



activate
YOUR COMMUNITY

with
ALECIA HANCOCK

you are in the right place if

**YOU KNOW SOCIAL MEDIA HAS A LOT OF
POTENTIAL, BUT YOU'RE AFRAID OF
GETTING IT WRONG**

you are in the right place if

**YOU WANT TO UNDERSTAND THE POWER OF
SOCIAL MEDIA FOR YOUR ORGANISATION**

National Childcare Barometer

2017

What is your current operational business focus?

Increasing occupancy

76%

Upgrading facilities

40%

Hiring/retaining staff

23%

Staff training and development

50%

Technology enablement

17%

NQS Assessment

22%

Quality improvement

42%

Continue as is

14%

Other (please specify)

1%

*N=207 respondents
Respondents were asked the above question.
Percentages indicate the percentage of
respondents who selected the response listed.*



72%

Average occupancy
per service operator

Decreasing Stable Increasing

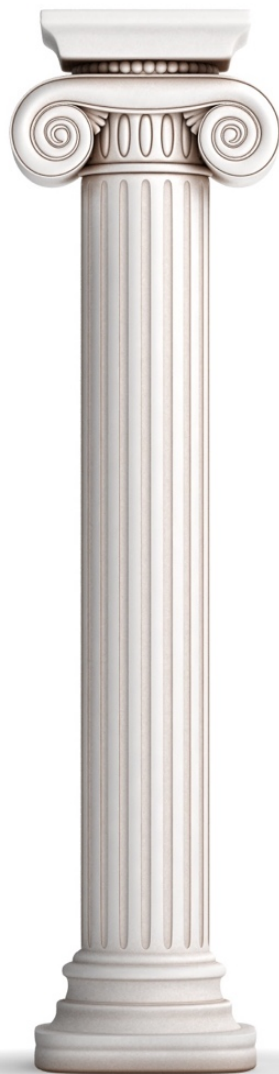
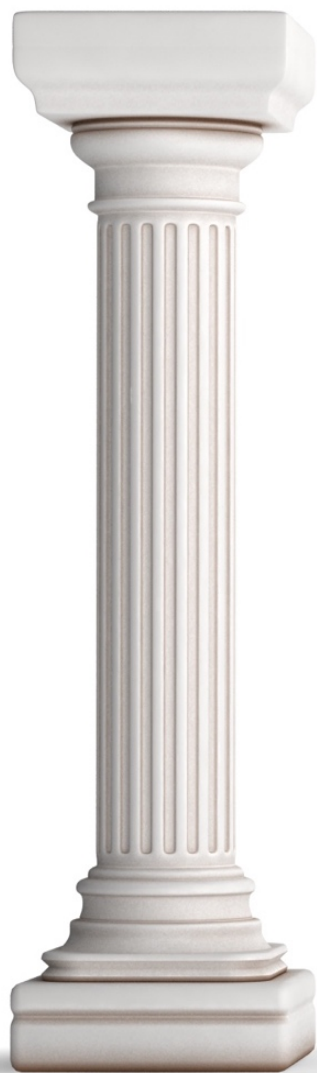


Occupancy trends
for service operators



93%

Rely on word of mouth
for advertising



WHAT YOU'LL LEARN

THE THREE PILLARS:

WHERE

WHO

WHAT

WHAT YOU'LL LEARN

WHERE:

Which social media platforms should you be using & why?

WHAT YOU'LL LEARN

WHO:

Who you are talking to and
why that matters.

WHAT YOU'LL LEARN

WHAT:

The 4 point strategy for creating compelling social media content.





Micro Business Award



COOL











Ronald McDonald House®
PERTH



Royal Life Saving
THE ROYAL LIFE SAVING SOCIETY WESTERN AUSTRALIA INC



Just Sayin'

**TELL THE RIGHT STORIES
IN THE RIGHT PLACE
TO THE RIGHT PEOPLE
AT THE RIGHT TIME**

Step
01

Where



Australia.com ✓
@SeeAustralia

- Home
- About
- Photos
- Events
- Videos
- Posts
- Notes
- Community

Create a Page



Liked ▾

Following ▾

Share

⋮

Learn More

Message

Status Photo/Video 



Write something on this Page...

Photos

Regional website

Community See all

-  Invite your friends to like this Page
-  7,937,515 people like this
-  7,642,984 people follow this

Timeline Photos



Like Comment Share

Options



Australia.com

Page Liked · 1 August · Edited ·

Sending you a handful of baby koala from Wildlife HQ - you're welcome! 🐨

Photo: [instagram.com/suejade](#) — at Visit Sunshine Coast.

Like Comment Share

44k

Top comments

5,043 shares

2.6k comments



Australia.com This cutie's name is Beau, and he lives at Wildlife HQ zoo on Queensland's Visit Sunshine Coast. Given he's so adorable, Beau is the ideal ambassador for koala conservation in Australia, which is critical to ensure the protection and survival of these native Aussie animals.

Photo: [instagram.com/suejade](#)



Write a comment...

Emoji Photo GIF Video



Instagram

Search



petrescueau

Follow



...

702 posts

18.6k followers

541 following

PetRescue.com.au PetRescue.com.au We are a national animal welfare charity connecting thousands of rescue pets with loving new homes every month. ❤️

www.petrescue.com.au



talk to me

Which platforms do you use?



The average user spends



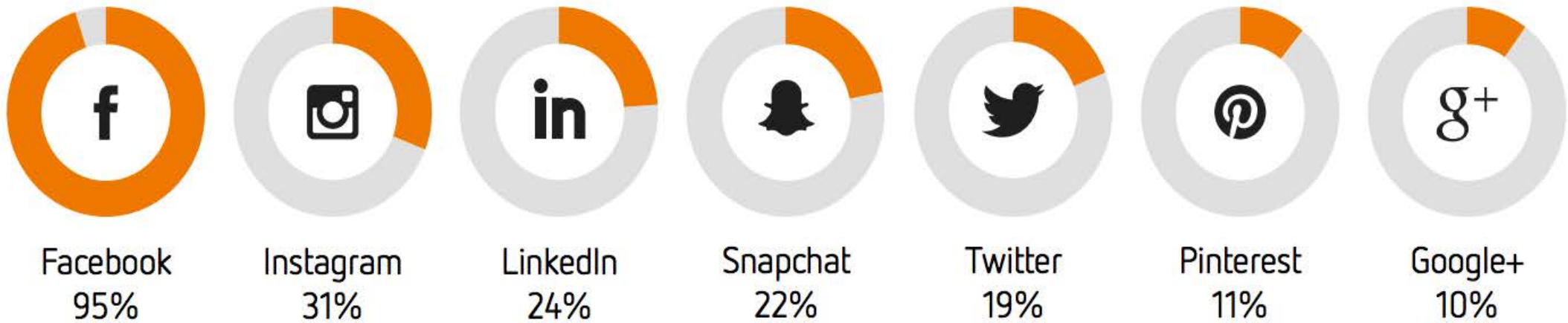
12.5 hours a week on Facebook...



That's up a whopping 4 hours since 2015

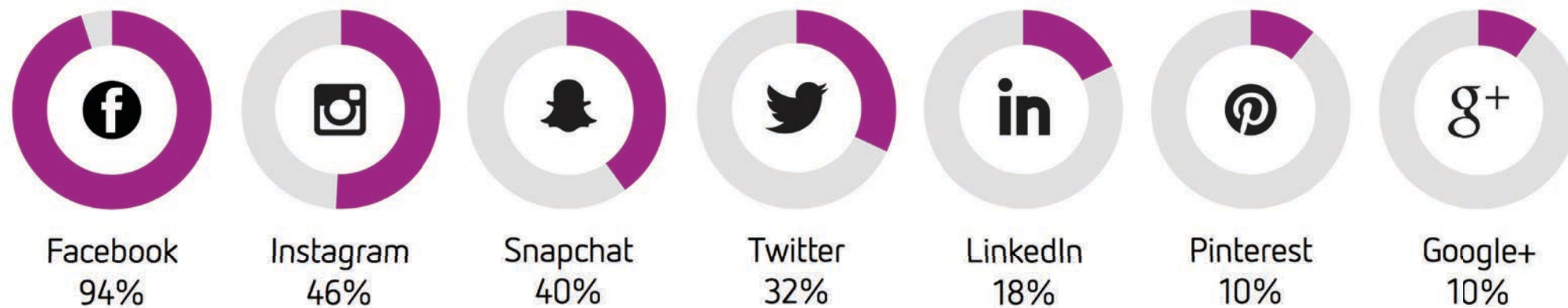
Social networking sites used this year

2016

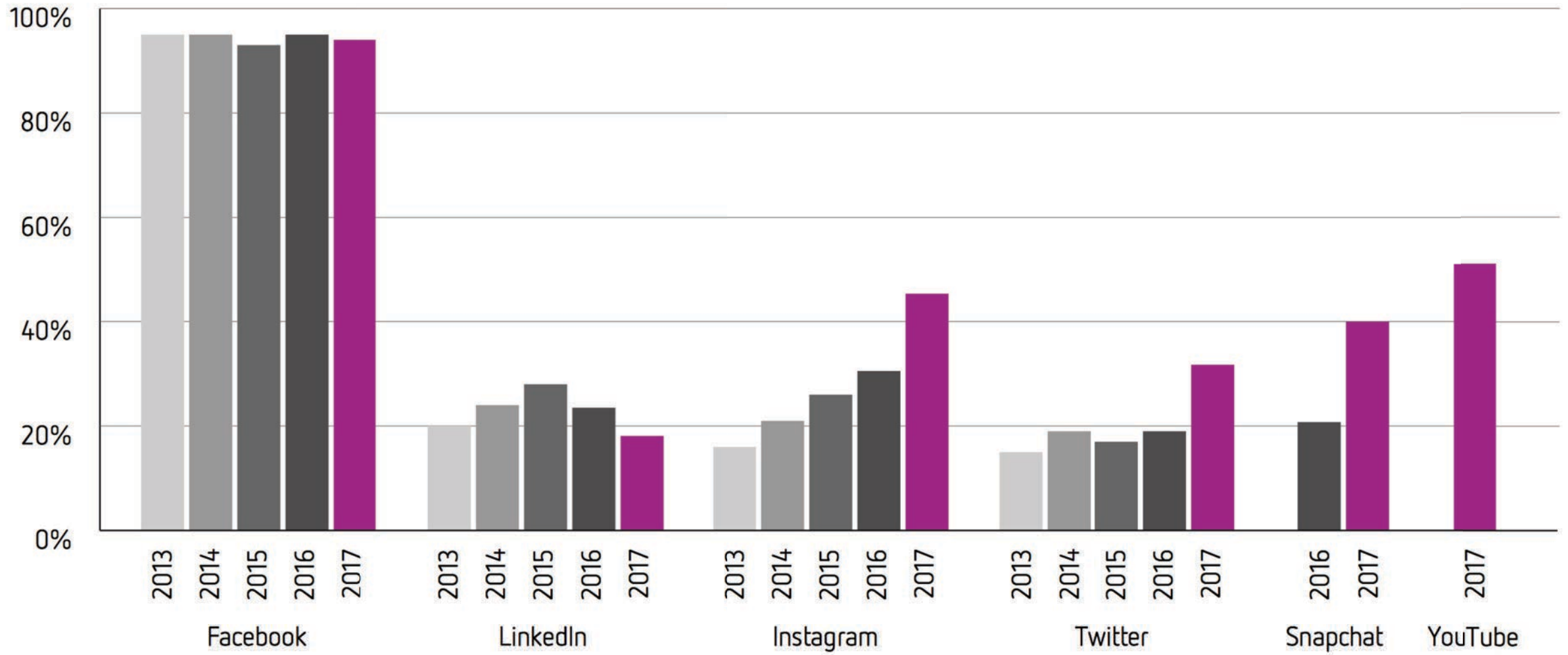


Social networking sites used this year

2017



Social networking sites used



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Social networking sites used	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Facebook	92%	96%	100%	93%	99%	97%	100%	95%
LinkedIn	32%	22%	23%	12%	19%	5%	12%	25%
Instagram	26%	31%	24%	42%	43%	40%	61%	53%
Google+	12%	8%	9%	10%	15%	13%	6%	13%
Twitter	22%	14%	9%	36%	23%	26%	35%	35%
Pinterest	10%	16%	13%	8%	4%	1%	10%	12%
Snapchat	19%	14%	15%	41%	45%	38%	52%	31%
Tumblr	3%	7%	4%	9%	10%	0%	5%	0%

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15M AUS Active Users

A broad reach platform with narrow targeting capabilities. Reach customers in a highly engaged environment, surrounded by cherished content from friends and family.



9M AUS Active Users

A mobile photo and video sharing platform. Slightly more female focused, but a strong focus on aspirational imagery.



6.4M AUS Active Users

A direct messaging app, attracting a young and early adopter market focused on sharing transient photos, videos and text.



4.7M AUS Active Users

A fast paced content platform, attracting the young to middle market, focused on re-sharing and topic aggregation, fostering keyword and subject matter authority.



4.5M AUS Active Users

A professionally focused environment used by students through to top level executives, with a shared interest in business, professional and personal growth content from reputable organisations.



290K AUS Active Users

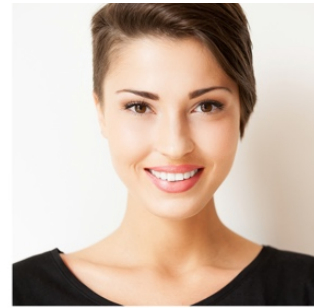
An image inspiration platform predominately appealing to women 20-55, with a strong focus on shareable and "pin-able" lifestyle content.

talk to me

**What is one thing that
surprised you most about the
different platforms?**

Step 02

Who



TIP

**CONSIDER
DIFFERENT PLATFORMS FOR
DIFFERENT AUDIENCES**



Best Day of Week to Post

M T W **Th** F S Su



Best Time of Day to Post (EST)

5 pm ⚙️

M T W **Th** F S Su



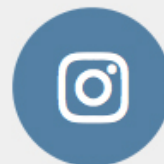
8 pm 🌙

M T **W** Th F S Su



9 am ⚙️

M T W Th **F** S Su



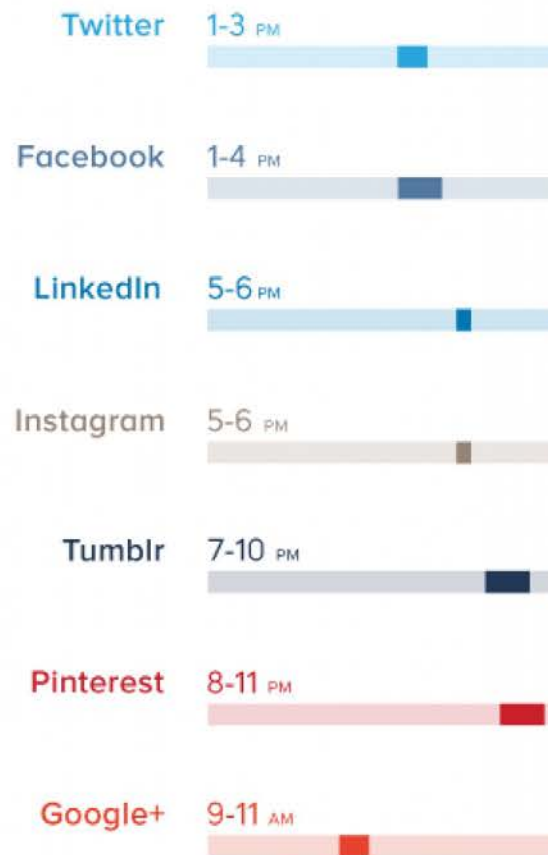
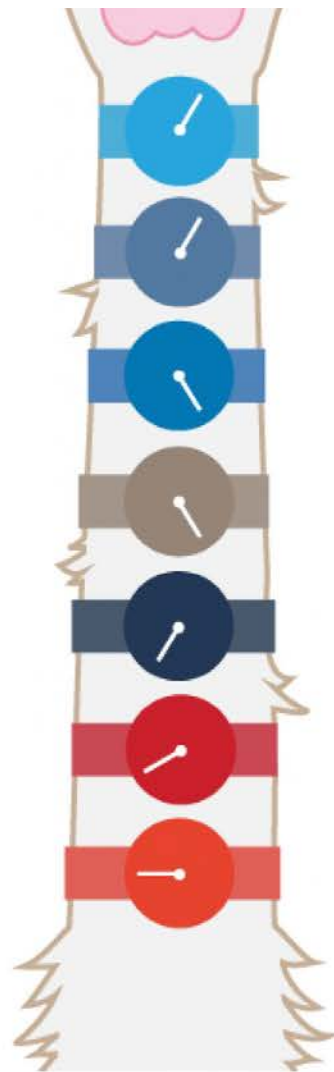
7 pm 🌙

M T W Th **F** S Su



1 am 🌙

TrackMaven



All times are Eastern Standard Time.

Source: bufferapp.com



Shared by: Social Hunt: <http://www.socialhunt.net/>

Facebook: Thursdays, Fridays, Saturdays, and Sundays at 9 am, 1 pm, and 3 pm are generally the best for reach and engagement. Saturdays and Sundays for the highest engagement. Posting at 3 pm will get the most clicks. Posting at 1 pm will get the most shares.

Twitter: Wednesdays at 12 pm, 3 pm, 5 pm and 6 pm, during people's lunch break and on their commute.

Instagram: Mondays and Thursdays between 8 am – 9 am.

LinkedIn: Tuesdays, Wednesdays, and Thursdays at 5 pm.

Pinterest: Saturdays between 8pm – 11pm.

Google+: Wednesdays between 9 am – 11 am.

TIP

**PEAK TRAFFIC
A BLESSING OR A CURSE?**

TIP

**IS YOUR AUDIENCE AVERAGE?
OR UNIQUE?**

Best time to post?

There is no best time to post!



Pages

Search Business



Hancock Creative



Help

Page

Inbox 2

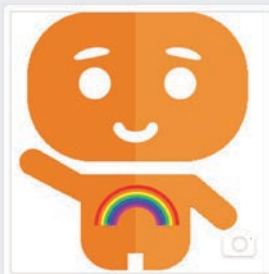
Notifications

Insights

Publishing Tools

Settings

Help



Hancock Creative
@hancockcreative

Home

Posts

Groups

Free Tips!

Videos

Photos

About

Reviews

Community

Promote

Manage promotions



Liked

Following

Share

...

Learn More



Write something...



Share a Photo or Video



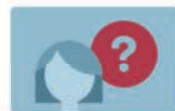
Advertise your business



Create Offer



Start a Live Video



Get People to Learn



Get Phone Calls



Get Messages



Help People Find

Consultation agency in Perth, Western Australia

5.0 ★★★★★

94% response rate, 3-hour response time
Respond faster to turn on the badge



2,921 likes +22 this week
Bradley A B Hill and 51 other friends



2,885 follows

See Pages Feed

Posts from Pages that you've liked as your

Overview

Likes

Reach

Page Views

Actions on Page

Posts

Events

Videos

People

Local

Messages

When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

2,476

2,476

2,473

2,473

2,478

2,482

2,476

Sun

Mon

Tue

Wed

Thu

Fri

Sat

TIMES

1,500

1,000

500

Midnight

3:00am

6:00am

9:00am

Noon

3:00pm

6:00pm

9:00pm

Midnight

- Overview
- Promotions
- Followers
- Likes
- Reach
- Page views
- Page previews
- Actions on Page
- Posts
- Events
- Videos
- Groups
- People
- Local
- Messages
- Instant Articles CTAs

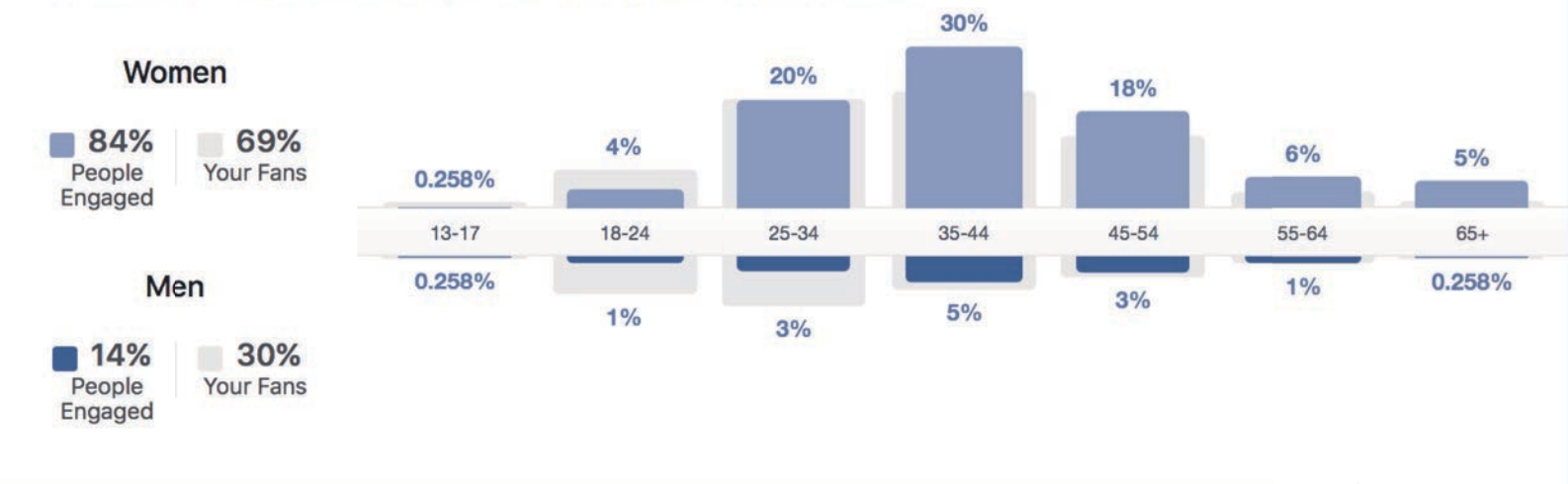
Your Fans

Your followers

People Reached

People Engaged

The number of People Talking About the Page by user age and gender.



Country	People Engag...	City	People Engag...	Language	People Engag...
Australia	371	Perth, Western Australia	295	English (UK)	267
United Kingdom	4	Sydney, New South Wa...	12	English (US)	138
New Zealand	3	Melbourne, Victoria	10	Greek	1
United States of America	3	Brisbane, Queensland	6		
France	2	Bunbury, Western Austr...	4		
Germany	1	Mandurah, Western Au...	3		

TIP

SCHEDULE CONTENT IN ADVANCE

- ▶ Facebook: Native in platform
- ▶ Twitter: TweetDeck
- ▶ HootSuite: Free for up to 3 social profiles



Hancock
Creative ✓
@hancockcreative

Home

Posts

Groups

Free Tips!

Videos

Photos

Nice to meet
Will you help change the

👍 Liked ▾

📶 Following ▾

➦ Share



Schedule your posts here



Boost post

Publish



Schedule

Backdate

Save Draft



1 Scheduled Post

Scheduled for 4 August at 13:48. See post.

talk to me

How will knowing your 'who'
and 'when' make a difference to
your social media?



Step 03

What

4 POSTS

Think about these each week:

Vision & Values

Conversation Starter

Education

Product/Brand

01

VISION & VALUES



Camp Quality

January 19 at 3:44pm · 🌐

Q - How can you tell who in the crowd is from Camp Quality?

A - Can we make it any more obvious?!



Like · Comment · Share · 👍 129 💬 7





Baptistcare shared Age UK's photo.

June 12 at 1:23pm · 🌐



What a BEAUTIFUL story! Childhood sweethearts Thomas and Elaine Howard have just celebrated their 70th wedding anniversary. It all started when Thomas sent Irene a birthday card when she was just 9 years old - 84 years later and the pair are still together 😊

Happy anniversary and congratulations on such a wonderful marriage together.



02

EDUCATION



World Vision Australia

April 29 at 1:55pm · 🌐

"The situation here is really grim, because it's really cold outside. We've been staying outside because of the aftershocks - everyone is in fear."

Sunjuli Singh from World Vision Nepal talks about the tough conditions for survivors of the Nepal Earthquake, many of whom have been left homeless or are afraid to return home.

World Vision is working to provide essential relief supplies for those affected. You can support our appeal today:
http://wva.me/_Nepal_Earthquake_Appeal_



Sunjuli Kunwar, Communications coordinator
World Vision, Nepal

97,836 Views



Firefighting Australia

Yesterday at 5:47 am · 🌐

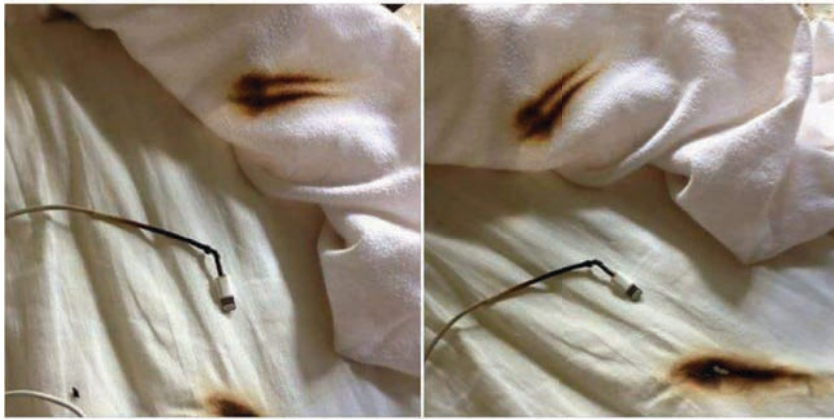
🔥🚒 Research has revealed that 53% of children charge their phone or tablet either on their bed or under their pillow. This is can be extremely dangerous.

The heat generated cannot dissipate and the charger will become hotter and hotter.

The likely result is that the pillow/bed will catch fire –placing the child (as well as everyone else in the property) in great danger.

Think....where do you & your family charge your moblie phone?

<https://www.facebook.com/firefightingaustralia/>



👍 Like

💬 Comment

➦ Share

👍👀❤️ 99

861 shares



Kidsafe Queensland

June 9 at 2:14pm · 🌐

Did you know that not all kids clothes are labelled low or high fire danger and the label is more about the design rather than whether or not the fabric will burn? Children's clothing and bedding can ignite near bar heaters and other radiant heat sources. Even though these pyjamas were rated low fire danger, flannelette is a highly flammable fabric. Within 30 seconds of laying these pyjamas on the heater they were smoking and by the 1 minute mark they were in flames. Do not rely solely on the fire danger ratings, do not leave kids unattended near heat sources and turn heaters off if you leave the room.



Like · Comment · Share · Buffer

👍 122 people like this.

Top Comments ·

↪ 560 shares

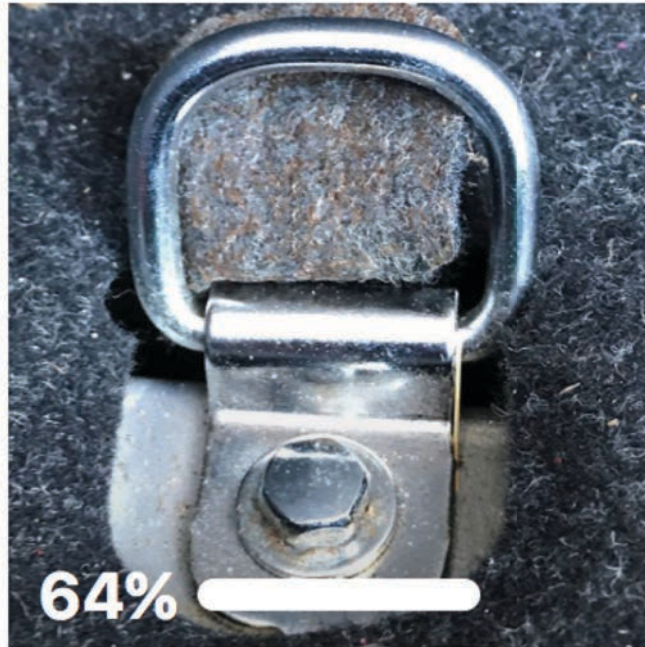


Kidsafe WA created a poll.

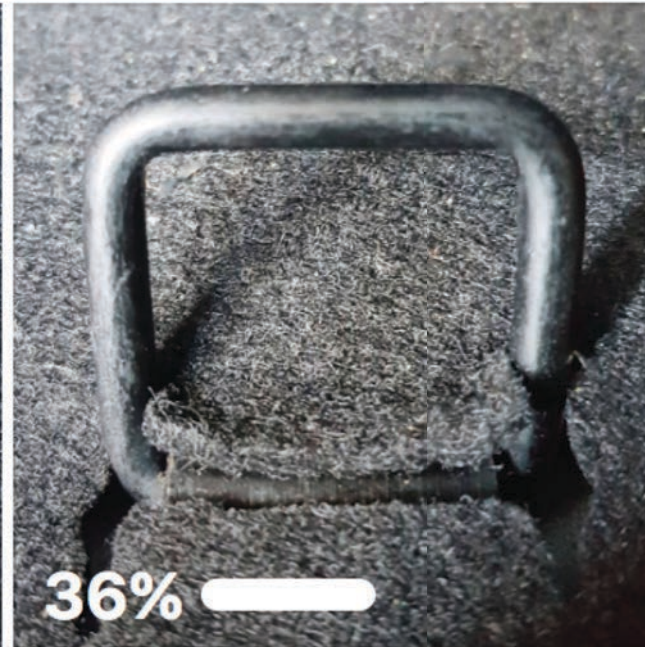
Published by Kidsafe WA [?] · 30 July · 🌐

Which of these images is an example of an anchorage point for a child car restraint?

Make your vote by selecting one of the images below...



Option A ✓



Option B

This poll has ended.

180 Votes

👤 2,398 people reached

Boost Unavailable



4 Comments 10 Shares

03

CONVERSATION STARTERS (engagement posts)

Activity 1

Insights

Settings

Build Audience ▾

Help



**Fleur McDonald**
Posted by Alecia Hancock [?]
May 23 · Edited

Like if this at least made you smile.

Add Location

Edit

Unlike · Comment · Share

 Fleur McDonald, Thomas Durber, Anne-Marie Ladegaard, Martyn Proffo Peabody and 1,013 others like this.

862 shares

**Jo Holmes** Haha. Who knew barbed wire had an opinion.
Like · Reply · 7 · May 23 at 6:15pm

**Fleur McDonald** LOL, Jo!
Like · 1 · Commented on by Fleur McDonald [?] · May 24 at 3:25pm



**Wayne Rintoule** Never realised I was getting the finger ever time I crawled through a fence
Like · Reply · May 24 at 2:29pm

**Fleur McDonald** Shouldn't read





ReachOut.com Australia

12 May · 🌐

Unless you didn't, in which case you can just try again tomorrow.
#smallgoals



Like · Comment · Share · Buffer

👍 4,492 people like this.

Most Relevant ▾

↪ 426 shares

IDEAS

- ▶ On a scale of 1-10...
- ▶ What is the word that best describes...
- ▶ Yes or no?
- ▶ Caption this...

IDEAS

- ▶ We need your help with...
- ▶ We need your feedback on...
- ▶ Your advice is needed
- ▶ What do you think of...

04

PRODUCT/BRAND

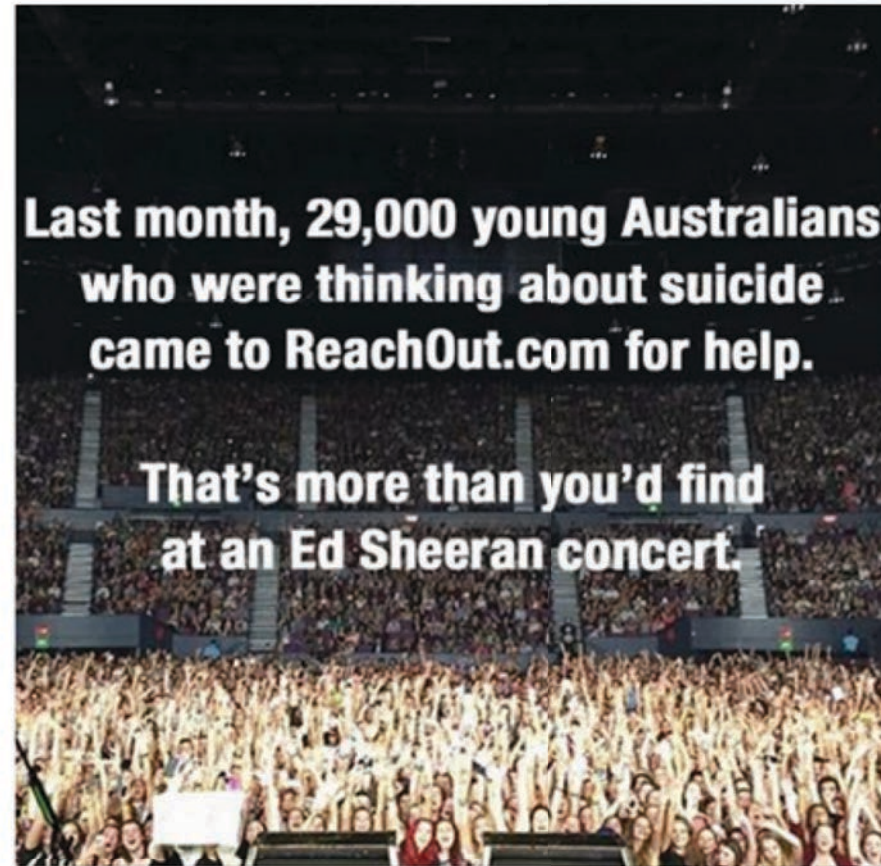


ReachOut.com Australia

3 May · 🌐

[Important] Help us keep e-mental health a national priority: like it, share it, tell the world you support it.

<http://bit.ly/1zEHh2h>



Like · Comment · Share · Buffer

👍 2,080 people like this.

Most Relevant ▾

↪ 697 shares



Jus Burgers

Page Liked · October 7, 2015 ·

Begging to be admired (and snacked on), isn't it?
Who'd rock up and proudly order this treasure?

Like Comment Share

192 people like this.

Chronological -

15 shares

View previous comments

6 of 153



Jasmine Fong Check the comments!! David, Debbie, Anusha, Abha, Jessie and Jade!!!

Like · Reply · 2 · October 10, 2015 at 8:01am

View 4 more replies



Jus Burgers Jade Low David William Do Rozario We're so proud of your invention, David 😊 All grown up and going viral!

Like · Reply · 1 · October 11, 2015 at 3:41pm



Stephanie Janssen Connor Ship it is here

Like · Reply · 1 · October 15, 2015 at 9:08am



Karl Hoppmann Cory Lehmann

Like · Reply · 1 · October 15, 2015 at 6:58pm



Gemma Lacey Vanya-Leigh Rodgers so you 😂😂

Like · Reply · 2 · October 19, 2015 at 8:09am



Write a comment...



talk to me

What is the most valuable idea
you got from our 'what' section?

Bonus tip
BEST PRACTICES

TIP

Facebook gets
8 billion average daily video views
(which doubled in just six months)

TIP

Native content trumps
third party content

TIP

Facebook posts with 80 characters or less receive up to 60% more engagement than those with more than 80 characters.

TIP

**ALWAYS GIVE
BEFORE ASKING**

RECAP

THE THREE PILLARS:

WHERE

WHO

WHAT

BONUS: BEST PRACTICES

WHAT IS NEXT?

Identify what you have that nobody else does. Use it.

WHAT IS NEXT?

Plan. Write down your where, who and what and plan content.

WHAT IS NEXT?

Set your mission. Know why you are using social media and your goals.

WHAT IS NEXT?

Resources. Make sure you have people & time to create and monitor content.

WHAT IS NEXT?

Education. Keep on learning.
Watch what others are doing and
see what works.

IMPLEMENT

- ▶ Decide if you're on the right platforms
- ▶ Know *who* you want to talk to
- ▶ Check if you're sharing to the right audience at the right time
- ▶ Plan content, and create new content based on the 4 categories



Learn more on Facebook
facebook.com/hancockcreative

Instagram
[@hancockcreative](https://instagram.com/hancockcreative)

Twitter
[@aleciahancock](https://twitter.com/aleciahancock)



Individual or small group
training available.

Have Questions?
wow@hancockcreative.com.au