



# **How Cause Organizations Can Write Effective Social Media Content**

*for Key Audiences*







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Working with...  
Mission-Driven Businesses  
To Maximize Their Impact  
with Effective Content

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# How Cause Organizations Can Write Effective Social Media Content for Key Audiences

- Building relationships with social media
- Avoiding common mistakes with content creation
- Putting it all into practice





# SOCIAL MEDIA CONTENT IS LIKE NETWORKING...



- **Setting Networking Goals**
  - Who
  - What
  - When
  - Where
  - Why
- **Building Relationships**
  - Give first.
  - Offer value.
  - Engage naturally.
- **Connecting with Right-Fit Clients**

# 3 NOT-SO-SMALL MISTAKES TO AVOID...



## Mistake 1

### Not Having a Content Plan

*No content strategy =  
Stress and confusion*

We wouldn't build a house without a plan, so why create the most important marketing material for our businesses with no plan for it?



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## Mistake 2

### Not Addressing Clients' Pain

*No client focus =  
Misdirected content*

It's so easy to talk about us when we're marketing, but our clients and potential clients want us to tell them what we can do for them.

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## Mistake 3

### Not Creating Content Consistently

*Inconsistent content =  
Missed opportunities*

Posting content consistently means showing up in your audience's inbox, on their social media feeds, and more. It's one of the easiest ways to stay top of mind.





# REMEMBER TO ANALYZE THE RESULTS...

*Pay attention to which content's working well  
and which content isn't.*

DO MORE OF WHAT WORKS!

# RIGHT-FIT CLIENT EXERCISE WITH CLIENT ANALYSIS





# CONTENT CHECKLIST

- ☐ Planning Content
- ☐ Addressing Clients' Pain
- ☐ Creating Content Consistently
- ☐ Analyzing Results



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