



**FAIRTRADE
UNIVERSITY AND
COLLEGE AWARD**

SOCIAL MEDIA GUIDE

There are so many ways to get your message out there on social media. Don't get overwhelmed though – it is better to stick to one channel and use it well rather than trying to update Facebook, Twitter, Instagram and Snapchat less regularly.

Work out your goals – which channel will allow you to meet them best?

Once you have an account make sure you add the address to any publicity materials you produce so that people know where to find you.

As well as Fairtrade Fortnight, look out for other 'days' or 'weeks' that you can get behind, such as National Chocolate Week in October or National Tea Day in April – these are great times to join a national hashtag with content about your Fairtrade work.

Check out our tips for four of the most popular social media platforms...

FACEBOOK

Still one of the most-used social media platforms, the function of setting up a Facebook group can be a great way to build a community feel online.

- Why not set up a Facebook group to link up everybody at your university or college who is interested in your cause. That way your updates will appear on their feeds
- If you're feeling brave enough why not do a Facebook Live broadcast? Or stream your meetings?
- Make your posts shareable for maximum impact and be creative with your posts so that people want to share them
- Facebook is a great place to engage your audience in conversation – post a question and try to make the communications two-way by going back to responses
- Look at how your posts perform – do images work better than copy? Or does shared user-generated content get more 'Likes' and 'Shares'? Use this to inform what you do more of

TWITTER

- Twitter can be a great way to connect with other people and let everybody know what your group is doing as they are doing it. It also has the benefit of allowing you to potentially engage with everybody from local businesses to global brands.
- Know your hashtags! Have a look at what hashtags other people talking about Fairtrade are using. Good ones are #Fairtrade, #ChooseFairtrade
- Follow @FairtradeUK for the latest news from the Fairtrade Foundation – they host a #FairtradeFriday on the last Friday of each month so get involved!
- Tag away! We love hearing what you are doing so tag @FairtradeUK in your Fairtrade tweets
- Find out your university's/college's/ student union's official twitter account and tag them in your news – if they retweet you then that is a huge amplifier to your perfect audience
- Cross-pollinate! It is likely that members of environmental societies might be interested in Fairtrade so try tagging them in your tweets and building relationships
- Tag businesses in your tweets if it's relevant
- Build your community – find out if there is a Fairtrade Town group near you and tag them in your news – it is a great way to reach out and start working collaboratively
- Follow lots of relevant accounts - this is a great way to find out what is going on around campus, in your town and around the world!
- Some great accounts to follow for Fairtrade updates are @FAIRTRADE (Fairtrade International), @NappFairtrade (Fairtrade Network of Asia and Pacific Producers), @CLACFairtrade (Latin American and Caribbean Fair Trade Network)
- Twitter is great for reflecting the community back to itself so share, share, share! Any user-generated content about events is a great way to allow your supporters to 'co-own' your channelecide who will be at the peer-review. Ideally there should be more than one person from each partnership present, with representation from both the university/college and students' union. We encourage you to do your peer-review in person at one of the partnerships' campuses, but if this is not possible a skype peer-review could be conducted.

INSTAGRAM

Instagram is all about the images so allows you to get really creative with how you present your messages.

- Why not document your meetings on Instagram? Or add a few behind-the-scenes photos of setting up events? This is a good way to involve your followers and may lead to a few more steering group members
- Instagram allows you to show your group having fun or showcasing new products
- Be imaginative with your posts and your hashtags – do a bit of research to see what kind of hashtags are used
- Collaborate with others by tagging them into your posts - @instagram_name
- Because Instagram is so image-based it can be great for teasers – a close-up of something before a big reveal or an image of coffee beans with a 'coming soon' message to pique the users' interest
- Use your bio to give a link to your website if you have one host partnership should book a meeting room with access to a computer to go through evidence.

SNAPCHAT

Snapchat is a hugely popular platform and has evolved way beyond its original one-to-one use – it's now a great way to engage your audience. Remember anything you post will disappear after 24 hours so it is important to keep your account active.

- Let different people take over your account for a week – do you have anyone who could be an exciting guest editor?
- Promote new products or offer discounts or promotions
- Run competitions to engage your audience and to encourage shareable user-generated content
- You can add links to your Snapchat story by taking a photo or video through the app and clicking on the paperclip icon before posting it. Users will be able to see the link if they swipe up on your story
- Don't forget that you can create a community geo-filter for free – they can take a few weeks to be approved as they are increasingly popular so plan ahead if you want one for a certain date. The geo-filter offers a digital overlay for your photos when you are in a specific area. So you could set one for your campus that offers students a digital overlay about a particular event or with a message about your Fairtrade work

OTHER OPTIONS

Facebook, Twitter, and Instagram are just a selection of the most widely used social media platforms. The following links may also be useful as tools for you to use, or guides to learn more about the power of social media.

- **TikTok:** TikTok is a platform for creating, sharing and discovering short-form videos (under 60 seconds).
- **YouTube:** YouTube allows you to upload and edit your videos, and view millions of others.
- **LinkedIn:** LinkedIn is a platform designed for professionals to network and share industry-related news and updates.
- **bit.ly:** Use a url shortener like bit.ly to compress links and track clicks.