

# Social Media Guidelines

## Information for Groups

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# An overview of our IAM RoadSmart social media presence



- ❑ Social media plays an important role, in an increasingly digitally focussed sector, to help raise our profile and generate interest in our products.
- ❑ We have a range of social media accounts (to appeal to different audiences) – see the full list in the table on the following slide.
- ❑ We would really welcome Group members’ support online, so please do utilise social media by creating your own Group Facebook page or Twitter account.
- ❑ This guide will help you set up, maintain and grow your social media presence.
- ❑ Feedback is strongly encouraged. Please get in touch with any comments or success stories that you have, following the use of this guide.

# Our social media channels



Channel	Name	Purpose
	@IAM RoadSmart	Main account
	@DriveForWork	Targeted audience: Business customers and fleet managers and press
	@IAMRoadSmartDRA	Represents IAM RoadSmart Driver Retraining Academy: legal profession, drug & alcohol professionals, general public (for drink drive awareness)
	IAM RoadSmart, <a href="https://facebook.com/IAMRoadSmart">facebook.com/IAMRoadSmart</a>	Main and only Facebook for IAM RoadSmart

## Our channels continued...



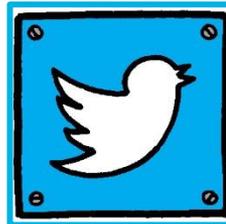
Channel	Name	Purpose
	IAM RoadSmart	Main company account
	Fleet and Health & Safety Professionals UK and Ireland	Targeted audience. Group page for people driving for or managing fleets, as well as health and safety, HR and finance managers
	Drivers and Riders in UK and Ireland	Targeted audience. Stronger focus on drivers/riders in general and driving schools
	IAM RoadSmart	Main and only YouTube account
	IAM RoadSmart	Main and only Google+ account

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# Those look like a lot of social media channels...what should my group have?

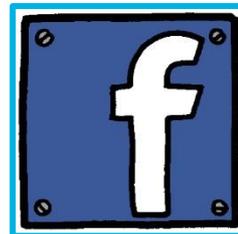
The two social media accounts that we strongly recommend your Group set up and keep maintained are:

**A Group Twitter account**



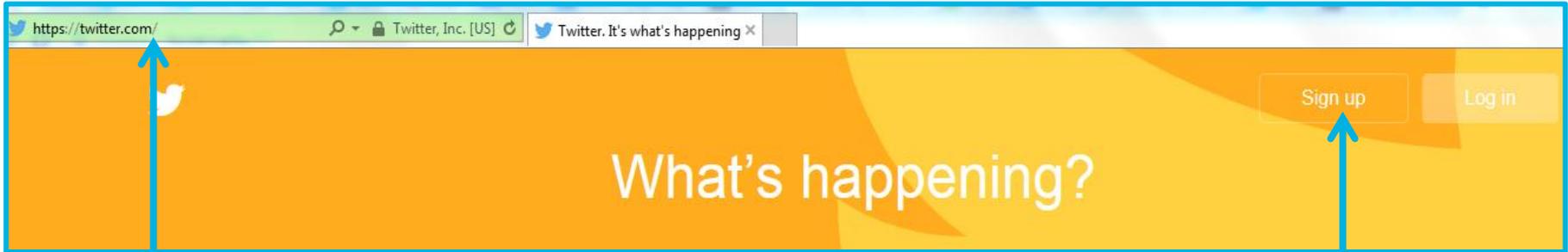
AND

**A Group Facebook page**



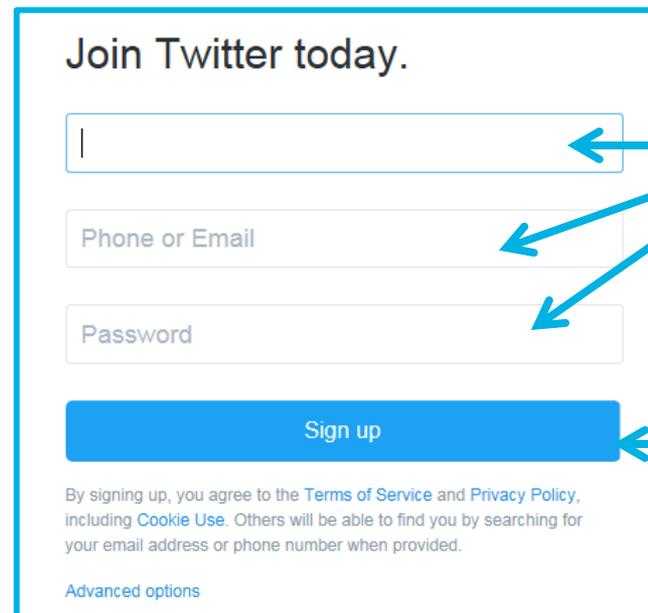
# Twitter

# Creating a Twitter account



1. Open your internet browser, and type in [www.twitter.com](https://twitter.com/).

2. Click on 'Sign up.'



Join Twitter today.

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by searching for your email address or phone number when provided.

[Advanced options](#)

3. Type in your name, email that you would like the account to be registered to, and create and type in a password.

4. Finish the process by clicking 'Sign up.'

# Creating a Twitter account continued...



**Choose a username.**

Don't worry, you can always change it later.

Suggestions: th3nuka | Th3nukaThenuka | ThenukaTh3nuka | th3nuka\_thenuka | thenuka\_th3nuka

Next

Skip

5. Choose a username for your Group account. Make sure it is short but also clearly represents who you are e.g. IAMNPTN.

**We're glad you're here, Thenuka.**

Twitter is a constantly updating stream of the coolest, most important news, media, sport, TV, conversations and more – all tailored just for you.

Tell us about all the stuff you love and we will help you get set up.

Let's go!

6. When the following screen appears, click on 'Let's go.'

STEP 3 OF 4

**Want to find new friends and see who they follow?**

See who you already know on Twitter. Don't worry, we won't email address your contacts without your permission.

Choose one to import contacts

<input type="radio"/> Gmail	<input type="radio"/> Outlook

Import contacts

No thanks

7. You will be given the chance to import your email contacts in a bid to find people to follow. Or you can opt out by clicking 'No thanks.'

# Creating a Twitter account continued...



STEP 2 OF 4

## What are you interested in?

Continue

News + Music + Entertainment + YouTube + Gaming + ESports + Sports +

Fun +

LOOKING FOR EVEN MORE?

cars x +

Carson Wentz

9. Once you have entered all the interests you want, click on 'continue.'

8. NEXT you will be taken to a page where you can type in your interests. Examples could be, 'cars,' 'road safety,' 'F1.' By doing so Twitter will draw up a list of potential accounts you can follow (see next slide).

# Creating a Twitter account continued...



Based on the interests that you entered, as well as your location, twitter will pull up a list of accounts for you to follow as shown below.

FINAL STEP

## Make your timeline yours.

Follow some of the accounts below and you'll see what they share in your timeline

Search to add someone specific

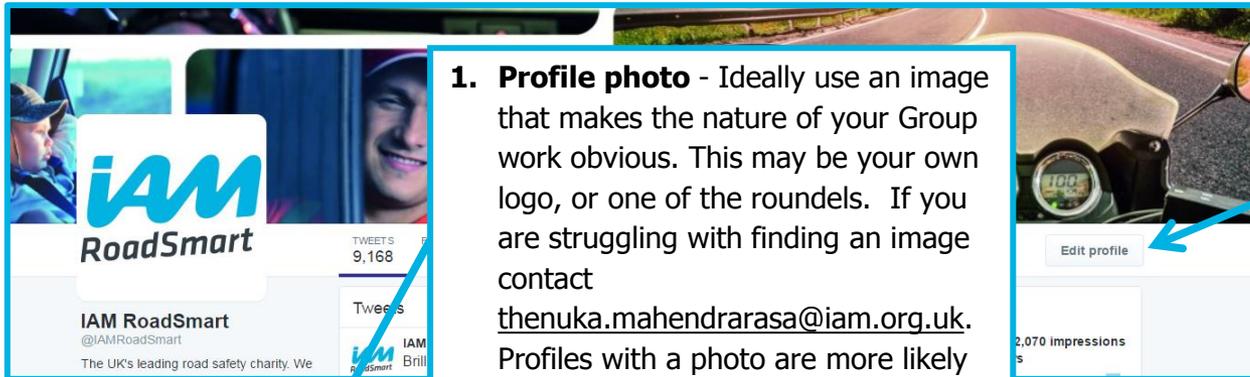
Based on your location Select all

-  **Sussex Police**  @sussex\_police  
Policing news, advice and occasional humour from Sussex Police, UK. We can't reply 24/7. To report something please visit our website or  101/999
-  **BBC Sussex**  @BBCSussex  
The BBC radio station for #Sussex. Tune in: 95-95.3, 104.5/8 FM. Also Online/DAB. Visit and like us at [facebook.com/BBCSussex](https://www.facebook.com/BBCSussex)

**Follow 21 & continue**

10. FINAL STEP: You will be taken to a page, where you will be given a list of suggested accounts to follow. There is no harm in following them all, as the more accounts you follow, the more likely you are to be followed by others yourself.

# How to set up your profile



**1. Profile photo** - Ideally use an image that makes the nature of your Group work obvious. This may be your own logo, or one of the roundels. If you are struggling with finding an image contact [thenuka.mahendrarasa@iam.org.uk](mailto:thenuka.mahendrarasa@iam.org.uk). Profiles with a photo are more likely to get engagement.

**6.** Once you have created a new account using your Group email address – click on '**edit profile**' button to amend your profile display.



**2. This is your profile name** – it should be your full Group name e.g. - it can be the same as your twitter handle, providing it is clear from it, who you are.

**3. This is your bio.** Write a short one/two liner highlighting who you are clearly. For consistency, we ask all Groups to mention you are affiliated to IAMRoadSmart (tag our twitter handle).

**7. Cover photo** - You can choose whatever image you think best reflects the Group/your work. Choose a rectangular image. If you would like help sourcing such an image, contact Social Media Executive, [Thenuka.mahendrarasa@iam.org.uk](mailto:Thenuka.mahendrarasa@iam.org.uk).

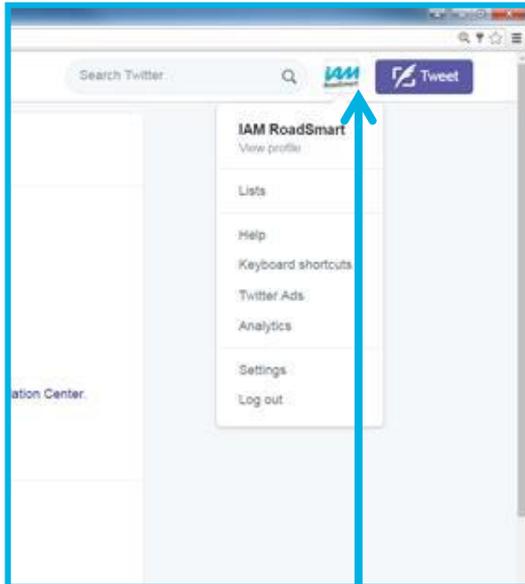
**4. Location** (where you are based) important.

**5.** If you have an individual Group **website**, do put this here, otherwise please link to [iamroadsmart.com](http://iamroadsmart.com).

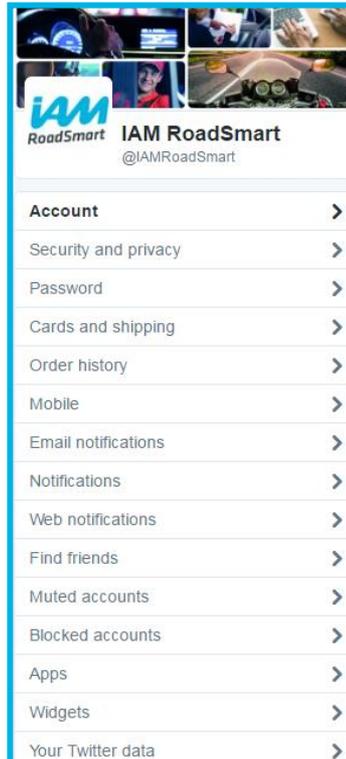
**8. After amending all your details, do remember to click on save changes.**



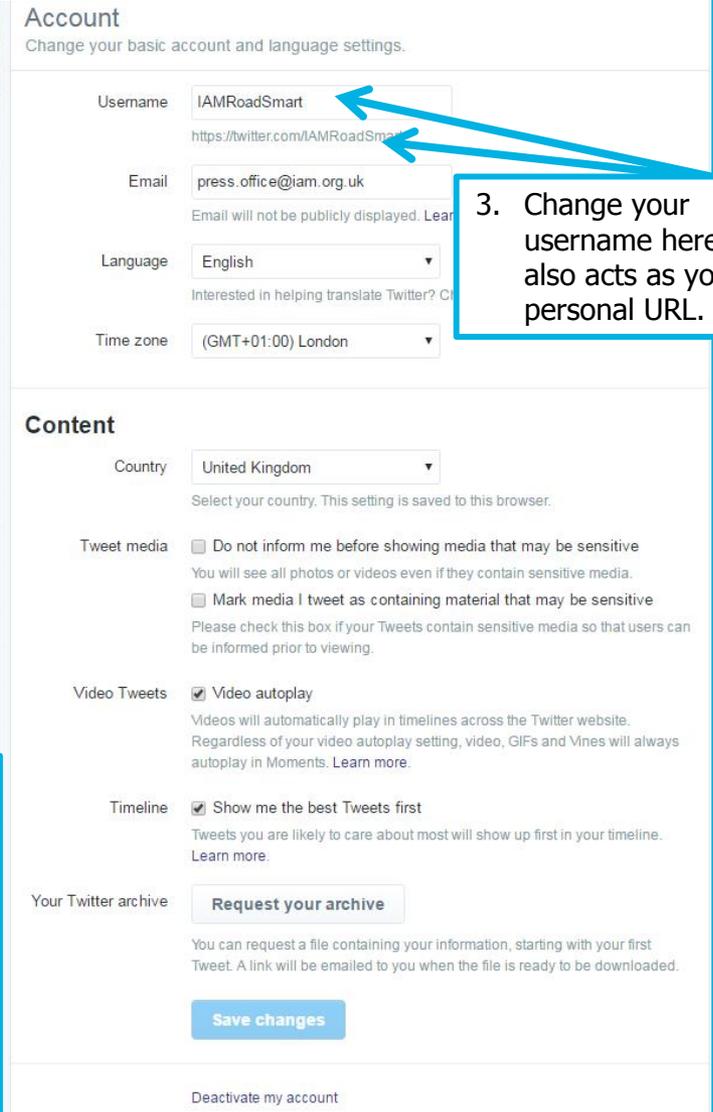
# Changing your Twitter handle and profile settings



1. Click on your profile icon that appears on the top right of your newsfeed. From the drop down menu that appears, select 'settings.'



2. You will be taken to this page where you can amend your 'username' which is also referred to as your 'twitter handle' (See next slide for more detail on setting your username).



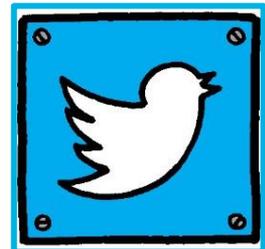
3. Change your username here, this also acts as your personal URL.

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# Your Twitter username



- ❑ **Twitter username or "handle"** – this appears in your profile URL and is unique to you.
- ❑ This handle should be based upon your Group name, for example 'IAMnpton' is the appropriate handle chosen by IAM Northampton Group.
- ❑ If the Twitter handle name already exists (could happen in cases where you have a motorcyclists group and motorists group in the same area), add a number/numbers to differentiate it. Example: Lincoln\_iam1. You have **up to 15 characters** to play with.
- ❑ Please ensure your name is appropriate – i.e. nothing offensive, inappropriate or contradictory to what we do, and make sure that it is obvious to those viewing, who you are.

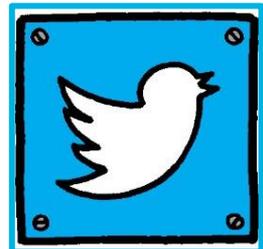


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# Key Twitter terms



- ❑ **Hashtags** Add a # in front of a keyword/phrase to create a hashtag. Use it within your tweets & statuses. It means anyone who searches that keyword or phrase on Twitter will be able to see your contribution. Very popular hashtags become 'trends' (see below).
- ❑ **Trends** are topics that are being talked about the most on Twitter (updated daily). They are determined by your location and who you follow. The 'trends' column is located to the left side of your newsfeed. Click on each trend to find out what is being said and use the hashtag to contribute to the debate.
- ❑ **Moments** a new curation tool that lets users keep up with the best of what's happening at any given time, without having to look up each individual trend. By clicking on the lightning bolt icon (see next slide), you are taken to a summary of key updates from across Twitter. They are not necessarily determined by popularity in terms of a trending hashtag, and are categorised by 'news,' 'sports,' 'entertainment' and 'fun.'

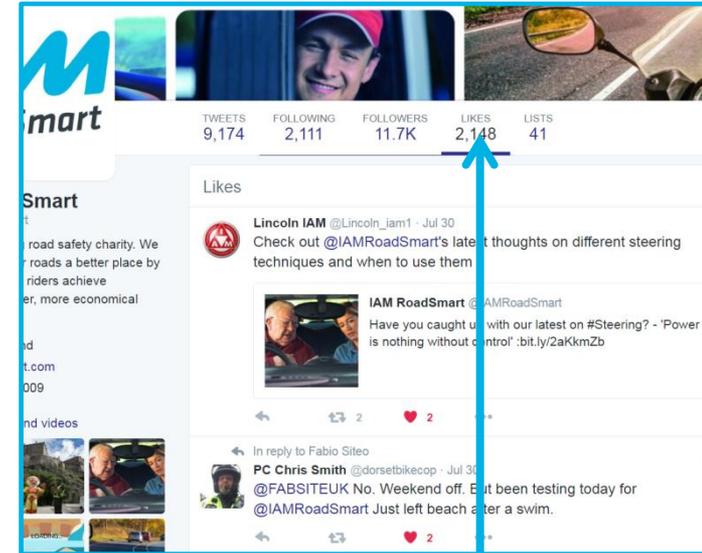


# Performing basic functions on Twitter



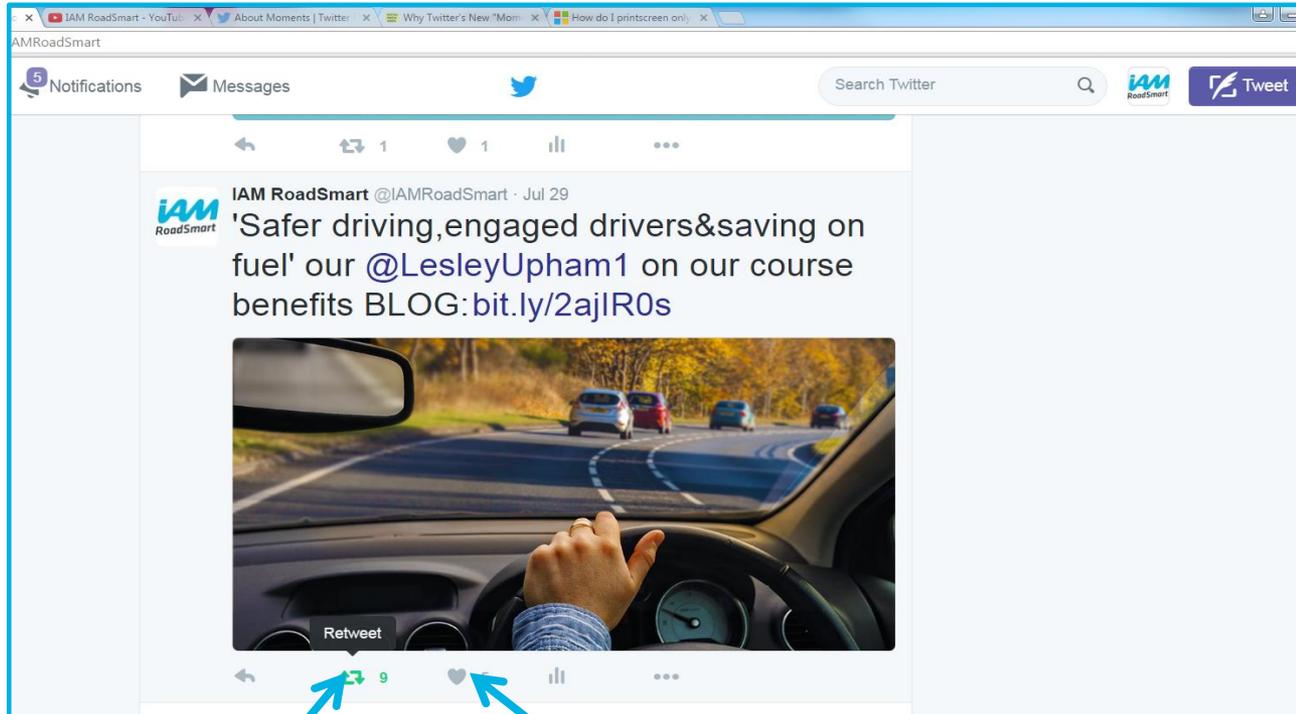
**Retweeting/RTing** is simple. Just click the 'two arrow' icon. This will repost the chosen post onto your own profile.

**Likes** are also simple. Just click the 'heart' icon. This will save the post in the 'Likes' section of your profile. This gives people viewing your profile an insight into your interests and also saves the posts you're interested in an easily accessible place for you to view later.



To access your 'likes' section click on it from the column headings on your profile page.

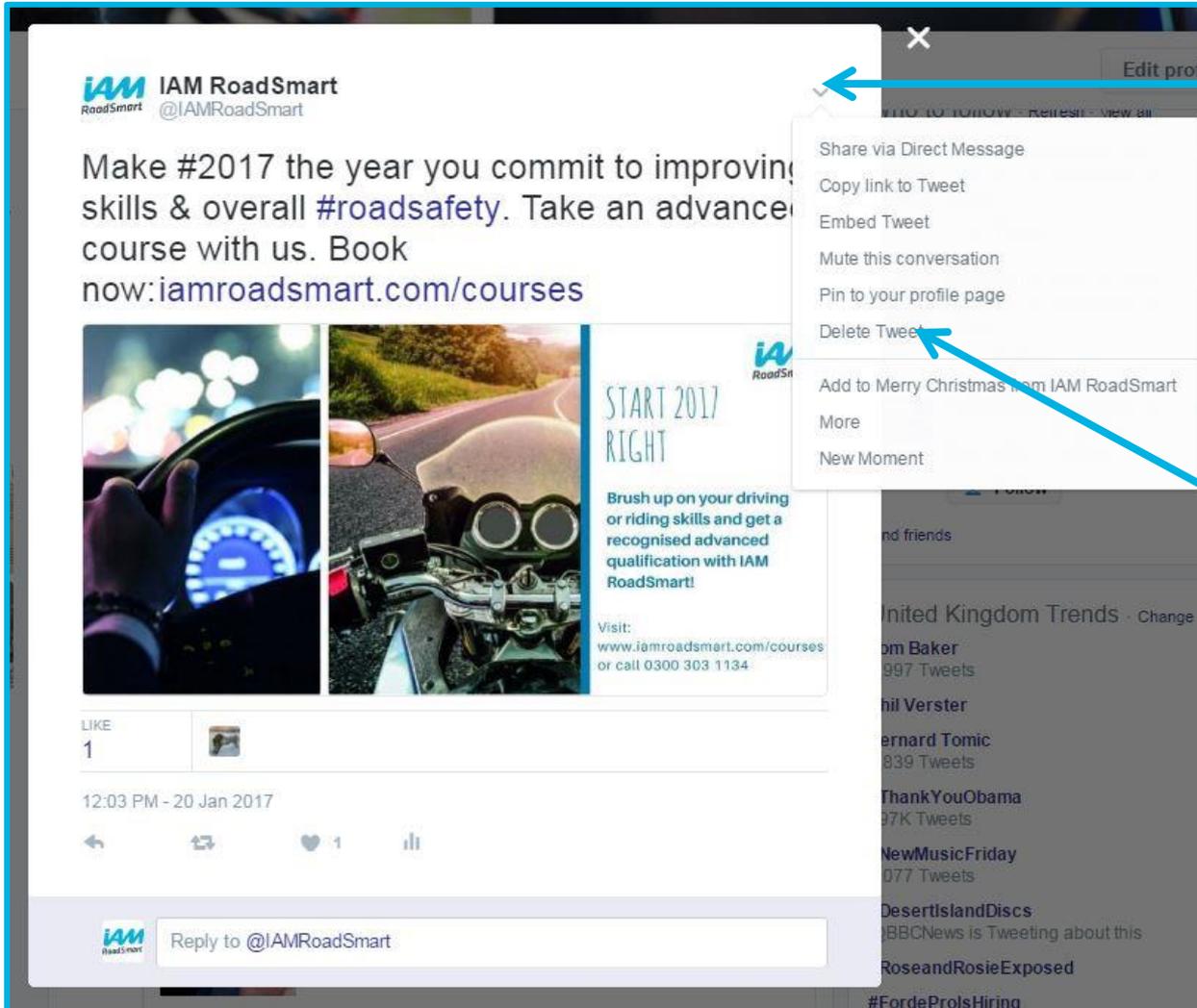
# How to undo retweets and likes



If you want to undo a retweet, simply **click on the retweet button a second time** and it will undo. You will know it is undone because the icon will **no longer be green.**

The same applies for undoing 'likes', **click on the icon a second time** and the **red colour will disappear.**

# How to delete your tweets

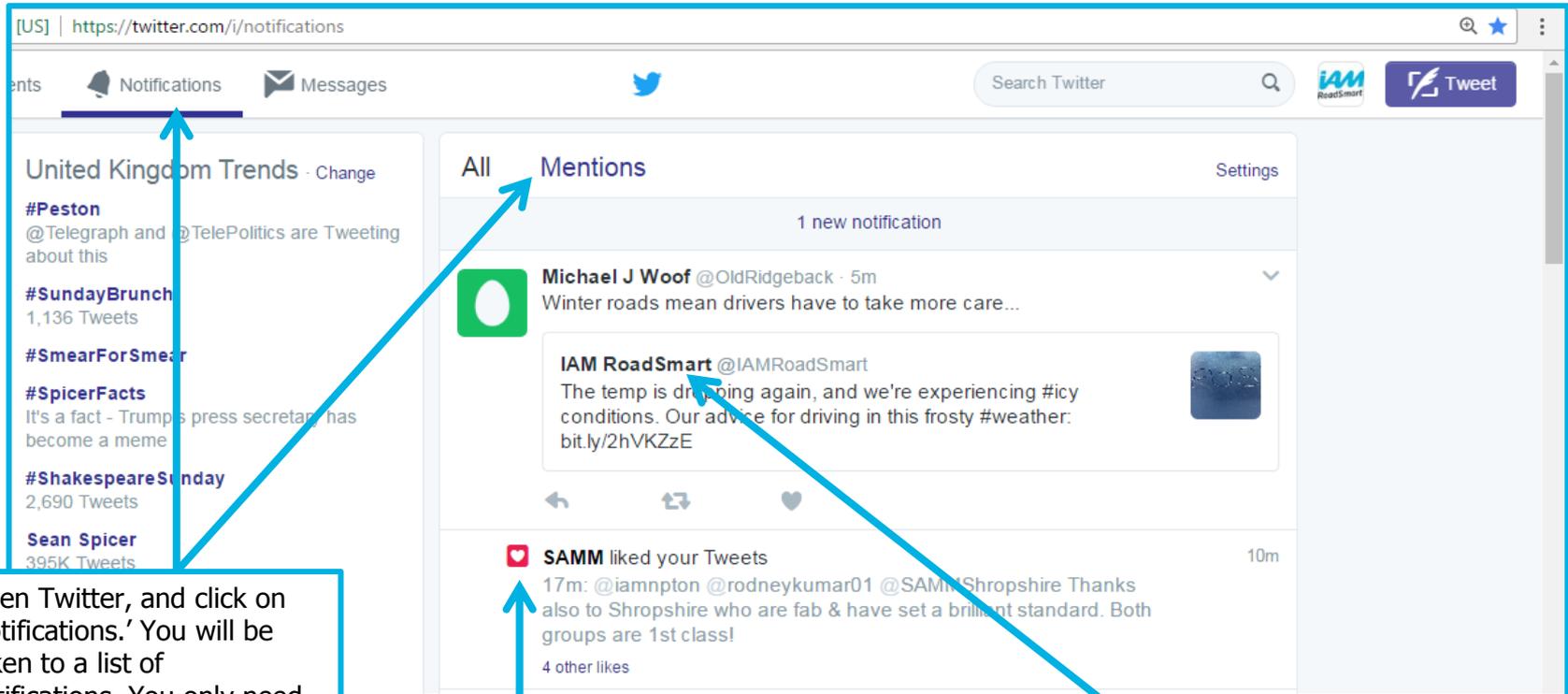


1. Click on the small arrow on the top right corner of the tweet. This will produce a drop down list.

2. Select 'Delete tweet' from the drop down list, and you will be able to remove this item.

# How to reply to notifications

Locate your 'notifications' on the top left of the screen after logging in to Twitter.

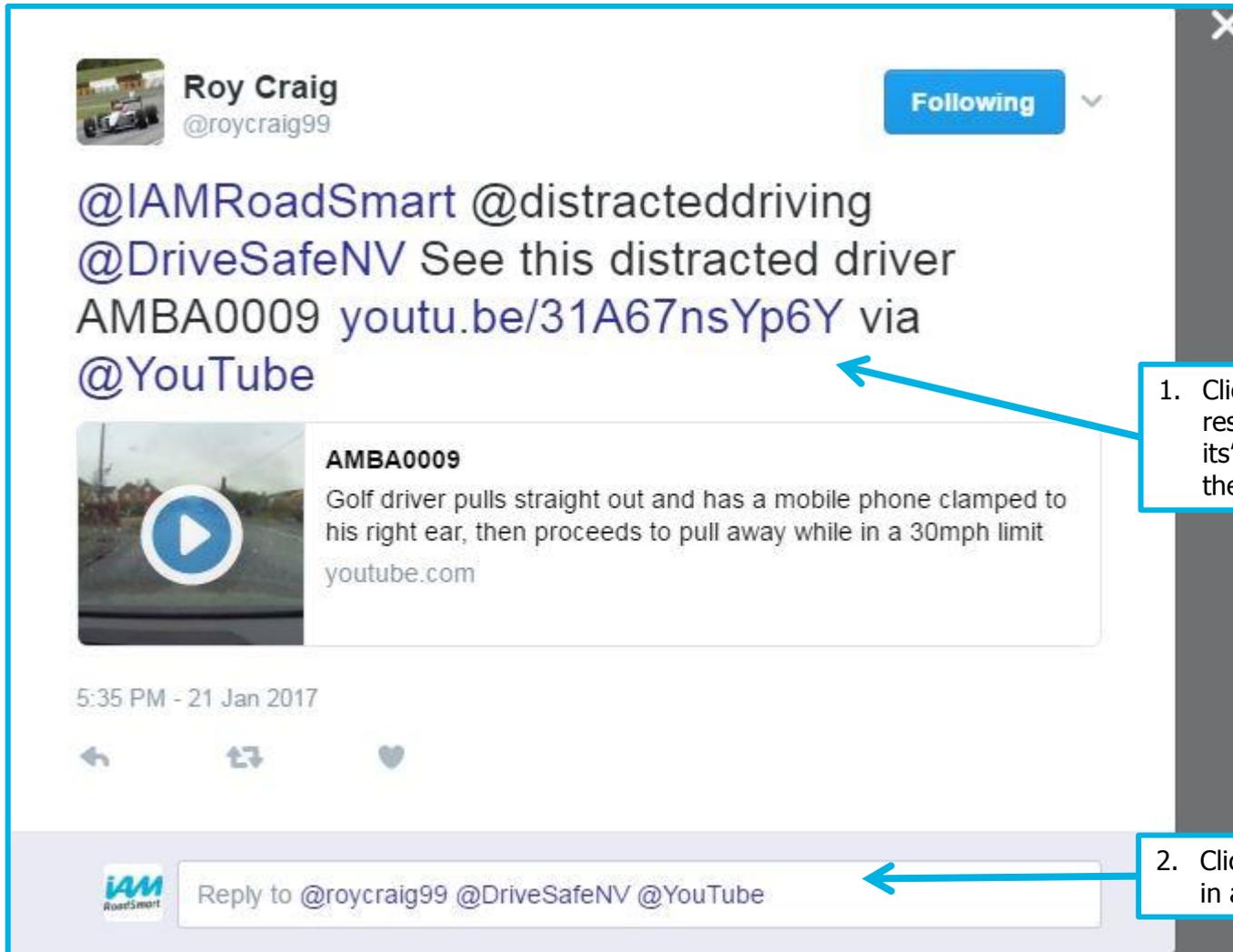


Open Twitter, and click on 'notifications.' You will be taken to a list of notifications. You only need to respond to tweets that are mentioning your user name or directly responding to a tweet you put out.

This heart notification is informing you that someone has 'liked' your tweet. **You do not need to respond to this.**

This notification is informing you that **someone has mentioned you so you should acknowledge this by replying.** 'Thank you for tweeting about our advice' is adequate. SEE NEXT SLIDE FOR STEP BY STEP GUIDE.

# How to reply to notifications continued



**Roy Craig**  
@roycraig99

Following

@IAMRoadSmart @distracteddriving  
@DriveSafeNV See this distracted driver  
AMBA0009 [youtu.be/31A67nsYp6Y](https://youtu.be/31A67nsYp6Y) via  
@YouTube

**AMBA0009**  
Golf driver pulls straight out and has a mobile phone clamped to his right ear, then proceeds to pull away while in a 30mph limit  
[youtube.com](https://youtu.be/31A67nsYp6Y)

5:35 PM - 21 Jan 2017

Reply to @roycraig99 @DriveSafeNV @YouTube

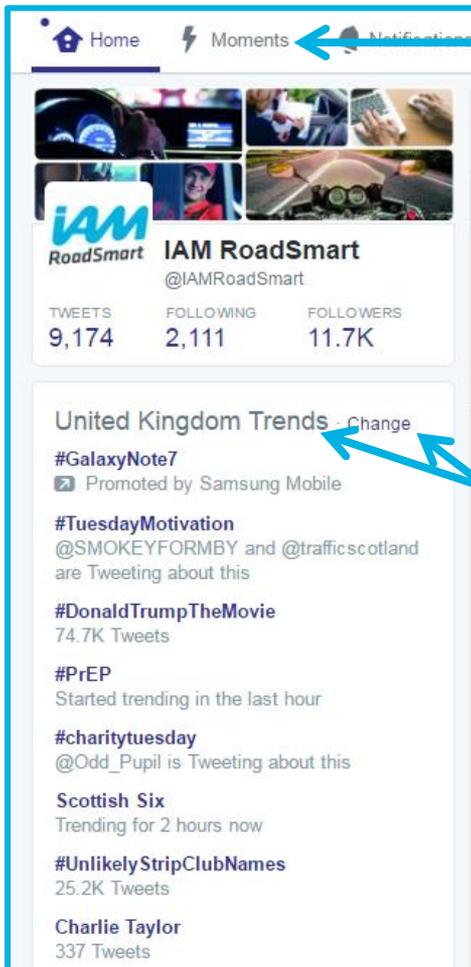
1. Click on notification you want to respond to, and it will open up in its' own window with an option at the bottom to 'Reply.'

2. Click into this reply box, and type in an appropriate response.

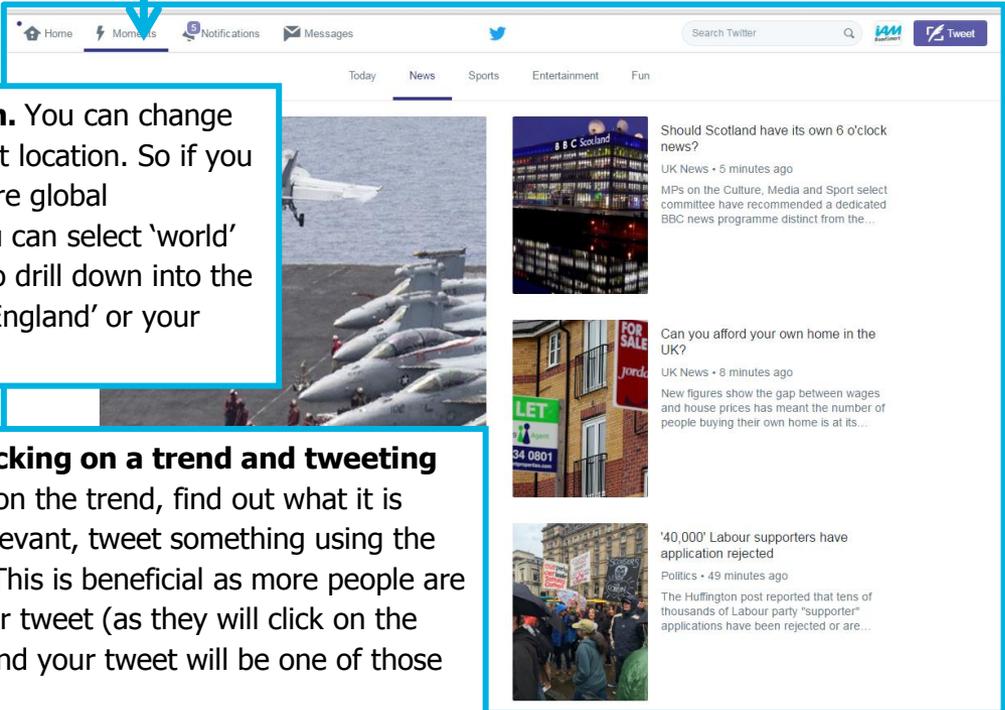
# So you've set up a Twitter profile - now it's time to contribute to the twittersphere!



- You can use Twitter to keep up-to-date with the latest industry developments, current affairs, news and our organisation updates!



Click on 'Moments' located at top of newsfeed to be taken to a dedicated 'moments' homepage.



**Trends column.** You can change 'trends' to reflect location. So if you would like a more global perspective, you can select 'world' or if you want to drill down into the content select 'England' or your area.

**Benefits of clicking on a trend and tweeting about it.** Click on the trend, find out what it is about, and if relevant, tweet something using the same hashtag. This is beneficial as more people are likely to see your tweet (as they will click on the trending topic and your tweet will be one of those which displays).

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# Twitter content



## What should I be posting and sharing from the account?

### IAM RoadSmart website content

Tips, blogs and course offers that you can find on our main website.  
[www.iamroadsmart.com](http://www.iamroadsmart.com).

Tips and blogs can be found here: <https://www.iamroadsmart.com/tips> and <https://www.iamroadsmart.com/blogs>, courses can be found here: <https://www.iamroadsmart.com/courses>.

### Retweet and share tweets from the main IAM RoadSmart twitter account [@IAMRoadSmart](https://twitter.com/IAMRoadSmart).

### Promote your Group activity

Any advanced driving/riding/observer/Masters passes, other member/group achievements, and events taking place at your local Group.

Any other information that you want people to hear about (remember to tag [@IAMRoadSmart](https://twitter.com/IAMRoadSmart)).

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## Twitter content continued...



### What should/shouldn't I be posting and sharing?

#### **Share news stories and articles that relate to general road safety**

Do feel free to share any relevant articles that you see posted on reputable websites e.g. BBC, FleetNews, SkyNews, Met Office. You may want to share road safety stories from your Group's local press.

#### **Refrain from posting politically inappropriate/outlandish/controversial content**

It will be immediately associated with the organisation, and this will bring IAM RoadSmart into disrepute. Organisation aside, it is also in your best interest to always keep a clean online presence as you never know who is monitoring you.

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## Twitter content continued...



### What should/shouldn't I be posting and sharing? (Additional guidance as of 10 May 2017)

- You must only use one user account at any given time, to avoid posting mishaps.**

#### What exactly does this mean?

- Multiple user accounts must be removed from devices**

When managing social media on behalf of a Group, multiple user accounts must be removed from the manager's devices (to avoid switching between personal and Group/work-related accounts when posting).

- Multiple user accounts must be removed from any scheduling platforms used**

Multiple user accounts must also be removed from scheduling platforms such as Tweetdeck or Hootsuite (also to avoid switching).

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## Key hashtags IAM RoadSmart use



**We like to tweet weekly posts using a range of regular hashtags. Look out for our tweets and make up your own if you like!**

- ❑ **#MondayMotivation** Every Monday, we use this hashtag. We either attach it at the end of a tweet plugging our courses, or as encouragement to get people to commit to safer driving behaviours.
- ❑ **#CharityTuesday** We use this hashtag to shout out to our volunteers, update people about key IAM RoadSmart developments or to highlight road safety issues.
- ❑ **#WednesdayWisdom** We attach this hashtag at the end of a tweet to plug our weekly motoring tips.

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## Key hashtags continued...



**We like to tweet weekly posts using a range of regular hashtags. Look out for our tweets and make up your own if you like!**

- **#ThursdayThoughts** We attach this at the end of a tweet giving out any general/timely motoring advice.
  
- **#FridayFeeling** We use this hashtag usually to remind people to keep safe on the road/avoid distraction in the lead up to the thrill of the weekend, but anything that can be linked to 'Friday' (within reason!) can work.
  
- **#FollowFriday** We occasionally use this hashtag, tagging other exemplary road safety accounts to encourage people to follow them. By doing this, you encourage others to do it tagging your account, thus helping to build your following.

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# How can you support the main IAM RoadSmart account on Twitter?



- Make sure you are following us on Twitter @IAMRoadSmart !
- RT, Like, and respond to the content we share from the IAM RoadSmart account.
- Mention us by including us @IAMRoadSmart in your tweets. Ideal for when you are at events, observing or driving/riding!
- Examples of how to perform the above actions can be found on the next slide.**

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# Boosting Engagement – How do you go about it?



- ❑ **Respond** to mentions, questions, comments, etc. from users.
- ❑ **Ask your followers questions** (how do you deal with low sun and dazzle, any nice trips planned for this weekend, etc.).
- ❑ **Ask for help** – Ask your community to help or get involved (survey participation, product feedback, retweets, etc.).
- ❑ **Be human** - Be kind, real, funny, respectful, empathetic.
- ❑ **Don't be exclusionary** – Make your audience feel special but treat everyone equally.
- ❑ **Add value** so that you are seen as helpful and authoritative, and ultimately - a wanted part of the community.

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## Boosting engagement: New regular things we are doing on main account



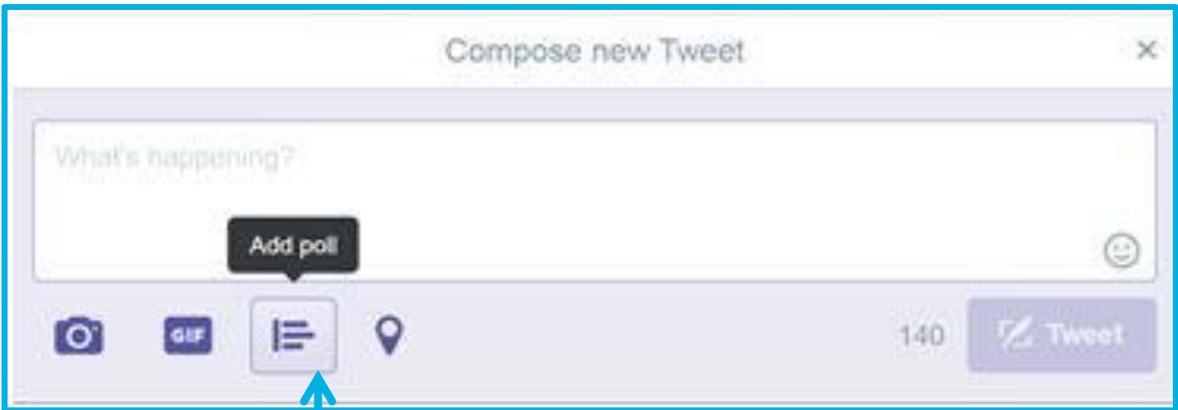
- ❑ **#ThursdayTrivia** We host a weekly automotive-themed quiz. We ask our audience a general knowledge question in the morning and reveal the answer in the evening. **Do participate each Thursday to help us boost our reach, and feel free to create your own quiz to encourage audience interaction.**
  
- ❑ **Quick polls (using polls function on twitter)** Gauge your audience's opinion on key driving/riding issues by conducting a simple twitter poll.

**(See next slide for guidance on how to use polls function).**

# How to create a Twitter poll

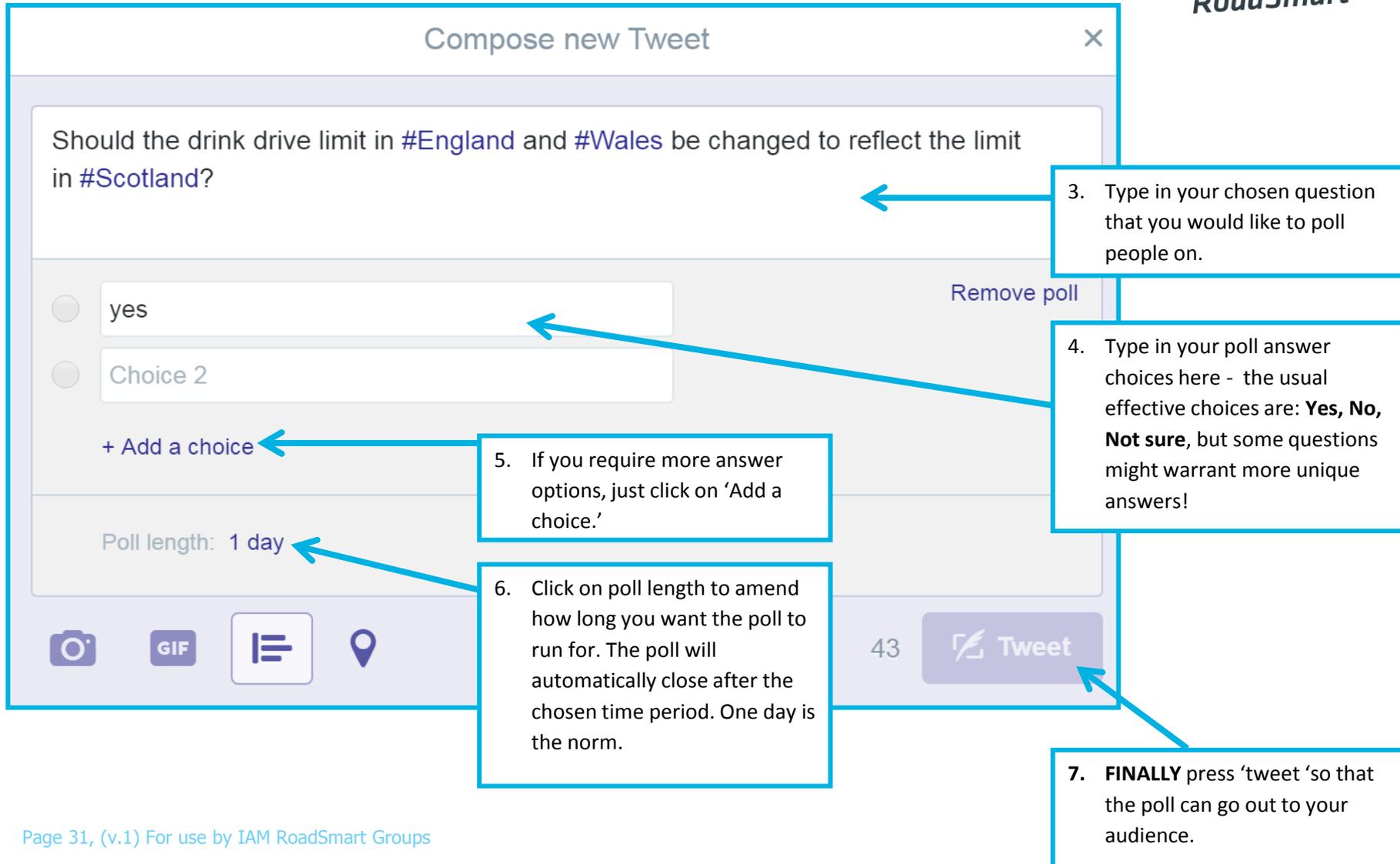


1. Click on **'tweet'** icon on homepage. This will open up another window like the one you see below.



2. Select third **'poll'** icon at bottom of 'compose tweet' box homepage.

# How to create a Twitter poll continued



Compose new Tweet

Should the drink drive limit in #England and #Wales be changed to reflect the limit in #Scotland?

yes

Choice 2

+ Add a choice

Poll length: 1 day

Remove poll

43 Tweet

3. Type in your chosen question that you would like to poll people on.
4. Type in your poll answer choices here - the usual effective choices are: **Yes, No, Not sure**, but some questions might warrant more unique answers!
5. If you require more answer options, just click on 'Add a choice.'
6. Click on poll length to amend how long you want the poll to run for. The poll will automatically close after the chosen time period. One day is the norm.
7. **FINALLY** press 'tweet' so that the poll can go out to your audience.

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# What should I consider before tweeting?



- Share **content** that would be of interest to you. Don't post **irrelevant information**.
- Triple check **grammar and spelling**.
- Be warm but professional**.
- Interact** with users who reach out to you. You're not obligated to respond to everyone but you will seem aloof if you never respond.
- If you do change your mind, you can delete a tweet but you currently can't edit it.



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# What should I consider before tweeting? (Continued)



- ❑ **Use key words and #hashtags** to keep up to date with latest news, research, etc.
- ❑ **#Hashtags** - used for searches, joining a conversation, campaigns and chats. Use only popular or your own hashtags. No more than 2 or 3 in a tweet.
- ❑ If you want someone to reply or see your tweet, make sure you tag their account (by using their **Twitter handle**).



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## When should I tweet?



- The main account uses analytics to pick the optimum time for its' particular audience (2:30pm) so a tweet will always go out at this time. Please be aware so you can retweet our account. You should plan your own tweets **to be at a different time** to this (to maximise our reach).
- A morning and evening tweet to fit around people's busy schedules would do the job!
- Daily posts are ideal, but we appreciate it can get busy. As long as you are regularly maintaining the account (min 3 times a week), this is sufficient!
- You should also check your notifications regularly (twice a day) and tweet a reply to anyone who has mentioned you or replied to your tweets.



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# Who should I follow?



- ❑ **Road safety organisations**
- ❑ **Other local Groups** (request list by emailing [thenuka.mahendrarasa@iam.org.uk](mailto:thenuka.mahendrarasa@iam.org.uk) an audit will be conducted soon)
- ❑ **Local influencers** (e.g. authorities, research companies, etc.)
- ❑ **Friends, partners, customers/members**
- ❑ **Media, journalists and bloggers**
- ❑ You can **search for people** to follow by:
  - The Find friends feature (in #Discover)
  - Email search (in Find friends)
  - Searching key words
  - #FollowFriday from people you like (#FollowFriday is when someone recommends others by including their @usernames in a tweet)
  - Piggyback – Find people you like and check who they follow (why not look at main IAM RoadSmart account's follower list?)
  - Who to follow – suggestions from Twitter



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## Key accounts to follow: staff



- ❑ **@SarahSillars** IAM RoadSmart Chief Executive
- ❑ **@NeilJGreig** IAM RoadSmart Director of Policy and Research
- ❑ **@LesleyUpham1** IAM RoadSmart Commercial Director
- ❑ **@RebeccaAshton68** IAM RoadSmart Commercial Learning & Development Manager
- ❑ **@BenIAMRoadSmart** IAM RoadSmart Sales Team Manager
- ❑ **@EloisePR98** IAM RoadSmart Young Driver Ambassador
- ❑ **@RodneyKumar01** IAM RoadSmart Senior Communications Executive

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## Key accounts to follow: external



- ❑ **@PoliceChiefs** The National Police Chiefs' Council.
- ❑ **@Road\_Safety\_GB** Representing UK road safety professionals.
- ❑ **@TyreSafe** Tyre safety charity - IAM RoadSmart are an official supporter.
- ❑ **@\_FleetNews** Organisation helping to make efficient fleets.
- ❑ **@SafeRoadDesign** Road Safety Foundation – conducts research into all factors affecting the safe use of public roads.
- ❑ **@MCIATweets** The Motorcycle Industry Association. Organisation working to promote, protect and expand the motorcycle industry.
- ❑ **@BikeSafeUK** Police led motorcyclist advisory scheme.
- ❑ **@ThinkGovUK** THINK! road safety channel. Organisation encouraging safer behaviour on road.

# Facebook

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# Using Facebook...



## Why join/use it regularly?

- ❑ It's simple (takes 5 minutes to set up an account).
- ❑ It's great for sharing both road safety and group updates in a slightly less formal format than email.
- ❑ It's a good way to keep your Group members informed and encourages relationship building.
- ❑ Promotes IAM RoadSmart's courses and encourages people in the local area who are considering becoming a member.



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# Facebook pages: An overview



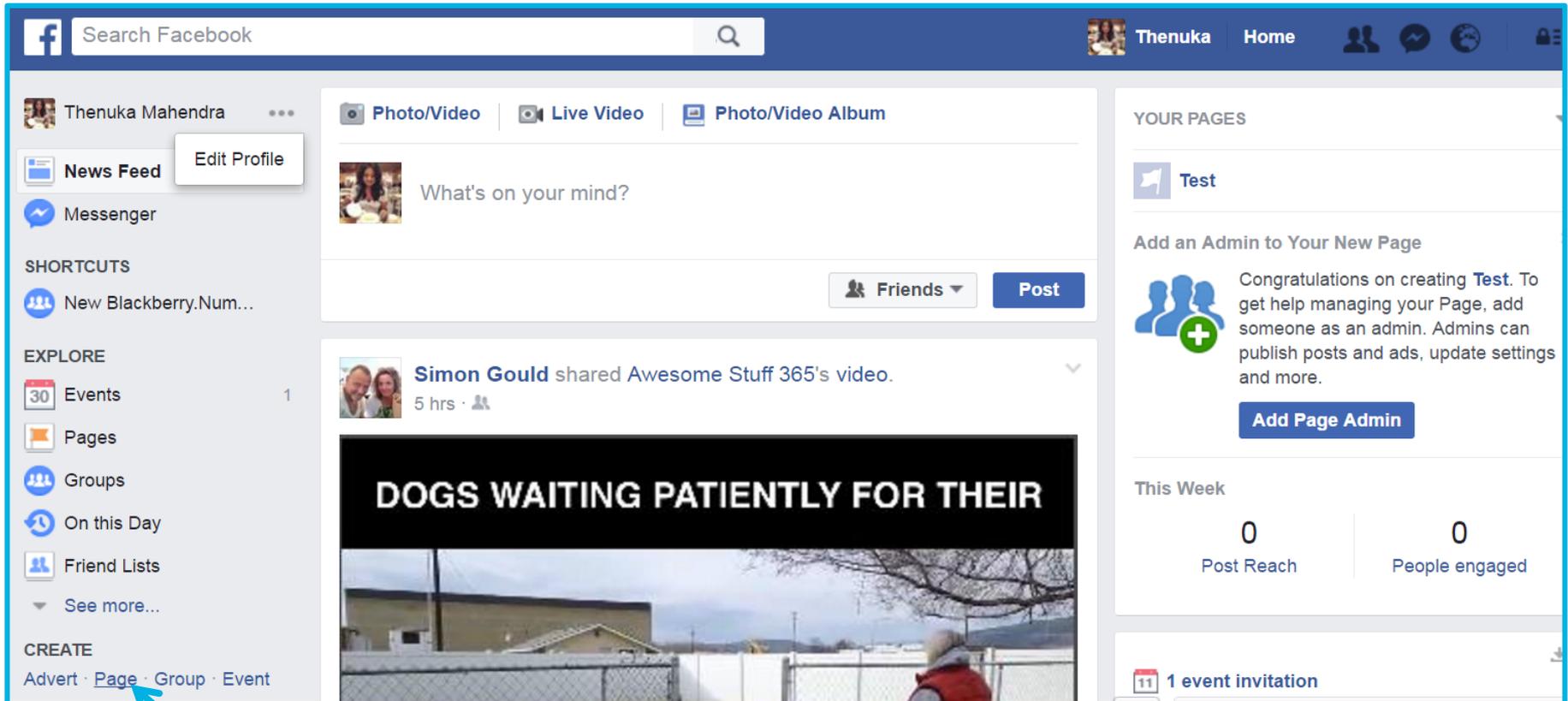
- ❑ A Facebook page allows you to communicate broadly with people, raise awareness and reach new audiences.
- ❑ Page friends see the Page updates in their News Feeds.
- ❑ Page friends can set notifications for every page post.
- ❑ Page owners can check Page Insights to track the Page's growth and activity.
- ❑ Allows use of customized apps e.g. polls.



# Creating your Facebook page



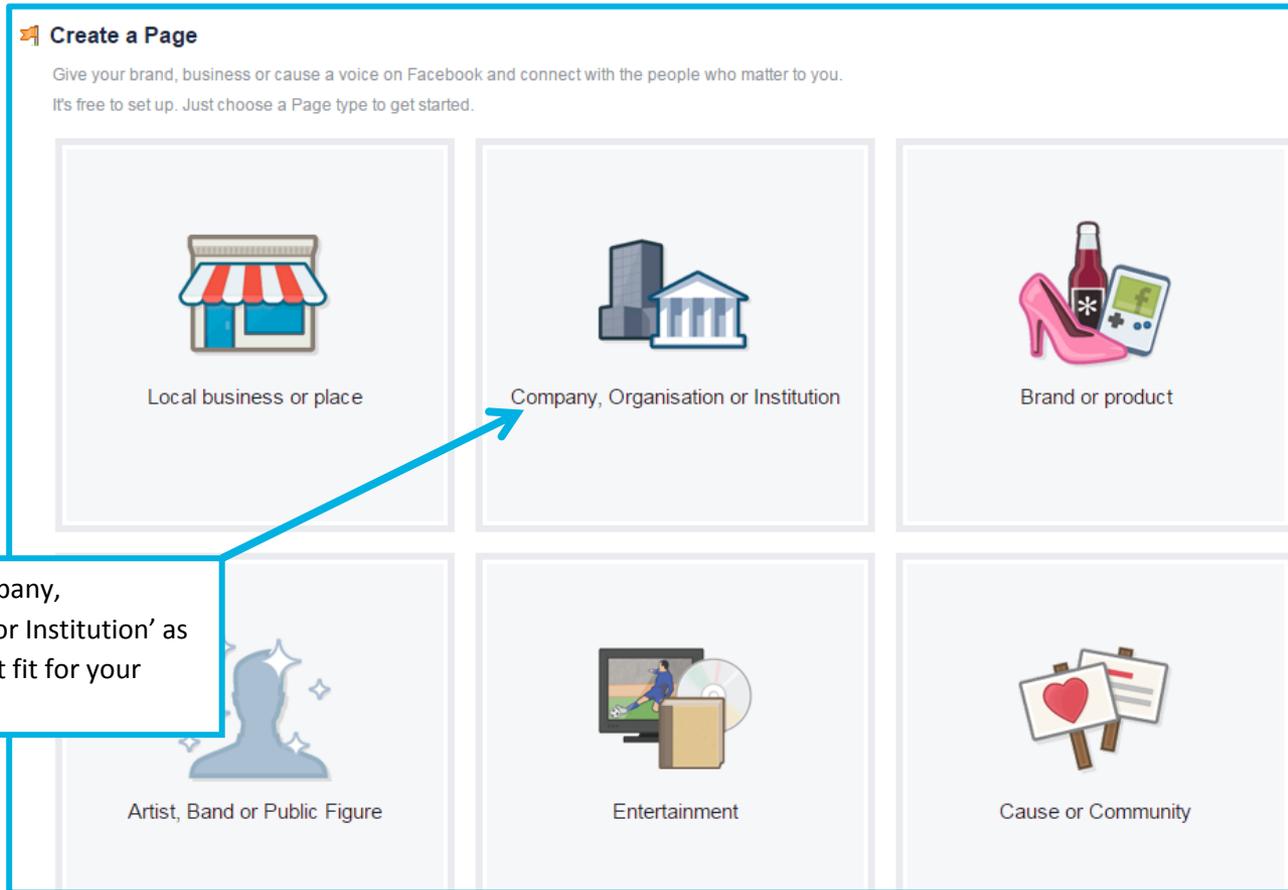
1. You need to sign into your personal account to create your Group page. Go onto your newsfeed (otherwise known as your 'homepage') and locate the grey left hand column.



2. On the grey column, locate 'CREATE' section, and click on 'page' as you want to make a page for your Group.

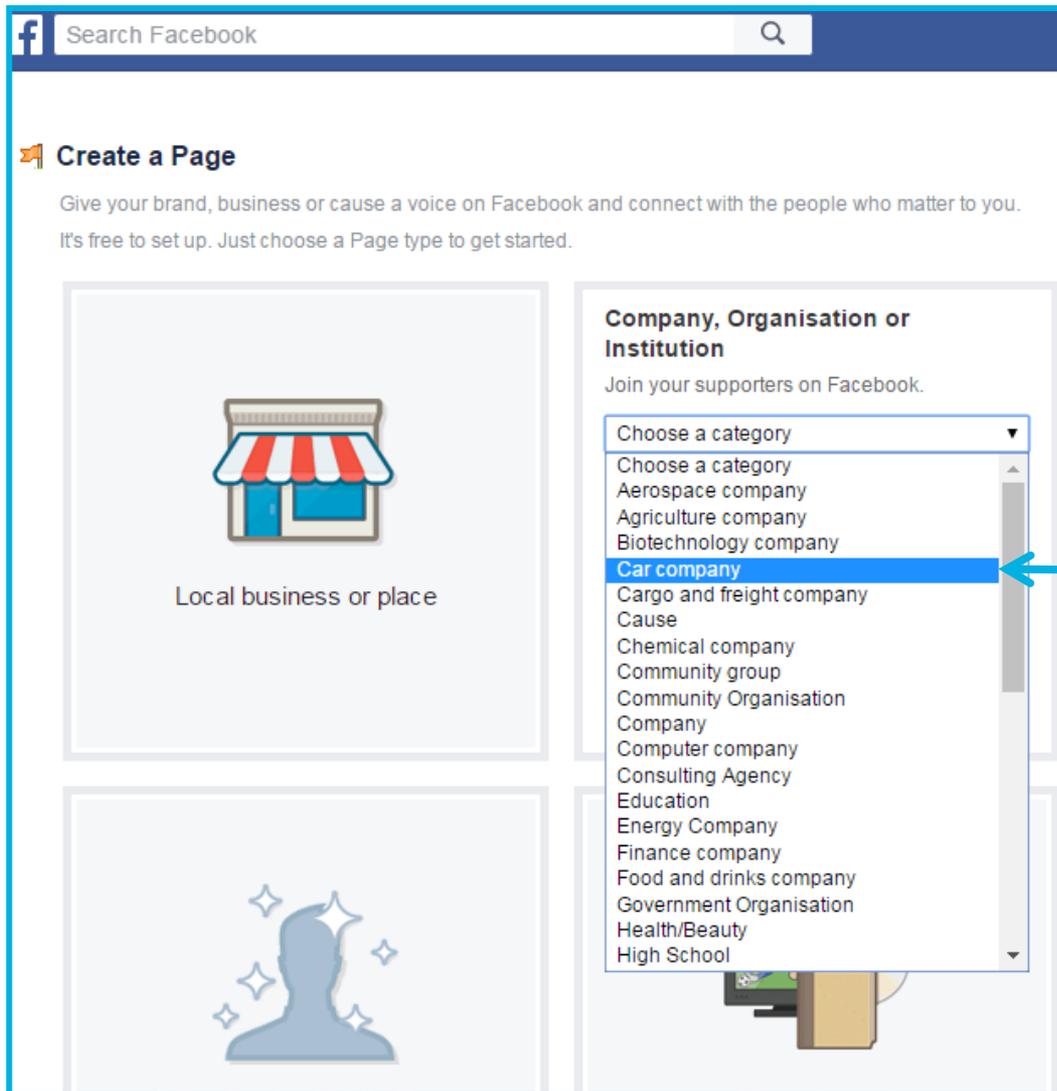
# Creating your Facebook page continued...

3. After clicking on 'page' you will be taken to the section depicted below.



4. Click on 'Company, Organisation or Institution' as this is the best fit for your Group page.

# Creating your Facebook page continued...



5. Select the category that you feel best suits – this could be 'Car company' or 'Community organisation.'

# Creating your Facebook page continued...

**Create a Page**

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Local business or place

**Company, Organisation or Institution**

Join your supporters on Facebook.

Choose a category

Company name

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

6. Type in your Group name e.g. 'Northampton Advanced Motorists.'

7. Finally, click on 'Get started.'

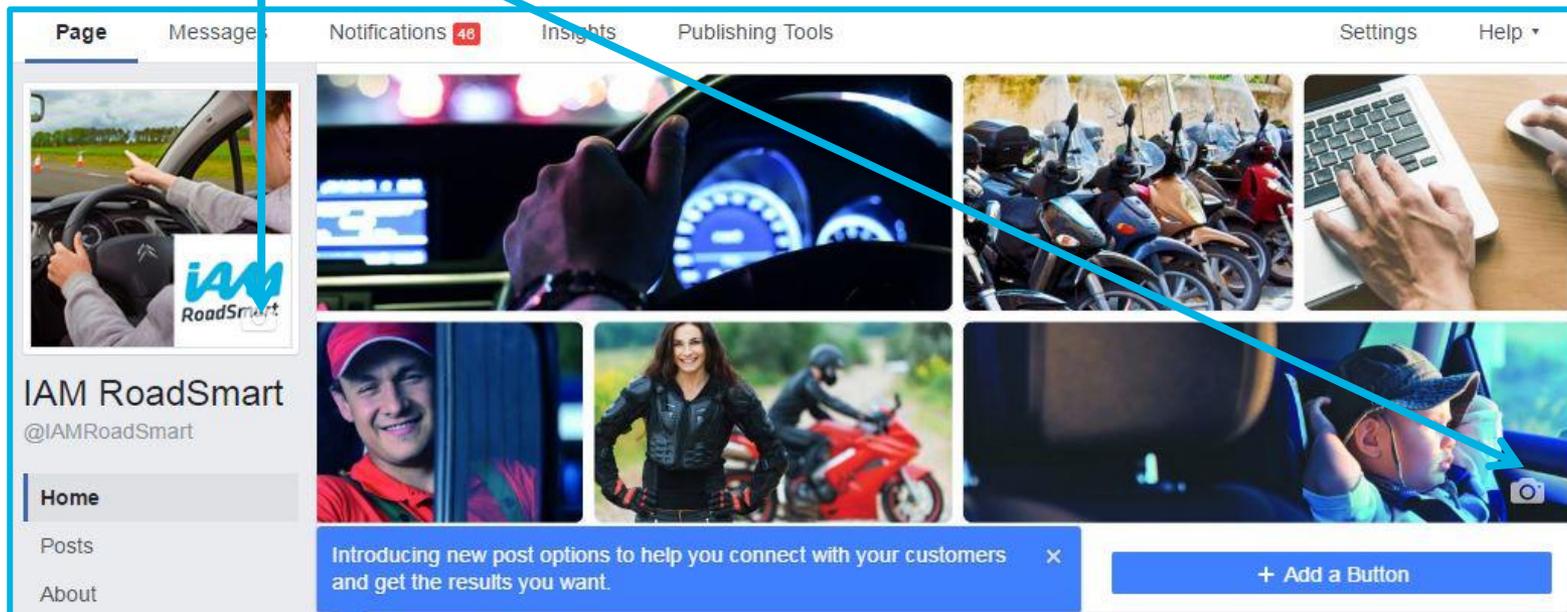
8. You will be taken to your new page. Now you can start amending your page details. See next slide for guidance on how to do this.

# Amend your page details



- ❑ Once you have successfully set up you will be taken to your Group page where you can edit details and photos to best reflect the Group.

Click on camera icons on top left to upload images for your 'Cover photo' (rectangular background) and 'Profile photo.'



# Update info on your page



IAM RoadSmart  
@IAMRoadSmart

Home  
Posts  
**About**  
Likes  
Videos  
Photos  
Manage Tabs

Promote

Liked Following More

+ Add a Button

About Edit Page Info

**FIND US**

1 Albany Place, Hyde Way  
Welwyn Garden City, Hertfordshire  
Get Directions

@IAMRoadSmart  
Message Now

Call 0300 303 1134

**GENERAL**

Category Non-Profit Organization Edit

Name IAM RoadSmart Edit

**STORY**

+Edit story

Click onto your page, and locate the left hand column. Click onto 'About' to edit your page info.

Work through the separate headings – filling out as many fields as you can, by clicking on 'Edit.'

You can add a brief 'story' to represent the work of your Group and any other background info that you see fit.

# Update info on your page continued



**IAM RoadSmart**  
@IAMRoadSmart

Home  
Posts  
**About**  
Likes  
Videos  
Photos  
Manage Tabs  
Promote

**About** [Edit Page Info](#)

**FIND US**

1 Albany Place, Hyde Way  
Welwyn Garden City, Hertfordshire [Get Directions](#)

@IAMRoadSmart [Message Now](#)

Call 0300 303 1134

**GENERAL**

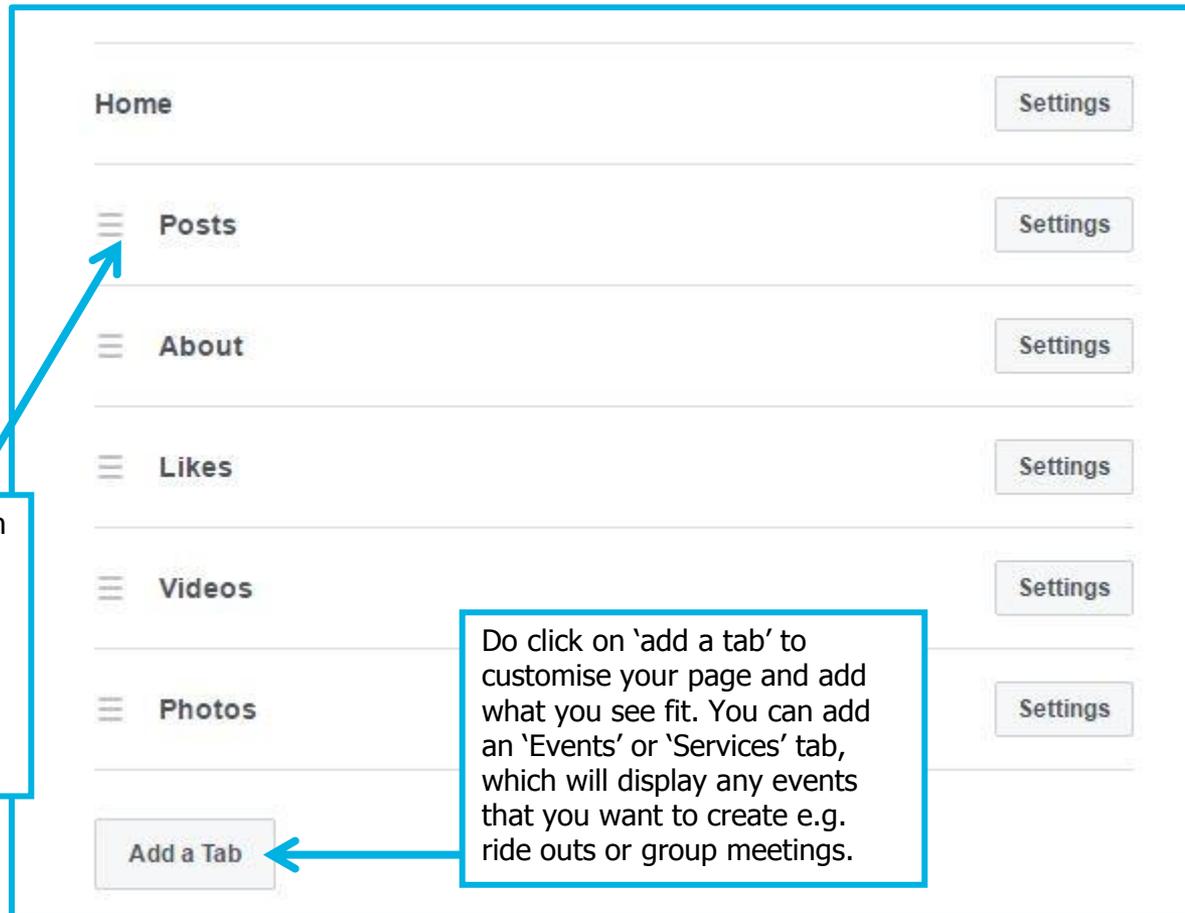
Category	Non-Profit Organization	Edit
Name	IAM RoadSmart	Edit
Username	@IAMRoadSmart	Edit

**STORY**

+Edit story

NEXT: Click onto your page, and locate the left hand column. Click onto 'Manage Tabs' to be taken to an even more detailed 'settings' page where you can edit elements on your page, in even greater detail.

# Update info on your page (tabs in detail)



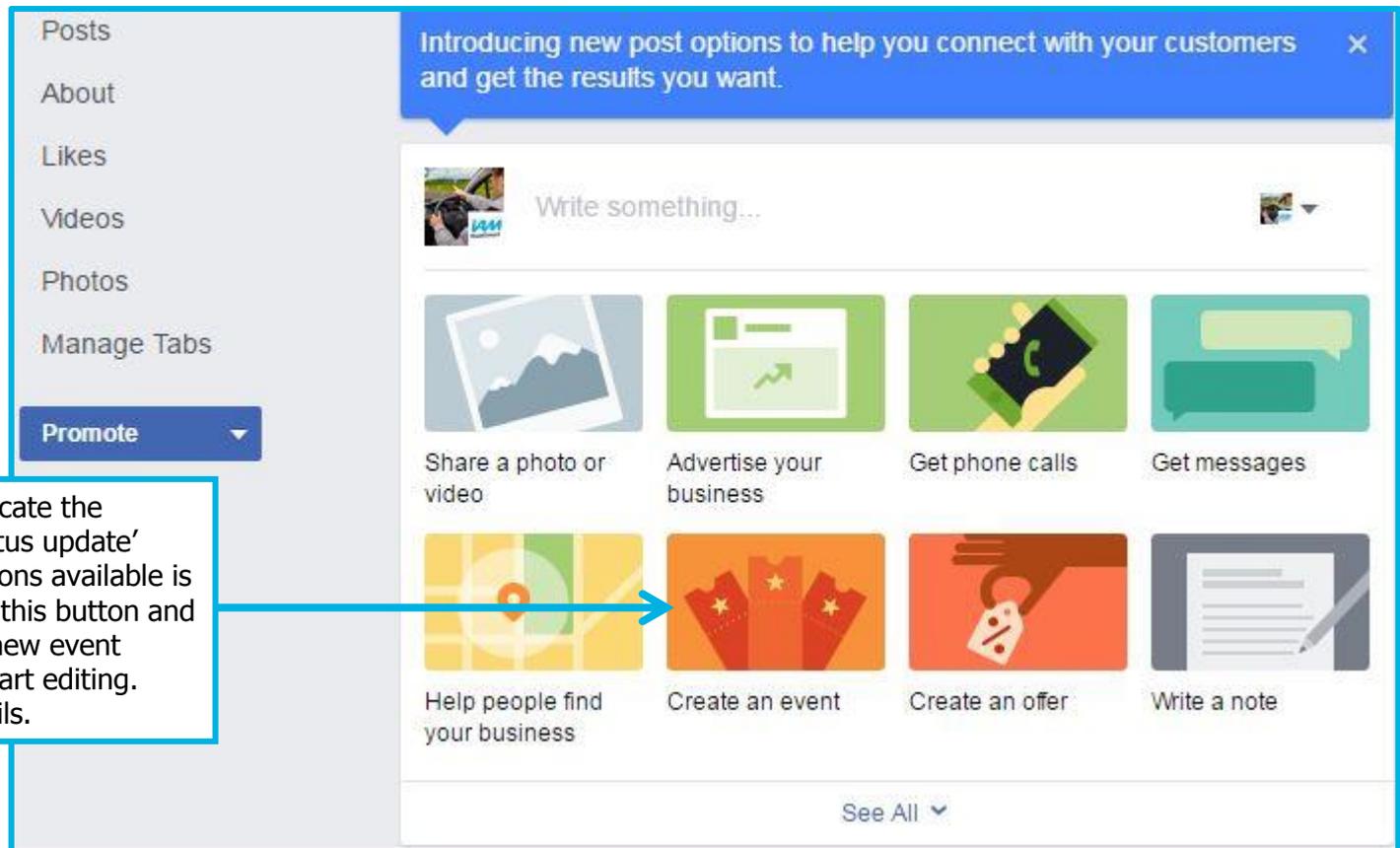
NEXT: Click and drag on each row to reorder the priority of each tab. The tab at the top will be most prominent when people click on to the page. (So in this case, your posts will be the first thing that people see).

Do click on 'add a tab' to customise your page and add what you see fit. You can add an 'Events' or 'Services' tab, which will display any events that you want to create e.g. ride outs or group meetings.

# How to create an event on Facebook



**Creating an event on Facebook, is a great way to encourage interaction from people in your local Group. It may also help attract others who aren't already existing members, to find out more about IAM RoadSmart.**



Go to your page and locate the section under your 'status update' button. One of the options available is 'create event.' Click on this button and you will be taken to a new event page, which you can start editing. Visit next slide for details.

# Adding details to your 'event page'



**New Event by IAM Road Smart**

**Basic Info**  
This info will also appear in News Feed and any ads created for this event

Event Photo

For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio)

Event Name  0 / 64

Location

Start   UTC

End   UTC

Select a photo that best fits your Group. Make sure that the image is your own, or free to use or you could be breaching copyright law.

Make sure that the name of the event is clear and 'does what it says on the tin.' This will make sure that it only attracts the right target audience.

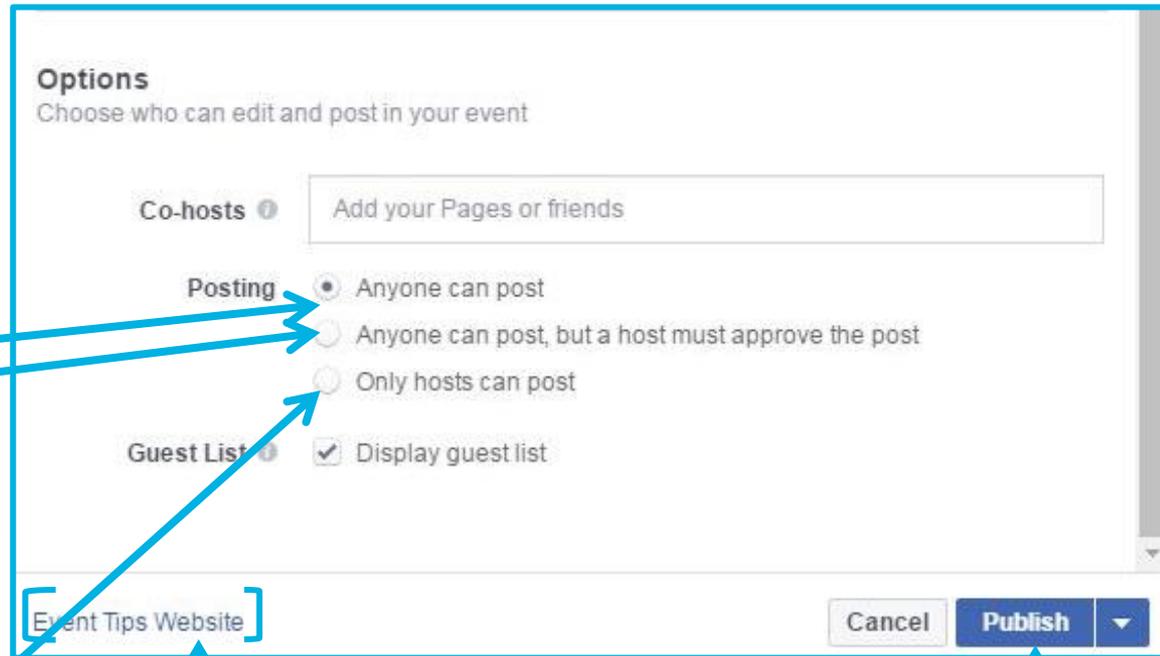
Fill in practical details such as location and timings, as stipulated.

**On the bottom section of the event page details, you will be given the option to amend the privacy settings within your new event page.**

If you want anyone on Facebook to be allowed to post on the wall within your page at any time, select the first option.

This option allows anyone to post on the page, however before it displays publicly on the page, it is sent to you for approval.

This option means no invitees/eventees can post – only you as the event creators, are able to post on the event wall.



The screenshot shows the 'Options' section of a Facebook event page. The title is 'Options' with the subtitle 'Choose who can edit and post in your event'. There are three main sections: 'Co-hosts' with a text input field 'Add your Pages or friends'; 'Posting' with three radio button options: 'Anyone can post' (selected), 'Anyone can post, but a host must approve the post', and 'Only hosts can post'; and 'Guest List' with a checked checkbox 'Display guest list'. At the bottom, there is a link for 'Event Tips Website' and two buttons: 'Cancel' and 'Publish'.

Click on the 'Events Tips Website' to be taken to another separate website that provides ideas and special tips for improving your event page.

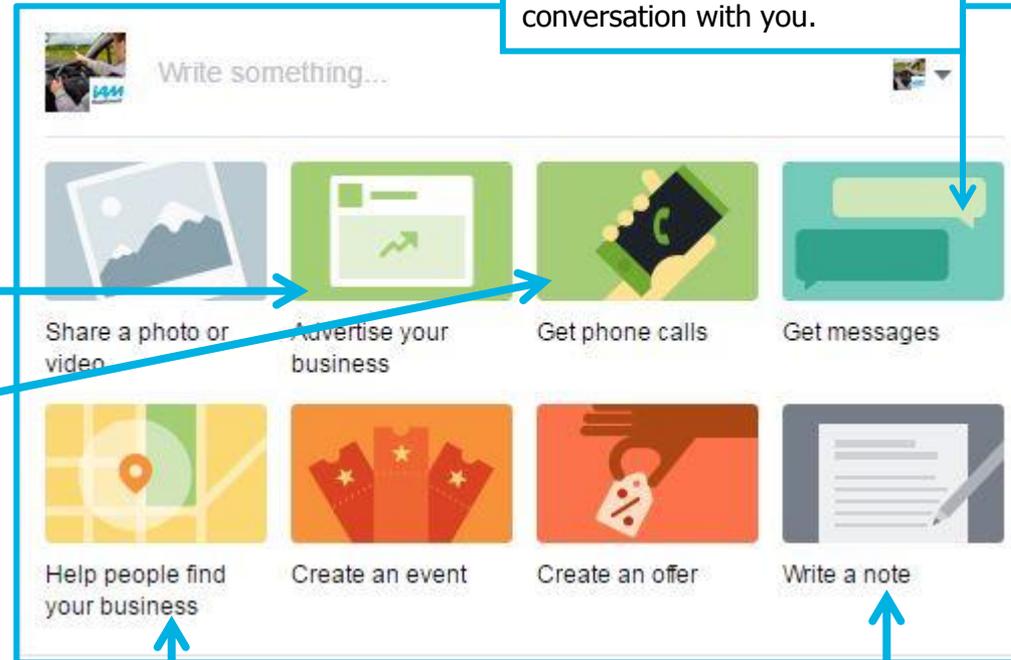
FINAL STEP: remember to click on 'publish' to save all changes and the page to go live.

An overview of additional page features can be seen below.

This 'get messages' option promotes your inbox function to your Facebook fans. They will be able to click on this button and immediately be directed to a new private message conversation with you.

Please be aware that some of the options here are 'paid for advertising' which we do not recommend, so you cannot create these without payment.

If you have entered your phone details into 'edit page info' section, if you select this icon and share this page, when people click on it, they will be able to call directly if they have the right functionality on their computer.

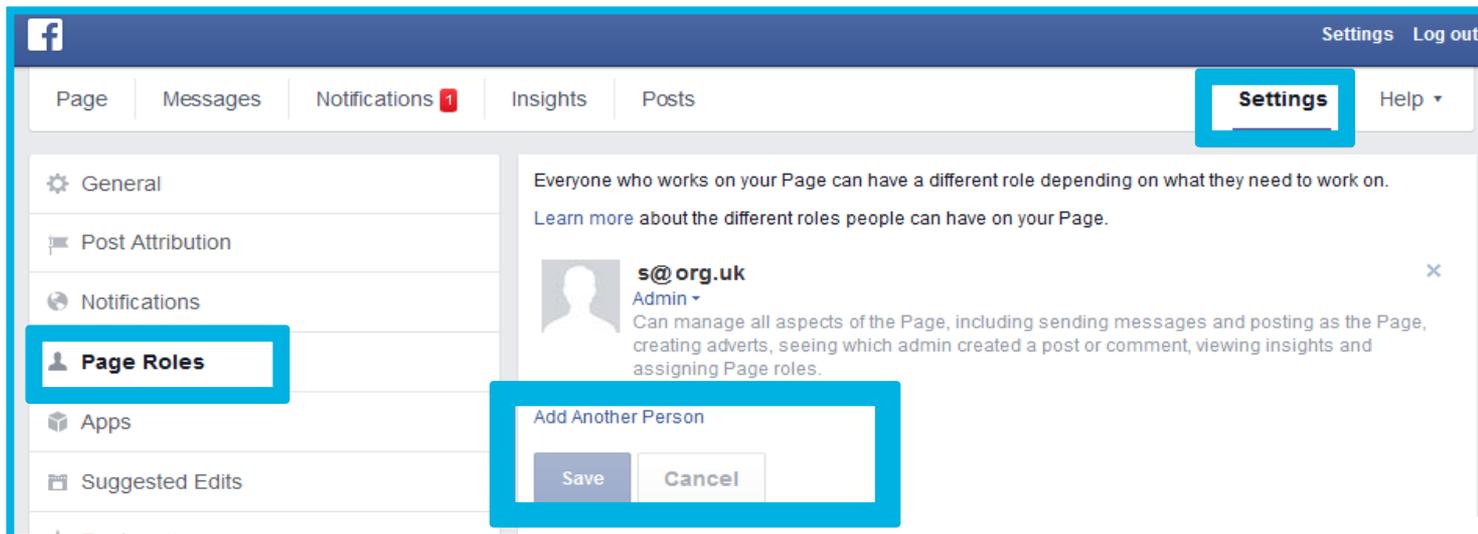


If you have entered your address details into 'edit page info' section, if you share this page, when people click on it they will be taken to google maps.

Click on 'write a note' option to create a blog or longer written piece directly in Facebook.

# Setting up an administrator

- ❑ The person who sets up the page will automatically become Administrator of the Facebook page. They can add more administrators.
- ❑ It might be a good idea to list more than one administrator; this means the pressure is not on only on one Group member to keep an eye on the page and post updates.



# Exploring Facebook



Now that you have your own Group page all set up, you are ready to explore Facebook. Start by liking our IAM RoadSmart page, if you haven't already done so. Search 'IAM RoadSmart' in the 'search' toolbar and click on page.

Be sure to like the page once you are on it so you receive the updates in your feed.

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# How to run your Facebook page



- ❑ Develop an **authentic personality and voice**.
- ❑ Prepare a **social media calendar**. (See next slide for detailed guidance)
- ❑ Encourage people to **engage** (e.g. ask Qs).
- ❑ Use Facebook for **customer service** (answers Qs).
- ❑ **Tag** your fans in photos/videos.
- ❑ **Freebies** and **competitions**.
- ❑ **Get to know** your current and potential audience and **tailor** your updates.
- ❑ Keep an eye on the [IAM RoadSmart Facebook page](#), share the content you like and comment.

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# Creating a social media calendar



❑ The simplest way to make a social media calendar, is by creating an Excel Spreadsheet.

❑ **Create 5 columns**, each with the following headings:

1. **'Post'** where you type out the written content for your future post.
2. **'Content type'** where you enter the category that your post falls under e.g. news article, tips, blog (helps you keep track of the sort of items you're posting so you can ensure you are always offering a good variety of content).
3. **'Publish time'** type in the time that each post will go out to help spread out your content (for maximum reach).
4. **'Image/Gifs'** select a suitable image. Posts that contain an image/gif boost your share rate by an additional 35% compared to posts without an image.
5. **'Channel'** type in the social platform that you are going to use for the post e.g. your Facebook page or Twitter account?

❑ **Add in a separate row for each day of the week** – see next slide for a visual calendar example.

# Creating a social media calendar continued...



Calendar example, created in Excel.

	A	B	C	D	E
1					
2	<b>IAM RoadSmart Social Calendar</b>				
3	<b>w/c 30/01/2017</b>				
4	<b>Post</b>	<b>Content type</b>	<b>Publish Time</b>	<b>Image/Gif</b>	<b>Channel</b>
5	<b>Monday</b>				
6	Book an advanced course with us & commit to better skills, such as improved control & observation #MondayMotivation <a href="http://bit.ly/29wSM4P">bit.ly/29wSM4P</a>	Product	9:30 AM	Start your week right gif	IAM RoadSmart Twitter
7	Road traffic accidents biggest single cause of death for 18-24 yr olds (EU).New @ETSC_EU report suggests way forward: <a href="http://bit.ly/2j7JFf7">bit.ly/2j7JFf7</a>	Report	2:30PM	Graph from report	IAM RoadSmart Twitter
8	New legislation leads to 867% rise in drug drive convictions - See more at: <a href="http://www.roadsafetygb.org.uk/news/5540.html#sthash.r3Sb1Bw0.dpuf">http://www.roadsafetygb.org.uk/news/5540.html#sthash.r3Sb1Bw0.dpuf</a>	News	11:00AM	Generic police image	DRA Twitter
9	Managing #fleet and driver #risk, is your company fitting the bill? Our @BenIAMRoadSmart #blogs: <a href="http://bit.ly/2jkuJHt">bit.ly/2jkuJHt</a>	Blog	1:00PM	Blog template image	Drive For Work twitter
10	There is growing public concern about the way that the law deals with offenders who kill or seriously injure others on the road. The government has conducted a review and has now published its proposal in a consultation document. At IAM RoadSmart we are keen to hear your views on the government's ideas so have created a quick online survey so you can have your say. Take the survey here, it only takes a few minutes: <a href="http://bit.ly/2kaqCAx">http://bit.ly/2kaqCAx</a>	Online Survey	7:30PM	Poll image	Facebook

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# You are important to us!



- ❑ Groups are vital for us in terms of helping us grow our reach and awareness of our organisation on social media, so please do visit our page and 'like' , 'share' or 'comment' regularly.
- ❑ It only takes a few seconds and does wonders for us in terms of reaching new audiences.
- ❑ When you like/comment a post this can show up in your friends' newsfeeds even if they haven't liked the IAM RoadSmart page themselves - this makes them aware of our content, and encourages more likes on our Page).

# How to post on social media to support the main accounts

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# Using your social media accounts to support the main account



- Now that you have set up your own accounts on twitter and/or Facebook, you can help us by supporting the posts on the main IAM RoadSmart twitter account, IAM RoadSmart Facebook account and LinkedIn page.
- Help us by retweeting, liking & sharing the IAM RoadSmart posts.
- If you are tweeting about content that has been shared from the main account, please retweet the main account tweet as well as producing your own tweet on the subject – this will help reach maximum audience numbers.
- If you are at an event, post about it, tagging IAM RoadSmart and try to take images on the day – which you can also share!

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# Creating original content



You should make sure anything else you post, company related or otherwise, is appropriate for protecting our reputation. You might share, retweet, or comment on an IAM RoadSmart post to communicate it to your followers. Always include the @IAMRoadSmart handle when responding.

❑ Example tweets of what you might send:

- *Congratulations to Emily Turner on passing her @IAMRoadSmart Advanced Driving test on Friday 13th - in the snow and rain!*
- *Going to Gaydon for @IAMRoadSmart #60cars party on #Saturday with @PaddyHopkirk,*
- *For the Northampton area, come for free assessment 5th February at Mereway Police Station car park, and join up afterwards!  
@IAMRoadSmart*

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## Posting to support the business



- ❑ When posting from your account please make sure that the content looks like it makes sense coming from an individual Group – rather than an organisation (make content personable/tailored to your local audience/members).
- ❑ Please ensure you support the main account by retweeting as well as tweeting from your own Group accounts. (As we would really appreciate your help growing our reach).
- ❑ For further clarification see the example tweets on the next slide.

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## Posting to support the business: Example tweets



Some really #interesting tips from @IAMRoadSmart about #BackToSchool #drivertips #firstdayofschool

This is a good example of someone tweeting to support the business as they are tagging IAM RoadSmart so that the content is linked back to the main account.



It is #BackToSchool for many kids today! Have you seen our special #tips for the school-run?<http://bit.ly/2c4dION>

This is a 'bad' example of someone tweeting to support the business as they do not link the content back to the main @IAMRoadSmart account and use the term 'our' which does not make sense coming from an individual group (see point 1 of previous slide).

**Thank you for reading. Happy  
tweeting and facebooking!**

Please direct any questions or comments to  
[thenuka.mahendrarasa@iam.org.uk](mailto:thenuka.mahendrarasa@iam.org.uk)

IAM RoadSmart

[info@iam.org.uk](mailto:info@iam.org.uk)

[www.iamroadsmart.com](http://www.iamroadsmart.com)

@IAMRoadSmart