

Meeting Notes from Tautoko Network Meeting

February 2020

Thanks to those who attended the meeting on “Social Media for Not-for-Profits: Why We Should and How We Could” with Clive Anthony from *Mates Social Media*. It was great to see so many people join us!

Clive gave us some great pointers and information, such as 3.4m New Zealanders are currently on Facebook, more than those who are registered to vote!

Here's a couple of other tips/comments Clive shared:

What to use? Instagram is more visual and is popular among the younger age bracket; Twitter is working well for politics in New Zealand. If your organisation is short of time, the best use of resources would be, firstly, Facebook. And, secondly, Instagram. It's hard to change a habit - so if people are using Facebook, use Facebook tools rather than try and move them to another platform.

Make your Facebook posts personal and relatable. Keep the content bite-sized. Include as much of your organisation's values as possible to inform your audience - tell a story that someone needs to hear. Graphics are definitely worthwhile, keep them relatable.

Include a 'call to action', for example, a 'click through' to an event. And, if you get a query via social media, a quick response is very important.