

# what to share



## Ideas for content

- Behind-the-scenes
- Updates from events/conferences
- Regularly scheduled Q&As with experts
- Teasing releases or announcements
- Show donors the good their donations do in real-time
- Employee engagement events
- Contests

# Case study: Nonprofit Health System





# Case study: B2B event

- Live updates in real-time
- Multi-channel promotion
- Build hashtag awareness

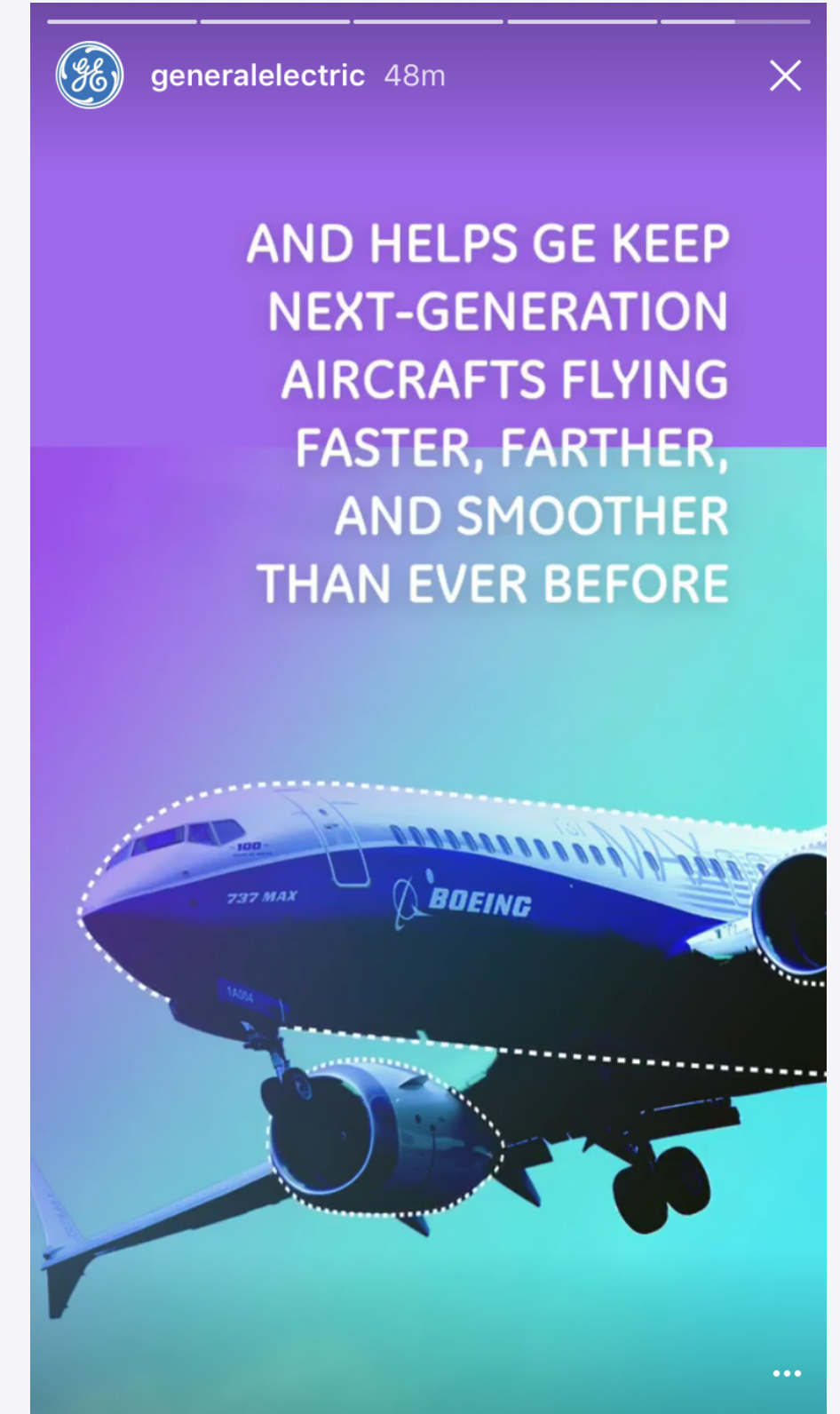
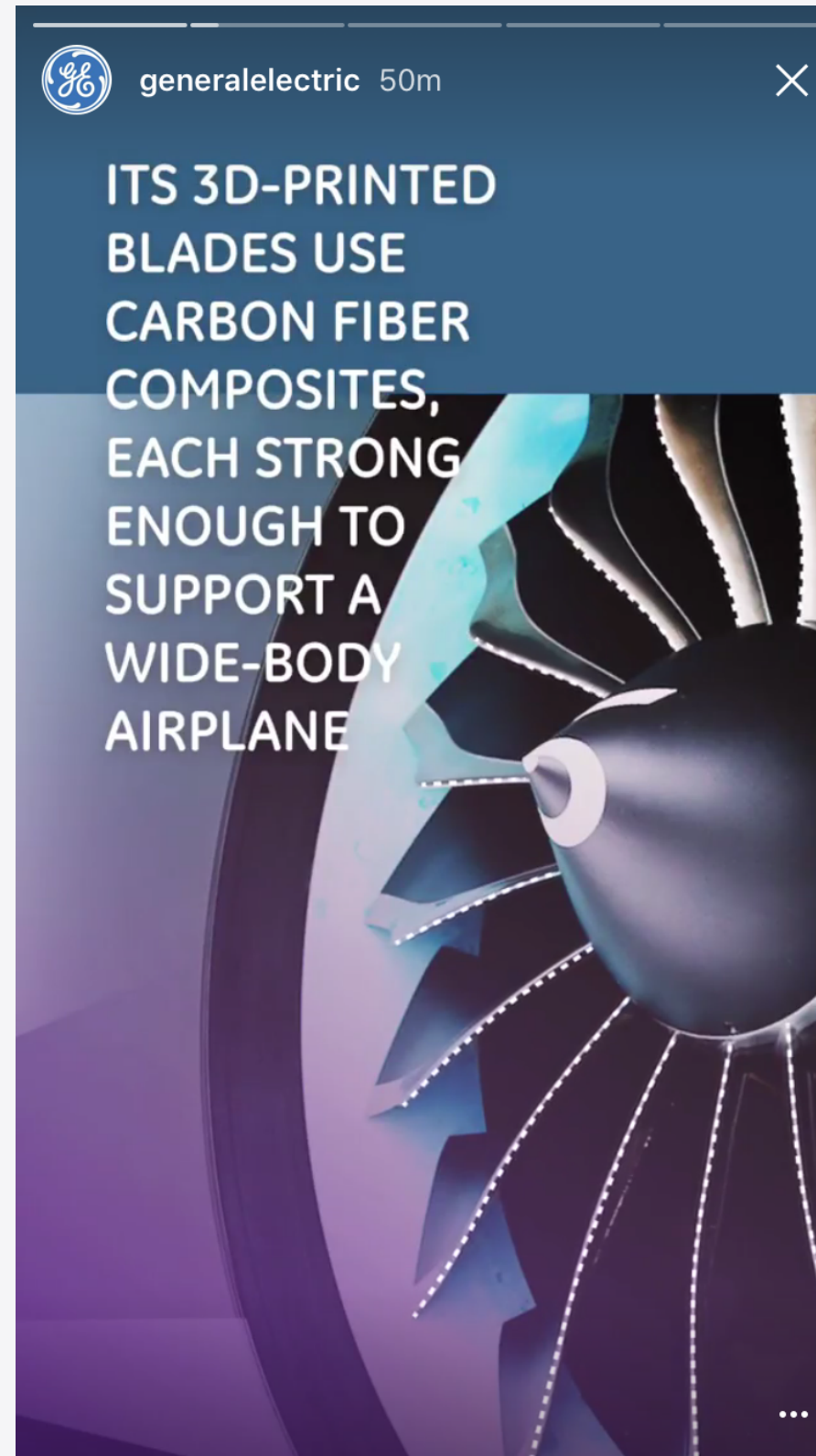




# Case Study: B2B

## General Electric

- Legacy organization that's done a stellar job using social
- Highlights the team and innovations behind its products
- Cross-channel promotion





# Case study: Trade media

