

How to promote your Local group on social media

1. What is social media and why use it?

Social media is a way for people to keep in touch with friends and family as well as a way to find out information about what is going on in their local area. One of the best things about social media is that it is free. It only costs the time you put into it, the more time you put into it the more you get back from it. Your group can sign up to up for many social media sites but in this document we will focus on Twitter and Facebook, which you may want to use to promote your local group.

Diabetes UK have accounts on both [Facebook](#) and [Twitter](#). We use these accounts to share campaigns, events and other interesting updates. We also receive lots of comments and tweets from people who want to ask questions, find out what is going on in their local area and share their experiences. If you would like to learn more about the basics of Twitter and Facebook have a look at the links in the footer of this page.

There are groups available to join on Facebook about topics and ideas. These groups are similar to forums, because you can post a message to the group and get responses from others in that group. On Twitter, you can search for a particular topic by adding a hashtag – for example #diabetes - and see other people talking about that topic.

Social media can give you a space to talk to people who may not have heard of your group before, people can follow a Twitter account or join a Facebook group or page for updates even though they may not have been in contact directly via email, phone or by attending a meeting.

2. Getting set up

If you wish to use Facebook to promote your group, we recommend creating a Facebook Group. [Find out more about setting up and managing a Facebook Group.](#)

When setting up the Group, we recommend you make it a Closed group. This means that anyone can find the group and request to join, but they won't be able to post or see other posts in the group until they have been approved as a member. This means you have control over who takes part in the group, and reduces the likelihood of 'spam'. This also means Diabetes UK cannot access the group, so we will need you to maintain the group but we're always on hand if you have questions – just email volunteering@diabetes.org.uk.

You can also set up a Twitter profile for your group. Twitter is a more open network, so anyone will be able to follow your account and interact with you. As a result, we don't recommend sharing sensitive information or anything else you would not like to make public. [Find out more about setting up a Twitter profile.](#)

We recommend naming your group/profile the same as your local group. Do not name your group Diabetes UK, as people may confuse you with the main organisation. For

Twitter, the basics - <https://support.twitter.com/categories/281>

Facebook, the basics - <https://www.facebook.com/help/>

Diabetes UK on Facebook - <https://www.facebook.com/diabetesuk>

Diabetes UK on Twitter - <https://www.twitter.com/diabetesuk>

your group/profile image we can provide a logo of your local group name with the Diabetes UK logo. Please email your request to volunteering@diabetes.org.uk

Make sure that 2 or more local group committee members have admin access to the profile or group. For your Twitter profile, remember to share your login details with one or two other members of the group who can help you to run the Twitter profile. For your Facebook Group, add a couple of other members of the group as admins, they will need to be member of the Facebook group in order to do this. This makes losing access to the group less likely, and means posting to the group or profile is not reliant on one person.

Worried about security and safety online?

- Have a look at [Facebook](#) and [Twitter's](#) security tips.
- Always follow our [Safeguarding procedure](#) if you have safeguarding concerns about a child or vulnerable adult.

3. Making the most of social media

Once you are set up, have a look around to figure out where all the settings are and try posting your first message. Something along the lines of:

“Hello Everyone. Welcome to the [insert group name] Facebook group, we look forward to sharing updates about what the group is getting up to over the next few months”

“We’re really excited to have just set up our Twitter profile. We’ll be sharing info about local events and activities”

The more information and updates you share the more people will get involved. Your group is an ideal way to stay in touch between meetings, you might want to:

- Share photos and videos. (Need some help getting great photos? Check out our [Guidance for Press Photos](#)).
- Invite new people to the group.
- Share documents.
- Promote your website.
- Create Facebook events to announce your meetings.
- And use for general discussion and chat.

4. Talking to Diabetes UK on social media

We love to hear from you, you can tweet us by starting your message @DiabetesUK or tag us in Facebook posts.

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