

SOCIAL MEDIA STRATEGIES

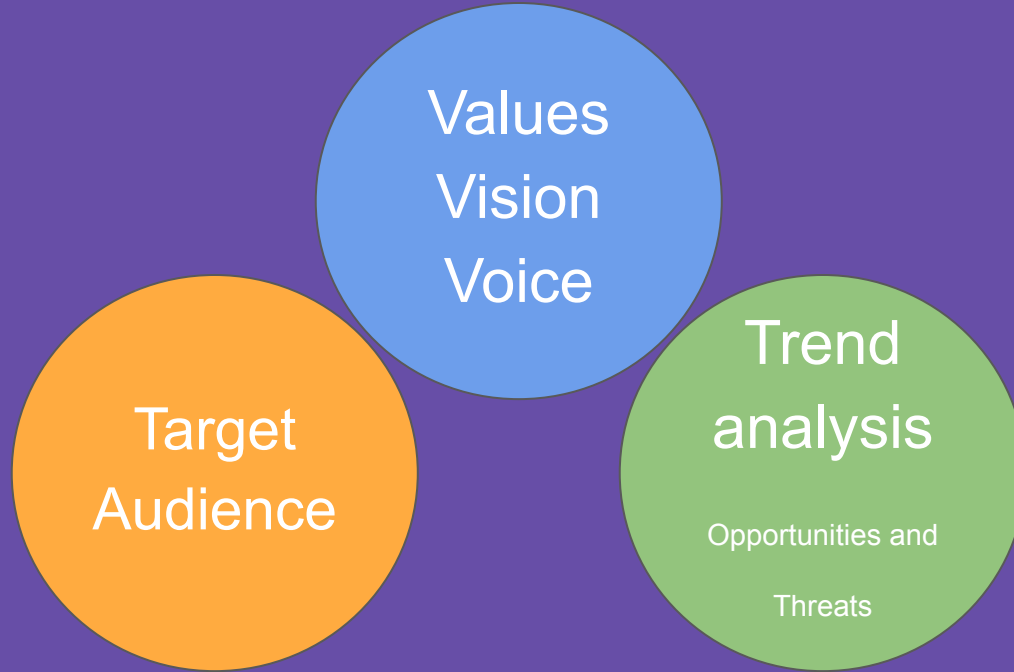
FOR NATIVE ORGANIZATIONS

Aligning your organizational objectives with your social media goals



PROJECT MOSAIC
CREATING CONNECTIONS

BRAND STRATEGY



PROJECT MOSAIC
CREATING CONNECTIONS

SOCIAL MEDIA STRATEGY

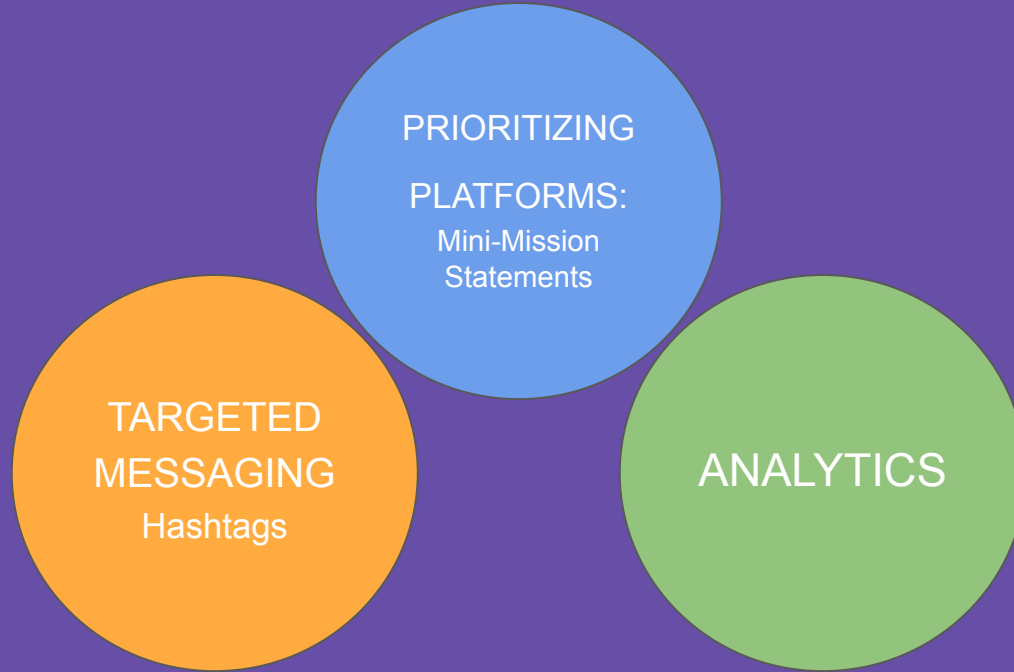
SMART GOALS align with ORGANIZATIONAL GOALS

Organizational Objective	Social Media Goal	Metric
Healthy Behaviors	Engagement	Comments, Likes, Mentions
Attend Events	Education	Register for Events/Webinars
Grow Brand	Awareness	Follows, Shares
Use Resources, Advocate for Policy	Conversions	Website Clicks, Email Signups, SMS



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SOCIAL MEDIA STRATEGY



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Strategic Partnerships

Competitors
vs. Partners

Cross-tagging,
Shares/Reposts,
Leveraged
Hashtags

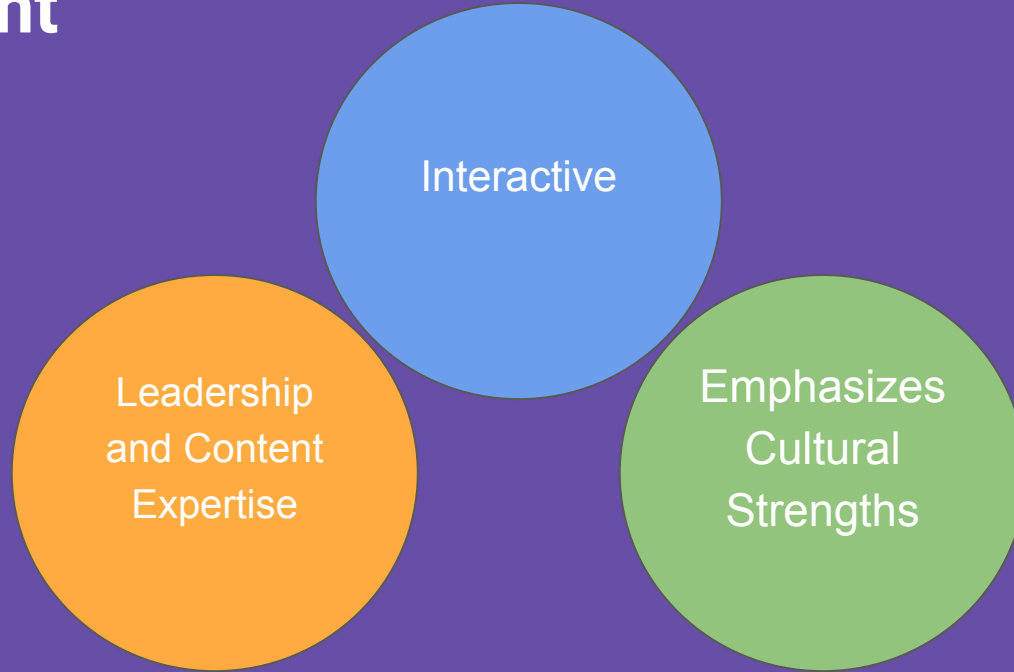
MOUs:
Sharing
Agreements



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Engagement



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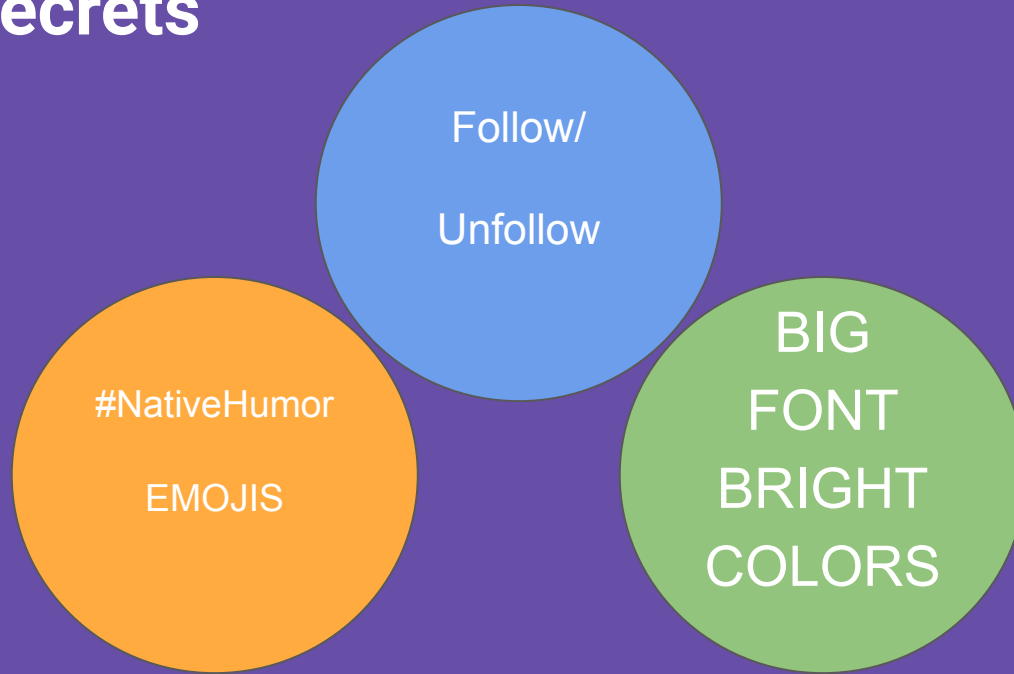
Social Media Audits



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SOCIAL MEDIA STRATEGY

The Real Secrets



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SOCIAL MEDIA STRATEGY

Other tools

Campaigns/
Donor
Management
(Classy.org)

Selling
Branded
Merchandise

Gain Trains,
pyramids,
robots,-do
they work?



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SOCIAL MEDIA STRATEGY

INSTAGRAM JAIL



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