

NON-PROFIT
ALL-INCLUSIVE 

Topic 4

SOCIAL MEDIA

BASICS

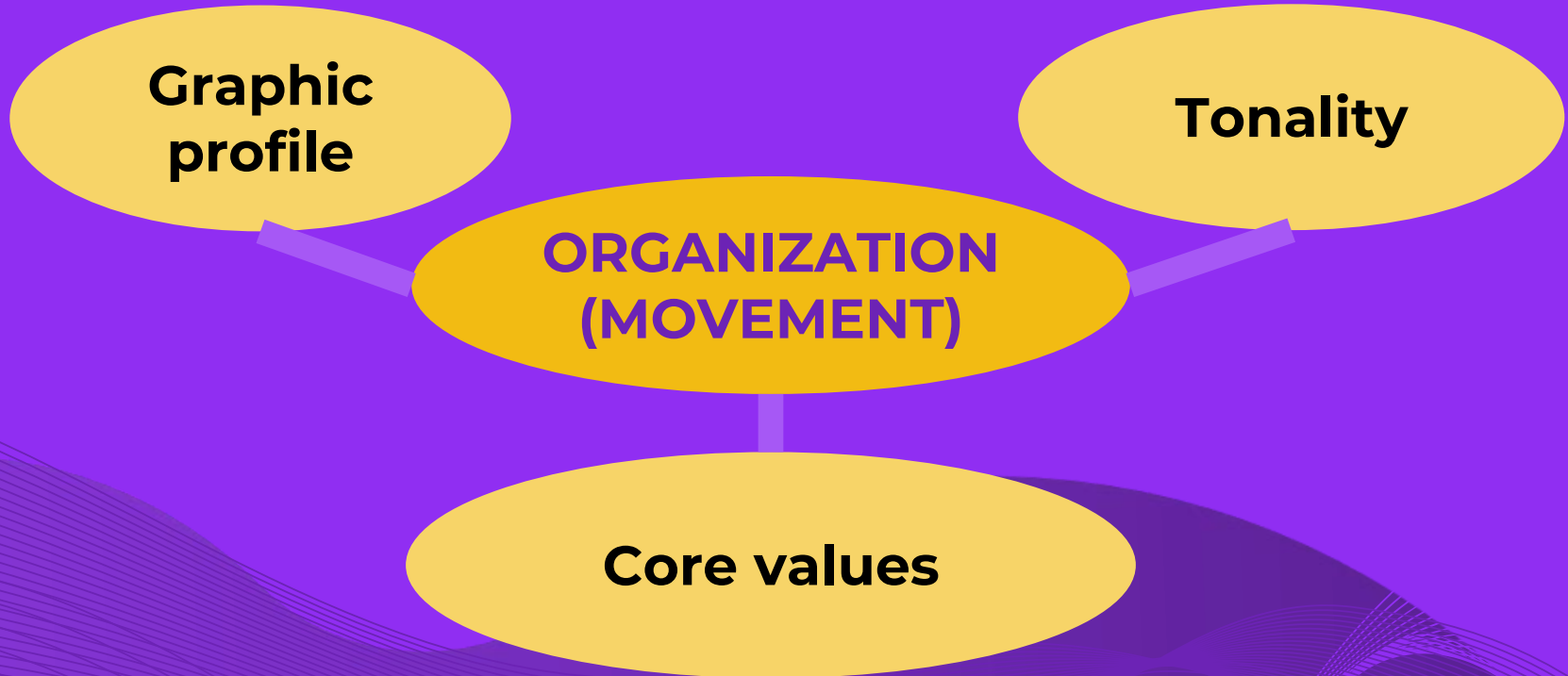


MIROMIDA



Co-funded by
the European Union

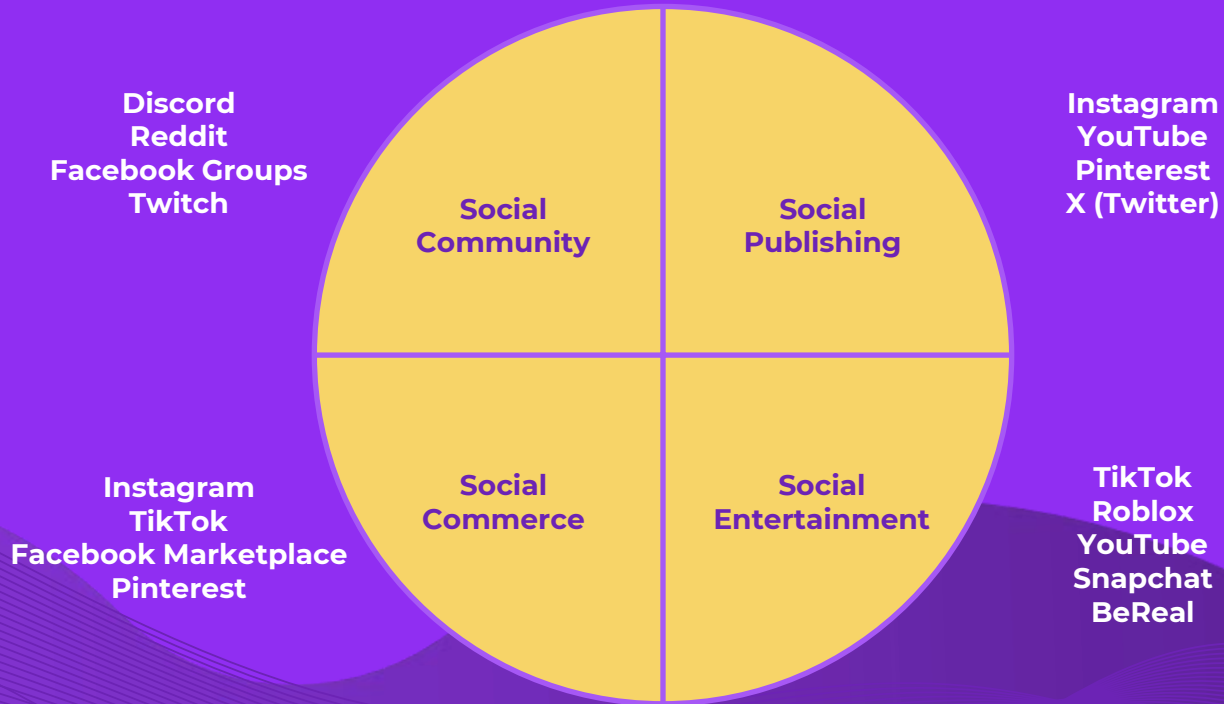
Communicate with consistency



Communication is meaning-making



SOCIAL MEDIA



MESSAGE-MAP

Core message

Key points

Key points

Supporting points

Supporting points

Supporting points

Examples, facts, recommendations

Important to keep in mind

- Different channels suit different target groups and segments
- Social media is about interaction and dialogue, not just about publishing content. To reach your audience, you must continuously be present and engaged
- Be clear about how you handle questions and give personal answers to personal questions - it is appreciated
- Connect your different social channels so that the audience can easily find you on more platforms
- Provide information on where people should go if they have questions or need help
- If multiple people are working on social media, make sure you have a common strategy for tonality and style so that communication feels cohesive and authentic

SETUP META ACCOUNT



CREATE A POST IN META



NON-PROFIT
ALL-INCLUSIVE 

THANK YOU!

www.ideellmarknadsforing.se/en



nopai@ideellmarknadsforing.se



+46(0)76-5620938



MÍROMIDA



Co-funded by
the European Union