

BRANDING & COMMUNICATION

A two-part series seminar

COMMUNICATION

PART 2/2

How to be a trailblazer

PART 2

COMMUNICATIONS : How To Be A Trailblazer

1. THE TWO-WAY CHANNEL
2. DECIDE WHAT YOU WANT THE WORLD TO KNOW
3. AGREE ON A STYLE YOU WANT TO USE
4. EXPLORE THE OUTLETS, CHOOSE AND COMMIT
5. PLAN AHEAD FOR YOUR ONGOING EFFORTS
6. TIPS TO MAKING AN IMPRESSION
7. THE IMPORTANCE OF MEASURING YOUR SUCCESS



1. COMMUNICATION | THE TWO-WAY CHANNEL



Prior to the internet brands communicated via a one-way channels. Think magazine ads, radio announcements or billboard announcements.

Today, brands are expected to **engage** in a **dialogue**, to **exchange** with their audience, to **listen, respond** and **react** to their needs both on and off line.

CONNECT.
ENGAGE.
CONVERT.

People don't use **social media** to see ads. They go to feel a **connection**, to be **inspired** or to **learn** something new.

Doing this builds on your brand personality. It can create a **strong persona** for yourself that others will identify with and connect to you as **friends and fans**.



2. COMMUNICATION | DECIDE WHAT YOU WANT THE WORLD TO KNOW



80% of your posts are **useful, informational** and give your audience **interesting facts** to pass along.
ie: mentoring, milestones, projects, world events

20% of your posts are **self-serving & promotional**.
ie: calls to action; become a member; luncheons



If your messages aren't being passed along, you've missed the mark.



2. COMMUNICATION | DECIDE WHAT YOU WANT THE WORLD TO KNOW

Main subjects into categories & with styles that are consistent.



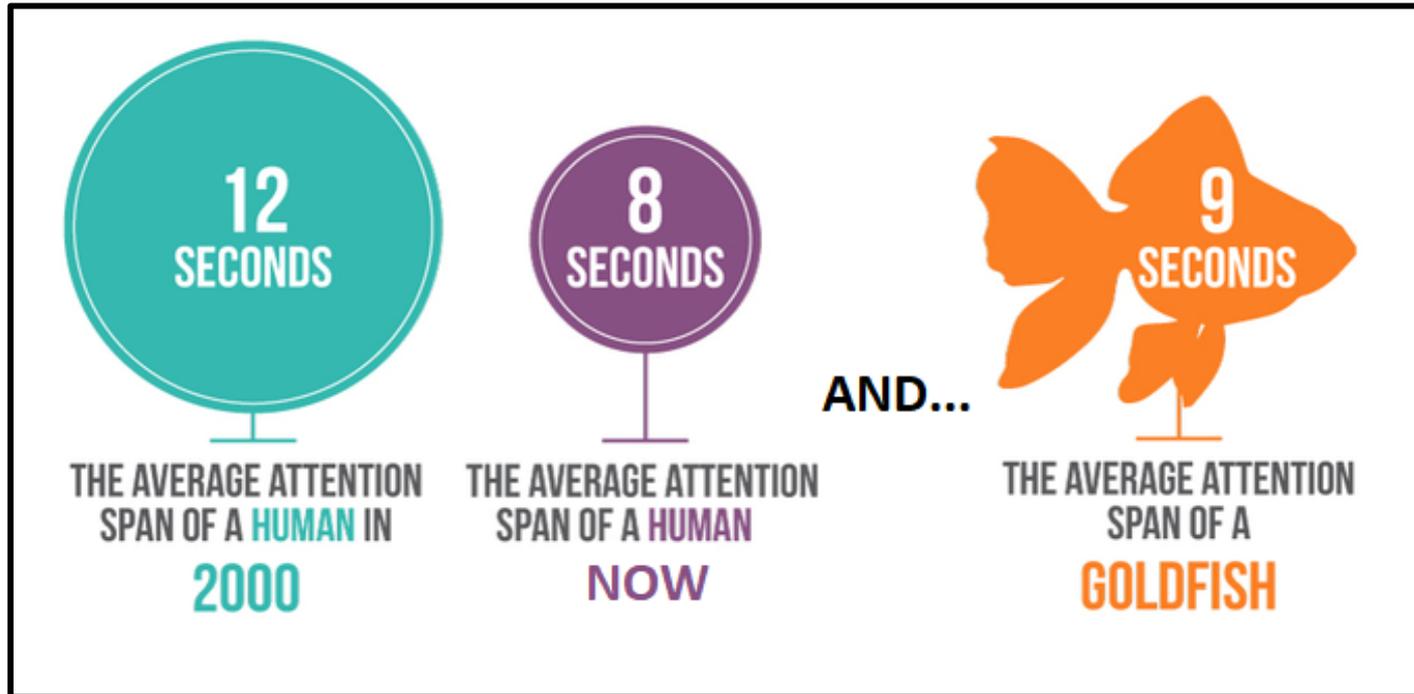
Try to give each category a specific style so viewers learn to distinguish promo from info.

Numbers and milestone achievements always make an impression.



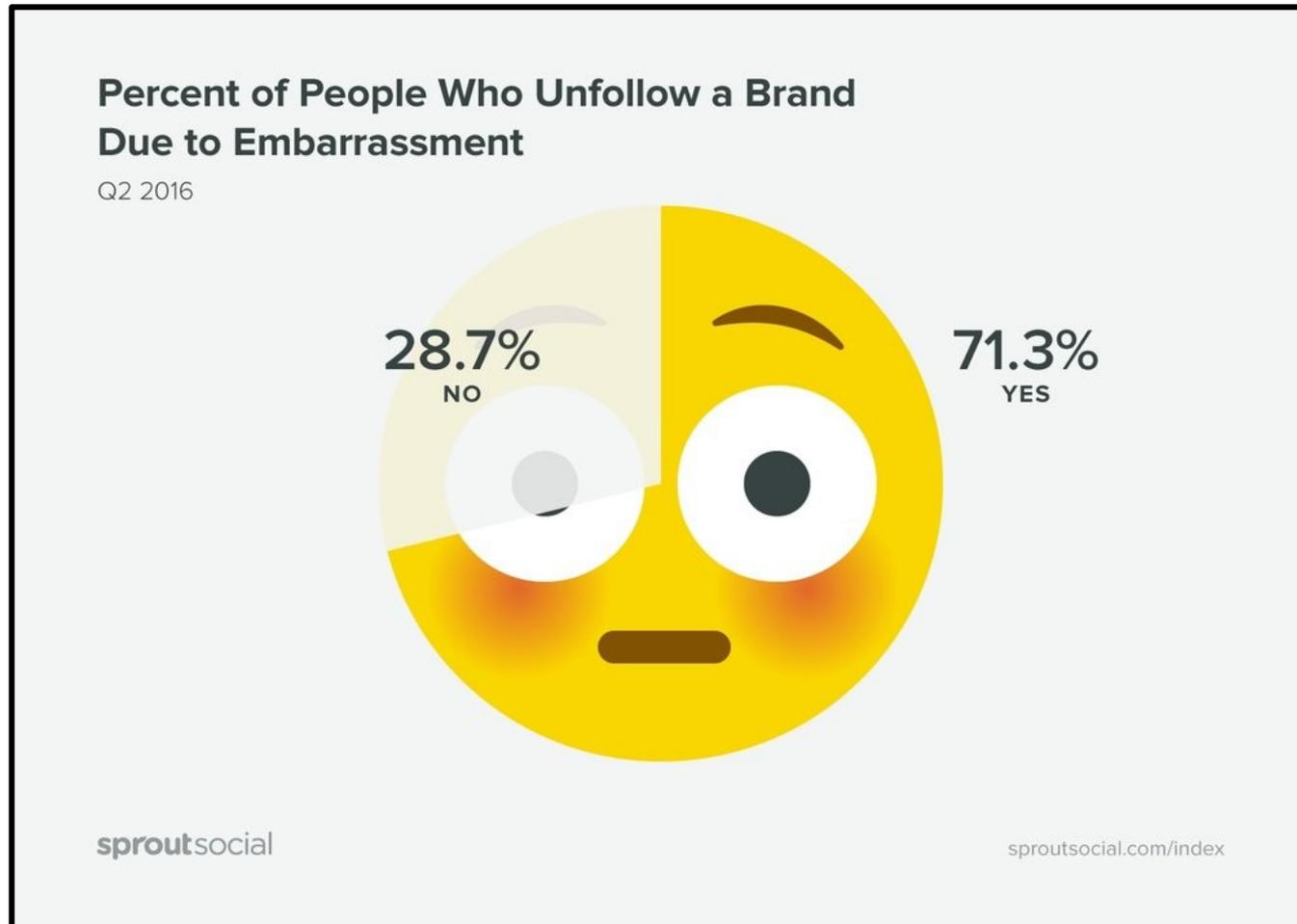
2. COMMUNICATION | DECIDE WHAT YOU WANT THE WORLD TO KNOW

Enter the era of information overload...

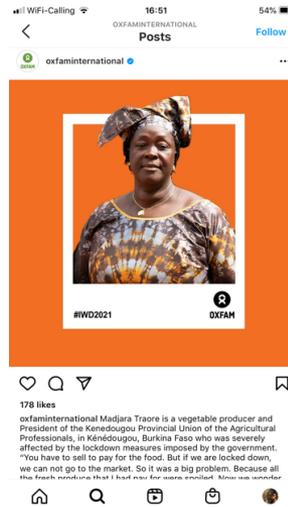


Keep your messages engaging, emotionally charged and pertinent to your audience.

2. COMMUNICATION | DECIDE WHAT YOU WANT THE WORLD TO KNOW



3. COMMUNICATION | AGREE ON A STYLE YOU WANT TO USE



Remember Oxfam's Values? Empowerment, accountability, inclusiveness



4. COMMUNICATION | EXPLORE THE OUTLETS, CHOOSE & COMMIT TO REGULAR POSTS



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS



150 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Designed by: Leverage - leveragenewagemedia.com



5. COMMUNICATION | PLAN AHEAD FOR YOUR ONGOING EFFORTS

An example of a social media plan for instagram

	THURSDAY	FRIDAY	TUESDAY	THURSDAY
DATE	22.04.20	23.04.20	27.04.20	29.04.20
IMAGE	(INCLUDE IMAGE OF WANGARI MAATHAI THAT CORRESPONDS TO SIE WORLD EVENTS GUIDELINES HERE)	(INCLUDE CAROUSEL IMAGES THAT CORRESPOND TO SIE MENTORING VISUAL GUIDELINES HERE)	(INCLUDE IMAGE THAT CORRESPONDS TO SIE MILESTONE VISUAL GUIDELINES HERE)	(INCLUDE CAROUSEL IMAGES THAT CORRESPOND TO SIE PROJECTS VISUAL GUIDELINES HERE)
CATEGORY	INTERNATIONAL EVENTS	EDUCATION (mentoring)	SI CAMPAIGNS	VIOLENCE AGAINST WOMEN
CAPTION	<p>Wangari Maathai had a rare opportunity for a Kenyan woman in 1960 she was one of 300 Kenyan students selected for the Airlift Africa program, giving her the chance to attend university in the United States. After completing undergraduate and master's degrees in biology, she returned to Kenya, where she had a new perspective on both the environmental damage in her country — and on the need for women's rights. She founded the Green Belt Movement to tackle both, by teaching Kenyan women how to plant new trees in deforested areas and sustainably draw income from the land. Since then, the Movement has trained 30,000 women in trades to raise them out of poverty, and planted over 51 million trees. For her dedication to both environmental conservation and the advancement of women's rights, Maathai received the Nobel Peace Prize in 2004 — the first African woman ever to receive the award. (https://www.amightygirl.com/blog?p=11863)</p>	<p>Mention the person being mentored with @ (her instagram account) and add a few lines on what the program did for her. Include a quote if you can or simply show the domain in which you helped this person move forward. Include a call to action to become a member or learn more about your mentoring programs (via link in bio)</p>	<p>#TBT - SI Centenary! Include a quote and story about the specific person in the picture, what she accomplished for SI, how many years she dedicated, how much funds she raised and how many projects she managed, all the people she helped.</p>	<p>Include a compelling story about a project you undertook with specific goals and outcomes that are measurable. What this means for the community and how many projects similar to this Soroptimist undertakes every year. Leave an impression make it emotional.</p>
GEOLOC	GENEVA, SWITZERLAND	KRAKOW, POLAND	GENEVA, SWITZERLAND	DRESDEN, GERMANY
HASHTAG	<p>#greenbeltmovement #wangarimaathai #kenyanwomen #motherearthday #earthday#undp #unitednations #soroptimisteurope #westandupforwomen #aglobalvoiceforwomen #womensupportingwomen #womensrights</p>	<p>#leadershipskills #mentoring #sisterhood #poland #krakow #womenempowerwomen #westandupforwomen #aglobalvoiceforwomen #womensupportingwomen #womensrights</p>	<p>#inspirationalwomen #feministquotes #feministherstory #empowerment #historicalwomen #strongwomen #quotestoliveby #soroptimisteurope #westandupforwomen #aglobalvoiceforwomen #womensupportingwomen #womensrights</p>	<p>#strongwomen#dresden #germany #empowerment#bravingcovidtogether #soroptimisteurope #westandupforwomen #aglobalvoiceforwomen #womensupportingwomen #womensrights</p>
STATUS	approved	Pending approval	Pending approval	Pending approval



6. COMMUNICATION | TIPS TO MAKING AN IMPRESSION

1. Plan and time your posts for 2-3 x / week
2. Engage before, during and after a post. Follow the #s
3. Tell compelling stories, show results, use simple language
4. Skip the line and use your Instagram Stories
5. Use Carousels posts to educate, inform, inspire
6. Place your hashtags in the comments
7. Always reply to a comment with appreciation emoticons



7. COMMUNICATION | MEASURING YOUR SUCCESS

“If you can’t measure it, you can’t improve it.” Peter Drucker

1. Count your likes and shares
2. Aim for and measure your audience growth
3. Assess your following to follower ratio to make sure more people follow you than the other way around
4. Track who’s passing your messages along and use that power!
5. Play around and choose what works best



Instagram and facebook accounts always evolve. Don't be afraid to experiment.



5. COMMUNICATION | WHY THIS IS ALL SO IMPORTANT

Soroptimist International Europe has a strong **legacy** of **accomplishments** that address ongoing **global issues** that deserve to be **celebrated & recognized**.

Remember it's not so much about how you perceive your organisation but **how others see you from the outside**.

Dig into the details, show the **good that you do** and do it with **one unified voice and style**.

You are here to **inspire, inform** and **engage** and **most importantly** to show the world how **fun** Soroptimist truly is !



The End

Part 2 of 2

