

QUICK FACTS

- Social media is easy and necessary to use for businesses and non profits
- Social media has become a paid advertising platform
- Online giving grew 12% in 2018
- 3 billion people use social media
- 50 million small- to medium-sized businesses use social media, but only 8% advertise on it

GENERAL TIPS

- 1 in 10 Americans is smartphone only
- Define a consistent brand using your mission and vision statement
- Identify your communication goals
- Tell an authentic story- 46% of people will unfollow a brand that posts too many promotions
- Build relationships through messaging and feedback- be social!
- Use your visuals to build ethos, pathos and logos
- Do your research- ask questions so donors and followers will interact



At Gambel Communications, we believe that great marketing is in the connections. Gambel Communications is recognized for producing fresh, innovative ideas and exceeding expectations through a strategic approach, high standards, excellent quality of work and strong relationships. We strive to be the “go to agency” of the region, representing some of the area’s most iconic brands.

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FACEBOOK

- Pin information posts to the top of feed to ensure audience can find it quickly
- Use videos whenever possible (Facebook videos have 135% more organic reach than photos)
- Make sure photos are high quality and captivating (posts with photos have 40x more reach than those without)
- Don't be afraid to experiment and use Facebook's Insights and Tools to make changes based on the data it provides
- Use advertising as a cost effective strategy and necessary way to increase awareness and registration for events
- 40% of Facebook followers don't follow brands on social media, meaning the only way to reach them is through advertising

INSTAGRAM

- 49% of consumers depend on influencer recommendations
- Use a branded #hashtag to encourage audience engagement and to easily find branded content and user-generated content (UGC)
- Experiment and be visual with photos and videos to capture your audience's attention and make changes based on successful posts

LINKEDIN

- Add people you've met after networking events and conferences
- Keep contact information up to date, especially when job-hunting
- Ask colleagues, clients and vendors for recommendations
- Use advertising as a way to reach industry leaders

WHY LINKEDIN?
Two professionals join LinkedIn every second

WHY INSTAGRAM?
Fastest growing platform with 1 billion monthly users and 38% of users check multiple times a day

TWITTER

- There are an estimated 1.3 billion people registered on Twitter
- Have an open conversation with your prospects and leads
- 47% of the people that visit a Twitter profile also visit the website linked to that profile
- Use advertising as a way to target your customers and make your ads based on the persona that you are targeting

WHY TWITTER?
74% of people who follow a brand on Twitter do so to get product updates

MORE APPS



PhotoCircle



iMovie



Splice



Sprout

WHY FACEBOOK?

Most popular platform with 2.8 billion monthly users and 1.5 million daily users

