



## Social Media Marketing Process

The IC has many channels for social media and we utilize them regularly to communicate with consumers, influencers, and our local government. Within any good marketing department social media is a structured, planned entity that correlates with current available content within the department. What does this mean for you? We'd love your help finding good content to put on our social media channels. But there are a few things to keep in mind along the way.

### **Relevant/appropriate content**

Any content (articles, videos, etc.) you submit should be relevant to The IC's mission of empowering people with disabilities to live more independent lives. This can range from new accessible technology or products to advocacy issues to human interest stories. Take a look at our [Facebook page](#) to see examples of content we post.

It does not happen often but sometimes we may not be able to post to socials if it does not clearly relate to The IC's message and mission. This will be assessed upon submission of your content. Things that may not be accepted include content with inappropriate language, videos that do not offer closed captioning, controversial topics, and political opinions (unless it is something that leadership has opted The IC to take stance on). Articles about legislation related to people with disabilities may be posted after review by IC leadership?

### **Where do I send content?**

Content can be sent to Marketing in a couple different ways depending on how you find the content. Any content sent through email should be directed through the Marketing ticketing system at [support@the-ic.org](mailto:support@the-ic.org). Simply attach whatever information you are wishing to post or forward in an email with your request to post the information.

If you find a relevant post on social media or if you want to share something that a partner organization has posted, please feel free to direct message it to The IC's page. This is a quick and easy way to share information.

### **When will it post? Why hasn't my content posted?**

As mentioned above, social media is planned and structured based on many different considerations, including:

- Frequency – Posting too often can cause people to unfollow.
- Time of Day – Certain times of the day are better for promoting engagement than others.
- Relevant Content – As explained above, content must be appropriate for our audience.
- Other Campaigns/Posts – Often we have other content that has been planned/scheduled well in advance that will take precedence. (However, if your post is time-sensitive, please note that when you submit it and we will see what we can do to work it in.)

All of this and more goes into when and if your content will post.

If you need to share content you've submitted with another organization after it posts, please mention this in your ticket. Once the post is scheduled, we will give you the time and date it will post so you can share it.

Providing the marketing team with ample lead time is greatly appreciated. This will allow us to submit to leadership for approval, if needed, or to work into the pre-existing social media calendar where appropriate.

### **What if I have a series of posts that I wish to share regarding a project or grant?**

Please include Marketing in this process as early as possible. Chances are that we are already aware of it because we are involved in other deliverables for the project. But in order to create relevant social media, planning always produces better results.

When you create a Marketing ticket for multiple social media posts, please include the following for each post:

1. A description of what you would like to post.
2. Any attachments or links that are relevant (when using outside sources of content please include as many options as you have available so we can use the most accessible source within our post).

3. An approximate time window that would work best based on your project. (This can usually be accommodated but may not always be possible for a variety of reasons, so please plan ahead and include flexibility with your timetable.)

## Accessibility Considerations

When you submit content, it may not be possible to post it to every social media channel we have, due to inaccessibility on certain channels. The channels that this tends to happen with are usually Instagram, Twitter, and YouTube. It is not your responsibility to know or learn what works and what doesn't on every channel. Just know that we will post to every channel that is accessible and appropriate, and if it does not post to a certain channel this is the reason.

## Questions?

If you have any questions regarding this process, please send an email to [support@the-ic.org](mailto:support@the-ic.org).

## The IC's Social Media Channels

The IC Facebook page

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

The IC Facebook Caregiver Support Group (IC caregivers and staff only- Private group)

<https://www.facebook.com/groups/TheIndependenceCenterCaregiverSupportGroup>

The IC Facebook Veteran In Charge (IC Veteran In Charge program consumers, family members, and IC staff only- Private group)

<https://www.facebook.com/groups/TheICVeteraninCharge/>

The IC Instagram Page

<https://www.instagram.com/realempowerment/>

The IC You Tube Channel (Note: This is reserved for The IC's content only)

[https://www.youtube.com/channel/UCD9dMcimpi3FogilETOqGzQ?view\\_as=subscriber](https://www.youtube.com/channel/UCD9dMcimpi3FogilETOqGzQ?view_as=subscriber)

The IC Twitter Page

<https://twitter.com/RealEmpowerment>

The IC LinkedIn Page

<https://www.linkedin.com/company/9239448/>

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