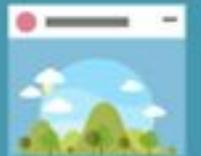
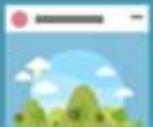
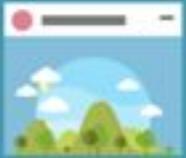
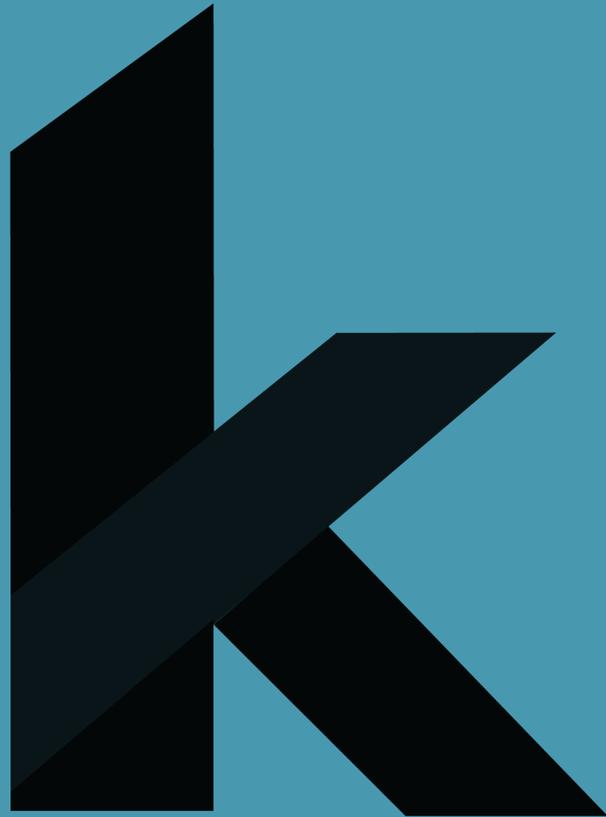


Digital Ready / FOR BUSINESS

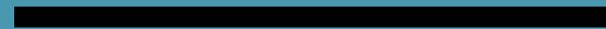
Wildcare Tasmania Presentation

digitalready.tas.gov.au





Kingthing Marketing



We believe in your business



Social Strategy

Developing a strategy for social media is super important...

Why continue to post on social media?



Keeps you connected with the community



Helps people understand your value



Showcases what you do in the community



Keep's the algorithm going!

Good content should...

Increase brand
awareness

1.

Tell a story

2.

Build trust

3.

Be creative!

4.

Your content should be engaging, on brand and resonate with your target market

Plan your content...

SOCIAL TIPS	DIGITAL TIPS	HOW TO/CASE STUDY	APPS & PROGRAMS	SMARTPHONE
Social Presence	Word	Write a resume	Skype	Calculator
Digital footprint	Excel	Update your addresses online	Bank apps	Spirit level
How to use it as a resume	Google Docs	Internet banking	Abc Iview	Torch
How to use it to get a job	Keyboard shortcuts	Stay in contact with loved ones	Crossword puzzles	What do updates mean, what's going to happen
Write a post	Email spam	Use Google search engine	Brain Teasers	Camera
Share a picture	Email security	Call people using the internet search	Weather	Managing your photos
Share a video	Abbreviations	Install security software	Car finder	Using the Internet
Connect with friends	Shortcuts on keyboards	Use Emails	Pillboxie	Connecting to WIFI
How to hashtag	Text messages	Technology tutorial videos	Goodreads	Using your data and what that means
Emoji	Camera	What to take when travelling	Podcasts	Using Apps
Comment on posts	Scan a document	Use the camera on your phone	E-books	Aeroplane Mode
Like Posts	Convert a document	Cloud	Find my phone	Bluetooth
Share Posts	Safari	Smartwatch	Blood pressure monitor	Hotspotting to another device (smart Tv)
Community Groups	Bing	Google Maps	Netflix	Software updates
Events	Yahoo	Online Newspapers	Stan	Sounds/Ringtones
Stories	Notes	Siri	Facebook	Privacy
Boomerang	Typing on keyboard	Google Home	Instagram	How to charge your device

Channel

Date	Day	Holidays	Local Events	Facebook	Paid Social
11-Nov-20	Monday	REMEMBRANCE DAY / NATIONAL RECYCLING WEEK		SOCIAL TIPS	
12-Nov-20	Tuesday				
13-Nov-20	Wednesday	WORLD KINDNESS DAY		APPS & PROGRAMS	
14-Nov-20	Thursday			DIGITAL TIPS	
15-Nov-20	Friday				
16-Nov-20	Saturday				
17-Nov-20	Sunday			HOW TO/CASE STUDY	
18-Nov-20	Monday				
19-Nov-20	Tuesday	ENTREPRENEURS DAY		SMARTPHONE	
20-Nov-20	Wednesday				
21-Nov-20	Thursday	WORLD HELLO DAY		DIGITAL TIPS	
22-Nov-20	Friday				
23-Nov-20	Saturday			APPS & PROGRAMS	
24-Nov-20	Sunday			SMARTPHONE	
25-Nov-20	Monday				
26-Nov-20	Tuesday	NATIONAL CAKE DAY		EVENTS/LIBRARY	
27-Nov-20	Wednesday			SOCIAL TIPS	



Content Tips

Writing Tips



Never Say 'I'

Make sure your content is written in the third person.

Consumer Facing

Focus on your customer, not your group.

Be Consistent

Be consistent across all of your marketing channels.

Avoid keyword stuffing

You need keywords to be found, but don't go overboard!

Key Messages - Media Guidelines

Roll up your sleeves and make a difference.

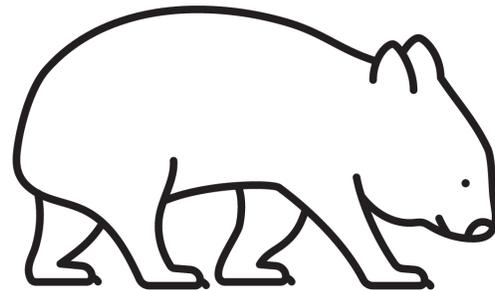
Our Tasmania is special.

It's up to us.

Everyone can be involved.

It can change your life.

Partners with Parks and Wildlife.



80/20

Rule of content

Post 4 updates that benefit your followers for every 1 update that promotes your volunteer group.



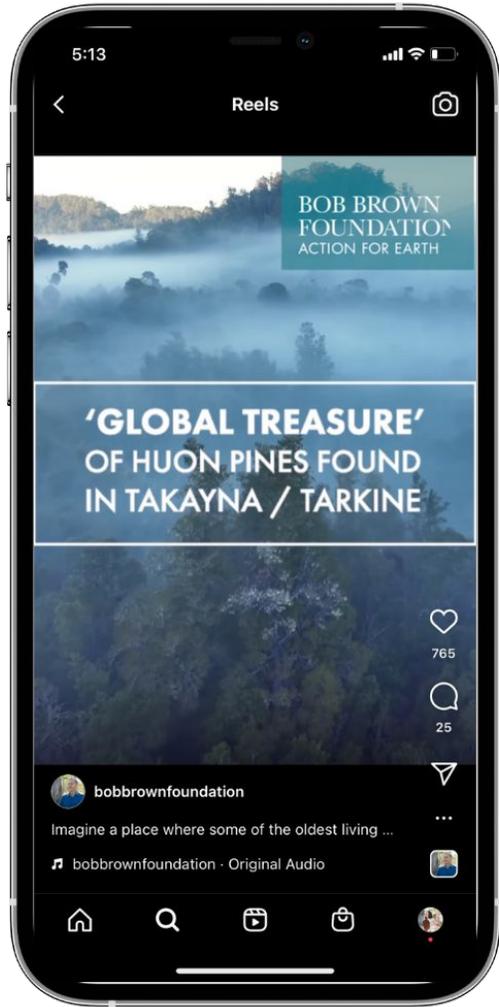
Photography

- Where possible, invest in good photography
- Use the features on your phone! Rob has a great presentation on this.
- Try photo editing apps



Instagram Stories

- 500 million active daily users worldwide
- 1/3 of the most viewed stories are from businesses
- Great way to create engagement with your audience



Instagram Reels

- Instagram is promoting the feature
- Fun way to get message into the market
- Ideas- Flora and Fauna, most remote place you have been, volunteer of the week

Tik Tok



- 40% of users are aged 16-24
- Emerging market of young climate activists
- Aspirational and educational content





Posts with...

- Faces get 38% more likes than photos not showing faces.
- Tagged with a location see 79% higher engagement than posts not tagged with a location



digitalreadytasmania



Do use hashtags that are relevant to the theme of your content.



Do check which hashtags your fans already use and follow.



Do mix well-known and niche hashtags to broaden your discoverability.



Do use specific hashtags so your fans can easily search for your content. You can even create your own!



Do keep the number of hashtags



Liked by josiemurray_ and others

digitalreadytasmania Instagram has recently released a sturdy recommendation around hashtag usage, which is great news for those always wondering "how many... more

31 January

Create a unique hashtag

Your business name or a current campaign.

Don't overdo it

3-5 hashtags are ideal, always hashtag in the caption, not comments.

Choose less frequent but popular hashtags

If you use hashtags that are too general, your content will soon be pushed out.

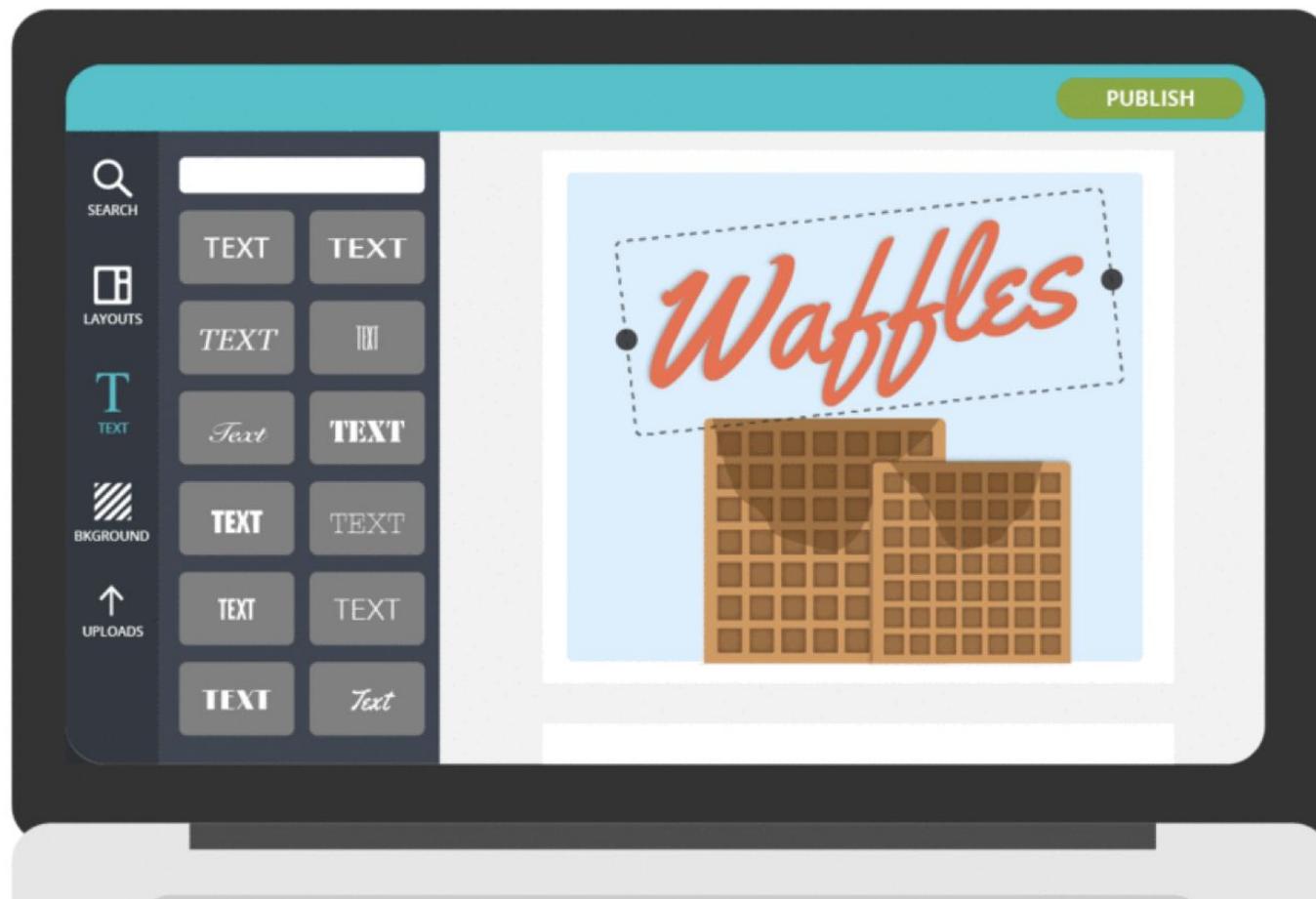


Attracting & Retaining Volunteers

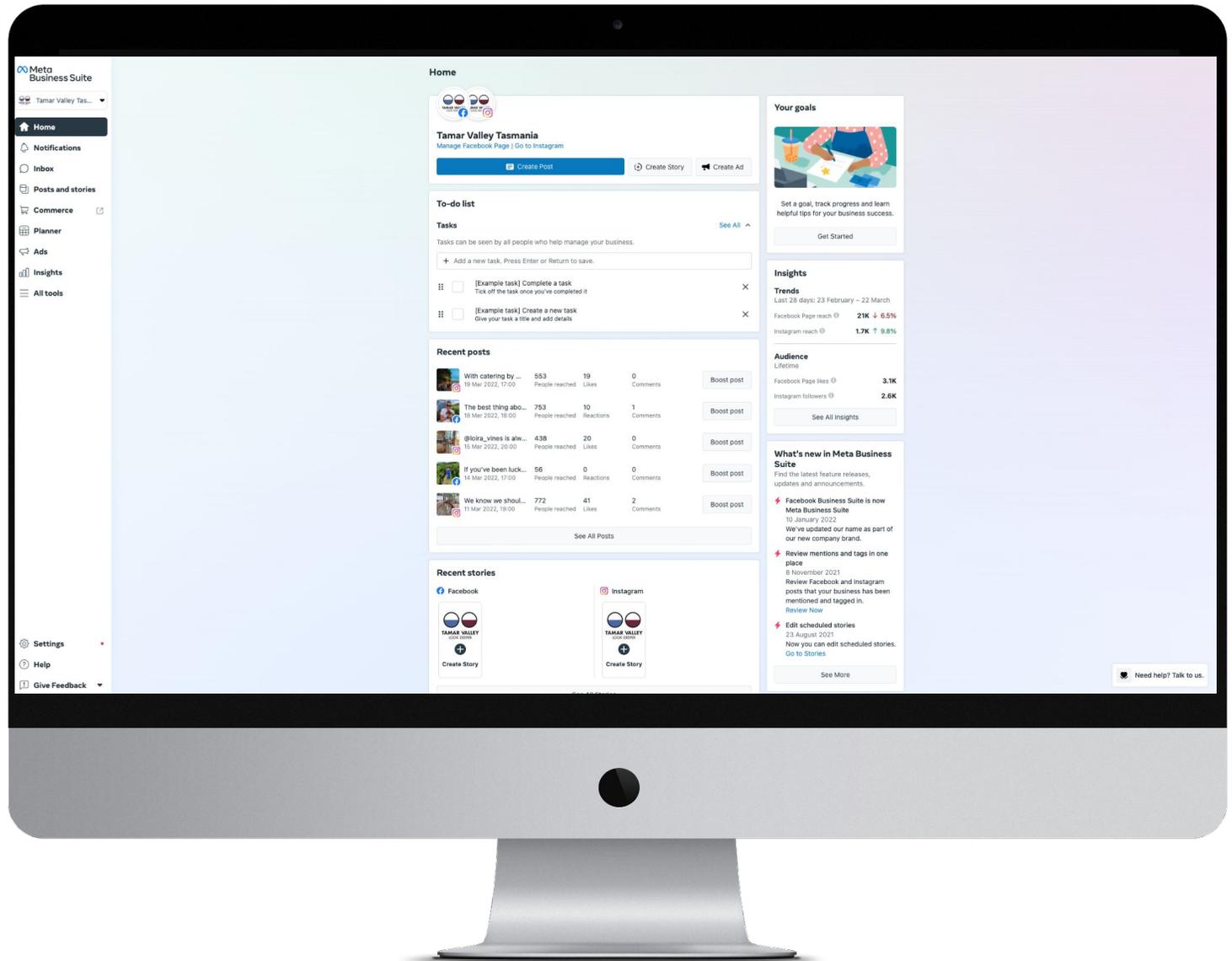
Spreading the word

Acknowledge you're part of Wildcare Tasmania, use the content to your advantage!

- Instagram - Tag the profile: @wildcare_tasmania in the photo. You can also write @wildcare_tasmania in the caption AND #wildcaretasmania.
- Facebook - tag us by writing @wildcaretas in your post.
- Please add a link to the wildcare website (either the home page, or your Branch page) in the 'About' section on your fb page and in your Instagram profile/bio.
- If you have your own website, please acknowledge that your Branch is a part of Wildcare Tasmania and provide a link to our website in the 'About' section.
- Have you got a great story that you can share on the Wildcare Tasmania website? Get in touch!



Business Suite



Attracting Volunteers

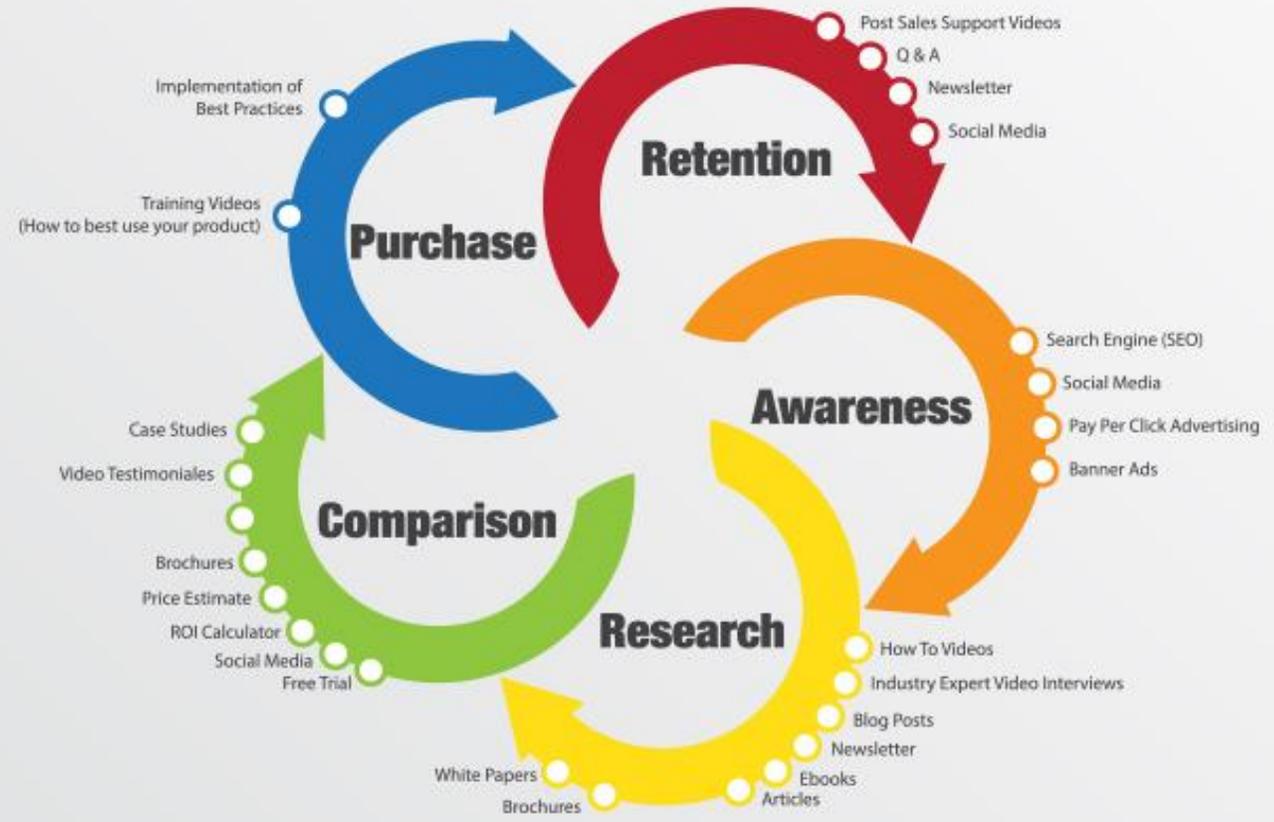
- **Be Specific. What do you actually need these people to do?**
 - **Find what these people look like - and ask them!**
 - **How many of them do you need?**
- **Can you break it down into a few positions so there is less time commitment? #microvolunteering**
 - **How can you benefit them? #volunteerperks**

Retaining Volunteers

- What is the onboarding process like? Do they feel looked after & supported? Is there a handbook/induction/personal meet & greet?
- Database of previous volunteers- important for retargeting
 - Make the experience enjoyable- recognise and reward
 - Bring a buddy
 - Autonomy, purpose, belonging

Encouraging Donations

BUYING CYCLE



Digital Ready / FOR BUSINESS

2-hours FREE mentoring/training

digitalready.tas.gov.au

or

1800 955 660

digitalready.tas.gov.au