

# SOCIAL MEDIA & WEBSITE MESSAGING BASICS



# WHAT YOU'LL GET OUT OF THIS GUIDE:

This guide offers tips and best practices for engaging a broader community through various social media platforms.

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01. START WITH THE MISSION	01
02. KNOW THE AUDIENCE	01
03. BE CLEAR AND CONCISE	02
04. TELL STORIES, NOT JUST FACTS	02
05. ALIGN TONE WITH THE BRAND	02
06. INVITE ENGAGEMENT	03
07. BALANCE INFORMATION AND INSPIRATION	03
08. EDIT RUTHLESSLY	03
09. ACCESSIBILITY AND INCLUSIO	04
10. MEASURE AND ADJUST	04
SOCIAL MEDIA & WEBSITE MESSAGING TEMPLATE	05 - 06

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# 01. START WITH THE MISSION

- Every post, webpage, or caption should reflect why the organization exists.
- Teams should ask: “Does this connect to the mission or values?” If not, the content should be refined.
- The mission statement can serve as a touchstone and should be revisited often.

# 02. KNOW THE AUDIENCE

Each organization has core audiences (e.g., donors, artists, community members, students). Tone and content should be adapted for each group:

- Website → more evergreen, professional, and detailed.
- Social media → conversational, visual, and interactive.

Plain language is recommended, with jargon avoided unless audience-specific.



## 03. BE CLEAR AND CONCISE

- Sentences should be short and focus on one idea at a time.
- Active voice is preferred (e.g., “The organization is opening applications” vs. “Applications are being opened”).
- Web content should be structured with headings, bullet points, and short paragraphs for easy scanning.

## 04. TELL STORIES, NOT JUST FACTS

- Highlighting the human impact of the work is more powerful than listing activities.
- For example, instead of “Three workshops were held,” a stronger approach is: “Over 40 young artists gained hands-on experience in the workshops.”
- Quotes from participants, photos, or behind-the-scenes moments make stories more relatable.

## 04. ALIGN TONE WITH THE BRAND

Consistency in voice builds trust. The organization’s personality should be clearly defined (e.g., warm, bold, inspiring).

- On social media: tone may be playful or informal, while remaining professional.
- On the website: tone should be informative, polished, yet approachable.

## 06. INVITE ENGAGEMENT

Calls-to-action (CTAs) encourage interaction:

- Social: “Tell us your favorite piece of local art in the comments!”
- Website: “Donate today to support emerging artists.”

Mixing formats—text, images, videos, carousels, polls—keeps audiences engaged.

## 07. BALANCE INFORMATION AND INSPIRATION

- Websites should focus on credibility, sharing impact data, event details, and donation information.
- Social media can highlight moments of joy, creativity, and progress.
- All content should connect back to the bigger purpose: why the work matters.

## 08. EDIT RUTHLESSLY

- Unnecessary words should be removed.
- Grammar, spelling, and clarity must be checked carefully.
- A guiding question is: Would someone new to the organization understand this right away?

# 09. ACCESSIBILITY AND INCLUSION

Accessibility is essential:

- Images should include alt text.
- High-contrast visuals and readable fonts should be used.
- Insider language should be avoided so all community members feel welcome.

# 10. MEASURE AND ADJUST

- Analytics (website traffic, social media insights) reveal what resonates.
- Comments, shares, and feedback provide further clues.
- Strategies should be refined based on actual engagement.



# SOCIAL MEDIA & WEBSITE MESSAGING TEMPLATE

## 01. MISSION ANCHOR

### The mission in plain words:

- The organization exists to \_\_\_\_\_ so that \_\_\_\_\_.

### How this piece of content connects to the mission:

- This post/webpage demonstrates the mission by \_\_\_\_\_.

## 02. AUDIENCE FOCUS

### Intended audience (Check one or add another):

Press  General Public  Community  Students  Artists  Donors

Other \_\_\_\_\_

### Primary concern of this audience:

- They want \_\_\_\_\_.

## 03. MESSAGE CORE

### Main point (1 sentence):

- If the audience remembers only one thing, it should be: \_\_\_\_\_.

### Tone check:

Inspiring  Warm  Professional  Playful  Bold

## 04. STORYTELLING ANGLE

### Human impact detail::

- This matters because it helps \_\_\_\_\_.

### Optional quote/photo idea:

- The organization could highlight \_\_\_\_\_.

## 05. CALL-TO-ACTION (CTA)

Desired action from the audience:

Donate  Register  Share  Comment  Attend  Volunteer  Learn More

Exact words to use for the CTA:

- \_\_\_\_\_.

## 06. DRAFT IT!

Website Version (clear, detailed, polished):

Write 3–4 sentences here...

Social Media Version (short, visual, engaging):

Write 1–2 sentences + hashtags/emojis here...

## 07. QUICK CHECK

- Is the content connected to the mission?
- Is it clear and concise?
- Is it appropriate for the intended audience?
- Is it engaging (story/CTA)?
- Is it accessible (alt text, readability)?



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