

— Digital Communications Strategy Mapping

Government Communicators Conference 2022

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Digital Communications Strategy Mapping



Getting Started

Where We're Headed

What We'll Cover...

- Building a Social Media Strategy
- Crafting Your Brand on Social Media
- How to Engage & Grow Your Audience
- Social Media Best Practices
- How to Create a Content Calendar

What to Keep in Mind

So We're on the Same Page...

- We're going to be working from a foundational level with more of a bird's-eye view of the field.
- There will be time at the end for Q&A.



What You'll Be Saying...



I understand how to
create a social media
strategy

How to engage &
grow your audience

I understand best
practices of the top social
media channels

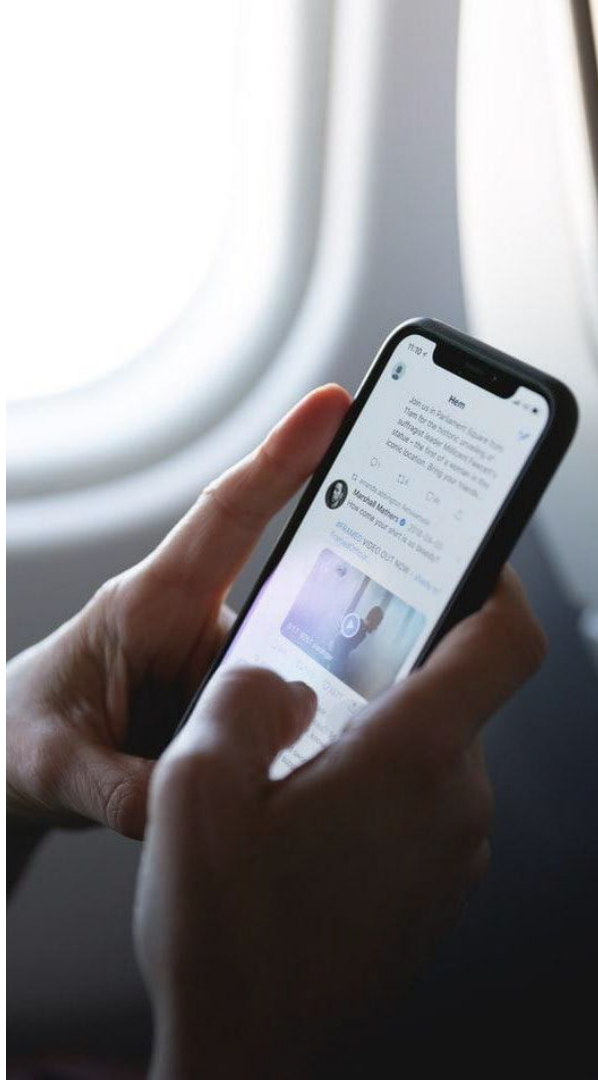
How to create a
content calendar



Digital Communications Strategy Mapping



Let's Get Started!



**Why do you
care about social
media?**

Why Do You Care About Social Media?

- Share new products / updates
- Convert Audience to take action
- Let them know updates / promotions
- Show off how many people love us
- It's a must-have in 2022
- Because everyone else cares



“Social media is what makes your brand's marketing ecosystem **come alive**. It's more than just a way to advertise; It's a place to start **conversations**, forge **relationships**, tell **stories**, and get **details** about your audience the way you would with a new friend at a party.”

The Impact of Positive Customer Experience



71%

of consumers who have had a positive experience with a brand on social media are likely to **recommend the brand to their friends and family.**

(Forbes, 2018)



OUR WORLD TODAY:

- Discover everything online in seconds
- Want to be rewarded for loyalty
- Crave personalized communication
- Want a good deal & a good story
- Look for real-time updates and content



KNOW YOUR AUDIENCE

Your social media strategy should tap into the wants, needs, cares and desires of your audience. What problems do they have? How can you make their life better?

01



Social Media Listening Tools

Brand24 + BuzzSumo will tell you about what's going on with your audience.

02



Focus Groups

In 2021, I call those Facebook Groups or LinkedIn Groups

WHO ELSE IS OUT THERE?

05



Direct

Find 5 companies / brands that are as similar to you as possible. (Rival.iq)

10



Industry

Find 10 companies / brands in your industry. They don't do what you do but they sell to your audience.

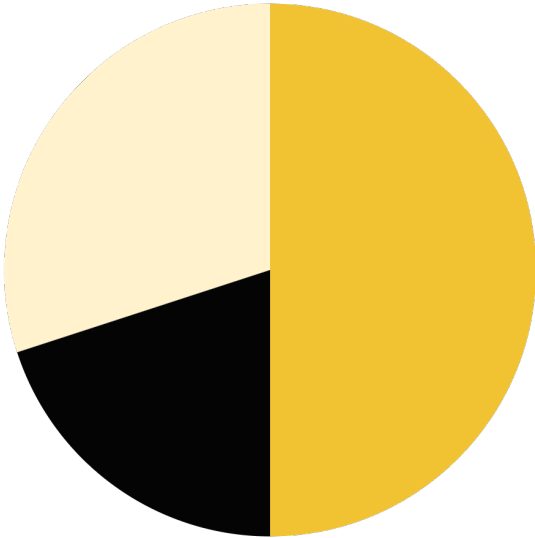
05



Adore

Pick 5 companies you adore that are not in your industry.

THE CONTENT BREAKDOWN



10%



Ask for Action

Buy this, like this, do this, click this, share this....

20%



Highlight Others

UGC, testimonials, industry news, industry pals, events

70%



Give Value

Behind-the-scenes, tips + tricks, story, product info, free useful value. Don't ask for anything!

Action Benefit
_____ and you will _____

Who do you want
to be the hero to
and for what?

*Remember: Nobody likes a story
about a hero. Everyone likes a
story about a hero's journey.*





Copy of Social Media Calendar Template - Happy Yoga Marketing



SHARE

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Verdana 10 B I U A [Grid icons]

	A	B	C	D	E	F
1	Month					
2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	1	2	3	4	5	
4	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
5	Schedule for the week	Announce Yin Yoga Workshop	Photo and 3 things you don't know about me	Article about yin yoga benefits	Photo and story why I do what I do	
6	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
7	Photo of my dog	Announce Yin Yoga Workshop	Photo and 3 things you don't know about me	Insta Story about yin yoga workshop	Photo and story why I do what I do	
8						
9						
10	8	9	10	11	12	
11	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
12	Schedule for the week	FB Live about consistent yoga practice	Photo from my city and why I live here	Announce new retreats 2019	Article about yoga retreats	
13	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
14	Photo doing yoga, importance of consistent practice	Photo of advanced yoga pose and how I got there	Photo from my city and why I live here	Announce new retreats 2019	Insta Story about retreats 2019	
15						
16	22	23	24	25	26	
17	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
18	Schedule for the week	Story how I found yoga	Photo of me with best friend, share moment	Picture gallery retreat Ibiza	Blog post favorite books	
19	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
	My yoga space at home and		Photo of me with best friend			

What to Include on Your Content Calendar

1. Start with Frequency
2. Pick Your Channels
3. Set Your Goals
4. Plan for the Month
5. Write Your Captions
6. Gather Your Creative
7. Considering Scheduling ([Buffer.com](https://buffer.com))

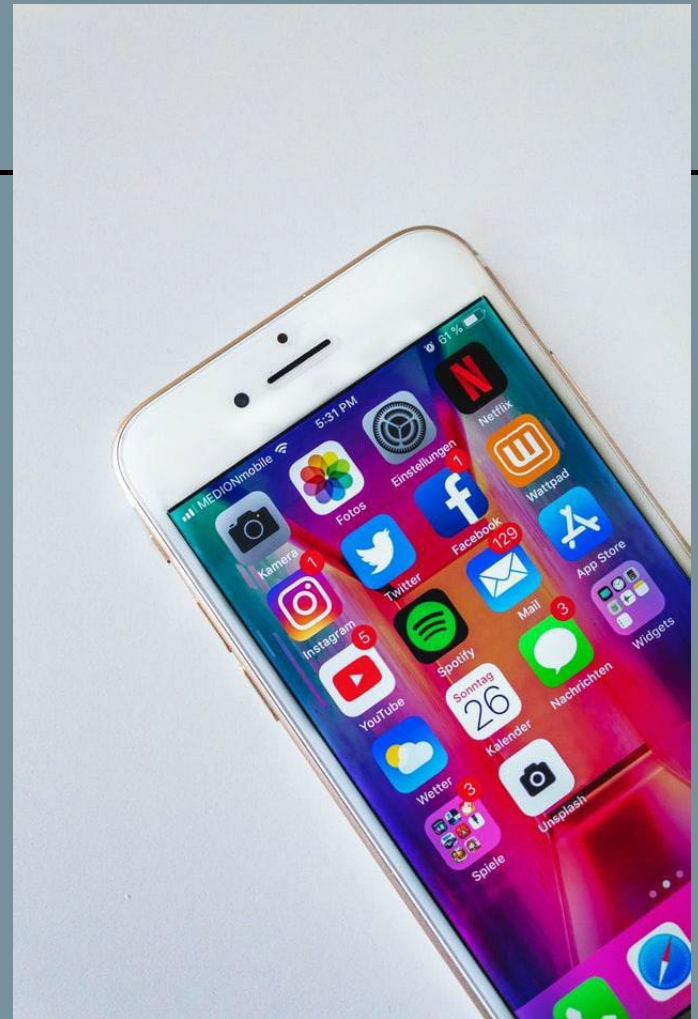
Stop & Stare Test

Stop & Care Test



Don't Be Generic on Social Media

How to be YOU, sound like you &
show up authentically





**Social Media is
an Accessory to
Your Brand**

BRAND IDENTITY



BRAND VOICE

What's your personality? It should show up in all of your social media copy



BRAND ASSETS

The logo and color scheme should always be consistent



BRAND VALUES

What do you stand for? What do you stand up for?



BRAND CONTENT

Can you create a content series you become known for?

Brand Tagline: 8-Seconds

WHAT DO YOU DO?
WHO DO YOU DO IT FOR?
WHAT MAKES YOU UNIQUE?



Brand Narrative Framework

The Brand Narrative is the blueprint for brand storytelling. It describes the brand's core value proposition for all audiences and stakeholder groups.

Brand Narrative Elements & Summary Sentence

Who Are We?

We are ...

- **Begin with a noun:**
- Describe the brand in human terms.
- Examples: Experts, authorities, founders, visionaries, mavericks

What Do We Do?

Our actions ...

- **Begin with a verb:**
- Describe the brand's actions. Refrain from describing how it works.
- Examples: Create, facilitate, challenge, champion, build, solve

Why Do We Do It?

So that ...

- **Begin with 'in order to' or 'so that':**
- Indicate the brand's desired impact or purpose. It's okay to be lofty.
- Examples: Customers can, The world will, No one has to

We are _____ who _____ so that _____.



brooklinen

Follow



1,655 posts

217k followers

890 following

Brooklinen

Hi! We're Brooklinen, home of the internet's favorite sheets. Here's what comfortable looks like.

Come visit us IRL at 127 Kent Ave. Brooklyn, NY

likeshop.me/brooklinen

Followed by [barbarellaaa_](#), [goodmoveny](#), [bookishbluefox](#) +9 more



dollarshaveclub

Follow



1,923 posts

237k followers

217 following

Dollar Shave Club

We got you. We make products that solve real grooming problems to make your life easier. Welcome to the Club

dlrshv.es/Instagram



purple

Follow



1,091 posts

143k followers

70 following

Purple

The next evolution of sleep is here. The Purple Grid™ improves lives by solving the problems regular mattresses create that prevent great sleep.

prpl.cc/preciousdreams

Followed by [hudsonsyard](#) and [_zoekahn_](#)



oscarhealth

Follow



817 posts

10.6k followers

874 following

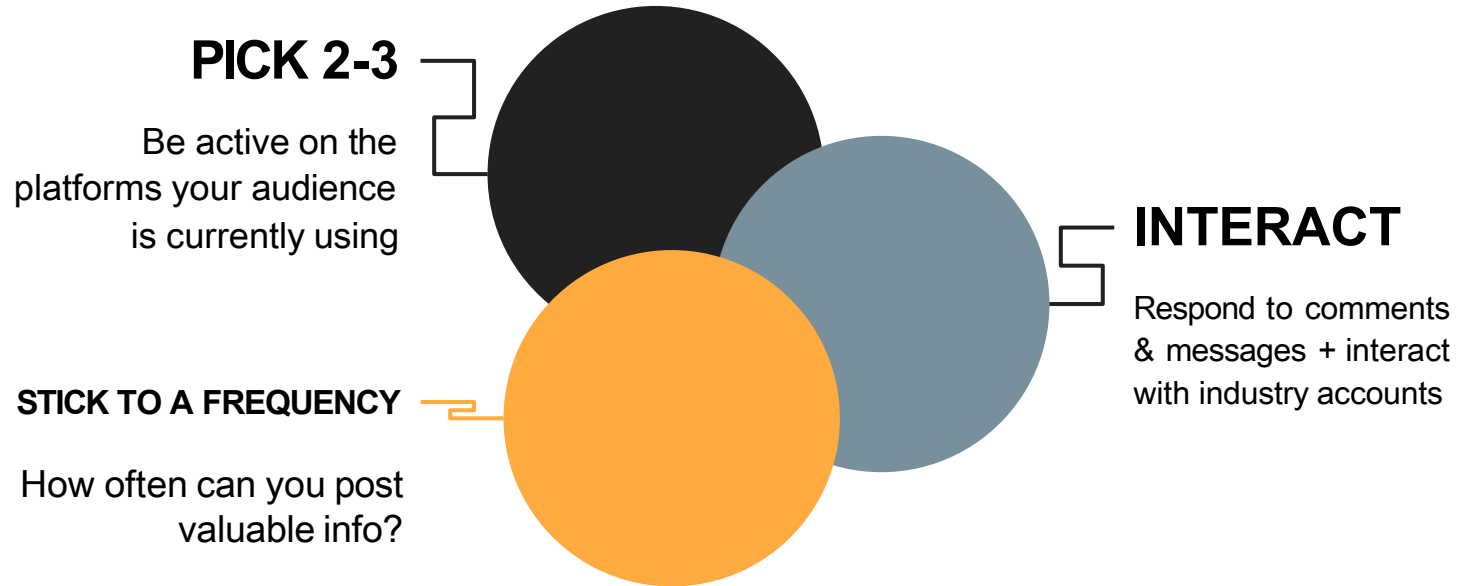
Oscar

Health insurance made easy. Oscar helps you save time, save money, and avoid the hassle.

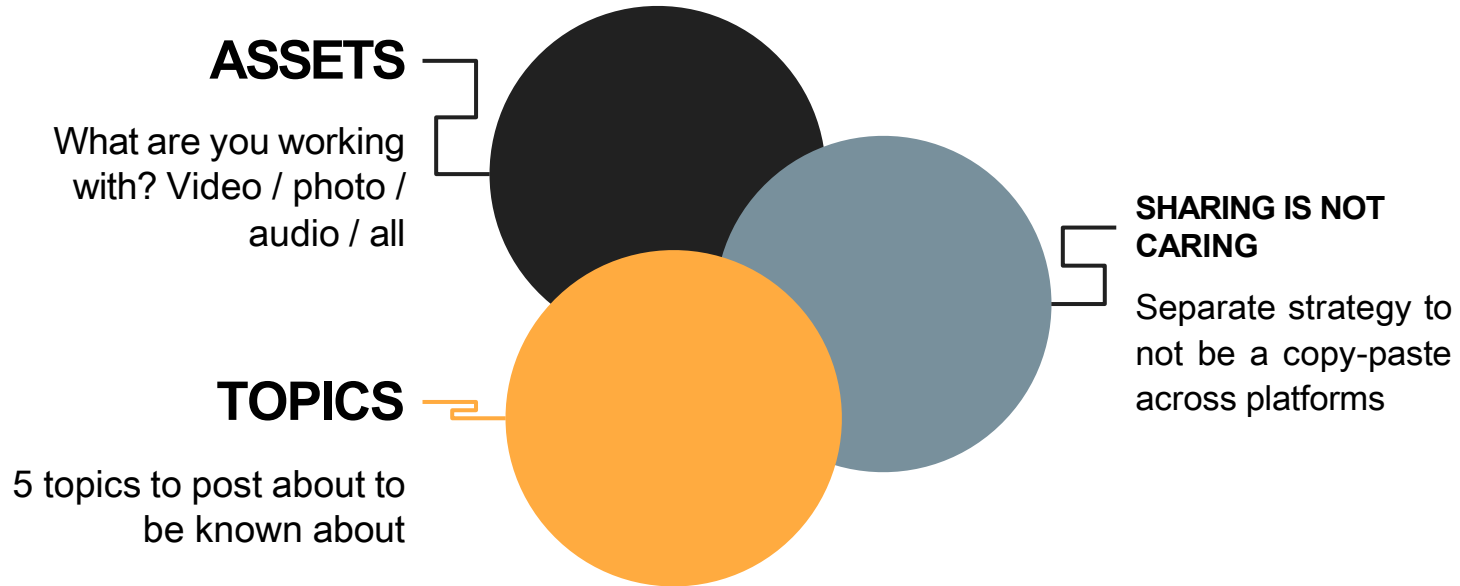
plny.it/oscarhealth



YOUR SOCIAL STRATEGY



YOUR SOCIAL STRATEGY



PLATFORM HACKS



**In my house,
you play by MY
rules....**

INSTAGRAM (5)

- IG Reels
- IG Story
- Content Variety
- Hashtags
- 50% Convos
- Guides



FACEBOOK (5)

- Facebook Live
- Facebook Group
- Messenger
- Optimize Profile
- Longer content

The screenshot displays the Facebook profile for Outdoor Voices. The profile picture is a blue circle with the white letters 'OV'. The name 'Outdoor Voices' is followed by a verified badge and the bio '@OutdoorVoices · Sports & Recreation'. A blue 'Shop Now' button is visible, along with the website 'outdoorvoices.com'. The navigation bar includes 'Home', 'About', 'Iconsquare', and 'More'. The 'About' section lists: 'Apparel for Recreation.', 'Outdoor Voices is an active lifestyle brand. We believe in freeing fitness from performance and embrace activity with ease, humor, and delight. We we... See More', '126,192 people like this including 40 of your friends', '128,486 people follow this', '1,562 people checked in here', the URL 'https://bit.ly/2vnkPf9', the phone number '(512) 960-3144', and 'Typically replies within a few hours Send Message'. A post from November 17 features a photo of three women in red athletic wear and the text: 'Give the gift of #DoingThings 🎁 Our 2020 gift guide has gifts for every Recreationalist that's brightened your year — whether that's a long-distance loved one or the neighborhood mailperson. Kickstart your holiday with OV here: https://bit.ly/2Uz3dth Harper Smith Photography'. A Messenger chat window is open, showing the profile name 'Outdoor Voices' and the message: 'Typically replies within a few hours Sports & Recreation'. The chat input area shows 'Aa' and a thumbs-up icon.

TWITTER (5)

- Trending topics
- Engage
- Fleets = 24/Hours
- Twitter SPACES
- 280 characters



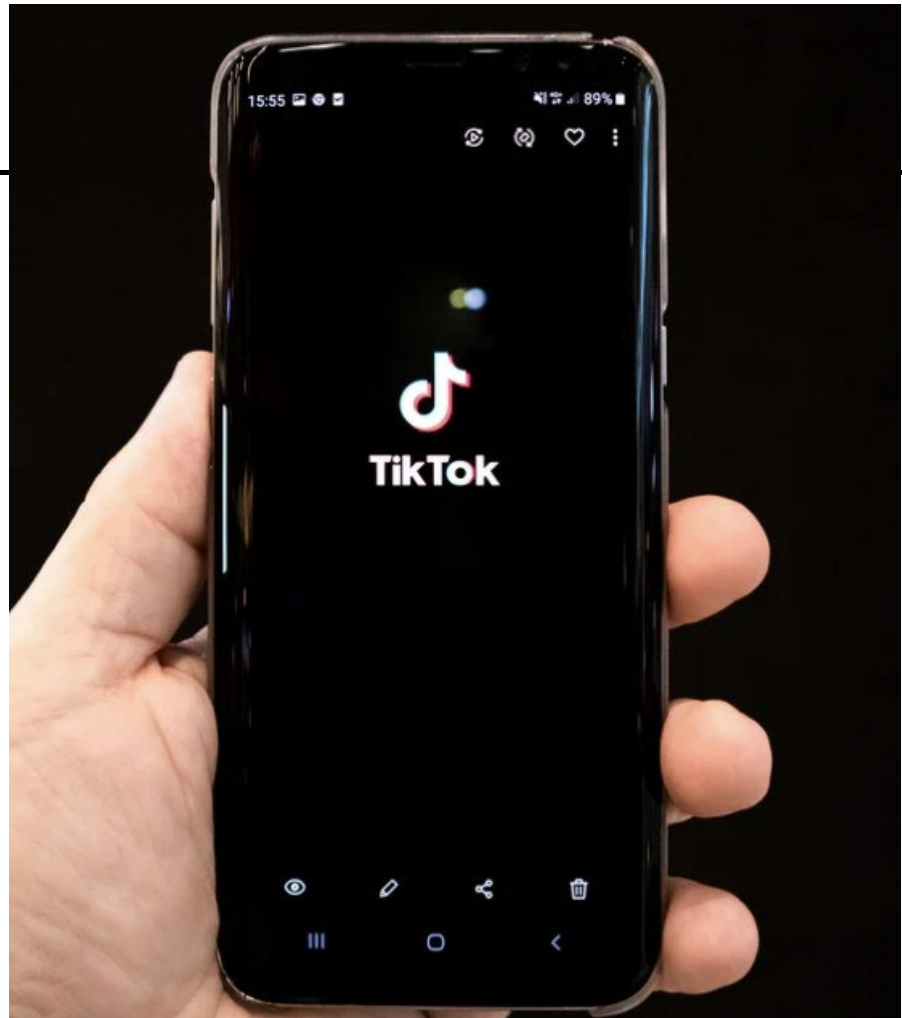
LINKEDIN (5)

- Engage
- 5 pillar topics
- Short sentences
- Newsletter
- Groups/community



TIKTOK (5)

- 15-60 second videos
- Copy-cat videos
- Tip series
- Get creative
- Use hashtags
- Testing in-app shopping



OTHER SOCIAL

- Twitch (Live streaming platform - gaming, talk shows, podcasting)
- Clubhouse (Audio app where participants can move around virtual rooms)

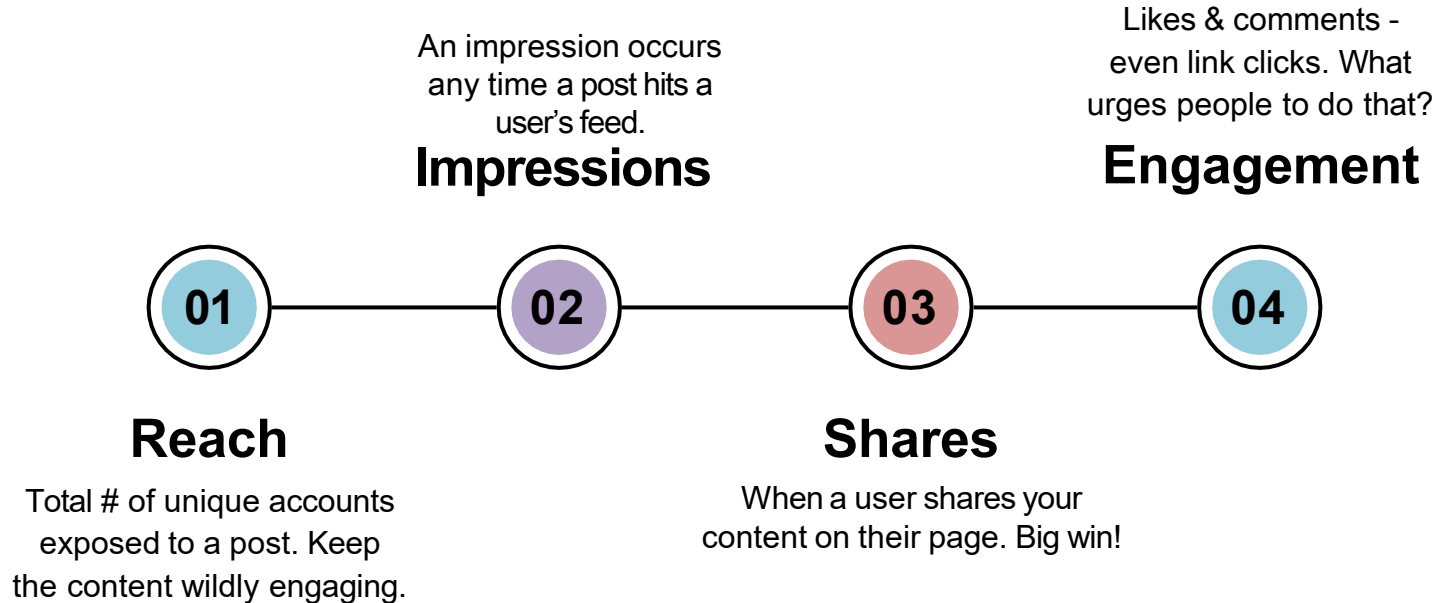


Social Media Metrics & Analytics

SET GOALS ON SOCIAL

- **Objectives:** brand awareness, brand loyalty, audience engagement, increased conversion rates, website traffic, etc.
- **Measure:** social analytics, UTM links, Facebook Pixel
- **Understand:** social media isn't a sales tool. It's a relationship building tool

LOOK AT THIS:



Digital Communications Strategy Mapping



Q&A



Thank
You