

pepperit.

authentic marketing

social media content planner for associations

Get ahead with a
year of pre-planned
social media content

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Potts Point NSW 2011

Social Media Content Planning Made Easy.

Writer's block got you a little stumped? Having trouble coming up with social media content that will work for your association or not for profit?

We know how difficult it can be to come up with interesting, engaging and scroll-stopping content. That's why we produced a year's worth of social media content ideas for you.

Social media continues to provide an avenue to increase brand awareness and reach your membership efficiently. It also allows you to engage with your members on a personalised level, creating a greater sense of community and connection.

Happy writing using this time-saving guide.

Your Industry: Events, news and trends.

1. Share industry news – professional external commentary
2. Share industry news – movers and shakers
3. Share industry news – government policy changes
4. Share industry news – takeovers
5. Share industry tips and advice
6. #OTD – share about milestones / breakthroughs on this day in history for the industry
7. Pioneers of the industry
8. Major profiles of the industry
9. Keynotes from industry events
10. Notices of key events for members
11. Repost content from affiliated communities and partners – join groups
12. 'Ask an Industry Expert' – engage with audience with a Q&A session, do this quarterly
13. Share press mentions and tag the reporter & publisher – one per month
14. Answer a commonly asked question in the industry – aim one per month
15. Share infographics related to industry trends – quarterly updates on trends
16. Share a fun fact about the industry – aim for quarterly
17. FAQs about the industry – share these individually
18. Industry Awards – share announcements about entering, reminder of closing dates and congratulate winners
19. (March) Show support for women on International Women's Day
20. (June) Show support for sustainable development on World Environment Day
21. (November) Support men's health in Movember

Your association: Content specifically about You.

28. Promote Annual General Meeting - allow 2 posts prior to AGM
29. Record or livestream your Annual General Meeting
30. Share a recap of your Annual General Meeting after the event
31. Share interesting information from the annual report
32. Membership renewal posts – set a series of reminders, combine with reasons for renewing
33. Announcements around your annual conference or other events – several posts in lead up offering reasons why members should attend
34. Posts during the conference – share key takeaways from presentations and networking
35. Announce new members
36. Top 10 reasons we love our industry
37. Share closure dates
38. Highlight member benefits – individual posts dedicated to each benefit
39. Share website content, new articles and blogs
40. Introduce team members – Q&A or profiles
41. Member experiences – profile members who are contributing to the association or industry – aim for one per month
42. Repost content from eDMs
43. Conduct a social media takeover by a member (someone you trust!)
44. Conduct competitions and giveaways – use this as an informal survey, or to increase membership
45. Share links to free resources e.g. webinars, online courses, downloads
46. Offer partnerships with complimentary businesses that will support your members
47. FAQs about your association – post these individually
48. Testimonials from members – aim for one per quarter

Your Association: the Human Side.

- 50. Share and celebrate your association's anniversary
- 51. Share team members' personal milestones e.g. work anniversary, birthday
- 52. Favourite local businesses to your office (or home office!) – individual shout outs that support your association e.g. sponsors and volunteers etc
- 53. Mentions of other local personalities
- 54. Behind the scenes – CEO preparing for conference, board meeting
- 55. Celebrate other special days like National Coffee Day and Walk to Work Day
- 56. (December) Send Christmas wishes from the team
- 57. (December) Reshare your top performing posts to review the year that was

About pepperit.

We're a full-service marketing agency based in Sydney, with clients across Australia.

With 90 years of combined experience in marketing brands, Pepperit specialises in helping associations promote themselves to reach their target audience. Working closely with our clients, we have helped them stand out with our expertise in strategy, built environment, brand, design and digital.

We go beyond meeting immediate needs, to design truly innovative campaigns that work now and into the future. Authentic marketing makes us happy. It's why we exist. And we'd love to help you too!

Give us a call to find out how.

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Get in touch.

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LET'S GET SOCIAL

