



**TECHNO BRAIN SOCIAL MEDIA**

# Content Pillars

- Employee stories
- Tech stories
- Customer stories
- Career talks
- Special campaigns

# Employee Story

This content pillar is targeted at sourcing content from Techno Brain's internal staff.

The Content Parameters are:

- Bio – employee photo, name and company position
- Testimony – How working for Techno Brain is empowering their lives? Areas: their work, TechnoBrain's offerings and empowerment abilities.
- Techno Brain Message – Theme: 1 of 1200+

Content type: Photos / Videos / Animated GIFs

# Customer Story

This pillar is geared towards gathering testimonials from customers who have engaged with Techno Brain.

The Content Parameters are:

- Bio — name and occupation
- Written or recorded testimony — How has TechnoBrain enabled you to empower lives?
- Photos, or a recorded session

Content type: Photos / Videos / Animated GIFs

# Tech Story

The tech story pillar is aimed at educating Techno Brain's online audience on relevant spaces Techno Brain operates in.

It will follow an article format:

- Short, clear story about a relevant technology or service — How does Techno Brain plan to use (specific tech) to empower lives?
- Link pointing to specific website page with related Techno Brain product or service

# Career Talk

The career talk pillar will cater to the audience's career interests using content from Techno Brain staff.

Format:

- Bio — person photo, name, position
- Message — How has Techno Brain empowered you to grow your career?

Content type: Photos / Videos / Animated GIFs

# Special Campaigns

This pillar serves to create customised content around relevant holidays such as Kenyan public holidays and upcoming events.

All posts follow the theme “Empowering lives the digital way”.

# Content Distribution



# Facebook

- Hosted posts – employee story, tech story, customer story, career talk, special campaigns
- Link career posts to LinkedIn
- Weekly post structure:
  - 2 employee stories
  - 1 tech story
  - 1 career talk
  - 1 customer story
  - Extra 2 posts using surplus content

# Twitter

- Custom banners with links pointing to source
- Posts – employee story, tech story, customer story, career talk, special campaigns
- Use posts as conversation starters
  - Should the government @govkenya use blockchain to empower its citizens?

# Google+

- Custom banners with links pointing to source
- Posts – employee story, tech story, customer story, career talk, special campaigns
- Weekly post structure:
  - 2 employee stories
  - 1 tech story
  - 1 career talk
  - 1 customer story
  - Extra 2 posts using surplus content

# LinkedIn

- Articles with custom banners
- Weekly article structure:
  - 2 employee stories
  - 1 tech story
  - 1 career talk
  - 1 customer story
  - Extra 2 posts using surplus content
- All articles are for social media only, not for TechnoBrain blog

# Instagram

- Weekly post structure:
  - 2 employee stories
  - 2 career talks
  - 2 customer stories
- Link career posts to LinkedIn

# Content Calendar

# Weekly Calendar

	Facebook	Twitter	LinkedIn	Google+	Instagram
<b>Monday</b>	Employee story	Employee conversation	Employee story	Employee story	Employee story
<b>Tuesday</b>	Tech story	Tech conversation	Career talk	Tech story	Customer story
<b>Wednesday</b>	Career talk	Career conversation	Customer story	Career talk	Tech story
<b>Thursday</b>	Customer story	Customer conversation	Tech story	Customer story	Employee story
<b>Friday</b>	Employee story	Employee conversation	Employee story	Employee story	Customer story
<b>Saturday</b>	Surplus post	General conversation	Surplus post – career	Surplus post	Career talk
<b>Sunday</b>	Surplus post	General conversation	Surplus post	Surplus post	-

# KPIs

- Consistent posting based on calendar
- Package all content
- Conduct content-gathering sessions
- Grow digital community
- Increase engagement on social media platforms
- Increase website traffic
- Establish and maintain information archive





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