

# Promoting your work through social media.

---

---

April 2026

# Agenda.

**11.30am:** Intro

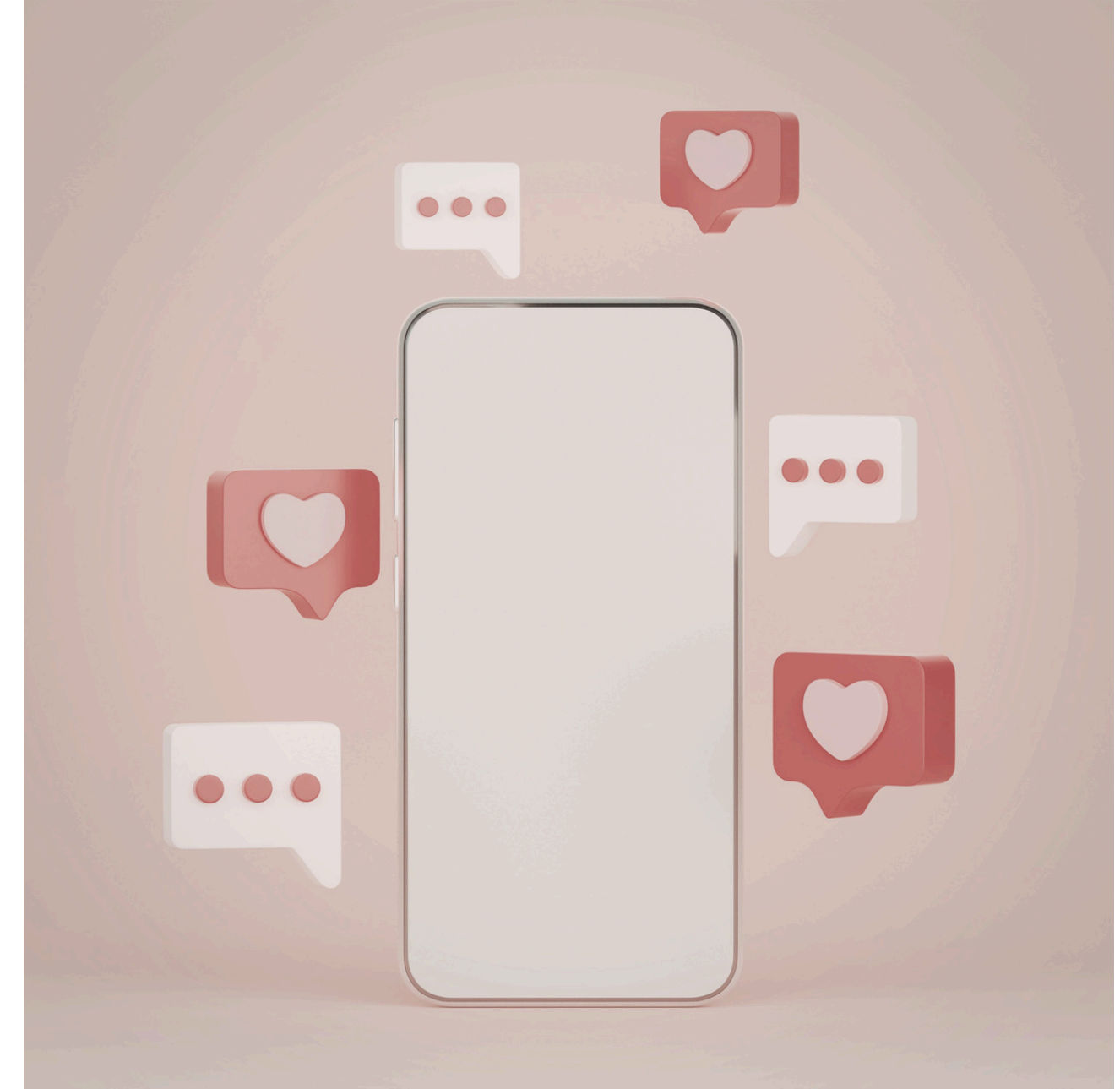
**11:35am:** Social media landscape in 2026 + exercise

**11:45am:** Social media platforms

**11:50pm:** Facebook basics + exercise

**12:20pm:** Instagram basics + exercise

**12:50pm:** Questions



## My work.

I help brands with heart expand their reach and engagement through training, strategic marcomms, multimedia storytelling, data-driven digital strategy, content creation and social channel management.

## My experience.

Over 10 years' experience delivering marketing content and strategy to non-profits and the public sector:

- **Sightsavers:** protecting sight and fighting for disability rights.
- **NCT:** The UK's leading charity for parents.
- **Local Storytelling Exchange:** community-led storytelling to influence the green transition.
- **Sussex Bay:** investing in nature conservation and shoreline recovery.
- **Avery & Brown:** helping sustainable brands break into the mainstream.
- **4in10:** fighting London child poverty
- **GOSH charity:** helping seriously ill children.
- **National Numeracy:** improving adult maths skills.



## How about you?

- Who are you?
- Where do you volunteer?
- Which social media platforms do you use?



# Social media in 2026.



**April 2026**

## The landscape.

- Roughly 5.66 billion social media users worldwide.
- Social = the new Google.
- Video reigns – except in community groups.
- Micro-influencers are having a moment.

## Why use social media?

- Connect with your community.
- Recruit volunteers.
- Celebrate your work.
- Raise awareness of your group's activities.

## Exercise: What's your goal?

- Take a moment to think about why your group wants to use social media in 2026.



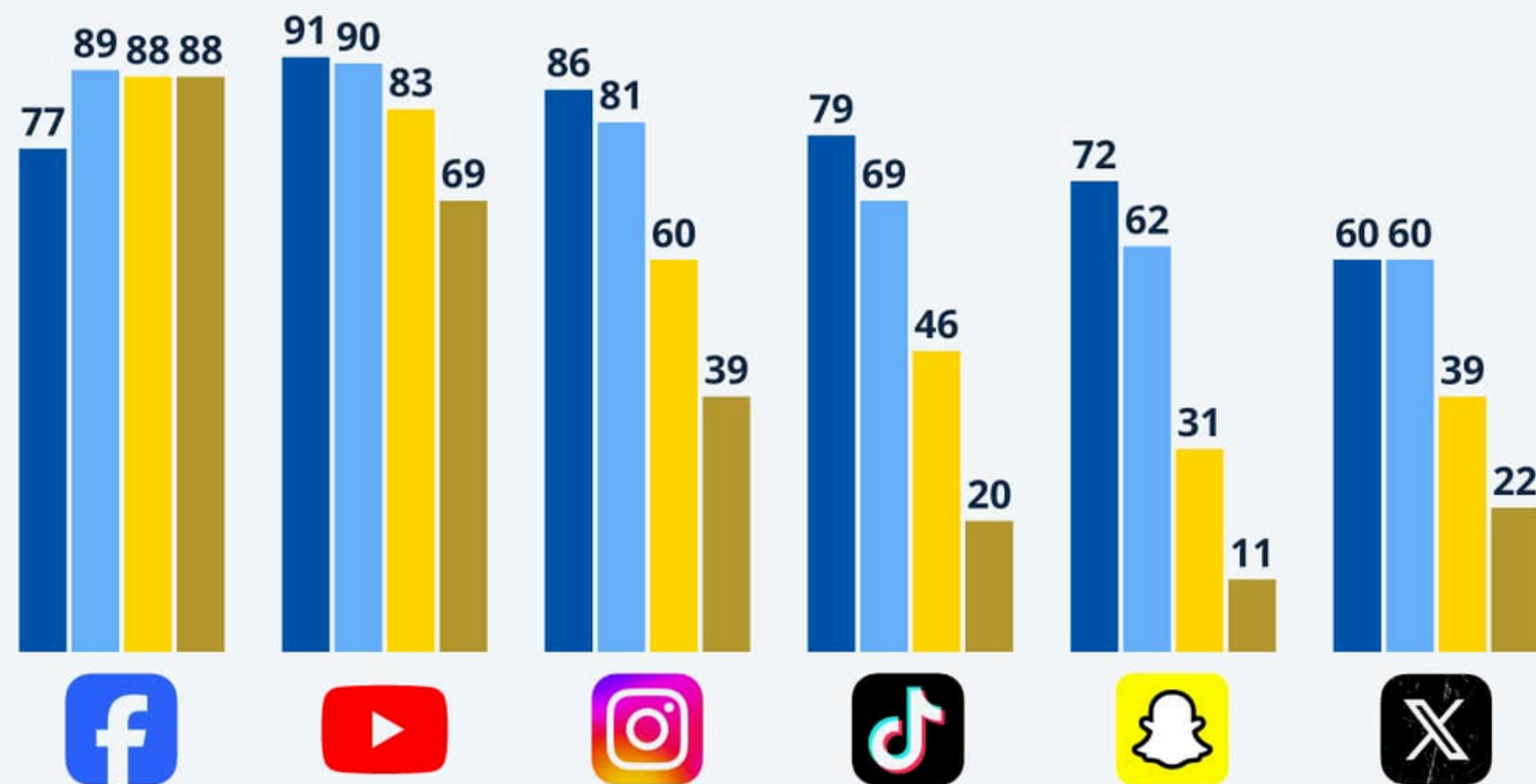
# The platforms.

**April 2026**

# The Social Media Generation Gap

Share of respondents who have used the following social media in the past 3 months, by age group (in percent)

■ Gen Z (1995-2012) ■ Millennials (1980-1994) ■ Generation X (1965-1979) ■ Baby Boomers (1946-1964)



Over 13,000 online respondents (14-98 y/o) surveyed between Jun. 17 and Dec. 29, 2025

Source: Statista Consumer Insights



statista

## Facebook

- Used by the majority of age groups – but less so by Gen Z.

## YouTube

- Popular – but mostly for video.

## Instagram

- Popular with Millennials, Gen Z and Gen X.
- Sister app: Threads

## Snapchat/TikTok

- Highest use by Gen Z.

## X

- General decline in users since Elon Musk took over.
- Many moved to Bluesky.

# Facebook.



**April 2026**

## Who's it for?

- The 'community' platform.
- Where people connect with lifelong friends and keep in touch about local news through groups.
- Most widely used across age demographics, except by younger people.

## What to post.

- Video works well – Facebook pushes its reels at the top of the news feed.
- Multi-photo posts also work well – especially if they tell a story about what you're doing.
- Event flyers aren't best practice – they're generally inaccessible (and if AI generated, must be labelled as such).

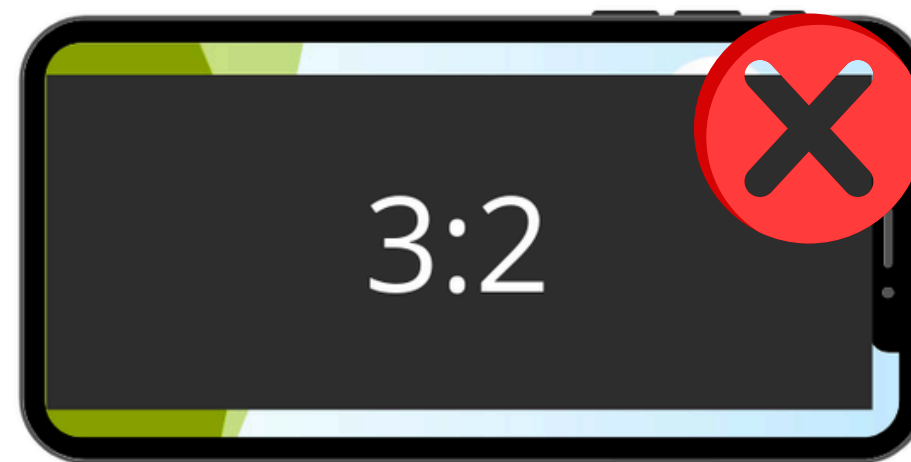
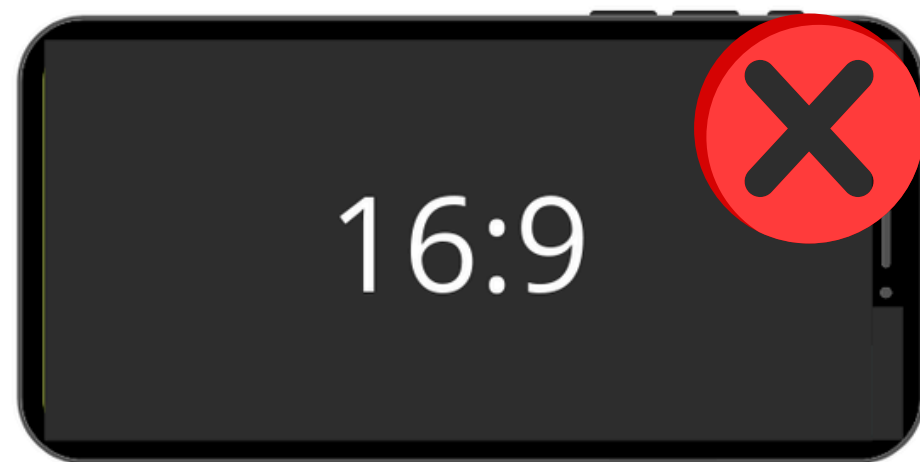
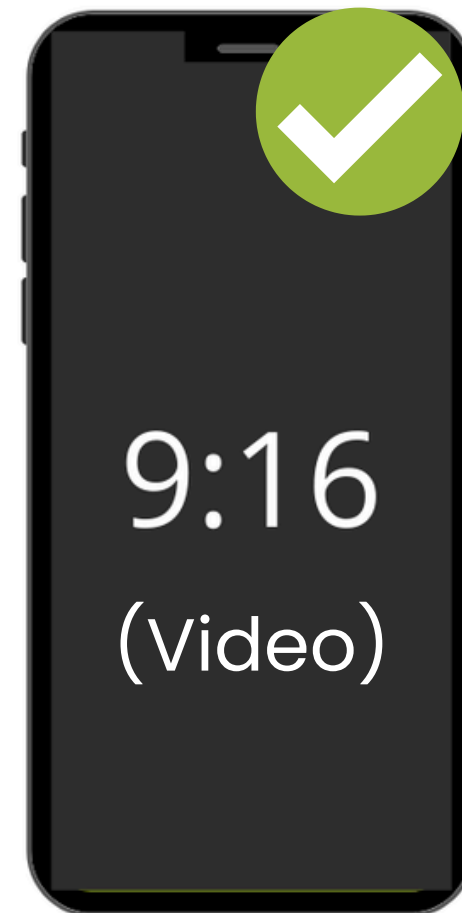
## When to post.

- Mid-afternoon is a good time to post.
- Remember: people won't see your content straight away – give them time!

[Click to view post](#)

---

# Image and video formats.



## Getting set up.

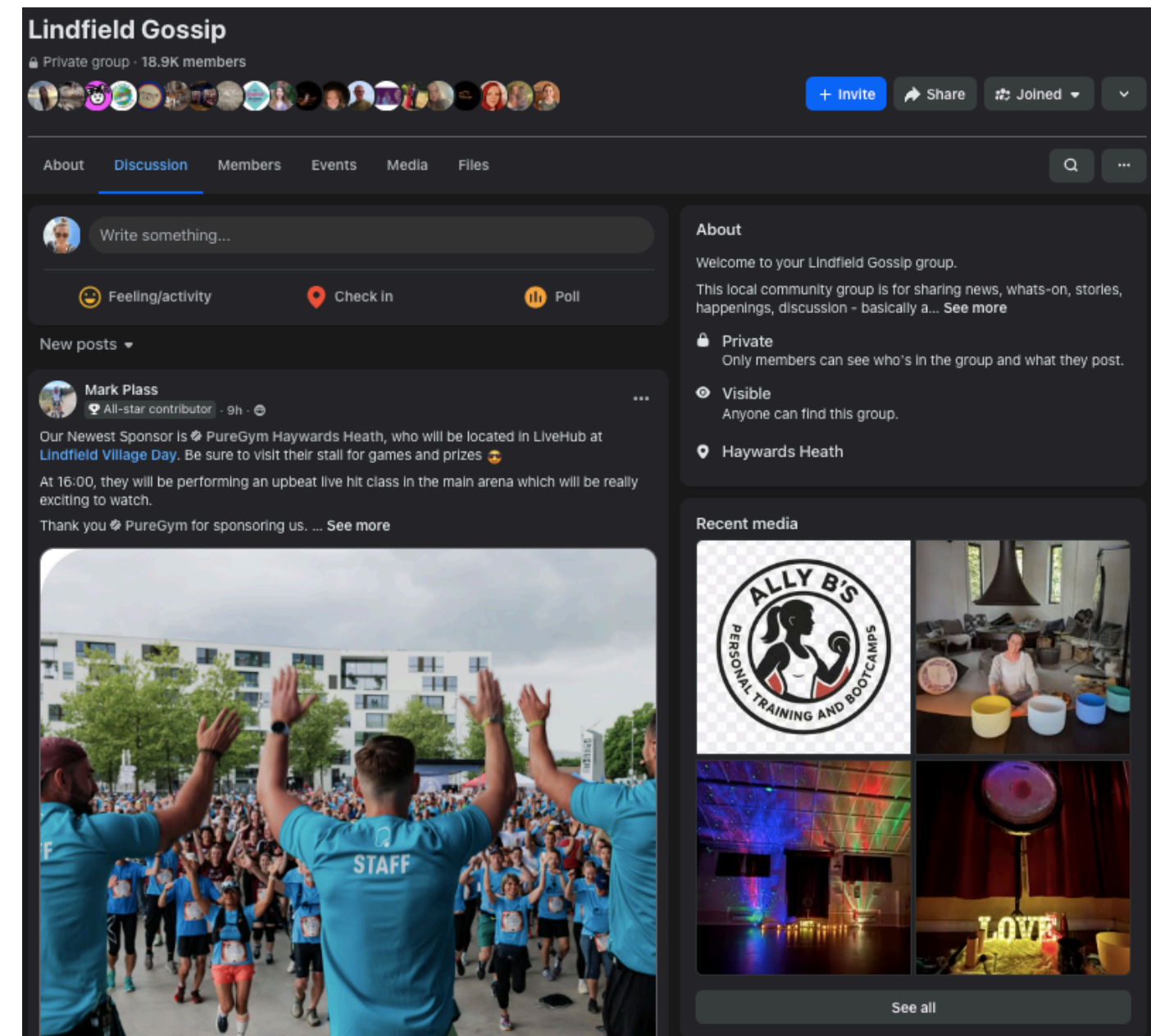
- Decide if you'd like to have a **page** or a **group**.
- Choose your **admins**.
- Get your logo and cover photo ready to upload.
- Make sure you have two-factor authentication in place for extra security.

## Facebook pages.


- Think it as your **shop front**.
- Use to host **events**.
- Post regularly – at least once a week.
- Try to share content that will generate **comments**.


## Facebook groups.


- Think of them as **communities**.
- Make them **interactive**.
- A place for everyone to share ideas, photos, videos, experiences and advice.





# Your shop front.


**Details** 


 Not yet rated (0 Reviews)


 Closed now **About you**


 50 High Street, Lindfield Rural, United Kingdom, RH16 2HL


 Lindfield, UK

**Links** 

 [lindfieldrepaircafe.org](http://lindfieldrepaircafe.org)

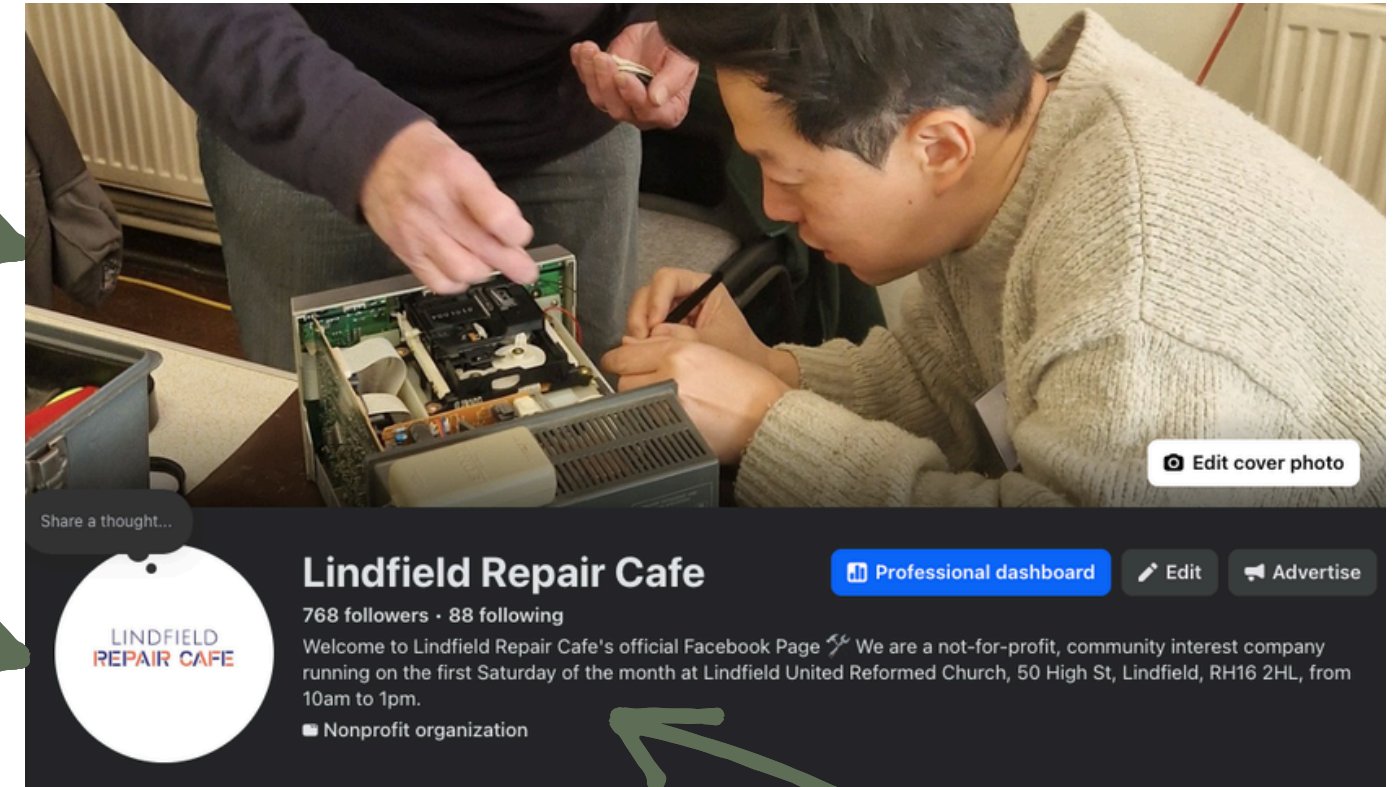
**Contact info** 

 [lindfieldrepaircafe@gmail.com](mailto:lindfieldrepaircafe@gmail.com)




 Lindfield Repair Cafe

Cover photo

Logo




Share a thought...

**Lindfield Repair Cafe**   


768 followers · 88 following

Welcome to Lindfield Repair Cafe's official Facebook Page 🌟 We are a not-for-profit, community interest company running on the first Saturday of the month at Lindfield United Reformed Church, 50 High St, Lindfield, RH16 2HL, from 10am to 1pm.


■ Nonprofit organization



SEO-friendly bio

**Manage featured items** 

**Pinned items**  
You can pin up to 3 items on your profile.





**Your highlights**

**Pin to profile**

No pinned items  
Pin items to see a preview.

**Recent posts you can pin**  
Choose a post to highlight for others to see.

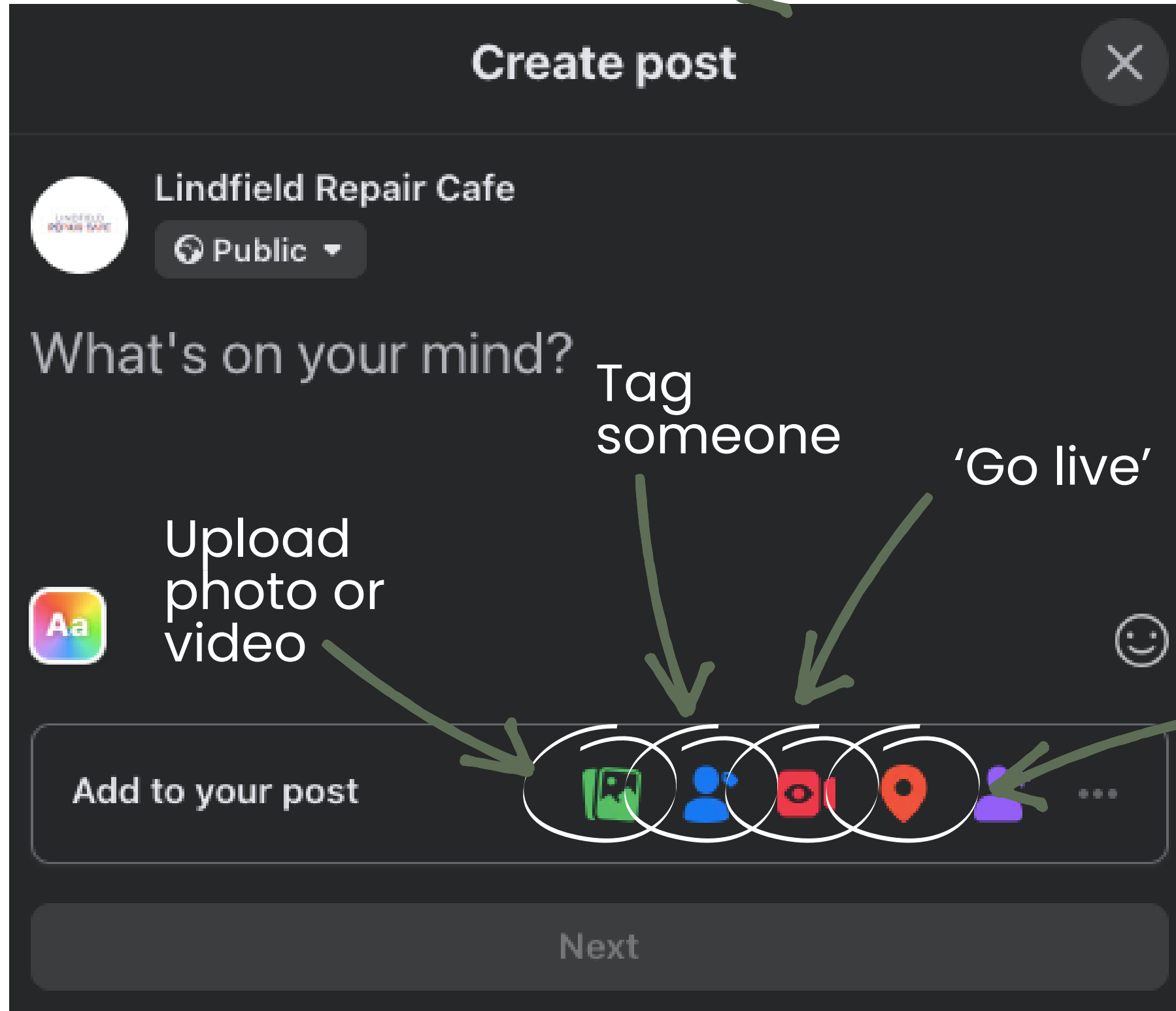
 Lindfield Repair Cafe  
April 3 at 10:05 PM



# Sharing a post.

Go to 'page' - 'create post'

Write your post copy



Tag someone

'Go live'

Upload photo or video

Add a location

Add to your post

Next

# Create an event.

Add a photo

Name your event

Add the location

The screenshot shows the 'Create event' mobile app interface. At the top, there is a dark header with the text 'Create event' and a close button (X). Below the header is a photo of a person working on a computer. To the right of the photo is an 'Edit' button. Below the photo is the host information: 'Lindfield Repair Cafe' and 'Host - Your profile'. The main form contains several fields: 'Event name', 'Start date' (Apr 27, 2026), 'Start time' (6:00 PM), 'Time zone' (BST), '+ End date and time', 'Is it in person or virtual?' (In person), 'Add location' (50 High Street, RH16 2HL Lindfield Rural, United Kingdom), and 'What are the details?'. At the bottom of the form is a 'Create event' button.

Go to 'page' - 'more' - 'create event'

Date and time

Add the details



# Using groups.

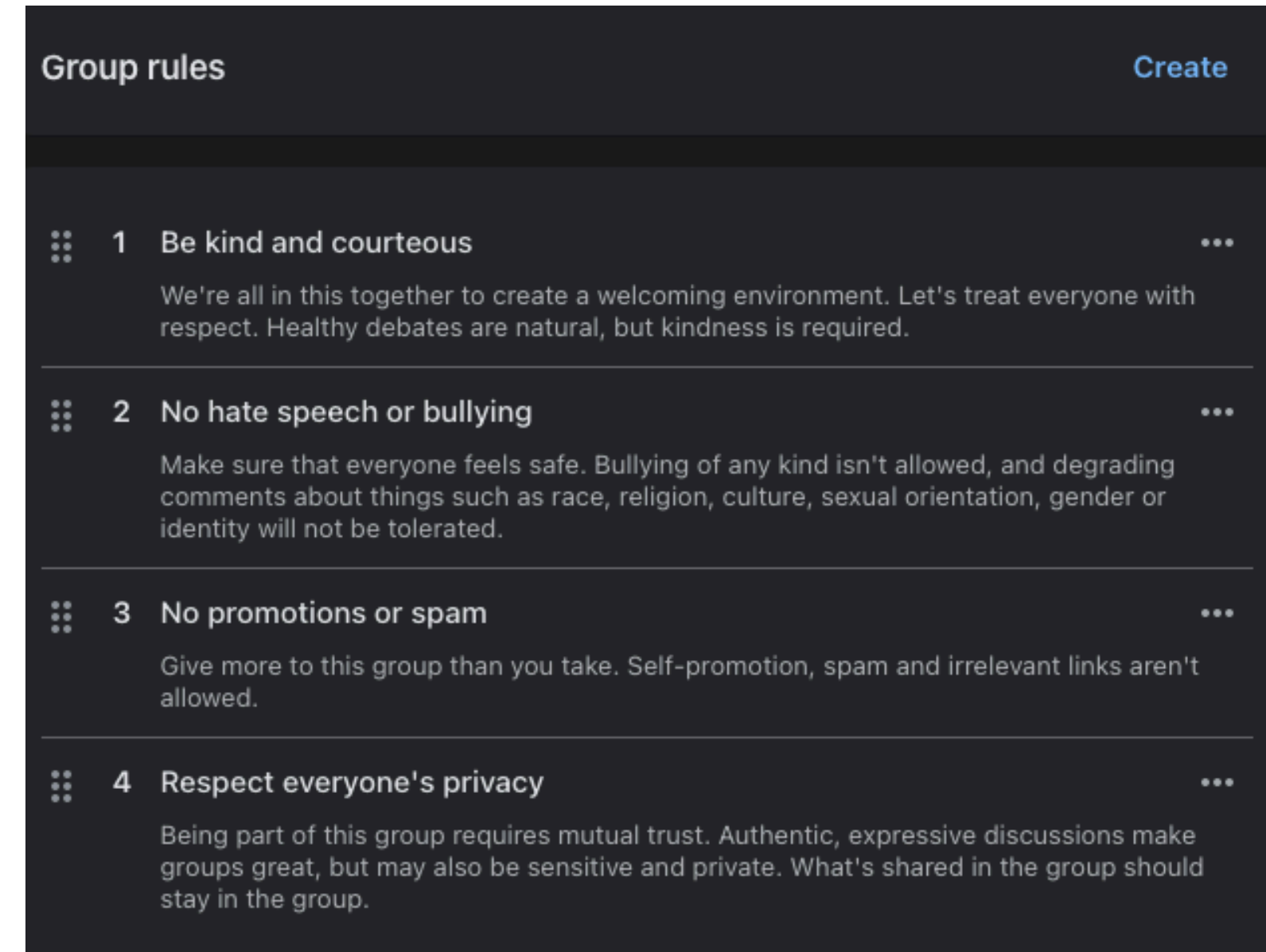
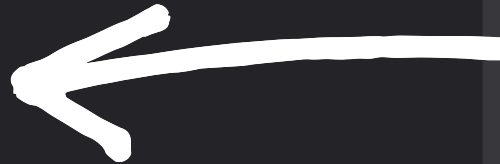
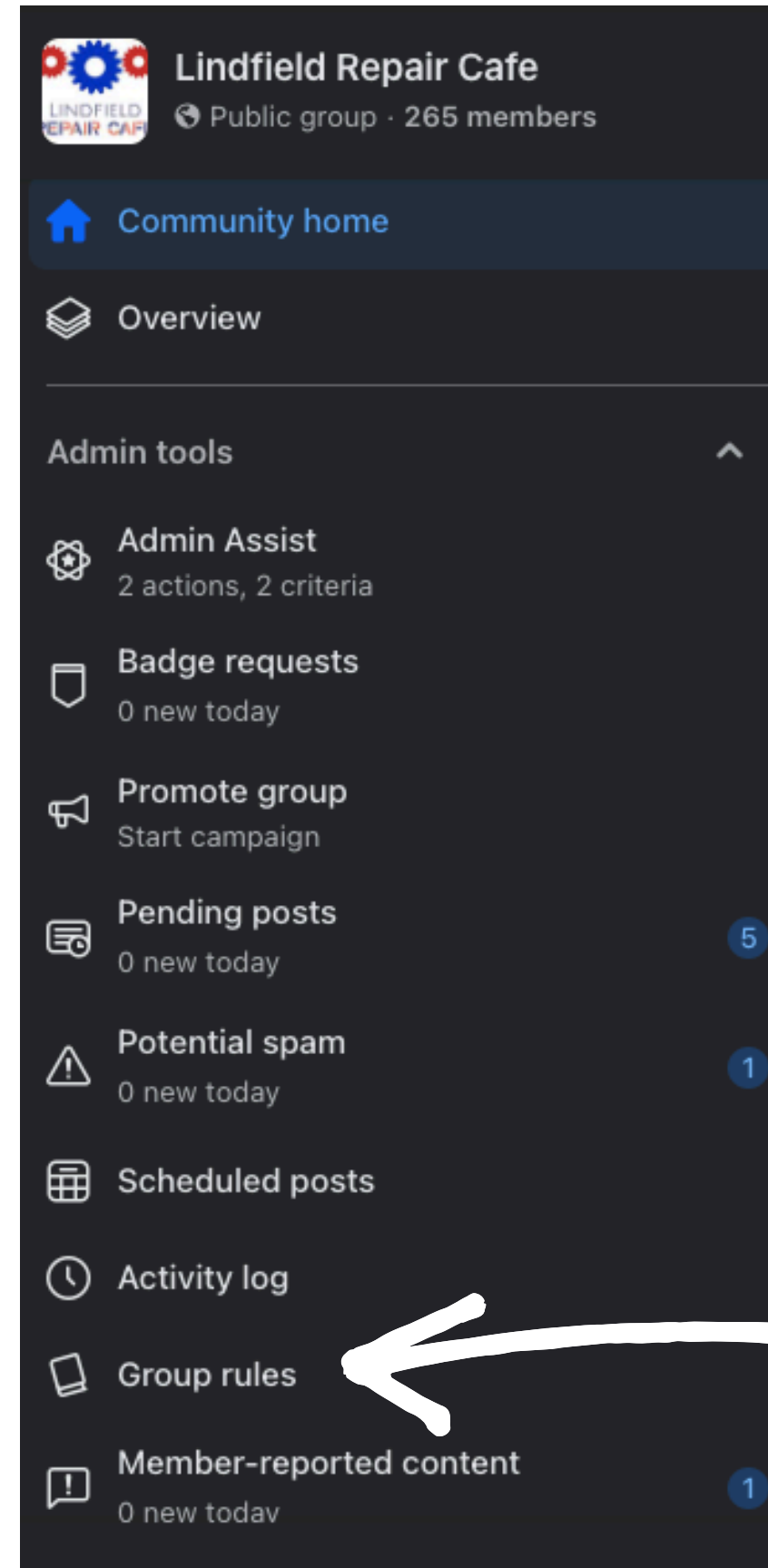
If your group is private, member requests will appear here



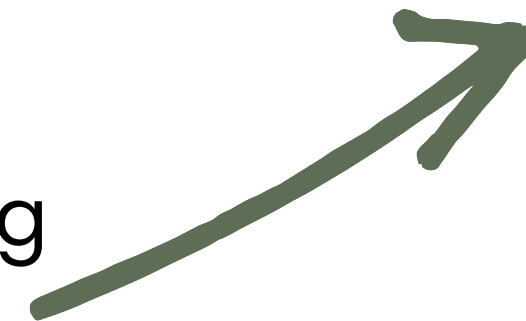
Approve pending posts



Review member-reported content



Moderate using group rules



[Click to view post](#)

[Click to view post](#)

[Click to view post](#)

# Questions.

**April 2026**

# Exercise.



## How could you use Facebook in your volunteering?

- Pages or groups?
- What would you post and when?
- What asset could you use to accompany your post?
- Who would your admins be?

Time: 5 minutes



# Instagram.

**April 2026**

## Who's it for?

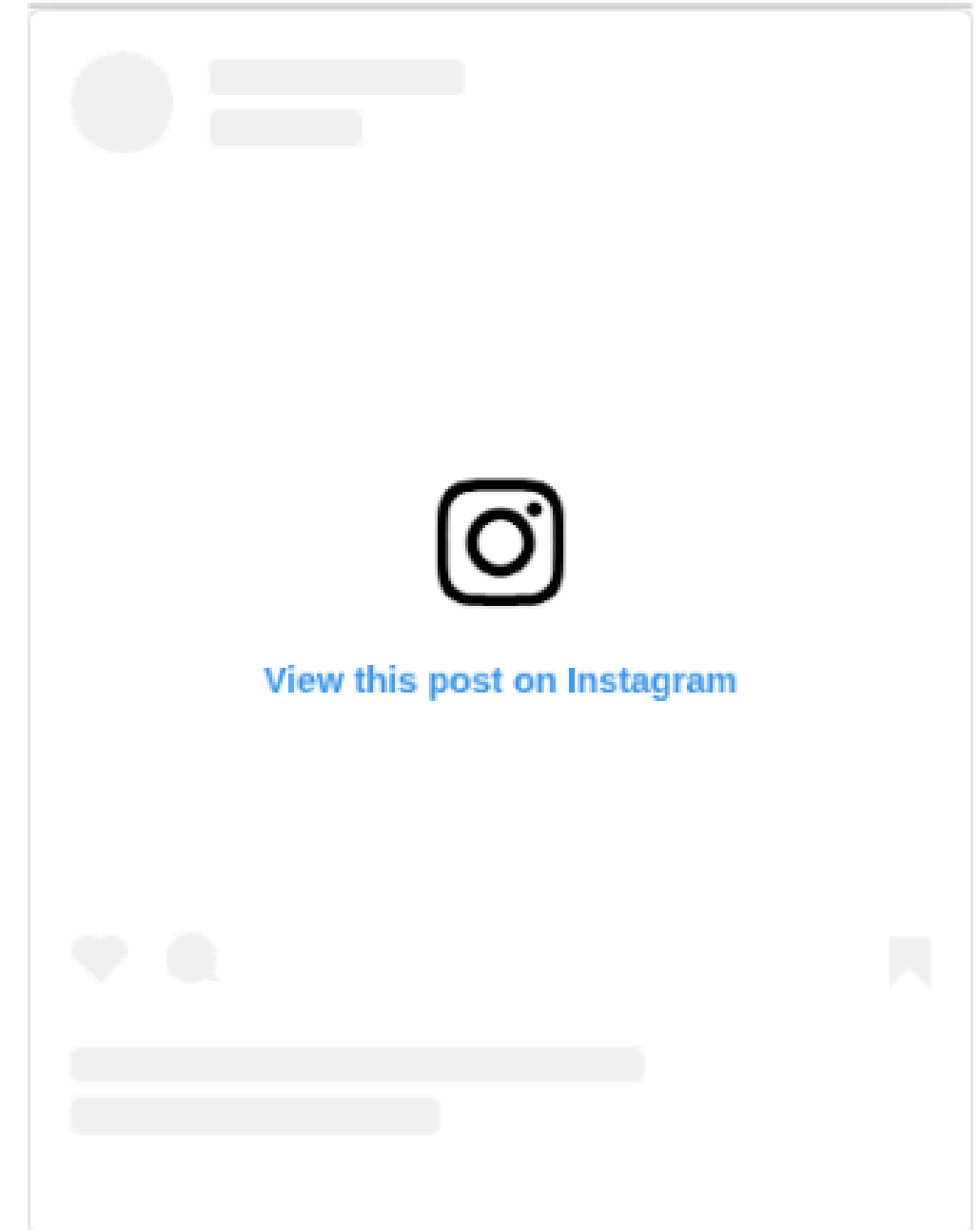
- People who want to be entertained, educated or informed through creative visual storytelling.
- People who want to stay up to date with what family and friends are up to.

## What to post.

- Video works well – Instagram really wants you to use its reels feature!
- Carousel posts also work well – especially if they tell a story about what you're doing.
- Event flyers aren't best practice – they're generally inaccessible (and if AI generated, must be labelled as such).
- Single photo posts are also on the out – they don't tell enough of a story, but you can use them on your Instagram story!

## When to post.

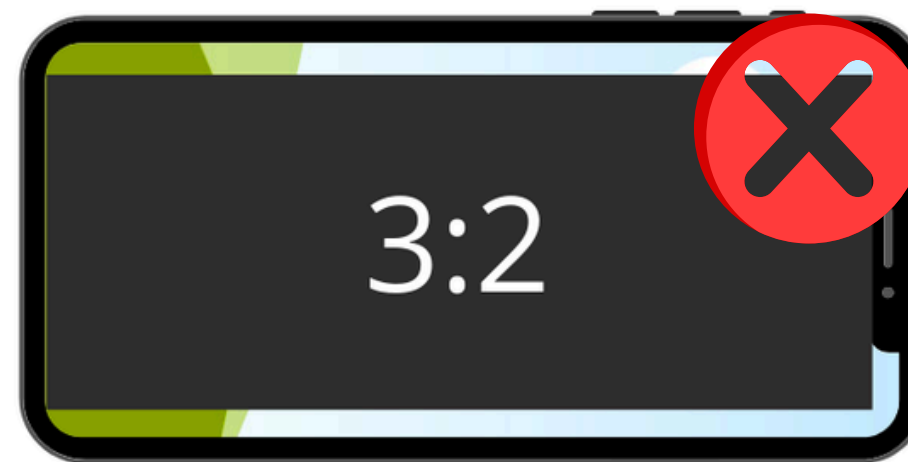
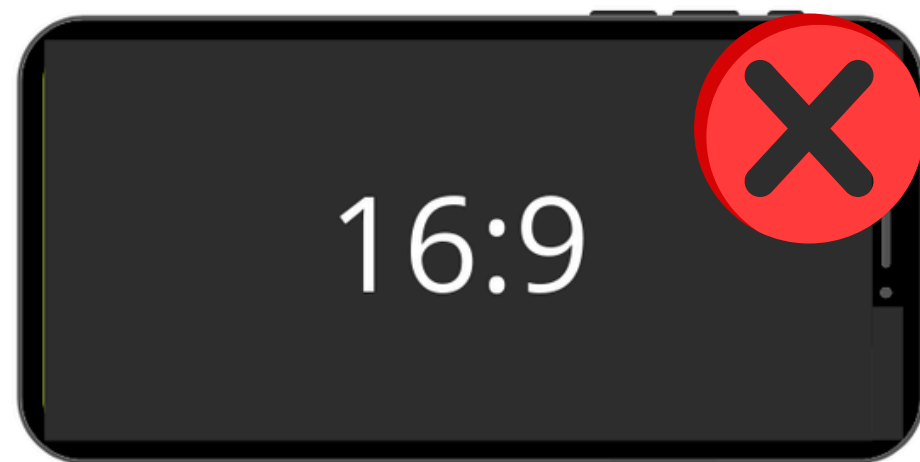
- Grid posts – mornings and evenings (Sundays around 6pm are ideal!)
- Stories – any time; they're highlighted at the top of the news feed.
- Try to post at least once a week.



[Click to view post](#)

---

## Image and video formats.



## Getting set up.

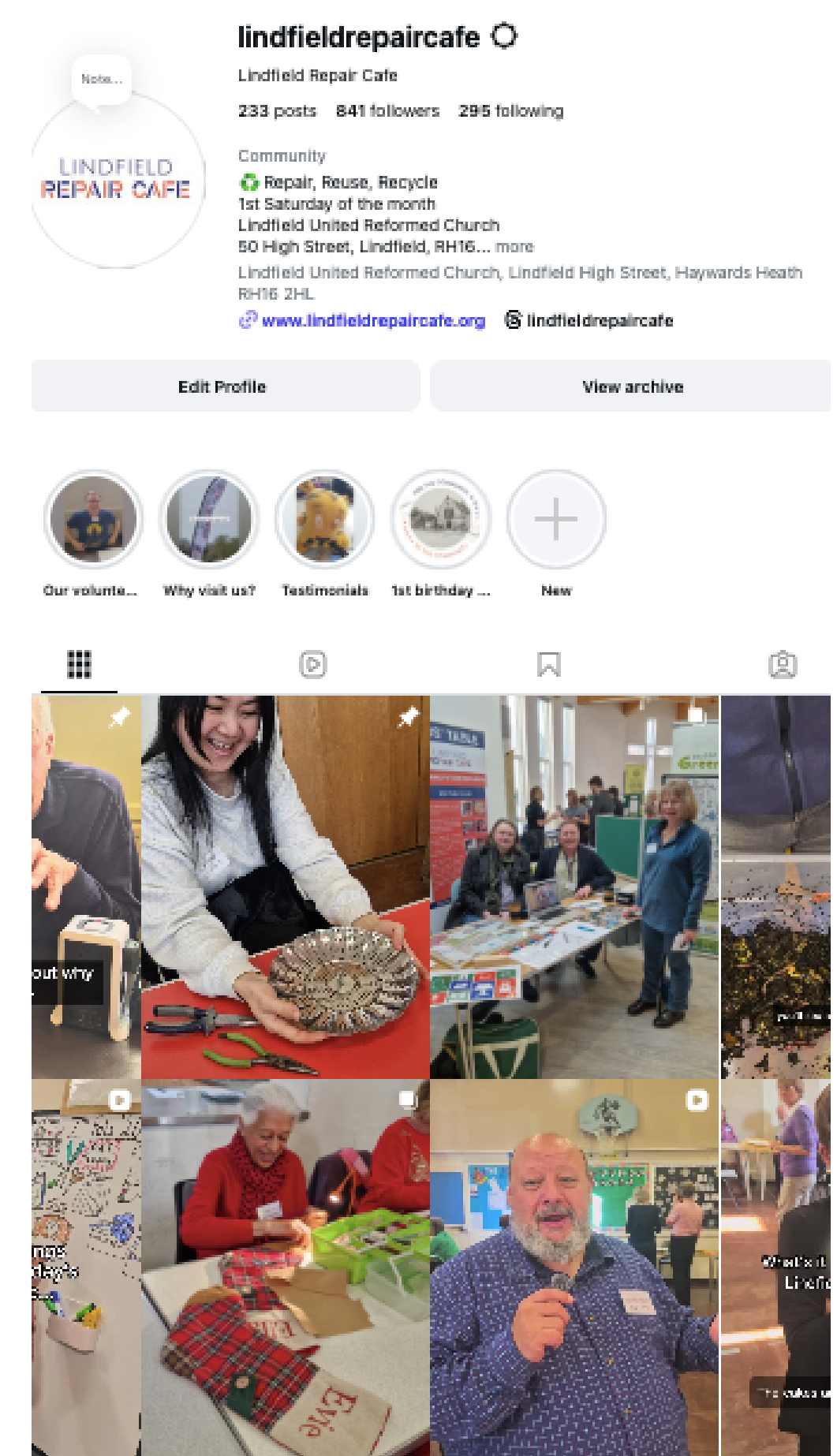
- On Instagram you can only have a **page**.
- You have one login, shared between admins – so two-factor authentication is really important.
- Get your logo ready to upload – and write a short bio about your volunteering group.

## Instagram grid.

- Think it as your **shop front**.
- **Pin posts** and use **story highlights**.
- Post regularly – at least once a week.
- Try to share content that will generate **comments**.

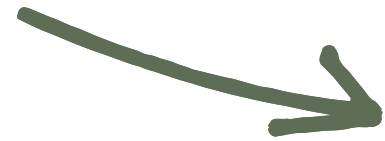
## Instagram stories.

- Think of them as **news updates**.
- They only last **24h**.
- You can make them **interactive** by using stickers and encouraging questions and comments.
- More people look at stories than your grid posts.



# Your shop front.

Logo



Short bio



Key links



Professional dashboard  
168 views in the last 30 days.

Make this space yours...

**Lindfield Repair Cafe**  
233 posts 841 followers 295 following

Community  
🌱 Repair, Reuse, Recycle  
1st Saturday of the month  
Lindfield United Reformed Church  
50 High Street, Lindfield, RH16 2HL  
[www.lindfieldrepaircafe.org](http://www.lindfieldrepaircafe.org)  
Lindfield United Reformed Church, Lindfield High Street, Haywards Heath, RH16 2HL

@lindfieldrepaircafe

Professional dashboard  
168 views in the last 30 days.

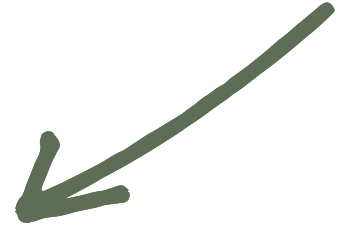
Edit profile Share profile Contact

Professional dashboard  
168 views in the last 30 days.

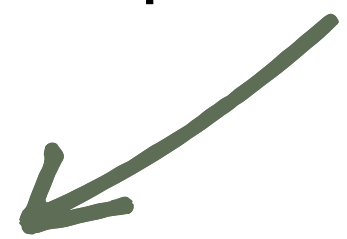
Edit profile Share profile Contact

New Our volunteers Why visit us? Testimonials

Highlights



Pinned posts

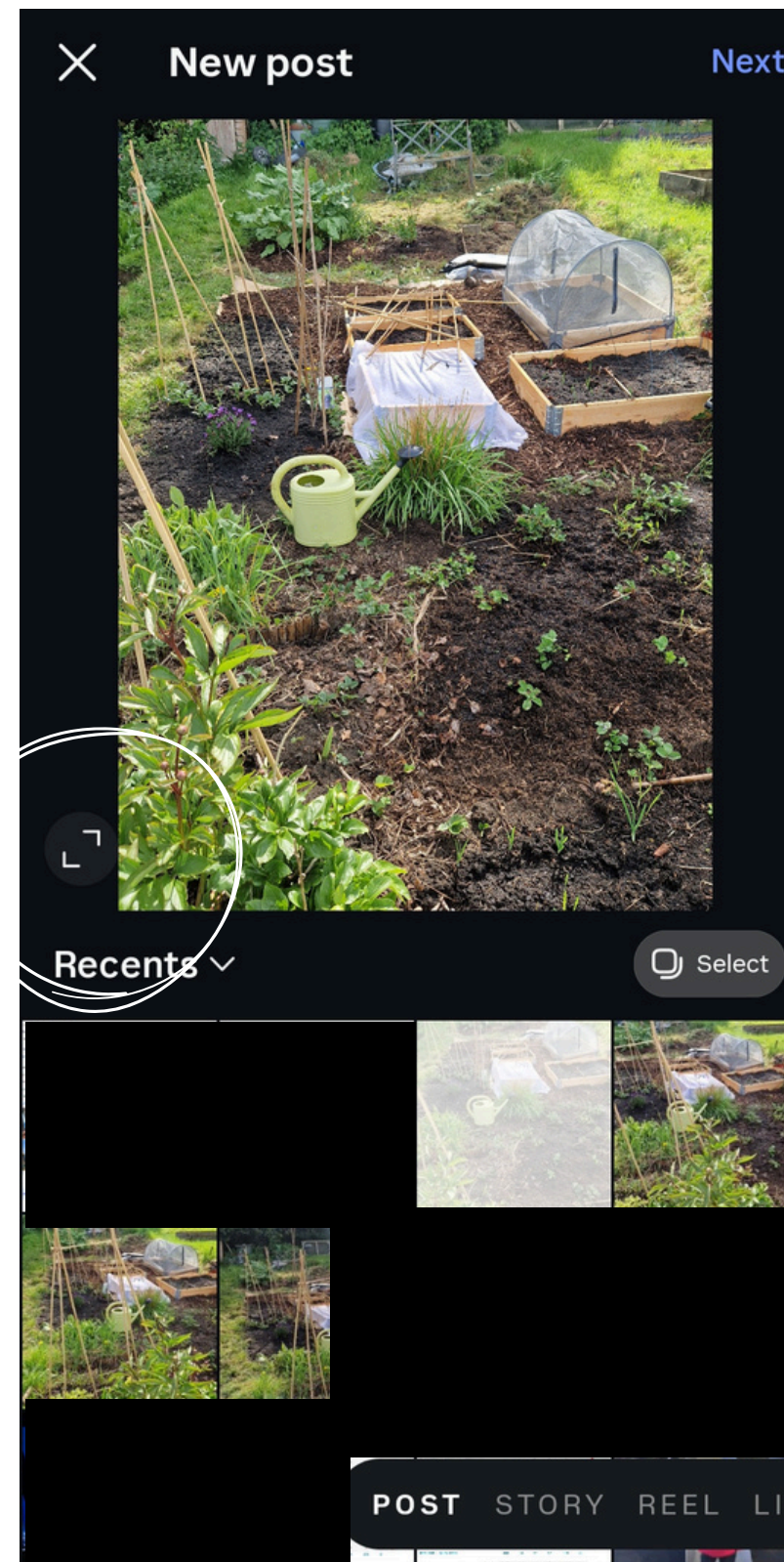
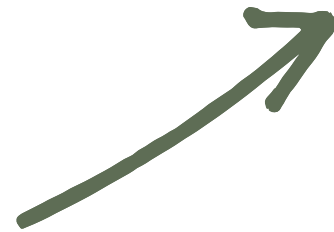


Three pinned video posts: 1. A man in a blue sweater speaking. 2. An older man with glasses speaking. 3. A woman smiling.

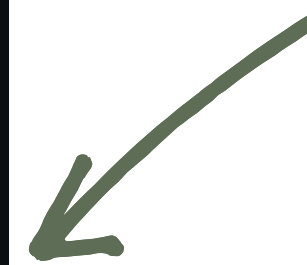


# Sharing a post.

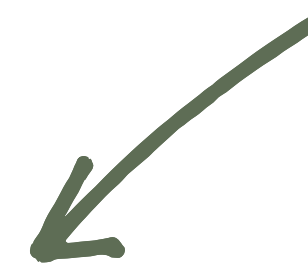
Click '+' to create your post



Use the circled arrows to change to portrait



Select a post from your camera roll



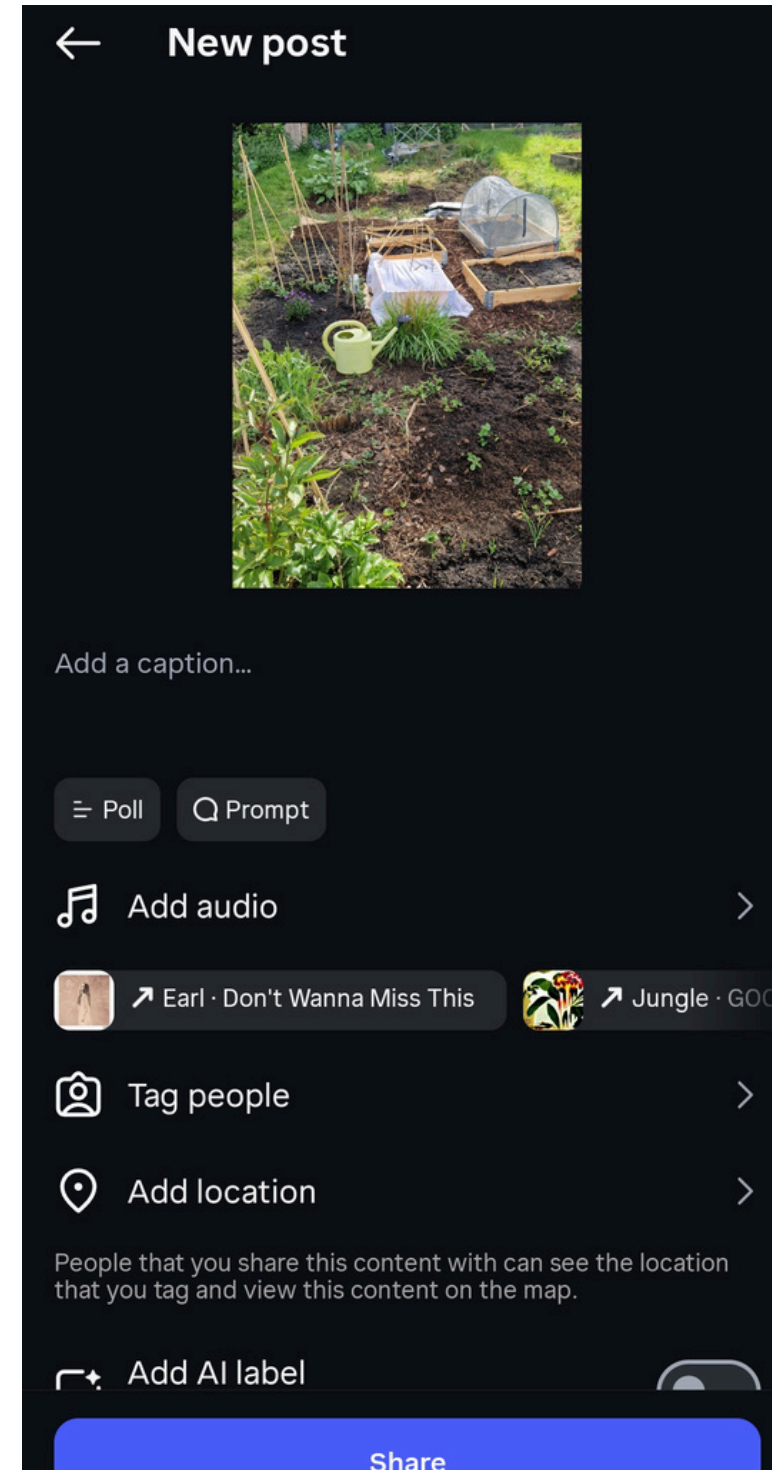
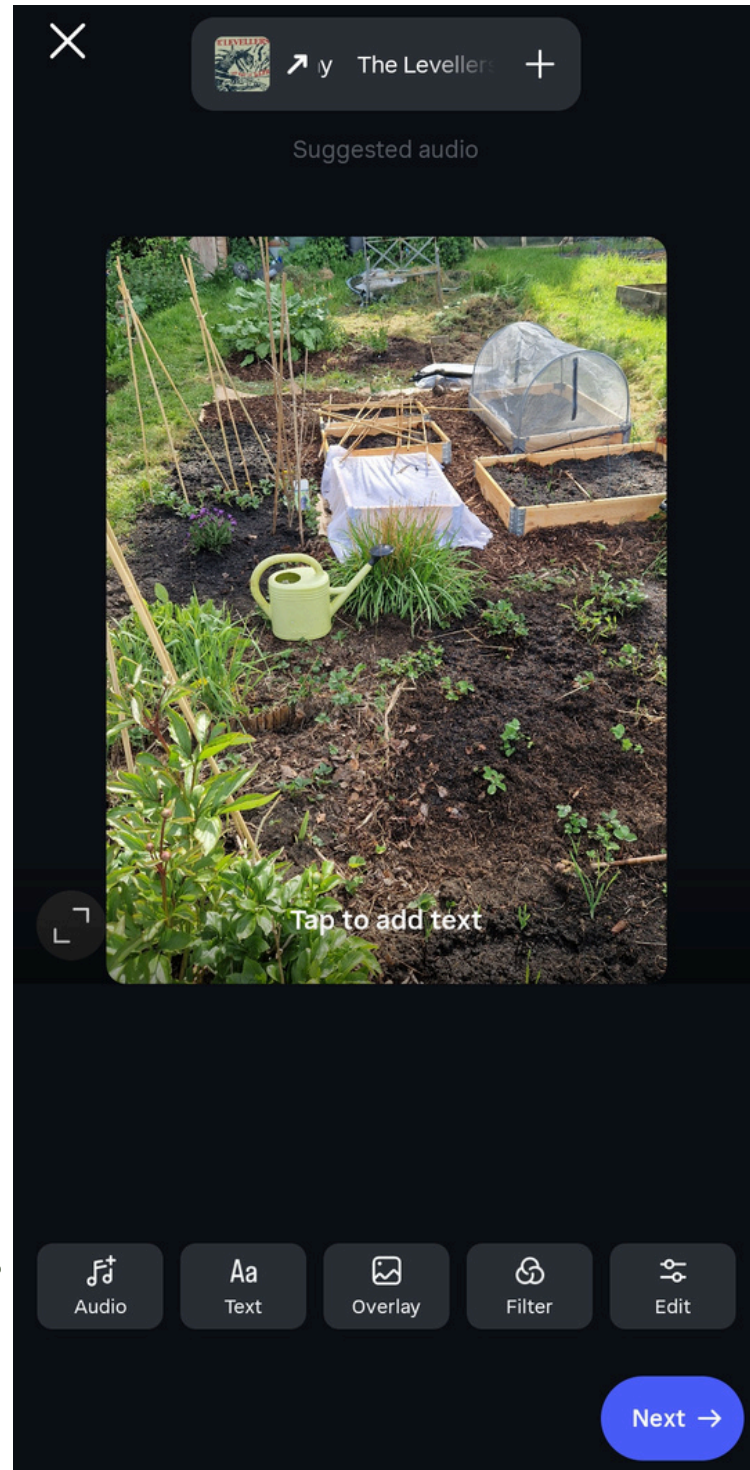
Scroll to decide what kind of post to create



# Sharing a post.

Adjust to portrait here if needed

Select music, add text or filters, edit



Write your post caption

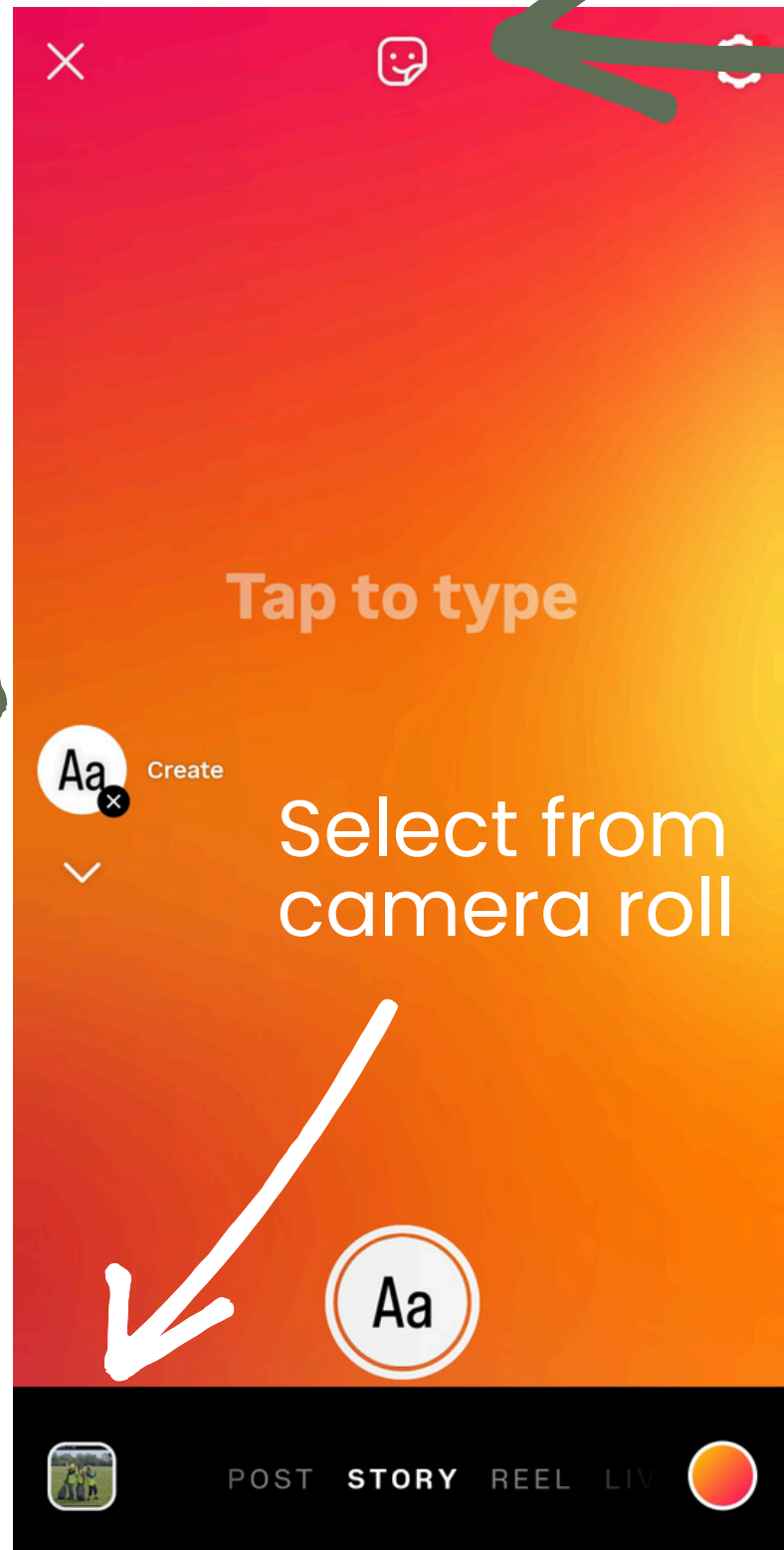
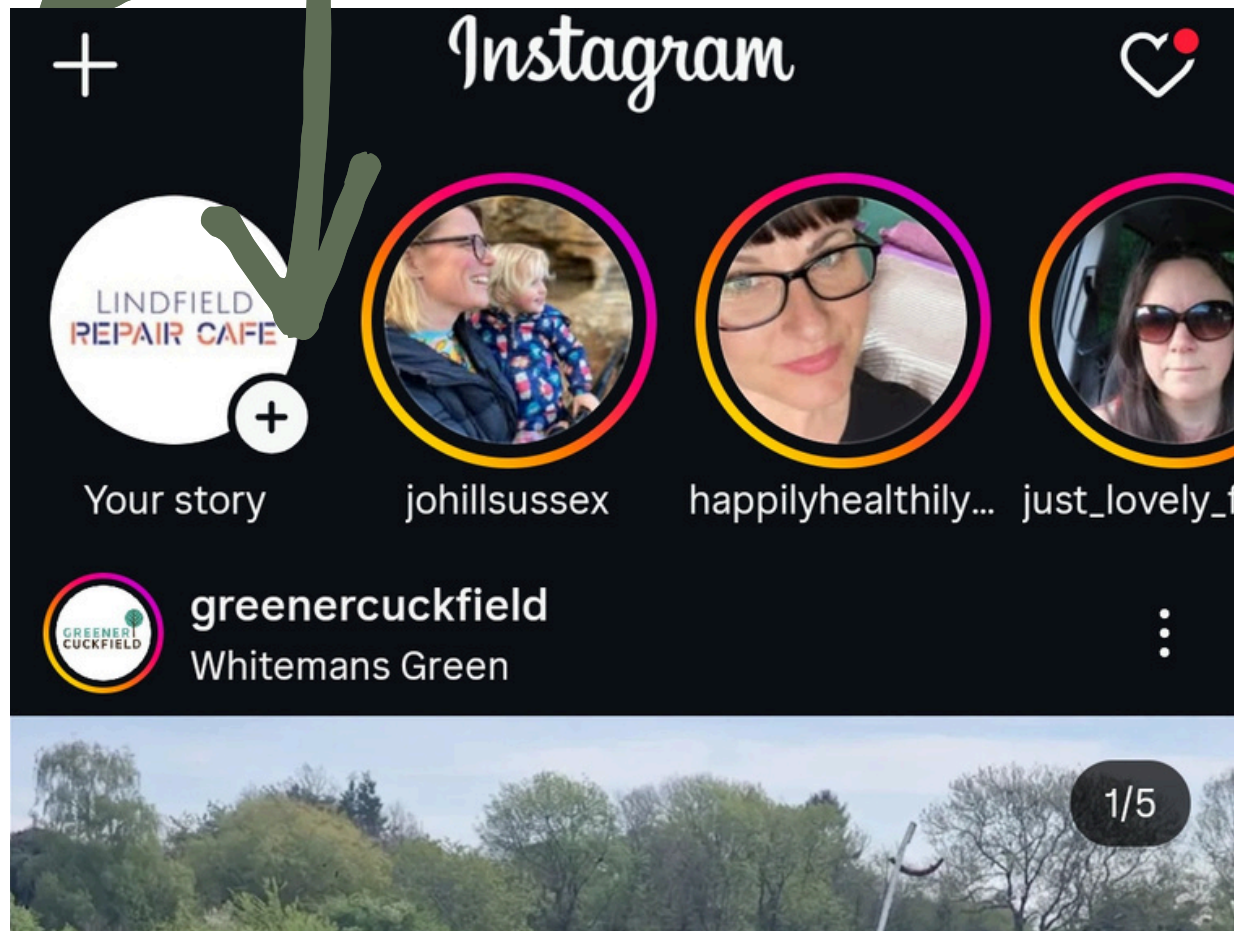
Tag others to collaborate with you

Add a location

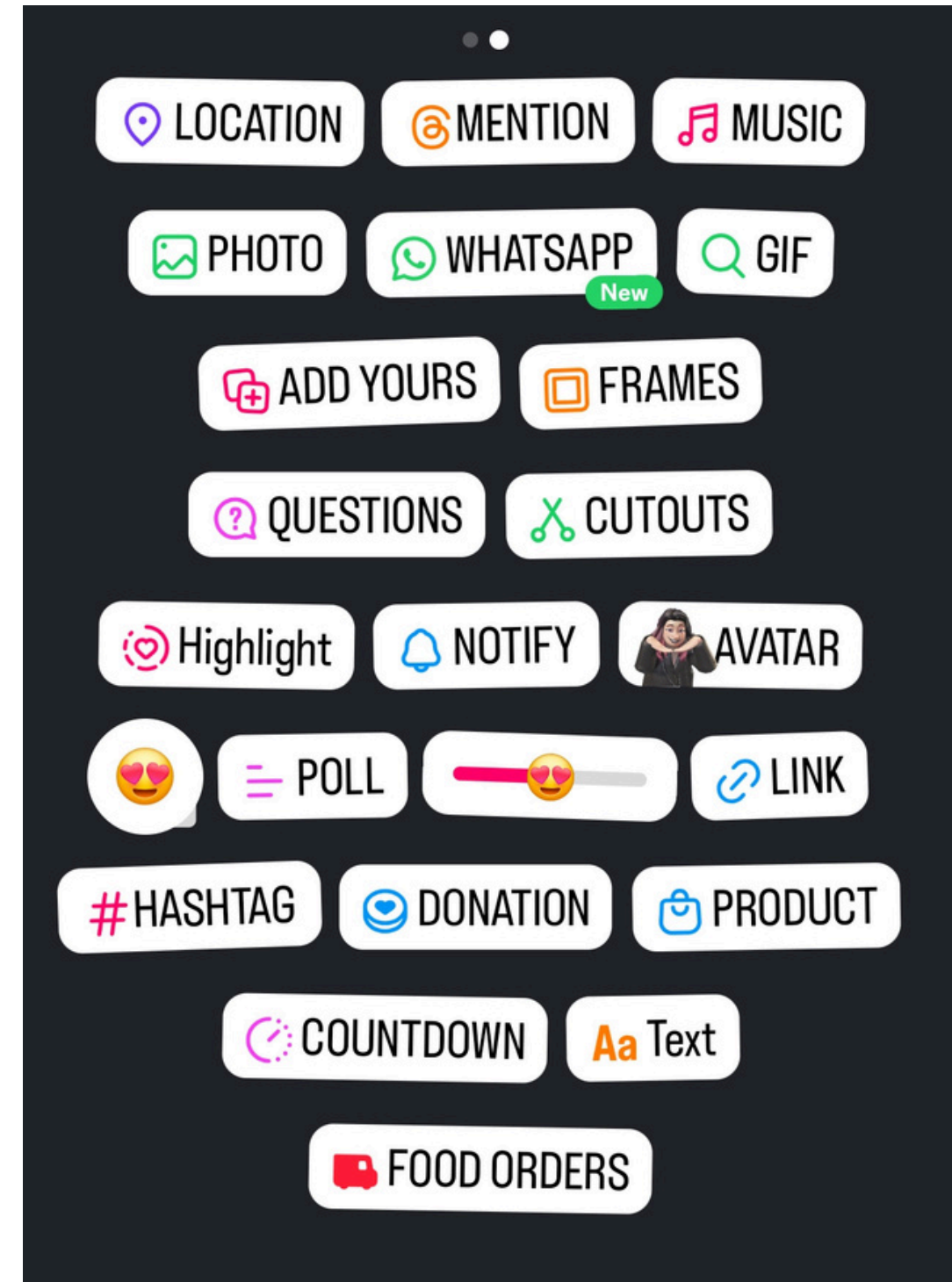
# Sharing a story.

Tap '+' to add a story

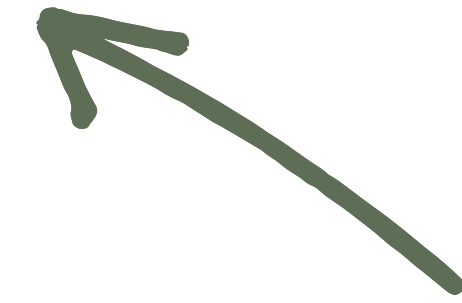
Create with text



Stickers!

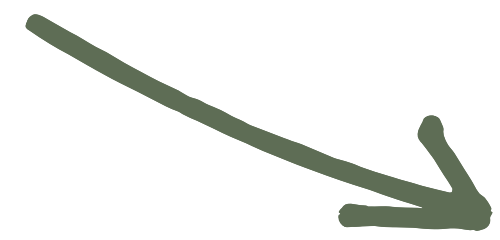


# Navigating around.

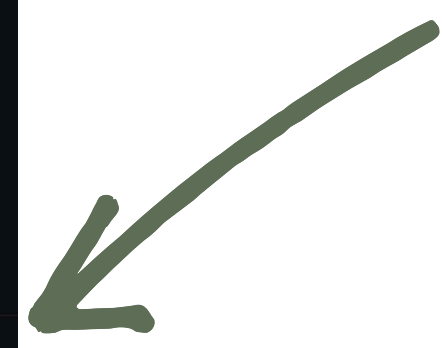


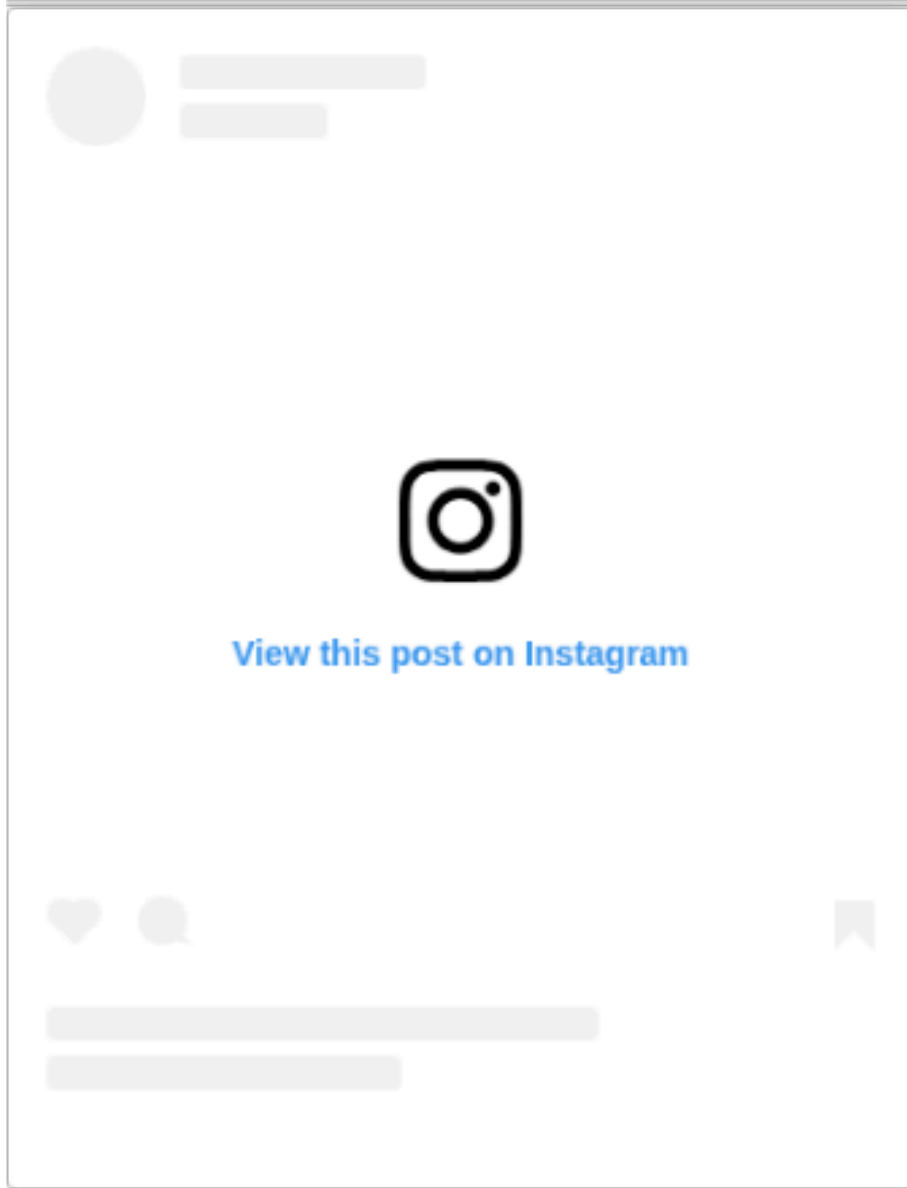
View notifications using the heart

View messages using the flag

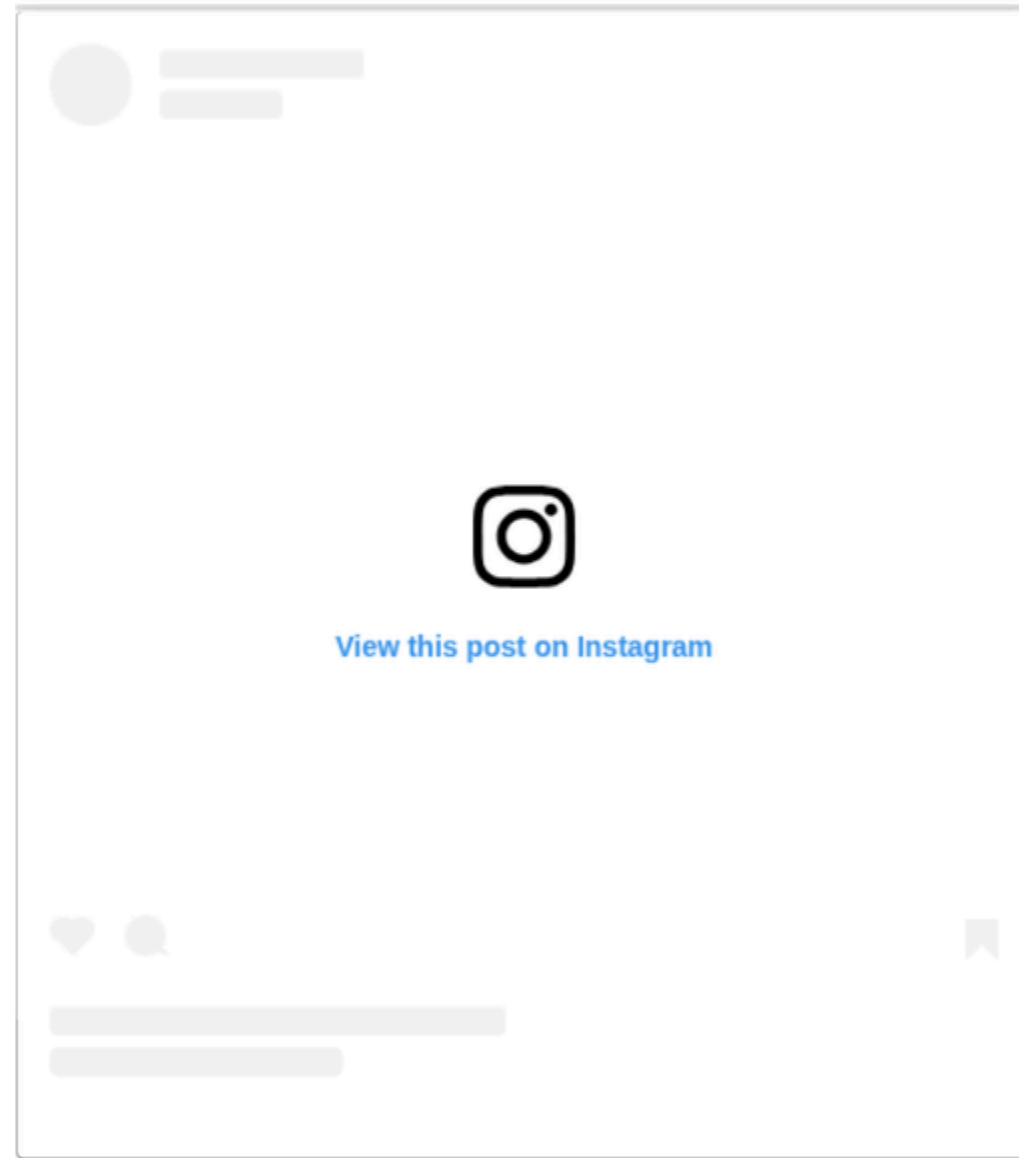


Click the logo to see your profile

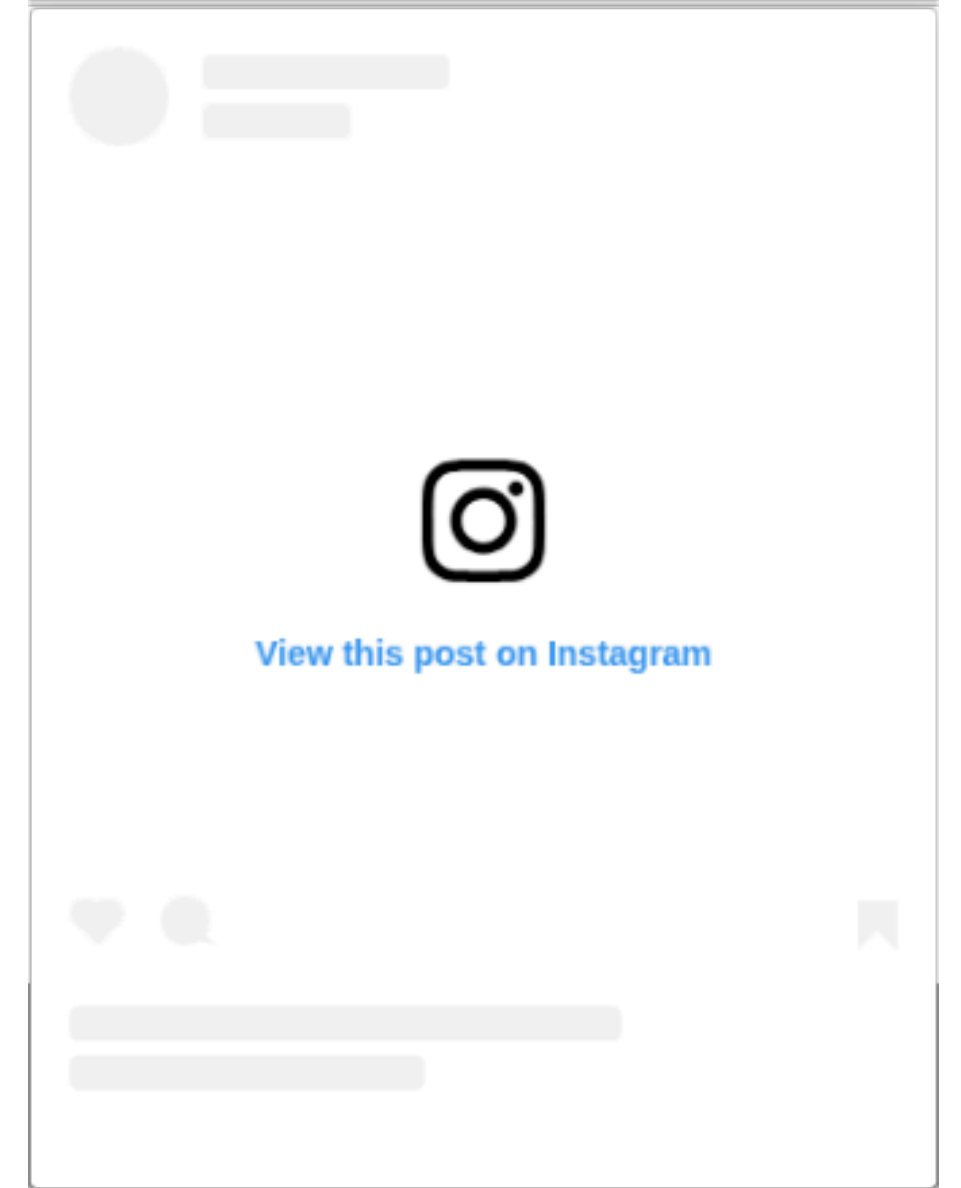




[Click to view post](#)



[Click to view post](#)



[Click to view post](#)

# Questions.

**April 2026**

# Exercise.



## How could you use Instagram in your volunteering?

- Grid posts or stories?
- What would you post and when?
- What asset could you use to accompany your post?

Time: 5 minutes



# Questions.

**April 2026**

**Thank  
you.**