

Social media for Grassroots Activists

53.2474° N, 1.7640° W
555 SQ MI (1,427 KM2)





**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**

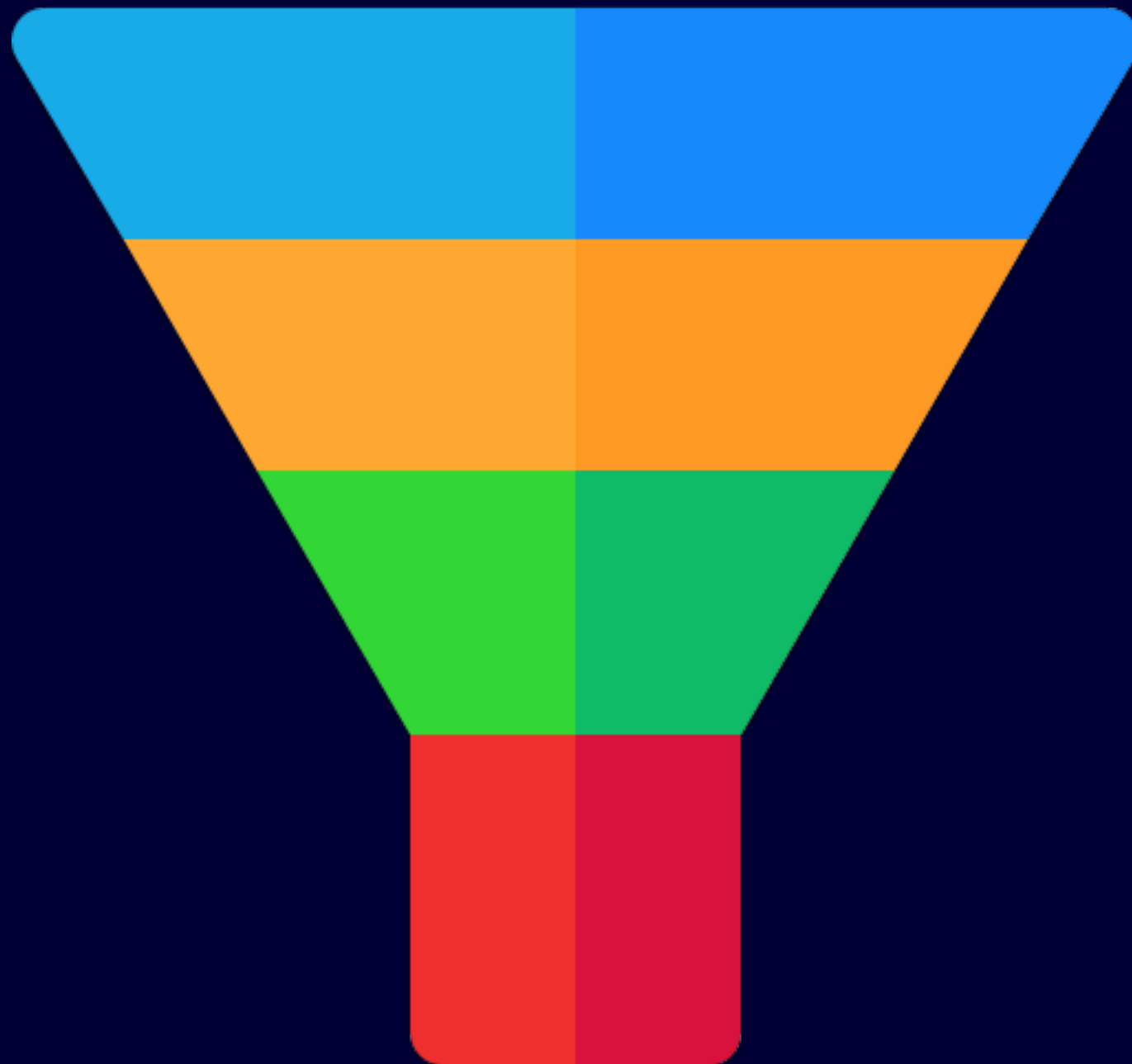
**Where are
you
currently?**



**Track
performance
using
analytics**

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



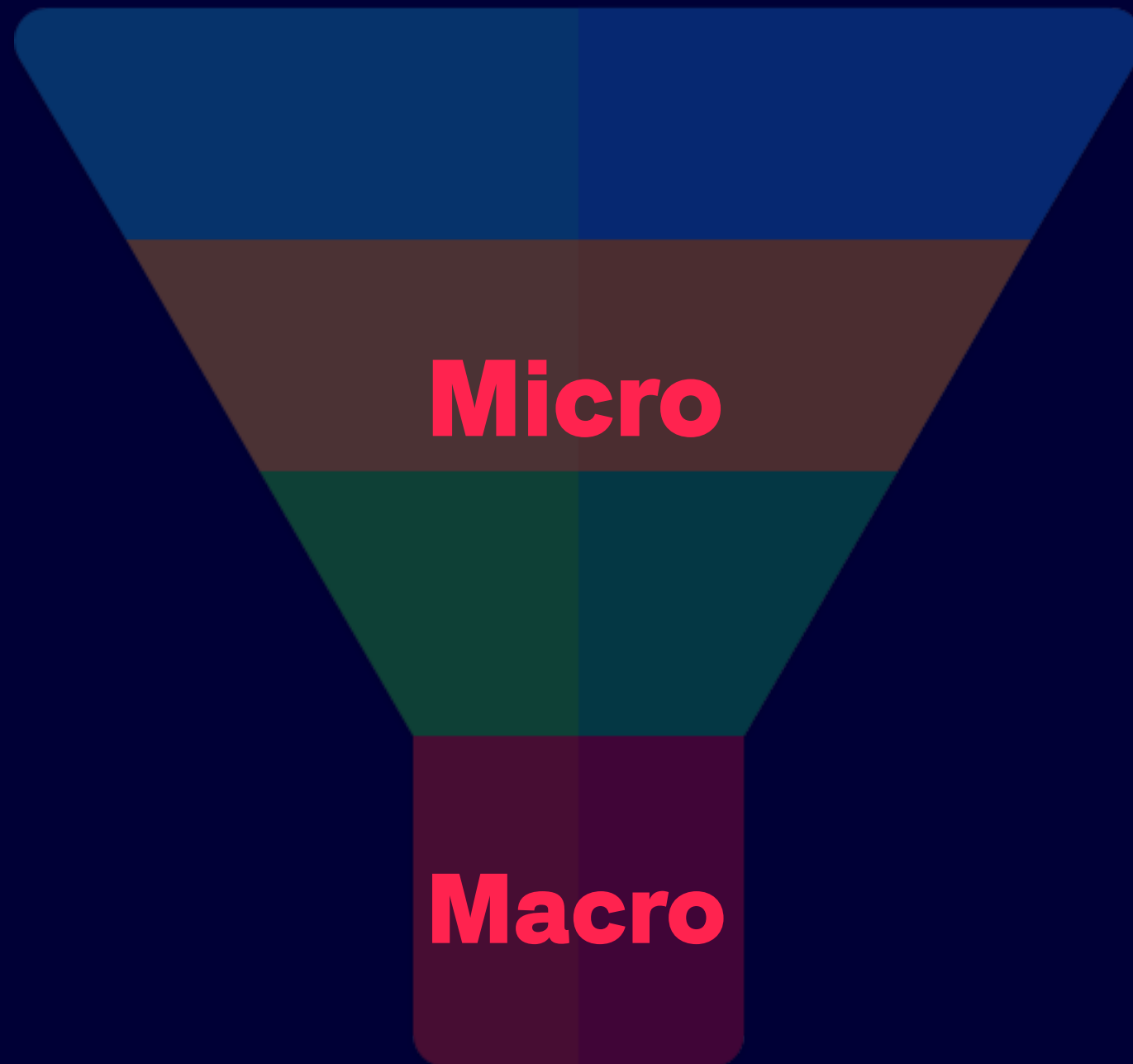


Reach

Engagement

Audience size

Call to actions



Reach

Engagement

Audience size

Call to actions



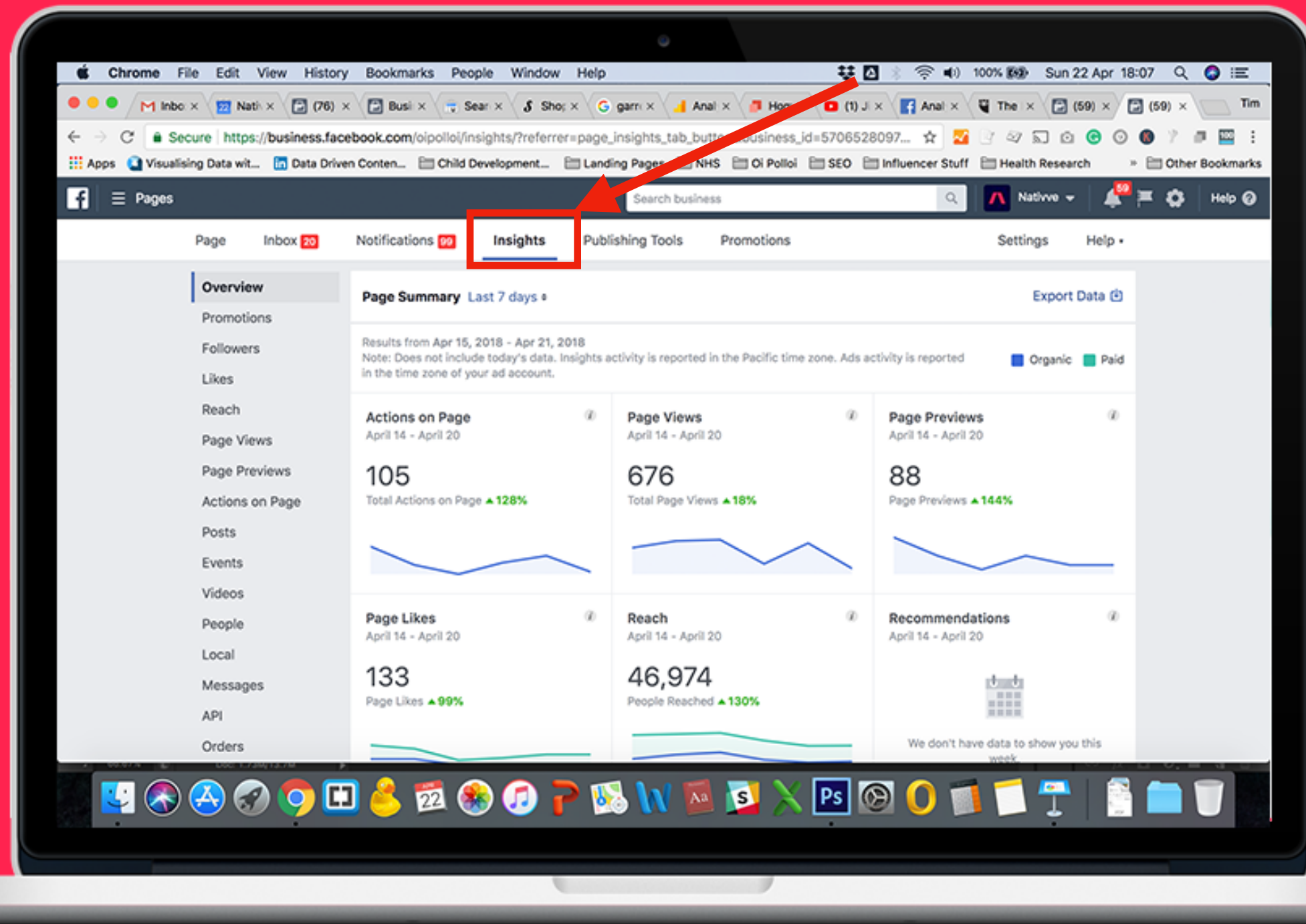
4,572,225

364,425

947,973

6,670

Page level analytics



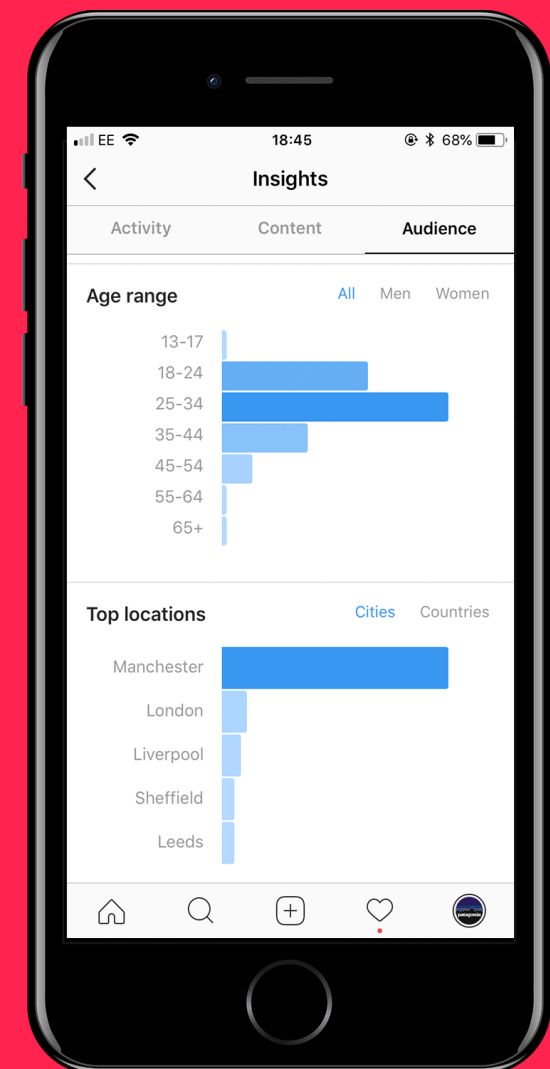
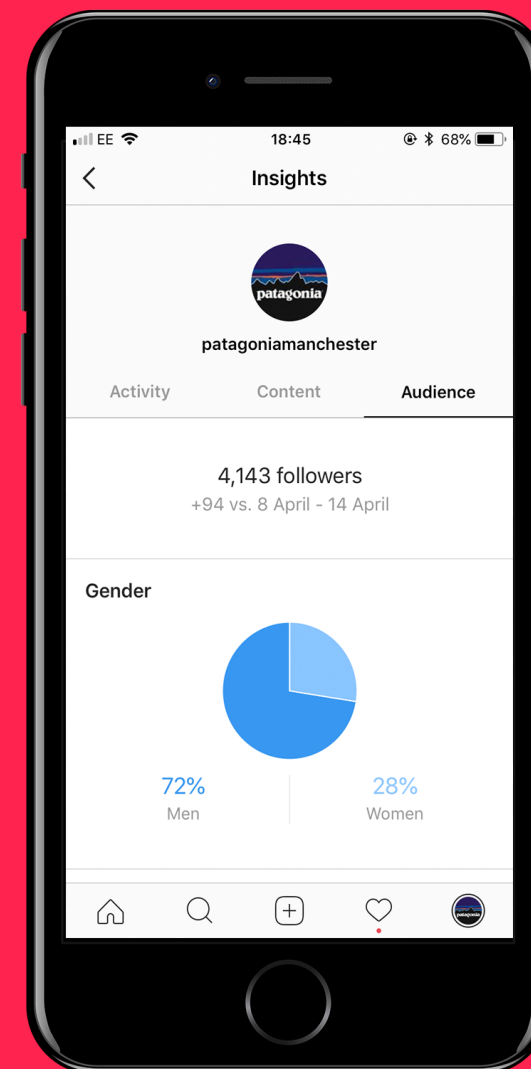
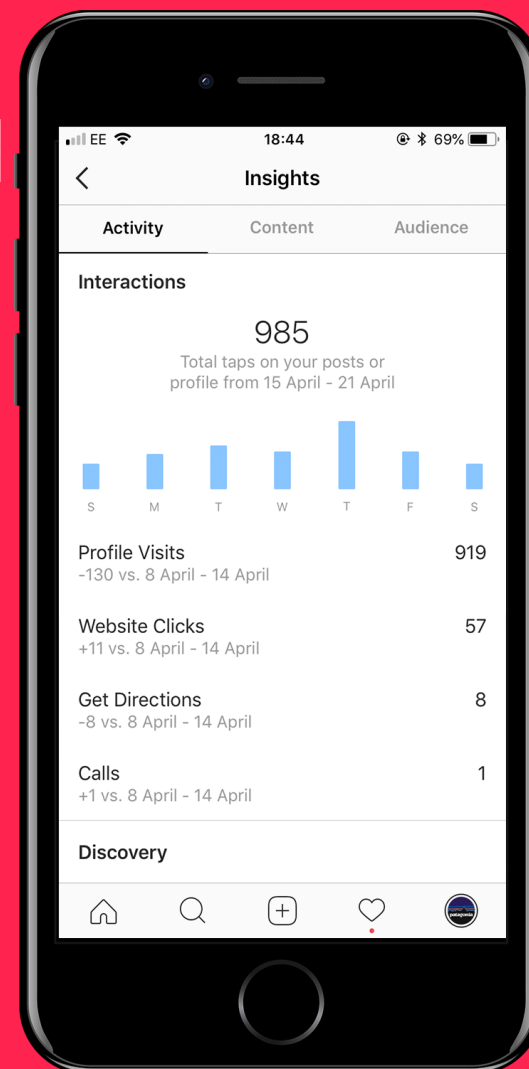
Account level analytics



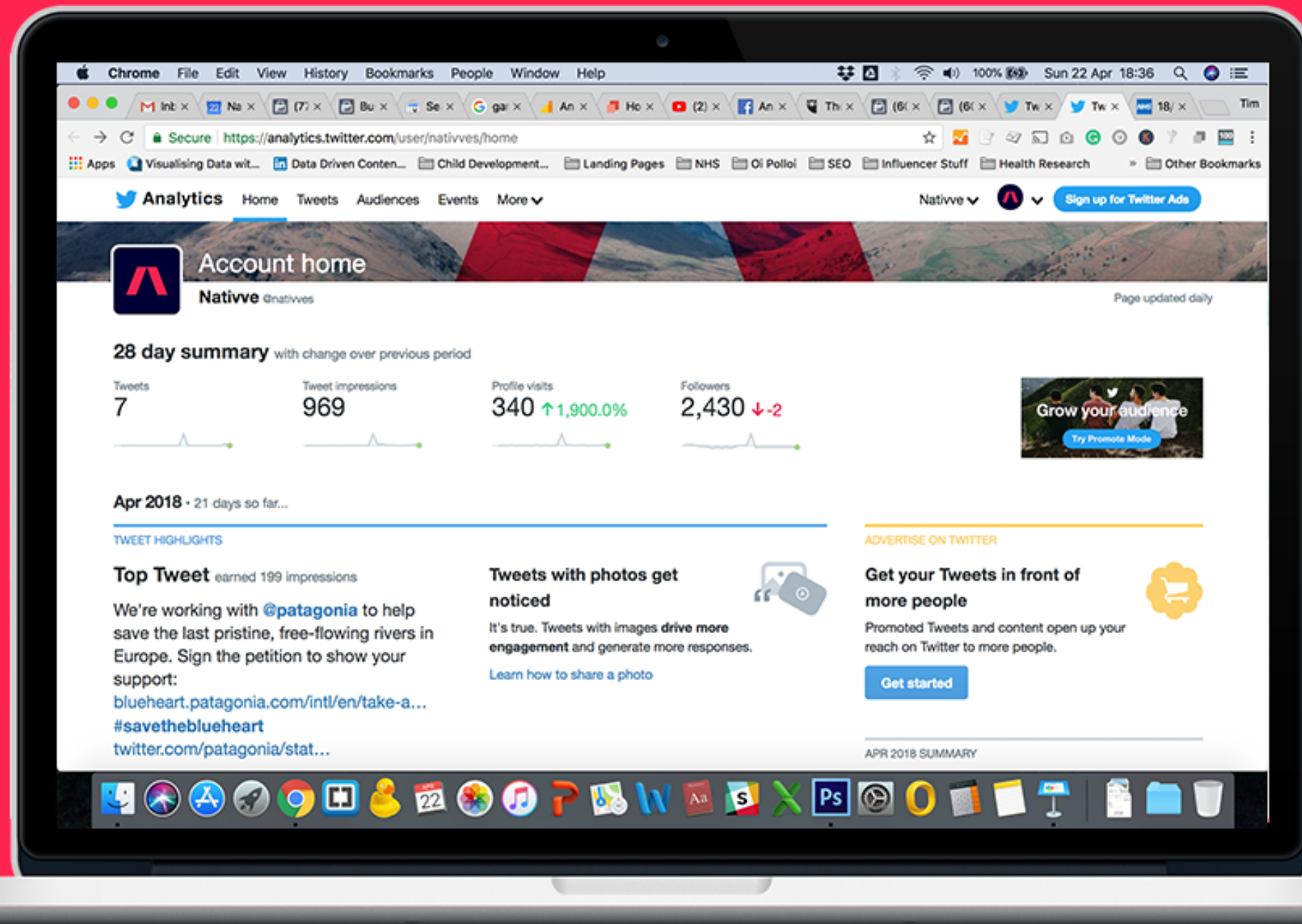
Accounts Reached

Demographics

Page insights

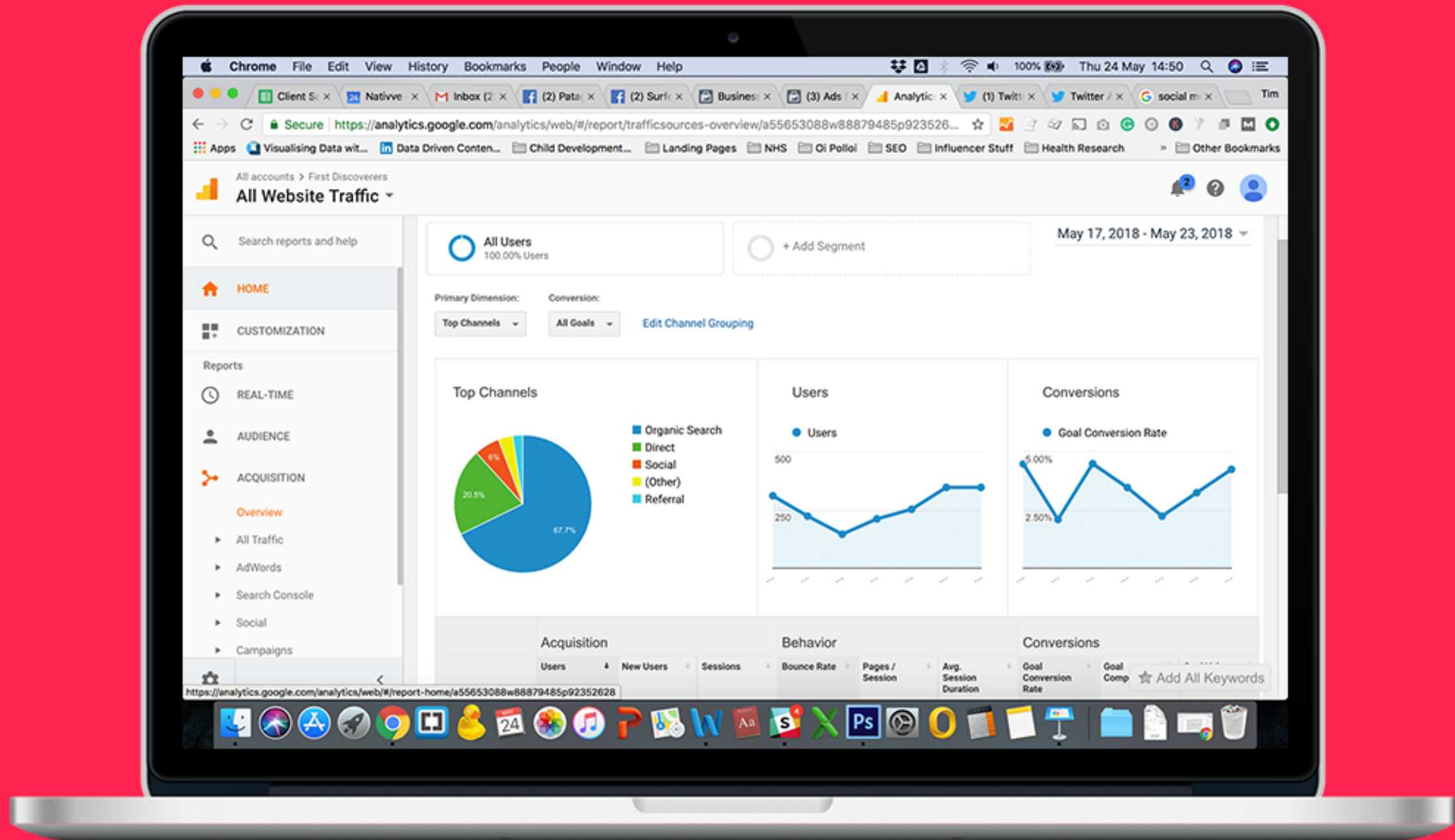


Account level analytics



analytics.twitter.com

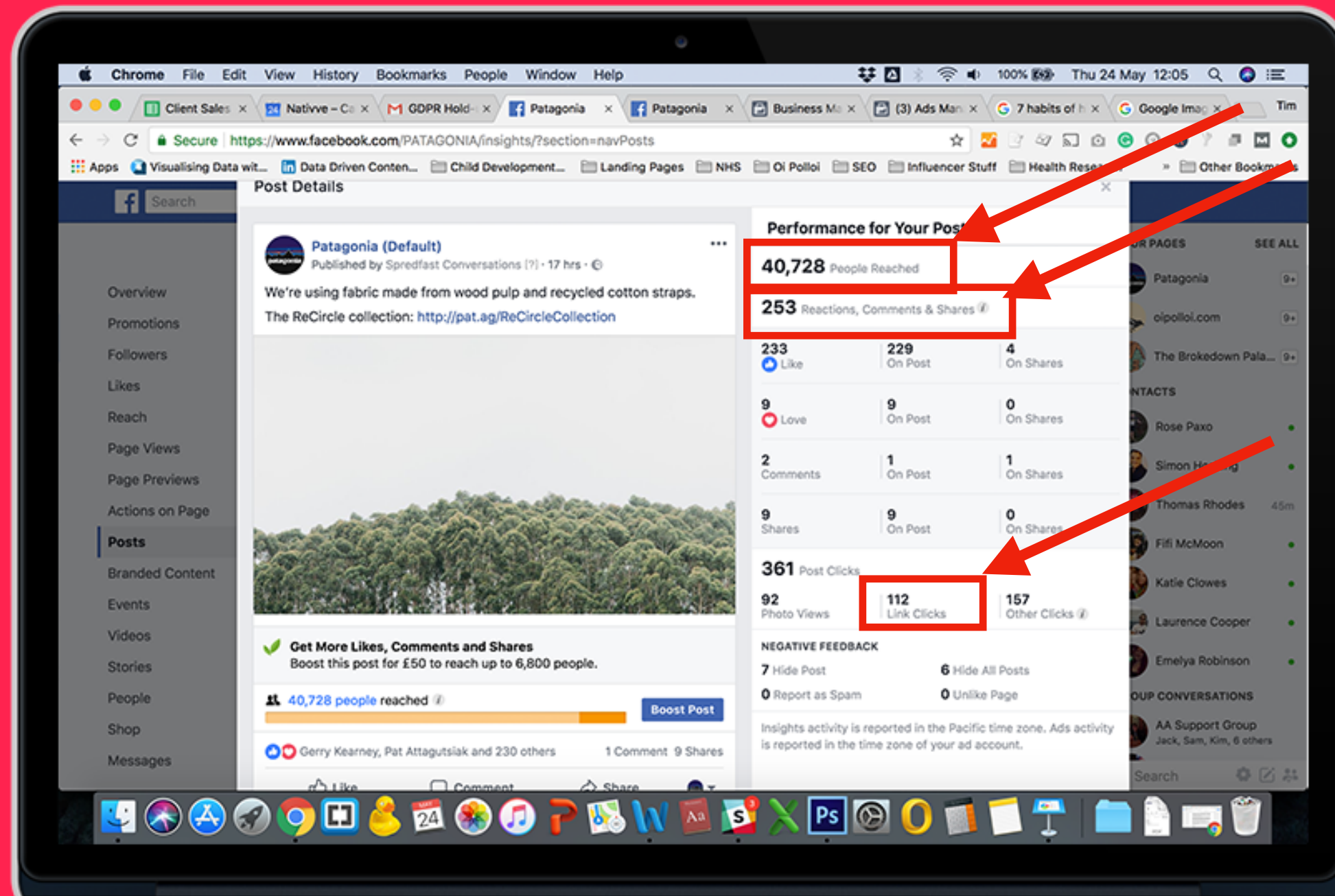
Google Analytics



analytics.google.com

**Understand
which posts
drove the
most value**

Post level metrics



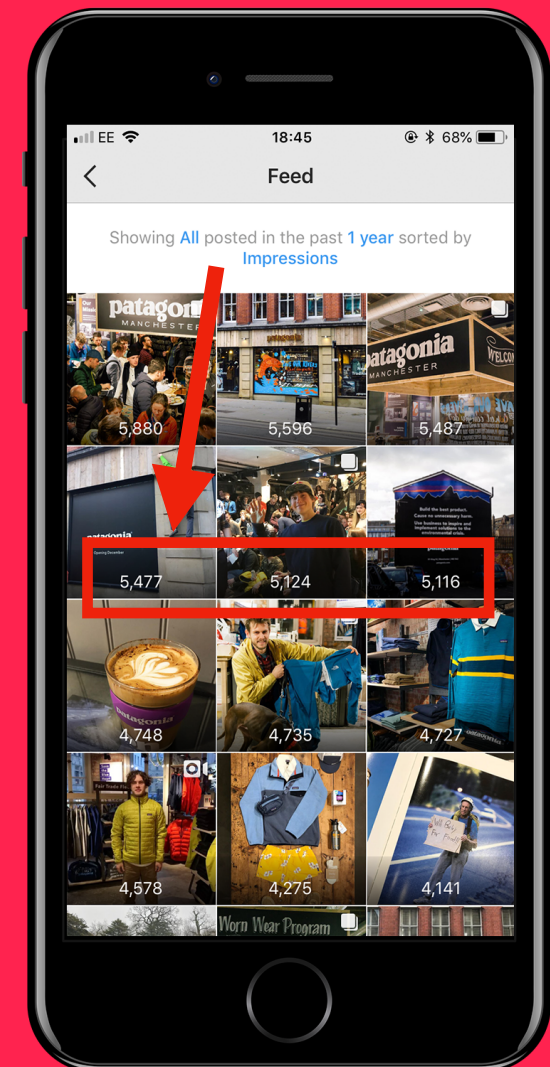
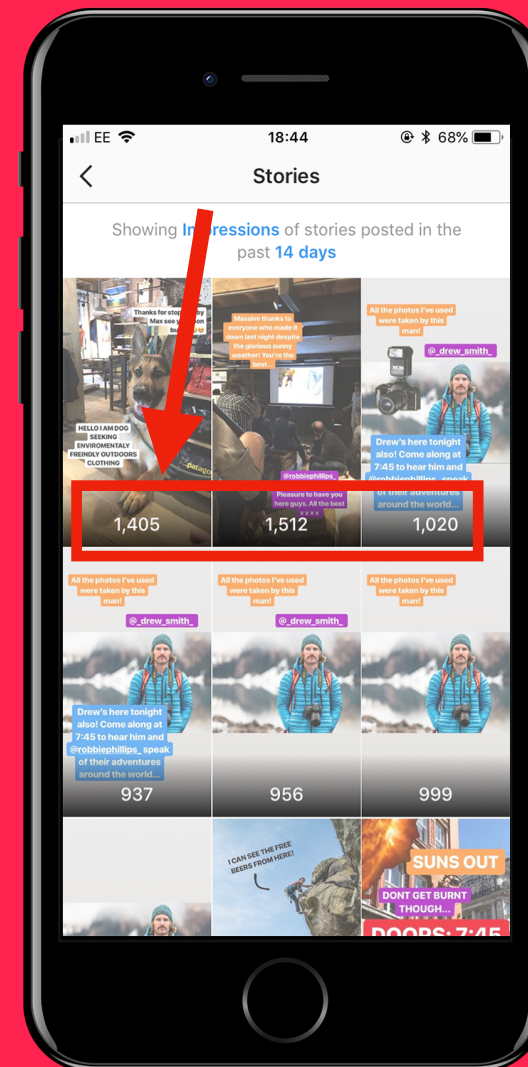
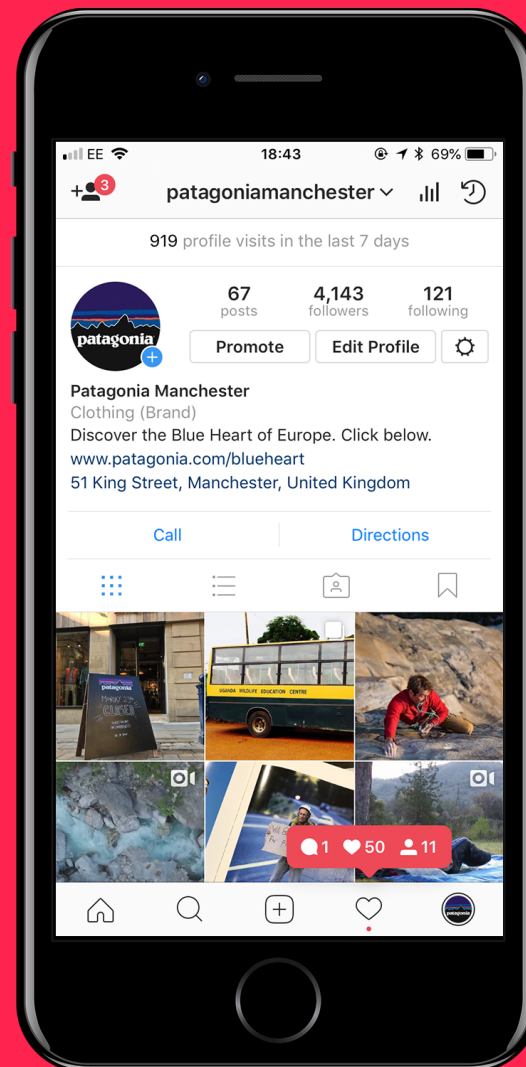
Post level metrics



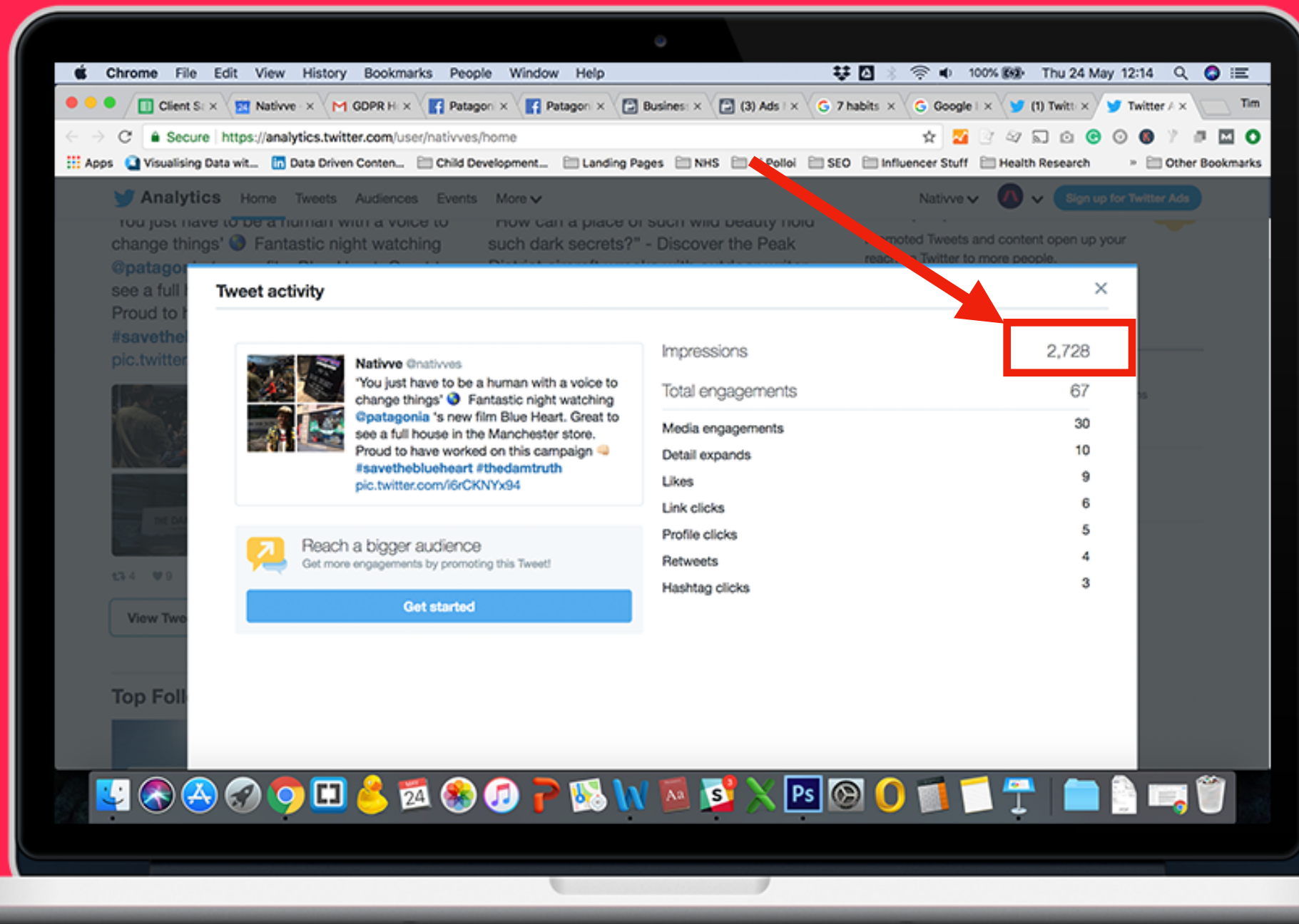
CTA's on page

Post insights

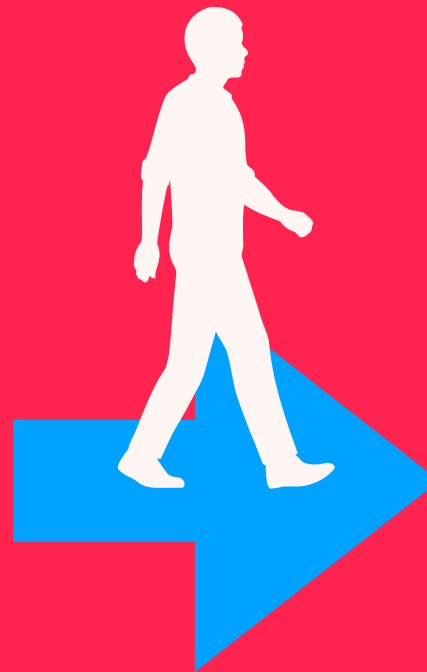
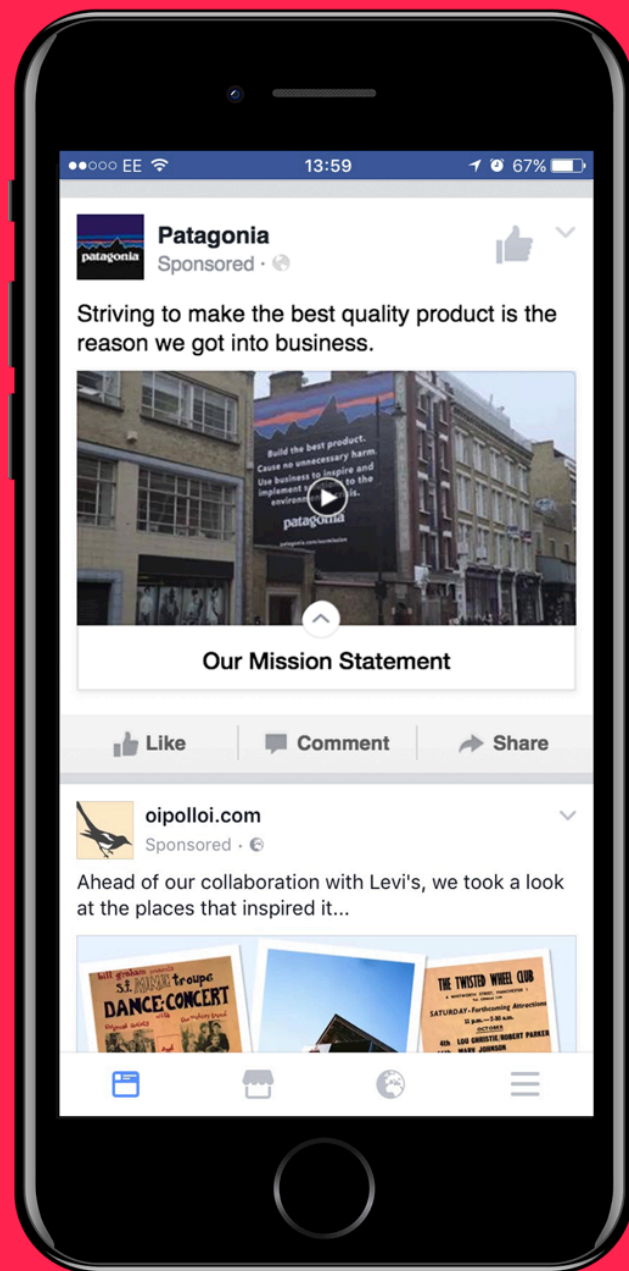
Story insights



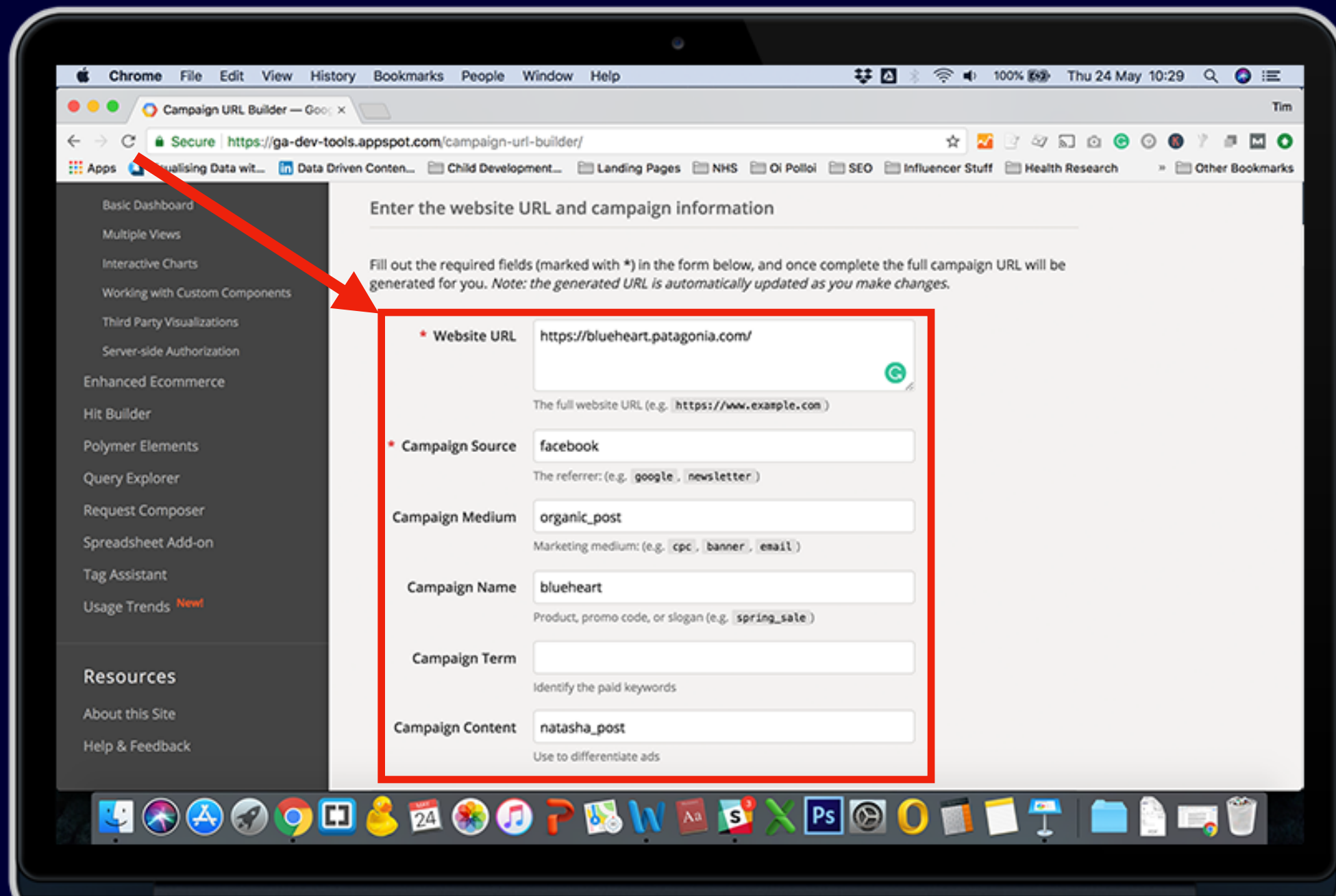
Post level metrics



analytics.twitter.com



Google: 'Campaign URL Builder'



**[https://blueheart.patagonia.com/?
utm_source=facebook&utm_medium=organic_post&utm_campaign=
=blueheart&utm_content=natasha
_post](https://blueheart.patagonia.com/?utm_source=facebook&utm_medium=organic_post&utm_campaign=blueheart&utm_content=natasha_post)**

**How well
do you
know your
audience?**



POST CARD

THE ADDRESS TO BE WRITTEN ON THIS SIDE

Return to offender

Royal
Mail
DELIVERED BY



Interests

Environment

```
graph TD; Interests((Interests)) --- Beach-goers[Beach-goers]; Interests --- Wildlife[Wildlife]; Interests --- Environment[Environment]; Interests --- Fishing[Fishing]; Interests --- Surfing[Surfing];
```

Interests

Beach-goers

Surfing

Wildlife

Fishing

Environment

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







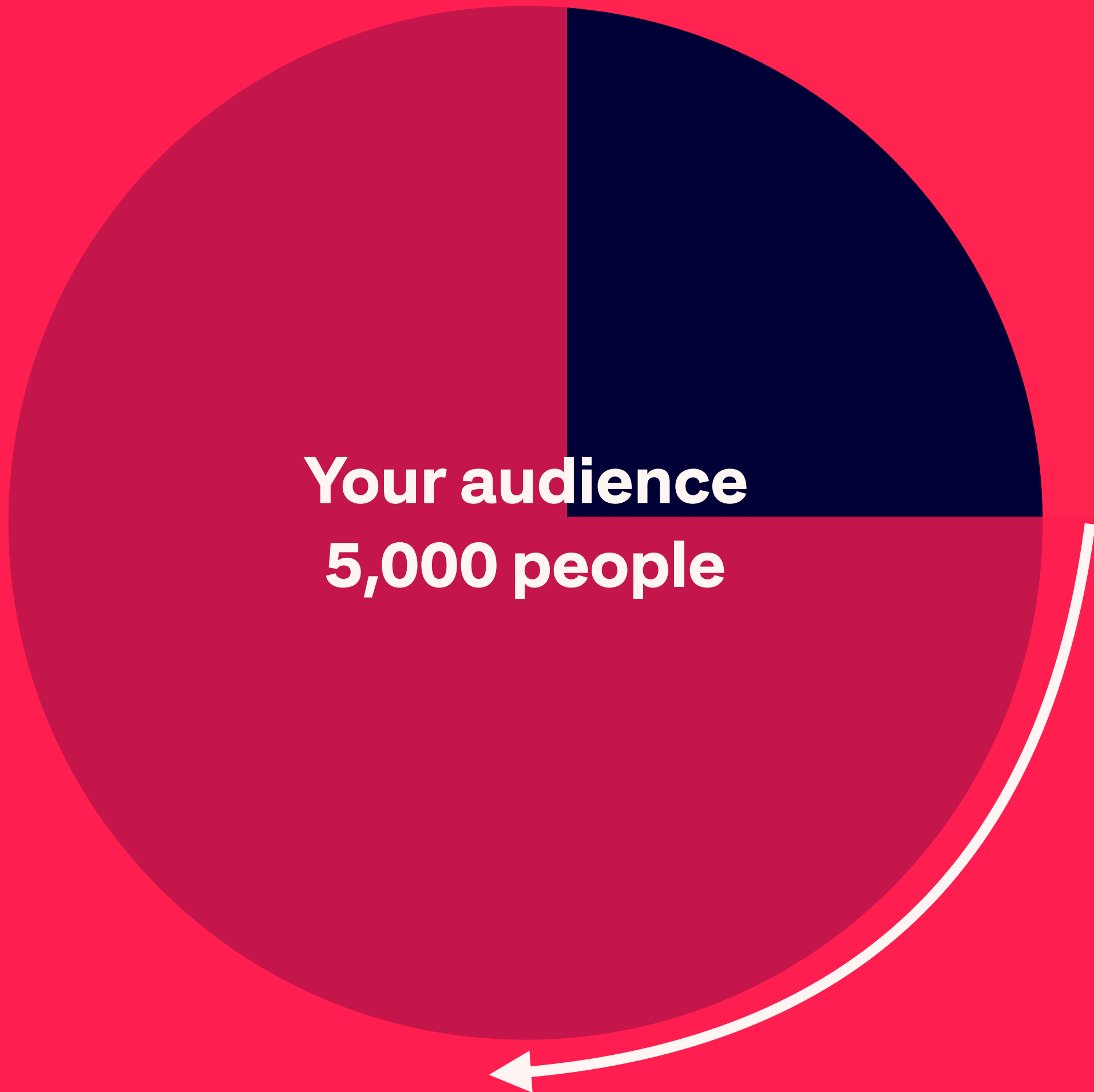


**NO
SEWAGE
IN OUR
SEA**

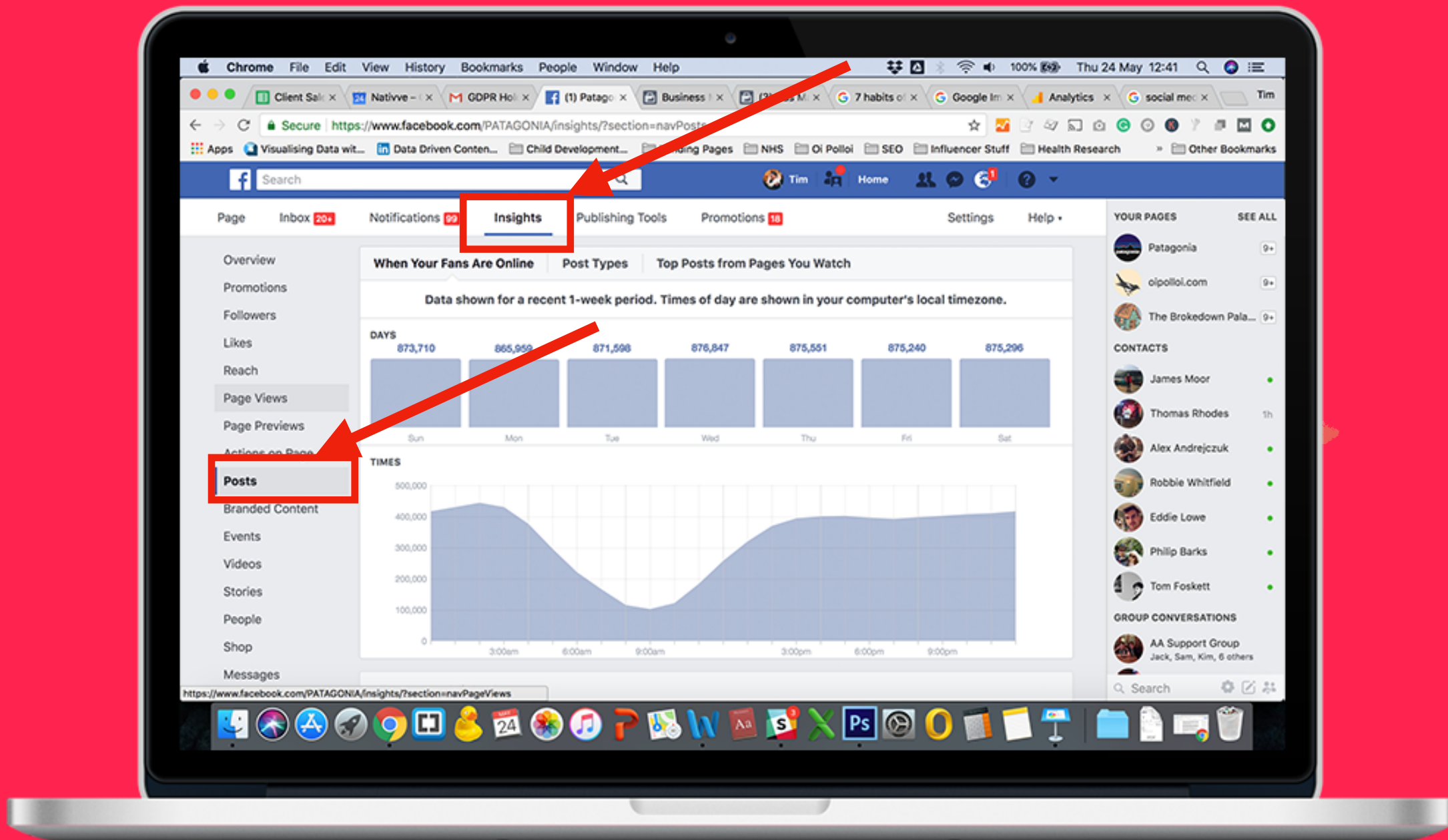




**Your audience
5,000 people**



Timing of posts



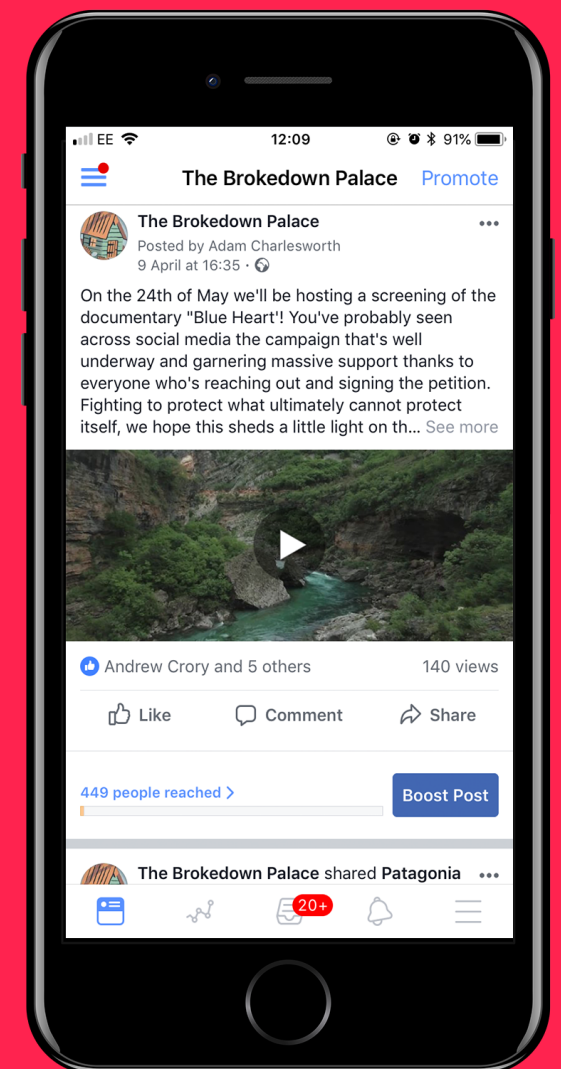
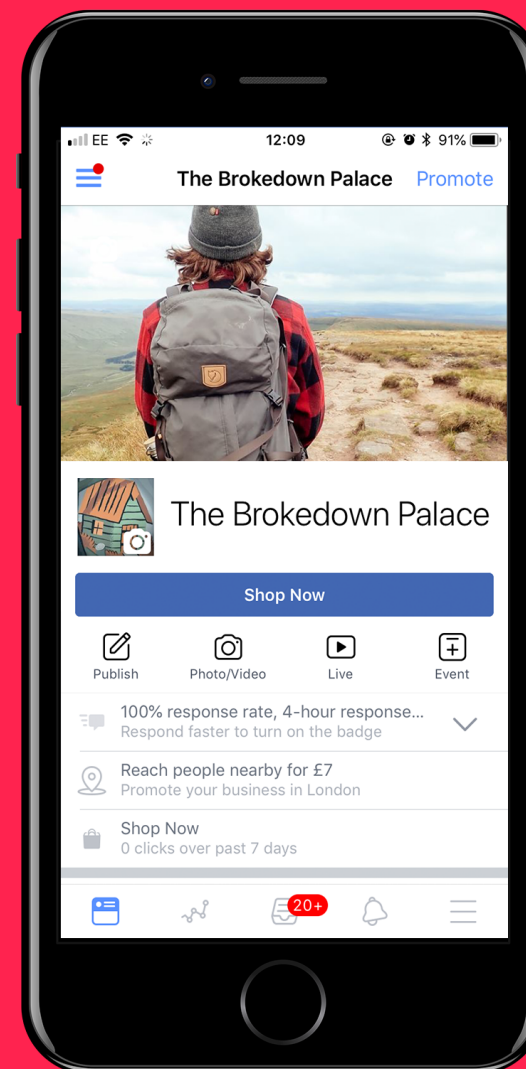
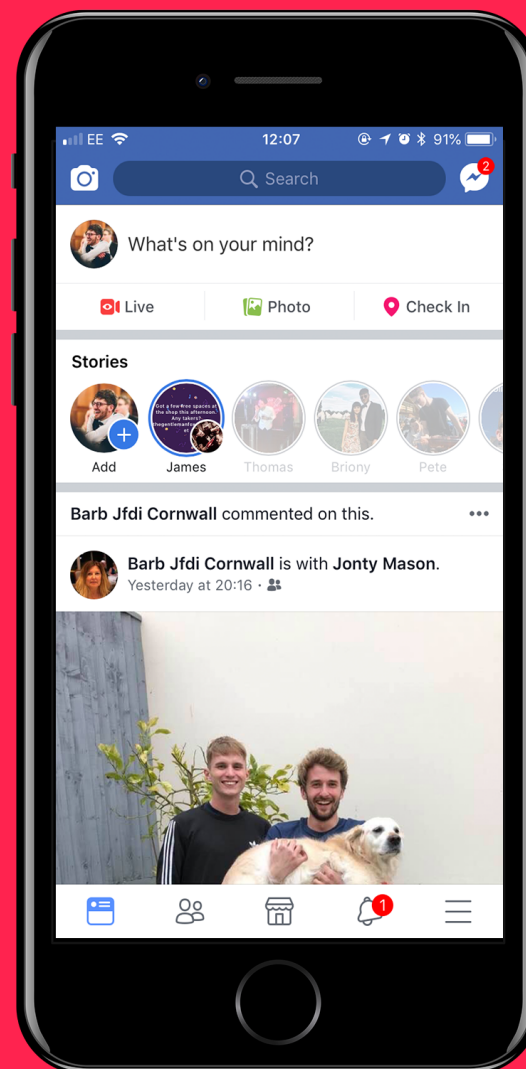
Types of posts

Video >

Images >

Text

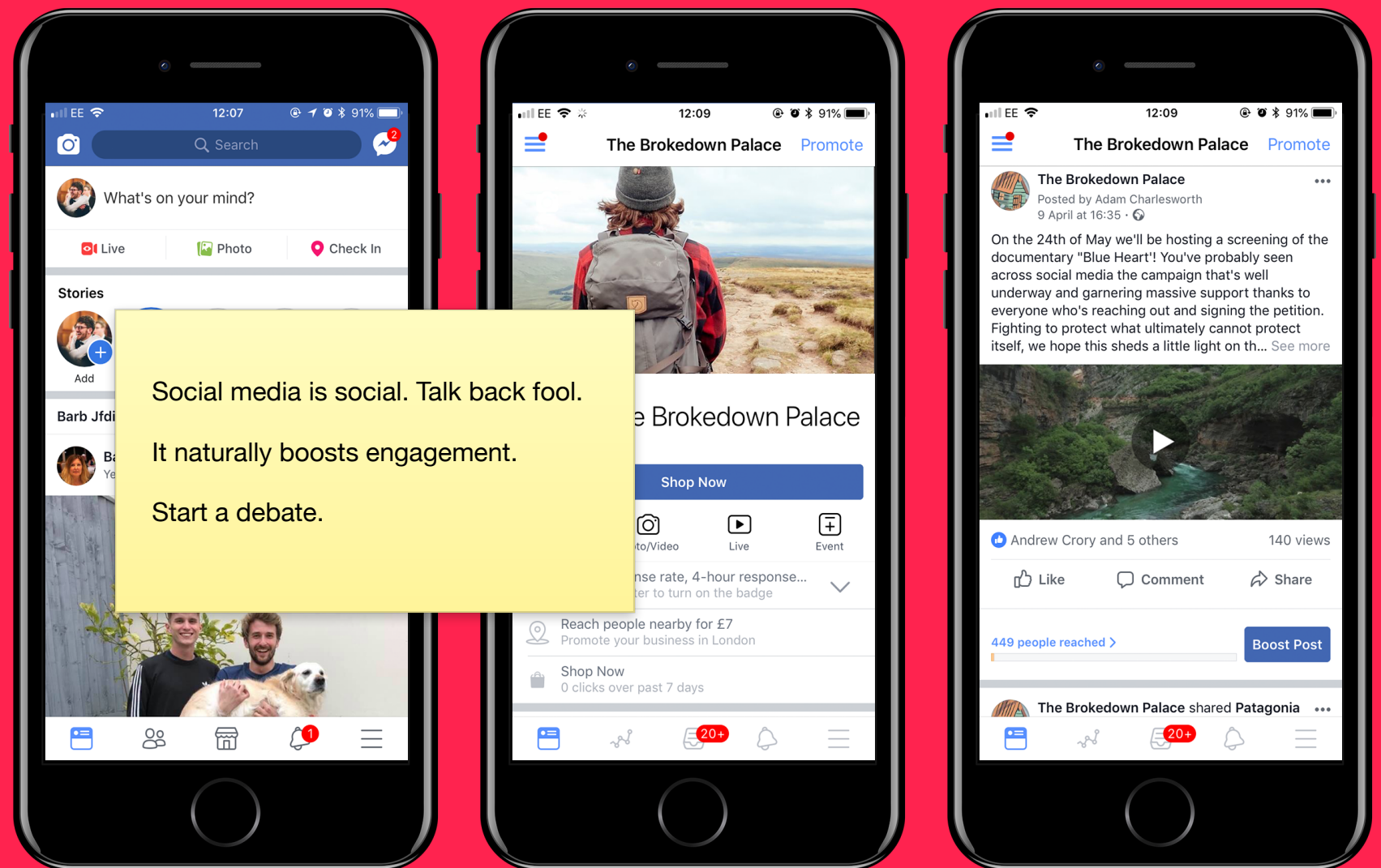
No text in pics



Respond to people

Talk back

Ask questions



Instagram Stories

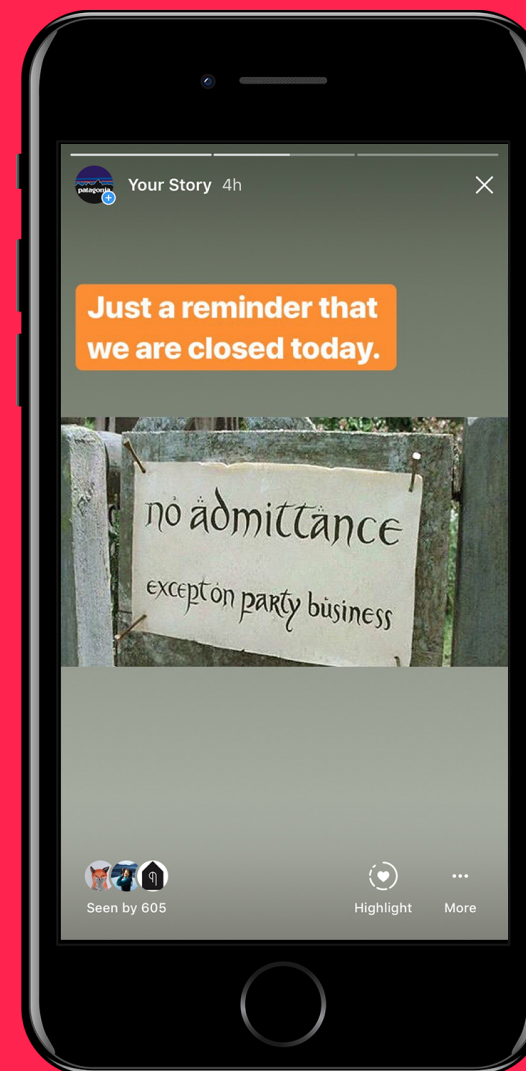
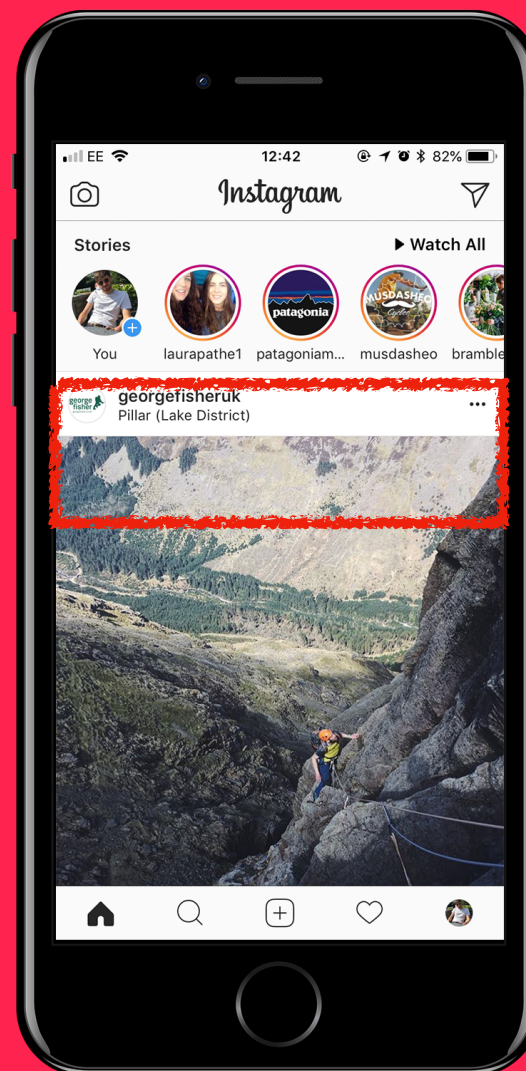


Immersive

More engaged

High view-rate

Not bots



Facebook Live



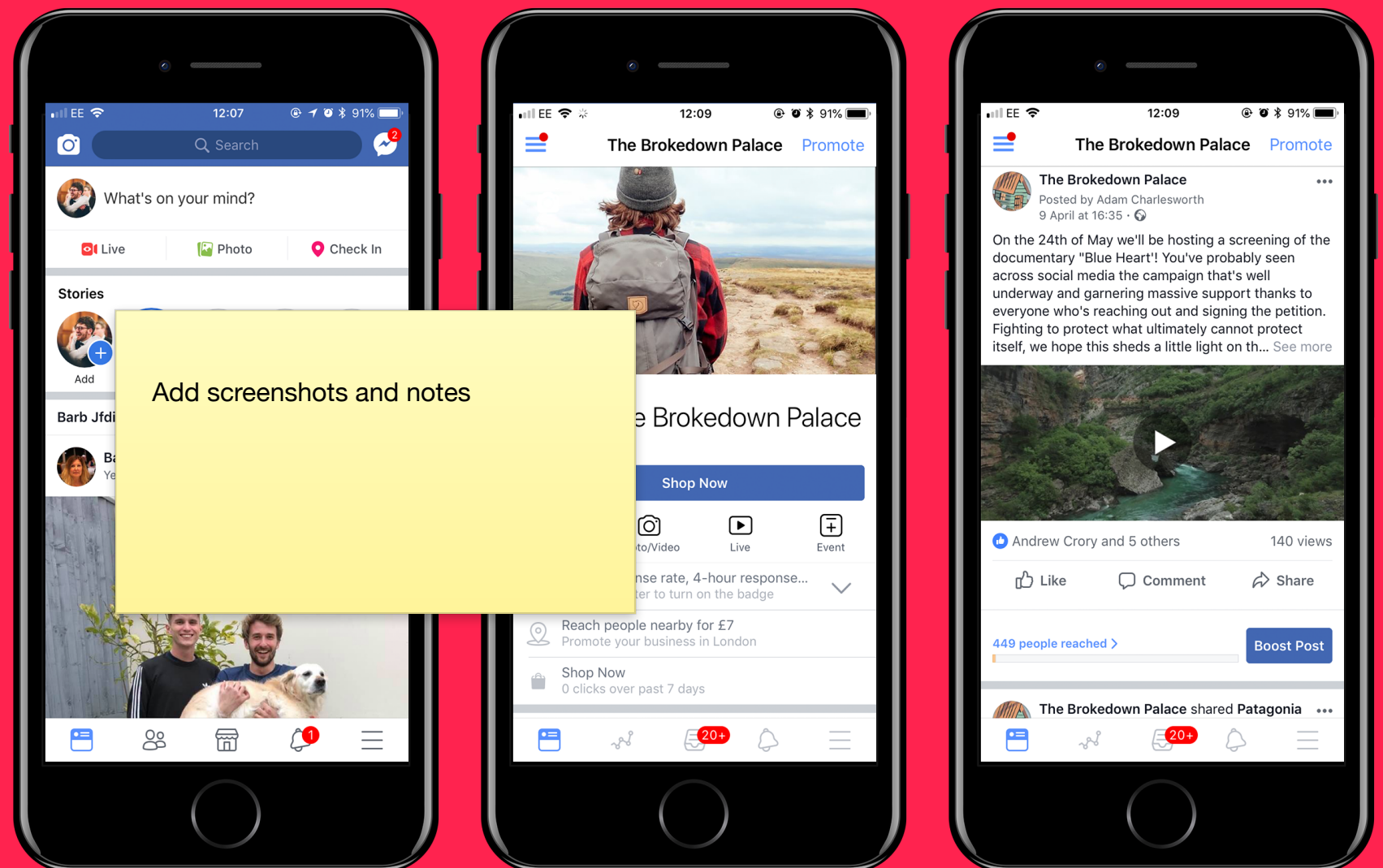
Newsfeed

Reach

Post-timing

Moderation

Boosting



**Expanding
your
audience**

SEE

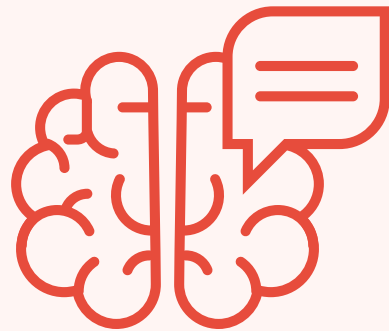
Largest
addressable
audience



Awareness

THINK

People thinking
& engaging with
you



Consideration
evaluation

DO

People ready to
get involved



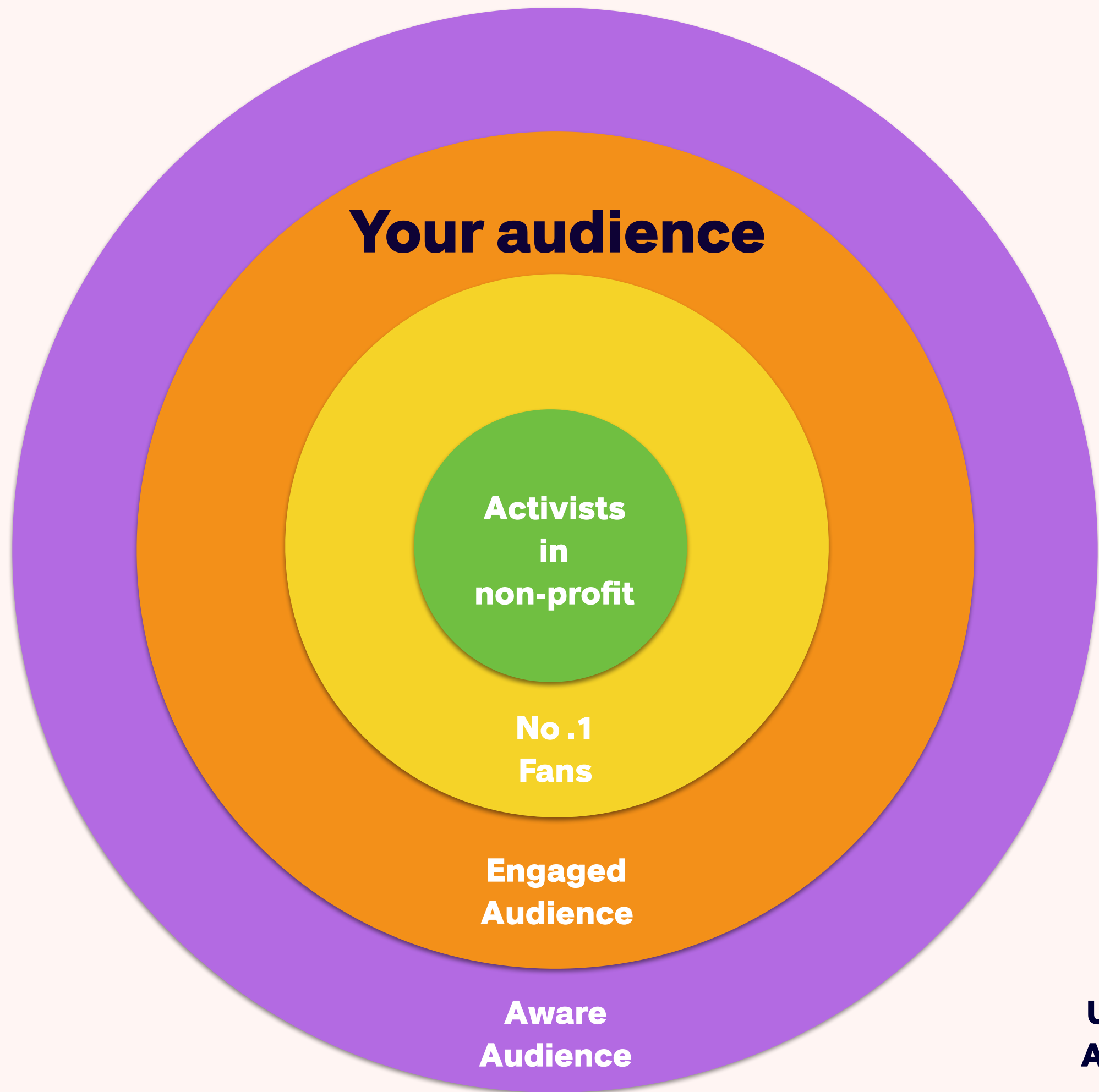
Conversion

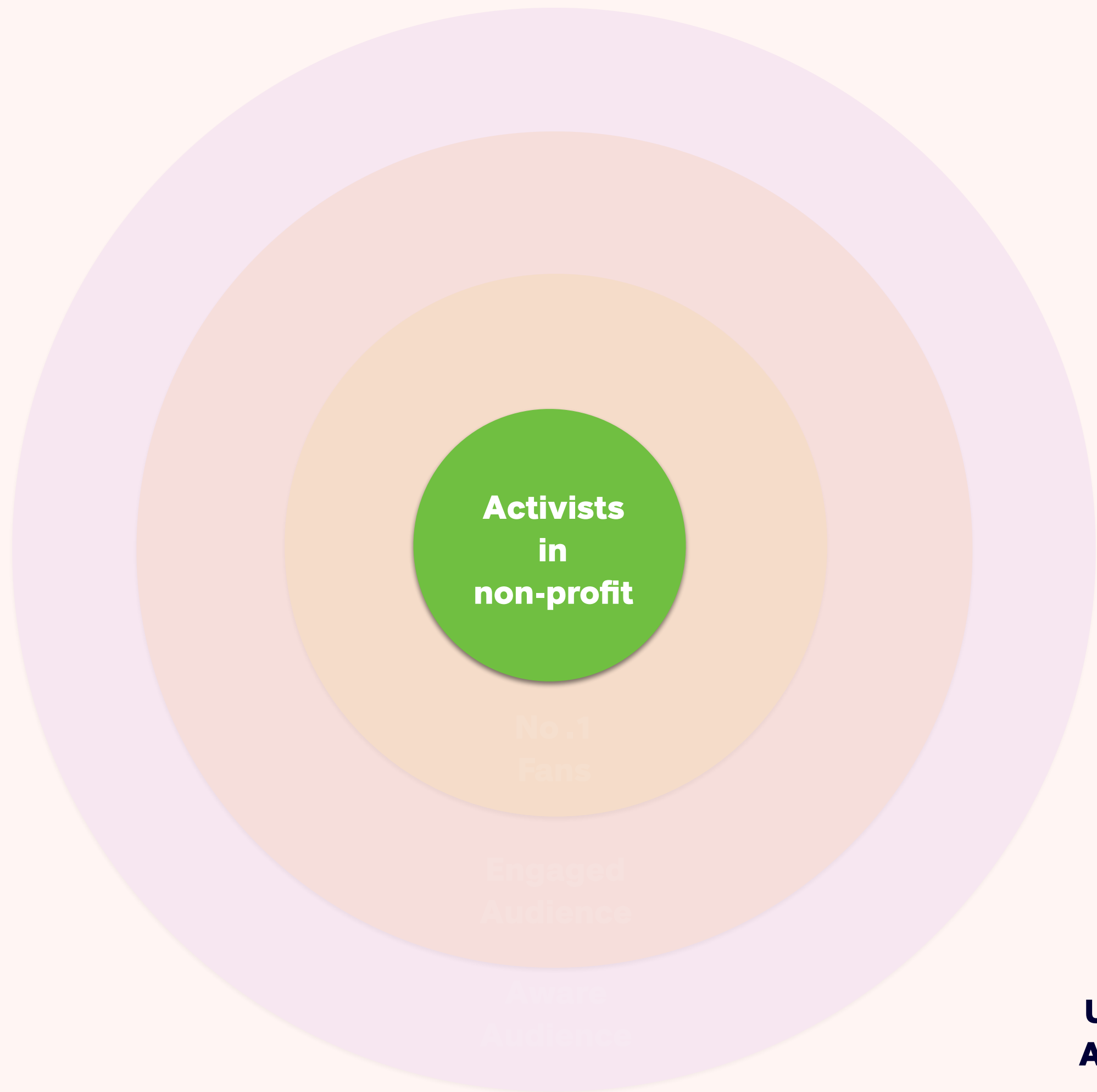
CARE

People involved and
sharing the message



Loyalty





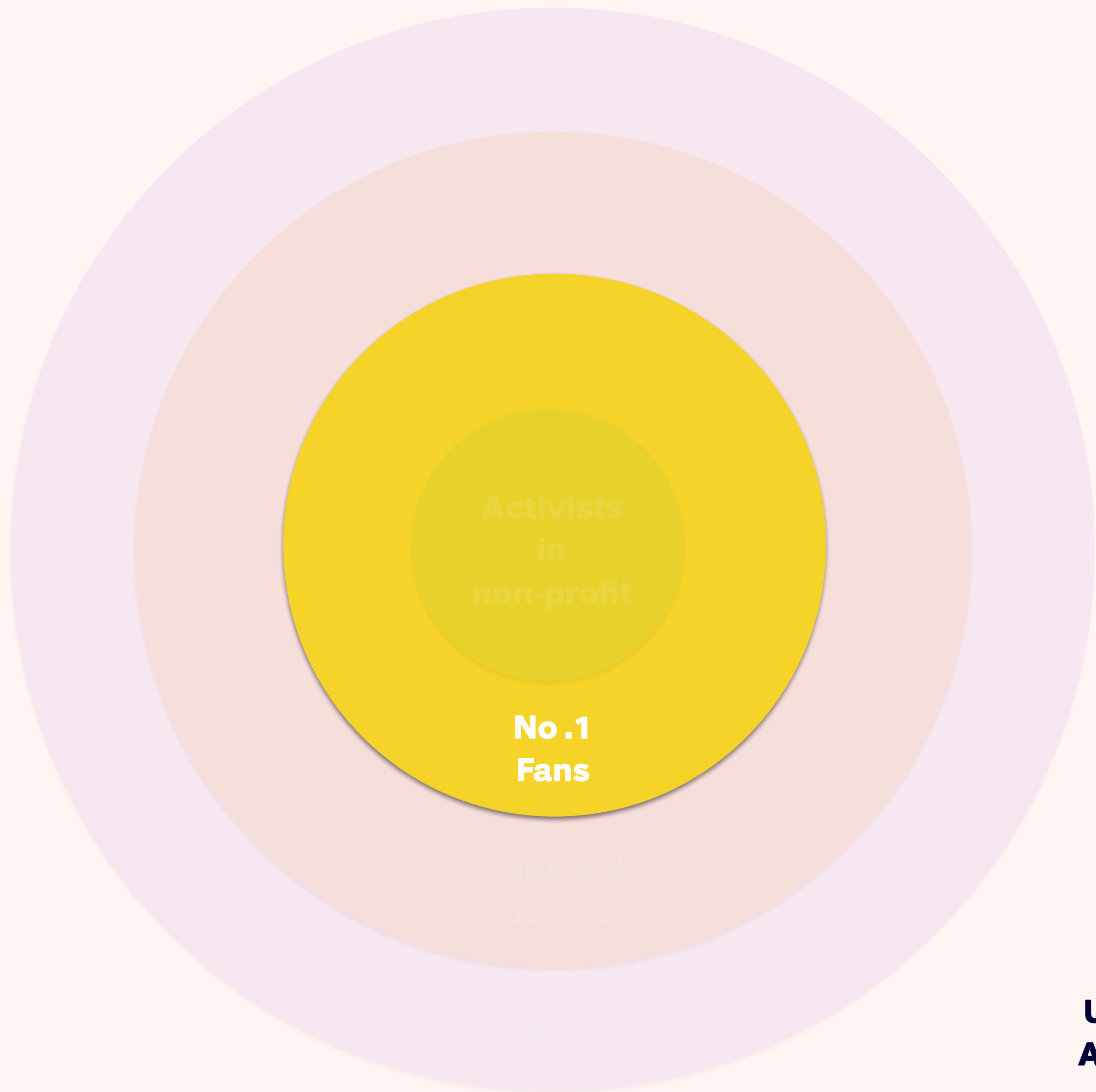
**Activists
in
non-profit**

No.1
Fans

Engaged
Audience

Aware
Audience

**Unaware
Audience**



Activists
in
non-profit

No .1
Fans

Engaged
Audience

Aware
Audience

**Unaware
Audience**

No 1 Fans

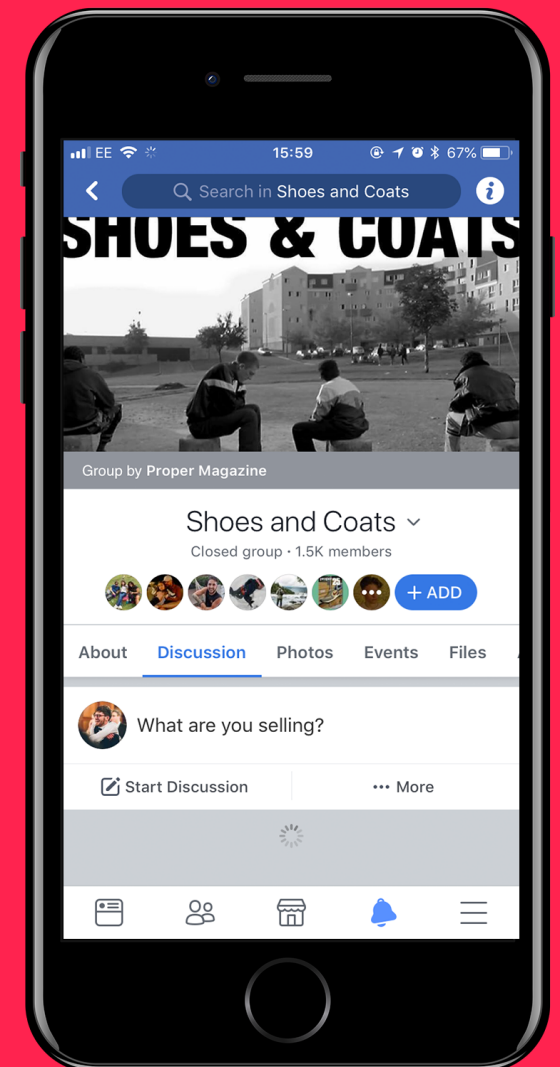
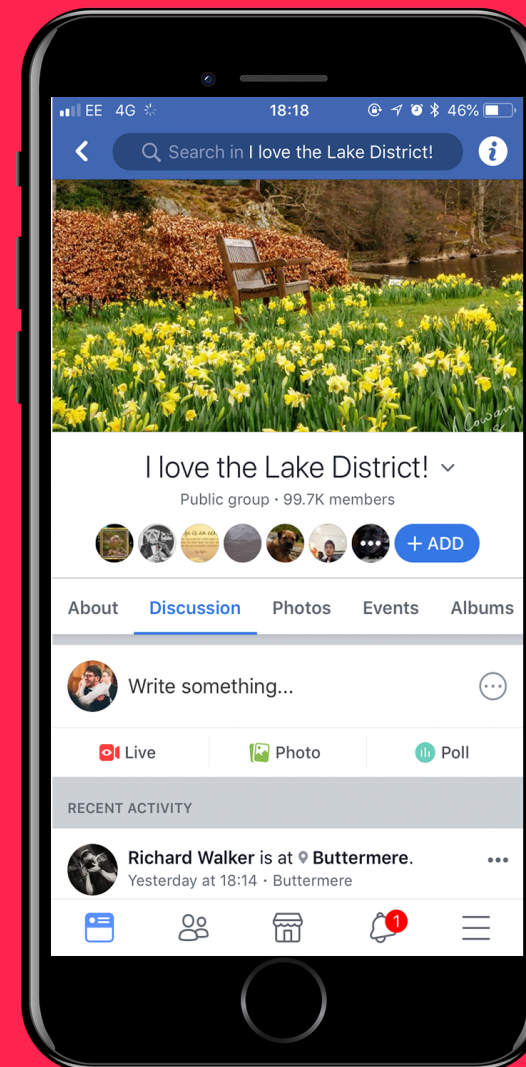
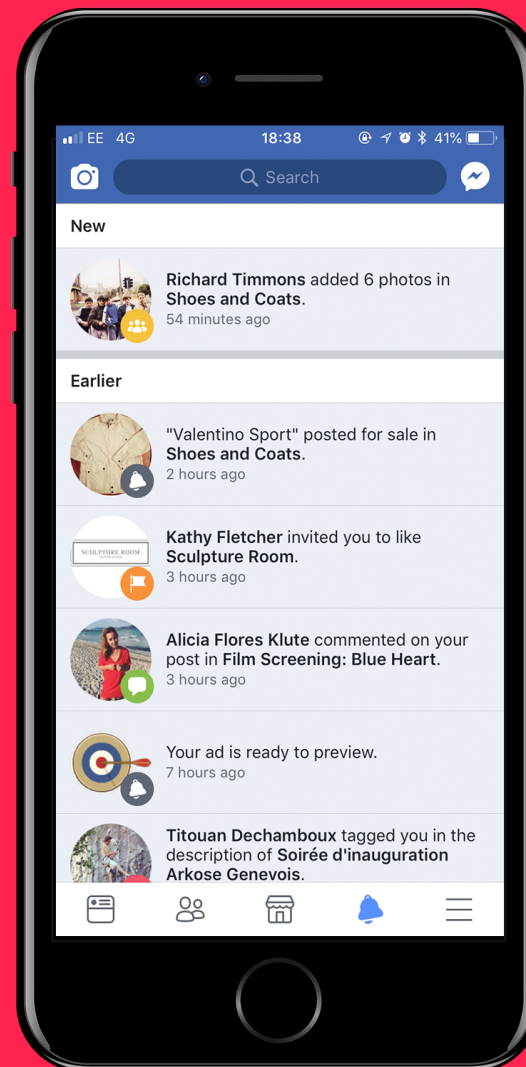


Closed groups

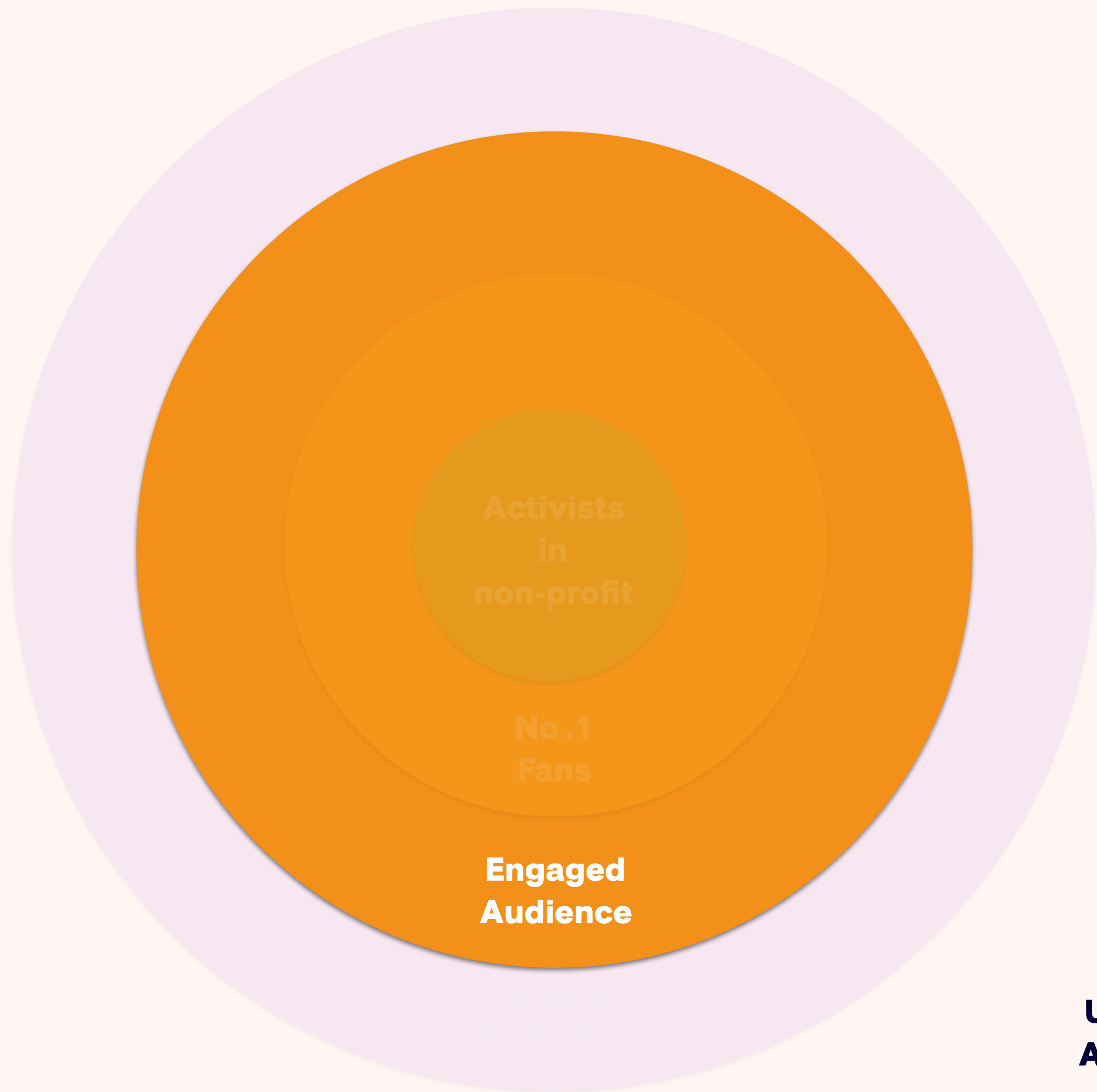
Forum

Notifications

Email



'Patagonia Tools for Grassroots Activists'



Activists
in
non-profit

No.1
Fans

Engaged
Audience

Unaware
Audience

Engaged audience

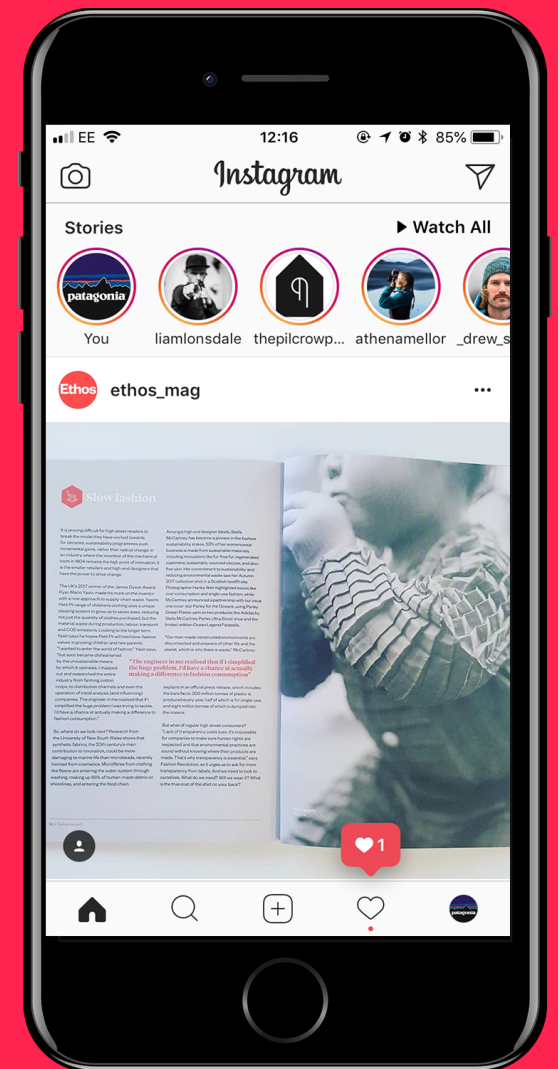
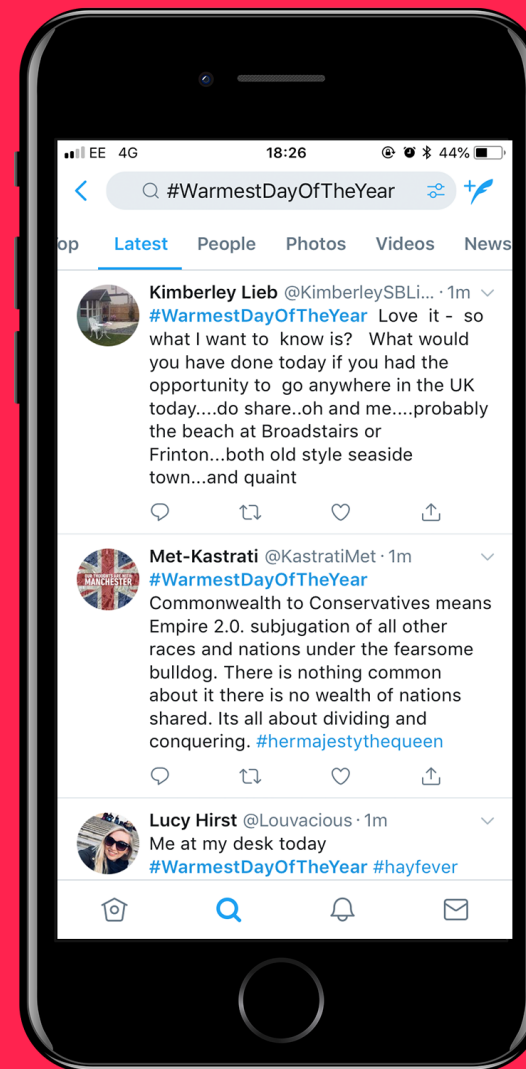
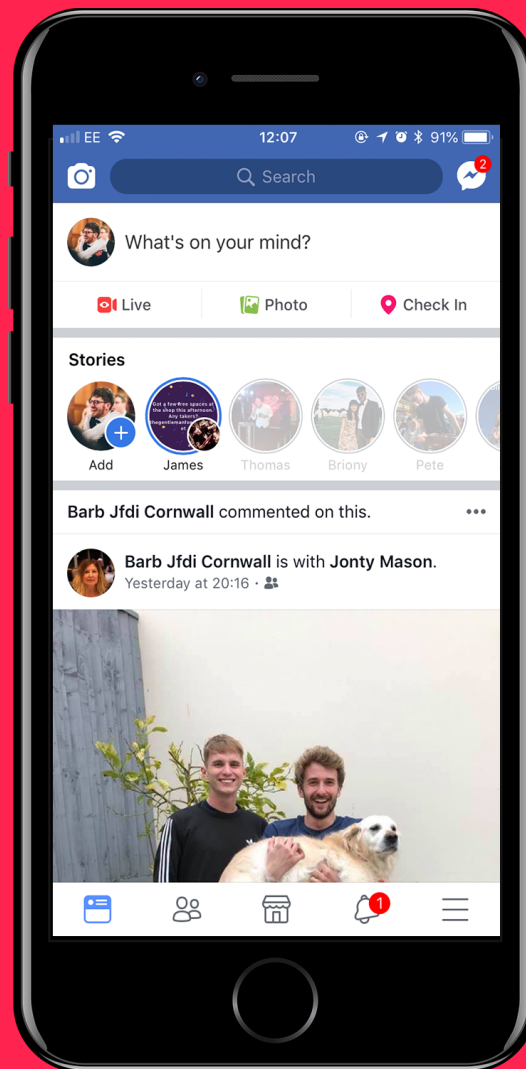
Newsfeed

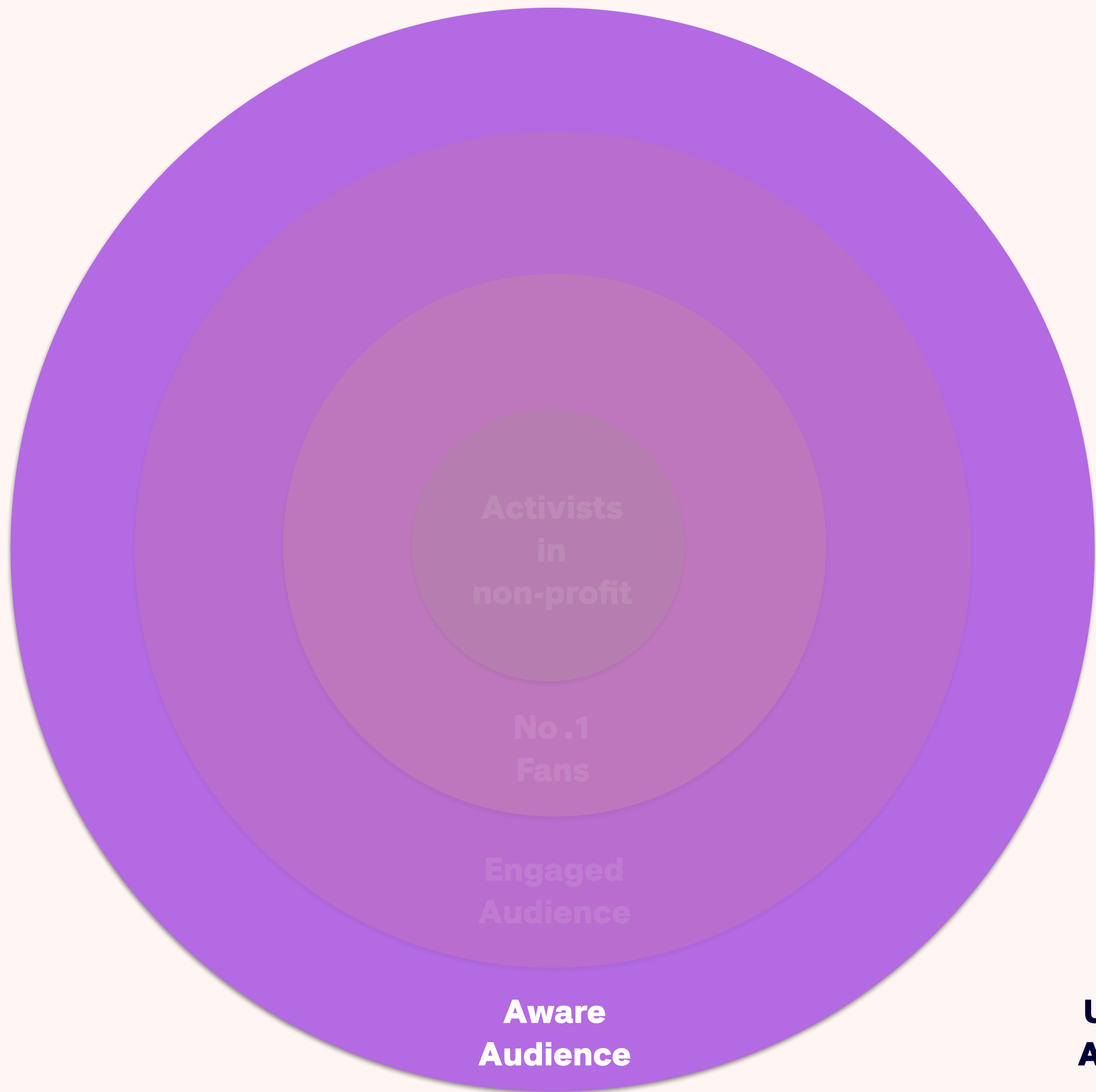
Reach

Post-timing

Moderation

Boosting





Activists
in
non-profit

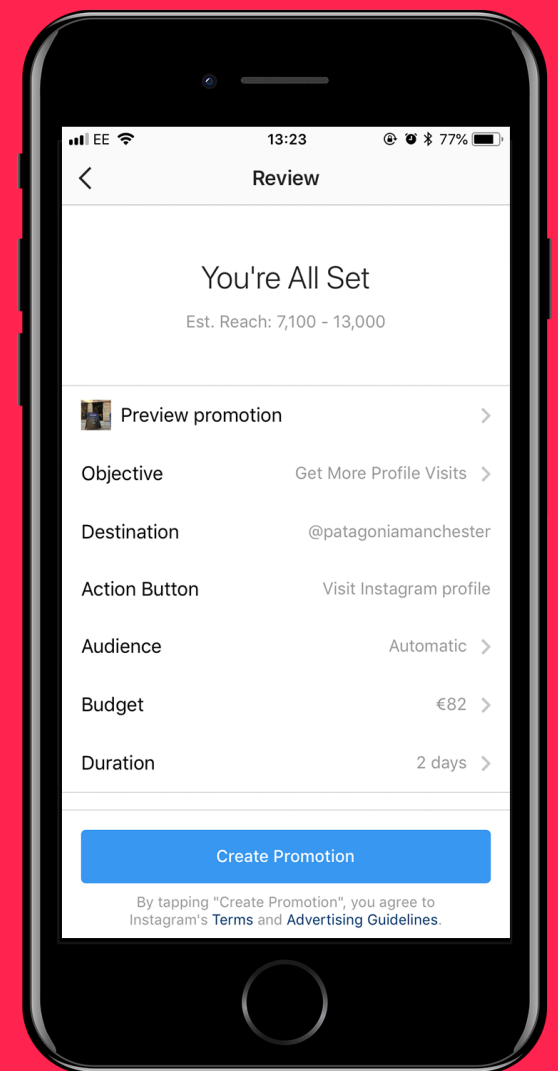
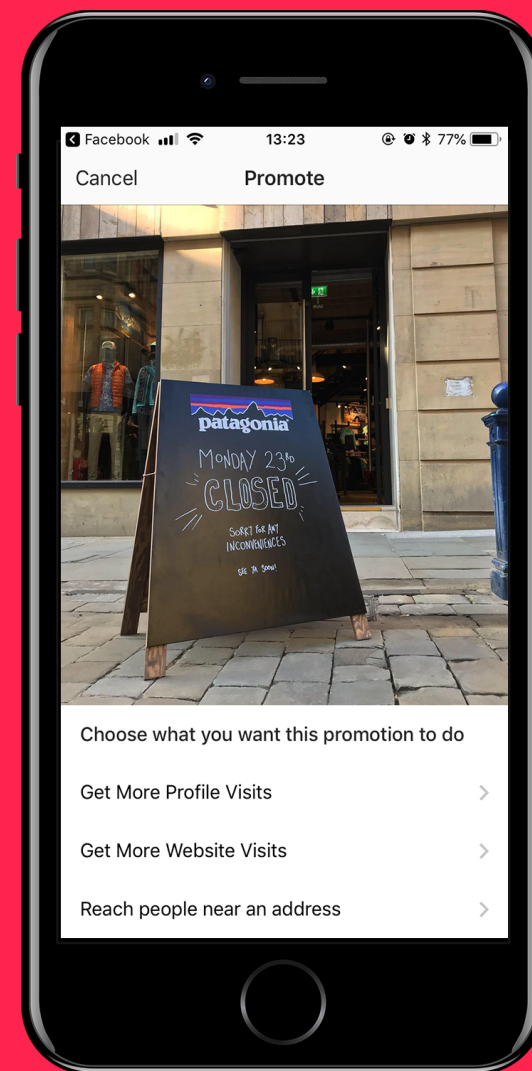
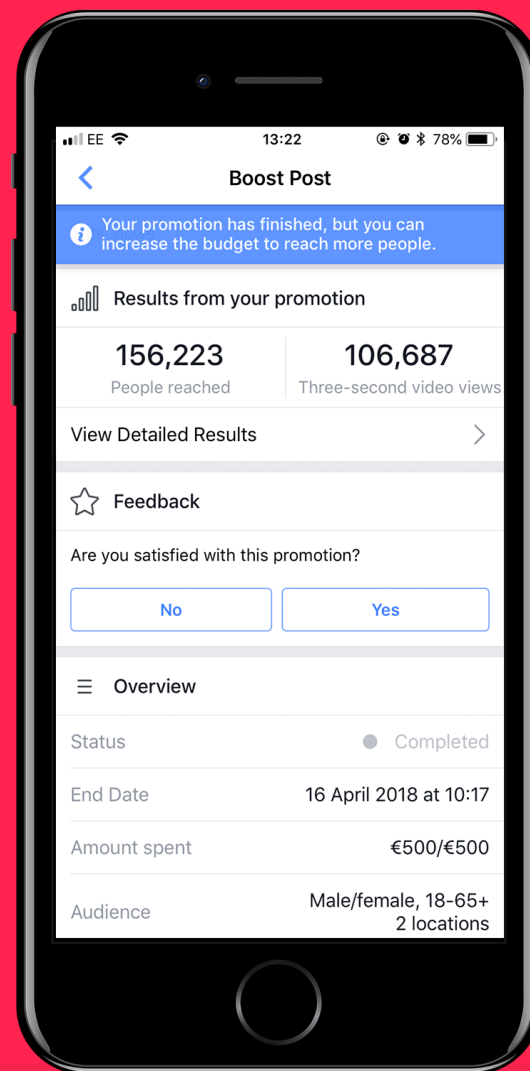
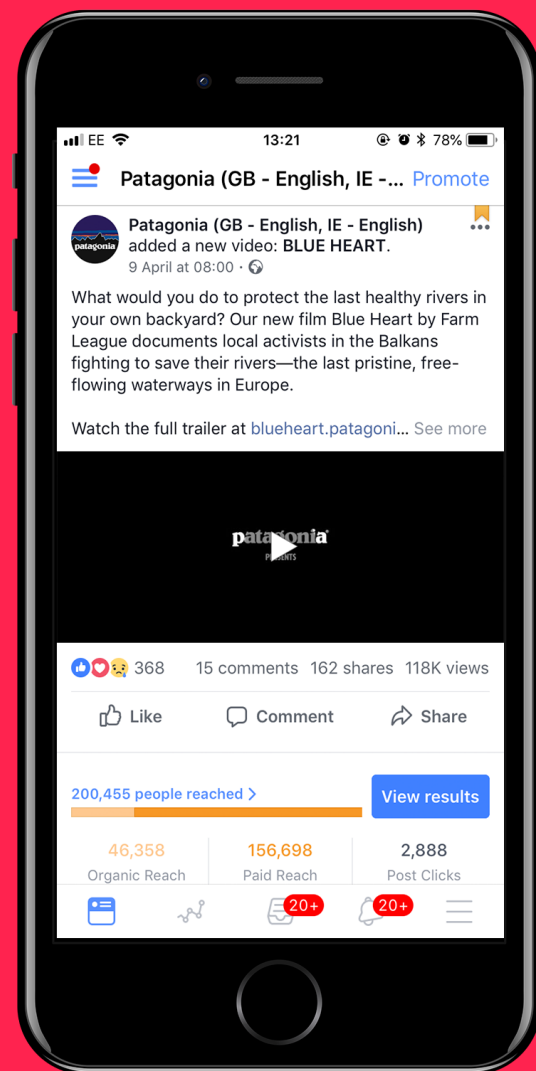
No.1
Fans

Engaged
Audience

Aware
Audience

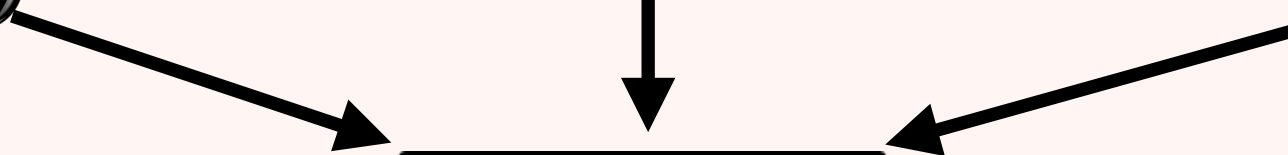
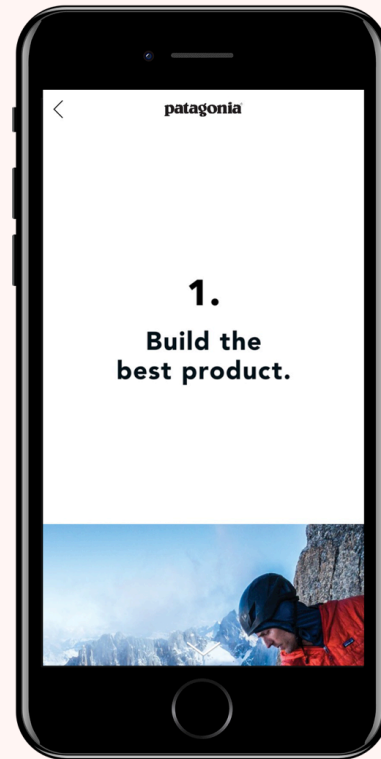
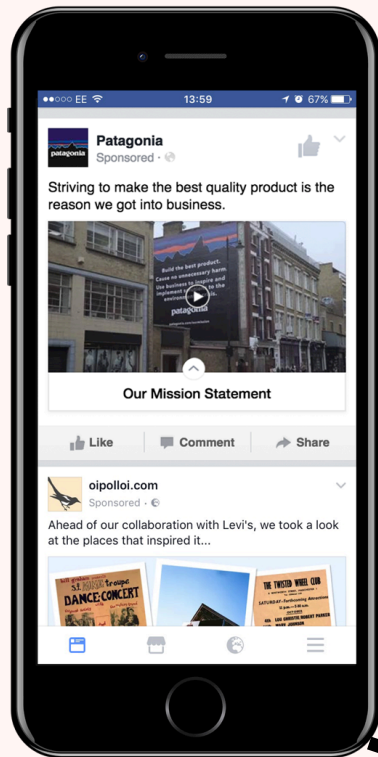
Unaware
Audience

Boosting posts



facebook.com/business/inspiration

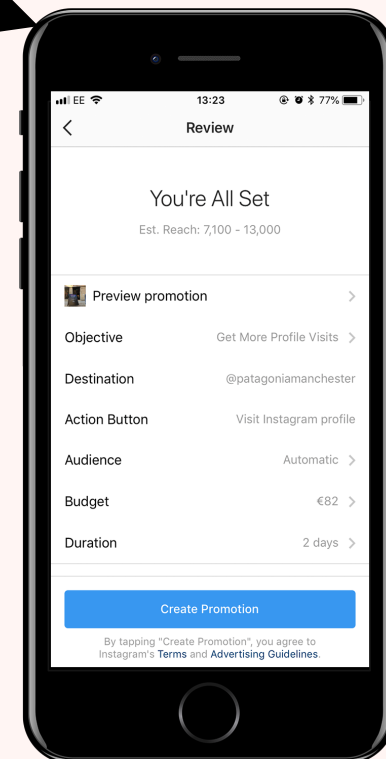
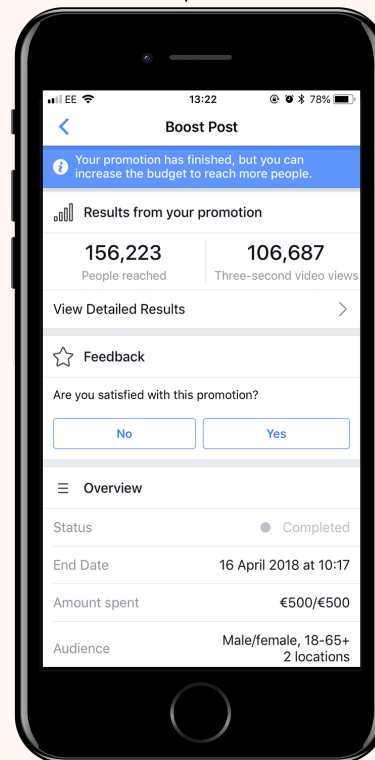
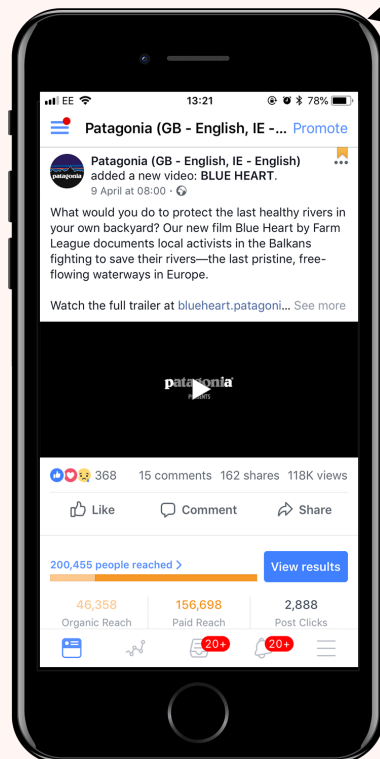
**Increasing
frequency**



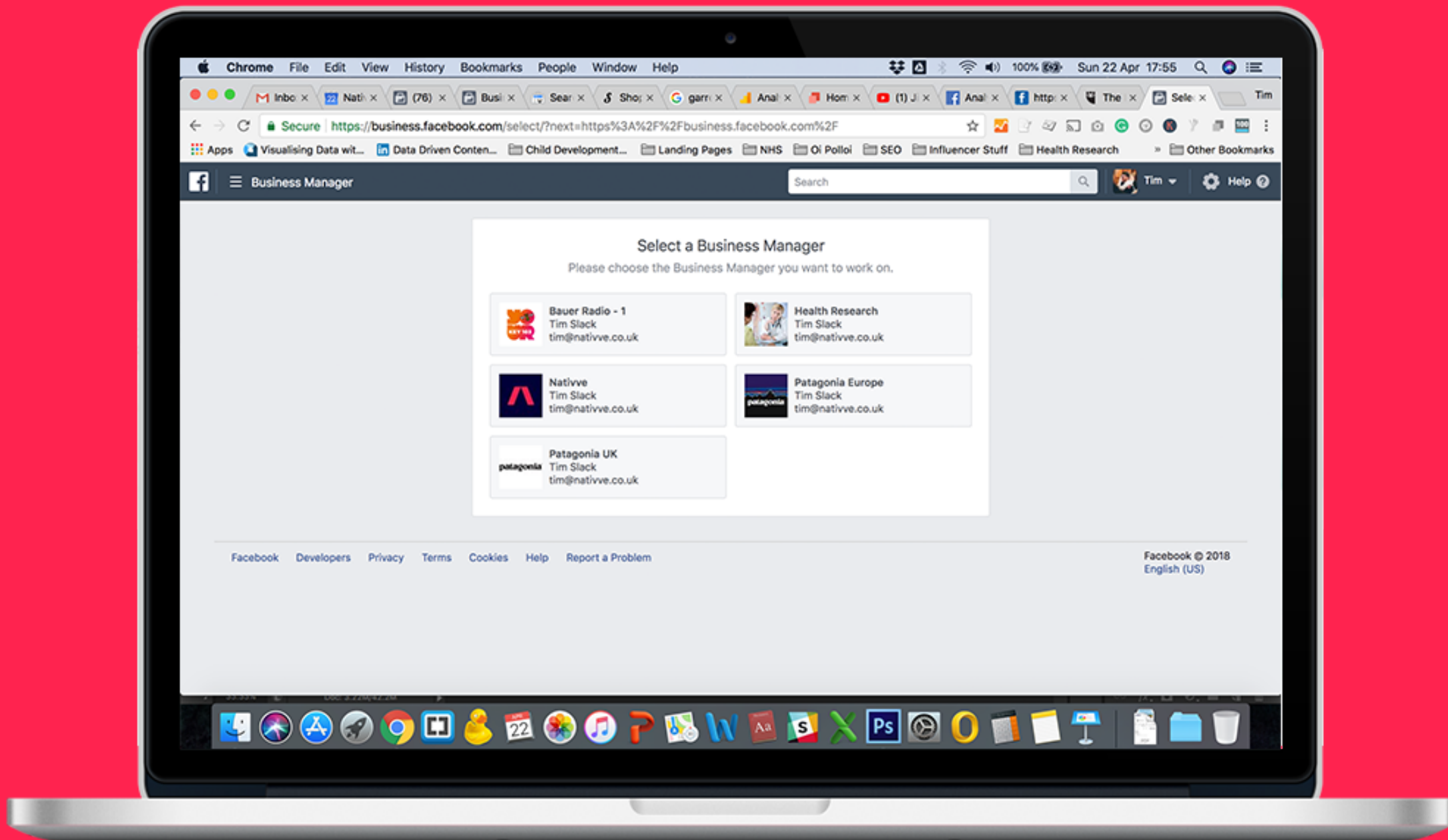
Custom Audience



Custom Audience

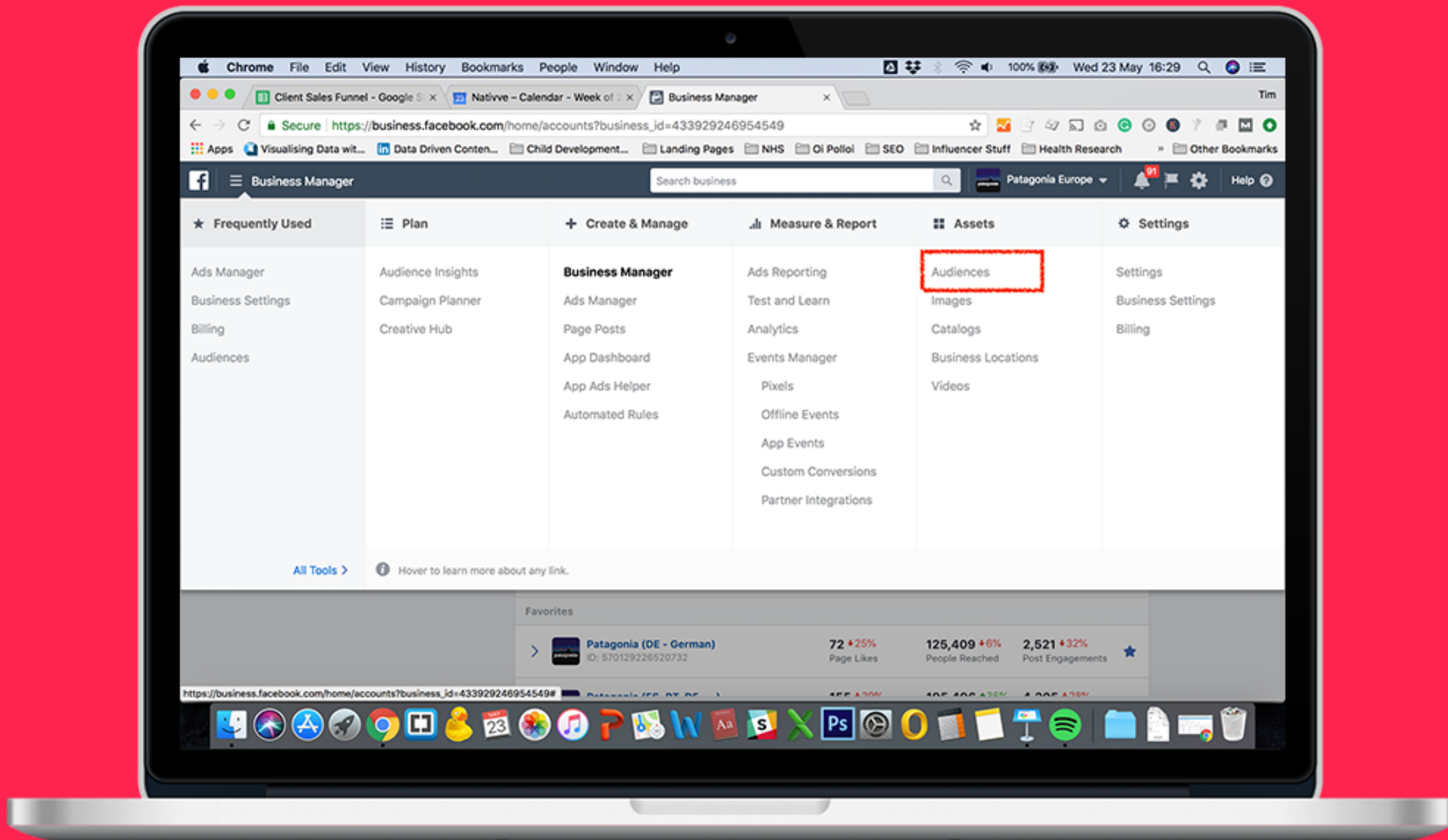


Facebook Business



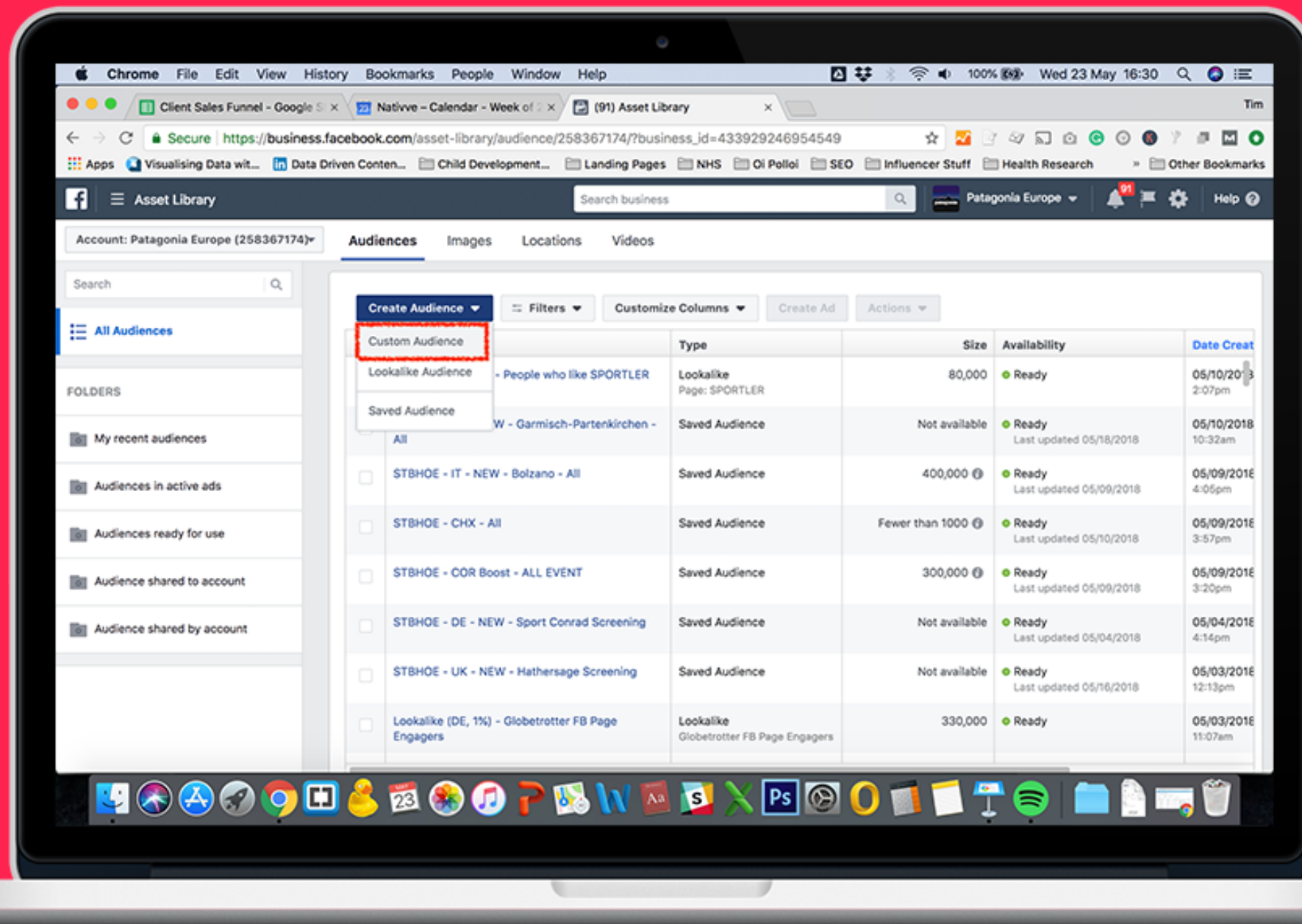
business.facebook.com

Custom audiences



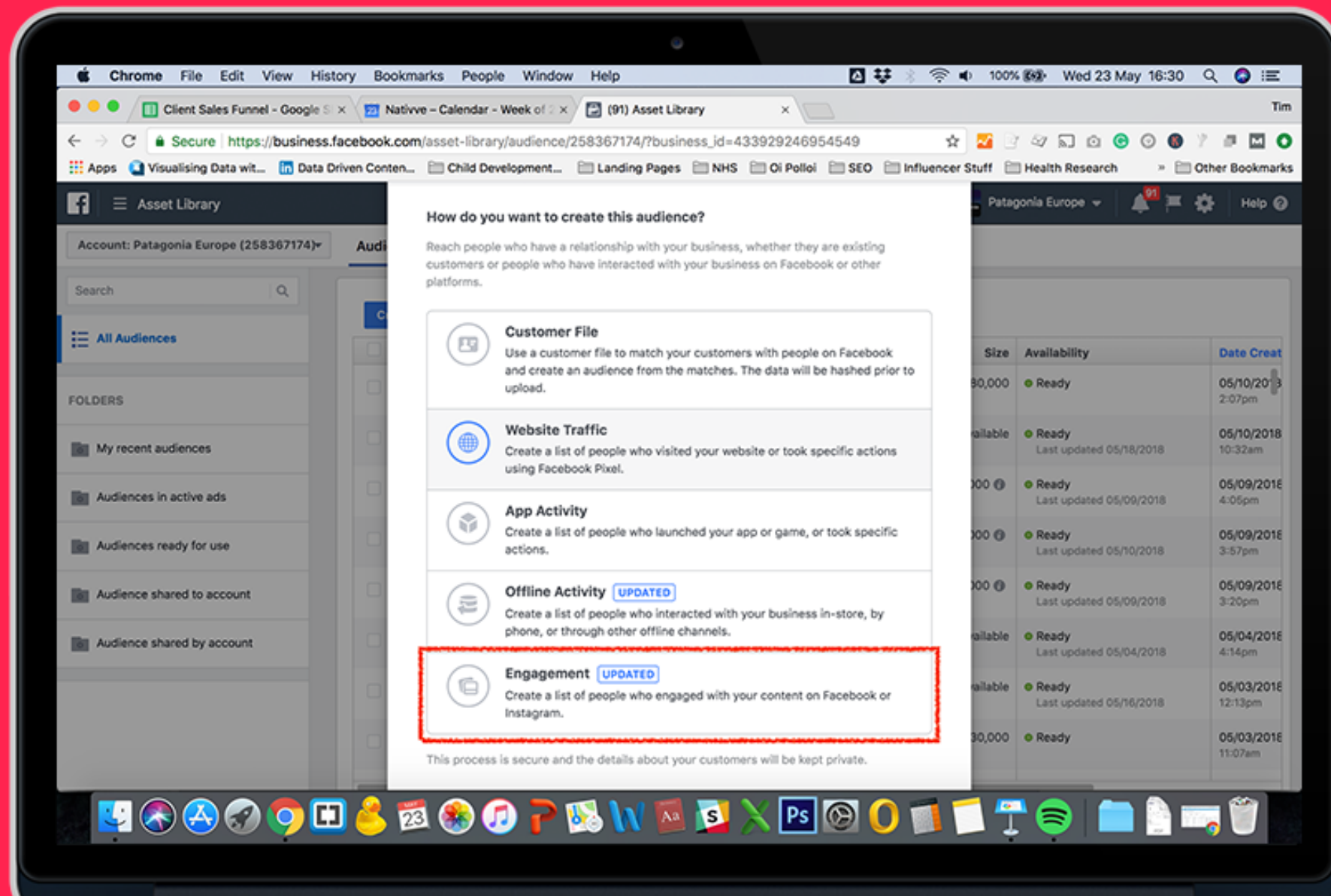
business.facebook.com

Custom audiences



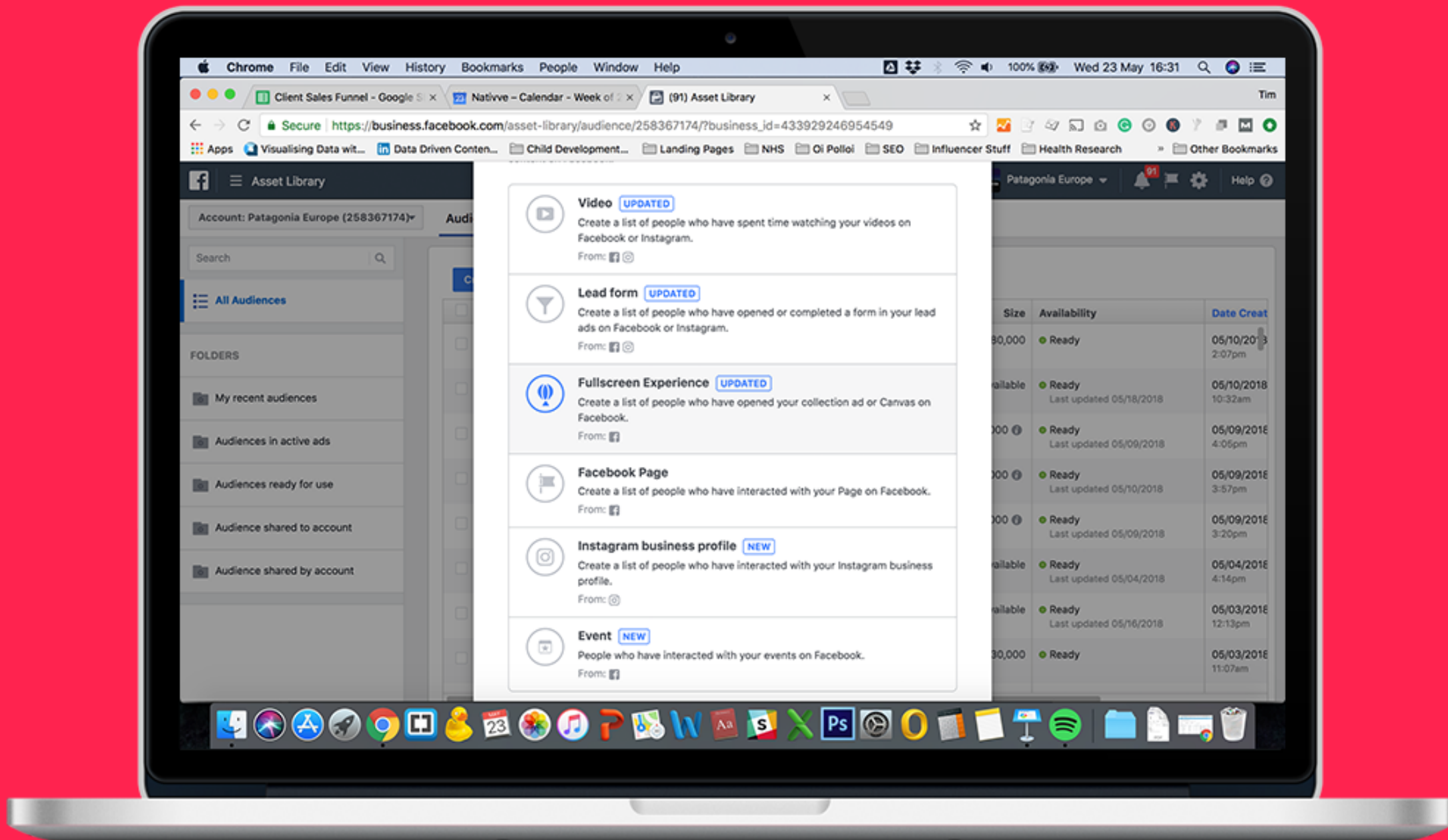
business.facebook.com

Custom audiences



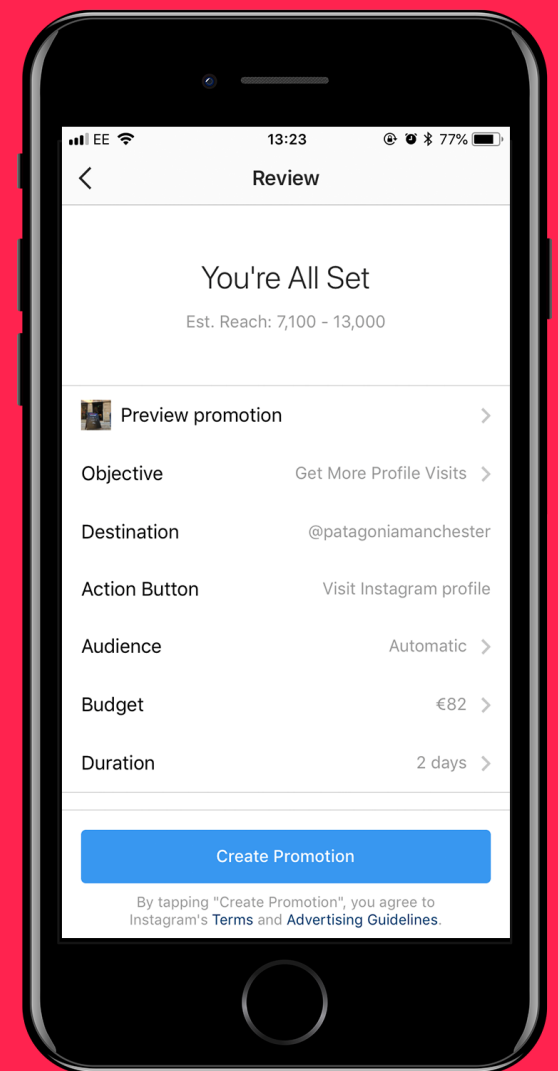
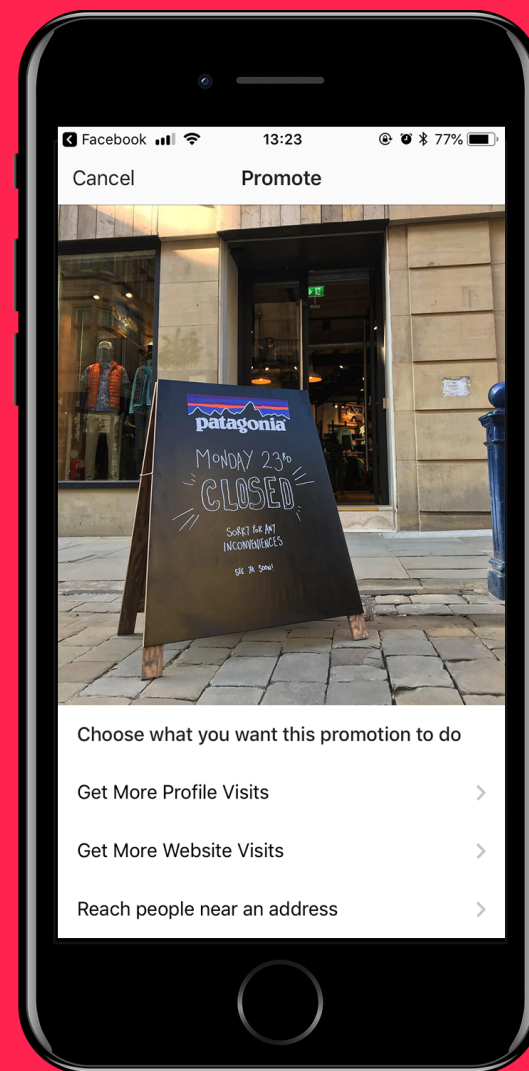
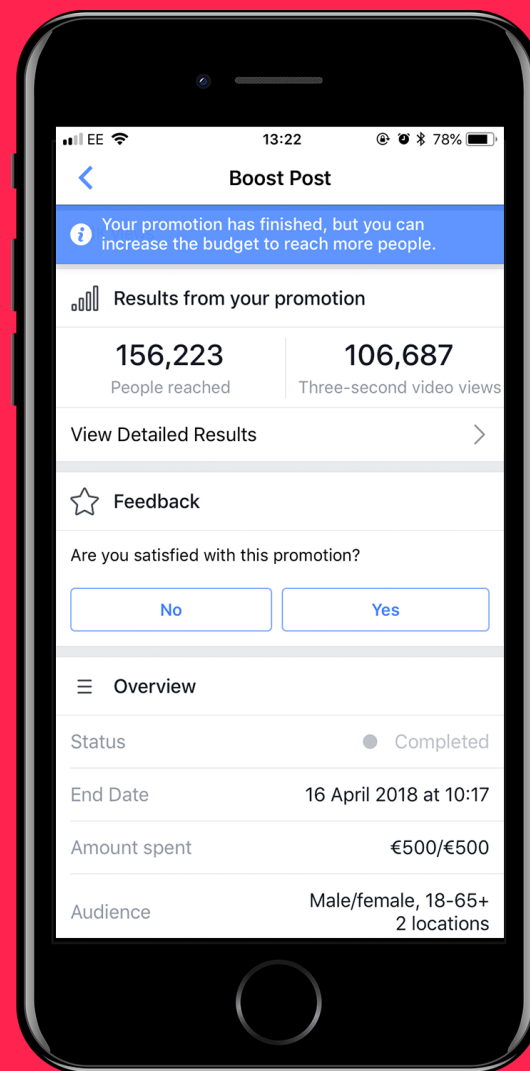
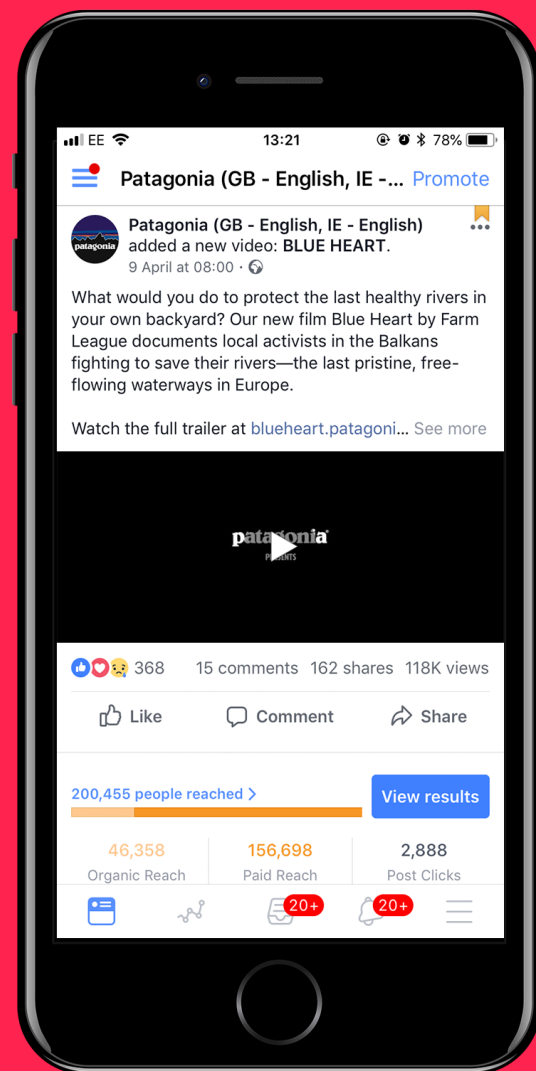
business.facebook.com

Custom audiences



business.facebook.com

Boosting posts

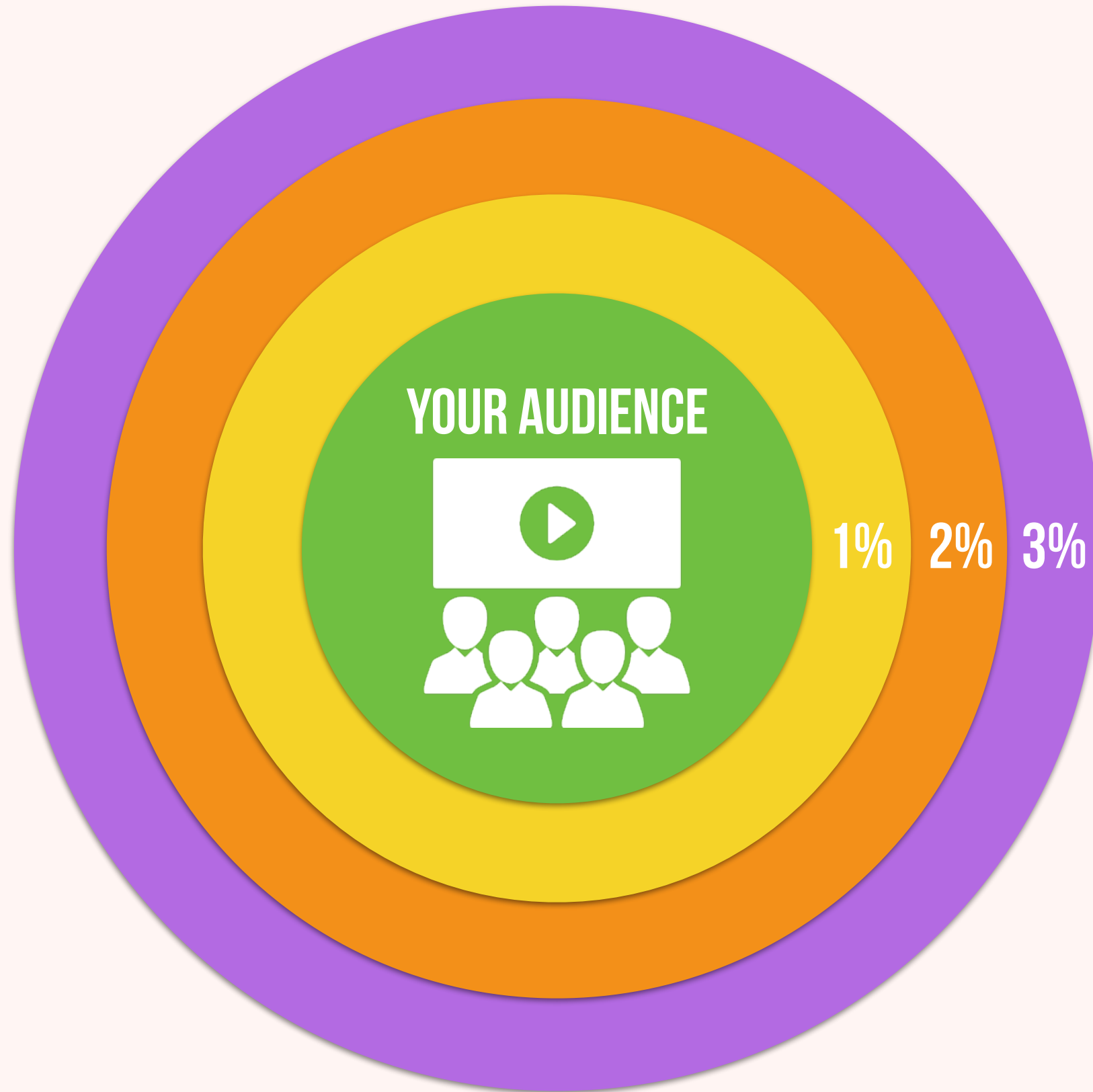


facebook.com/business/inspiration

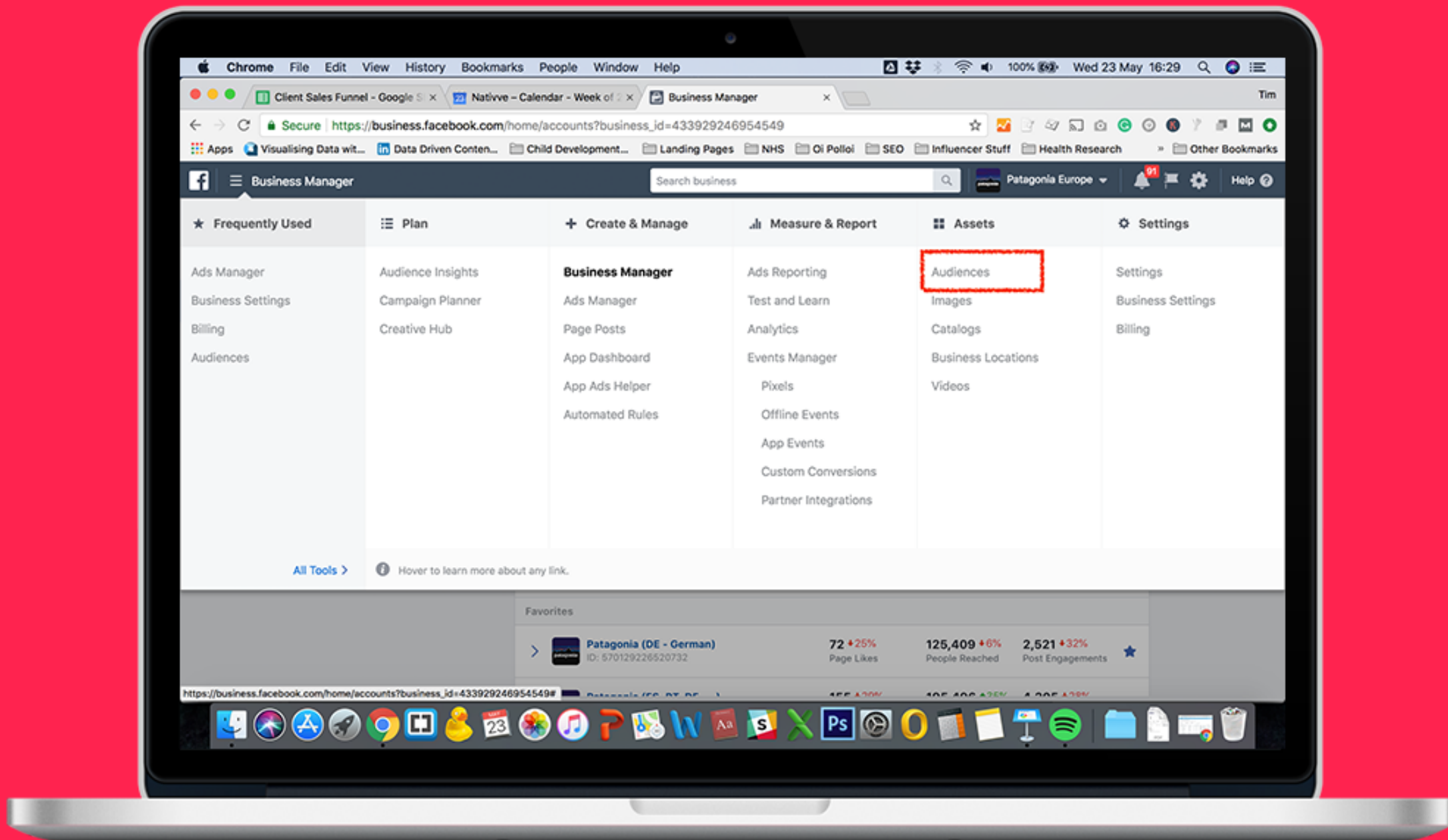
**Getting
out of your
bubble**



Lookalike audiences

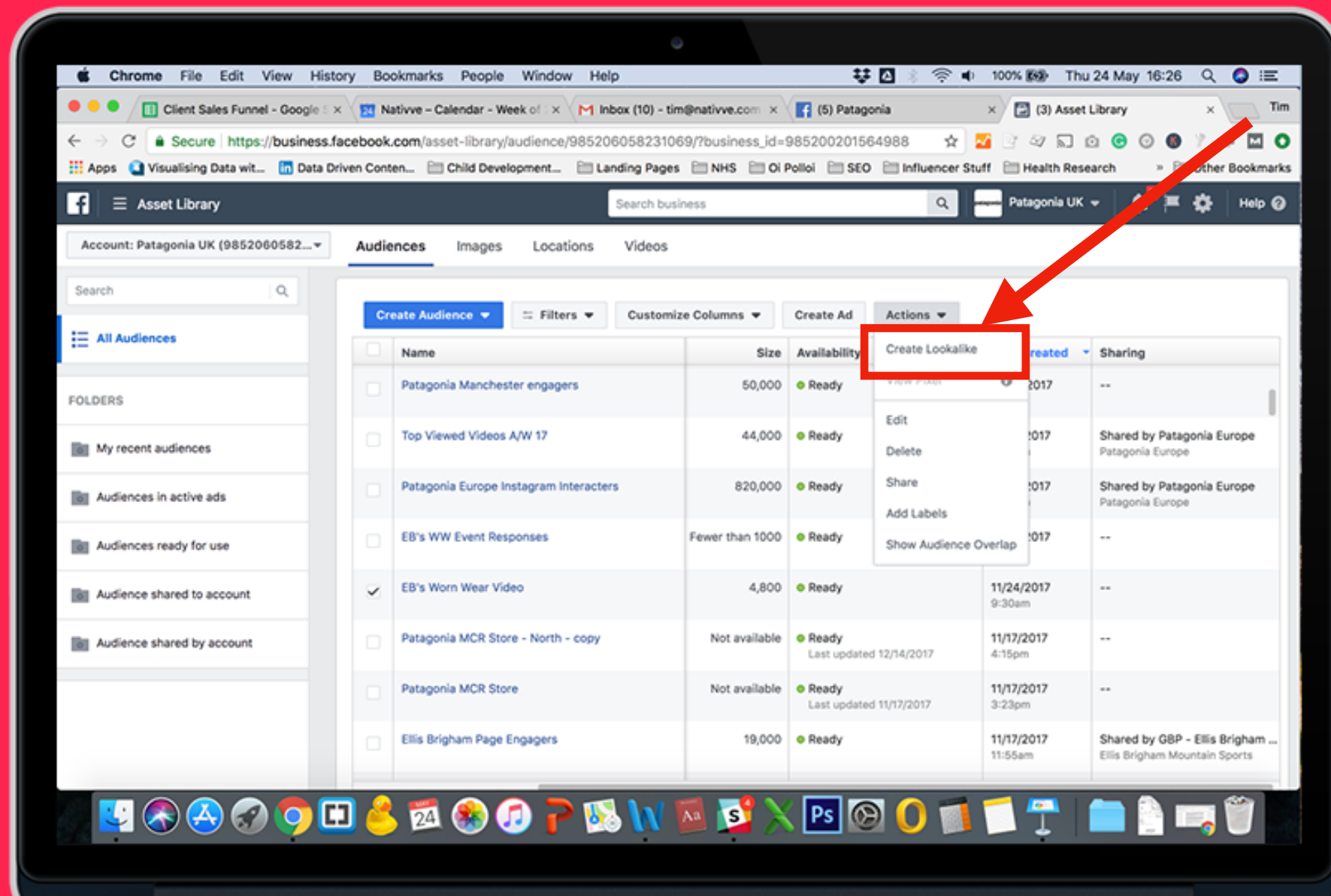


Lookalike audiences



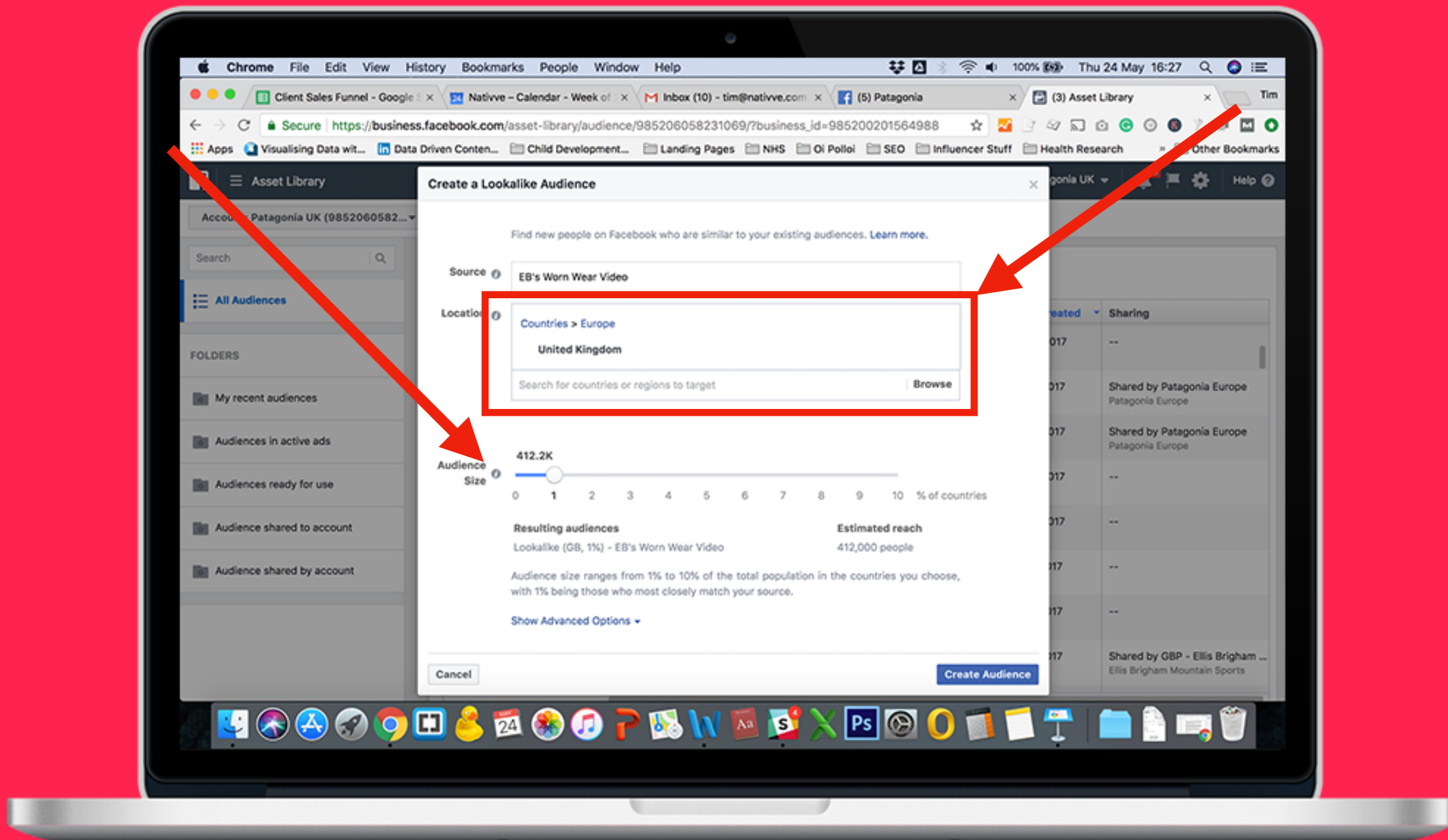
business.facebook.com

Lookalike audiences



business.facebook.com

Lookalike audiences



business.facebook.com

**Working
smarter with
stakeholders**

Stakeholder audiences

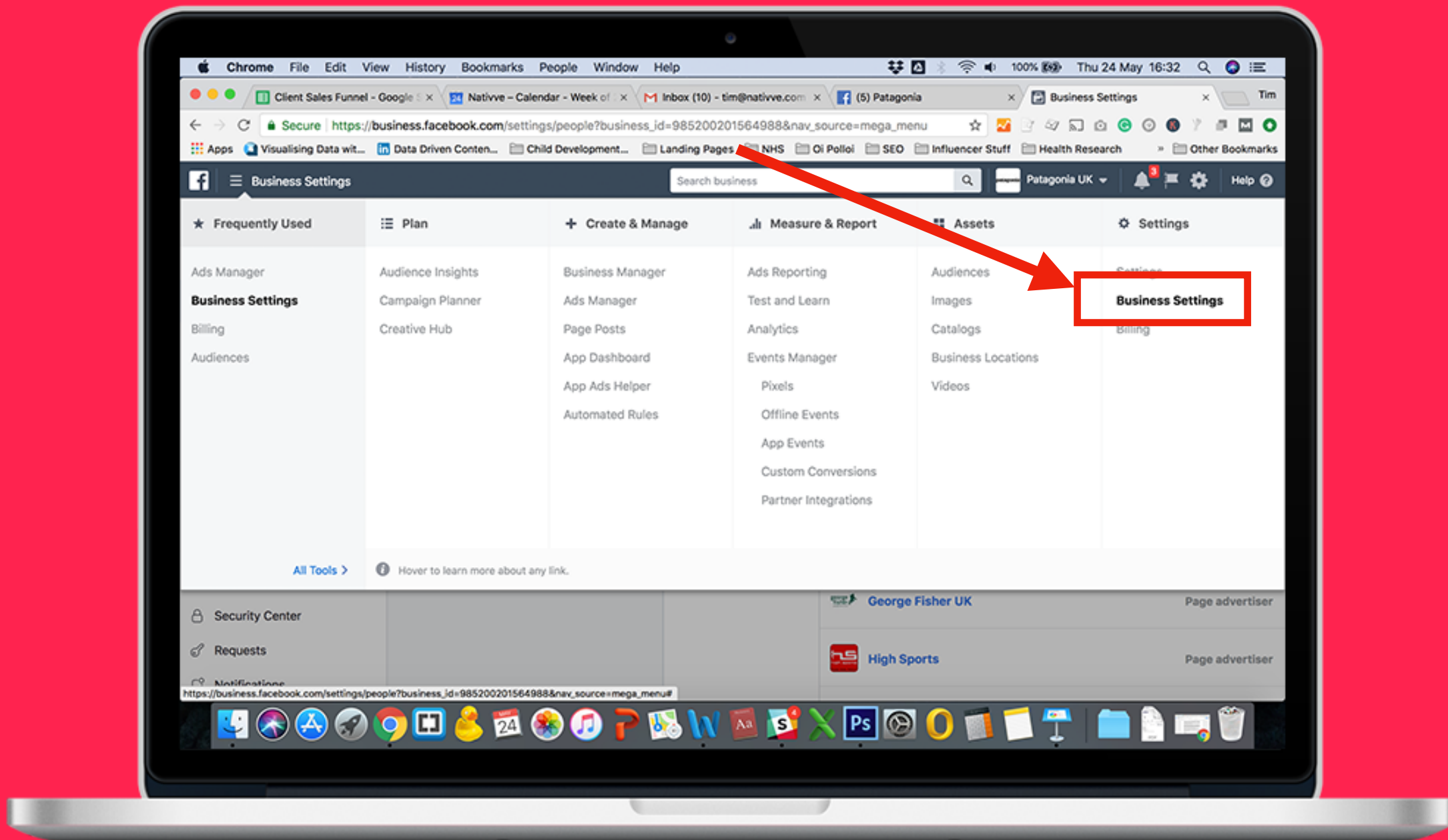
patagonia®



proper

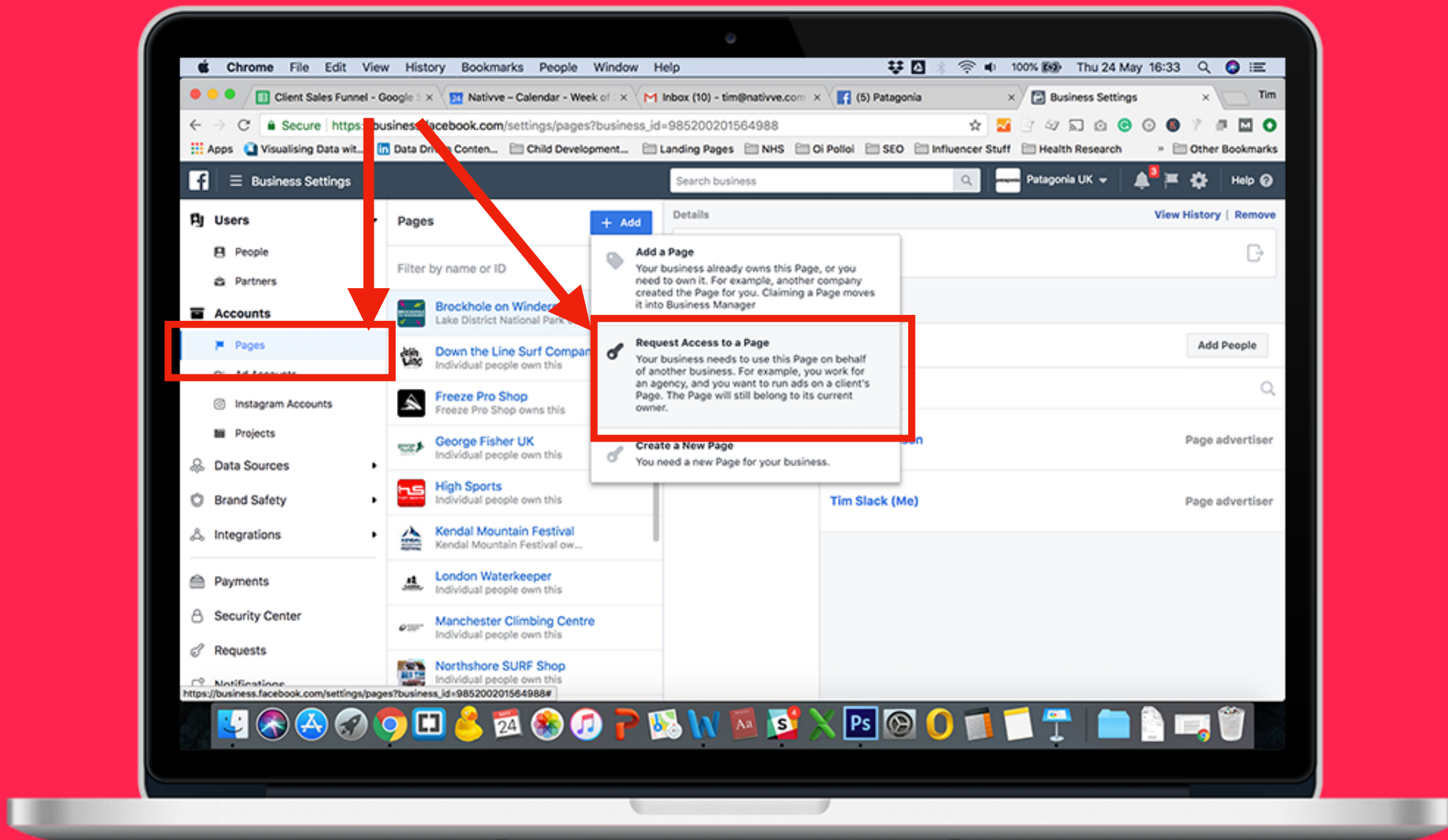


Stakeholder access



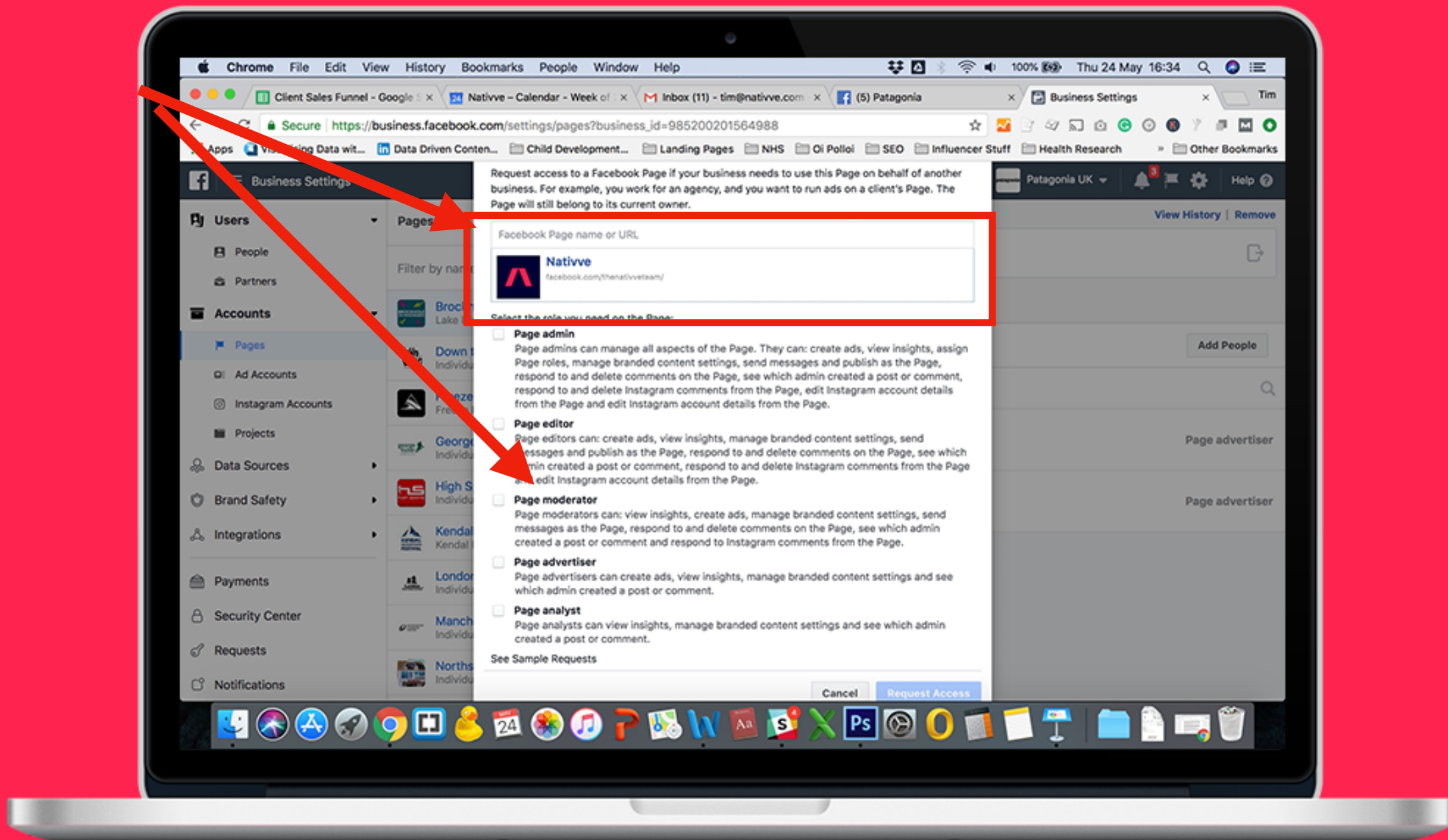
Request 'Page Advertiser Rights'

Stakeholder access



Request 'Page Advertiser Rights'

Stakeholder access



Request 'Page Advertiser Rights'

Patagonia (GB - English, IE - English)

Sponsored ·

Like Page

Our friends at [London Waterkeeper](#) aim is to see a flourishing River Thames that's clean enough to swim in. We went on an urban hike along the river bank with the guys from [Proper Magazine](#) & [The Brokedown Palace](#) to find out more.

A Thames Fit to Swim

Find out how we got on and how you can support London Waterkeeper.

[THAMESFITTOSWIM.LONDONWATERKEEPER.ORG.UK](#)

Learn More

174 reactions · 8 Comments · 14 Shares



A Thames Fit to Swim

By Mark Smith - Proper Mag



Proper Magazine

24 October at 14:02 ·

...

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 ·

The Brokedown Palace

Sponsored ·

Like Page

We have a right to know when the River Thames is polluted. Sign London Waterkeeper's petition to encourage Thames Water to tell us when its sewers overflow.

Petition For A Swimmable Thames

Find out more and sign the petition

[Sign Up](#)

Petition For A Swimmable Thames

Find out more and sign the petition

172 reactions · 23 Comments · 57 Shares

London Waterkeeper

Sponsored ·

We have a right to know when the River Thames is polluted. Sign our petition to encourage Thames Water to tell us when its sewers overflow.

A swimmable Thames could **benefit** thousands of people.

Petition For A Swimmable Thames

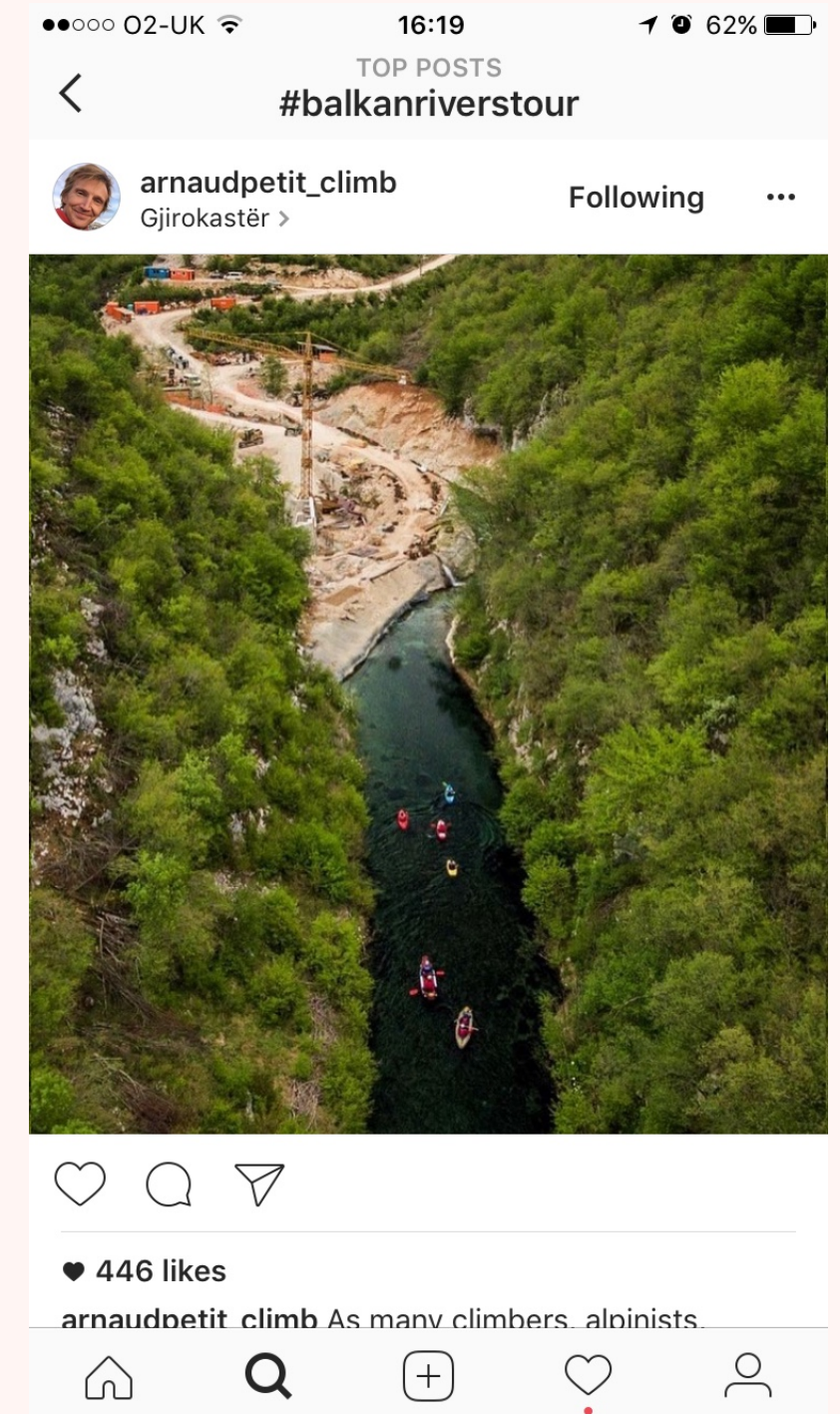
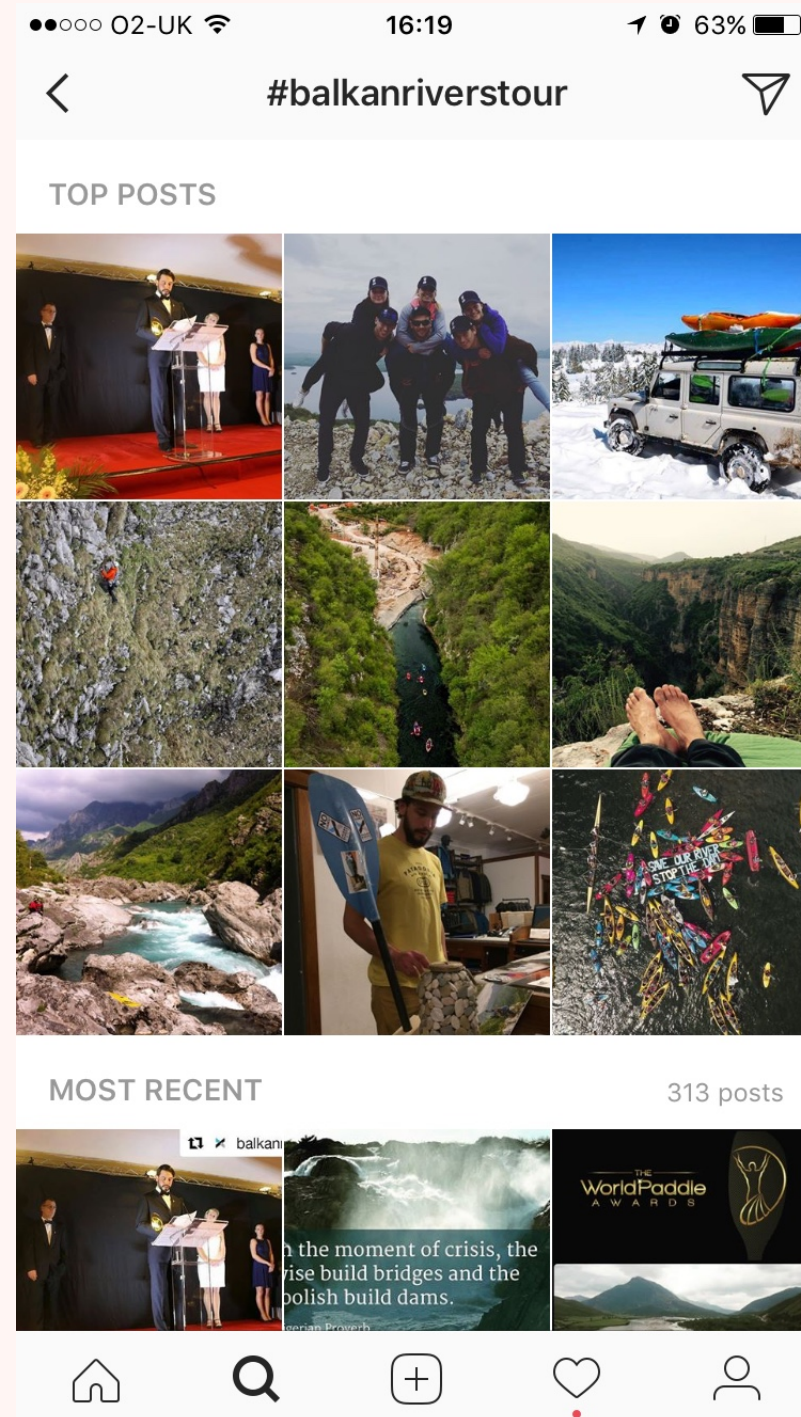
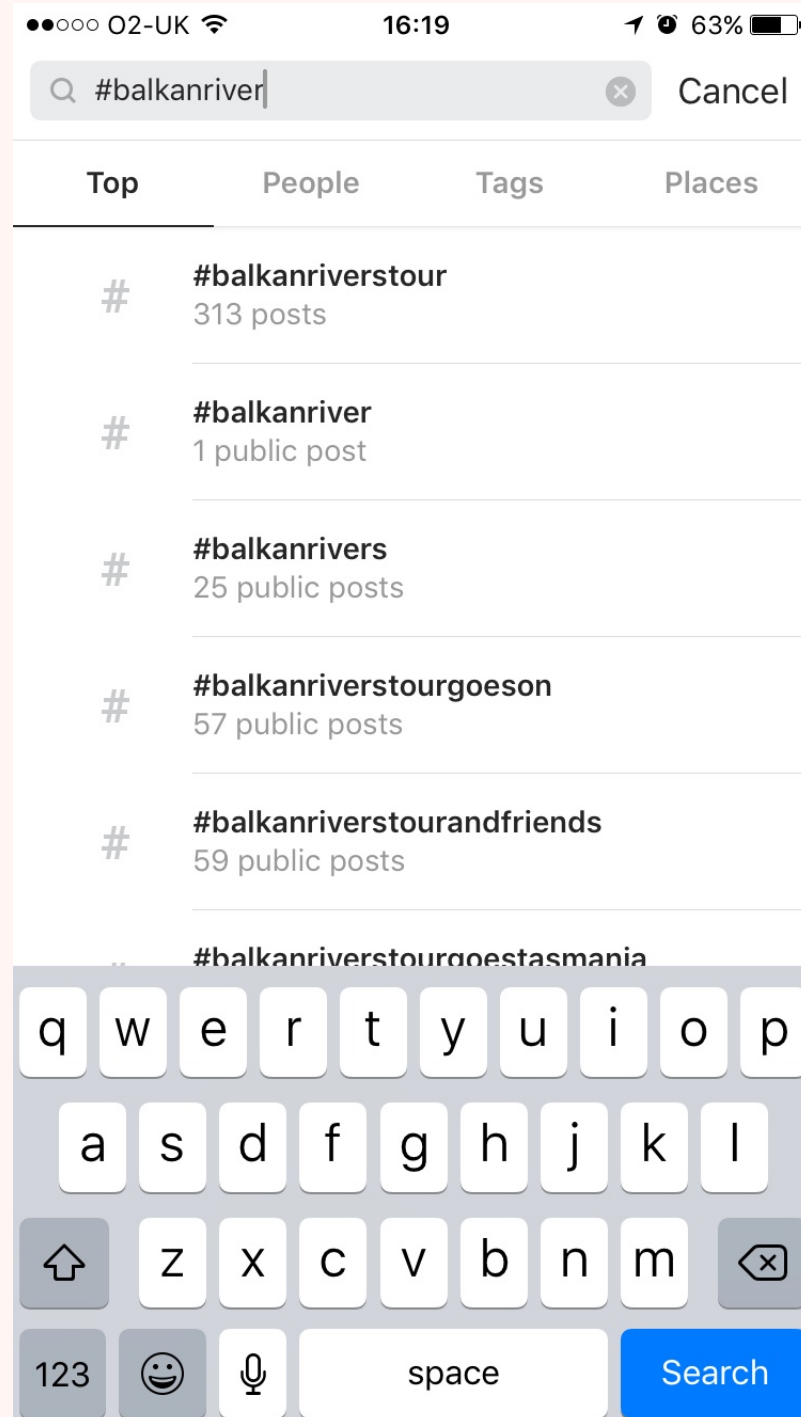
Find out more and sign the petition.

[Sign Up](#)

114 reactions · 13 Comments · 55 Shares

**Engaging
advocates
with
influence**

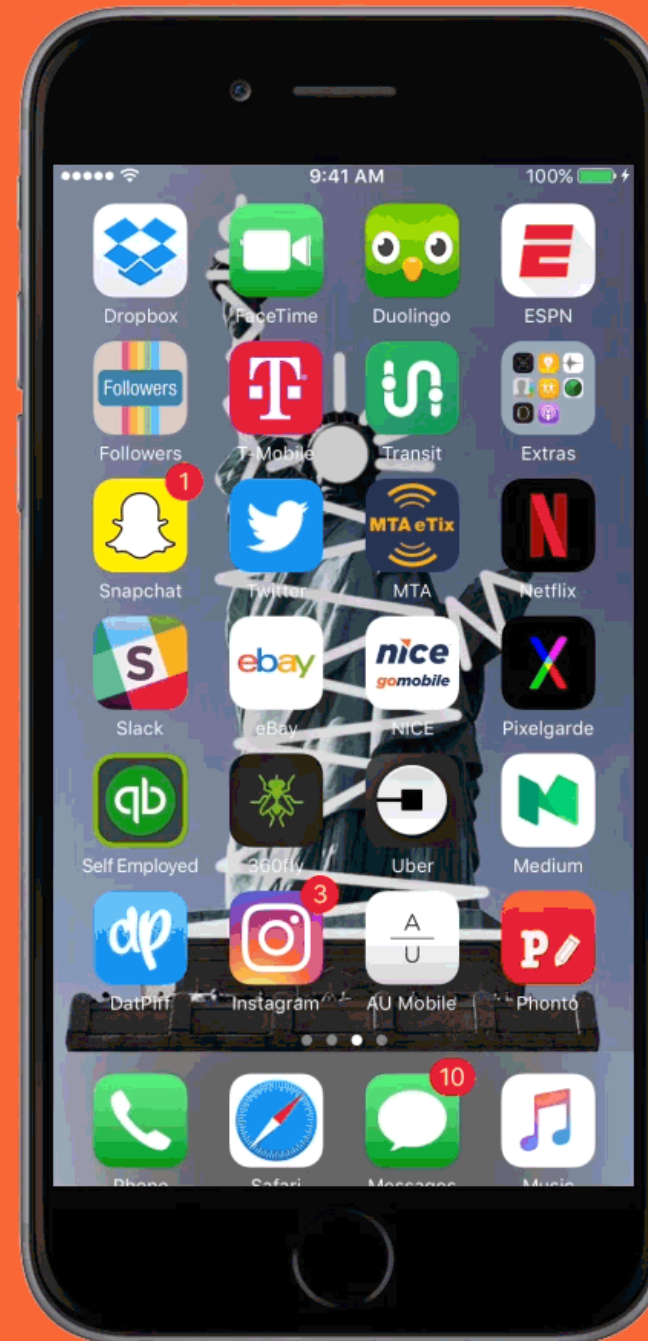
How to find influencers?



How to contact influencers?



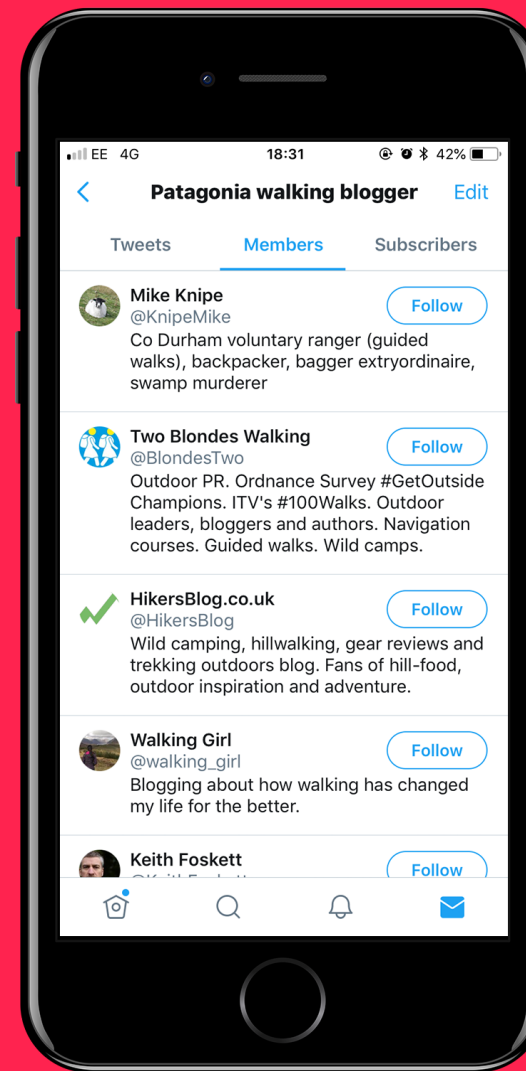
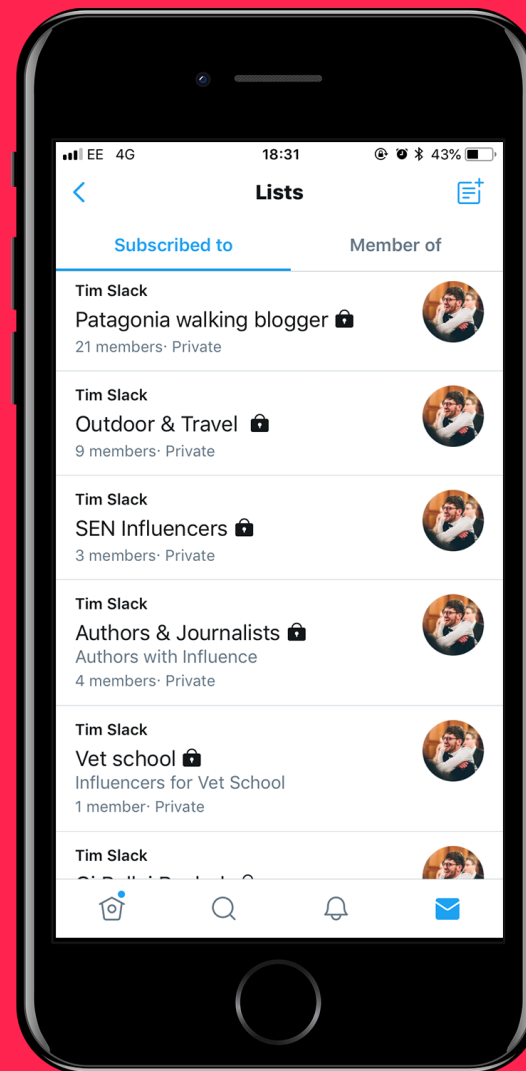
Open up
Instagram and
find the three
little buttons in the
top right corner
of an individual's
account, click,
then select
"Send Message."



Twitter



Relationships
Outreach
Influencers



53.2474° N, 1.7640° W
555 SQ MI (1,427 KM2)



Social media for business workshop