

## Strategy Statement:

Only People will create a consistent, credible online presence in order to establish themselves as a trusted source of media production in service to social good.

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### Insight #1: Social media content is important, but why?

#### *Credibility*

A company's website is like an online dating profile - a place to present yourself and put your best foot forward. It's important, but it doesn't inspire trust right away. People today want more information before they start any kind of relationship. For that reason, dating profiles are often linked to a person's social media accounts, where prospective dates can do a deep dive into posts that showcase personality, achievements and values. In the age of information, social media is where relationships begin.

- **Social Media Strategy**
  - Referring to [this strategy spreadsheet](#) will help guide you in the direction of how to use each social media channel.
  - For a more detailed explanation, refer to [this document](#)
  
- **General Strategy**
  - Overarching Campaigns
  - Instagram
  - Twitter
  - Facebook
  - LinkedIn
  - Spotify
  
- **Overarching Campaigns**
  - [Monthly themes](#)
    - One idea throughout all social media would be to have a theme each month to intentionally post within
      - This doesn't have to be each month, but could be a good idea if you have a month that you don't have a lot of ideas for content to post
      - Helps to support intentionality behind posting
      - This doesn't mean that every post has to fall into this theme, but would be the driving force behind your social strategy for that month

- Keyword strategy
  - We conducted research into search-engine-optimized keywords to include on your website and social media, and came up with [a list of possible keywords that you could use here](#).
  - [Google analytics research screenshots folder here](#) - we compared different search engine results and these screenshots show the difference between different searches, in order to inform search engine optimization for
  - For example, including 'video production company' or something along those lines (whatever you would like to be branded as) on your website would help SEO, so that someone could search "bay area video production social good" and your website would be a result
- Branded hashtags
  - #onlypeoplecan\_\_\_\_\_
  - Introduce a slogan that allows the audience or viewer to have the opportunity to actively engage with the brand.
  - When posting photos or videos clients or partners can #onlypeoplecan \_\_\_\_\_ (change the world, make a difference, create change) to engage the user
    - Nike - Just Do It
    - McDonalds - I'm lovin it
    - Humans of New York - #humansofnewyork
    - Klondike - What would you do for a Klondike
    - Forest Fires - Only you can prevent wildfires
    - State Farm- Like a good neighbor State Farm is there
    - Disneyland - #happiestplaceonearth

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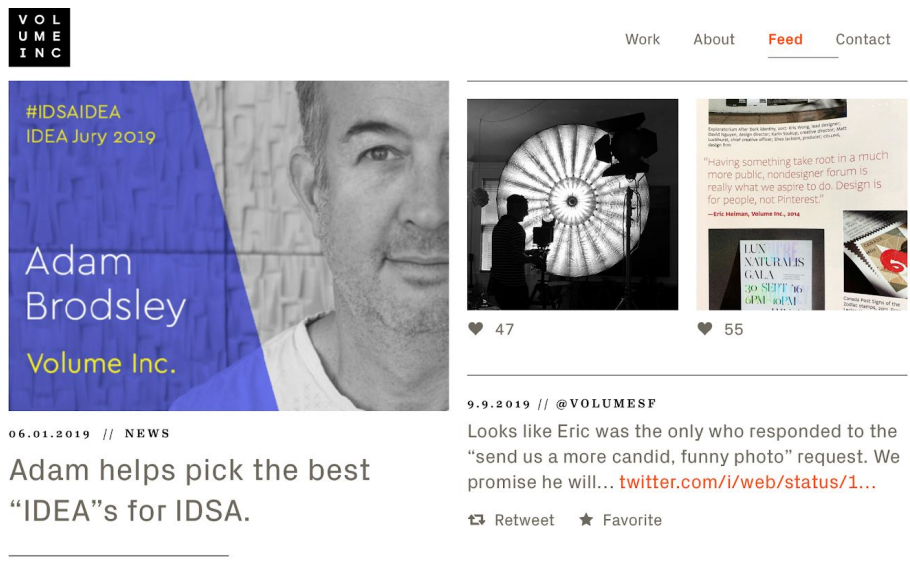
## **Insight #2: Overall brand tone is important, but why?**

### *Authenticity vs. Professionalism*

Most cooks work from recipes, especially in the beginning of their careers. Recipes represent the knowledge and authority of the cooks that came before. They give your cooking structure, but they don't have to constrain your craft. Instead, they can provide a jumping off point - an opportunity to be creative and add your own unique signature. When you post to social media, publish a blog post, update your website, etc., learn from the cooks who came before you. Use the formulas to your advantage, but don't be afraid to delight your followers with bits of personality (like adding cayenne pepper to chicken pot pie).

- **Brand Identity**
  - Some words we came up with: imaginative, trusted, playful, sincere and dynamic

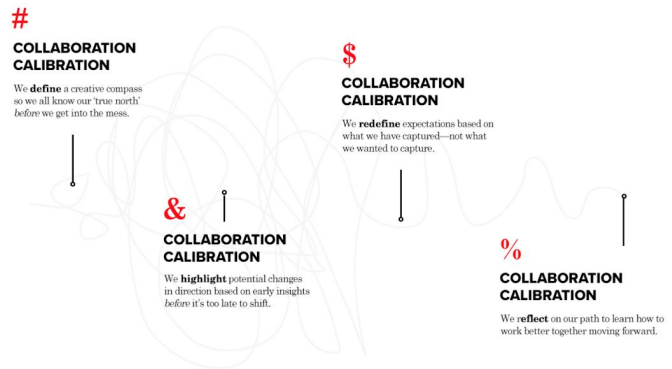
- Try to exemplify these characteristics in anything and everything you post on digital
- [User personas](#)
  - These are the types of people Only People is trying to reach
  - Keep these personas in mind any time you are posting to digital
- **Website**
  - Font/Typeface choices
    - Pick either San Serif or Serif Font to keep for consistency (logo is minimal/ serif font but the H1 Heading text is **BOLD** and Body text are San Serif fonts)
    - H1 Header is overwhelming (feels like standing in front of a billboard)
  - Clarity
    - What do you do, in concrete terms? Lots of ambiguous language on the website
  - Feed tab (/blog)
    - Could be a great way to organize social media posts and newsletter into a magazine-like format that's easy to navigate and is visually inviting
      - Example: <https://volumesf.com/volume-feed/>



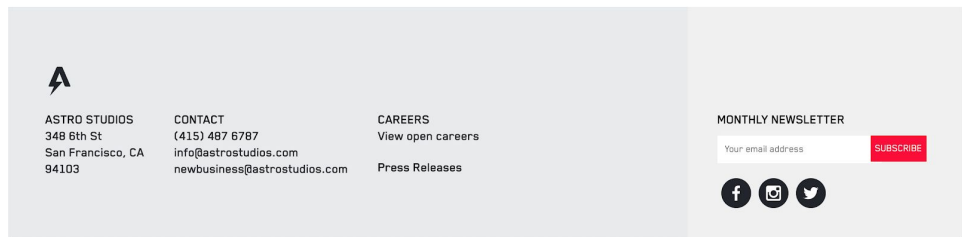
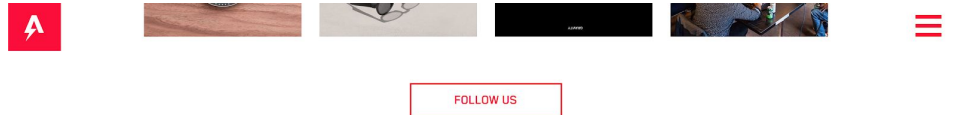
- Top Menu Bar Navigation
  - Distinct clarification between *Services* and *Process* or combine both of them into one page

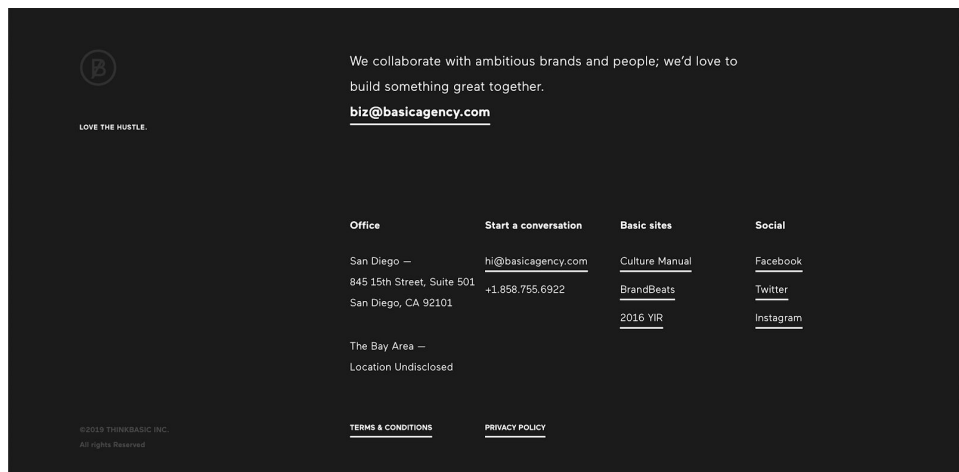
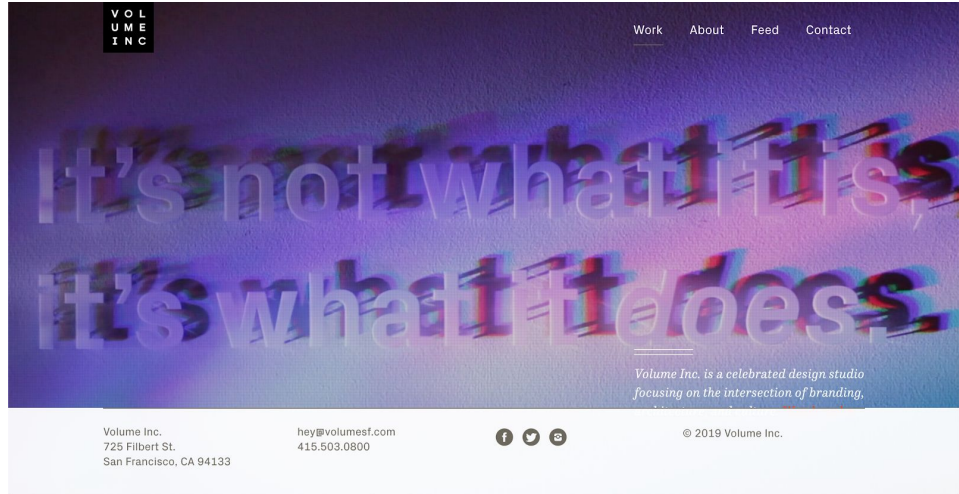
- Visually confused on the purpose and flow between collaboration/calibration 4x and meaning of the symbols (#&\$%)

A sample of a #&\$%ing mess:

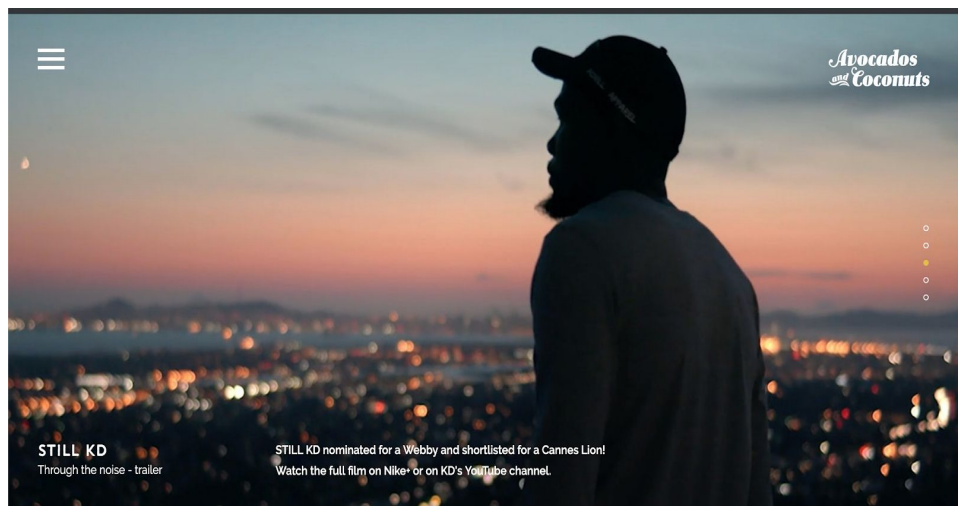


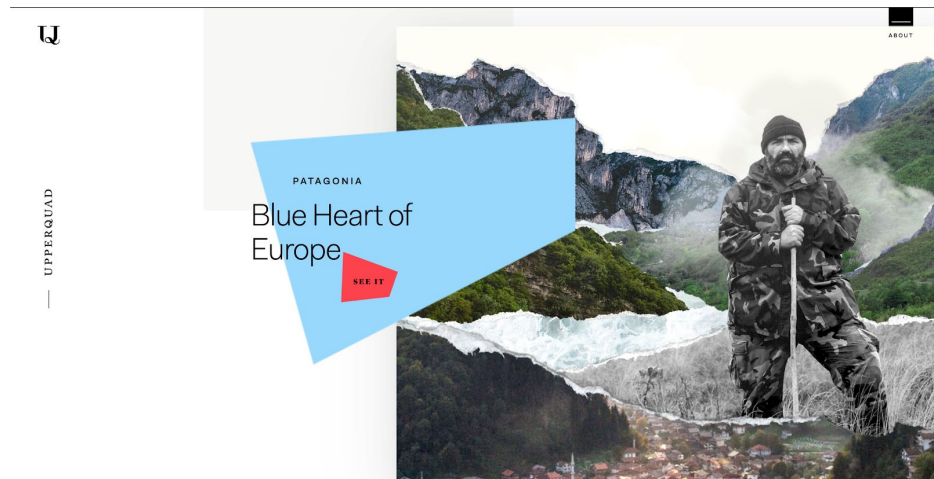
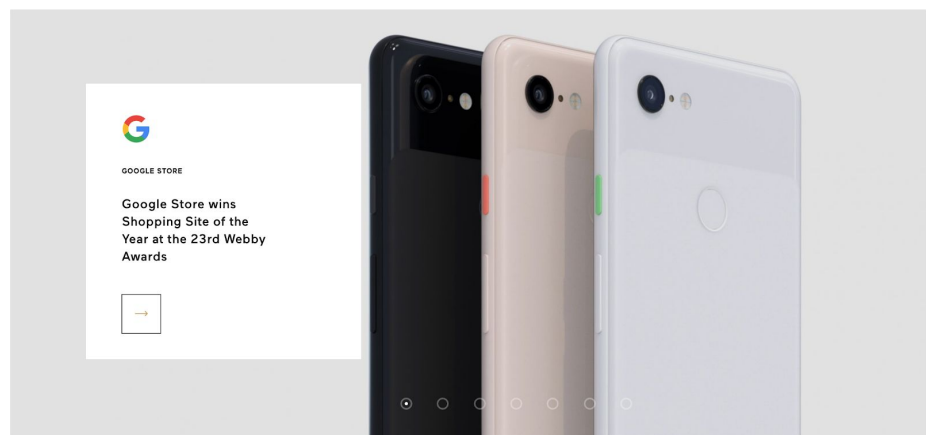
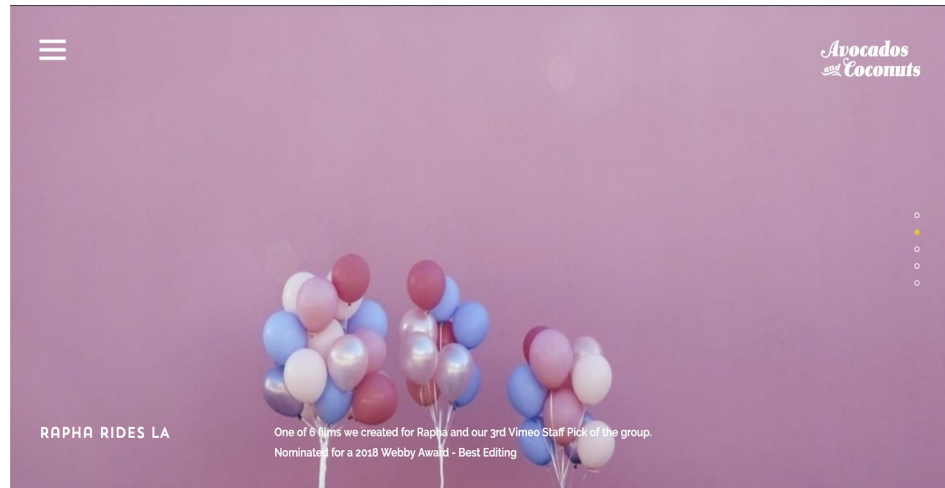
- Social Media icons (in footer) - Hyperlinked social media links for relevant platforms





- Inspiration (from content audit) - links and screenshots
  - [https://drive.google.com/open?id=18bC7j7vJ2Gr-2X\\_Bq3X20jwh7F9RTqVg\\_JfXozoXbak](https://drive.google.com/open?id=18bC7j7vJ2Gr-2X_Bq3X20jwh7F9RTqVg_JfXozoXbak)
- Give context to video banners on the site (The videos do not provide





- **Newsletter**

- You asked us how you should distribute your newsletters...check [this post](#) out
- Newsletters are one of the best forms of [Inbound Marketing](#), which is incredibly important to keeping your past and current clients engaged and involved with your brand (so that they will tell all of their friends who are also doing social good how great you guys are)

- Use newsletters to update your inner circle about what you have been working on, what you've been listening to, people/orgs you admire...it doesn't have to be strictly business
    - [Here](#) are some examples
  - **Podcast**
    - Gives Only People an opportunity to share their opinions on topics or themes that the company is interested in and aligned with
    - Allows the audience to become more familiarized with the brand's identity and values
    - Even though a podcast is a one-sided medium, it helps in building effective relationships with the listeners
      - People listen to podcasts because they have something in common with the speaker and the brand that the speaker is representing
      - This encourages listeners to be associated with the brand
      - Can lead to improved conversion (people are more likely to buy something from a friend than a stranger)
    - [Here](#) is an example of a brand that is utilizing podcasts to delight their consumers
  - **Guerilla "Banana" Marketing**
    - By providing product materials such as stickers, pins and swag to clients, partners and consumers, it provides an opportunity for natural conversations with pre-existing customers (ie. when someone approaches you at a coffee shop because they saw the Only People logo sticker on your laptop or your pin on your denim jacket and asks about it).
    - People also tend to enjoy free things
  - **Blog**
    - Utilize [monthly themes document](#) for blog topic inspiration (think seasonal/monthly topics/themes)
    - Use blog as another way to delight your followers
    - Again...it doesn't have to be strictly business
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### **Insight #3: Digital maintenance is important, but why?**

#### *Consistency*

Establishing and maintaining your brand's online presence (website and/or social media) is like cultivating a garden -- it is important to tend to each platform, but not necessarily with the same frequency or in the same way. Repeatedly ask yourself and analyze - "What does this platform need? What can it live without? How can we best nurture this?"



- **Content Compass**
  - [This compass](#) is a tool to help you organize your future content efforts
  
- **Content Calendar**
  - [This calendar](#) will help you stay organized in terms of what you post and when you post and on which platform
  
- **Monthly Themes and Keywords**
  - Overarching [monthly themes](#) to highlight on all social media accounts
  - Use as a guide when distributing content
    - Pride month, etc.