

how to overcome the

# 7 BIGGEST MISTAKES

Not for Profits Make on Social Media

WITH  
ALECIA HANCOCK



**RELAX &**

*enjoy*



# Talk to me!

WITH YOUR SOCIAL...

WHAT IS WORKING WELL?

WHAT IS NOT WORKING WELL?

*you are in the right place if*

**YOU CURRENTLY WORK FOR A NOT-FOR-  
PROFIT, SOCIAL ENTERPRISE OR COMMUNITY  
GROUP AND YOU WANT TO  
ACHIEVE MEASURABLE RESULTS ONLINE.**

*you are in the right place if*

**YOU WANT TO BUILD A HIGHLY ENGAGED  
COMMUNITY WHO ARE READY TO LEAP TO  
YOUR AID, ANY TIME YOU ASK**

*you are in the right place if*

**YOU'VE THOUGHT ABOUT PUTTING MORE TIME  
INTO SOCIAL MEDIA - AND MAYBE EVEN  
THOUGHT ABOUT USING IT TO RAISE MONEY,  
BRING IN CUSTOMERS OR VOLUNTEERS**

**BUT THE REALITY IS...**



I feel like a **fraud**

I might waste money

I might make a **mistake**

**What about you?**





*LET US  
TALK  
ABOUT  
MINE*



**THIS COULD HAVE  
BEEN *the end***

WALKING AWAY WOULD  
HAVE BEEN EASY

I AM SO GRATEFUL I DID  
THE **HARD** THING

an

# d & oody

## baby!

and thinking about  
ant? **Alecia Hancock**  
s you can beat the odds.

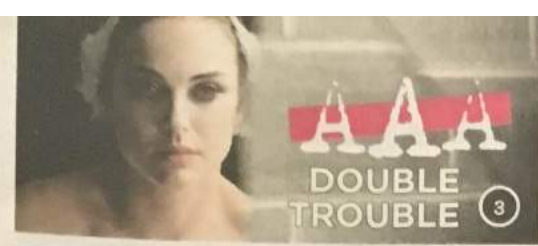
a couple's infertility they can try  
a treatment called timed  
intercourse," he said. "We track  
their cycle and predict when  
evaluation occurs."

Fertility North medical director  
Vince Chapple said that the  
statistics about fertility after 35  
weren't as dire as some suggested.  
"I think I'd take exception to the  
idea that the stats aren't positive  
for the over 35s. The statistical  
chance of couples to conceive  
remains surprisingly static to 35  
and then only slowly diminishes,  
halving by the time women have  
reached 40," Dr Chapple said.

Hollywood fertility director Simon Turner  
said that he was often staggered  
by the number of couples who  
simply weren't having regular  
enough intercourse to conceive.  
"I saw two women today in my  
practice who conceived  
immediately after seeing us as  
knowing something was being  
done, they relaxed, they had more  
and all of a sudden



BABY BOOST



Friday, July

# The wizardry of Oz

Dr Mehmet Oz tells **Alecia Hancock** how he manages to wear so many hats

**R**eading the biography of Dr Mehmet Oz is intimidating to say the least. What do you ask a man who, as well as being a husband and father, performs open heart surgery, has authored seven New York Times best-selling books, counts some of the world's biggest celebrities as close friends and has an Emmy for hosting his own TV show?

What isn't he good at? Dr Oz laughs down the line from Sydney. "You should ask my wife, I am sure she has a long list," he jokes. "I have trouble sitting still. Sometimes I have trouble listening, and that comes back to haunt me periodically."

Dr Oz, who was in Australia earlier this month, decided he was going to become a doctor at a young age. "I was seven years old and I was in an ice-cream shop in Delaware with my father. He asked a kid in front of me who was about 10, which

"The thing I am proudest of is staying in a happy marriage for 26 years — that is a full-time job and it takes work."

asked him the same question. "He said 'you can change your mind later but you can't have no goal in life'. I said then I was going to be a doctor."

Although some detractors may argue Dr Oz has sold out his dream in favour of fame and fortune, he is still very active in the medical world. He directs the Cardiovascular Institute and Complementary Medicine Program at New York Presbyterian Hospital and is the vice-chair and professor of surgery at Columbia University.

"One of the reasons I tape my show in New York is so I can keep my practice," he says.

"I used to do 500 surgeries a year but I still do 75 to 100 a year."

His dressing room at the Rockefeller Centre where the show is taped may have belonged to Conan O'Brien, and David Letterman before him, but Dr Oz says he never aimed for celebrity.

"My passion was to be a heart surgeon, not to be a TV host," he says. "Ten years ago if you asked me where I would be now, I would have said I'd be talking about

laboratory tools or the latest procedure. Being a talk-show host wasn't on the list."

Although hosting *The Dr Oz Show*, Dr Oz is recognised in public, he is approached for autographs. "Nobody for my autograph," he says. "They all want to come up to ask simple questions about health."

Not all the questions are your garden variety medical questions though. "Absolutely, I get asked bizarre questions all the time," he said. "A woman once came up to me and asked why she has orgasms when she had a bowel movement. That kind of question I enjoy because I didn't know the answer to that."

Dr Oz says while it's uncommon for him to have no idea how to answer a question, he surrounds himself with knowledgeable experts so he is always able to give a complete answer. "We have 200 people working on the show and they can always remind me of things I need to know so I can give a more robust answer," he says.

Good time management must be a given for a man with so many irons in the fire, so how does Dr Oz keep up with all his commitments?

"It is not time management so much as it is energy management. You want to focus on things that give you chi," he says. "You want to spend time with the kids, work out, play sports and relax at weekends and during the week I do heart surgery and spend time on stage with people that energise and uplift you."

Despite all his accolades and achievements, the thing Dr Oz is personally most proud of is simple. "The thing I am proudest of is staying in a happy marriage for 26 years — that is a full-time job and it takes work."



BIZARRE QUESTIONS  
Dr Mehmet Oz.

## REMOTE PATROL

**Bones**  
SUNDAY, 8.40PM,  
SEVEN/GWN7

Booth and Bones in season six are getting as thick as thieves Bonnie and Clyde or the fated Frankie and Johnny. OK they're on the right side of the law but the UST (unresolved sexual tension) between them that's always been in the background with all those forensic things, looks like it is coming to a head. Obsessive fans will know that



service develop superpowers during a freak electrical storm and manage to kill two probation officers. Series two sees them trying to survive the final stint of their sentence and other people who have also acquired supernatural skills but seem hell-bent on making their lives dramatically more difficult. The success of this lies in the off-the-wall wit and there's as much truth here as there is in the series is confirmed. The seven episodes are not enough. The

HELEN CROMPTON











# Micro Business Award



BUSINESS  
AWARDS

COOL







“Social media and online marketing was something we didn’t do in the past. Now it’s part of all our campaigns.”

“In one campaign we raised \$8,200 and, the following year, it raised \$12,400 – all attributed to social media and online.”

**- Lucy Zupan, Activ**

“In our Lights for Lifeline 2016 campaign, with online donations, we raised more than \$12,000. The year before, we only raised around \$3,000.



“It’s almost a 400% increase.  
To see that kind of result is really phenomenal.”

**- Felicity Vaughan, Lifeline WA**

how to overcome the

# 7 BIGGEST MISTAKES

Not for Profits Make on Social Media

# **SOCIAL MEDIA DOESN'T JUST WORK**

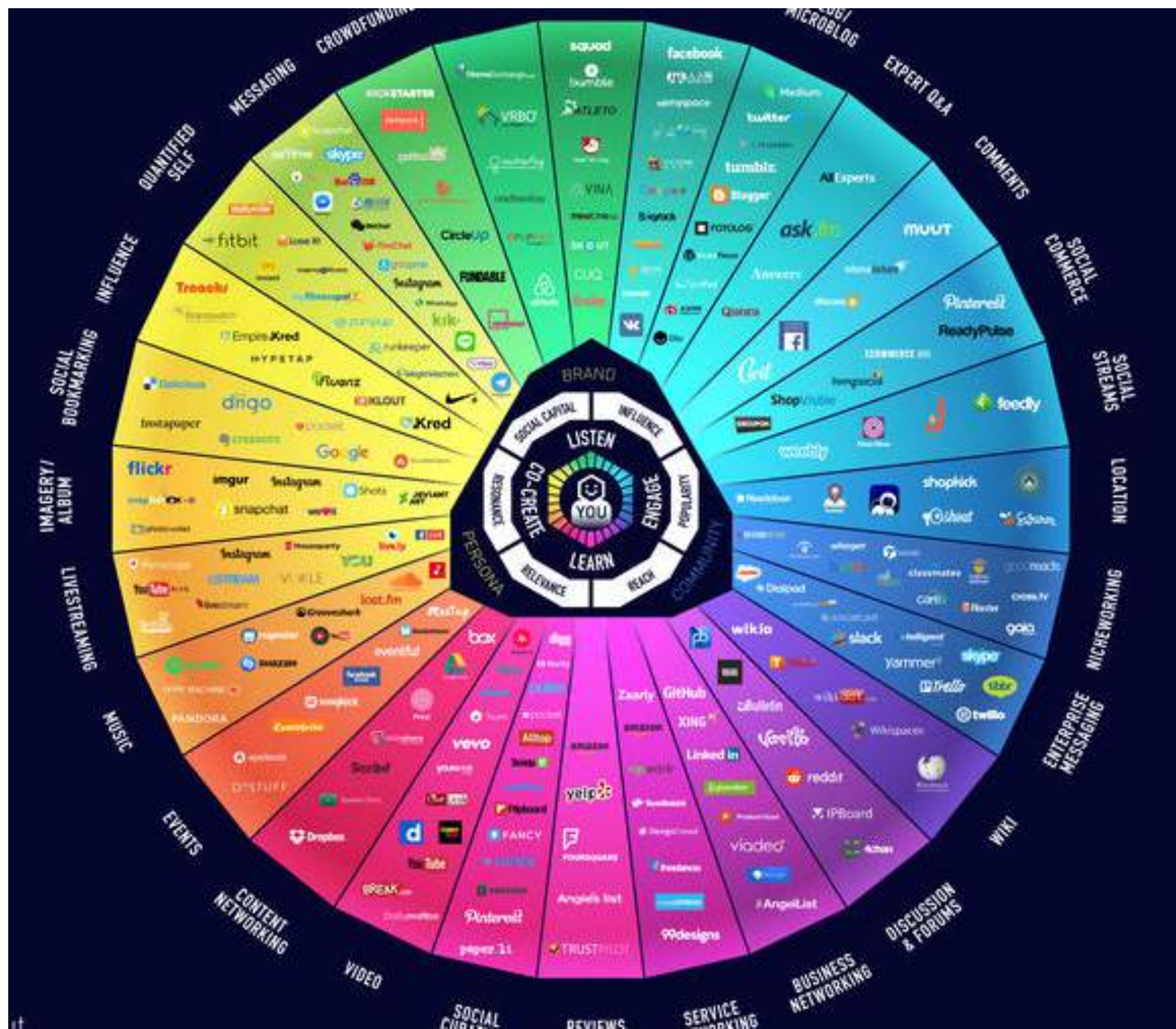
THE SECRET IS TO TURN YOUR  
AD HOC CONTENT INTO A LEAN, MEAN,  
RESULTS MACHINE.

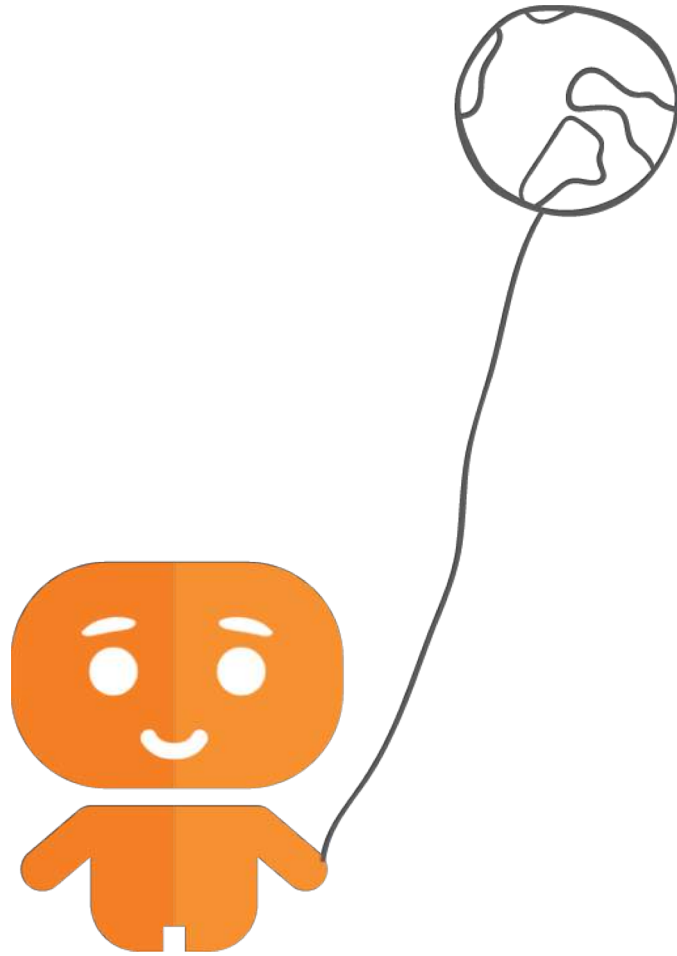
*where*

DO WE START?

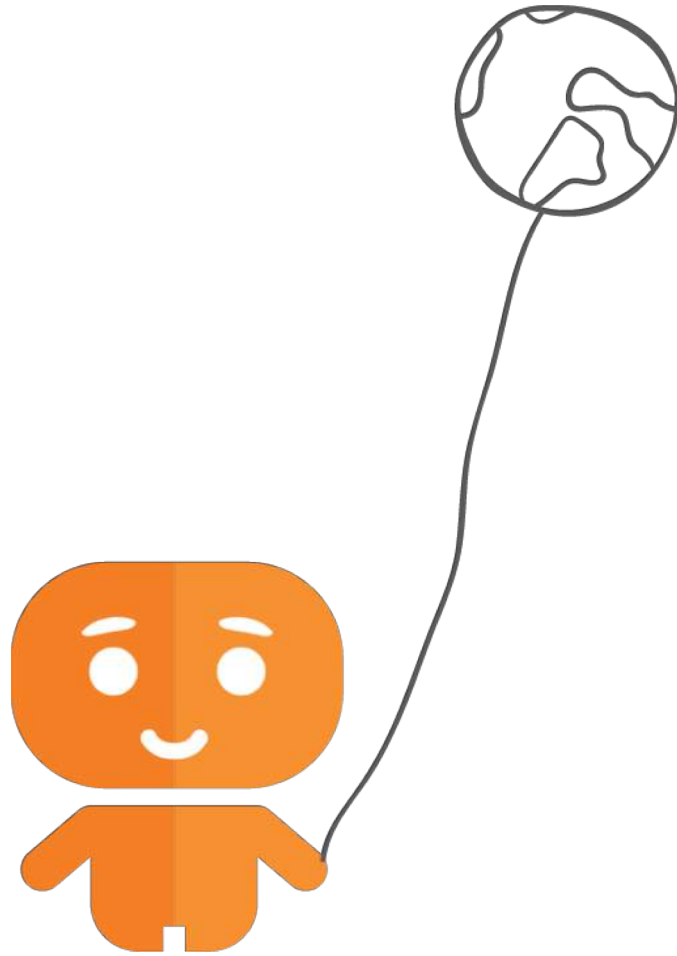


**DOING TOO MUCH**  
(or in the wrong places)

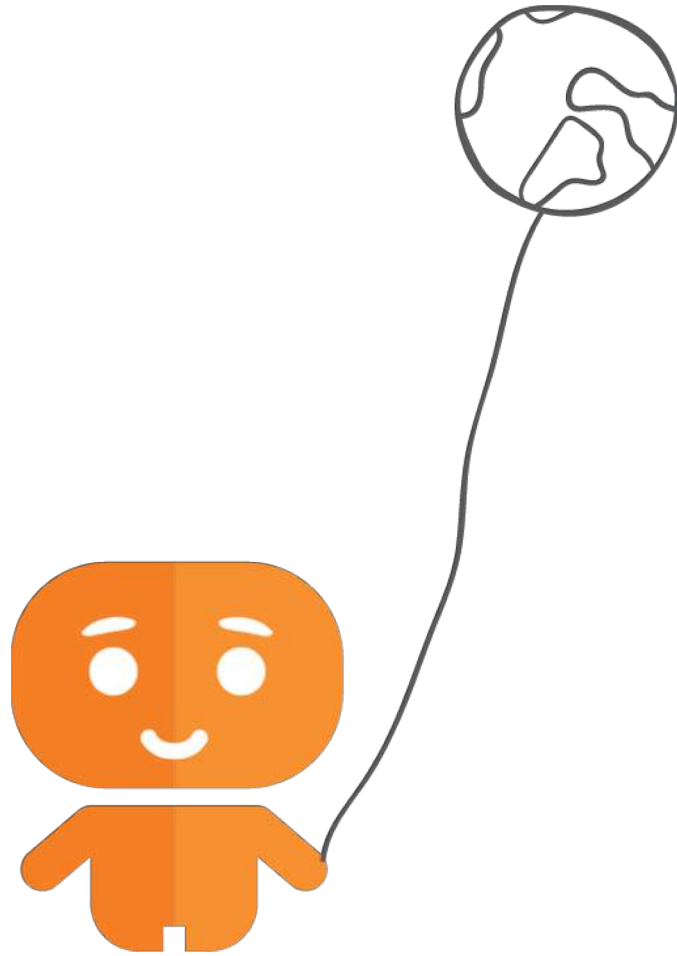




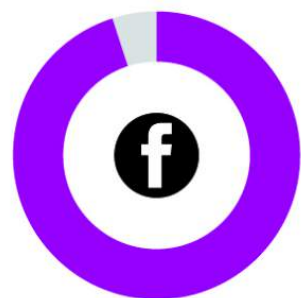
Don't – choose the  
platform you like most



Don't – choose the  
platform your boss  
thinks you should use



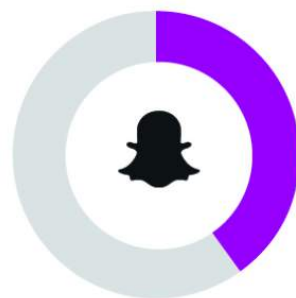
Do – choose the  
platform based on your  
resources & audience



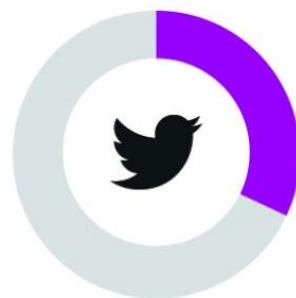
Facebook  
94%



Instagram  
46%



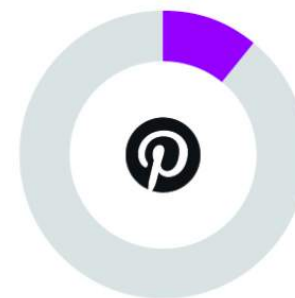
Snapchat  
40%



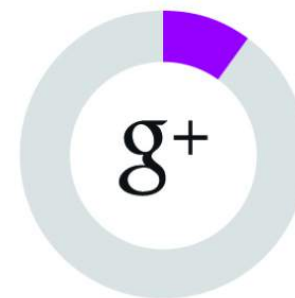
Twitter  
32%



LinkedIn  
18%



Pinterest  
10%



Google+  
10%

# TIP

Better to do **ONE** platform  
really well, than **THREE** badly.

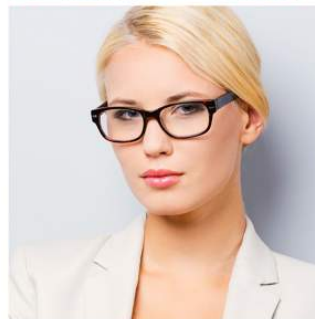


**TALKING TO  
EVERYONE**





TALKING TO EVERYONE MEANS  
NOBODY IS LISTENING





## AUDIENCE PROFILES

Write down EVERYTHING you know  
about your ideal audiences.





# QUESTIONS

- ▶ **Demographics:** Age, gender, occupation, geographics, socioeconomic status
- ▶ **Unique identifiers:** Home owner, pets, engaged, fit, parent
- ▶ **Behaviours:** TV shows, media, apps, gadgets, shops, places, sports
- ▶ **Psychographic:** What do they want, what keeps them awake, how can you solve their problem?

# TIP

Once you know **WHO**  
You can find the **WHERE**



# ONE-SIDED CONVERSATIONS



# Talk to me!

YES OR NO?

HAVE YOU BEEN GUILTY OF THIS?

# STRATEGY

KNOW WHAT TOPICS YOUR  
AUDIENCE WILL ENGAGE WITH



# BENCHMARKS FACEBOOK

- ▶ Engagement .09% (industry) .27% non-profits
- ▶ Engagement Target 2-6%, 6-10% you're well above average, 10%+ amazing
- ▶ Average ad click through rate 0.62-1.04%
- ▶ Frequency – NFP average 1.13 posts per day

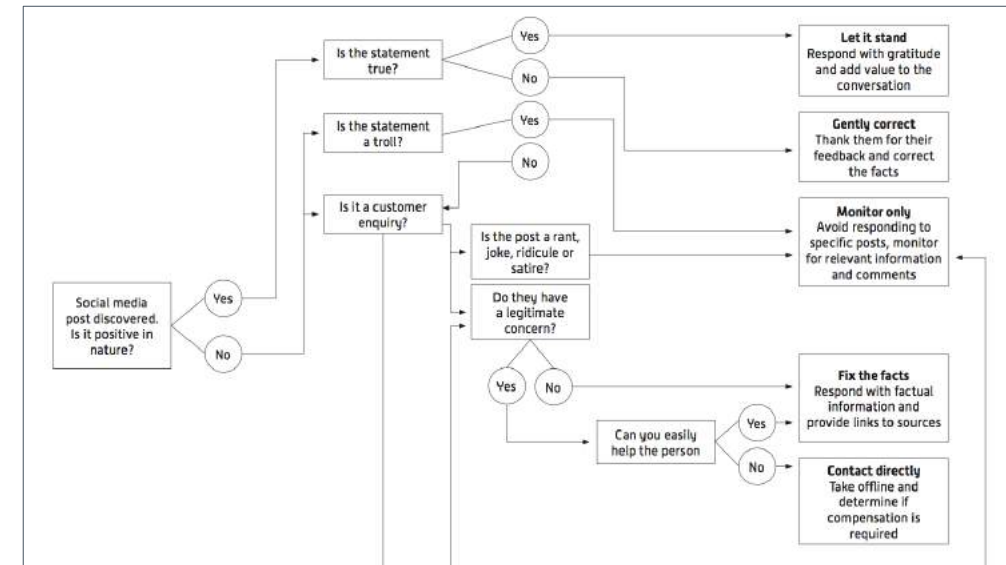


# BENCHMARKS INSTAGRAM

- ▶ Engagement 1.66% (industry) 2.29% (NFP)
- ▶ Posts per day 0.7 (industry) 0.4 (NFP)

# STRATEGY

## DEVELOP A RESPONSE & ENGAGEMENT PLAN



# STRATEGY

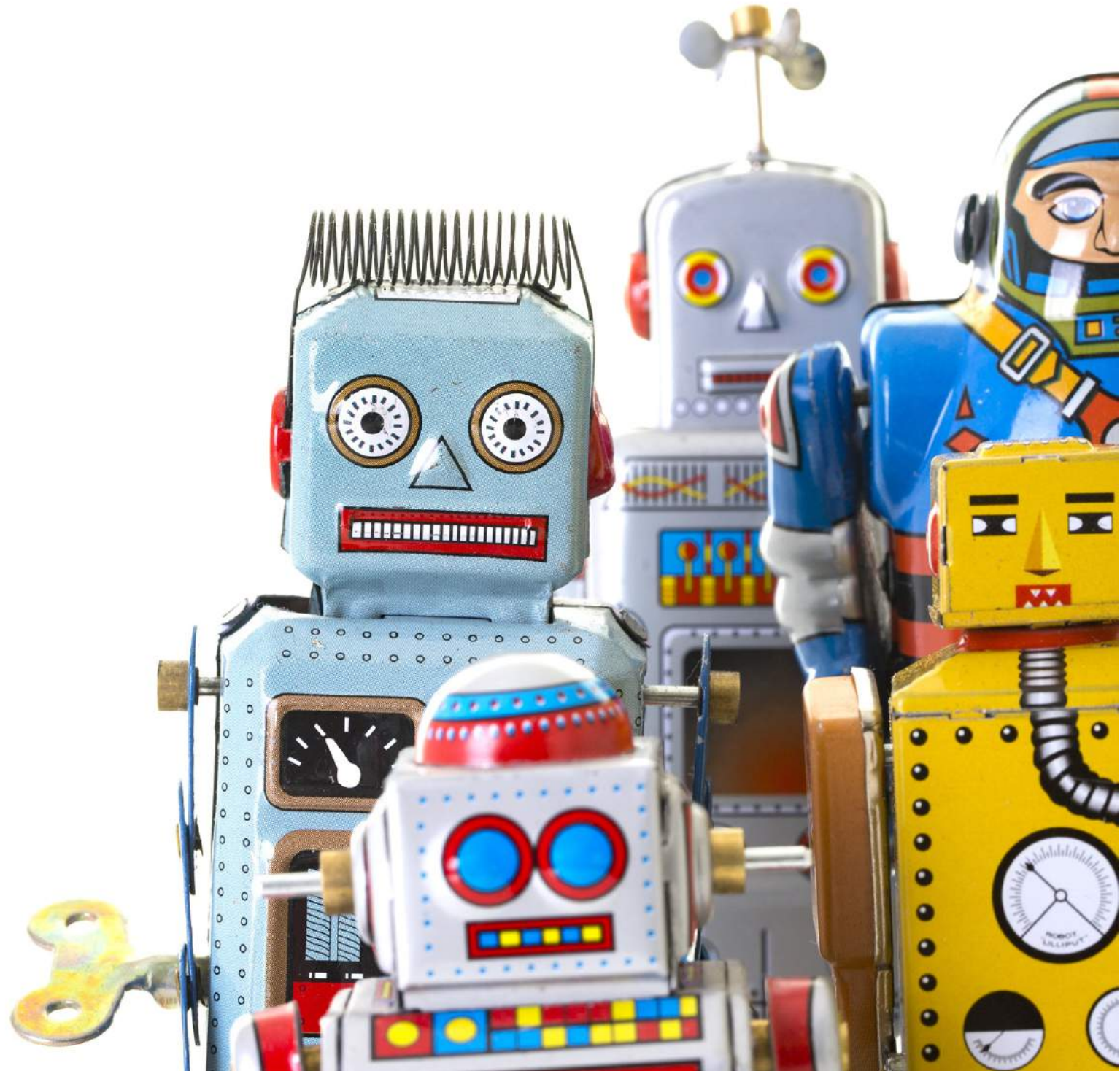
## PLAN FOR CRISIS ESCALATION

**Response Strategies: Escalation Process**

LEVEL	SITUATION	ACTION	ESCALATION
Example	Genuine, relevant but negative feedback about a product, team member or service.	Thank poster for sharing their feedback.  Let them know the concern has been escalated to the right person, and provide details to discuss further off platform.	Escalation required: Yes  Contact for escalation: Marketing Director  Email: Subject line: Social Media Escalation (mild) – Twitter  Email content: Time and date, link, customer comment, response to date, action required by manager, timeline.
Mild			



**BEING AFRAID  
TO BE REAL**

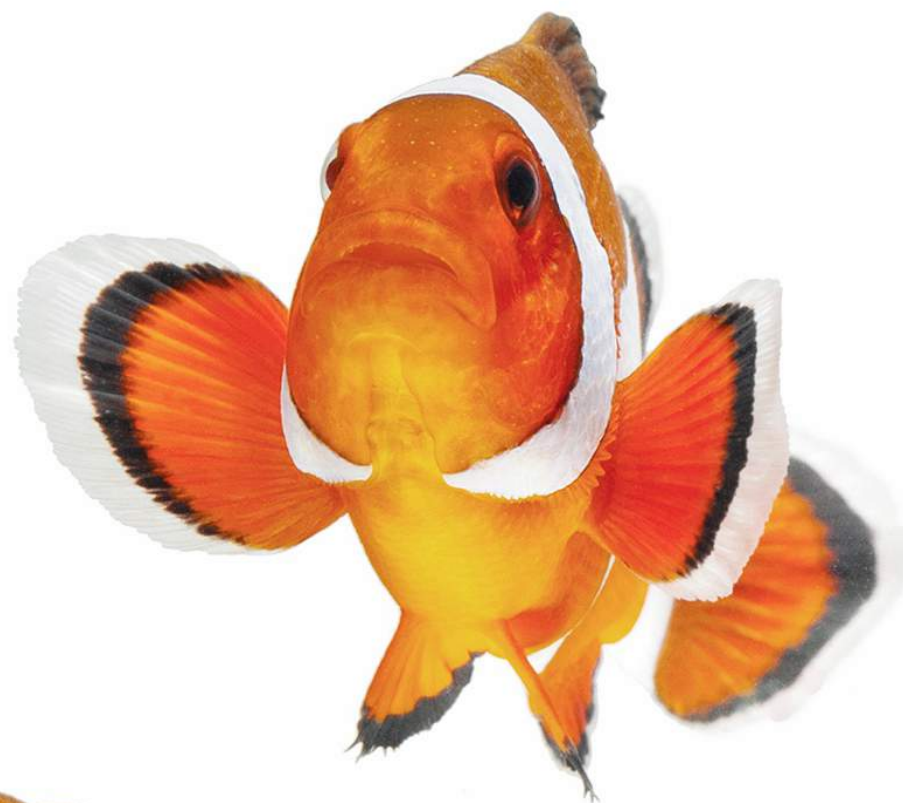






PEOPLE ENGAGE WITH  
OTHER PEOPLE

HOW CAN PEOPLE BE INVESTED IN  
YOUR STORY, IF YOU'RE NOT  
SHOWING IT TO THEM?



Meanwhile,

**64%** of consumers are more likely to trust a brand

if it interacts positively on social media



# My mantra

If they don't like the real you,  
they're not the  
right audience.





**Lifeline WA** with Sandbox Post Production.

Published by **Lifeline WA** [?] · August 8 at 6:00pm · 🌐

We all have a role to play in preventing suicide in our community. Thank you to those who showed so much courage to share their lived experience of suicide at our Black Diamond Gala Dinner.

"If sharing my story can help one other person pick up the phone and call Lifeline I know I would have made a difference."

Help prevent suicide by clicking share. No one ever has to face their problems alone call 13 11 14.



**21,219** People Reached

**7,551** Video Views

**932** Reactions, Comments & Shares

<b>546</b> 👍 Like	<b>121</b> On Post	<b>425</b> On Shares
<b>72</b> ❤️ Love	<b>12</b> On Post	<b>60</b> On Shares
<b>37</b> 😞 Sad	<b>6</b> On Post	<b>31</b> On Shares
<b>109</b> Comments	<b>17</b> On Post	<b>92</b> On Shares
<b>170</b> Shares	<b>164</b> On Post	<b>6</b> On Shares

**2,593** Post Clicks

<b>188</b> Clicks to Play ⓘ	<b>4</b> Link Clicks	<b>2,401</b> Other Clicks ⓘ
--------------------------------	-------------------------	--------------------------------

NEGATIVE FEEDBACK

# Talk to me!

HOW MUCH DO YOU THINK IT  
COST ON FACEBOOK TO  
REACH 600,000 PEOPLE?

# Would you believe...

\$25



**Zonta House Refuge Association Inc**

Published by Zonta House Refuge Association Inc. [?] · May 14 · ⚙️

Can you help? 💜

**THINGS WE NEED AT THE CRISIS  
CENTRE, ARE YOU ABLE TO HELP?**

Could you arrange a collection at work?  
Do you and your friends want a way to help?

**Knickers** sizes 8 to 12

**Winter PJ's** sizes 8 to 18

**Hair Dryers & Leggings**

Please LIKE and SHARE this post

Email: [info@zontahouse.org.au](mailto:info@zontahouse.org.au) or drop us a FB message

**THANK YOU!**

**12,347**  
People Reached

**530**  
Engagements

**749**  
Clicks

Boost Unavailable

**Performance for Your Post**

**12,347** People Reached

**530** Reactions, Comments & Shares ⓘ

<b>246</b> Like	<b>71</b> On Post	<b>175</b> On Shares
--------------------	----------------------	-------------------------

<b>11</b> Love	<b>5</b> On Post	<b>6</b> On Shares
-------------------	---------------------	-----------------------

<b>80</b> Comments	<b>21</b> On Post	<b>59</b> On Shares
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<b>193</b> Shares	<b>181</b> On Post	<b>12</b> On Shares
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**749** Post Clicks

<b>116</b> Photo Views	<b>0</b> Link Clicks	<b>633</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



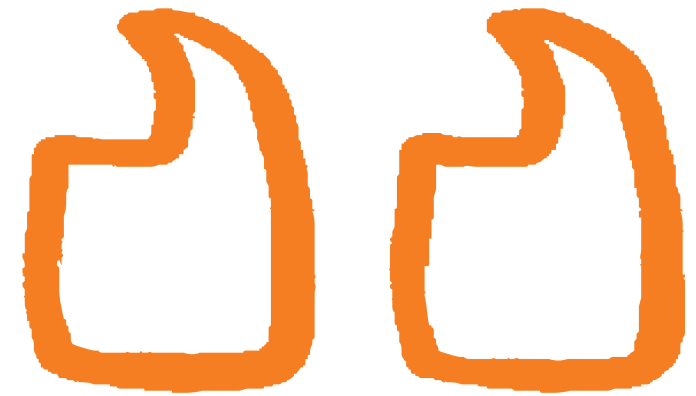


**BAD IMAGES  
& VIDEO**  
(or worse not using  
them at all)

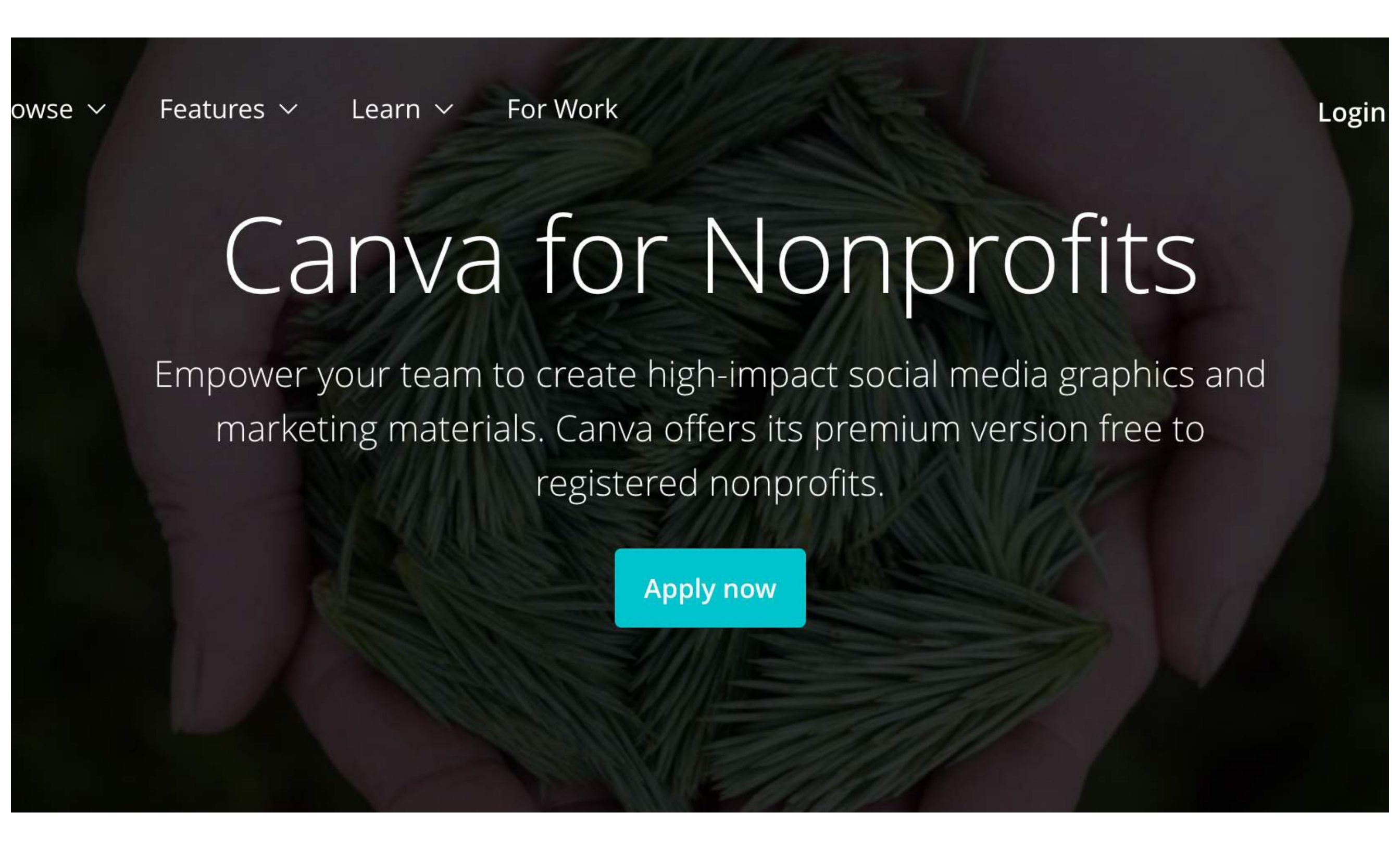
*300 million*

PHOTOS ARE ADDED TO  
FACEBOOK EACH DAY





IMAGES ENGAGE 3x  
MORE THAN TEXT ALONE



Browse ▾

Features ▾

Learn ▾

For Work

Login

# Canva for Nonprofits

Empower your team to create high-impact social media graphics and marketing materials. Canva offers its premium version free to registered nonprofits.

[Apply now](#)



# TOOLS

- ▶ Afterlight
- ▶ Camera+2
- ▶ Easil
- ▶ Pic Monkey
- ▶ PS Express
- ▶ Stencil



## SELECT COLOUR



## ILLUMINATOR LENS

Availability: In Stock

## DESCRIPTION

Want to know how those celebs always look so damn flawless? With an illuminated lens!!! Now you can have one too. So. Close. To. Insta. Fame. Illuminating your camera phone lens makes for flawless pics every time, this

[Show more](#)

**AUD\$29.99**

or 4 easy fortnightly payments of AUD\$7.50 with

**afterpay**  [Learn more](#)



*video*

**ENGAGES 3X MORE THAN PICTURES!**

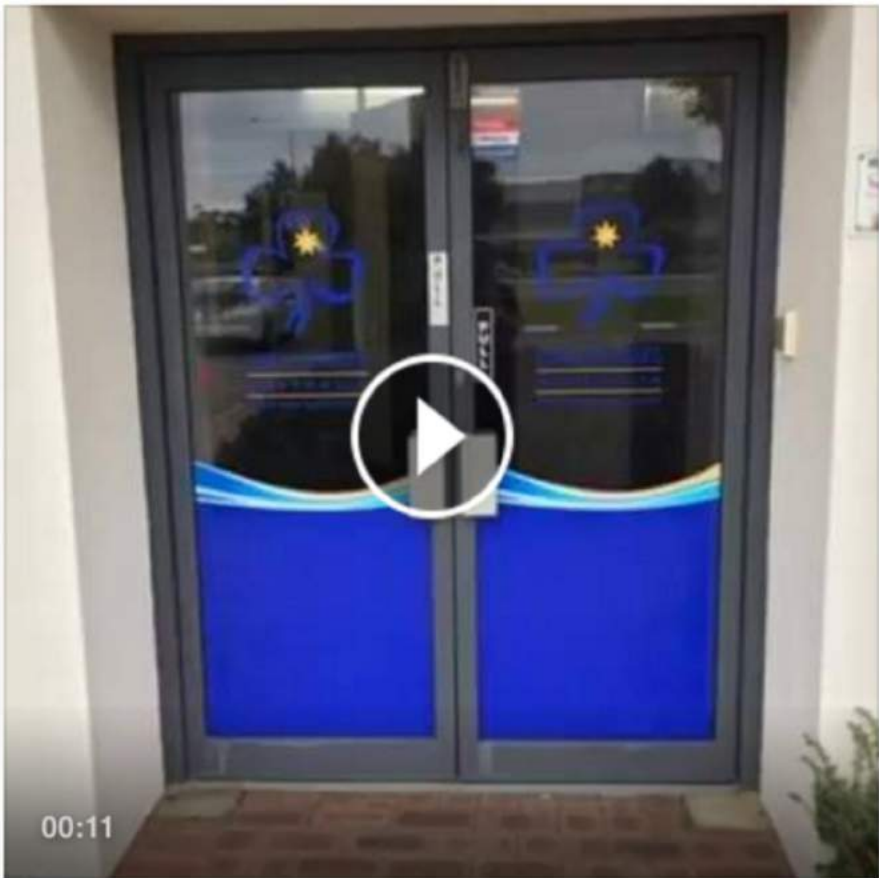


**Girl Guides WA**

Published by Sasha Wasley [?] · August 3 at 2:15pm · 🌐

Nobody will be in any doubt who lives here! 😊

#moving



**Get More Likes, Comments and Shares**

Boost this post for \$26 to reach up to 6,700 people.

2,803 people reached

Boost Post

**2,803** People Reached

**1,097** Video Views

**186** Reactions, Comments & Shares

<b>155</b> Like	<b>108</b> On Post	<b>47</b> On Shares
<b>9</b> Love	<b>7</b> On Post	<b>2</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>11</b> Comments	<b>5</b> On Post	<b>6</b> On Shares
<b>11</b> Shares	<b>11</b> On Post	<b>0</b> On Shares

**339** Post Clicks

<b>105</b> Clicks to Play <i>i</i>	<b>0</b> Link Clicks	<b>234</b> Other Clicks <i>i</i>
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

500 Million Instagram Stories per Day

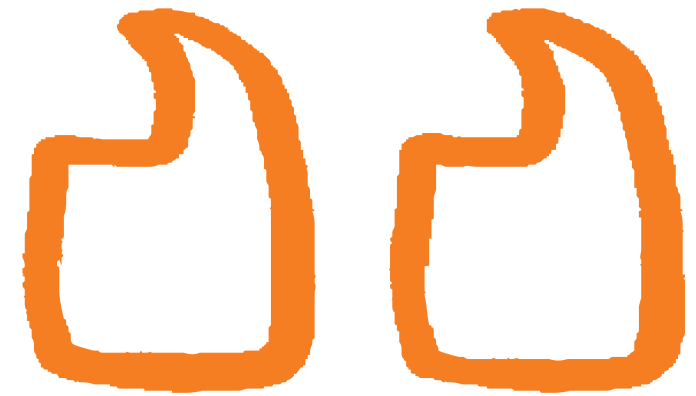
[Create](#)[Customize](#)[Pricing](#)[Featured](#)[Browse](#)

# Grow Your Brand with **Awesome Videos.**

Create ROI generating videos for your brand and products in minutes.  
Advertise to the world with just a few clicks.



Facebook Video Views should exceed  
64 billion views this year



Facebook paid \$50m to get celebrities and influencers to use Facebook Live

- Wall Street Journal

# Talk to me!

TYPE 'YES' OR 'NO' IN THE CHAT BOX  
ARE YOU USING VIDEO REGULARLY  
ON SOCIAL NOW?



# FAILING TO MEASURE

HOW WILL YOU KNOW  
WHAT **WORKED**?  
OR **WHY**?

or

MEASURE RESULTS MONTHLY



Hancock  
Creative ✓  
@hancockcreative

Home

Posts

Groups

Free Tips!

Videos



Liked ▾



Following ▾



Share



Learn More ✎



Write something...



Educational Consultant in Mount Lawley,  
Western Australia

5.0 ★★★★★

Overview

Promotions

Followers

Likes

Reach

Page Views

Actions on Page

Posts

Videos

People

Messages

Page Summary

Last 28 days

Export Data

Results from May 27, 2017 - Jun 23, 2017

Note: Does not include today's data

OrganicPaid

Actions on Page

May 26 - June 22

29

Total Actions on Page

15%



Page Views

May 26 - June 22

1,787

Total Page Views

6%



Page Likes

May 26 - June 22

279

Page Likes

30%



Reach

May 26 - June 22

414,446

People Reached

11%



Post Engagements

May 26 - June 22

63,364

Post Engagement

20%



Messages

May 26 - June 22

93%

Response Rate

15%

78:48:53

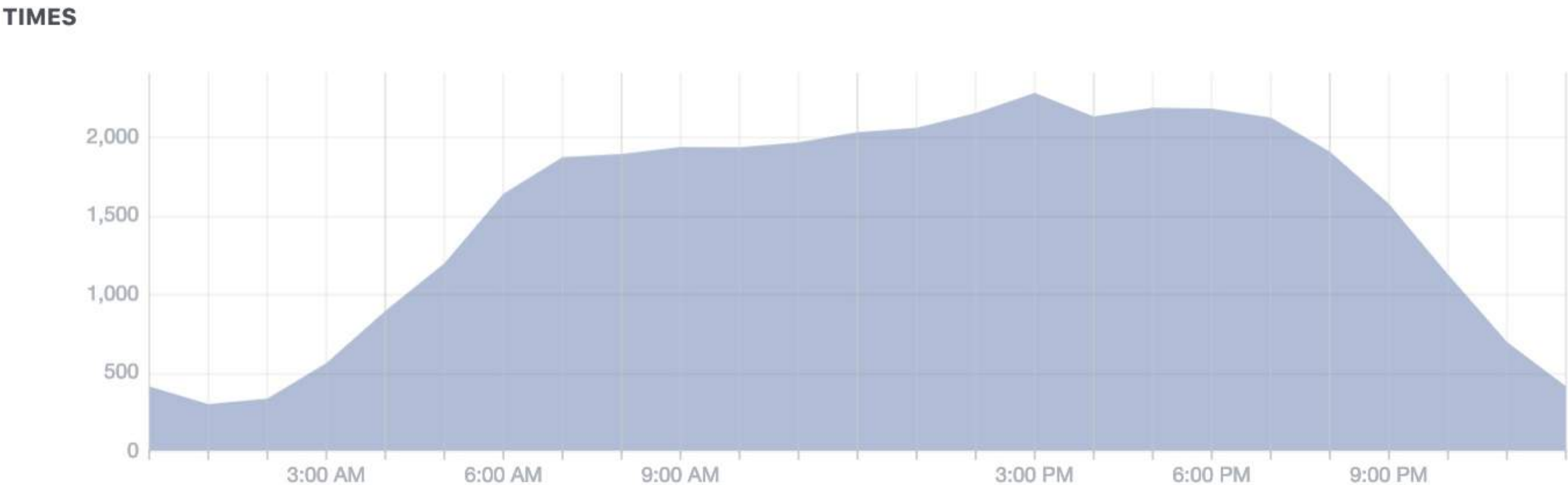
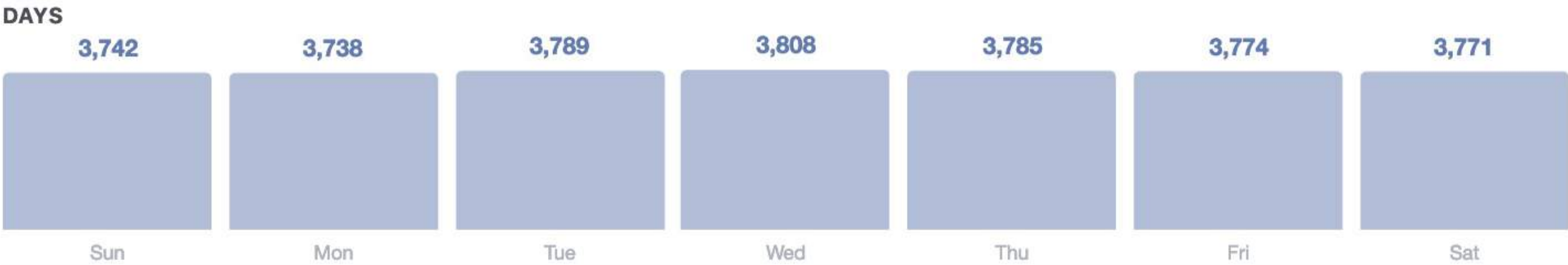
STOP WHAT DOESN'T GET RESULTS

REPLICATE THE STUFF THAT  
PUSHES YOU TOWARDS  
YOUR GOALS

# Talk to me!

TYPE YES OR NO IN THE CHAT BOX  
DO YOU KNOW WHICH NUMBERS  
YOU SHOULD BE LOOKING AT?

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



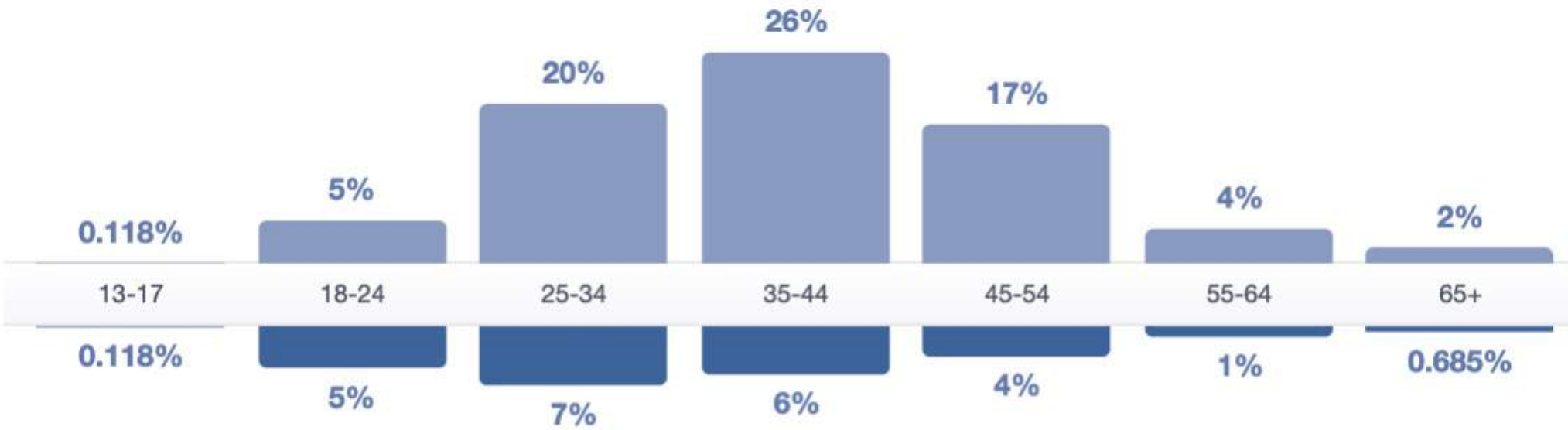
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women

74%  
Your Fans

Men

24%  
Your Fans



Your Fans

Your Followers

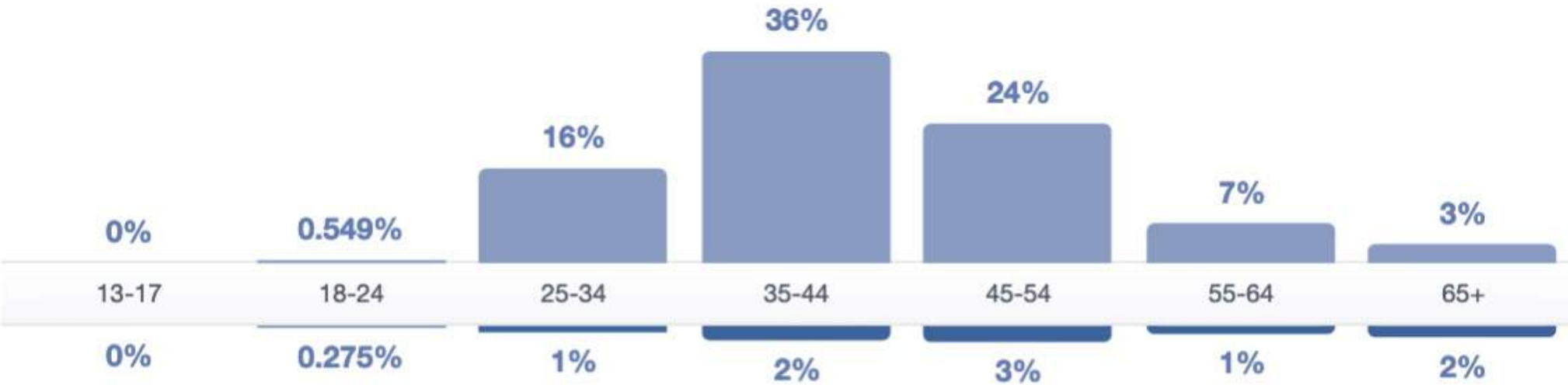
People Reached

People Engaged

The number of People Talking About the Page by user age and gender. This number is an estimate.

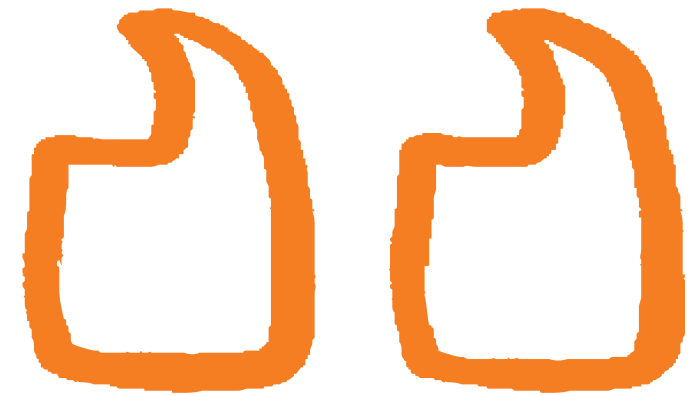
Women

87%  
People Engaged



Men

10%  
People Engaged



BEWARE OF VANITY METRICS





Reach or  
engagement  
vs likes



“We started advertising for leaders before we started the social media program with Hancock, but the success was quite limited, we were using the wrong demographics.

“Now our campaigns have been really successful. We’re getting fewer leads coming in, but they’re converting at a much higher rate. So the conversion before was say 1% or 2% and now it’s gone up to more like 60%. So that’s a fabulous result in terms of volunteer recruitment.

**- Sasha Wasley, Girl Guides**



Perth Children's Hospital  
Foundation filled 280  
volunteer spots for a total  
cost of \$55



Account home

**Alecia Hancock** @aleciahancock

Page updated daily

## 28 day summary with change over previous period

Tweets

25 ↓ 65.3%



Tweet impressions

21.1K ↓ 29.1%



Profile visits

2,009 ↓ 38.1%



Mentions

37 ↓ 19.6%



Followers

3,117 ↑ 398




Apr 2016 • 10 days so far...

*analytics.twitter.com*

●●●●○ Telstra

5:02 pm

74% 



hancockcreative



425  
posts

2,068  
followers

1,167  
following

Contact

Edit Profile

**Social Media Training Perth**

Consulting Agency

| Build confidence

| Learn new skills

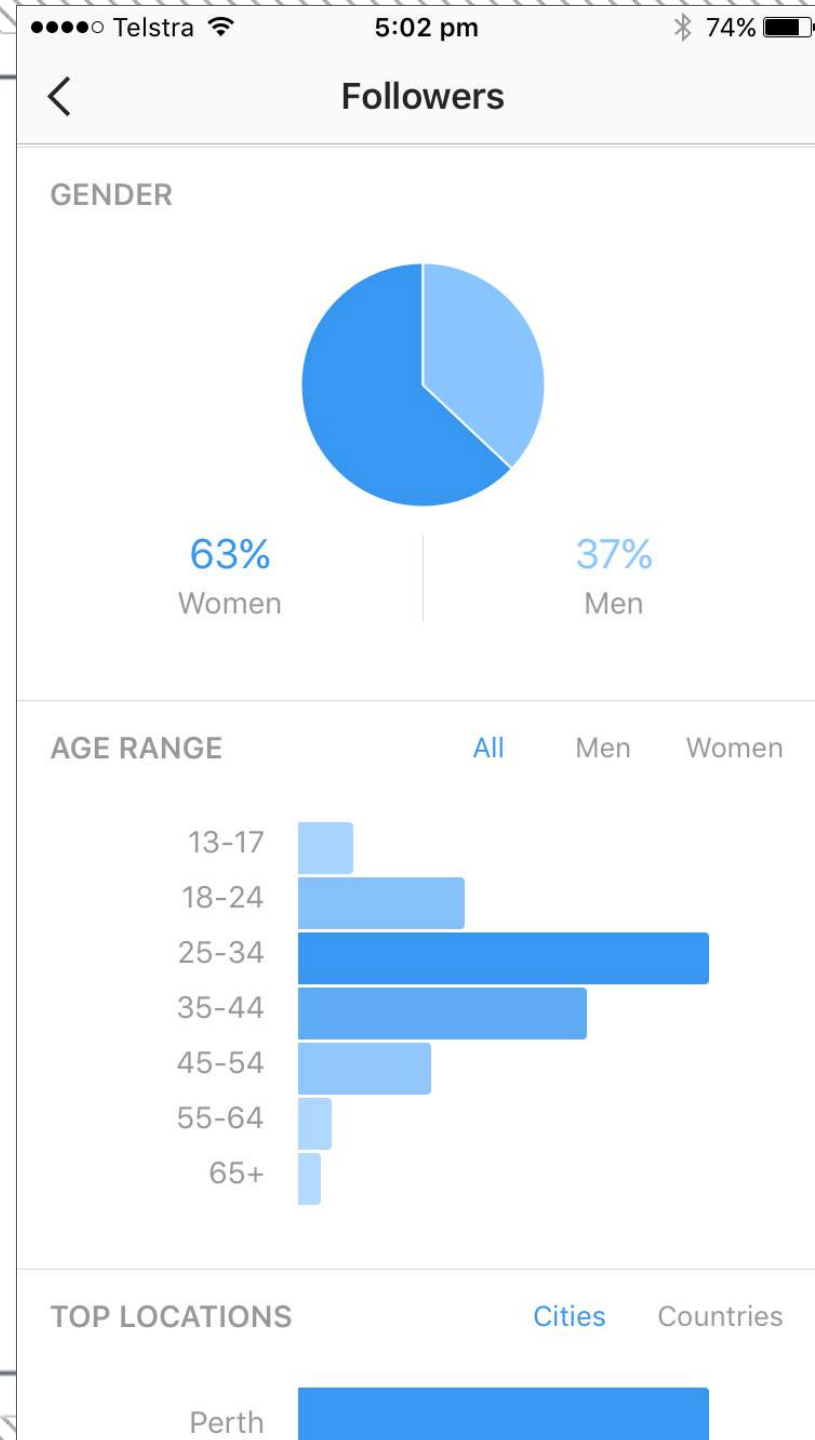
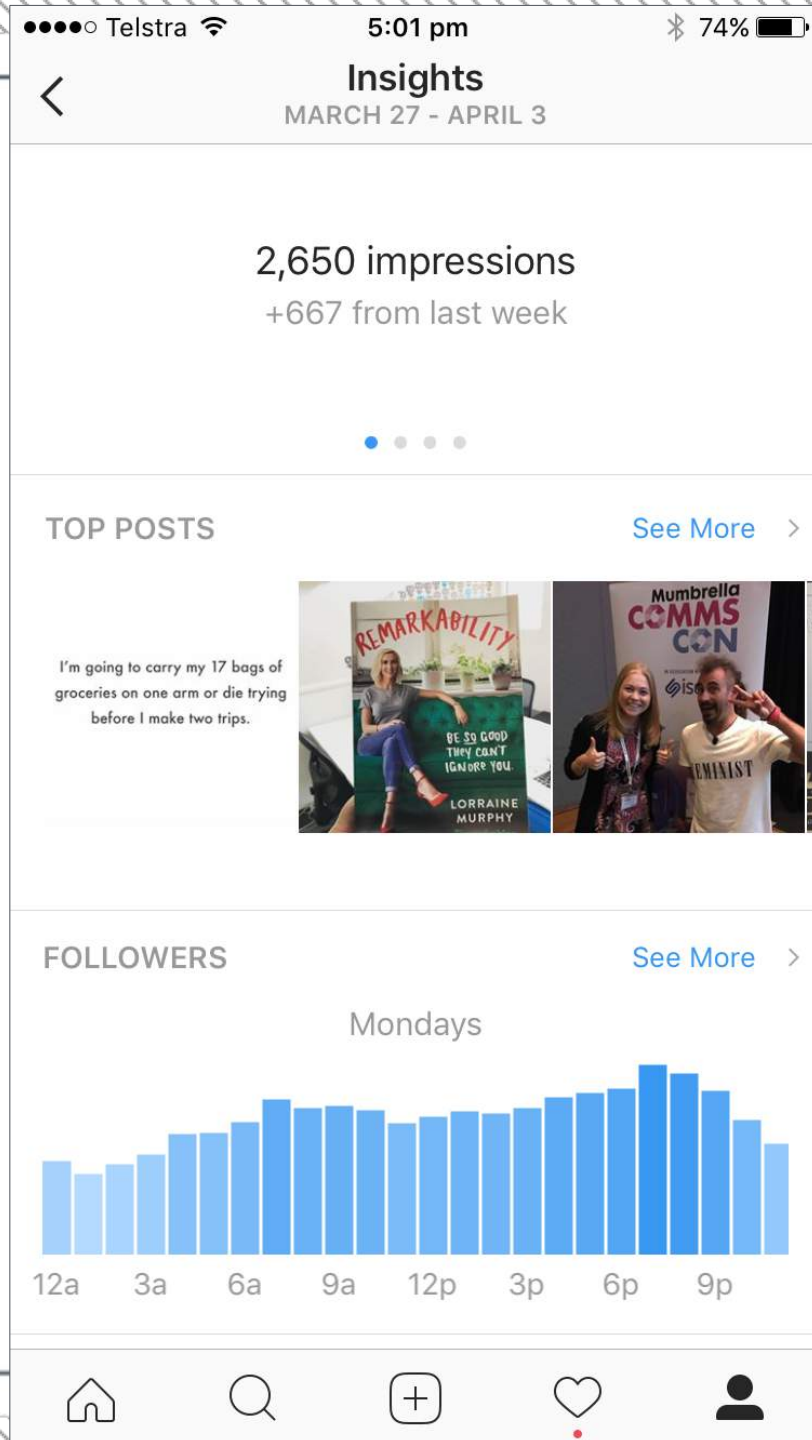
| Get motivated

| Build a social media following



[hancockcreative.com.au/changetheworld](http://hancockcreative.com.au/changetheworld)

3/185 Eighth Avenue, Mount Lawley, Western Australia





**FAIL TO PLAN  
(PLAN TO FAIL)**

# Talk to me!

ON A SCALE OF 1-10, HOW MUCH OF  
YOUR SOCIAL MEDIA IS PLANNED?

*truth bomb!!*

Without a plan, you'll struggle to grow.  
You'll struggle to measure your results.

*planning*

OUT OF YOUR HEAD  
ON TO A PAGE

THIS BUILDS CAPACITY,  
SUSTAINABILITY & A HIGH  
VALUE ASSET



**tinysparkswa • Following**  
King Edward Memorial Hospital for Wo...

**tinysparkswa** 🌟 Feeding Tube Awareness Week 🌟

Many babies in the Neonatal Unit are not able to take feeds orally for a variety of reasons. Feeding tubes are therefore essential to sustain life! There are a few different types-

- OGT Orogastric tube placed from the mouth to the stomach

- NGT Nasogastric tube placed through the nose to the stomach

- ND Nasoduodenal tube placed through the nose to the small intestine

- NJ Nasojejunal tube similar to an ND



Liked by **thenotoriousmum** and 51 others



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cronullasharks @paulgallen13 joined Australian Prime Minister @scottmorrisonmp at Burraneer Bay Primary School earlier today, in helping raise awareness and money for @soldieronaust as part of the #StrongerTogether18 campaign

• [#UpUpCronulla](#)

rayymondgoodwin.fit Up up Cronulla

mechanicandpt 🙌 Awesome Paul,



5,147 views

NOVEMBER 9, 2018

Add a comment...





**sam\_armytage** • Follow

**sam\_armytage** TODAY; it's on.  
Let's set a world record for arm-wrestling..  
to show support for our defence families  
[#strongertogether18](#) [@solideronaust](#)  
[#sidebyside](#) [#joiningforces](#) 💪💪 donate to  
[www.charidy.com/soldieron](http://www.charidy.com/soldieron) 🌸

Load more comments

**greg\_lewis1945** Hey Sam i bet you won



**bjdavis43** Good one folks, go Sam put  
a bit more pressure on Kochie, thanks  
for giving it a go for a very worthy  
cause for our Defence Families.



**winter\_fred** Bravo Sam 🙌🙌🙌🙌



**myp0ny17** Open a can of whoopass on  
him Sam!

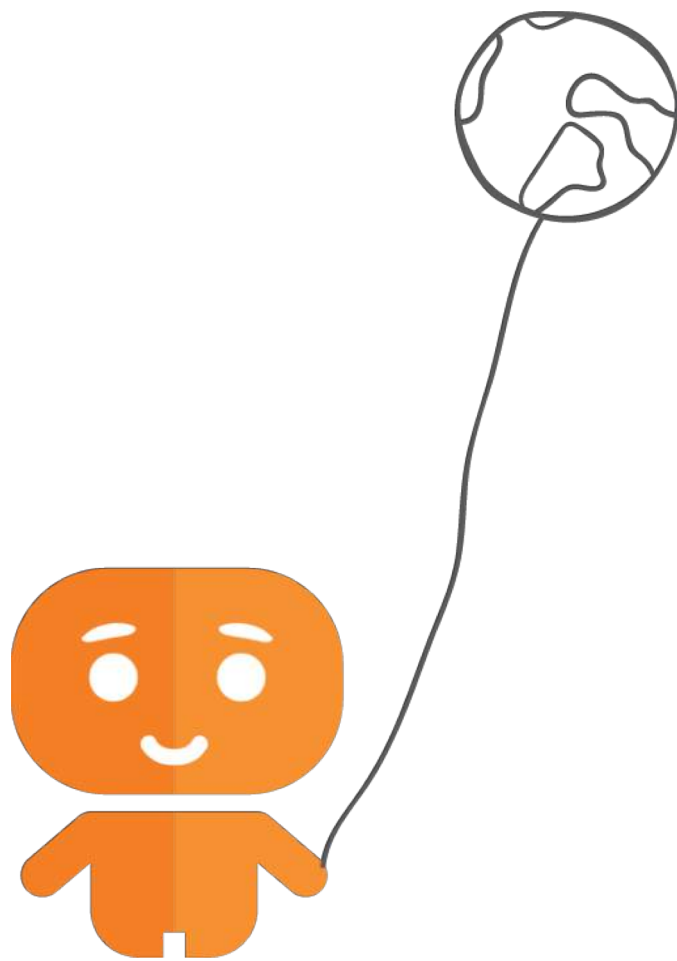


**salinaadele** 🙌🙌🙌🙌💪



**tractor35** Good job sam you can beat





What goes into  
a strategy?

01

STORY

02

GROWTH

03

MAXIMISE & MINIMISE

04

# SUSTAINABILITY

A dark gray banner with a 3D effect, flanked by two gray chevron shapes pointing towards each other. The word "SUMMARY" is written in white, bold, uppercase letters in the center of the banner.

# SUMMARY

- ▶ Doing Too Much
- ▶ Talking to Everyone
- ▶ One-Sided Conversations
- ▶ Being Afraid to be Real
- ▶ Bad Images & Video
- ▶ Fail to Measure
- ▶ Fail to Plan

**[hancockcreative.com.au/change-the-world/](https://hancockcreative.com.au/change-the-world/)**

"Alecia combines current trends, research and consultant experience to explain the what, why and how of using social media platforms."

- Venessa Wells, chief executive, Injury Control Council of WA



Hancock Creative

Before we started learning from Hancock Creative, we had about 35 volunteers. In the last year, we've been able to built that number to 77.  
– Travis Fitch, 12 Buckets

**Questions?**    [wow@hancockcreative.com.au](mailto:wow@hancockcreative.com.au)

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