



WHAT'S INCLUDED?



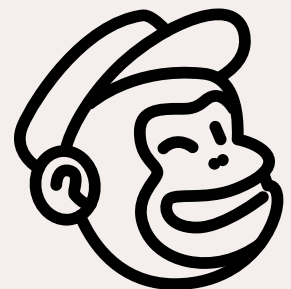
GUIDANCE ON HOW TO BEST USE FACEBOOK TO REACH YOUR TARGET AUDIENCE

HOW YOU CAN USE CANVA TO CREATE ENGAGING POSTS FOR YOUR SOCIAL MEDIA



WHAT IS SLIDO? HOW CAN IT HELP YOU CREATE MORE INTERACTIVE MEETINGS?

HOW TO CREATE AN ACCOUNT ON MAILCHIMP AND WHAT TO USE IT FOR





WHY WAS THIS CREATED?

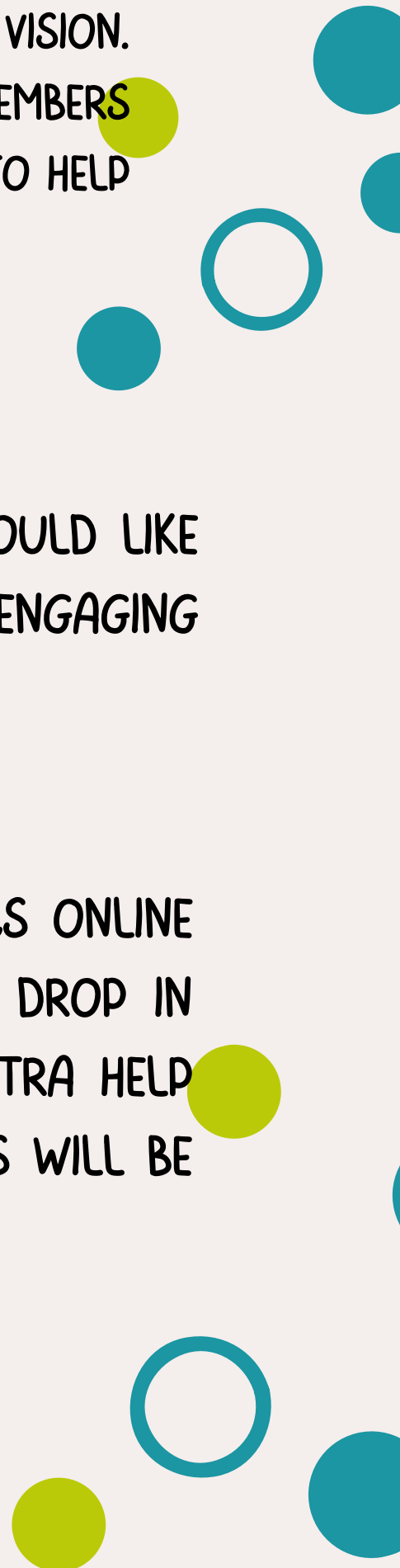
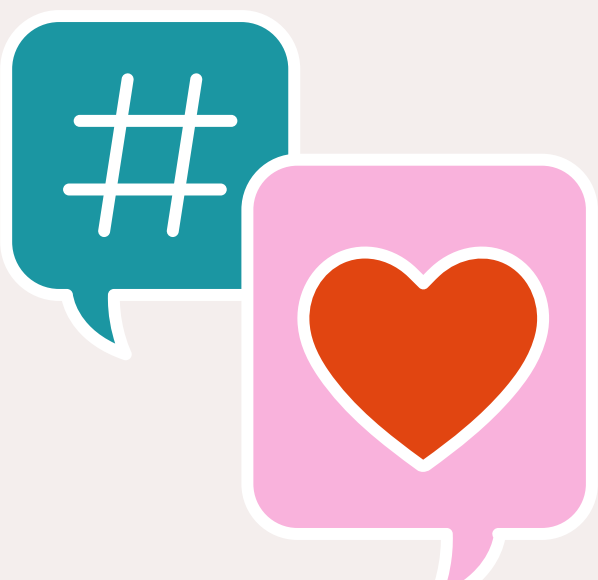
KYA'S VISION IS FOR KIRKLEES TO HAVE A VIBRANT COMMUNITY YOUTH SECTOR, WE BELIEVE THIS COULD HELP ACHIEVE THIS VISION. WE ALSO KNOW USING DIGITAL TOOLS IS SOMETHING OUR MEMBERS HAVE TOLD US THEY STRUGGLE WITH, SO WE CREATED THIS TO HELP OUR MEMBERS!

WHO IS THIS FOR?

THIS QUICK GUIDE IS FOR MEMBERS OF KYA WHO WOULD LIKE SOME GUIDANCE WITH SOCIAL MEDIA AND CREATING ENGAGING POSTS ONLINE.

HOW CAN I GET EXTRA SUPPORT?

THIS GUIDE GIVES YOU THE TOOLS TO DO THE BASICS ONLINE WITH A FEW HINTS AND TIPS. KYA WILL RUN TWO DROP IN SESSIONS PER YEAR FOR ORGANISATIONS TO GET EXTRA HELP WITH THEIR SOCIAL MEDIA AND DIGITAL TOOLS. DATES WILL BE LISTED IN OUR MONTHLY NEWSLETTER.



FACEBOOK

WHAT IS INCLUDED?

1. HOW TO CREATE A FACEBOOK PAGE/GROUP & THE BENEFITS OF EACH PLATFORM
2. EXISTING FACEBOOK GROUPS WITHIN KIRKLEES YOU CAN UTILISE
3. THE IMPORTANCE OF HASHTAGS
4. FACEBOOK TIPS AND HINTS TO INCREASE ENGAGEMENT



FACEBOOK

PAGES AND GROUPS ON FACEBOOK

CREATING A PAGE OR GROUP ON FACEBOOK ALLOWS YOUR YOUNG PEOPLE AND THEIR FAMILIES TO STAY UP TO DATE WITH THE ACTIVITIES YOU HAVE ON OFFER

WHICH ONE SHOULD YOU CREATE?

GROUP?

- ALLOWS YOU TO REGULATE WHO JOINS AND SEES YOUR POSTS
- EVERYBODY IN THE GROUP RECEIVES A NOTIFICATION WHEN YOU POST
- CREATE MEANINGFUL RELATIONSHIPS WITH GROUP MEMBERS

PAGE?

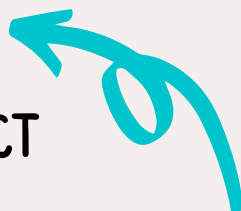
- ANYONE CAN LIKE THE PAGE, SO YOU WILL GAIN MORE FOLLOWERS QUICKER
- BUILDS YOUR OUTWARD FACING BRAND VISION (PEOPLE CAN SEE WHAT TYPE OF ORGANISATION YOU ARE AND QUICKLY DECIDE TO SUPPORT YOU)



FACEBOOK

HOW TO CREATE A GROUP

- FROM YOUR HOME PAGE, SELECT 'GROUPS' THEN SELECT '+CREATE NEW GROUP'
- DECIDE WHAT YOU'RE GOING TO CALL YOUR GROUP
- SELECT THE PRIVACY (WE RECOMMEND CLOSED) & THEN SELECT 'VISIBLE' (SO OTHERS CAN FIND YOU)
- ON THE LEFT HAND SIDE YOU WILL SEE A MENU OF 'ADMIN TOOLS' - SCROLL TO THE BOTTOM OF THIS AND CLICK 'SETTINGS' TO ADD A DESCRIPTION OF YOUR GROUP
- START ADVERTISING YOUR GROUP AND INVITING PEOPLE TO JOIN!



THIS COULD BE YOUR ORGANISATIONS NAME, A SPECIFIC PROJECTS NAME OR ANYTHING RELATING TO WHAT YOU'RE DOING!

HOW TO CREATE A PAGE

- FROM YOUR HOME PAGE, SELECT 'PAGES' THEN SELECT '+CREATE NEW PAGE'
- DECIDE WHAT YOU'RE GOING TO CALL YOUR PAGE
- SELECT THE CATEGORY OF YOUR PAGE (I.E., NON-PROFIT ORGANISATION OR YOUTH ORGANISATION) & WRITE A DESCRIPTION OF YOUR PAGE
- INVITE PEOPLE TO LIKE YOUR PAGE!





FACEBOOK

GROUPS YOU CAN USE TO PROMOTE YOUR PAGE/SPECIFIC EVENTS

HUDDERSFIELD GROUPS

- DALTON, KIRKHEATON, MOLDGREEN, WATERLOO & RAWTHORPE COMMUNITY
- GOLCAR, MILNSBRIDGE, LONGWOOD, COWLERSLEY AND SCAPE AREA - COMMUNITY PAGE
- HUDDERSFIELD COMMUNITY

- BATLEY MATTERS
- BIRSTALL MATTERS
- GOMERSAL, CLECKHEATON, BIRKENSHAW, BIRSTALL, BATLEY & MORLEY MATTERS GROUP

BATLEY AND SPEN GROUPS

DEWSBURY AND MIRFIELD GROUPS

- DEWSBURY MATTERS // MIRFIELD MATTERS
- DEWSBURY COMMUNITY
- DEWSBURY MOOR MATTERS
- CLECKHEATON / BIRSTALL / BATLEY / DEWSBURY / HECKMONDWIKE

- HOLMFIRTH COMMUNITY GROUP
- HONLEY COMMUNITY
- KIRKLEES EVENTS, THINGS TO DO & COMMUNITY GROUP

RURAL GROUPS

FACEBOOK

POSTING TIPS

- **POST REGULARLY**

POSTING ON A REGULAR BASIS WILL HELP TO SPREAD THE WORD ABOUT YOUR ORGANISATION. FOR HELP WITH THIS TRY USING AN APP THAT WILL SCHEDULE YOUR POSTS TO POST AUTOMATICALLY - ASK US ABOUT WHAT WE USE!

- **UTILISE CANVA**

CANVA IS A GREAT TOOL TO CREATE GOOD LOOKING POSTS IN A QUICK WAY - WE HAVE GUIDANCE ON CANVA SPECIFICALLY NEXT

- **CHECK YOUR SPELLING/GRAMMAR**

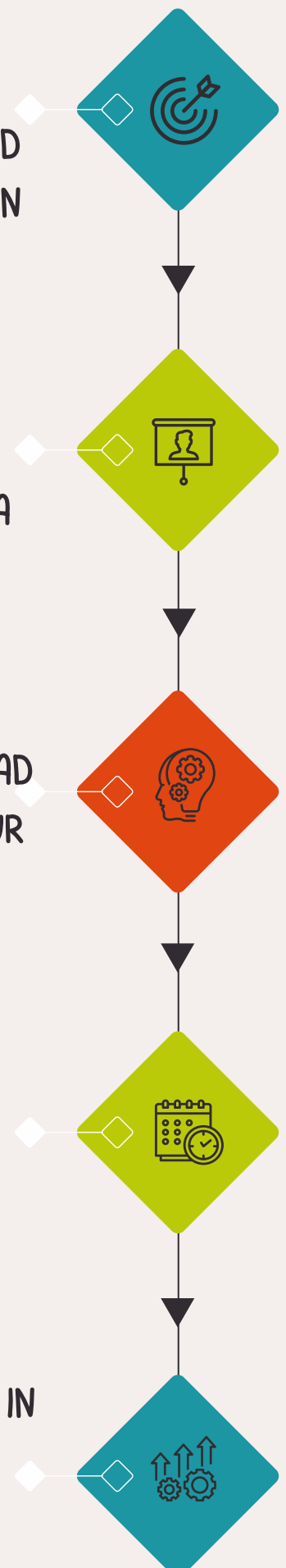
NOTHING RUINS THE FLOW OF A FACEBOOK POST MORE THAN BAD SPELLING AND GRAMMAR - MAKE SURE YOU DOUBLE CHECK YOUR POSTS BEFORE SUBMITTING THEM. DOWNLOAD GRAMMARLY TO HELP.

- **USE A SOCIAL MEDIA CALENDAR**

PLANNING YOUR POSTS CAN HELP YOU CREATE A CLEAR VISION OF WHAT YOU WANT TO USE SOCIAL MEDIA FOR!

- **ENGAGE WITH YOUR AUDIENCE**

INSTEAD OF SIMPLY POSTING YOUR MESSAGE, ASK QUESTIONS IN YOUR POST TO ENCOURAGE PEOPLE TO COMMENT AND LIKE! ENGAGEMENTS LIKE THIS MAKE YOUR POSTS MORE VISIBLE TO OTHER PEOPLE





HASHTAG HELP

HASHTAGS CAN HELP YOU REACH A WIDER AUDIENCE ON ANY PLATFORM! TRYING TO KEEP TRACK OF POPULAR HASHTAGS CAN BE TIME CONSUMING, SO A HASHTAG GENERATOR CAN BE USEFUL!

1. THERE ARE MANY DIFFERENT SITES YOU COULD USE, HOWEVER WE LIKE THIS ONE

2. TYPE A COUPLE WORDS IN TO DESCRIBE YOUR ACTIVITY, SUCH AS YOUTH GROUPS, YOUTH ACTIVITIES ETC AND PRESS GENERATE HASHTAGS

(A-) GENERATE BY KEYWORD GENERATE BY PHOTO GENERATE BY POST URL

Example: Paris, France, Eiffel Tower
(A-)

GENERATE HASHTAGS

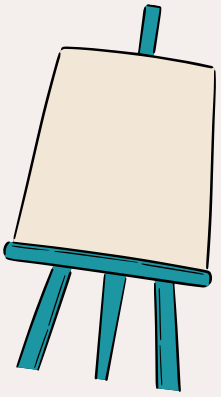
youth activities
youth group

3. THE SITE WILL THEN LIST SEVERAL HASHTAGS YOU COULD USE. SELECT UP TO 30 BY TICKING THEM, PRESS COPY AND THEN PASTE IT ON YOUR SOCIAL MEDIA CAPTION!

<input checked="" type="checkbox"/>	#youthgroup	703.06 k
<input type="checkbox"/>	#youthpowergroup	2.56 k
<input type="checkbox"/>	#youthadvisorygroup	314
<input checked="" type="checkbox"/>	#youthdancegroup	273
<input type="checkbox"/>	#youthbusinessgroup	135
<input checked="" type="checkbox"/>	#youthgroups	34.89 k

#youthgroup #youthdancegroup
#youthgroups #bestyouthgroupever
#bestyouthgroup #youthgroupleaders
#youthgroupideas

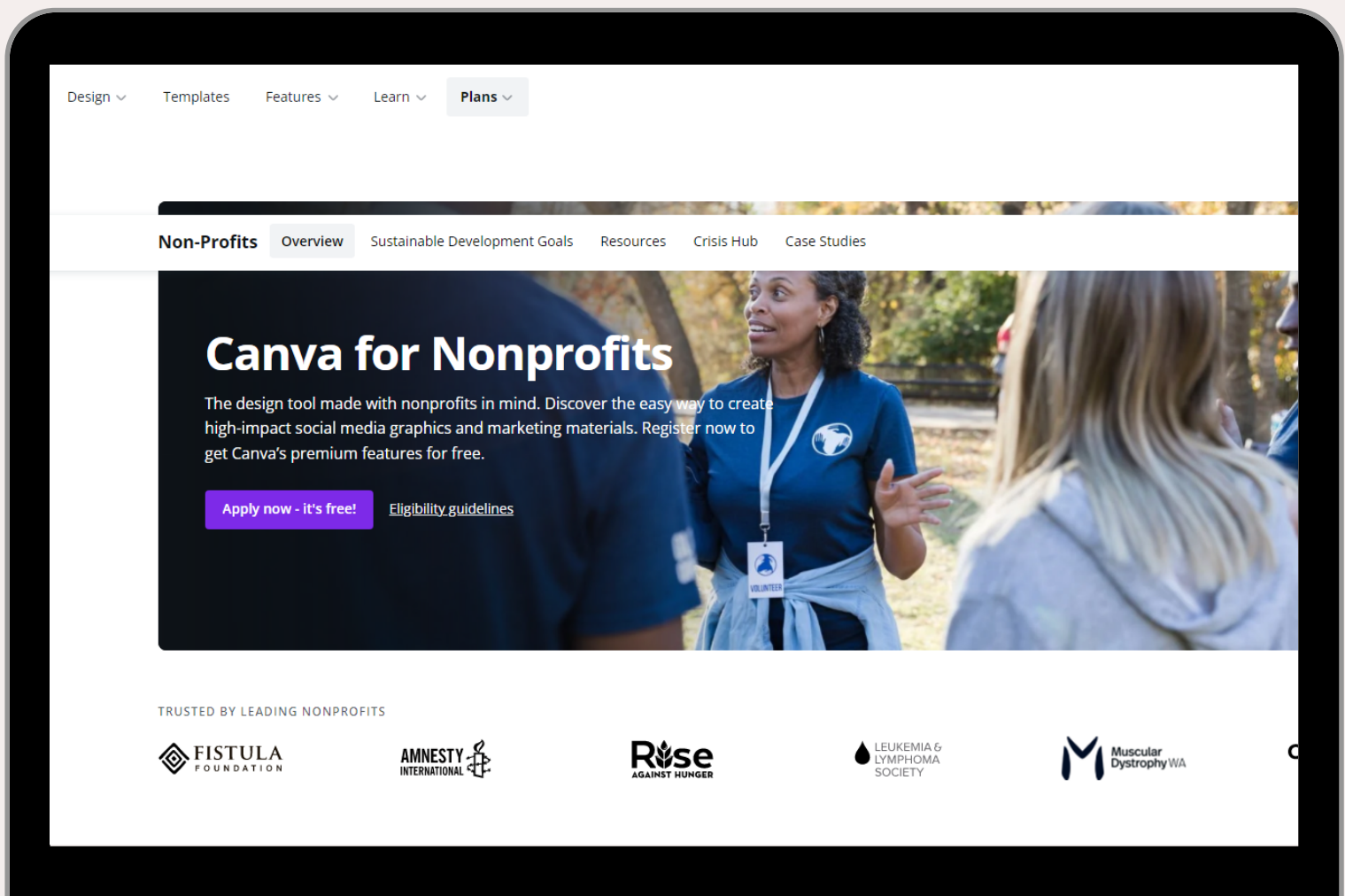
Spacing 7/30



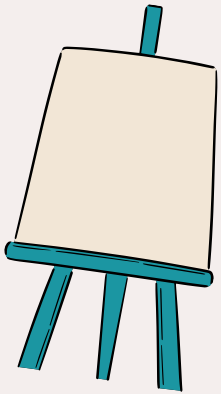
Canva

WHAT IS INCLUDED?

1. HOW TO CREATE A CANVA-PRO ACCOUNT
2. THE BENEFITS OF CANVA PRO
3. HOW TO CREATE A SOCIAL MEDIA POST
4. HOW TO USE THE DIFFERENT DESIGN ELEMENTS
5. HINTS AND TIPS WHEN USING CANVA



HOW TO USE...



Canva

DID YOU KNOW? YOU CAN GET CANVA PRO FOR FREE IF YOU ARE A NOT-FOR-PROFIT! HERE'S HOW:

[CLICK HERE TO GET THE LINK!](#)

SELECT 'APPLY NOW' AND 'GET VERIFIED NOW' - FILL IN THE DETAILS, ATTACH PROOF OF YOUR NONPROFIT STATUS AND SUBMIT! IT'S QUICK AND MEANS YOU GET FREE ACCESS TO ALL OF CANVA!

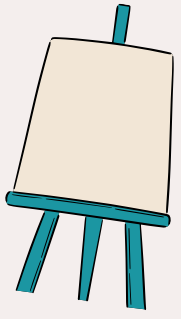
WHY USE CANVA PRO?

CANVA PRO GIVES YOU ACCESS TO:

- 420,000+ TEMPLATES
- 75 MILLION+ IMAGES
- 3.5+ MILLION GRAPHIC ELEMENTS
- 3000+ FONTS
- BRAND COLORS, FONTS AND LOGOS
- UNLIMITED FOLDERS AND 100GB STORAGE FOR ALL YOUR DESIGNS
- ACCESS TO ANIMATIONS AND GIFS



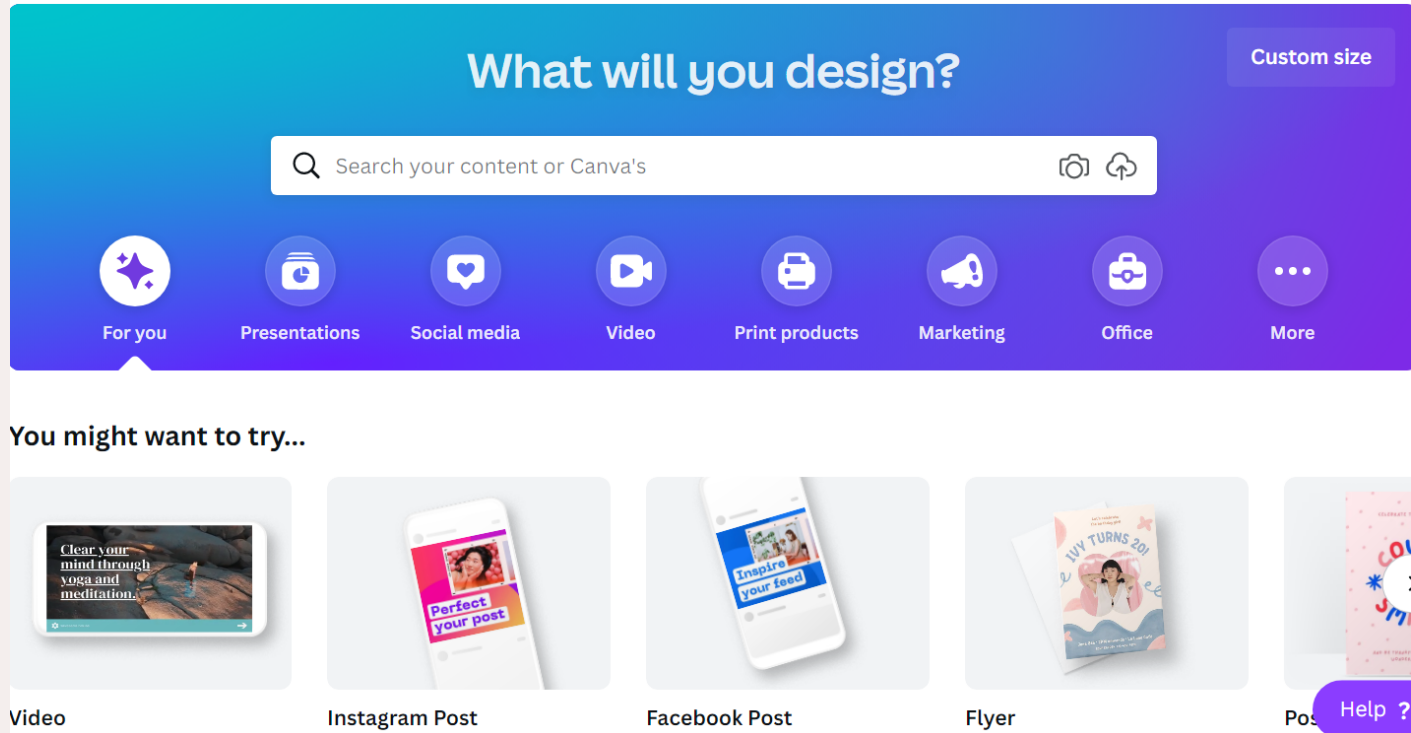
HOW TO USE...



Canva

AN EXAMPLE OF A YOUTH CLUB POST

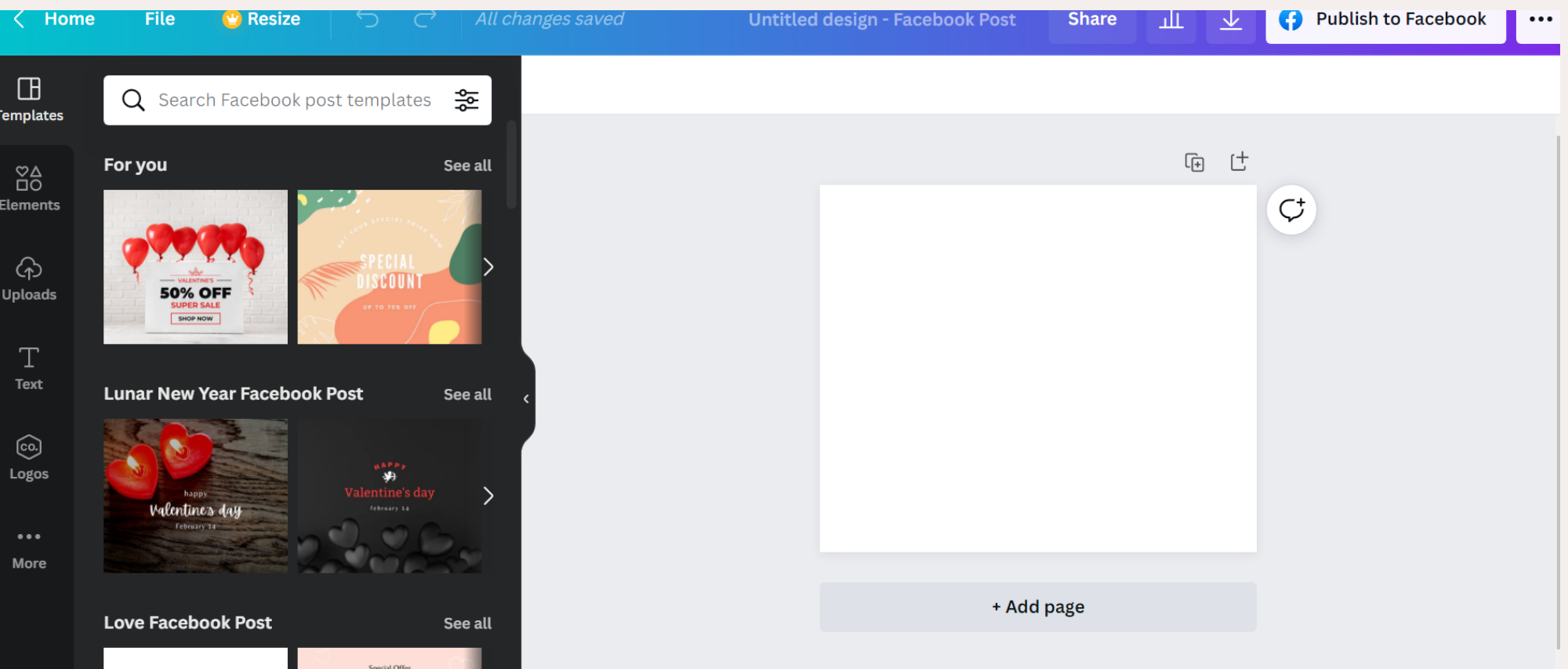
THIS IS YOUR HOMEPAGE - YOU CAN SEARCH THROUGH DIFFERENT TYPES OF POSTS, BUT THE MOST COMMON ARE LISTED BELOW THE SEARCH BAR →



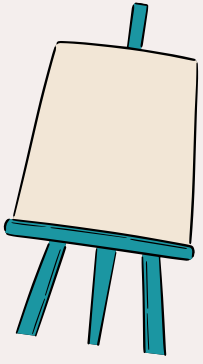
IN THIS EXAMPLE WE HAVE SELECTED 'FACEBOOK POST'



FROM HERE YOU CAN EITHER START MAKING YOUR OWN POST, OR YOU CAN SEARCH THROUGH THE TEMPLATES



HOW TO USE...



Canva

BEFORE YOU CREATE YOUR FIRST POST, ITS IMPORTANT TO UNDERSTAND WHAT EACH ELEMENT OF CANVA IS AND HOW YOU CAN USE IT. THE BELOW ARE THE MOST COMMON WAYS TO CUSTOMISE YOUR POST:



TEMPLATES

SCROLL THROUGH HUNDREDS OF READY-MADE TEMPLATES THAT YOU CAN EASILY EDIT TO CREATE YOUR PERSONALISED POST



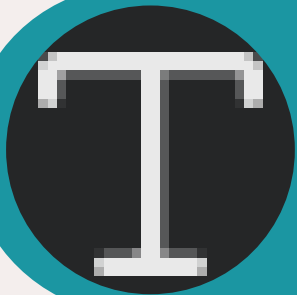
ELEMENTS

THIS IS WHERE YOU FIND PHOTOS, ANIMATIONS, GRAPHICS, LINES, VIDEOS, AUDIO, CHARTS, TABLES AND ANYTHING ELSE TO CUSTOMISE YOUR POST



UPLOADS

THIS WILL BE EMPTY AT FIRST, BUT YOU CAN USE THIS SECTION TO UPLOAD YOUR OWN LOGOS/PICTURES TO PUT INTO YOUR POSTS



TEXT

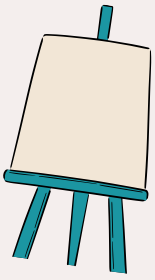
HERE YOU'LL FIND LOTS OF PRE-MADE FONTS TO CHOOSE FROM! YOU CAN ALSO EDIT THE COLOUR AND SIZE OF YOUR TEXT

CANVA ALSO HAS LOTS OF EXTRAS YOU CAN EASILY ADD SUCH AS: EMBEDDING YOUTUBE VIDEOS, CREATING QR CODES, ADDING MAPS AND GIFS! CONTACT US TO LEARN HOW!





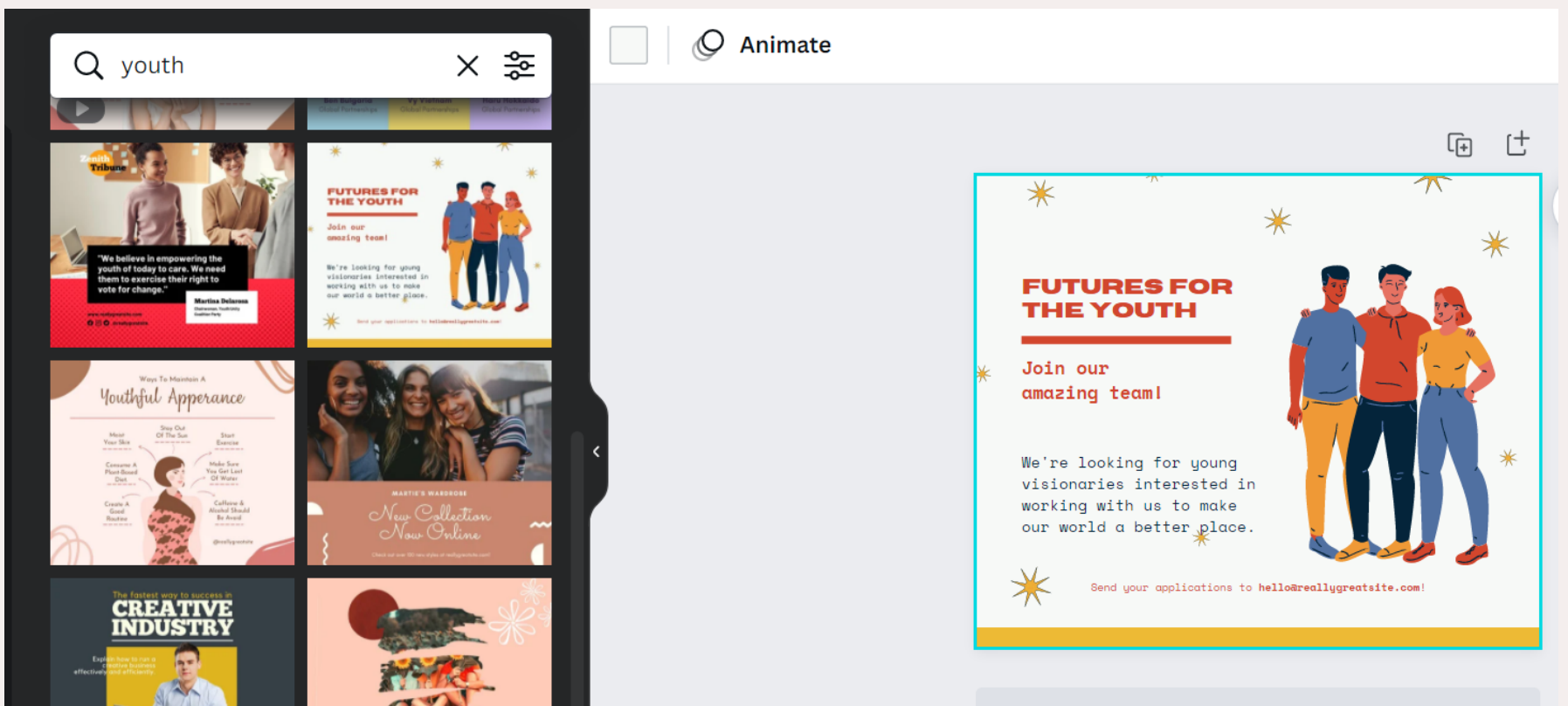
HOW TO USE...



Canva

AN EXAMPLE OF A YOUTH CLUB POST

1. IN THIS EXAMPLE, WE SEARCHED THROUGH THE TEMPLATES USING "YOUTH" AS A KEY WORD AND FOUND THIS TEMPLATE

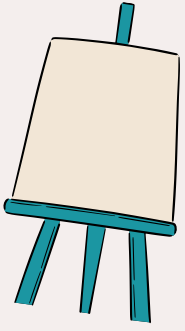


OTHER KEY WORDS YOU COULD USE:
YOUNG PEOPLE, KIDS, CHILDREN,
CHARITY, SPORTS, CLOSED, OPENING
& EVEN SPECIFIC
HOLIDAYS/MEMORABLE DAYS

2. FROM THIS TEMPLATE WE USED
'ELEMENTS' TO FIND A DIFFERENT
PICTURE, EDITED THE TEXT AND
FONTS TO SUIT OUR THEME &
ADDED OUR LOGO!



HOW TO USE...



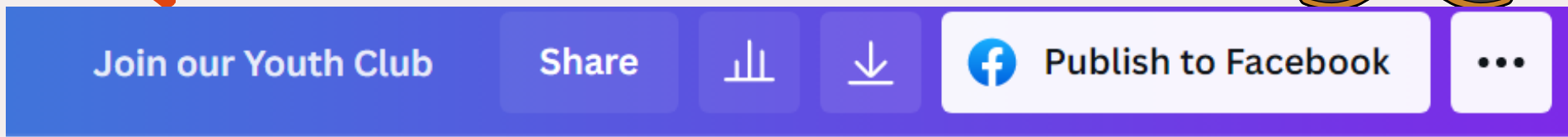
Canva

WHEN YOU'VE FINISHED CREATING YOUR POST, YOU CAN DOWNLOAD IT TO YOUR DEVICE OR POST DIRECTLY TO FACEBOOK

THIS IS THE NAME OF YOUR FILE (YOU CAN EDIT THIS)



CONNECT YOUR FACEBOOK ACCOUNT AND UPLOAD YOUR POST DIRECTLY FROM CANVA TO FACEBOOK WITHOUT DOWNLOADING



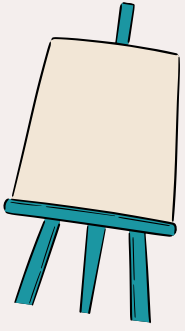
THIS LETS YOU SHARE YOUR POST WITH OTHERS IN YOUR 'CANVA TEAM'



DOWNLOAD YOUR POST HERE, YOU CAN CHOSE WHAT FILE YOU WANT TO SAVE IT AS (JPEG AND PNG IS MOST COMMON FOR FACEBOOK)



HOW TO USE...



Canva

HINTS AND TIPS TO MAKE YOUR POSTS LOOK GOOD



LIMIT THE AMOUNT OF INFORMATION IN YOUR POST.
MOST PEOPLE SKIM READ - SO TRY BE AS CONCISE AS POSSIBLE



STICK TO A COLOUR SCHEME IN YOUR POST, DON'T USE LOTS OF DIFFERENT COLOURS AS THIS CAN MAKE YOUR POST LOOK TOO BUSY



IF YOU USE A DARK BACKGROUND, MAKE SURE YOU USE LIGHT IMAGES AND WORDING SO YOUR POST IS CLEAR TO YOUR AUDIENCE



TRY PUT YOUR LOGO/ORGANISATION NAME IN EACH POST SO WHEN IT IS SHARED IT IS CLEAR WHO IS RUNNING THE CLUB

YOU CAN ALSO USE CANVA TO CREATE TEAMS BACKGROUNDS, PRESENTATIONS, CERTIFICATES AND MORE! CONTACT US IF YOU'D LIKE SUPPORT IN LEARNING HOW

HOW TO USE...

slido

WHAT IS SLIDO?

SLIDO IS AN EASY TO USE TOOL THAT CAN ADD INTERACTION TO YOUR ONLINE MEETINGS

HOW DO I GET STARTED?

SEARCH SLIDO ONLINE AND CREATE A FREE ACCOUNT

WHAT CAN I DO ON SLIDO?

USING THE FREE PLATFORM, YOU CAN USE THREE QUIZ FORMATS IN ANY ONE PRESENTATION. CHOOSING FROM: WORD CLOUD, POLLS, QUIZZES, OPEN TEXT, RANKINGS & RATINGS

HOW DO I PRESENT AND GET PEOPLE TO JOIN?

IT'S EASY TO GET PEOPLE TO JOIN YOUR SLIDO, SIMPLY SHARE YOUR SCREEN FROM PRESENTER MODE AND PEOPLE CAN JOIN THROUGH SCANNING THE QR CODE OR BY TYPING THE PASSCODE INTO THEIR DEVICE



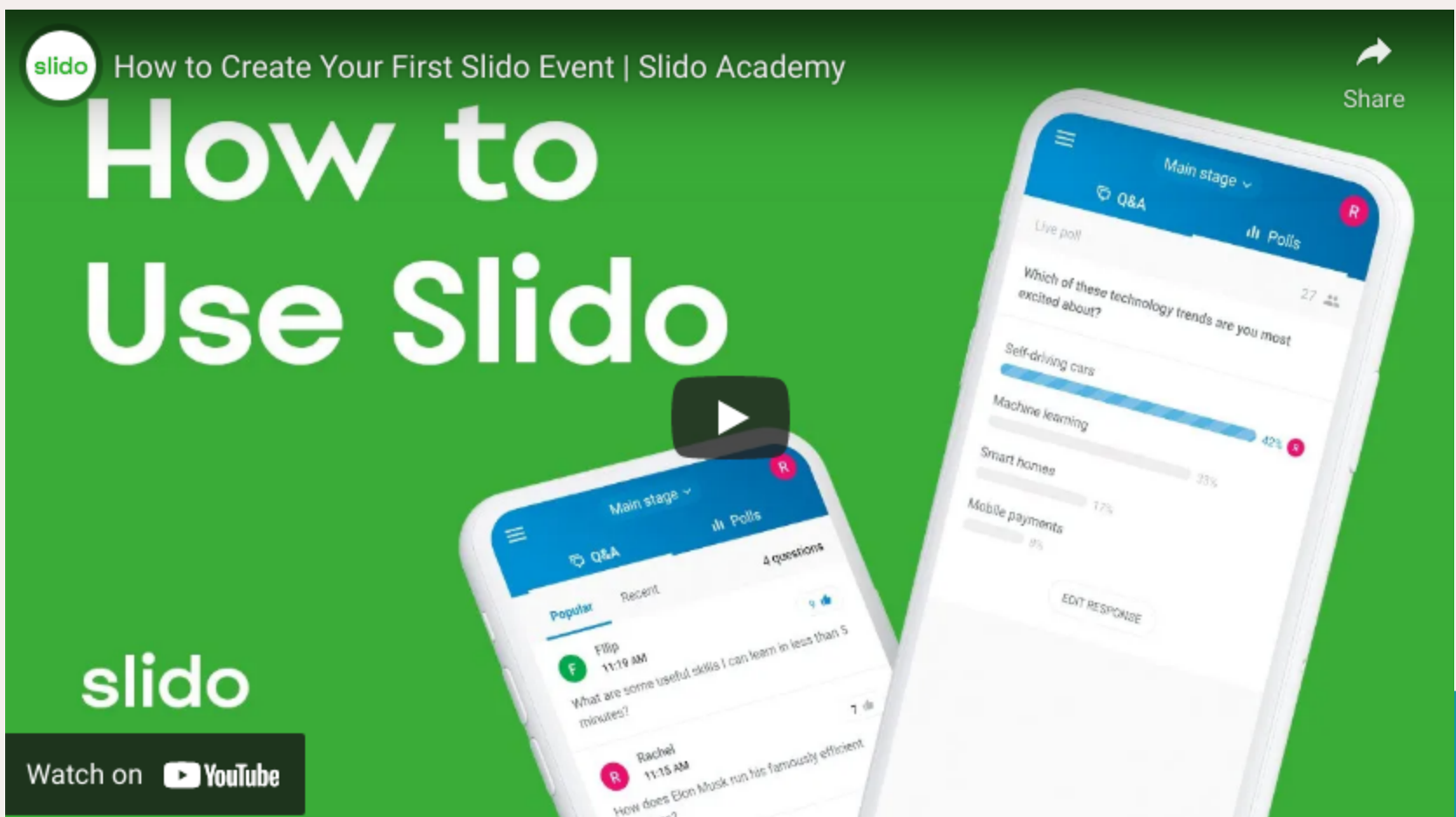
WANT SOMEONE TO GO THROUGH THIS WITH YOU? EMAIL US AND WE CAN HELP!

HOW TO USE...

Slido

SLIDO THEMSELVES HAVE CREATED AN EASY TO UNDERSTAND VIDEO THAT EXPLAINS HOW TO USE THEIR PLATFORM

CHECK IT OUT HERE:



HOW TO USE...



mailchimp

WHAT IS MAILCHIMP?

MAILCHIMP IS AN ALL-IN-ONE MARKETING PLATFORM FOR SMALL ORGANISATIONS. IT ENABLES YOU TO SEND OUT MASS EMAILS IN A QUICK AND EFFICIENT WAY

HOW TO CREATE AN ACCOUNT

SETTING UP AN ACCOUNT IS BOTH EASY AND FREE!

[CLICK THIS LINK](#) AND FOLLOW THE STEPS TO CREATE YOUR PROFILE

HOW TO CREATE A MAILING LIST

IF YOU ALREADY HAVE A LIST OF CONTACTS YOU WOULD LIKE TO ADD TO YOUR OFFICIAL MAILING LIST, YOU CAN IMPORT THEM TO MAILCHIMP THROUGH UPLOADING AN EXCEL FILE WITH THE EMAIL ADDRESSES ATTACHED. ALTERNATIVELY, YOU CAN EASILY ADD THEM INDIVIDUALLY!



HOW TO USE...



mailchimp

WHAT IS A CAMPAIGN

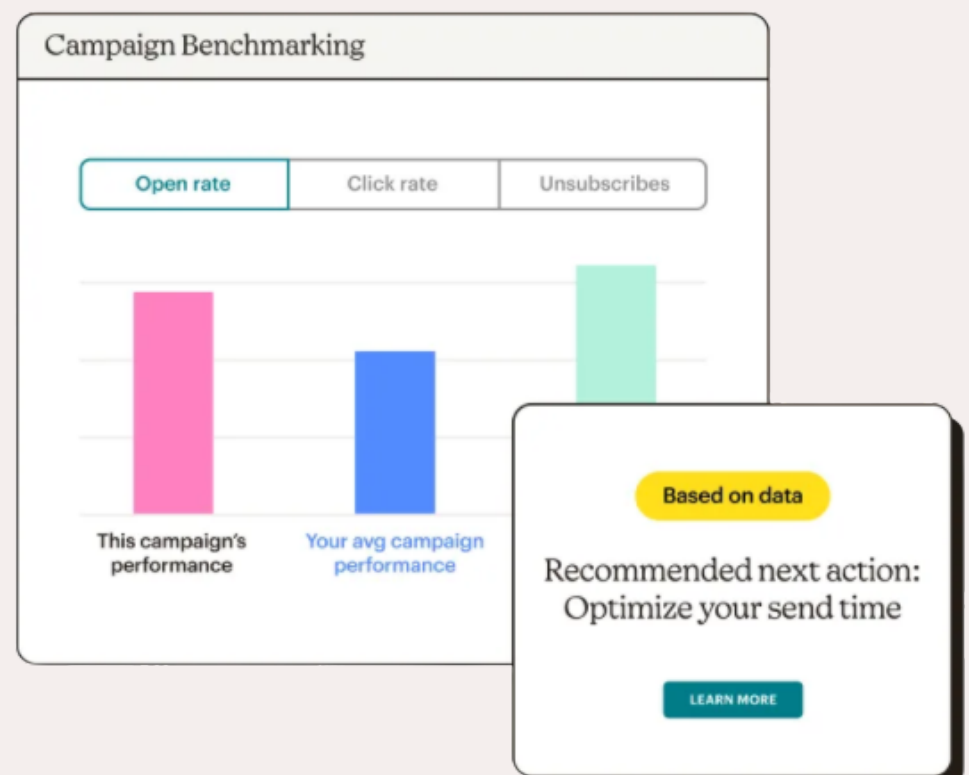
A CAMPAIGN IS SIMILAR TO A 'MASS EMAIL' HOWEVER, MAILCHIMP ALLOWS FOR MANY DIFFERENT APPROACHES TO A MASS EMAIL, AND THEREFORE DESCRIBES THEM AS 'CAMPAIGNS'

HOW TO CREATE A CAMPAIGN

THERE ARE A FEW DIFFERENT CAMPAIGNS YOU CAN CREATE IN MAILCHIMP. WHEN YOU LOG IN TO YOUR ACCOUNT YOU WILL BE GIVEN MANY DIFFERENT TEMPLATES TO CHOOSE FROM

VIEWING CAMPAIGN REPORTS

YOU CAN VIEW THE REPORTS OF YOUR CAMPAIGN AFTER SENDING IT OUT! THIS IS A GREAT WAY TO SEE WHO IS ENGAGING WITH YOUR CONTENT & WHAT IS GOING WELL/WHAT ISN'T GOING WELL!





**CONGRATS! YOU'VE REACHED THE
END OF THIS GUIDE!**

WHAT'S NEXT?

- **LOOK OUT FOR OUR MONTHLY EMAILS FOR
DATES OF 'DROP IN' SESSIONS TO GET
ADDITIONAL SUPPORT**
- **IF YOU NEED DIRECT SUPPORT EMAIL US AND
WE WILL TRY ASSIST YOU**

EMAIL:

HELLO@KIRKLEESYOUTHALLIANCE.ORG



WWW.KIRKLEESYOUTHALLIANCE.ORG