Three Handouts for Presentation: How to Look Bigger Than You Are

The following handouts are intended to aid your efforts to look bigger than you are. Often that means having to do a lot with few people and not much money. These templates and tips have been created to assist you in doing some of these things yourself to save you time and your organization money.

1. Template for a Communications Audit
2. Template for Newsletter-Social Media-Eblast Content to Increase Your Reach
3. Tips for an Editorial Calendar
Recommendations for achieving the primary goal of [add goal here].

My initial findings indicate that you have succeeded in building a distinct brand: [add brand name here]. You have developed strong content and produced it regularly, so your brand is coming up in searches. Keep in mind that your activities should always move you closer to your goal. It’s easy to become distracted with multiple activities but taking time to assess whether they are helping you achieve your goals can help you focus on what content you need to produce and how to tag it properly.

Recommendations:

My evaluation of how [add brand here] appear(s) in searches leads me to conclude that they could be more closely branded together. This affords you opportunity to become the face and name of all things related to running your business, regardless of how someone searches for you or your company.

1. Google Search:

- When you search for [add brand name here], the first thing that appears in the Google search results is the [add brand name here] website [add URL here]. See notes on your websites in the section below. The first several search results are related to the [add brand name here] brand. See notes on keyword in the section below.

  When you search for YYY, the first page of search results are all connected to the company, which is great. The first connection to XXX is on page 2, where your XXX blog [add URL here] appears. This indicates that your name is closely connected to your company, but your company is less strongly associated with you. We can strengthen the connection between your name and your company to capitalize on the following of both brands.

  - When conducting a generic search for [add org name], we see some opportunities for improvement. If you search for “[add generic term here]”, [add org name] appears on page 2 of the search results. If you search for “[add 2\textsuperscript{nd} generic term here]”, “[add 3\textsuperscript{rd} generic term here]”, “[4\textsuperscript{th} generic term here]”, you can identify several companies or organizations that would be your competition.

  - By using appropriate keywords on every web page and blog post, and continuing to post regular, quality content, you will see an improvement in this area fairly quickly. See specific recommendations on this below.

2. Website:
[Insert org name] website is excellent. Easy to use, great URL for the company name, and well organized.

Recommendations:

- Retroactively go back and add keywords (see list below) to every existing web page, each new web page created going forward, each existing blog post, and each new blog post created going forward.
- Add social media icons to reflect all of your channels. Currently, only Facebook, Twitter, and YouTube are listed. Add your Instagram and Yelp accounts. Consider moving the social media icons more prominently. Also, ask if a social share plugin could be added, so people can more easily share your content with others.
- YYY website is optimized for mobile, but XXX is not.
- Consider how your two brand websites should be connected or if they should be combined. If the goal is to keep XXX restricted to strictly your actual classes, then consider just linking to it from YYY. If the goal is to ultimately fuse the two sites together, we can devise a strategy for transferring the equity and following of the XXX site to the YYY website.

3. Keywords:

At a minimum, each web page and blog post should include the following keywords:

Add keywords here as determined by Google Adwords.

Other keywords can and should be used, depending on the topic, but they would be used in addition to these regularly occurring keywords.

4. Blog:

I’m treating the blog as separate from the website for recommendation purposes. To improve your appearance in web searches, I would recommend the following:

- Determine blog posting frequency that you can reasonable maintain and stick to it. Increase number of blog posts from what you are currently doing. Ideally, twice a week in the beginning would be ideal, but if weekly is what you can manage, then do that.
- Include an image with every blog post, either a photo or a quote.
- Establish an editorial calendar. This is extremely helpful in determining what you will write about; blog posts can be written in advance and posted at the appropriate time.
- Text blog posts should be between 500 and 700 words. Occasionally going over or under is not a bad thing, but to appear in search results, this is an optimum length.
- Use your new video clips as blog posts to vary your content. Video improves the amount of time people spend on your site.
- Keep your keywords in mind for each blog post. For search engine optimization (SEO), you want to make sure that the blog title and the blog post itself uses the main keyword consistently and multiple times (but not to excess).

5. Social Media:
• **Twitter:**

@[add Twitter handle], [add number] followers

This is a strong Twitter handle. It reinforces your brand and creates the appearance of being the authority.

Using the recommended increased number of blog posts combined with other content, such as quotes, Pinterest items, testimonials, appropriate news stories, and photos, I recommend a minimum of two tweets a day to keep your followers interested, plus any retweets of other related tweets you care to do. They can be scheduled in advance. I would recommend developing the tweets for the week (if something timely arises, it can be added at the last minute). (Using a third-party free platform such as Hootsuite to help you schedule your tweets in advance and monitor all of your social media channels.)

Going forward, identify clear purposes for each Twitter channel and focus content accordingly. If websites of the two are combined, consider blending these two channels as well.

Note: To get followers, you also need to follow.

• **Facebook:**

[add Facebook name], [add number] likes

You have two strong presences for your business pages. As with Twitter, consider the strategy for each channel or whether the two should ultimately be fused.

• **Instagram**

@[add Instagram handle], [add number] followers

Great visuals on your Instagram channels! Your Instagram shows a personal side and allows some of your personality to come through.

• **Yelp:**

[add Yelp handle], [add number] reviews

Interesting! In the search results for Yelp, we found [add search results here]

• **LinkedIn:**

[add LinkedIn handle], [add number] connections

Nice number of connections. Potential to build opportunities through this channel. Consider creating a business LinkedIn page where you specifically offer your services.

• **YouTube:**
Lively, engaging channel. Perfect medium for your business. You are leveraging this content well. Embedding your videos on your website (see earlier recommendations) will increase time on your website. Tagging your videos with the appropriate keywords will help your search results. You already have some of your videos appearing in your search results. Most popular: [provide links to You Tube videos].

6. **Metrics:**

Put together a monthly report on how all of these activities are performing for you and the strides that you are making in helping you reach your goals. Metrics to include: numbers and % increases in followers for each social media channel, number of visitors to your website, increase in number of positive Yelp reviews, and top visited pages on your website.

7. **Consistency:**

You are already posting a steady stream of timely, relevant information across the various media. Over time, be prepared to assess which communication channels are working best for you and consider dropping those that just are not performing well or combining channels if appropriate.
Template for Newsletter-Social Media-Eblast Content to Increase Your Reach

Note: This letter was developed for sharing with partner organizations to raise awareness with their members about an upcoming conference. The letter and content could be adapted for multiple purposes. Text in red indicated places where you could customize the content for your organization.

I really enjoy sending messages that begin with “thank you!” On behalf of [add org name], thank you for partnering with us to create the upcoming conference! This annual event would not be possible without your generous support and contributions.

Our Early Bird registration deadline ends on [add date]. Please help get the word out about this important deadline so that your members reap the greatest savings. We also want them to know that you’ll be there so that they put your sessions on their schedules.

I know how busy you are, so please use the following sample text to inform your membership about the Early Bird deadline [add date]. Consider using it for an eblast, a newsletter article, or social media post. Please tag us using our social media handles [Add hashtags and Twitter handles here] so we can share/retweet what you post.

Remember to please let us know if you’re promoting your session, or any new products or initiatives that you’ll be launching at the Forum, so that we can help get the word out.

Newsletter/Website/Facebook text:
[Your Org Name Here] members: Register BEFORE [add date] (Early Bird Registration Deadline) to attend the [Insert name of event here] in [add city], [add date].

As a [Your Org Name Here] member, you get member discounted pricing! This event is exclusively focused on bringing tools, resources, curricula, and partnership info for successful [add focus of organization here] implementation. Learn more about this unique, focused event at [add URL].

Sample Tweets:
[add date] is the early bird reg deadline for the [add name of event] [add hashtag], [add date] in [add city]. [Your Org Name Here] members get the #[add org name] member discount. [add URL]

#[add hashtag] to [add audience you want to reach]: Register before [add date] to get the early bird discount to the #[add org name] #[add event name] in [add city]. [Your Org Name Here] members get the #[add org name] member discount. [add URL]

Scientific proof exists that early birds save the most $. Register BEFORE [add date] to attend the #[add org name] #[add event name], [add dates] in [add city]. Learn more: [add URL]

[add event name] Images Ready for You to Use!
When developing your #[add event name] promo pieces, please consider using the following images. Whether it’s a social media post, webslide or button ad, we’ve got you covered!
We will have additional messages and graphics for you as the campaign progresses, such as Advance Registration and On-site and One-Day Registrations, so look for those in the coming weeks.

Thanks again for being such a great partner. We cannot do this important work without your support.
Tips for Creating and Maintaining an Editorial Calendar

We all get busy. We make grand plans to blog once a week, post on Facebook three times a week, and tweet a few times a day. We have ideas in our head for great posts that connect, promote, and engage. The only problem? Life and work get in the way.

When we get busy, something’s got to give. The first to go is usually thoughtful social media posts. Instead, we opt for lazy retweets and quick Facebook shares. Since we’re not going to get any more hours in our day or have fewer things to do, the best idea is to plan ahead by building a social media calendar.

If the goal is to look bigger than you are, then organization is a necessity. Thinking through who will create the content and when can help you produce more content than your team has been able to do up to this point.

Here are some tips to help you create a social media and blogging calendar that will keep your posts on topic, on target and on time.

Determine how often you plan to post. Do you want to be posting once a day or three times a week? Do you have an upcoming event that requires some extra posting?

Focus on strategy. Be sure to align your editorial calendar with your social media strategy. Planning ahead gives you the best opportunity to meet those strategic goals.

Pull out an actual calendar. Think about where your posts will fall in real time. Are there any big holidays coming up that you can tie into your posts? Do you want to post on the weekends?

Find your organization tool. You can write out your posts in a table in Word, in an Excel file, on a calendar template, or even in your Outlook or Google calendar. Use whatever works best to keep you organized.

Start writing. Draft your posts. Include all of the hyperlinks. Pull the images you want to use for each post and save them in one folder. Make a note of the image filename on your calendar. The goal is to make posting as streamlined as possible.

Align with your other editorial calendars. Look at your organizational editorial calendar to see when other blog posts, website stories, reports, and other content will be published and add corresponding social posts to your social media schedule.

Do your research. Remember the 80/20 rule that says 80% of your content should not be about you. Where will you find that content? Try researching related articles, resources, and videos that you can share. Be sure to seek out recently published content so that your social channels don’t read like old news.
Check the flow. When you have all of your posts laid out on the calendar you can see how they will flow together. Are you building excitement? Are the posts on topic? Are you using the 80/20 rule?

Be flexible. Adjust your posts to be timely, responsive, and engaging in real time. It’s nice to have a schedule, but don’t be bound by it. Stay flexible.

Now, to pre-schedule or not to pre-schedule? You can either enter each post on the day it will go live or you can use a social media scheduling service such as Hootsuite to pre-schedule posts. Posting live can feel more in-the-moment; however, pre-scheduling helps you to make sure you never miss an intended post. You can even try a combination of the two by posting live during the week and scheduling your weekend posts.

Ready to get started? Remember to experiment, revise, and always track your progress. Creating and adhering to an editorial calendar for all of your posted content can help you look bigger than you are.