Turn Up the Volume: A Social Media Workshop

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Agenda

- Motivation?
- Case studies
- Workshop!
A Social Media Case Study

#CDFIsINVEST IN AMERICA

Defining Goals

- Inform Policymakers
- Engage Members, Allies, Supporters
- Reframe the Conversation
- Lead by Example
- Be Nimble, Be Quick
Distinctive Branding

Easy-to-Use Toolkit

- Messaging and instructions
- Handles
- Graphics and templates
- 535 infographics
- Copy and paste text
- Retweetable links
- Opportunities for the advanced audience to get creative
Samples from our Supporters

Results

- 10.2MM impressions to date
- 1,660 Original tweets in the campaign
- 923 Contributors including OFN Members, CDFIs, funders/investors, and policymakers
- OFN has received 828 @mentions and 397 retweets related to the campaign
Importance of Continual Engagement with Participants

Lessons Learned:

- Campaign grew beyond original scope
- We adapted over time
- Balance specific with “evergreen”
- Measure your impact
- Be prepared to do leg-work
Connecting with Target Audiences

- Over to Liz

Workshop

- Your questions?
- Your experiences!
- Let’s dig in...
Before You Go

Please complete your session evaluation!

You can find it in the Conference app.
Turn up the Volume: Connecting with Target Audiences

CEI
Capital for Opportunity and Change
CEI Brand Positioning

TURN UP THE VOLUME

Building a sustainable economy that works for everyone
Role of Social Media

TURN UP THE VOLUME

• Extend our in-person engagement with target audiences
• Expand our audience and create community
• Share content (controlled messages)
• Drive traffic to our website

CEI

Capital for Opportunity and Change
Social Media Posts that Resonate

TURN UP THE VOLUME

• Calling out shared values
• Storytelling
• Follow the trends
• Provide answers (thought leadership)
• Video & photo content
When Things Work: Connection

TURN UP THE VOLUME

Senator Angus King
@SenAngusKing · Feb 1
A great story of hard work and determination from a Maine small business.
@CEIMaine #DoveTailBats #ruraleconomy #MadeinMaine

CEI @CEIMaine
@SenAngusKing big league manufacturing in #Maine with the help of working capital ceimaine.org/about/cei-stor... ... ... #CDFIstory #rural

💬 8 🔢 3 ❤️ 10 💌
Digging into Data!

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**Top Tweet** earned 4,620 impressions

Thank you @gelatofiasco @mainebeerco @TilsonTech for joining our staff retreat to share about your commitment to #qualityjobs! #Jobs #Susty

[link](pic.twitter.com/VH35ISwqKp)

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**Top Tweet** earned 5,532 impressions

CEI closes 1st loan via @USDA Community Facilities Relend Program & @BofA_News guarantee @clcyMCA @USDARD

[link](bit.ly/2tmlHkf)

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**Top media Tweet** earned 546 impressions

@chelliepingree Thank you for supporting the #CDFIFund and helping to create good jobs in #Maine! cdfisinvest

[link](pic.twitter.com/T5bavnGevl)

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CDFI Fund awards led to $101MM in loans to ME-1st supporting:

- 6,088 jobs
- 1,582 housing units
- 499 small businesses financed
- 587,611 commercial square feet developed

Source: CDFI Fund Transaction Level Report Database, FY15-16

Support CDFI Fund Funding at $250MM in FY18

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Jul 2017 • 31 days
Helpful Tools

TURN UP THE VOLUME

- Editorial calendar
- Social media monitoring and scheduling platform (Sproutsocial.com)
- http://hashtagify.me/
- https://answerthepublic.com/
Follow Us! Like Us! Sign up for our enewsletter!
Twitter @ceimaine
Facebook.com/ceimaine
Linkedin: Coastal Enterprises, Inc. (CEI)
Visit www.ceimaine.org