TikTok todo list:

- Go film loads of random clips from what you do!
- Look at your aims and see what you are trying to achieve
- Make a short video with the clips adding text to tell your story

And Repeat! Remember not every video is going to go viral and TikTok is a great place to experiment - give it a try and see what happens!





Other Skills

The world outside social media

And why it matters...

Here's a question for you

If Instagram crashed tomorrow, how would that impact you?

Would you still be able to reach the people who come to your events, speak to your wider community? Would you still have an audience?

Whether it's the entire platform going down or having your account hacked into, there are lots of ways that Instagram can crash and if it's the only place you have an audience that can have a huge impact on you.

In this section we're going to look at:

- The difference between social media, newsletter and a website and why you might want all three
- What evergreen content means
- What makes a great website

The difference between social media, newsletter and a website



Social Media

When we're posting on social media we're putting content out there in a sea of other content. We're hoping that the people we're trying to speak to are online at the right time, and that our content gets shown to them.

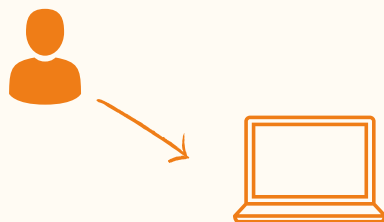
It's great for building an audience but not so effective for making sure everyone gets a message.

When you send newsletters or emails they go directly to people. No guessing who the algorithm will send it to. Stats show people are more likely to see, read and click your emails than they are social media posts.

It's a great way of building an audience in case your social media profile goes down, makes it easier to promote events AND is a great way of showing audience size when working with brands.



Newsletter



Website & Search

Websites differ in that generally you're not trying to send someone a message... instead people are looking for answers and think they will find them on your website.

The question might be "Is there a hiking group near me?" or "What should I pack as a Muslim hiker?"

The more your website is set up to answer the questions of your audience, the easier it will be for them to find you.

The question is... What question would someone ask to find YOU?

What is evergreen content?



Do you ever feel like you constantly have to make content?

It's so easy to get stuck on a hamster wheel of posting on social media, but most of our posts on social media are only around for about 48 hours before they disappear.

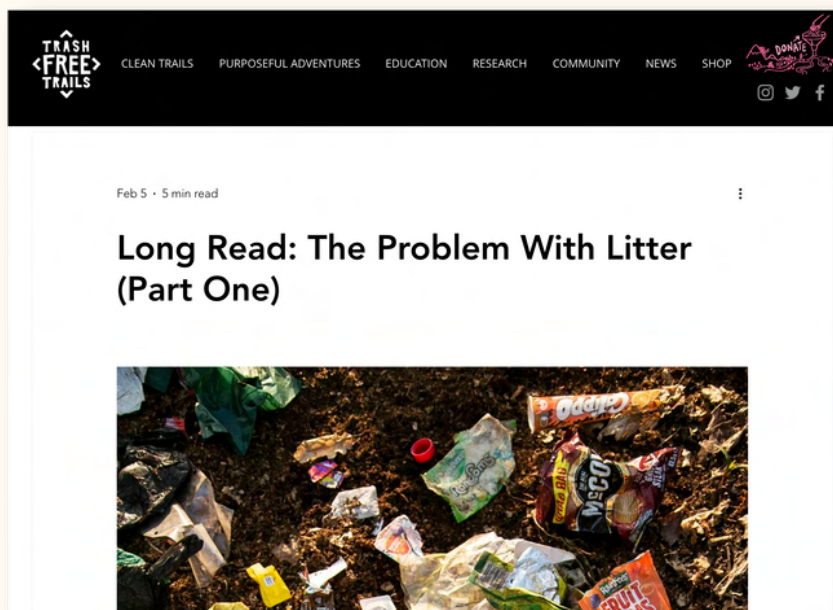
This is where evergreen content comes in.

Evergreen content is content that people will see and look at over time. Think blog posts that stay on your website, YouTube videos or podcasts that people might search for. Rather than only being seen in the first 48 hours these types of content tend to carry on being seen.

AND you can use them to make your Instagram content too. Sharing about blog posts or videos you've made in the past that you know are still relevant for people to enjoy.

When you're creating content in this way, you can then use the content you've shared in the blog as several smaller posts, saving you time in the long run.

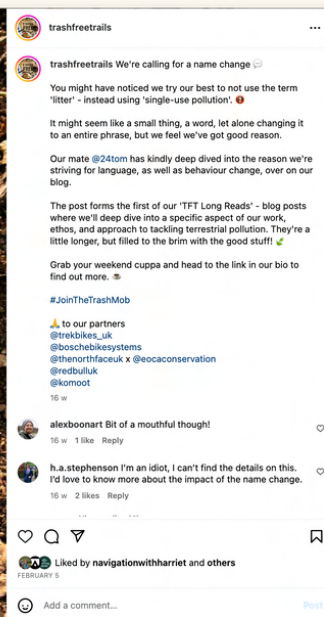
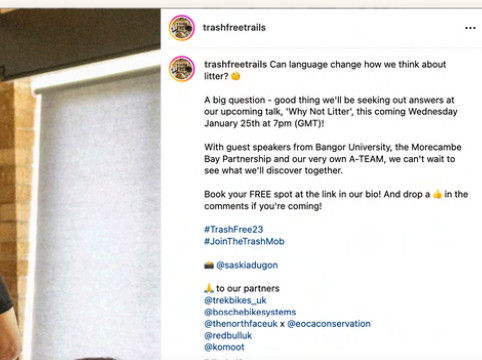
What is evergreen content?



A great example of this is Trash Free Trails who gave a talk about why they avoid the word "litter"

They also shared why they don't use the term in two news articles on their website

And then created instagram content highlighting the blog post.



What makes a great website

What makes YOUR website great will come back to what it is you are hoping to achieve.

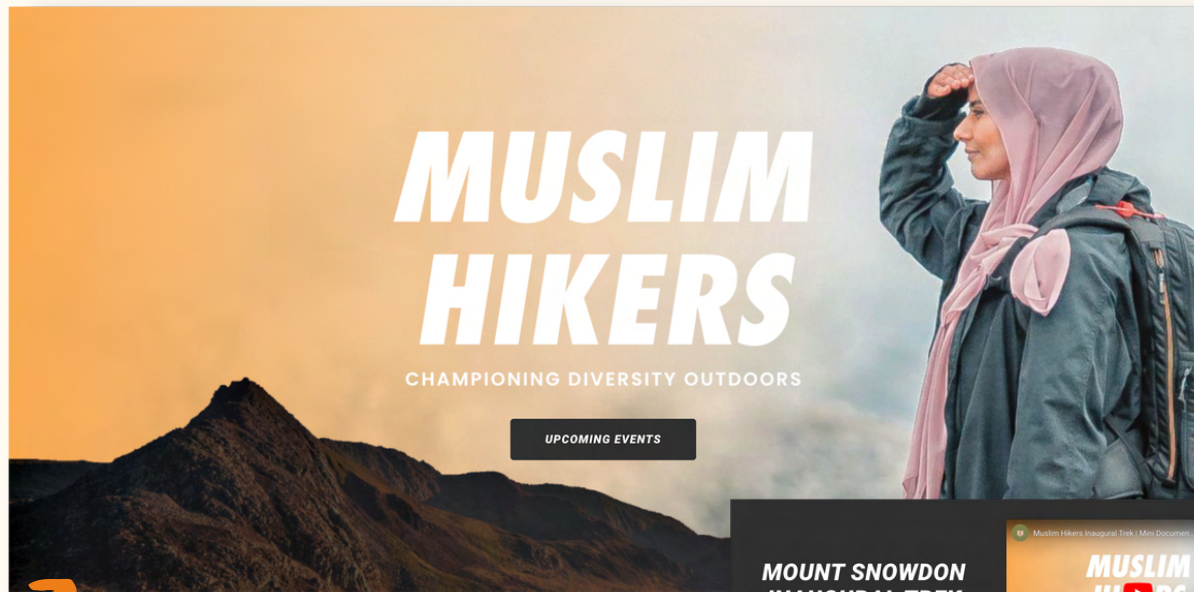
Start with similar questions to the ones at the start of this guide:

- What do you want to achieve through your website? It could be making your group easier to find for new community members, showcasing what you do for funders, or hosting important information such as kit lists or community guidelines.
- Who is this website for? The information you'll want to share might be different depending on who you are talking to.
- What action do you want people to take from your website? Do you want them to join an event? Follow you on socials? Support a campaign? Think about what the most important action would be and how you can highlight it first.

And then you'll want to ask - What is the simplest way we can show this information?

Great websites are websites where people can get the information they are looking for quickly and easily.

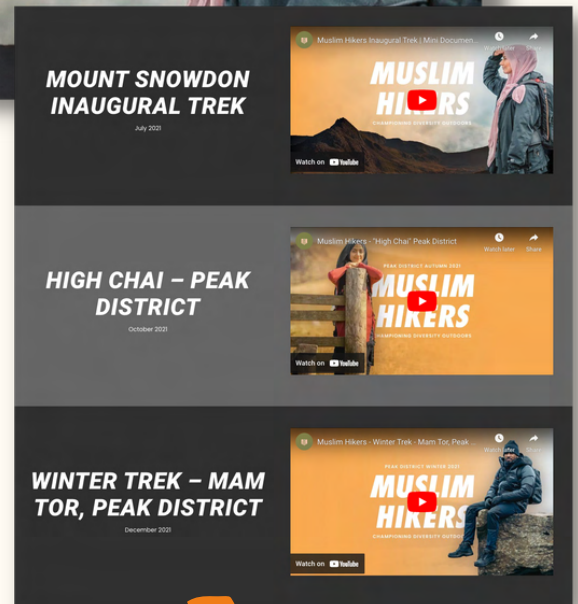
What makes a great website



To show what that looks like in practice here are two examples of simple but effective websites.

Firstly, Muslim Hikers.

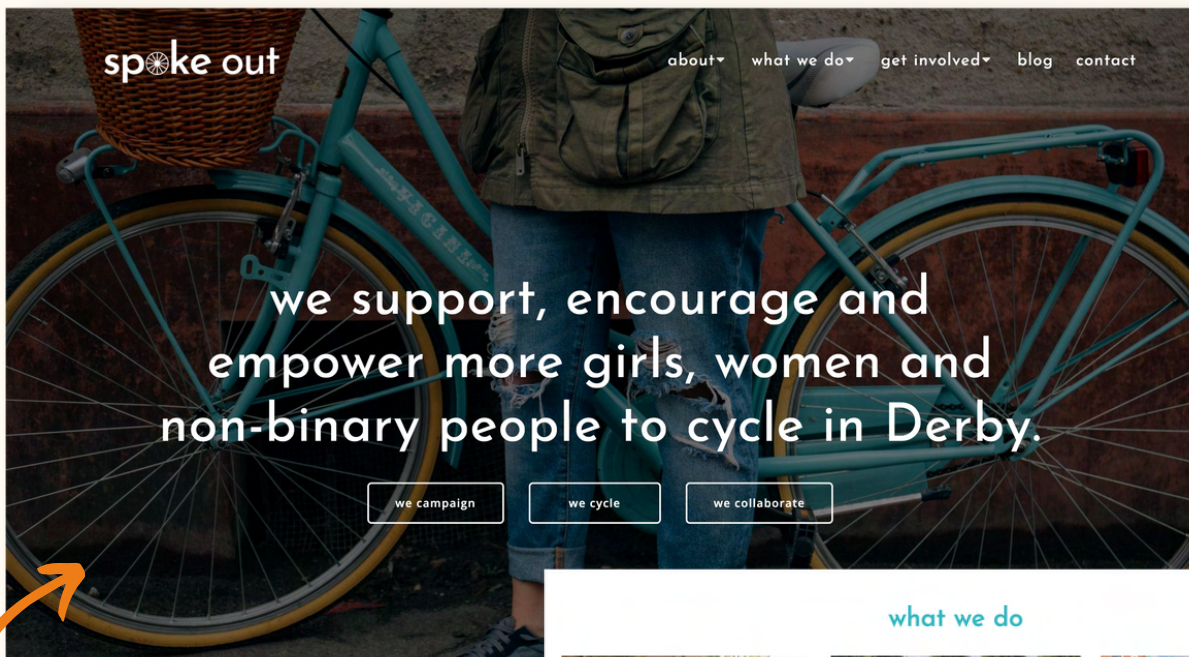
They have a simple website that immediately says who they are what they do and signposts you to their events



When you scroll down the page it shows videos of their hikes and events - a great way to repurpose content to populate the website and an interactive way to show what Muslim Hikers is rather than having long text for people to read.

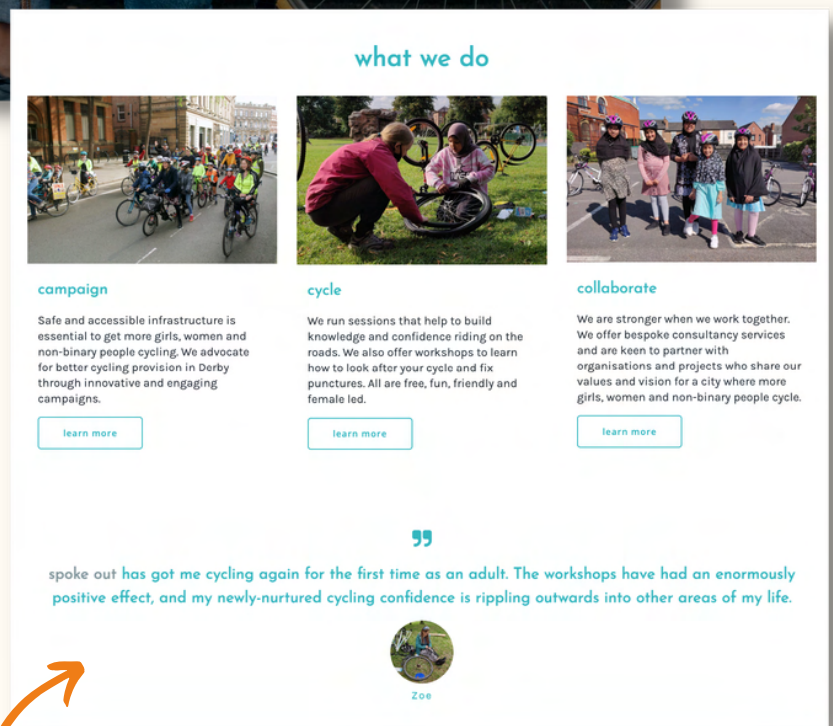
Their website is a great example of a one page website.

What makes a great website



The next example is from Spoke Out. They have a longer website but it is still spacious and easy to navigate.

The first sentence makes it really obvious who they are and what they do.



Their home page is split up into sections that make the page easy to read and find the information you're looking for.

It uses lots of images and testimonials showing the people and community behind the website.

Social Media Planning for Community Groups

Planning can take all different forms. It could be a meeting over a cup of tea or a climb, a brainstorm with a giant sheet of paper, a voice note to a team member, post-it notes on a desk, notes written as they come to you throughout the day or sitting down with a spreadsheet and mapping it out.

None of these techniques are better or worse than others. All that matters is that you find the easiest way for you and that it helps to give you structure, consistency and accountability for your social media posting.

This section is going to share one way that you can do this within a spreadsheet. This is by no means the only way but is a great way to start if you're not sure what will work best for you and gives you some great questions to answer.

We'll look at:

- **Yearly Planning**
- **Monthly Planning**

And finish with some notes on how to use planning in the most effective way.

Yearly planning

Having a rough idea of what is coming up in the next year can be extremely useful.

It can help to pre-empt busy periods and time when it might be harder to get new content. It also gives you somewhere to start each month with an idea of what's coming up next and what you are hoping to achieve.

Here are some examples of questions you can use to inform your planning. [You can find a customisable spreadsheet here.](#)

January February March April

	January	February	March	April
Events				
Any seasonal impact?				
Time OUT - When are you resting?				
Do you have anything new to launch?				
What are you hoping to achieve? Break your goals down here!				
What processes will make those goals happen?				
Any Awareness Days/other events that are important to you?				

Monthly planning

What are we trying to achieve?				
Who are we talking to?				
Where are we talking to them?				
Content Planner				
Blog Post				
Newsletter				
Instagram Wk 1				
Instagram Wk 2				
Instagram Wk 3				
Instagram Wk 4				

This planning document is great to use at the start of the month to refocus on your goals and plan out what content is important for you.


It starts with space to check in with what you are trying to achieve and any specific goals that you might have. A space to reflect on target audience and platforms. Then has space to plan blog, newsletter and social content.

You can customise this to your needs i.e. If you don't have a blog or newsletter, if you have different social profiles or post more or less each week. Make it your own.

Monthly planning

If you're struggling to know what content to plan throughout the month it can be useful to give yourself some themes to think about.

Content Planner				
Blog Post				
Newsletter				
	Upcoming Events	Event recap	Community	Repurpose blog
Instagram Wk 1				
Instagram Wk 2				
Instagram Wk 3				
Instagram Wk 4				



This could be posting about your events, sharing community highlights, posts about your team, or repurposing blog content that you've already made.

And if you still need more inspiration you might want to look back at the five key marketing questions on page 7.

A note on planning

Remember planning is supposed to be something that helps you, not something that stresses you out! Try a few different methods of planning to see which one helps you the most.

The most effective social media channels are like rivers with stepping stones...

Social media works best when it's rivers and stepping stones.

This analogy is used to talk about the stepping stones being your scheduled content, posts you know will come out and can plan in advance.

And the river talks to those moments of inspiration you get that are more immediate, jumping on trends, talking to current news, or sharing something in the moment.

Often people will find one type of content easier than the other!

Planning is a great way to make sure the rocks are in place and give you the head space you need in order to let the river flow.

Common challenges using Social Media

In this section we're going to look at some common challenges and FAQs from community groups, and share advice that can help you to overcome them.

The 4 challenges we're looking at are:

- Not having enough time
- Finding it hard to get content
- Not sure what to post
- Having too much content to post

1) Not having enough time

We completely understand! You are already managing a community group, planning events, checking the health and safety... plus a million other things and now you need to add social media to the todo list?!

It can be a real struggle, the best advice is to be honest - how much time do you have for social media and marketing. Is it 10 minutes a week, 1 hour, 2 hours, half a day?

When you know how much time you have, use that time to do the most impactful step for you.

When you're short on time it's also about how you can facilitate others doing the marketing work for you.

Handing out posters & flyers, asking partners to share about the events on their social media or encouraging your attendees to do the sharing by stopping for a photo opportunity and giving them your social media handles.

Common challenges using Social Media

2) Finding it hard to get content, photos etc

There are usually two reasons for this, either because you don't want to interrupt the event by taking photos, or when groups become larger or nationwide and the person managing social media often isn't the person leading the events.

Some great ways to help in both of these cases are to:

- **Work out as a team the best moment to get photos at your events.** Is it a summit selfie, a bike portrait, 5 minutes in the middle whilst everyone is climbing, or a team photo at the end? By incorporating it into your event process it can make it easier for other leaders to follow and do the same.
- **Give people a reason to have a photo taken.** Sometimes taking a group shot can feel uncomfortable but "Who wants to hold our banner for a photo?" can feel like an easier ask. It could be a banner, t-shirts, a flag whatever works for you.
- **Plan photo stops into your event.** Will there be a great view somewhere, can you plan your hiking route via a trig point? What can you do to make a photo stop feel more natural? An absolute fave is to incorporate content into snack breaks. When you stop for a snack you are all in one place and have to get things out of your bag/pockets. This is the perfect reminder to also grab your phone out and get some photos.

Common challenges using Social Media

- **Plan an event that is specifically to get photos.** This could be just with the team or as a shout out for community members who are happy to be photographed. A few hours with the intention of just taking photos can give you a huge amount of content that you can then use in different posts and in different ways.
- **If you have many different event leaders make a content brief.** It will give them examples of the content you love, tips for taking good photos and outlines what content to take and how. This doesn't just help you to get better photos but also provides them training to support them in their role.

Here's an example of a one page brief that you can edit and use.



THIS DOCUMENT IS EXAMPLE ONLY. PLEASE EDIT AS REQUIRED.

Hi! Thanks so much for being part of the team and helping us get content!

These tips have been written to help give you an idea of the content we need the most. But please use them as a guideline and bring your own creativity and style.

Some tips for taking photos and videos:

Definitely do...

- Check who is comfortable having their photo taken at the start of the event
- Let other people know when they can take photos, and remember to remind them to tag us #ourhashtag @ourhandle!
- Get a range of horizontal (landscape) and vertical (portrait) photos - we use them all!
- Try and get at least ONE photo from each event groups shots are great!

Try to avoid...

- Blurry photos from moving the camera too much
- Having the sun directly in the shot (it can make everyone look like silhouettes)
- Cropping off people's feet or legs, we love wide full body shots or just head and shoulders

Upload your photos and videos here!

Photos we love!

Group Shots



Member selfies



Portraits



Fun moments



Video Content!

Video content is getting increasingly popular and filming clips for us REALLY helps us to reach new people!

Feel free to send us videos you've made or clips from the event and we will edit them together!

Definitely do...

- Film anything and everything! We love to see where you are, what you're up to and the people who have joined!
- Avoid moving the camera too much whilst you're filming
- Have fun with it!

Take a look at the reels we've shared before to see some examples of the clips we use.

Common challenges using Social Media

3) You're not sure what to post

We've all been there. You know you have to post something but as soon as you sit down to post all of a sudden you have no idea where to start or what to share.

This is where planning can really have an impact and help you to save time.

Go back to your Why. Why exactly are you posting and what do you want to achieve? From there think about who you are trying to reach and what they would want to see.

The more specific you can be with who you are talking to the easier it is to think about what to share and how to speak to them.

If you're still struggling I'd recommend thinking about a few areas or themes that you want to post about. It could be your team, events, tips, challenges, press, celebrating others, sharing stories from your community.... Pick two or three and brainstorm all the different ideas for posts you have in each category.

Hopefully you'll end up with enough content to last a month or more! And that leads in nicely to our next challenge...

Common challenges using Social Media

4) You've got too much content

If you're in the "I don't know what to post" camp this might seem ridiculous but it's a genuine challenge that happens to a lot of people. Particularly for communities that have several events a week, lots of different areas to talk about and varied work.

A reminder here is that particularly for Reels you don't have to post content in a timely way. Unlike stories that are only around for 24 hours reels might not be seen until a few weeks after you post.

Think about prioritising your content, and come back to the why. Do you need to post about every event you've had or would it be more relevant to post the highlights? A monthly recap? Or about a more manageable number of events like one event post a week?

If you've got a bank of content and struggle with posting it set aside time to make your content into drafts that you can post when you're ready or schedule it so that it starts going out without you having to show up and manually post every day.

Monitoring Page Insights

It's easy to get caught up in social media page insights, watching which posts get the most likes and comparing with other accounts in the same space, but these numbers aren't always very helpful.

Instead in this section we're going to look at some stats you might want to track month on month, what they mean and how they can actually be useful to inform your planning.

In this section we'll cover:

- What page insights to monitor
- Basic page insights
- Advanced page insights

We'll use Instagram as an example although the terminology is similar across most social media platforms.

What page insights to monitor

The insights you'll want to track will depend on what you are hoping to achieve on social media.

For example If you're looking to engage people in conversations then comments might be really important to you or if you're hoping to share educational content you might be more interested in saves. If you've been focused on reaching more people then Reach will be important to you. Whereas, an account looking to get to know its followers better might be more interested in Engagement.

This is an example of a monthly tracker sheet to see how the platforms are growing or maintaining their presence.

	January	February	March	April	May	June
Reach						
Accounts Engaged						
Followers						
No. Posts						
Most popular post						

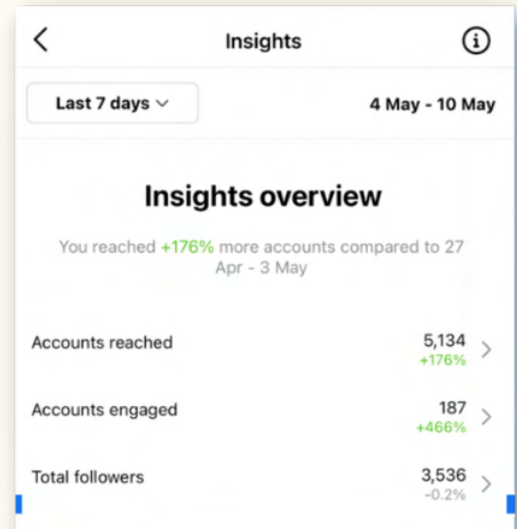
Looking at the insights from the end of the month helps us to see general trends of how well the content is working, knowing that some posts will do better and others worse.

We can also measure things such as the number of times posted to track the process as well as the outcomes.

Basic page insights - Reach

You can access your stats through the burger menu on your profile, or through clicking professional dashboard and then "See all" top right corner.

From there you'll have a page that looks like this!



The first number shared is the number of accounts reached.

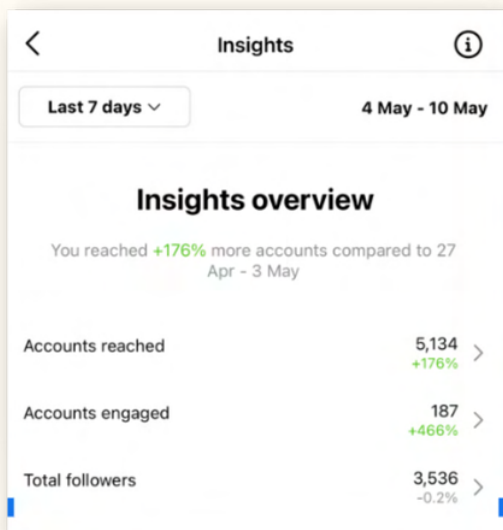
This means the number of unique accounts that have seen your content at least once. It's often confused with Impressions which are the number of times your content has been seen overall.

For example if you posted one post. It was seen by two people, but they both saw it twice. Your reach would be 2 and your impressions would be 4.

Reach is useful if you're trying to reach new people or grow a page, tracking how many eyes you are getting on your content.

If you want to increase your reach you can think about more video content or collaborations.

Basic stats - Accounts engaged



The second number in the list is your accounts engaged.

This is usually a lower number which is fine! Not every one who sees your content will want to engage - think about how much content you watch without engaging.

Accounts engaged means the number of accounts that have interacted with your content. Such as through likes, comments, saves and shares.

This is a great stat to track to see how people are reacting to the content you share. Showing where you're creating content that encourages people to get involved, making social media more of a conversation and less of a radio channel.

It can also show how many of the people you are reaching are interested in what you are doing. Just because you are reaching a lot of people it doesn't mean they are the right people.

If you have a low 'Accounts engaged' try posting more conversation starter style content, polls & boxes in stories or content that invites people to save and share.

Basic stats - Follows

Follower count is an insight that so many people focus on... but it doesn't tell you a huge amount about what you are doing well or what you should do next...

The main menu will show your total followers and how much this has increased or decreased by.

If you click it you'll see more information about the number of follows and unfollows you've received.

Unfollows aren't a bad thing

People unfollow accounts for a range of reasons and often unfollows can be from spam accounts.

However, it can be useful to know that when it feels like your follower count isn't growing, you are still gaining new followers, it's just that there are other followers who are no longer in the right place for your content.



Basic stats - Follows

If you are reaching lots of accounts but not growing followers it might be worth looking at your bio, highlights, pinned posts and aesthetic.

Ask yourself the following questions:

Is it clear what you do from a first glance at your page?

Is your content recognisable?

Are you sharing content that aligns with your message or just jumping on trends?

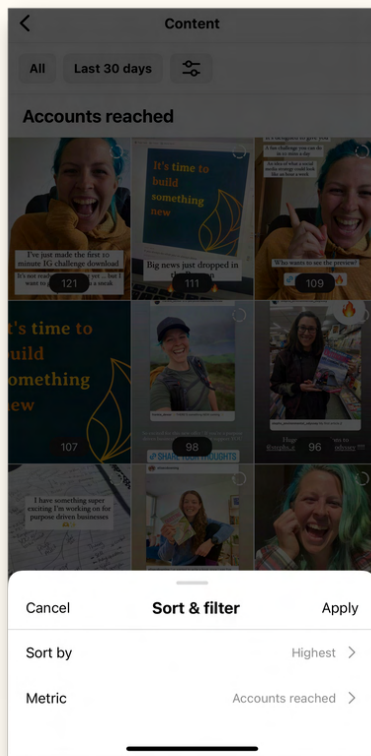
Is it clear why people should follow you and what content they can expect?

Are you creating content for your followers - e.g posts and stories?

And remember you are probably doing better than you think!

Globally 34.74% of Instagram users have less than 1,000 followers.*

Advanced stats... Posts sorted by...



From your main insights if you click on the posts shared you'll be able to see your posts filtered in different ways.

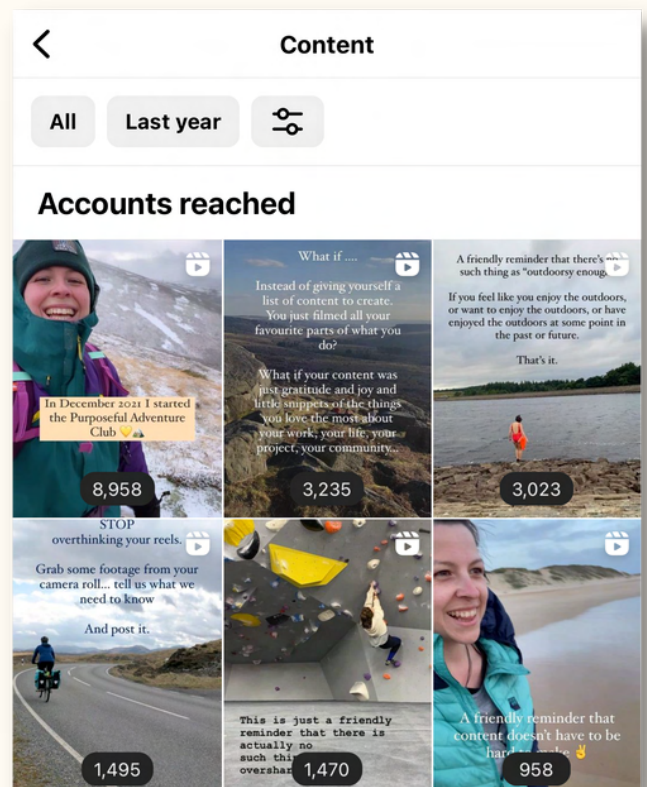
You'll be able to see your posts from the last 30 days, previous month, last 90 days... etc

Sorting them by the highest or lowest number, and by a metric of your choice.

For example you could see your top posts in the last year by reach.

This can be a really useful way to review and compare photos. Looking at which ones performed the best and what styles engaged the most with people.

You might notice popular topics or trends within your content. Helping to inform which content you want to share more of in the future.



Staying Safe

This guide started with a note on capacity and before we close we want to share a few tips on staying safe.

For many of us social media is an incredible space that helps to build communities and meet like minded people. However, alongside that it can also be a challenging space with faceless people or bots sharing harmful messages.

Whatever you are using social media for it's crucial that your mental health always comes first. Set boundaries for your capacity and know that you can always take a step back when you need to.

In this section we're going to look at a few other ways you can also protect yourself and your accounts.

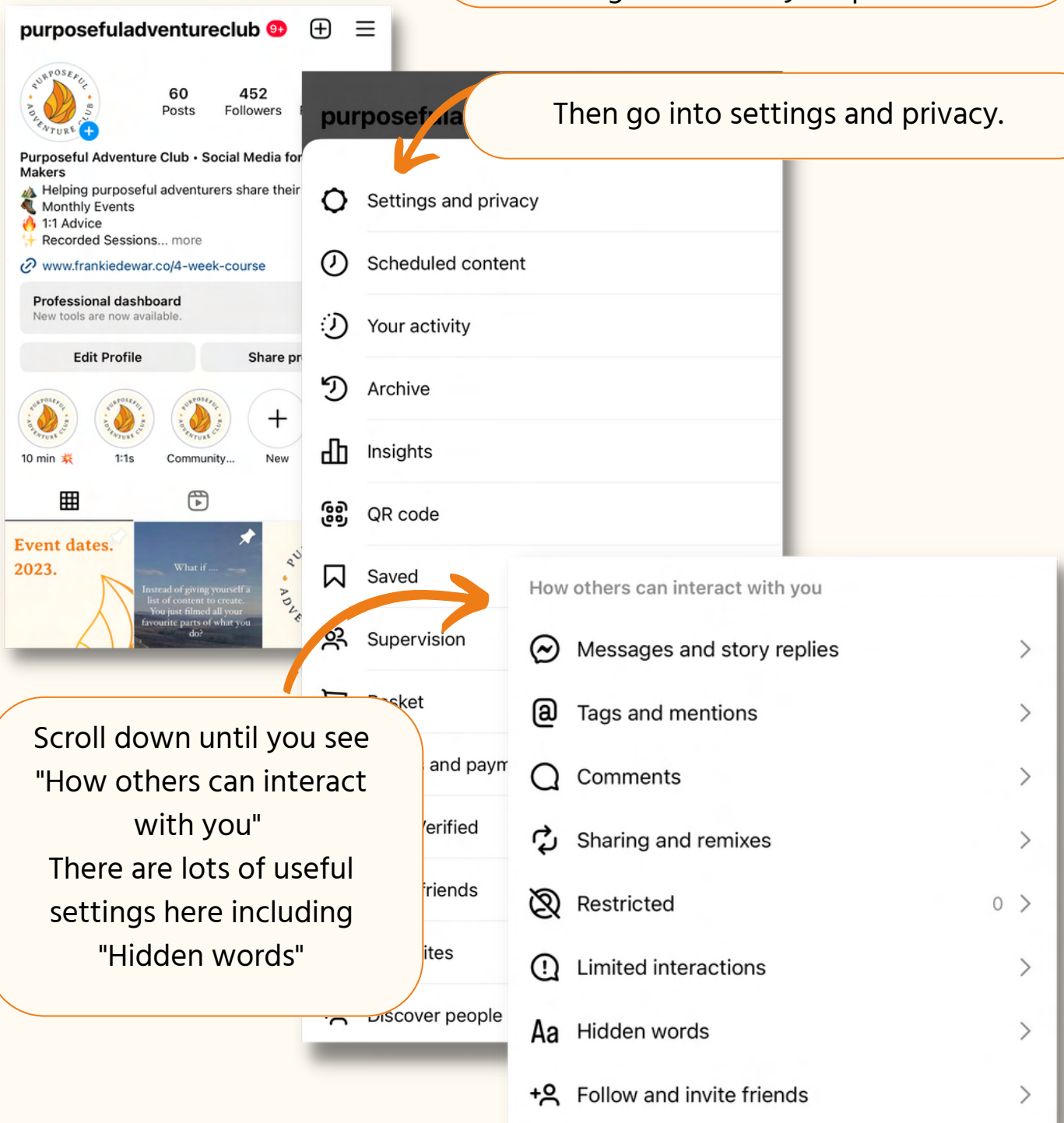
- [Hiding Key Words](#)
- [Managing Harmful Comments & Working With Brands](#)

Hiding Key Words

Facebook and Instagram both allow you to hide certain words or phrases from your comments. This is particularly useful to hide words that might not typically get filtered out as hate speech.

This is how to do it on Instagram. Go to the burger menu on your profile.

Then go into settings and privacy.



Managing Harmful Comments

Your pages are your living room, don't have to take any comments you don't want to any followers you don't want to any likes you don't want to.

You wouldn't invite someone into your living room to spray paint on your walls so don't let them on your online profile.

There are a few different ways to manage harmful comments:

- **Block and delete** - This is often the least energy intensive option and protects others who see the post from seeing the comment.
- **Boost other comments** - This is particularly useful if you don't own the post. It's done by encouraging your community to post positive comments on a post and to like each others comments, these will then show higher in the list. Most people don't scroll that far so you are effectively erasing the harmful comment.
- **Reply with education** - This can be energetically draining but can be an appropriate response when the comment is coming from a lack of knowledge
- **Have a support group** - If managing your own comments is becoming harmful consider reaching out for the support of a trusted ally to view your comments first and remove any harmful ones.

However you choose to manage your comments remember to look after your own wellbeing first.

There are also other ways of using harmful comments such as [Muslim Hikers](#) standing up against the harmful comments they received. Or creator [Justsaysk](#) who turns their comments into poetry.

You may also want to screenshot and record harmful comments to report them. [The Crown Prosecution Service](#) describes trolling as "a form of baiting online which involves sending abusive and hurtful comments across all social media platforms. This can be prosecuted under the Malicious Communication Act 1988 and the Communications Act 2003."

When working with brands:

Comments on other accounts' posts can be harder to manage than your own, as you are not able to delete the comment yourself. When working with brands make sure you establish when the content will be released, who will be monitoring it and what their policy is for managing their comments. Agreeing together how harmful comments will be managed before the content is posted.

A few final words!

We hope you've found this guide helpful!!

There are so many different ways to do social media and it's about finding the way that works for you. If there are parts of this guide that you resonate with, use them and if there are parts that don't work as well for you that is also fine!

We love hearing from you! Get in touch if this guide has helped, if you've got suggestions of what we should add or future help you might need.

If you're working on diversity in the UK outdoors we'd love to see you at an All The Elements event soon. You can find more resources, our directory and all our events via www.AllTheElements.co

If you'd like more social media support you can find out more information about Purposeful Adventure Club on www.frankiedewar.co/purposefuladventureclub including joining our monthly events and 1:1 support.

And finally we would love to follow your social media journey - you can follow us & tag us in your posts [@alltheelements](#)
[@purposefuladventureclub](#)

Can't wait to follow you and hear from you soon!

