

# PEDAL ON PARLIAMENT

## Social media tools



X LET'S MAKE SCOTLAND A CYCLE-FRIENDLY COUNTRY X

[WWW.PEDALONPARLIAMENT.ORG](http://WWW.PEDALONPARLIAMENT.ORG)

[@POPSOTLAND](https://twitter.com/POPSOTLAND)

# The social media ecosystem

- Blogs / websites
- Forums
- Facebook (pages and groups)
- Twitter
- You Tube
- The rest (Pinterest, Instagram, Strava, etc.)
- Whatever your fifteen-year-old is using...

# Go where your audience is

( and don't try and build one from scratch...)

- Balance of male / female old/young etc.
- Crossover interests (Mumsnet / Strava / Ravelry)
- Local considerations

# You get out what you put in

- Provide a reason for people to follow you
- Be realistic about what time you can afford
- Engage
- Be engaging
- Be responsive

# Know what works

- Twitter analytics – shares, clicks, retweets
- Facebook stats – interactions, shares
- Google analytics and statistics on websites
- Hashtags
- Live tweeting events
- When are your audience online

# Going viral...



# But isn't the internet full of trolls?

- Learn how to handle negative conversations
- Keep it respectful
- Find, and stick to, the 'voice' you want
- Make sure everyone knows the boundaries
- Use all the moderation tools at your disposal
- Go to bed!

# But remember...

- Social media can be an echo chamber
- Don't spend all your time shouting into your own broom cupboard...
- Half a page in the local paper is still more effective than a twitter following of thousands
- Getting out into the real world is most important of all.