



Social Enterprise NI

EMPOWERING PROFIT WITH PURPOSE, INSPIRING LASTING IMPACT.

Fact Sheet 5 – Social Media Marketing and General Marketing

- Marketing and use of social media have become important in the business world.
- Marketing can be done on a relatively small budget and these small steps can bring big rewards.
- Marketing your social enterprise business is not all about spending massive amounts of money on major advertising campaigns. All you need is a creative a can do approach in order to promote your business.

Marketing takes time

- Take time to market your social enterprise business. The general principle behind small business marketing is rather than spending huge sums of money, you invest your time, passion, and energy instead.
- Setting a recognisable brand/logo and consistent marketing will help build your customer and stakeholder engagement
- Don't underestimate the coverage social media can have on your business. Facebook, Instagram and Twitter and free social platforms which would allow you to market your business to a much wider audience.
- Participation in social media is reliant on sufficient capacity within the organisation and the commitment of everyone who will generate and share content to those who authorise and empower.
- It is very important you determine who will implement your content updates and social media engagement or whether this is a shared responsibility across all staff/help from a skilled trustees on your board.

Measurement of social media

- There are a number of ways of how social media impact can be measured. They include participation with social media channels including website visitors; sales levels; registrations of interest; referrals; links; survey responses.
- These statistics can be used to build relationship with other stakeholders, e.g. funders investors and most importantly your customers.



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Risks and Barriers of Social Media marketing

- Whilst it is possible to control content on your organisations website, private online communities, and blogs, it is only possible to participate on social networks which carry greater levels of risk for your organisation.
- If you have decided that it is appropriate for your Social Enterprise to participate on social media, you may well encounter some of these barriers so you may have to develop strategies to overcome them:
 - Lack of Internal resource or time
 - Lack of specialist knowledge or experience
 - Some staff or board trustees not being convinced about the value or Return on Investment
 - Lack of clear social media guidelines or policies
 - Lack of appropriate budget/no budget available for paid promotions
 - Negative reaction from customers/trollers.

Get Further Support

- **Become a member**
 - Social Enterprise NI is open to all social enterprises across the country and has various benefits, to find out more [CLICK HERE](#). Please note membership is **FREE** until you have a turnover of **20k plus per annum**.
- **Signposted for mentoring support to either:**
 - Local Council support programme
 - Local Enterprise Agency support programme
 - Other identified strategic partner mentor programmes e.g., Ulster Bank Accelerator Hub, Catalyst etc
- **Business Planning** – signposted to one of our strategic partners and fellow social enterprise Viable Corporate Services, who can support you in the following areas:
 - Offer discounted business plan development
 - Offer discounted marketing plan development
 - Offer discounted board recruitment pack development & recruitment
 - Offer discounted payroll and finance reporting services
 - Offer discounted social media training
 - Offer discounted HR support



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- **Examples of Pro Bono or Discounted services from our Strategic Partners**
 - HR advice and recruitment discount with Hays Recruitment
 - Insurance evaluation and no obligation quotation from Lockton Insurance
 - Legal advice - Free first meeting with Edwards & Co Solicitors
 - Confidential Shredding – discounted rate for confidential shredding services from UShred
- **Next Step**
 - If you would like to avail of any of the above services, please email amanda@socialenterpriseni.org

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