



NINA MASON PULLIAM
CHARITABLE TRUST

Building a Legacy of Community
Grantmaking since 1998

Social Media

The Power of Storytelling
Nov. 13, 2019

Tips from Carley Kintz, Lucid Agency

Use data analytics to deliver your message to the right person at the right time with the right frequency throughout the online user's journey.

Set expectations

- **Focus on long-term**

- There is no silver bullet. Create interesting content and post consistently for maximum impact.
 - In terms of frequency, put yourself in your supporters' shoes while thinking about the channel or medium driving the interaction. Consumer expectations around email are very different than scrolling through a social media feed and your syndication* strategy should reflect those differences.
 - The quality of your content will impact how valuable your target audience believes interactions are with your brand. If you're creating "thin" or "fluffy" content, people will lose interest and disengage. Conversely, if the content you're sharing is adding value for your target audience, they'll not only tolerate, but look forward to interactions with your brand.
 - If you're ever unsure, try creating a survey or reaching out to your largest supporters and ask for honest feedback. It's a great way to gut check your strategy and the way it's perceived by the people who matter most to your organization.

*Syndication is a method of repurposing content on other channels and websites in order to reach a broader audience and maximize the usability of the content you create. Syndicated content not only increases your reach and brand awareness, it also builds links and can help drive more traffic to your original article.

Set expectations

- **Content per platform**

- Every social media channel is different. The more you can cater your content to match users' expectations, the more successful you'll be.

- **Test + Analyze**

- Things always change. The best way to understand what's working is to look at analytics and try new things.

Key takeaways

- **Understand your target audience**

- Speak their language and meet them where they are with empathy and authenticity.
- Develop a customer persona, which is a semi-fictional archetype that represents the key traits of a large segment of your audience, based on the data you've collected from user research and web analytics.
- Personas give you insight into what your prospective customers are thinking and doing as they weigh potential options that address the problem they want to solve.
- Here are a few persona resources you can reference as a jumping-off point. If possible, talk to someone who has gone through the persona research and development process.
 - [The 5 Best Guides for Creating a Customer Persona](#)
 - [The Complete, Actionable Guide to Marketing Personas](#)
 - [How to Create Detailed Buyer Personas for Your Business \[Free Persona Template\]](#)
 - [User Experience Tools: The Complete Guide to Personas](#) (paid)

Key takeaways

- **Leverage micro-moments**
 - Look at every touchpoint with the user as an opportunity to generate a reaction.
- **Content is everything**
 - Create a content calendar and a corresponding syndication strategy.
- **Don't always follow the crowd**
 - Just because someone else is doing it, that doesn't mean it's right for your organization.
- **Maximize your efforts**
 - Focus on doing one or two things well instead of trying to do everything.

Other Social Media tips

- **Stay current**

- Keep your website current and information packed. If your website isn't compelling or helpful, users will move on to other potential sources.

- **Connect**

- Increasingly, reporters and editors scan social media for stories of interest. Connect with your media contacts on social media. Keep your social media content engaging.

- **Consistency is key**

- Post high-quality content several times a day, stay in one-on-one contact with loyal supporters and be active in your campaigns.

- **Be mindful of your tone**

- Stay consistent with your brand. Decide on your tone and stick to it whenever communicating with your audience.

Other Social Media tips

- **Respond to negative feedback**

- If it's false, have a canned response where you can respond respectfully but truthfully. If there's truth in the feedback, build goodwill by responding appropriately and acknowledging that you're addressing the issue.

- **Showcase impact**

- Be clear about where the money goes. What does a dollar achieve? If it's a notebook and a pen for a child in need, share that.

- **Put it in motion**

- Video is still hot on social media, but expertly produced film is not required. Here's a [beginner's guide](#) from The New York Times.

- **Polish your profile**

- Do a little housekeeping to improve your social media profile across all the platforms you use. [These tips](#) from Hootsuite apply to all social media users – nonprofits, businesses and individuals alike.