

Social Media - Explaining the 4-1-1 rule

To be successful with social media marketing, organisations have to strike a balance between the amount of self-promotion, engagement and conversation it participates in. Of course you want to use your social media accounts to promote the charity, but if that is all you do, you won't gain many followers and you won't be very successful.

The 4-1-1 Rule suggests that you should post four pieces of new content, one retweet and one self-serving post. When you follow this pattern, you will achieve the ideal ratio of original posts, engagement and self-serving posts.

Types of posts

- **New Content Posts**

Content you have written or that you have found elsewhere and want to share. It is anything that you think would be interesting and relevant to your audience. It is content that is "new" because you are adding it to the social media conversation.

- **Retweets**

Retweets or reposts are posts that you retweet or share from other social media users. This is a way to build relationships with other organisations or people on social media and to share relevant content with your audience.

- **Self-Serving Posts**

Self-serving posts are pretty self-explanatory. These are the posts that promote your charity. They could be announcements, links to your website, links to content you have created or be about opportunities to support you, e.g., events and Ride+Stride for Churches.

Why Use the 4-1-1 Rule?

- This rule is a good way to make sure you are striking a balance between promoting your charity and using social media to connect with others.
- It also gives you a strategy you can follow as you post to social media, so that your posts are strategic.
- It is easy to get side-tracked and forget what kind of content you have posted when using social media. This rule can help you stay on track.

Should your charity use this rule?

- Adopting this rule can help you use social media more effectively and share a variety of posts and content, helping you be more engaging with your market.
- If your business struggles with finding things to post on social media and knowing what to share, this rule could help.