

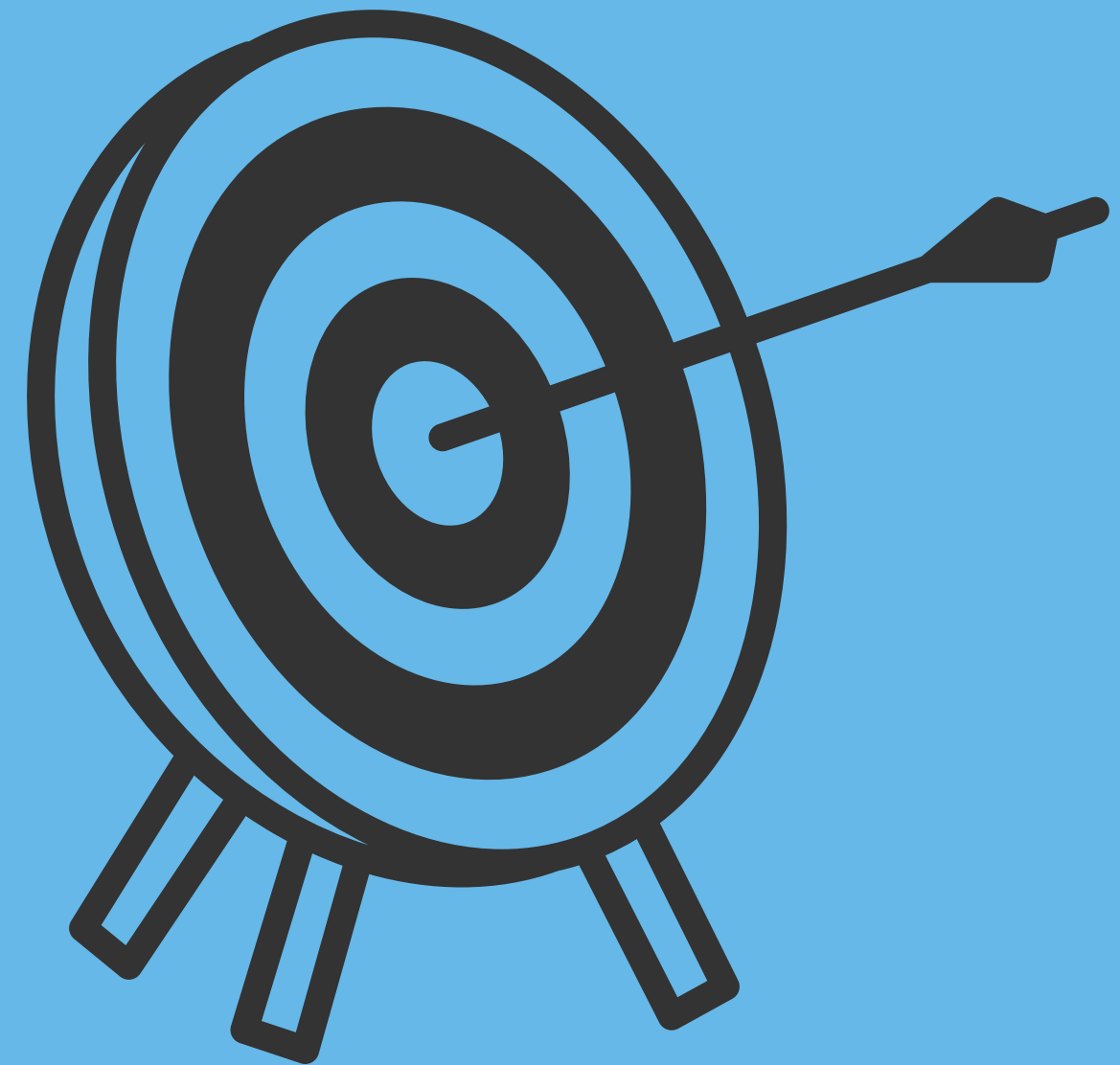


SOCIAL MEDIA & EVENT MARKETING

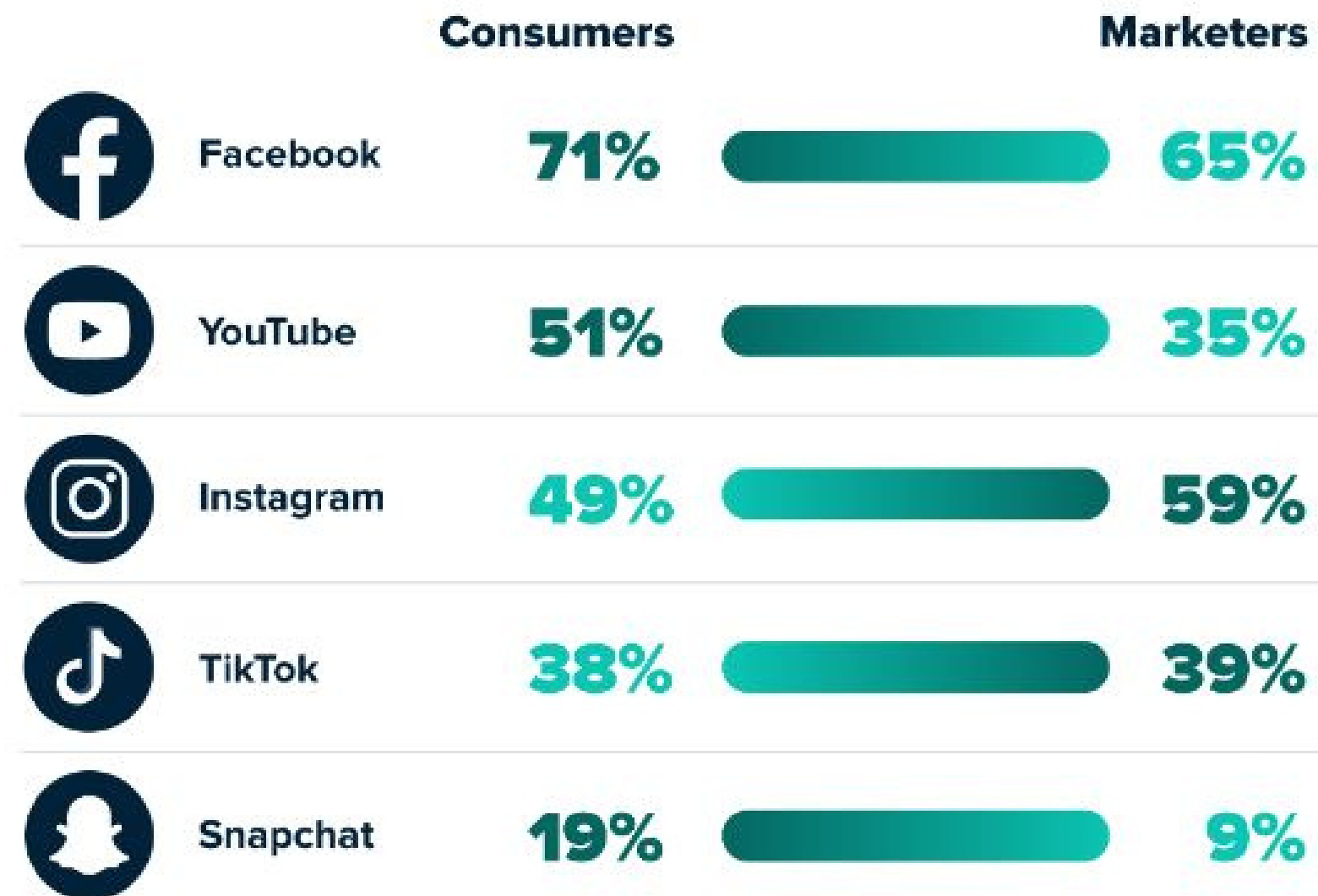
for a small shop

FOCUS ON 1 OR 2 PLATFORMS TO START

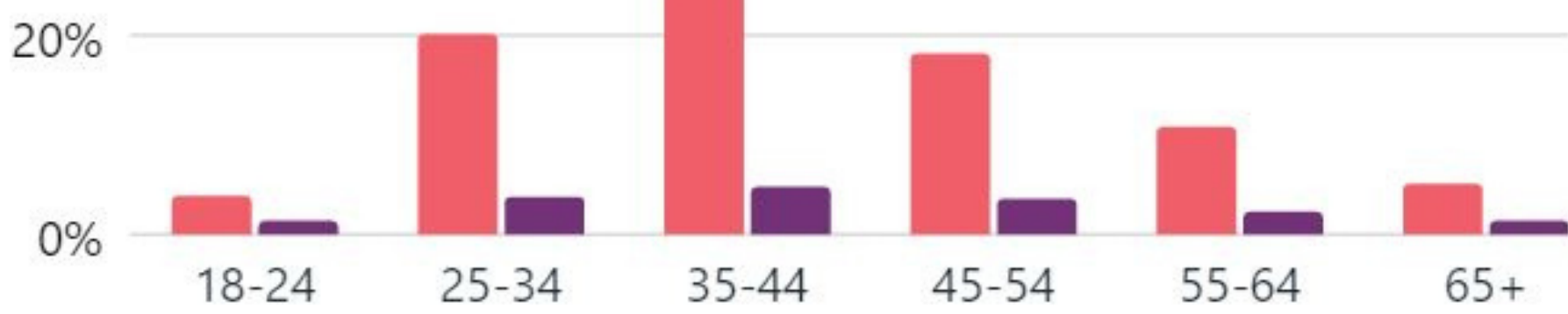
- Facebook
- Instagram



The top platforms consumers and brands anticipate using most in the next 12 months

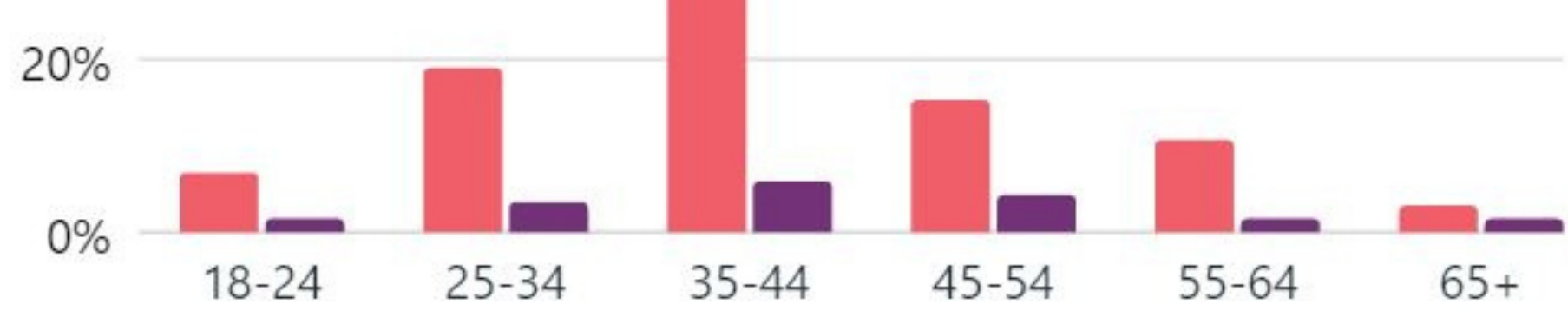


Age & gender ⓘ



Women 83.1%
Men 16.9%

Age & gender ⓘ

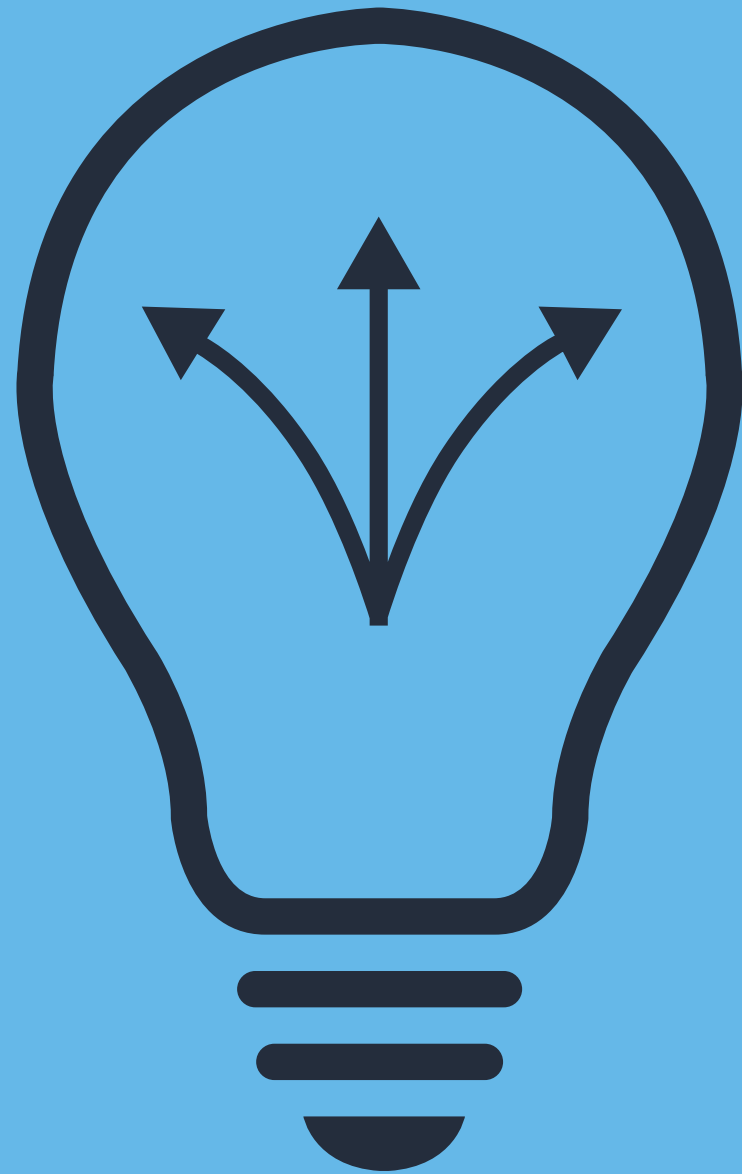


Women 83.5%
Men 16.5%

LINKEDIN

- Thank sponsors and reach new ones
- Post regular, valuable content to be seen as an expert





HAVE A STRATEGY

- Who is your target audience?
- What are your goals?

UTILIZE VISUALS

- Use photos taken by staff
- Create visuals on Canva
- Use stock photos if necessary



ENGAGE

- Ask questions
- Respond to comments
- Share when others mention your business

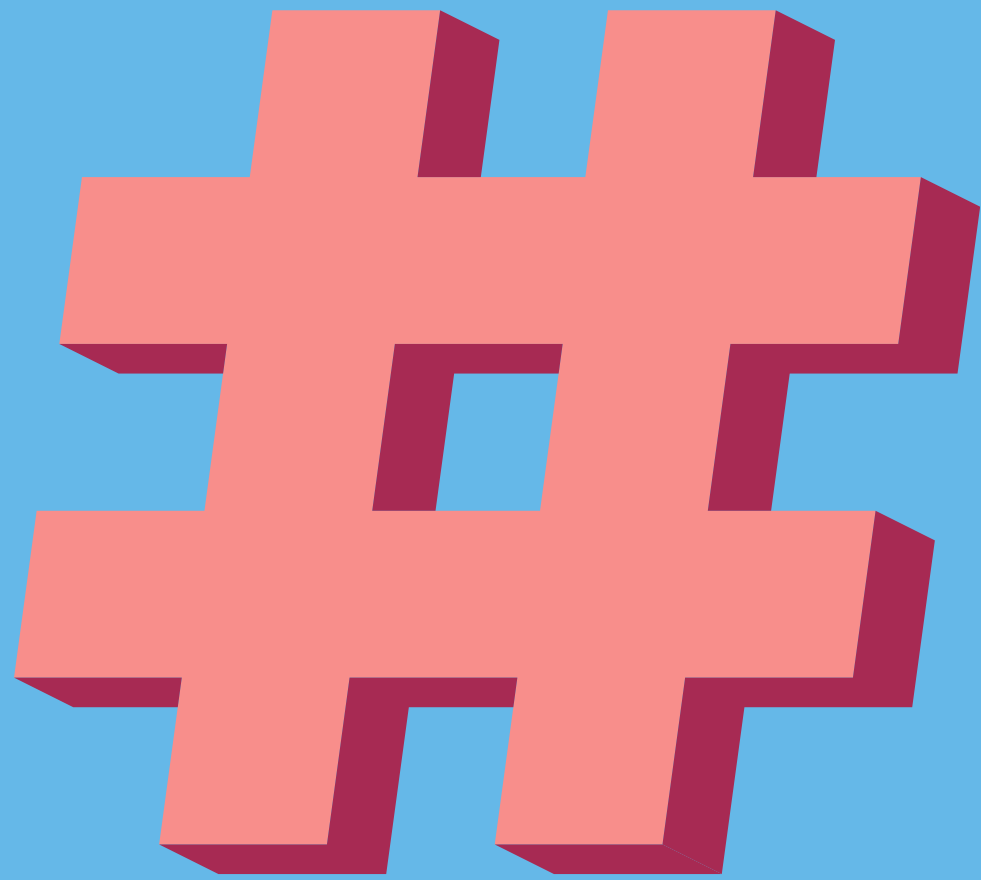


80/20 RULE

- 80% of content should be useful to followers
- 20% should be promotional



UTILIZE HASHTAGS



- Don't use spaces, punctuation or symbols
- Use between 8-14 hashtags

USE STORIES AND REELS

- Reels are used to share a 90 second story
- Stories are 15 seconds but let you use stickers to put a link



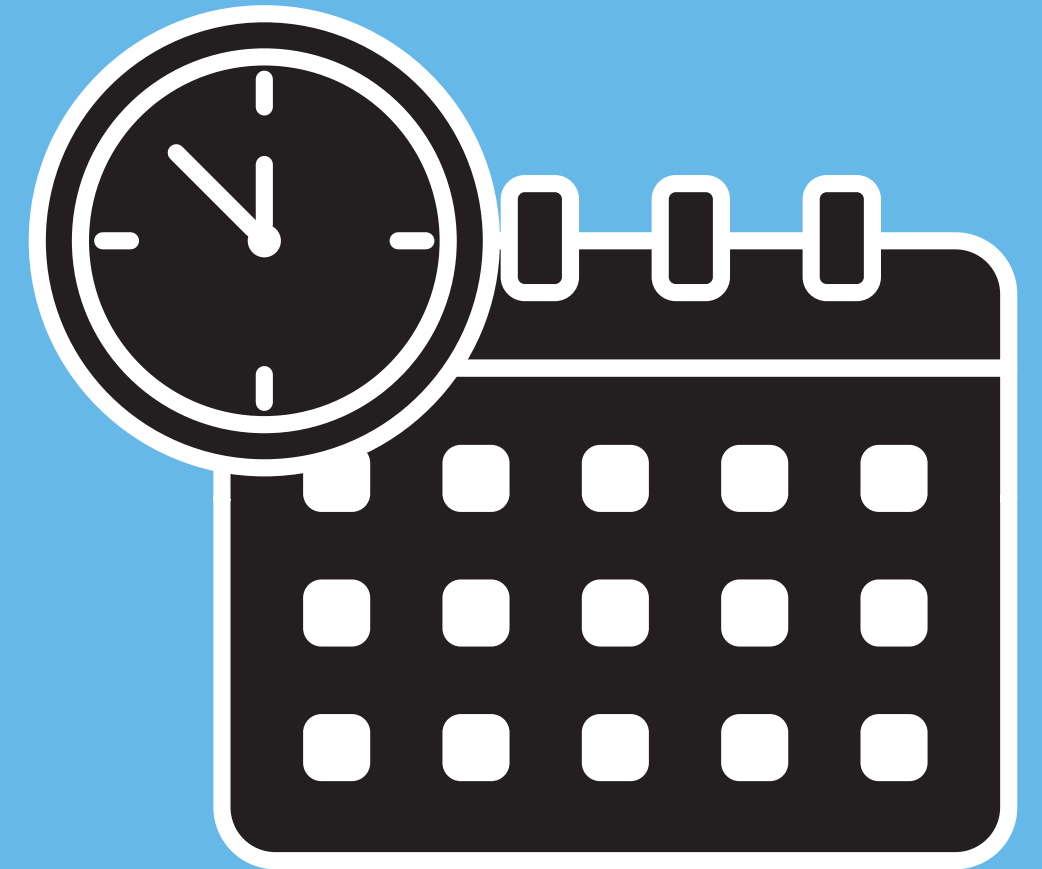
CONTENT SCHEDULING



- Utilize Meta Business Suite
- Affordable Paid Option: Buffer

CONTENT CALENDARS

- Mark down important times for your organization
- Mark any important social media dates



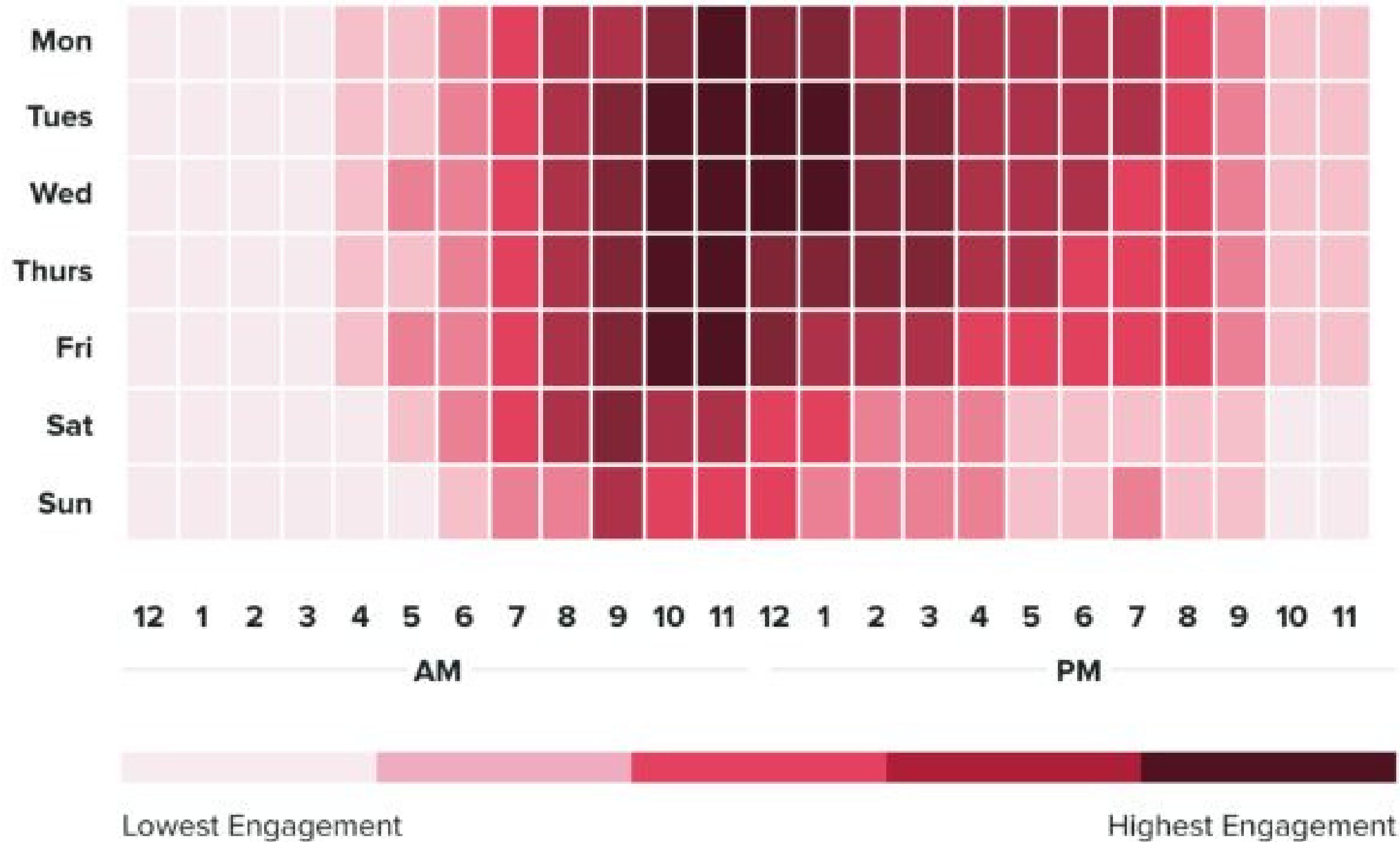
BEST TIMES TO POST



- Facebook: Mondays through Fridays at 3 a.m., Tuesdays at 10 a.m. and noon
- Instagram: Mondays at 11 a.m., Tuesdays and Wednesdays from 10 a.m. to 1 p.m., and Thursdays and Fridays 10 a.m. and 11 a.m.

Instagram Global Engagement

sproutsocial



CONTENT ON YOUR WEBSITE

- Send people to your website from socials
- Blog posts
- Event pages
- Volunteer Information



METRICS TO FOCUS ON



- Reach
- Engagement
- Top performing organic posts
- Cost per link click when doing ads

BENEFITS OF FACEBOOK ADS

- Easy to customize
- Budget friendly
- Easy to track and measure

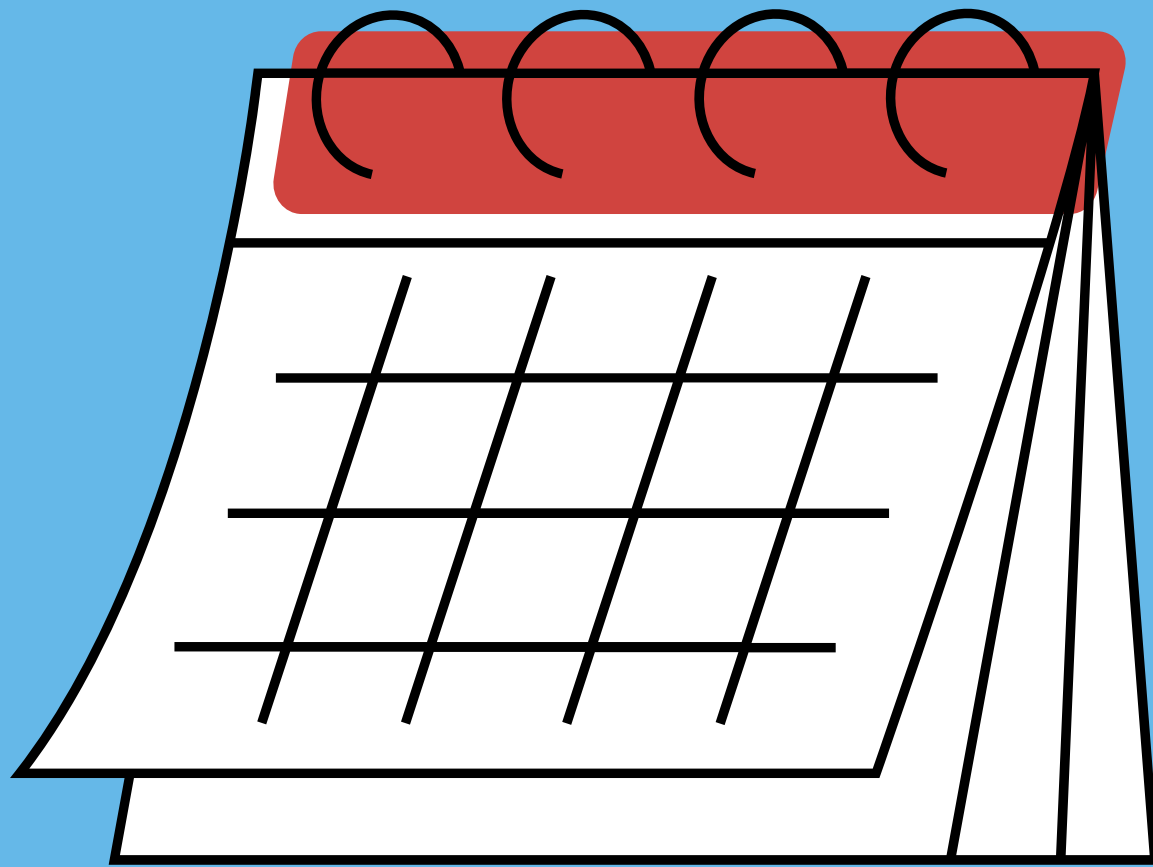


ADS VS. BOOSTS

- Boosts are simplified ads
- Make it easier to share content already on your page
- If you're looking for reactions and shares, boost.



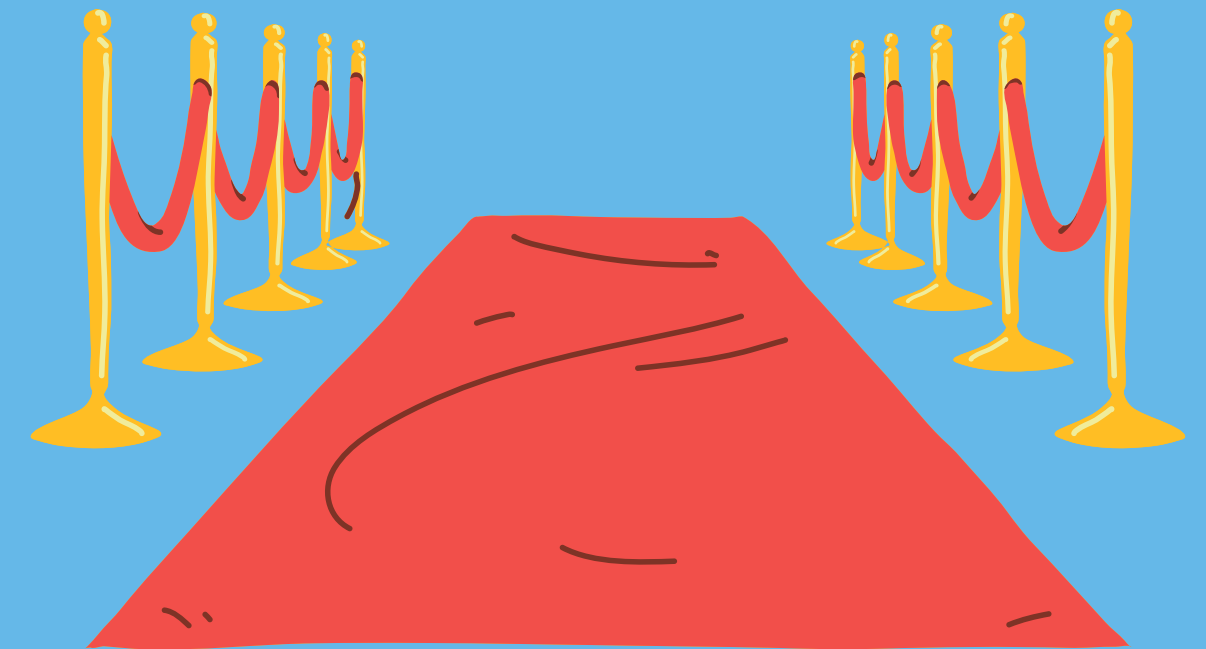
UTILIZE COMMUNITY CALENDARS



- Post your event on news calendars
- Visit Quad Cities
- Chamber of Commerce

FACEBOOK EVENT PAGE

- Great way to reach people outside your followers
- Gives rough idea of RSVPs
- Increases dialogue between you and attendees



THE MEDIA



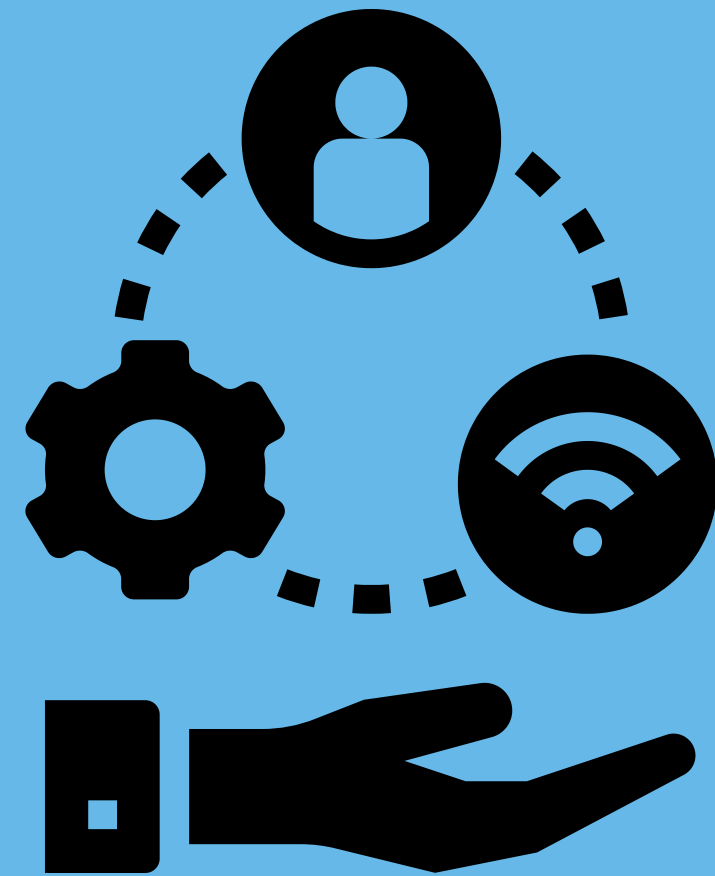
- Write press releases and send to local media
- Set up as many interviews as possible
- Invite media to event

EVENT CONTENT IDEAS

- Countdown to your event
- Registration deadlines
- Photos from previous events
- Introduce speakers
- Highlight auction items



RESOURCES TO FOLLOW



- Julia Campbell-Marketing for the Modern Nonprofit
- Sprout Social Blog
- Hootsuite Blog
- Hubspot blog

THANK YOU!

for your time

**Director of Communications
and Grants**

Hand in Hand

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