



How to Source and Create Good Content for Social Media

- The more you can plan ahead the easier it will become to post regular content.
- How can you find interesting content?
 - Set up a google alert for subjects relevant to your organisation.
<https://www.google.co.uk/alerts>
 - Once set up, you will receive an email as often as you want with articles and links from across the internet using your chosen subject matters.
- Source good quality images using the following Royalty Free sites:
www.dreamstime.com
www.shutterstock.com
www.istockphoto.com/gb
www.pixabay.com
<https://unsplash.com/s/photos/u.k>

Some ask for subscriptions, others are pay as you go and all offer some freebies.

- Use [Canva](https://www.canva.com) to create more promotional posts and to plan using the inbuilt content calendar, as well as to schedule posts across platforms in bulk. If using royalty free photostock, try to put your own stamp on it with personal testimonials overlaid on top of photos, as per the example in the presentation from Outward Bound.
- [CapCut](https://www.capcut.com) is a great tool to create Instagram Reels and TikToks with lots of free templates and suggestions for trending themes and music etc.... You can also create short form video content in Canva for all social media channels, such as Reels, Youtube Shorts, TikTok etc...

- [Hootsuite.com](https://hootsuite.com) – once upon a time it was free to use if you had just 2 social media accounts. It now charges a monthly fee based on usage but you can sign up to a free 30-day trial. Try it to see how much time you save in creating, scheduling, social listening and monitoring.
- Other social media suites, such as Brandwatch, Sprout Social and more are useful paid-for tools depending on size of your organisation. Research them all to find the one most suited to your needs, depending on platforms used and budget available. The benefit of a social media suite is so you can manage all your social media platforms in one place, set up streams to follow keywords, hashtags and brand mentions. Reply to comments in bulk, track sentiment, use AI to create content and measure your success with analytics and reports.
- Meta owns Facebook, Instagram, Threads and Whatsapp and has its own social media management suite within its platforms to plan, schedule, monitor and measure posts using insights for tracking post metrics.
- Follow similar organisations on your social media channels and see what they are posting about to get ideas for your own content.
- Engage with your audience: like, comment and share their posts. They are more likely to do the same for you too. If you scratch their back, they'll scratch yours!
- Set up a list of third-party influencers/ contacts/ colleagues etc... People, organisations or groups who are likely to want to receive your content and share it with their audience. You can tag them in posts on most social media channels to highlight content you want them to see.
- Hashtags: follow relevant hashtags and scan every few days for interesting, relevant content that you can share. Include relevant hashtags in your own posts (not relevant on Facebook).
- Keep a content plan with a mix of posts per week. Ideally, include the 3Ps – Personal, Point and Promote.

- Recycle and Reuse good content: you don't always have to create something from scratch. Sharing other people's posts is fine, as long as you share a comment about why it's relevant to you, your business and your potential clients. Keep a note of posts that perform well and repackage it again in future.
- Remember that good content needs to be timely, relevant and interesting. Plan ahead for awareness days, weeks or months that you want to support with content about your business.

Good luck and enjoy the journey to social media success!