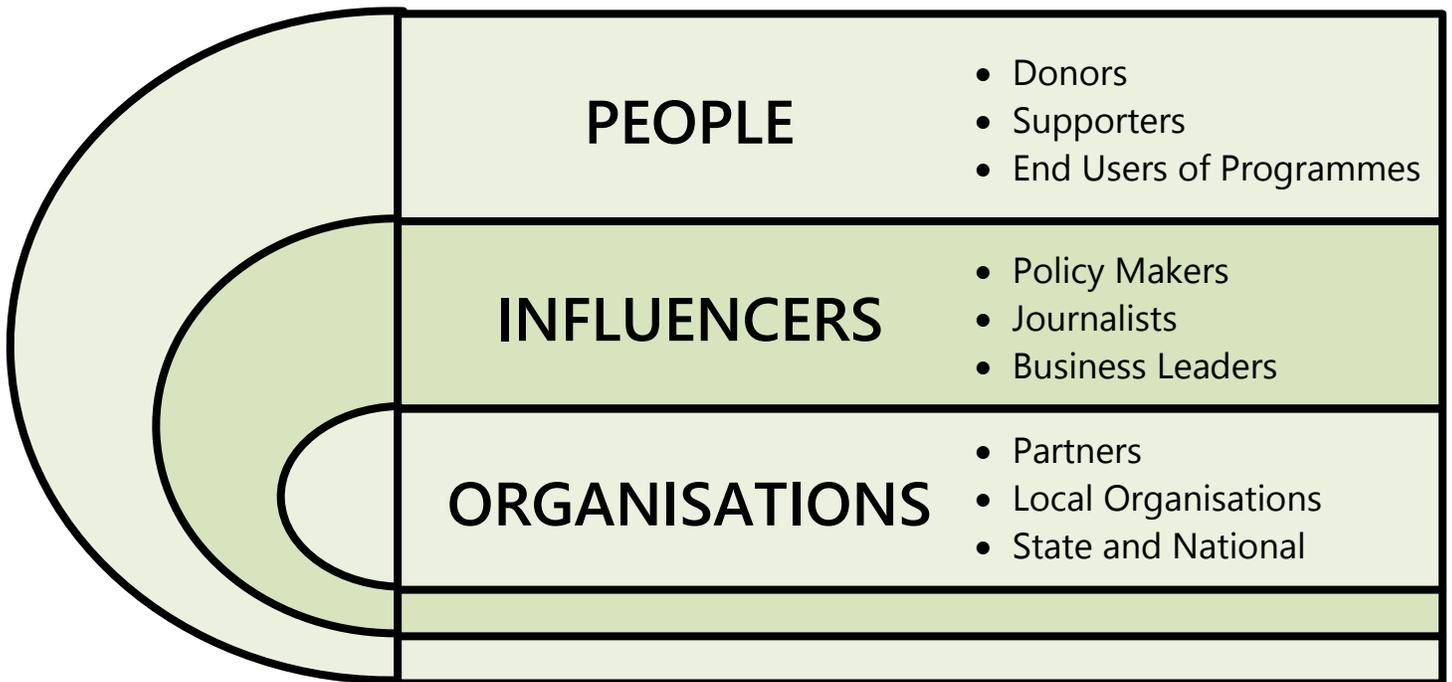
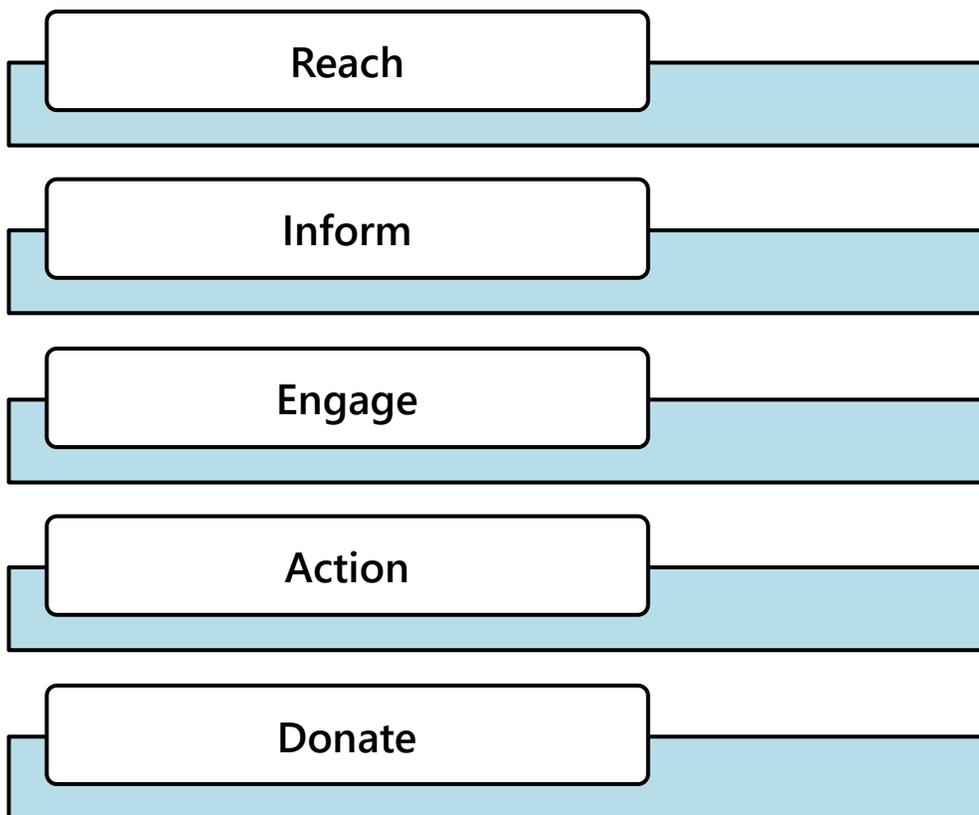


# PEOPLE



# OBJECTIVES



# DIGITAL STRATEGY: POST POSTER

Use markers, poster paper, and sticky notes to create a poster with the following for your non-profit organization

## PEOPLE

Describe the characteristics of one or two target audiences that you want to reach through social media channels.

What keeps them up at night?

Where do they go for information online? What social media platforms do they use?

What influences their decisions?

What's important to them? What makes them act?

What additional research do you need to do to better understand your target audiences?

## OBJECTIVE

Describe one or two results of your digital strategy. Do you want to...

- Increase awareness or reach.
- Drive traffic to your website
- Engage audience.
- Inform or educate audience
- Inspire them to take action (volunteer, sign up for a newsletter, share info)
- Behaviour change.

What does success look like?

## SOCIAL OPTIMISATION

Brainstorm some ideas, create a plan and work flow for engagement, content and social media champions.

## TOOLS

Pick one or two social media channels that you will use to reach your audience and objective. How will you efficiently differentiate content? How much time per week will you spend engaging? Who will implement?

- Do you have collateral material ready to go and accessible?
- Communications mechanism (Email, FB Group, Slack)
- Recognition

# Tools

Decide which social media platforms you will use and how your other digital channels will be integrated. You don't have to cover every single social media channel.

You might just have a presence on some, but engage deeply on others.

Channel	Why	Work Flow
<b>Facebook</b>	All brands can benefit from a Facebook page. It is simple to update and an effective ad platform, it also has the largest user base.	
<b>Twitter</b>	Your audience's needs to talk to a real person or you are providing customer support. Useful to connect with influencers and journalists and for driving traffic to your website or blog.	
<b>LinkedIn</b>	LinkedIn is great for professional networking for both individuals and brands. Good if goal is to establish a more professional looking brands and internal champions.	
<b>Pinterest</b>	Visual platform good for brands with a lot of visual content. Easy way to curate content from your programmes or other related sources. Big user base for food, fashion, fitness, and DIY.	
<b>Instagram</b>	Great platform to connect with audience that appreciates visual content and for brand engagement. Leverage hashtags, geotagging and influencers on Instagram in your topic area. Instagram has a large gen Z and Y user base.	
<b>YouTube</b>	Allows your audience to view your brand's video content on all devices. People are consuming video content more and more. Easily repurpose for other platforms (Facebook, Instagram)	
<b>Periscope</b>	Live Video streaming mobile app that allows audiences to interact with brand in real time.	
<b>SnapChat</b>	Easy and quick way to share content or "stories" which can be photos or videos. Largest users are Millennials and Gen Z.	
<b>Blog</b>	Blog Platforms like Tumblr are great for shareable multimedia because the content has a long lifecycle. Blogs are good base to publish content that can be easily repurposed though other social channels.	

## Content: Frequency and Themes

Channel	Frequency	Themes
Facebook	1-2 x daily Boost high performing Posts 1x month	Promote events Impact stories Recognise supporters
Twitter	3+ times a day Schedule posts	Breaking news Content curation in your field Audience engagement
LinkedIn	1-2 a week	Share relevant links in status update Share relevant content on page/group
Pinterest	1-3 a week	Impact images Inspiration quotes Showcase services Educational information
Instagram	1 Daily	Impact images Showcase donors or volunteers Peek behind the scenes at org Visual quotes/inspiration
SnapChat	When there is news	Behind the scenes
Blog	2-5 weekly	Promote events, programs or services Impact stories Recognise supporters Listicles

## Champions

Champions are individuals who are passionate about your organization's work and willing to engage their networks on your behalf about your programmes. Influencers are individuals who are followed by others on social channels, but those followers are persuaded to believe or act around something that supports the organisation's objectives. Your most valuable champions are internal champions – your staff and board!

Who are they? What social media channels do they use? What type of training and support do they need?

Internal: Board/Staff/Volunteers	Fans/supporters/
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# SOCIAL OPTIMIZATION: Building blocks

## Engagement

It starts with the process of tracking what people are saying on social media channels, and about your organisation's brand and/or channels and following FB pages and blogs.

- What keywords should you monitor?
- What channels you need to check and how often? What is your system? (e.g. twitter list, Facebook interest list, monitoring software)

It is also engaging and having conversations with your target audience brings them from passive observer to passionate supporter.

Low	Medium	High
Read content to learn more. Comment on Facebook or Other social channels. Share content on Facebook or other social channel. Like content on Facebook or other social channel.	Sign up for email newsletters. Ask people in their network to like, share, or comment on social media Talk to other people about your programme. Ask people in their network to donate. Wear cause related clothing. Share their story or create "user generated content".	Make a donation. Volunteer time Donate blood Adopt a pet Attend an event

## Engagement Tactics by Platform

Channel	Tactics
Facebook	Tag Users, like user comments, reply/tag user in comments, ask questions and hold contests.
Twitter	Tag users in photos, quote RT, CC other users, participate or host Twitter chats, use hashtags, #FF, say welcome to new followers and join Twitter polls.
Instagram	Use hashtags, interact with followers' content, shout out for a shout out and host contests.
LinkedIn	Share updates and tag other users, light touches to people in connections panel, participate in groups and share links to content that people are interested in.
YouTube	Hashtags, user tags and commenting.

## Content:

Content can be created by the organisation or curated from other sources. This includes text, photos videos and links that your audience find valuable and supports your organisation's objectives. Stories, policy briefs, research, news stories, etc.

What content themes will be most compelling to your audience?

- Behind the scenes at your origination
- Stories of impact about the target audience
- Showcase programmes or services
- Fun or inspiring stories or content
- Educational or practical tips
- Industry or local news, breaking news.
- Research, data, policy information
- User-generated content.

What existing content assets do you have that you can easily repurpose on social media? (Photo archives, newsletter articles, annual reports, website content)

What is your weekly or monthly editorial process? Brainstorming meetings, archive and calendar.