



Workshop 5

Marketing and Social Media

As Seth Godin says in his latest book, *This is Marketing*, “Marketing that works is marketing that people choose to notice.” In other words, “Marketing is a contest for people’s attention” — and it’s important that we thoughtfully examine the ways in which we compete in the marketplace, and areas for growth and improvement.

Social media is one of the most powerful tools at our disposal for engaging existing chapter members and recruiting new ones. Every post about your chapter and what you’re doing to promote global education with Room to Read is an opportunity to:

- Remind chapter members why they’re involved and feel good about being a part of a thoughtful, committed, and impactful organization
- Share information on Room to Read or an upcoming chapter event to new followers
- Give Room to Read an opportunity to re-post your content and promote the amazing work chapters are doing
- Get in front of new eyes when your followers like or share a post

Head to the “[Communications and Outreach](#)” tab of the Chapter Hub and scroll down to ‘Printable Communication Resources’ to find the ‘Social Media Guidelines’ resource for chapters. The guide will help you become the social media superstar in your community. And the best way to stay on top of social media and post thoughtful and engaging content all year long, is to create a social media calendar.

Activity

30
mins

Create your own social media calendar (see below) for your chapter and incorporate all the platforms that your chapter utilizes (Facebook, Instagram, Twitter, etc.).

- Consider posting themed content one day a week (ex: Every Monday post about the importance of education using the hashtag #MondayMotivation or every Friday post a chapter photo from an event or chapter meeting, etc.).

Consider events within your community that you may be able to partner with and include in your calendar. Are there NGO's in your community you can support and give shout-outs to on social media, and who will do the same for you and your chapter social channels?

30
mins

Gather in groups of 3 and share your calendar with your group and ask for feedback.

- When reviewing a peer's social media calendar, consider how they might elevate their presence on the various social media platforms. Is there a local celebrity, media outlet, school group or club that has a large following that can help boost your reach? Think outside the box.
- Don't forget to review Room to Read's branding guidelines (located on the "[Get Social](#)" tab of the [Resource Hub](#)) and social media guidelines when determining how best to share content.

Social Media Calendar Template

| JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|--|---|---|--|--|--|
| <p>THEME: EMPOWERING GIRLS</p> | <p>THEME: EMPOWERING GIRLS</p> | <p>THEME: EMPOWERING GIRLS</p> <p>March 8: International Women's Day (IWD)</p> | <p>THEME: LITERACY</p> <p>April 2: World Children's Book Day</p> <p>April 17: Library Week</p> | <p>THEME: LITERACY</p> <p>May 10: Mother's Day</p> | <p>THEME: LITERACY</p> <p>June 15: Father's Day</p> <p>June 20: World Refugee Day</p> |
| JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
| <p>THEME: LITERACY INSTRUCTION</p> <p>July 18: Nelson Mandela Day</p> | <p>THEME: LITERACY INSTRUCTION</p> | <p>THEME: LITERACY INSTRUCTION</p> <p>September 8: Intl Literacy Day</p> | <p>THEME: SEASON OF GIVING</p> <p>October 5: World Teacher's</p> <p>October 11: Day of the Girl</p> | <p>THEME: SEASON OF GIVING</p> <p>November 27: Giving Tuesday</p> | <p>THEME: SEASON OF GIVING</p> |

Social Media Calendar Template

| PLATFORM | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|------------------------------------|---|--|--|--|---|
| FACEBOOK/ TWITTER/ INSTAGRAM | #MondayMotivation (Example here and here) | #TravelTuesday (Example here) | #WednesdayWisdom (Example here) | #ThrowbackThursday (Example here) | #FridayFUNdraiser (Example here) |