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Jamilah's Guide to
Social Media Marketing



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Social Media Blueprint

Content

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Let's face it

Launching your company's brand on social media can be scary! There's everything from choosing the appropriate platforms, to figuring out what to say, not to mention standing out in the sea of other accounts just to get attention!

Taking the traditional, "Let's just create a Facebook account and be done with it" approach isn't always the best choice. What if your true audience is on Twitter, or LinkedIn? How do you get them to comment and like your posts; and most importantly, buy into you and your services?

Again, it can all be confusing, but I've found a way to simplify the decision making process and put your best foot forward on social media. Trust me, as a fellow business owner, I know the many hats you have to wear and how many choices you have to make in a day. So, I've created a guide full of practical tips that I've learned as a social media manager for other businesses.

Without further ado, I present Jamilah's Guide to Social Media Marketing!

Choosing Platforms

Choosing social media platforms for your nonprofit should be strategic. Your goal should not only be engaging with members of your organization, but also reaching new people.



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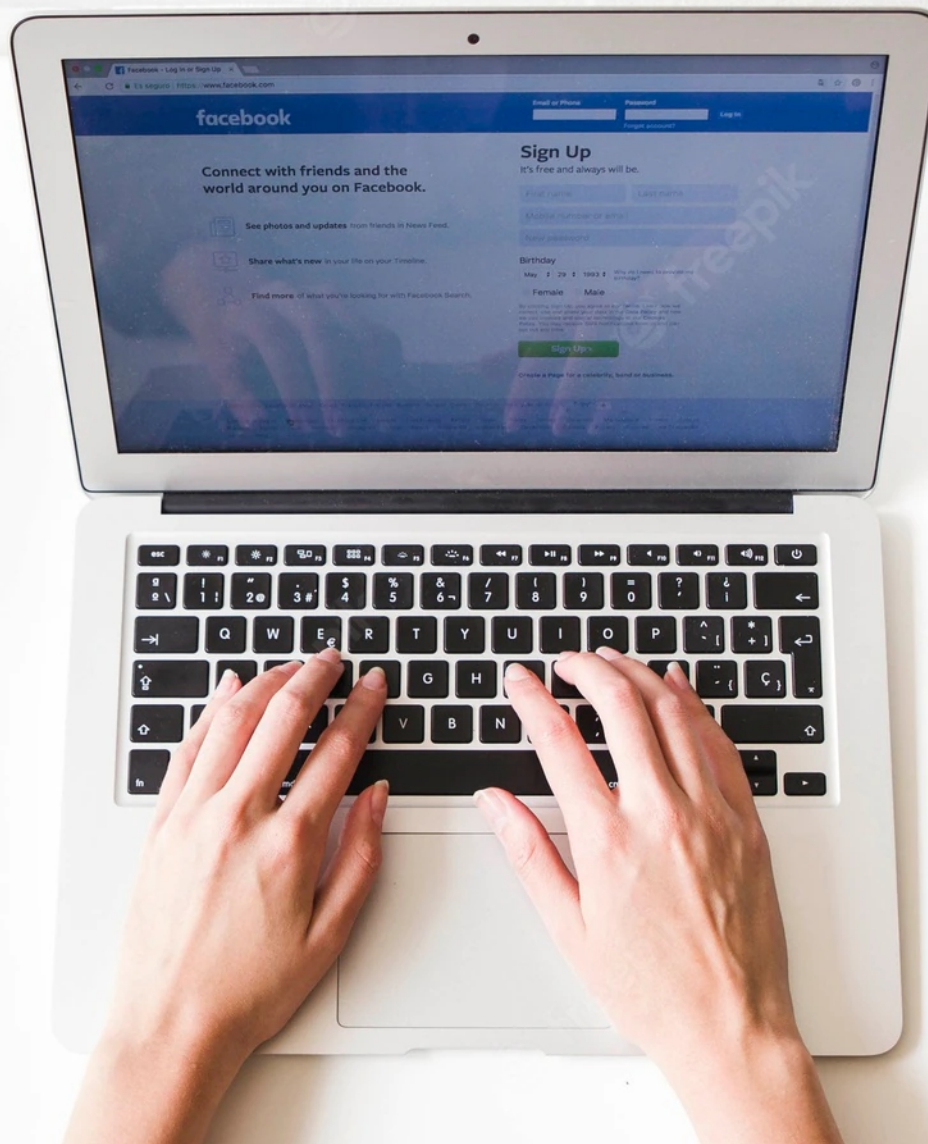
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Facebook, Instagram and Twitter have lots of active nonprofit communities that engage in daily conversations. If your goal is to make instant connections with other nonprofits online, then these are three good platforms to consider. Let's dive a bit deeper into creating profiles on what we'll call the "Big 3."



Creating a **Facebook** page for your nonprofit can be an ideal way to keep your community updated with news, events and services. You can post pictures from events, livestream worship services and create quote graphics to give your followers hope and inspiration.

Having an **Instagram** account for your nonprofit makes it easy to share visually striking images and videos that make a great impression on your community, and even people who haven't heard of your nonprofit before. You'll want to include popular local hashtags with these posts, because that's how Instagram users search for content based on topics that interest them.





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Twitter is another popular platform within the nonprofit community. You can send out links with your newsletters, tweet and retweet local resources, and update your audience about community news. The retweet and follow options also allow your community to forward posts that resonate with them or even add to the conversation.



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Some other great platforms to consider are Tik Tok, LinkedIn, and YouTube; but consider these key items before deciding to create an account for your business

Tik Tok: This platform is great for publishing short,engaging videos. They should be relevant and entertaining. Being on this platform opens the opportunity for customers to engage with your company in a more relaxed tone, but consistency is key. Is there someone in your organization you can count on to record this content on a regular basis?.

***Content Hack:** record multiple videos at one time and schedule them for release through out the weeks. This relieves the burden of having to think of something every day and keeps the flow of posting consistent.





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LinkedIn: LinkedIn is a great way for companies to create awareness about who they are. This comes in handy for recruiting. Establish a presence prior to needing to hire in order for your audience to know more about your company culture.

YouTube: YouTube is great for longer form video content. If you have a message that's more than five minutes, it belongs on this platform because the longer your video, the more opportunity you have to be found by your audience and for them to engage with the content. YouTube shorts (videos less than 60 seconds) compliment the longer form content and are a great introduction to viewers who aren't familiar with your brand.

Once you have decided which social media channels to focus on, you'll need to create an account on each platform. Signing up and learning to navigate on all of the popular social media sites is simple, and by following their step-by-step process, you will be up and running in no time. The first step for signing up on social media is choosing a unique handle. It's important to get this aspect right, as this is how people will find you and how you will distinguish yourself from other accounts. Next, write a short description about your nonprofit in the bio section, where you can include helpful information such as your main area of service. This helps your audience understand your mission and values, providing greater clarity into your organization. Remember to include a link to your website in this description so your followers can easily find more information. Finally, you need to select a profile image. This should be a high quality picture of your nonprofit or your logo.



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The 3 C's of Communication

Have you ever considered why it's so important to have an online presence that's not only informative, but interactive? Why do you need to be available on platforms that people are actively using in their daily lives? It's important to know the why before your business makes a commitment to social media. To frame a better understanding, consider these three C's: Connection, Communication, and Customer Service.



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THE FIRST C: CONNECTION:

Social media is a powerful tool that provides an opportunity to share your business with people outside of your known circles, people you may have never been able to otherwise connect with due to regional distance, or simply because they didn't know you existed.

When I moved to Houston and started searching for a church home, I was overwhelmed! Houston is a huge city, and I barely knew anyone here. So, I used the internet to help me narrow down my choices before visiting churches in person. Through this research, I noticed that many churches didn't have websites, and even fewer were on social media. Now bear in mind, this was almost 10 years ago, and many nonprofits have made significant strides towards improving their online presence, but there is still a lot of headway to be made! And although my online search didn't yield an abundance of results, I decided to reach out to a friend who lived in Houston through Facebook and asked him where he worshiped. He gave me the name of the church and I found their worship hours on their website, but I also took the extra step of searching for them on social media. Although they only had a small following, they had posted pictures of some of their programs and community work, and I felt encouraged to visit. It was the best decision I made during this search, and after visiting a few other churches, I decided to join this one because its members were friendly and inviting and they offered ministries that were truly helping the community.

Social media also helps people who are already in your community stay connected. You can keep customers informed about new products and services, events, share video and photo footage from those events, live stream events for people who aren't able to attend, and so much more.

In addition, people love sharing great things about the companies they are connected with, and social media provides a convenient way for them to do so. They can like and share their favorite posts, tag themselves in photos and repost images to their own profiles. When you receive this type of engagement from your followers, you will also attract attention from your followers' friends. This is a key audience to target, because these online viewers are most likely the people your followers will eventually invite to attend your nonprofit events.

The Second C: COMMUNICATION

Another great feature of social media is that it allows you to gather feedback from your audience, which is composed of much more than nonprofit members. Your audience consists of people who follow your page, people who see your post because a friend shared it, people who are exposed to you through advertising—you get the point. Your online communications reaches others through a multitude of ways, providing people with the opportunity to view your services, see your upcoming events, and perhaps most importantly, respond to the content you post. This instantaneous feedback is invaluable, allowing you to answer questions, identify areas for growth, and most importantly, provide customer service





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The Most Important C: CUSTOMER SERVICE

When you receive honest feedback, you have to accept the bad with the good! Yes, it's great to attain a rating of 4.5 out of 5 stars, but it's important to review the negative feedback just as closely as the positive attention. By making improvements based on adverse reactions, you have the opportunity to take what you've been doing to serve others into an entirely different realm of great service. You have to look past the criticism and get to the heart of the message to effectively respond to an issue and make improvements.

Here are three essentials for handling negative criticism on social media:

1. Do NOT ban the person from your profile or delete the negative comment.
2. Provide a timely response.
3. Respond to the person on the platform where the comment was posted.

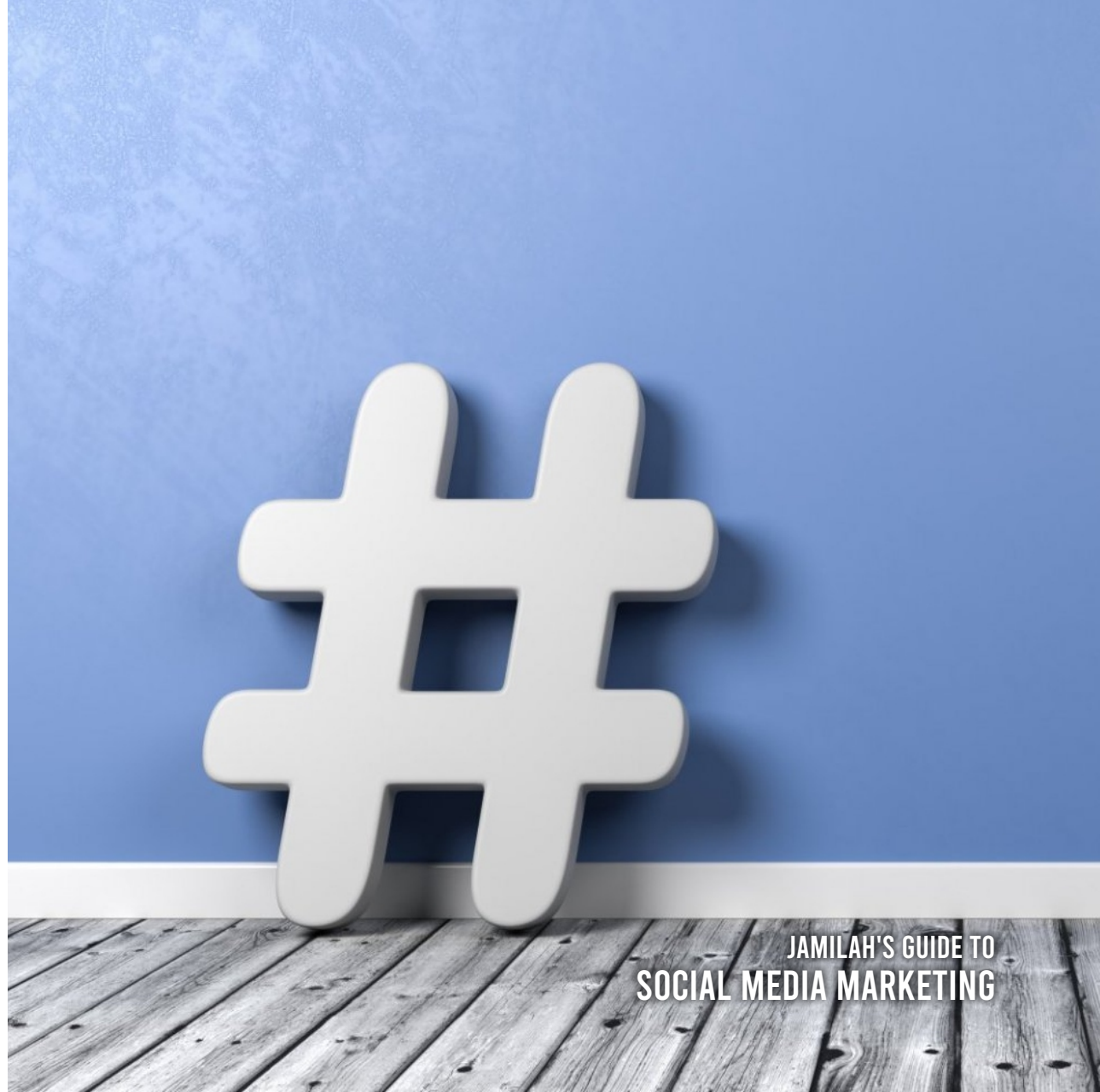
If you choose to correspond offline after the initial response, remember to make it clear that the issue was resolved on the original platform where you received the negative feedback. As humans, we're not perfect, and we should always strive to improve as individuals and as team members for our organizations. So, consider each challenging response to negative feedback as a learning opportunity. Successful resolution moves your nonprofit forward in a positive direction!

Captions and Hashtags

Once you've found photos and have created videos (these items are referred to as content in the industry) that capture the essence of your business, you'll need to come up with a caption that's just as creative. When your content captures your target audience, you want to take them over the top with a statement that drives the message home! Here's the solution to consistently nailing it: Be Yourself.

Whether you decide to create the content yourself, have a member of the team do it or hire a firm, authenticity is key. Your audience won't want the stuffy or water down version of what your brand stands for. They want transparency. They want honesty. They want to be able to know that you're real and that you truthfully represent what you stand for.

The content has to be meaningful to your viewers. Use words and ask questions your target audience will relate to.



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Hashtags are a gold mine! Think of them as an opportunity to be found by the people who are looking for what you have to offer. When you include these keywords in your content, it allows you to be returned in a search that an online user entered, so treat them like valuable golden nuggets that they are! Here's how

1. Do Your Research

Believe it or not, there are hashtags for every industry. The best place to start is with those that are already popular within your niche, so that people don't have to go out of their way to find you when searching for your product or service. Google will return popular hashtags based on an industry, but it's best to go to the actual platform you plan to use and start your search there. For example, If you own a bakery who wants to set up an Instagram account, access the search feature inside its app and enter a common term like 'cake design'. Instagram will allow you to refine that search to hashtags and it will give you an extensive list of hashtags with every variety of the root word along with how many posts have used that hashtag

2. Choose Relevant Hashtags

Hashtags will only work if they authentically represent what your posts are about. You can't post a photo of a networking event and include the hashtags #parenting and #toddlersofinstagram! It might work once or twice, but people aren't stupid. They'll realize that your posts don't contain the content they're searching for and they will eventually learn to ignore you.

Choose popular industry hashtags and pair them with ones that are descriptive to the photo or video in your post. Leveraging both will return the best results.





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3. Numbers Count

Although hashtags are a great way to be seen and drive in a good amount of organic traffic, it's important to remember to play by the rules of the platform's users. Facebook and Twitter followers aren't fans of seeing an abundance of hashtags in one post because it appears cluttered, or can even come across as a desperate attempt for attention, like spam! While followers on Instagram and TikTok could care less about the presence of hashtags because once your post is returned in their search, they're most interested in the video content you've posted. When creating content based on platform keep these hashtag counts in mind.

Facebook: No more than five

Twitter: 2-3 strong, relevant hashtags

Instagram/TikTok: 5-20

YouTube: 2-3 hashtags, but add as much as you can to the key words section

Engagement:

Paid and Organic on Facebook

When it comes to choosing social media platforms to join, Facebook is king. It's known for gathering key analytics that will help you find and get noticed by your target audience. Here are some immediate and practical tips you can incorporate into your daily and advertising strategies for audience growth.



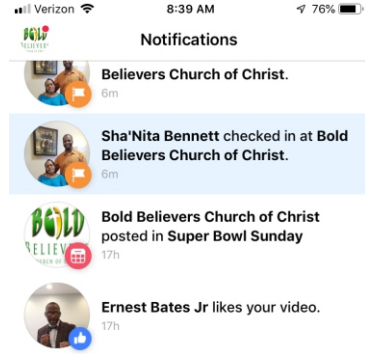
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Organic Invites on Facebook

Look for these daily and invite as many people as possible. They may not like the page today, but might do so when looking through their notifications, days later.

Directions:

1. Look for notifications that state, “(Facebook User) likes our photo. Help her see future posts by inviting her to like your Page) or simply check the page posts



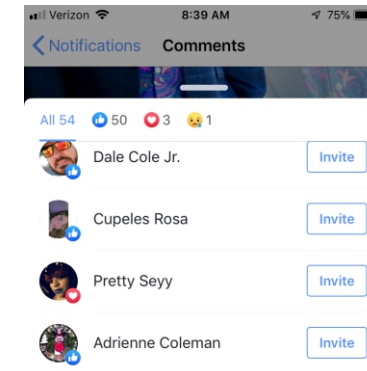
2. Click on the number of likes from the posts (In this example it's 54)



3. After clicking on the number of page likes, it launches a new screen. This screen has one of three statuses next to each Facebook profile that like the post. They've either:

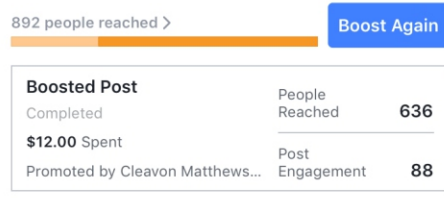
- a. Liked the page
- b. Been invited to like the page
- c. Have the opportunity to like the page

The first two options will be grayed out from taking any action, but if 'Invite' is next to a profile, you have the option to invite this user to like our page.



Paid Advertising Campaigns

When starting off with advertising, you want to start with simple approaches that return large gains. The best way to do this is to use content that has performed well in organic traffic and incorporating it into. Here are the steps to choosing content for a page likes campaign.



I hope that this guide provides a great start in navigating your way on social media. Once you've launched your accounts, remember to be consistent in posting, listen to your audience by paying attention to what they like about their content; and to be as authentic as possible. And if you need help with social media management, we're always here to help!





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