



Social media

Social media is a powerful communication tool. Whether it is being used to spread a business' message far and wide, advertise an event, or as part of a marketing campaign, we are here to make sure you get it right.

True North provides strategic social media advice for clients to give clear direction and purpose when using social media platforms. Whether you want to get the basics right or develop a well-established online presence, we can tailor an approach to fit your needs.

It is important to understand how each platform works in context with your goals to ensure the outcomes are impactful and break through the noise crowding our social media feeds.

We can craft plans which set these clear goals and identify the best tools and tactics to make it easier for organisations to effectively use sites such as Facebook and Instagram.

Additionally, an implementation plan provides clear step by step processes and timings for how and when to implement the nominated tools.

St John's Catholic College

True North wrote a Facebook strategy for St John's Catholic College aiming to inform and engage its current audience on relevant topics and create a 'one stop shop' for information, news and events.

The strategy assisted St John's to run a functional and consistent Facebook page and create an online community to connect and engage with.

The guide provided advice on writing for Facebook, guidelines for using the platform, as well as discussion on budgeting, maintenance and resources.

10 social media tips for business

1. Know the platform you are using and what makes it different
2. Having a plan with goals, content schedules and policies is essential
3. Always keep posts clear and concise
4. Use a strong call to action to engage your followers
5. Always include a strong visual element (images or videos)
6. Be topical, timely and relevant
7. Monitor your page regularly and respond to comments and messages
8. Post consistently (no less than 2-3 times per week)
9. Always have a second person double check posts for spelling and grammar errors
10. Regularly evaluate your performance to continually improve how you use social media.

What we can help you with:

- Strategies
- How-to guides
- Social media policies
- Social media style guides
- Content creation
- Social media schedules
- Social media marketing

