



6 TIPS FOR USING SOCIAL MEDIA TO ENGAGE WITH YOUNG PEOPLE

Sam Flynn, Owner of Sam Flynn Social Media, shares her top tips to help you engage with young people in your community.



If you want to get in front of young people, then you need to get on to their phone or tablet! We are definitely living in an age where young people are spending more time than ever on social media. So, that is definitely the place to communicate with them. The BIG problem is that they are on there to see what their mates and celebrities are up to. They're not there to see what's going on in their local community.

So how can you engage with them?

1. Give them what they want

They don't want to see boring updates on social media. They want humour and things they can relate to. So, give them it! Only deliver updates that you believe will be interesting to that audience.

2. Ask them to engage

On many platforms, engagement with a post can lead to a wider audience seeing it, such as the friends of that person on social media. By asking for likes or comments, you're encouraging them to engage rather than just assuming they will. "Click like if you agree", or "comment below and let us know what you think" are simple nudges to get engagement up and get your message in front of a wider audience.

3. Go where they are

While Facebook is still the number one social media platform in terms of user numbers, younger generations are more likely to be spending time on Instagram and Snapchat. Take bright colourful imagery of the local area and share it on Instagram. Use lots of hashtags in your update that use the name of your local area. This will help you be found by other local people. In order to be found on Snapchat, users will need to know your snapcode. So share it on posters in local areas where young people are likely to see it. Give them a reason to add you on Snapchat. Share inspiring and fun posts that use the Snapchat filters and doodles!

4. Use humour

I've mentioned humour already but it really is important in building engagement. You are competing on social media with lots of other humorous images and videos. If you post 'boring' updates then you won't stand out and will be ignored. Being professional doesn't always work on social media, as it means your updates have no chance of standing out and are unlikely to be viewed. Think of ways you could incorporate tasteful humour in to your posts.

5. Use multiple forms of media

Imagery and video is so important on social media. And it doesn't have to be perfect. In fact, it feels far more authentic if it's not perfect. Most of us are within reach of a great imagery and video capture tool without – our smartphones! Capture quick videos and snap images in your local area to share on social media. Engagement is far higher when a video or image is used.

6. Use advertising

Facebook advertising is getting more and more sophisticated. You can target people in your local area within an age range. You can even break it down in to specific interests. By paying for adverts, you will be able to reach a wider audience and target a specific group of local people.



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Social media is a great way to get your message out to young people. Just make sure that message is the right one and that it gets heard! Good luck!