



Boosting  
Engagement in the  
21st Century



Communication is  
essential to our lives.

Digital communications are *required*  
in the 21st century. But, what is it?



Its

Free\*,

Persuasive

Marketing!

\*Depending on what platforms you use;)



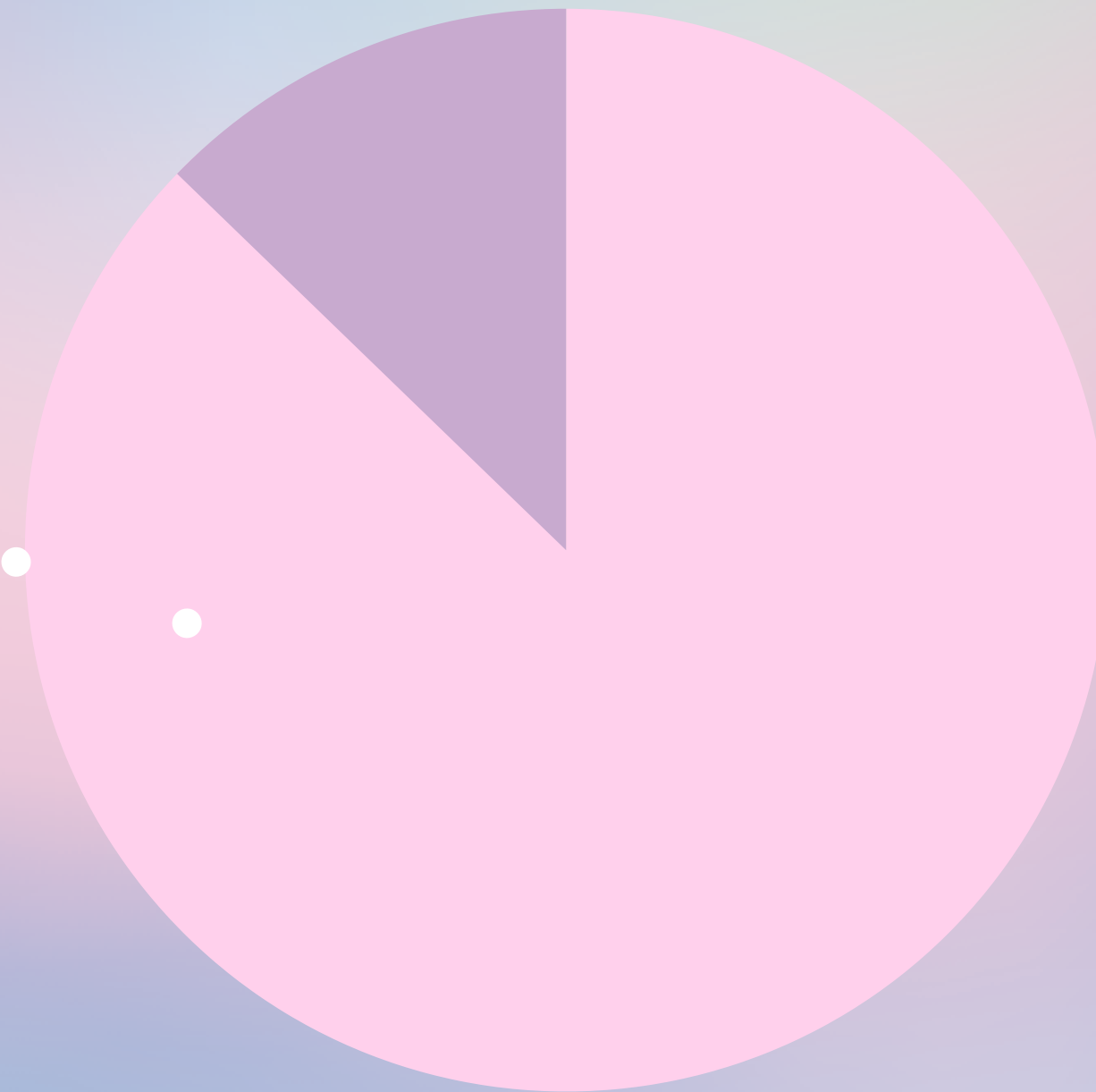
**Most organizations and  
businesses aren't using  
digital communications to  
their advantage.**

Here's why it's important to  
have a digital communications  
effort and plan:

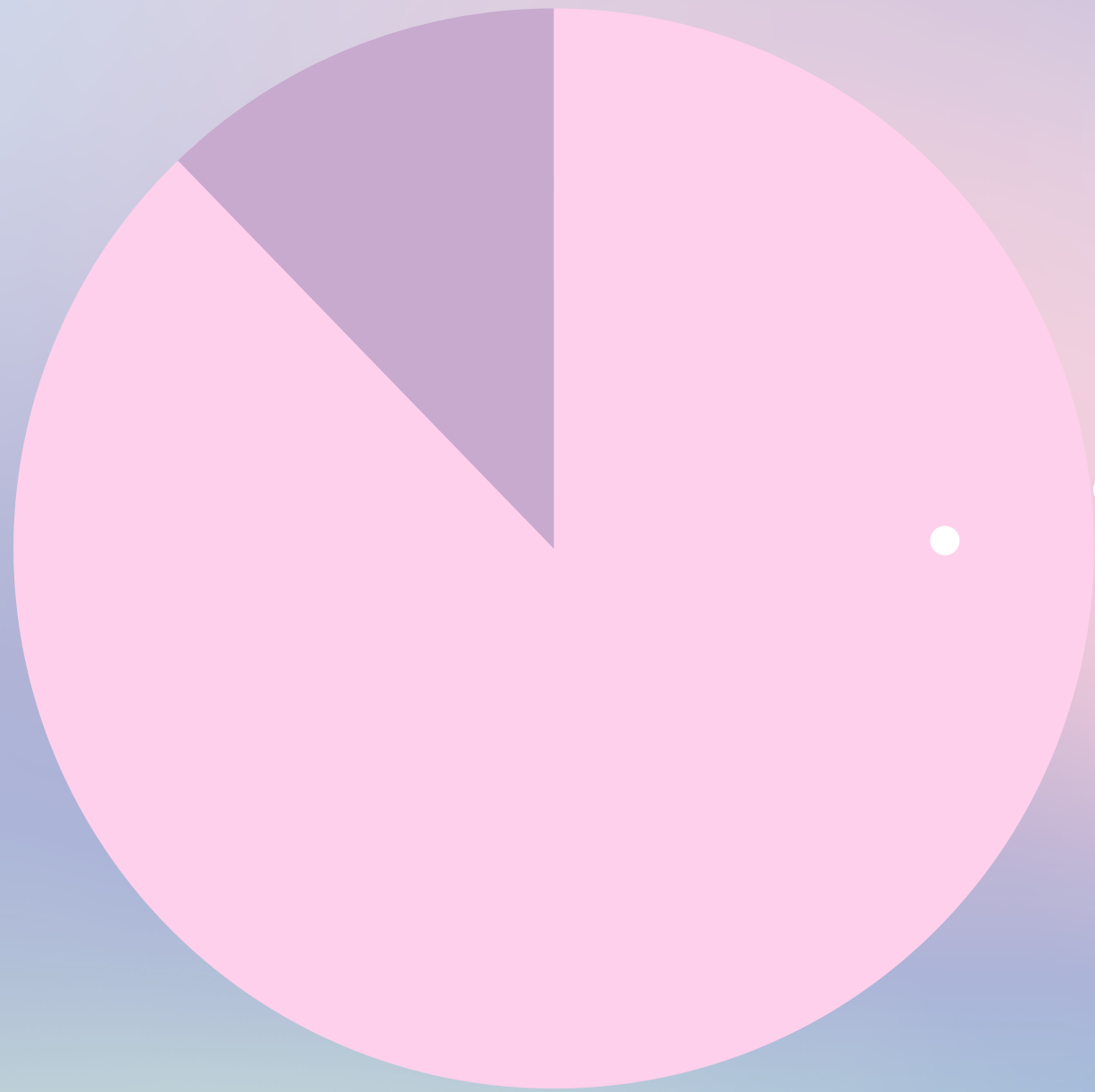
# According to recent reports...

82%

of the U.S.  
population has  
at least one social  
media account



# According to recent reports...



• **86%**  
• of U.S. adults get  
• their news from a  
• smartphone, tablet  
• or other digital  
• device.



# Top 5 Things Digital Communications Can Do for YOU!



Creates a seamless  
experience for youth and  
their families

CONSISTENT COMMUNICATION AND  
ENGAGEMENT CREATES A STRONGER  
SENSE OF COMMUNITY

The background features a large, multi-colored circle in the center, transitioning from pink at the top to blue at the bottom. Four vertical bars, each with a rainbow gradient, are positioned at the corners of the image. A white rectangular box is centered over the circle, containing the main text.

# Builds better employee engagement

SIMILAR TO CREATING A SEAMLESS  
EXPERIENCE, ONLINE PRESENCES SERVES  
AS A PLACE FOR EMPLOYEES TO POINT TO  
AND SAY "I BELONG TO THIS AND IT  
MATTERS"



# Allows you to customize and scale your content

BEING ABLE TO SHIFT CONTENT TO YOUR  
CURRENT SITUATION ALLOWS YOU THE  
FLEXIBILITY YOU NEED TO REACH YOUR  
GOALS



# Easily Amplifies Content

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INSTEAD OF RELYING ON NEWS OUTLETS  
TO PUBLISH YOUR UPDATES FOR A HIGH  
PRICE, YOU CONTROL THE FLOW OF  
INFORMATION (AND THE CASH BEHIND IT)

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# Outputs measurable results

SOCIAL MEDIA OUTLETS AND OTHER  
DIGITAL COMMUNICATION PLATFORMS  
COME WITH BUILT IN TOOLS TO HELP YOU  
EASILY TRACK YOUR PROGRESS



# Where Do You Start?

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Content begins with a  
brand.

And right now, you're probably  
thinking, "well, I don't have a brand".

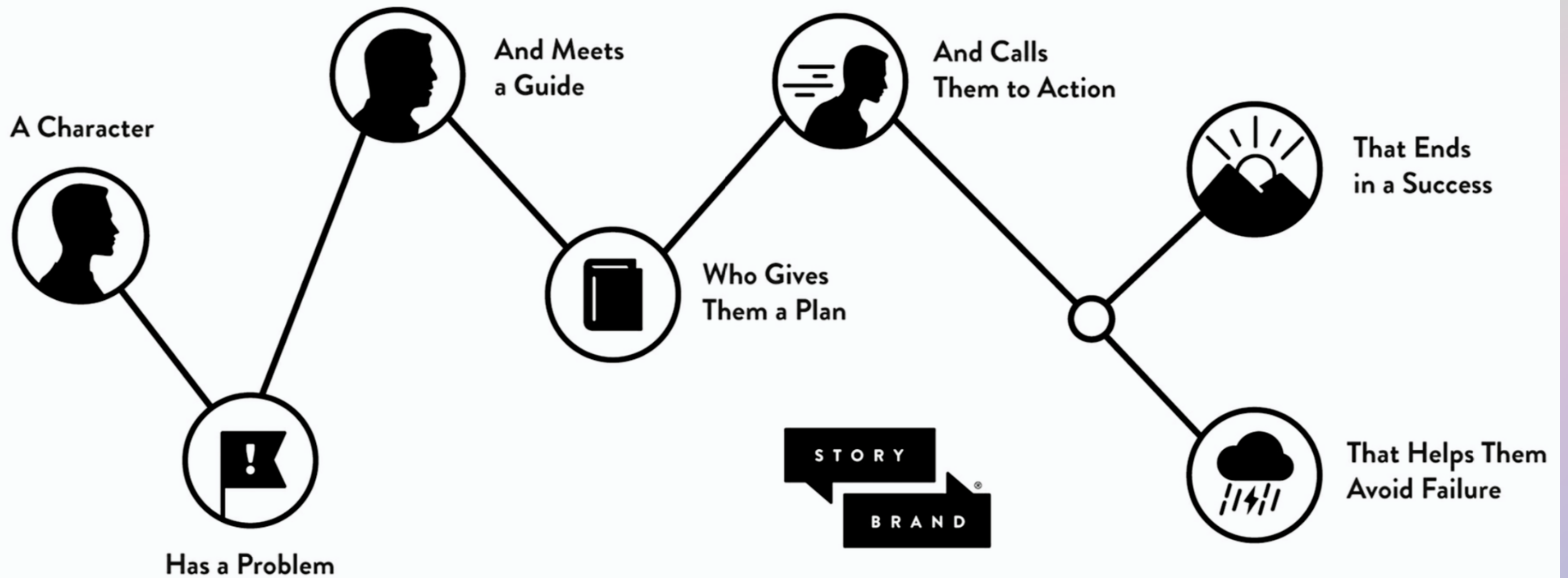
Four vertical bars are positioned at the corners of the slide. Each bar has a gradient from blue at the top to pink at the bottom. The top-left bar is partially cut off by the edge. The top-right bar is also partially cut off. The bottom-left bar is partially cut off. The bottom-right bar is also partially cut off.

# YES YOU DO!

· Your program offers a service,  
·  
· effectively making you a brand!



# Building a Story Brand



Informing and Creating  
the Story Brand for Content

# Who is your audience?

The easiest way to understand your audience is to make them a profile! Think about the most common person you interact with in a

- day and ask yourself:
- - How old are they?
- - What personality traits do they have?
- - What do they like to do?
- - What factors most impact their day to day lives (work, family, etc.)?
- - What problems do they need help solving?
- - How do they interact with you?

# Let's Practice!

## Audience Persona

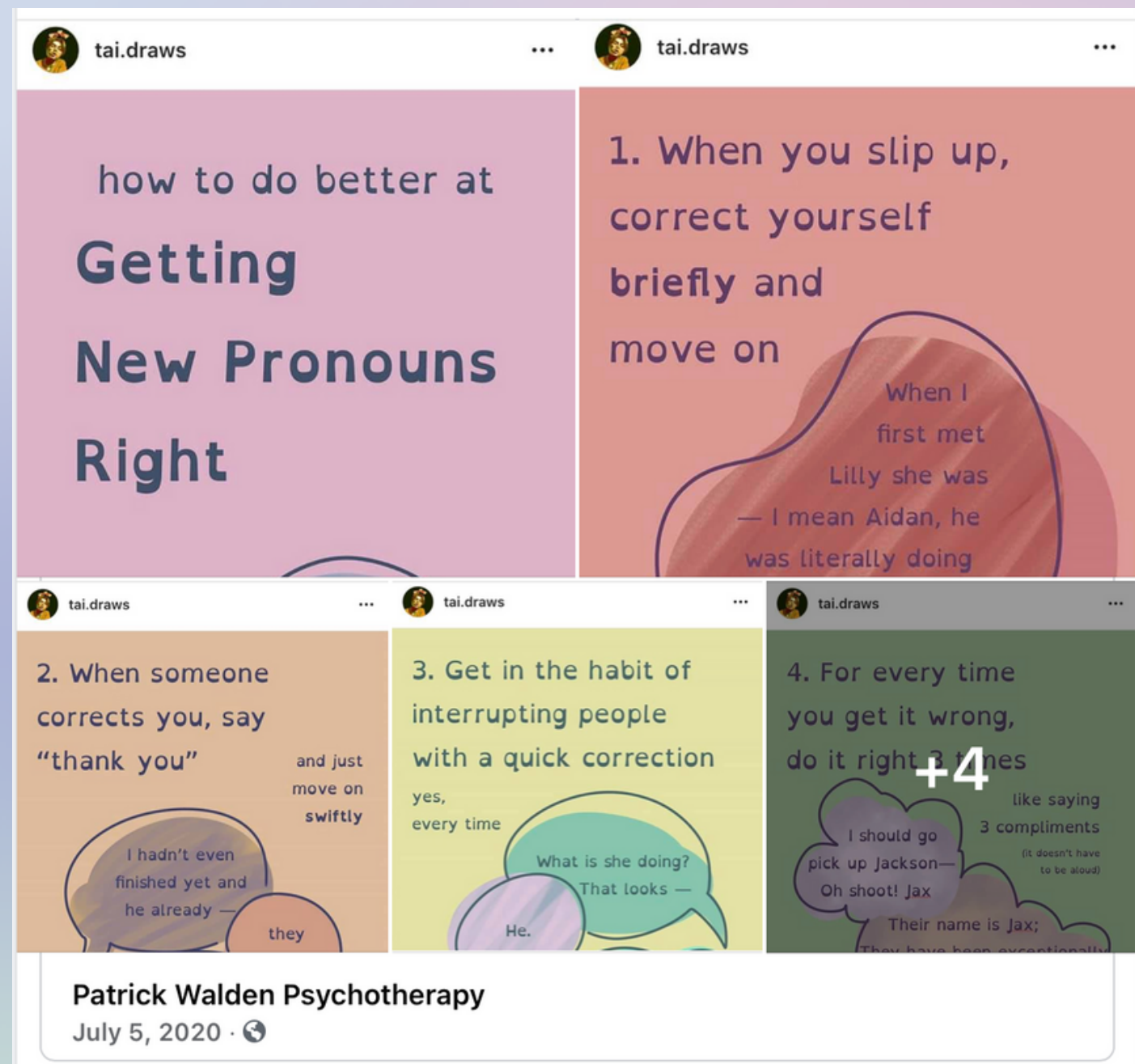
- Name: Sarah
- Age: 31
- Important Factors: Mother of two school aged children, works full time
- outside of the home
- How do they interact with you: Small talk in the hallway, has mentioned seeing things on Facebook

Now, just write content that seems like you're talking to Sarah!

# The Basics of Creating Content

- Keep text short, sweet and to the point
- Use an attention grabber in the first sentence
- Use a graphic, photo or video - visual content performs better
- Use Emojis
- Pick a posting schedule and stick to it (how many times a week, when, etc.)
- Create posting schedules a month in advance and use platform's scheduling features
- Keep it FUN!

# Good Examples



Graphics



News



## Social Platforms

Facebook\*

• Twitter

• Instagram\*

• Blogging

• WordPress

Medium

Weebly



## Video Creation and Publishing

YouTube

Vimeo

• Email Marketing

• Constant Contact

• MailChimp

• MailJet





## Content Creation

Canva

• Piktoschart

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• Adobe Photoshop

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## Content Scheduling

HootSuite

Loomly.

Later

Social Platforms

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Go forth and create!  
Questions?