



Marketing Your Foundation Through Social Media - Advanced

Kristin Zastoupil
Corsicana ISD & Corsicana Education Foundation



Download presentation at www.cisd.org/kristinz





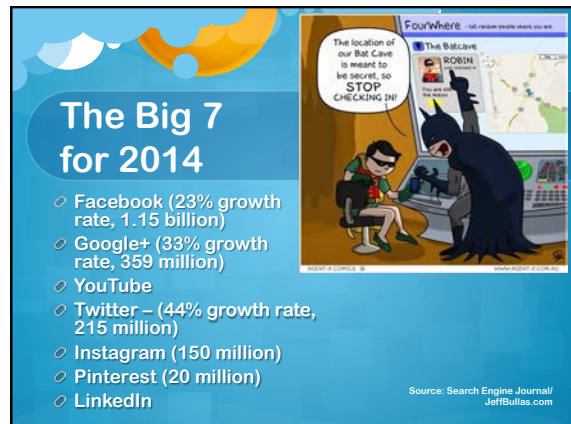
Content Marketing

Content marketing's purpose is to attract and retain customers by consistently **creating and curating relevant and valuable content** with the intention of **changing or enhancing consumer behavior**. It is an ongoing process that is best integrated into your overall marketing strategy, and it focuses on **owning media**, not renting it.

Contentmarketinginstitute.com




A comprehensive grid of social marketing management tools and services. The grid is organized into several columns and rows, each containing logos for various companies and services. Key categories include Social Marketing Management, URL Shorteners, Stream Platforms, Twitter Apps, Social Publishing Platforms, Analytics, Content Curation, Social Commerce, Facebook Apps, Social Advertising Platforms, Social Brand Engagement, Social Ad Networks, Social TV, Social Networks - Other, Social Intelligence, Social Streaming, Social Mobile, Social Retail, Social Shopping, Social Business Software, and Social Customer Facing. The grid is densely packed with logos, representing a wide array of digital marketing solutions.



The Big 7 for 2014

- Facebook (23% growth rate, 1.15 billion)
- Google+ (33% growth rate, 359 million)
- YouTube
- Twitter - (44% growth rate, 215 million)
- Instagram (150 million)
- Pinterest (20 million)
- LinkedIn



Source: Search Engine Journal/ Jeff Bullas.com

Social Media Explained



- I'm eating bacon
- I like bacon
- I have skills including eating bacon
- This is where I eat bacon
- Watch me eat my bacon
- Here's a vintage photo of my bacon
- Here's a recipe with bacon
- I work for Google and eat bacon
- I'm listening to music about bacon

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Facebook



- o Policies
- o "Friend" vs. "Page"
- o Custom URL: www.facebook.com/username
 - o (20 likes, 5 character minimum)
- o Give it a human voice
- o Push to Twitter
 - o www.facebook.com/Twitter



Source: strategylabs.com
Figures from January 2014

Facebook Audience

	Users	Percentage	Growth since 2011
US Males	82,000,000	45.6%	28.8%
US Females	96,000,000	53.3%	18.9%
13-17	9,800,000	5.4%	-25.3%
18-24	42,000,000	23.3%	-7.5%
25-34	44,000,000	24.4%	32.6%
35-54	56,000,000	31.1%	41.4%
55+	28,000,000	15.6%	80.4%
High School	3,000,000	1.7%	-58.9%
College	4,800,000	2.7%	-59.1%
College Alumni	60,000,000	33.3%	64.6%



Twitter

- o Develop a hashtag
 - o #corsicanaef #corsicanaisd
- o Pull staff tweets to your site (more voices)
- o Link to fresh content (more voices)
- o Say what you don't know
- o Ask for what you need. (community engagement)
 - o Establish hashtag # for community to send info/pics

Twitter

Guide to Twitter Lingo

- o 5 p.m. – best time to post and get retweeted
- o Set aside 10 minutes a day – intentional tweets, not sporadic
- o No need to Tweet everything immediately. Keep a notepad.

at (mention)	@	NSFW	not safe for work
hashtag	#	OH	overheard
caret/hat sign	^	PRT	partial retweet
financial hashtag	\$	RLRT	real life retweet
as far as I know	AFAIK	RT	retweet
carbon copy	CC	SMH	shaking my head
correction	CX	TFTF	thanks for the follow
direct message	DM	TIL	today I learned...
Follow Friday	FF	TL;DR	too long; didn't read
hat tip/heard through	HT	TMB	tweet me back
in case you missed it	ICYMI	TQRT	thanks for the retweet
Music Monday	MM	TT	translated tweet
modified tweet	MT	W/	with

Mashable

Simple Posting Schedule


Theme	Example
Sun	Big Ideas Share expert advice or a short quote.
Mon	Humor Share a comic, humorous image, meme, or joke.
Tue	Interaction Ask a question, share a photo contest or quiz, or post a fill-in-the-blank sentence.
Wed	Current News Share POSSIBLE news about your business, your industry, or your community.
Thu	Giving Back Feature customers, launch/share a giveaway, or make a coupon or discount available.
Fri	Day in the Life Share candid photos from your business or feature an employee.
Sat	Education Tell people about your product, what it can do, or teach people how to use it better.

Gr8Social

Google+


- Friends+Me = Shares Google content with other platforms
- Chrome will share to your personal profile
Chrom Do Share plugin
- Steady Demand - analytics

YouTube



- Owned by Google
- Example – PooPourri
 - 25 million views, millions of shares
 - Understand your demographics to craft messages
 - Partner with YouTube celebrities
 - Link to your site/complete descriptions
 - Be clever & tell a story

Instagram



- 50% crossover with Twitter
- Create engagement with photo contests
- Feature your “peeps” – donors, board, staff
- Get more interest in your events (# is also for Instagram)

Pinterest



- 4x more women than men
- Attracts older people & high earners \$75,000+
- About section – key statement, mission
- Location is key for local searches!
- Be social (follow others)
- Organize you boards; make them specific
- Don't just pin your own stuff. – Visual & Variety

Linked In



- Attracts high earners \$75,000+
- Scoping competition
- Advanced people finder
- Polls – opinion, quick market research

Linked In

- Most useful in 2013 for:
 - Research people and companies (75.8 percent)
 - Reconnect with past business associates/colleagues (70.6 percent)
 - Build new relationships with people who may influence potential customers (45 percent)
 - Increase face-to-face networking effectiveness (41.2 percent)



Tips

- Limit the number of platforms
- Keep consistent usernames and profile pics for branding
- Share your content and make it shareable
- Establish a routine (stats)
- Dedicated time, but limited
- Social Media War Room

Networking

- Texas Education Foundation Network
○ www.tefn.org
- NTEFN – North Texas Education Foundation Network Group
○ www.facebook.com/NTEFN1
- TSPRA/NSPRA
○ www.tspira.org
- ASFA – American Schools Foundation Alliance
○ www.asfalliance.org
- NSFA – National School Foundation Association
○ www.schoolfoundations.org

Questions?

Checked email, Facebook, Twitter, and Pinterest.
Ready to start my day.

Oh look, it's lunch time.

Kristin Zastoupil
Webmaster/Graphic Designer, Corsicana ISD
Executive Director, Corsicana Education Foundation
(903) 602-8133
kzastoupil@cisd.org