

Leeds Social Media

County Day 2021

Social Media

Who's who and what's what



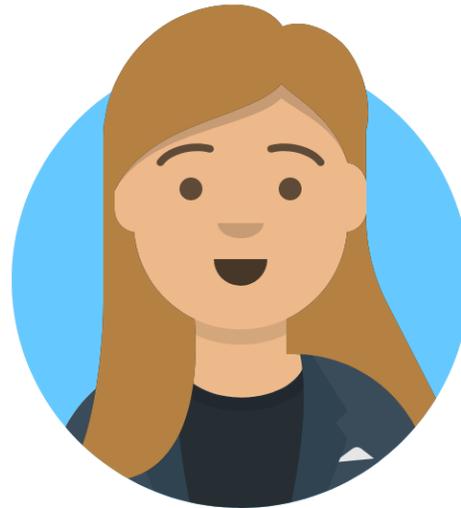
Your Social Creators so far....

Liisa



Helping with the strategy
and communications at
county level

Mel



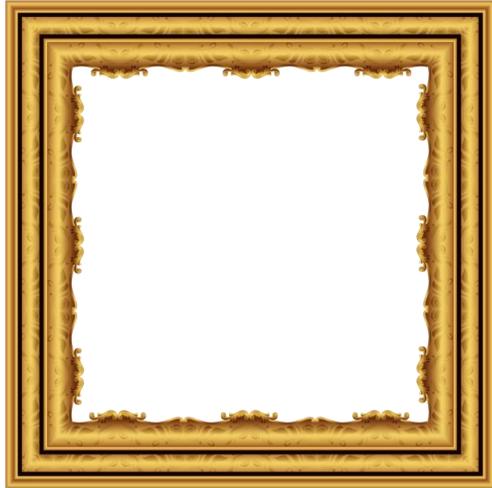
Helping with the content
on Facebook Members,
TikTok and Pinterest

Becky



Helping with the content
for the public facing
pages in Facebook &
Twitter

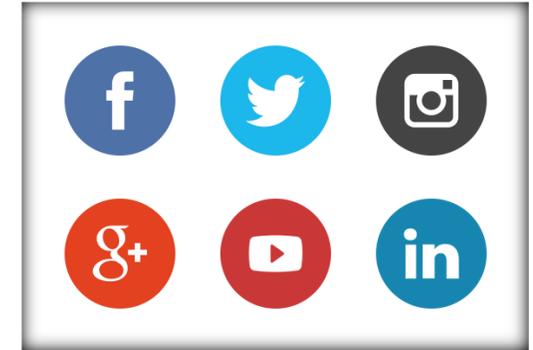
To date we've



Created a framework that helps us create content.



Organised 100's of assets to set a look & feel.



Made lots of content that fills a variety of channels

But we need more content!

We're hoping you can help!

We'll start by giving you an overview of what we're doing and what we're looking for.



Our Social Media Channels

Explained with Donuts



Facebook



I Like Donuts

Facebook is generally where people go to share moments in their lives.

Stories of family & friends, special moments and giving advice all has place in this channel.

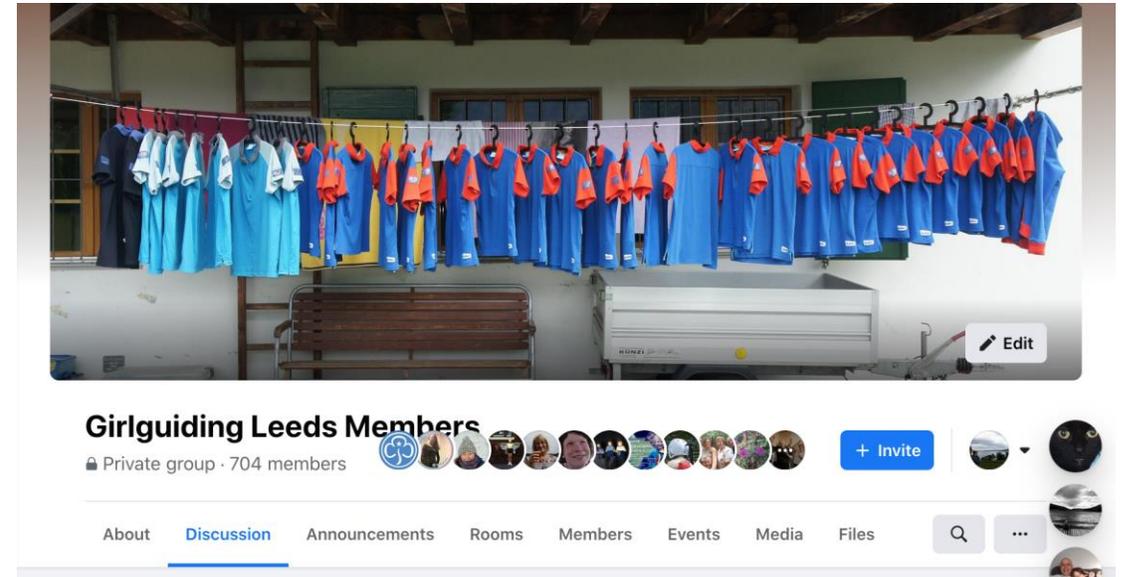
Facebook

Facebook Public Page



Used for reaching out to, and recruiting, new young members and volunteers.

Facebook Members Page



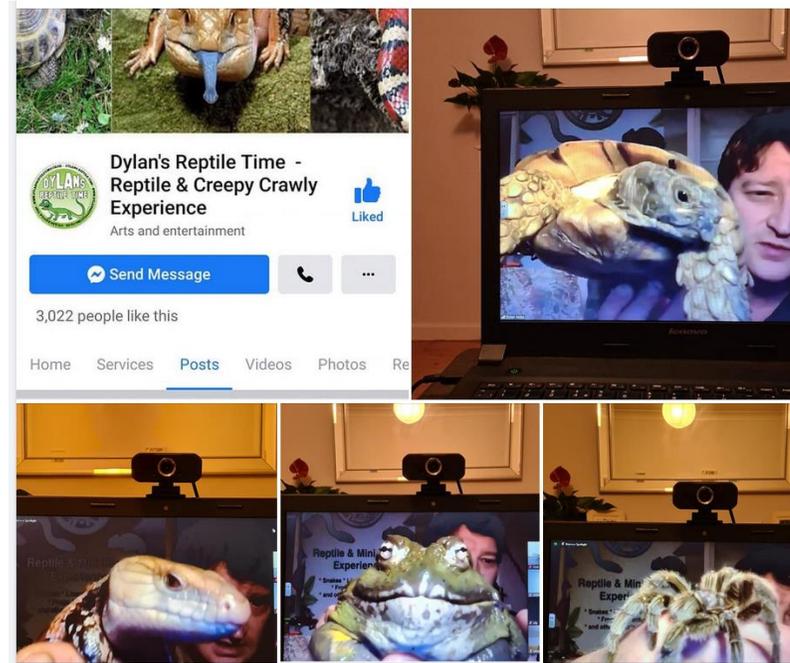
Used for volunteers to share ideas, accomplishments and helpful information.

Girlguiding Leeds Members

The content we need....



Celebrations



Unit Ideas



Ways to support/get involved

Twitter @GGLeeds



I am eating a
#donut

<https://twitter.com/GGLeeds>

Twitter is about what is happening right now in the world. It's quick, chatty and relevant.

Twitter uses ownable hashtags to help search current content.

Big thankyou to Gillian Ainsley for keeping this channel going!

Twitter

The content we need....



Any advice, tips, links etc that help volunteers with the current climate. For example: facilitating F2F meeting. Any current events or news you feel is sharable from NEE, Girlguiding or just generally.

Pinterest - gguidingleeds



Look at my
donut recipe

<https://br.pinterest.com/gguidingleeds/>

Pinterest is where people share crafts, DIY projects, recipes, game ideas and all sorts of practical activities.

Big thankyou to Heather Newsham for keeping this channel going!

Pinterest

The content we need...



Crafts - All Ages

Girlguiding Leeds • 259 Pins



Games

Girlguiding Leeds • 40 Pins



Places to go with units

Girlguiding Leeds • 24 Pins

OR great visitors to Zoom

Linked to the programme or just for fun!

TikTok - @leedsgirlguiding



Watch me
dance while
eating a donut
repeatedly.

TikTok is down with the kids.
This channel is filled with short
form videos that are entertaining
and often “catchy”.

We’re just trying to be cool...
let’s face it.

Thanks to Heather Dowling and Lisa Viner for
keeping us in content. They are the coolest people
we know.

TikTok

The content we need....

The truth is, the kids in your units will know more about making these videos than you.

If you can capture short dances, clapping sequences, promises, sign-language or anything else that can easily loop, it could be a fun activity to do with them.



YouTube - GGLeeds



Watch me
decorating this
donut

https://www.youtube.com/channel/UCeUms-mXi44nQTlZrwsRM_g

YouTube is filled with long form video. It's great for "how to" guides or for showcasing an experience.

We've only just sparked up this channel. Can you all subscribe?

YouTube

The content we need....



How to... sign the Rainbow Promise in Makaton |...

girlguiding
3.2K views • 6 months ago



Campfire snack session | #WelliesAndWristbands...

girlguiding
2.8K views • 6 months ago



#WelliesAndWristbands
Campfire singalong |...

girlguiding
2.9K views • 6 months ago



How to...
Tie a Figure 8 knot
with the British Army |...

girlguiding
1.1K views • 7 months ago

***If you have any how-to videos of you or the girls, send them our way.**

Beyond Social

Related Comms Channels

Blog



The story of
me and my
donut

At the moment the blog is a catch-all for all sorts of content.

Blogs are often filled with story like content.

We haven't quite figured out the best way to use this resource, but if you want to write an article, definitely let us know.

Email - Snippets



Here's a quick
summary of all
donut
shenanigans

Snippets is created by Davina at county and is sent every 2 weeks.

It's a summary of all things happening. If there is something you feel could be part of this publication, just let us know.

Termly Newsletter



Let's summarise the highlights of our donut shenanigans termly.

The newsletter is designed to capture all our best highlights at the end of each term. It is sent 3 times a year.

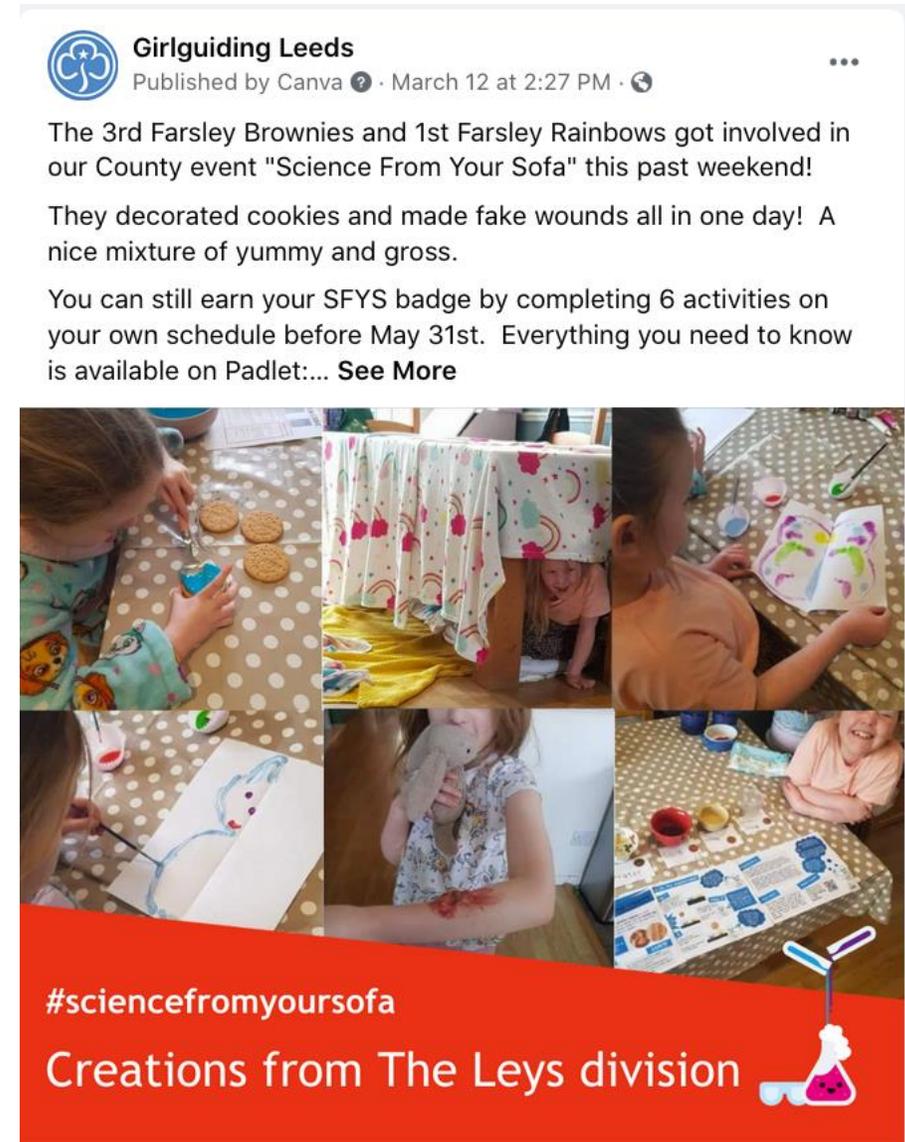
Big thankyou to Al Jones for continuing to improve the look and content of this channel.

Don't forget

You can send us anything, in any format.

We'll make it look pretty for whatever channel it ends up in.

social@girlguidingleeds.org.uk



Questions?