

# Three Creative Tiers to Define Your Social Strategy

## What we're covering:

Meeting long-term goals for social is always a difficult challenge. You have to pair your internal priorities to constantly evolving platforms can make real momentum hard to achieve. Here are three content tiers to consider that can help you stay true to your brand and hone-in on a strategy.

# Content Themes

Clearly defining your content themes is important to keep your content balanced and stay true to your brand. Think of it like a funnel. Start with three broad themes and further define them so both you and your organization understand what types of content fit on your social accounts and which don't belong. Here is an example

## Outdoors:

Outdoor locations: state parks, national parks, lake life, etc.

Wildlife: viewing guides, #WildlifeWednesday, educational facts

Outdoor Activities: hiking, biking, kayaking, etc.

## Small Businesses:

Restaurants: food deals, unique dining, local favorites, healthy eating tips

Shopping: boutiques, touristy souvenirs, quirky gifts

## Cultural:

History: museums, historical figures, throwbacks

People: Local iconic figures, "local love" guides

# BRAND VOICE:

Refers to the personality and tone infused into all your company's communications.

Follow the same “funnel approach” when it comes to how you speak to your audience on social. You want to develop three tones that are true to your brand to give you flexibility depending on the type of conversation you're having. For example, tap your “quirky” tone for fun features, but tap your “authentic” tone when you're providing customer service.

Let's create an example using these three broad traits:

- ▶ Passionate
- ▶ Quirky
- ▶ Authentic

Define each one further. How do these characteristics show up in audience communication? How do they come across in the kind of content you're creating? How do they appear in your focused topics? Let's continue this example:

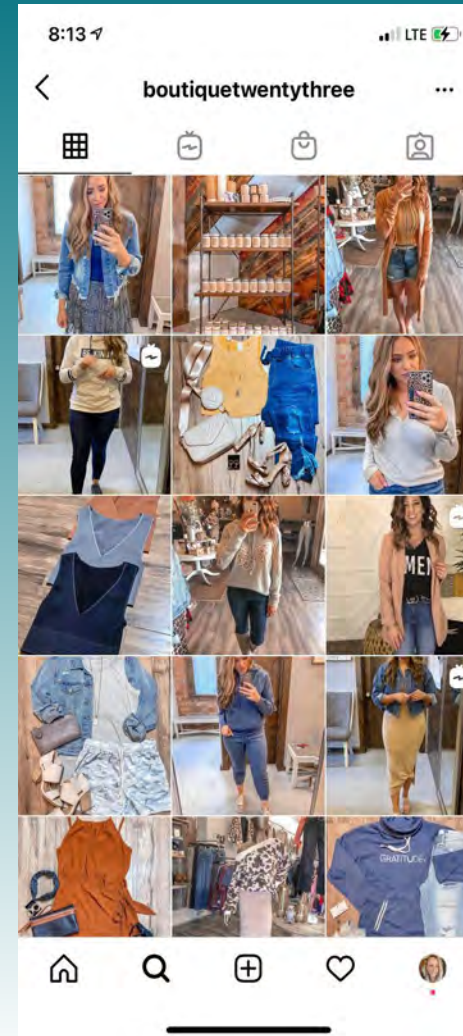
- ▶ Passionate – expressive, enthusiastic, heartfelt, action-oriented
- ▶ Quirky – irreverent, unexpected, contrarian
- ▶ Authentic – genuine, trustworthy, engaging, direct

5 Brand  
Voice  
Tips

# AESTHETIC:

A set of principles underlying and guiding the work of a particular artist or artistic movement aka YOUR BRAND!

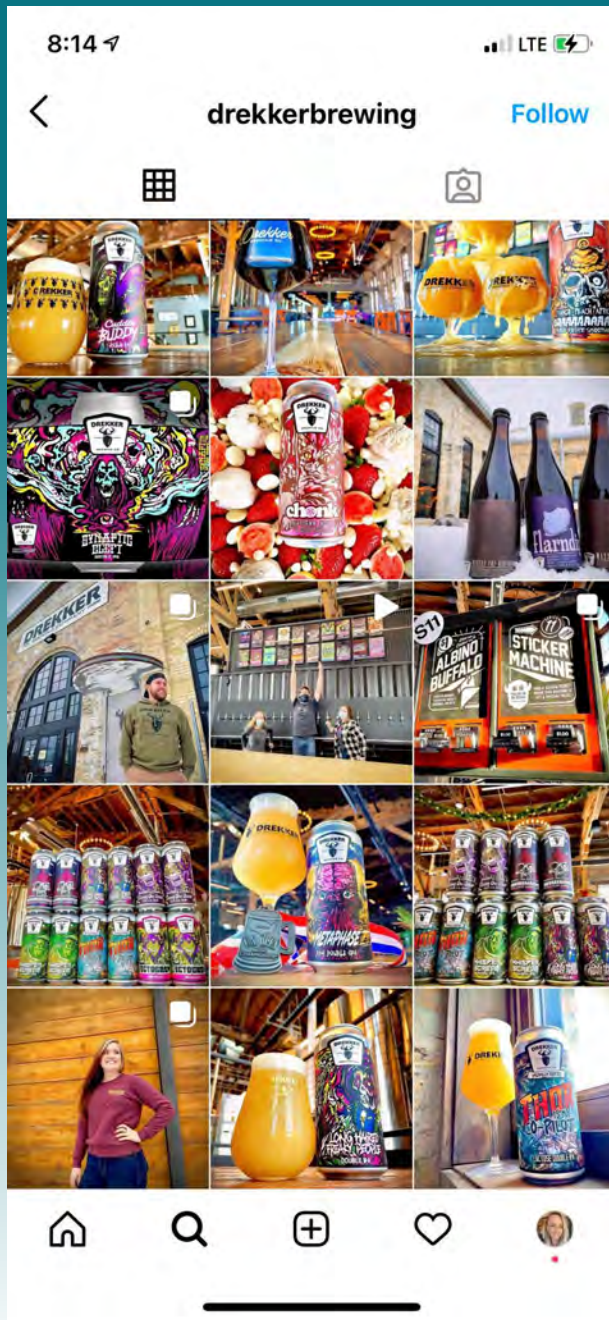
Now that you've developed your content themes, how will you present them on social? What does your imagery look like and HOW are you going to present it on social? Is your content messy and natural, or high quality and heavily detailed? Are you more focused on photos, videos or graphics? What colors fit your brand? Here are some examples to get you thinking.



Color: brown backdrops with highlights or blue, orange and other soft/warm colors. Filter?

Feel: Comfy and casual but chic

Content: Product features, IGTV, models

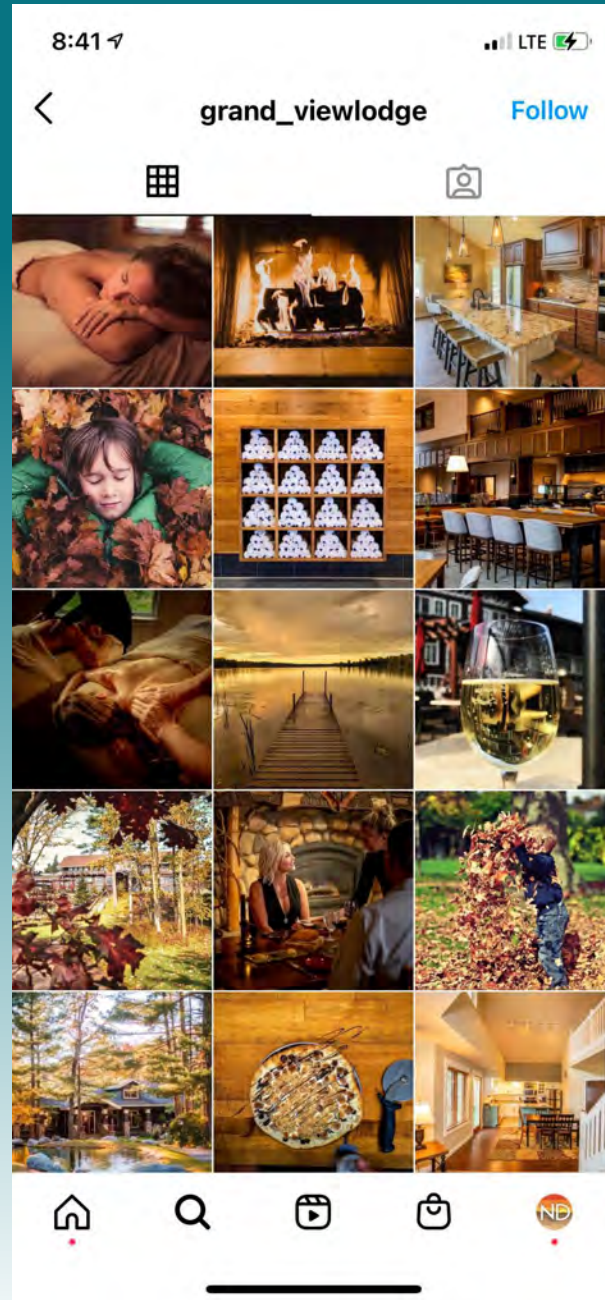


Color: brown backdrops, eye popping color and intricate bold design.

Feel: fun, extreme, bold

Content: single product features, gear, deals

6 Steps to create Aesthetic



Or try a seasonal approach!.

[6 Steps to create Aesthetic](#)

ANY QUESTIONS?

Feel free to email me at [ajolliffe@nd.gov](mailto:ajolliffe@nd.gov)