



Co-op Fortnight 2022 – social media tips

You know the power of a great story. So do we, which is why Co-operatives UK is harnessing personal stories to help spread a new buzz and excitement for Co-op Fortnight 2022.

This is a quick guide to help you engage people on social media this Co-op Fortnight by showing them how fun and fantastic it is to get involved.

This Co-op Fortnight

Since we all need something uplifting and emotionally engaging, we're celebrating the diversity of our co-op network so that everyone can see there's plenty of space for them to join us. Co-ops are a gift that gives back, no matter the nature of the business, the size, or the location.

Our **#UnwrapCoops** campaign in anticipation for the fortnight will harness the power of stories to give members the chance to celebrate the positive influence their co-op has had on their lives.

Celebrating creates an irresistible energy. Sharing people's successes inspires others to take part. Stories emotionally engage people and creates interest in **#WhyCoops** are great for everyone. You can create stories using audio, video, or photos with captions, or email us with your written story and we can add it to one of our campaign slides or videos.

Aside from your stories, the possibilities for posting on social media are endless. So where do you get started?

Starting point

Though we'd love to hear your stories, there are plenty of other types of content you can make. Here are a few ideas to get started:

- **Member profiles** – we love to see the faces behind the co-ops. It brings them alive.
- **The co-op in action** – this can be an interesting way to show the audience how your co-op works in a more memorable way than merely telling them.
- **Updates from events** – this generates excitement and investment in the outcome.
- **Showing off your co-op's progress** – inspirational content does very well, and adding positivity to social media has an impact on how co-operatives are seen.
- **Pure data** – numbers are a great way to show the impact your co-op's having, like the number of people engaging with your services; the number of ways your co-op has supported its local community; even the volume of ethical products you've sold! What can you shout about?
- **Are you an artist, musician or singer?** Why not create something related to the campaign? We'd love to see it.



Which platform will work best for you?

There are so many platform options depending on what type of content you want to make.

If you're a photographer, or your co-op is really visual, photos really bring this to life – Instagram and Facebook are the way to go. Make sure you have your dimensions right for the photographs (most smartphones have square/landscape settings that help) and if you're feeling particularly creative, have a go at filters.

Like the visual, but prefer video? Quick 5-20 second videos sit well on Instagram Stories (make sure you shoot in portrait and include hashtag stickers), Tiktok and Facebook. Landscape works better on Facebook, and your video can be longer. It's still best to keep it as short as possible – most smartphones have a cropping tool on videos to crop away a false start.

Are you a words person? Love quotes, statistics and announcements? These work really well on Twitter and LinkedIn – simply one or two sentences. LinkedIn gives more of an opportunity to add a little more information on what you're talking about. Either way, it helps to tag people involved in your quote or stats too. That's giving props to the people or situation that inspired or taught you in the first place. You could also include a link to your co-op page or www.uk.coop so that people know where to go for more information.

Do you love to ask questions? Can't resist those little one-question surveys? They work really well on Twitter and LinkedIn. Ask an open-ended question, the more fun or intriguing the better, and provide a few options for them to choose.

Are you good with writing articles, longer pieces, more than a few paragraphs? LinkedIn is the place for you. Whether you share a few paragraphs on how much the reader could benefit from a co-op, what you've learned through your co-op, or you talk about how much you love a particular co-op (and why) it's all about adding value to the readers' day. Grab more attention with a photo at the top of the post, and encourage engagement with the post by finishing off with a question.

Love sharing educational stuff? Educational content works really well on Pinterest. Not only can you link directly to your co-op's website, but you can create helpful step-by-step content that will direct potential members or businesses interested in co-ops to you!

Are you funny? Like the unexpected or unusual? Love GIFS? Memes and GIFS sit really well on Twitter and Facebook. The photo settings are slightly different for Twitter, so check to make sure part of your meme isn't cut off by the photo size requirements.

Are you an audio person, loving radio and podcasts? There are lots of audio people out there and the best place to reach them with a quick clip is Twitter. Just can record up to 2 minutes 20 seconds of content, right on your phone and upload it. Don't forget a quick description of what's on the content too! Discord is another good platform, but if you use Discord, don't forget to include non-Discord platform ways of finding us.

Whatever you decide to do, we're excited to see how you help spread the good news.