

Social Media Marketing for the Public Domain

Professional Recyclers of Pennsylvania Conference

July 28, 2022

*Close to half the world's population
(3.03 billion people) are on some type
of social media.*

[Statusbrew](#)



*“Social media is just
a buzzword until
you come up with a
plan.”*

-Unknown

Objectives

- How to set expectations for social media
- Identify target audience and select the correct channels
- Find your brand voice
- Build content
- Success metrics



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Setting Expectations



PURPOSE
What is your purpose for being on a certain social media channel?



TIME
How much time are you willing to commit to your social media channels?



ABILITY
Are you willing to take time to learn, to plan, create and test channels you're using?

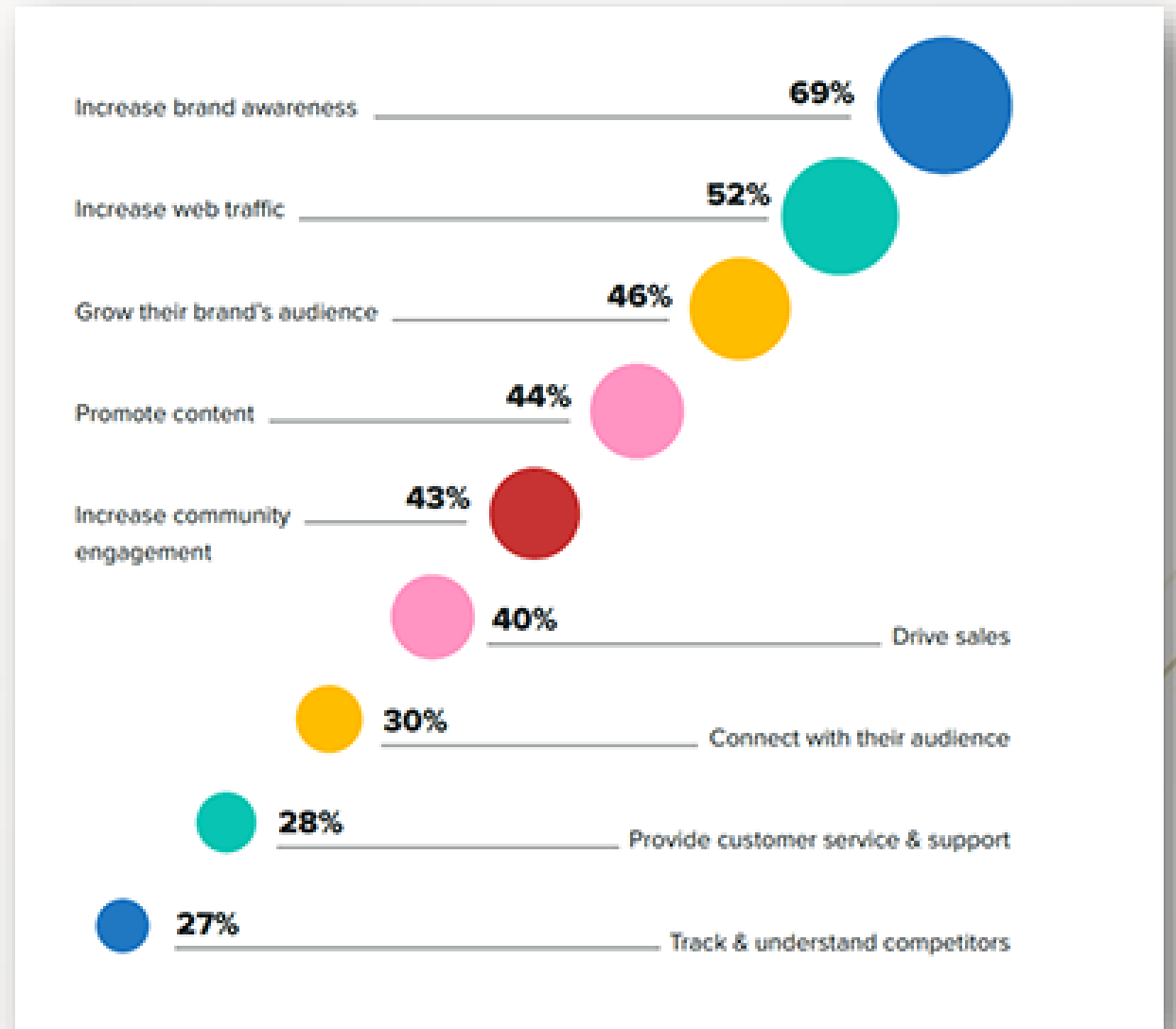


OUTCOMES
What are your goals for social media?
(awareness, conversion, conversation?)



Setting Expectations

Marketer's primary goals for social media



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Target Audience

Ways to identify your target audience:

1. Identify the various groups you're trying to reach.
2. Identify the characteristics of your current customers.
3. Describe the pain points which drive your markets motivations.



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SAMPLE SAM

AGE: 47

INCOME: \$95K

EDUCATION: Graduate Degree

HOUSEHOLD: Married, 2 children

CONNECTIONS: < 200

NETWORKS: Facebook, Twitter, LinkedIn

TOOLS: Laptop, iPhone

FREQUENCY: Multiple Xs/Daily

INTERESTS: Golf, cooking & grilling, investing

Select the Best Channel for Your Audience & Objectives

SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
 <ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mkting • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
 <ul style="list-style-type: none"> • 18-25 • 26-35 	<ul style="list-style-type: none"> • How-tos • Webinars • Explainers 	<ul style="list-style-type: none"> • Organic • SEO • Advertising 	<ul style="list-style-type: none"> • Video is resource-heavy
 <ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
 <ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
 <ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Ad reporting & custom audience
 <ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
 <ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mkting • App mkting 	<ul style="list-style-type: none"> • Relationship building



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Define Your Brand Voice

Why Brand Voice is Important:

- Builds trust and loyalty by delivering a consistent message
- Your company controls and shapes the brand narrative.
- Creates a brand personality that is trusted and portrays confidence.
- Helps create a community and advocates for your brand.



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Brand Voice Chart

Voice Characteristic	Description	Do	Don't
Passionate	We're passionate about changing the way the world works.	<ul style="list-style-type: none">• Use strong verbs• Be champions for (industry)• Be cheerleaders	<ul style="list-style-type: none">• Be lukewarm, wishy-washy• Use passive voice
Quirky	We're not afraid to challenge the status quo and be ourselves.	<ul style="list-style-type: none">• Use unexpected examples• Take the contrarian view• Express yourself	<ul style="list-style-type: none">• Use too much slang or obscure references• Use overplayed examples• Lose sight of the audience and core message
Irreverent	We take our product seriously; we don't take ourselves seriously.	<ul style="list-style-type: none">• Be playful• Use colorful illustrations or examples	<ul style="list-style-type: none">• Be too casual• Use too many obscure pop-culture examples
Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	<ul style="list-style-type: none">• Be honest and direct• Stick to your word• Own any issues or mistakes, and show how you will address them	<ul style="list-style-type: none">• Use marketing jargon• Over promise• Over sell the product's capabilities

Source: Content Marketing Institute



Consistent Brand Voice & Visuals



Reading Symphony Orchestra
February 16 at 3:25 PM

Don't miss Bolero on March 12, 2022 at 7:30pm.

We hope you join us for an evening of superb music with the Reading Symphony Orchestra featuring Philippe Schartz on Trumpet.

Many thanks to our sponsors M&T Bank and Boscov's.

Get your tickets today! readingsymphony.org



Reading Symphony Orchestra
June 28 at 1:25 PM

Applications for the 2022-2023 Reading Symphony Junior Strings Season are posted and updated. Application deadline is 7/1.

Positions in viola, bass, violin, and cello sections for students in grade 3-9. Scholarships available based upon need-email conductor@gmail.com

Today! <https://loom.ly/uS9NAz0>

Hashtags: #amreading #symphony #readingcitypa #reading



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Reading Symphony Orchestra
RSJSO AUDITION APPLICATION AVAILABLE
APPLICATION DEADLINE JULY 7, 2022
readingsymphonyyouth.org

Content Building

The 6 Social Media Content Categories are:



ENTERTAINMENT

- Fun Holidays
- Memes
- Jokes
- Throwback / nostalgia
- Contests & Giveaways
- Puzzles
- Comics



INSPIRATION

- Quotes
- Trivia / Amazing Facts
- Gorgeous images
- Personal stories of your or your clients' triumphs



EDUCATION

- Link to your and others' blog posts
- Tips & Tricks
- Industry Research
- Free Resources (reports and guides)
- Answers to FAQs
- Case Studies
- Live Video Training



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Content Building

The 6 Social Media Content Categories are:



CONVERSATION

- Questions
- Polls
- Fill in blanks
- Ask for advice
- "Caption this" photos



CONNECTION

- Behind the Scenes
- Stories
- Nostalgia
- Shoutouts of complementary businesses or groups
- Employee features
- Photos from events you're attending
- Thanking fans
- Share your favorite cause
- Ask for opinions / feedback



PROMOTION

- Freebies for email signups
- Webinars
- Products / Services
- Client testimonials
- Discounts

It's generally considered acceptable to spend 20% of your content on promotion.



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Content Calendar

- Build Your Content Calendar
 - Determine post frequency by channel.
 - ID content mix based on goals.
- Content calendar resources
 - Excel or google sheet.
 - Free Hootsuite account.
 - Sprout Social or Loomly

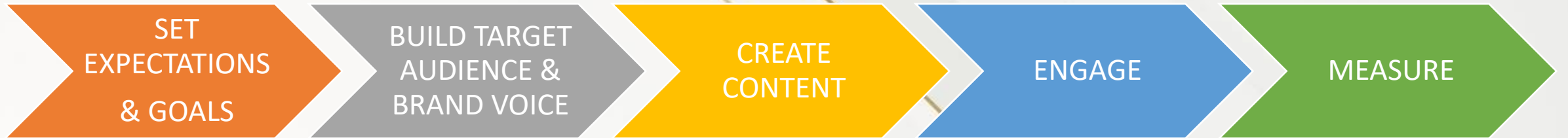


Post – Engage – Measure

- Build your audience
- Create engagement
- Measure
 - Website visits
 - Whitepaper downloads
 - Clicks
 - Likes & Comments
 - Look for patterns. ID content that gets the most results.



Recap



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Questions

Keep in Touch



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Sources

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