Using social media to promote your project

Many of us use social media in our personal lives on a daily basis to keep in touch with friends, build relationships and to connect with our favourite celebrities, industry leaders and organisations.

We've put together a Social Media Starter Guide to show you just how to get the most out of it.

Using social media as a project owner is not much different, except that now you have a really exciting idea to share.

With this in mind, it is worth pushing your project out across as many different platforms as you feel comfortable with, be that Facebook, Twitter, LinkedIn, YouTube, Vimeo, Instagram, Pinterest, Tumblr, Google+…the list could go on and the following advice can be applied to whichever sites you decide to use.

Before you go live

Aim: To build a network of relevant and interested followers and make them aware that something really exciting is heading their way.

Join conversations

Amongst the millions of posts appearing on social media sites every day, there are some which could provide a platform on which to talk about your idea. Start getting the word out by interacting with these and dropping pieces of information about your upcoming Crowdfunder campaign – don't give away too much though, your aim is to build suspense.

Follow key people

You can start building your network by following key people with an interest in the same subject area as your project. Chances are they'll have a look at your profile, see what you're all about, and may even follow you back.

Engage with posts

Start getting recognised by liking and sharing the work of key players in your project area. Build up your reputation as an 'expert' in your field by simulating discussions and, dare we say it, starting debates (remember to stay positive!).

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When you're live

Aim: To use social media to drive as much traffic to your project page as possible, and get them to share it too.

Post engaging content

What catches your eye when scrolling through Facebook or Twitter?

Try and post varied, interesting information about your project. Think about the different milestones you've reached or the different rewards on offer.

Don't forget to always include the link to your project page, and tag key people so they definitely see it.

Top Tip: Tweets with great images generate lots more interest!

What's trending?

Have a look at what's trending on Twitter and see if your project relates to anything there, then join in by using relevant hashtags in your own tweets. You could even create your own hashtag and see if you can get others talking about it!

Analyse your activity

There are loads of free online tools that allow you to analyse your social media activity. Doing this will help you work out what type of content is most popular amongst your network.

Bit.ly enables you to turn long URLs into short links and then records how many clicks that link has received. You can find out more about the volume of traffic and engagement rates on your different social media channels using True Social Metrics.

Share your widget

Put in the right place, a widget can be a brilliant way to turn website or blog browsers into backers. Find yours by clicking the embed button underneath your video.

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