

Social Media:

Tips for a team of one or many



BOYS & GIRLS CLUB
OF LAWRENCE



Alissa Bauer

Director of Marketing & Communications,
Boys & Girls Club of Lawrence

 facebook.com/bgclk

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Social media skills have long since stopped being considered niche. Instead, it affects the way whole organizations run and grow. It has become the primary means of getting the word out about your business.

No s# !t.

That's why we are listening to this.

My hope is to increase your
comfort level in creating quality,
effective social
media.

Where to Focus



If you have time to handle ONE social media account, choose Facebook. Despite the "old people" stigma it carries, Facebook is still produces the highest and most consistent engagement with your content. Ideally, post 3-4 times per week.



Can you handle two social media accounts while taking care of your other job duties? Add Instagram to the mix. Instagram is a great way to connect with younger staff and customers, while still keeping a traditional vibe. Ideally, post 1-2 times per day.



Feeling good about posting content consistently across two platforms? Add Twitter to reach audiences like the media. Ideally, post 4-5 times per week.

QUALITY

Always Beats

QUANTITY

How do I decide if something is post-worthy?

brand

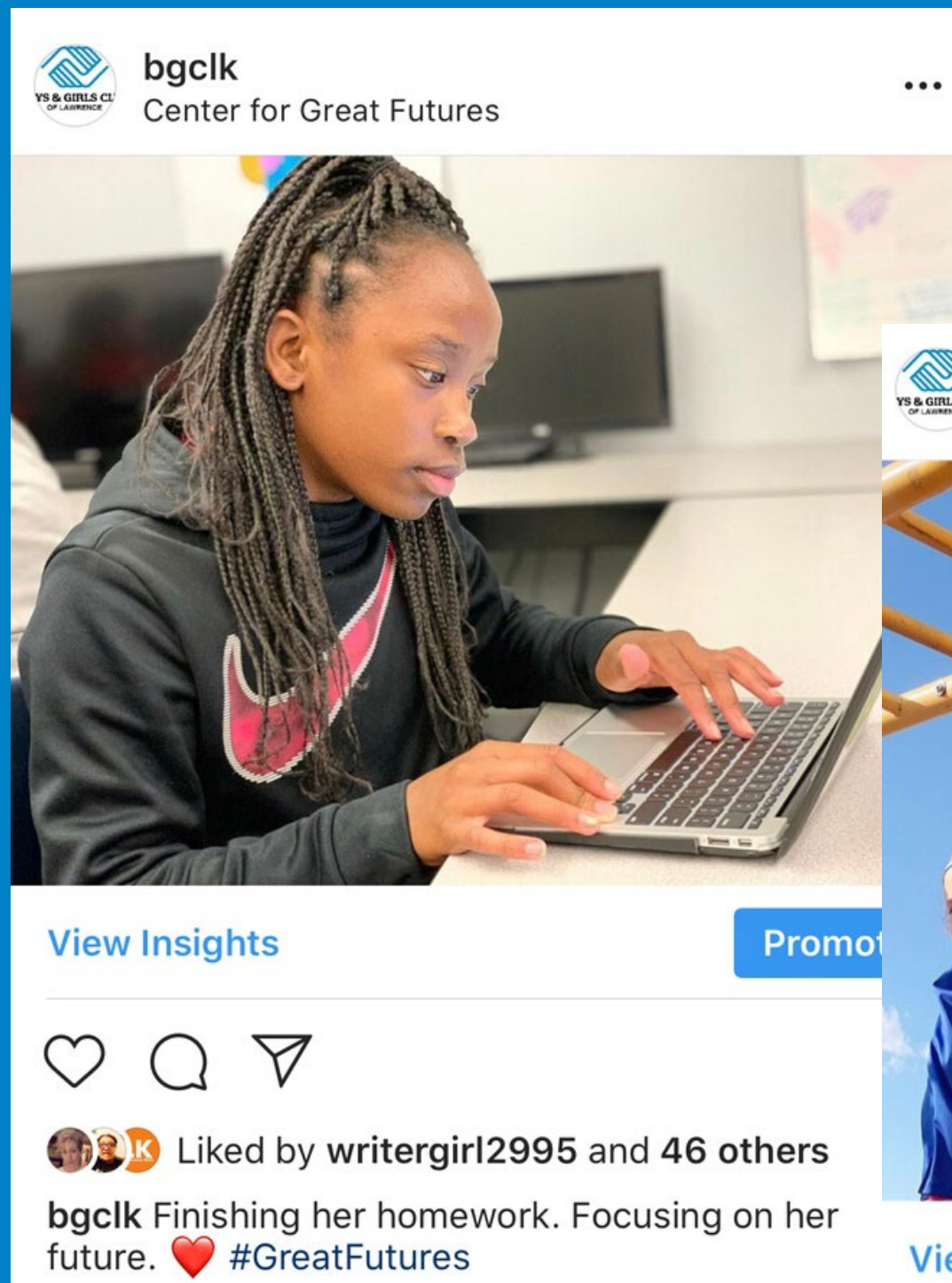
Does this text/photo/video represent our brand? Can I easily explain how this fits into our mission and what we do? For example: posting pics of unsafe behavior or watching a movie.

quality

What is the quality of the photo? Ideally, you as the social media manager will take each and every photo and video. That doesn't work for every organization. Instead, create standards for photos.

context

Have this topic been sufficiently explained? While you know your organization well, your audience might get lost in a new campaign that hasn't been fully explained yet. For example: #ApartTogether



brand

Mission and brand are not the same thing. The Boys & Girls Club brand encompasses caring mentors, academic success, healthy lifestyles, good character, time with friends and FUN!


IMPORTANT: You don't need a clearly defined and polished brand to create quality social media content. If you feel good about the post and it positively represents what you do, that is the goal!


quality

Social media has grown immensely, not simply because it's popular but it's also important. Social media is the quickest way stakeholders can check you out.




The quality of your social media **MUST** reflect the quality of your product. At Boys & Girls Club, sloppy and careless photos could tell our audience that we are not careful and diligent in our work with the youth we serve.




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 Liked by **spbrou** and **43 others**

bgclk Pure excitement when they learned that BGC was starting virtual programs! [#GreatFutures](#)

—

This dynamic duo pic comes from mom, Kris Pedersen! Thank you for sharing and keeping us [#ApartTogether](#) ❤️

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Lawrence, Kansas



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 Liked by **scharlarose** and **53 others**

bgclk Introducing [#ApartTogether](#) inspired by our Club kids and families! ❤️ .

During this time of uncertainty, we want to showcase their time at home! .

Susan Black sent us pics of her daughter tutoring with Ms. Babin, skateboarding and going on a nature hike!

context

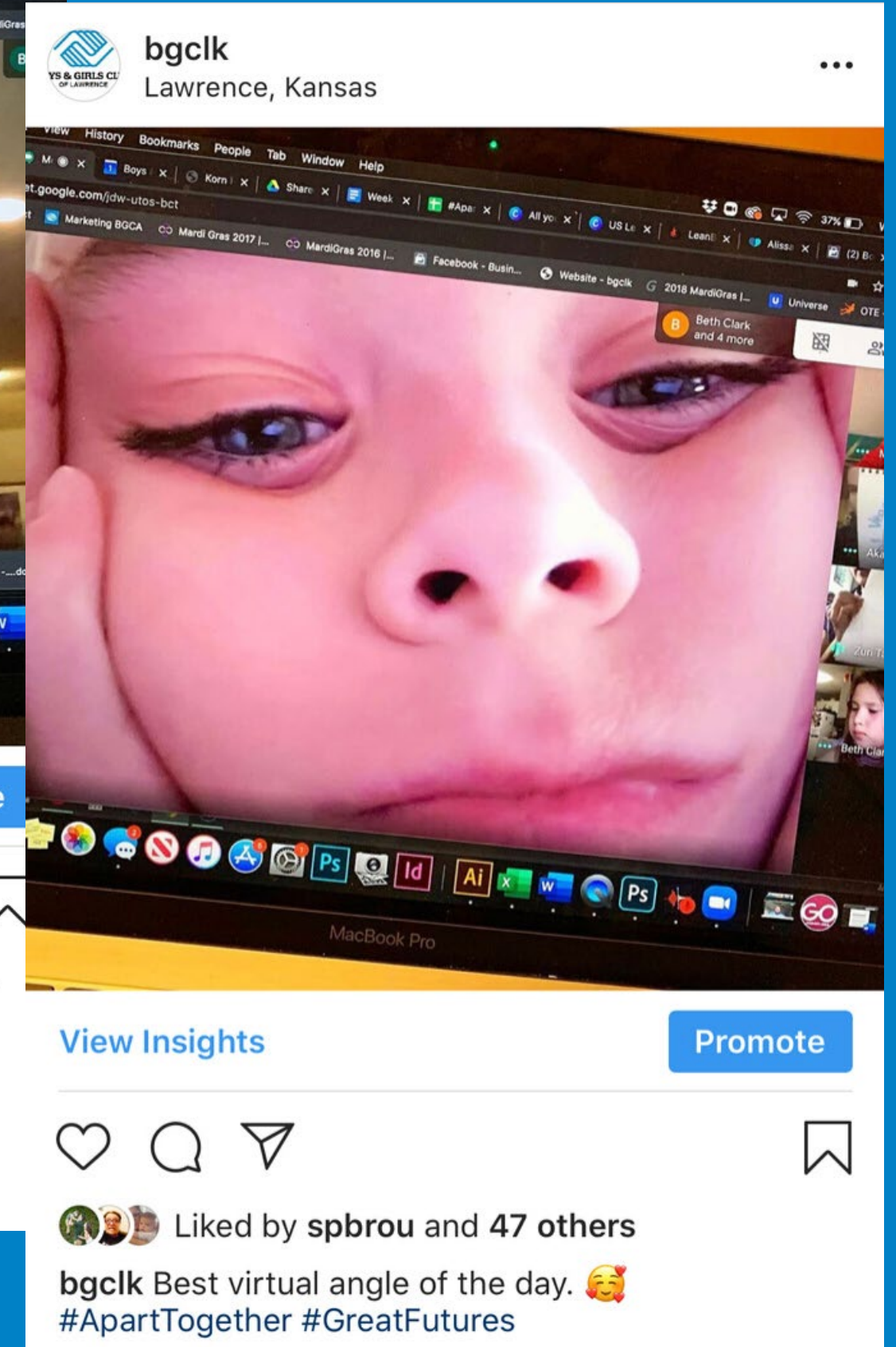
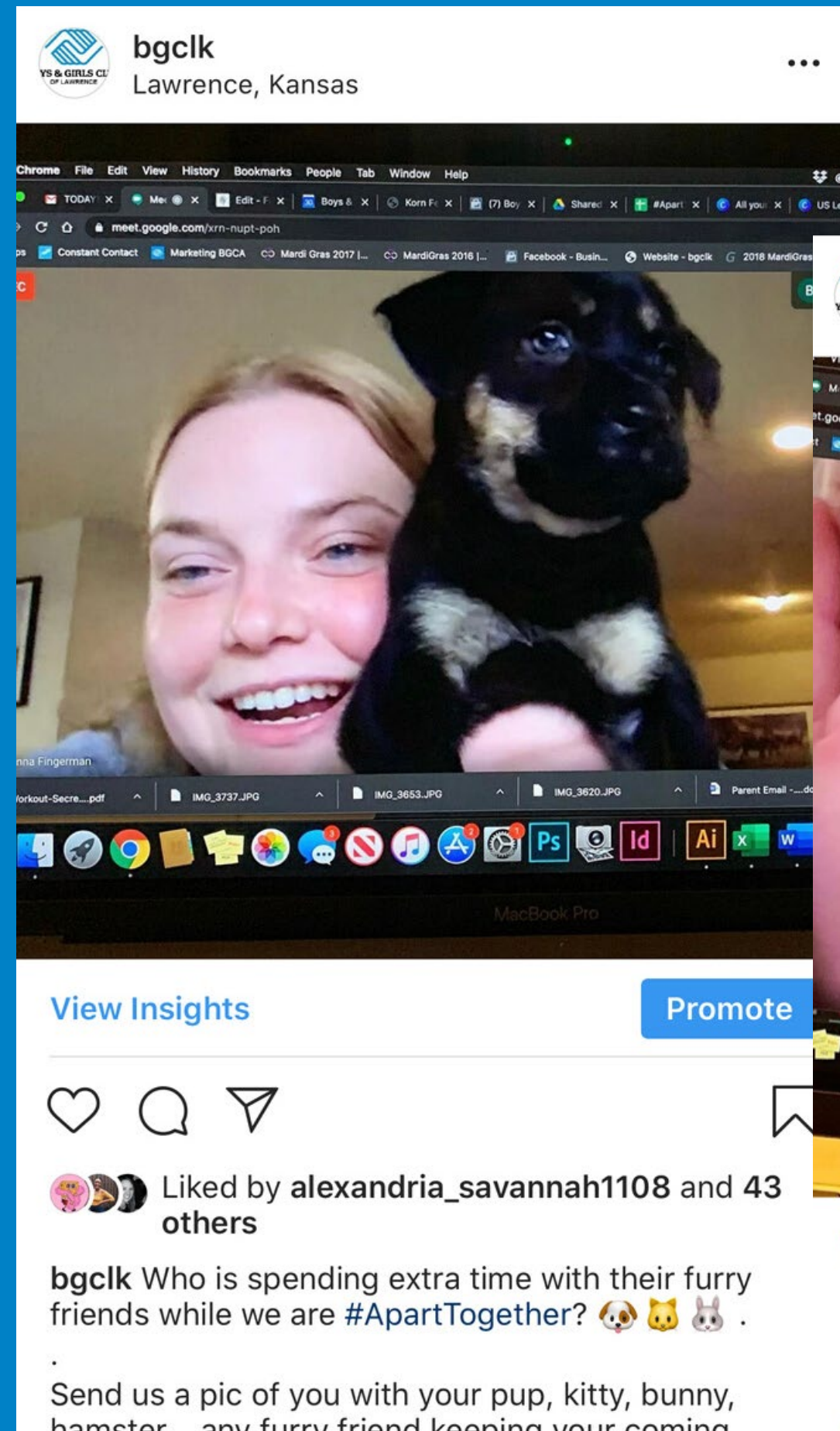
If you build your content around the theme, "Does this fit our brand?" then keeping everything in the correct context comes naturally. Random posts that don't make sense rarely happen.

However, when things change suddenly (Ahem, the CORONAVIRUS) then we have to change course. Be sure that you give your audience adequate context so they know what the heck is going on.

content during COVID-19

Boys & Girls Club of Lawrence is fortunate to continue operating at a virtual capacity. But how do you create social media content stuck at home?

- Email your parents and guardians. Ask them to email you their virtual learning photos.
- Start a new photo challenge each week, "DM us a pic of you and your dog; of you on a walk, etc."
- Take photos/ videos of Zoom sessions on the screen!
- Shoutout fellow community partners doing great things.



Video Content

There is no reason
to make a video
everyday - or even
every week.

Videos do provide
a fun contrast to
the usual photo
posts. P.S. Videos
also help you
capture content
that is hard to
take photos of!

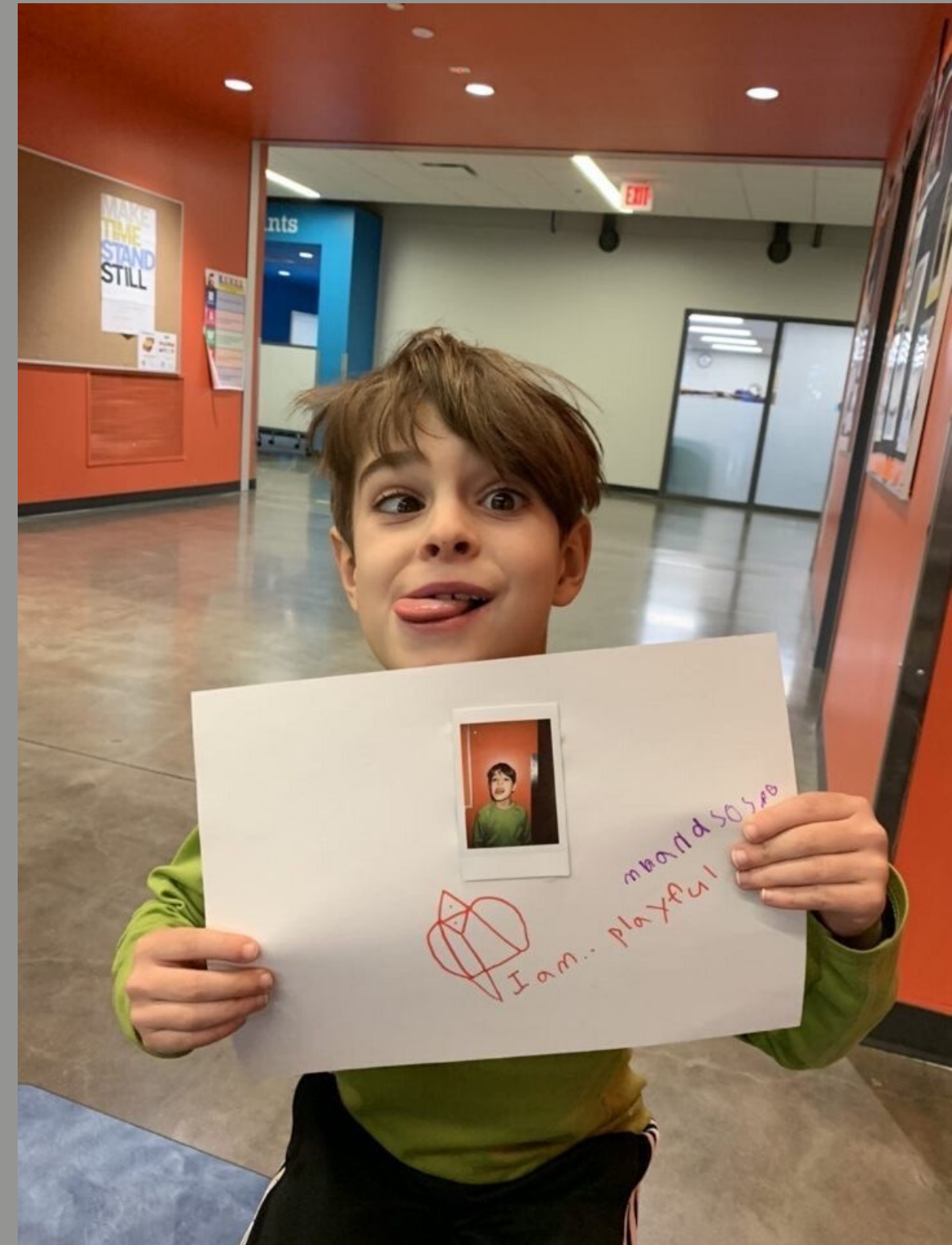
Not Post-Worthy



The best intentions still need quality standards.

Provide
EXAMPLES!

Very Post-Worthy



Social Media Start-Up Toolkit

Phone

99% of the photos on the accounts I run, were taken on my phone. An expensive camera isn't necessary, just get close! Your organization knows (or will know) that you take social media seriously and you need close-up access.

iMovie

. This app cost \$5 to install on my phone. A simple way to edit clips of video together, add text overlays and export them to your camera roll and posted them to Facebook. ALL on your phone.

igfonts

This website will let you type a phrase and will give you a list of that phrase in different fonts. Copy that, text it to yourself and then copy that into the Instagram caption you are writing on your phone.

Photog

.If you are fortunate enough to have a marketing budget, save some space for professional photographers and videographers for your biggest events and/or milestone moments.

Social Media Best Practices

- Keep your profile up to date! Make sure you have your correct website and an easily recognizable profile photo on all of your social media accounts.
- Distribute your content evenly. For example: a lot of great stuff happens in our BGC summer program. I will spend a whole day going on field trips at various sites, then I will use that content for the rest of the week so I can do other facets of my job AND I don't blow all these great photos on one day and overwhelm our audience.
- Try to post during your organization's hours. For example: It would not make sense for a Boys & Girls Club to post at 10 pm, considering we are not with the kids then and we hope they are practicing good sleeping habits.
- Film your own videos. While photos can be sent to you fairly easily, videos get compressed in order to be sent. You will get the best quality video if you film/edit/post yourself.
- Most importantly, we MUST obtain parental or guardian consent before we can post any photo of a child on our social media accounts.

Perks

being a one woman show isn't a bad thing!

You set the standard for quality. Not everyone has the ability to take their own photos, but if co-workers are sending you content, YOU can set the rules. Give them an example of a quality photo and don't accept anything less.

Distribute content evenly. You can spread out when subjects are posted: different locations, different ages, different races, etc. You have the power to say no! That is your responsibility to tell your co-workers, "Nope this doesn't fit."

As the only social media manager, you have the ability to keep your organization's voice consistent at all times. No matter the social media platform, you don't have to balance that between multiple team members.

Ask me
questions!

Clearly, I love to talk.

