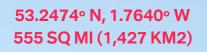
Social media for Grassroots Activists



Understand how you can measure the effectiveness of your social media activities

Understand your audience and how to engage them more effectively

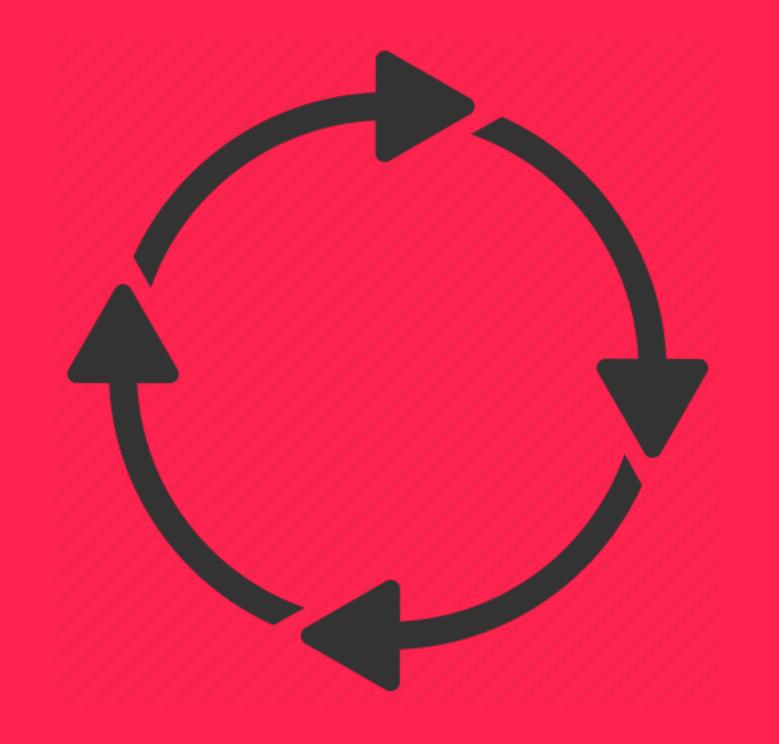
Developing stakeholder relationships & be confident engaging their social media audiences

Where are you currently?

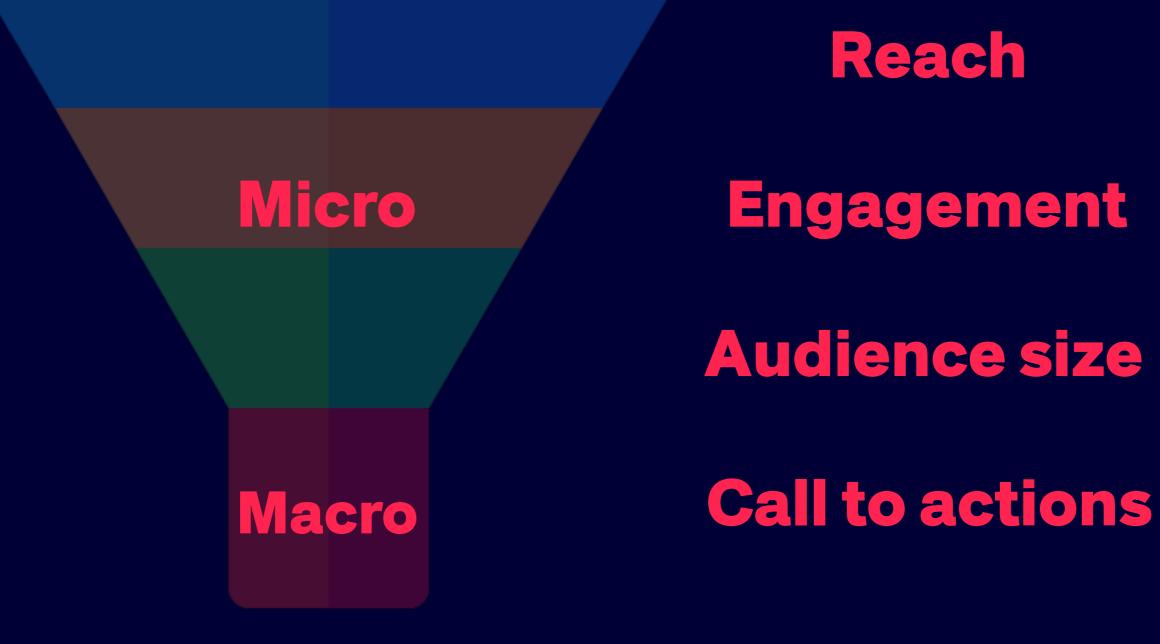


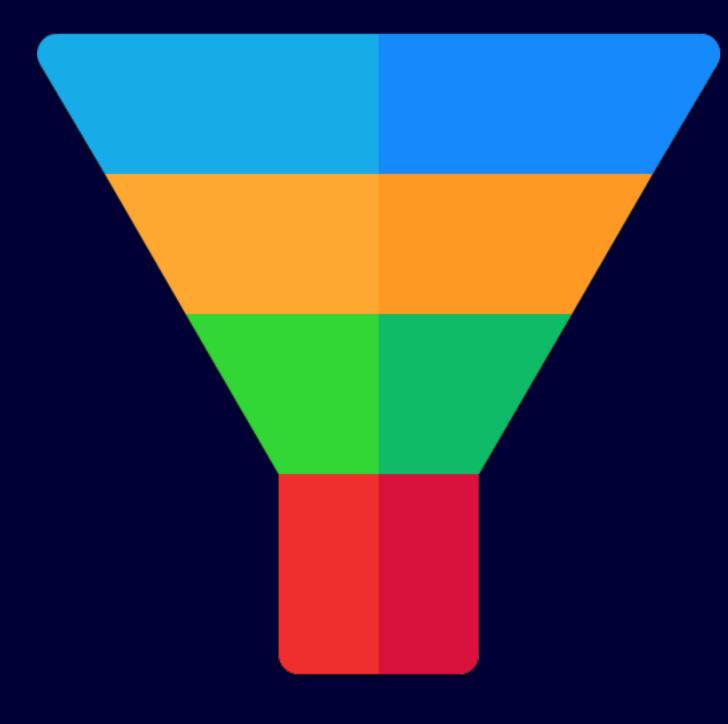
Tac K performance USING analytics

Social media is an iterative process that informs your overall strategy.









4,572,225

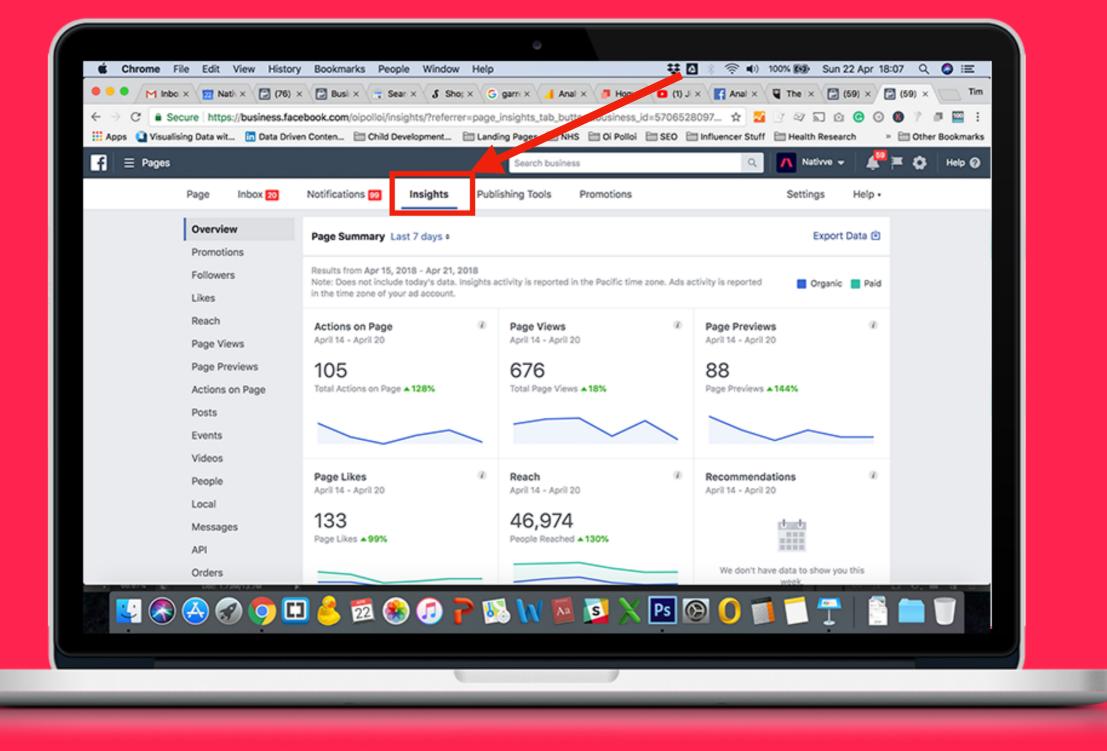
364,425

947,973

6,670



Page level analytics



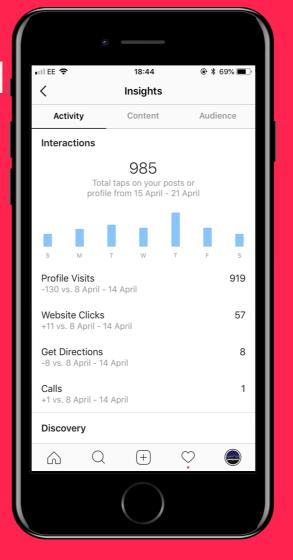


Account level analytics

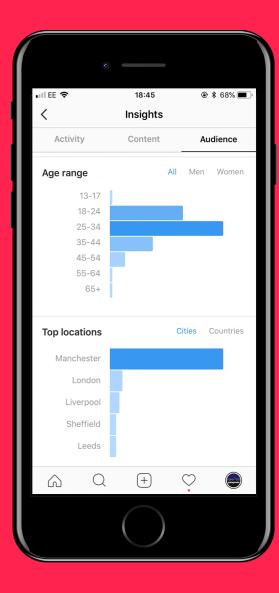
Accounts Reached

Demographics

Page insights

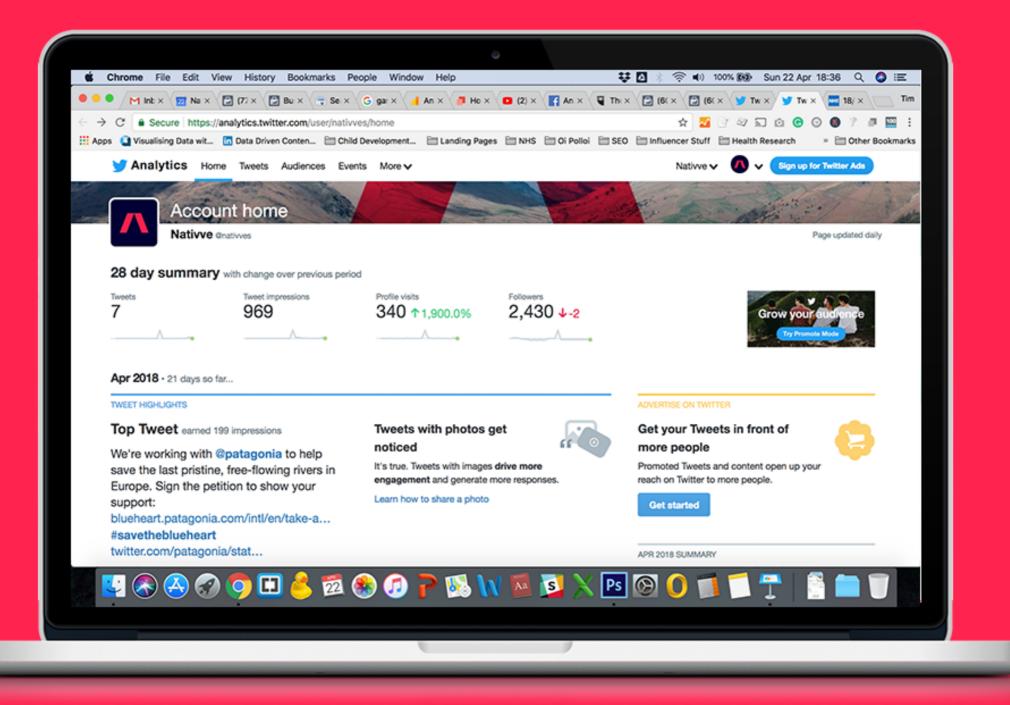






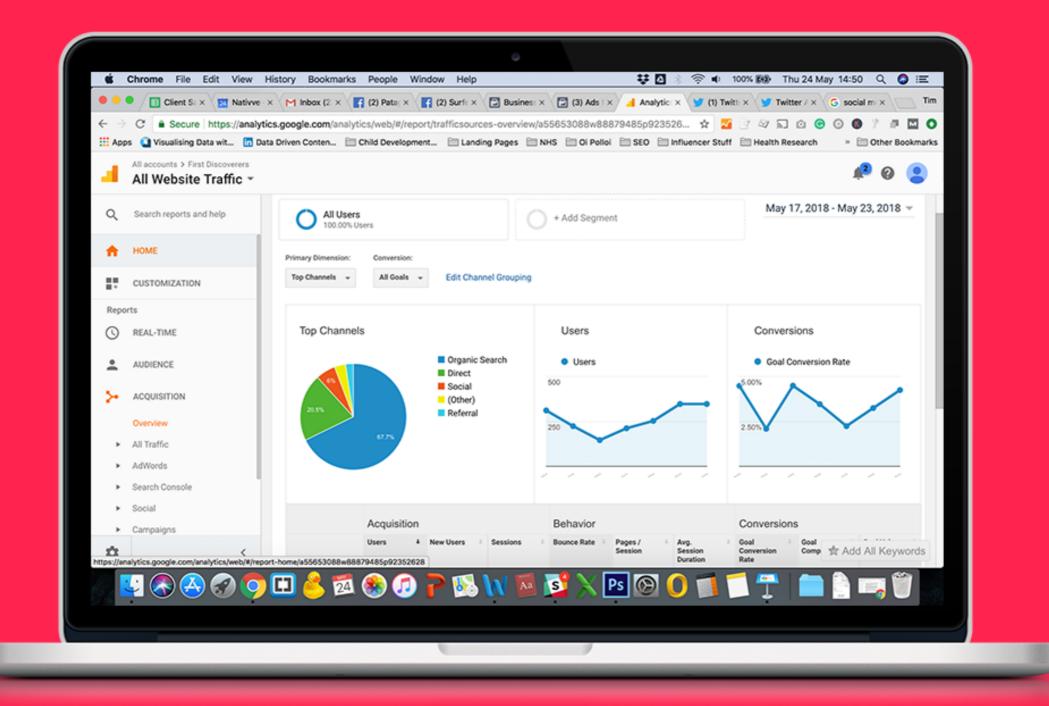


Account level analytics



analytics.twitter.com

Google Analytics

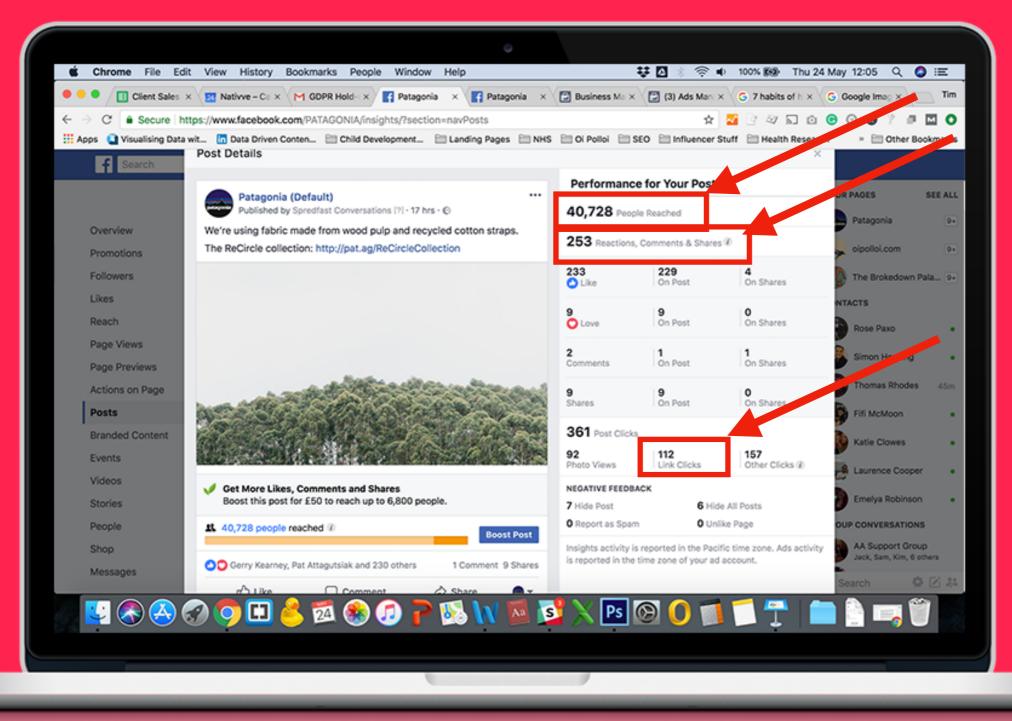


analytics.google.com

Und erstand Which posts **crovethe** most value



Post level metrics



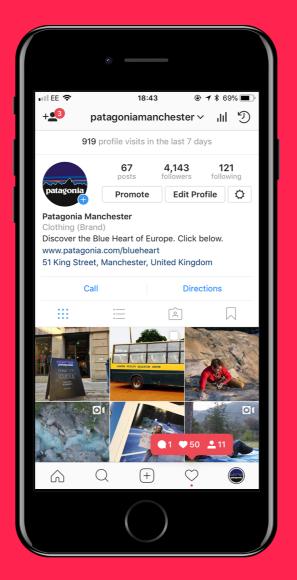


Post level metrics

CTA's on page

Post insights

Story insights

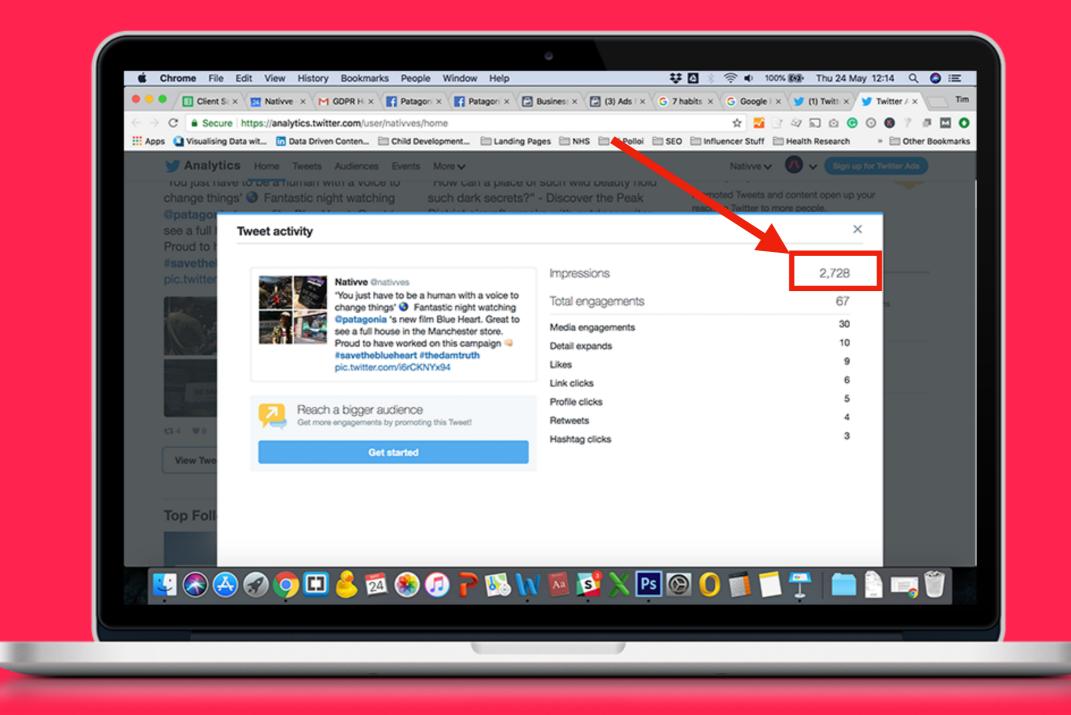




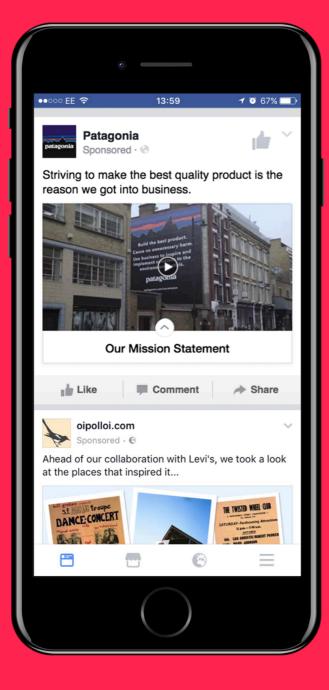




Post level metrics



analytics.twitter.com







Google: 'Campaign URL Builder'

Chrome File Edit View History Bookmarks P	rople Window Help 👯 🖸 🔅 🐢 1	00% 😥 Thu 24 May 10:29 🔍 🥥 🖃
Campaign URL Builder — Goo; ×		Tim
→ C		3 4 N 0 8 0 8 7 # M O
Apps 🤷 sualising Data wit 🛅 Data Driven Conten 🛅 Chil	Development 🗀 Landing Pages 🔛 NHS 🔛 Oi Polloi 🔛 SEO 🔛 Influencer Stuff	Health Research > Cther Bookmarks
Basic Dashboard Enter the we	bsite URL and campaign information	
Multiple Views		
	red fields (marked with *) in the form below, and once complete the full campaign u. Note: the generated URL is automatically updated as you make changes.	JRL will be
working with Custom Components	a. Note: the generated one is automatically updated as you make changes.	
Third Party Visualizations * Webs	te URL https://blueheart.patagonia.com/	
Server-side Authorization Enhanced Ecommerce	©	
	The full website URL (e.g. https://www.example.com)	
Hit Builder		
Polymer Elements Campaign		
Query Explorer	The referrer: (e.g. google , newsletter)	
Request Composer Campaign M	edium organic_post	
Spreadsheet Add-on	Marketing medium: (e.g. cpc , banner , email)	
Tag Assistant Campaign	Name blueheart	
Usage Trends Newf	Product, promo code, or slogan (e.g. spring_sale)	
Campaig	Term	
Resources	Identify the paid keywords	
About this Site		
Help & Feedback		
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https://blueheart.patagonia.com/? utm_source=facebook&utm_medi um=organic_post&utm_campaign =blueheart&utm_content=natasha post

KNOW YOUr auc ence?



Interests

Environment \



Beach-goers,

Surfing

Fishing

Wildlife

Environment

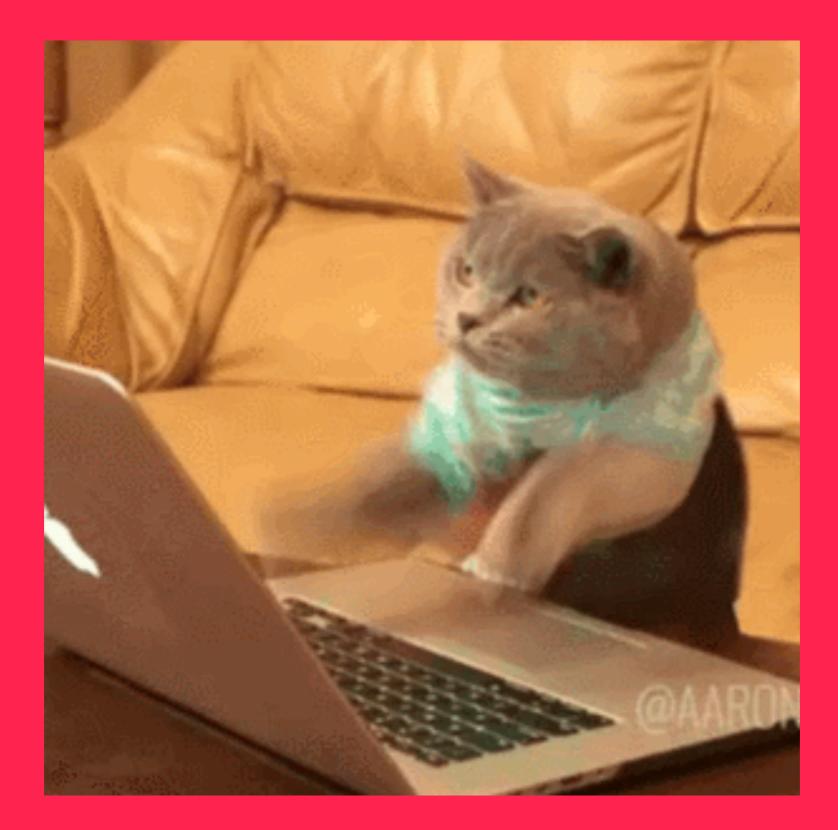
Create content that resonates with your target audience by highlighting the problem and making it relatable to their own experiences.







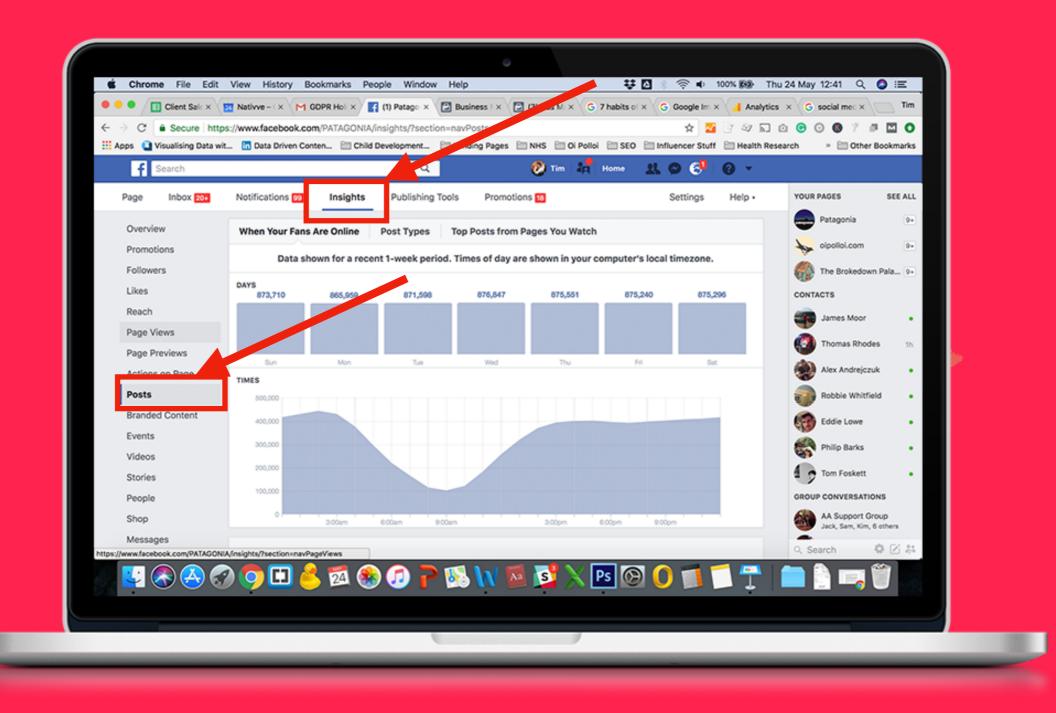




Your audience 5,000 people

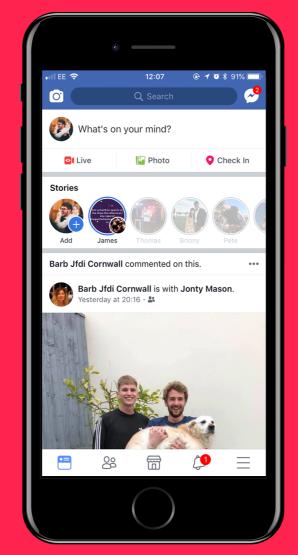
Your audience 5,000 people

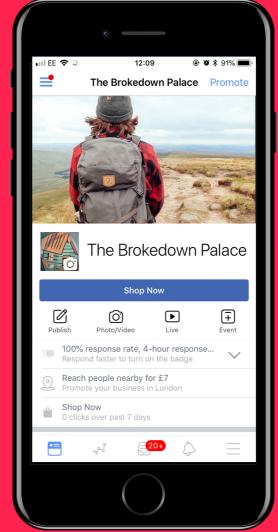
Timing of posts

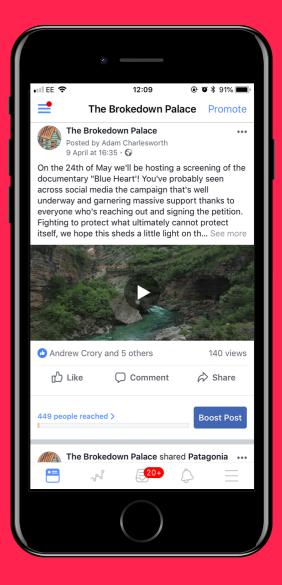


Types of posts

Video > Images > Text No text in pics

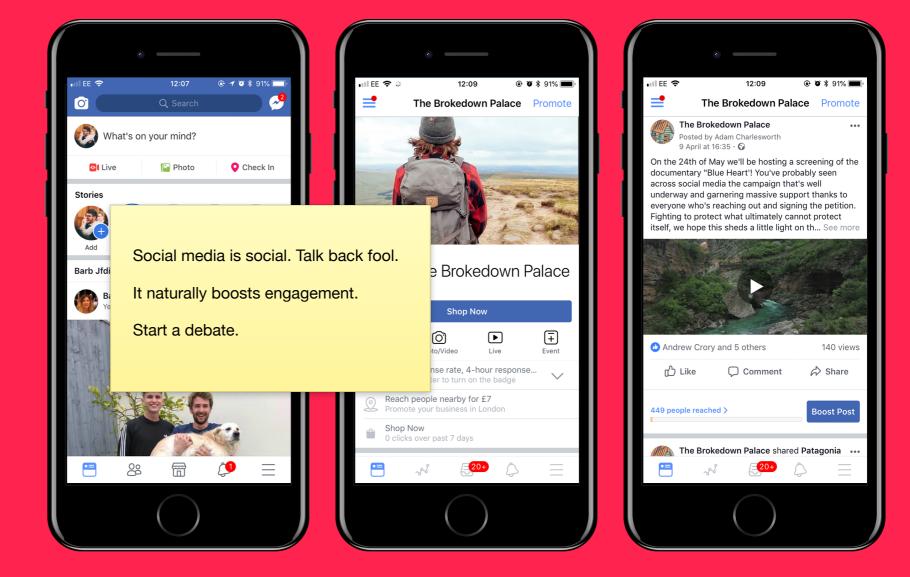






Respond to people

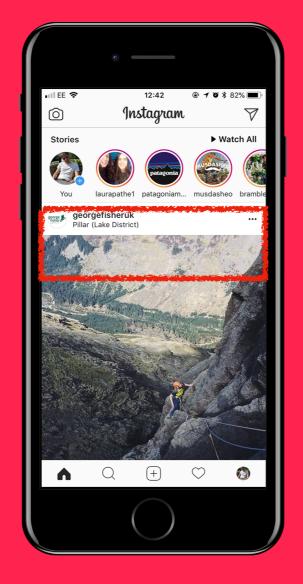
Talk back Ask questions

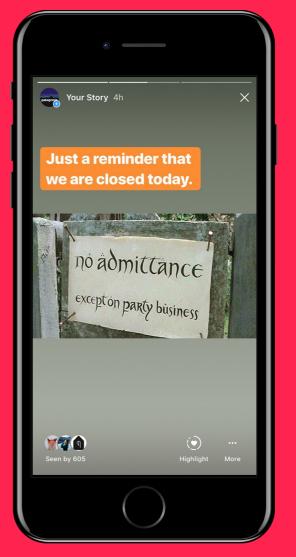




Instagram Stories

Immersive More engaged High view-rate Not bots



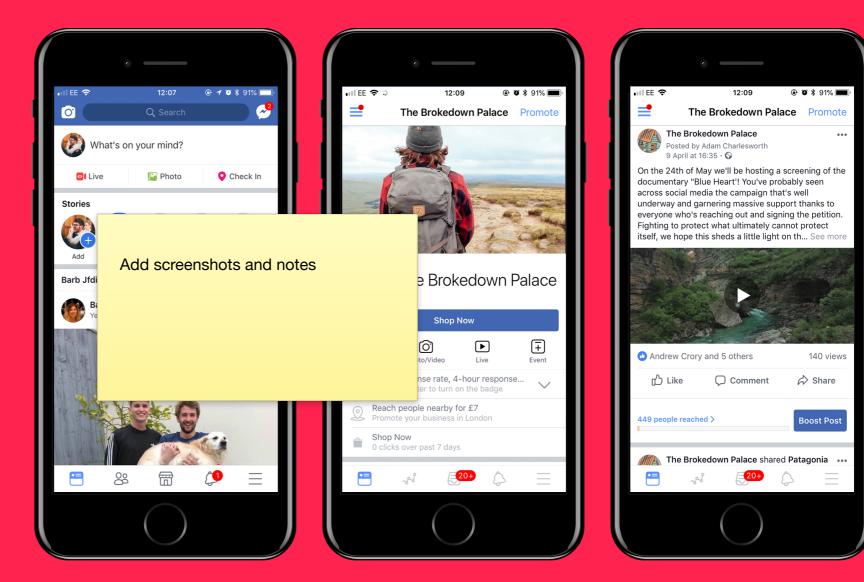




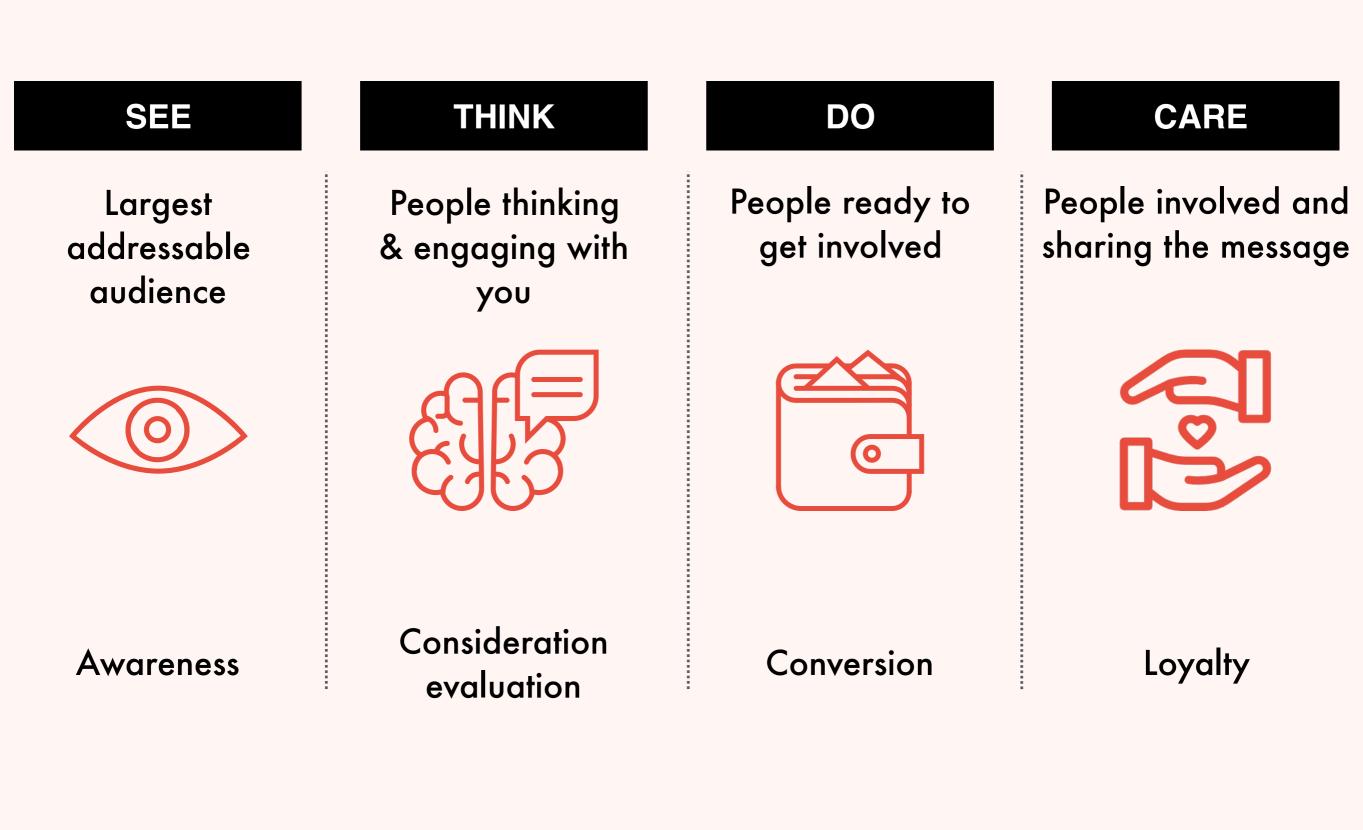


Facebook Live

Newsfeed Reach Post-timing Moderation Boosting



Expanding your audience



Your audience

Activists in non-profit

> No .1 Fans

Engaged Audience

Aware Audience Unaware Audience



Engaged Audience

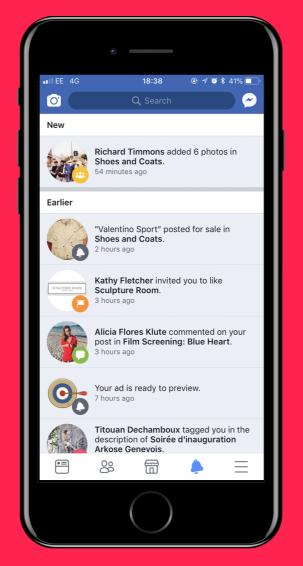
> Unaware Audience



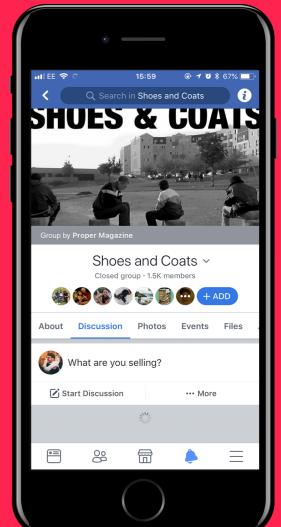
Unaware Audience

No 1 Fans

Closed groups Forum Notifications Email

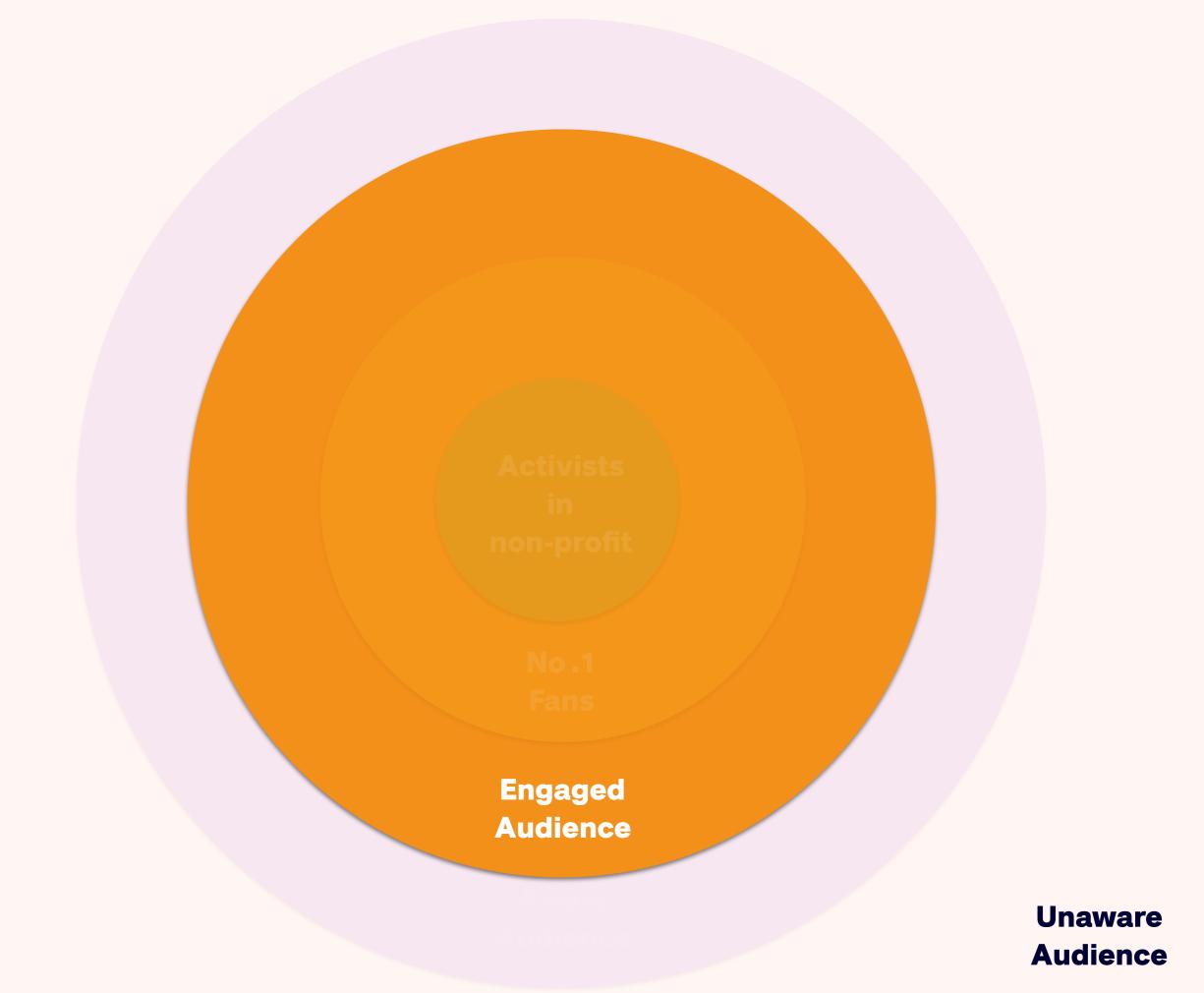






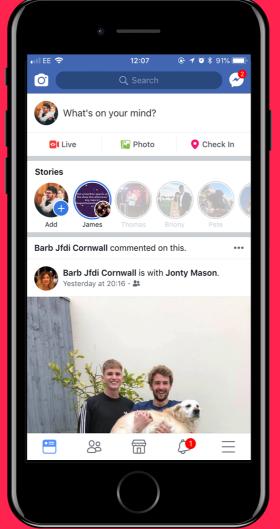
'Patagonia Tools for Grassroots Activists'

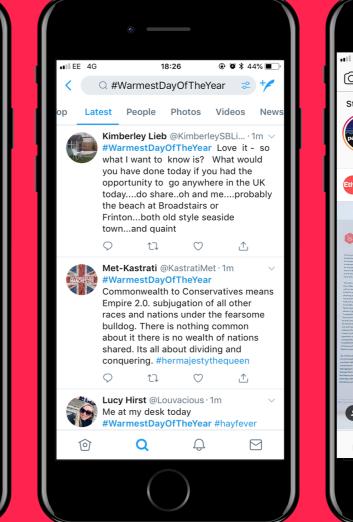




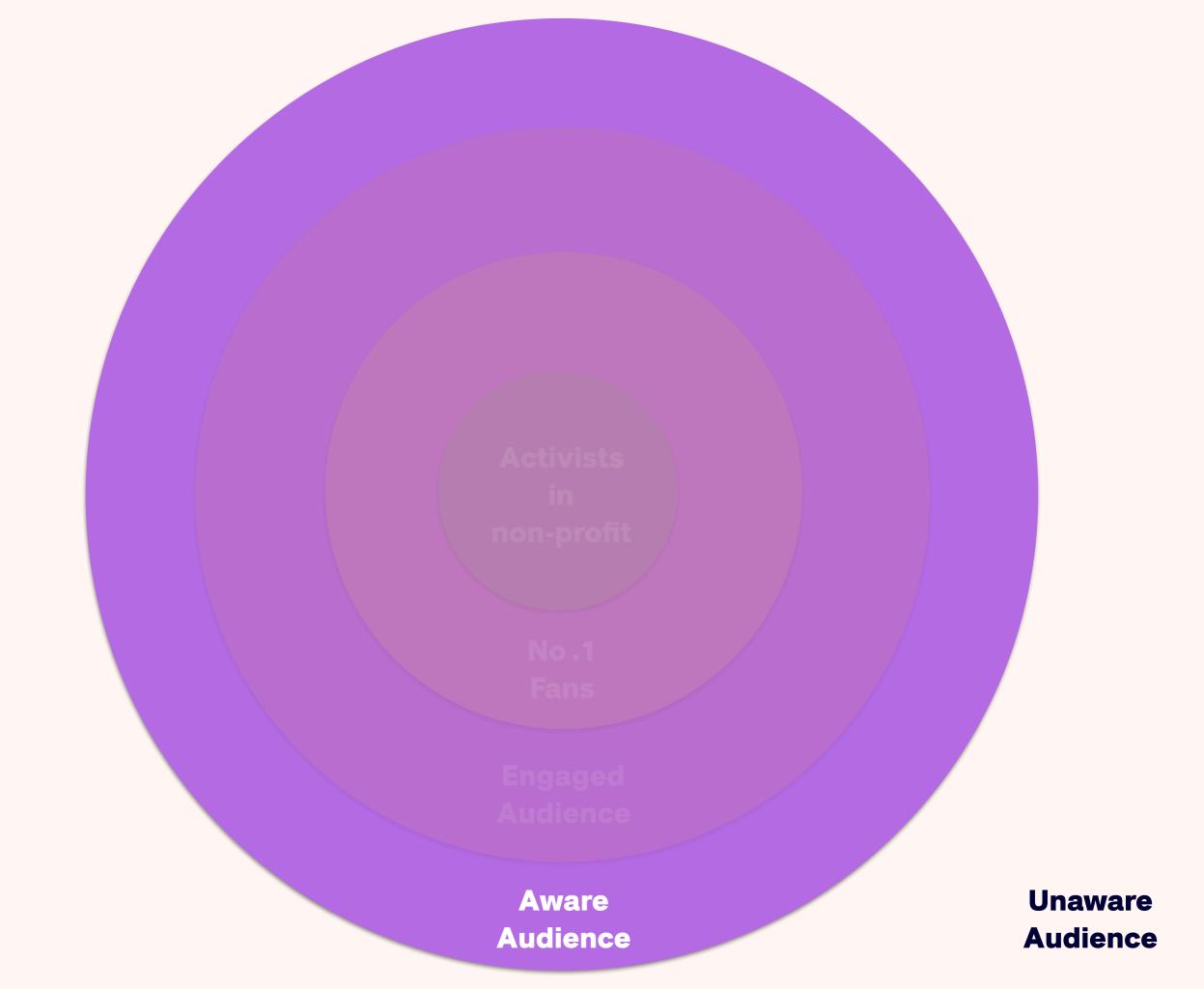
Engaged audience

Newsfeed Reach Post-timing Moderation Boosting



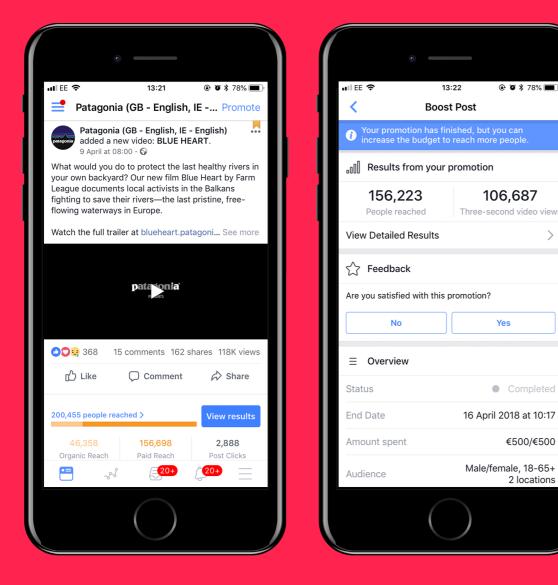


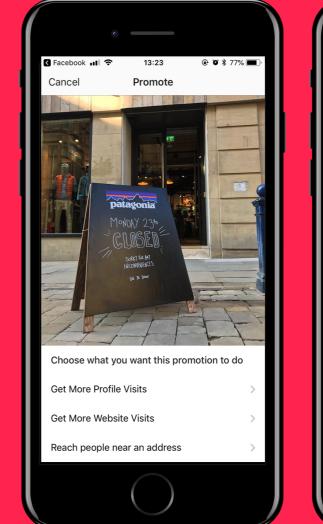


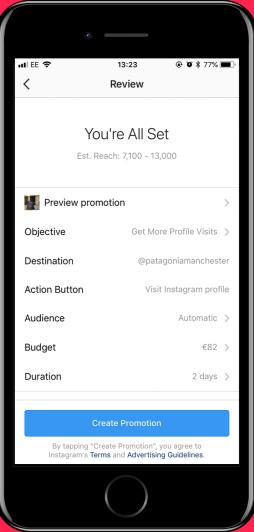




Boosting posts





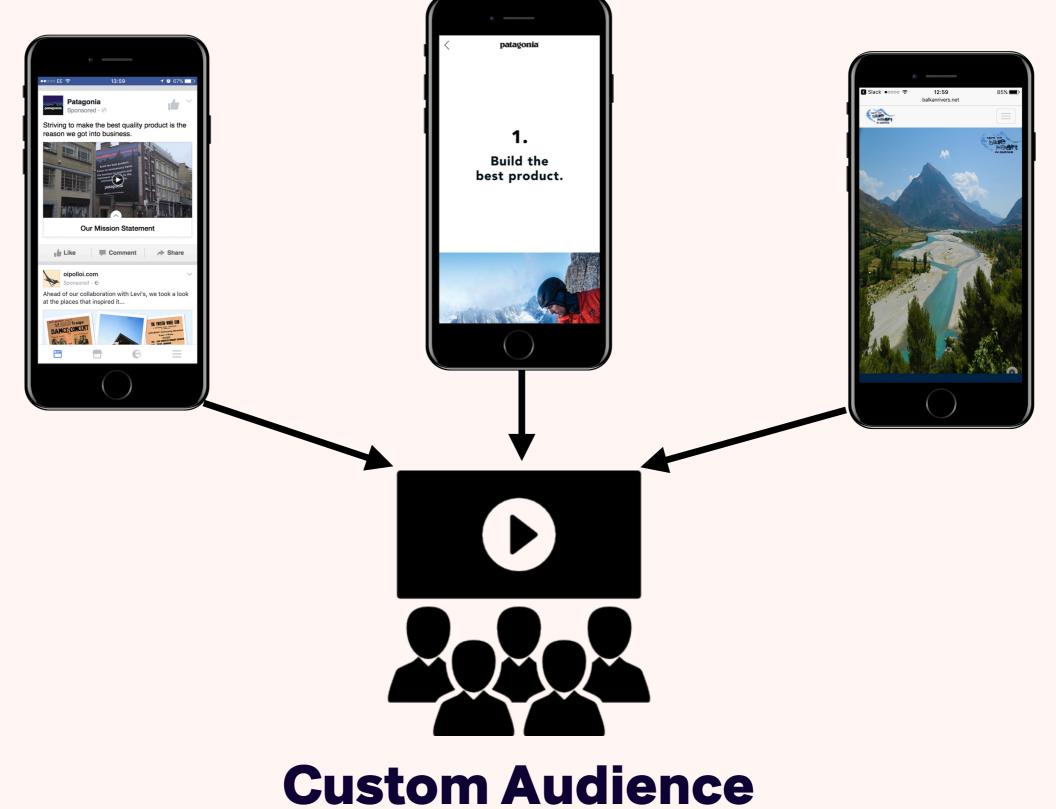


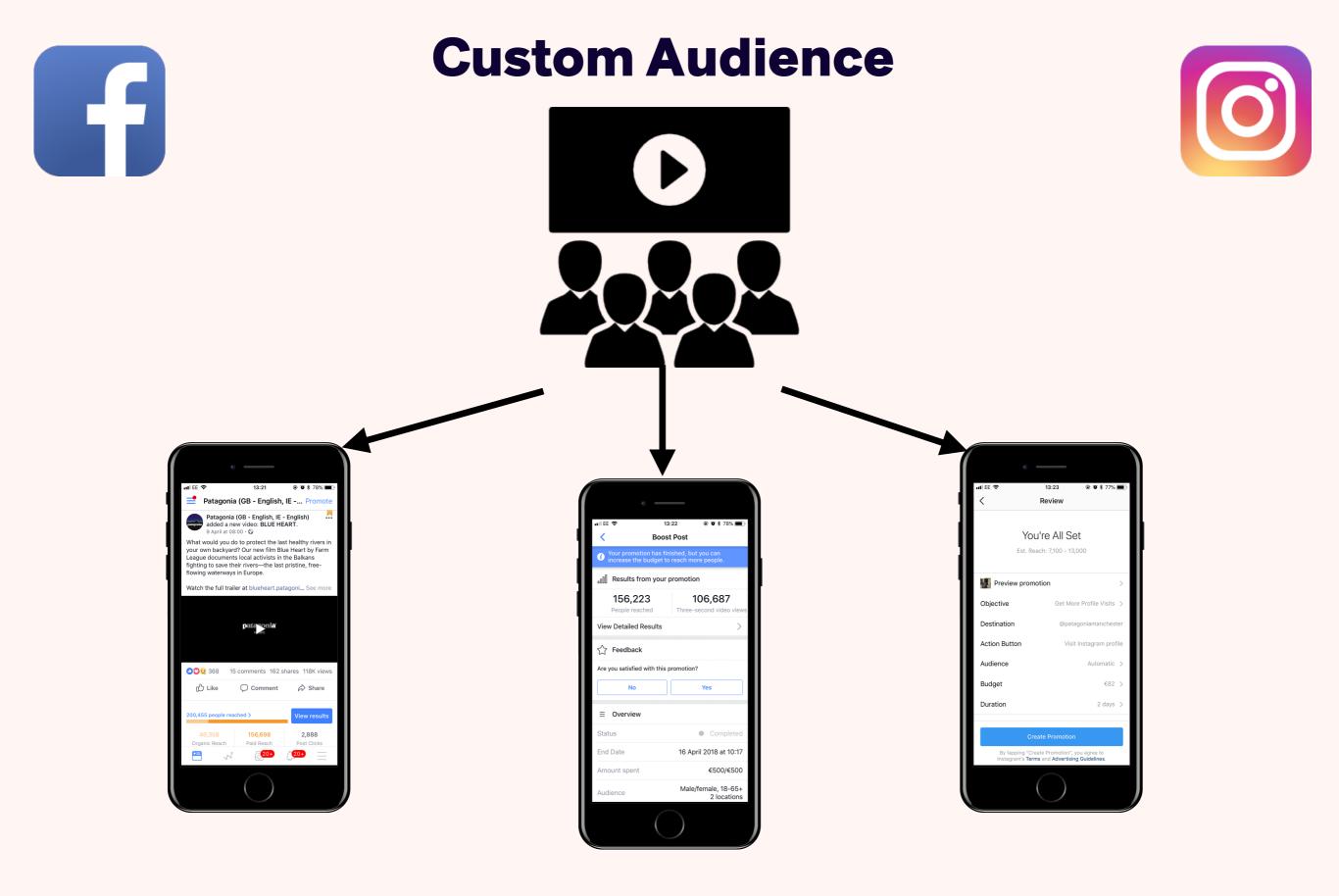
facebook.com/business/inspiration

Increasing frequency







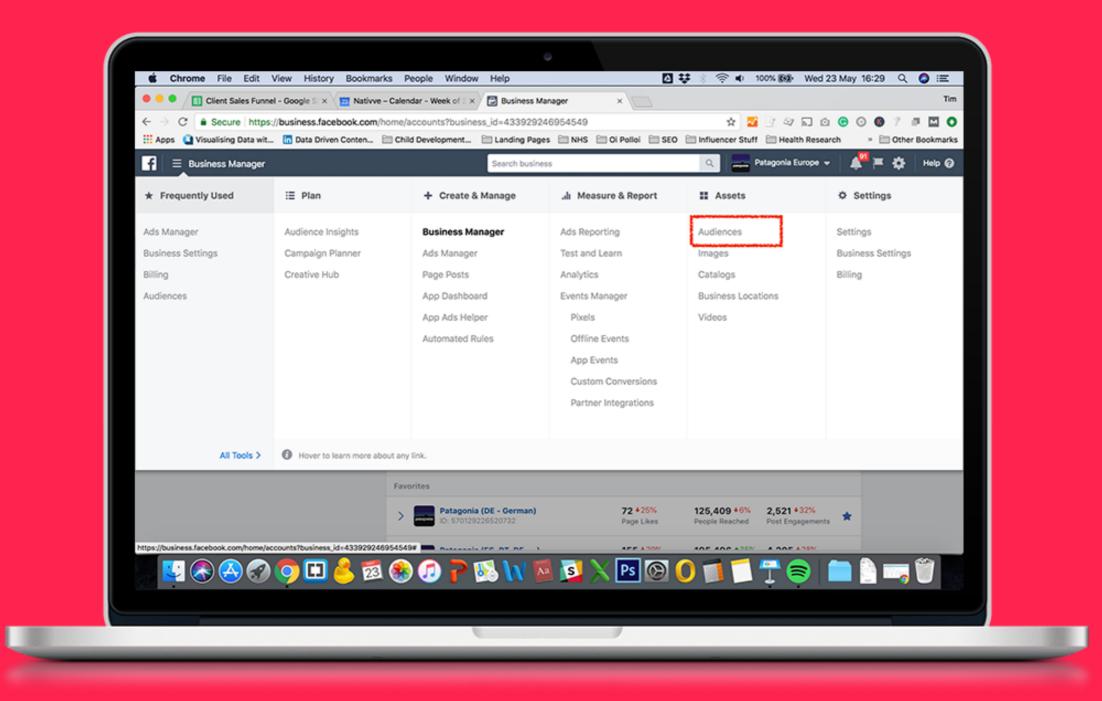




Facebook Business

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	Nativve Tim Slack tim@nativve.co.uk	Patagonia Europe Tim Slack tim@nativve.co.uk	
	Patagonia UK Tim Slack tim@nativve.co.uk		
Facebook Developers Privacy Terr	ns Cookies Help Report a Problem		Facebook © 2018 English (US)

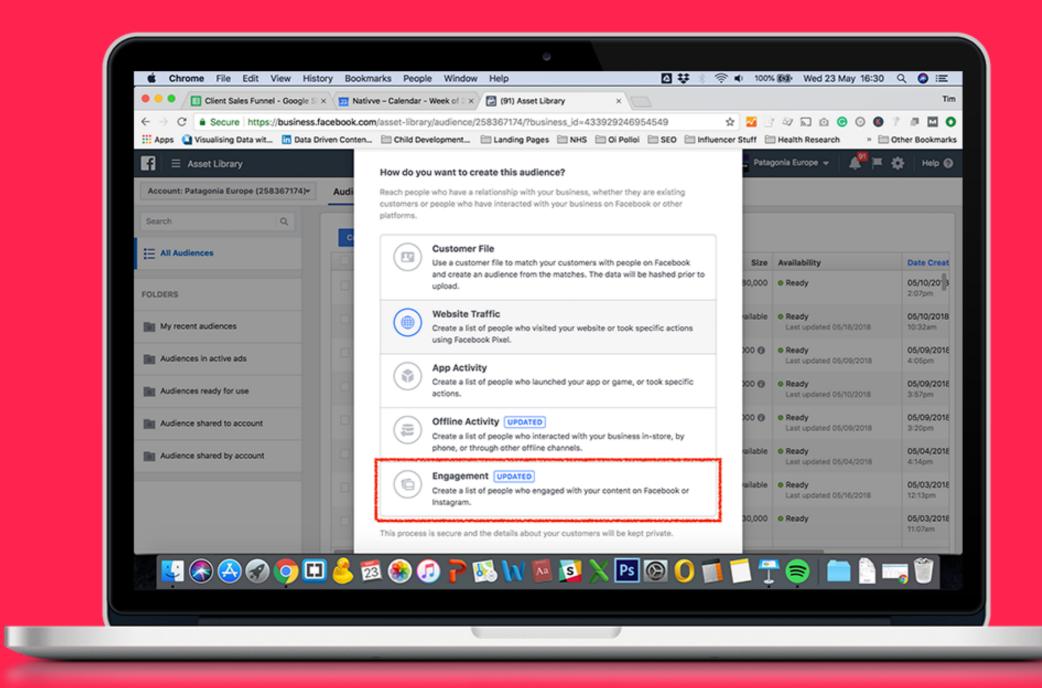




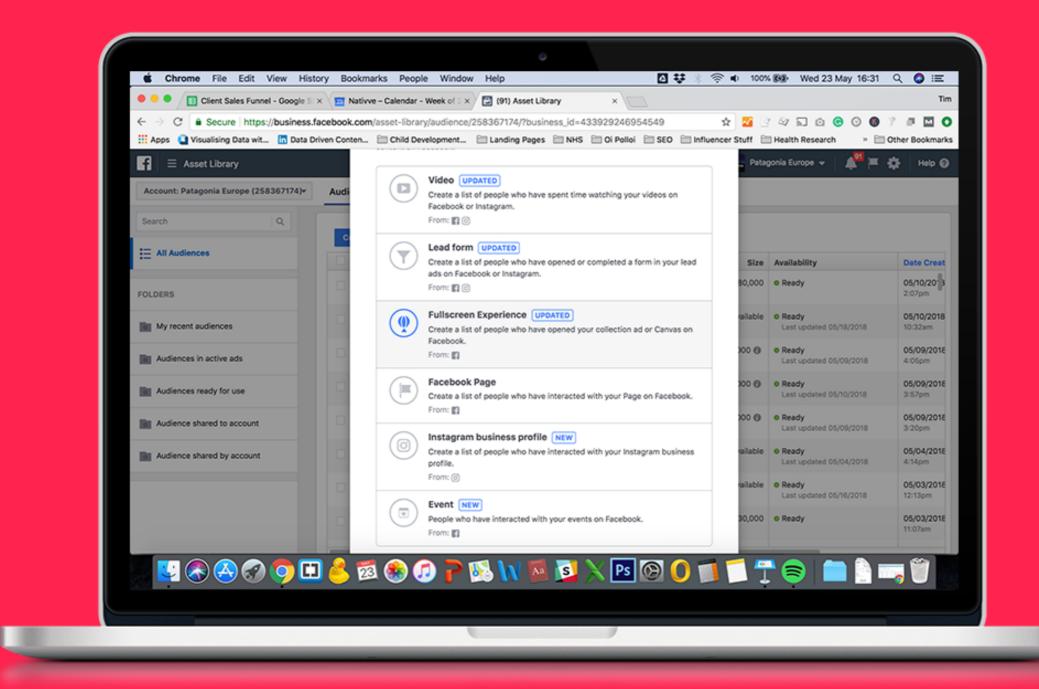


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Audiences in active ads	STBHOE - IT - P	iEW - Bolzano - All	Saved Audience	400,000 🕲	Ready Last updated 05/09/2018	05/09/20 4:05pm
Audiences ready for use	STBHOE - CHX	- All	Saved Audience	Fewer than 1000 ()	• Ready Last updated 05/10/2018	05/09/20 3:57pm
Audience shared to account	STBHOE - COR	Boost - ALL EVENT	Saved Audience	300,000 🕲	• Ready Last updated 05/09/2018	05/09/20 3:20pm
Audience shared by account	STBHOE - DE -	NEW - Sport Conrad Screening	Saved Audience	Not available	Ready Last updated 05/04/2018	05/04/20 4:14pm
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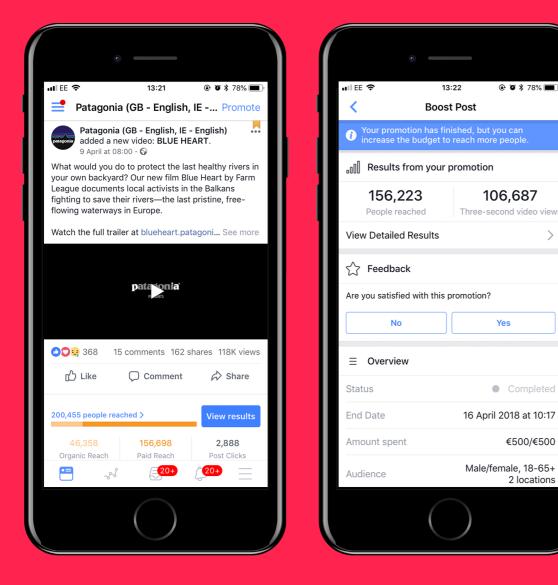


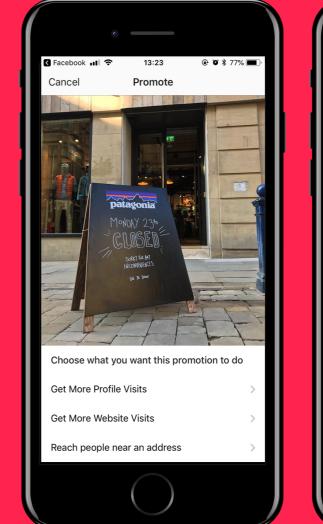


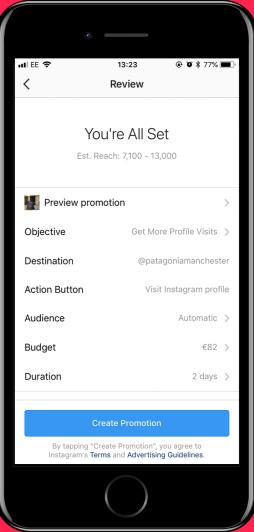




Boosting posts

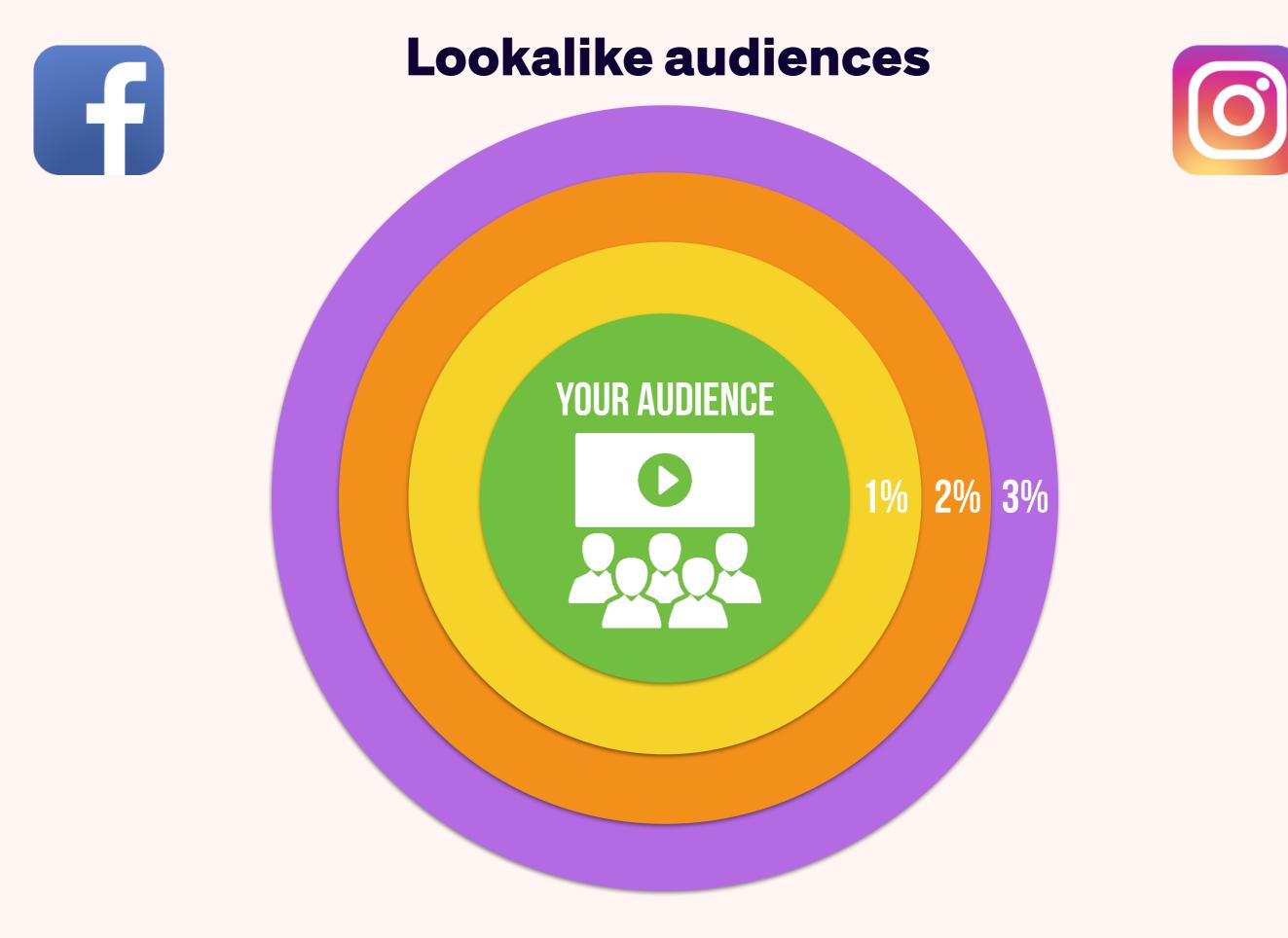




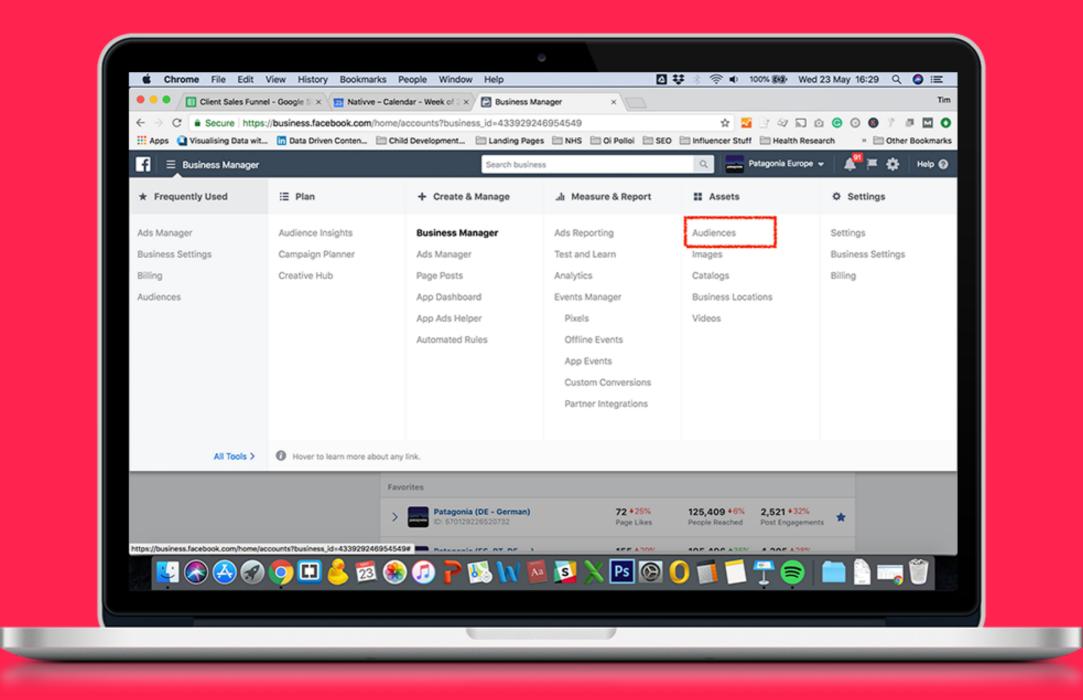


facebook.com/business/inspiration

Getting out of your bubble



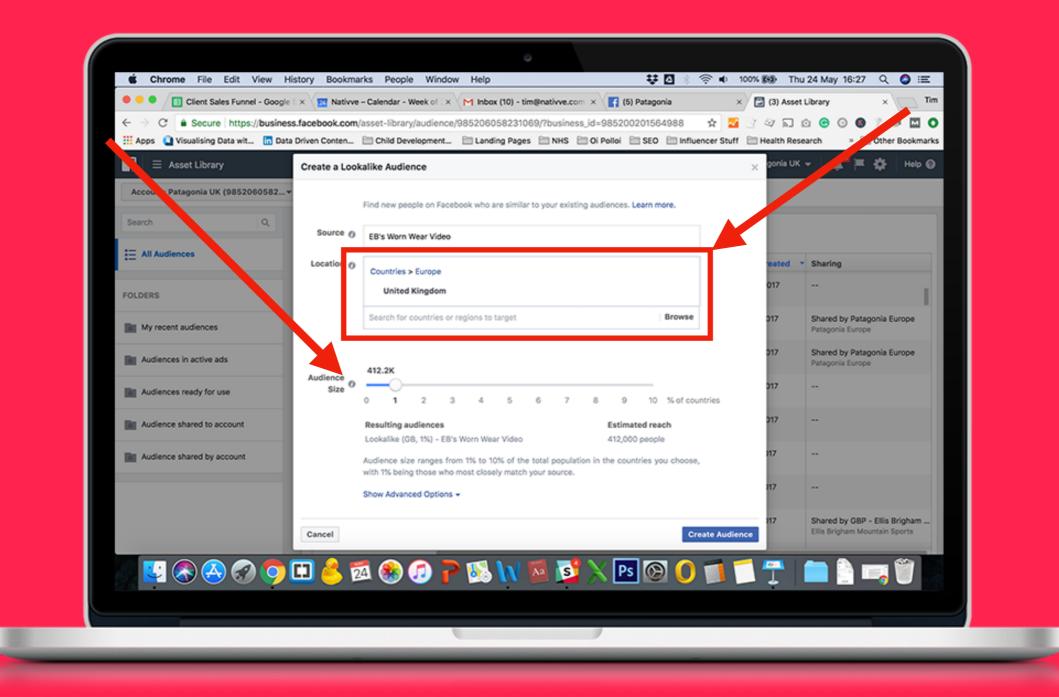
Lookalike audiences



Lookalike audiences

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E All Audiences		Name	Size	Availability	Create Lookalike	reated	• Sharing
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My recent audiences		Top Viewed Videos A/W 17	44,000	• Ready	Edit Delete	:017	Shared by Patagonia Europe Patagonia Europe
Audiences in active ads		Patagonia Europe Instagram Interacters	820,000	Ready	Share Add Labels	:017	Shared by Patagonia Europe Patagonia Europe
Audiences ready for use		EB's WW Event Responses	Fewer than 1000	Ready	Show Audience Ov	erlap ¹⁰¹⁷	
Audience shared to account	~	EB's Worn Wear Video	4,800	Ready		11/24/2017 9:30am	
Audience shared by account		Patagonia MCR Store - North - copy	Not available			11/17/2017 4:15pm	
		Patagonia MCR Store	Not available			11/17/2017 3:23pm	
		Ellis Brigham Page Engagers	19,000	Ready		11/17/2017 11:55am	Shared by GBP - Ellis Brigham Ellis Brigham Mountain Sports

Lookalike audiences



Working smarter with stakeholders

Stakeholder audiences

patagonia











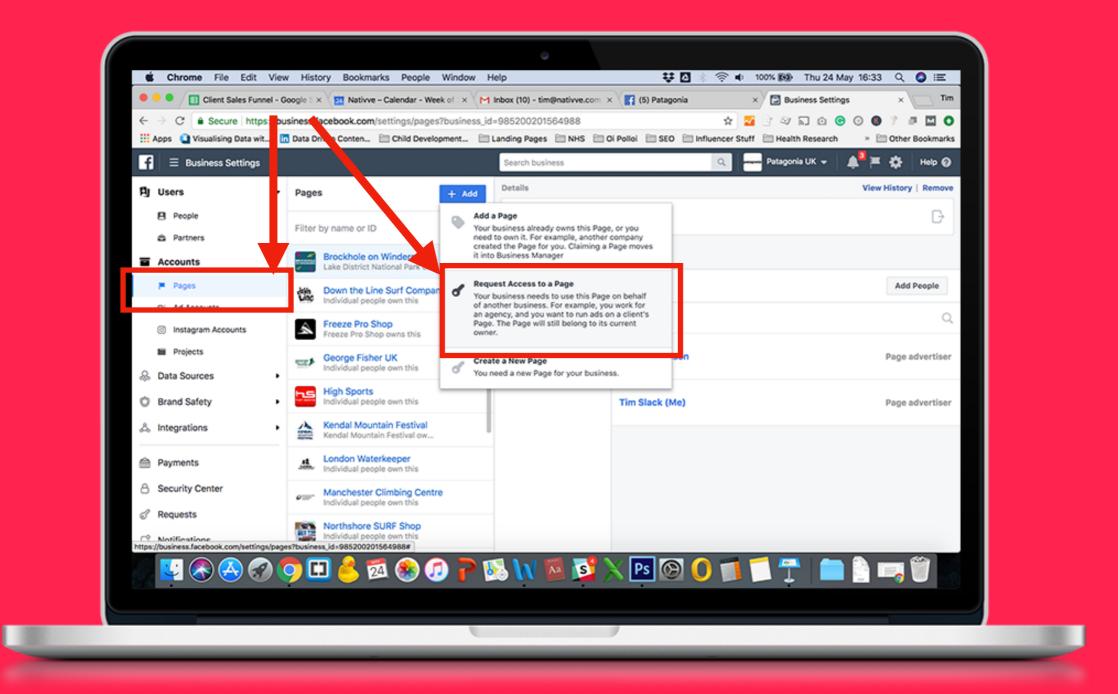
Stakeholder access

+ Frequently Used	i≣ Plan	+ Create & Manage	alı Measure & Report	• Assets	Settings
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		App Ads Helper	Pixels	Videos	
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Request 'Page Advertiser Rights'



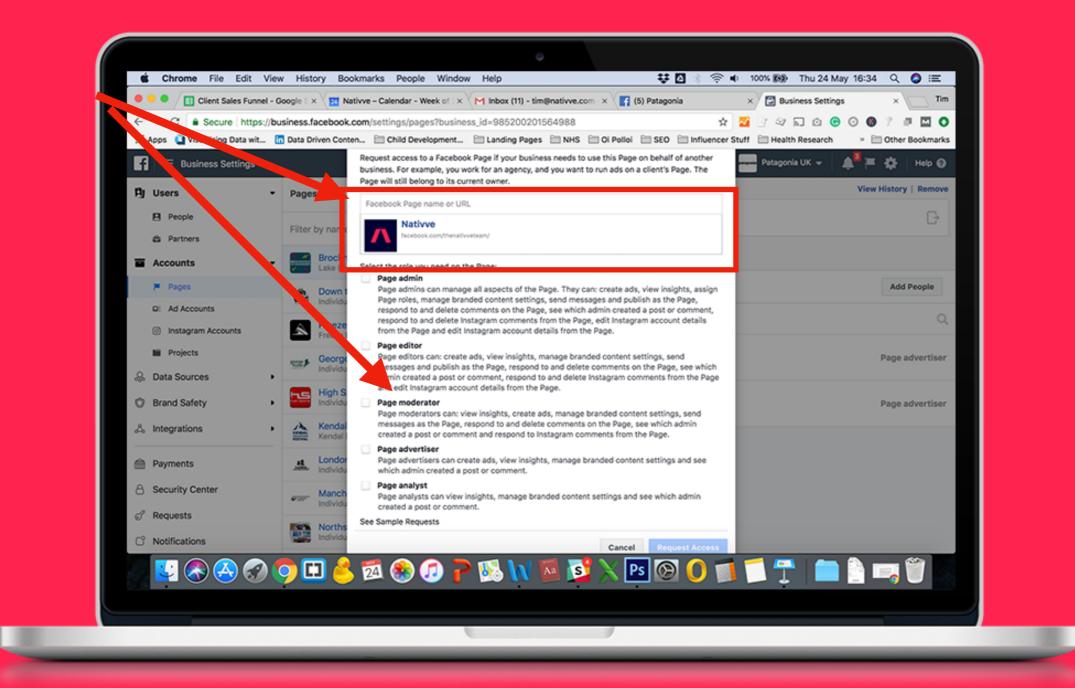
Stakeholder access



Request 'Page Advertiser Rights'



Stakeholder access



Request 'Page Advertiser Rights'



A Thames Fit to Swim
Find out how we got on and how you can support London Waterkeeper.
THAMESFITTOSWIM.LONDONWATERKEEPER.ORG.UK
174 reactions 8 Comments 14 Shares

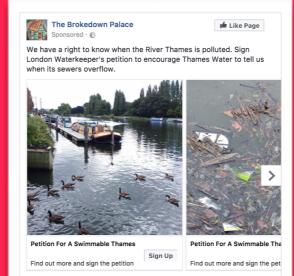


Sign Up

Petition For A Swimmable Thames Find out more and sign the petition.

114 reactions 13 Comments 55 Shares





172 reactions 23 Comments 57 Shares



The good people from London Waterkeeper want the River Thames to flourish and be clean enough to swim in. They took us, Patagonia, The Brokedown Palace on an urban hike along the river bank to tell us more about their campaign. https://thamesfittoswim.londonwaterkeeper.org.uk/

...



A Thames Fit to Swim London Waterkeeper want to see a swimmable Thames. Find out how you can't help. THAMESFITTOSWIM.LONDONWATERKEEPER.ORG.UK Learn More 15 2 Comments 2 Shares

Engaging advocates Influence

How to find influencers?

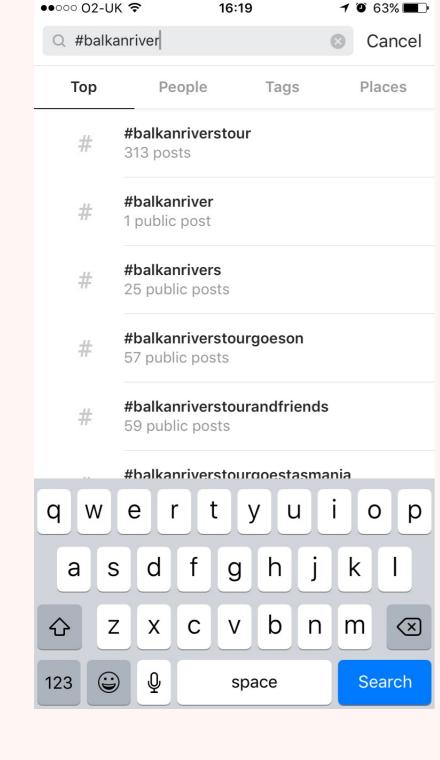
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TOP PO	STS	
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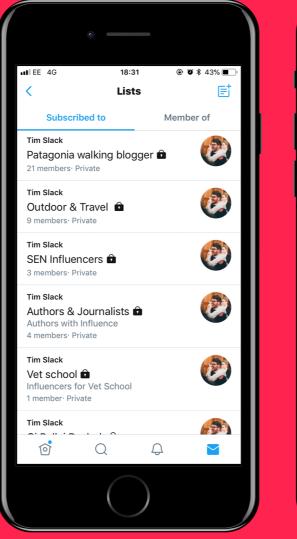
How to contact influencers?

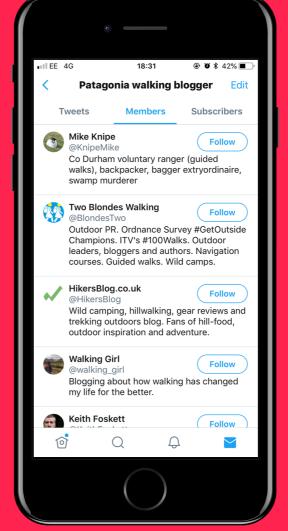


Open up Instagram and find the three little buttons in the top right corner of an individual's account, click, then select "Send Message."

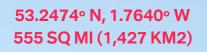
Twitter

Relationships Outreach Influencers









Social media for business workshop