

SOCIAL MEDIA MARKETING TACTICS

- Mix meaningful text with multimedia assets (in-progress)
- Include hyperlinks to relevant content pages on the website
- Use design to develop a more pleasant experience so followers are primed for sharing, with embedded social sharing cues and buttons
- Focus on being a reliable source of online content by being a more human representation of the effort, i.e. add an E1 admin
- Engage movers/shakers with their own 20 year old E1 stories
- Make weekly Facebook posts relative to new features (in-progress)
- Utilize paid Facebook and Twitter promotions

CONTENT MARKETING METHODS AND TACTICS

- Repurpose content into more visual tangibles (in-progress)
- Use more visual elements such as infographics
- Generate social media conversations
- Generate multigenerational discussions
- Use videos on various platforms offline and online
- Increase the value of our exchange by using faces of the community to speak for themselves
- Encourage more meaningful social media engagement