

SOCIAL MEDIA STRATEGY PROPOSAL

by Gail Paquette



"People don't buy what you do, they buy why you do it."

There's a reason everyone's on about authenticity these days. It's because it's hard to find the good stuff among the noise. And the people who produce it or point it out for you become trusted advisors, and if they're authentic themselves, that only multiplies trust.

1. People buy feelings, memories, promises... not products.
2. Purpose brings fulfillment, and that's the best part.

Proposal- Mission Thrift Store

As a social media manager, I will:

- Post content focused on specific customer needs that promotes engagement with the brand through visually stimulating images, videos, links, and compelling content
- Post content that creates an authenticity about the brand
- Create momentum through delivering consistent and valuable information
- Develop a social media calendar – map your content delivery strategy
- Include call-to-action posts and push engagement with company's website
- Strive to understand your audience
- Be aware of the competition and be different by telling real people stories and stand out with your mission & vision.
- Share content across both platforms (Facebook & Instagram)
- Use more video
- Use a good mix of promotional & non-promotional – IE. Sales & Behind the scenes
- Share unique and trending news stories keeping in mind, the mission and vision of the company

I would work, eight hours per week –

Four hours spent in store gathering content: professional photographs & video

Fours hours compiling posts for following week.

Posts would be provided as completed for approval before publishing

Minimum 1 new piece of content posted on Facebook each day at relevant times (1 pm – 4 pm, Monday – Friday and noon until 1 pm on weekends)

Instagram- 1 new piece of content posted on Instagram each day at peak times (1 pm – 3 pm)

Types of posts

Awareness

Volunteers

IMPACT – Community & The World

Recycle/Reuse/Reduce, IE - Waste Diversion

Merchandise (Photos - Seasonal)

Engagement

Seniors Day

Sales

Managers Specials

Gift Cards

Contests

Silent Auction

Conversion

Facts about the company

Donation Pick Up

Metal Recycling

Behind the scenes

Inspirational Quotes

Post Examples



Imagine if only one child per household in your community was able to go to school. Not because you didn't want your children to learn to read and write but because the local school only had two classrooms with enough room to hold 70 students. That is the reality in some parts of rural Kenya where some villages have an illiteracy rate over 90%. You can help to change that through by supporting Bible-based adult literacy programs where men and women are taught to read and write

