

Why Do You Need Social Media?

especially if you already have a website

Why utilize social media?

- Engage with various demographics that local, print-based media may miss
- Build a brand though dynamic, up to the second content to increase dwell time on static websites
- Provide readily integrable interface across platforms to provide a seamless brand image

Why have a social media plan?

- Focus content to target potential clients/customers
- Eliminate missed opportunities for promotion
- Improve regularity of new content
- Promote seamless branding of online presence
- Increase likelihood of viral responses
- Engage with clients/customers to build loyalty

What kind of content should be generated?

- Events
- Internal News
- External News
- Re-posts
- Pictures / Video
- Business Specific Info: Targeted Fund-raising, Scholarship Information, Publications, Historical Information, etc.

Who should manage the online presence?

Creative Content Managing Editor—

- oversees web designer/coder
- oversees creative design/graphic design branding
- oversees special digital advertizing campaigns
- creates content
- coordinates information sources
- maintains a seamless brand between website and various, targeted social media sites