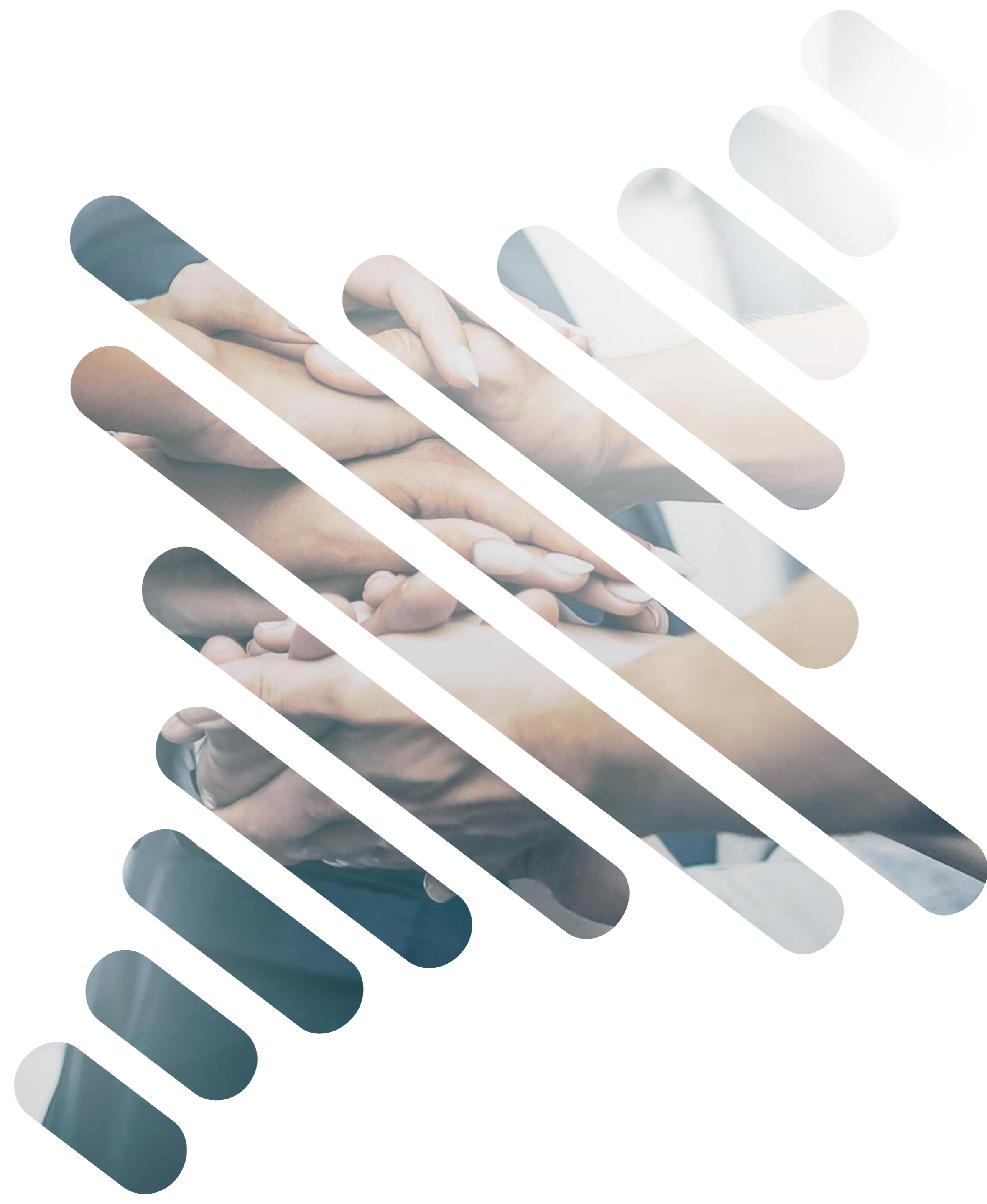


# **SOCIAL MEDIA & YOUR DIGITAL COMMUNITY**



Enhance your social media tools. Ensure you are connecting with your target audience on the proper platforms. Share your story. Engage your audience. All in a trackable and reportable way!



# INTRODUCTIONS



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A hand holding a pen over a document, with a dark red overlay.

# QUESTIONS

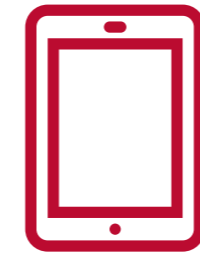
for you

# Today's Agenda

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**WELCOME**



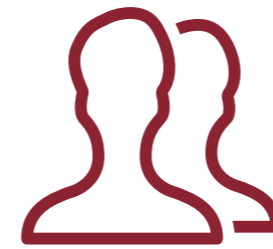
**PICKING CHANNELS**



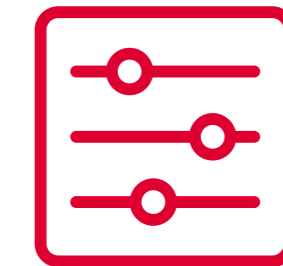
**CONTENT STRATEGY**



**MAXIMIZE EFFORTS**



**ENGAGEMENT**



**PROVE THE VALUE**

**“I log off because I’m bored.  
I log back on in five minutes  
...because I’m bored.”**



# Choose the Right Channel

## • Facebook

- 2.27 Billion Monthly Active Users
- 10% of that is in the US
- 77% College graduates use Facebook
- 75% with Household Income > \$75k use Facebook

## • Instagram

- teens & young adults

## • Twitter

- 20-somethings

## • LinkedIn

- B2B, 30-49

## • Pinterest

- Women, 18-50

## • Snapchat

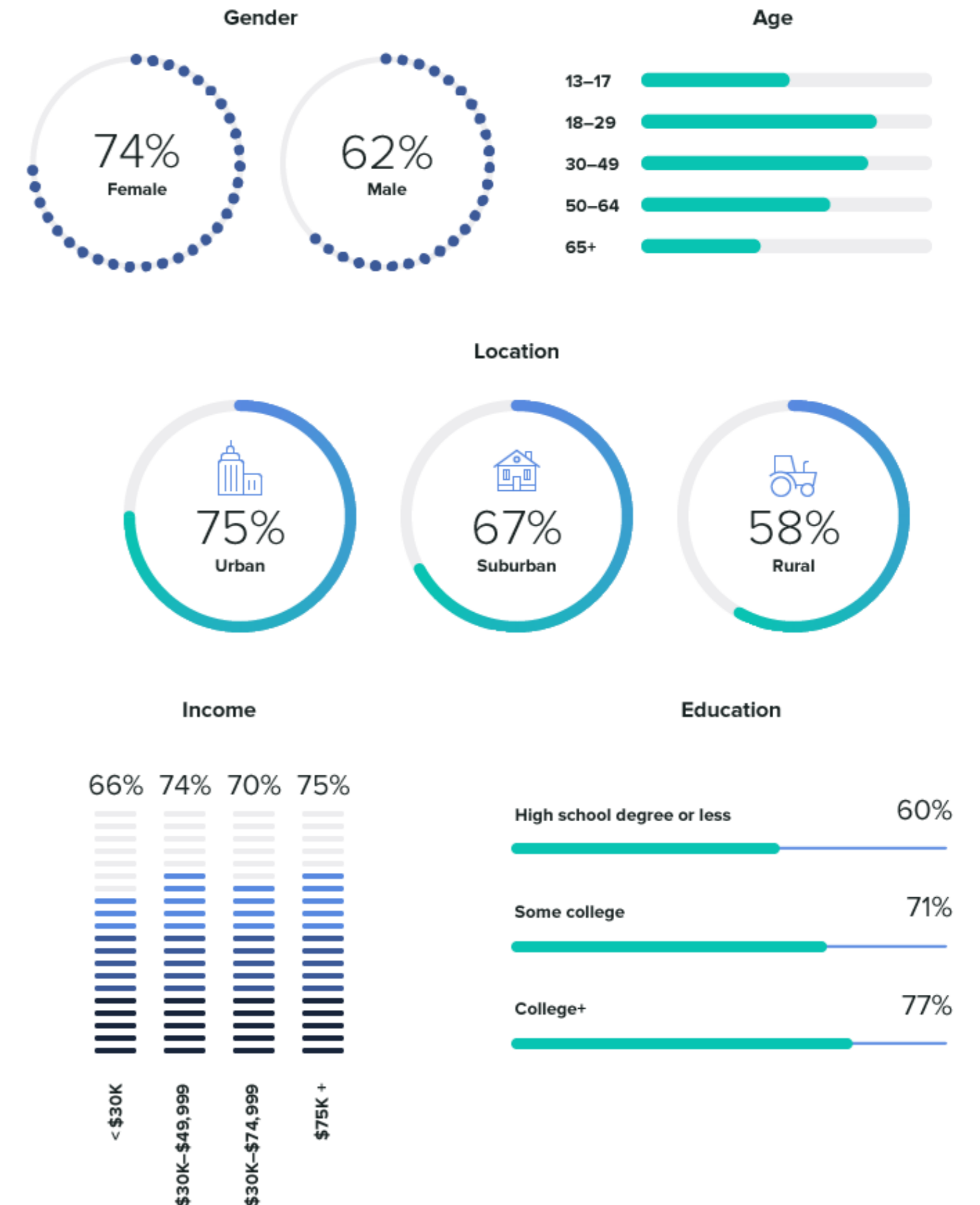
- Younger, 13-17 and 18-29

## • YouTube

- Mobile, 18-49 year-olds, 85% of teens



## Facebook usage among key demographics



# Choose the Right Content

## Facebook

- Videos and curated content
- Max 3 hashtags, at the end

## Instagram

- High-res photos, quotes, Stories
- 9 – 30 hashtags, at the end

## Twitter

- News, blog posts, and GIFs
- Max 3 hashtags, at the end

## LinkedIn

- Jobs, company news, and professional content
- Minimal, keep it clean

## Pinterest

- Infographics and step-by-step photo guides
- Max 20 hashtags





# MAXIMIZE

Get the most from your efforts.

---

## IDENTIFY

**Find the appropriate content.**

- Post as long form content:
- Blog, long post, video, etc



## SHARE

**Share the content appropriately.**

- Choose your channels.
- Break down into bite size chunks or "Micro Content"
- Schedule / share your post over time, space it out.

## ENGAGE

**Create conversation...**

- Talk to your audience.
- Learn what they like.
- Repeat



## BOOST

**Increase your visibility.**

- Boost your posts.
- Use hashtags where appropriate.
- Target key areas and demographics.
- Target look-alikes

# Create Engagement

---

**Share. Comment. Like. Heart. Pin. Tweet.**

Engagement and interaction with your audience is most impactful for creating an online community. Talk to your audience. Encourage comments and conversation. Allow your organization's personality to show.



**“When I hear people debate the ROI of social media?  
It makes me remember why so many businesses fail.  
Most businesses are not playing the marathon.  
They're playing the sprint.  
They're not worried about lifetime value and retention.  
They're worried about short-term goals.”**

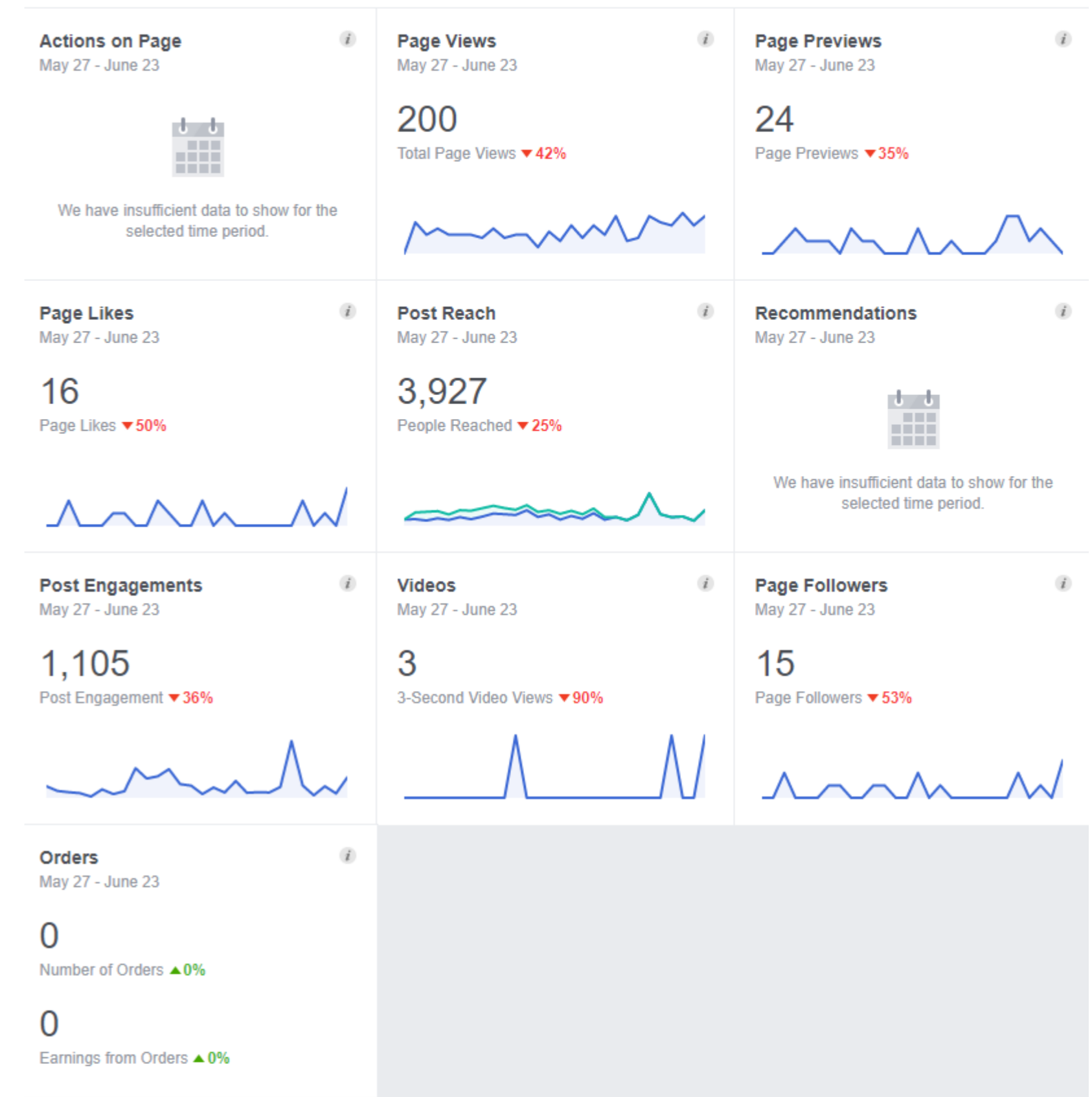
***Gary Vaynerchuk***

# Tracking Results

- Google Analytics
- Facebook Pixel
- Social Channel Insights
- Post Scheduling Tools (HootSuite)
- Post Creation Tools (MissingLettr)
- Post Boosting Tools (Adespresso)

Results from May 27, 2019 - Jun 23, 2019  
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



**Recent Ads on Eastern West Virginia Community Foundation** + Create New Promotion  
Ads activity is reported in the time zone of your ad account.

**Ad Results Are Moving Soon**  
After Jul 30, 2019, detailed results from your ads will only be available in Ad Center. [Learn More](#) [Visit Ad Center](#)

	<b>Event Responses</b> Fundraiser in Capon Bridge Promoted by Karin Hammann Dunn on May 28, ... Completed	1,969 People Reached	20 Event Responses	\$39.00 Spent of \$39.00	<a href="#">View Results</a>
	<b>Post Engagements</b> This is what Christmas is all about! Thank you, ... Promoted by Michael Whalton on Dec 17, 2018 Completed	749 People Reached	104 Post Engagement	\$10.00 Spent of \$10.00	<a href="#">View Results</a>
	<b>Post Engagements</b> The Community Foundation awarded \$146,915 ... Promoted by Michael Whalton on Aug 10, 2018 Completed	867 People Reached	70 Post Engagement	\$10.00 Spent of \$10.00	<a href="#">View Results</a>

# Wrap Up

- Have a Plan!
- Choose your Channels
- Create your Content Strategy
- Maximize your Chances
  - for Exposure & Engagement
- Review & Repeat (with improvements)



# SOCIAL MEDIA AUDIT

<https://www.facebook.com/Eastern-West-Virginia-Community-Foundation-130566868758/>

The image shows a screenshot of the Facebook page for the Eastern West Virginia Community Foundation. The page header includes the Facebook logo, the page name, and navigation icons. The profile picture is a circular logo featuring a map of West Virginia. The cover photo is a large group of people, many holding certificates. The left sidebar contains navigation options: Home, Feed, Events, Photos, Videos, Community, Reviews, News, and Writing. The main content area features a 'write a post' section, 'Upcoming Events' (including 'Nonprofit Summit: Social Media & Your Org...' and 'Two Rivers Giving Circle Award Dinner'), and a 'Photos' section with several images of people and award presentations. The right sidebar includes a 'Community' section, an 'About' section with a map and contact information, 'Page Transparency', 'See Photos', 'See Reviews', and 'Related Pages' (including 'CASA of the Eastern...', 'Berkeley Arts Council', and 'Shepherd University...').

# QUESTIONS?



**Download resources from today's presentation at: [MyBank.com/presentation201906](https://MyBank.com/presentation201906)**

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