

Social Media

Goal: use social channels to showcase what it's like to work here and promote the brand in Kansas City

[Make people feel proud to work here]

[Delineate by audience]:

Internal: Employees (current and prospective)

- Objective: Update social media channels with new brand and use to showcase culture and fun, for employees to feel proud to work here

Current employees: post X times a week to show culture and what it's like to work here

Types: culture/events, philanthropy, people

Prospective: promote/announce new brand; consider paid ads using analytics from recent PPC trials

Transition current followers

External: Partners/prospective clients and employees

- Use LinkedIn as a channel to distribute thought leadership
- Potentially to promote jobs (organic and paid)
- Show culture and what it's like to work here
- Glassdoor

Goal: Use social media to promote new brand in Kansas City to prospective employees, celebrate current employees, and engage current/prospective partners.

Objective 1: Create profiles and plan to promote brand launch, cultural events and content through primary channels Facebook and Instagram.

1. Secure handles for all channels
2. Update all profiles
3. Establish strategy and publishing calendar to promote cultural events and content with a focus on Facebook and Instagram
4. Provide training so employees know to update personal profiles
5. Write strategy to share new brand in Kansas City, engage new followers/transition existing, with a focus on Facebook and Instagram.
6. Determine PPC plan

Social media team:

- Brian Hanson (lead)
- Caryn Tate

Content

Objective: Write and implement a content strategy to deliver compelling resources that will drive target audiences to work with us

- Sarah Russell – case studies
- Josh Phillips – blog and SEO aspect
- Lindsey Shannon – support with strategy and persona development