

Community Partner Marketing Toolkit

This document is a quick reference to help community partners elevate their social media presence with professional and consistent branding.

This toolkit includes guidance for your content strategy, inspiration and tips for creating a post, and recommended apps for video editing. It is intended to be customizable and offer general guidance for your marketing plan.

Content Strategy & Inspiration

Aim to post at least 3x a week featuring content that tells the story of your mission and vision:

- Day in the life of your staff/volunteers - great for your FB/Insta stories and Tik Tok
- Thank donors, especially after major donations
- Thank volunteers, especially when they hit milestones of service
- Highlight collaborations with other orgs/community partners
- Behind the scenes – great for your FB/Insta stories and Tik Tok
- Highlight your impact in the community – great way to repurpose content from annual reports. This can look like sharing your stats, stories of people served, etc.
- FAQs about your organization – great way to highlight your programs and services
- History about your organization
- Volunteer opportunities
- Event invites and recaps – aim to post recaps within 48 hours of the event

Tips for Creating a Post

- Include pictures whenever possible rather than flyers/graphics with a lot of text
- Write captions that cover the who, what, when, where, and how
- Tag collaborators
- Post event recaps within 48 hours of the event
- Use consistent graphics/branding

Video Editing App Recommendations

- Picsart <https://picsart.com/apps/>
- CapCut <https://www.capcut.com/>
- Alight Motion <https://alightmotion.com/>
- Inshot <https://inshot.com/>