

# Social Media as a Supplement to Marketing Strategy



April 5, 2011

# Getting the Message Out

- Selective Use of Traditional Media
  - Press Releases
  - Advertisement
  - Letters to the Editor
  - Radio
- School Portals /Traditional Email Blasts
- Website as the Primary Content Source
- Social Media Links to and from Website

# Social Media Opportunities

The screenshot shows the homepage of the Glastonbury Education Foundation. At the top, there are navigation links for YouTube, Facebook, and Twitter. The main banner features a large image of a greenhouse with the text "Championing Learning By Supporting education and the environment". Below the banner, there are sections for "Glastonbury Education Foundation", "In the Spotlight" featuring the "BILL LANDERS BUILDING BRIDGES MEMORIAL 5K RUN/WALK", and "GHS Alumni". There are also sections for "Latest News and Events" and "Grant Opportunities".

The screenshot shows the Facebook page for the Glastonbury Education Foundation. The page includes a cover photo, a profile picture, and a navigation menu. The main content area displays several posts, including announcements about the 2011 Bill Landers Building Bridges Memorial 5K Run/Walk and a notice about the 2011 Glastonbury Memorial 5K Run/Walk. The right sidebar contains various social media widgets and sponsored content.

The screenshot shows the website for GHS Alumni. The page features a header with the GHS Alumni logo and navigation links. The main content area includes a "Register to Receive a Member Membership" section, a "Grant Opportunities" section, and a "Grant History" section. There are also several news items and a "Greenhouse Completed" announcement.

The screenshot shows the Twitter page for GburyEF. The page includes a header with the GburyEF logo and navigation links. The main content area displays several tweets, including announcements about the 2011 Bill Landers Building Bridges Memorial 5K Run/Walk and a notice about the 2011 Glastonbury Memorial 5K Run/Walk. The right sidebar contains various social media widgets and sponsored content.

# Your Facebook Page

- Facebook Wall
- Details about “YOU”
- Photos
- Upcoming Events
- Facebook ADs



# Facebook Events



- Additional Avenue to Target Attendees
- Supplements Traditional Methods
  - Media
  - AlertNow
  - School/District Newsletters, Portal
  - GEF Website

# Enhance Your Reach

- Get the Message Out
- Drive Traffic to Your Website
- Target New Grantees and Donors
- Grow Your Base and Broaden Your Impact in the Community