



# GROUND SCHOOL: SOCIAL MEDIA MOMENTUM

PRESENTING: MICHAEL MCCONVILLE & MATTHEW ALLRED

JUNE 15TH 2021



E&S

SPITZ

Cosm  
IMMERSIVE



LAUNCHPAD



# WORKSHOP OVERVIEW:

**KEYS TO SUCCESS:** Be Social, Be Authentic, Be Fun

**PLATFORM SUMMARY:** Demographics, Voice, and Content

**4-WEEK SCHEDULES:** Show Launch, Summer Re-Engagement

**LET'S GET TO WORK:** Campaign Planning and Social Media Creation

**NEXT STEPS:** Launching Your Campaign, Watching it Work, Analyzing the Results



# KEYS TO SUCCESS: BE SOCIAL

**LIKE:** Spread the love! It's reciprocal. You have to give likes to get them. Liking posts is a great way to introduce yourself and let people know who you are.

**COMMENT:** Respond promptly to comments on your posts. Make sure to also reach out and comment on posts that are relevant to your target demographic and desired audience. Comments are a great way to use your voice and spread your message.

**SHARE:** Local news, fun facts, and pertinent events should be amplified, either through reposts, or stories. Sharing posts and being an active member of the community is a great way to increase your visibility.



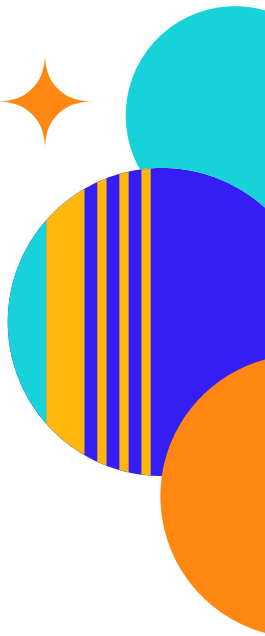
SOCIAL

# KEYS TO SUCCESS: BE AUTHENTIC

**CONTENT:** Be scientifically accurate and locally focused. No one does it like YOU!

**CURIOSITY:** What makes you and your institution curious? Chances are others will be excited by your ideas as well. Invite curiosity and generate enthusiasm around science and space.

**EYE-CATCHING:** Use compelling, relevant visuals and powerful copy that applies to a broad audience. NASA is a good example of doing this well across all platforms.



AUTHENTIC

# KEYS TO SUCCESS: BE FUN

**ENGAGEMENT:** Maybe there is a local high school with students who are interested in a field trip? Or young adults looking for a place to fall in love under the stars? Be creative with planning and promoting different events. You have the power to engage people any way you want.

**COPY:** Use alliteration, hyperbole, acronyms, or easily decipherable messages to make words more interesting and appealing. Again, use your unique voice to do this!

**VISUALS:** Find images and take photos that are familiar, ones that are new, but especially ones that evoke emotion and draw viewers in!



# PLATFORM SUMMARY:

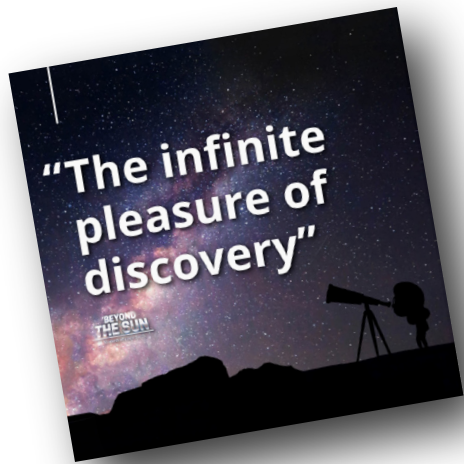
## YOUR CROWD



PLATFORM	DEMOGRAPHIC	VOICE	CONTENT	YOUR CROWD
FACEBOOK	25+ years old, parents and grandparents, industry professionals	Informational, educational, forum for discussion	Show schedules, event planning, current news and updates	
INSTAGRAM	16- 50 years old, children, young adults, families, industry professionals, and influencers	Visually focused, thought provoking, thrilling and inspiring, a place to draw attention	Showcase accomplishments and new ideas, an amplification portal for other outlets (website), dramatic visuals that draw in viewers.	
TWITTER	18-34 years old, industry professionals, young adults, extreme enthusiasts	Relatable, funny, off-the-cuff, more casual and informal	A place to joke, engage, and kick your shoes off and relax	
TIKTOK	13-24 years old, mostly kids and young adults	Fun, exciting, engaging, and interactive, very trend-centric	Challenges, trends, and dances	
LINKEDIN	25+ years old, professionals and educators	Professional, informative, educational	Job postings, event postings, institutional information	

# 4-WEEK SCHEDULES:




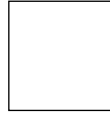



## LAUNCHING A SHOW










LAUNCHPAD		LAUNCHING A SHOW					
WEEK 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Thumbnail post  Use this space for plans and thoughts	Thumbnail post  Use this space for plans and thoughts	Thumbnail post  Use this space for plans and thoughts	Thumbnail post  Use this space for plans and thoughts	Thumbnail post  Use this space for plans and thoughts	Thumbnail post  Use this space for plans and thoughts	Thumbnail post  Use this space for plans and thoughts
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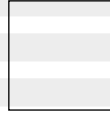



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WEEK 2

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# LAUNCHPAD



# LAUNCHING A SHOW

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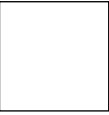






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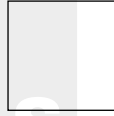

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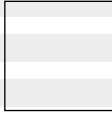



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# 4-WEEK

# SCHEDULES:

## SUMMER RE-ENGAGEMENT

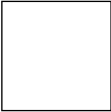








### LAUNCHPAD SUMMER RE-ENGAGEMENT








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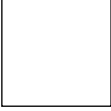

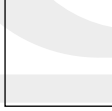
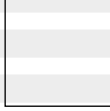
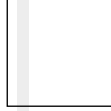


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WEEK 2

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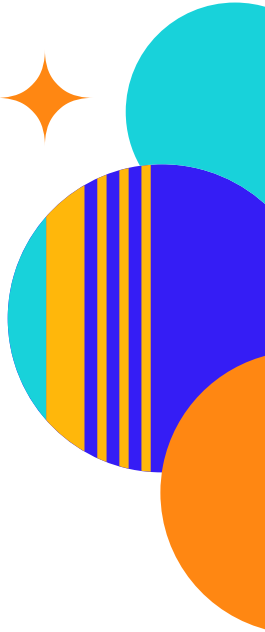
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# LET'S GET TO WORK: CANVA



If you are interested in using Canva to create your own marketing materials, please visit [canva.com](https://canva.com) and sign up for your free account. The materials are available to download on our site with or without Canva; it is just the easy, free platform that we will be using for the workshop.

If you would like to access the Canva tutorial again or download the materials we have created after the presentation, please head to <https://www.es.com/launchpad/>.





# NEXT STEPS:

**ENGAGE:** Create and post in regular intervals, like and comment in a timely fashion.

**AMPLIFY:** Repost and share, use stories, consider boosting posts.

**WATCH CAREFULLY:** Pay attention to who is engaging and what content they are interested in.

**TAKE NOTES:** Use what you are observing to direct the flow of your content creation.

## UP NEXT: BY THE NUMBERS – ANALYTICS DRIVEN DECISIONS

Get started posting soon and we will see you in a few weeks to check in , learn more about analytics, and practically apply what you learn to your campaigns.



# THANK YOU!



SPITZ  
Cosm  
IMMERSIVE

# LAUNCHPAD