

Social Media Pack

Sunday 21st June 2020

This short guide provides advice on how to utilize social media to improve engagement and outreach for your event to be an online success.

Why should I use social media?

It is more pivotal than ever to make sure your mosque has an online footprint. Building a social media presence will not only allow you to engage with your youth community, but also open your mosque community to a whole new world of interaction and help build bridges and break down barriers - which is what VMM is all about.



1. The Big Three – Social Media Platforms:

Facebook

Facebook is great for community projects and managing events (monthly active users: 2.45 billion)

Action Points:

- Make sure you have a **Mosque Facebook Page**. (<https://www.facebook.com/pages/creation/>)
- Utilize your mosque attendees by getting them to **invite their friends to 'like' the page**
- **Create a Facebook event** for your day so you can gauge your RSVP numbers

Twitter

Twitter is great for fast sharing of information - the 'retweet' feature is a great way for larger accounts to increase your traffic dramatically (monthly active users: 330 million)

Action Points:

- **Utilise hashtags on this platform (#VisitMyMosque, #VMM, #YourMosqueName)**
- Tweets should be **short and to the point**
- **Tweet at larger accounts** to gain followers and engagement

Instagram:

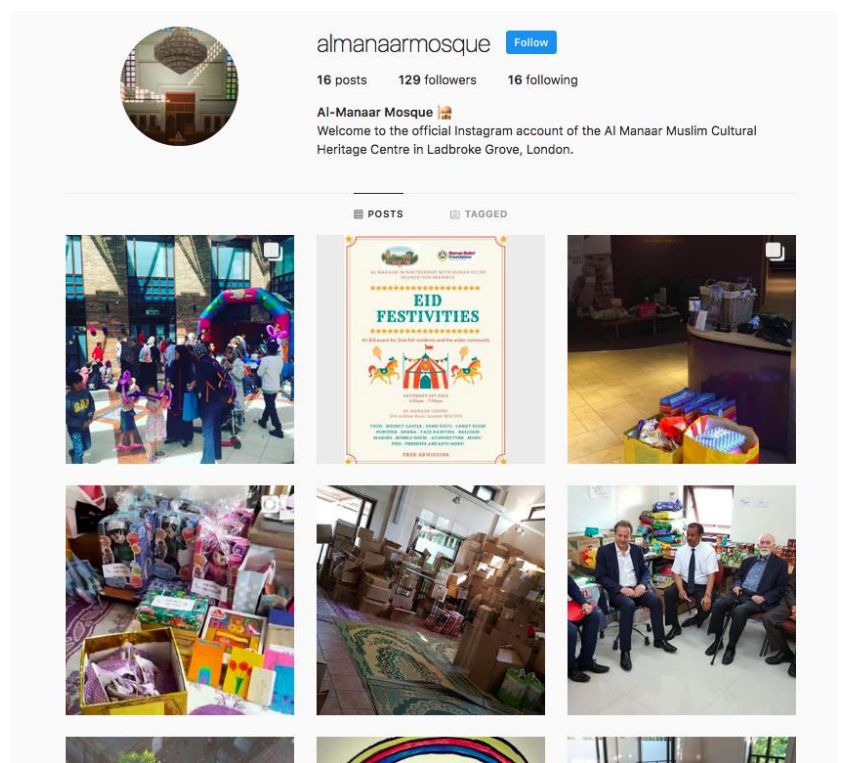
Instagram is great for curating stories from your mosque and sharing your mosques character (monthly active users: 800 million)

Action Points:

- Take images and videos of your mosque before and on the day of the event.
- Share video messages from both mosque attendees and Imams to welcome people in.
- Use hashtags, tag your location and '@muslimcouncil.uk' on the picture (#VisitMyMosque, #VMM, #'YourMosqueName')

Example:

The **Al-Manaar Mosque** in **Ladbroke Grove** is a great example of a well maintained Instagram account.



Whatsapp:

- Making good use of Whatsapp's broadcast and group chat features is an effective way of sharing information easily and efficiently.

Facebook/Instagram Stories

- Instagram and Facebook utilise a story feature which is a video sequence that deletes itself after 24 hours.

Action Points:

- Share short clips of your events and worship to demonstrate your openness and welcoming culture. It's a great way to dispel the "hidden mosque" stereotype in an instant way.
- You could share a short video reminder from your Imam or a collective message from mosque attendees.
- Think creatively - **the more diverse the voices the better.**

2. Preparing Content – Steps to take:

2.1 – What does everyone know about your mosque?

- Check your environment – what is the online community saying about your mosque?
- Search “_____ Mosque” into search engines for the opportunity to understand the landscape and maybe even respond to queries and criticisms.
- When conversing on social media, remember to keep it professional and stick to the guidelines.
- Words on social media are just as wide-reaching as they are offline so be cautious as to what you post and how you share messages.

2.2 – How to establish a strong media presence:

- **Set up a 'draft schedule plan'** – take some time out to draft a number of social media posts that can be stockpiled and then shared for the weeks leading up to the event.
- **Don't leave your accounts abandoned** - a quiet social media presence means new people are less likely to follow your account.
- **Follow famous/popular accounts & interact with them** – It's usually good to tweet verified accounts who may be interested in visiting your open day!
- **Engage with those who reply** – it's important to reply to tweets and comments as this shows you're an active organisation.
- **Content should be varied** - Include different photos, unique video content and information text to keep your audience engaged (**there's no benefit in sharing the same poster multiple times with the same bland caption**)
- **Ask Around** - Ask around your mosque whether there are attendees who have a large social media following & if they're willing to promote this on their social media.

2.3 – Reporting Negative Comments:

Most websites will allow you to report accounts fairly easily in a few clicks.

Twitter - <https://help.twitter.com/en/safety-and-security/report-abusive-behavior>

Facebook - https://www.facebook.com/help/212722115425932?helpref=uf_permalink

Instagram - <https://help.instagram.com/519598734752872>

3. Creating Content – Posters:

Posters are perhaps the most important piece of content for your event. A **‘cross-platform poster** is a poster that provides your audience with all the information they need to know about your open day – **time, location, contact information and a short description of the event.**

2.1 Designing your content - Posters:

- **Beginner** – Design a poster using Microsoft Office or Publisher
- **Medium** – We would recommend using www.canva.com to build simple and sleek graphics that can be shared online straightaway.
- **Expert** - Hire an online graphic designer for best results. Websites such as www.fiverr.com are a great option. From our estimates, design charges should not exceed £6 - £15.

3. Think Locally:

- Although social media is a global platform, utilizing social media by interacting with your local community is a great way to bring attention to your event.
- Utilize local hashtags and follow influential figures from your community^[MV36]
- Utilize community specific hashtags to your advantage – everyone is interested in what is going on in their community, so using hashtags with your postcode or town name may be helpful - Share photos of influential local community figures involved in the event.