

SOCIAL MEDIA STRATEGY

DON'T WORRY.

IT'S NOT THAT SCARY.



PREPARED FOR:

**first
STEPS**



5POINTS CREATIVE.COM

ONE

ENGAGE AND INSPIRE

Your digital presence is often the first impression someone has of your brand.

Interact on a regular basis.

It's best to address your followers with direct and personalized replies. Simple expressions like "Thanks, _____" or "Looking forward to seeing you again, _____" go a long way. Followers respect companies that address users on a personal level.

Pay attention to shareable posts, such as events or news, from community sources to which you may be connected. Sometimes followers like nothing more than finding out what is going on locally, and this can boost not only connections within the community but show your audience you are "on the pulse".



TWO

WHEN TO POST & WHEN TO BOOST

Users tend to be most engaged at:
9AM, Noon, 3PM, 8PM

Users are least engaged:
Before 7AM, After 10PM

You don't need a huge investment to boost posts.
\$25 to \$50 per month should be more than enough
based on your audience.



THREE

Social media posts should be 80% fun, engaging, or informative and no more than 20% self-promotion. Each post should be beneficial in some way to your followers. Some examples of this include, but are not limited to, relevant information, services performed, community-centered happenings, internal news, etc.

The object of your social media strategy is to build a relationship with your audience.

FOUR

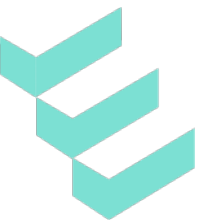
EFFECTIVE POSTING

Optimizing your post based on each social network is necessary to get the most out of your social media strategy.

Focus on establishing a tone, and tailoring each post to reflect the social media channel where it will appear.

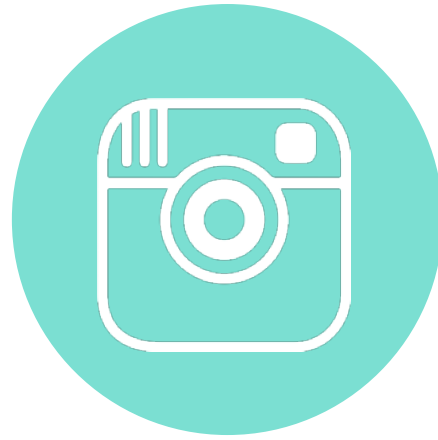
For example, if your tone is relatable and community-based you can morph your copy for each platform by using the same overarching information but cutting it down.

A Facebook post may be longer than a Twitter post, and what may be acceptable to post on Instagram may not be relevant to your LinkedIn audience.





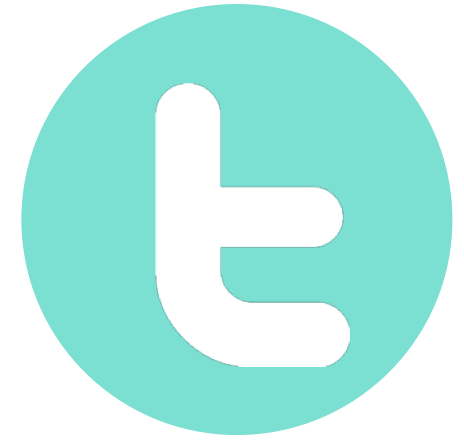
Video is the most engaging type of content here (59% more than other posts). It's also a good idea to share existing media from your community partners. Copy should be no longer than two to three sentences.



Instagram is all visual, so making sure your overall feed is cohesive is important. Be mindful that potential clients will look at the appearance of your feed as a whole more often than your individual posts; aesthetics are extremely important. As a rule, links do not go on Instagram posts, though you can put a link in your bio.



Users are on LinkedIn to learn something, so educational content is best on this platform. Share the interesting and exciting things that your staff and colleagues are writing and the projects they are completing. If it isn't something that is considered "business professional," it probably shouldn't go on LinkedIn.



Use clear, concise language that conveys the personality of First Steps. Most of your tweets should be evergreen, so that they can be retweeted at any time. Twitter is an excellent place to have a conversation with your audience, so responding to comments is especially important.



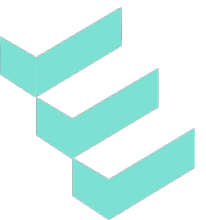
FIVE

CURATION AND ASSESSMENT

When applying a new social media strategy, it is helpful to decide the types of posts you will be working with, that way your social media feed is varied.

Reviews of stats should also be conducted regularly (quarterly, every six weeks, etc) to see which kinds of posts are performing well and which aren't. At this time you can re-evaluate these post types to finely tune your social media channels, and ensure they are running at maximum efficiency.

For example, you may think posts that feature reviews may be beneficial at first, but find they underperform compared to your successful posts.



RECAP

CONTENT STRATEGY

Voice
Content
Posting schedule



VOICE

- Child and family-focused
- Informative
- Community-centered
- Knowledgeable of recent policy changes
- Approachable and friendly

CONTENT

- Related news articles
- Featured business partners
- Announcements of new services or new childcare centers opening
- New policy updates in the region, the state, nationally
- Press: First Steps and CFNRV in the news
- Employee spotlights featuring staff and volunteers
- Events and community involvement opportunities
- Resources: blog articles, tips, parenting coaching, mental health resources, etc

SCHEDULE

- Post 1-2 times per week, or every 3 - 4 days
- Consistency
- Staying top of mind and top of news feeds

SHARE THE LOVE

Tag business partners when posting. This drives your content to the news feeds of your partners, allowing their followers to see what First Steps is up to.

CONTACT US

Chloe Lightner

f @chloe.lightner



@chloesavannahh

Chloe@5PointsCreative.com

Bruce C. Bryan

in Bruce C. Bryan



@bruceontheloose

Bruce@5PointsCreative.com

Kyle Draper

f @kyle.draper.35



Kyle Draper

Kyle@5PointsCreative.com