BRAND STRATEGY

- Values
- Vision
- Voice

Target Audience

Trend analysis
- Opportunities and
- Threats

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# SOCIAL MEDIA STRATEGY

SMART GOALS align with ORGANIZATIONAL GOALS

<table>
<thead>
<tr>
<th>Organizational Objective</th>
<th>Social Media Goal</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Behaviors</td>
<td>Engagement</td>
<td>Comments, Likes, Mentions</td>
</tr>
<tr>
<td>Attend Events</td>
<td>Education</td>
<td>Register for Events/Webinars</td>
</tr>
<tr>
<td>Grow Brand</td>
<td>Awareness</td>
<td>Follows, Shares</td>
</tr>
<tr>
<td>Use Resources, Advocate for Policy</td>
<td>Conversions</td>
<td>Website Clicks, Email Signups, SMS</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA STRATEGY

PRIORITIZING PLATFORMS: Mini-Mission Statements

TARGETED MESSAGING Hashtags

ANALYTICS

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Strategic Partnerships

Competitors vs. Partners

Cross-tagging, Shares/Reposts, Leveraged Hashtags

MOUs: Sharing Agreements
SOCIAL MEDIA STRATEGY

Engagement

Interactive

Leadership and Content Expertise

Emphasizes Cultural Strengths

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SOCIAL MEDIA STRATEGY
Social Media Audits

- Click Funnels/Channel Performance
- Consistent and Appropriate Messaging
- Internal Best Practices

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SOCIAL MEDIA STRATEGY
The Real Secrets

#NativeHumor
EMOJIS

Follow/
Unfollow

BIG FONT
BRIGHT COLORS

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Other tools

- Campaigns/Donor Management (Classy.org)
- Selling Branded Merchandise
- Gain Trains, pyramids, robots, do they work?

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INSTAGRAM JAIL

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