

Build Your Audience with Social Media



Prepared for the
Union County Office of
Cultural & Heritage Affairs
by Jessica Maarek
October 25, 2023

What you'll learn today:

- How to understand and build your audience
- How to create compelling, impactful content
- How to create social ads that will support your organic content and event + fundraising efforts

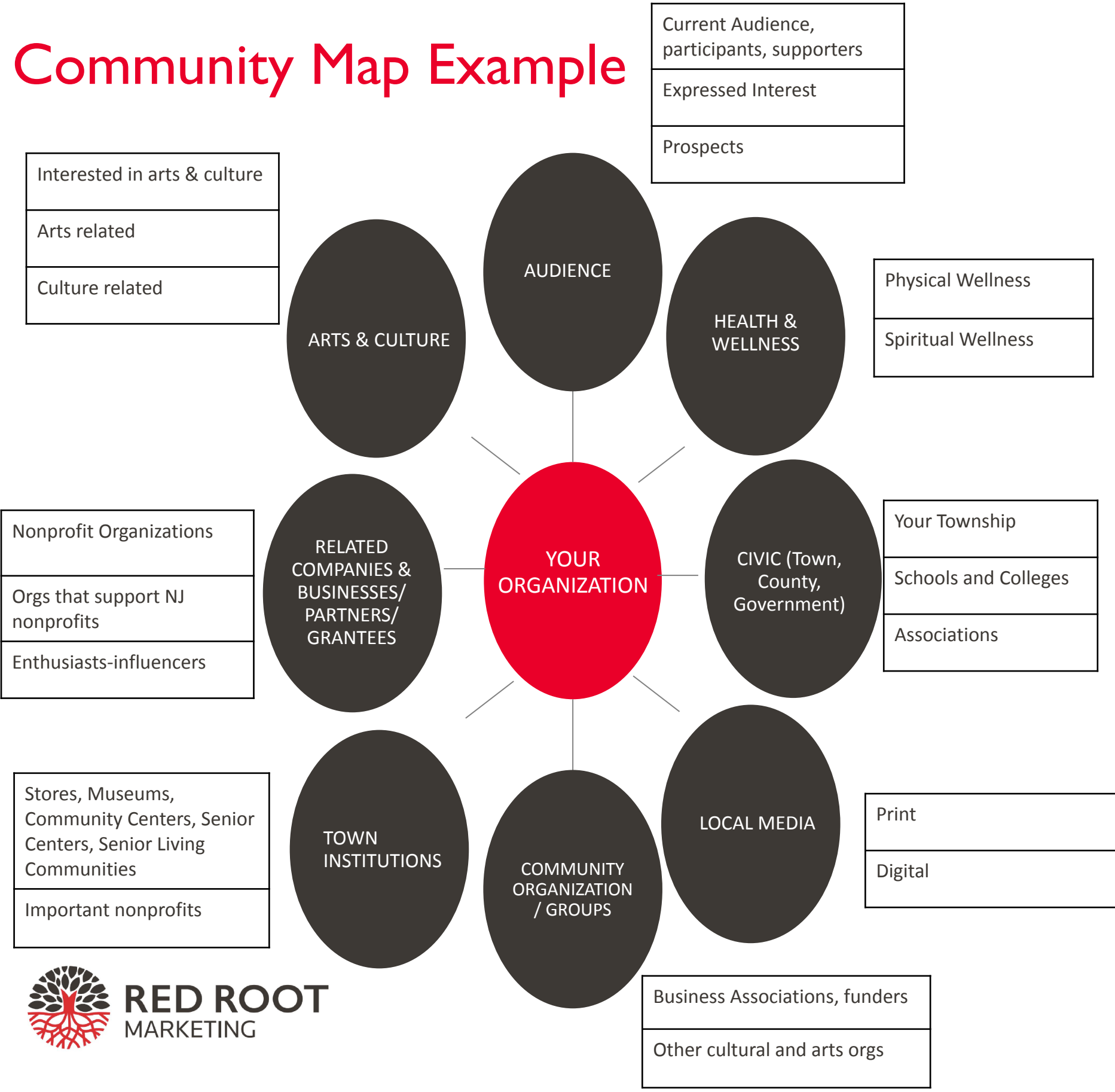


Inspiring, Empowering, Engaging the Community

- Community Mapping – our secret sauce



Community Map Example



Build Your Audience + ENGAGE

- Create your “Community Map,” your list of people/accounts in your industry, mutually beneficial partnerships, take a 360 degree view of your community
- Update and follow your Community Map monthly for tagging strategy
- When you follow a new account in your community, “like” the last 5-10 posts of that account so their posts will start showing up on your feed
- Spend 5 minutes per day (or 10 minutes every other day) liking, commenting and sharing posts from your community, cleaning up your feed/comments and responding to DMs and comments.

How to prioritize your social

1. Add it to your to-do list and keep it there
2. Time block your social weekly
3. Organize and plan ahead
4. Don't overthink your content
5. POST!



Creating Impactful Content

- The very best social media tells a story. Always include a Call to Action--what you want your audience to do with your post!

Engaging post ideas, using carousel photos and video:

- Promote events: buy tickets
- Pre, during and post event information hypes and recaps
- Ask questions, polls
- Reviews/testimonials
- Origin story
- Fundraise
- Share behind the scenes
- Highlight community partners
- Inspire, educate, amuse
- Share blog posts
- Newsletter news and sign-up

Promote Your Events

- You can build excitement and ramp up participation for your event(s) throughout the year by previewing the show, showing faces of those involved, who your events serve and how your audience can benefit.
- Promote tickets sales, audiences, volunteers while educating, inspiring and amusing. Make it fun and bring the energy!
- Creating Facebook events can help you focus all information in one point and you can invite people to help share and promote the event and do a paid boost of the event for more visibility.

Content Calendar Example

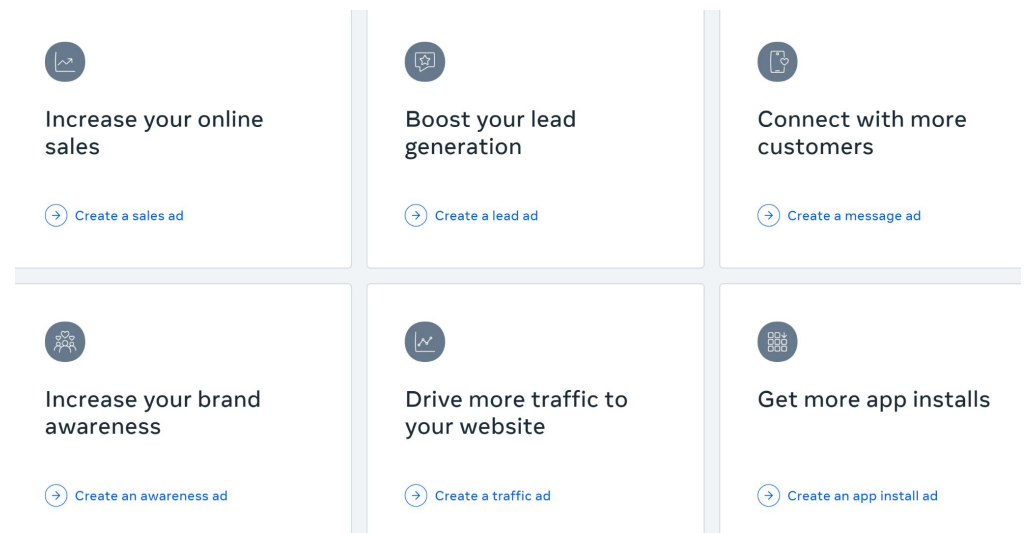
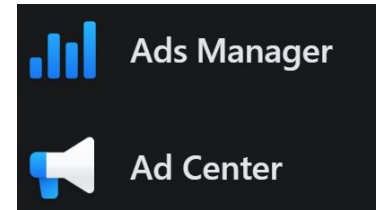
DATE	CONCEPT/CAPTION/HASHTAGS	ACCOUNTS TO TAG	GRAPHIC/VIDEO	WRITTEN BY/APPROVED	
	1) Post Concept 4) Caption copy+CTA 5) Hashtags	3) Accounts to tag (3-5)	2) Graphic	6) Editor Review 7) Client Comments & Approvals	8) Scheduled
Tuesday 9/5	<p>Are you ready for Saturday? Jamboree post</p> <p>Just three days until the 2023 MONTCLAIR JAZZ FESTIVAL Jamboree! Who's ready for a world-class musical experience with internationally-acclaimed jazz headliners gracing not one, but two main stages? The Downtown at BDP Holdings Downtown Stage at Lackawanna Plaza and the Uptown at Fullerton Stage will resonate with incredible performances that will leave you mesmerized.</p> <p>We're thrilled to welcome back The Jazz Cruise as the sponsor of the Midtown Alumni Stage shining a spotlight on the talents of JAZZ HOUSE alumni and their peers and showcasing the vibrant pulse of today's music scene. 🎷🎵 There will be so much for everyone to do from the Amazon Family Jazz Discovery Zone to different stages with great music, and even a ton of vendors at the Rao's Homemade Marketplace offering the best of the best!</p> <p>We hope to see you at the 2023 Jamboree on September 9th 1-9 PM.</p> <p>#montclairjazzfest #montclairnewjersey #downtownjamboree #headliners #montclaircenter #bdpholdings #amazon #raoshomemade #communityevents #freelivejazz #livemusic #jazzmusic #jazzinmontclair #mjf2023</p>	<p>@montclairjazzfest @bdpholdings @raoshomemade @montclaircenter @amazon @chrnmcbride @melissawalkjazzhouse</p>		Approved 9/1	do scheduled at 11 am



RED ROOT
MARKETING

Fundraise with social ads this year!

- Make sure you are in your business profile
- You can use Ads Manager or Ad Center (simpler)
- Pick a goal, see below (for fundraising, choose more website visitors)
- Write description for the body of the ad, choose a bold headline (less than 25 characters)
- Create a short video or add a photo carousel (less than 5 photos), these perform the best
- Choose button from their list (Learn More, Donate)
- Add website URL (make sure it's correct!)
- Choose your demographics
- Choose timeframe+ budget
- Track results



Some more helpful social ad tips:

- Make sure you are registered with Facebook as a 501(c)(3)
- Enable the Donate button on your Facebook profile and enable the best Instagram button for your cause.
- Connect your Facebook and Instagram business profiles so you can run ads off of Meta Business Suite.
- Create a goal-oriented campaign. Have a direct Call to Action and know how to track results. Showcase how donations will be used and who will benefit. Tell real stories and engage your audience emotionally.
- Get your community to start Facebook fundraisers for you and get in front of new audiences
- See which of your posts drive the most engagement in the Insights tab. If you want to reach a brand new audience, boost it in the Posts & Stories tab.



www.redrootmarketing.com

Jessica Maarek

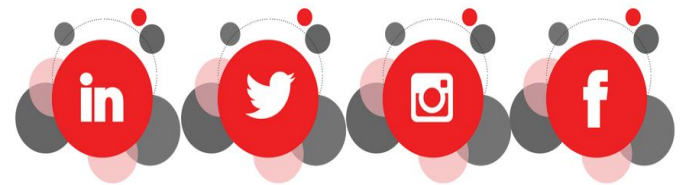
Founder and Owner

973.650.0960

jessica@redrootmarketing.com

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