



# Navigating the Social Media Landscape

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YOU ARE MAKING A DIFFERENCE!

Through your organizations you ARE making a difference,  
changing the status quo, and elevating  
our communities, our lives,  
through your non-sectarian social services.

The caring, meaningful and purposeful work you and your  
organizations do is truly sacred!

## COMMUNITY!

The first step is to CREATE and ATTRACT community around your organization, your mission and the services you offer.

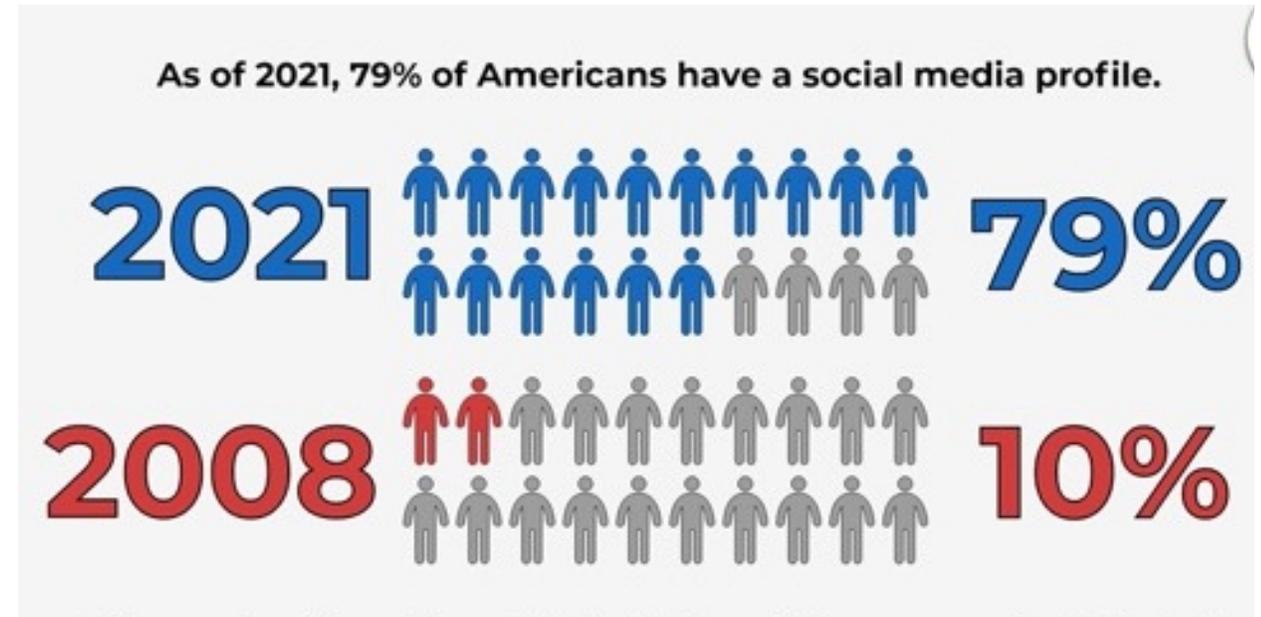
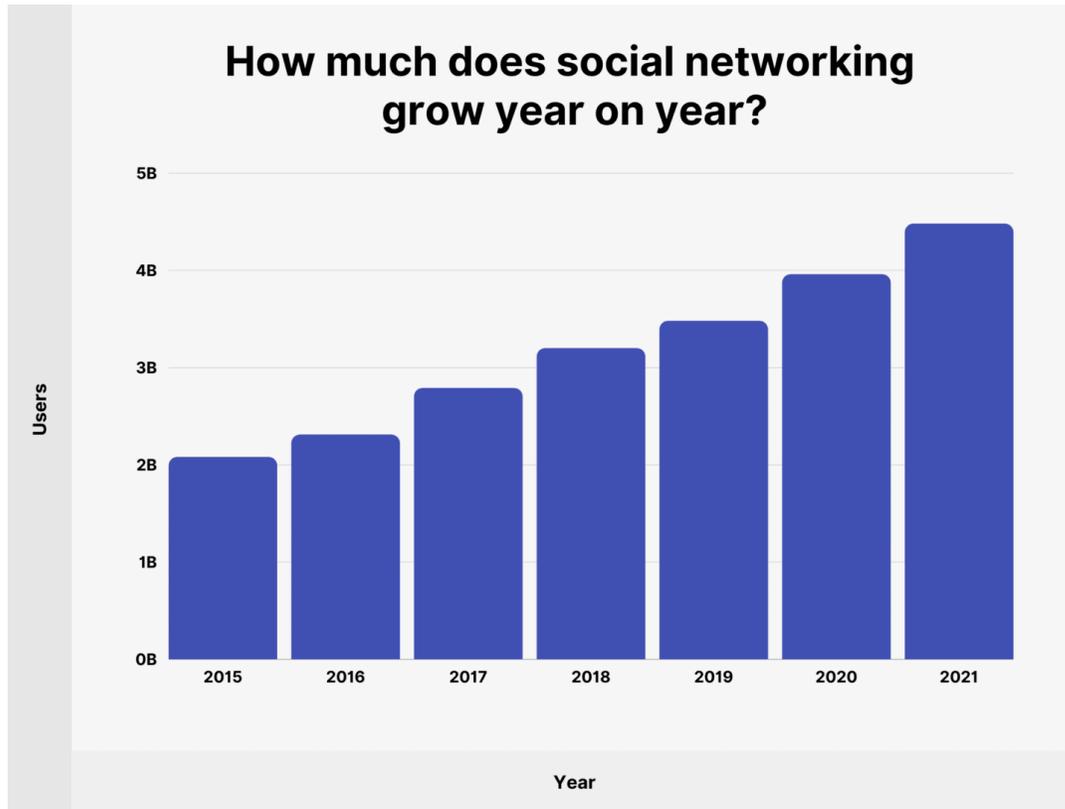
The second step is to continually STRENGTHEN that community by NURTURING and CARING through your online presence.

## POLL

What is your biggest challenge or obstacle to your organization's social media presence?

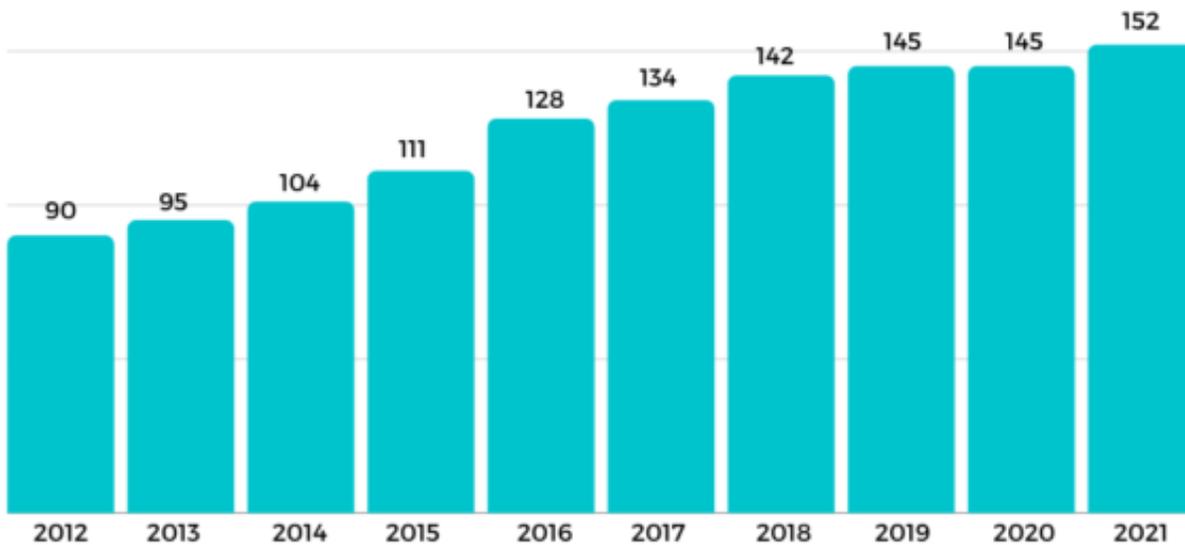
1. Human resources
2. Financial resources
3. Time
4. No formal strategy
5. Content creation
6. Other: please specify

# SOCIAL MEDIA USAGE AND GROWTH: QUICK STATS



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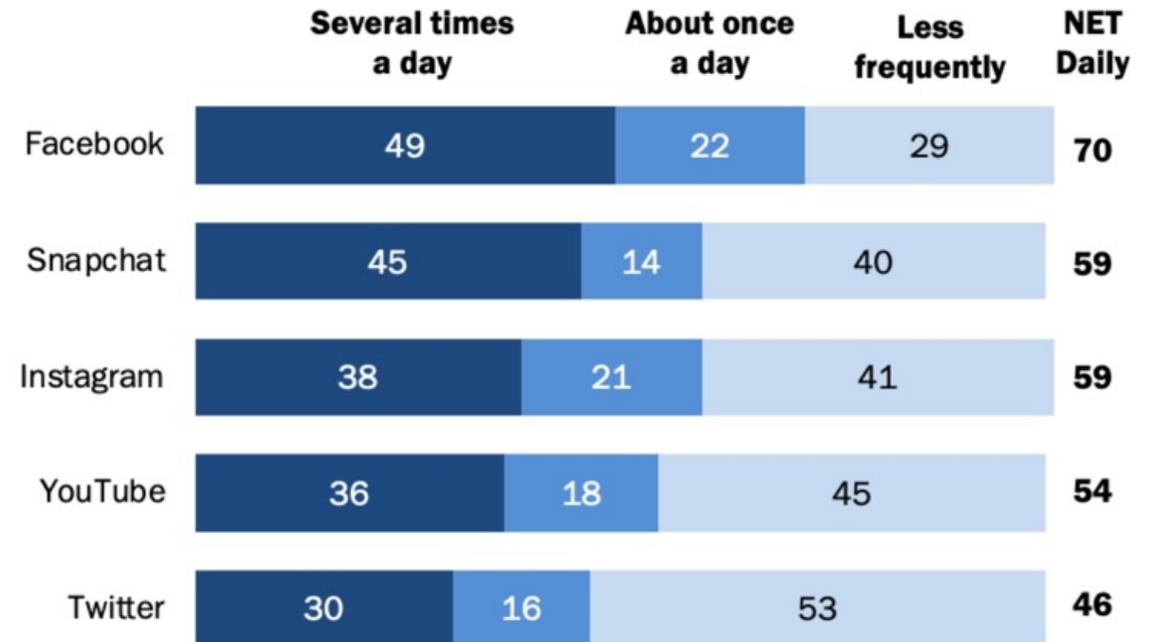
## Total Minutes Spent On Social Media Per Day



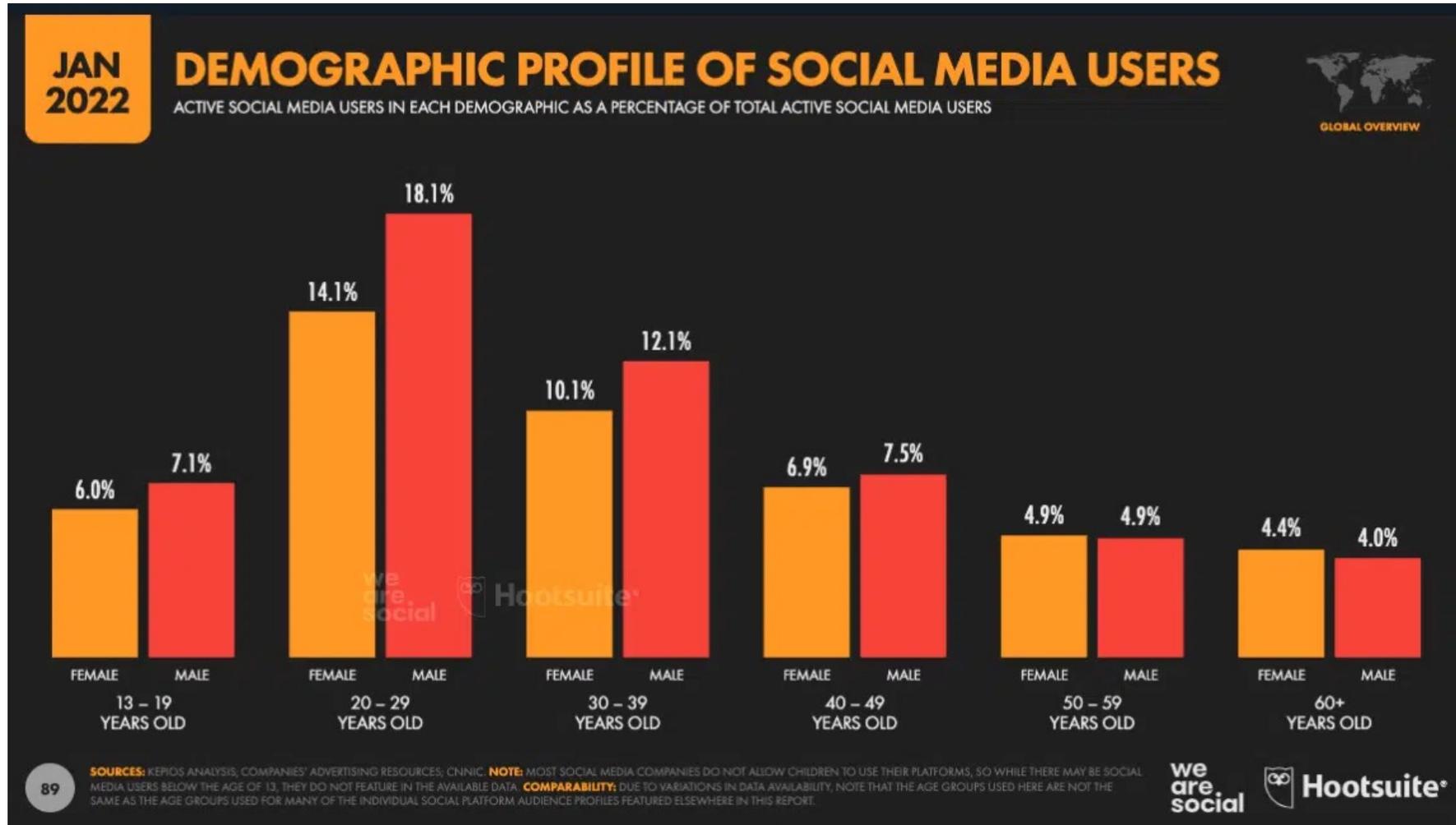
FameMass.com

## Seven-in-ten Facebook users say they visit site daily

Among U.S. adults who say they use \_\_\_\_, % who use that site ...



# SOCIAL MEDIA USAGE AND GROWTH: QUICK STATS



## SOCIAL MEDIA USAGE AND GROWTH: QUICK STATS

### Social Network Users in the US, by Platform, 2022

*millions*

Facebook	180.7
Instagram	126.3
TikTok	90.6
Pinterest	89.6
Snapchat*	88.8
LinkedIn	66.8
Twitter	56.1
Reddit**	45.9

*Note: internet users of any age who use a social network via any device at least once per month; \*via mobile device only; \*\*logged-in users*

*Source: eMarketer, November 2021*

## SOCIAL MEDIA USAGE AND GROWTH: QUICK STATS

### RESOURCE:

To take a deeper dive into this – please access this link I've provided:

<https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>

## POLL RESULTS

What is your biggest challenge or obstacle to your organization's social media presence?

1. Human resources
2. Financial resources
3. Time
4. No formal strategy
5. Content creation
6. Other: please specify

# WHAT CAN SOCIAL MEDIA DO FOR YOUR ORGANIZATION?

- Raise awareness of your organization and services
- Exposure to new members, donors, networking
- Develop and expand your community
- Build an engaged community and meaningful connections
- Staying connected on a daily basis with your community
- Your community can keep up to date with news quickly
- Engage and answer questions in one-to-one dialogue
- Inspire community members to take action
- Improves SEO (Search Engine Optimization)
- Position leaders in your organization as a thought leaders
- Drive visitors to your website

## FOOD FOR THOUGHT WHEN NAVIGATING YOUR SOCIAL MEDIA LANDSCAPE

- It's not about B2B or B2C. Its about P2P: Person to Person
- Know your audience: Demographics vs. Psychographics
- What social media is not
- What social media is
- No magic potion. There is no overnight success.
- Understand your resources

Consistent activity over time sees results. Slow and steady wins the race.

# **7** FUNDAMENTAL STEPS FOR NAVIGATING THE SOCIAL MEDIA LANDSCAPE

- 1** SOCIAL MEDIA STRATEGY
- 2** GOALS
- 3** CONTENT IS KING!
- 4** CONTENT PLAN
- 5** CONTENT CALENDAR
- 6** CONTENT CREATION
- 7** PLATFORMS

# **STEP 1** SOCIAL MEDIA STRATEGY

## Communication Strategy >> Social Media Strategy

Social media should not be thought of as a “separate” silo of your organization.

It should be an integral part of your organization, your day-to-day communication strategy, an extension of your organization.

Social media must dovetail and work in parallel with other marketing platforms: website, email, events, marketing pieces to ensure a consistent message and brand across all these platforms.

## **STEP 2** GOALS

What are the goals for your organization?

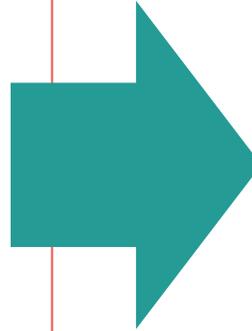


Identify the goals and success metrics  
for social media

## **STEP 2** GOALS

### ORGANIZATION GOALS

- Followers/community members: retention of current followers
- Increase of new followers
- Donor retention of current donors and attracting new donors
- Funding procurement
- Programs: quantity for Member Programs and Partner programs with other agencies/associations
- Events: how many organized events?
- Volunteer activity
- Speaking



### SOCIAL MEDIA GOALS

- Increase in followers, members, donors
- Increase in program attendance and services offered
- Increase in volunteers and opportunities for involvement
- Increase in philanthropic activities and campaigns
- More one on one communication
- Increase in phone call and email inquiries
- A more engaged community, more shares, likes, comments
- More visitors to website

## **STEP 3** CONTENT IS KING

Is it valuable and educational?

Does it resonate with your audience?

Does it connect on a deeper level?

Does it have an emotive pull?

Emotive Marketing >> Story telling

## **STEP 4** CONTENT PLAN

What are you going to post?

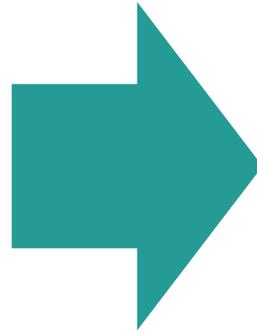
By having a Content Plan, you will:

- Create consistency [this is key!]
- Plan time-sensitive content
- Get organized
- Feel in control
- Free up your time
- Create well thought out, valuable content

# **STEP 4** CONTENT PLAN

## [1] Develop Main Categories

- Professional Counseling
- Adult Mental Health
- Children Mental Health
- Domestic Violence Sexual Abuse
- Special Needs
- Fertility
- Senior Solutions
- Education
- Support Groups
- Financial Support
- Caregivers
- Food Services
- Volunteering
- Donating



## [2] Develop Sub-categories

- Tips
- Facts
- Quotes
- Inspiration
- Humor

## **STEP 5** CONTENT CREATION

- Repurpose/recycle valuable [STATIC] content on your website
- Go back to your basics: your Why, Mission, Purpose
- Always give people a Call To Action (CTA)
- Use Tags (@) and Hashtags (#)
- Know your audience: their needs and wants
- Write a caption or header to start the post

# STEP 5

# CONTENT CREATION

## EXAMPLE



### ORIGINAL TEXT

Club Sequoia welcomes doctors from Hackensack Meridian Health [@hmnnewjersey](https://www.instagram.com/hmnnewjersey)

Thank you for discussing wellness and nutrition with our seniors and for answering all of our questions!

[#jfsciflton](#) [#health](#) [#seniors](#) [#seniorhealth](#) [#nutrition](#) [#clubsequoia](#)

# STEP 5

# CONTENT CREATION

## EXAMPLE



### IMPROVED TEXT

Header: Are you a caregiver and/or a family member of a senior?

Club SEQUOIA welcomed doctors from Hackensack Meridian Health [@hmnnewjersey](#) [8,800 good tag, they get a notification, can share that post]

Thank you for discussing wellness and nutrition with our seniors and for answering all of our questions!

**VALUE ADDED TEXT:** Good nutrition is so important for seniors. It gives them energy and can help them control their weight. It may also help prevent some diseases, such as osteoporosis, high blood pressure, heart disease, type 2 diabetes, and certain cancers. It also decreases the risk of falls and fall-related injuries.

**QUOTE: FROM A PARTICIPANT/ONE OF THE DOCTORS/PERSON RUNNING THIS PROGRAM**

**CONTENT RECYCLED FROM WEBSITE:** Club SEQUOIA is a social day program for active seniors ages 60+. The program meets four days a week. Transportation is available. We provide seniors and their caregivers with resources needed to effectively take care of themselves and their loved ones.'

**CTA:** Let us know if you have questions! Call us on 973-777-7638 or email us at [intake@jfsciflton.org](mailto:intake@jfsciflton.org)

More info on Club SEQUOIA BENEFITS AND MEETING TIMES for seniors can be found here: <https://jfsciflton.org/project/sequoia>

## **STEP 5**

# CONTENT CREATION

## FORMATS

- Image/Photo/Meme. *[use Canva free app]*
- Stories. Facebook 20 secs. IG 15 secs increments. *[use CutStory free video editing]*
- Video for Facebook newsfeed. Optimal length 15 secs-3 mins
- Videos for Instagram grid. 60 secs. (no more IGTV)
- Live Video

## **STEP 6**

# CONTENT CALENDAR SCHEDULAR

- Create your content FIRST for a fortnight >> “BATCH” writing
- Gather visuals for each post, and create a version for Stories
- Minimum posting: 3x per week. Optimal posting: every day
- Use a simple Google Calendar or Meta Business Suite (FB/IG) or a scheduler like Hootsuite
- Best Time to post: 9 am, 4 pm and 8 pm
- TIP: Duplicate posts within 2 weeks of posting

### RESOURCE:

Free Social Media Scheduling Tools for content calendar and scheduling  
<https://influencermarketinghub.com/free-social-media-management-tools/>

# **STEP 7** PLATFORMS

The most popular social media platforms for users and marketers in 2022

- Facebook
- Instagram
- LinkedIn
- YouTube
- Twitter
- TikTok
- Snapchat

**TIP:** After 3-4 months, determine which platform is performing best. Concentrate and tailor your content to this platform. You can then post the same content to lower engaging platforms.

**TIP:** Make sure:

- your platforms have updated copy and contact details
- to link icons to correct platform
- remove the icons that are not relevant or old (Google+)

## **STEP 7** PLATFORMS

### Numbers

Don't get hung up on quantity.

Its quality of your followers that counts.

Having a large following isn't useful if the audience isn't regularly interacting with the content they follow.

Never buy followers!

# ASSESSING EFFECTIVENESS AND RESULTS

Hard data and metrics you can measure:

- Your audience growth rate
- Updated demographics of your audience (in FB and IG)
- Engagement: likes, comments, shares
- Website traffic
- Downloads for a free offer
- Filled out contact forms
- Signups for newsletter/email list growth

# ASSESSING EFFECTIVENESS AND RESULTS

“Soft” data and metrics: More difficult to measure but is real.

What social media does best: generating soft leads by word-of-mouth marketing, loyalty, advocacy, and involvement.

“The lurkers” - many people never like or comment, but see and read your content

Impact and actions happens offline AFTER people have seen your posts.

Your presence IS driving impact!

Consistent activity over time sees results. Slow and steady wins the race.

This is is a marathon, not a sprint!

## BONUS >> IDEAS FOR CONTENT & CREATING ENAGEMENT

### Inspires Emotion & Connection

#### **Content That Inspires Emotion**

- Humor
- Entertain
- Inspiration/Motivation
- Intellectual
- Challenges
- Daily nugget
- Quotes

#### **Human Content**

- Sharing feelings & experiences
- Problem/Solution
- Share expertise
- Celebration

#### **Content In Story Form**

- Narratives
- Challenges
- Success Stories

### Provides Value

#### **Informational Content**

- Tips
- Guides
- Health Trends
- Infographics

### Engages

#### **Open-ended Content**

- Ask A Question
- Q&A
- Survey
- Ask Us Anything
- Voting/Poll
- Discussion
- What Do You Think?
- Fill in the Blank

## Questions & Thank You!

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