

Facebook Content: What Works, When to Pay & When to go Organic

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- 1. Know your destination**
- 2. Identify your passengers**
- 3. Bring a map**
- 4. Do the math**

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- **What do you want people to do?**
- **What are you trying to accomplish?**
- **Why are we here?**



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- **Who are you trying to reach?**
- **What are their interests?**
- **Don't forget internal audience (Employees, Volunteers, Donors)**
- **Friends & Family matter**
- **Enlist Social Media Ambassadors**



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Hi Ambassador!

Thank you for signing up to share messaging for the American Heart Association. July is Quality of Care Month! Share our messaging about living healthy and quality hospitals and care all month long. Post to your social media accounts today.

#YouAreWhy

Post about quality this July!

July is Quality of Care Month is on and we're counting on your help to reach 100% of the population to use on your social media accounts to show support and possibly save a life.



Find the pages for your local market and make sure you like and share messaging.



Share news from our pages and use your local hashtag today.



Click to tweet and share your why about what drives you to support the AHA.

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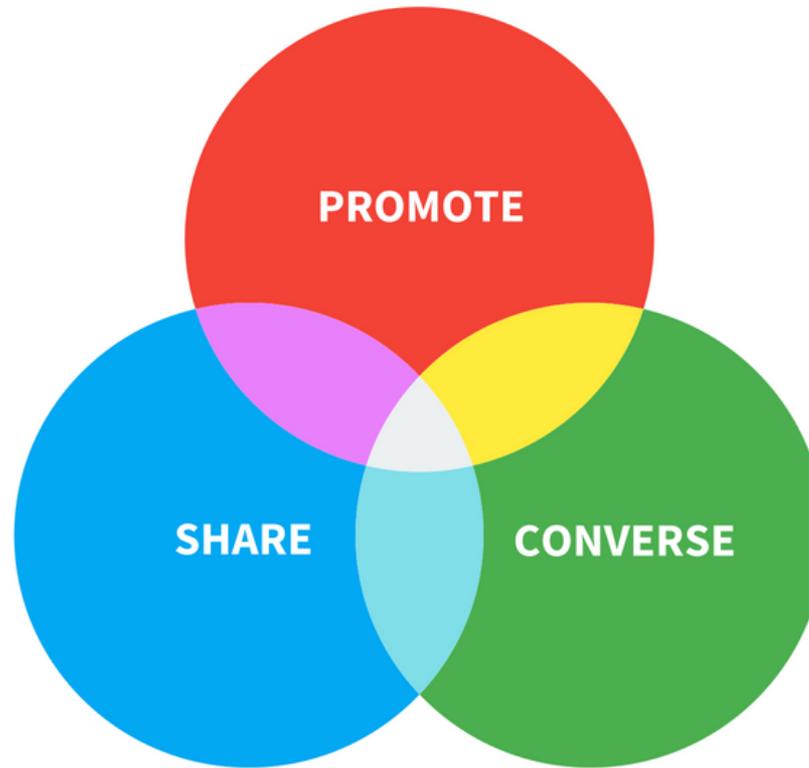
- **Plan for pit stops**
- **What if you run out of gas?**
- **Finding a shortcut**
- **Google maps? Or old school fold-out?**



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Social Media Content Rule of Thirds



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- **Purchase snacks?**
- **Road test first?**
- **Miles to the gallon?**
- **Which vehicle to take?**



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IMAGES

- Canva
- Word Swag
- Typorama
- Rhonna
- RDMagic
- Legend
- Word Dream
- Frametastic
- Pixomatic
- Over

VIDEO

- Animoto
- iMovie
- Moviemaker
- cinemagram
- Ditty
- VidLab
- VivaVideo
- Video Edit.or
- Splice
- Reel Director

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Canva For Work/Word Swag

- Free or mostly free for Nonprofits
- Branding Kit
- Files
- Shareable

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The image is a composite graphic. At the top, a portion of the Canva website interface is visible, showing a user profile for Whitney Presley and a team named 'ahasouthwest team'. Below this, a large yellow graphic with a wood-grain texture contains the text: 'CONTENT WITH RELEVANT IMAGES = 94% MORE VIEWS THAN CONTENT WITHOUT IMAGES' and the hashtag '#SOCIAL16'. To the right of the yellow graphic is a grid of various social media templates, including 'SAVE THE DATE', 'GRFW Save the Date 2016', 'GRFW Luncheon Program', 'Wear Red Day - Water Bottle Cov...', 'AUSTIN', and 'Heart.org Banner - National Wear...'. At the bottom right, the logos for the American Heart Association and the American Stroke Association are displayed, with the tagline 'life is why™'.



20 Percent Rule

- Videos & Images
- Logos count, so if you have a large logo – consider the shareable aspect

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GETTING ON THE ROAD

- 27 hyperlocal Facebook ad campaigns
- Combination of boosted posts & ads
- Combined Reach: 224,524
- Total website clicks/post engagements: 11,897

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 **American Heart Association - Heart of Texas**
Published by Courtney Lee [?] · 6 July 2015 · 🌐

Only one more day until the Waco City Council votes on a comprehensive smoke-free ordinance. We need you to join us tomorrow at 6pm to help fight heart disease and stroke. Help Waco become 100% Smoke-Free!
<http://p2a.co/KntDdNT>



Support a **100%**
SMOKE-FREE WACO

Join us to support a 100% Smoke-Free Waco

On July 7th the Waco City Council is scheduled to vote on a comprehensive smoke-free ordinance. We need your help to tell the Council to protect all workers from secondhand smoke!

P2A.CO

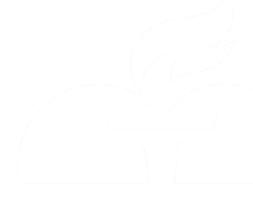
6,199 people reached

[View Results](#)



- Ads were clear champion in reaching beyond our current audience
- Reaching out to general audience resulted in open dialogue and interesting engagement opportunities

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- **Create Compelling Content**
- **Follow the SoMe Rule of Thirds**
- **Ask for What You Want (Comments/Shares)**
- **Leverage Event #s**
- **Graphics Matter**
- **Spread Out Your Budget**



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life is why™

es por la vida™

全为生命™



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