

# **SOCIAL MEDIA STRATEGIES**

*All Points Camping Club*



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## SOCIAL MEDIA PAGES

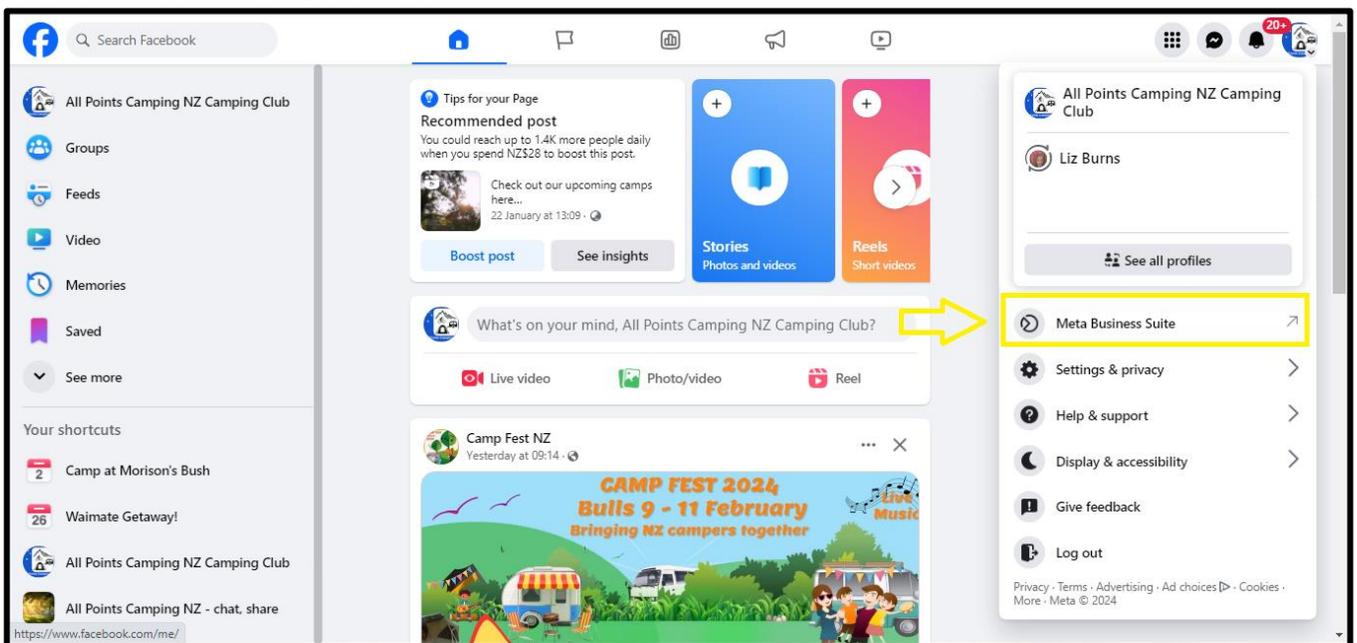
Currently at the start of 2024, you have a Facebook page with 5,100 followers, a Facebook group with 9,900 followers and a Members page with 424 members on the page. The group also has an Instagram page with 47 followers.

Each time you post on Facebook, you are not getting the message to every follower. Facebook has algorithms where only a limited number of people will see your content, unless you start Facebook ads. Facebook ads don't always get the results people want, so there are lots of other creative things you can do to help spread awareness of your events.

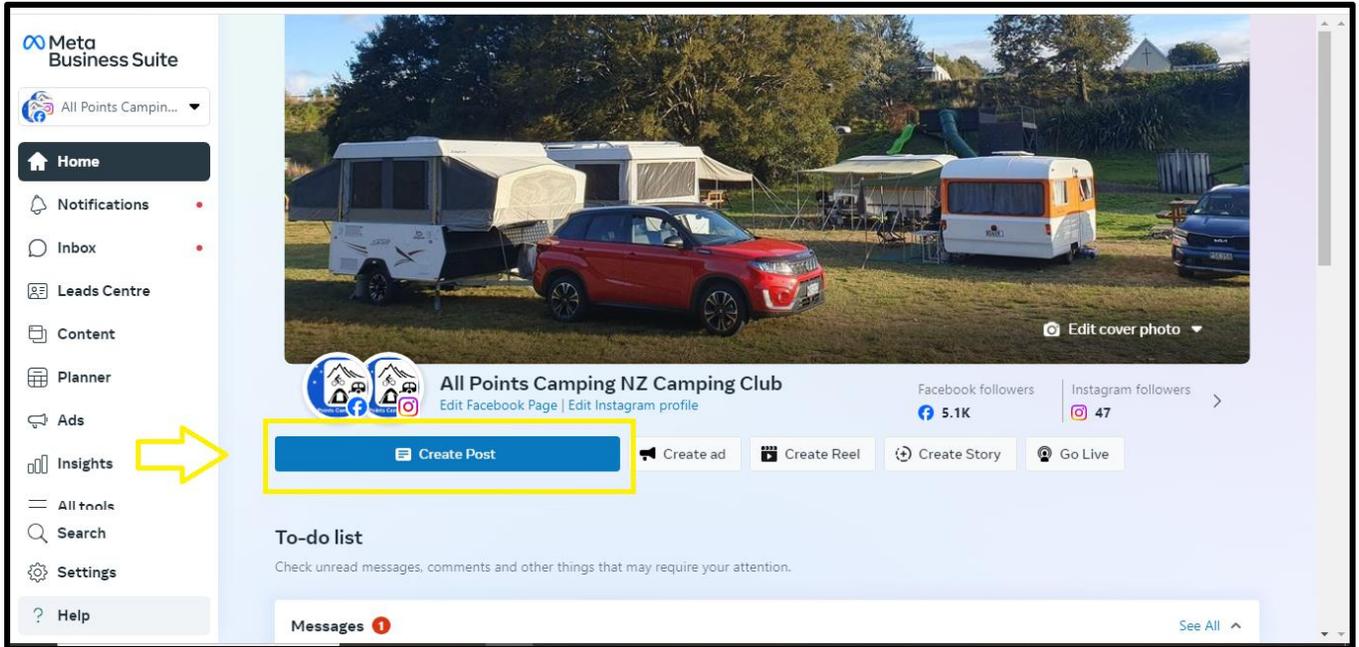
## USE META BUSINESS SUITE TO POST ACROSS ALL PAGES AND PLATFORMS

Ensure that every post you make goes to all three of the Facebook pages and to Instagram. This is easy using the Meta Business Suite.

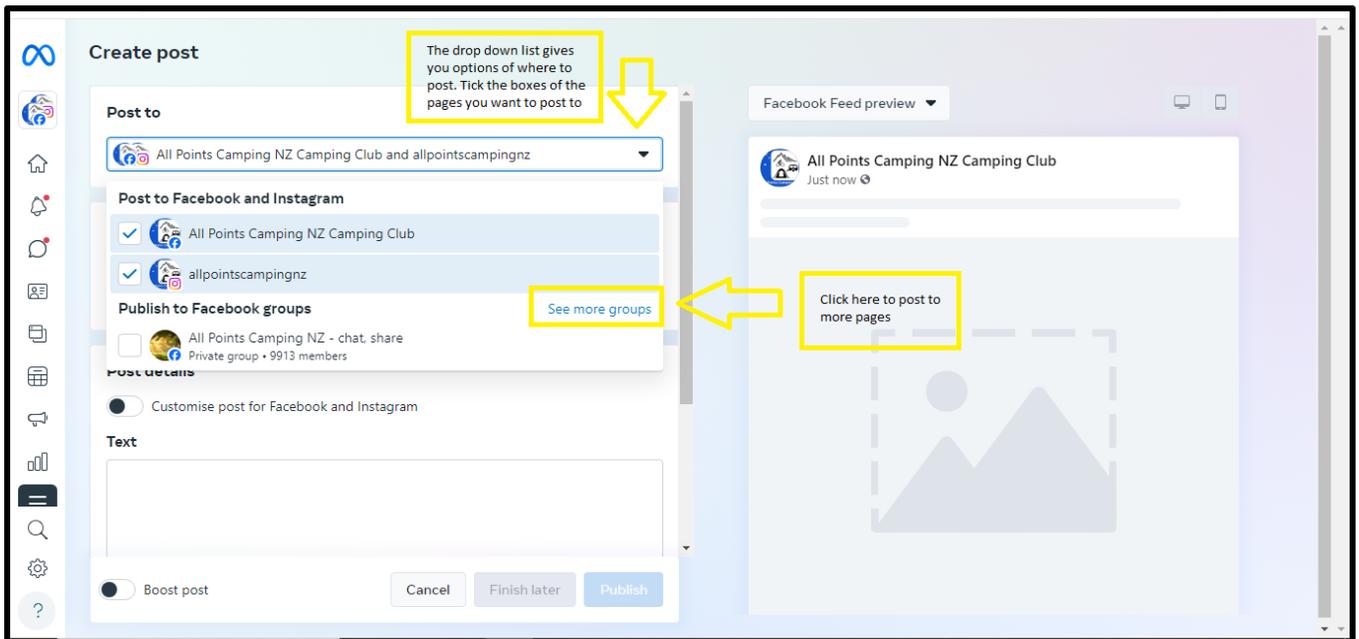
Click on Meta Business Suite



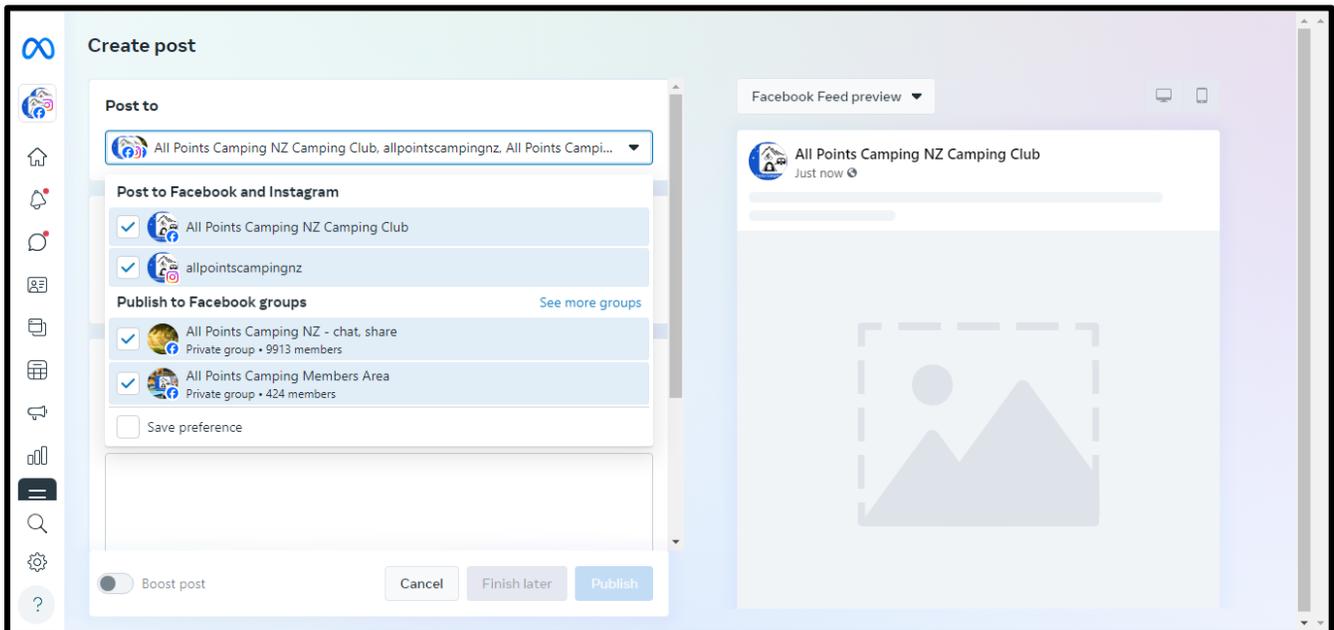
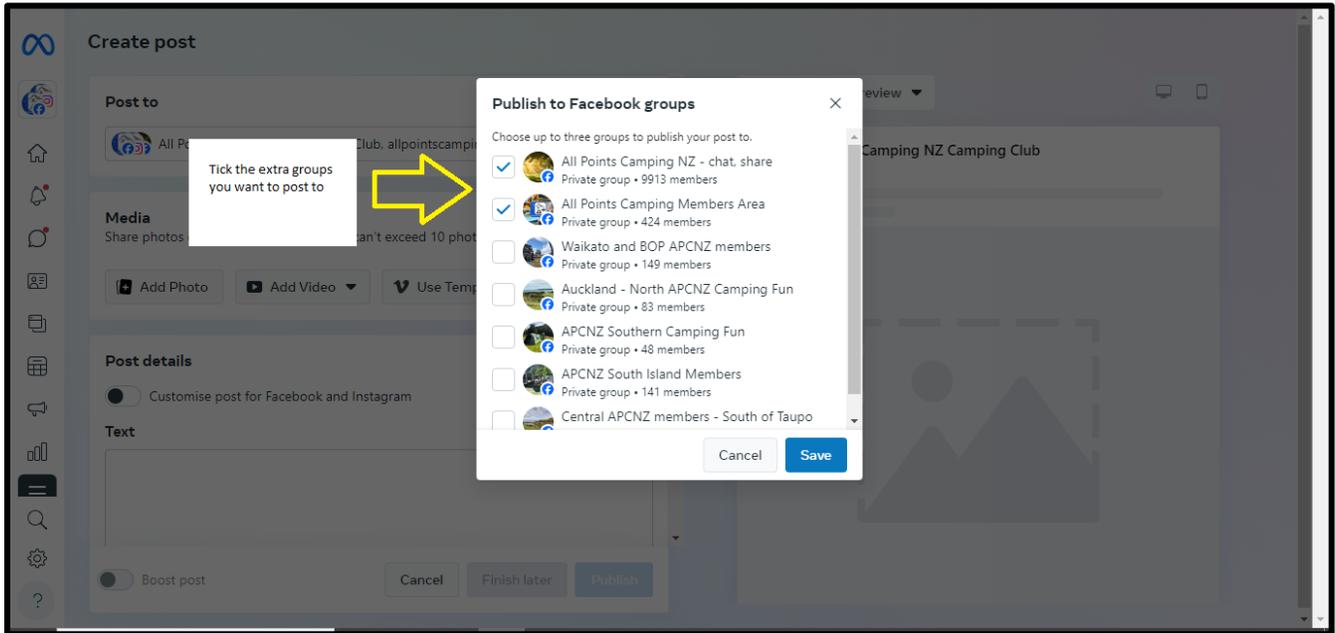
## Create a post



Click on the drop down list and “see more groups” to tick all pages including Instagram



Tick all extra options you want to include to ensure Instagram, the Facebook page and both Facebook groups are included.

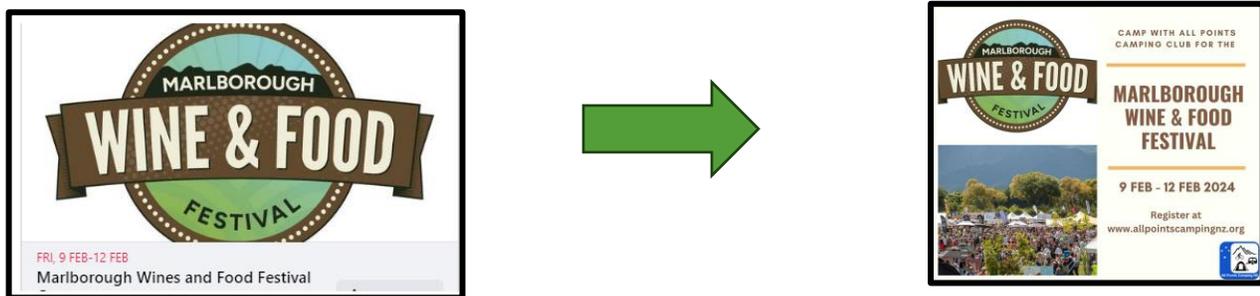


Now start writing your post

This is a good way to ensure your followers see your content across all pages.

## CREATE IMAGES FOR ALL EVENTS

When people are scrolling Facebook or Instagram, people focus more on images than the written text. If you write the details of the event like the dates and registration details onto an image, it helps your event get more exposure and helps people share the details easier.



Currently, our group posts an image (usually of the camp site) for each event and then includes written information in the event page. However, it's better to transition towards creating event images that include the key information like the name of the camp and dates. Here's why:

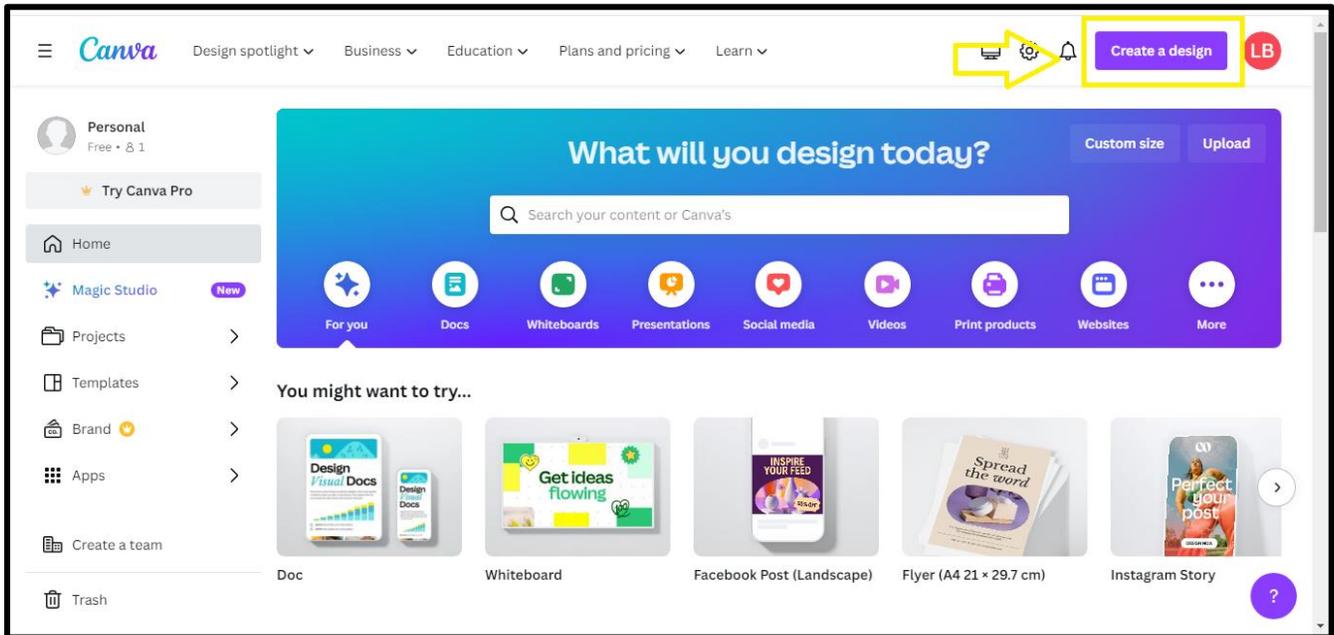
- **Engaging Content:** Images with event details are more engaging and allow people to quickly grasp the key information at a glance. They are visually appealing and make it easier for individuals to share event details with their friends and followers on social media.
- **Social Media Compatibility:** Platforms like Instagram rely heavily on visual content. Without an image that includes event details, it's challenging to share events effectively on Instagram, as there isn't a feature for an event page. By creating event images, we ensure compatibility with Instagram.

Creating event images is simple with tools like Canva. Check out this helpful overview training video to get started and I have created a training guide below.

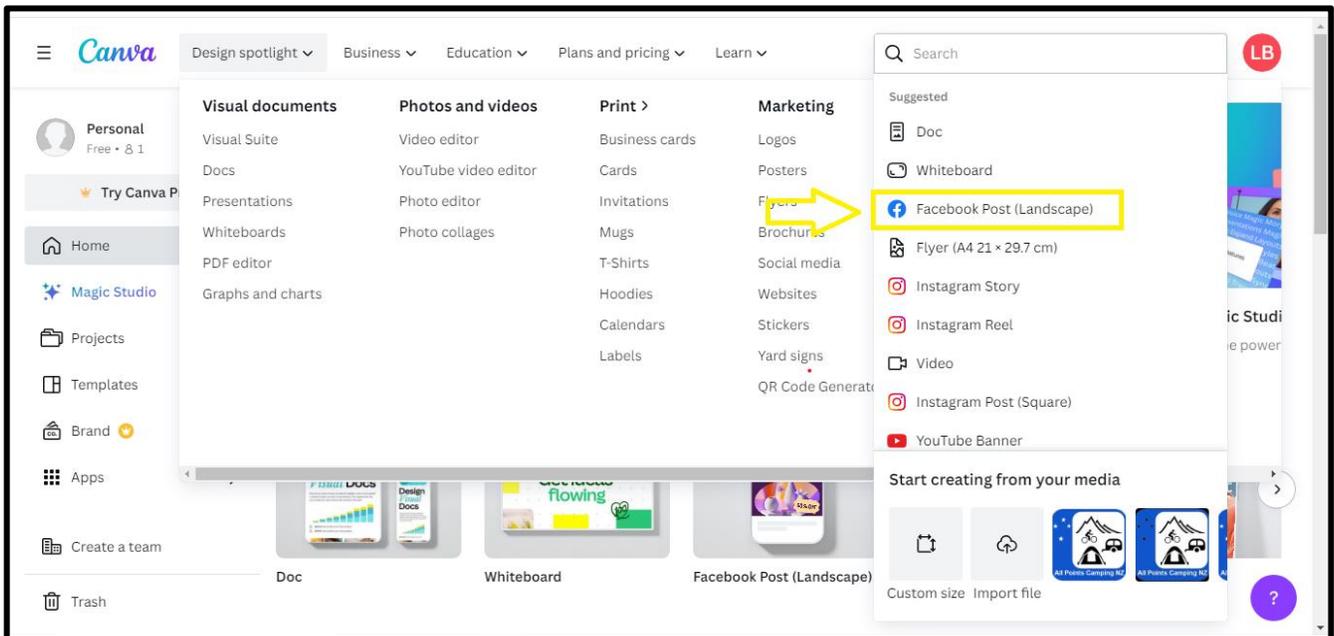
<https://www.youtube.com/watch?v=uwNV7k-pAw4>

# CANVA TUTORIAL

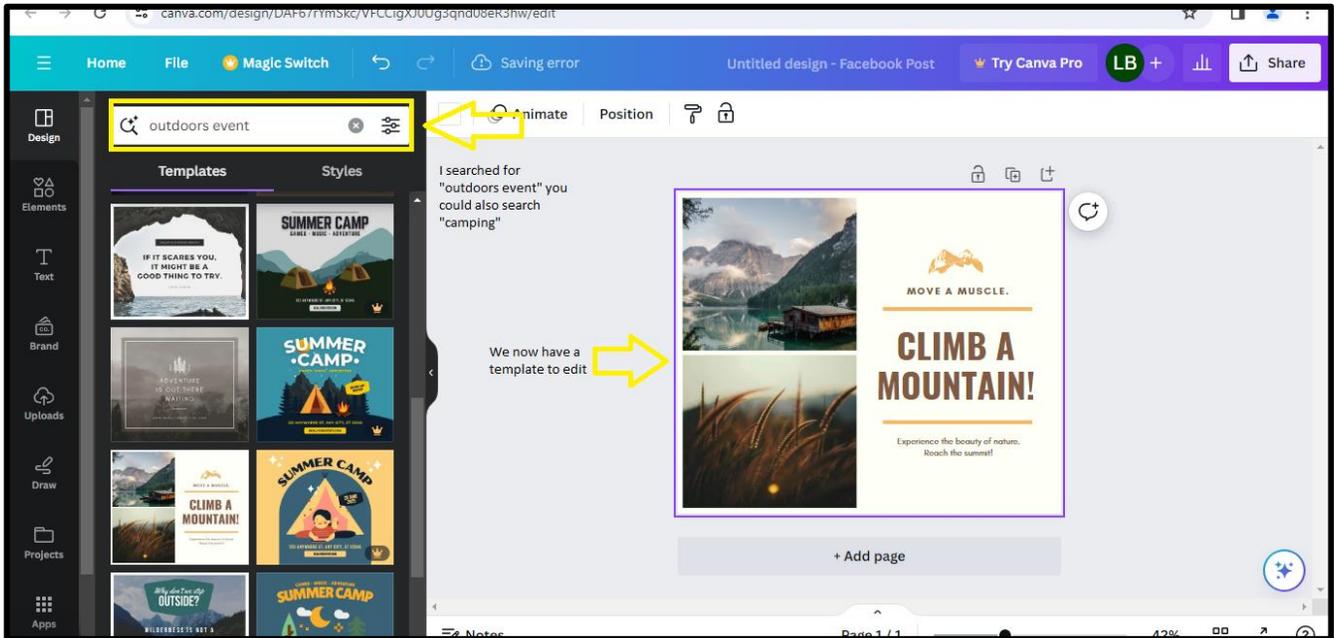
Here are step by step details of how to create an image for an event.



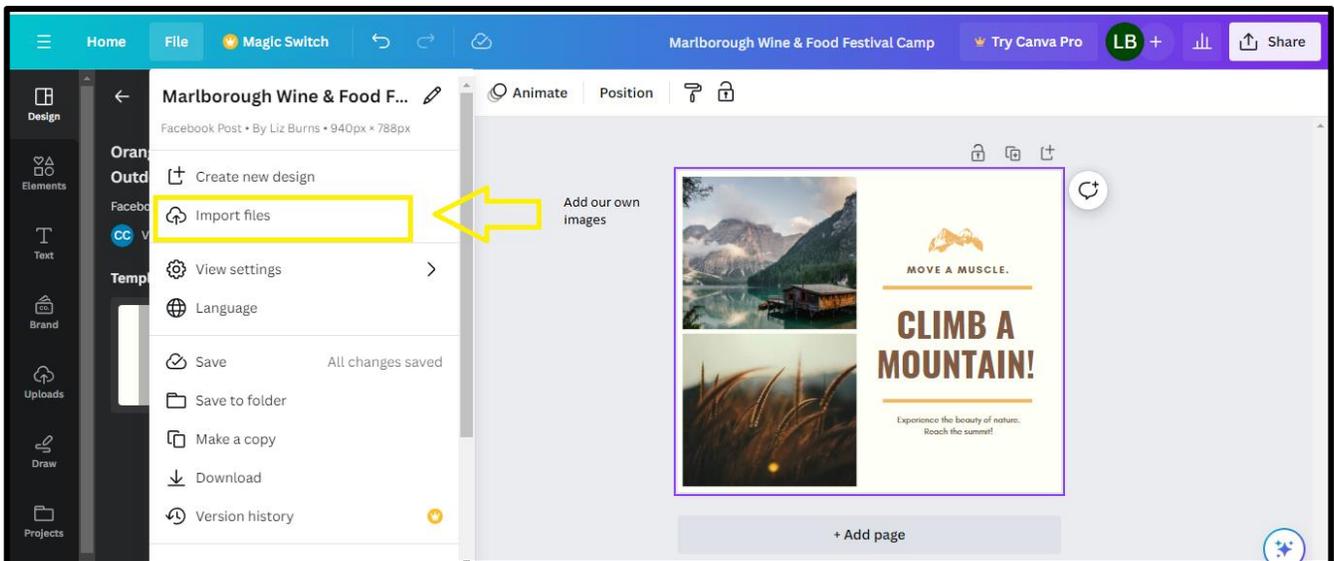
## Select Facebook Post



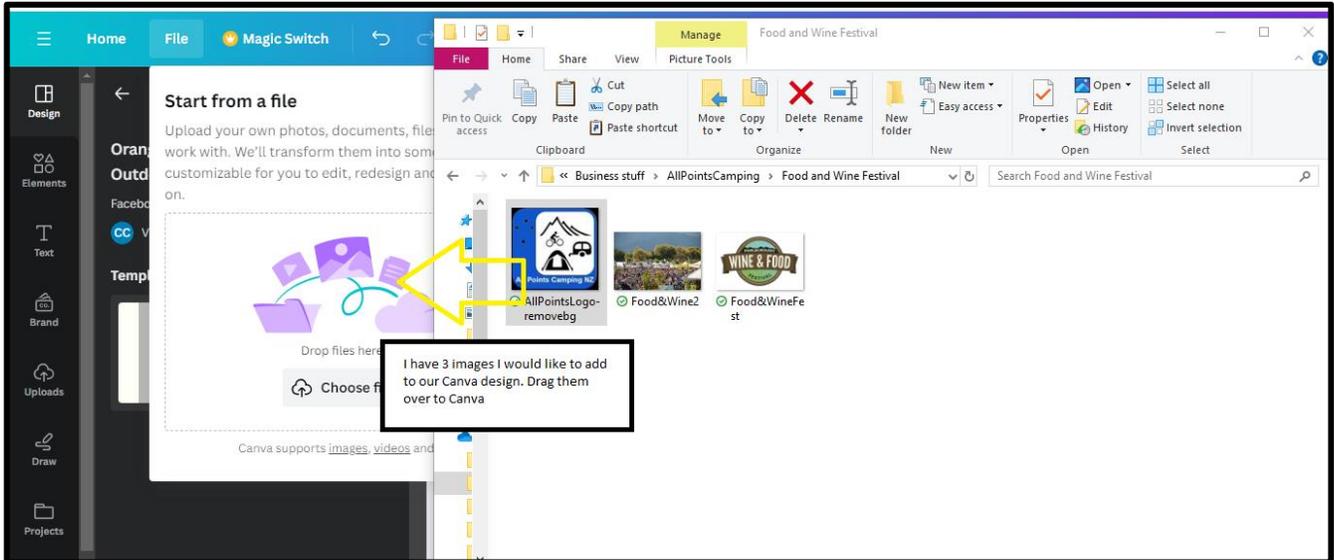
## Search for camping or outdoors



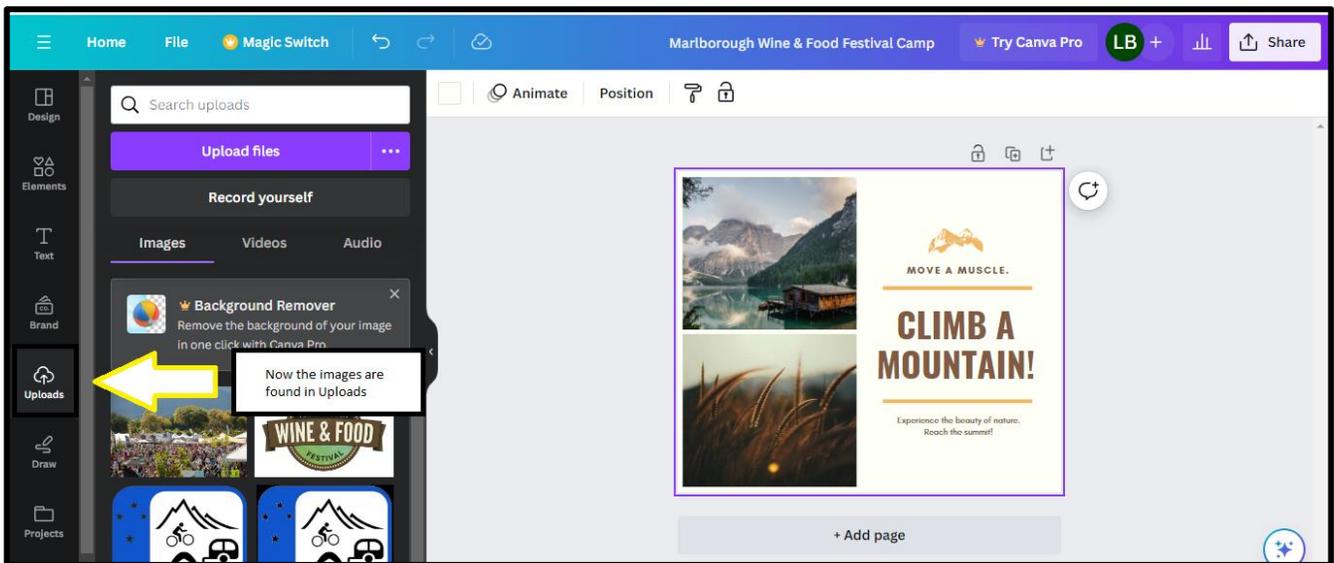
You now have a template to edit. Click File then Import Files to add your own images



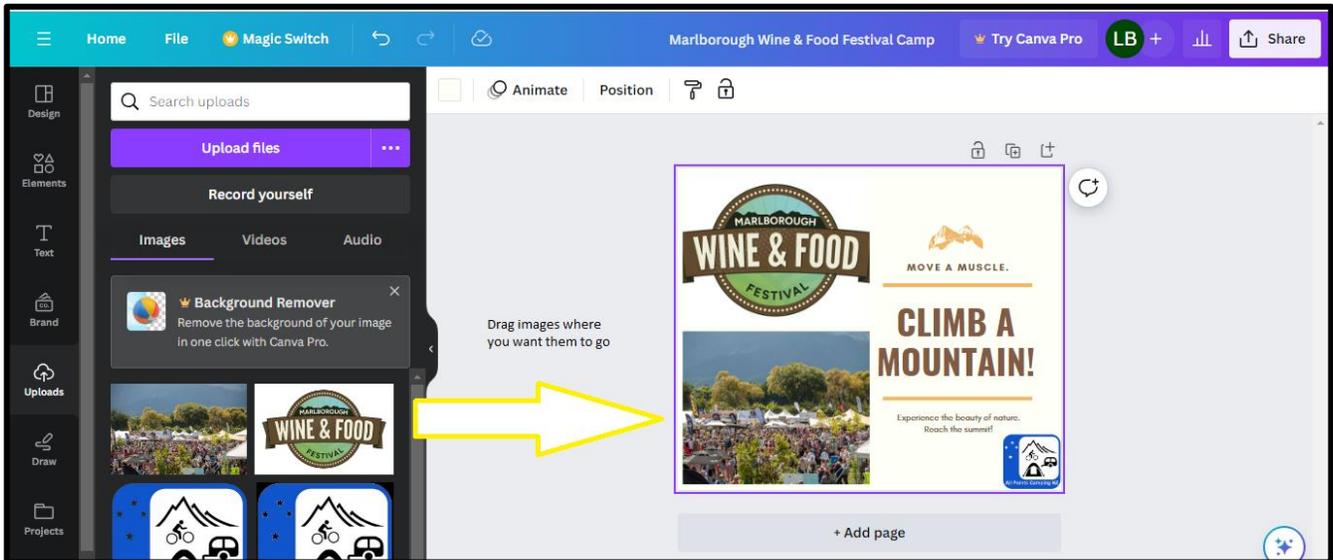
Find images on your computer and drag them over to Canva



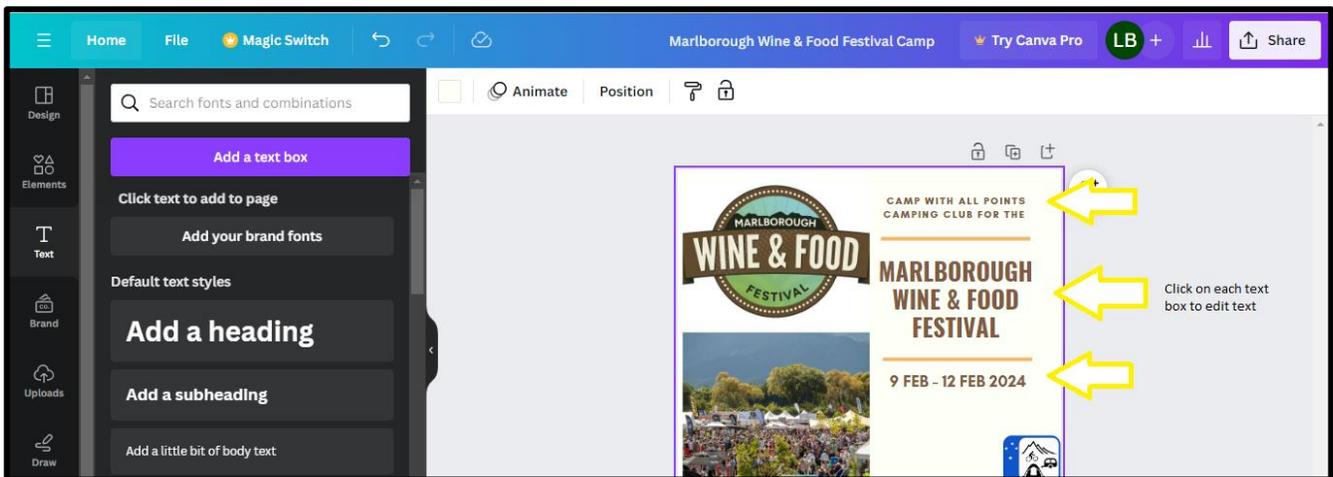
Click on Uploads to see your images



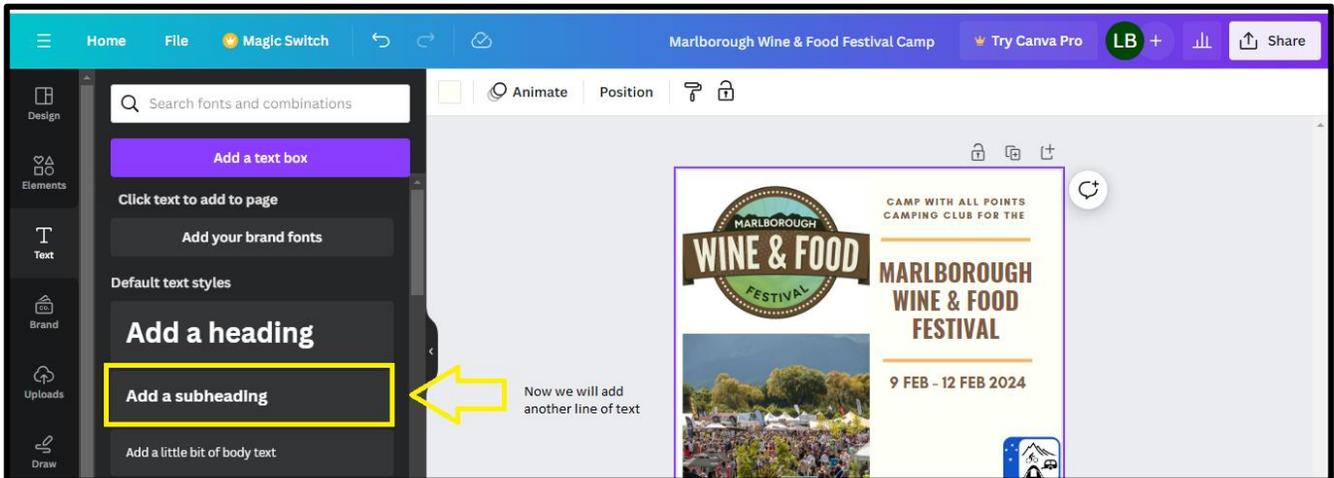
Drag Images where you want them to go



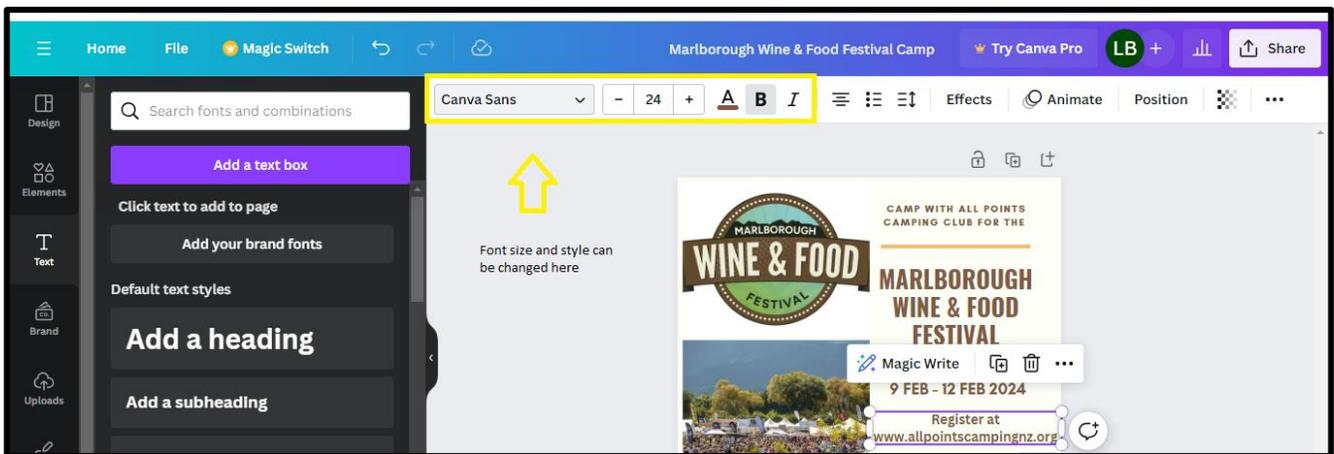
Edit Text with the event name, event dates and our club name.



Add new text by selecting Text on the left hand side and “Add a Subheading”

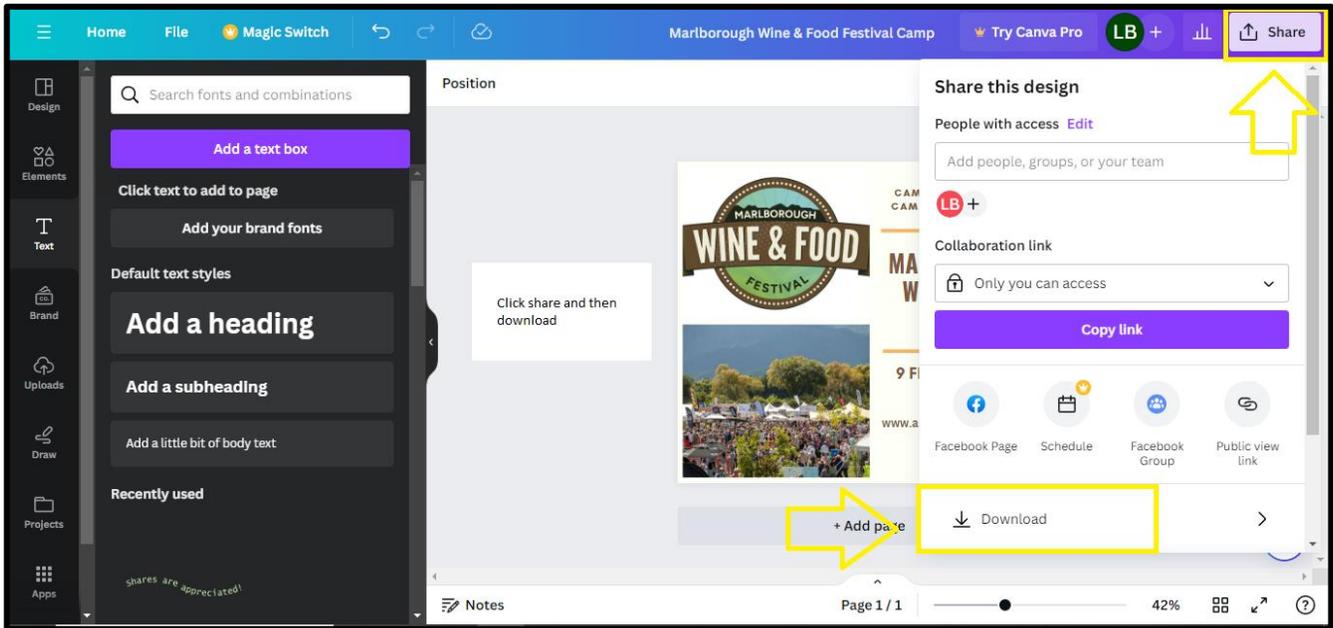


Edit font style and size

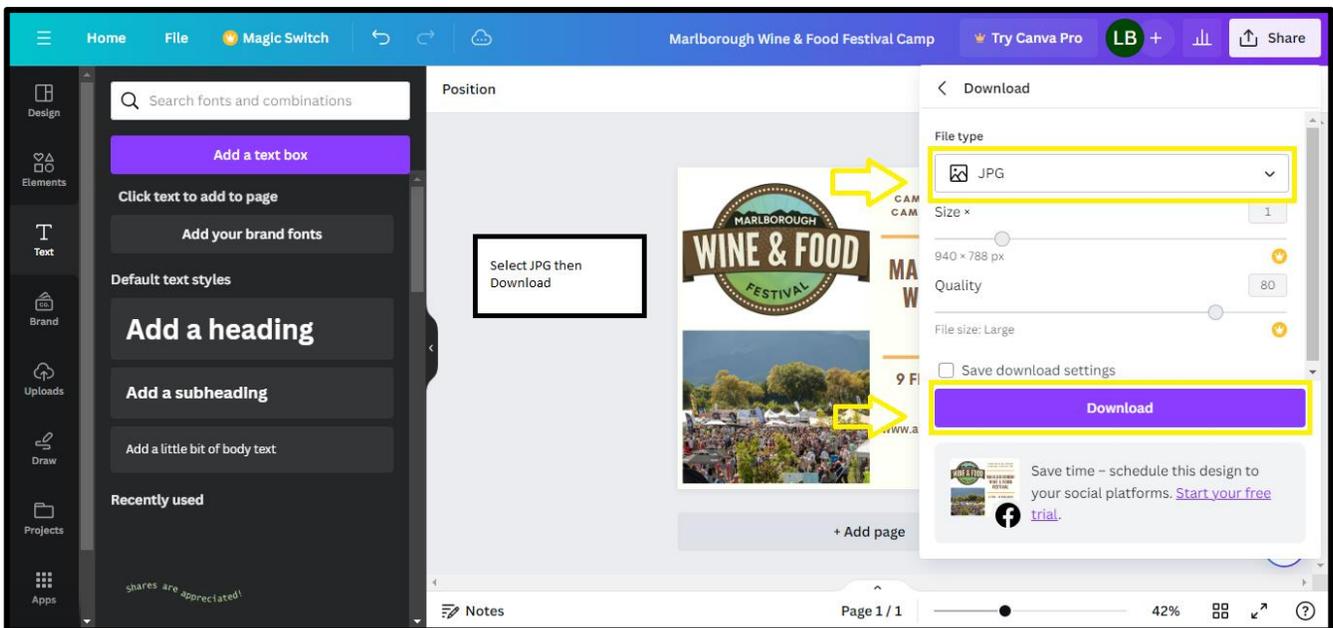


Now we have included information about how to register for the event

Save the design by clicking Share then Download



Save as JPG and click Download



Make sure you then open the event from your downloads and save it where you can find it.

This is the completed image which includes our name, the name of the camp, the dates of the event, and gives details of how to register.



CAMP WITH ALL POINTS  
CAMPING CLUB FOR THE

# MARLBOROUGH WINE & FOOD FESTIVAL

9 FEB - 12 FEB 2024

Register at  
[www.allpointscampingnz.org](http://www.allpointscampingnz.org)



## SHARE OUR EVENTS TO OTHER PAGES

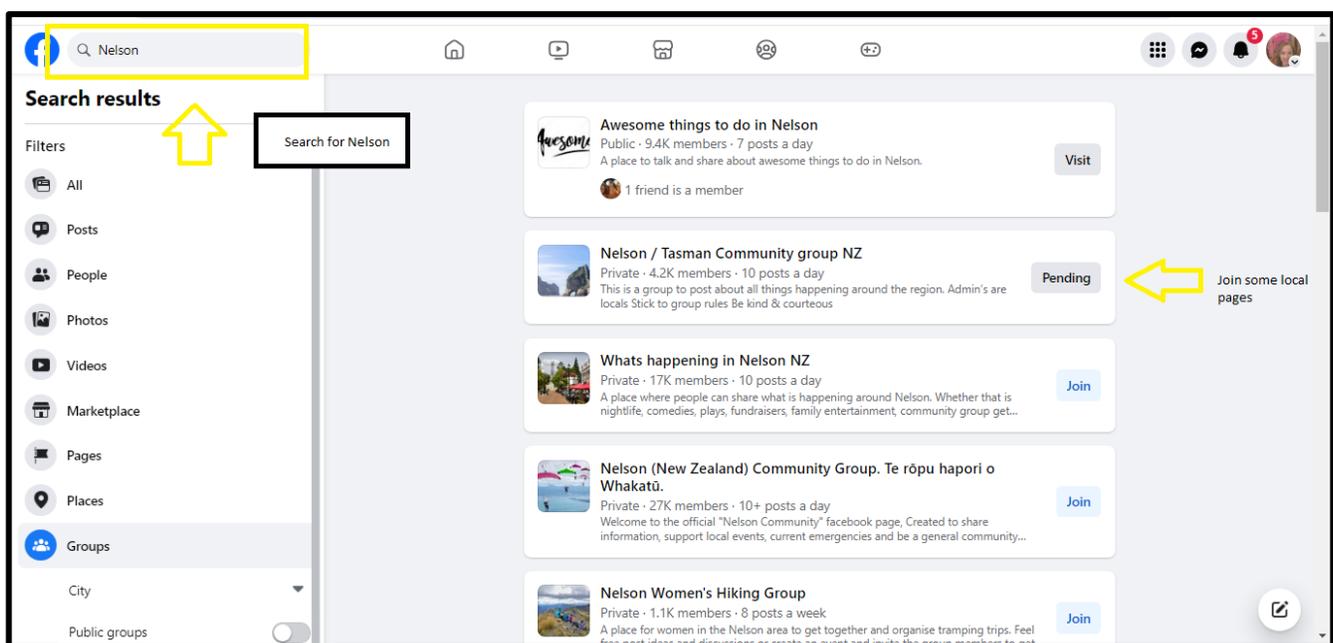
People residing within a 2-hour radius of the event may be interested in attending. Sharing event details on local platforms can raise awareness about our camping club and potentially attract new attendees, thereby contributing to an increase in membership.

For example, the Marlborough Wine & Food Festival draws attendees from various areas who may not be aware of our camping club's budget-friendly overnight camping option. Promoting our club on different Facebook pages of nearby towns can generate interest in our event and lead to new members.

### Step by Step Guide:

Think about towns in the surrounding area. Nelson is near Marlborough, so it would be good to share this event with people in Nelson.

From your personal Facebook page you can search for the name of a town to find local groups in that area.

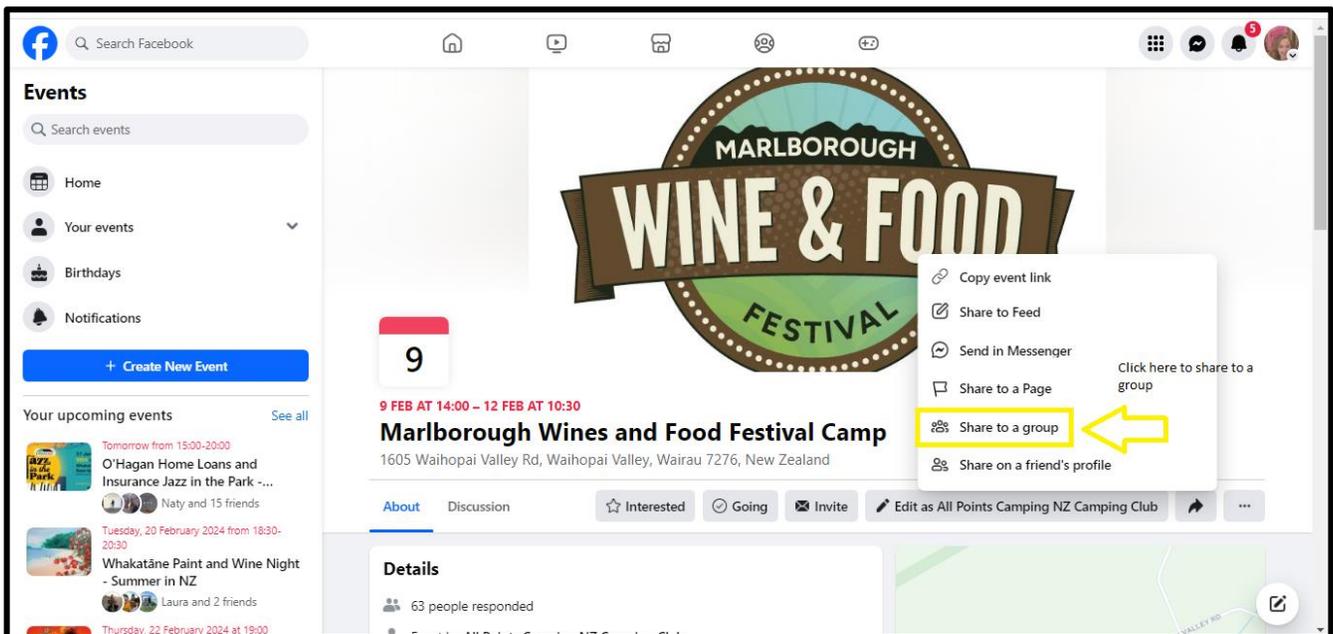


You may need to answer group questions to be let in to the group.

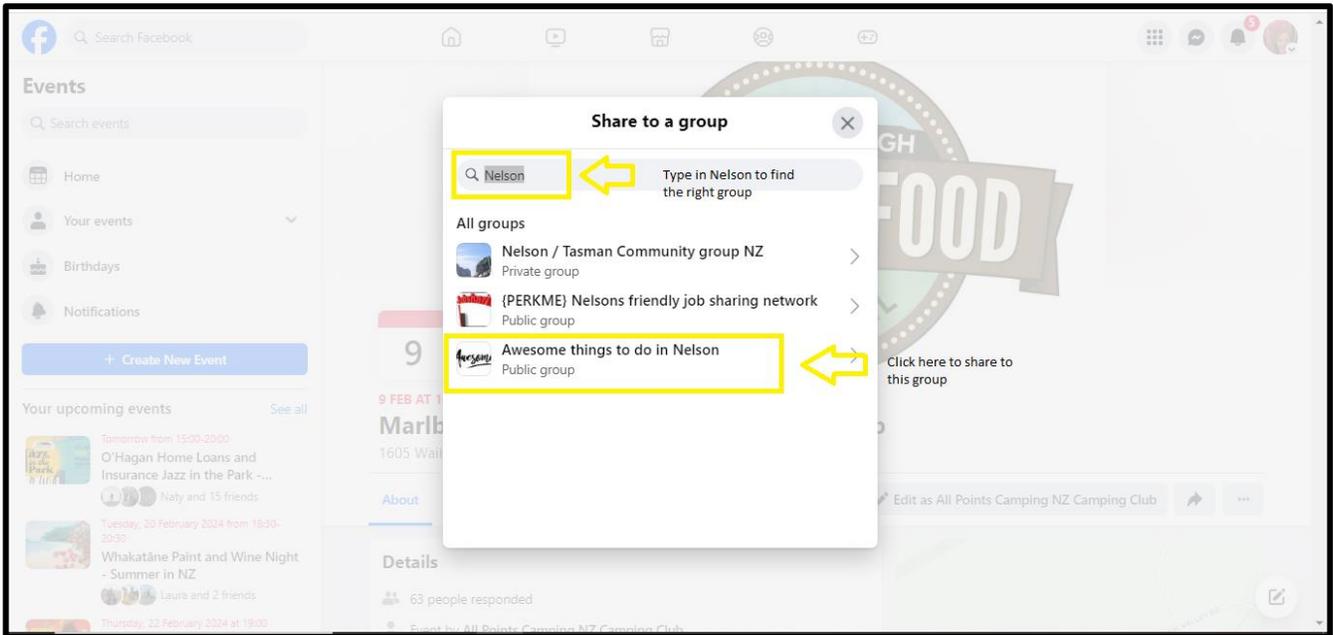
Then find the event page for the All Points Camping Club and find the arrow to share



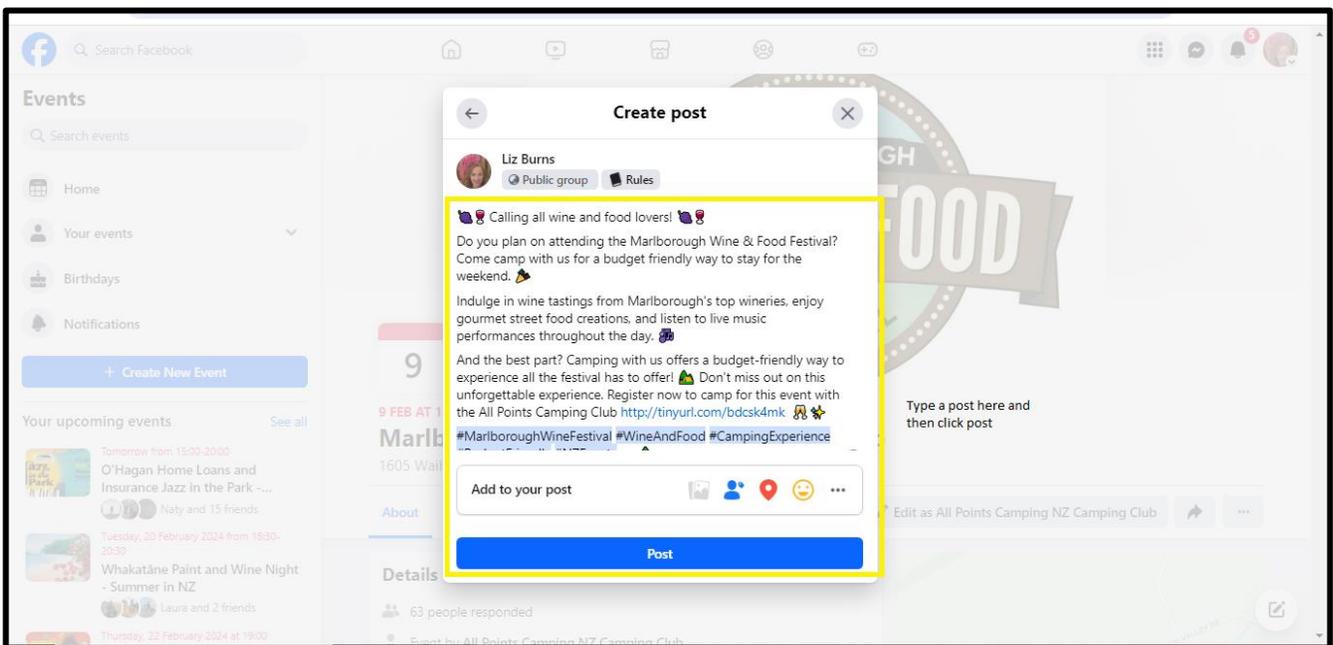
Select share to a group



Search for Nelson to bring up the Nelson groups you are a part of. Click on each group to share. You have to post separately for each group.



Create your post



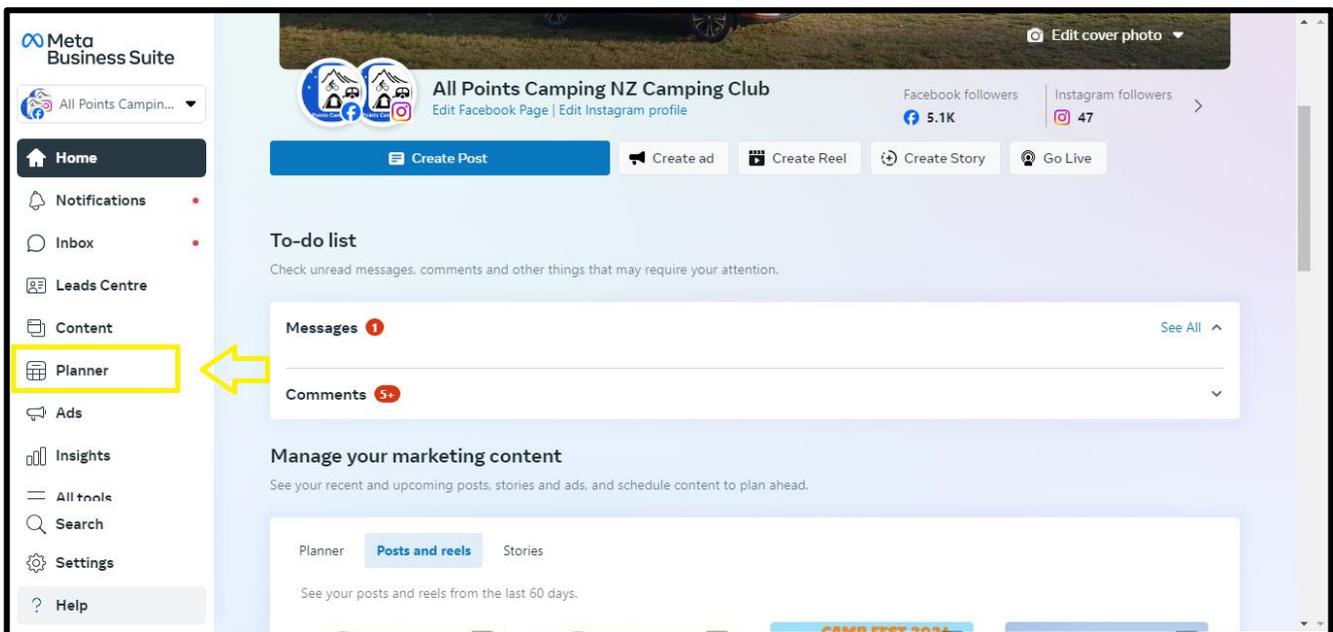
And you have shared information about our upcoming event.

# CREATE EXCITEMENT ABOUT UPCOMING EVENTS

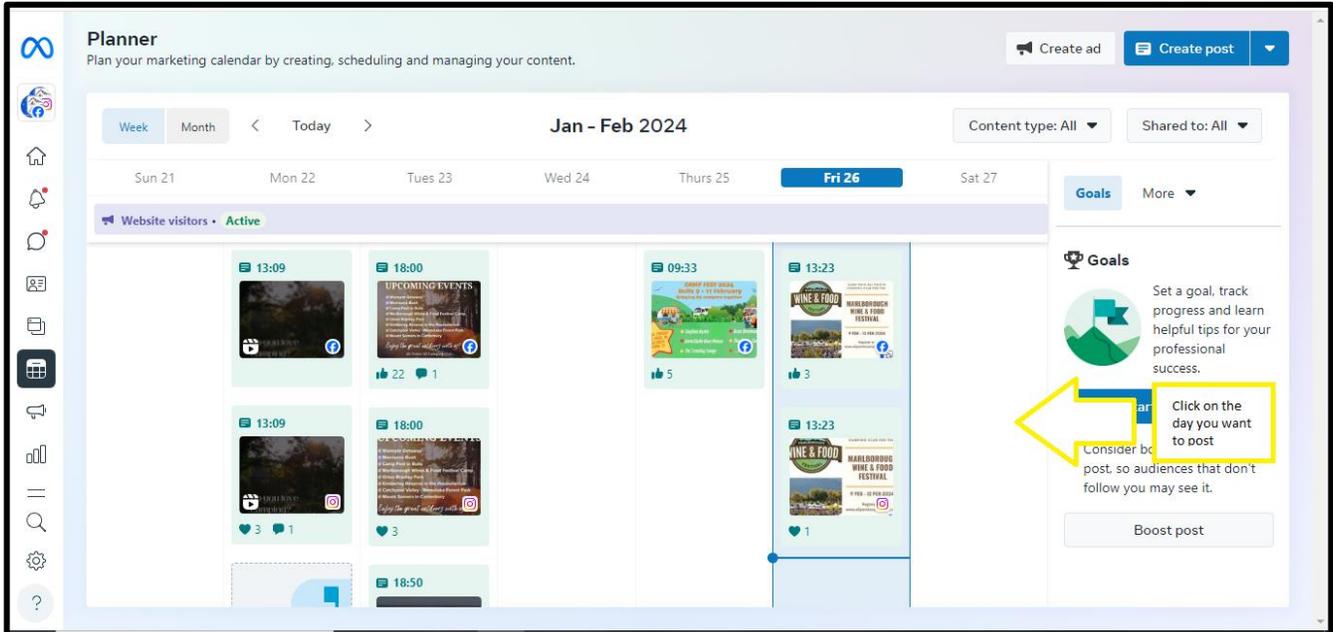
Establish a posting schedule aiming to post daily across all pages. Provide weekly reminders about upcoming events leading up to each event, and issue another reminder on the Thursday prior. Use **Scheduled Posts** for this purpose.

## HOW TO SCHEDULE A POST

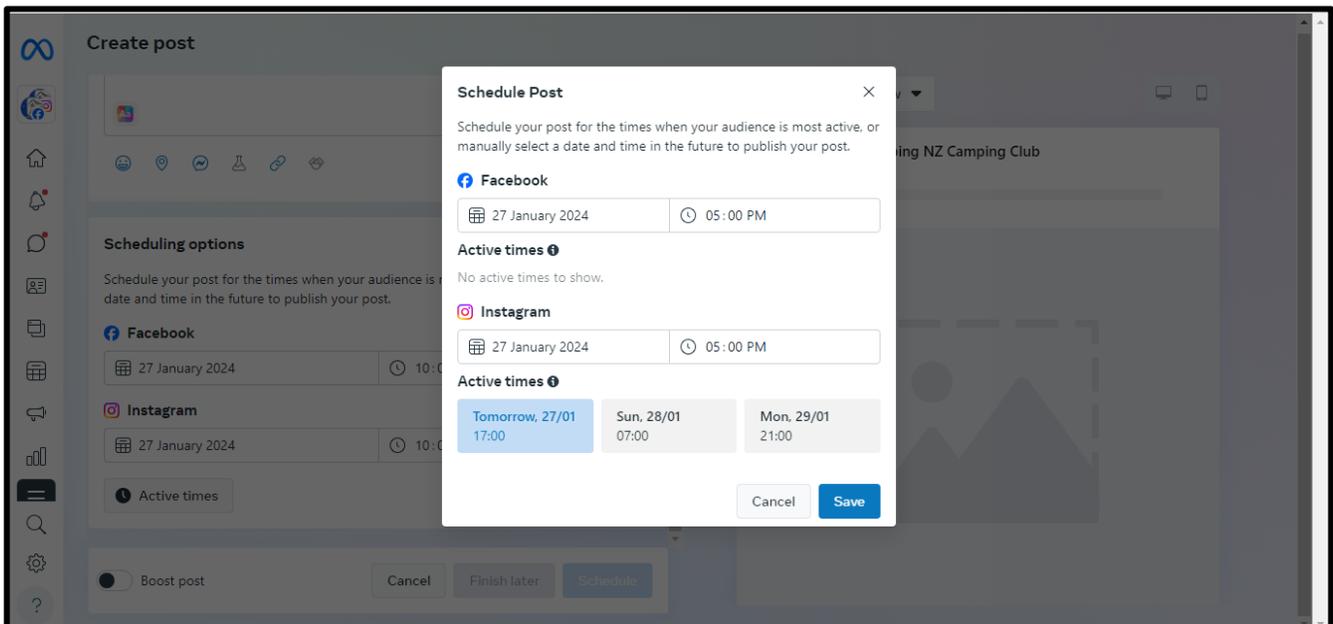
Select the Planner option



Click on the day you want to post on

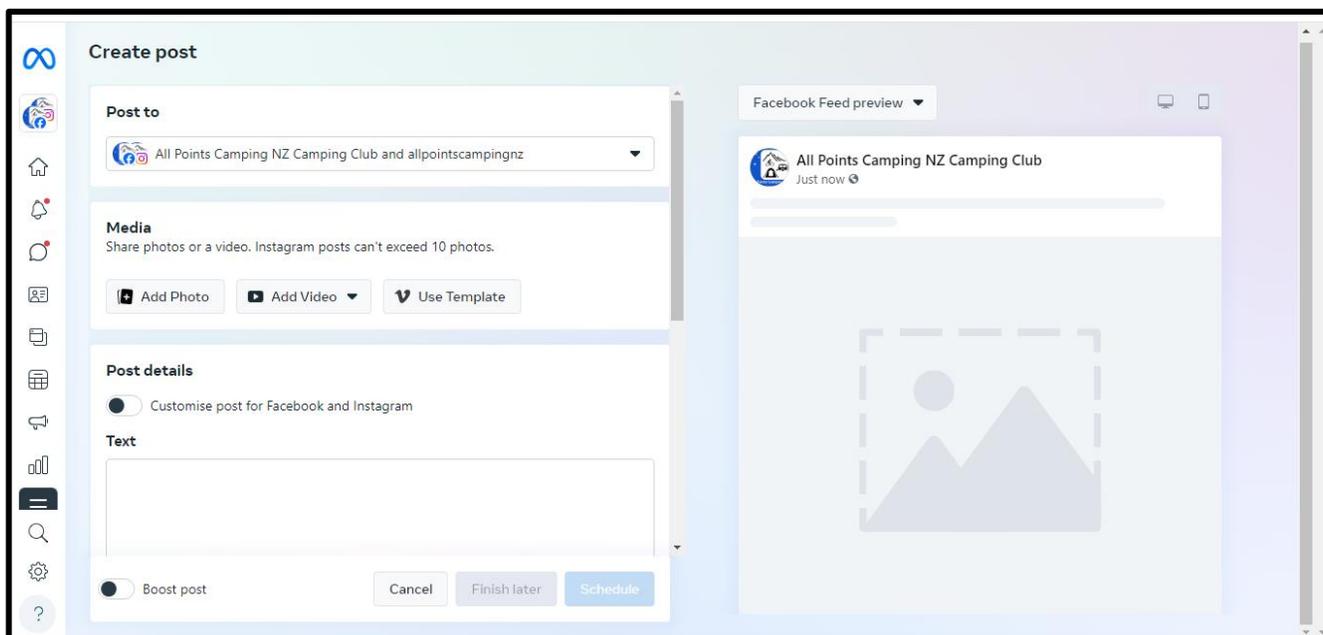


Facebook shows you what times are popular with your audience.



Click Save

Scroll upwards to enter the details of your post



## WRITING CONTENT FOR SOCIAL MEDIA

Try to keep your audience engaged with a mixture of content. Some ideas include:

- Upcoming events
- The magazine. You can encourage people to contribute to the magazine or share details about the articles in the latest copy
- Benefits of joining as a member
- Informative content to help people with camping related topics
- Encourage people on the Facebook pages to like us on Instagram

## USE CHAT GPT TO HELP YOU WRITE POSTS

Chat GPT is free Artificial Intelligence (AI) software. I was very skeptical when I heard it is good at writing social media posts, but it does do a great job and it can be an amazing time saver. Most businesses are using it now. **This could be the best thing the club does to save time on social media.**

You can sign up for ChatGPT here: <https://chat.openai.com/>

You can simply copy and paste lots of information into it about upcoming events and about the All Points Camping club and then it will use this information to create posts. They do need a bit of editing, but it saves lots of time.

I asked ChatGPT this *“Can you please write 3 social media posts to create excitement in the lead up to the Marlborough Wine & Food Festival camp. Emphasize camping with All Points Camping Club gives people the option to stay for the weekend and it is a budget friendly option”*

Chat GPT came up with this. If you copy to Facebook the emoji come in colour. I have made some slight edits to the content to include that camping only costs \$20 for the weekend:

1. " 🍷🍇 Get ready to uncork the fun at the Marlborough Wine & Food Festival and camp with All Points Camping Club! 🏕️ Join us for a weekend of wine-tasting bliss, gourmet delights, and camping under the stars! ✨ Camping with us is only \$20 for the weekend, so it is a budget friendly way to stay for the weekend! 🍷🍇  
#MarlboroughWineFest #NZCamping"

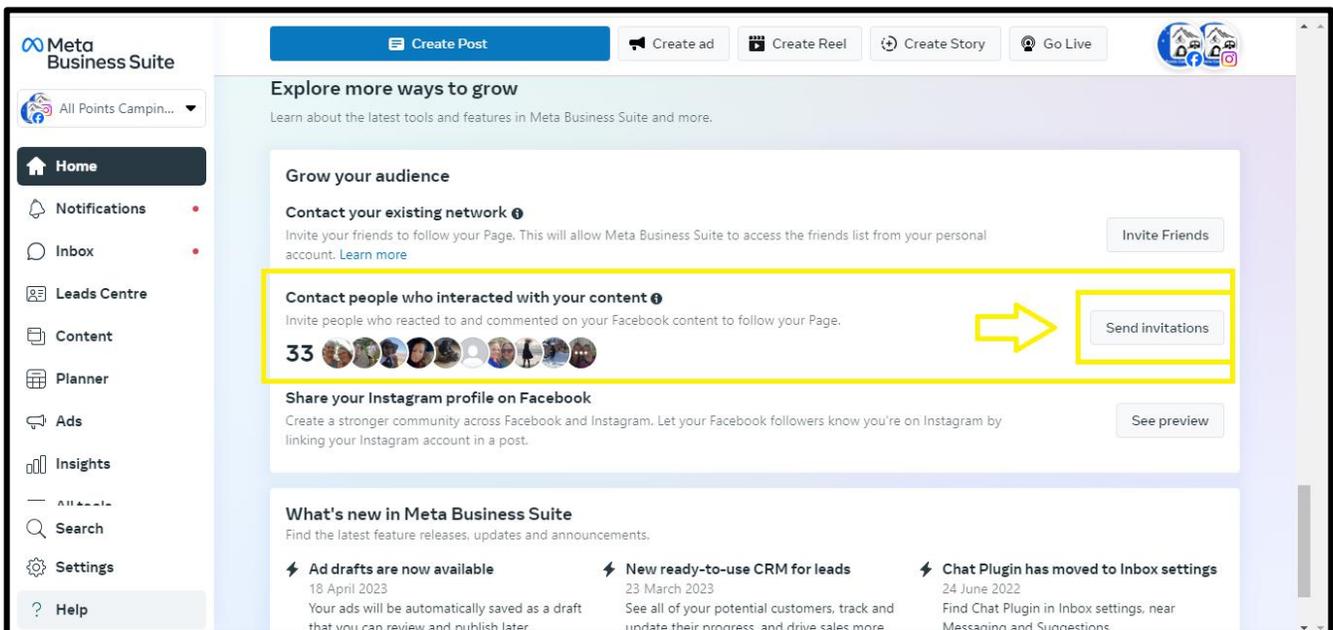
2. " 🍷🍷 Toast to an unforgettable weekend at the Marlborough Wine & Food Festival and camp with All Points Camping Club! 🏕️ Indulge in the region's finest wines, savor delicious cuisine, and relax in the great outdoors with fellow campers! 🏕️ Secure your spot now for a budget-friendly getaway! Camping with us is only \$20 for the weekend. 🍷🍷 #WineAndFoodFestival #BudgetFriendlyGetaway"

3. " 🍷🍷 Calling all food and wine lovers! 🍷🍷 Camp with All Points Camping Club for the Marlborough Wine & Food Festival 🏕️ Camp under the stars, taste exquisite wines, and enjoy gourmet treats! 🏕️ Don't miss this budget-friendly option of camping for only \$20 for the weekend! #CulinaryAdventure #BudgetFriendlyCamping"

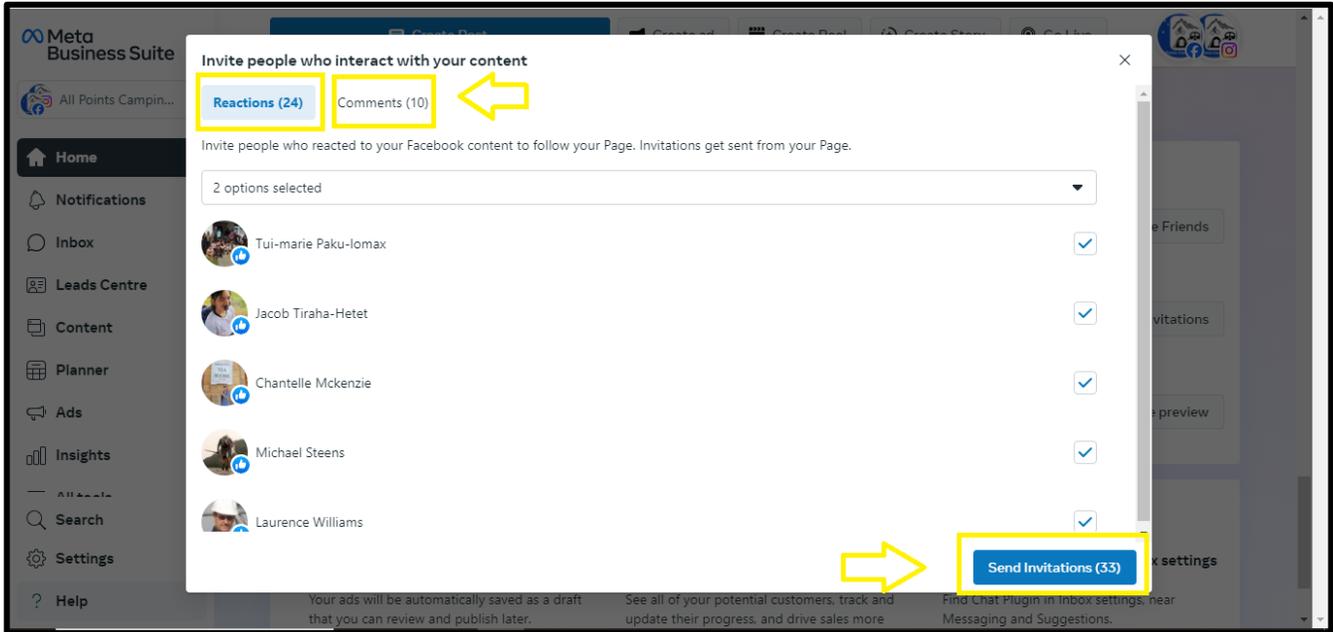
We can put these posts into the schedule and match them with the photo we created.

## SEND INVITATIONS FOR PEOPLE TO LIKE YOUR PAGE

In Meta Business Page you can scroll down until you get to the option to Invite People to Like Your Page



Select all reactions and comments.



This will send an invite to people who have interacted with your content on Facebook but have not yet liked your page.

## GROWING INSTAGRAM

Instagram will grow in time with regular posting. Everything needs to be visual with a photo or a video. Also remind your followers on Facebook every now and again to like our page on Instagram.

It is also important to put Hashtags on posts. A hashtag is this symbol #. If you use Chat GPT to help with posts, it will create hashtags for you. Hashtags help Instagram suggest new content to users. If I follow lots of camping pages, then if a page that I don't follow puts #camping at the end of their post, Instagram will show me the post in my feed.