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Raising Awareness  
Through Social  
Media

# About Me

Marketing/Ad/PR degree from Marietta College

Masters in Integrated Marketing Communications from WVU

6+ years of higher education marketing/outreach experience

14 years of Entrepreneurship

18 years of higher education teaching experience

Chamber Board Member

Entrepreneurship Program (Marietta College) Board Member

Past board member of Downtown PKB (Mainstreet Parkersburg), Belpre Chamber,

Member of the Marietta Chamber, Advisory Committee to Nonprofits LEAD (Marietta College), Program Advisor at Washington State CC and Washington County Career Center

I'm a wife and a mom.



# Agenda

Effectively sharing your story and increase brand awareness through social media platforms.

Discover how to engage your audience using your staff, board, and supporters.

How to create calls to action

How to measure impact of content.



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What Platforms  
Should Your  
Nonprofit Be On?



So the rest of the platforms are  
garbage...NOPE!

Youtube

Google Places

TikTok/SnapChat/X

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Go back to why we are here....

Effectively Share Our Story

Increase Brand Awareness







# Why?

## Survey 2021, Orion Strategies

Sixty-nine percent of respondents utilize social media with 73 percent of them actively visiting or posting on Facebook. Twitter was actively used by 16 percent of West Virginia social media users while Reddit only saw 7 percent, according to the survey.

Seventy-nine percent of women in the state reported actively using social media as compared to 57 percent of men.

Facebook sees 81 percent of its female users posting or checking the site and only 61 percent of its male users doing so.

*Survey 2021, Orion Strategies*

<https://www.newsandsentinel.com/news/business/2021/01/poll-three-quarters-of-west-virginia-residents-streaming-media-at-home/#:~:text=Sixty%2Dnine%20percent%20of%20respondents,percent%20according%20to%20the%20survey.>

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## Where to Start

Who are you?

What solution do you provide to people?

Who do you want to attract? (Board members, Donors, Participants)

How are you ready to tell your story?

Will you do video?

Do you have photos?

Are your social media platforms up-to-date?

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# How? Consistent Content Marketing

Write out your story.

Use first person.

Give real life examples of your impact

Get people to tell your story

Map out your year.

Giving Campaigns

End of Year Giving

Giving Days

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# Now that you are putting consistent messages on social media...

Get people to see them!

Who can help?

Your Board.

Your Employees

Your Supporters/Participants

Share

Comment

Like

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# How Do You Get ROI on Social Media?

Strong Calls to Action

What is call to action?

What do you want the person reading/watching your post to do?

TELL THEM.

Call us at...

Reply to this post...

Message us

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# How to Measure Your Impact

Internal Insights

GA4

Google My Business

Registrations/Button Clicks

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## Recap

Find the platform your target audience is on.

Use consistent content to engage and communicate

Get staff, board, and supporters involved—share, comment, like

Create calls to action on each post—tell people exactly what you want them to do!

Measure, adjust and do it again!



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