



We looked at the Twitter account and the Facebook account for TVAP to see what they were currently doing with them. One of our members then met with all of their social media users to talk through some ideas on other ways they could use these online tools, as well as how to think about social media from a strategic marketing perspective.

This included suggestions such as understanding their objectives for using social media, being clear on who their different audiences were, creating a monthly social media communication plan, and scheduling important posts in advance. It also incorporated a short overview of Twitter for those members of their team who hadn't previously used it.

### **What the charity says...**

*"It was great to get clarification on the value and uses of the various social media, and to know what we can hope for from the different options. Just having the knowledge about the different target audiences means we can ensure we are engaging with our followers in a more productive way, and we are now 'singing from the same hymn sheet'."*

**Nicky Hutchinson**  
**Donations Manager**

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