

WHOLIVES CORPORATE



## Social Media Plan

### Reaching out to decisions makers on LinkedIn :

- Make sure your profile looks professional. It helps to have a title or headline that sparks curiosity and helps you stand out from the crowd.
  - “Social Impact Guru”
  - “Social Impact Ambassador”
  - “Social Impact Expert”
- Have a professional headshot, no hat, sunglasses, or profile shots. It’s best to have your full face showing, with a smile, and a high quality photo in professional clothing. If you cannot provide this on your profile, you need to wait to use LinkedIn for lead development until you can.
- While building your network, reach out to business owners and decision makers with a soft and inviting message (no ask yet). Your message could be something like:
  - “Hi, I noticed we have a few of the same connections. I’d love to get connected with you and see how we can mutually benefit each other’s businesses. Have great day! Hope to hear from you soon.”
- As you start to build your network, some of your connections might be helpful to others. Offer your connections and a warm intro to

anyone they would like to know.

- See if those you reach out to read and respond to your message. Most executives only jump on LinkedIn once or twice a week, or even less. Some more. After week or so, send another message, this time just include helpful information.
- Send an article on how having a social impact will benefit their company.
- It's soooo important to be conversational in all of your emails to them as you're building a network of friends. People do business with those they know and trust. Remember to give first and ask second.
- Follow up in a week, and ask if the information you supplied was helpful. Let them know that you can help them add a social cause to their business and that we'll provide everything they need, including marketing materials.
- Now ask to set up a time to chat over the phone, or a time to stop in and present to their crew.
- LinkedIn is a professional platform. Refrain from posting anything personal on your timeline, unless it's business related.
- You can post about case studies, RATEs (Race Against Time Events) that you've put on, articles on social impact, other interesting or helpful business related articles.
- It's best not to post too often on LinkedIn, maybe every couple of weeks, or once a month. Once a week only if the material you're posting is really good and getting hits.

## **Ambassador Social Media Posting**

- Using your social media contacts is a great way to share your message. We'll provide images, gifs, and videos to help you achieve success and bring awareness to the cause.

## **Businesses Social Media Posting**

- Choose a day of the week that will work for posting about the impact their company is going to make with WHOlives.
- It's good to have them look at their metrics and see when customers are most active, including the time of day.
- We'll provide businesses you work with a file full of content. All they have to do is pick the day of the week and post once a week, letting their customers know that a portion of their dollars are going to help solve the world water crisis.