



# Mapping your online audiences

Whatever industry or type of work you're looking for, you will find busy communities of relevant staff online. Sometimes these will be official spaces linked to membership organisations, or they could be unofficial and volunteer-led.

- Conference hashtags
- Trade media forums
- LinkedIn blogs and comments
- Facebook groups
- Independent bloggers
- Reddit



**Business**



**Local**

This is where people share their views on local issues, and ask for help when they need it. You'll need to invest time in these spaces and think laterally in order to find the most relevant groups.

- Facebook community pages
- Facebook buy-and-sell groups
- Nextdoor
- Independent forums
- Comments on local news sites
- Community tweeters



**Hyperlocal**



Tiny villages or small housing estates will have their own online communities. These are likely to be more restricted but by definition very relevant to a small audience.

- Nextdoor
- Whatsapp groups
- Facebook road/estate pages
- Instagram location tags

## Building networks with Facebook admins

Essex is one of the largest UK local authorities. Their communications team have established relationships with 337 Facebook Group Admins, to share information on public health campaigns. The team have even distributed £60k of grants through this network to help kickstart local projects.



**Campaigns & issues**

Online communities are the perfect way for people to mobilise around a single topic. It's tempting to reach for the nearest hashtag search, but the most informed and long-standing conversations are likely to be in forums that represent broad audience groups.

- Parenting forums
- Money forums
- Health forums
- Independent bloggers
- Twitter hashtags



**Hobbies & specialists**

Whatever the topic, however niche, there will be an online community talking every day. There's a depth of passion and knowledge here but be sure to balance the views you read in these spaces, with others.

- Sports forums, car forums etc
- Expert forums
- Independent bloggers
- Reddit

## Helping students understand their rights

The Competition and Market Authority placed specialists in The Student Room to answer questions on consumer rights. They established a relationship with the forum admins and reached an important audience quickly and efficiently.

## Designing healthcare by talking to local users

SH:24 reached a gay audience in specific London locations by researching location-based networks and communities. They set a framework for establishing profiles and engaging with community members.

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