

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

# 33<sup>rd</sup> Annual ALL AGENCIES CONFERENCE

## United for Every Season: Facing Challenges, Feeding Hope



# Welcome & Introduction

## Facilitators

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Marketing Content Manager,  
LARFB

Victoria Lasavath

Marketing and  
Communications Manager,  
LARFB

# Objectives

Today, we will cover:

- Getting started (and becoming an expert) on social media.
- What, where and why post on social media.
- The role of social media in modern marketing.
- Content marketing synchronization
- Questions and answers.

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# Getting Started With Social Media





# Which Platforms Make the Most Sense For You?



## Social Media Channels Explained

Each social media platform is different



**Facebook**

I like donuts



**Twitter**

I'm eating a tasty #donut



**YouTube**

I'm watching donut videos



**LinkedIn**

My skills include donut eating



**Instagram**

Here's a photo of my donut



**Snapchat**

Short video with my donut



**Reddit**

Discuss our love for donuts



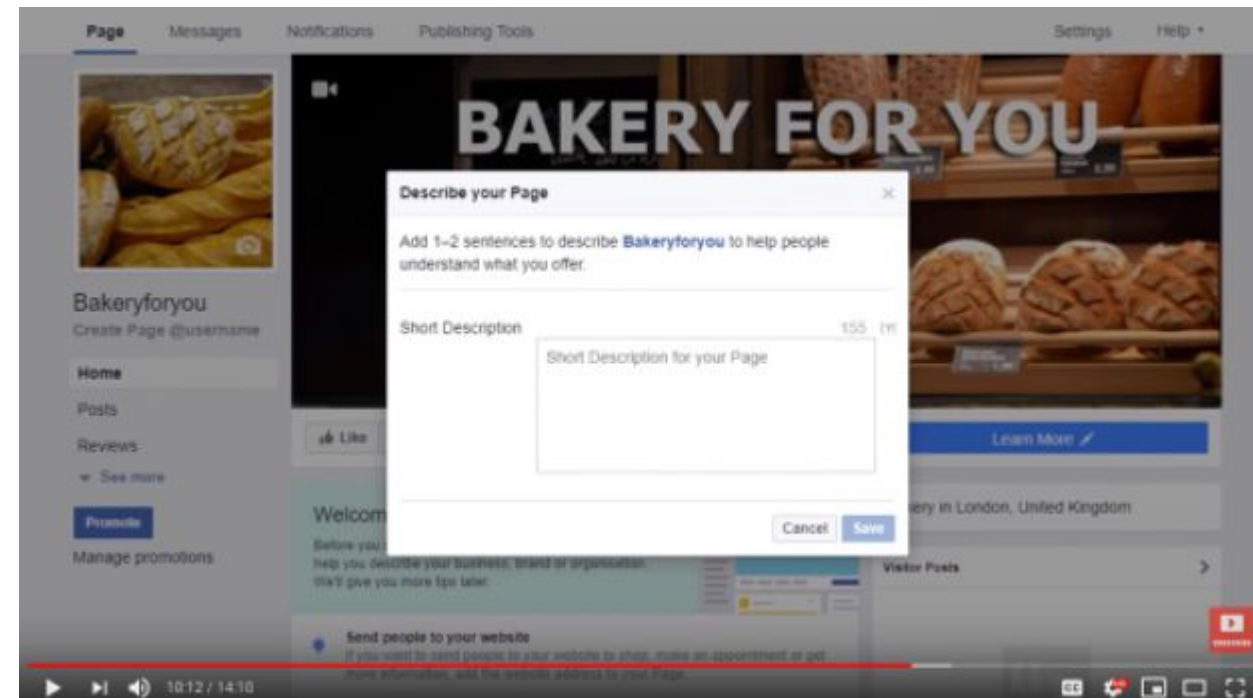
**TikTok**

I dance & sing with my donut



# Create Your Accounts

- How to start a Facebook Business Page
  - <https://youtu.be/Zl87ugrZSfo>
- How to make sure you Google Business Profile is Ready
  - <https://www.youtube.com/watch?v=81nhmYRTYZM>
- How to start an Instagram Brand Account
  - <https://www.youtube.com/watch?v=gJh1QvV9fVE>
- How to start a Twitter Account
  - <https://www.businessinsider.com/how-to-setup-a-twitter-account>
- How to start a YouTube Channel
  - <https://www.youtube.com/watch?v=6o7qODWjEz8>



# Become a Social Media Expert

HubSpot Academy

## Social Media

### FREE Certification Course

The set of lessons in this certification course covers social media strategy, social listening and moderating, social content, extending your reach, digital advertising, measuring ROI, and more.

#### Course Details:

8 lessons

### Sign up to access this course



Sign up with Google

OR

First name \*

Last name \*

Email address \*

Password \* [Show Password](#)

Website URL \*

Company name \*

Start course

By creating a HubSpot account, you're agreeing to accept the



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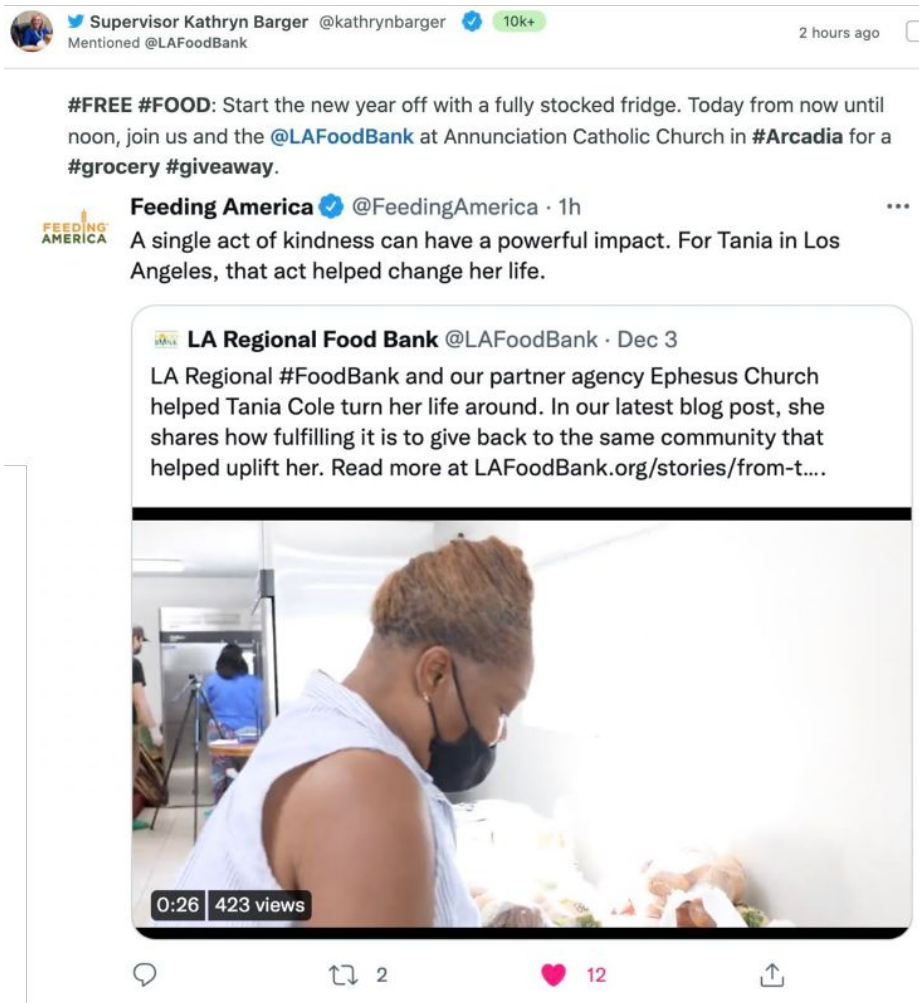
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# THE WHAT, WHERE, WHEN & WHY OF SOCIAL MEDIA POSTS





# What



Social Media should be just that; social.  
Posts should demonstrate that you know and care about your audience

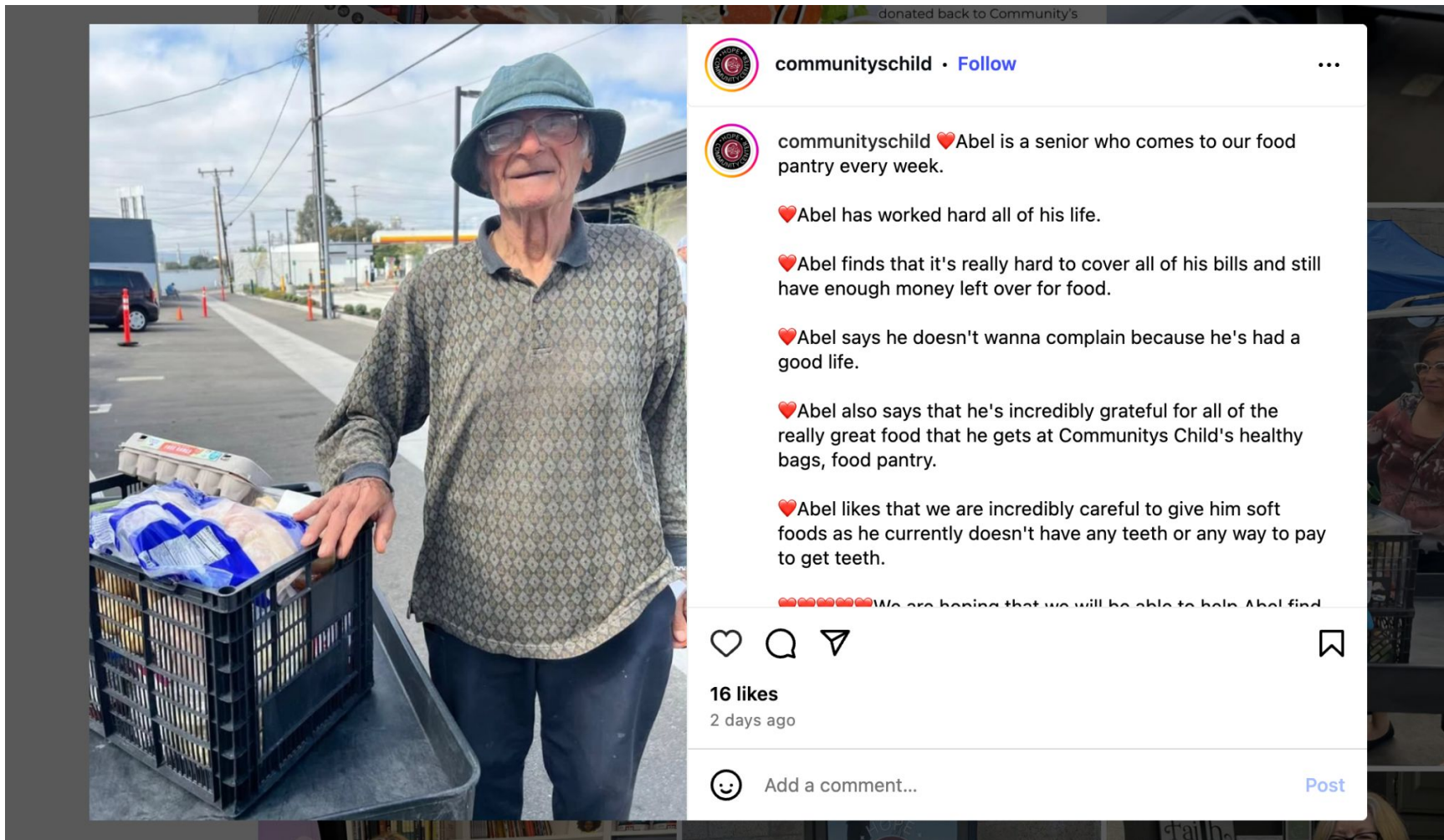
## POST TYPES

### User Generated Content (UGC)

This is any content—text, videos, images, reviews, etc.—created by people, rather than brands. We will often share UGC on our own social media accounts, mainly Instagram.

These are opportunities to show appreciation and build credibility.

# Partner Agency Content-Generated Examples



# Partner Agency Content-Generated Examples



**National Hunger & Homelessness Awareness Month**  
- November -

In observance of **Hunger and Homelessness Awareness Month** the Cerritos College Falcon's Nest will be hosting events throughout November to spread awareness and provide resources to students facing basic need insecurities.

**November 18**  
Financial Wellness Workshop Series  
**Banking 101**  
Hosted by LBS Financial Credit Union  
10 a.m.-11 a.m. | Zoom

**Understanding Credit**  
Hosted by Downey Federal Credit Union  
11 a.m.-12 p.m. | Zoom  
In partnership with Downey Federal Credit Union and LBS Financial Credit Union we are hosting an opportunity to connect with a financial expert on banking 101 and understanding credit. Please sign-up today!

**November 19**  
10 a.m.-1 p.m. | Library Sidewalk  
**Falcon's Nest Pop-Up:**  
The Falcon's Nest will be hosting our 1st annual Falcon's Nest Pop-Up featuring a free Farmers Market, Pop-Up Closet, and a chance to meet our Falcon's Nest team including our Basic Needs Social Workers and our Outreach team.

**November 20**  
11 a.m.-1 p.m. | Library Sidewalk  
**Basic Needs Resource Fair**  
The Falcon's Nest will be hosting our 2nd annual Basic Needs Resource Fair. The Basic Needs Resource Fair will give students an opportunity to connect with resources and agencies that help meet their basic needs.

**November 21**  
All Day | Falcon's Nest  
**Open House and Out of the Shadows Art Exhibit**  
Come join us at the Falcon's Nest and learn about the basic need resources we offer and experience our interactive art installation Out of the Shadows, representing the impact of the unmeasured student experience. Light refreshments will be offered on a first come first served basis.

**November 27**  
8 a.m.-11 a.m. | Parking Lot-1  
On front of Falcon Stadium  
**LA Regional Food Bank Distribution at Cerritos College.**  
In collaboration with the LA Regional Food Bank the Falcon's Nest will be hosting its monthly food distribution. All are encouraged to bring their own bags, carts, tables, etc., and must carry their own food back to their parked vehicle or other transportation up to 40 lbs. of food provided, while supplies last.

If disability accommodations (e.g. communication access, alternate format) are needed to participate fully in any event, please submit your request to [accommodations@ccerritos.edu](mailto:accommodations@ccerritos.edu) within seven days in advance of the event. Questions? Contact Program Facilitator of Basic Needs, Amber Duhan at [aduhan@ccerritos.edu](mailto:aduhan@ccerritos.edu)

CERRITOS COLLEGE  
**Nest**  
CERRITOS COLLEGE

# What

Original Content: Just like it sounds, this is content we've created and which we own.

Video: It's best to upload video natively to social rather than sharing a link to YouTube.

Blog: Post a teaser, photo and link that make the reader want to learn more. This will drive traffic back to your site and improve chances of a conversion.

Photos: Grab attention and cut down on wordiness with photos!



Los Angeles Regional Food Bank

3,059 followers

1h · 🌐

Today marks National Food Bank Day, a day to recognize the power of community support in the fight against hunger!

Join us in this movement to end hunger. Whether you donate, volunteer, or spread awareness, your contribution matters. Let's create a world where no one goes to bed hungry.

Learn more about the power of volunteers and donors:

<https://lnkd.in/ehRQJHbU>

#NationalFoodBankDay #WeFeedLA #CommunityImpact #TogetherWeCan  
#VolunteerHeroes



🌐 2

1 repost



👍 Like

💬 Comment

↻ Repost

When in doubt, keep your posts as brief as possible.

Remember: there's a good chance you're dealing with scrollers and mobile users.

Treating your posts like novels creates more opportunities for readers to lose interest and likewise miss your CTA. So, using photos and videos is a good way to engage a distracted audience.

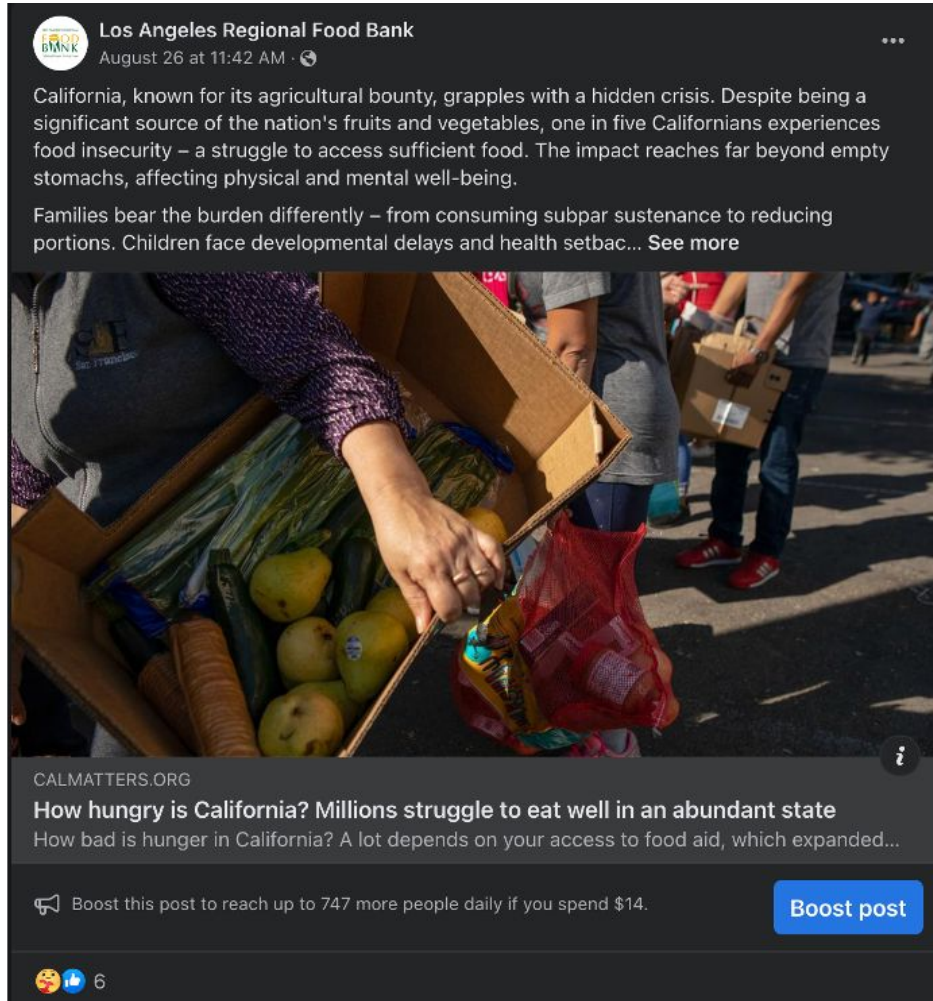


## What

Micro Content: These are shorter posts which might include a stat and a CTA or a even just quick "thank you." These help to keep audiences primed and engaged.



# Why Post This?



Before posting, ask yourself:

- Who am I trying to reach?
- What do I want them to do or learn?
- Am I demonstrating value?
- How will I know if I have been successful?
- Would I share this if I didn't work at this organization, or in this space?

Successful posts:

- Are Relevant
- Spark Emotion
- Are Trustworthy
- Demonstrate Empathy
- Authoritative/Educational
- Authentic
- Share worthy/Interesting

# Privacy

## Respecting the privacy of clients

- Image releases
- Getting consent
- Try to avoid license plates or remember to block if using

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The Los Angeles Regional Food Bank  
1734 East 41<sup>st</sup> Street  
Los Angeles, CA 90058  
Tel: (323) 234-3030  
Fax: (323) 234-0943

### IMAGE RELEASE FORM

I (the undersigned) do hereby confirm that I have agreed to be photographed and filmed for and/or by the Los Angeles Regional Food Bank (hereinafter called FOOD BANK) and that FOOD BANK will own any and all rights in said photography, filming and recording of me.

This will permit the FOOD BANK to proceed with the said photography, filming and recording and I now waive, to the FOOD BANK and its successors assign and license, all personal rights and objections to any use to be made of me, my name, likeness, voice, image or personality in connection with the use of photography and filming containing my photograph and voice, for any and all motion picture, radio and television purposes, and performances thereof, accompanied by any narration and dialogue whatever, and the publicity in connection therewith, and/or for any other trade and advertising purposes. I understand that in proceeding with said photography and filming the FOOD BANK will do so in full reliance on the foregoing permission. I understand that I shall receive no compensation for my appearance in and participation in the photography and filming.

I agree to hold you and any third parties harmless against my liability, loss or damage (including reasonable attorney's fees) caused by or arising from the exhibition of my appearance or material furnished by me in connection with my participation.

Signature \_\_\_\_\_  
(signature of parent or guardian if subject is under 18 years of age)

Date \_\_\_\_\_

Name (Print) \_\_\_\_\_

Title \_\_\_\_\_

Home Address \_\_\_\_\_

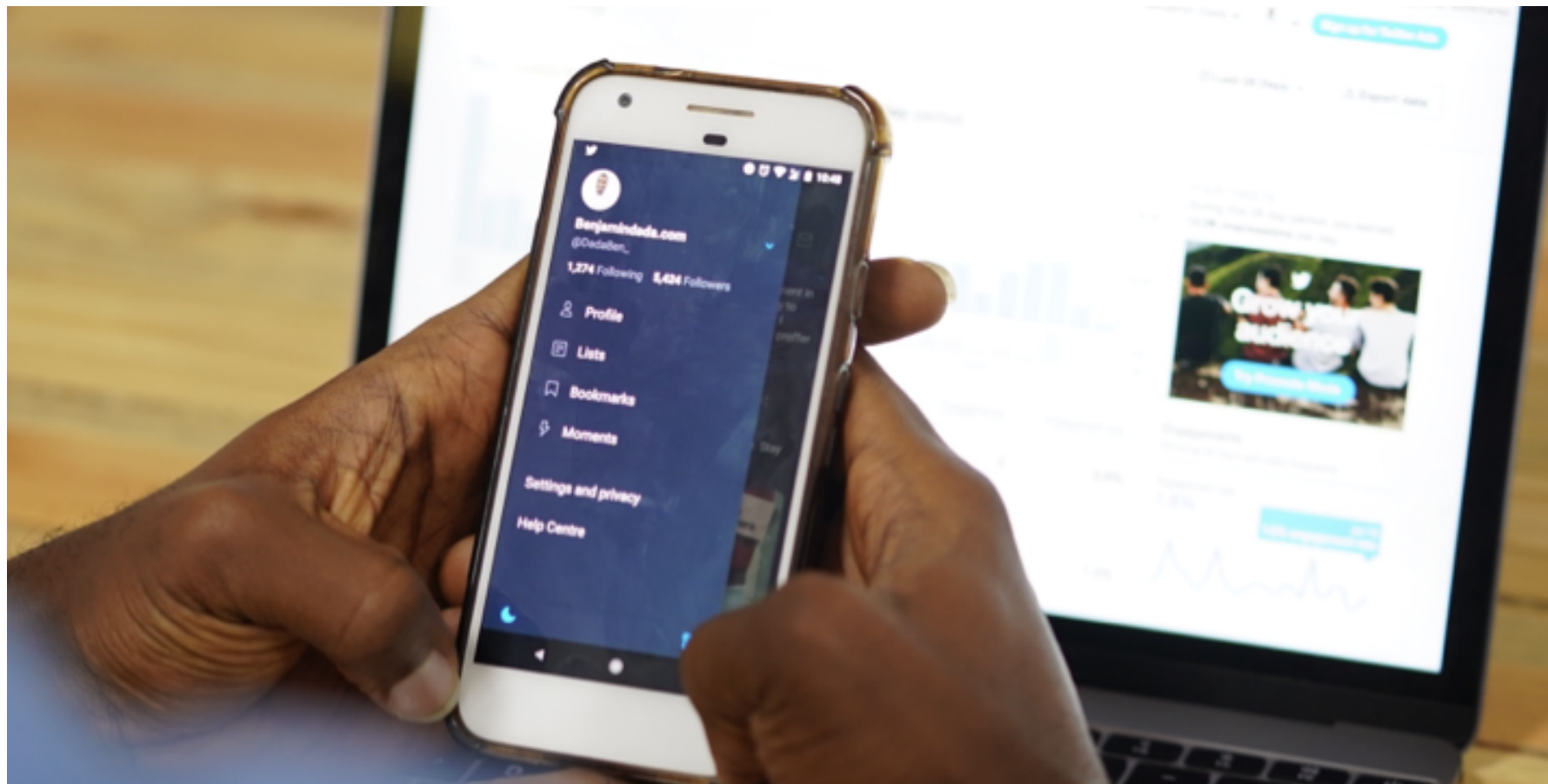
Phone Number \_\_\_\_\_

# Engagement

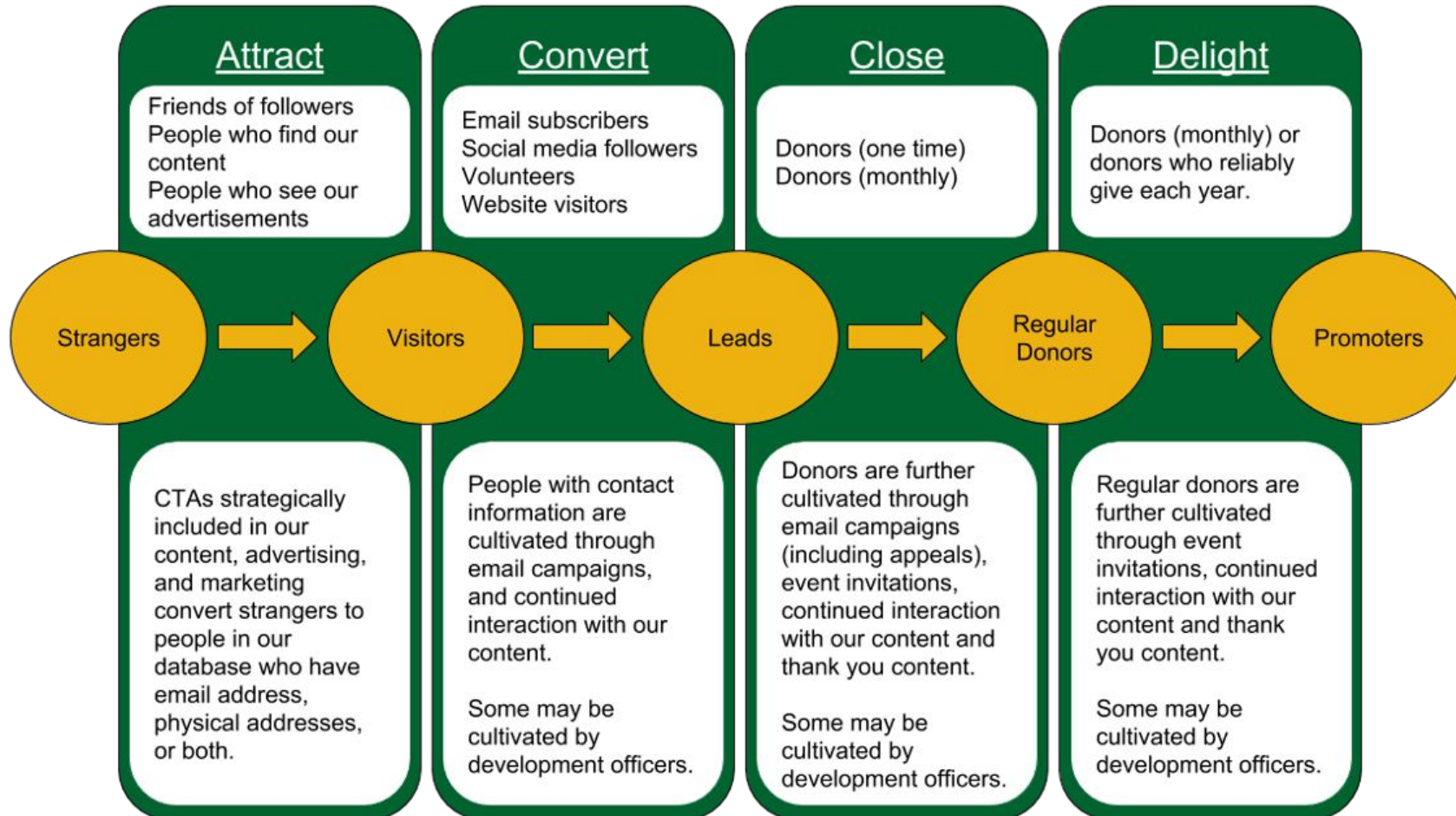
- What is social media engagement?
- How to increase engagement?



# Social Media's Role in Marketing Strategy



## Donor Lifecycle / Constituent Journey

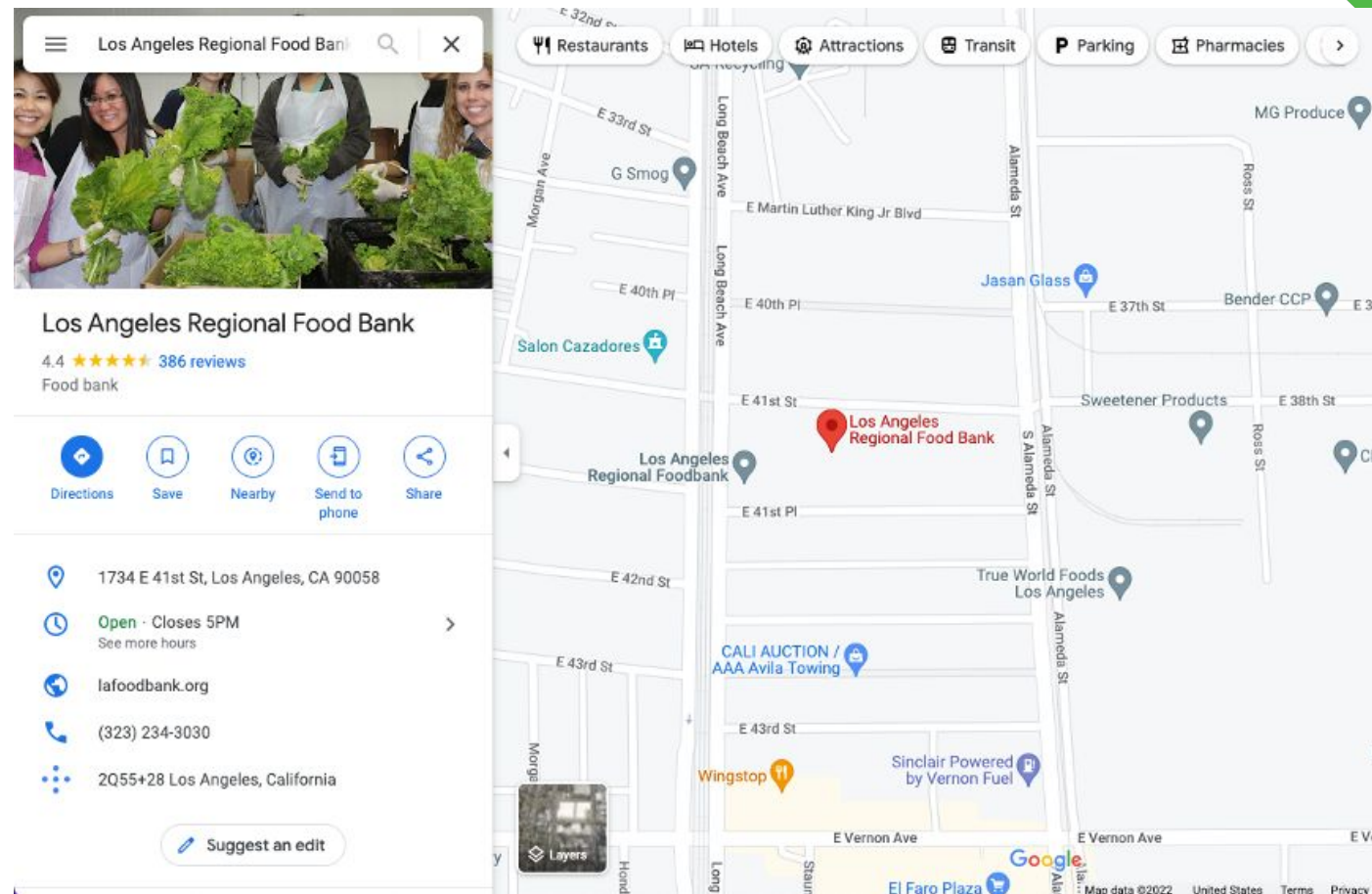


# Inbound Marketing



# How Can People Find Me?

- Create or update your Google My Business Profile.
- Keep the profile up-to-date.





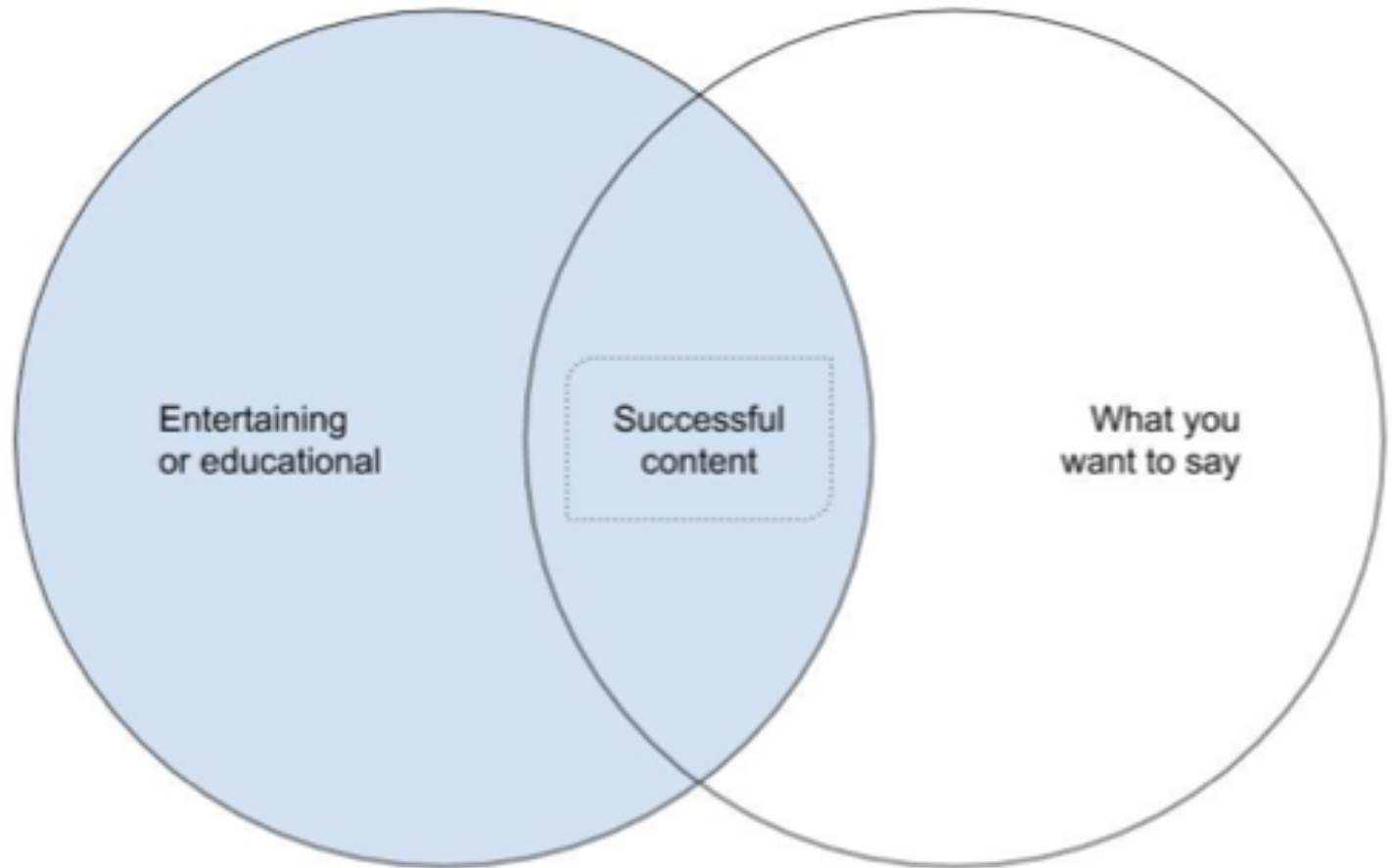
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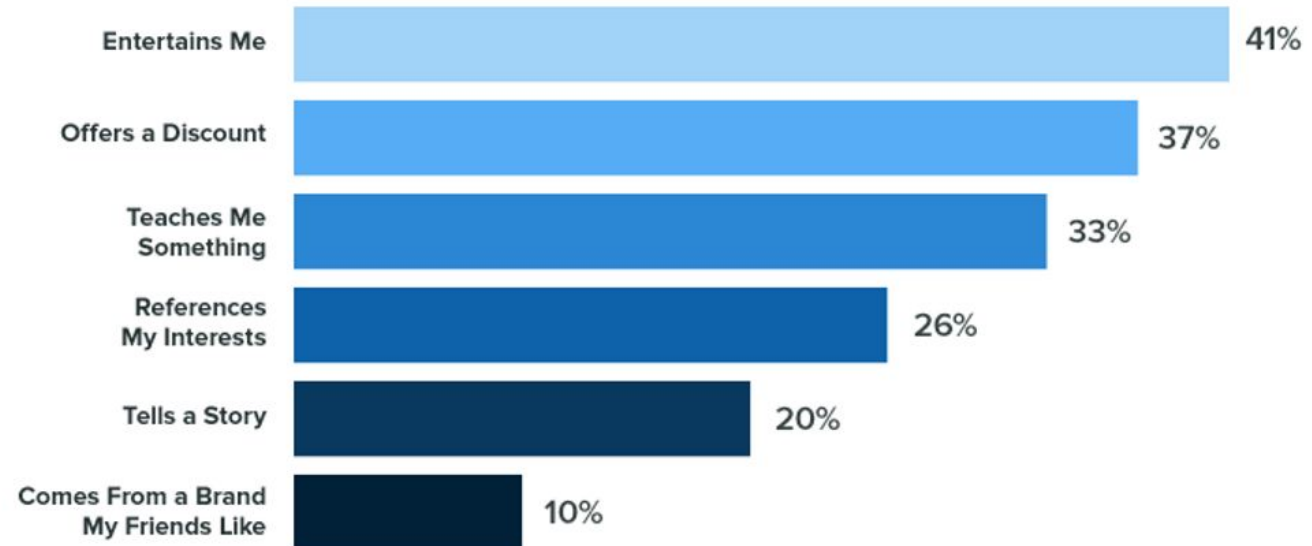
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# Content Marketing



# Content Marketing

## The Most Engaging Social Ad Content, According to Consumers



# Content Marketing

## Creating Content

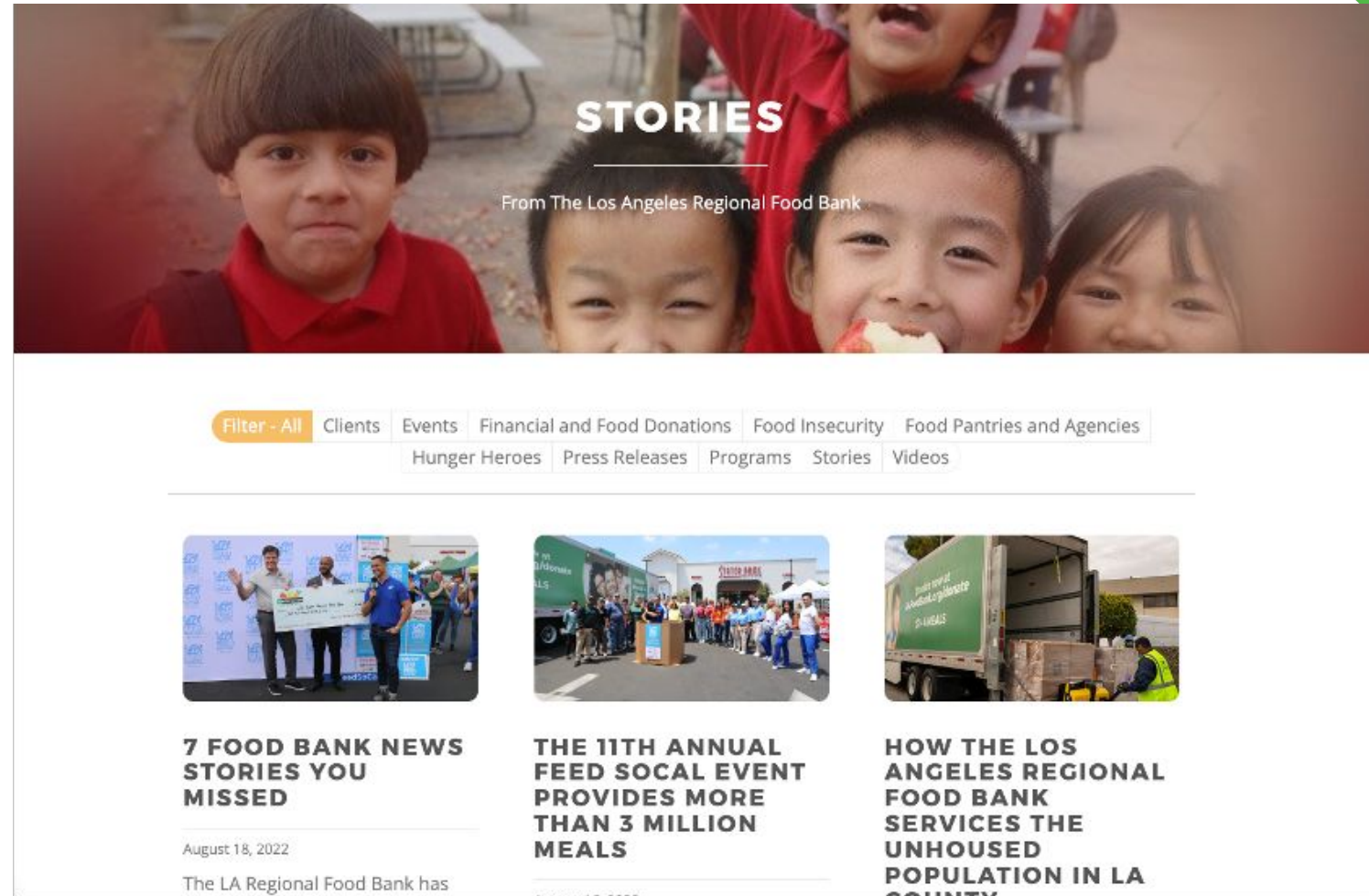
- Social Media - Facebook, Instagram, X, YouTube
- Blog Posts
- Videos



# Why Create Content?

## Why Create Content?

- Tell someone's story
- Impact
- Exposure
- Boost support for your organization and/or cause.
- Search engine optimization





# Social Media Marketing

Social media can be used to syndicate content.

- Organic Social Media Marketing.
  - Video
  - Photos
  - Blog posts
- Paid Social Media Marketing
  - Boosted posts
  - Social media advertising
- Influencer Marketing

Much of this content can also help you with e-newsletters.

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Thank you for your partnership!

