Content is King
Build a Social Presence
"Word, Sound is Power" is a Rastafarian concept that affirms the profound subconscious power of words.

The words, we use, what we say and how we say it in our private and public lives matter.

When you are paid to use words to tell stories you are in a position to downpress, uplift, educate and or influence.
What You’ll Learn...

You will learn how to increase your followers on social media by creating a media Social Media Strategy.

- Relationship Building
- Audience Segmentation
- Goal Setting
- Key Messages
- Social Media Voice
- Understand Social Media Platforms
“Content is King, but engagement is Queen, and the lady rules the house!”

Mari Smith
WHY CREATE VALUABLE, RELEVANT, HIGH QUALITY CONTENT?
Good content captures the attention of your audience.

Engaging and relevant content keeps people on your website or platform longer, increasing the likelihood of conversions or achieving your goals.

Well-researched and informative content helps establish you or your brand as an authority in your field.

When people see you as a credible source of information, they are more likely to trust your products, services, or opinions.

Compelling content is more likely to be shared on social media platforms.

Social sharing increases the reach of your content, potentially exposing it to a wider audience and driving more traffic to your site.

Content provides an opportunity to educate and inform your audience.

Whether you’re explaining complex topics or providing tutorials, valuable content can help your audience better understand your industry and offerings.
KISS, an acronym for "keep it simple stupid", is a design principle noted by the U.S. Navy in 1960. The principle states that most systems work best if they are kept simple rather than made complicated; therefore, simplicity should be a key goal in design, and unnecessary complexity should be avoided.

Kelly Johnson, Aircraft Engineer
Start your planning sessions like the top creatives.
KEY DATES

What do you know will happen at work?

- Promotions, campaigns, launches
- Budget/year end
- Events/conferences/tradeshows
- Milestones
- New website/newsletter/service
- Govt. or industry reports and data release

When will people be interested in you?

- Christmas, Eid, Ramadan, Divali, half-term, new year, vacations
- Service issues: online services, language skills, mosquitoes, flu, administration and applications
- Culture and news: TV shows, Budget, exam results
What’s inspired you this month/quarter?

Our industry
Not our industry
Not even comms!
Your content MIX needs to be a blend of social behaviours
Be Epic Content Mix

- Behind the Scenes
- Educate
- Promo
- Entertain
- Conversation
- Inspire
BE EPIC CONTENT FORMATS

BEHIND THE SCENES
- Humanise
- Build trust
- Show values in action
- Make them feel welcome

EDUCATE
- News you can use
- Fascinate with interesting or unusual info
- Give a sense of satisfaction
- Show them the outcome

ENTERTAIN
- Positive Brand Association
- Reach new audiences
- Most memorable moments

PROMO
- Make your offer clear
- Make it easy
- Show what it's like

INSPIRE
- Show them you care
- Celebrate and give recognition
- Feelgood

CONVERSATION
- Make it about them
- Warm them up before you move on to more serious/complex topics
Key Messages

- Protecting Innovation
- Economic Growth
- Global Competitiveness
- Supporting Small Businesses
- Encouraging Creativity
- Enforcement and Deterrence
- Public Awareness and Education
- Collaboration with Stakeholders
"Take a Chance on me."

This was the line from the famous ABBA song I used on a woman I really liked.

She not only took that chance but took the biggest one of all by becoming my wife.

Today, I’ll have the opportunity to thank Björn Ulvaeus the co-creator of the global hit for helping me court the attention of the woman of my dreams.

He’ll be at WIPO headquarters in a few hours for the launch of CLIP – Creators Learn Intellectual Property.

It’s a brand-new platform WIPO has created to raise the awareness of intellectual property rights among creators to ensure they receive recognition and fair reward for their work.

In a world driven by ideas, intellectual property rights are essential for promoting creativity, encouraging investment in research and development, and ultimately driving progress.

Join us live here: https://lnkd.in/eamGmUDB

CLIP is a joint initiative by WIPO and the Music Rights Awareness Foundation, co-founded by Björn Ulvaeus and Niclas Molinder.

See you there!

Selwyn/Alamy
Andrew Staines
Assistant Director General at World Intellectual Property Organization

WIPO is saying goodbye to single-use paper cups and hello to a new reusable alternative.

Members of my team and I gave away more than 570 eco-friendly water bottles to our staff.

It was a pleasure to meet so many members of our WIPO family, and I would like to thank them all for embracing this initiative.

Crafted from recycled and recyclable glass, with a lid made from material derived from wood fibers, the bottles are assembled by people with disabilities.

They are free from toxic chemicals, designed to be unbreakable, and the environmental offset of manufacturing occurs after two months of use.

This action goes beyond being a simple gesture – it's a testament to our commitment to preserving the environment for future generations.

#Sustainability #EnvironmentalImpact #Leadership #GreenInitiative #CorporateResponsibility #WIPO #WIPOlife
Sometimes I get overwhelmed and I have to press the stop button and reset.

It’s essential to recognise that our roles as leaders extend beyond just delivering results.

We must also nurture the well-being of ourselves and our organisations.

As leaders, our actions speak volumes.

When we prioritise mental health, our team members feel empowered to do the same.

A mentally healthy team is more innovative and creative.

When staff members feel supported and valued, they’re more likely to contribute their best ideas.

On World Mental Health Day, this is just a gentle reminder that we are all human, with our own challenges and vulnerabilities.

By acknowledging them, we can create an inclusive and supportive workplace where everyone can thrive.

Please take care of yourselves.

WIPO/Berrod

#Leadership #MentalHealthDay #WIPO
"Prepare for the worst, hope for the best."

This is a quote from a famous book series by British author Lee Child, where the protagonist, Jack Reacher’s, unwavering determination prevails in the face of the most improbable challenges.

In my role overseeing WIPO crisis management strategies, like Reacher, my team and I plan for, pivot and adapt to surprising and unpredictable situations.

Our annual fire drill is part of this effort, thankfully, during our test there were no surprises.

We managed to evacuate our buildings within minutes!

Thank you to all my colleagues who diligently followed evacuation orders, as well as those who meticulously planned and expertly oversaw the successful drill.

This action ensures that we’re better prepared should a fire actually break out on our campus.

Building “muscle memory” on how we should react in a crisis is critical to a timely and effective response if the worst were to happen.

Like Jack Reacher, we are prepared.
How Do You Know if your Strategy is Working?
Engagement Metrics

Track Key Performance Indicators (KPIs):

Engagement Metrics:
Monitor likes, comments, shares, and overall engagement on your posts. High engagement indicates that your content resonates with your audience.

Reach and Impressions:
Track the number of people who have seen your content (reach) and the total number of times your content has been displayed (impressions).

Follower Growth:
Measure the growth in your social media following over time. A steady increase suggests a positive impact.
Website Traffic and Conversions:

**Click-Through Rate (CTR):**
Analyze the CTR for links shared on social media. This indicates how many people clicked on the links in your posts.

**Conversion Tracking:**
Use UTM parameters to track social media-driven traffic and conversions on your website. Connect social media efforts to specific outcomes.
Engagement Metrics

**Brand Mentions**
Monitor mentions of your brand on social media. Positive mentions contribute to a favorable brand image.

**Sentiment Analysis**
Assess the overall sentiment of mentions to gauge how people feel about your brand.
Engagement Metrics

Use Analytics Tools

Social Media Analytics Tools

Utilize tools provided by social media platforms (e.g., Facebook Insights, Twitter Analytics) and third-party analytics tools (e.g., Google Analytics, Hootsuite Analytics) to gather detailed data.
Thank you!
Nadine Drummond
Follow me to inspire trust and influence each time you 🌟
Executive Media Trainer | Mindset Coach | Moderation..