



THE  
**PARKETING**  
COLLECTIVE

# Members Take The Mic: Social Media Marketing

March 27th, 2025

# Reminder: Anti-Trust Admonition



Any discussion involving competitors is subject to the antitrust laws and we should assume that this discussion is not immune.

As you may know, the purpose of the antitrust laws is to preserve the competitive marketplace.

For purposes of this meeting, the antitrust laws generally prohibit competitors from agreeing, explicitly or implicitly, to set or in any way limit the manner in which they will compete.

Some actions are always violations of the antitrust laws.

These include agreeing on price or price-related terms, divvying up a market among competitors, and agreeing not to use a particular vendor or serve a particular customer.

A violation of the antitrust laws places all discussion participants at risk of civil and criminal penalties.

The following must therefore not be discussed:

1. Current or future prices.
2. What constitutes a "fair profit level."
3. Possible increases or decreases in prices.
4. Standardization or stabilization of prices.
5. Pricing procedures.
6. Discounts.
7. Fixing credit terms.
8. Control of sales.
9. Allocation of markets or geographical division of markets.
10. Refusal to deal with a corporation because of its pricing or distribution practices.
11. Whether or not the pricing practices of any industry member are unethical or constitute an unfair trade practice.

# Social Media Marketing: Featured Experts



Sofia Kuhn

Marketing Coordinator

**SURVISION**



Esther Michael

Social Media Coordinator



Joslin Serrano

Business Analyst



# What is Social Media Marketing?



The process of creating and publishing content on social media platforms to build relationships with your target audience and achieve your marketing and branding goals.

# SOCIAL MEDIA CHANNELS



## SURVISION

- LinkedIn (#1)
- YouTube

## DENISON

- Facebook (#1)
- Instagram
- LinkedIn
- X

## PARKWAY CORP

- LinkedIn
- Facebook
- Instagram
- Threads
- YouTube

# Social Media & Marketing Tools

- Posting guidelines:
  - Posting manually, Schedule on the app
  - Project management tools - Asana/Trello
- Tools:
  - Monday.com
  - Sendible
  - Hootsuite
- What other tools do you use for scheduling, tracking data, etc.?

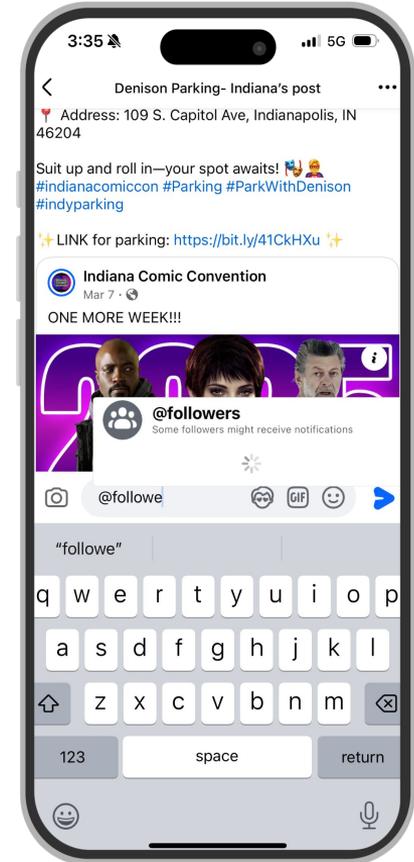
# Content Calendar & Posting Plan

- Plan ahead and prepare a content calendar
- This gives you more time to handle the unexpected & “right now” items.
- Example below:

Topic	Date	Channel	Text	Graphic	Link	Status
Holiday	4/1/2025	FB & IG	...	...	...	Scheduled
Thought Leadership	4/3/2025	LinkedIn	...	...	...	Published
Parking	4/7/2025	X	...	...	...	Planning
Employee Content	4/10/2025	All Platforms	...	...	...	In progress

# Social Media & Content Creation Tips

- **Authenticity** over Perfection
- You don't have to be so serious all the time
- **Leveraging people** in your organization and executive roles to post for your company
  - People remember posts from people (LinkedIn Algorithm)
- Tagging “**@followers**” on Facebook in the comment section



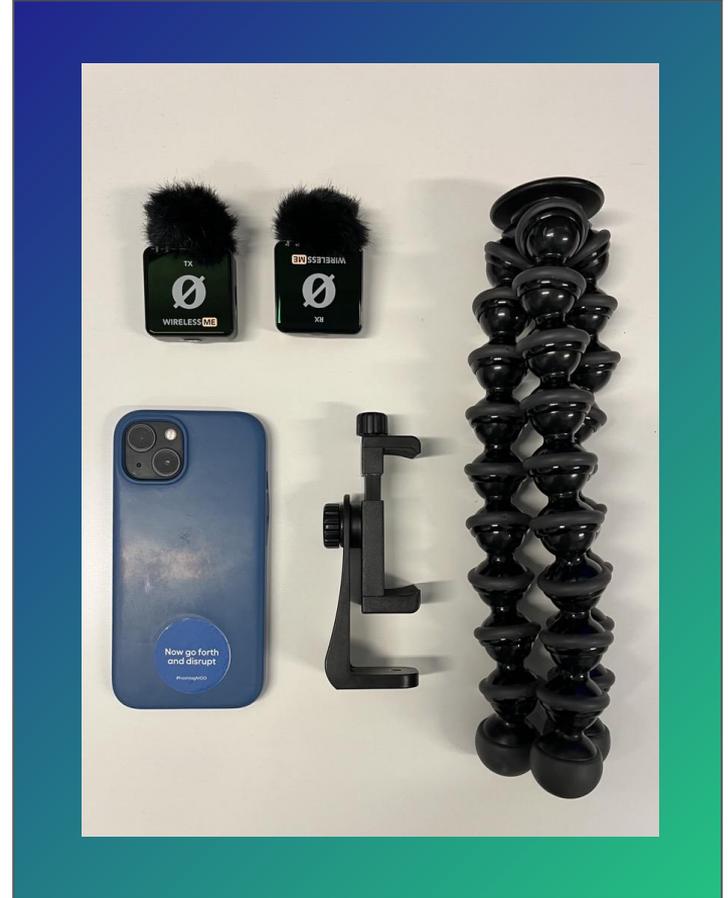


After figuring out who your target audience is based on each platform, now onto the fun part...  
Community Engagement!

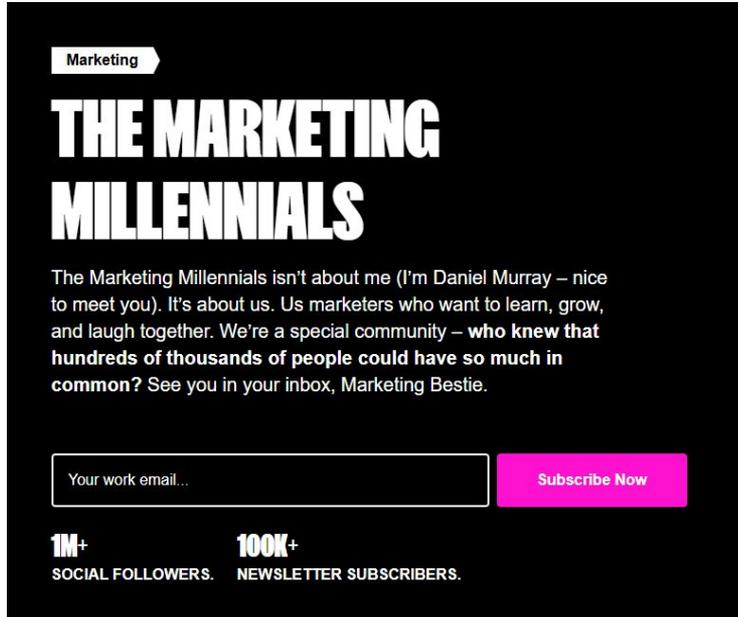
- Create informative and interactive posts for your followers
- Ask them questions !
- Partner with local organizations and collaborate on marketing efforts

# Video Content

- LinkedIn audiences are **20x more likely** to share videos than any other type of post
- Video content Tips:
  - Come up with a game plan/script
  - Faces!! People like to see people
  - Make it shareable, engaging and entertaining
  - Captions are important
  - Just do it!



# Resources



Marketing

## THE MARKETING MILLENNIALS

The Marketing Millennials isn't about me (I'm Daniel Murray – nice to meet you). It's about us. Us marketers who want to learn, grow, and laugh together. We're a special community – **who knew that hundreds of thousands of people could have so much in common?** See you in your inbox, Marketing Bestie.

**1M+** SOCIAL FOLLOWERS. **100K+** NEWSLETTER SUBSCRIBERS.

- Get involved in organizations in your field!
  - The Marketing Millennials Newsletter
  - American Marketing Association
  - Social Media Day PHL
  - Digital Summit Conferences
  - & More (TPC :) )!

Short newsletter 3x a week

The logo for Digital Summit, with 'digital' in lowercase and 'summit' in lowercase, separated by a vertical line.