 **WAYS TO SUPPORT + AMPLIFY YOUR ORG’S MOST IMPORTANT VOICES**

**SMOOTH SOCIAL OPERATIONS TIPS + PERSPECTIVES**

* **Social stewardship does not equal ownership.** 
  + As a reflection of everything our company and people represent, social is a team sport owned by all.
  + We proactively involve employees in social content and constantly communicate we’re open to ideas and assistance from those who want to team up. A strategist who doesn’t want to lose secondary design skills? We’ll keep those fresh! A producer who likes to create custom music tracks on the side? Our background tracks are on lock.
* **Make space for planned content, real-time content and organizational accountability.**
  + We have an executive committee sponsor who hooks into our core social team. This person is a final gut-check on the strategic direction of social initiatives. They are also our advocate for what’s working/what’s not working and resourcing needs.
  + Quarterly content sessions map out major social initiatives, monthly brainstorm sessions allow for building upon desired content themes as a team and thrice-weekly 15-minute standups are quick-fire sessions on real-time content opportunities.
  + Monthly data reports with trends and observational insights on top-performing posts, duds and lessons learned inform where to keep pushing and where to experiment/try to optimize.
    - Recognize that your channel performance may not line up with tool-wide trends (for example: in-feed Instagram content for Martin far outperforms IG story content, so we lean on in-feed posts and try to extend in-feed content through story content to grow that part of our social presence). Important to stay focused on what you’re trying to achieve and your channel data that’s telling you how close or far you are from those objectives.
    - Your brand doesn’t have to be everywhere! A single platform presence is an investment. Consider what your strategic objectives are and who you really want to speak with.
* **Have goal posts and north stars.**
  + - Martin’s mission and vision and values guide our content.
      * For example, candor is a value. So, if caption copy feels like it’s beating around the bush it gets reworked.
        + How are we infusing real talk in what we put out in the world?
        + What are the conversations others in our industry aren’t comfortable having? Let’s go there.
        + Is this how we’re talking about things within our four walls? If we feel the need to filter, we aren’t being true to our best version of self.

**PROVIDED BELOW IS A SAMPLE SOCIAL BRIEF. THIS WAY, YOU CAN SEE AN EXAMPLE OF HOW TO OUTLINE A CONTENT STRATEGY FOR EXECUTION—WITH A FRAMEWORK FOR HOW TO TRACK CONTENT TYPE/FILE SAVING/TIME MANAGEMENT, ETC.**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_SAMPLE SOCIAL BRIEF [EARTH DAY]**

**JOB NUMBER: Provide for logging time to initiative, if applicable.**

**TASK PARAMETERS + REVIEWERS:**

* Include any subject matter experts you may be using for content development.
* List other reviewers or stakeholders in your organization who need to track content development.
* Any adjacent initiatives people should be aware of? (In our case, we had some editorial content underway to complement the social effort on Martin’s website and on Linkedin. We provided the contact name for the resource leading that effort here, for continuity.)
* Provide time targets for Impact Engineers and Designer working on task to help them manage time spent executing on vision.

**FILE MANAGEMENT: Acknowledge where people need to save copy and imagery drafts and files.**

**BACKGROUND + ASK:**

In the last year or so, Martin’s invested in sustainability—not only internally, but it’s also inspired brands to initiate their own green efforts. The Green Team is 20ish strong. We’ve increased the amount recycled by Martin to over 107,000 LBS each month. Lift that. We are also working toward building a business case for sustainability as a new revenue source for the agency and clients (that’s not fit for press yet! Keep it on the DL).

Our early POV is: Marketing is the missing link to a truly sustainable world.

So, let’s use Earth Day to lay a foundation for conveying our larger commitment to sustainability: as an agency and responsible humans. We also have the opportunity to flex our **curiosity and heart** with cultural insights on shifting behaviors and sentiment toward sustainability right now.

* **CONTENT BUCKET: Identify a content pillar or bucket this initiative would ladder up into. Also, provide channel considerations. In this case, we flagged Instagram + Twitter (we opted to only run the series on Instagram at the time).**
* **PRIMARY AUDIENCE: Any common demographics or audience segments you hope to target with this content? Outline them here.**

**SAMPLE TACTICAL VISION:**

**Vision deck from Martin’s Green Team provided separately.**

Develop content to support three rounds of static posts for Instagram for the week of Earth Day (April 22).

**EXPLORE + DECIDE:** Leverage Instagram stories for supplemental cultural insights series and amplification of #WorkForOurHome participation.

* Consider opportunity to repurpose cultural insights and potential Martin news as Twitter fodder.

**Design considerations:**

* Vibrant and pattern heavy. Color variation appreciated!
* Open to illustrations or detail rich photos
* Open to GIFs for some of them (Ex: leaves blowing in the wind) #GIFGame

**Timeline and deliverable ask:**

Deliverable drafts of design and proposed copy needed by noon on **April 16.**

* Round 1 (IG Carousel): Will get published on April 20.
* Round 2 (IG Carousel): Will get published on April 21.
* Round 3 (IG Carousel): Will get published on April 22.
  + If we solidify IG Story and Twitter plan, drafts due for those materials by noon on April 17.

**COPY FOR STATIC POSTS**

**Quick Note About Tone:**

***Martin’s making some brand tone shifts. Tonality direction document provided separately.***

* **STATIC POST 1**:

**[HEADLINE IN VISUAL]**

Impacting Culture By Making A Positive Impact On The Environment

**[CAPTION]**

Last year, The Martin Agency formed The Green Team—a group of about 20 people across all departments dedicated to helping the agency become an industry leader in green practices and sustainability. And it makes sense—Richmond, VA, has been named one of the best outdoor adventure cities in America by Travel & Leisure (and we’ve got class IV rapids less than a mile from our office). We see the beauty of the natural world every day, right out our windows.

Since then we’ve made a number of changes at work and at home—from the operation of the building, to the way we work and even how we get to work—all to achieve that goal. To us, sustainability matters. Why? Well, funny you should ask. Check out our stories to see why it’s important that everyone do their part to save this beautiful world.

* **STATIC POST 2**:

**[HEADLINE IN VISUAL]**

How can you get your sustainability cranking?

**[CAPTION]**

Good question. Here’s what we’ve done at Martin so far, but we’d love to hear some of your ideas as well.

We moved to centralized waste areas in 2019, so all garbage and recycling are in one spot. After everyone was done rolling their eyes like put-off teenage daughters, it actually encouraged everyone to get up from their desks and recycle more. Now, we recycle over 107,000 lbs. a month. (Insert analogy here about how many elephants that is or how far to the moon all of those Twisted Tea cans would go if they were stacked up.)

We also have a bike share program right inside the agency so people can be green when they head to a record, grab lunch or head down to watch the James River churn.

And we’ve pushed many of our clients to take on green projects, like Project ReCoop—a chicken coop made by Purina that can float in times of flooding to save chickens. And there are many more to come.

* **STATIC POST 3:**

**[HEADLINE IN VISUAL]**

This Earth Day, let’s #WorkForOurHome

**[CAPTION]**

This is a weird Earth Day, right? Typically, you’d wanna get out there into the world and do some save the planet-y stuff. (Captain Planet would’ve been far less entertaining if he was just ordering DoorDash from his couch all the time instead of fighting for the planet.) But this year, well, we all know the best thing we can do is stay as out of the world as possible.

Just because we’re in bizarro world doesn’t mean we can’t still help the world, however.

That’s why this Earth Day we’re implementing #WorkForOurHome, encouraging all our Martinites to do something at their homes to help the environment in some way. That might mean planting a tree in the yard. Or starting a compost pile. Or just taking a shorter shower. Hey, every little bit helps.

And there’s no reason #WorkForOurHome has to be limited to Martin. Feel free to play along at your home. Share what you’re doing to #WorkForOurHome and tag us. We’re gonna put ‘em all in our stories to spark ideas and make sure this Earth Day is just as earthy as all the others. From home. Consider what actions you can take every day to make a lasting change.

**APPROVED COPY FOR IG STORIES**

**ROUND #1**

* Tile: All this time spent in quarantine has done more than just keep us safe from COVID-19 –it’s had major positive effects on our Mother Earth, too. (Note for KWW—insert relevant memes).
* Tile: Okay, memes and jokes aside, the changes we’re seeing around the globe are actually a pretty big deal, so we’re choosing to celebrate these small victories for Earth Day’s 50th anniversary coming up this week.
* **Tile SECTION [Note for designer: Go with your gut if we need to break across multiple tiles:** 
  + **We’re seeing a decrease in….**
    - Emissions/pollution
      * [Nasa satellite images](https://thehill.com/changing-america/sustainability/environment/492225-pollution-drops-30-percent-in-northeastern-us) show a 30% decrease in nitrogen dioxide.
      * Forbes reports that air pollution has dropped on average [50% in some big European cities](https://www.forbes.com/sites/jeffmcmahon/2020/04/16/air-pollution-drop-surpasses-50-percent-in-some-cities-during-coronavirus-lockdown/#1d565fe7557b) (a major contributor to respiratory illnesses).
    - Energy consumption
      * In Europe, daily at-home [energy use has dropped](https://www.bruegel.org/2020/03/covid-19-crisis-electricity-demand-as-a-real-time-indicator/) since the beginning of quarantine—Bruegel’s spotting similar trends across countries on lockdown.
* **Tile SECTION [Note for designer: Go with your gut if we need to break across multiple tiles:** 
  + **And an increase in…**
* Pet adoptions
  + - Humane Society cites [70% increase](https://www.usatoday.com/story/entertainment/celebrities/2020/03/27/animal-adoptions-shelters-get-creative-pair-parents-pets-amid-coronavirus/2907199001/) in adoptions in NYC and LA.
  + Homesteading (BYO Chickens!)
    - The Ogden Intermountain Farmers Association told AP News that the store sold 1,000 chicks in one day.
  + Planting and gardening
    - [Sales for veggie seeds are up](https://www.huffpost.com/entry/seeds-crisis-gardening-coronavirus-food_n_5e85eca0c5b6f55ebf492212)—echoing the Victory Garden movement during WWI and WWII.
  + Backyard stargazing
    - Previously, only [2% of people](https://www.theguardian.com/news/shortcuts/2019/apr/18/stargazer-guide-night-sky-light-pollution) who took part in the UK star census were able to experience a truly dark sky [seeing more than 30 stars]
  + Wildlife is flourishing in the great outdoors
    - Take Yosemite National Park: Since closing, the bear [population has quadrupled!](https://www.latimes.com/california/story/2020-04-13/coronavirus-closure-returns-yosemite-to-the-animals) (according to The Los Angeles Times)
  + NEW TILE: Ashley, if you give me a blank tile, I’m going to add a poll (For KWW: What changes/shifts are you seeing in your community?)

**ROUND #2**

* Tile: Just because we’re in quarantine doesn’t mean we can’t still celebrate Earth Day in actionable ways! Here are some thought starters on how to make lasting contributions on our environment while practicing social distancing.
* **Tile SECTION [Note for designer: Go with your gut if we need to break across multiple tiles:** 
  + **Try out...**
* Composting
  + According to the EPA, curbside composting collection programs are on the rise—serving [6.1 million](https://www.epa.gov/sites/production/files/2019-11/documents/2017_facts_and_figures_fact_sheet_final.pdf) households. Hit up Google to see what’s available in your community (some groups and community gardens will even come to you to pick up those compostable goodies).
  + Composting Lite is also a great start! All you need is a recycling bin.
    - Baking your own bread
      * Everyone’s doing it (or trying). And if this sounds interesting to you, you’re not alone: The number of [people searching “bread”](https://www.eater.com/2020/3/25/21194467/bread-tops-google-trends-searching-for-recipes) on Google hit an all-time high.
    - Employing the “Vampire Technique”
      * Unplug all unused electric items that are sucking your energy (and money).
* **Tile [Note for designer: Trying to make this one tile, if possible]** 
  + **Spend some time…**
    - Teaching your family about the importance of outdoors and the animals that we share our world with.
    - Researching local nonprofits like Keep Virginia Cozy and the Chesapeake Bay Foundation. (Note for KWW: I’ll manually tag: (@keepvirginiacozy) @chesapeakebayfoundation)
    - Making an in-home garden with vegetable scraps (it’s easier than you think!).
    - Calling local representatives and asking them to take action on climate change.
    - Repairing old clothing instead of tossing it in your spring cleaning routine.
* **Tile SECTION [Note for designer: Go with your gut if we need to break across multiple tiles (made some recommendations):** 
  + **TILE: Make a habit of...**
* Separating trash from recycling (pro tip: make it a family challenge!)
* Bringing your own grocery bags to the store (just don’t forget your reusable mask!)
  + TILE: Supporting companies with climate commitments and annual sustainability reports. (KWW will manually tag the following accounts @oldnavy @purinafeedgreatness @ups @timberlandpro @adidas @seventhgeneration @abinbev @hanes)
  + TILE: Storing leftover food in reusable containers vs. disposable ones.
    - Walking instead of driving (when applicable).
  + TILE: Going meatless once a week.
    - * + If you want to level up—going vegan once a week can cut up to [8.4% of greenhouse](https://vegconomist.com/society/eating-vegan-once-a-week-can-reduce-greenhouse-gases-by-8-4-per-year/) gas emissions, according to a recent UK Greenhouse gas emission study.
  + NEW TILE: Ashley, if you give me a blank tile, I’m going to add a poll (For KWW: What changes/shifts are you seeing in your community?)

**ROUND #3 [Note—we’ll be sharing tagged stories throughout the day]**

* Tile: We’ve challenged our TMA employees to spend (at least!) an hour today doing something that helps Our Home (aka the planet we all share, duh). We even made a special time code for this. So yeah, you could say we’re pretty into it.
* Tile: And now, we’re taking this to the next level by challenging other organizations to do the same.
* Tile: Share how you’re committing to healing our planet during your time at home today by tagging us and using #WorkForOurHome on social—and we’ll repost some of our favorites here, on IG stories. (Note: Impact Engineer will tag IPG in post)