

SOCIAL MEDIA GUIDE: PAID PROMOTION.

THIS
GIRL
CAN

INTRODUCTION

Social media offers a great way to promote your organisation and share ideas and updates with your network.

Each platform has its own set of tools, including a paid ads feature which can be used to supplement your organic (unpaid) social media activity. Paid ads work by increasing the reach and awareness of your message, while also targeting specific audiences. This is a particularly effective way of connecting with and potentially increasing female participation in your activity, as well as making sure your campaign is seen.

This Girl Can has run a number of different paid campaigns to promote events or initiatives aimed specifically at women and have summarised our findings into key themes below, for you to use in your own messaging.

All insight in this document is based on the findings from three case study campaigns worked on by the This Girl Can team.

IMAGERY

Our recommendations:

1. Use inclusive imagery to show a range of body shape, size, ages, abilities and ethnicities
2. Use imagery with close ups of individuals looking directly at the camera
3. Consider also using imagery of women supported by instructors (if relevant to your activity)
4. Consider using imagery of women in the context of the activity rather than doing the actual activity
5. Avoid group shots with two or more women.

MESSAGING

Our recommendations:

1. Consider using simple messaging in your ads rather than clever slogans
2. Use reassuring messaging e.g. around building confidence and having support
3. Highlight key USP's (unique selling points) about your programme (e.g. its free or 'female only')
4. Consider incorporating 'me time' within your messaging (particularly when targeting ages 34-45)
5. Consider incorporating messaging around 'socialising' (particularly when targeting ages 45+).



AD FORMATS

Our recommendations:

1. Use carousel ad formats for 25-44 y/o age groups
2. Use video formats for 45+ age groups
3. If targeting multiple age groups, use a mix of ad types e.g. single image, carousel and video.

CHANNEL

Our recommendations:

1. Use Facebook for older age groups e.g. 45+
2. Use scheduling on Meta Business Suite, note the best performing times of day and day of week
3. YouTube ads should only be used for bigger campaign bursts to support other marketing approaches
4. TikTok should be used with a 'native first' approach
5. Snapchat should not be prioritised due to below average audience targeting features
6. Google search should run on an 'always on' basis. Consider adding seasonal messaging to boost views if appropriate.



OTHER THINGS TO CONSIDER:

Our recommendations:

1. Ensure ads are targeting postcodes within 3 miles of a class/activity for urban areas or 5 miles for rural areas
2. Run ads 1-2 days before your session is due to start (if relevant)
3. Ensure mobile compatibility with all ads
4. Watch out for continued uplift after ad ends.

Click here for further information on these recommendations and the case studies they're based on.

