



Organic Social

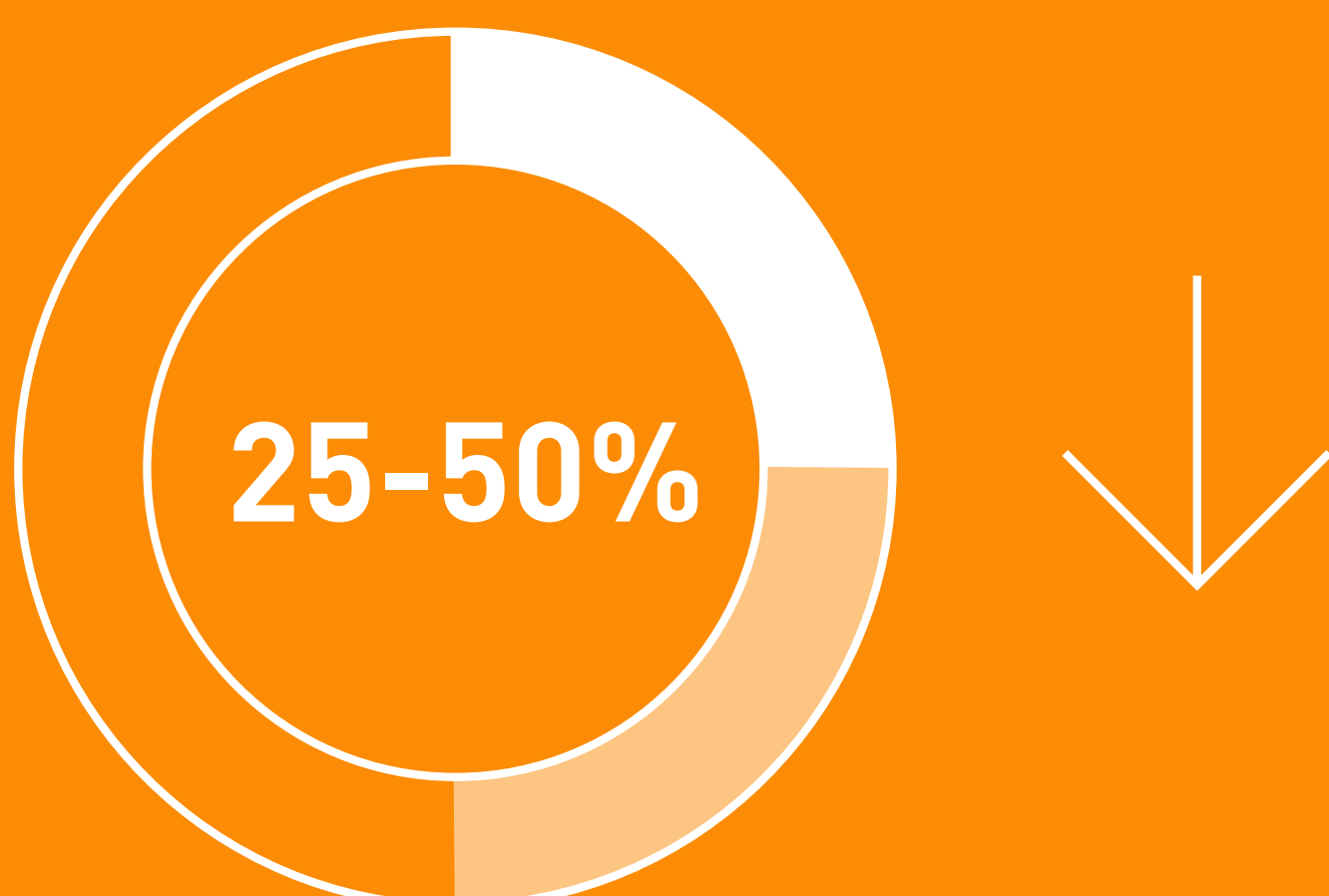
V.A.L.U.E. Model

VALUE

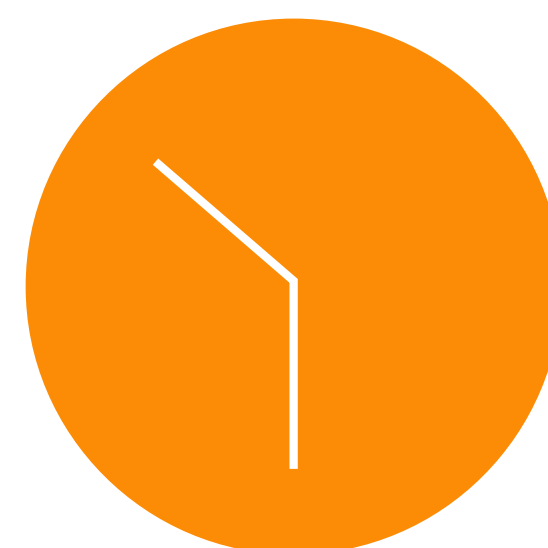
VOLUME

What does your weekly cadence look like across your enterprise channels?

Are you compromising quality of messaging to outpace the competition or publishing just for the sake of it? If so, look at the volume of content you're distributing and try dialing back by 25 to 50%.



While everything you're deploying should be audience-first—providing value to your audience or allowing them to mentally break free from their monotony—any and all posts you're deeming essential should only be hitting your channels at critical engagement times.



Each platform has a key time to post. Learn it. Take advantage of it. Monitor your content. Adapt if needed. Odds are your publishing tool is curating reach, impression and engagement metrics on past published content to help you uncover your own best time to post on social.

V A L U E

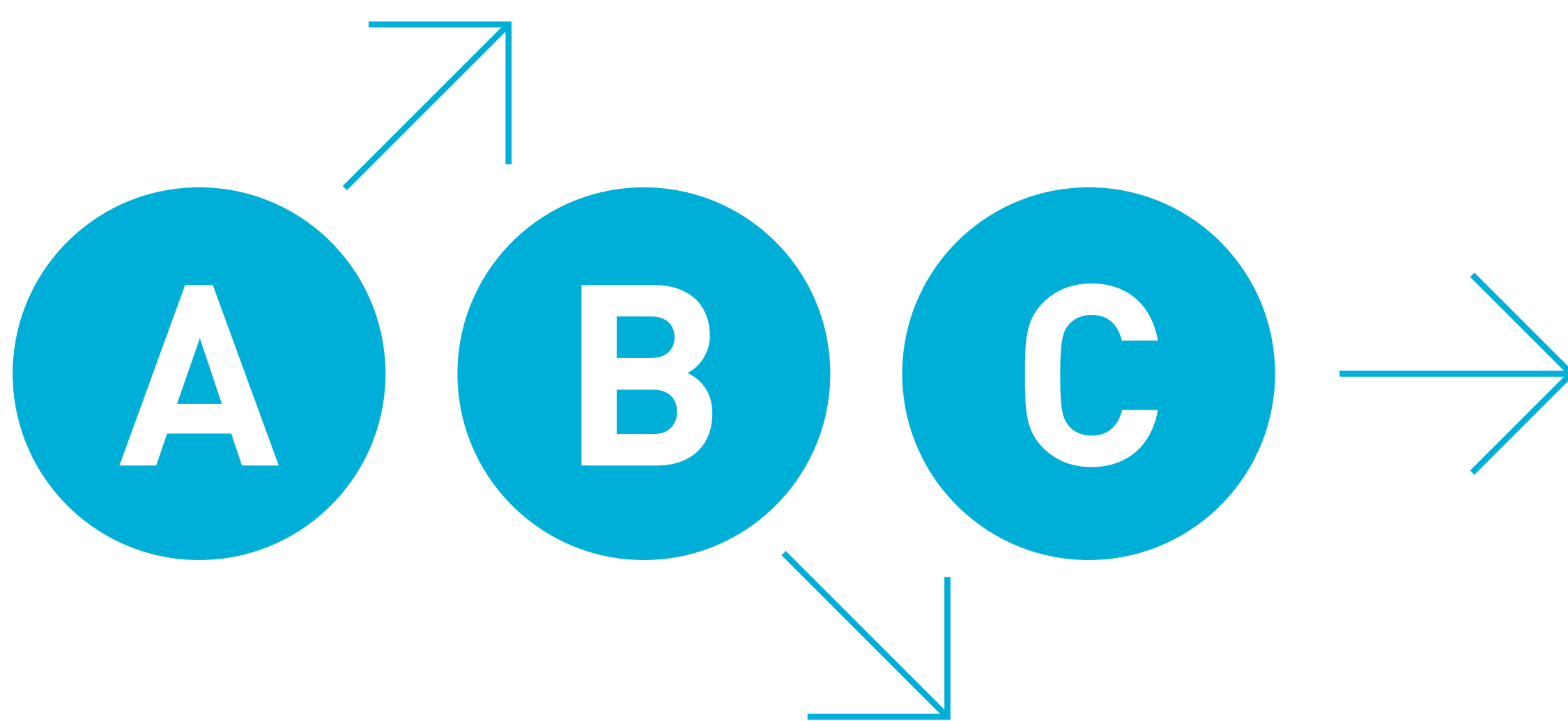
ACTIONABLE

You've published content that checks all the right boxes. Kudos to you! So, now what?

Well if that content truly checked the boxes, you've given your target audience something to do after or while they're consuming your content. Posts, videos and images published to brand channels during the pandemic need to be actionable.



Think of actionable in marketing terms: Where are your posts directing your users? What's the desired action you want User A to take? Is it the same as User B? What about User C?



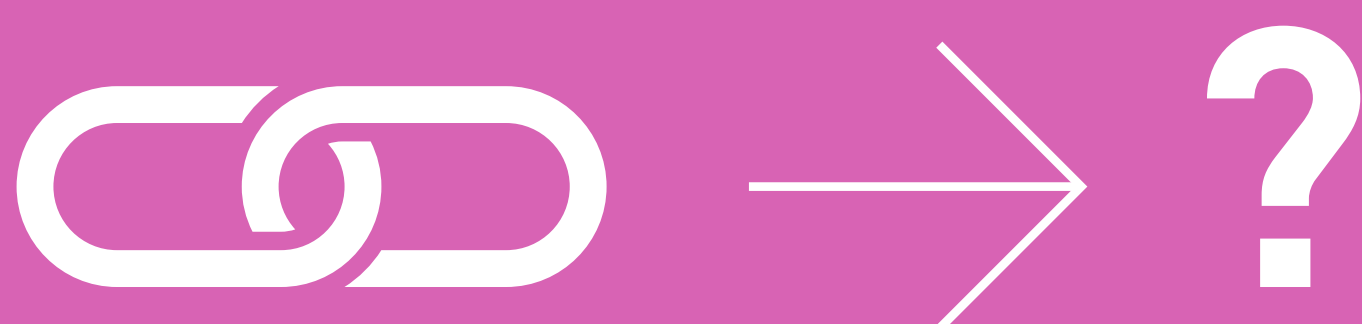
Now more than ever, your content should be inspiring your audience to do something, not just consume the content and move on. You're fighting for brand visibility in a cluttered newsfeed, so make sure you're delivering more than just snackable content.

V A L U E

LINKABLE

Does your post link to a cause, message, person or subject audiences are familiar with and can relate to?

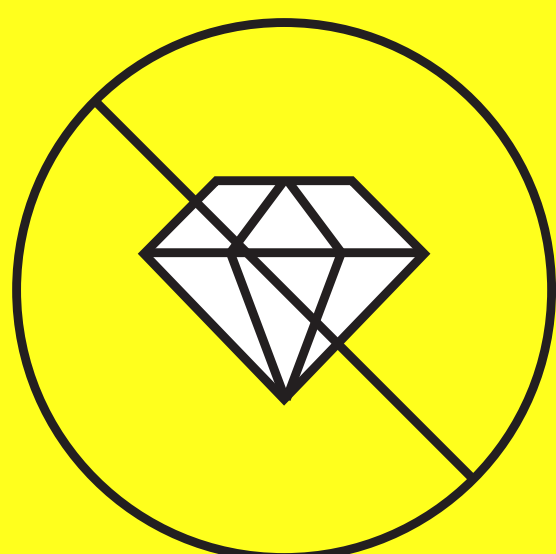
Linking content makes it timely, topical and more likely to garner intended engagements. Keeping that in mind, linking content to what your audience wants to see, not what you're used to showing them, can help your brand stand out and be seen.



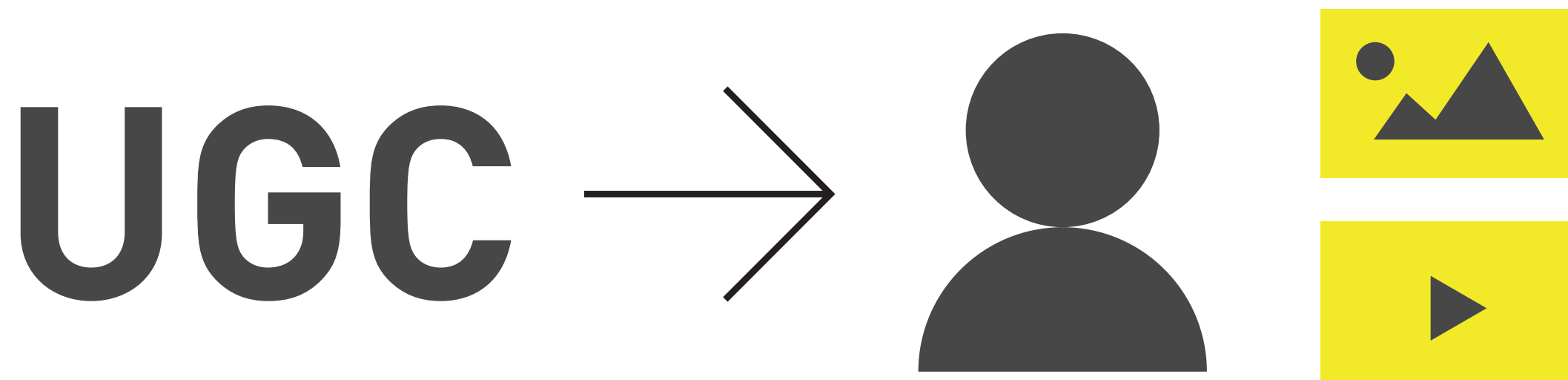
VALUE

USER- GENERATED

**The world
(and your followers)
understand the new
norm has caused a
slightly less polished
experience on social,
and really in all
production value—
and that's OK.**



Right now, it's about sincere, authentic messaging over big budgets and high-production pieces. Capitalize on the shift: Ditch the propped studio shots, CAD drawings and Photoshopped stock imagery.



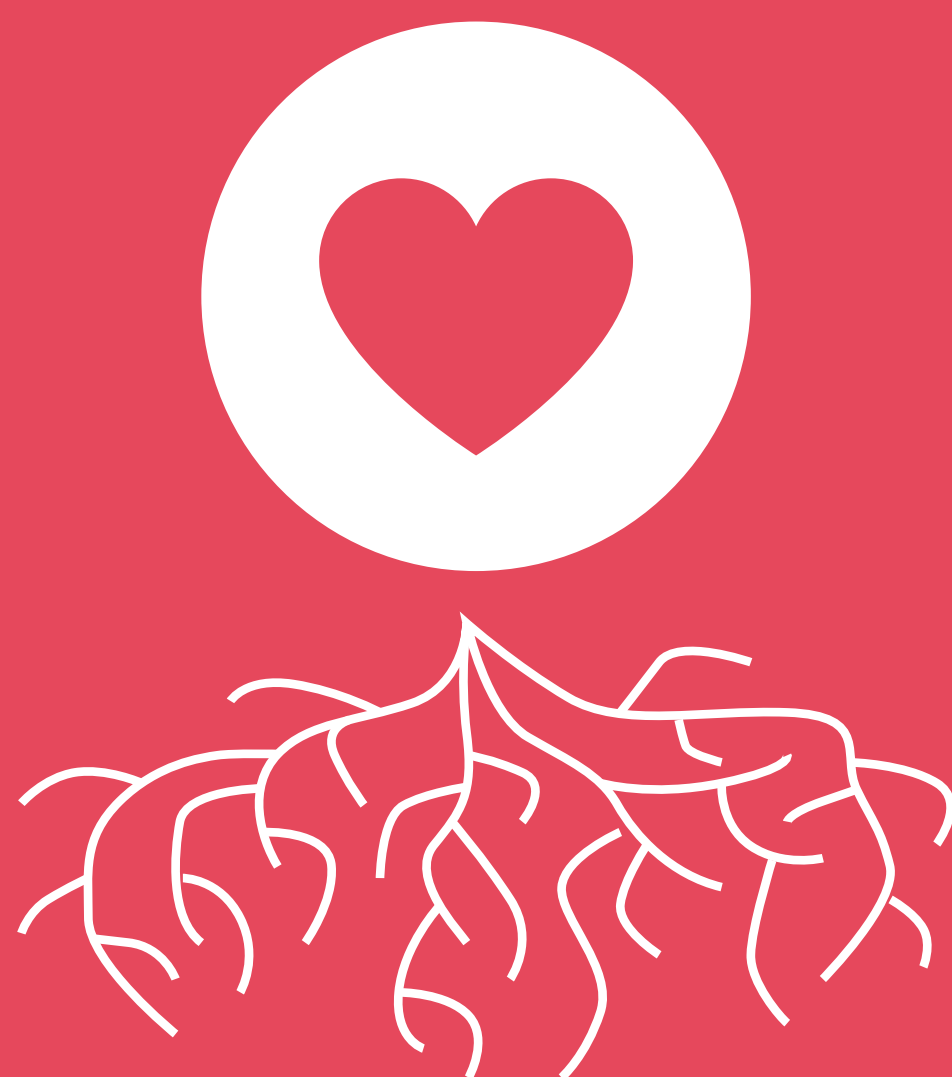
Instead, source creative from the front lines: Ask followers for selfies, videos, and other content straight from their iPhone library. If you haven't already, tap into influencers for a subtler approach to branded content. This raw, genuine content will resonate with your audience and feed their need for real, human connection.

VALUE

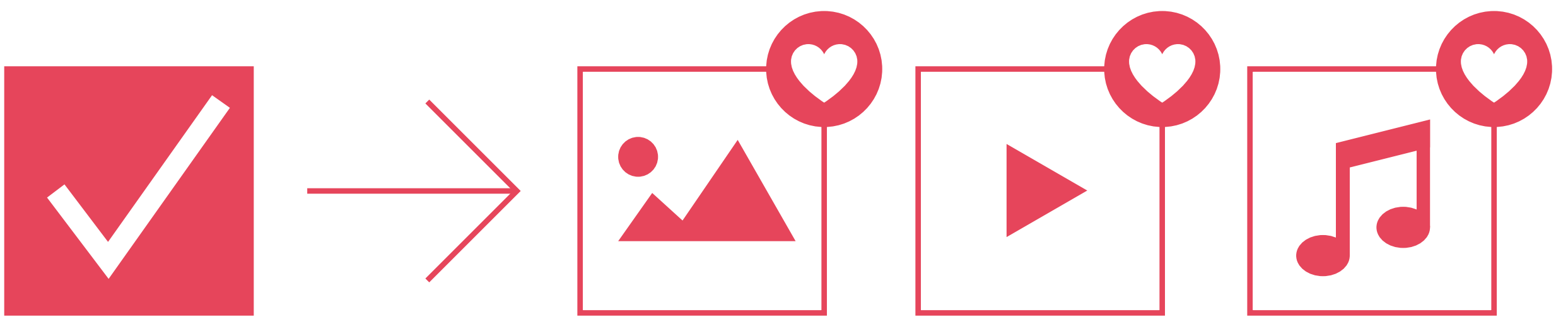
EMOTIONALLY CHARGED

**We've said it before
and we'll say it again.**

If your content is truly rooted in broadcasting an audience-first message, odds are you can tailor that content to be a heart-felt experience. During these times, audiences across platforms want to feel something from social, not just use it as an escape.



Social media usage rates are skyrocketing for a simple reason: Content is resonating on much deeper levels than ever before. Take advantage of this by elevating your usual posting mix and placing bigger bets on fewer pieces of content.



Check this box by using music, copy treatments and strong imagery and video to capture what's critical: emotion.



MOTION

We're here if you have questions about how to navigate your social strategy or modify your content plans.

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