

# SOCIAL MEDIA TIPS TO LIVE BY

Presented By:  
Katrina Syrris

[www.paulgregorymedia.com](http://www.paulgregorymedia.com)



# Get To Know Katrina



**Katrina Syrris**

Social Media Manager  
at Paul Gregory Media

4 years of professional  
social media management



# Let's Get To Know You!

Let us know where you're tuning in from in the comments!

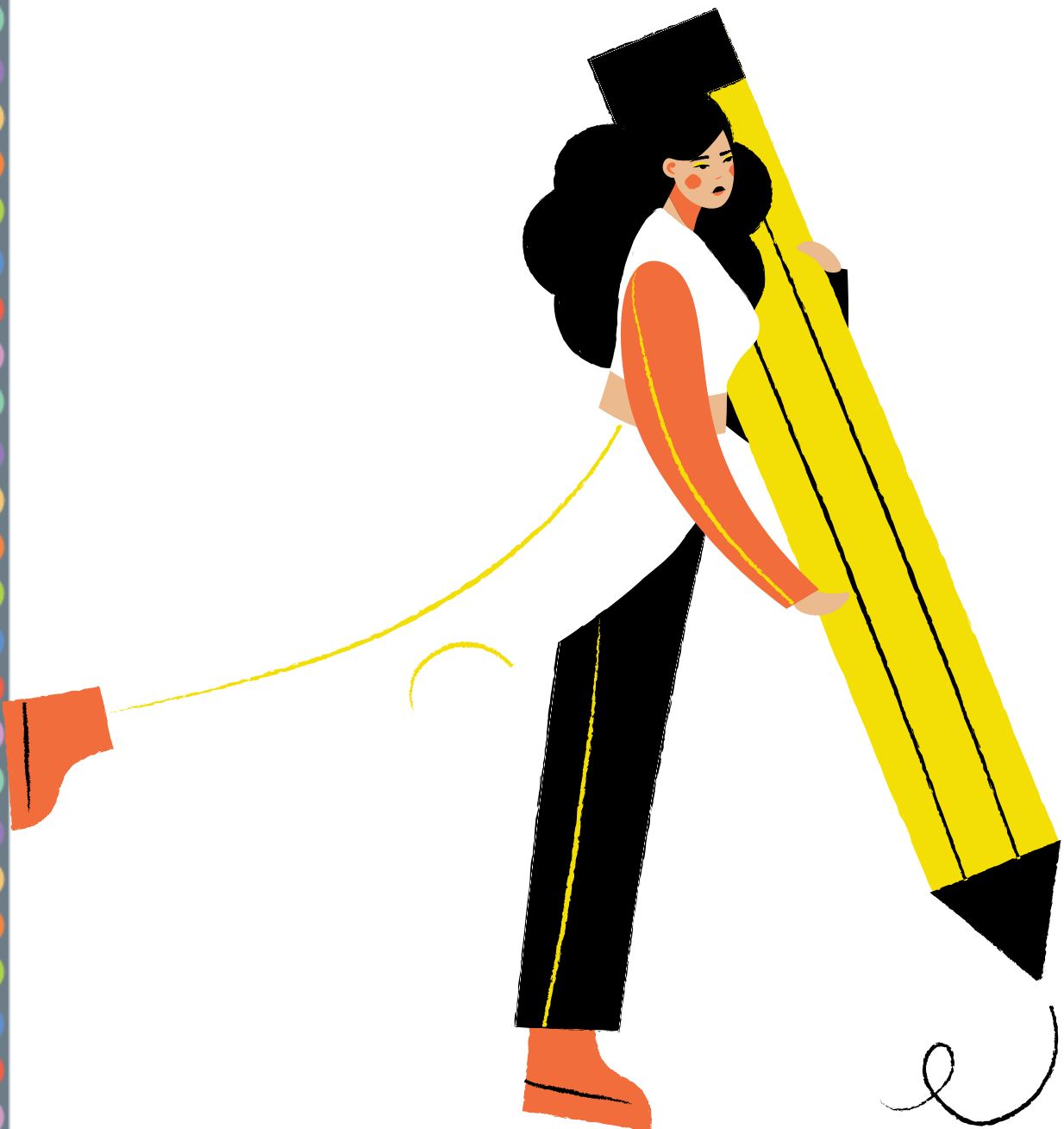


# Tip #1

Don't talk AT your audience, talk with them.

The goal is to invite your audience into a conversation with your brand.

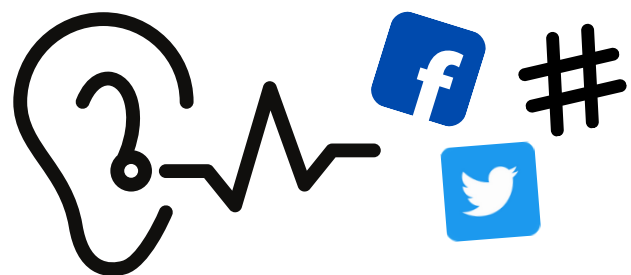
- 
1. **Listen** to the Digital Landscape
  2. **Engage** Purposefully
  3. **Maintain** a Dialogue
- 



# Listen To The Digital Landscape

## What is social listening?

Social listening involves the process of tracking online customer conversations around specific topics, words, or phrases that are relevant to your business. This information is used to analyze and draw actionable insights.

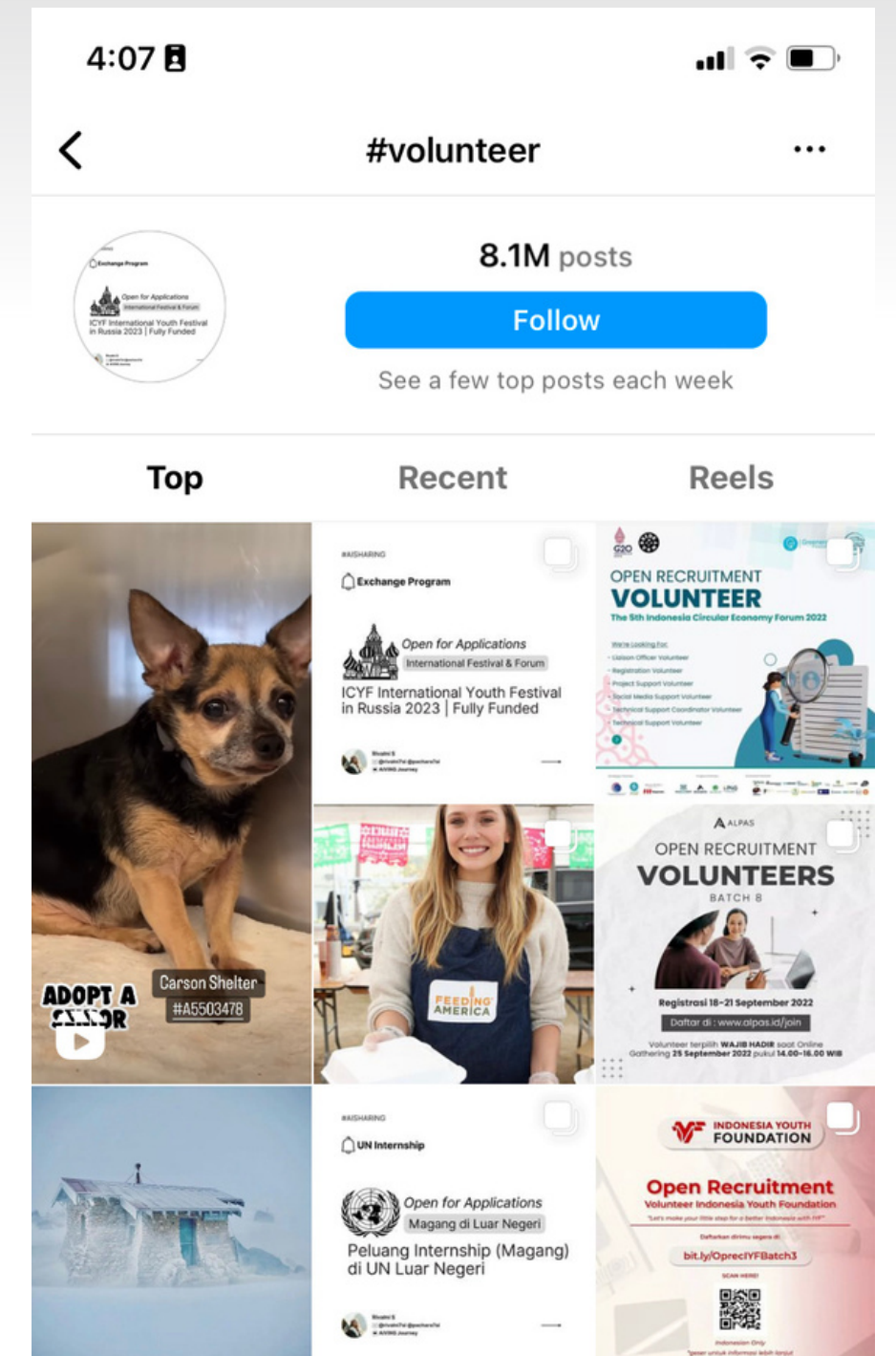
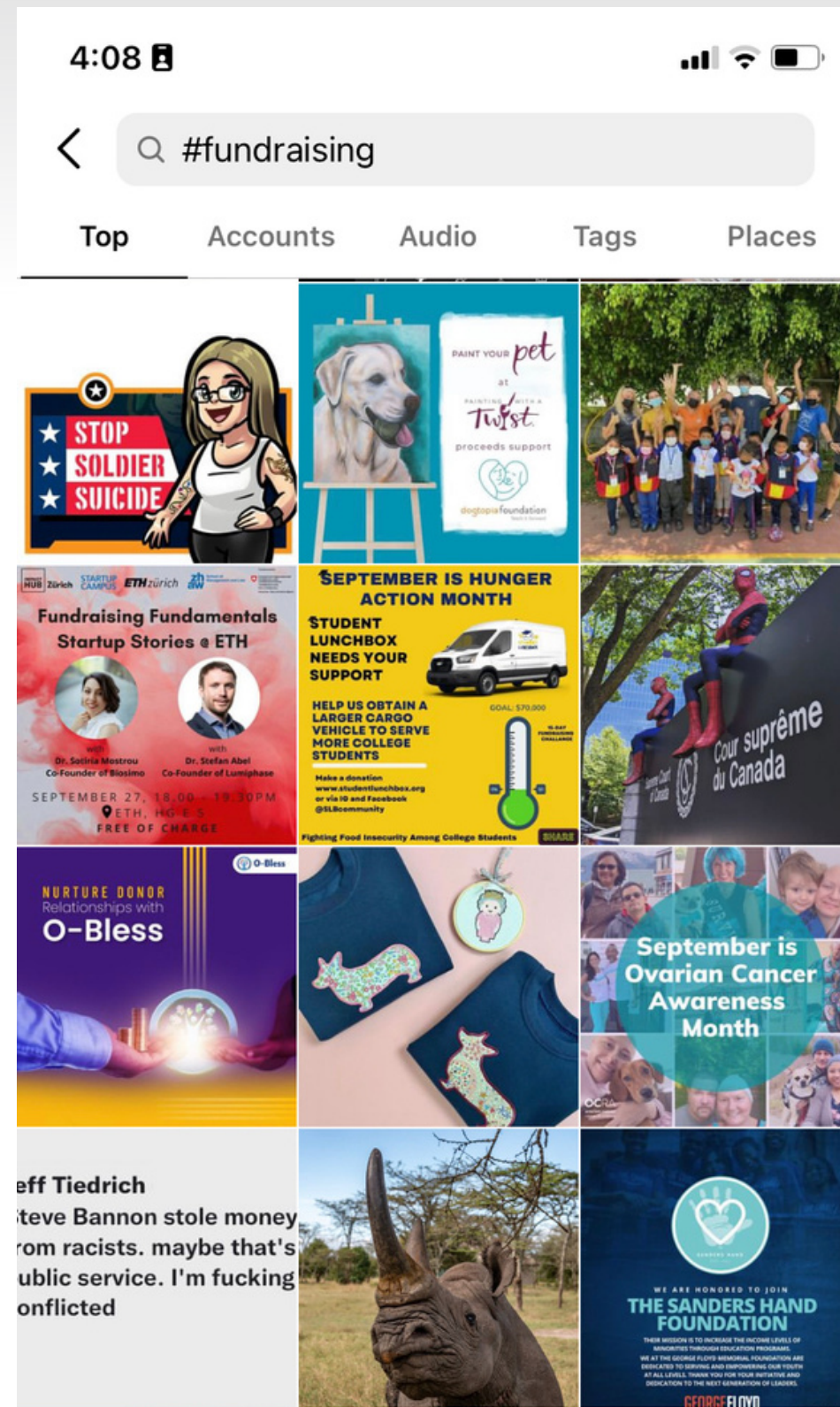




# Listen To The Digital Landscape

## What does this look like?

- Researching hashtags
- Looking at tagged content
- Checking out similar organizations or competitors social media posts, and find ways to add to the conversation and improve upon the strategies that are working for them
- Following members of your community





# Know Your Hashtags

Related Hashtags	Local Hashtags	Event Hashtags	Holiday Hashtags	Brand/Mission Hashtags
<p>Researching hashtags related to ones on your social posts. It gives you insight into current trends</p> <p>#FlashbackFriday</p>	<p>These include neighborhood &amp; city names, community names, and your business name</p> <p>#Naperville</p>	<p>These hashtags help build relationships with industry experts and potential customers</p> <p>#Lolapalooza</p>	<p>Holiday hashtags can attract a wider audience and can be reused every year</p> <p>#NewYears</p>	<p>Including hashtags of brands that are in your niche can widen your social media circle</p> <p>#Nike</p> <p>#IceBucketChallenge</p>



## Engage Purposefully

- Reply to comments on your posts in a timely manner
- Liking and commenting on posts from those in your industry or community
- Sharing or retweeting posts that mention your organization

## Maintain a Dialogue

- "Don't drop off"
  - Keep an eye on the latest trends and determine where it makes sense for your organization to insert itself into the conversation
  - Insights -> IMPACT

# Tip #2

Create a consistent tone and voice that best tells your story.

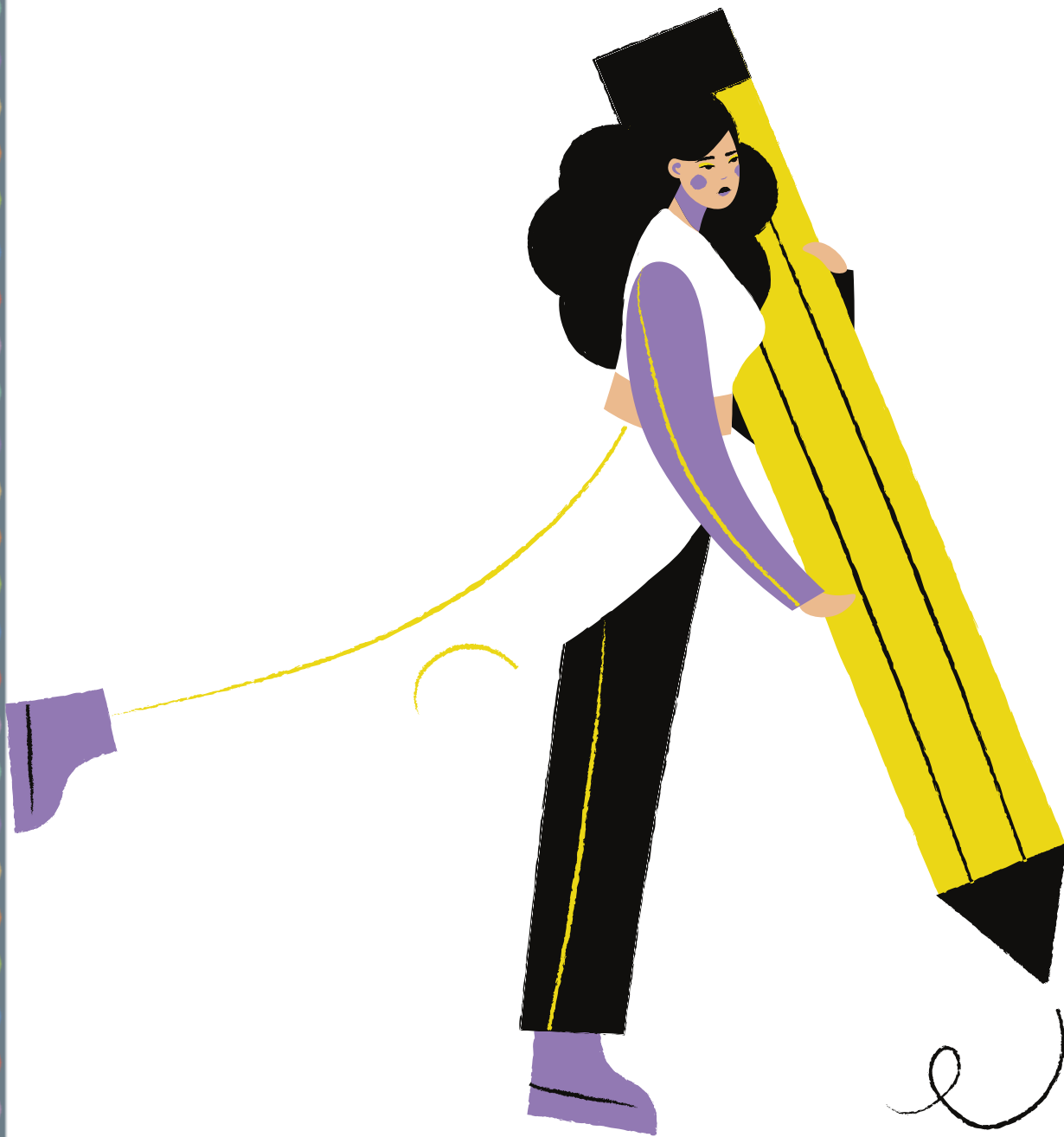
The **goal** is to stand out enough to build lifelong brand ambassadors.

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Ways of doing so can be through:

Physical Environment  
Emotional & Interactive Elements

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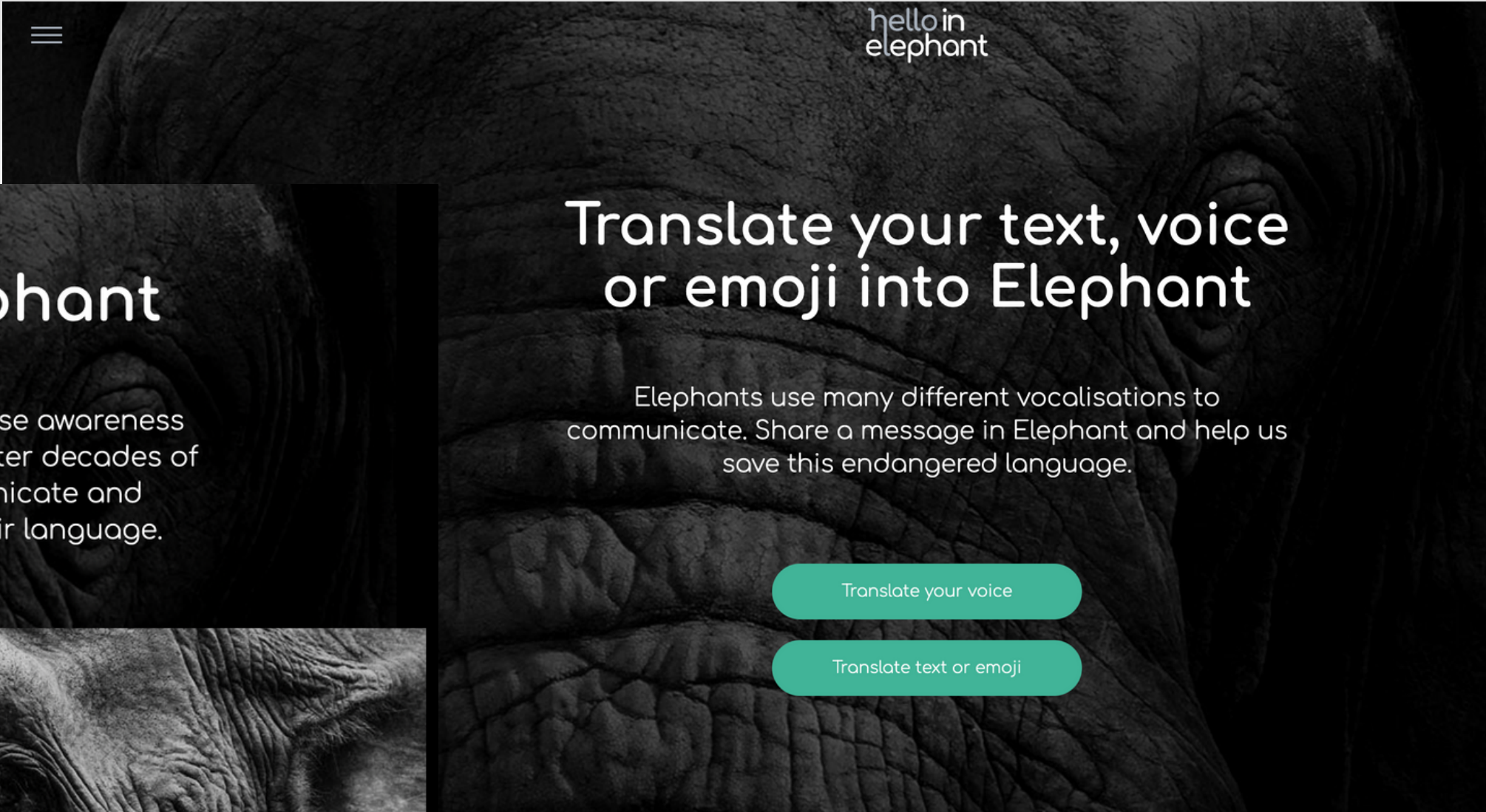


# Physical Environment





# Emotional & Interactive Elements



hello in elephant

Translate your text, voice or emoji into Elephant

Elephants use many different vocalisations to communicate. Share a message in Elephant and help us save this endangered language.

Translate your voice


Translate text or emoji

Donate now

[View disclaimer and privacy policy.](#) ©2019 The David Sheldrick Wildlife Trust.

Elephant sounds copyright ElephantVoices. All rights reserved.

The David Sheldrick Wildlife Trust, known as Sheldrick Wildlife Trust, is a charity in Kenya, a registered charity in England and Wales number 1103836, and is supported by The David Sheldrick Wildlife Trust USA, Inc. a 501(c)3 in the United States (EIN 30-0224549)



hello in elephant

About Hello in Elephant

Hello in Elephant is a project designed to raise awareness and drive donations for African elephants. After decades of research into the ways elephants communicate and behave, we're beginning to understand their language.

Play Video

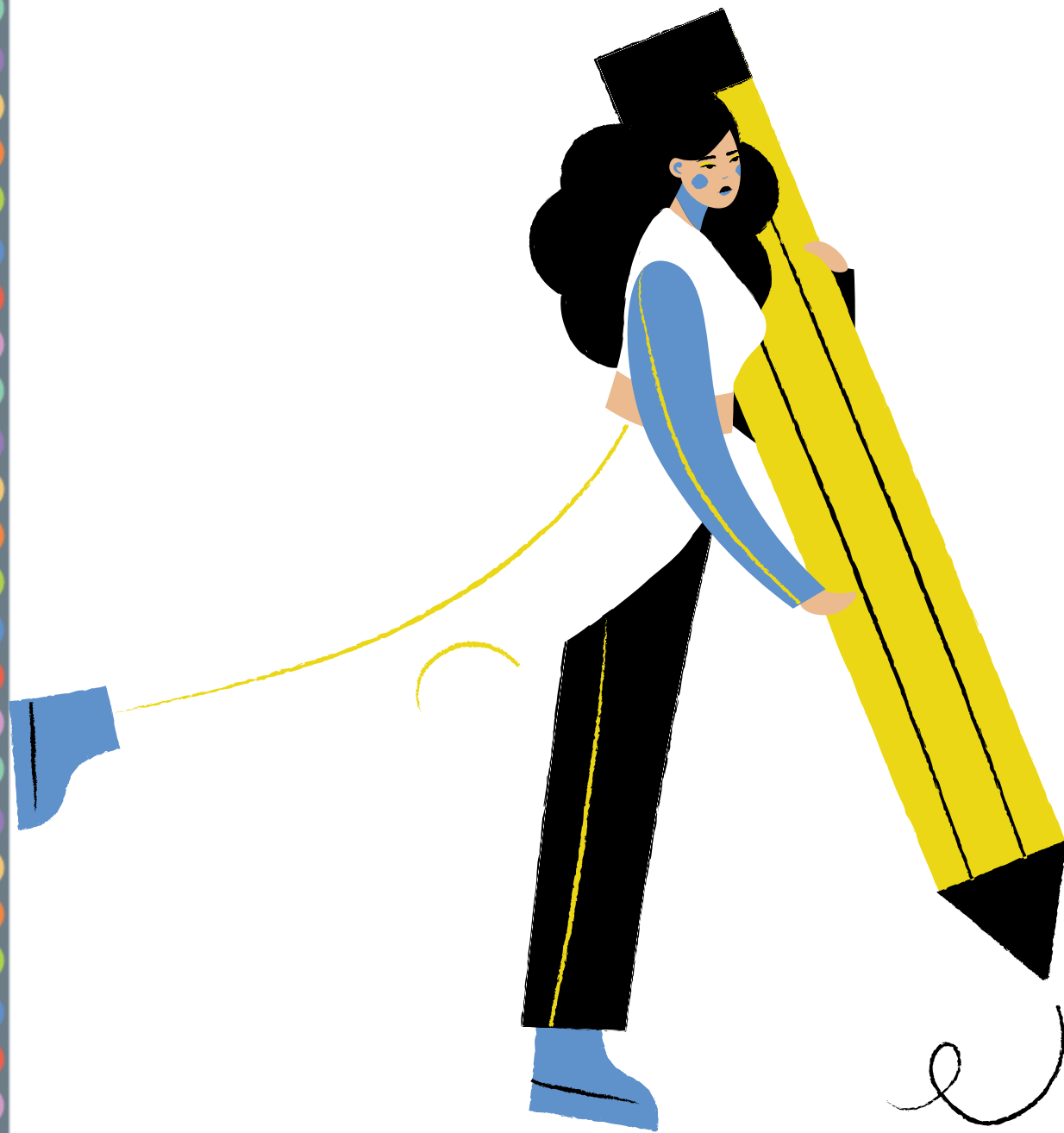
Donate now

[View disclaimer and privacy policy.](#) ©2019 The David Sheldrick Wildlife Trust.



# Tip #3

Understand your platforms for optimal strategic planning



The **goal** is to create content that entertains, educates, inspires, and delights your audience.

---

Create an \*organic (ad-free) following by inviting friends & family to like your business page.

---

What does that look like for each platform?



# Facebook



## Who uses this platform?

64% of 12-34-year-olds  
\*74% of 35-54-year-olds  
52% of 55 years+

## What's the purpose?

Stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

# Facebook




## What is the preferred content?

1. Ask Questions
2. Behind-the-Scenes / Sneak-peek
3. Trending Topics / National Days
4. Branded Graphics
5. Tell Stories
6. Videos / Live Videos
7. Event Promotion
8. Infographics
9. Personality Posts
10. Blog Posts with CTA to Website
11. Contests / Giveaways / Scholarships
12. Discounts / Sales - Merchandise



# Facebook



4ocean

3h · 🌐


It's Sea Otter Awareness Week!

Sea otters are considered a keystone species because their feeding habits help balance the food chain, restore coastal habitats, and make it possible for entire ecosystems to thrive.

Despite their importance, sea otters are threatened by a variety of human activities including plastic and chemical pollution as well as urban runoff, which introduces diseases, parasites, and other toxic compounds into their habitats.

Raise awareness about the importance of sea otters and the threats they face with our gorgeous black and teal awareness bracelets! Shop now at [4ocean.com](https://4ocean.com) and pull a pound in honor of these beloved marine mammals today.

👤: @emma\_cawston








Habitat for Humanity ReStore - Greater Pittsburgh

September 8 at 12:06 PM · 🌐

SOLD

16pc KITCHEN CABINETS w/ Granite counter top

\$1300.00







# Instagram



## Who uses this platform?

7.5% of people ages 13-17  
**\*29.9% of people ages 18-24**  
16.3% of people ages 35-44  
8.1% of people ages 45-54  
3.8% of people ages 55-64  
2.3% of people ages 65+

## What's the purpose?

The platform is built almost entirely around sharing images and videos used to connect with brands, celebrities, thought leaders, friends and family.

# Instagram




## What is the preferred content?


1. Branded Product Photos
2. Behind-the-Scenes Stories / IG Takeover
3. Instagram Reels
4. User-Generated Content
5. Instagram Contests
6. Video Tutorials
7. Influencer Content
8. Product or Service Announcements
9. Stories & Highlights Feature



# Instagram




**world\_wildlife** • Follow




**world\_wildlife** Did you know that almost all freshwater in the world (that is not frozen and locked away in ice caps and glaciers) is underground? Groundwater is held in aquifers and is the water found underground in the cracks and spaces in soil, sand, and rock. Here are the five things you need to know:

- 💧 Groundwater is the most abundant source of freshwater available to humans.
- 💧 Groundwater is a crucial resource for agriculture and food production, but that is where it is commonly over-exploited.
- 💧 We are consuming groundwater at an unsustainable rate, and climate change is making it worse.
- 💧 Groundwater can be protected and recharged, and there are solutions available now.
- 💧 You can be part of the solution.

You can get more information by following the link in our bio.  
2w


**bornaprincess2bornaprincess2** ❤️❤️❤️❤️❤️

2w Reply



4,313 likes

AUGUST 30

 Add a comment... Post


Hiring for **Capgemini Engineering!**


Job title - WLAN firmware developer  
Job location - Bengaluru/Hyderabad/Pune  
Employment type - full time  
Years of work experience - 2 to 12 years




Job description:

- Design, developing, unit testing, bug fixing and maintaining WLAN firmware.
- Need to have expertise on host driver and the firmware implement the WLAN drivers on various OS platform, e.g., Android and RTOS
- Need to have strong programming skills in C
- Must have hands-on work experience working on real-time embedded systems
- Experience in working on Firmware in small memory footprint processors is a BIG plus
- Hands on experience in Wireless LAN driver development

If interested for job posting, please share your updated CV to [prince@capgemini.com](mailto:prince@capgemini.com)


**referindia** • Follow

**referindia** Comment **#interested** & share your updated CV on the mentioned email / link.  
  
Do **#like**, **#comment** & **#share** to reach maximum jobseekers.  
  
For more Jobs follow **@ReferIndia**  
  
For more visit <https://linktr.ee/ReferIndia>  
.  
.  
  
**#ReferIndia #helpinghands #jobs #freshers #job #fresherjobs #hiringalert #hiringnow #jobalert #way2fresher #hiringinterns #hiring #hirings #wfh #naukri #fresher #nonprofit #openings #help #india #hr #itjobs #nonitjobs**  
14m



2 likes

14 MINUTES AGO

 Add a comment... Post



# Twitter

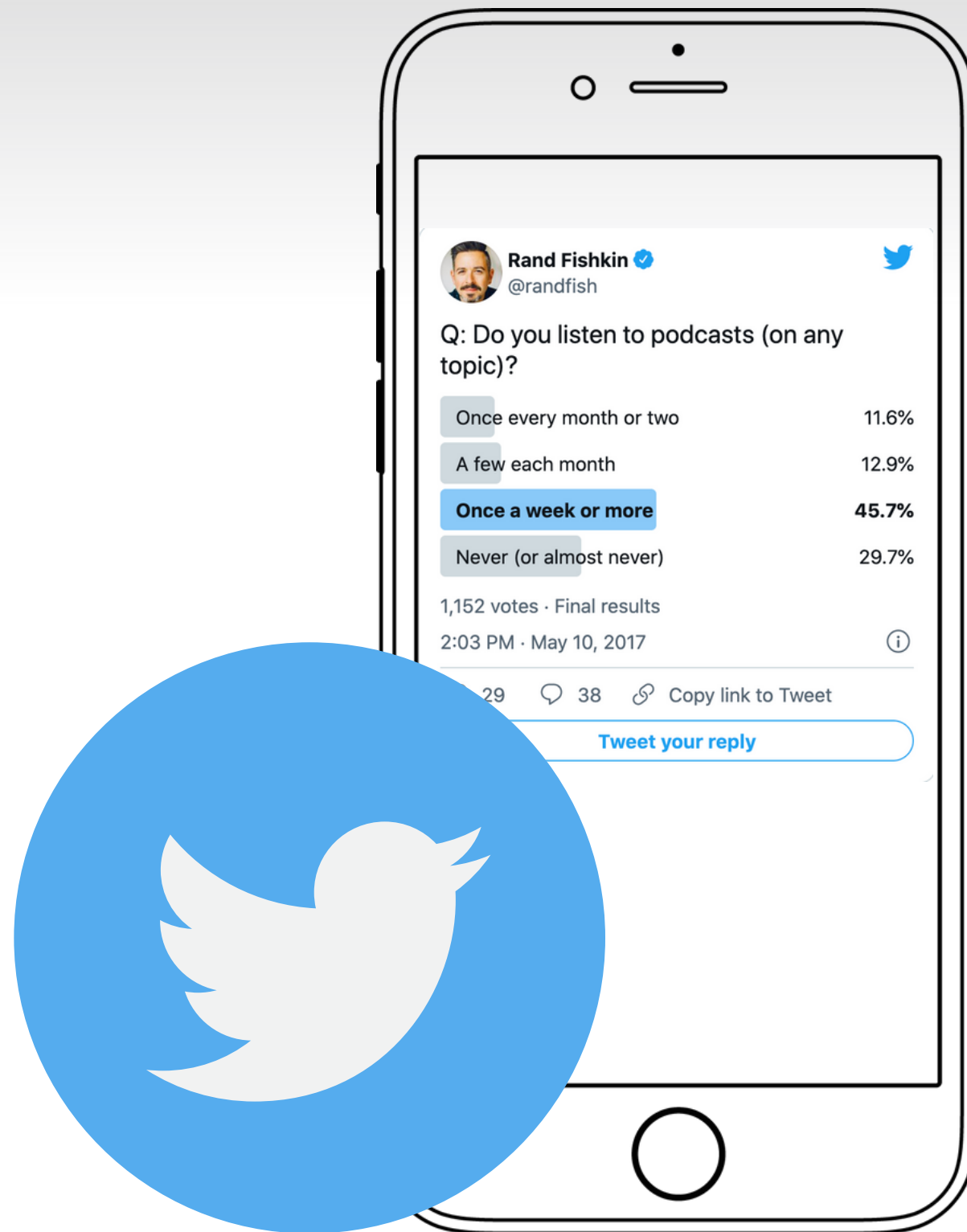


## Who uses this platform?

6.6% of people ages 13-17  
17.1% of people ages 18-24  
**38.5% of people ages 25-34**  
20.7% of people ages 35-49  
17.1% of people ages 50+

## What's the purpose?

It's a "microblogging" platform that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long, and can include links to relevant websites and resources. #'s are a must.



## What is the preferred content?

1. Images perform better than Videos
2. Text performs better than Images
3. List-based / How-to Content
4. Quotes
5. Questions / Polls
6. Current / Past Blog Posts
7. Positive Brand News
8. Industry Events
9. Mini Campaigns from Long-form Content
  - a. Example: Annual Report to break down into "snackable" content



# Twitter



WWF Retweeted

**UN Environment** @UNEnvironment · May 29

Tag, you're all it!

It takes just a few moments to play [#BeatPlasticPollution](#) tag for [#WorldEnvironmentDay](#) - challenge your friends to join in the push for a cleaner, greener future. 🌱🌍

**JOIN THE GLOBAL GAME of #BeatPlasticPollution tag**

**1** Choose which type of **single-use plastic** you're ready to **give up**

**2** Take a **selfie** (photo or video) with the **reusable** alternative that you're ready to **embrace**

**BEAT PLASTIC POLLUTION**

Share your selfie on social media with [#BeatPlasticPollution](#) and [#WorldEnvironmentDay](#)

That's it! Thanks for helping to launch the

**Seed-2-STEM** @SeedStem · 1h

♥ We reuse plastic, so that you can have a better world. ♻️ [#noplastic](#) [#HongKong](#) [#nonprofit](#) Please help us.

🗨️ ↺️ ❤️ ↗️



# LinkedIn



## Who uses this platform?

19.6% of people ages 18-24  
**\*59.9% of people ages 25-34**  
17.5% of people ages 35-54  
2.9% of people ages 55+

## What's the purpose?

LinkedIn is a professional networking site, designed to help people make business connections, share their experiences and resumes, and find jobs. This was built for content marketing and B2B lead generation.



# LinkedIn





## What is the preferred content?

1. Blog Posts
2. Relevant Industry News
3. Employee / Board Spotlights
4. Job Postings
5. Native Video
6. Third-Party Content
7. Plain Text
8. Photography / Illustrations
9. Infographics

# LinkedIn






**United Way of Will County**  
258 followers  
1mo • 


This week, we feature board member Steven Jamnik!

Steve has over 38 years of experience in the Will County Banking market. He has served as Senior Vice President of Busey Bank since October of 2020. Prior to joining Busey Bank, Steven was employed with a few area banks, including First Community Bank and First Midwest Bank. He graduated from Eastern Illinois University in 1984 with a B.A. in Finance and from Lewis University in 1995 with an M.B.A. He also graduated in 1990 with honors from the Graduate School of Banking at Colorado. Steven and his wife, Amy, live in Shorewood, IL and are the proud parents of two boys, Jeremy and Jameison. He serves on the College of Business Advisory Boards for both Eastern Illinois University and Lewis University. Steven enjoys fitness and spending time with his family.

[#UnitedWay](#) [#LiveUnited](#) [#WillCounty](#) [#BoardSpotlight](#)




**STEVEN JAMNIK**  
BOARD MEMBER  
SENIOR VICE PRESIDENT  
BUSEY BANK




United Way of Will County


”

STEVEN HAS OVER 38 YEARS OF EXPERIENCE IN THE WILL COUNTY BANKING MARKET, AND IS A GRADUATE OF EASTERN ILLINOIS UNIVERSITY (BA) & LEWIS UNIVERSITY (MBA). STEVEN ALSO SERVES ON THE COLLEGE OF BUSINESS ADVISORY BOARDS FOR BOTH UNIVERSITIES.



5 comments • 2 shares




**Mercy Corps**  
281,856 followers  
1h • Edited • 

[+ Follow](#)

Mercy Corps' news alert on Hurricane Fiona was covered by [USA TODAY](#). [Darlene Janice Nieves Cruz](#), assistant program officer in Puerto Rico was quoted in the article.


"I have been trying to reach my family, but I can't because the access to roads is blocked by fallen trees, landslides, and severe flooding," she said. "We see the same scenario almost everywhere, and we still received flash flood warnings today."


[#hurricane](#) [#fiona](#) [#puertorico](#)  
[#internationaldevelopment](#) [#aid](#)




Hurricane Fiona overwhelms Puerto Rico with flooding, mudslides, massive power loss: Upd...





**CARE**  
537,577 followers  
1mo • 

Forever an inspiration on and off the court 🐾

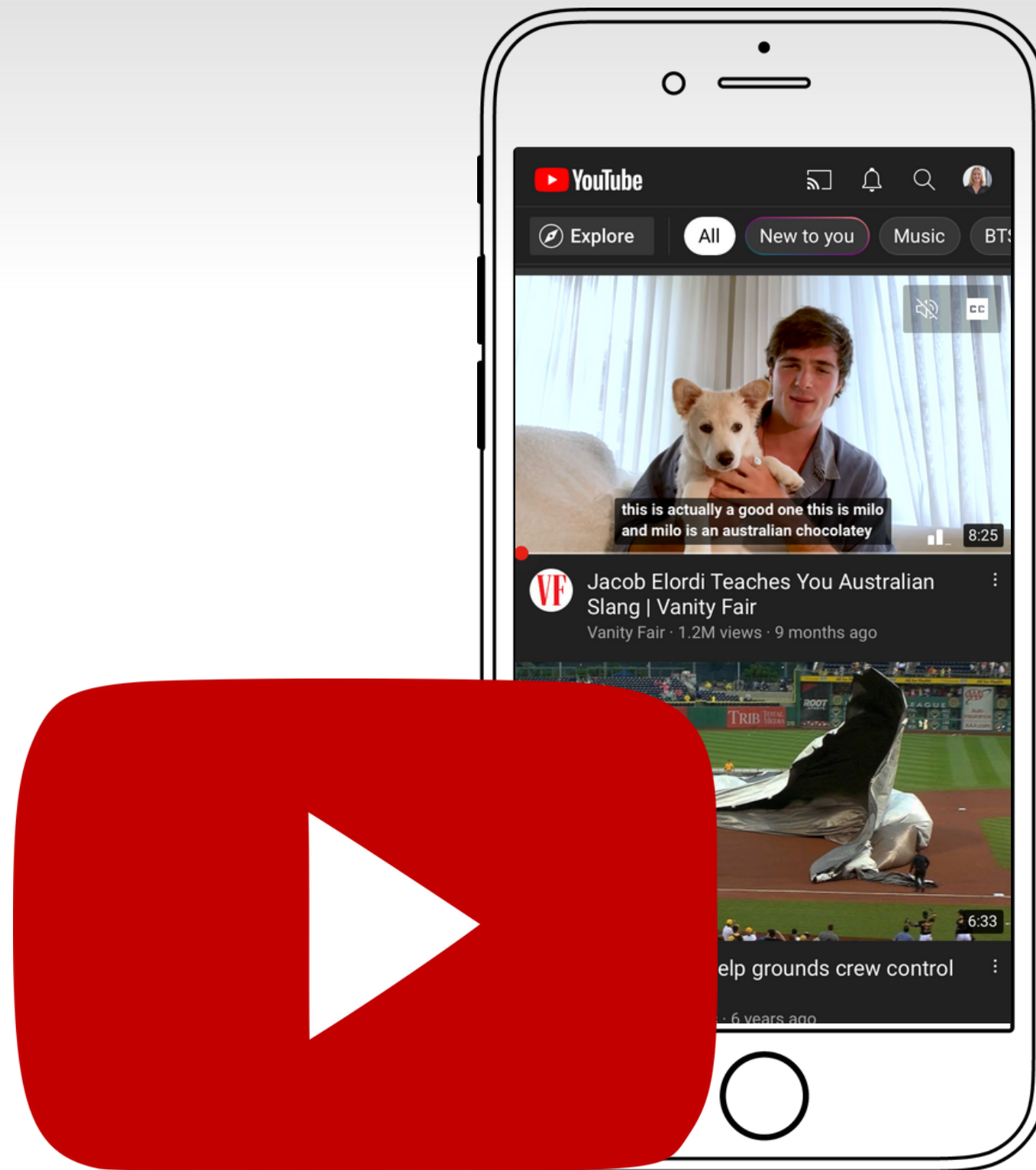


*“Too often women are not supported enough or are discouraged from choosing their path. I hope together we can change that.”*

- Serena Williams



# YouTube



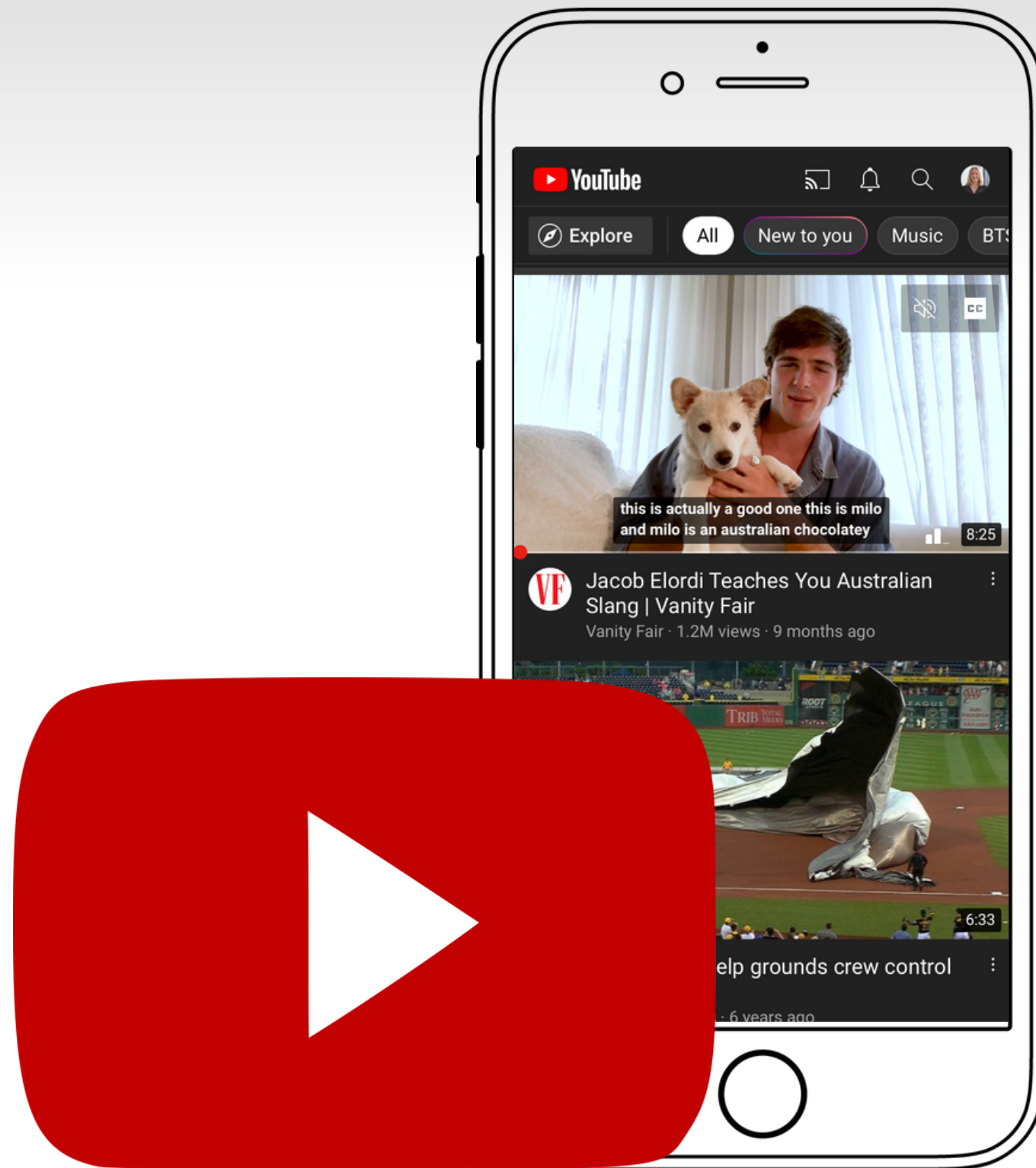
## Who uses this platform?

- \*77% of people ages 15-25
- \*77% of people ages 26-35
- 73% of people ages 36-45
- 70% of people ages 46-55
- 67% of people ages 55+

## What's the purpose?

YouTube is often overlooked as a social media channel, it's seen **as the world's second-largest search engine**. This platform is a video-sharing app that has millions of topics to explore.

# YouTube

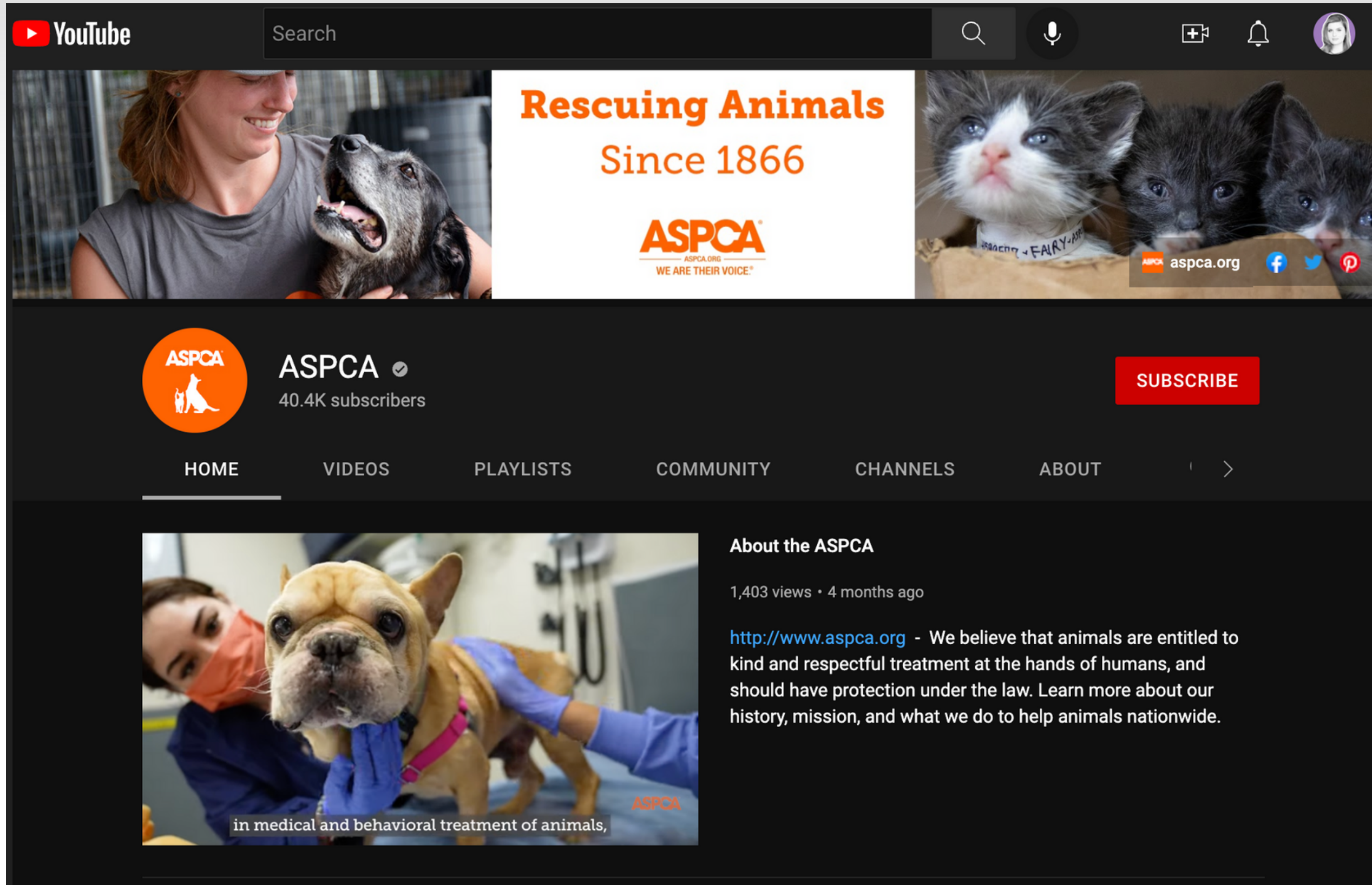


## What is the preferred content?

1. Interviews
2. Docuseries
3. Educational
4. Narratives
5. Commentary
6. Product Reviews
7. How-to's / Tutorials
8. Challenges
9. Reactions
10. Q & A's
11. Music Videos



# YouTube



YouTube

Search

Rescuing Animals Since 1866

ASPCA ASPCA.ORG WE ARE THEIR VOICE®

aspca.org

ASPCA 40.4K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

About the ASPCA

1,403 views • 4 months ago

<http://www.aspca.org> - We believe that animals are entitled to kind and respectful treatment at the hands of humans, and should have protection under the law. Learn more about our history, mission, and what we do to help animals nationwide.

in medical and behavioral treatment of animals, ASPCA

## YouTube Social Impact



Reach a global audience.

1.5 billion people come to YouTube every single month. That's the equivalent of one in every five people around the world. Amplify your cause by bringing it to the largest viewing audience in the world.

Our social impact initiatives.

YouTube Social Impact works with a group of initiatives within Alphabet to amplify your voice.

Google.org

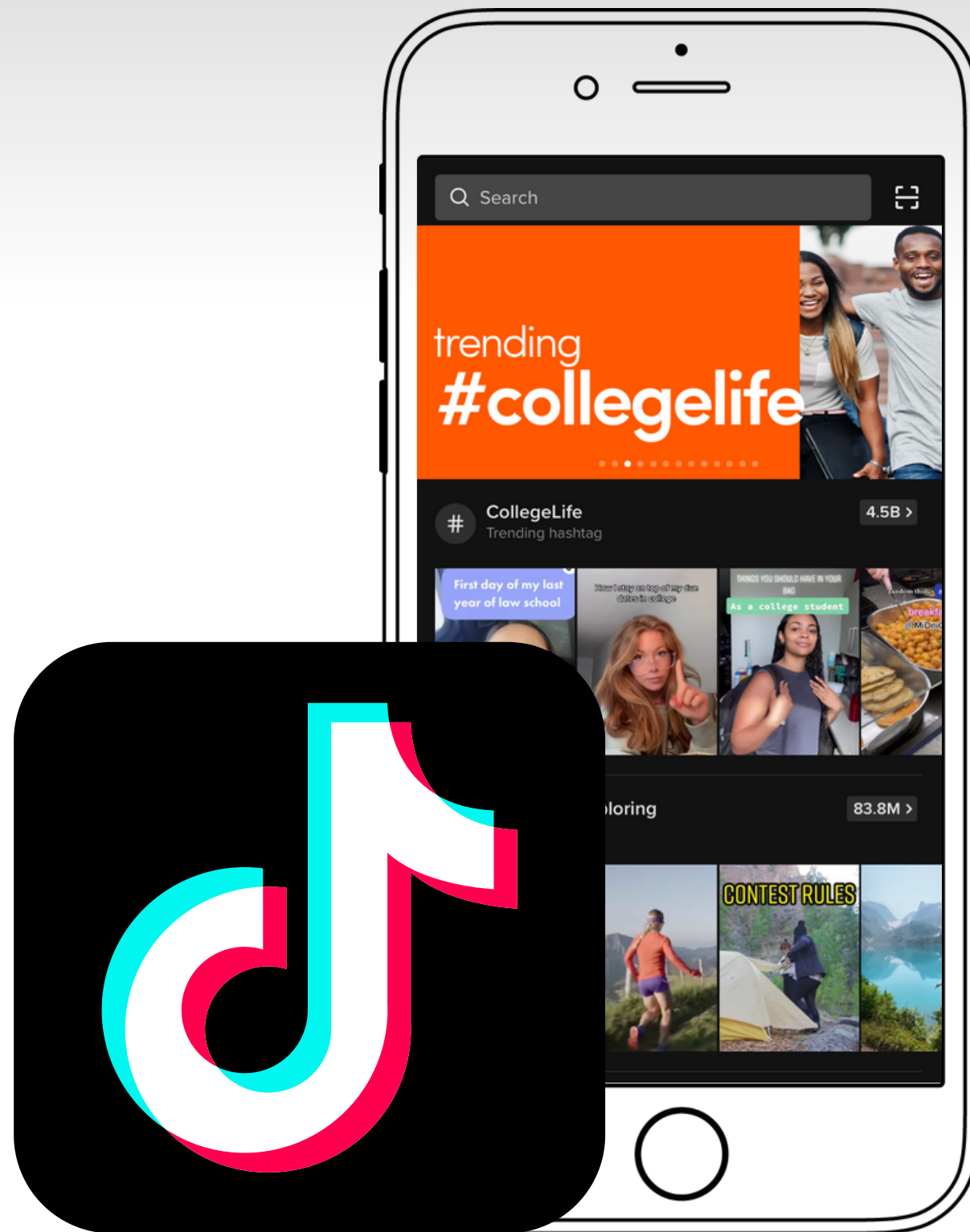
Google  
for Nonprofits

Jigsaw

YouTube Creators for Change

 **Paul Gregory Media**  
a Certified B Corporation

# TikTok



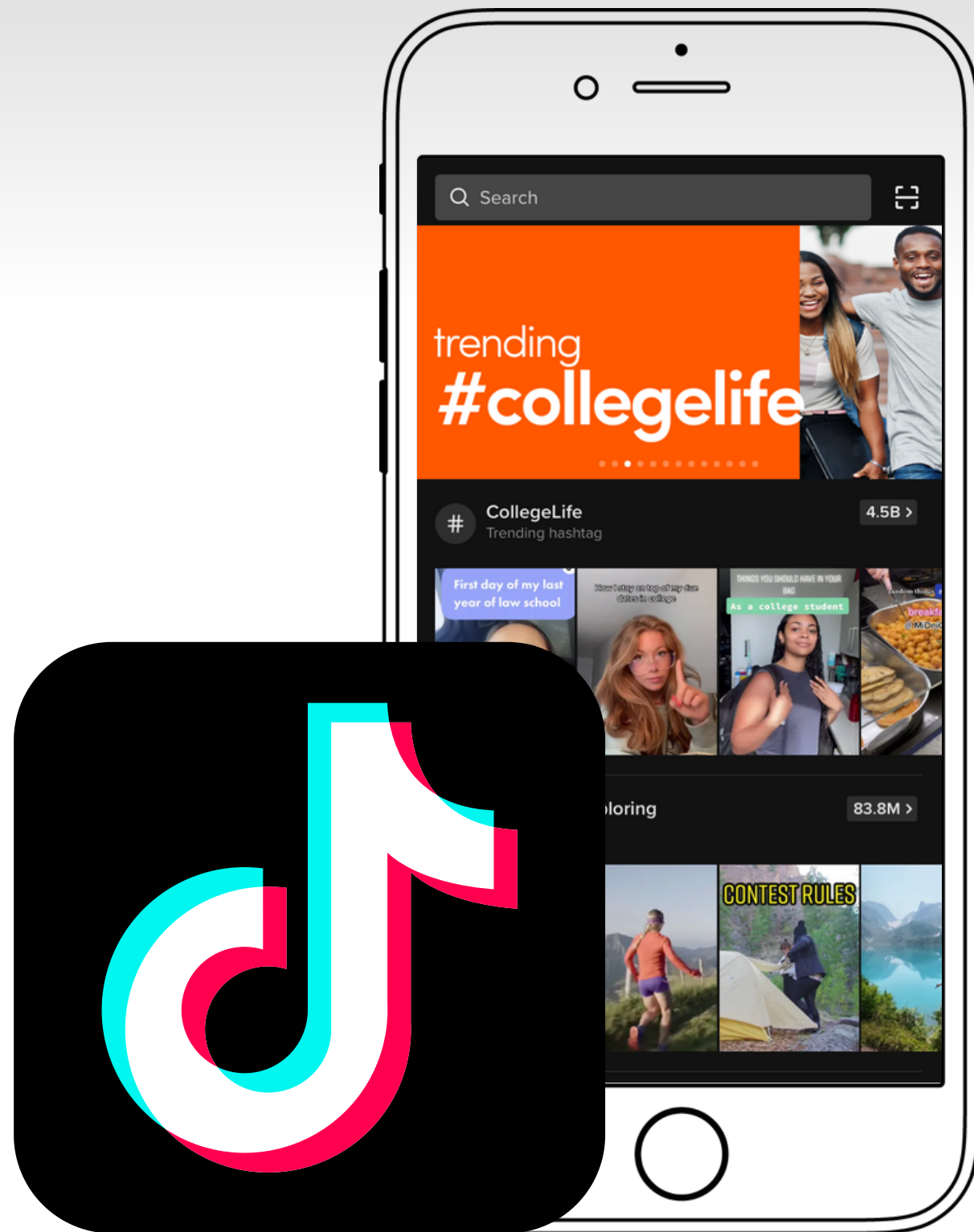
## Who uses this platform?

- \*32.5% of people ages 10-19
- \*29.5% of people ages 20-29
- 16.4% of people ages 30-39
- 13.9% of people ages 40-49
- 7.1% of people ages 50+

## What's the purpose?

The biggest draw of TikTok is the ability to post about anything. Humor, hobbies, fitness, travel, music, photography, dance; every category is open and gaining huge attention. Each area is offering exposure for those that can adapt their content to the short-form video model. TikTok has a uniquely addicting algorithm as well.



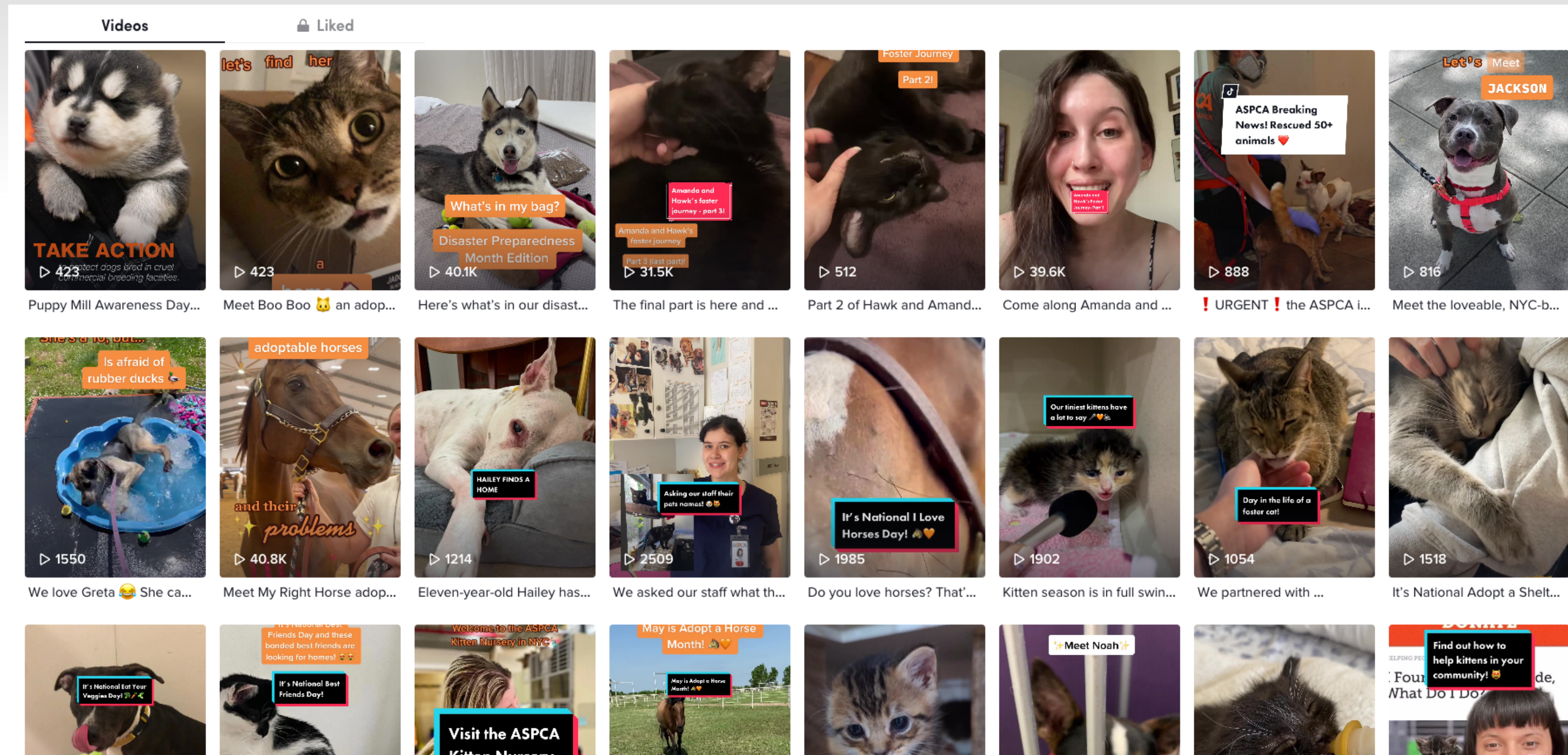


## What is the preferred content?

1. Social Media Challenges
2. Videos Based on Trending Hashtags
3. Dance Videos
4. Song Imitations
5. Dialogue Reenactment
6. Cute Animal Videos
7. Making Art
8. Answering Questions on Live
9. Satisfying / Calming Videos
10. Voiceovers
11. Tutorials
12. Videos of Your Daily Life

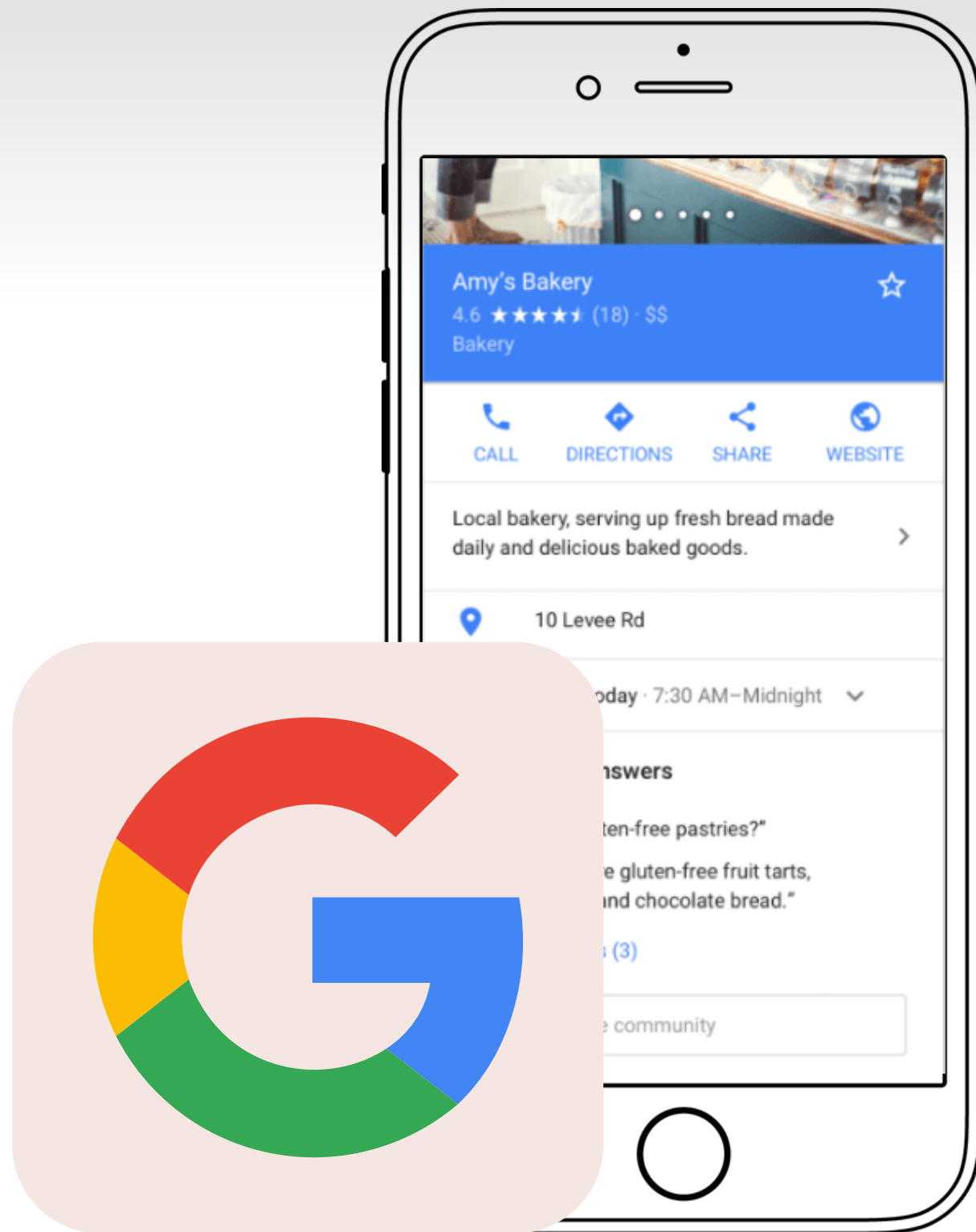


# TikTok





# Google Business Profile



## Who uses this platform (Google)?

59% of people ages 18-24

**\*60% of people ages 25-34**

\*59% of people ages 35-44

49% of people ages 45-54

41% of people ages 55-64

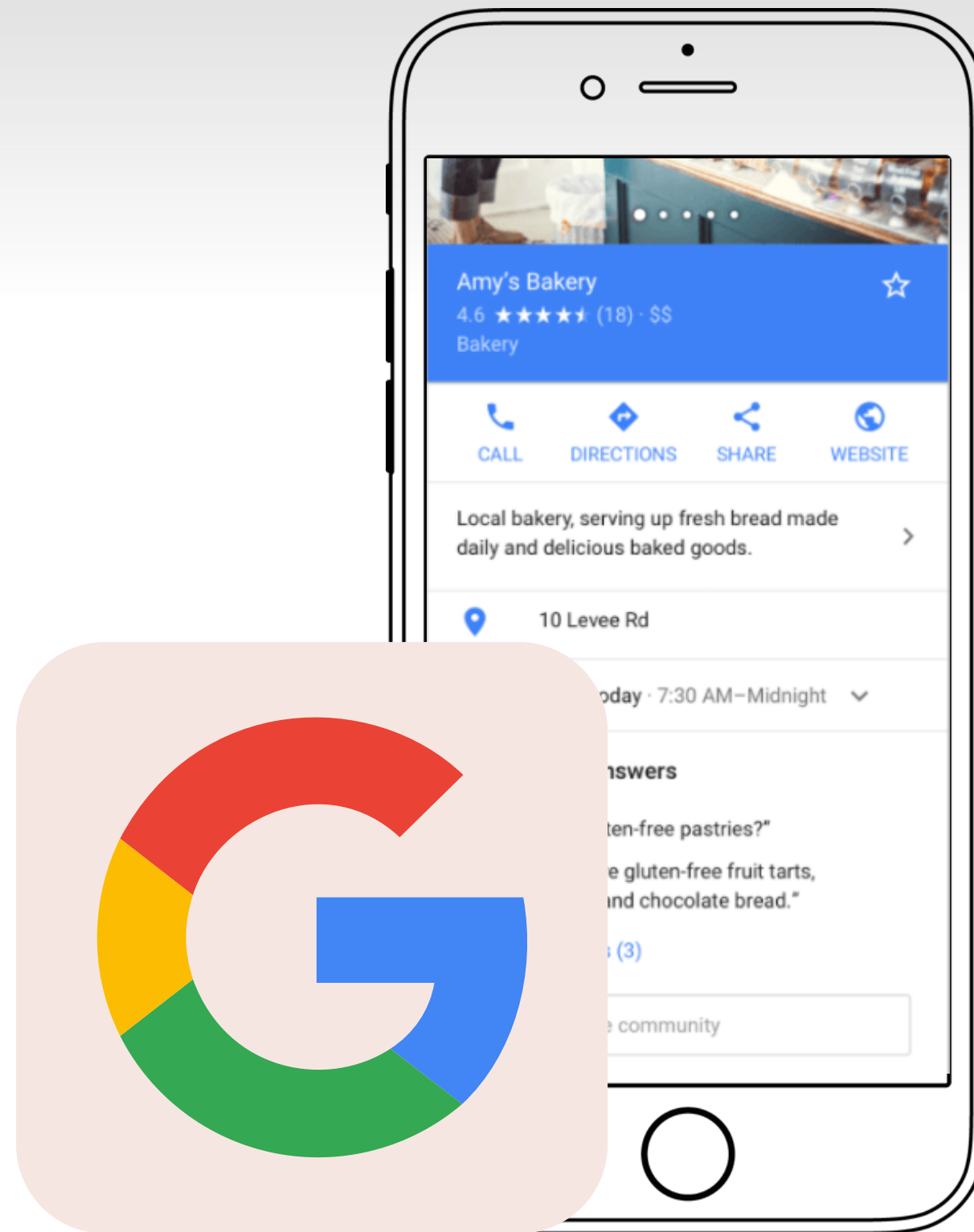
35% of people ages 65-75

39% of people ages 75+

## What's the purpose?

Google Business Profile is a free tool all brands should utilize to significantly help your local SEO and communicate a consistent, verifiable brand identity. You can publish posts, respond to reviews on the testimonials section, and create an FAQ.

# Google Business Profile

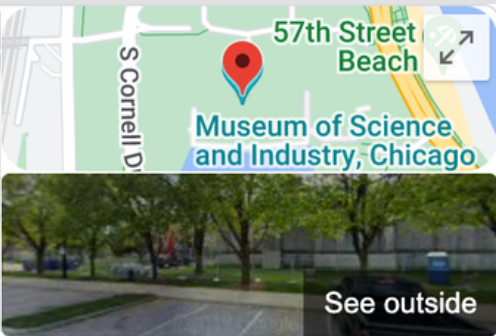
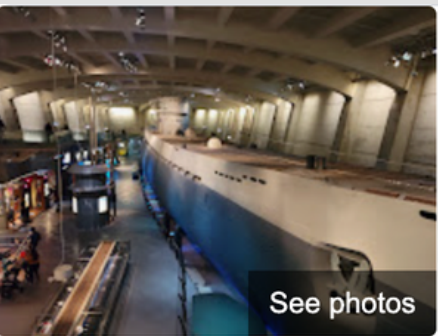


## What is the preferred content?

1. Organizational information: Location, contact info, hours of operation, and a short description about your organization
2. Listed areas / towns that your organization serves
3. Informative posts about organization, latest news, and past events, and photos
4. FAQ
5. Reviews / testimonials



# Google Business Profile



**Museum of Science and Industry, Chicago**

Website Directions Save Call

4.7 ★★★★★ 24,162 Google reviews

Science museum in Chicago, Illinois

The Museum of Science and Industry is a science museum located in Chicago, Illinois, in Jackson Park, in the Hyde Park neighborhood between Lake Michigan and The University of Chicago. It is housed in the former Palace of Fine Arts from the 1893 World's Columbian Exposition. [Wikipedia](#)

**Address:** 5700 S DuSable Lake Shore Dr., Chicago, IL 60637

**Hours:** Closed · Opens 9:30AM Tue ▾  
Confirmed by phone call 1 week ago

**Phone:** (773) 684-1414

**CEO:** Chevy Humphrey

**Founded:** 1933

**VP:** Mary Krinock (Operations and Chief of Staff)

**Number of visitors:** 1,400,000 (2019)

[Suggest an edit](#)

**Questions & answers**

Q: When are the free days for the year?

A: MSI is free for IL residents every weekday (M-F) of September 2017.

(10 more answers)

[See all questions \(397\)](#)

**Popular times**

MON TUE WED THU FRI SAT SUN

1 PM: Usually a little busy

9a 12p 3p 6p 9p

People typically spend up to 4 hours here

[Send to your phone](#)

**Reviews**

Write a review Add a photo

Sprawling, hands-on museum full of informative, child-friendly scientific & industrial exhibits. - Google

"Great staff but prices in food court too high especially for children"

"Quality for the price beats other Chicago museums, hands on."

"Great place to bring the family for a fun an educational experience"

★★★★★ reviews



**Boys & Girls Clubs of America**

Voluntary organization

[bgca.org](#)

Boys & Girls Clubs of America is a national organization of local chapters which provide voluntary after-school programs for young people. [Wikipedia](#)

**Tax ID:** 13-5562976

**Customer service:** 1 (404) 487-5700

**Headquarters:** Atlanta, GA

**Founded:** 1860, Hartford, CT

**Tax deductibility code:** 501(c)(3)

**Founders:** Alice Goodwin, Elizabeth Hammersley, Mary Goodwin

**Subsidiaries:** Boys & Girls Clubs of King County, MORE



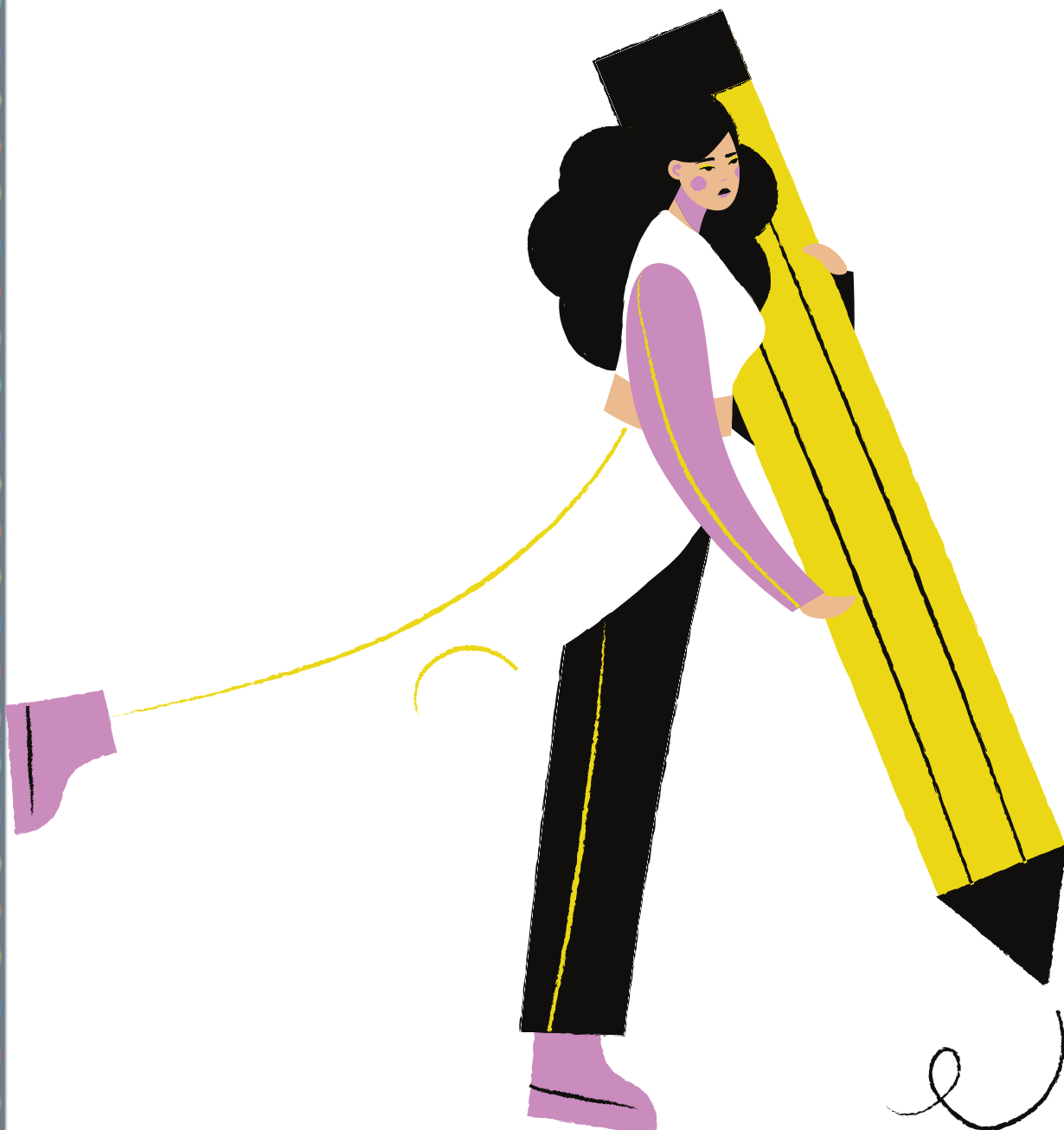
# Tip #4

Realize that your community is the new marketing!

The **goal** is to understand that your community is your greatest asset.

---

1. **Storytelling** is the New Marketing
  2. Let Your **Brand Ambassadors** Promote for You
  3. **Nurture** this Community
- 





# Storytelling Is The New Marketing

Your story should be meaningful, personal,  
emotional, simple and authentic

## Considerations when building your brand story

- **Who** are you?
- **What** do you do?
- **Who** do you do it for?
- **Why** do you do it?
- **How** do you do it?
- **What** does your future look like?

## How can you share this story with others?

- Let people see an exclusive look into your organization
  - Behind-the-scenes
  - Staff shoutouts
  - Connect on a personal level
    - Mission updates



# Storytelling Is The New Marketing



Madeley Primary School P&C · [Join](#)

Carli Williams · August 22 at 7:57 AM · 🌐

I don't think [Monique Forde](#) woke up today thinking she would be spending her morning hanging artificial meatballs. Not only did Monique volunteer to flip pikelets this morning, she also made zucchini brownies and helped decorate the canteen with our "Cloudy With a Chance of Meatballs" props for Book Week. Thanks for going above and beyond Monique. We appreciate you 🍷 [#canteen](#) [#volunteer](#) [#bookweek](#)



Woodrock Animal Rescue PUP POP-UP Adoptions · [Join](#)

Estelle Meldau · 15h · 🌐

SIGN UP NOW. Make some pocket money !!  
Whatsapp to become a volunteer. Or get your learnerhip community hours. Welcome to varsity students.  
Want to get some pocket money.  
Woodrock Animal Rescue  
We do full training every weekend. To register. WhatsApp to join our academy 0608067438  
[#volunteer](#) [#rescue](#) [#save](#) [#animalwelfare](#) [#truerescue](#) [#woodrockanimalrescue](#)



**Need community hours?**  
**Contact Woodrock to register**  
**[community@woodrockanimalrescue.co.za](mailto:community@woodrockanimalrescue.co.za)**





# Storytelling Is The New Marketing

## HOOK - DELIVERY - CTA

### 1. Hook - get their attention

- Appeal to humor
- Ask a rhetorical question
- Surprise the reader

### 2. Delivery - inform them

- What is the key information, and why is it important?
  - Use numbers
  - Quote experts
  - Address their concerns

- ### 3. Call-to-action- inspire them to take the next step
- Clear directions
    - Website URL
    - Phone #
    - Button to sign-up
  - How they can help / act

# Storytelling Example

Hook



4ocean ✓

Yesterday at 1:17 PM · 🌐

Remove up to TEN POUNDS pounds of trash from the ocean with the 4ocean x Dune Jewelry Collection 🍷

Made with earth elements from [Dune Jewelry](#) and certified 100% recovered 4ocean Plastic recovered by our crews in Bali, Florida, and Hawaii, these fine sterling silver jewelry collections give us more proof that ocean litter can be transformed into absolute treasure [#Trash2Treasure](#) ✨

Get your necklace, ring, or bracelet cuff today at the <https://bit.ly/3vCldWu>



Delivery



CTA





# What Is A Brand Ambassador?

A brand ambassador is someone who promotes a brand and its products to their network with the objective of increasing brand awareness and helping drive sales.

- Volunteers
- Board Members
- Partner Organizations
- Other Advocates

## Nurture Your Community

- Facebook and LinkedIn groups
  - Group Members receive notifications when you post
- Exclusive first look / content
- Personalized emails / notes
- Loyalty deals and coupons
- Direct Message "Thank You"s







Nicki Anderson

August 17 · 🌐



What an absolute privilege to present to this talented group of singers and future leaders! Thank you Angie Radtke Johnson and [Young Naperville Singers](#) for bringing me back to talk (and sing) all things leadership! So much fun! The energy, love and respect amongst these students gives me SO MUCH hope for our future.

A huge thank you to [Rebecca Malotke-Meslin](#) for coming in with energy and creativity to end the leadership session!

[#leadership](#) [#volunteer](#) [#futureleaders](#)



Lakewood Ranch Campus · [Join](#)

David Wilson · July 30 · 🌐



David Wilson is at Bayside Community Church.

July 30 · Bradenton, FL · 🌐

This past week [Bayside Community Church](#) had the opportunity to pack : Feed My Starving Children! We are thankful for this partnership and all of volunteers! We fed 745 kids for a whole YEAR! What an amazing week, a all who helped make this happen! [Feed My Starving Children](#) [#feedmystarvingchildren](#)



Mission Driven is 🥰 feeling happy at KCK Animal Services.

February 19 · Kansas City, KS · 🌐



Today, I'm visiting the hard-working staff, volunteers and shelter pets at KCK Animal Services. My good friend Jennifer Squires told me that the shelter is very full, so I thought it was the perfect day to surprise some shelter dogs with [McDonald's](#) hamburgers. We don't recommend serving hamburgers to dogs on a regular basis, but the shelter dogs deserve them. It's the little things... 🍔🍔🍔🍔🍔🍔

[#volunteer](#) [#adopt](#) [#hamburger](#) [#mcdonalds](#)

Please follow our page for more heartwarming stories. ❤️



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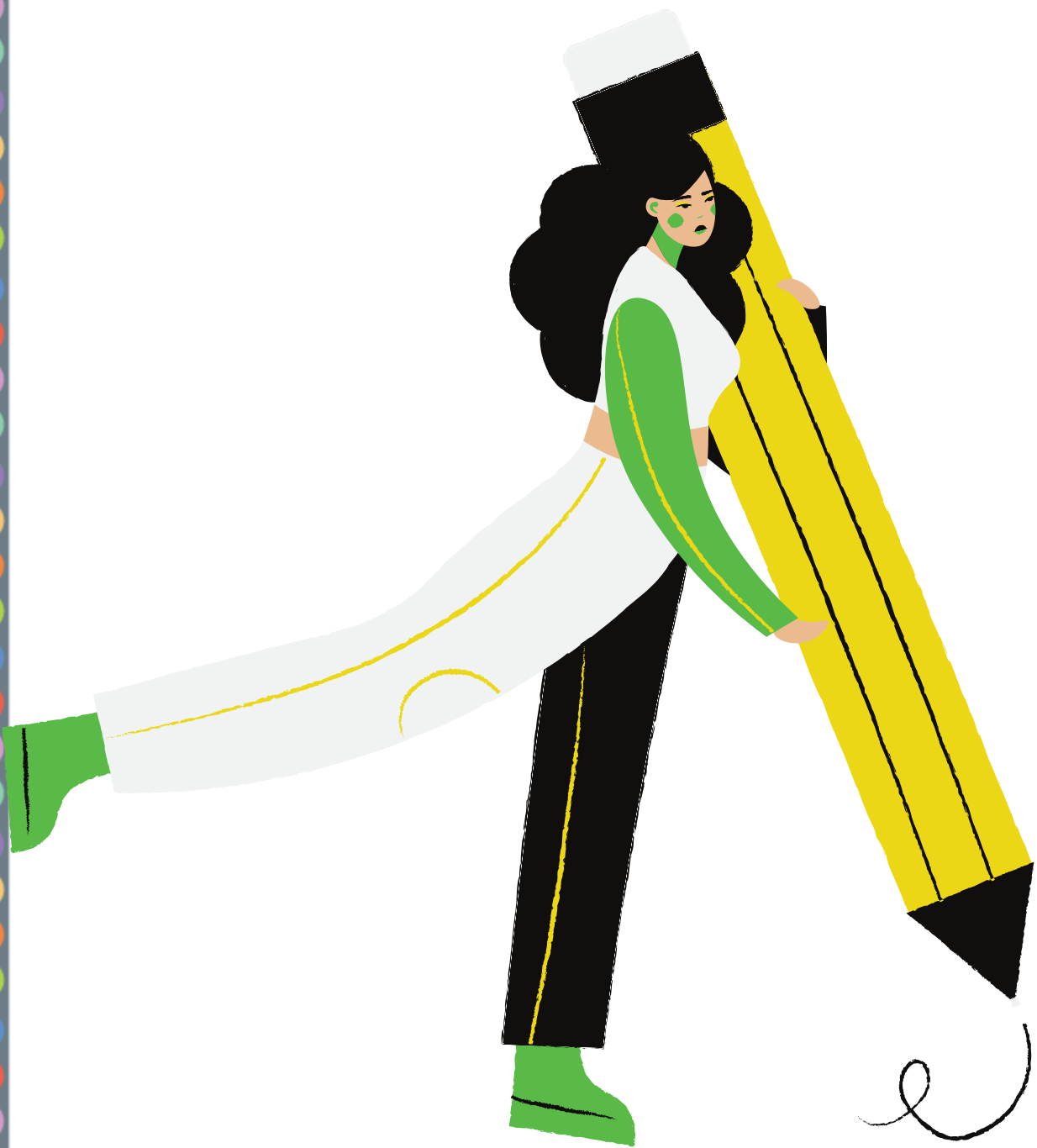
# Tip #5

ALWAYS focus on quality over quantity.

The **goal** is to create meaningful social media content and not overwhelm your audience.

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1. **Construct** a Content Calendar
  2. Utilize the Right **Tools** for Creation
  3. Factors of **Quality** in Social Posts
  4. Finding the Right **Quantity** of Posts for your Organization
- 



<div> <div> <div>←</div> <div>Today</div> <div>→</div> </div> <div>August 2021</div> <div> <div>List</div> <div>Week</div> <div>Month</div> <div>...</div> <div>Share</div> <div>Filters</div> </div> </div>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Aug 1	2 Community. Indepe f 1	3 Healthy recipe f 1	4 Are you ready for th f 1	5 Community sponsor f 1	6 #FeelGoodFriday f 1	7
8	9 General photo of re f 1	10 Ribbon Cutting Cere f 1	11 Around town YouTul f 1	12 Community sponsor f 1	13 Ribbon Cutting and f 1	14
15	16 General photo of re f 1	17 Leave a review on Fl f 1	18	19 Community sponsor f 1	20 #FeelGoodFriday f 1	21 National Senior Citi f 1
22	23 Healthy recipe f 1	24 Share ribbon cuttin f 1	25 Library at Martin f 1	26 National Dog Day f 1	27 Community sponsor f 1	28

This is an example from SproutSocial, but some more affordable basic options are:

- Google Document
- Spreadsheet
- Buffer
- Trello



# Tools To Use To Improve Your Social Content

## Content Creation / Editing Tools



Canva  
Pro/Teams



Adobe

## Stock Subscriptions

shutterstock  123RF<sup>®</sup>

iStock.  
by Getty Images<sup>™</sup>

 Storyblocks



 **Unsplash**

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# Quality Content

## What is Quality Content?

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Content that your audience wants and needs, that is unattainable anywhere else

## Quality content best practices

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How do you know if you are using quality content?

- Eye-catching design
- High-resolution photos
- Following your brand guidelines





# Eye-catching Design Matters





# Stock Photography



Movement, Focal Point, Natural



Staged, Unnatural, Not engaging



# Find The Right Quantity For Your Organization

## 7x a week

Posting once a day can create brand recognition and be beneficial if you have an event or brand announcement you want to promote. Posting on weekends is great when you have events/programs taking place.

\*Increased frequency of posting is beneficial when first building a community.

## 5x a week

Posting once a day during the week is the industry standard. This is a great way to stay current, top-of-mind, and update your fans on how you make a difference.

\*Industry Standard -  
once per day is optimal

## 3x a week

Posting three times a week is the minimum amount you should be posting. Organizations with limited staff are busy, so as long as you can keep up 3x/week you will still remain relevant.

# Giving Tuesday Roadmap

- Determine messaging that is specific to your organization's story
- Get creative with a unique hashtag (not mandatory but encouraged)
- Identify your donation levels and what donor's dollars would accomplish
- Create branded graphics/animations with the Giving Tuesday logo and strong imagery
- Connect with brand ambassadors (share graphics and copy) for them to push out on social
- Post at least once a week leading up to Giving Tuesday, two in the final stretch
  - Build an arc for your unique story.
    - Be informative: Who are we, and why do we matter
    - Build Trust: Success stories to connect people to the cause
    - Enhance Credibility: How your gift impacts the organization
    - Create Urgency: Why they need to donate now.



# Giving Tuesday Example

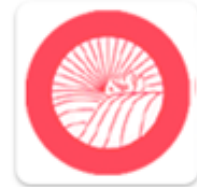


Coral Acres Food Pantry ✓  
@coralacres

Show off your [#unselfie](#) for [#GivingTuesday](#) using the hashtag [#GivingFoodsdays](#)! Donate here: [donorperfect.com/givingfoodsdays](https://donorperfect.com/givingfoodsdays)



Make it Unique to You.



Coral Acres Food Pantry ✓  
@coralacres

When you support Coral Acres Food Pantry [#GivingTuesday](#), you support Josh. Give now: [donorperfect.com/givingfoodsdays](https://donorperfect.com/givingfoodsdays)



Make it Personal.



Coral Acres Food Pantry ✓  
@coralacres

We are \$4,296 away from reaching our [#GivingTuesday](#) goal! Just 5 hours left! Donate here: [donorperfect.com/givingfoodsdays](https://donorperfect.com/givingfoodsdays)



Make it Urgent.



Don't forget to recognize and thank your supporters upon the conclusion of the campaign.

# Questions?





# One Last Thing

We have some exciting news...

For a limited time only, PGM is offering our popular social media management service package: **Social Power Up!**



# We're Going BIGGER!

## Sign Up For PGM's Social Power Up Package!

- 1-month social media strategy & implementation
  - Positioning Review
  - Competitive analysis
  - Professional graphic design / animation / copywriting
  - Third party post sharing
  - Solidifying consistent tone & voice
  - Post approval workflow and schedule done in advance

**\$6,000**



# We're Going BIGGER!

## Sign Up For PGM's Social Power Up Package For An EVEN BETTER Price!

- 1-month social media strategy & implementation
  - Positioning Review
  - Competitive analysis
  - Professional graphic design / animation / copywriting
  - Third party post sharing
  - Solidifying consistent tone & voice
  - Post approval workflow and schedule done in advance

 ~~\$6,000~~ **\$2,000** 

**But hurry, this offer only lasts for the first 15 attendees to take advantage of this offer!**

**This offer stands for 2 weeks | Net 130 Day Terms**

To sign up, visit  
[paulgregorymedia.com/socialoffer](http://paulgregorymedia.com/socialoffer)



# Thank You!



**Katrina Syrris**

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[katrina@paulgregorymedia.com](mailto:katrina@paulgregorymedia.com)

Upcoming Communications:

We are sharing **4** additional resources in a **5-part** email series.

Social Media Platform Comparison

Content Calendar

Video Storyboard Template

Missed Opportunities Audit



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