

# YMCA North Staffordshire

Communications &  
Marketing

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# The Team



**Dan Boon**

Digital Communications and  
Marketing Officer



**Tracey  
Pointon**

Communications Manager



**John  
Ford**

Marketing Assistant

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# Why Social Media Matters?





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# Connect with our Community

YMCA is often misunderstood as being only for troubled young people or those experiencing homelessness, but it is so much more than that. We wanted to open our doors to the community and show the many ways YMCA can support, inspire and help people from all walks of life.

How social media helps with that

- Community Meal photos - capturing the smiles on people faces and bringing the community together over a delicious food.
- Y-Active Sports & Activities - Showcasing the amazing facilities and classes that we provide for all ages is the best way for the community to see what they have on their door step

Social media plays an important role in how we communicate with our audience. It allows us to connect directly with our community, promote events and programmes, and highlight the impact of our work.

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# Our Social Media Goals



# Our social media goals

Our main goal with social media is to engage our community and make sure people know what opportunities are available to them. We want to promote activities, highlight the success of our programmes, and raise awareness about the services we provide.

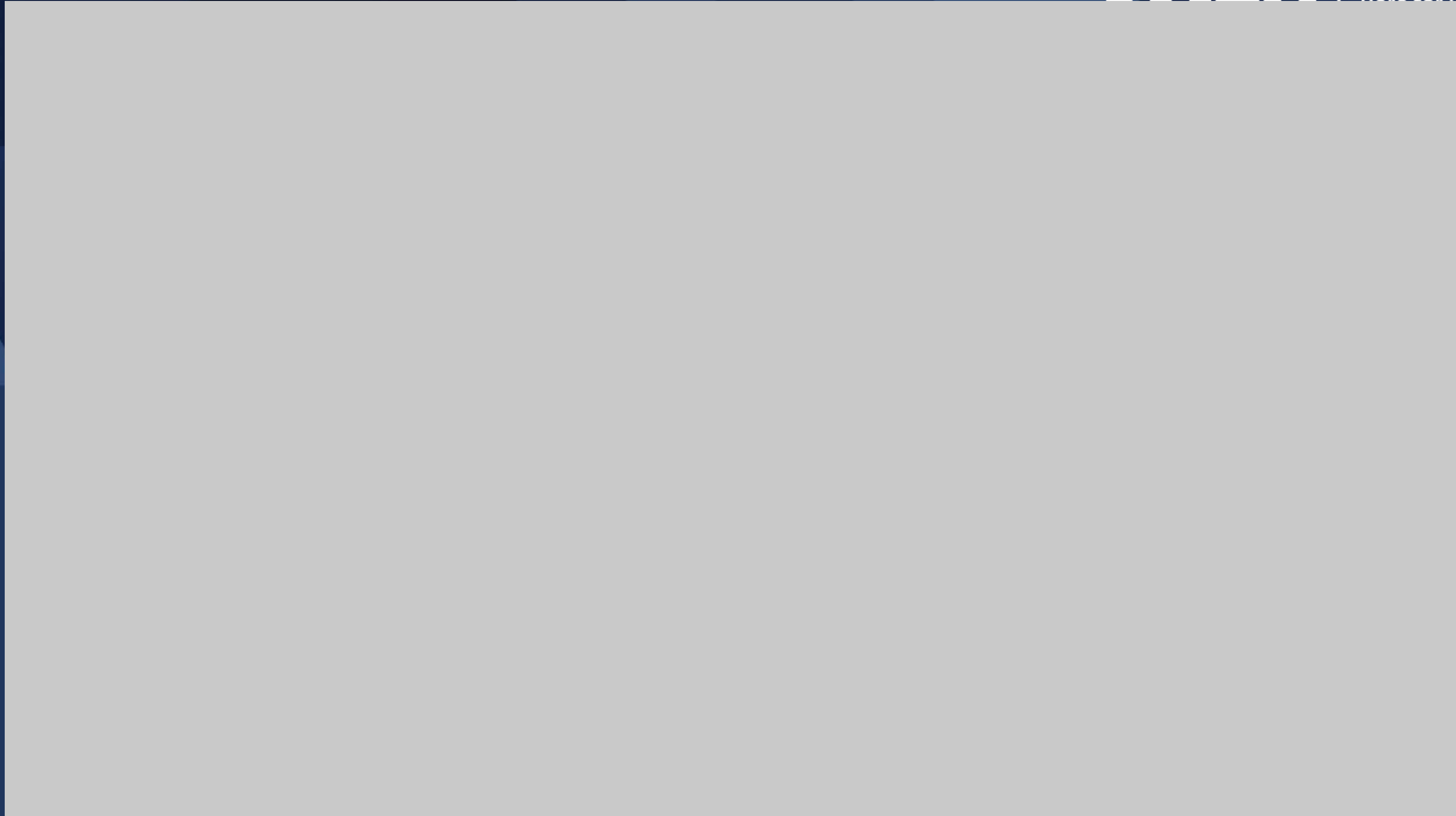
## **As a team we aim to:**

- Increase community engagement
- Promote events and activities
- Share success stories and impact
- Raise awareness of our services

We aim to do this in a variety of ways so we can connect with different audiences. To grow and expand our work, it's important that we meet people where they are and communicate in ways that suit their needs and preferences. We also want to keep up to date with the latest trends and see what the best way to grab the attention of a certain age range



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# Consistent posting

Our focus is keeping content varied and engaging. We aim to share a mix of event promotions, impact stories, announcements, and community highlights. Consistency is also important, as regular posting helps keep our audience engaged and informed.

WE POST 2 - 3 POSTS A DAY!

We do this to keep relevant and so we can ensure that YMCA is on everyone's feed everyday filled with different activities and events that they can get involved with!

WE CAN IMPROVE

We might post everyday on YMCA North Staffs socials but we aren't this consistent on our Y-Active and Your Local Pantries social media platforms and this is something that the team are working to improve on.

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# What has worked well



# Consistent posting

One thing that works particularly well is promoting events with strong visuals such as photos or short videos. Content that highlights young people's achievements or involvement also performs well because it feels authentic and inspiring.

## What works well

Having a young(ish) team works very well for YMCA NS as it gives us the ability to know exactly what works and how we can target the people we want to reach. We are also very well supported and backed by our CEO and Board of Directors, which allows us to try new ideas and be creative with our campaigns.

For example, we needed to raise £5,000 during the Christmas period and wanted a fun and engaging way to do this. So we created 'Stay at YMCA', which was eye-catching for young people because of the visual effects and video content, and it also featured Daniel Flynn, which caught the eye of older audiences.

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# Challenges / What can be tricky



# Challenges / What can be tricky

There are also some challenges. With lots of activities happening across the organisation, it can sometimes be difficult to prioritise what to share. Time and resources can also be limited, so we have to be strategic about what content will have the biggest impact

## Challenges

YMCA North Staffordshire is growing year by year, and the services we offer are growing alongside it. As the organisation continues to expand and support more people in our community, the demand for clear communication and promotion of our services continues to increase.

The Marketing team is one of the smallest teams within YMCANS, but we play a key role in making sure the work of the organisation is visible. Because we are a small team, we have to be very organised with our time and prioritise our messaging carefully. This means focusing on the campaigns and services that will have the biggest impact, while still making sure the wider work of YMCA North Staffordshire is shared with the community.

# Challenges / What can be tricky

Getting information from teams:

many are busy delivering services and don't always think to share stories, updates or achievements with us. This causes missed opportunities to showcase. Last minute requests. Causes to react instead of planning.

## **Maintaining brand consistency**

Staff may create their own posters, emails or social media content without following brand guidelines. This leads to inconsistent messaging. Confusion about services. Reduces professionalism of our image.

Seen just as marketing

Some staff may see communications as posters or social media rather than strategic storytelling and influence. This leads to communications brought in too late. Missed opportunities.

Measuring Impact

communications success is sometimes difficult to measure beyond likes or engagement. This means it is harder to demonstrate value to leadership team and the board

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# How We Prioritise Messaging



# How We Prioritise Messaging

Due to the communication within our team being very good, we have a clear understanding of what needs to be prioritised. Because we also understand the importance of staying consistent with posting every day, we are flexible in how we prioritise our messaging and posts.

For example, if we have an event coming up that needs urgent attention, such as our Community Meals, this will be high on the priority list. We want to make the public aware of who is cooking, what's on the menu, and when the event is taking place.

At the moment, we have two very important events that both need to be seen. Because we usually post two or three times a day, we have the flexibility and knowledge to decide the best time to publish each post — **whether that's 10am, 12pm, or 5pm.**

For example, the Community Meals posts are mainly targeted towards adults, so we can be more flexible with when those go out because we know that audience is active across those time slots. However, the Paid Youth Ambassador opportunity is aimed at young people aged 14–24, so we know they are often more active on social media after school or college.

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**Thank you**  
Any Questions?

