

TellUs Cultures

SOCIAL MEDIA STRATEGY

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Executive Summary

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PROBLEM - We are in need of more stories and more engagement with a wider audience. Social media can bring interest into TellUs Cultures, as well as, create an engagement with new customers who can donate stories or money.

RESULTS - We can expect more experiences from a broader audience coming in as well as more participation in gatherings. Furthermore, we can gain more business partnerships.

BUDGET/RESOURCES - the budget for social is zero, but it will take someone about 5 hours a week to research, prepare posts, and interact with customers.

TIMELINE - We can soft-launch our new media in April of 2024, with a full launch in May of 2024.

Social Media Goals

How our social goals align to our business goals

Our Business Goals	Our Goals on Social	Our Metrics
Help potential customers find us	Awareness Increase to 1,000 followers and reach of 500	Reach, impressions, follower growth, shares
Convince people to choose us	Engagement Have consistent 5% engagement rate	Comments, likes, @mentions
Create interest in our methods	Conversions 5% growth per month	Website clicks, newsletter signups, trainings, experiences received
Keep partners engaged and earn their loyalty	Consumer Sentiment Receive at least 1 testimonial per month from a non-staff member	Testimonials, social media sentiment, respond to each comment

Social Media Goals

By May 1, 2025, we will:

- 1 We will grow our Instagram audience by 15 new followers per week and LinkedIn by 10 new followers per week.
- 2 We will increase likes to 5% per post.
- 3 We will increase engagement to 3% per post and respond to each comment.
- 4 Post 3x per week per network

Target Audience

	Busy Betty	Open-minded Opal	Principal Paula
Example job title(s)	Housewife, member of PTA	Works remotely in graphic design	International School principal
Demographics	Country: USA, age: 42, mom of 3 children	Country: France, age: 25, single female with no children	Country: France, age: 48, married with one child
Preferred Social Networks	Facebook, Instagram, required messaging app for child’s school, Pinterest	Facebook, Instagram, Twitter, LinkedIn, TikTok	LinkedIn, Facebook, Instagram, YouTube required messaging app for child’s school
Brand Affinities	Target, WebMD, Trader Joe’s, Ald, Michaels, TJ Maxx, Cricut	loves street markets, eco friendly brands	Sezane, Maje, MonoPrix
Budget (for TellUs)	None, but can be very interactive with content and spreading information heard	€15 per year	€2,500 for training
Goals/Aspirations	Provide their family with a happy and healthy life (building their intercultural skills, helps them build their children’s intercultural skills)	Llfe and cultural experience, adventure (participation in monthly meetings)	To create a school and home environment that is academically advanced and welcoming to new ideas
Pain Points	Doing their best for their family on limited resources and comparing themselves to the “supermoms”	Sometimes lonely, super busy with many passion projects and can’t keep up with all the work	Worried about keeping a certain level of financial stability, work-life balance, “problem parent” at school
How we can help	Different cultural perspectives from peers	Community of people with experiences to share	Needed trainings for teachers to have better understanding of students and for teachers to be trained in methods

Competitive Analysis

	Networks active	Number of followers	Strengths	Voice	Content that resonates
Corinium Language Associates	Facebook LinkedIn X	1.75k	Highlighting holidays from different nations	Tone is pleasant and casual, draws in the viewer, easy to read stories	Job posts, market trends
Operation Understanding DC	Facebook Instagram	2.2k	Highlights straight- forward success stories	Very serious	Posts featuring art, posts with photos of graduates of the program
Movement Exchange	Facebook Instagram TikTok LinkedIn Youtube	6.4k	Create videos and repurpose different parts for different posts	Mainly casual with a slightly professional feel. A little cold.	Posts with many college students in the picture
International Folk Art Market	Facebook Instagram Youtube LinkedIn	41.2k	Beautiful, every post seems to have a story, able to repost great stories about them	Casual and to the point	Multiple pictures or videos with a short story get the most likes

SWOT Analysis

	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">• Highly engaged Instagram community• Archived experiences• Large working community	Weaknesses <ul style="list-style-type: none">• LinkedIn posts are not getting engagement• Same few people engage on LinkedIn• Inconsistent voice• Lack of variety of types of posts
External	Opportunities <ul style="list-style-type: none">• Untapped market• Competitors also haven't tapped younger Instagram community• Trending Instagram reels styles suit our company	Threats <ul style="list-style-type: none">• People don't know about us• Some NGOs have found a niche audience that includes our target

Social Media Audit

Social Media Benchmarks

As of February 26, 2024

Channel	Number of followers	# of Posts	Average engagement rate	Click-through rate	Mentions	Reach
Instagram	194	194	2-5%		20	
LinkedIn	400		1-3%			
YouTube	16	18	3.5%			
Facebook	1.1k		0% (recent)		29	

Social Media Audit

Instagram	LinkedIn	YouTube	Facebook
What’s working: good quality photos, videos and pictures that show the people’s personality, photos featuring Marine and Eleonore, earth day style posts from 2021	What’s working: hashtags, tagging large organizations, blocks with upcoming meeting and pictures	What’s working: audio stories, good quality (I couldn’t understand the content, so I am not sure what the difference was in that part.) Recording with a good background had more views	What’s working: Stories, content with leaders, tagging people involved in the story/post
What’s not working: zoom photos, grainy photos, block-basic-predictable photos	What’s not working: only putting hashtags in French, use all hashtags in the target language but key hashtags in each language we want to represent	What’s not working: the shorter videos had less engagement	What’s not working: lots of hashtags, only newsletter,
Audience: Board, members, people for the cause that is mentioned in the hashtag	Audience: ages 35-55, members, sometimes organizations/people who know tagged people	Audience: I do not have access to see who liked the videos	Audience: right now leaders as far as I can see, but cannot look at comprehensive data
Lessons/hypotheses: fun and lighthearted posts will perform well, as well as posts that discuss/introduce important topics. Must have clear, high-quality visuals	Lessons/hypotheses: Scheduling posts to match the lunch break of the desired time zone will help, Post everything in French first, then portuguese, then English, then possibly spanish in the future (timed to match their timz one) this creates the four recommended posts per day. Share one other post per day that was interesting and relevant to TellUs.	Lessons/hypothesis: stories/interviews will do well with the propers light-hearted setting	Lessons/hypothesis: More personal posts will garner a larger audience. I think finding people member’s friends and family who are not as culturally aware and interviewing them would be a good start.

Action Items

To do	When
Remove all old accounts or accounts not using	End of April
Have at least 2 weeks of content for each platform prepared	End of April
Improve video editing skills	End of May

Content Strategy

Action Items

Content Pillar 1 Entertaining/Informative	Content Pillar 2 Branded/Promo/Sales	Content Pillar 3 Company Culture/Values
-experiences -random interviews with acquaintances -interesting posts from other accounts	-monthly meeting topic -member benefit (one at a time) -trainings -Events	-Staff/member bios -Values -mission -approach
Post Ideas	Post Ideas	Post Ideas
Stories show user generated content Street interview style short reels Interesting photos with link to experiences Random holiday posts (odd or normal) Entertaining news	Beginning of month promote monthly topic Ask for experiences for next month's topic Advertise upcoming events/trainings (even companies using the training if we get permission)	Interviews with Fun facts Infographic Article about research that supports our methods
Frequency	Frequency	Frequency
Monday	Wednesday	Friday

Resources

Editorial Calendar:

[[Add Link](#) -- this maps out content release schedule for blog posts, campaigns, product launches—anything that will impact what we post on social]

Social media content calendar:

[[Add Link](#) — this maps out actual individual posts for each social network, along with visuals, links, copy, etc.]

Content library:

[[Add Link](#) — this is where we store all videos, photos, templates, infographics, brand assets, style and voice guidelines, including the content we've already used and the content we might want to use in the future]

Next Steps

Progress Update

Date range: March 1, 2024-June 30, 2024

Channel	Number of followers	# of Posts	Average engagement rate	Click-through rate	Mentions	Reach
Instagram						
LinkedIn						
YouTube						
Facebook						

What should we **continue** doing?

Instagram	LinkedIn	YouTube	Facebook
What's working:	What's working:	What's working:	What's working:
Why is it working:	Why is it working:	Why is it working:	Why is it working:
Action items:	Action items:	Action items:	Action items:
Comments:	Comments:	Comments:	Comments:

What should we **stop** doing?

Instagram	LinkedIn	YouTube	Facebook
What's not working:	What's not working:	What's not working:	What's not working:
Why is it not working:	Why is it not working:	Why is it not working:	Why is it not working:
Action items:	Action items:	Action items:	Action items:
Comments:	Comments:	Comments:	Comments:

What should we **start** doing?

Instagram	LinkedIn	YouTube	Facebook
What's working:	What's working:	What's working:	What's working:
Why is it working:	Why is it working:	Why is it working:	Why is it working:
Action items:	Action items:	Action items:	Action items:
Comments:	Comments:	Comments:	Comments: