mapsa

BRAND BY CHANNEL
WHAT WORKS WHERE

	PURPOSE	AUDIENCE TAKEAWAY	TIPS
Facebook	Facebook is a place of connection for your engaged stakeholders. It's ads/targeting capabilities should be used for marketing - but your page should tell your story.	Your FB audience should grow their esteem and pride when visiting your page. Ultimately, they'll share their pride with other Facebook friends.	• Marketing belongs in FB ads, not on your page • User-generated content should be a small % of your strategy • Use FB to drive traffic to your website/ grow your newsletter subscribers!
Twitter	Twitter is a place of news and opinions. It is a place to casually engage with media, lawmakers, partners, etc. Twitter LOVES gifs, not videos.	Your Twitter audience should learn something new every time they visit your feed. They should feel it's a conversational place where you'll engage with them, and where their attention is captured immediately.	• Videos (especially those longer than 20 seconds) don't belong here. Twitter users have tiny attention spans • Participate in trending #'s, themes, convos, etc. • Engage with local media!
Instagram	Instagram is a visual culmination of your brand. It should be a collection of faces that define who you are and what makes you special. Keep copy short & sweet.	Instagram audiences are typically younger. People with direct ties to your org should feel that they identify with the visual 'brand' they find in your feed - if they don't relate, they won't engage.	• Keep it simple - Insta users engage best with high quality, authentic photos of people or stuff with your logo on it • Use a common editing filter or colors to build cohesion for your feed
Website	Your website is your information base. It should be equally (if not more) relevant and timely than social channels - but it also should fairly rep your brand.	Website audiences range heavily from current & prospective stakeholders, to media, to random users. Your website should give them a clear and simple roadmap to find what they're looking for. They shouldn't leave with q's.	• Websites deserve regular updates too! Create a plan and system for weekly, monthly & annual audits and updates. • Bad contact info is a huge red flag - make sure you're team is accessible