Social Media:
Tips for a team of one or many
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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
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!
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.
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!
The best intentions still need quality standards. Provide EXAMPLES!
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.

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.

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.

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.