Social Media Marketing 101
How To Engage Your Stakeholders Using the PlayCleanGo Campaign
Presenter

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Former nonprofit communications director

Plays an instrument larger than she is
When it comes to social media, who are you?

(a) expert

(b) user

(c) help!
Intention:

Build a social media engagement strategy for my agency using PlayCleanGo
Today’s agenda

1. Introductions & Intentions
2. PlayCleanGo Digital
3. Social Media Basics
4. Exercise
5. 10 Tips to Try
6. Next Steps
7. Questions
PlayCleanGo Digital
Marketing Goal:

by June 1, 2019

generate 500K “touches”
— comments, shares, clicks, views —
getting people involved in cleaning their equipment before going to their next destination
Partnership Goal:

Help you achieve your invasive species goals while getting the social engagement you need for your agency
Thanks to the Minnesota Dragonfly Society for being a #PlayCleanGo partner.
Want to share what you're all about?
Social Media Basics
Channels
Key personas are fictional, generalized representations of your ideal participants. These personas help your team understand these people better, and make it easier for you to reach them where they are.

Personas allow your team to personalize or target your marketing for different segments of your audience. For example, instead of creating just one social media ad, you can segment by key persona and tailor the image, message, and the audience according to what you know about your different personas.
PERSONA EXAMPLE: Millennial Michelle

DEMOGRAPHICS & ROLES
- 23-38 years old
- Cohabitates with a long-term partner; no kids
- College-educated; works FT
- Lives in an urban area whose population skews young and where they can afford a home
- Has a lot of pride in where they live
- Hobbies include: hiking, camping, gardening, planting / maintaining pollinator habitat, star gazing

GOALS
- Work-life balance: finding time to spend with friends and family
- Better balance in natural environments and healthier ecosystems

CHALLENGES
- Long commutes
- Demands of work & family life
- Not getting to spend much time outdoors

What We Can Do
- Provide opportunities and areas for recreation and gathering
- Provide information on native and non-native plants and how she can bring a better balance to all of the natural environments she enjoys
Goals
Social media goals can be:

1. **Likes / followers** on your social media account
2. **Traffic** to a page on your website
3. **Contacts** filling out a form on your website or on Facebook (lead ads)
4. **Engagement** on social media*:
   - Likes (reactions), comments, shares

*As of 2018, Facebook is unlikely to show your posts to your followers unless your posts have high engagement
Earned vs. Paid
Earned Social: Posts that you don’t pay for.

They can promote your content ...
Earned Social

Or someone else's

Add a message that engages your followers
Being a caregiver for an aging loved one can be daunting and stressful. While a caregiver's work can be tremendously rewarding, it presents many, many challenges. We've combined the knowledge of dozens of senior care professionals into a Family Caregiver Guide: Caring for a Senior At Home. Download your free copy today!
Exercise
1. Think of a persona your agency needs to reach.
2. Think of a goal that this persona could help you reach:
   a. **Traffic** to a page on your website
   b. **Contacts** filling out a form on a page of your website
   c. **Engagement** (likes, shares, comments)
3. Draft 3 posts in Facebook right now targeting that goal, and save them.
   a. Text
   b. Link (or video)
   c. Image (or video)
10 Tips to Try
Tips

1. **Schedule** a month of social posts / ads at once.
2. Create a monthly **advertising budget**, however small.
3. Focus on post content that will get **engagement**: polls, contests, compelling questions, surprising content.
4. Look at your “**competitors’**” accounts.
5. Upload **videos** to Facebook.
6. Create **personas**.
7. Use the social media **channels** that your top-priority **personas** are using.
8. Plan ads / posts that target each of the 4 major types of **goals**.
9. Make sure that each of your website pages has a **featured image**.
10. Have a monthly meeting to **report on one metric** for each of your goals.
Freebies
Create Messages from Print Assets

Posters
from Susan Burks (PlayCleanGo)

Sorted by name

[Image of various posters with titles such as "RIDE CLEAN CO.", "SPECIES IN YOUR TRACKS", "WHISTLE ON CANADA WILDLIFE", etc.]
We played clean at Baxter State Park! #PlayCleanGo
Jacqueline Lalley created a poll.

Should herbicides be used to control invasive species?

No

Yes

This poll ends in 6 days
The arrival of chestnut blight in the United States in 1904 resulted in the near extinction of the American chestnut by the early 1950’s.

#PlayCleanGo #AmericanChestnut
Next Steps
Get Social Content from PlayCleanGo

1. Follow PlayCleanGo

@PlayCleanGo
@play.clean.go

2. Share the posts

3. Use the #PlayCleanGo hashtag

4. Sign up to be a partner: http://playcleango.org/join-new. Find out about new videos, social graphics, and more assets you can use as they go live.
Free Resources

https://offers.hubspot.com/social-media-content-calendar

https://freecandy.yodelpop.com/nonprofit-supporter-persona-template
Questions?
Go for it!