Social Media Engagement: Strengthen Your Strategy

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WELCOME TO THE
FUTURES
“Social media is not a band-aid or a bullhorn.”

- Amy Fox, @museumtweets
Strategy & creative audit

- Goals
- Strategy
- Tone
- Assets
- Budget
Quality over quantity

- You can’t be everywhere
- Find your community
- Divide and conquer
- Consistency
- Experiment

Photo: Flickr josullivan.59
Level up your calendar

- Content buckets
- Micro holidays
- Anniversaries
- Bios
- User generated content
- Contests/ Giveaways
- Flexible
Social Media = social
Collaborate

- Partnerships
- Brand Ambassadors
Recommended reading

- Matt Navarra, @MattNavarra, newsletter: getrevue.co/profile/geekout
- Colleen Dilenschneider, @cdilly, blog via colleendilen.com
- Taylor Lorenz, @taylorlorenz, newsletter: taylorlorenz.substack.com/