

AGE CONCERN

CANTERBURY



MEDIA PLAN BOOKLET

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INTRODUCTION

Managing your media schedule, tone, and strategies is an important part of promoting Age Concern Canterbury. We've come up with this plan to make the most of your media, to ensure Age Concern's voice is heard as widely as possible!

We've identified the primary platforms for sharing your content as Facebook and your website – most of your audio, visual and written promotional media should be posted in these two places. Facebook is an especially strong platform for you; it is popular with the 30-54-year-old audience you would like to reach out to. Follow the guidelines below to make full use of the Facebook site.

The content we have created is designed to be compatible for your Facebook page and your website. Our series of videos can be easily posted to Facebook and linked to your site, as well as the podcast. Additionally, your radio ads have been made with the More FM audience in mind but can be broadcast on any other station you see fit. We've also provided press releases to post on your website and send to media organisations that could further share your messages.

You'll find a media content calendar below – follow this to keep an even and effective output of content. We've spread out the dates for posting media according to your directions – this is a good way to ensure you're putting out a steady stream of media over a longer time period.

We hope you enjoy sharing this content and all the best for your media campaign!

FACEBOOK

Frequent Posting

- Studies show that organisations should be posting frequently to place itself in the Facebook Algorithm. It suggests posting once a day for optimal results, however recommends three times weekly will allow you to see great results.
- An algorithm is a way that a social media platform organises a user's feed, by showing them posts in order of what would gain a positive reaction of sharing/interaction with the content. The aim for an organisation is to be posting engaging content frequently enough that it would be pushed to the top of the user's feed. If a user has your content appearing at the top of their feed, they will be most likely to see any new content posted straight away and would not miss anything you post.
- We understand that social media posting is often not a priority in amongst the amazing work you are doing and how busy you would be. Because of this, we recommend continuing what we have seen you do already on Facebook, and that is to share posts that you may see on other organisation's pages that are of relevance/interest for Age Concern's consumers. Below we have included the links to some pages where you could share relevant posts to your own page from, and potentially could get them to share your posts too to gain more of a following. This should make it easier to keep up a posting schedule, without having to create all original content all the time during a busy working life.

Other pages to find content

- **Student Volunteer Army**
<https://www.facebook.com/StudentVolunteerArmy>
- **Carers NZ**
<https://www.facebook.com/CarersNZ/>
- **Eldernet**
<https://www.facebook.com/eldernet.carepublications/>
- **Office for Seniors NZ**
<https://www.facebook.com/OfficeforSeniors/>
- **Ministry of Health - Manatū Hauora**
<https://www.facebook.com/minhealthnz/>
- **Christchurch City Council**
<https://www.facebook.com/ChristchurchCityCouncil/>
- **Showbiz Christchurch**
<https://www.facebook.com/showbiz.christchurch>
- **Christchurch City Libraries**
<https://www.facebook.com/ChristchurchCityLibraries>

Boosting Posts

If you are wanting to put any money or have an allocated budget for your social media posts, you can choose to boost a post. Boosting a post becomes an advertisement to people using Facebook, appearing on their newsfeeds and increasing the possibility of likes, shares and comments on your posts, and reaching people who may be interested in your services/content but have never heard of you before. This is not an essential, but definitely can help if you choose to do so.

Extra Social Pieces

Included for you in your new content is short videos (also referred to as teaser videos) and still images. This is to provide you with more opportunities to post in the lead up to content being revealed on your media platforms, as well as to keep the frequency up in regards to posting and getting on the Facebook algorithm.

We have included where you can use these images and teaser videos in the Content Calendar included in this booklet.

Suggested times to post Facebook content

- Based on a study conducted around the best posting times for non-profit organisations and global users of Facebook, it has suggested that the best times to post your content would be no earlier than 7am and no later than 5pm.
- The best day for engagement globally is a Wednesday and the worst days for engagement are Saturday and Sunday. As you can see above in your content calendar, no content has been suggested to be posted on these weekend days.
- This study suggests posting your content between these time frames: 8am-9am, 11am, 1pm-2pm.
- As an overall guideline, you will be safe knowing your content will be engaged with by posting between Tuesday to Friday between the times of 8am to 3pm.

CONTENT

Visual Content:

- **Christmas Video:** The Christmas Video is a heartwarming piece fit for the upcoming holiday season. It focuses in on how many elderly people have to spend this holiday season alone, so having someone show up to talk to and spend time with such as their Accredited Visiting Service (AVS) Volunteer. Our aim was to pull on the consumer's heart strings with this piece of content, and get them to really consider just how much a short visit to someone in the elderly community can mean so much to them.
- **Web Series Videos:** The "Finding Friendship" Web Series interviews three different pairings apart of the AVS. It tells the stories of how they both got involved with Age Concern Canterbury (client and volunteer) and the friendships that have blossomed from being apart of the AVS with their other person. We decided it would be best to put the full videos on the Age Concern Canterbury website, and have teaser videos and still images that can be posted to Facebook. The Facebook teasers will include a link to the website with the full video, the reasoning to this is so that consumers of the content can get a snippet of the video and want to see more, watch the full video and be inspired to take part in the service themselves, and finally because the link takes them to the website to watch the video, the consumer has been placed right in amongst all the information on Age Concern's website, including sign up/referral information.

- **How To Video:** Our How To Video was made to show people just how easy it is to sign up for the AVS service at Age Concern. It visually follows someone taking the steps to sign up and has Simon discussing these also. Being a short video itself, it will capture and hold the attention of the consumer for the entire of the video. The reason for posting this to Facebook is because it is an easy view for the consumer and will help assist with getting Age Concern into frequent posting/falling into Facebook's algorithm.

Audio Content

- **Radio Advertisements:** While creating these ads we kept in mind that we wanted to try and target 30-54-year-olds. These ads would be ideal to play on More FM as this fits their demographic perfectly. With all the ads we created, we wanted a familiar feel running throughout all of them. To do this each ad begins with the Age Concern vision "Age Concern is the lead organisation in Canterbury that connects, supports, empowers, celebrates and respects all older people in an inclusive community". Each ad is targeted towards a different problem that Age Concern is trying to resolve, the first ad looks at getting more donations into Age Concern Canterbury. The second ad focuses on getting people in the Christchurch community that are over 65 signed up to Age Concern, and the third and final ad is aimed towards getting listeners to become Age Concern AVS volunteers. This third ad is the one you want to push the most on-air as More FM's demographic is very similar with the age you want the volunteers to be. We have attached the details of a MediaWorks Sales Representative if you do want to put these ads on More FM:

MediaWorks Sales Rep contact

Will Foubister

Phone: 0277562819

Email: willfoubister@mediawork.co.nz

- **Podcast:** The podcast feature interviews with those who are using Age Concern's AVS. The podcast allows the public aged 30-54 (the target demographic) to hear the stories of elderly who use Age Concern's AVS service and hear the affect that AVS has on their day to day lives. The purpose of sharing this content to Facebook is because these elderly members of the community have such incredible stories to share, and if we can get Facebook users to listen and love their stories, it may encourage them to volunteer themselves.

CONTENT CALENDAR

This Content Calendar outlines suggested posting dates for pieces of content. This content has been ordered by date, and includes what platforms to post each piece of content on. Also included is a description on each piece of content in the calendar and guidelines on suggested times to post on social media to get the best engagement.

Posting Date	Content	Where to post content
Tuesday 1st December	Christmas Video	Facebook
Tuesday 15th December	Repost of Christmas Video	Facebook
Wednesday 6th January	How to Video	Facebook
Wednesday 20th January	Podcast Episode	Facebook
Wednesday 3rd February	Web Series Still Image - Video One	Facebook
Friday 5th February	Web Series Teaser Video - Video One	Facebook
Friday 5th February	Web Series Full Video - Video One	Website
Wednesday 10th February	Web Series Still Image- Video Two	Facebook
Friday 12th February	Web Series Teaser Video - Video Two	Facebook
Friday 12th February	Web Series Full Video - Video Two	Website
Wednesday 17th February	Web Series Still Image - Video Three	Facebook
Friday 19th February	Web Series Teaser Video - Video Three	Facebook
Friday 19th February	Web Series Full Video - Video Three	Website

CAPTIONS

To assist with your new Audio/Visual content that will be posted online, we have created captions that can be posted with each of these pieces. As well, we have provided some guidelines that we recommend following in case you would like to write your own captions.

Guidelines for Caption Writing

When writing a caption for your content, it is important to include these following parts to it as pointed out below:

- Include the call to action for your piece of content (if it has one)
- Include a link to your website
- Include the licensing information provided below in regards to any background music used in pieces of content

A call to action is what you would like a consumer of your content to do/think about after viewing your content. For example, the call to action for majority of this new content will be getting consumers of the content to become a volunteer for the AVS. Incorporating this in a caption makes it extremely clear for consumers of content, what they should consider doing after watching/listening.

Having a link to your website provides an easy opportunity for consumers of content to head over and read more information on your organisation. It also takes them to the platform where they could start signing up to volunteer, donate or refer an elderly member of their knowledge to Age Concern.

In the captions we have created below for you, you will see the information about the pieces of music we have used. For us to be able to use it and for copyright reasons, recognition has to be given to the artist. Please make sure you include this in any of the pieces we have provided with music to ensure we don't have to deal with any copyright issues.

Overall, when writing a caption don't make it too lengthy for the consumer to read, but also long enough to get your point across.. Captions are a great way to re-purpose/repost any content over time as well. By slightly adapting or re-writing a caption, a piece of content can have a new meaning to it, or even a new call to action.

If you get stuck, look below at the captions we have put together for you. Feel free to use these, adapt them or take the ideas of these and create your own!

Caption Suggestions

(Note: We have not included the links to the website for each post, but these will need to be included)

Christmas Video

It can often be a lonely time for the elderly around Christmas. Having a visitor to talk to can bring a smile to their face, as well as newfound friendship to the members of our community.

If you can spare a little time around this holiday season and continue this into the new year, why not apply to be a volunteer for our Accredited Visiting Service?
Follow our link below to sign yourself up!

Music: Christmas Tree by Rafael Krux

Link: <https://filmmusic.io/song/5531-christmas-tree>

License: <http://creativecommons.org/licenses/by/4.0/>

How To Video

Need a New Year's resolution? How about signing up to spend some valuable time with the elderly! Sparing an hour of your time each week can make a huge difference in an older person's life (and in yours). Watch this to see how to get involved with our Accredited Visiting Service and make a difference.

Music: Summer Ambient Piano by Rafael Krux

Link: <https://filmmusic.io/song/5504-summer-ambient-piano>

License: <https://creativecommons.org/licenses/by/4.0/>

Podcast

With 1 in 5 elderly suffering from chronic loneliness. Age Concern Canterbury is helping those that are suffering by spending time with them, listening and just being another person in their lives. Have a listen down below to a range of interviews with some of those who are using our Accredited Visiting Service (AVS) and understand the impact our volunteers have in an older person's life.

Music: Warm Emotions by Rafael Krux

Link: <https://filmmusic.io/song/5475-warm-emotions>

License: <https://creativecommons.org/licenses/by/4.0/>

Web Series Still Image - Video One

Starting this Friday, we will be releasing an episode weekly of our new Web Series Finding Friendship. This series tells the stories of some of our amazing pairings who have become great friends/family members while being a part of our Accredited Visiting Service. Episode One featuring Doug and Ria will be available to view Friday, so keep your eyes peeled.

Web Series Teaser - Video One

Our First Episode of our new Web Series Finding Friendship is out now for you to watch! Follow the amazing story of Doug and Ria who are a pairing in our Accredited Visiting Service. To watch the full video, follow the link below to our website.

Music: Paper Flakes by Rafael Krux

Link: [https://filmmusic.io/song/5695-paper-flakes-](https://filmmusic.io/song/5695-paper-flakes)

License: <http://creativecommons.org/licenses/by/4.0/>

Web Series Still Image - Video Two

Keep an eye out for the second episode of our Web Series Finding Friendship, which we will be posting this Friday. This week's installment follows the heartwarming friendship between Joy and Anna found through our Accredited Visiting Service.

Web Series Teaser - Video Two

Episode number two of our Finding Friendship Web Series is available to view now, starring our next Accredited Visiting Service pair Joy and Anna. We've attached a little teaser of these amazing two ladies but click the link below to watch their full story on our website.

Music: Paper Flakes by Rafael Krux

Link: [https://filmmusic.io/song/5695-paper-flakes-](https://filmmusic.io/song/5695-paper-flakes)

License: <http://creativecommons.org/licenses/by/4.0/>

Web Series Still Image - Video Three

The third episode of our series Finding Friendship is on its way. Stay tuned for the video release this Friday, which will showcase another pair of friends Patty and Pieter, who were paired through our Accredited Visiting Service.

Web Series Teaser - Video Three

Our third and final episode of our Finding Friendship Web Series has just been released. This episode tells the story of the friendship between Patty and Pieter who met through our Accredited Visiting Service. To see more of them and their story, as well as any other episodes you may have missed, follow this link to our website.

Music: Paper Flakes by Rafael Krux

Link: <https://filmmusic.io/song/5695-paper-flakes->

License: <http://creativecommons.org/licenses/by/4.0/>

PRESS RELEASES

We've written these press releases to be standalone news pieces for your website or newspaper, but also something you can send off to organisations that could help Age Concern (e.g. media outlets, volunteering groups, or potential benefactors). They can also be linked as accompanying pieces to the other content you share (for example, the call for volunteers can be linked when the web series episodes are posted).

Ideally each press release would be sent to one company/media outlet. This is because they appreciate having different and unique angles that they can promote to the wider public. However, we have included a list of where we think these press releases could go, so that you can select where you think is best:

Press release 1 - Call for volunteers/Press release 2 - Call for donations

These press releases would fit best as a newspaper story or advertisement in a paper such as The Press, Star Media, or any local paper around Canterbury. We've seen that these local papers have published calls for Age Concern volunteers in the past and therefore are more likely to print a similar story again.

The fact that you are doing such important work in the Canterbury region is a great sell to them: local papers are often keen to promote helpful public services to their audience. We recommend getting in touch with a local journalist directly, explaining the work that you do and that you need more volunteers/donations to continue it, and include a compelling story that has resulted from the Visiting Service (the friendship between Anna and Joy is a great example - it's a heart-warming local story that would fit perfectly into a regional paper).

Here is Stuff/The Press' Canterbury Editor's contact:

Kamala Hayman

Email: kamala.hayman@stuff.co.nz

Here are Star Media's general contacts:

Phone: 03 379 7100

Email: general@starmedia.kiwi

Press release 3 - Do you know someone we could help?

This release is well suited for a Christchurch based radio show with an audience who could recommend a family or community member to Age Concern Canterbury, such as More FM's Breakfast Club.

Breakfast Club/More FM is a family-based show/radio station aimed at 39-49-year-old women. This fits perfectly into your target demographic of people who could either send loved ones your way or volunteer themselves.

You should get in touch with Breakfast Club and explain that you're doing a push to get more older people the support they deserve and attach the release. An awareness campaign is a good way to get some genuine publicity for Age Concern.

Here is Breakfast Club's Content Producer's contact:

Samantha Baxter

Email samanthabaxter@mediaworks.co.nz

Of course, feel free to share these releases to other organisations as you wish - it's not a bad idea to fire them off to volunteering groups, student magazines, or anywhere else where you think they could produce more volunteers, clients, or donations.

FINAL THOUGHTS

Social Media Channels

- Facebook is a great platform to be on and is one we know everyone frequently uses, particularly this 30-54 year old age demographic we have put a target on. A possibility for the future could be to expand your social media channels and reach a wider audience of people. A good place to start would be with something such as Instagram, as you could re-use the content you now have or content you have posted in the past on this platform too.

Website Update

- Your website has amazing information on it and is a great resource for you to encourage more people to get involved with the amazing work Age Concern Canterbury does for their community. To ensure people are able to easily see this great information, keeping the website as up to date as possible is really important. It is the hub for all things Age Concern Canterbury, so letting regular visitors know of any new updates to anything, or letting new visitors know about the most up to date information will be beneficial in achieving overall awareness around Age Concern Canterbury.

Gathering Volunteer Information

- A great way to see how you are getting volunteers/client to join Age Concern Canterbury is by gathering information from them when they sign up. By doing this which each new volunteer/client, you will be able to see what media platform is working the best to promote your business. For example, when interviewing Anna during the making of our web series, she said that she got involved after seeing an advertisement for Age Concern in The Press. Having this specific information is super helpful and you know that advertising in The Press is working.

