A guide to your social media campaigns

Before you begin...

To start planning your campaign first you need to think about:

- What is the main aim of your campaign? What is the problem you are trying to solve?
- Who are you trying to reach? Think about your target audience.

What is social media?

A social media campaign can be published across several platforms depending on you content and target audience, including Instagram, X (Twitter), Facebook, LinkedIn and TikTok.

Each of these platforms have their own purpose and style. Instagram is known for visual content including photography and visual reels, where X is recognised for its shorter written content and quick newsworthy updates.

You campaign or posts can include a range of media, including text, short videos, photos or graphics/images. No matter what approach you take, a successful online campaign often requires regular posting to boost your reach and engagement.

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Your content could cover any of your key messages, information you feel is most relevant to your audience, facts or some top tips. The type of content you use will depend on the problem you are trying to solve and your target audience or local community.

If you do not have any social media accounts, the first step is to set these up. This will involve choosing your name for your page and filling in your organisational details.

Planning

You will need to plan content for before, during and after your campaign. It can be helpful to create a communications plan to outline your key messages and when you want to share them. You could include:

- **Objectives:** what do you want to achieve with the campaign?
- **Audience:** who do you want to reach?
- **Key messages:** what are some short/snappy points that summarise your campaign?
- **Channels/Platforms:** which channels and platforms will you use?
- **Hashtags and 'calls to action'**
- **Metrics and monitoring**

You can create a table to map out your content across the campaign:

| Date	Channel	Content	Image/Video	Proofread

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What are hashtags?

Online campaigning is all about being catchy, make use of existing trends to reach a wider audience. Hashtags are used on social media platforms as a way of grouping and easily searching for content on particular topics.

If there are existing hashtags that are being used on a similar topic to your campaign, you can use these within your posts to get more notice. For example, using a hashtag related to an awareness day on the same topic. It is also important to think of your own hashtag that will be specific to your campaign and used in every post you share, or your stakeholders share. By using hashtags, your campaign will get more attention.

What is a call to action?

A call to action is the message you conclude each post with that directs your audience to something further. This could be a direction to 'read more on our website' or it could be a call to join the campaign, or it could be a request to share the post. You could have one call to action that is repeated, or you could use different calls to action depending on what you are posting and what you want your audience to do at the end of each post.

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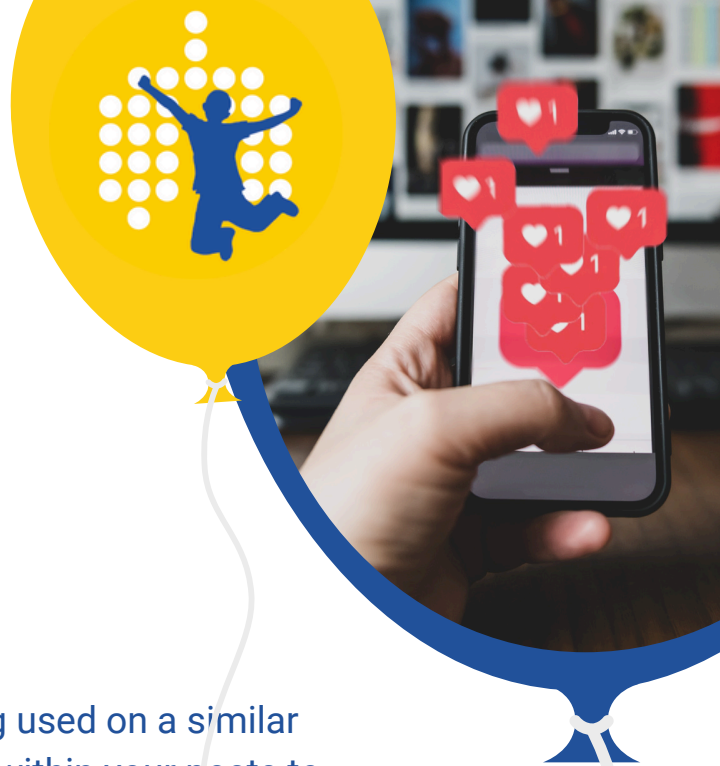
Monitoring your campaign

Social media channels offer 'insights' and analytics that you can use to evaluate your posts. They will often include metrics like the number of people who have viewed a post (called the 'reach') as well as the number of people who have engaged with either a comment, a 'like', or a share. You should consider what you would like to learn from your campaign at the outset to make sure you have the appropriate tracking tools in place.

Paid promotion

The social media platform we have discussed so far offer users the opportunity to post freely (known as an organic post.) Some organisation will choose to use paid promotion to increase the awareness or engagement of a campaign. The most popular ways of doing this are paid social media advertising and promoting existing content you are sharing on these channels or paying for increased visibility on search engines like Google.

Keep in touch

Our team are here to help. If you need more information than what has been included in this guide, you can reach out to our team who can discuss your campaign and answer any questions you might have. Please keep in touch! We can also support in sharing your campaign. You can tag us at:

f	@europeanlungfoundation	@europeanrespiratorysociety
X	@EuropeanLung	@EuroRespSoc
Instagram	@european_lung	@europeanrespiratorysociety
in	@european-lung-foundation	@european-respiratory-society

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Branding guidance

The Healthy Lungs for Life logo helps all supporters of the campaign communicate key messages across multiple channels and to many different communities. The rules about how to use the logo are meant to make sure that it is used the same way every time to ensure recognition and impact.

Click or scan this QR code for more Healthy Lungs for Life resources, including our logo.

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Primary **Healthy Lungs for Life** palette

#FCC218	#21519A	#DB0042	#055290	#19355D

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