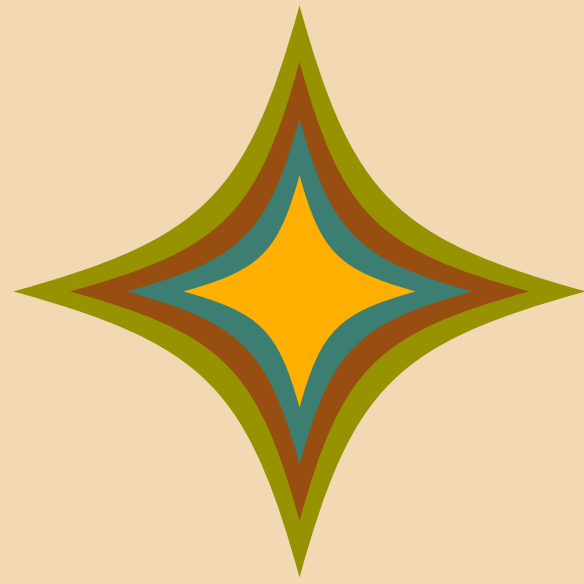




BUILDING A SOCIAL MEDIA CAMPAIGN: ENGAGING YOUR AUDIENCES

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Minneapolis Area Synod



INTRODUCTIONS



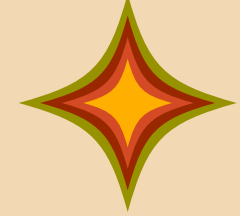
PRESENTATION OUTLINE



Introduction



What is a social media campaign?



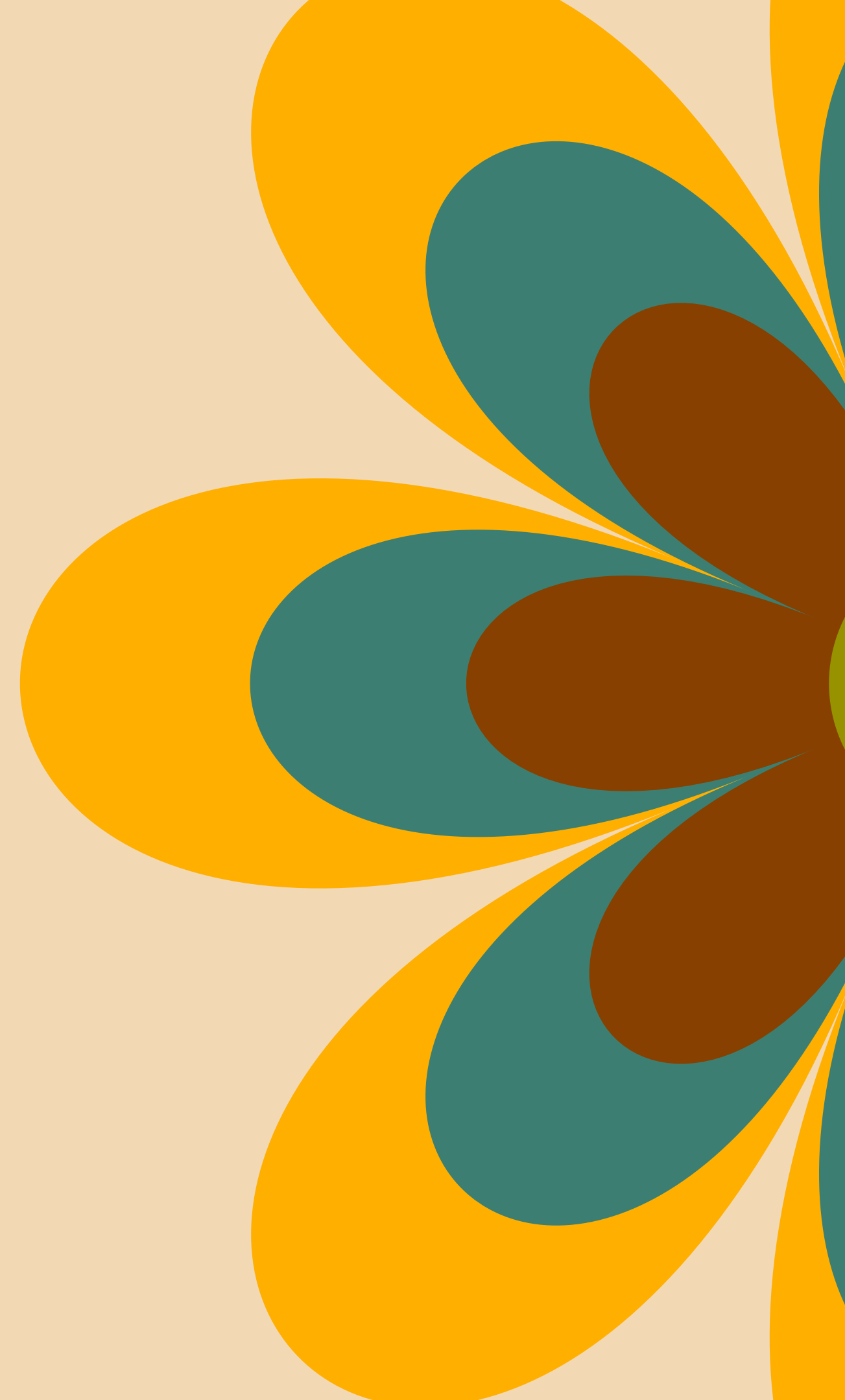
Why use a social media campaign?



Audience engagement



Examples & practice



WHAT IS A SOCIAL MEDIA CAMPAIGN

A social media campaign is a coordinated communications effort to reinforce or assist with a goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting.

adapted from the BigCommerce definition



EXAMPLE

PURPOSE OF A CAMPAIGN

**AUDIENCE
ENGAGEMENT**

**SET &
ACCOMPLISH
BIGGER
GOALS**

**BUILD
YOUR BASE**

IDENTIFYING YOUR AUDIENCE

1. Who follows us already? Why do they follow us?
 - a. Tip: actually look at this. Go through your followers. You might be surprised!
2. What information do we think is important?
 - a. Church events, local events, news, concepts, stories, etc.
3. Who doesn't follow us but we want them to? Who would benefit from seeing our posts that don't yet?
4. What platforms do we have the capacity to be on?



EXAMPLE



QUESTIONS





HOW TO BUILD A CAMPAIGN

STEPS TO BUILDING A SUCCESSFUL SOCIAL MEDIA CAMPAIGN

- Step one - State vision
- Step two - Audience identification
- Step three - Set your timeline
- Step four - Identify what platform(s) will be used
- Step five - Brainstorm content ideas
- Step six - If there are multiple people on the campaign, assign roles
- Step seven - Create content
- Step eight - Post content
- Step nine - Once your campaign ends, reflect on positives outcomes and improvements for next time.

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STEPS TO BUILDING A SUCCESSFUL SOCIAL MEDIA CAMPAIGN | WHM

- Step one – State vision
 - Celebrate Women's History Month
- Step two – Audience identification
 - Synod social media followers, and future platform visitors
- Step three – Set your timeline
 - The month of March
 - 8 posts total
- Step four – Identify what platform(s) will be used
 - Instagram, Facebook, Twitter
- Step five – Brainstorm content ideas
 - Tuesdays – Content recommendations(all platforms)
 - Follower recommendation, Social Statement, Business, book
 - 2nd & 4th Thursdays – Thursdays in Black post(instagram story)
 - 1st & 3rd Fridays – Leadership highlight; Celebration Series

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STEPS TO BUILDING A SUCCESSFUL SOCIAL MEDIA CAMPAIGN | WHM

- Step six - If there are multiple people on the campaign, assign roles
 - Kayla takes leadership highlights, TiB posts
 - Maya takes Content recommendations
- Step seven - Create content
 - Canva, Teams Planner
- Step eight - Post content
 - Schedule ahead on Business Suite
- Step nine - Once your campaign ends, reflect on positives outcomes and improvements for next time.
 - Communications team meeting agenda item
 - Keep, innovate
 - Planning of our next campaign begins
 - Identify vision and schedule time to plan

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The image features a central white rectangular box with a dark brown border, resembling a window or a card. Inside this box, the text "OUR BIGGEST ADVICE: JUST TRY SOMETHING" is written in a bold, dark brown, serif font. The background is a light beige color, decorated with two large, stylized floral motifs on the left and right sides. These motifs consist of overlapping, teardrop-shaped petals in shades of yellow, green, and brown, with a central red circle. The overall aesthetic is clean and modern with a touch of organic, natural inspiration.

**OUR BIGGEST
ADVICE:
JUST TRY
SOMETHING**



DISCUSSION





YOUR TURN!

BREAKOUT ROOMS

In your small group, pretend that you are a group beginning to plan a social media campaign for your upcoming VBS registration. After 20 minutes, come back with the following answered and a delegate to share out with the large group:

1. A vision (why you're doing a social media campaign)
2. An identification of who your audience is
3. Set a timeline
4. Work ahead in the 9 steps if you accomplish these steps.

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BREAKOUT ROOMS

In your small group, pretend that you are a group beginning to plan a social media campaign for your upcoming VBS registration. After 10 minutes, come back with the following answered:

1. What platforms you'll use and why
2. Content ideas you've begun to hash out

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QUESTIONS





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