



# Creating a Social Media Campaign

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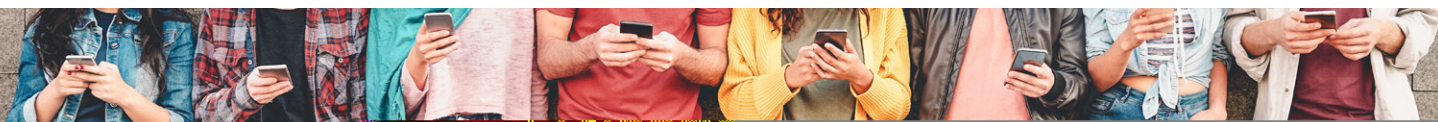
**Social media is a network of over 3.5 billion users that just love to share, seek, and create information. As a business owner, do you utilise these networks in a way that produces great results for your business, your family, and your communities?**

Social media channels have rapidly become an inseparable part of business development, and therefore understanding the basics of creating a social media campaign is more important than ever to connect with the people that matter to you and your business.

A social media campaign is the way to make sure your marketing efforts have a sense of purpose. Whether you're creating new content, replying to someone, writing a caption, or finding new customers, a well-planned social campaign guides you in the right direction, and allows you to make informed decisions about the next steps you take. A social media campaign is a collection of content, information and posts that work to achieve your business goal, within a defined timeframe.

**The simplest way to begin to think about creating a social media campaign is to think about the '5W's'**

1. **Why (do you want to create this campaign? – why are you bothering?)**
2. **Who (do you want to speak to or connect with? Who is your audience)**
3. **What (are you going to share – picture/video/text/link/other content)**
4. **Where (are you going to share it? Which platforms are suitable?)**
5. **When (are you going to share it, and how many times will you share it?)**



## 1. Why?

There are many reasons you may choose to start a campaign on social media. It's really important to work out **why** you're bothering, and ultimately what you are hoping to achieve. What is your goal for the campaign?

Some common goals may be to:

- Increase brand awareness and engagement
- Drive digital traffic to your website
- Drive physical traffic to your farm/local market/diversified farm business
- Reach new customers
- Grow revenue by making sales
- Build a community around your business
- Increase mentions in the press and generate a buzz about you and your business
- Learn from others in your network and grow the scale of your network
- To conduct market research with potential customers/consumers or competitors
- To advertise a new product launch
- To advertise a new service launch

Your reasons for being on social media may be all of the above and more, just one or two points from above, or they may be something totally different. What is important for a social media campaign, is that you make sure when you are about to make a new post, that you know **why** you're doing it and what your goal is.

(For example)

*We are designing a social media campaign to help us to launch our new products and services, we want to talk about the pumpkin patch we have opening in October. We want this post to increase our brand awareness, to reach new customers, to drive physical traffic to our farm, and to ultimately grow revenue/ make new sales.*

Once you have established **why** you are going to create a social media post, the next W is...

## 2. Who?

The next step in building a social media campaign is to work out who you are trying to reach. This is something called 'target market' or 'personas'. In essence you just need to answer a set of questions.

- How old are they? (what generation)
- What gender are they?
- What stage of life or family setting are they in?
- Where do they live, how far will they travel?
- What do they like?
- What do they need?
- What do they hate?
- What do they fear?

It's common practice for most businesses to think about a few different 'personas' to ensure they understand as much about their customers as possible.



(For example)

### **Persona A**

*Carole is in her late sixties, she is a grandmother to two rowdy boys aged 3-8. Carole looks after the boys a few days a week while her daughter works. Carole lives in our local area, and drives, but doesn't like to venture too far from home. Carole is looking for activities to keep both boys happy during the school holidays. Carole likes nostalgia, she likes to make memories with her grandsons. She needs an activity that is novel and fun, doesn't cost too much, and tires the boys out. Carole really doesn't like the amount of time that the boys want to be on their screens, she wants to see them running about outside playing like she used to. She worries that the boys will be bored with her and won't enjoy their school holidays.*

(For example)

### **Persona B**

*Brad is in his early twenties. He is a recent graduate, and has travelled all over the world. He is single, with a great group of friends that are always up for an adventure at the weekends. He lives in an Urban environment, with little green space available. He and his friends regularly cyle out to the countryside and look for experiences to explore and adventure. Brad likes to be seen as a trend-setter, he likes to support local businesses and tell everyone about it. He likes the idea of sustainability. He likes getting out of the city. Brad needs to be liked on social media. He enjoys curating his content on instagram and is always looking for the next 'insta-worthy snap'. He hates anything that is corporate or contrived. He hates doing the same thing every weekend, and hates being stuck in a routine. He fears that his insta audience won't find him interesting if he doesn't keep 'trend setting'.*

There may be two or three other personas this business would consider, particularly including young families, stay at home mums, and other target markets. We will focus on these two Carole and Brad for the rest of our examples. So, we know **why** we want to create social posts, and we know **who** we want to see them, the next step is **what**.

## **3. What?**

What is your social media post going to be? This is where we choose content. Content is a word that's heavily used when looking at marketing and social media, but what does it mean? Content is 'something' that can be shared between users or to an audience, that conveys a message, feeling or action.

When we think about content for social media we think about images, videos, infographics, blogs, web links to relevant information. These are all types of content.

However, content for a social media campaign needs to go a step further, an easy way to make decisions about **what** to share is to think in themes. Content themes can include:

- **Learning about something new**
- **View from the farm**
- **What we offer**
- **Ask us anything**
- **Meet the team**
- **Explore with us**
- **Coming Soon**
- **We need you (polls, votes, shares etc.)**

Themes for content are literally limitless, and will depend on your business, your goals, and your personas to make the right content decision.



(For example)

In our social media strategy, we want to create two distinct posts, one for each of our personas, Carole and Brad to make sure they a. Find out about the pumpkin patch opening, b. decide to come and visit, and c. spend money while they're with us.

- The first piece of content is going to be themed around “What we offer”. This content type will be a photograph in autumnal colours, of our farm and pumpkin patch. We will turn this into an informative/flyer type image by including the text “Pumpkin Patch Open Wednesday – Sunday 10am – 5pm. We are opening our gates for the very first time and would love to invite you to come and pick your own pumpkins. Also on offer will be pumpkin carving classes (will you spooky or artsy?), tractor driving lessons and every Sunday in October we have a ‘toss the pumpkin’ challenge at 2pm). Tickets are £8 for adults, and £5 for children. (Pumpkin spiced latte/spooky warm juice included in ticket price)” Our address is printed along the bottom of the image.
- The second piece of content is going to be themed around “Coming soon” This is content type is going to be a short video (30 seconds) that shows glimpses of our pumpkin patch, our tractors, our cosy carving nook, some pre-carved pumpkins with spooky faces, and floral designs, some shots of messy hands around cups of juice, and pumpkin shaped iced biscuits in front of cute little kids in autumnal knits. There will be shots of urban men and women chatting and laughing over steaming cups of coffee and will finish with the sunset behind the pumpkin patch. It will have nice warm autumnal music in the background, that feels upbeat. There will be a title in the first scene that says, ‘coming soon’ and there will be text in the final scene that says, “don’t miss out”. There will be no other text or speech in the video.

The first piece of content is aimed at Carole, it gives her lots of information, it tells her where she goes and when, it reassures her that the boys will have lots of activities to do, and that she doesn't need to lead the activities herself, it also tells her that there will be something for her to do too to build those memories and experiences together. Carole is of an older generation, that is used to flyer/leaflet style information, and this type of content will appeal to her. The theme of “what we offer” is targeted towards addressing Carole's needs, and allaying her fears.

The second piece of content is targeted towards Brad's customer persona. Brad's persona is all about being first, having experiences and setting trends. Using the “coming soon” theme for this content will get his attention. Brad belongs to generation Z, and this demographic is most likely to want to consume content in video form. The video is very stylistic, and ‘cool’, showing some beautiful scenery and an amazing experience-filled day from start to finish. This film answers Brad's need to be validated by taking selfies at the pumpkin patch, filming his friends trying to beat each other in ‘tossing the pumpkins’ and shows a rural adventure that is targeted at young urban professionals.

You will notice that while both pieces of content have targeted content types and designed themes for each individual persona, they also work for our other personas. A strong social post doesn't exclude the engagement of any potential customer, it just ensures that it addresses the needs, wants, hates and fears of the target persona.

One key thing to remember with every piece of content posted, is that it needs to include a call to action (CTA). This is something you are asking the audience to do because of seeing your content. It could be “click here for more information” “buy now” “get your tickets here” “like and share” “tell us what you think in the comments” “save this post for future reference”. Your CTA must be clear and easy to follow.



Once we have decided what type and theme our content will take, we then need to move on to the next step.

## 4. Where?

You know why you need this social media campaign; you know what you want to achieve, you've established who you would like to engage, and what type and theme of content and associated information you are going to include. The next step is to establish where you should be posting or publishing this content. When we ask where? we are referring to which social platforms will we use. The most commonly used Social Platforms are:

 Facebook

 Instagram

 Twitter

 LinkedIn

 TikTok

However, depending on your business, your goals and your target personas, you may also consider Snapchat, Pinterest, YouTube, Reddit, WeChat, Telegram or even WhatsApp. The first piece of work is to establish what each platform is most used for, and whether it fits with your strategy for your content. It's important to make sure the personas you are trying to reach are on the platforms you are using. The following website has a succinct summary of social media demographics for 2021, checking against resources like this, give you confidence you are posting your content on the right platforms. <https://www.avocadosocial.com/the-uk-social-media-statistics-for-2021/>

Whilst it may seem like a catch-all to post everything on every platform you will effectively make a rod for your own back. Every platform where you are active, requires having content generated regularly, to have its users engaged, messages answered, and a network built around it. It's much better to get a couple of platforms totally right, than to be on all of them and flop.

*(For example)*

*The first piece of content is the informative image. This was designed around the theme “what we offer” and was targeted towards Carole’s persona. To make the right decision about **where** to post this, we need to ask some questions.*

- **Where are the largest % of female users over the age of 50?**
- **Which platform is best suited to give lots of information?**
- **Where is sharing information common?**

*The answer to all these questions (can be googled or found on the website referenced above) tells us that Facebook is the correct platform to post this content to. Facebook has the largest and fastest growing global users over the age of 55. It is very popular with female users, and content that has a mixture of engaging imagery and information performs well with the algorithm. Facebook is about building close community and sharing with friends. This will allow Carole to find, like, share and comment on this post.*

*The second piece of content is a stylised video that is light on information. This was designed around the theme “coming soon” and was designed to leave the viewer wanting more and wanting to get in on the action asap. This content was targeted towards Brad’s persona. To make the right decision about **where** to post this we need to ask some questions.*

- **Which platform is optimised for video?**
- **Which platform has the largest Gen Z audience?**
- **Which platform is it easiest to link to my website so the viewer can buy a ticket immediately?**

*In this example the research undertaken gives us a more complex answer. Both Instagram and Tik Tok are optimised for video. Gen Z is most active on Tik Tok. It is easier to link products/services/purchases from Instagram. The research here provides a split base, either Tik Tok or Instagram, or both. What decision should be made? When we look back at our first ‘W’ why - one of our goals was increasing sales and growing revenue. Instagram makes this goal easier to achieve. When we go back and look at the numbers, we do see that Gen Z is active on Instagram too. When we look back at who this content was designed for (Brad), we remember that Instagram is important to this persona, and one of their needs is to post regularly on their Instagram profile. This makes the decision easy. We will use this content on Instagram.*

Most of the hard work has been done, we know **why, who, what and where** we will be posting, the final piece of the puzzle is **when**.

## 5. When?

In creating a social media campaign, 'when' carries dual meaning.

- a. **When during the day/week is the best time to post content to this platform for my chosen persona?**
- b. **When is the optimum timing for me to achieve my why goal?**

Each platform, and persona uses social media in different ways. Understanding this, helps us to choose the peak days, or times of day to post, to ensure we get the most engagement with each post. Online resources like Sprout Social continually assess the best times for engagement on each platform, and their reports are free to access.

<https://sproutsocial.com/insights>

### Facebook

**Best times: Tuesday, Wednesday, and Friday 9 a.m. – 1 p.m.**

**Best days: Tuesday, Wednesday, Friday**

**Worst day: Saturday**

### Instagram

**Best times: Tuesday 11 a.m. – 2 p.m., Monday through Friday 11 a.m.**

**Best day: Tuesday**

**Worst day: Sunday**

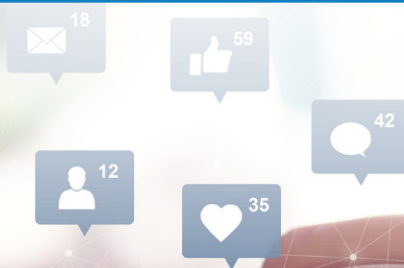
*(For example)*

*Considering the market research above we then need to consider our personas, Carole, and Brad. Carole checks her Facebook once or twice a week, it's not on her phone, therefore she must log into her laptop and set time aside to really scour the platform. Brad has all his social apps on his smartphone, he checks it first thing in the morning, last thing at night, and spends most of his lunch break at work scrolling.*

*We need to use the data plus our understanding of our personas to choose the best time to post each type of content to each platform.*

*We could choose to post the informative image targeted to Carole on Facebook on a Wednesday at 1pm or a Friday at 11 am. This will be the best time for the platform, and potentially better times to catch Carole's engagement, people are more likely to engage with social platforms ((if they are infrequent users) on Fridays (to round up the week.) or on Wednesdays (hump-day) to plan for the weekend ahead.*

*We could choose to post the stylised 'coming soon' video to Instagram on a Tuesday at 11am or a Friday at 2pm. Tuesdays are best for Instagram engagement, and 11am seems to be the best time, the timing of this content release means Brad is more likely to see it during his inevitable lunchtime scroll, however a Friday at 2pm is also a strong engagement period for the platform and we know Brad's persona is all about finding things first, adventure and excitement, so he may not want to plan too far ahead, seeing it on a Friday afternoon and organising his mates to attend on the Sunday keeps the excitement and anticipation levels high.*



We then come to the second part of **when**. Optimum timing in advance of action.

We want our campaign to generate sales, reach new customers and drive traffic to our farm Wednesdays – Sundays in October. When should we start planning this campaign? When should we have the content developed? And when should we start to post it (how far in advance?)

A good rule of thumb for a social media campaign is to always have your campaign planned three months ahead of time, and to do a big push on advertising in the 4 weeks running up to the event/launch/marker.

We want all our content planned and ideally created by June, this gives us 3 months until September to seed a little bit of interest “we have something big planned for October” “Are you looking forward to Autumn?” and then in September to release your planned and curated campaign – your informative image, your stylised video, and all the other content themes and types you’ve created to help reach your goals with this campaign.

You should be posting content on each platform you are active on at least twice a week, but we don’t want to repeat content, make sure you have lots of great images, videos, flyers, Q&As planned in, and once October hits, use live video from your events, reviews, and customer generated content to prolong the social media impact throughout the month of the campaign.

The final thing to remember when it comes to Social Media Strategy is **Measurement**.

Make sure that you measure how effective your posts are, this should be an ongoing and live part of your social media strategy. You may see certain days or times work better for your audience than your original assumptions, and so can tweak your release plan for your content going forward. You may see certain types of content perform better with different audiences, and you may also see some things you thought would be successful don’t work (maybe your customers don’t find it easy to buy tickets straight from Instagram.)

There are loads of free online tools you can use to measure your strategy success. Each individual platform has basic analytics built in for business accounts, but there are also some services (paid) like Sprout Social, Buffer, and others, that collate all your activity across platforms and give you one insight report.

For more information on creating a Social Media Strategy, please contact Kerry Hammond.

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