



**SOFTWARE FOR LOVE**

# **Social Media Toolkit**

**MANVIR MANGAT**

## OVERVIEW

- Goals for the next 3-4 months for the marketing team
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## PLANS FOR EACH SOCIAL MEDIA PLATFORMS

- LinkedIn
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- Twitter
- 

- Facebook
- 

- Instagram
- 

- TikTok
- 

- Colour palette and font
- 

- Stories and Posts
- 

## TOOLS/ RESOURCES

- Marketing Form
- 

- Hootsuite
- 

- Linktree
-

# **SOCIAL MEDIA & DEVELOPMENT FOR SOFTWARE FOR LOVE**

## **3-4 MONTH GOALS**

Software for Love needs to establish and improve its social media presence as well as internal processes for maximum efficiency and productivity.

Specifically, the Marketing team will achieve the following:

- Increase the traffic on the following social media platforms: LinkedIn, Twitter, Facebook, and Instagram.
- Create and maintain an Instagram page.
- create posting schedules, forms etc.
- Maintain SFL's brand and image.

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## MARKET RESEARCH

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### Instagram recommended post schedule

- 1) 3 feed posts/ week
  - 2) 8-10 stories/ week
  - 3) 2-7 reels/week
  - 4) IGTV and Guides should be used as often as possible.
  - 5) 7-14 comments/ week
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### Facebook

- 1) 2-3 feed posts/ week
- 2) 3-5 story posts/ week

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### Twitter

- 1) 7-21 tweets/ week
- 2) 3-7 story posts/ week

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### LinkedIn

- 1) 2 feed posts/ week
- 2) 2-4 story posts/ week

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### TikTok

- 1) Instagram reels= TikTok posts
  - a. using TikTok to create traffic on Instagram and the website

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## FACEBOOK

Facebook is not as difficult to manage and can be approached with the same strategy as Instagram at a slower pace. We will be connecting with as many people as possible (through comments and posts) and getting them to interact with SFL on a daily basis.

Facebook Ads should be used at the beginning.

## LINKEDIN

We should be creating hiring posts and created "job postings".

When sharing posts, images must be included as posts with images and visual media receives 98% more comments than without those. Similar visuals can be used from Facebook and Instagram posts (dimensions must be changed)

## TWITTER

The 'least' important platform from all. LinkedIn posts can be tweaked to be posted here. In terms of posting:

- Fridays are the best days to post.
- The best times to post is between 9 am and 10 am (until 12 pm at the latest)
- Sunday mornings are the worst for engagement on Twitter
- More analytics personalized to SFL will help us when posting in the future.

## TIKTOK

Instagram reels can be reused. This platform is the easiest to grow on and reach more people. SFL's branding can still continue as a student-led non-profit organization and it targets potential volunteers. TikTok should be used to primarily target volunteers.

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## INSTAGRAM

Out of all social media platforms, Instagram is the hardest to maintain, but it should remain a high priority.

Along with corporate social responsibility and our services, SFL's culture should be highlighted. Personalizing SFL should be the main priority.

Instagram Ads: Goal should be to get more website traffic, must define the audience, daily budget of about \$6 for about 5-7 days (\$30-\$42) with 1800-4700 estimated reach. Ads can reflect a variety of topics such as volunteering with SFL, brand promotion etc.

# Colour palette



**Inter (Bold)** Inter