

# How Cause Organizations Can Write Effective Social Media Content

for Key Audiences





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Working with...
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To Maximize Their Impact
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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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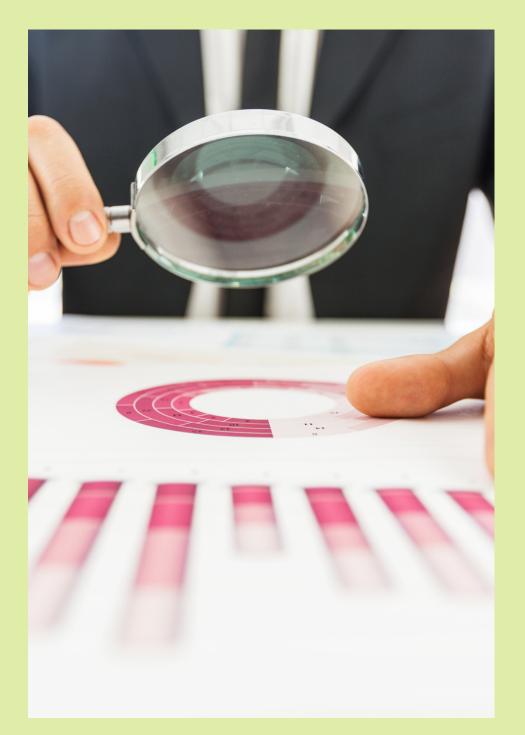
#### Mistake 3

**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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