

## Social Media & Blogging

Reach your Clients, Volunteers and  
Donors

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# You know how....

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They did not teach you digital marketing in school

You know you need a presence

You are missing key opportunities

You dread the idea of doing any of this....



# Overwhelmed with Information...

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- Articles on the website
- Emails
- Booklets
- Not sure what to do or how to do it

You just want a plan



# I was overwhelmed too

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- Director of Marketing for a Law Firm
  - Lost position in Google
- Learned how to:
  - Rewrite the website
  - Blog
  - Push out a strategic social media campaign
- Within four months...phone was ringing off the hook
- And now I'm here to teach you

# Why do any of this...

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1. To be found in search
2. Get in front of volunteers, clients, donors
3. Build yourself and your organization as a thought leader

But...needs to be correctly in a highly competitive market...



Stay Positive and Credible

Do not slam the competition

Be honest with your costs



# Your Digital Marketing Plan



# The Basics:

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- 1) Understanding of SEO
  - 2) Website
  - 3) Blog
  - 4) Keyword Strategy
  - 5) Editorial Calendar
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# Website

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- Plan to reach each target market.
- It should be done in Wordpress & should not cost a fortune
- Articles around your core services
- Blog once per week

# Understanding SEO

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1. Single focus to your business
2. Constantly adding new content through a blog.
3. Link building
4. NAP (including Google+)
5. Social Indicators
6. Traffic

# Website

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1. Google Analytics
2. Core service areas articles
3. Responsive
4. Internal blog
5. Social Media share buttons
6. Social Media connect buttons

# Blog

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1. Continually builds out your website
2. Shows your personality
3. Connects you to your clients pain points
4. Talk about new events at your organization
5. Talk about news events related to what you do
6. Something to share on social media

# Keyword Strategy

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1. Long-tailed and short-tailed
2. What phrases and words will your ideal client use when searching for you?
3. Core business areas
4. Geographic areas
5. What are your competitors writing about?
6. Google Adwords

What are the  
keywords of your  
organization?



# Editorial Calendar

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What are you going to write about and when?

**KEEP THIS SIMPLE!!!**



How are you going to reach...

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Clients to serve

Volunteers

Donors





# How to Organize it?

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By Month:

Seasons

School calendar (home with the kids...)

Important calendar dates:

Those that are real

Those that are ridiculous

Awareness months

Holidays



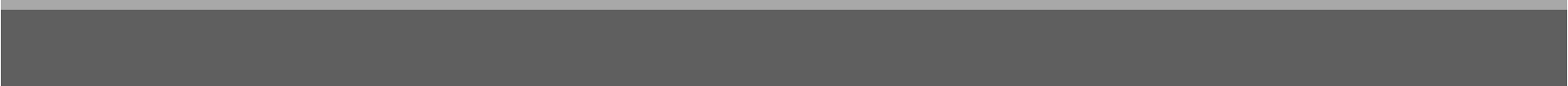
# Editorial Calendar should include:

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- Social Media Post themes
- Blog Posts
- New Website articles
- Newsletter
- Pictures
- Videos
- Quotes
- LinkedIn Long Posts
- Powerpoints

# Ideas

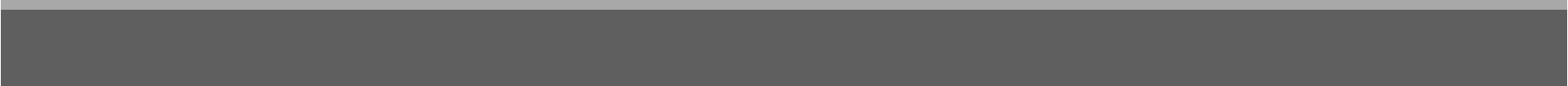
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- A part of your story
  - 5 x 5
  - Time and Money
  - Client testimonials – tricky business
  - Testimonials (staff, volunteers, donors)
  - Who, what, when, where, why
  - How you can help
  - Pain Points
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# Build Your Editorial Calendar



# Three Part Social Media Strategy

- Setting up your profiles
  - Connecting with the right people
  - Being Social
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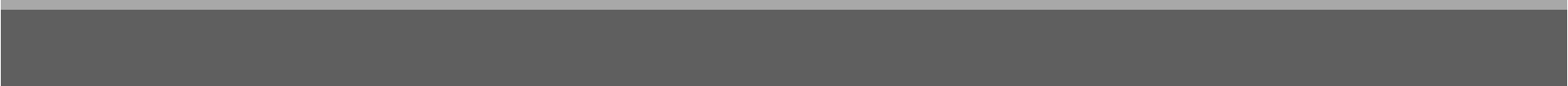
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# Personal & The Organization



# Hashtags

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- #
  - Categorizes your tweets
  - Pick one that is existing
  - Pick one for your organization
  - It needs to be searchable
  - Could be a keyword
  - Do not use too many
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# The important accounts:

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Culture of each:

- LinkedIn
- Twitter
- Google+
- Facebook
- YouTube



# What to do with ....

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Instagram

Pinterest

Snapchat



What Accounts Should  
You Use?



# Make Yourself Look Good

## Optimize Your Accounts

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- You want to make your organization look as good as possible on social media.
- You should have a logo that you use everywhere
- Write your profiles carefully highlighting your service areas.
- Do not stuff your keywords into descriptions.
- Make sure to fill out every available section.
- Each profile should be unique from the others.
  - Duplicate Content

# Account check-up:

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- Great Pictures
- Logo
- Uniquely written for the culture of the site
- Fill in all available information
- No duplicate content

# Let Go of Facebook:

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- No one is seeing your Facebook posts
- Facebook is only going to help if you advertise

# Connect to the Right People

## Who can help you get noticed?

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Quality vs. Quantity

How many connections do you need?

- LinkedIn
  - Facebook
  - Google+
  - Twitter
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# Connect with:

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- Each other!
- Me!
- Others you work with
- Board members \*\*\*\*
- Current customers and clients
- Potential customers and clients
- Well connected community members
- Volunteers
- Those who can help you connect and get your word out
- Power Partners
- The press

# BE SOCIAL!

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Entertain

Educate

Inform





# It all goes back to....

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Your Editorial Calendar!

Share a variety of information.

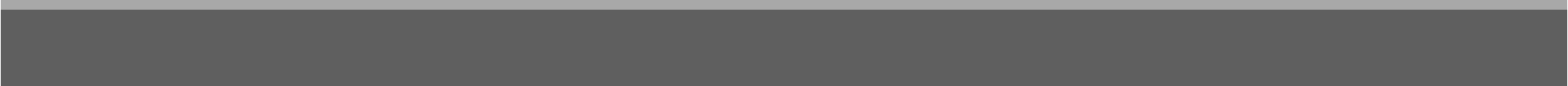
50% yours and 50 % the content of others

# Engaging Users

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- Add Value
- Pain points you solve
- Know the culture of each platform and the etiquette.
- Stalk your competition for ideas.

## Goal: Stop-of mind with your connections:

- Publish LinkedIn Long Posts
  - Send personal invites and set-up phone calls / meetings
  - Included others in your posts: LinkedIn, Twitter, Google+
  - Share their content – ask them questions
  - Comment, tweet, retweet, like, +1
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## Content of others:

Don't Flaunt the Competition but Appear Well Read

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- You do not want to sound like an advertisement only promoting your content
- Share related content
- Not from your competitors

# Where to find content...

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- News articles related to your core mission
- Huffington Post
- Buzz Feed
- Google Alerts
- Pocket
- Blogs of non competitors
- Partner Organizations
- Buffer

# When should you post...

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It depends...

When are your ideal clients on the internet?



How often should you post?



# Never ever

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Post the same content to  
all the sites on the same day.



# Get others to help you...

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## Create a tribe of social media partners

They should know what you need

They need to know what to do

Communicate with them regularly

# Have a Conversation with Jen

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Visit [JenniferGardella.com](http://JenniferGardella.com)

Click [Book an Appointment with Jen](#)

Let's discuss your three big social media questions and concerns

