



Social Comms

Promoting your engagement activity using social media.

2021

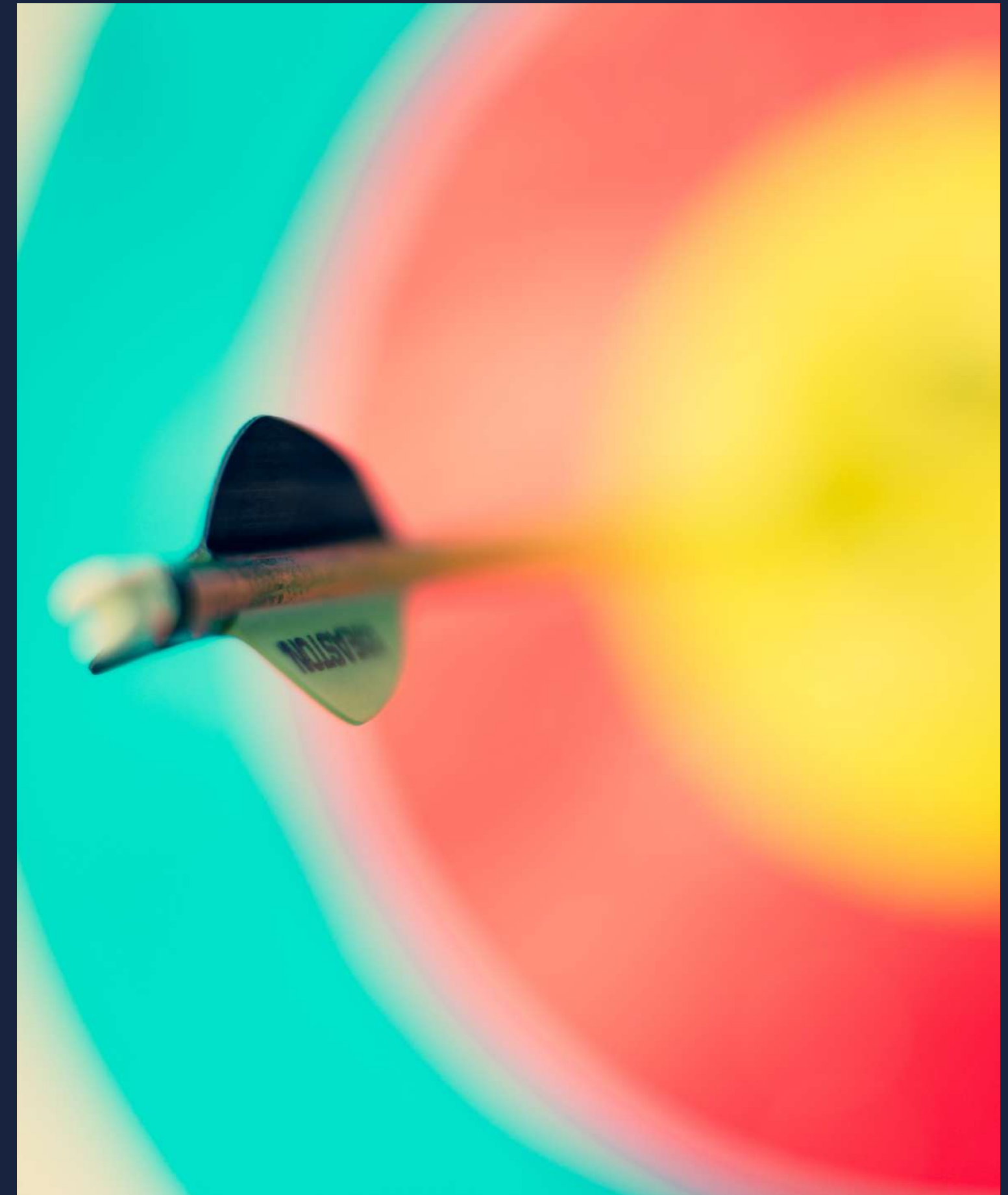


Strategy



Strategy

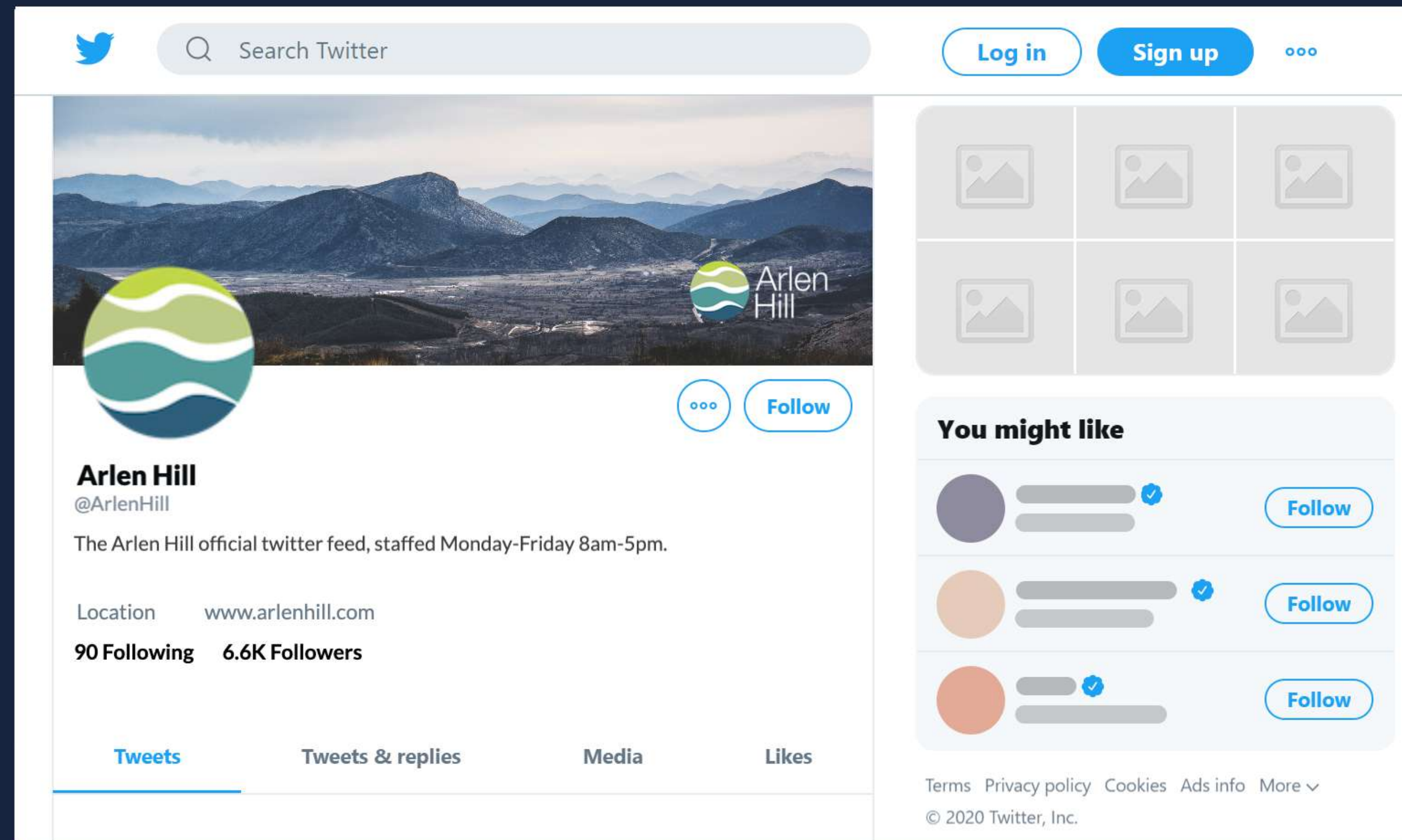
- **How** can we use existing networks and reach?
- **Who** can support this activity?
- **What** paid traffic, if any, will work for us?
- **How** will we know if we have been successful?



Organic traffic

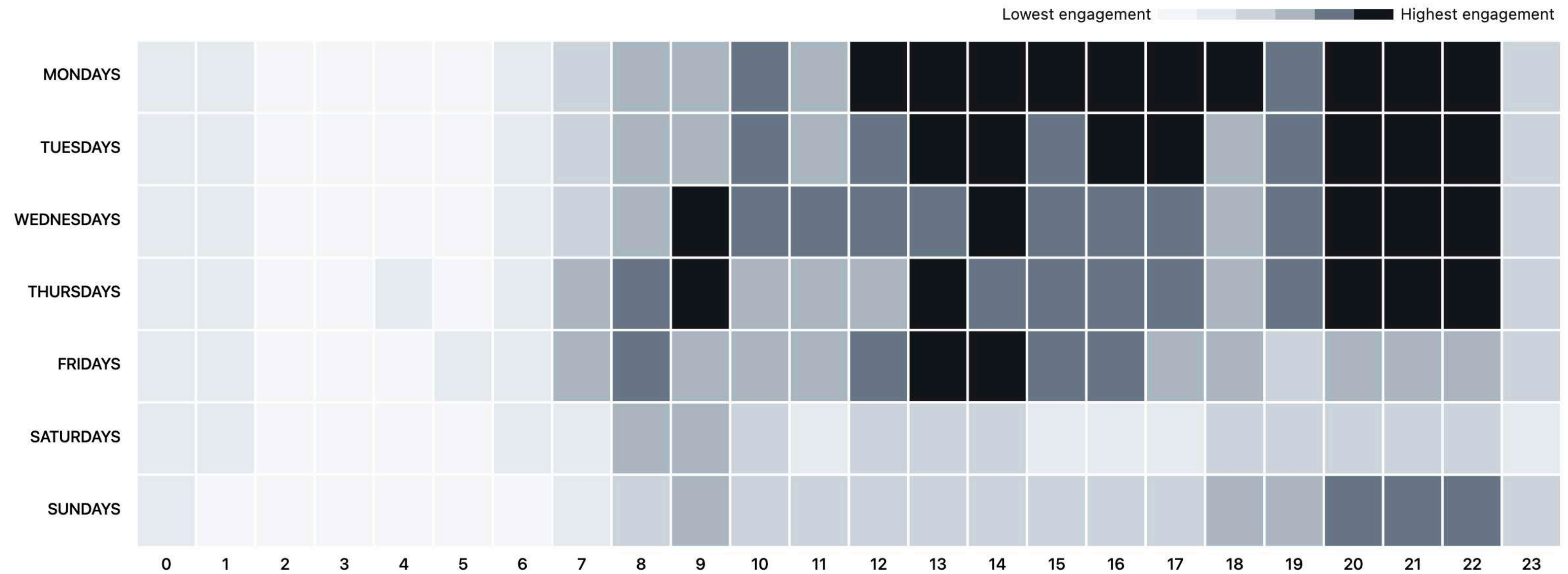


Profile Optimisation



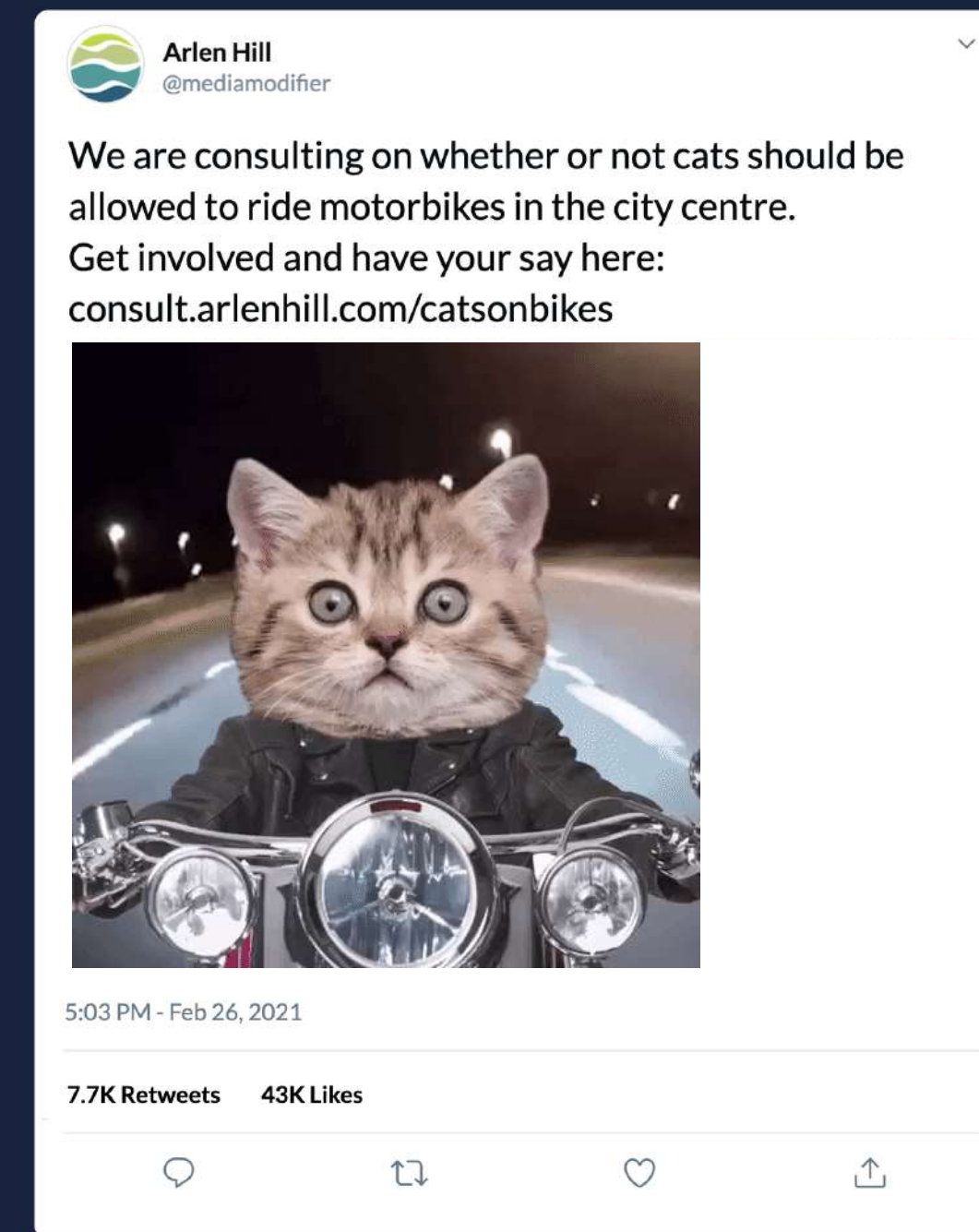
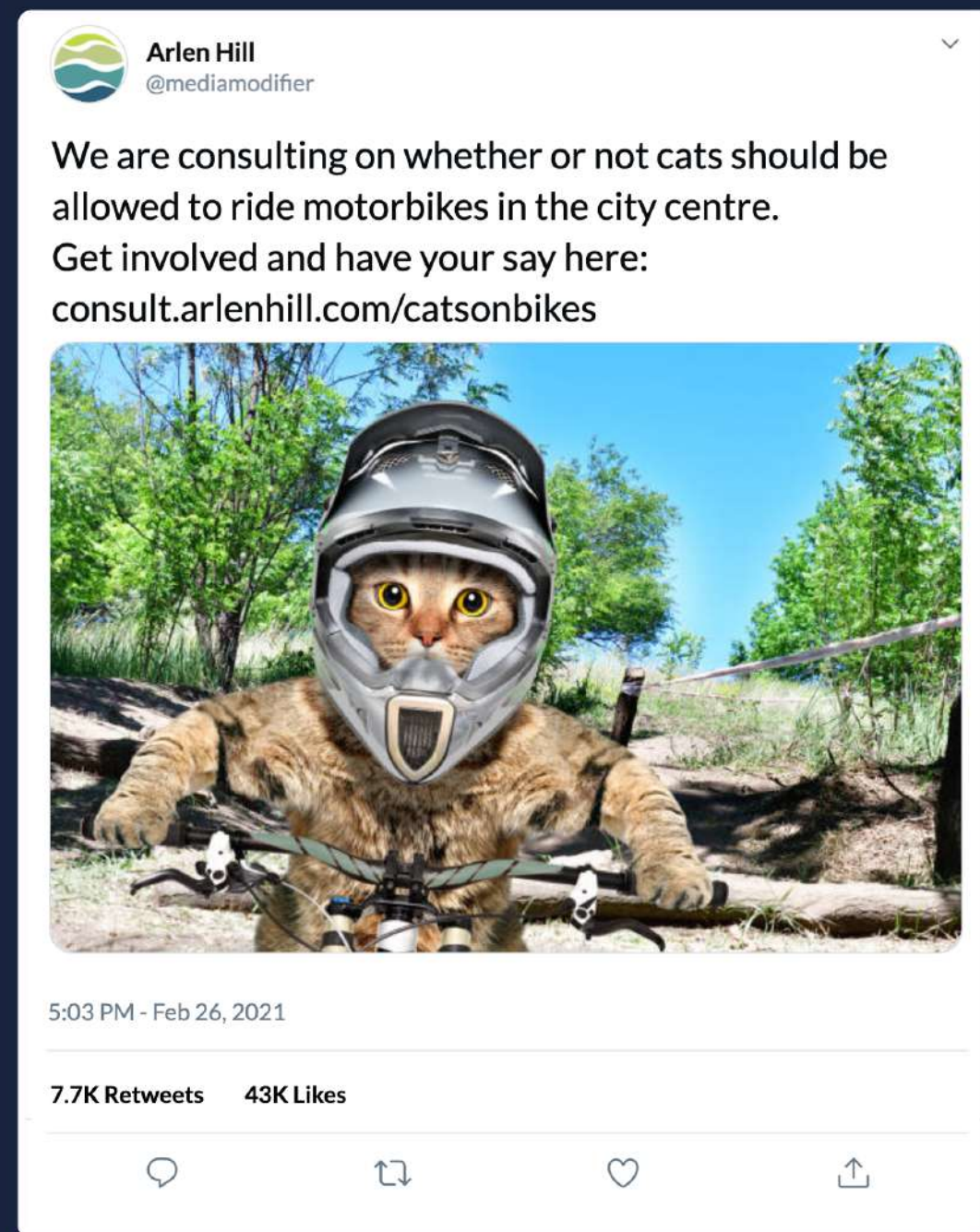
- Legible logos and header images
- Pinned tweet can be utilised.

Audience Data



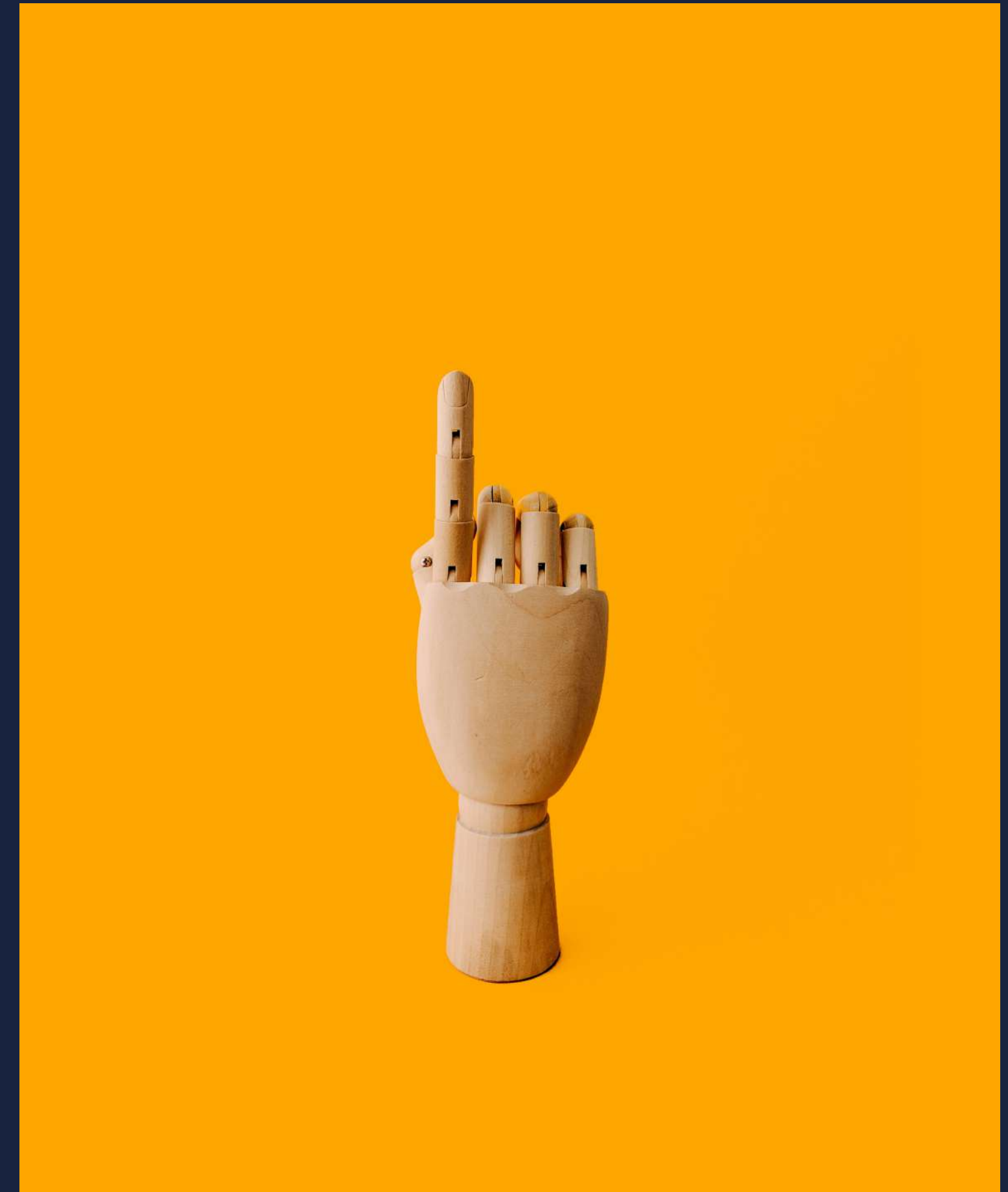
<https://studio.twitter.com/audience-insights>

Content Types



Organic Traffic Tips

- Consider time of day
- Don't just post once, set a schedule and vary it.
- Optimise profile
- Consider content type and directly upload.



Influencers



Finding Influencers

- Who would be invested in this?
- Who do your followers follow?
- Regional and national news outlets
- Community groups and networks
- Charitable and campaigning orgs
- Vocal locals

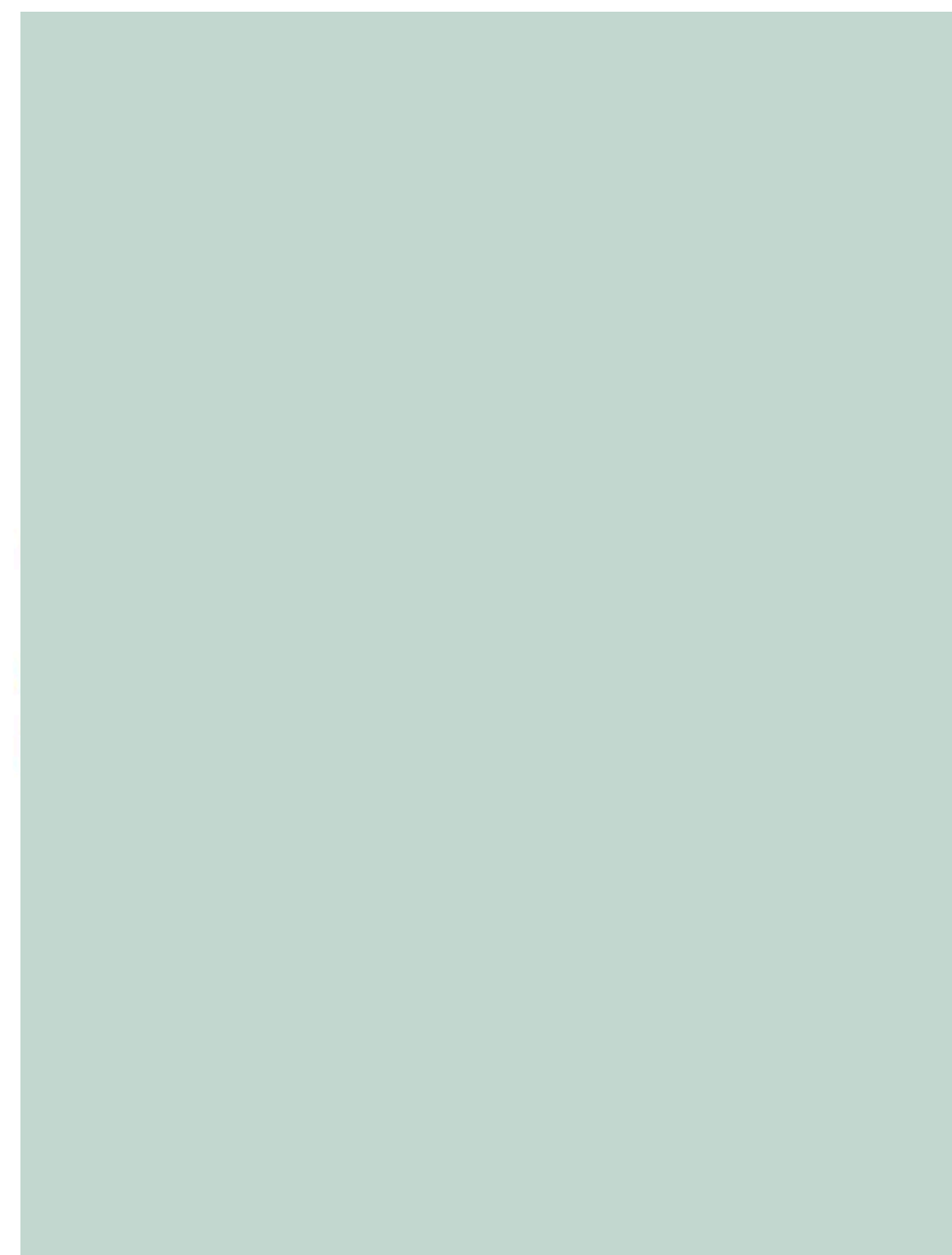


Identifying Influencers

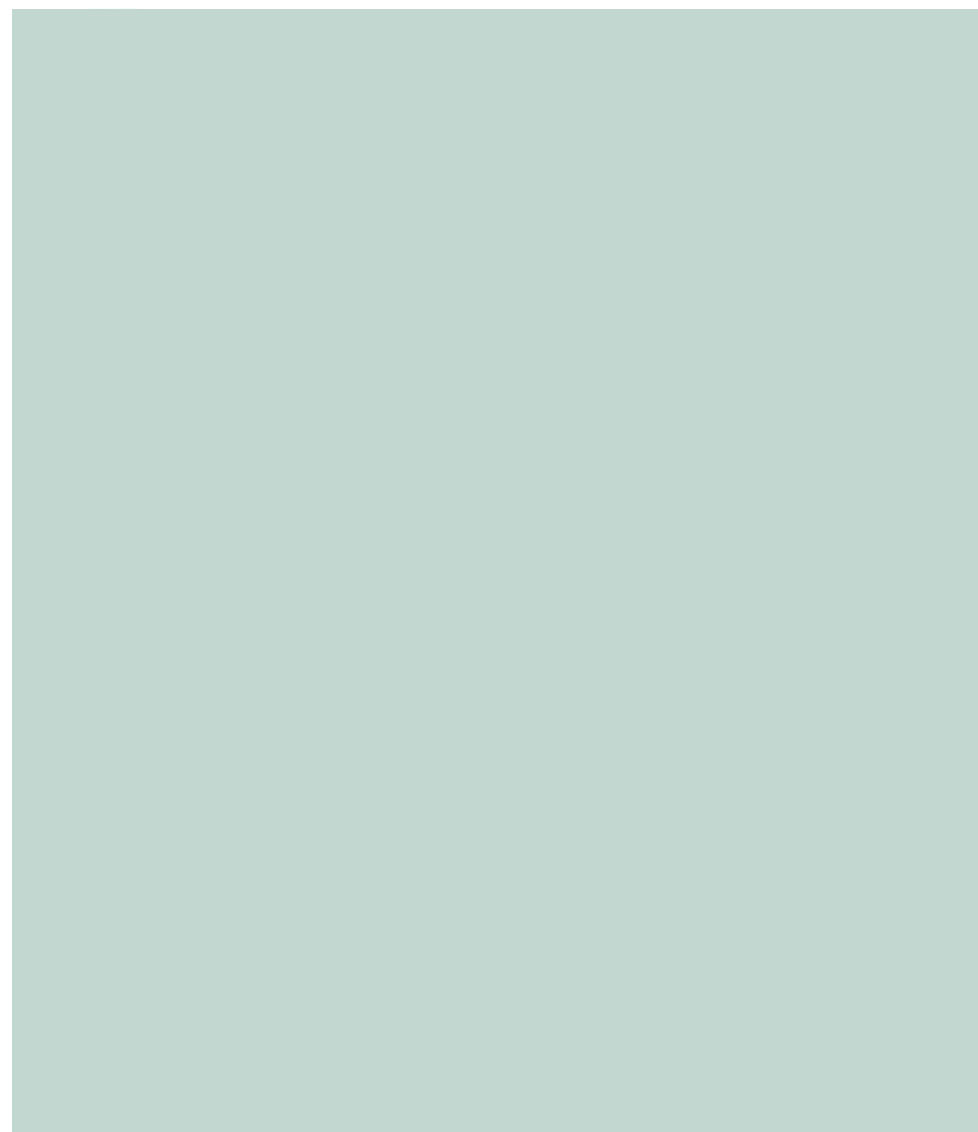
May 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,806 impressions



Top mention earned 79 engagements



Top media Tweet earned 2,054 impressions

MAY 2021 SUMMARY

Tweets

Tweet impressions

Profile visits

Mentions

New followers

Top Follower followed by 2,722 people

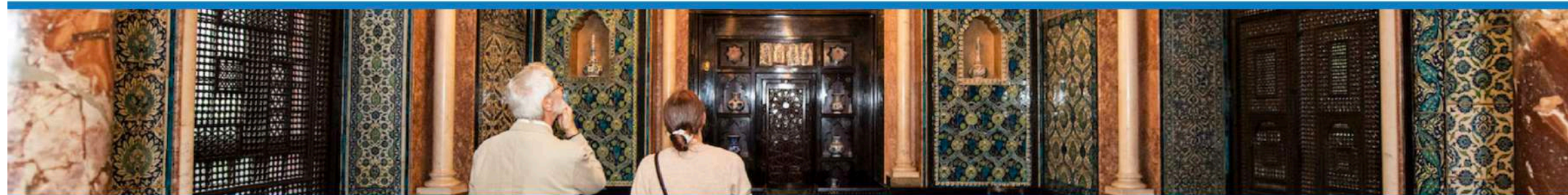
The screenshot shows the Twitter profile of 'Lemmy The Kitten' (@Lemmy_kitty). The profile picture is a cat wearing a helmet. The header includes a search bar and a 'Follow' button. The bio reads: 'Love bikes, catnip, tearing up the neighbour's garden. Founder of the @kittymotorcycleclub'. The location is 'www.kittensrideatdawn.com'. The profile shows '90 Following' and '2722 Followers'. At the bottom, there are tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes'.

Identifying Influencers



Search consultations

Consultation Hub Find Consultations We Asked, You Said, We Did About Citizens' Panel



Experimental provision of bus lane and cycle lane changes on Chelsea Bridge

Overview

From 21 March 2021, there will be an experimental order to provide an at any time northbound with-flow bus lane for the use of buses, solo motorcycles, pedal cycles, taxis and dial-a-ride buses in the northbound carriageway of Chelsea Bridge, extending between the boundary with the London Borough of Wandsworth (approximately the centre of the bridge) and 89 metres south of Chelsea Embankment and to amend the length of cycle lane in the northbound

Closes 21 Sep 2021
Opened 21 Mar 2021

Contact
trafficorders@rbkc.gov.uk



100% democratic London Taxi Org.
12K Followers

Boosted Posts



Setting Objectives

Reach Maximize your ad's reach	Video views Get people to watch your video	App re-engagements Get people to take action in your app
	Pre-roll views Pair your ad with premium content	
	App installs Get people to install your app	
	Website clicks Drive traffic to your website	
	Engagements Get people to engage with your Tweet	
	Followers Build an audience for your account	

Demographic Targeting

Gender

Any Men Women

Age

All Age range

Location (optional) ⓘ [Bulk upload](#)

bristol

- City — Bristol, England, GB
- City — Bristol, RI, US
- City — Bristol, PA, US
- City — Florenceville-Bristol, New Brunswick, CA
- City — Bristol, IN, US
- Zip code — 04539, Bristol, US
- Zip code — 60512, Bristol, US
- Zip code — 37620, Bristol, US
- Zip code — 24201, Bristol, US
- Zip code — 03222, Bristol, US

Demographics

Gender

Any Men Women

Age

All Age range

18 — 34

Interest Targeting

The screenshot displays the Twitter targeting interface. On the left, under 'Targeting features', there are two sections: 'Keywords (optional)' and 'Follower look-alikes (optional)'. Both sections have a search bar and links for 'Recommendations' and 'Bulk upload'. The 'Follower look-alikes' search bar contains the text 'sustrans'. Below the search bar is a list of accounts with checkboxes for selection:

- Sustrans @sustrans
- Sustrans Scotland @SustransScot
- Sustrans in London @SustransLondon
- Sustrans Cymru @SustransCymru
- Sustrans NI @SustransNI
- Sustrans South @SustransSouth
- Sustrans North @SustransNorth
- Sustrans W Midlands @SustransWMids

On the right, the 'Audience estimate' section shows a green bar chart. A tooltip for the selected account, Sustrans (@sustrans), is displayed, showing a '212K Global audience size' and a bio: 'Main Twitter account of Sustrans, the charity that's making it easier for people to walk and cycle. Join us on our journey.' It also shows '3K Following 66.4K Followers'.

- Follower lookalikes targeting allows you to target people with interests similar to an account's followers.
- This is determined by identifying users similar to those who follow accounts based on a variety of signals, including what they Retweet, click on, Tweet, and more.

Boosting Posts

- Decide what you want to optimise for
- Identify audiences based on interests and demographics.
- Keep copy short and sweet.
- Images and videos will grab attention
- If you can, split test to see what's most effective.



Measurement



Measurement

- Set realistic expectations
- Measure what worked best, and what didn't
- Use benchmarks to inform future strategy
- Keep iterating and learning

