



# Realistic Social Media Strategies for WBCs



# 3 Reasons for WBCs to be on Socials

## 1. Connect with Clients

- a. Help to build emotional connection
- b. Funding updates, ribbon cuttings, etc.

## 2. Connect with Funders

- a. Showcase their impact, marketing recognition for their brand
- b. Raise awareness, visual representation of what they're funding

## 3. SBA Recognition

- a. Support & attention
- b. Low-budget/no-budget way to showcase our work in the community

# Choose Your Platform(s)

## You don't have to be on ALL social platforms

- Where are your clients?
- Where are your funders / community stakeholders?
- Choose 1-2 platforms to start
- Get comfortable with those and expand if you want/need to

## Examples:

- Our clients are primarily on Instagram
- Our funders / stakeholders are primarily on LinkedIn
- The majority of time & effort is focused on maintaining & growing those 2 platforms

# Tips to Keep it Simple

**1. Create Templates**

**2. Repurpose Content**

**3. Schedule Posts**

**4. Use What You Have** - *Tips, tricks, lists from slides or guides on hand*

**5. Get Ideas From Other WBCs**

# Content Ideas - Rule of 3

- 1. Educational:** Data, stats, tips, steps
- 2. Motivational:** Quotes, ideas, inspiration
- 3. Promotion:** **WBC** Classes, counseling, events

# Content Ideas - Rule of 3

## 1. Educational

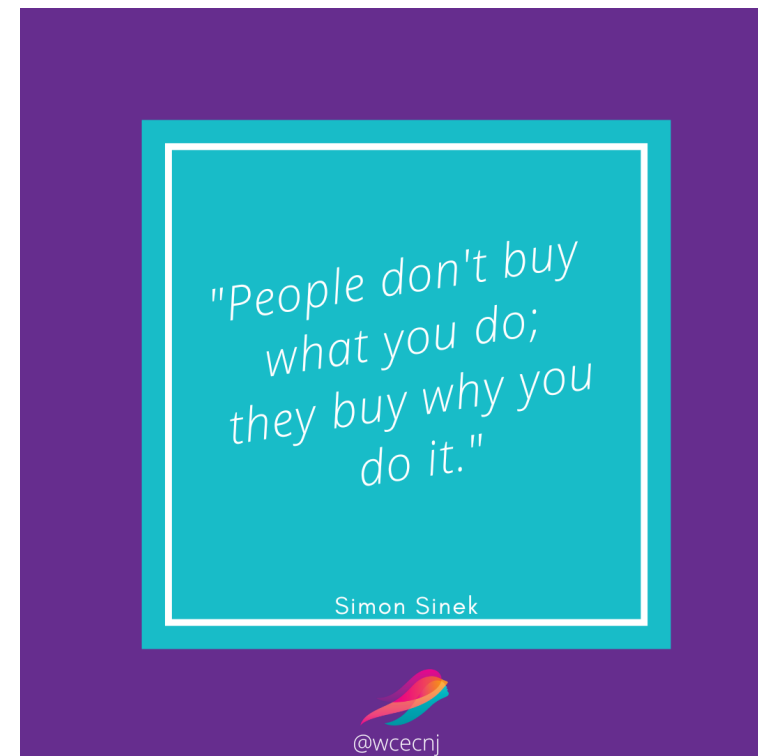
- a. "5 Ways to Support Small Businesses this Weekend"
- b. "Things to Consider When Starting a Business"
- c. Statistics: Number of Woman-Owned Businesses in the U.S.
- d. [Click here for templates!](#)



# Content Ideas - Rule of 3

## 2. Motivational

- a. "Don't forget to shop small & dine local this weekend"
- b. Quotes: Gary V, Tory Burch, Shonda Rhimes, Vera Wang, Cassey Ho, Simon Sinek
- c. [Click here for templates!](#)



# Content Ideas - Rule of 3

## 3. Promotion

- a. **WBC** Classes, counseling, events
- b. [Click here for templates!](#)

**WCEC**  
WEBINAR

**Secrets to Loan Approval**  
*for small business*

**DINA GONZALES**  
BREAKING THE BARRIERS DEVELOPMENT GROUP

**CHRISTINE HANSON**  
TWOXCONSULTING

Thursday, June 15 | 8:00 - 9:30am

WEBINAR

**Make Social Media Work**  
*for your business*

Led by: **Shannon Loy**  
The Social Ginger

June 9  
12:00pm

wcecnj.org/wbc

**WCEC**  
Women's Business Center

**WCEC**  
Women's Business Center

WEBINAR

MASTER YOUR FINANCES:  
SMALL BUSINESS & PERSONAL

JUNE 7, 14 & 21  
4 PM

JOIN US  
WCECNJ.ORG/WBC

Led By: **Yarelys Tifa**,  
Cash is Queen

**Support for your small business**

WCEC Women's Business Center



# Tips for Organic Growth

## 1. Incorporate a social media slide into every classroom presentation

a. Encourage participants to follow you (example at end)

## 2. Tag Appropriate Community Stakeholders

a. SBA, AWBC, banks, grantors

b. Instructors and business counselors

## 3. Caption + Hashtags

a. Use both

b. Post images [with text](#) & [hashtags](#)

# Tips for Organic Growth

## 4. Use the platform's features

- a. Ex. Instagram [reels](#), [carousels](#), [stories](#)
- b. Scheduling with the platform - Ex. [Meta Business Suite](#)

## 5. Interact!

- a. Don't "set it and forget it"
- b. Can be quick scrolls and not an overwhelming amount of time or times of day

## 6. Gather Your Team

- a. Let everyone know your socials strategy

**EXAMPLE**



wcecnj.org/WBC

(973)507-9700

info@wcecnj.org

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



@wcecnj

# Canva for Nonprofits

**Canva for Nonprofits program unlocks Canva Pro – for free**

[www.canva.com/canva-for-nonprofits](http://www.canva.com/canva-for-nonprofits)

## Steps:

1. Fill out the application form
2. Their team will verify your eligibility
3. You'll get an email confirmation

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