



Social media

If your group already has accounts on various social media channels, make sure you share your photos and your stories on these. We would discourage you from setting up new accounts for your project, unless you intend to keep these going beyond October.

Here's a summary of what each of the main social media channels are useful for:

- **Twitter:** this is rapid-fire updates, so you may want to tweet about the same thing several times over the course of a week and month. Tweets that include an image tend to get better traction. Keep an eye on good #hashtags that you can include in your tweets, as this may mean your story gets wider pick up.
- **Facebook:** this is best for personal interaction, which means that conversations can happen without your involvement! Pages are great for updates. Groups are great as forums for discussion – by staff, volunteers, members of the community. If you are talking about sensitive issues, you may want to make your group 'closed'.
- **Instagram:** is all about pictures and videos, so make sure you're sharing good quality images and videos. Perhaps use a filter or two!
- **Snapchat:** is also all about images and videos, and doing fun things with them. However, success on Snapchat relies on timeliness and who your friends are on it (don't worry, they don't have to be your actual friends). 'Snaps' disappear after two days so this is one of those channels you need to keep up with.
- **Pinterest:** is a combination of images and links. It's where people find inspiration, such as food and recipes, interior design and where to buy it, quotes and who said them. This is a great channel for your project if you're encouraging people to visit your website and do things once they're there.
- **YouTube:** is all about video! If you're not planning to make a lot of videos, we would suggest you avoid it. It is possible to post videos on the other channels, so if you have occasional videos it may be better to use that functionality instead.

Join the conversation

Grow Wild has its own social media accounts, where we would love to share your stories as well. Make sure you tag or mention us in your posts, so we can follow what you're doing, and remember to **tag** or **mention Grow Wild**.

Twitter

- [@GrowWildUK](#)
- [@GrowWildEngland](#)
- [@GrowWildScot](#)
- [@GrowWildWales](#)
- [@GrowWildNI](#)

Facebook

- [Grow Wild page](#)
- [Community Projects Group](#) (Closed) – please join! You will be asked a few questions to confirm you're part of a project.

Instagram

- [@GrowWildUK](#)

Pinterest

- [GrowWild](#)

YouTube

- [Grow Wild UK](#)

Grow Wild's top tips

1. **Identify someone** at your project who'd like to take on the social media coverage – and which channels you'd like to use (see list on the previous page).
2. If you do decide to use a few channels – make sure there's **consistency** between them: use the same, or similar, names and profile picture or logo.
3. Use your channels to **follow/like relevant organisations** and people who you think might be interested in your project – they'll probably follow you back.
4. Post **frequent updates** on your channels: social media accounts are like plants – to grow your audience you need to feed your online presence regularly.
5. When you meet new contacts, ask what channels they use, so you can link to them and **extend your network**.
6. Be **positive** and **approachable**: use active, punchy sentences to help create a buzz.
7. Be **creative** – add value to your posts; encourage interaction with questions (asking or responding to them), tips or relevant links to exciting information and extra content such as photos and videos.
8. Focus on **quality rather than quantity**: check your spellings and links – and avoid rushing your posts or status updates.
9. Log in to your social media accounts to **comment on online forums** – commenting in relevant places online will also get you noticed.