

# **Social Media Marketing Playbook**

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# ***What*** is a Playbook?

*“If you played, watch or are in any way tangentially familiar with sports, you’re probably familiar with the concept of a playbook in that realm. Every player gets one, and it’s basically the team’s bible of role definitions, formations, and play sets. When new players come on, they get one as well to get them up to speed on the team’s way of doing things.” - Justin Gray*

While we aren’t playing football, similar principles apply.

# ***What*** will it cover?

This playbook will provide:

- *Vision for why we do social media marketing*
- *Strategic suggestions on where to begin*
- *A step-by-step process of ideation to optimization*
- *A glossary of terms*
- *Helpful resources*

This playbook is for anyone who:

- Wants to learn about social media marketing*
- Wants to begin using social media for ministry*
- Wants to implement strategy into existing social media plans*

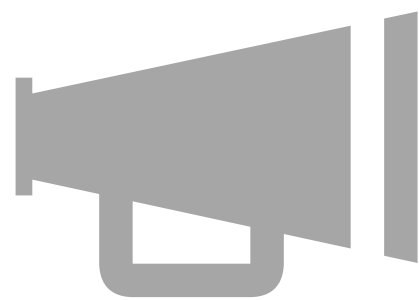
*This playbook is for internal use (Cru ministries) only.*

# What is SMM?

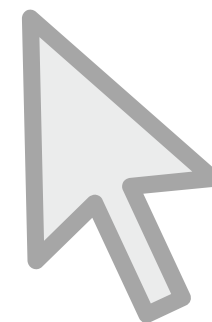
*Social media marketing (SMM) is the strategic use of social media platforms by brands/companies to reach a specific goal.*

## Goals of SMM often include:

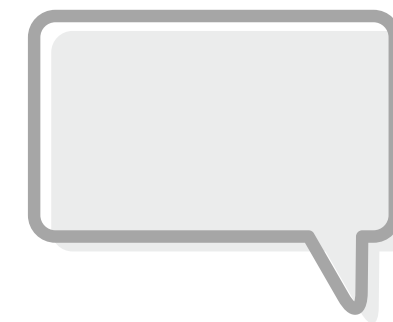
*Increased  
brand awareness*



*Website  
traffic*



*Customer  
engagement*



# Why should we do SMM?

Social media is an essential part of any marketing strategy, from personal branding to large corporation's campaigns. The platforms allow brands to increase brand awareness and engage with the online community on a personal level. Social media is largely where your audience is expecting to connect with your brand, so it is important that this experience is a positive one.

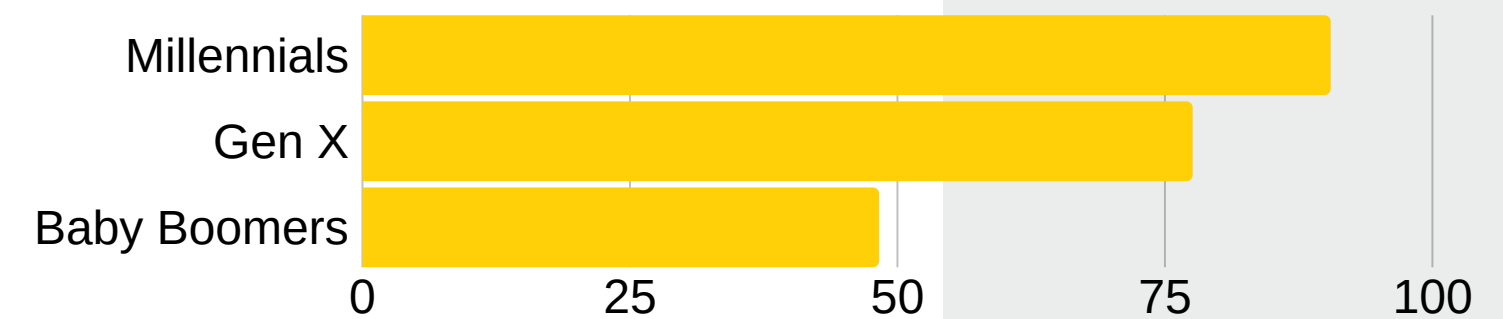
An average of

**3 hours**

per day is spent on social networks and messaging



Social Media Users by Generation



*Emarketer, 2019*

## ***Why*** is SMM important to ministry?

Ministries, just as any business, need to have a strong social media presence to gain consumer's trust. Only when a consumer trusts our brand will they feel inclined to engage with our spiritual content (whether this "spiritual content" be articles, face-to-face discipleship, etc.). Whatever the goal of your ministry, social media has a large part to play in achieving that goal.



# How?

*“To create your strategy you need to have a structured approach. You need to know who you are going to target, why you are targeting them, how you will carry out your plan and what technology you will use during the campaign.”*

*- Eileen Brown*



# Knowing your audience

The beginning of any effective communication is a definition of one's target audience. These are the people you will be serving, speaking to, and learning from. It is imperative that you know as much as you can about your audience, so that you can serve them well.

## For example

Similar to how you wouldn't offer medicine to someone who isn't sick, you shouldn't offer content that is not relevant to your audience. It would not be a good use of anyone's time to post content about retirement if your audience is young adults who have just entered the workforce.

## ***What*** are their needs and wants?

*This is the million-dollar question.*

Once you know what content your audience wants/needs, you will begin serving them well.

Not only will you be meeting a specific need of the audience you serve, you won't be wasting energy and resources creating content that doesn't serve well. It's a win-win for everyone!

*For example, if you find out that your audience's age bracket is struggling with increased anxiety, you can publish content that speaks about how to deal with that anxiety.*

# ***How*** do you learn about your audience?

The main two ways you learn about your target audience is through *market research* and *social listening*.

## ***Market Research***

There is a wealth of information online about this topic. Much of the audience research found online is broken up by age, gender, and location. In order to start your research journey, try searching the following queries on Google:

- “*Millennials target audience*”
- “*Social media marketing to college students*”

## ***Social Listening***

You won't be able to find everything you need to know through market research alone. To get into the details of your audience's needs, you'll have to hear it from them directly. Social listening is the practice of monitoring social media platforms for mentions of your brand/industry. In order to successfully listen, you need to define what question you are seeking an answer to. The question can be broad or specific, depending on your needs and resources.

- *What does my audience think about my newest content?*
- *What does my audience think about [insert current event]?*

# Content creation/curation

*This is where you put the information you learned about your audience into action.*

## ***What*** are you going to say?

Your audience research will inform what content you create. Whether you want to announce a new initiative, talk about current events, or share a resource with your audience, your content should be driven by your audience and market research.

# ***What are you going to say?***

Another important aspect of messaging strategy is the choice of the *voice* and *tone* of your brand. Your voice and tone should dictate the way you communicate to your audience.

*“A good analogy is that your voice is your personality, and your tone is your mood. Your voice — like your personality — never changes. Your tone, on the other hand, changes based on the situation. When you speak, your voice is reflected in your pitch, volume, body language, etc. When you write, it comes across in your use of italics, bold, capitals, punctuation, grammar, word choice, and just about every other ingredient involved in writing. All these elements work together to reflect who you are.”*

*- Kristina Adams*

## ***Where*** will you say it?

The next critical piece of this puzzle is figuring out where you will publish your content. Namely, which social media platforms will you use? This decision should be determined by a few factors:

### **1** *How do people use these platforms?*

I.e. Pinterest would not be the best place for a text-only piece of content.

### **2** *What social media platforms does your audience use?*

“It’s a much better idea to analyze which platforms your audience prefers and to seek them out on the networks they’re already using... There are a few different ways you can go about finding where your audience is hanging out online, and one of the most straightforward is a simple customer survey. Ask questions like what social sites they use, where they get their information online, and which influencers they listen to. Another way to get information about your audience is through the social media sites themselves... You can also research the demographics of different social media users thanks to the Pew Research Center for Internet and Technology to determine where your audience is most likely spending their online time.”

Read the full article here:

[Which Social Media Platforms Should You Use for Your Business?](#)

# Staying on top of it

Social media marketing is continually in process, always evolving with the progression of social media as a whole. Here are a few ways that you should be using your social media channels in order to keep up with trends and have a forward momentum as a ministry.

## Being present

Another important point to understand: social media is always changing. In order to stay on top of the constant changes, you need to be actively listening to and participating in social conversations. To get a high-level view of the changes in social media, try following different news publishers that focus on social media.

The process that you go through for audience research is a cycle. You should never stop looking at research and practicing social listening, lest you fall behind. If you fall behind, you could create content that your audience no longer needs.

## Engaging with followers

Social media is called that because it is social in nature. You do not want to be a brand that posts content and never interacts with its audience. Consumers enjoy brands interacting with them on a personal level, and this has become the norm online. Engaging with followers is especially important as a ministry, as you need to gain the trust of your audience to share important Biblical truths with them.



- **Audience** - the specific group of people you want to reach with your marketing message. They are the people who are most likely to buy your products or services, and they are united by some common characteristics, like demographics and behaviors
- **Audience research** - research that is conducted on specific audience segments to gather information about their attitudes, knowledge, interests, preferences, or behaviors
- **Brand** - a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers
- **Brand Awareness** - the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services
- **Campaign** - an organized course of action to achieve a particular goal
- **Content** - anything that someone has posted or shared with others on social media
- **Engagement** - the public shares, likes and comments for an online business' social media efforts
- **Ideation** - the formation of ideas or concepts
- **Messaging strategy** - the planning, development, and management of communication

- **Optimization** - the action of making the best or most effective use of a situation or resource
- **Platforms/Networks** - forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content
- **Playbook** - a book containing a sports team's strategies and plays, especially in football
- **Social Listening** - the monitoring of your brand's social media channels for any customer feedback and direct mentions of your brand or discussions regarding specific keywords, topics, competitors, or industries, followed by an analysis to gain insights and act on those opportunities
- **Social Media** - websites and applications that enable users to create and share content or to participate in social networking
- **Social Media Marketing** - a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach
- **Targeting** - a strategy that breaks a large market into smaller segments to concentrate on a specific group of customers within that audience
- **Tone** - a subset of your brand's voice; adds specific flavor to your voice based on factors like audience, situation, and channel
- **Voice** - your brand personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional.
- **Website Traffic** - web users who visit a website

# Glossary

# Useful Resources

## *Relevant Articles*

- [Which Social Media Platforms Should You Use for Your Business?](#)
- [What is Social Media Marketing?](#)
- [What is Social Listening, Why it Matters, and 10 Tools to Make it Easier](#)
- [What is Voice and Tone? \(And Why Should You Care?\)](#)

## *Publications to follow*

[Buffer](#)  
[Hootsuite](#)  
[Hubspot Marketing](#)  
[Marketing Dive](#)  
[Social Media Today](#)  
[social fresh](#)

*(This is by no means an exhaustive list, look around on the web!)*

# Questions?

*Contact:*

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