



RUNSWITCH / *noun* / **DEFINITION: THE SWITCH
WHICH ALLOWS YOU TO START YOUR ENGINES
AND MOVE FORWARD**



Proactive Strategy

Tell your story before someone else does!

Types of Earned Media

1. Opinion-editorial
2. Letter to the Editor
3. Pitching
4. Press Release
5. Media Advisory
6. Interview
7. Quote

Choosing YOUR Earned Media Strategy

- Press Release vs. Media Advisory vs. Individual Pitch
- Opinion Editorial (Op-Ed) vs. Letter to the Editor
- Press Release vs. Statement
- Statement vs. Interview

*The Art
of*

S O C I A L M E D I A





THE TOOLBOX

SOCIAL MEDIA

- **connecting**
- **engaging/interacting**
- **sharing**
- **creating & joining communities**

SOCIAL MEDIA

- **communication channel**
- **reach**
- **influence**
- **content**

FACTS & FIGURES

FACEBOOK

USERS

2.16 BILLION

- 1.15 Billion mobile users
- 5 new profiles created every sec
- 30% of the worlds population

USE

COMMUNITY/FRIENDS/FAMILY

- New Algorithm
- Pages/Groups
- Advertising

TWITTER

USERS

330 MILLION

- 500 Million Tweets per day
- 45% have a college degree
- More urban
- 36% of 18-29 year olds

USE

NEWS/REAL TIME/ALERTS

- 74% seek out news
- 42% access the app everyday
- Sounds Bites

INSTAGRAM

USERS

800 MILLION

- 40 Billion photos shared to-date
- 95 million photos uploaded daily
- 68% of users are female
- 59% of 18-29 year olds

USE

PHOTO/VIDEO (LIFESTYLE)

- Curating your story
- Following brands/influencers/etc.

WHY SOCIAL MATTERS



STORYTELLING

**"STORYTELLING
IS KEY TO ESTABLISHING
AN EMOTIONAL
CONNECTION WITH YOUR
AUDIENCE."**



THE STORY

VOICE

WHY & WHAT

- Why you are running
- Motivation
- Brand
- Value
- History

TONE

WHO & HOW

- Audience(s)
- Actions



GO TO SECTION

[Writing Goals and Principles](#)

[Voice and Tone](#)

[Writing About People](#)

[Grammar and Mechanics](#)

[Web Elements](#)

[Writing Blog Posts](#)

[Writing Technical Content](#)

[Writing Legal Content](#)

[Writing Email Newsletters](#)

[Writing for Social Media](#)

[Writing for Accessibility](#)

[Writing for Translation](#)

[Creating Structured Content](#)

[Copyright and Trademarks](#)

[Word List](#)

[Further Reading](#)

[TL;DR](#)

Voice

MailChimp’s voice is human. It’s familiar, friendly, and straightforward. Our priority is explaining our products and helping our users get their work done so they can get on with their lives. We want to educate people without patronizing or confusing them.

One way to think of our voice is to compare what it is to what it isn’t.

MailChimp’s voice is:

- Fun but not silly
- Confident but not cocky
- Smart but not stodgy
- Informal but not sloppy
- Helpful but not overbearing
- Expert but not bossy
- Weird but not inappropriate

Tone

MailChimp’s tone is usually informal, but it’s always more important to be clear than entertaining. When you’re writing, consider the reader’s state of mind. Are they relieved to be finished with a campaign? Are they confused and seeking our help on Twitter? Are they curious about a post on our blog? Once you have an idea of their emotional state, you can adjust your tone accordingly.

MailChimp has a sense of humor, so feel free to be funny when it’s appropriate and when it comes naturally to you. But don’t go out of your way to make a joke—forced humor can be worse than none at all. If you’re unsure, keep a straight

THE BRAND

PHYSICAL

THE PIECES

- Name
- Logo
- Color Scheme
- Products
- Website

EMOTIONAL

THE FEELINGS

- What people think
- What people feel
- How they perceive you
- How they remember you

**"IF YOU DON'T TELL
YOUR STORY, SOMEONE
ELSE WILL"**



BEST PRACTICES

BUILD



AUDIENCE

WHO

AUDIENCE

- Demographics
- Locations
- Interests
- Engagement

WHERE

CHANNELS

- Where are they?
- Determine best platforms

YOUR PROFILE

VOICE

BIO

- Username
- Description
- Action Points
- Contact Info

CREATIVE

IMAGERY/PHOTO

- Profile Icon(s)
- Cover Art

A photograph of the Chicago skyline at sunset, with the word "CONNECT" overlaid in large white letters. The skyline is silhouetted against a warm, orange and yellow sky. The water in the foreground is dark with gentle ripples. The word "CONNECT" is centered horizontally and vertically, with a small white dash below the letter 'N'.

CONNECT

PURPOSE

INFORMATION

AWARENESS

- Platform
- Current Events
- Resources

ACTION

THE ASKS

- Events
- Donate
- Engage Others

TIMES/FREQUENCY

FACEBOOK

BEST TIME: 1 - 3PM

#: 1 - 2X PER DAY

INSTAGRAM

BEST TIME: 2AM, 8AM, 5PM

#1.5X PER DAY

TIMES/FREQUENCY

TWITTER

BEST TIME: NOON - 3PM
#: 3 - 5X PER DAY

PINTEREST

BEST TIME: 2PM - 9PM
#5X PER DAY

TOPICS

USE

HASHTAGS

SEARCH

TAG YOUR

LOCATION

**THE
CONVO**

MAKE SURE YOU

MENTION

A close-up photograph of a hand holding a small amount of sand. The sand is falling from the hand, creating a dynamic, blurred trail against a dark background. The word "ENGAGE" is superimposed in large, white, bold, sans-serif capital letters across the center of the image, partially overlapping the hand and the falling sand. The lighting is dramatic, highlighting the texture of the skin and the individual grains of sand.

ENGAGE

SOCIAL

MAKE SURE TO
INTERACT

SOCIAL

MAKE SURE TO
RESPOND

SOCIAL

MAKE SURE TO
SHARE

CONTENT

I DON'T KNOW WHAT TO
POST

TIME

I DON'T HAVE
TIME

ROI

DON'T JUST POST
AND LEAVE

DRIVE

LINK TO
WEBSITE

DRIVE

LINK TO
BLOG

DRIVE

LINK TO
NEWS STORY



Q & A