



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LET'S REFRESH OUR MEMORY!

Let's Talk Social Media

PRESENTERS:

Megan Montgomery – Digital Communications Manager – YMCA OF METROPOLITAN FORT WORTH

Sarah Schoolfield – Association Brand Design & Marketing Manager – YMCA OF METROPOLITAN FORT WORTH

La Shae Leonard – Digital Communications Manager – YMCA OF METROPOLITAN DALLAS

HOW TO CO-PILOT SOCIAL MEDIA WITH THE Y

CO-PILOTING SOCIAL MEDIA WITH THE Y

- **SCHEDULE WHEN YOU CAN**
- **KEEP THE BRAND IN MIND**
- **KEEP THE CURRENT CLIMATE IN MIND; BE EMPATHETIC**
- **SOCIAL MEDIA IS ABOUT COMMUNITY BUILDING & RELATIONSHIP BUILDING**
- **IF YOU SEE A NEGATIVE COMMENT, DON'T FEEL PRESSURED TO RESPOND**
- **WHEN RESPONDING TO COMMENTS USE FACTS WITHOUT OPINIONS**
- **ALWAYS PROVIDE VALUE**

OVERVIEW OF SOCIAL MEDIA PLATFORMS

FACEBOOK

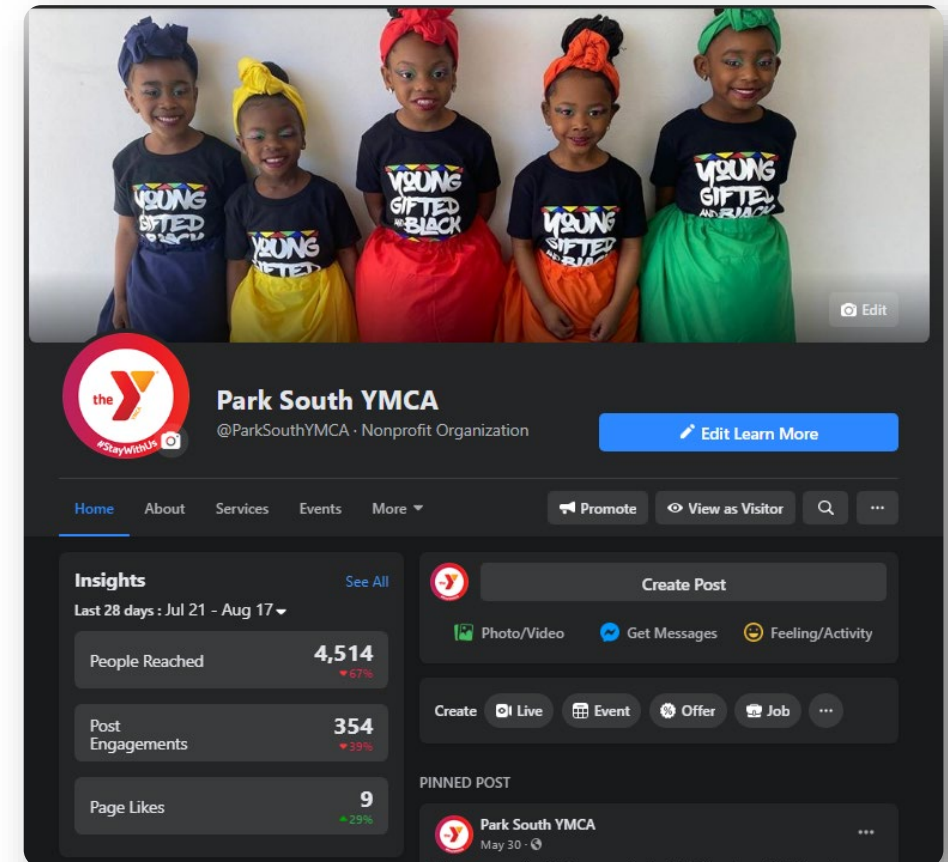


Our Main Social Media Platform

Access: All Executive Directors & any other supporting staff

- **Multi-use platform**

- Videos (Pre-recorded and Live) or Photos
- Links
- Facebook “Stories”
- Groups
- Events (and Co-Hosting events)
- Ads



TIP: Try posting short videos highlighting a member or class. Don't forget you can schedule it!
TIP: If you are a manager, download the Pages Manager App for on the go posting.

FACEBOOK LIVE

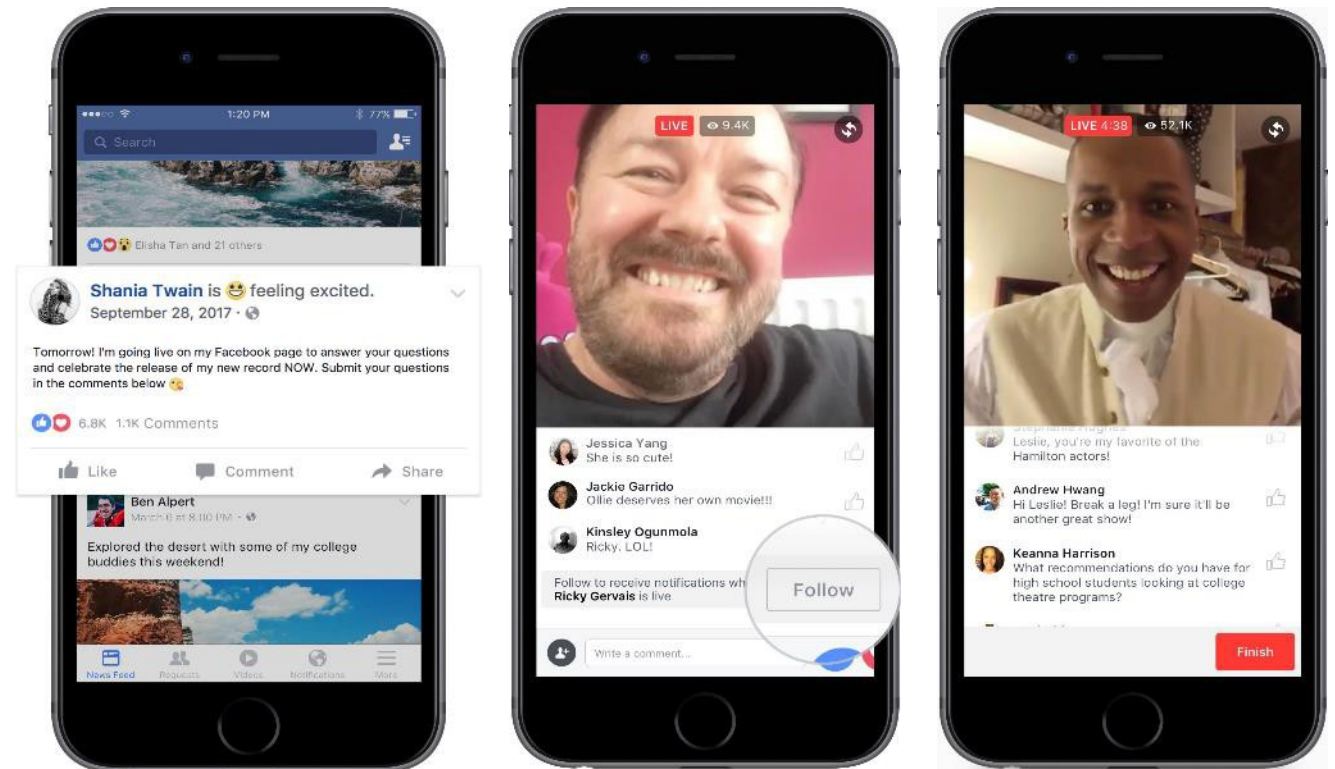


Videos are one of the most immersive ways to share and discover on Facebook. Facebook Live provides a fun, powerful way to connect with your followers and create new ones along the way. Be strategic and provide a visual experience for viewers.

EXAMPLE:

YMCA Day of Giving
Special Events

Quick Water Safety & Swim session
Trainer Tips or Group Ex Launch
Capital Projects or an Unveiling



Via: live.fb.com/tips/

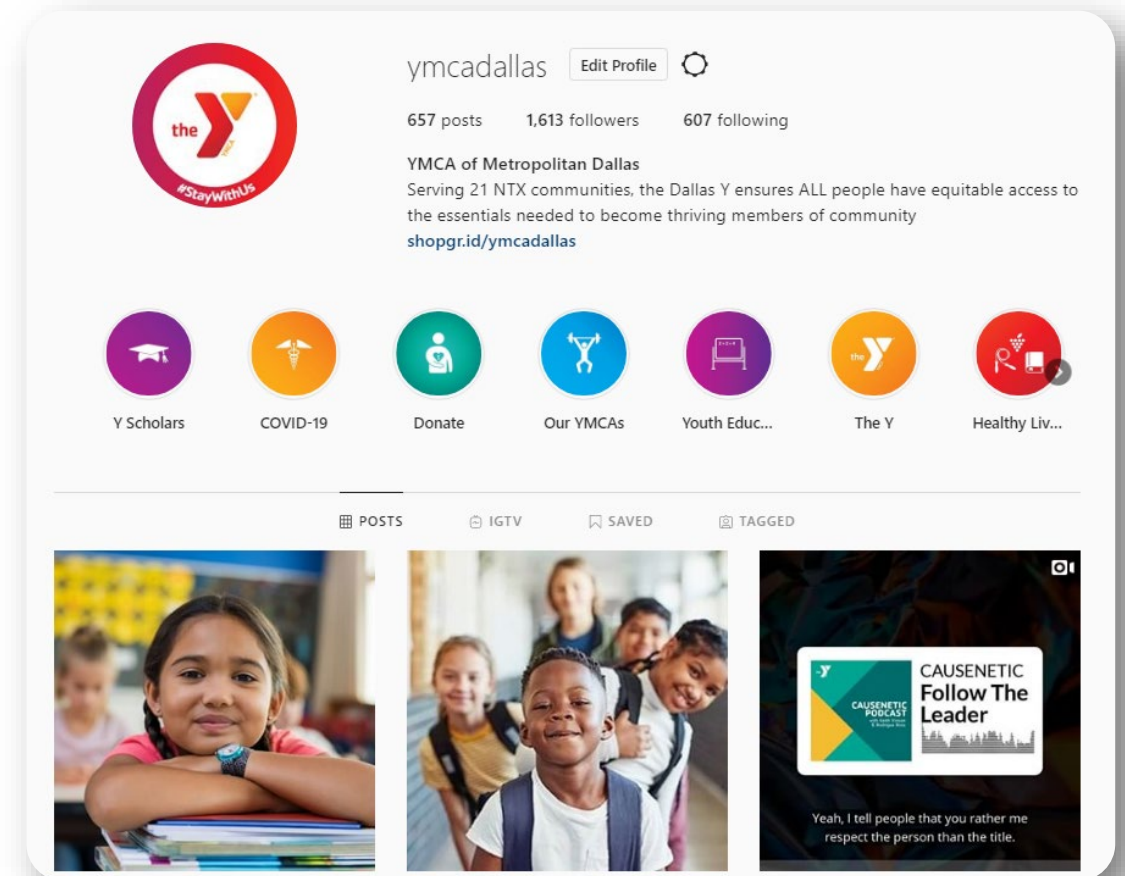
INSTAGRAM



The Association's Emerging Platform.
Access: Password based

- **Multi-use platform**

- Photos
- Videos (Pre-recorded and IGTV)
- Instagram "Stories"
- Instagram "Highlights"
- NO Links
- Ads



TIP: Have an upcoming event? Use "Instagram Stories" to document as it is happening!

TIP: If you have content featuring a partner, tag them!

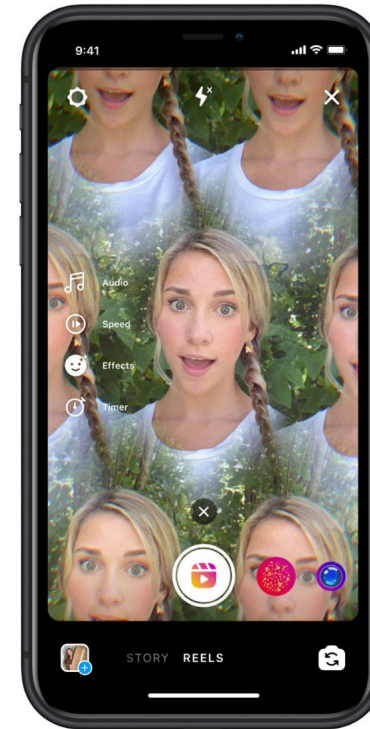
INTRODUCING INSTAGRAM REELS



Reels allows you to create fun videos to share with on Instagram. Record and edit 15-second multi-clip videos with audio, effects, and new creative tools. ***Psst! It's just like TikTok*** Reels Check out Reels in the Explore tab on Instagram!

EXAMPLE:

Quick & Creative Workout Videos
Motivational Monday
Dance Video
Quick Recipes



TIP: Try a workout of the day on Instagram Reels! Pick 3 workouts and GO!

TIP: Use Instagram Reels to creatively (and quickly) introduce staff.

Via: <http://bit.ly/AboutInstaReels>

TWITTER



Quick News and Entertainment Platform.
Access: Password based

- **Simpler, Multi-use platform**
 - Tweet character limit: 280
 - Photos
 - Videos (60seconds or less)
 - Links

TIP: Try Retweeting* a local community organization or partner.

*Retweet (RT): Re-sharing or giving credit to someone else's tweet.

TIP: Follow other YMCA associations or leaders for content inspiration

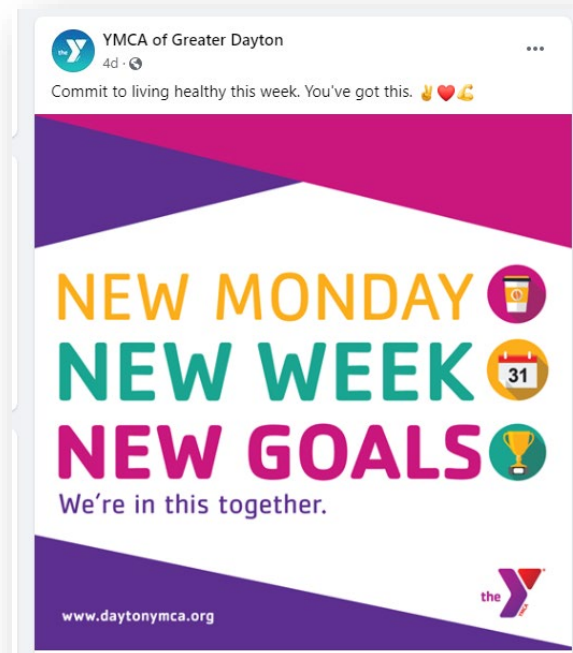


**WHAT ABOUT OTHER
PLATFORMS?**

HOW TO POST GREAT CONTENT

TIPS FOR GREAT CONTENT

- Be authentic and engaging
- Use a combination of images, graphics and videos



TIPS FOR GREAT CONTENT

- **3 C's: concise, clear and compelling**
- **Add a call to action**
- **Quality over quantity**



CREATE A VISUAL AESTHETIC FOR YOUR BRAND



TAKE AMAZING PHOTOS

- **Set your camera's focus**
- **Use natural light**
- **Avoid manual zoom**
- **Try different angles**
- **Use the rule of thirds**
 - Your phone camera has a grid built in to help you follow this rule. Place your subject where the grid lines meet to create an interesting photo that's off center but still balanced.



Photo: [Pretty Presets](#)

CREATE A VISUAL AESTHETIC FOR YOUR BRAND



VIDEO TIPS

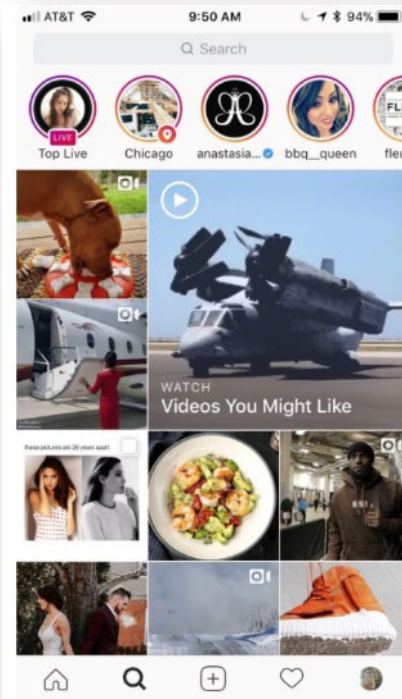
- Shoot Horizontal
- Keep the Camera Steady
- Keep it short
- Plan ahead

NEED INSPIRATION?

- Instagram Explore Page
- Follow other YMCA accounts!

UPGRADE YOUR FEED LIKE A PRO

- Try Boomerang
- Use Instagram Reels & IGTV



Using: Boomerang

RESOURCES & MARCOMM SUPPORT EFFORTS

RESOURCES

1. YMCA BLOG
2. SUBJECT MATTER EXPERT SITES (AMERICAN HEART ASSOCIATION, UNTHSC, etc.)
3. OTHER YMCA SITES AND SOCIAL MEDIA ACCOUNTS
4. SHAREPOINT OR INTERNAL MARKETING DRIVES
5. LINK (FORMERLY Y-EXCHANGE): LINK.YMCA.NET

CONTENT CREATION/SCHEDULING

1. PABLO.BUFFER.COM (FREE)
2. THEYBRAND.ORG OR ASSOCIATION PLATFORMS FOR PHOTOS

IT'S YOUR TURN!

IT'S YOUR TURN: MAKE A POST

1. **Pick Your Platform: Facebook, Twitter, Or Instagram**
2. **Find Or Take A Picture: Good Quality**
3. **Write A Caption: Use A Quote Or Solid Sentence**
4. **Tag @ymcadallas Or @ymcafortworth**
5. **Add Location**
6. **Hit Share!**



WHAT'S NEXT?

WHAT'S NEXT?

<u>Date</u>	<u>Time</u>	<u>Topic</u>	<u>Speaker(s)</u>
Mon, Sep 28th	1pm	Media Training	Allyn Media (PR/Communications firm)
Mon, Oct 26th	1pm	Storytelling	TBD
Mon, Dec 7th	1pm	Photography	
Jan 2021	TBD	Brand Guidelines	
Feb 2021	TBD	Lucid Press	



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THANK YOU!

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