

# Cycle and Stride for Active Lives Leaders' project

## Social media strategy and advertising



**Do I have your  
attention?**

# Here's the problem on social...





**The average person scrolls through 300ft. of social posts a day, a Statue of Liberty's worth.**





**Attention is fleeting. You may only get 2s before your post is gone forever from their screen**



**Are your posts as  
good as the memes?**

**How do you compete  
with this?**



**Don't try to beat memes at their own game. Let's get back to basics.**





**We'll start with a universal truth...**





**Social media is not rational.**



Social media is emotional.





# It rewards emotional responses.



**So,  
Tell stories.  
Be human.  
Spark emotion.**



**“ Make it simple.  
Make it memorable.  
Make it inviting to look at.  
Make it fun.”**

Leo Burnett





**Sounds great.**

**So...**

**How, exactly do I do that?**



**Don't worry.**  
**We have a magic formula**




**So you know  
the right story to tell**





# Oh, yes, the content of tonight's session

- ~~1. Do I have your attention?~~
2.  A formula for getting attention on social
3. Advertising 101
4. The nitty-gritty



# A formula for getting attention on social media

# A formula for attention

**WHO +  
WHY +  
WHERE +  
HOW +  
WHAT**

**WHO**

# WHO

WHO do you need to reach?

- Kids?
- Teachers?
- Parents?
- Funders?
- Prospective volunteers?
- People who don't speak English?
- Other?



# WHO – basic info...

Start with a sentence about ‘objective’ things like:

- Age range
- Education level
- Demographic group
- Ethnic/religious groups (where relevant)
- Location

**WHY**



# WHY

Next, add WHY you need to talk to them. Be specific.

- Attracting them as participants
- Volunteers
- Fundraising
- Advocates and recruiters of participants
- Other reasons

**WHERE**

# WHERE

Look at your WHO.

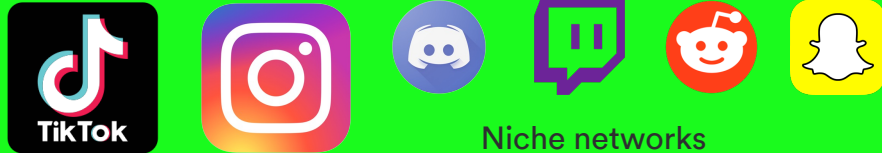
We need to reach them where they are,  
bringing them to us is far harder.

So, where do they hang-out on social?

And if you don't know, we have a slide for that...

# What network to use for what

Various types of Young'uns



Niche networks

Networking, PR, journalist outreach,  
campaigning, fundraising



Older audiences (40+),  
managing groups, events



Managing volunteers  
and activities



Longer content, explainers,  
reaching everyone with ads.



**HOW**

# HOW

For your first WHO, think about HOW they talk, act and feel.

Plainly, we're going to need different messages and messaging styles for different people. We don't have to mimic their style (cringe-y), but we need to be aware of it.



Good morrow to you, Sir



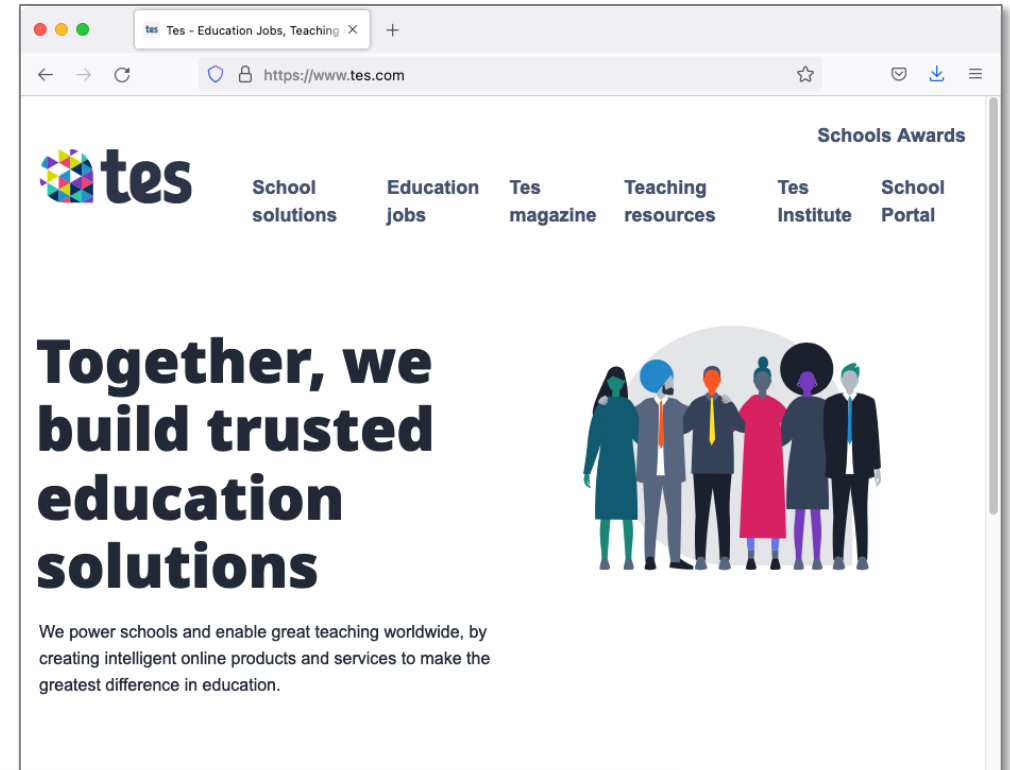
'sup?

# HOW

On their social networks, track down their peers and out-groups, think about how they talk amongst themselves.

Bookmark good examples.

Vs.





# It's the subjective things...

Add a sentence or two for your audience, think about:

- Who are their peers, idols, enemies?
- What gets them excited?
- What are their big turn-offs?
- How do they talk?

**WHAT**

**WHAT**

**What do you want people to think, feel and do?**

**THEN BRAINSTORM  
POST IDEAS**

# Brainstorm post ideas

Start with your 'WHY'

Now: think about why **this** audience cares about it.  
What's the benefit to them?

And then think of as many different angles or ways to communicate that benefit as you can.

Here's some tips on how to do that...

# Posting approach



## Emotion

Make 'em laugh, make 'em cry,  
make 'em feel something



## Empathy

Understand our audience cares  
about



## Engage

Incite curiosity, then payoff  
(don't just explain)



## Express delivery

Get to the point, fast

# Composing messages for social

**Is this emotionally led?**

Social media is not a rational space. Find the emotional hook.

**What do they care about?**

Lead with what matters to your audience, avoid the 'so what'

**How do I sound and look?**

What's my tone of voice and visual style?

**If they only remember 1 thing...**

What's the one key message?



**Exercise:**  
**A participant's example**

**You have your story,  
how do you get it out there?**

The best message in the world is pointless if no-one hears it.

**You have your story,  
how do you get it out there?**

The best message in the world is pointless if no-one hears it.

# Advertising 101



# Why pay more?

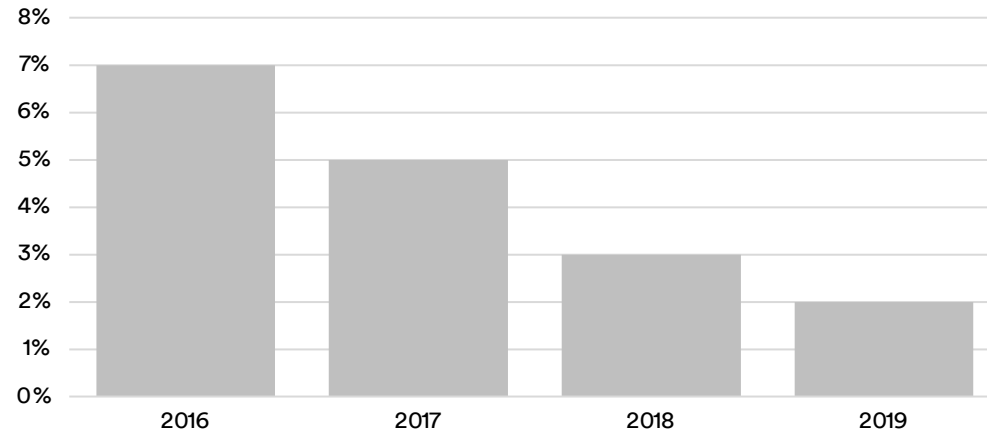
We don't like paying for stuff we think we can get for free.

**FREE**

The social networks lure you in with the promise of free publicity.  
But there are limits to that promise.



The decline of organic reach on  
Facebook/Instagram

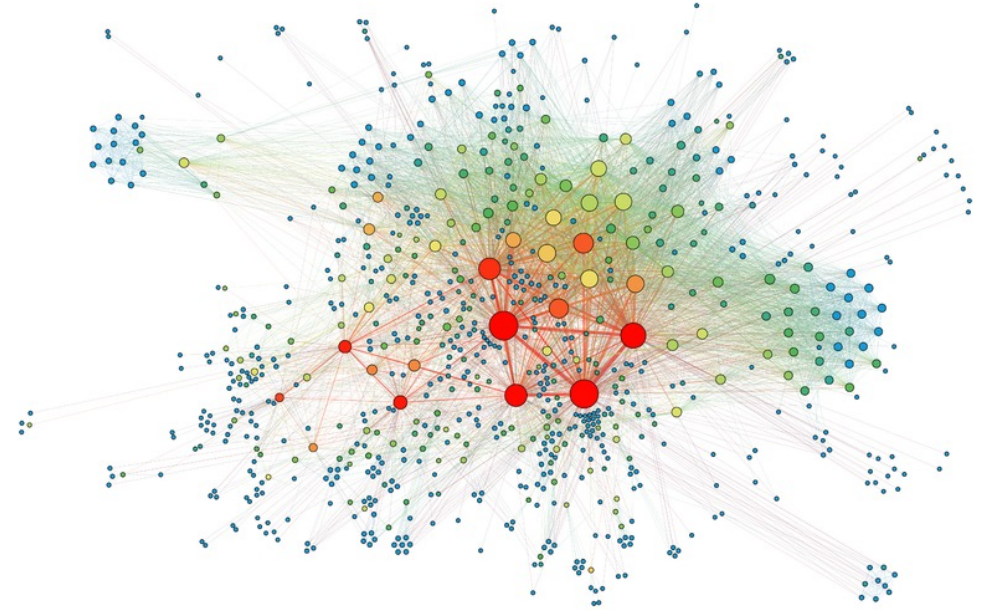


**Organic reach is declining.  
'Free' publicity is getting harder to get.  
The networks want your advertising \$\$\$**

# Sharing has limits

Sharing networks are lumpy and misshapen. You may never reach many of your “who’s”.

That’s a limit to growth.



Social network connection graph

# And you have lots to do

Reaching your targets may be possible without advertising, but it may be very hard.

This may not leave much time for things like sleeping, which we assume you still want to have time to do!



# A better use of your time?

Sometimes, advertising is just the most efficient way to reach your target audience.

- How much is your time worth, per hour?
- How long does it take you to reach 1,000 people in your target 'who'?
- How do you know if they've even seen it?

**£5 to reach 1,000 teenagers in your area? Might be a bargain.**

# When should I use paid advertising?

It's easy to spend lots of money on ads.

Only advertise when you have a clear goal for what you want to achieve.

DO advertise for:

- Sign-ups to events/programmes
- Volunteer recruitment
- Clear, goal-driven reasons

DON'T advertise for general 'Yay' posts

- Follower growth (pointless)
- Feelgood posts
- Engagement



**The nitty-gritty**

# Self-service advertising



# Setting up the platforms

All the social media platforms are set-up so you can buy ads on a 'self-service' basis.

There are millions of tutorials online for the click-by-click process of doing that for every social network you've ever heard of, so we won't cover that here. Google will guide you.

Just one advisory:

Don't do advertising from your personal Facebook account on your business page/group. It gets complicated in the long run. You'll need a Facebook business account, a business Instagram account, a link between the two and an ad account.

**When advertising, there's one big question to answer:**

**How do I find the people I want to reach?**

# How do I find the right people?

There are 3 Billion people on Facebook and Instagram alone.

You only want to reach a few of those people, without spending a fortune.

How do you find them?





# Targeting – an overview

How can you find your  
'who' among the millions of  
other people out there?





# Finding your 'who'

Attributes you can target by:

- Age
- Location
- Gender
- Interests\*
- 'Magic AI finding people who are like other people'\*

\* Not available for audiences under 18yo

# Typical core targeting – 1/2

## LOCATION:

Narrow your targeting to a place  
e.g. Postcode areas, towns, areas (e.g. GM)

## AGE RANGE:

Narrow your target age range.

## GENDER:

Where relevant for your organisation

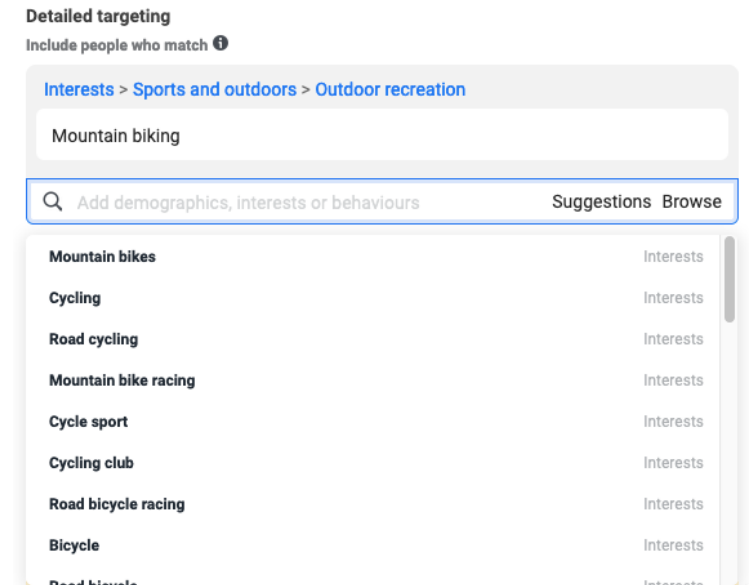
The screenshot shows a targeting interface for the United Kingdom. It lists three postcode areas: M1 4, M1 5, and M1 6, each with a green checkmark. Below this is a search bar with 'Include' and 'Search locations' options, and a 'Browse' button. A map of Manchester is displayed with several blue location pins. Below the map is an 'Add locations in bulk' section with an 'Age' filter set to '18' and '45'. The 'Audience definition' section states 'Your audience is defined.' and shows a progress bar from 'Specific' to 'Broad', with the current selection being approximately 75% of the way towards 'Broad'. At the bottom, a red-bordered box displays 'Estimated audience size: 6,100 - 7,100' with an information icon.

# Typical core targeting – 2/2

## INTERESTS:

This is where your ‘HOW’ notes will help. Aside from age, location etc., most networks will allow you to target on ‘Interests’. These are things the network thinks a given person is interested in.

Explore the options, see how that changes the audience size.



# And think creatively about interests...

Think laterally. Can we use, say, interest in a musician, computer game or celebrity as a proxy for who we want to reach?

How about a community org like, say Oxfam (if seeking volunteers)? Or popular charity events if holding a fundraising event?

Detailed targeting  
Include people who match ⓘ

Interests > Additional interests

ASAP Rocky

🔍 Add demographics, interests or behaviours Suggestions Browse

Drake (rapper)	Interests
Kanye West	Interests
Kendrick Lamar	Interests
Travis Scott (musician)	Interests
Young Thug	Interests

Detailed targeting  
Include people who match ⓘ

Interests > Additional interests

Walkathon

🔍 Add demographics, interests or behaviours Suggestions Browse

Physical fitness	Interests
Health & wellness	Interests
Jogging	Interests
5K run	Interests
Running	Interests
Marathons	Interests



# Then: sense check

## Audience sizes

- Too big and you may not be reaching the right people + costs start to stack up for reaching all of them
- Too small (under 1,000) may have higher CPM and may not reach them.

## Apply a 'sense' check

Are there really only 12,000 parents of teenagers in Greater Manchester? Interests are only what the networks can identify. Consider if these are the right people.

### Audience definition

Your audience selection is fairly broad.



Estimated audience size: 4,800 - 5,700 ⓘ

 Estimates may vary significantly over time based on your targeting selections and available data.

# What can I expect to pay?

Ads are charged on 'CPM' - cost per mille – the cost of it appearing 1,000 times on someone's screen.

How much should you expect to pay for a 'mille'?

**Anything over £5 CPM is expensive.**

**Ad objectives 'Reach' and 'Awareness' are the cheapest.**

**Use these.**

# Which network is best value?



Cheap

Expensive



Google (YouTube) and Facebook/Insta are the cheapest. LinkedIn is expensive, TikTok is in the middle.  
Reach and awareness ads on Facebook and Instagram can be as low as 50p CPM.

# How much should I spend?

Hard question to answer.  
It's the logical question to ask.  
And it's sort of the wrong question.

The right question is:  
How can I find what works for my organisation?

# Experiment to find what works!

Set aside an amount of cash, say £100, and experiment with a few ads, spending about a tenner a go.

Try out a few audiences.

Try out a few ads.

**What worked?**

**Do more of that.**





# And what do we mean by 'worked'?

Stay focused on the 'business' outcomes.

Whatever your business goal is, measure that:

- Volunteers signed up
- Participants joining
- Funds raised

**Engagement, likes, clicks: none of it matters as much as real outcomes. Stay focused on that.**

**Things to watch out for**

# Targeting teens and sensitive topics

On Facebook/Insta, you can ONLY target teens by age and location. So, target tightly to avoid wasting money.

Also be aware of rules on advertising on 'personal attributes'. The networks, (Facebook and Instagram particularly) have tightened up on the ads they allow to be shown around sensitive topics:

[https://www.facebook.com/policies/ads/prohibited\\_content/personal\\_attributes](https://www.facebook.com/policies/ads/prohibited_content/personal_attributes)

## Race or ethnicity

### Examples

- ✔ "Meet Hispanic men online now!"
- ✔ "Find Black singles today."
- ✘ "Meet other Black singles near you!"

## Religion or philosophical beliefs

### Examples

- ✔ "Date Christian singles!"
- ✔ "Meet Hindu singles online now!"
- ✘ "Are you a Christian?"
- ✘ "Meet other Buddhists"

## Age

### Examples

- ✔ "Meet seniors"
- ✔ "A service for teens"
- ✘ "Meet other seniors"
- ✘ "Are you 18 years old?"

## Sexual orientation or sexual behaviour

### Examples

- ✔ "Atlantis gay cruises"
- ✔ "Gay dating online now!"
- ✘ "Are you gay?"
- ✘ "Meet other lesbians now!"

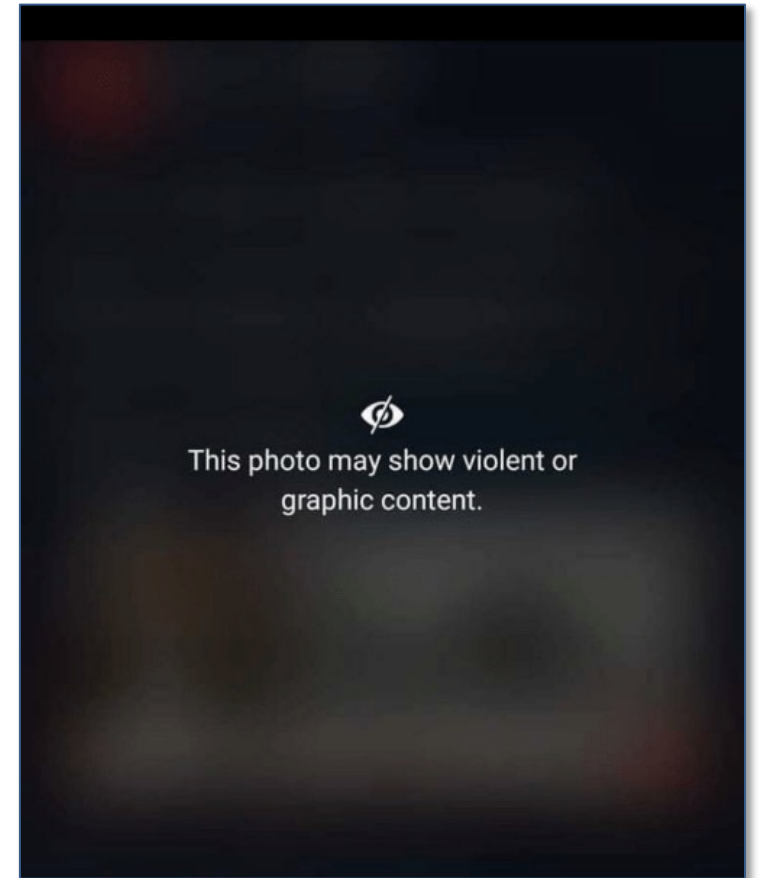
# Approval and rejection

Considering how bad a rep. the networks have for offensive content, they are surprisingly strict on advertising.

Facebook network especially, reject ads they say violate their policies. Sometimes, for the oddest of reasons. Be prepared for that.

You can appeal a rejection, but it may not go through even on review. Read the policies to minimise the chances of rejection.

<https://transparency.fb.com/en-gb/policies/community-standards/>



# Approval and rejection

**Leave yourself a bit of time before the ad has to be live.**

Facebook ad approval team are mostly based in California, so ads sent for approval in the afternoon UK time may not be reviewed until the following morning.



**Questions?**

# Session feedback

Please take a minute or two to feedback on tonight's session.

<https://form.jotform.com/220413442620037>

**Thank you!**