SOCIAL MEDIA BOOTCAMP SESSION #1

We're Diversify Social Media, a 501c3 non-profit created in 2020 in response to racial disparities in the social media workforce and performative corporate activism. We've held free professional development for 400+ people of color around the world, helped alumni secure roles in social media/digital marketing, and strengthened diversity in the

With the removal of DEI programs at a national level, we continue to push for true inclusion beyond tokenization. Regardless of political shifts, we remain committed to fostering equitable and inclusive workspaces.

So why add social media to your toolkit?

SPARKING **ACTION**

industry.

SHARING INFORMATION

AWARENESS

COMMUNITY BUILDING

FUNDRAISING

DEFINE YOUR STRATEGY

KNOW YOUR ORGANIZATION

- Establish your org's voice and point of view
- Create a unique style guide for all communication
- Identify preferred social platforms
- Helps when you're 000 or have contractors on your team.

DEFINE CONTENT GOALS

- Awareness, engagement?
- Community growth?
- Awareness?
- Something else?



WHO IS YOUR AUDIENCE?

- What are their interests?
- How old are they?

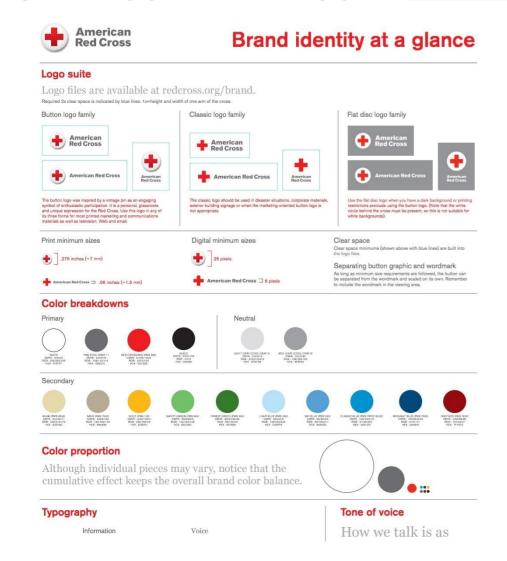
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- Why are they engaging with my org?
- Are there personas, influencers, creators that can help drive content decisions?
- Is there existing conversation to tap into?

WHAT IS SUCCESS?

- Increased followers?
- Large impressions?
- Event attendees?
- Newsletter sign ups?

STYLE GUIDE + PERSONA



CREATE A STYLE GUIDE

- Color palette
- Typography
- Photo/Imagery style

DOs/DON'Ts

- Online persona
- Identify preferred social platforms
- You don't have to be everywhere - but drill down to understand where your org shows up.



TIP: <u>Coolors</u> is a great website that can take your logo's colors to help you explore a color palette for all your social posts.

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CONTENT BUCKETS

STATIC IMAGES

SHORT-FORM VIDEO LONG-FORM VIDEO USER GENERATED CONTENT

ANATOMY OF A STATIC POST

IMAGE

Photograph, graphic, or meme that connects to your brand voice.

COPY

Contextualizes or provides additional information about your image.

BEST PRACTICES

BE HIGH DEF

Avoid any grainy, blurry, or otherwise "lo fi" images.

BE PURPOSEFUL

Give your audience something they can react or relate to.

BE YOUR OWN FAN

Do you find your post relatable, shareable, and enjoyable? If so, you're one step closer to creating content your audience will love.

ANATOMY OF A VIDEO POST

THE HOOK

The first 3-5 seconds that captures your audience's attention and keeps fingers from scrolling away.

THE VALUE PROPOSITION

The reason why people should keep watching (4-10 seconds).

BEST PRACTICES

BE SCRAPPY

Low-production content creation on your phone is perfect!

BE PLATFORM AUTHENTIC

Take advantage of platform features like in-app text and effects.

BE ENTERTAINING

Kick the polished tone aside and embrace social's humorous, playful nature. Think of supercuts, fancuts, and compilations as a way to engage viewers (i.e. putting together a video of all your funny, bts moments into a 1-minute clip for Reels).

HASHTAGS

While not always necessary, when used, hashtags aid in discoverability.

CALL-TO-ACTION (CTA)

Tells the user what action you'd like them to take next.

BE CONCISE

Get to the point and avoid long-winded conversations.

BE IN TUNE

Monitor trends and User Generated Content (UGC) to open up new opportunities to engage.

BE INCLUSIVE

Add Alt text whenever possible and remember to consider audiences who use screen readers.

KEY CONTENT

Here is where you deliver what you promised in the hook – which can be delivered in a text overlay, quick cuts or other editing tricks.

CALL-TO-ACTION (CTA)

Tells the user what action you'd like them to take next. This can be achieved in the last few frames or in copy.

BE CONCISE

Only include clips that are truly additive to the content and get to the point quickly. Only have a short video? Totally ok given the likelihood to increase completion rate (generally: shorter the video, the larger the completion rate).

BE IN TUNE

Monitor trends and User Generated Content (UGC) to open up new opportunities to engage.

BE INCLUSIVE

Subtitles are amazing and help give you an algorithmic boost to boot.



TIP: You do not need fancy gear to create great content. Stick to 1040P or 4K at 30fps (check phone settings) and opt to shoot in natural light when possible! Don't have a mic? Get creative and use your headphone mic in a pinch!

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RESOURCE GUIDE

AFFORDABLE GEAR

TRIPOD

The tripod is a three-legged stand that holds the camera. Creates stable shots that make all the difference in social.

HI-RES PHOTOGRAPHY

BUREAU OF LAND MANAGEMENT FLICKR

High definition photos for free – with attribution.

VIDEO EDITING

CAPCUT

Best known for TikTok templates, Capcut is an intuitive video editor for beginners.

VIDEO LEAP

Want the power of Premier or iMovie in your pocket? Look no further

PHOTO EDITING + MORE

CANVA

Photo editing is just the beginning! With social media templates, Canva is a great resource for any small social team.

GIF MAKER

GIPHY

The original GIF maker – great resource to search or create your own GIFs.

COPY EDITING TOOLS + RESOURCES

TITLE CAPITALIZATION TOOL

Making title capitalization easy!

@APSTYLE

A great resource for AP Style grammar and writing.

OTHER RESOURCES

YOUTUBE CREATOR ACADEMY

Tips and tricks from YouTube itself on everything from aspect ratio to best practices.

SIMPLE MIC

Clear audio is key to ensuring your message gets across.

UNPLASH

Need more than visuals of nature? UNSPLASH is a great copyright free resources.

SPLICE

Video editing app with a few more modifications for the amateur editor.

INSHOT

Advanced video editing in your pocket.

INSTASIZE

Modify your photos quickly and easily!

IMGPLAY

GIF maker for all your needs!

PURDUE ONLINE WRITING LAB

Global support through online reference materials and services for creating citations, cover letters, major-specific writing help & more.

BITLY

Link Shortener for profile pages, click tracking and more.

