

# WORKSHOP: THE POWER OF SOCIAL MEDIA

(For Community Energy)

## AGENDA:

11:45 – 11:55 – Intros

11:55 – 12:15 – Presentation from Chris

12:15 – 12:30 - Group exercise

12:30 – 12:45 – Discussion



Chris Bettles, Co-Founder of If Not Now



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19 September 2023, London

# INTRODUCTIONS

We're going to do a very quickfire round of intros...

1. Your name
2. Which group/organisation are you involved with.
3. How long you've been involved in the community energy space.
4. On a scale of 0 to 10, how experienced are you with the use of social media?

0 = Have barely ever used social media personally or professionally/for a project.

5 = Reasonably experienced with social media personally and/or professionally.

10 = Very used to social media, and it's a main part of my job.



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# WHY SOCIAL MEDIA FOR COMMUNITY ENERGY?

Gain members, raise funds.

Inform existing members

Build wider public and partner support & connections

Raise awareness of what community energy is and reach new audiences



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# WHAT CAN BE ACHIEVED?

Just to give you an idea based on what we've seen...

We've *helped* community energy orgs collectively raise over £5.6 million and around 2,000 members and counting through social media campaigns alongside other communications activity.

Consistent social media activity over the past few years have helped our client Bristol Energy Coop become one of the most followed community energy accounts on Twitter (X), with over 10,000 followers.

Bristol Energy Coop's social media activity has meant their content has appeared in people's social media feeds over 6million times over the past 2.5 years, and at least 15,000 visits to their website alone have come from.



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# WHAT DO WE MEAN BY "SOCIAL MEDIA"?

Posting on platforms like Facebook, Twitter (X), LinkedIn, Instagram, TikTok.



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# WHAT DO WE MEAN BY "SOCIAL MEDIA"?

## Influencer Engagement



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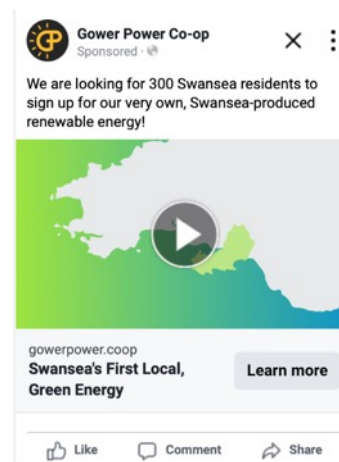
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# WHAT DO WE MEAN BY "SOCIAL MEDIA"?

## Paid Social Media Advertising



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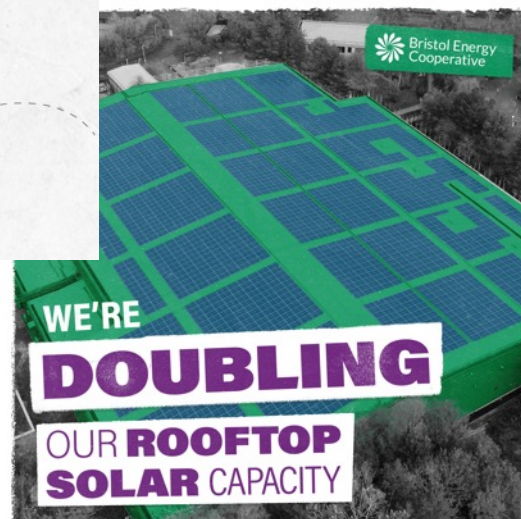
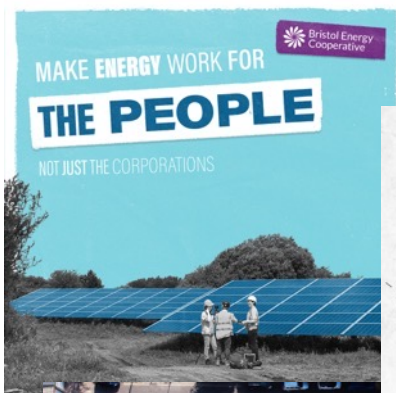
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# WHAT DO WE MEAN BY "SOCIAL MEDIA"?

Content production (photos, videos, artwork)



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# KEY THINGS WE'VE LEARNED THAT WILL HELP YOU WITH YOUR SOCIAL MEDIA

Produce content, including graphics and videos that is emotive, topical and personable.  
Community energy is about people!

Tell and re-tell the story of your organisation and the projects you've delivered and plan to deliver. How do these things benefit local people and organisations?

People like specific, tangible projects, so even if your share offer is raising funds for your organisation as a whole, focus on specific projects that will be made possible with the funds raised.



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# Continued...

Adopt the position of an influencer. Most people don't understand how and why energy policy affects them. Inform and educate your audience.

Talk to people. Social media is meant to be social, not just for broadcasting! Commenting on other's posts, reply to messages, join in conversations.

Community energy can be a dry topic BUT only if you let it be. Excite your audience and potential investors. What sets community energy apart? How does it offer hope? Why is it effective?



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# Continued...

Build your audience over time. If you only run communications activities when you run share offers, for example, you'll make things hard for yourself. If you're thinking about running a campaign, like a share offer, in 6 months, start posting to social media, creating content, and building your mailing list now.

Use the influence of others. If you only promote things from your own channels, hitting your share offer target could be tough. Identify influential people and organisations who might be supportive of what you're trying to do and can share the opportunity to invest with their networks.



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# Continued...

Make a plan. By developing a strategy and a plan to follow, you will dramatically improve your chances of success. This could be a one page action plan or a full marketing strategy, depending on your situation, but something is better than nothing. Think about who your target audience is, what messages you want to communicate to them, which social channels to use, what content to produce, which influencers to reach out to.

Measure your success. You can't improve what you don't measure, so make sure that your' setting goals, measuring results (impressions, engagements, website visits, sign-ups etc)

If you don't have expertise in-house, engage an agency who has experience with paid and organic social media use. It may require more up-front expenditure, but should comfortably pay for itself with money raised.



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# 15 MIN EXERCISE.

There are so many ways to use social media to promote your community energy organisation, and it can be a bit overwhelming. The best thing you can do is start and do what you can. Little and often is often a good plan.

So, in groups of 5, identify **3 challenges** to YOU using social media, and at least **3 actions** that you feel are achievable and which will help you start or improve your social media presence.

Here are some suggestions to get you started...



# THANK YOU!

Chris Bettles, Co-Founder of If Not Now

Get in touch: [chris@ifnotnowdigital.co.uk](mailto:chris@ifnotnowdigital.co.uk)



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