

# CREATING MEANINGFUL CONTENT

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# SOCIAL CONTENT

HOW TO MAKE IT MEANINGFUL TO COMMUNITY MEMBERS



## BALANCE

*Wants and needs of you  
and the community*



## BEHAVIORS

*Focus the behaviors  
you want your audience  
to perform*



## VALUE

*Provide community  
members with something  
of value*



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# CONTENT THAT MATTERS



## INFORMATIVE

Messages that are informative have increased social exchange value



## NEWS

Mimic news headlines; 81% of social users look for news



## ASK

Asking for ideas and suggestions creates engagement & commitment



# CONTENT THAT MATTERS



## LANGUAGE

Using language that aligns with community norms builds trust



## IMAGES

Posts with images receive a 65% greater engagement rate than those that don't



## AUDIO

Image + audio results in people remembering 65% more information



## SHARED INFORMATION

KEY QUESTIONS: *How often do your followers share content with others? What type of content is shared most frequently?*

## VISITED WEBSITE

KEY QUESTIONS: *How many people are coming to my website from a social account? How many new visitors are coming to my site?*

## ENGAGED IN A TOPIC

KEY QUESTION: *How many people are commenting or providing feedback?*

## CONSUMED INFORMATION

KEY QUESTIONS: *How many new page views on the website? How many downloads of a document? How many post clicks?*





# THANK YOU!

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