

Social Media Guide

We would be delighted if you could publicise your grant on social media – this celebrates and promotes your work, and it also helps others to know what types of grants are available. Please note this guidance is only for those with active grants – if you have a pledge, we ask you to publicise it only when we release the funding to you.

Sometimes it can feel awkward promoting yourselves, but we hope that a grant from us gives you a good excuse to show that your work has been recognised by others; so don't be shy! The Foundation is active on LinkedIn, Instagram and Threads, X, Facebook and Bluesky and we'll do our best to support your efforts, whether it's announcing your grant or celebrating a milestone in a project. You may well be regular social media users, but if this is the first grant you've posted about or you tend not to post so frequently, we've put together a few tips:

- Share your good news! We're sure you have stakeholders and service users who'll be keen to know your funding news, and it's also always good to share information about funding opportunities with others in the sector – another reason we appreciate you announcing your grant.
- Pick the platform which works for you. If you've only got a handful of followers on X (formerly known as Twitter), but a larger, responsive community on Facebook, it's best to focus your energy on your main audience so you have maximum impact. You don't have to be on every social media platform. That said, you can easily duplicate copy across platforms, particularly if you're using a scheduling tool like Hootsuite. As a rule of thumb, start by picking two.
- Pictures (and videos) tell and sell your story. Social media platforms favour visual posts over text-only posts. So, if you want your news to be seen and shared widely, try and include a picture. It's great if this can be of your work, but where this isn't possible, try Pixabay for free and generic images and gifs. You can also create simple infographics using Canva. Video is particularly favoured by platforms now – currently six times more likely to be retweeted than photos - so consider doing a short piece to camera (just recoding with your phone video is perfectly fine) to share your news.
- Remember to tag relevant partners (including us!) and share links to news stories or your website. These steps will help engage your audience – and partners are often willing to respond to and share your news, widening your reach.
- Once is never enough and, because the churn on social media is so high, it's easy for posts and news to be missed. It's worth reiterating your post a few times, and do remember to post updates.
- Personalise and be yourself. Posts featuring CEOs, staff members, volunteers or service users (with their permission of course) help your audience know you better and tend to engage social media users more. For your tone of voice, just be yourself, much as you'd talk to someone about your charity on the phone.
- Try not to post and run! This means that after you've shared your news, it's nice to respond to people's comments and questions. This is more authentic and engages better with your followers.

Remember to tag/mention us!



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