

# Your top five tips: Making the most of social media

- 80% of people online can be reached through social media.
- Every 1 in 4.5 minutes online are spent on a social site in the UK.

We're seeing a steady increase in interest from our clients too. But while many people want to 'do something with social media', they often aren't aware of how it fits in with their existing communications – or don't realise its full potential for gathering insight and driving forward changes in perceptions, attitudes and behaviours.

So here are our top five tips to making social media channels work for you:

## 1. Use the channels your audiences use

Where are your audiences talking to each other and other organisations like you? Maybe they use social networking sites, microblogging, video, wikis? However your communities communicate online, you need to be there too. Consider how they behave and how you want their relationships with you to change

## 2. Listen to conversations on social media

Not only can you gather valuable audience insight, but you'll get a feel for the tone and type of conversation that's happening, so you know the etiquette when you do decide to join in. Start small and continue to experiment, test and review.

## 3. How does your audience use online information?

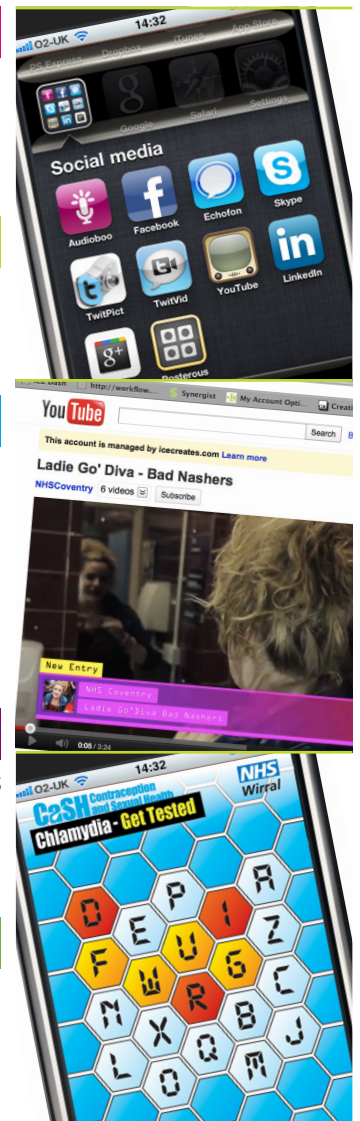
Is it at a computer or through a smartphone? This opens up lots of possibilities to create exciting apps that engage your audience in new and innovative ways. For example, we've created a 'blockbuster' mobile phone game to engage young people on health issues, automated SMS and geo-apps that log where and how far people have walked as part of health initiatives. We're also creating websites which spread behaviour change messages virally through social networking sites.

## 4. Consider social media as an evolution of what you're already doing

Examine how you can practically include social media in your communications mix and day to day activities. We're currently working with numerous NHS Trusts to integrate social media with PR and behaviour change messaging to drive really cost-effective interventions.

## 5. Use social media monitoring tools

Social media isn't just about new technology which facilitates relationships, it's an essential tool to shape services and savings across your organisation. By tapping into bespoke monitoring tools, you can tap into a wide array of metrics to help determine campaign effectiveness, message saturation and channel performance.



To find out more about the power and potential of social media, why not get in touch:  
Richard Forshaw, [richard.forshaw@icecreates.com](mailto:richard.forshaw@icecreates.com) / 07540 412304.