

**Getting Digital: A review of
web-based tools to
enhance your marketing,
graphic design, and
communications strategy.**

Hello!



I am Matt Cummings

DePauw University

**Assistant Director of
Spirituality, Service, and
Social Justice**

@mattwcummings

Hello!

I am Lauren Evanoff

**DePauw Community Service
Communications Coordinator**

Laurenevanoff_2016@depauw.edu





1

**Branding Your
Center**

1

Branding Your Center

**Image is
Everything**



You have to understand your own personal DNA. Don't do things because I do them or Steve Jobs or Mark Cuban tried it. You need to know your personal brand and stay true to it. -Gary Vaynerchuk



**Your center has
a brand.
Start Building it
now.**



Your center has
a brand.
Start Building it
now.

- **Focus on *values***



**Your center has
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- **Focus on *values***
- **Find ways to *share***



**Your center has
a brand.
Start Building it
now.**

- **Focus on *values***
- **Find ways to *share***
- **Avoid the tl;dr**



Content must be visual



Content must be visual

If they can't see it.
They won't pay attention.



Where to Create



Where to Create

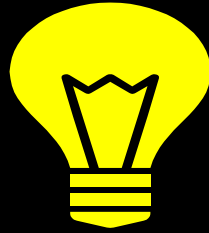
Canva



Where to Create

Canva

Pixlr



Where to Create

Canva

Pixlr

Piktochart



Where to Create

Canva

Pixlr

Piktochart

Font Awesome



Where to Create

Canva

Pixlr

Piktochart

Font Awesome

Online Image Editor



What to Create



What to Create

Quotes

Videos



What to Create

Quotes

Pics

Videos

Audio



What to Create

Quotes

Pics

Videos

Audio

Visual

Blogs

Photo Essays

The following content is visual. Check the “reach”.

Explain and Send Screenshots



DePauw Community Service

Published by Lauren Elizabeth [?] · January 28 at 4:08pm · 🌐

Would you like to get more involved in the Greencastle community? Just stop by the UB lobby for the Spring Service Fair this coming Tuesday, February 2nd from 11:30am-1:00 pm to explore all of the various community service opportunities that DePauw offers.



205 people reached

<https://www.facebook.com/DePauwCommunityService/?ref=ais>

Boost Post

DePauw Community Service with Abby Joens-Witherow
in Greencastle, Indiana.

Published by Lauren Elizabeth [?] · December 3, 2015 · 🌐

Remember when we had a volunteer appreciation day with donuts and hot chocolate? Volunteers rock! #tbt



293 people reached

Boost Post

👍 Like 💬 Comment ➦ Share



DePauw Community Service, Rachel Hanebutt, Ashley Sipe, Abby Joens-Witherow and 9 others like this.



Write a comment...



<https://www.facebook.com/DePauwCommunityService/>
Press Enter to post.



DePauw Community Service

Published by Lauren Elizabeth [?] · February 2 at 11:42am · 🌐

Come to the service fair in the UB lobby, we have pizza! 😊



174 people reached

<https://www.facebook.com/DePauwCommunityService/?ref=ts>

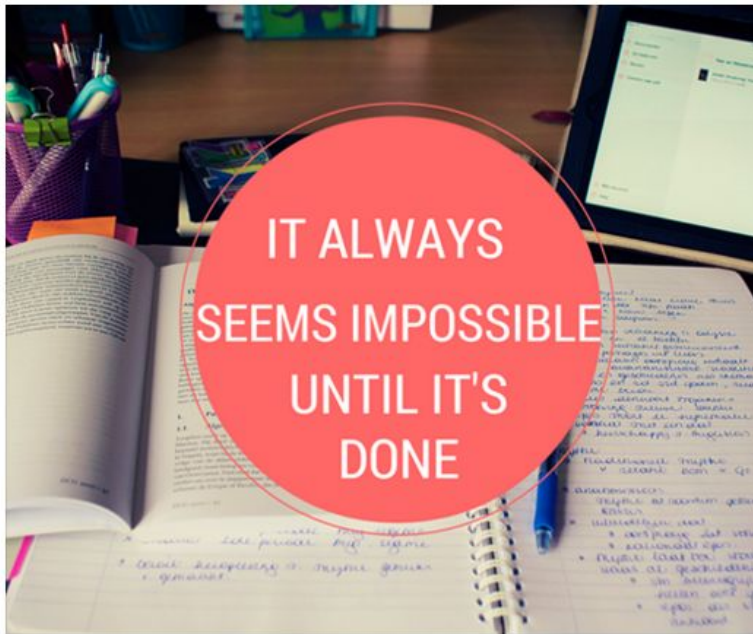
Boost Post



DePaul Community Service

Published by Lauren Elizabeth [?] · December 11, 2015 ·

You got this Tigers! Keep studying and make sure to take short breaks!



63 people reached
<https://www.facebook.com/DePaulCommunityService/?ref=ts>

Boost Post

Explain and Send Screenshots



DePauw Community Service

Published by Lauren Elizabeth [?] · December 7, 2015 · 🌐

Can you say YUM?? We want to thank our volunteers for a wonderful semester and give you guys a scrumptious study break! See you there! #getyourcookieon

The advertisement features a background image of several cookies decorated with light blue frosting and white icing designs, including a prominent snowflake. A large, curved orange graphic element separates the image from the text on the right. The text is centered and reads: "DCS COOKIE PARTY!" followed by "THIS FRIDAY, DEC. 11TH 9AM-12P STUDENT ORG. SPACE" and "TAKE A WELL DESERVED STUDY BREAK THIS FRIDAY AND COME DECORATE (AND EAT!) SOME YUMMY COOKIES WITH DCS!".

**DCS
COOKIE PARTY!**

THIS FRIDAY, DEC. 11TH
9AM-12P
STUDENT ORG. SPACE

TAKE A WELL DESERVED STUDY
BREAK THIS FRIDAY AND COME
DECORATE (AND EAT!) SOME
YUMMY COOKIES WITH DCS!

315 people reached

<https://www.facebook.com/DePauwCommunityService/?fref=ts>

Boost Post

"My name is Giramata.

I am from the wealthiest and most fertile soils of Afrika.

In a land of a thousand hills, Rwanda from the capital city of Kigali.

I spell my capital city with a "K" and I will spell my home with a "K".

So, Dear Google, when I wrote AFRIKA, it was not a typing error. ...

[See More](#)



Unlearning Lessons of Injustice: The conscious decision of spelling AfriKa with a "K"

From birth, my parents wished and bestowed upon me blessings of wealth and prosperity through my...

HARTMANHOUSEMEDIA.COM

2,167 people reached



[View Results](#)

Like

Comment

Share



Ellen Tinder, Rachel Hanebutt, Colleen McCracken and 27 others like this.

1 share

<https://www.facebook.com/HartmanHouseaIDePaaw/?ref=la>

[Write a comment](#)

Explain and Start Screenshots



DePauw Community Service

Published by Lauren Elizabeth [?] · November 4, 2015 ·

Who run the world? Volunteers! #themoreyouknow #happywednesday



99 people reached

Boost Post

Like

Comment

Share



DePauw Community Service, Rachel Hanebutt, Annie Remack and 2 others like this.

<https://www.facebook.com/DePauwCommunityService/>

The following content is not visual. Check the “reach”.

Explain and

Send Screenshots



hartman house

Published by Matt W. Cummings [?] · December 2, 2015 · 🌐

3rd Annual Christmas Tree Lighting

Everyone is invited to the 3rd Annual Christmas Tree Lighting at Ubben Quad on Wednesday, Dec 2nd at 7pm.

Join with others in singing Christmas carols, enjoying hot chocolate and apple cider, and counting down to the lighting of the Christmas tree! Plus, enjoy performances from The Keynotes, DePauwCappella, Exalt! Gospel Choir and The Italian Club.

43 people reached

Boost Post

<https://www.facebook.com/hartmanhouseatDePauw/>



Explain and Send Screenshots



Hartman House

Published by Matt W. Cummings [?] · August 28, 2015 · 🌐

Love him or hate him, the [#AskGaryVee](#) show talks about the ethics of choosing clients who values don't align with yours , thoughts?

<https://www.youtube.com/watch?v=cXAqaSMuJCo&feature=youtu.be>

41 people reached

Boost Post

 Like  Comment  Share

<https://www.facebook.com/HartmanHouseadvertising/>





2

**Build Your
Audience**

2

**Build Your
Audience**

**The medium is
is the message**



You must have strategy

Adopted from Kivi Miller "Content
Marketing for Non-Profits"



**You must
have
strategy**

Adopted from Kivi Miller "Content
Marketing for Non-Profits"

Content Strategy

- ⦿ Each piece fits your “big story”



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strategy**

Adopted from Kivi Miller "Content
Marketing for Non-Profits"

Content Strategy

- ⦿ Each piece fits your “big story”
- ⦿ Dominated by 2nd person
“YOUR/YOU”



**You must
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Adopted from Kivi Miller "Content
Marketing for Non-Profits"

Content Strategy

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“YOUR/YOU”
- ⦿ Opportunities/Next steps



**You must
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strategy**

Adopted from Kivi Miller "Content
Marketing for Non-Profits"

Content Strategy

- ⊙ Each piece fits your “big story”
- ⊙ Dominated by 2nd person
“YOUR/YOU”
- ⊙ Opportunities/Next steps
- ⊙ Consistent Communications



You must have strategy

Adopted from Kivi Miller "Content
Marketing for Non-Profits"

Content Strategy

- ⦿ Each piece fits your “big story”
- ⦿ Dominated by 2nd person
“YOUR/YOU”
- ⦿ Opportunities/Next steps
- ⦿ Consistent Communications
- ⦿ Readers “feel” smarter after engaging
you



Talk To Your Audience

Facebook

- ⦿ Post 3-5 times a week.
- ⦿ Use FB Insights.
- ⦿ Visual.
- ⦿ Pay to boost.



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Instagram

- ⊙ Easier to get following
- ⊙ Multiple daily posts are okay.
- ⊙ Learn your campus “#s”



Talk To Your Audience

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- ⦿ Post 3-5 times a week.
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Mailchimp

- ⦿ This should be monthly.
- ⦿ 2-3 Images.
- ⦿ Student driven-content.
- ⦿ Link to external pages

**Look at this
Eagle**



**Look at this
Eagle**

Graphs are coming up next, just wanted to
captivate your attention before the data comes



In September 2015, we
launched a content posting
strategy for two FB pages...

The third graph had no content strategy. We wanted to benchmark if our strategy would harvest likes.

Content Strategy Won.

Hartman House

Explain and Send Screenshots
Total Page Likes as of Today: 189



BENCHMARK
Compare your average performance over time.
Total Page Likes

DCS

Explain and Send Screenshots
Total Page Likes as of Today: 251



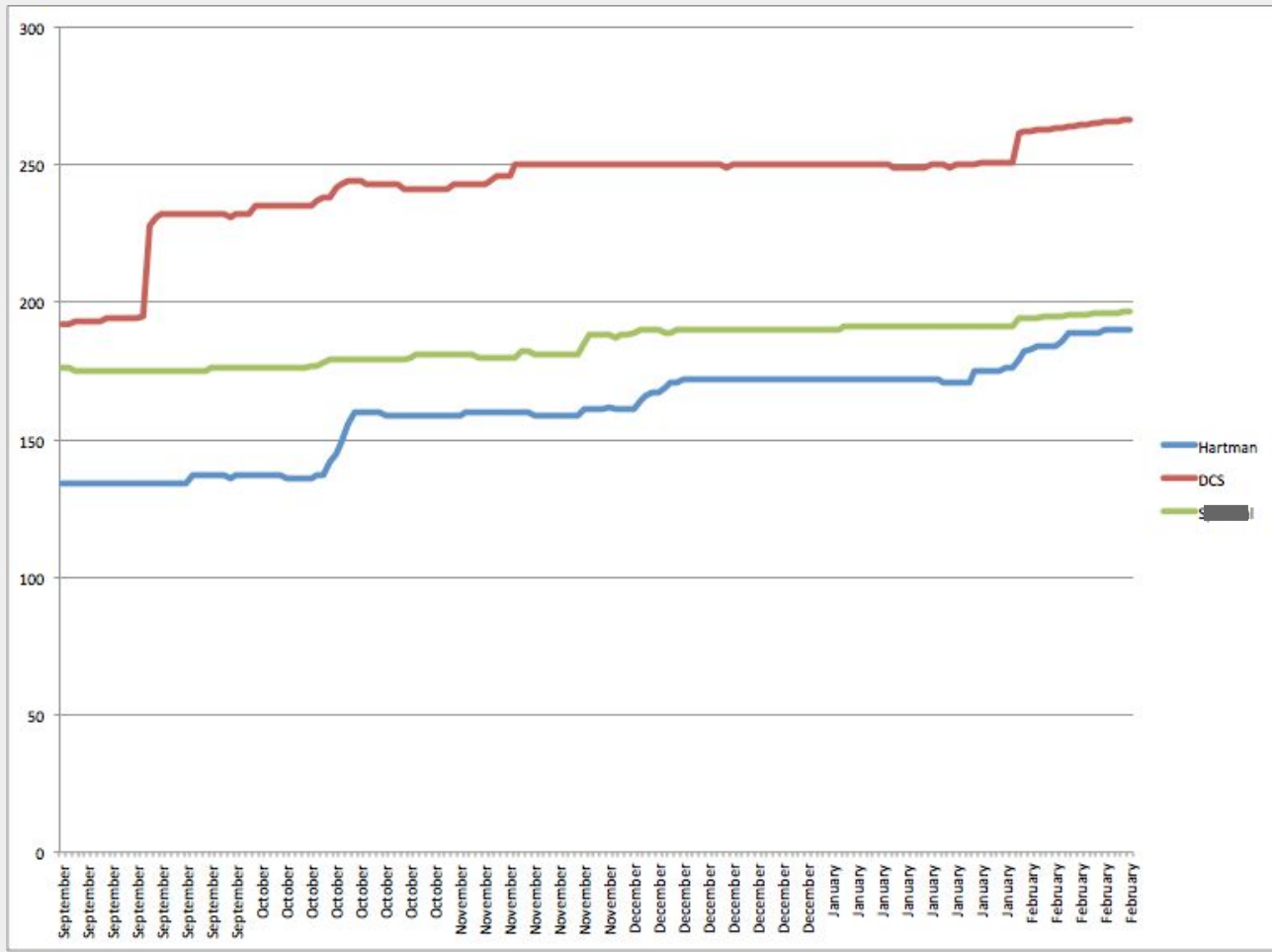
BENCHMARK
Compare your average performance over time.
Total Page Likes

“Other Page”

Explain and Send Screenshots
Total Page Likes as of Today: 192



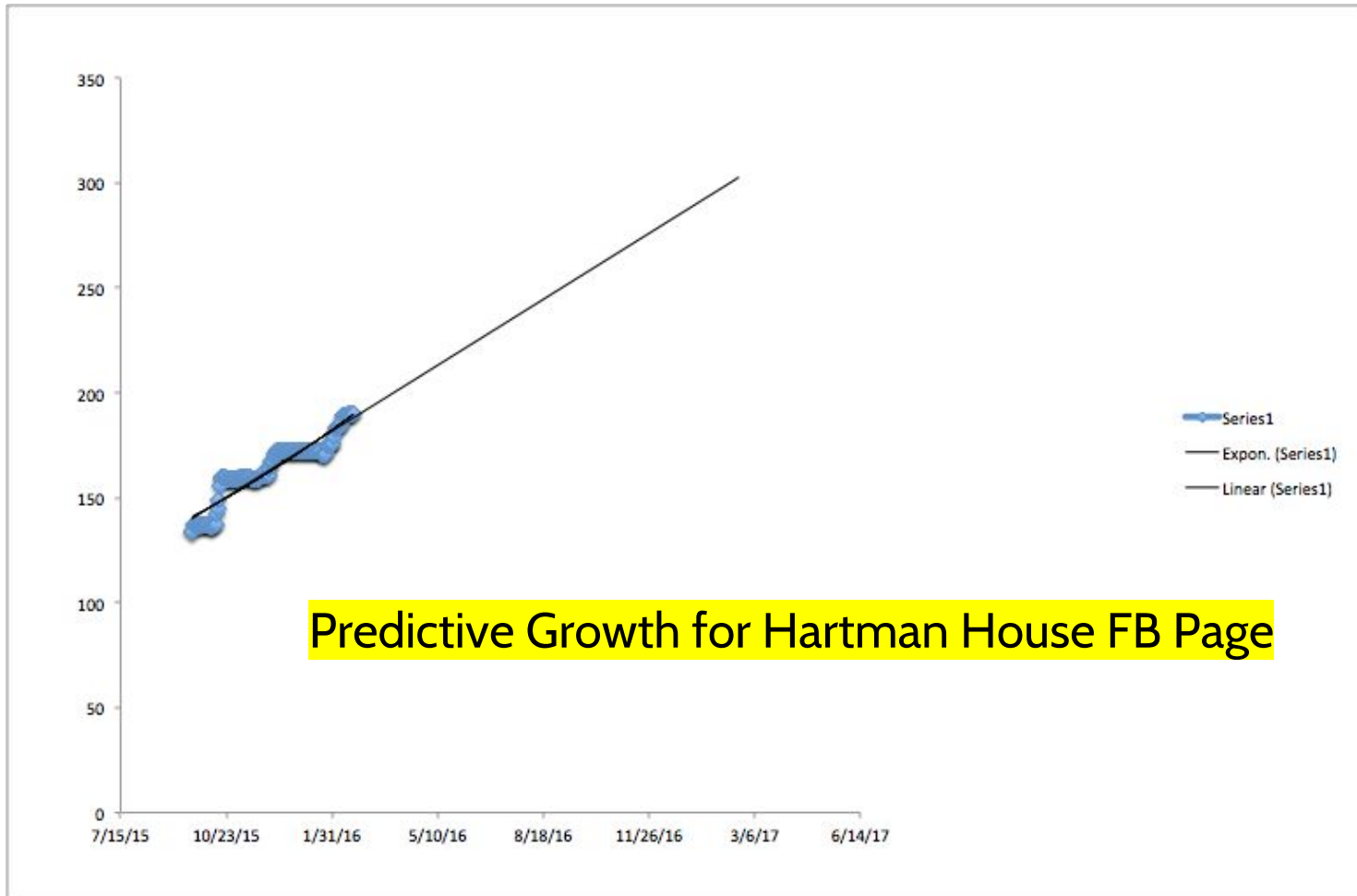
BENCHMARK
Compare your average performance over time.
Total Page Likes

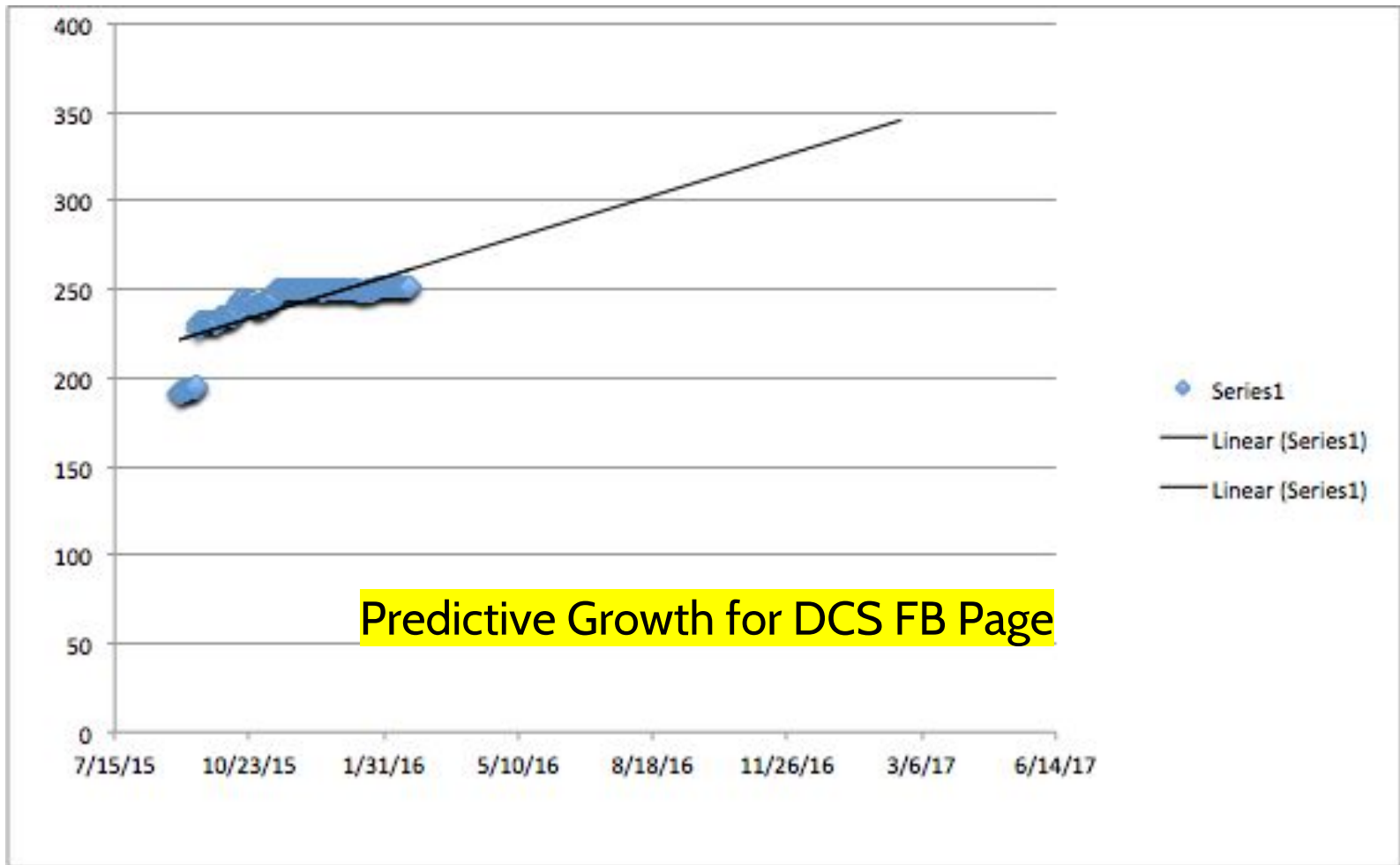


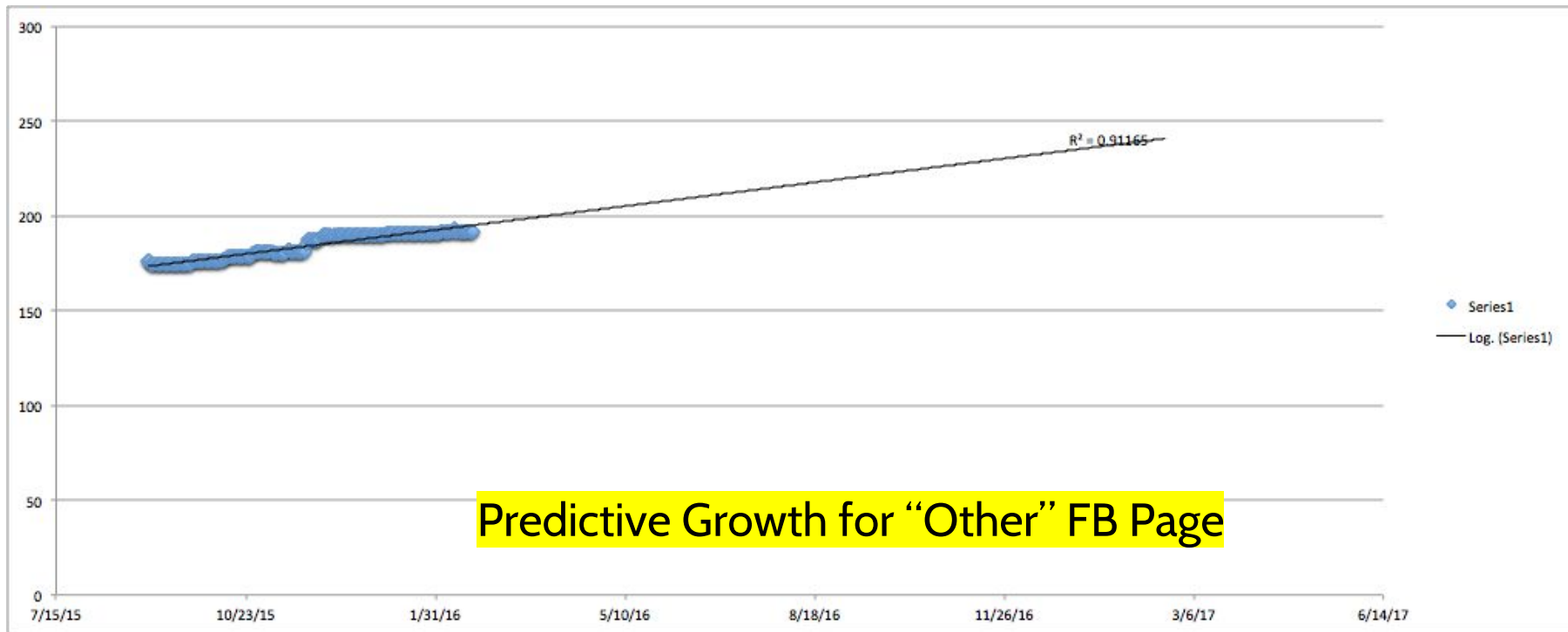


FB Data

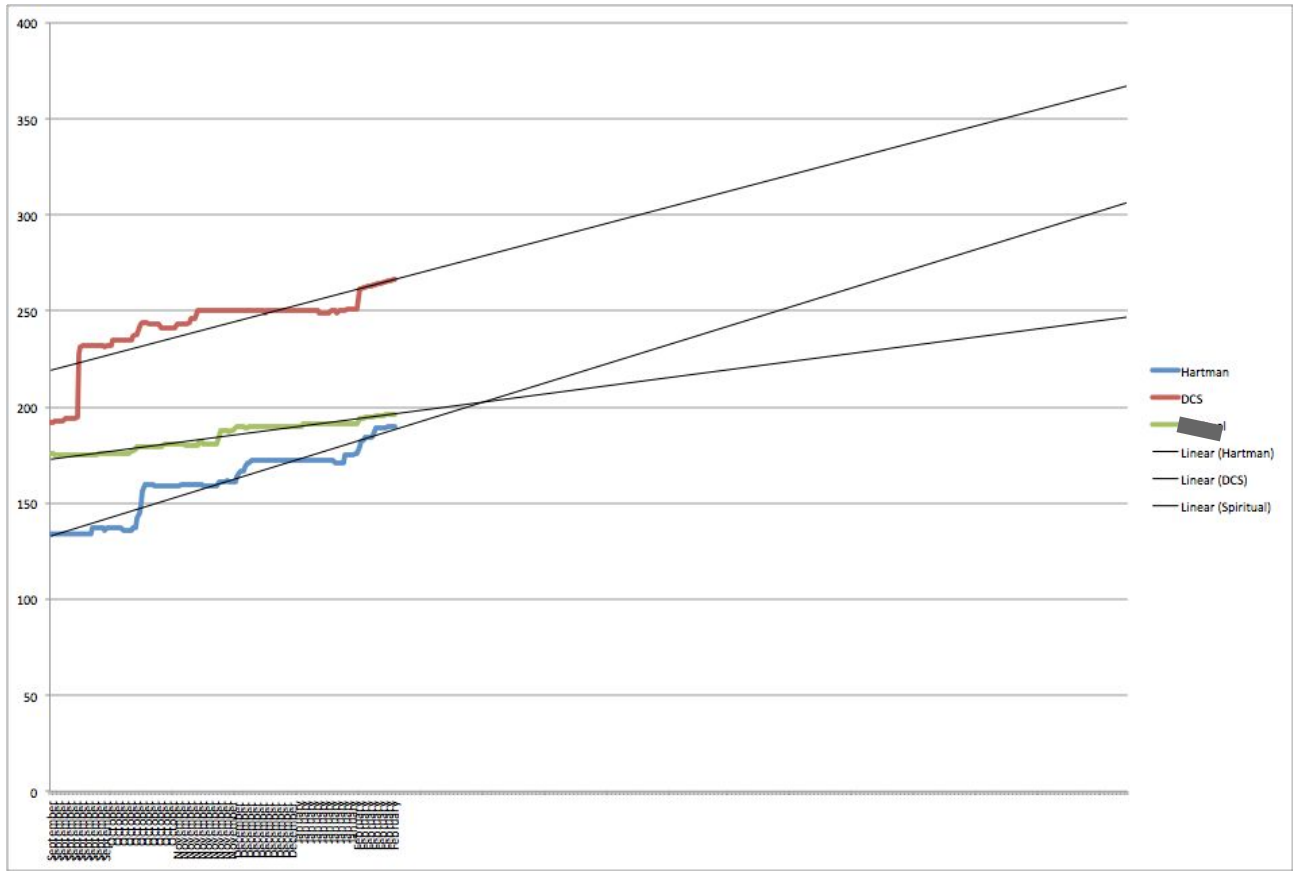
	Impressions	Start Likes 9/1	Current Likes 2/19	Growth Percent	Pred. 1 year
Hartman House	39,741	134	190	41.79%	300
DCS	32,644	192	251	30.72%	345
Other	10,152	176	192	9%	240







Predictive Growth for "Other" FB Page







No more charts. :)

3

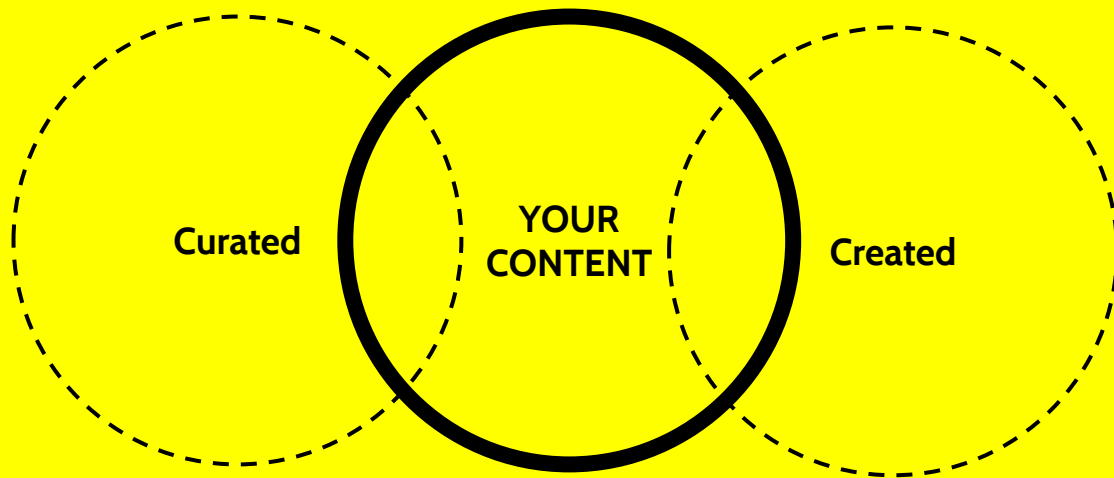
Creating Content Plans

3

**Creating Content
Plans
that ~~don't suck~~
are Engaging**



Creating Content





Curate the Content

REPOST

- ⦿ AllTop.com
- ⦿ Reddit
- ⦿ BuzzFeed.
- ⦿ Top Social Media Influencers
 - George Takei
 - Guy Kawasaki
 - Gary Vaynerchuk
 - Kivi Miller



Create the Content

Create

- Visual
- Less text
- If possible, short video.

**Homework
time
:)**

**Homework
time
:)**

Your Content Creation Plan

- ⦿ **What are your center/organization's core values?**

**Homework
time
:)**

Your Content Creation Plan

- ⊙ What are your center/organization's **core values**?
- ⊙ How are these values being **fulfilled** by people at your center?



Homework
time
:)

Your Content Creation Plan

- ⦿ What are your center/organization's **core values**?
- ⦿ How are these values being **fulfilled** by people at your center?
- ⦿ How can you make these content moments?



Credits

Special thanks to all the people who made and released these awesome resources for free:

- ⦿ Presentation template by [SlidesCarnival](#)
- ⦿ Photographs by [Unsplash](#)

Thanks!

Any questions?

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