

# CREATING AND MAINTAINING A SOCIAL MEDIA STRATEGY

*Wednesday, September 13, 2023*

MONTANA CHILD CARE BUSINESS  
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*Small Business Support. Big Community Impact.*

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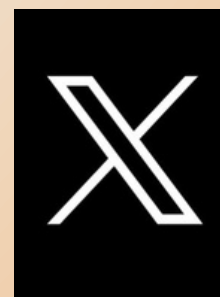


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# SOCIAL MEDIA PLATFORMS



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# WHY IS SOCIAL MEDIA IMPORTANT?

The average American spends at least **2 hours and 8 minutes** just on social media platforms each day.

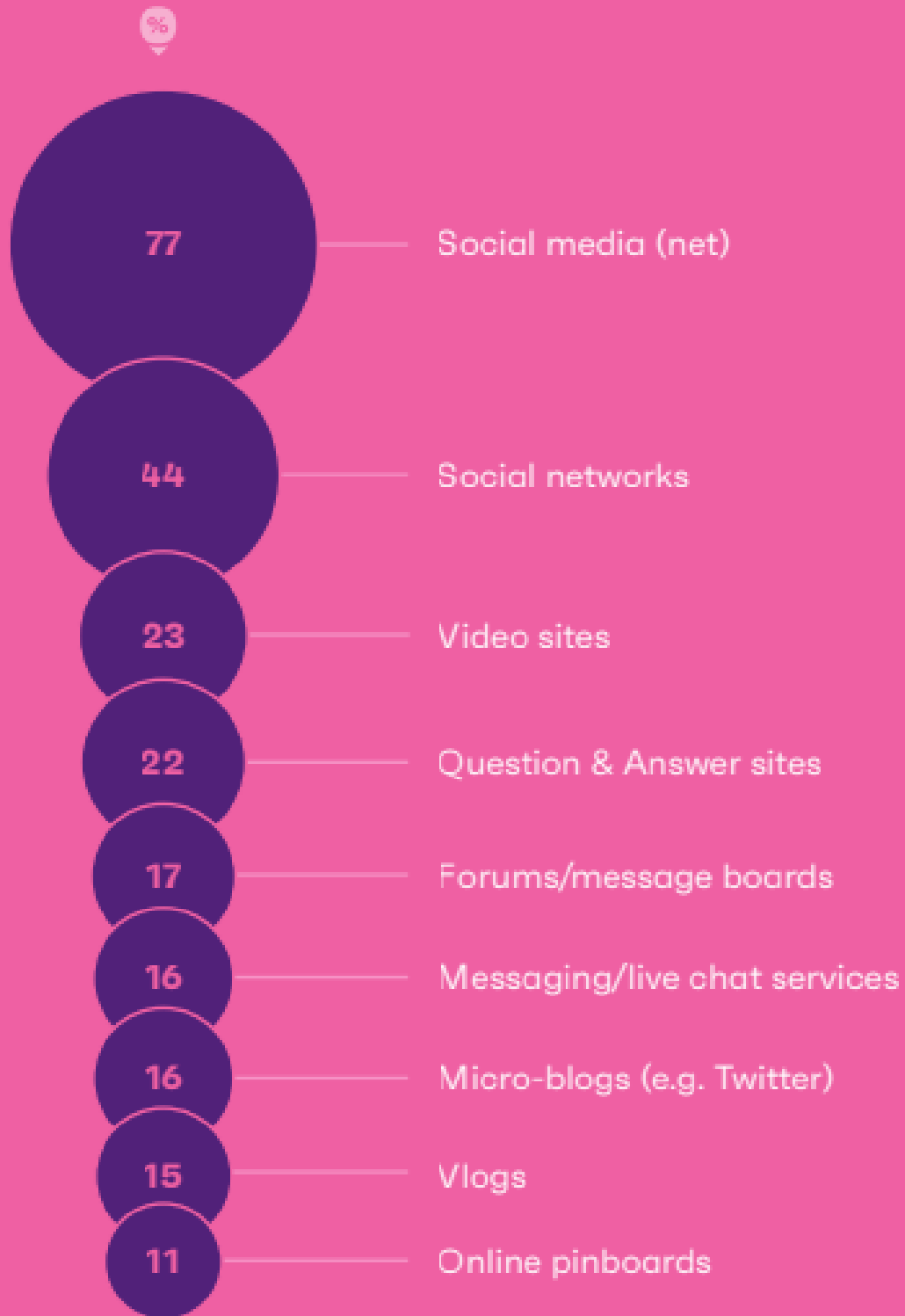


*The next few slides are from GWI's research report on global social media usage from 2019-2021*

**[Report is here](#)**

## Some research essentials

% of internet users who mainly use the following when looking for more information on brands



## How brand discovery happens

% of internet users who typically find out about new brands/products via the following



# The top 3 reasons consumers give for using each platform

Based on the % of each platform's monthly visitors who use the service for the following

## Facebook/Facebook Messenger



- 1 Message friends/family
- 2 Post/share photos or videos
- 3 Keep up-to-date with news/the world

Smart

## Pinterest



- 1 Follow/find information about products and brands
- 2 Find funny/entertaining content
- 3 Post/share photos or videos

Trendy/cool

## LinkedIn



- 1 Keep up-to-date with news/the world
- 2 Follow/find information about products and brands
- 3 Post/share photos or videos

Exclusive

## Snapchat



- 1 Post/share photos or videos
- 2 Find funny/entertaining content
- 3 Message friends/family

Trendy/cool

## Instagram



- 1 Post/share photos or videos
- 2 Follow/find information about products and brands
- 3 Find funny/entertaining content

Trendy/cool

## Reddit



- 1 Find funny/entertaining content
- 2 Keep up-to-date with news/the world
- 3 Follow/find information about products and brands

Bold

## TikTok



- 1 Find funny/entertaining content
- 2 Post/share photos or videos
- 3 Keep up-to-date with news/the world

Young

## Twitter



- 1 Keep up-to-date with news/the world
- 2 Find funny/entertaining content
- 3 Follow/find information about products and brands

Trendy/cool

The vibe: based on what each platform's users want brands to be (top over-index)

# STEPS TO A SUCCESSFUL STRATEGY

- Step 1 – Goal Definition
- Step 2 - Develop Your Strategy
- Step 3 - Content Creation
- Step 4 - Measure Results & Change or Maintain Strategy

# DEFINE YOUR GOALS



# WHAT DO YOU WANT TO ACHIEVE?



- Increase brand awareness
- Drive website traffic
- Generate leads
- Build customer loyalty
- Provide customer support

# DEVELOP YOUR STRATEGY

# IDENTIFY YOUR TARGET AUDIENCE

- Who are your customers?
- Where do they hang out online?
- Where do they work?
- What do they care about?
- Do they already know you?
- What do they think of you? Is it what you want them to think?
- What content do they need to see to believe that your business is worth their money?



# CREATE A BUYER PERSONA

"TED"



## PERSONAL INFO

- Age
- Gender
- Hobbies
- Location
- Interests
- Income

## CHALLENGES

- What problems do they have?
- What life challenges do they face?
- What is something they're trying to solve?

## GOALS

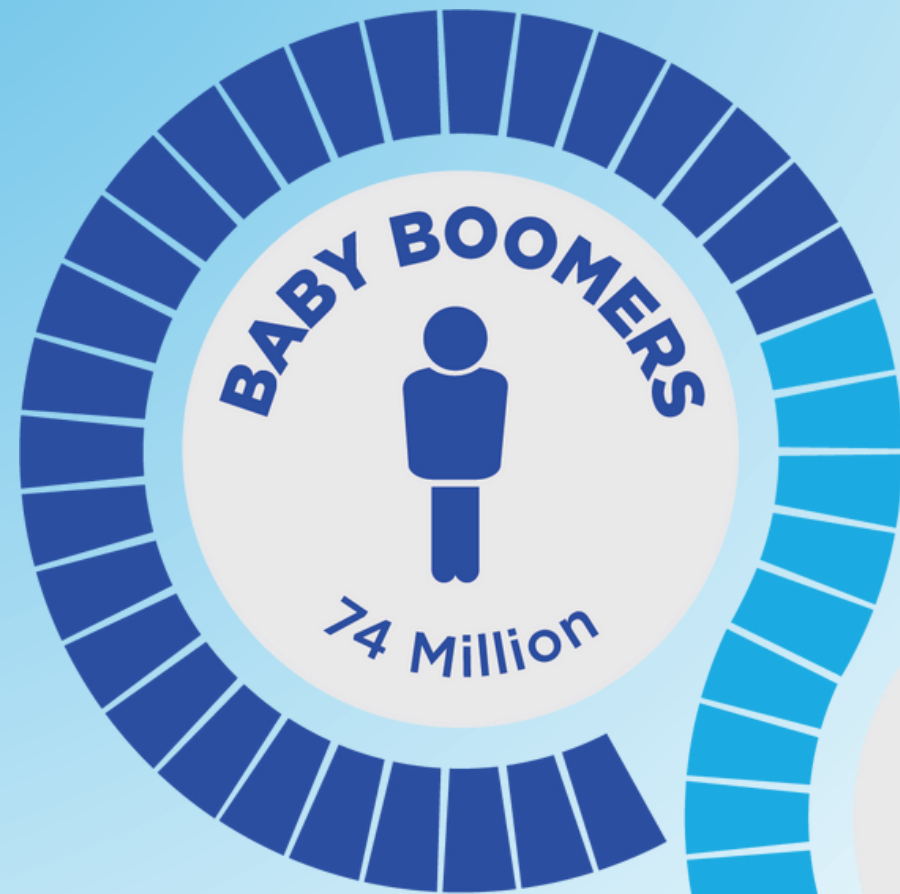
- What's their endgame?
- What does their professional and personal goals look like?

## YOUR SOLUTIONS

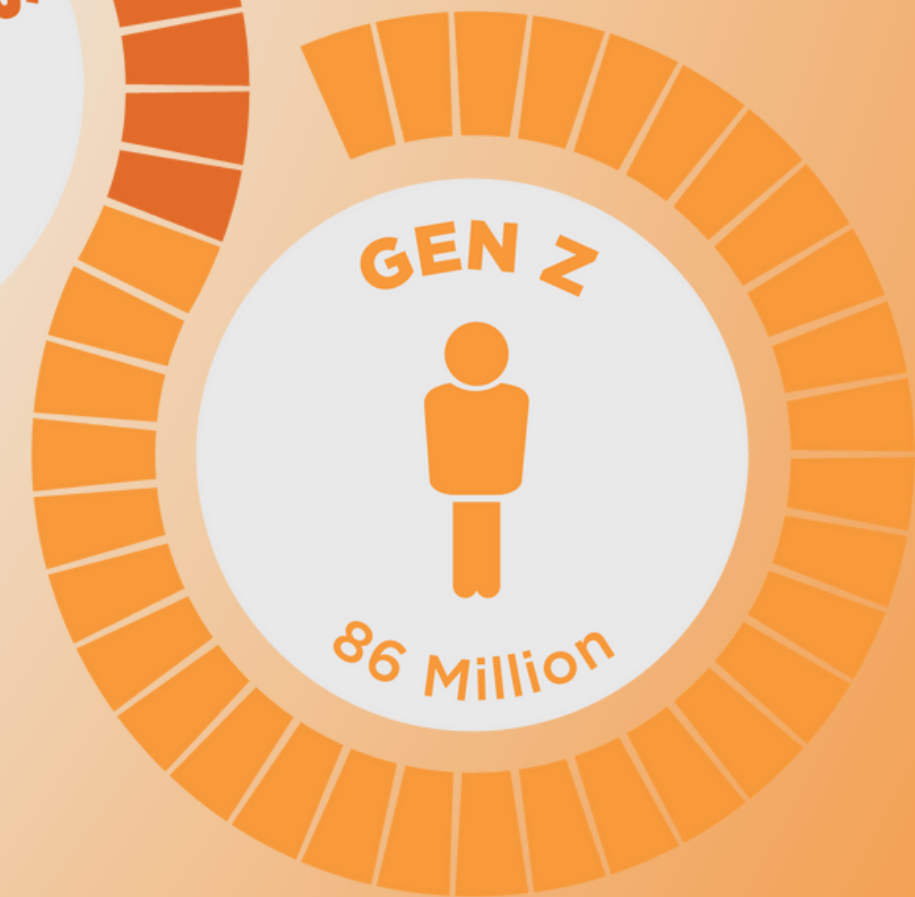
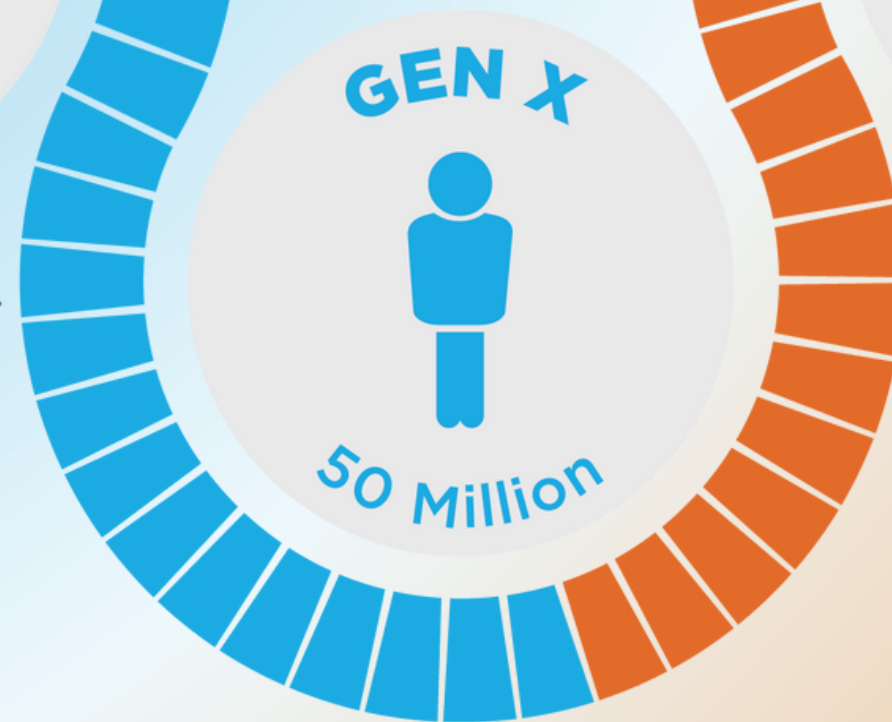
- Do you meet their needs?
- Does your language and messaging match with them?
- What questions might they ask?

# A Reminder on Generation Breakdowns

**Boomers: 1946–1964**



**Millennials: 1977–1995**



**Gen X: 1965–1976**

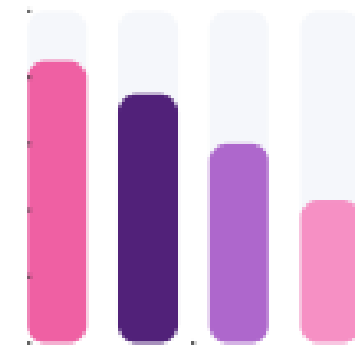
**Gen Z: 1996–2015**

# WHERE:

## Instagram tops Gen Z's charts

% of internet users outside China who use the following social media services monthly

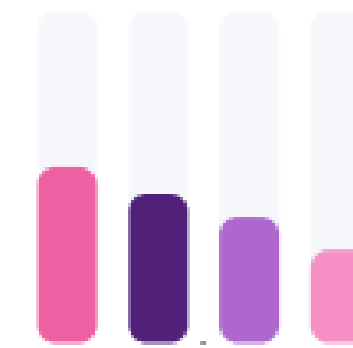
● Gen Z ● Millennials ● Gen X ● Baby boomers



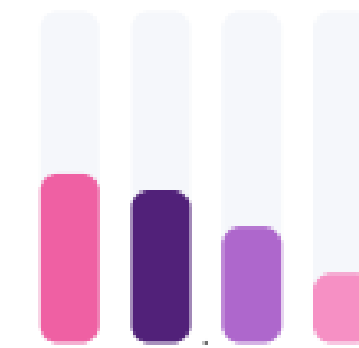
Instagram



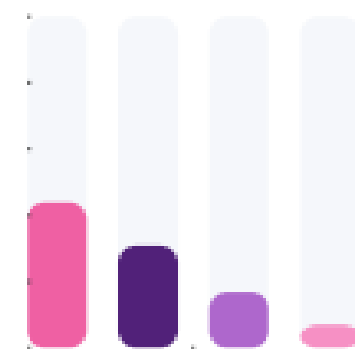
Facebook



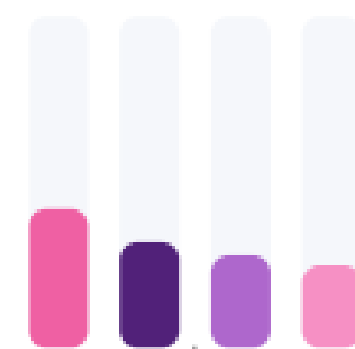
Twitter



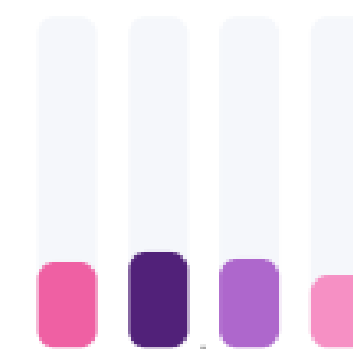
TikTok



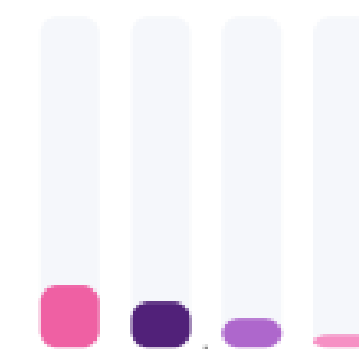
Snapchat



Pinterest



LinkedIn



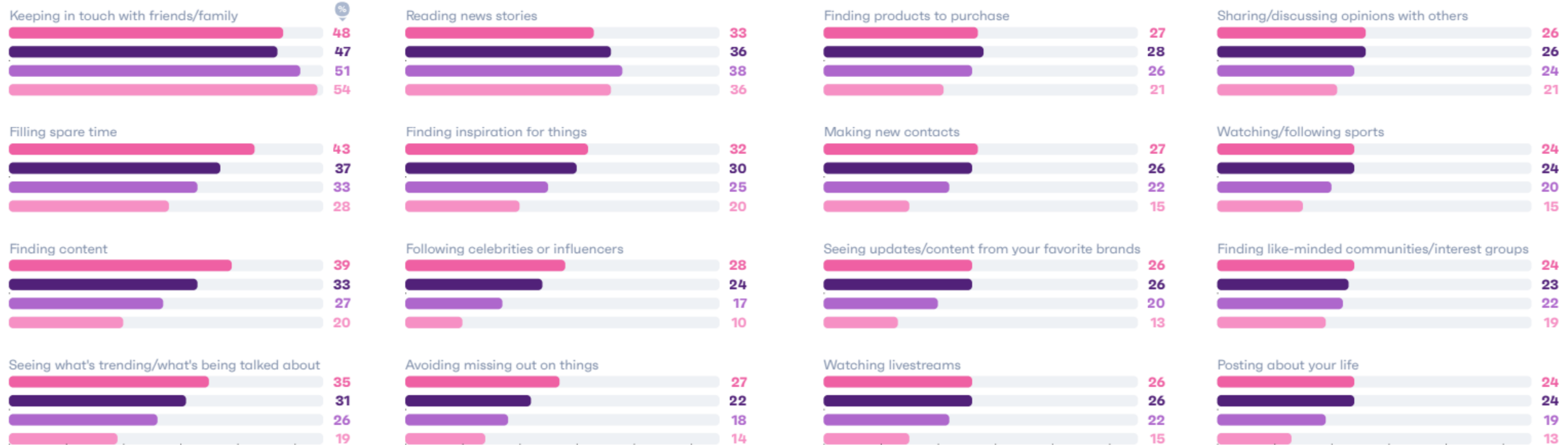
Reddit

# WHY:

## Connecting is still at the heart of social media

% of social media users in each generation who say the following are the main reasons they use social media

● Gen Z ● Millennials ● Gen X ● Baby boomers



GWJ Core Q3 2021 199,419 social media users aged 16-64

# BUILD A PRESENCE ON THE RIGHT SOCIAL MEDIA NETWORKS

- Does the purpose of this platform fit my brand?
- Does my audience spend time here? (Focusing on creating thoughtful content for fewer platforms will always serve you better than posting generic content across every platform.)
- Monitor your social media channels and engage with your audience.





# DEVELOP A SOCIAL MEDIA POLICY

- Do I (or my team) have the time to create relevant content for a new platform?
- Make sure staff members/social media managers understand your brand guidelines and policies for online interactions and audience engagement
  - Have a content approval process
  - Develop a policy for handling negative online comments/engagements
  - Develop a policy for general social media interactions
  - Remember that social media is a customer service channel

# CONTENT CREATION

# CREATE UNIQUE CONTENT

- Develop a content strategy that aligns with your business goals and resonates with your target audience.
- Strive for authenticity and highlight your strengths

## INDUSTRY CONTENT EXAMPLES:

- Staff spotlights
- Testimonials
- Industry and organization news
- Family spotlights
- Events
- Facility Highlights/Updates



# CREATE CONTENT INTENTIONALLY

- Make sure any photos of children are approved by parents/guardians and a media release form is signed and documented. Ensure all staff are aware of permissions for sharing photos.
- Short-form videos (under 30 seconds) are more likely to get more engagement (likes, comments, etc.)
- Make sure all content is design to your brand standards (colors, font, language etc)



- Be intentional with designs and content creation
- Photos of people tend to perform better than just graphics or text.
- Use unique hashtags
- Tag partners and engage with other organizations and businesses when appropriate.

# CREATE CONTENT CONSISTENTLY



- No need to reinvent the wheel – use templates
  - Canva
  - Adobe Creative Suite
- Establish a posting schedule and frequency.
- Tools to utilize:
  - Hootsuite
  - Sprout Social
  - Meta (Facebook)
  - AI tools for copywriting (Copy.AI, ChatGPT etc.)
  - Trello (free!)
  - Google Analytics

# **MEASURE RESULTS & MAINTAIN STRATEGY**

# TRACK ANALYTICS

Once you have implemented your social media strategy, it's important to measure your results. This will help you determine what's working and what's not, and make adjustments as needed. Here are some metrics to track:

- Follower growth
- Engagement (likes, comments, shares)
- Reach (how many people see your posts)
- Click-through rate (how many people click on your links)
- Conversion rate (how many people take a desired action, such as making a purchase)



**TOOL AVAILABLE!**



# CHECK-IN WITH YOUR BRAND

Finally, it's important to maintain your social media strategy over time. This involves regularly reviewing and updating your strategy to ensure that it is still aligned with your business goals and resonates with your target audience. Here are some tips for maintaining your social media strategy:

- Regularly review your social media analytics to see what's working and what's not.
- Stay up-to-date with the latest trends and best practices in social media.
- Continuously test and experiment with new ideas to keep your social media presence fresh and engaging.
- Look what other people are doing







# Questions?

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# Connect With Us!

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