



# Learning Café-Social Media The Learning Trust 2021

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# Platforms - The Basics

## 1 | Facebook

- Most popular platform
- Profile | Page | Group
- Cost effective ads
- Beneficial as a directory listing
- Live streams
- 24-hour Stories

## 2 | Twitter

- 2nd most popular platform
- Beneficial for news, press and PR relationships
- Daily trends and Twitter Chats
- 24-hour Fleets

## 3 | LinkedIn

- Popular professional network
- Profile | Page | Group
- Beneficial for CSI relationship building
- Ability to micro-blog
- 24-hour Stories



# Social Media Etiquette in 2021

## 1 | Tagging

- Say thank you more than you say please
- Don't use the "follow-for-a-follow" method
- Don't tag without approval
- POPI Act / GDPR

## 2 | Posting

- Be mindful of platform T&Cs
- Always respond to DM's, comments and tags
- Post consistently
- Don't share fake news
- Don't use images from a Google Search

## 3 | Language

- Don't use harmful or offensive language
- If a fan of yours is using harmful language, block them and delete their comments
- Be mindful of your personal social media



# Digital Marketing in 2021

## 1 | Audience

- Your audience may have changed in the last year
- Your audience may have unique and new needs
- Your audience does not want to be SOLD to

## 2 | Platforms

- Select your platforms wisely
- Understand the T&C's of each chosen platform
- Emulate, don't copy

## 3 | Strategy

- Strategies aren't designed overnight
- 80/20 rule
- Your audience is a core focus, it's ok to have multiple strategies



# Digital Marketing in 2021

## 4 | Scheduling

- Tools exist to help you schedule posts, use them!
- Be mindful of important dates
- Be mindful of viral content, moments, events

## 5 | OPC

- Showcase your expertise by posting regular OPC
- OPC gives you an opportunity of networking
- Don't forget to tag!

## 6 | Engagement

- Forget about the like or share button
- Use your engagement to build an "offline" database
- Engage frequently

# 60 Days Of Content - #AfterSchoolWorks



## 1 | Plan

- Set aside some time to work through the PDF planner

## 2 | Schedule

- Test your scheduling tools or set calendar reminders of when to post

## 3 | Engage

- Don't forget to use the #AfterSchoolWorks hashtags on your posts!



## School of Hard Knocks SA

7 March · 🌐

PARENT CHILD DYNAMICS It is always encouraging to know the impact we have on the mental wellbeing of youths when we receive feedback from parents: 'I am extremely grateful for SOHK, it's a very good organization. Before SOHK I didn't understand my child, but since speaking to the social worker, I have a better understanding of who my child is and why she makes certain decisions' #socialdevelopment #mentalwellness #mentalhealth





**The Mamelodi Initiative**

15 February · 🌐

250 Learners from seven feeder school within Mamelodi were given stationary packs to help them start the academic year strong.







**Awarenet**

14 January · 🌐

Molweni nonke. Bafundi abazofunda uGrade 8 kulonyaka: If ufuna ukuba lilungu le program yethu, sithumele imessage, comment kule post or uze ehub kusasa from 18 January uzobhalisa. iProgram incedisana nabafundi kwizinto zesikolo kunye nebasic computer skills.





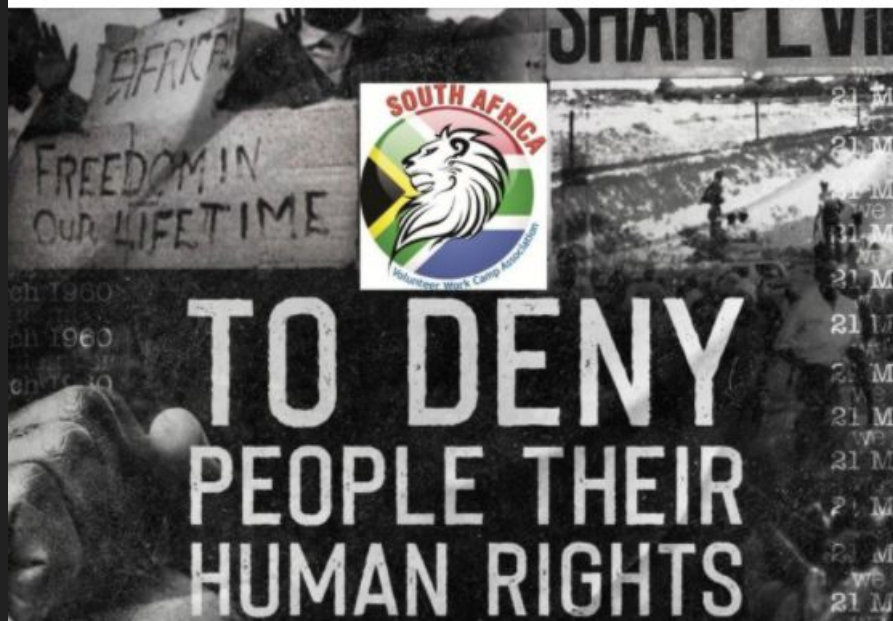
## South Africa Volunteer Work Camp Association

21 March at 03:10 · 🌐

South Africa Volunteer Work Camp Association joins the International community to commemorate The International Day for the Elimination of Racial Discrimination

On this day, in 1960, police opened fire and killed 69 people at peaceful demonstrations in South Africa, against the apartheid laws.

Six years later, the United Nations General Assembly proclaimed the Day, calling on the international community to strengthen its efforts to eliminate all forms of racial discrimination.... See more





## Bhabhathane Programme Franschhoek

30 March at 01:57 · 🌐

This past Saturday 14 ECD Principals/Practitioners completed basic computer training. Many of these Principals had their first experience on a computer and now have the basic skills and knowledge to do their own administration from a computer.

One of the Principals wrote "I loved the training and developed more confidence sitting behind a computer that looked scary. I am looking forward to learn more"

