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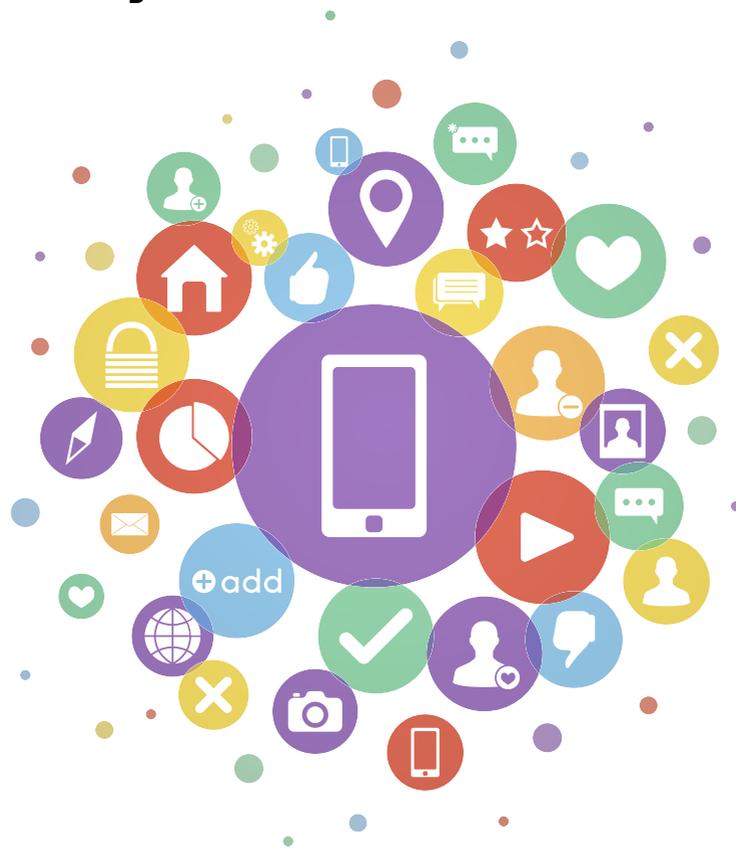
SOCIAL MEDIA & CONTENT STRATEGY



ONE COMMUNITY CHURCH

GOAL OF TRAINING

- **Reinforce** Social communications training and Brand Strategy
- **Equip** leaders with necessary tools on how to appropriately conduct oneself online as a Digital Communicator and effectively interact with the media.



OVERVIEW

- Social Overview
- Digital Communication
- Social Media Branding
- Content Strategy



WHY IS SOCIAL THE ANSWER?

The staggering amount of active users isn't the only reason social platforms present the best channel to market a brand, product, or organizational communication. Today, organizations are fully embracing social as a major opportunity to grow and shape their brand.

Here's a few ways social sets you up for a successful digital communication in 2022.

- **Increased Brand Exposure:** 89% of marketers believe that social media marketing is an effective way to gain brand awareness. When you're launching a new product, you need to educate your audience about the product and your brand. Boosting brand and product visibility is a primary goal for any launch, and since social marketing is known to be an effective means of increasing brand exposure, it should be a crucial part of your plan.
- **Develop Loyal Followers:** Statista reports that 68% of marketers effectively leverage social to garner customer loyalty. When it comes to new products, you need the foundation of a loyal following well ahead of your launch date. This makes your use of social media all the more vital.
- **Generate actions:** 66% of marketers found that social media marketing is effective for generating leads. If you're promoting a new product, you want to get people excited about it's pending release, so they're likely to eventually take action.

SOCIAL MEDIA IS NOT?

- Social Media is not guaranteed to **generate coverage.**
- Social Media is not **100% controllable.**
- Social Media is not a **highly scientific discipline.**

WHAT **SOCIAL MEDIA** IS IN MINISTRY?

- Social media is the posting of Church or Ministry information online
 - This includes social media platforms (Instagram, Facebook, LinkedIn, and Twitter) and the not-so-obvious places online (Blogs, Chat Rooms, Consumer Review Sites, YouTube, Websites, Wikis, etc.)
- Social media is **for digital engagement**.
- Social media is a digital tool that allows the user to quickly create content and disseminate it to the public.

SOCIAL MEDIA IS NOT?

- Social media is not **private, no matter what your settings say**.
- Social media is not **a place to criticize or disparage beliefs, ideology, ministries, non-believers, politics, or other faiths**.
- Social media is not a replacement for **personal interaction or direct customer communication**.

**DIGITAL PR
FACT OR
FICTION?**



“There’s no such thing as bad publicity.”

FICTION

- Kanye West is the exception, not the rule.
- **Caution:** While you may be enamored by the thought of being the focus of media attention, BEWARE!
- **Bad publicity** can do serious damage in the short term and potentially the long term.

SOCIAL MEDIA FACT OR FICTION?



“If it is on the internet, it isn’t private.”

FACT

- Think before you post! What you say online is discoverable by anyone.
- Caution: No matter what your personal settings say, always exercise internet responsibility. What you put out on the internet could come back to haunt you later.
- You are responsible for what you post online.

THIS IS IMPORTANT



- Facts > Opinions
- Communicate with greater clarity, consistency and credibility across the organization.

GOAL (example)

- Build Online Digital Outreach
- Create Unique Positive Digital User Experience (Live events / Social Communication)
- Inform online followers of offline/online events
- Online Discipleship
- Encourage and uplift both followers and non-followers of the OCC social community
- Fulfill Christ's message through digital touchpoints, and engagement
- Allow for the enhanced reach of OCC ministries to the World

SOCIAL BRANDING

Social media is a landscape that can flex to the needs of brands and products. The innovative ways in which you can collaborate, share or promote a new release are endless. For brands, doing so helps expand your reach and the potential success around your brand and product.

We've shared some effective tactics for promoting your next launch. Keep in mind these are designed to stir your audience's curiosity and maintain their interest by showing them the various bits and pieces of what your new product has to offer.

Always engage with consumers throughout the launch process—keep them updated with your progress, build and maintain excitement at the right time and make sure that customers have an incentive to buy your product as soon as it launches.

1

CREATE MEMORABLE CONTENT/ HASHTAGS

Any viral campaign these days comes equipped with a designated hashtag or trackable Tags that can be filtered and sourced by social media platforms for categorization . They can be clever or witty, nods to pop culture or just straightforward.

But ultimately, your unique hashtag is what makes it easier for people to find up-to date, relevant info about the content.

And your hashtag has more use than just as a common thread for information. You can use them to track the conversations developing across social leading as well as use popular trending Hashtags, to pull your content up in rankings.

2

DON'T CHERRY-PICK CHANNELS MAKE A STATEMENT

Promoting content on social successfully **doesn't mean being selective about the platforms** you focus your efforts on. This simply means you need to **make a statement across your entire social presence** with synergy, access every member of your audience. It ensures you're spreading the message loud and clear.

Think about creative for each social channel—a special cover photo for Facebook and Twitter or featuring launch specific highlights on your Instagram page, maybe a video series. Use the Platform for its benefit, and create content that fits each platform, rather than one size fits all.

3

THE ART OF THE TEASE (EVENTS/LAUNCHES)

Any good social post for Events or Launches should start with a teaser campaign. Teasers are a compelling and interactive way to offer glimpses of your latest event or service. It's all about stirring the curiosity of your audience and creating some mystery around your brand.

These work particularly well on social, as there are a number of innovative ways to leverage platforms in order to build anticipation around your events. When Event day hits, you want your audience to already be excited and ready to share or buy.

The key is to reveal just enough to show followers what's coming up, but not so much that they tune out. Video game giant Nintendo took to Instagram to build hype for the upcoming launch of their most recent console, the Nintendo Switch.

4

A PEEK BEHIND THE CURTAIN

It works in your brand's favor to offer up some behind-the-scenes peeks to your followers. Getting a glimpse at how your product is developed or who's behind the work sparks more of an intimate connection between consumers and brands. It's that context and insight that helps fill the consumer in, making your brand less of an enigma to them and giving them more reason to care about your product.

So engage your social following with updates and authentic content behind the production of your brand. Beauty brand Glossier's Snapchat and Instagram accounts are like master classes on how to use the photo and video sharing platforms for both brand and product marketing.

Followers want authenticity, and as well as a connection with the brand they are engaging with. There has to be a attachment for users to want to share, engage, and connect.

5

CHALLENGE YOUR AUDIENCE & CREATE FEEDBACK LOOPS

Incentivizing social engagement in advance for your brand creates a palpable, measurable excitement. Brainstorming is a fun, interactive way in which your followers' chances of winning improves the more they spread the word.

Lay's ongoing #DoUsAFlavor contest is an excellent model of an exciting contest revolving around product development. The snack brand employed this product launch tactic by inviting fans to submit their flavor ideas. They sweetened the deal by offering a \$1 million reward for the winning flavor.

Not only will people rush to submit their ideas, but they're also going to keep a close eye on the product's creation and look forward to your inclusion in your brand content. The overall outcome here is to always use user input and feedback into content ideation. The way to know how people think of you or your brand is to simply ask.

6

CONTENT STRATEGY

First Let's define what an actual content strategy is:

Content marketing is the process of creating valuable, relevant content to attract, acquire, and engage your audience. A content strategy is the outline and digital strategy for anything your organization creates and shares to tell its story.

Content takes many forms, but it only qualifies as content marketing if, it aims to drive profitable customer action. To do this you will need a strategy that :

1. Builds Awareness
2. Creates a preference for your brand
3. Creates a Content Journey for your followers
4. Develops Target audience Personas
5. Develops Brand Voice
6. Plan for the Type of Content, and Content Mix
7. Creates Editorial Calendar
8. Creates a Creative Workflow for design, creation, and approval for publishing content.

7

CONTENT WORKFLOW

A content Workflow allows for the content process to be replicated with efficiency over and over again. This can be helped with technology but the workflow is a guideline for how any organization pushes out content.

From your first idea to the final proof, keep in mind that every piece of content that you'll create is different. An infographic might not require multiple written drafts or a simple report might not require so much design. That said, and workflow should give you a basic idea of the necessary steps it takes to create every piece of content you have outlined in your strategy.

The goal of a social media workflow is to get everyone on board with your process: team members are aware of – and have agreed to – specific expectations, and when they need to be completed. Although your workflow can take time to set up, it will make publishing much faster.

Content Workflow Flowchart



SAMPLE CONTENT CALENDAR 1



<p>MEMES</p> <p>Because who doesn't love a good meme? Bonus points if it's relevant to your niche. (I'm a nerd because social media memes are my life.)</p>	<p>QUESTION OF THE DAY</p> <p>Ask your followers a question about their blog/biz, advice for your blog/biz, or just something fun.</p>	<p>QUICK TIPS</p> <p>Secret tips/hacks for getting things done</p>	<p>TUTORIALS</p> <p>How-to's and tutorials to help your followers get something done</p>	<p>BRANDED GRAPHICS</p> <p>Visually appealing graphics with your watermark</p>
<p>QUOTES</p> <p>Written out quotes or graphics with quotes on them. (If you create your own, add your watermark!)</p>	<p>VIDEOS</p> <p>GIFs, funny videos, inspirational videos, etc.</p>	<p>ANNOUNCEMENTS</p> <p>Launches, business news, updates about the biz owner (you!)</p>	<p>YOUR BLOG POSTS</p> <p>Obviously this is a bit part of your social media strategy—your own blog posts!</p>	<p>CONTESTS/GAMES</p> <p>Caption This photo games, photo contests, challenges, etc.</p>
<p>CURATED CONTENT</p> <p>Helpful links from other bloggers and reputable sources</p>	<p>DISCOUNTS</p> <p>Discounts/offers on products/services that you offer</p>	<p>INFO-GRAPHICS</p> <p>Industry-related infographics</p>	<p>LISTICLES</p> <p>Fun listicles from BuzzFeed or informational ones</p>	<p>NON-BLOG PROMOS</p> <p>i.e., webinars, Twitter chats, or collabs you're working on</p>
<p>HOMEWORK ASSIGNMENT</p> <p>Offer up a homework assignment to help out your followers</p>	<p>CURRENT EVENTS</p> <p>Celebrating holidays and other current events</p>	<p>BEHIND-THE-SCENES</p> <p>Images of your workspace, projects in the works, etc.</p>	<p>ENCOURAGEMENT</p> <p>Words of encouragement for your followers</p>	<p>SOCIAL-ONLY PROMOS</p> <p>Discounts/offers on your products/services that are only for your social media followers</p>
<p>CALLS TO ACTION</p> <p>Get followers to sign up for your email newsletter, read your new blog post, or buy your newest product/service</p>	<p>READER SURVEYS</p> <p>Get follower input on your blog/biz</p>	<p>GIVEAWAYS</p> <p>Give away prizes in exchange for likes/followers</p>	<p>PRODUCTS/SERVICES</p> <p>Share info about new products/services that you're offering</p>	<p>PERSONALITY</p> <p>Include a bit of yourself in your social media by sharing little quips</p>
<p>FREEBIES</p> <p>Incentives for your social media followers</p>	<p>VIRTUAL EVENTS</p> <p>Webinars, Twitter chats, and other online goings-on</p>	<p>LONGER ANECDOTES</p> <p>Stories, longer tips, and other longer status updates</p>	<p>INSPIRATION</p> <p>Inspiration for yourself and your followers</p>	<p>TIME-SENSITIVE OFFERS</p> <p>Discounts/offers that your followers have to use by a certain date before they expire</p>

30-DAY SOCIAL MEDIA CALENDAR



SAMPLE CONTENT CALENDAR 2



AH

THE **WINNING FORMULA** FOR DEVELOPING **A CONTENT CALENDAR**

1 DAILY	7 WEEKLY	30 MONTHLY	4 QUARTERLY	2/1 BI-ANNUAL/ ANNUAL
Social media posts, sharing industry news or posting photos from an event are types of content your organization can produce on a daily basis. If your website has a forum, leaving comments or posting discussion questions can also be completed daily.	Blog posts, short video presentations or photo album creations are all examples of content that your organization can share on a weekly basis.	Lengthier blog posts, webinars, well-produced videos or guest posting to an industry related blog are ways of sharing content on a monthly basis.	White papers, research reports, member survey results or case studies are ways your organization can share content on a quarterly basis. This type of content takes a little more time and effort, but it is a unique way to attract your audience.	A broadcast of an annual meeting, a roundtable discussion with industry executives, a yearly industry report or a membership benefits video are different ways to produce content once or twice a year.

OR_ KEEP IT SIMPLE



Use Simple 3/2/1 Formula:

- Choose 3 platforms per day.
- Commit to 2 posts per day on those platforms.
- Choose 1 simple message to convey in these posts.

REMEMBER CONSISTENCY IS KEY

Month			Year			
Mon	Tue	Wed	Thu	Fri	Sat	Sun

NOTES

SOCIAL MEDIA & CONTENT STRATEGY

