



2020 CHAMPION PLACEMAKERS WORKSHOPS

BEST PRACTICES




Story Telling best practices

- Embodies DNA – All stories should be rooted in identity.
- Adds value – Stories make people aware of the products and offer.
- Encourages investment – Stories can help potential customers decide to spend time and money with you.
- Builds trust – Creates loyalty through authenticity and engagement.

Social best practices

- Consistent posting
- Planning annually, quarterly, and on a monthly basis
- Select the right format for the right objective
- Use our brand assets and personality traits as content themes

Match the right content to the right channel

 Facebook <hr/> Images, videos, links, a highlight reel of all the stories and news your business has.	 Twitter <hr/> News, links, join timely conversations. Retweet others with good stories.	 Instagram <hr/> Images and videos that inspire and capture moments. A place for your highest quality imagery.
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Remember: you don't need to be on every channel. Only focus on the channels that work for you and where you can dedicate your time.

Guiding communication principles

- Engage with your audience, don't broadcast
- Provide value
- Be honest
- Treat fans/followers as advocates

