

SOCIAL MEDIA MARKETING & STRATEGIES

WHY IS SOCIAL MEDIA BENEFICIAL TO MY ORGANIZATION?

Go-to place for resources and information for current members

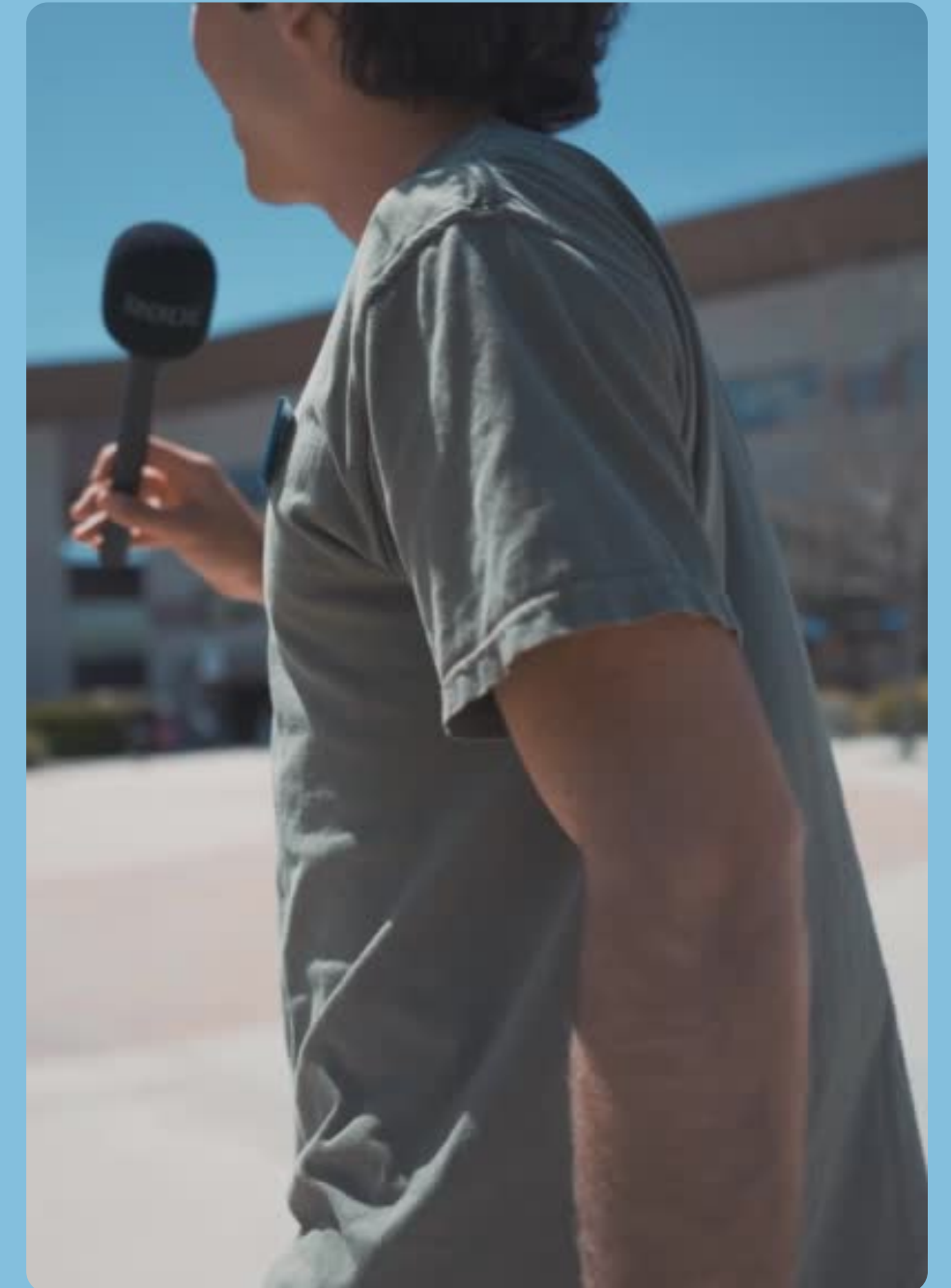
Great way to display events, meetings, showcases, etc. for potential/future members

Great ways to do this are both photo and video!

VIDEO STRATEGY



- Natural & unfiltered content while still meeting university guidelines and student values
- Be Genuine! People can sniff out when something is fake, robotic or staged!
- Keep it trendy! Stronger effect on audience, make it easier to build connections = relatable



ESTABLISHING YOUR BRAND

Audience



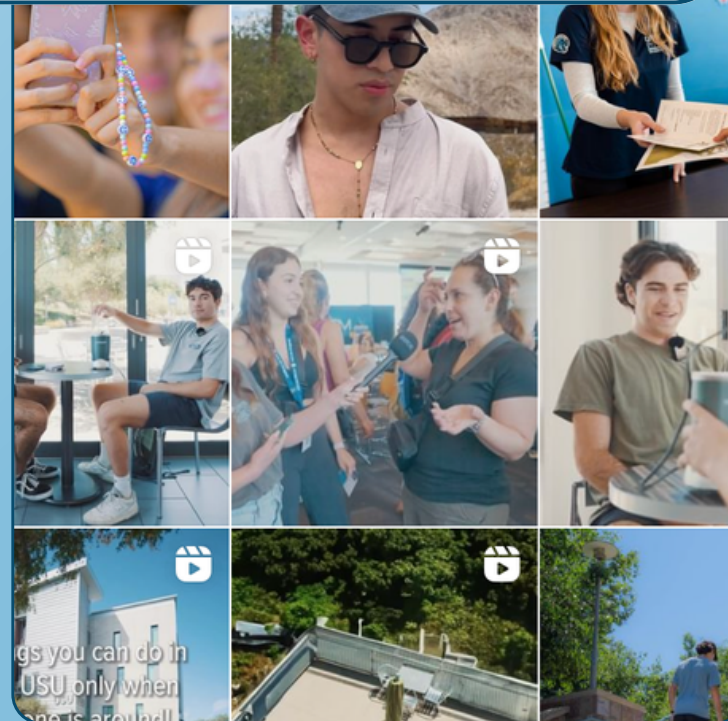
Hone in on who your audience is or who you want them to be! Be open and inviting in your content.



Aesthetic



Keeping with a set number of colors will make your page easy on the eye. This will bring users back to your profile and engaged in its content



Personality



Finding a unique personality is going to make you stand out & will drive people to join your org and stay involved after they graduate.



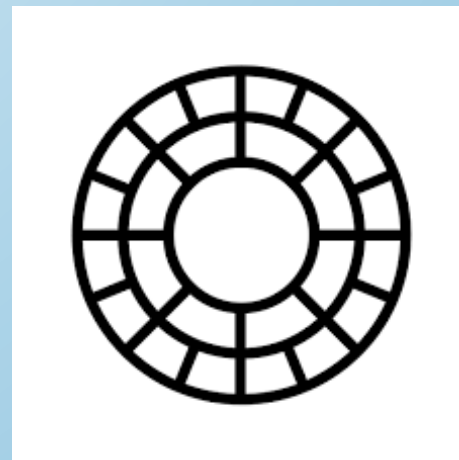
WHERE DO I START?

Every meeting, event, or gathering you host is an opportunity to practice your content creation and branding

Ex. Recap videos, photos of events, announcing your next meeting

HELPFUL APPLICATIONS TO HELP YOU GET STARTED

PHOTO



VIDEO



DO'S AND DON'TS

- **Authentic**
- **Creative**
- **Show your values**
- **Responsive ->**
- **Engagement!**
- **Appropriate**
- **Keep it simple!**

- **Robotic answers and posts**
- **Steer away from flyers on main feed**
- **Cross or push University rules**

QUESTIONS?

POP QUIZ!

**Q1: WHAT IS ONE OF
THE THREE
CHARACTERISTICS OF
ESTABLISHING YOUR
BRAND?**

**Q2: NAME ONE APP
THAT IS GREAT FOR
VIDEO EDITING?**

**Q3: WHY IS SOCIAL
MEDIA BENEFICIAL
TO YOUR ORG?**

THANK YOU!

FOLLOW US!
@CSUSMUSU