

SOCIAL MEDIA GUIDE

2025



In this day and age, having an intentional and aligned social media presence is vital for any organization or business. Follow this guide to learn about the best approaches for economic development organizations to engage, nurture, and expand their audience on social media platforms in 2025.

Note: This guide was created in Q4 of 2024 and updated in Q1 of 2025. As social media is constantly changing and sites are tweaking user capabilities, some of the information in this guide may have changed since publication.



Enjoy this 2025 Social Media Guide for EDOs from the team at PPR Strategies!

If you'd like our help with telling your story, contact sandy@pprstrategies.com to schedule your free 15-minute consultation.

CHOOSE THE RIGHT SOCIAL MEDIA SITES

FOR YOUR ORGANIZATION AND AUDIENCE

Rather than worrying about being active on every trending social media platform, focus your energy on the platforms that best serve your organization and your target audience. Consistently build your presence on these platforms, and reassess the relevancy of each social media site as your marketing plan continues.

Economic developers' top social media sites to capitalize on are [LinkedIn](#), [Facebook](#), and [Instagram](#). [Pinterest](#), [YouTube](#), and [TikTok](#) can also be worthwhile sites for place-based organizations to use depending on the audience you're trying to reach or the campaign you're focusing on.

To identify where your audience is and how they use social media, assess your existing social media audience demographics across all active platforms. If your organization is new to social media or does not have enough data to generate those analytics, consider who comes to your organization for help, who attends your events, or who is subscribed to your email newsletter! You should be able to find that ideal persona your organization speaks to consistently. Once you understand who your audience is, you can conduct further research on the platforms they use most and what they expect from brands on each. (In fact, this guide offers information on user data like age, gender, and more for each platform!)

KEY RULES OF THUMB



*FOR EVERY SOCIAL
MEDIA PLATFORM*

While certain strategies are specific to each social media platform, there are also universal strategies that can be applied to each:

OPTIMIZE YOUR PROFILE.

If people want to learn more about your organization, social media is one of the first places they'll look. Make sure you're optimizing the capabilities of your organization's profile on each platform you're on so people can find up-to-date, engaging, and relevant information. Always have a high-quality profile picture (we recommend this be your organization's logo or brandmark), a link to your organization's website, a short bio that tells your organization's mission and/or your community's story, and contact information such as an address, email, and phone number. A well-optimized social media profile establishes credibility and maximizes growth and engagement.

ENSURE YOUR BRANDING IS CONSISTENT.

When it comes to digital marketing, it is important to ensure your social media handles are consistent across all platforms for best results. The goal is to make it simple for people to look for and find your business and develop a strong brand awareness. Additionally, compile a list of brand colors, fonts, assets, etc. that you can use across platforms to keep the visual style of your organization consistent and recognizable. Develop a writing style to implement, too, so your unique voice aligns with your business goals and target audience.



CREATE REGULAR CONTENT THAT ADDS VALUE TO YOUR TARGET MARKET.

People come to social media to be entertained or learn about something they're interested in. You can repurpose blog posts or videos, share success stories within your community, and promote events. Keep your posts focused on your target audience and the value they can get from what you share.

USE KEYWORDS AND HASHTAGS.

Keywords are the words and phrases that people use to search for information, products, or services and can be a great way for businesses and organizations to reach potential customers and relevant audiences. Utilizing effective keywords is a great way to optimize your posts and improve your reach.

Hashtags originated on Twitter (now known as X) and are used on most major social media platforms. Hashtags are keywords or phrases starting with the “#” symbol. Users can click on the hashtags to find related content; by utilizing hashtags on your posts on X and other platforms, you can make your content more discoverable.

Hashtags should always be relevant to your organization, your audience, and the content itself—rather than what's trending. You can create branded hashtags that people can use to talk about your organization or notable event, but these are not widely used or proven to be particularly effective for EDOs.

More about hashtags:

- A hashtag must be written as a single word, without any spaces.
- You can include numbers in a hashtag, but punctuation and special characters (like \$ and %) won't work.
- When you search for a hashtag, you'll only see public posts or posts shared with you.



BE INCLUSIVE AND ADHERE TO ACCESSIBILITY GUIDELINES.

For hashtags, a best practice is to capitalize each word, such as #BusinessDevelopment or #SmallBusiness, for screen readers to communicate the text more easily. When you create graphics, ensure the text is legible and has strong contrast. We suggest using a tool like [WebAIM's Contract Checker](#) for this. Continue your own research on the most up-to-date accessibility and inclusive language guidelines so nobody feels excluded from your content!

DECIDE HOW OFTEN YOU WILL POST AND STICK TO IT.

There are many recommendations out there about how often you should post on social media to build a consistently engaged audience, but there is no one-size-fits-all approach. As an economic development organization, you need to decide on a posting schedule that you can maintain throughout the year. It is important to have an active presence on social media to maintain a positive reputation and brand appearance; in the same vein, it is also important to not over-post because you will devalue your content and overwhelm your marketing team and audience. Posting on each of your organization's prioritized platforms frequently and consistently will bring greater results than having an erratic posting schedule.

For example, posting on LinkedIn four times in one day (unless you have an important event to update your audience on) is unnecessary and unlikely to produce effective results. We recommend one post per day per platform, with at least two to three posts per week. The exception is posting on Instagram/Facebook Stories, of course!

CREATE A CONTENT CALENDAR.

A content calendar will help you consistently create and share content that aligns with your brand. Typically, content calendars encompass a month of content at a time so your team can plan the marketing timeline for big events,



initiatives, or occasions in advance. A content calendar should list the specific content piece for each day you plan to post. This plan should also include photos, captions, dates, hashtags, links, and photo credits if necessary. We recommend creating a separate document to draft and edit your copy and a folder to keep your visual assets in to minimize clutter in the content calendar. You can schedule content in advance using apps like [Hootsuite](#), [Zoho](#), or [Buffer](#), but posting natively on each platform also works just fine!

ON SOCIAL MEDIA SITES, STAY SOCIAL.

Your social media strategy isn't just about the content you create and share; it's also about engagement. Respond to comments on your page and promptly follow up with direct messages. You can also follow local businesses and users in your target market and like, comment on, and share their posts. This is a great way to offer support and build relationships while staying informed about what is happening in your community.

If your team does not have enough capacity to monitor your accounts and prioritize community engagement on social media, there are tools to set up automated messages that can help users who have questions. This can include a message like, "We've received your message and will get back to you within 48 hours" or "Email us for more information" with a link to your website's contact page.

DRIVE TRAFFIC TO YOUR SOCIAL MEDIA PAGES THROUGH OTHER AVENUES.

Make it as easy as possible for people to find your social media sites by including links to your profile pages on your organization's website, newsletters, signature blocks in emails, and on your other social media sites.



HOW TO CRAFT YOUR SOCIAL MEDIA STRATEGY

Identify your marketing goals.

Do you want to drive traffic to your website? Increase awareness of your brand or a specific campaign? Build more qualified leads?

Understand your primary goal—which may shift with time—and other secondary goals that align with your organization’s purpose and mission. This is the foundation of your strategy and should be kept in mind throughout all content and campaign planning.

While the main idea of social media marketing is to push promotional content that drives revenue for your business, an overabundance of promotional content on organic (unpaid) social can hurt your social media strategy. Users are looking for fewer ads and more educational and entertaining content that showcases authenticity or can generally capture their attention. Find the balance and create a well-rounded approach.

Find a balance of content pillars that connect back to your established goals.

Stay up-to-date on social media trends and news.

Taking a social media masterclass can teach you the basics of social media marketing, but best practices can change nearly every day. To stay on top of the latest trends and news, find ways to continue your education in social media marketing. We recommend subscribing to newsletters, following thought leaders online, and attending seminars, webinars, and conferences to expand your knowledge.

You cannot understand the impact of your social media strategy without tracking its progress! Pull your most valued metrics into a spreadsheet or automated tracking tool to record month-to-month and year-to-year progress across platforms.

Track monthly analytics.

Revisit and optimize your strategy regularly.

After you establish a metrics-tracking system, you will be able to revisit your social media strategy. Across each month, calendar year, and/or fiscal year, what content garnered the most engagement? Which post drove more traffic to your website? What is NOT working for your brand? These check-ins will help optimize your social media strategy and allow for long-term sustainability.

LINKEDIN

SOCIAL MEDIA STRATEGIES FOR EDOs

LinkedIn is a business-oriented social network and a place to build connections with other professionals. People tend to visit LinkedIn during the workday to read and share industry-related content, offer their expertise and opinions, or provide career advice to other professionals. A LinkedIn page for your economic development organization can expand your outreach to target audiences like site selectors and new or relocating businesses while maintaining your current sphere of influence.

LinkedIn Statistics

- Total number of users: over 1 billion
- Largest age group: 25-34 (50.6%)
- Gender: 43.6% female; 56.4% male (no data on other gender identities)
- Complete, active company pages get 30% more weekly views.
- 77% of content marketers claim LinkedIn delivers the highest organic results.
- 40% of B2B marketers indicated LinkedIn as the most effective channel for driving high-quality leads.

Create a Company Page

All economic development organizations should have a company page. This page should focus on the company brand, not individuals or employees—but it can host shared employee content relevant to company events or announcements.

Tips for Your Organization's LinkedIn Page

Add a custom button that makes your LinkedIn page actionable, such as “contact us,” “learn more,” “sign up,” or “register.” This button can link to an external destination, such as your organization's blog. LinkedIn offers another way to generate leads directly on your company's profile, so enable the Lead Gen Form to make it easier for prospects to connect with you.

Explore the benefits of a LinkedIn newsletter, which can go hand-in-hand with your weekly or monthly email newsletter to expand the content's reach. Use the unique “Competitors Analytics” feature to compare follower metrics and organic engagements with similar organizations to establish a niche baseline for your content performance.

Feature your top three posts at the top of your profile to communicate significant news stories, initiative progress, or annual reports you want users to see first when visiting your page. Pay attention to suggestions at the top of your page (when in Admin mode) for some suggested content ideas, or try creating a LinkedIn poll or article!

Team Members Should Have a Professional Presence on LinkedIn

Economic development is a “people business!” Industry professionals want to know who they’re working with and stay connected to their peers. LinkedIn is a great avenue for this purpose. All team members within your organization need to have a professional presence on LinkedIn by having personal profiles and listing your company under the “Experience” section. (If you have a Board of Directors, they can do the same action under “Organizations.”) Encourage your employees to follow the official LinkedIn page and like and share its posts to boost your reach to relevant audiences.

Tips for Your Personal LinkedIn Profile

You can optimize your LinkedIn profile with a great headline, professional headshot, and a background image (which could be a variation of your company’s logo or the community you serve). When it comes to the content on your profile, think of it as telling a story about yourself and sharing pertinent details about your experience, current work, or company history. Recently, more users have looked to build their personal brands on LinkedIn by using “[Creator mode](#)” features, so if team members opt into that, it might help elevate your brand’s thought leadership and overall presence.

On LinkedIn, individuals can request past clients or supervisors to write “Recommendations” that appear on their profiles, which is a great way to show the value of your services as an individual contributor to your organization. This could be a great tactic to elevate your executive or leadership team.

With a paid LinkedIn Premium account, you can check who’s viewed your personal profile, reach out to others, and engage in conversations. However, this is not always a necessary element for your LinkedIn account to succeed unless your role is specific to business development, recruitment, or relationship management.

Join Industry Groups

LinkedIn has many industry groups you can join where individual users can participate and add value to discussions. You can also utilize industry groups to determine people’s needs, pain points, and challenges, as well as emerging industry trends.

Use Images in Your Posts

Images will help make your posts more visually appealing and stand out in people’s feeds. And, statistics show that LinkedIn posts with images typically result in a [2x higher comment rate](#). [LinkedIn reports](#) seeing multiple (3-4) images in one post perform especially well for organizations.

Advertising on LinkedIn

You don’t have to be an expert at advertising tools to “boost” your LinkedIn content. Using the Boosted Post feature allows you to extend your organization’s reach to a larger audience beyond your current follower base without creating an ad from scratch. Get more views and engagement on your post, promote time-sensitive content, or drive event registrations with boosted LinkedIn posts.

If your organization prefers to opt into creating an advertisement on LinkedIn (versus boosting already-existing content), explore [LinkedIn’s website](#) to learn more about how each style of advertising works and what the most up-to-date best practices are.

Content Ideas for LinkedIn

- **News and Research** - Share industry reports, news, and case studies. People use LinkedIn to stay updated and connected with their industry and colleagues.
- **Tips, Lists, and How-to Posts** - LinkedIn is an epicenter for business thought leadership. Share tips, strategies, and how-to posts that support your target audience's challenges and goals.
- **Organization and Community Updates** - Share photos and stories about your organization and community.
- **Job Opportunities** - Find employees by posting job openings on LinkedIn.
- **Repurpose Blog Content** - LinkedIn is a great place to repurpose blog content into LinkedIn articles. You can also post blogs from your website on LinkedIn to direct traffic to your website.
- **Repurpose PowerPoint Presentations** - Another type of content to repurpose is any PowerPoints (or “slide decks”) you have created. You can convert these files into PDFs to post your presentation content easily for your LinkedIn network.
- **Share Posts from Local Businesses or Leaders in Your Community** - This is a way to support your local businesses and community while sharing relevant content simultaneously.





Facebook is the biggest social media site in the world, with over 2.1 million active monthly users. Individuals who want to connect with friends and family have personal pages where they can post photos and status updates with friends and family (and can control their privacy settings). Public figures, businesses, and brands have public pages where they can share content with customers and fans. Here are some statistics and ideas for expanding your EDO's reach on Facebook!

Facebook Statistics

- Number of monthly active users: 3.065 billion.
- 30.8% (or nearly one in three) of all active Facebook users are aged 25 to 34.
- 56.8% of Facebook users are male, and 43.2% are female (no data on other genders).

Tips for Your Facebook Profile

Utilize all the available fields on your Facebook business page to make it as easy as possible for your audience to learn more and get in touch with you. This includes sharing your business hours, website, and phone number to reach you. Facebook business pages also allow you to add a customized call-to-action button to the page, such as "contact us." Make sure you're utilizing this button with the action you'd like your visitors to take.

Use Facebook Events

If your organization hosts events—whether they are virtual or in person—put that information into a Facebook event listing. Sure, you can post promotions about the event in different status updates, but having a central hub for information about the event (rather than just your website) can help drive more interest. Facebook events allow you to upload a cover image in addition to the "when," "where," "how much," "what to expect," and "where to register" details. When users RSVP, they will receive updates on any changes made to the event.

Monitor Page Performance with Facebook Insights

Facebook pages allow you to look at your insights to see how people engage with your page and posts and which posts have the most engagement. They'll also give you data on the audience that you reach. By finding out what's working and what posts are getting the best engagement, you can create posts that are more relevant to your audience. You can also look to other economic development organizations' pages for inspiration, especially those in the region or across the country that are similar to yours.

Create a Facebook Group

Do you offer ongoing training or coaching programs through your organization? Stay in touch with past participants and offer an additional incentive for future attendees by creating an exclusive Facebook group! This is a great way to cultivate a network of users that you can reach out to for new campaigns.

The bonus for group members is networking with their peers! Creating a Facebook group for small business owners in your community is another great way to facilitate connectivity and collaboration. Entrepreneurs can support each other, share advice, and even work on projects or events together. Be the driving force for unity wherever your organization is located!

Advertising on Facebook

The great thing about Facebook? It is the largest social media platform of them all. The challenge of Facebook? It can get competitive for brands! Because there's so much traffic and information, your posts could benefit more from "boosting" them to increase reach, engagements, or clicks. It's a good idea to have at least a small budget for Facebook ads so you can get important information seen by a larger audience.

While boosting a post is still considered an ad, Meta ads are created through Meta Ads Manager and offer more advanced customization solutions. Creating an advertisement from scratch in the Meta Ads Manager for Facebook and/or Instagram offers more formats (ads in Facebook Marketplace, Instagram Stories, etc., rather than just the feeds of either platform). It also allows for more specific objectives, targeting, and copy options. For bigger campaigns, opt for Meta advertisements instead of Boosted Posts for more control and tracking.

Content Ideas for Facebook

- **News** - Keep your followers updated about your organization's new programs, events, and offerings.
- **Branded graphics** - Create content that reflects your brand and values through branded graphics. For example: create infographics out of important statistics.
- **Giveaways, challenges, and other contests** - Creating giveaways can increase awareness by asking users to follow, comment, and tag their friends in posts for a chance to win tickets to an event or a gift certificate to a local business, like a restaurant or hotel.
- **Stories** - The Stories feature on Facebook allows you to post images or short videos that people can view for 24 hours. Stories are a popular feature among users and another way to get your content seen by your audience.
- **Blog posts** - Repurposing and sharing your blog content on Facebook should be a regular part of your social media strategy. Post the link to blog posts with a relevant photo or image, a short, enticing caption about the blog's content, and the blog post link. Place the URL "above the fold" before the post needs to expand.



Video-based social media app TikTok has shot to popularity since it first arrived on the scene and is now expected to surpass 1.8 billion users by the end of 2024. TikTok has evolved from a casual, creative application for personal use to also becoming a marketing platform. Research indicates that 70% of TikTok's users are between 18 and 35 years old, so you could use this platform as part of your strategy if you're trying to reach a younger demographic for specific projects like apprenticeship programs, advocacy work, educational campaigns, or workforce development initiatives. Or, maybe you just want to share community news with your younger residents!

TikTok Statistics

- 36.2% of TikTok users are between 18 and 24 years old.
- 33.9% of TikTok users are between 25 and 34 years old.
- 54.8% of TikTok users are female, and 45.2% are male (no data on other genders).
- Only 6.2% of TikTok's audience is older than 55.

THE TIKTOK BAN: WHAT WE KNOW AS OF JANUARY 2025

The Current State of TikTok

TikTok is at a critical crossroads. In January 2025, the U.S. Supreme Court upheld a ban on TikTok, citing national security concerns. While the platform temporarily went offline, it has since resumed operations amid ongoing negotiations. TikTok's future in the U.S. remains uncertain, with discussions about potential U.S. ownership still unfolding. With TikTok's future unclear, many creators are turning to alternatives like YouTube Shorts and Instagram Reels to continue sharing short-form video content.

Looking Ahead

If your organization finds TikTok to be beneficial and is yielding valuable results, continue using it while it's operational, but keep an eye on legislation that could impact its availability.

This situation highlights an important lesson: economic development organizations and content creators alike must diversify their social media strategies. Relying too heavily on one platform can leave you vulnerable to sudden changes. Stay flexible, keep an eye on emerging platforms, and spread your content across multiple channels to ensure your message reaches your audience, no matter how the social media landscape shifts.

Tips for Your TikTok Account

Upon creating a TikTok profile for your business, immediately switch from a personal account to a Business Account. There are benefits to having this business mode enabled, such as the Business Creative Hub, lead generation features, auto-message functions, TikTok Ads Manager, and Commercial Music Library.

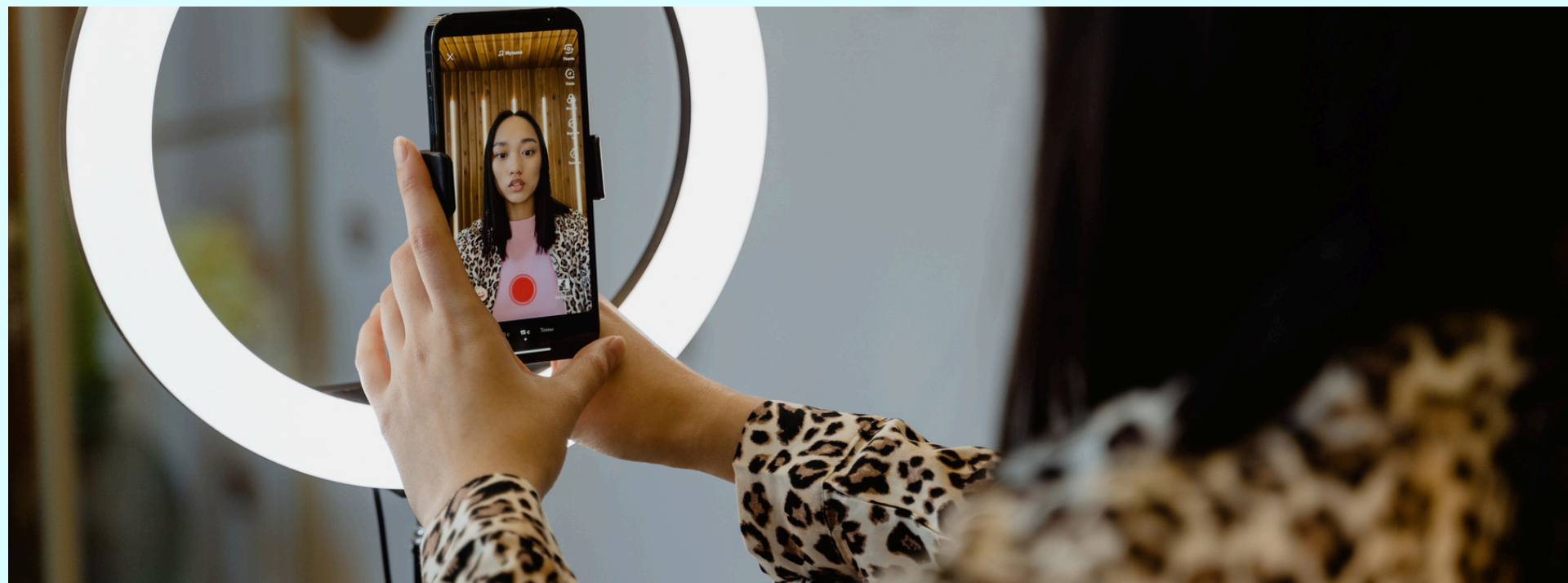
“For You Page” content is typically based on user behavior patterns and will show users content the algorithm believes they will enjoy. Because of this, your organization's content can be shown to anyone on TikTok, even if they don't follow you. To maximize the impact of this platform structure, think strategically about your caption; incorporate strong, relevant keywords and hashtags to increase your discoverability chances. This will especially help your content appear more often in TikTok searches, too.

“Viral” or High-Reach Content Requires Creativity

Interesting and educational content is important for all platforms, but it is essential for your TikTok strategy. Understand your audience, identify what they want to see from your organization, and get creative! Don't stray too far from your brand voice, but take a chance on different ideas. You never know which video will resonate with users and garner more views and engagements than you could imagine!

Advertising on TikTok

TikTok offers different advertising types on its platform, including TopView Ads, In-Feed Ads, Brand Takeover Ads, Branded Effects, and Branded Hashtag Challenges. Depending on the type of campaign your EDO wants to run, there is a best format choice that can help achieve your desired results. TopView Ads, which appear at the top of a user's feed immediately upon opening the app, and In-Feed Ads, which appear throughout the For You Page for users, are our recommended choices for EDOs to explore as service-based companies.



Content Ideas for TikTok

- **Break Down the Basics** - Since TikTok has a large user base of younger individuals, this is your chance to teach them something new about your industry and shape future professionals. Try making short, simple videos that define relevant concepts to explain the importance and impact of economic development work.
- **Showcase Authenticity** - Share fun stats or “day in the life” videos of team members in your office. This can help users understand the real people behind your organization.
- **Support Local Small Businesses** - For example, you could create a video at a new brewery's ribbon-cutting ceremony to showcase its special offerings as a new business in town.
- **Attract New Visitors** - When using TikTok to search for content about your area (queries might look something like “Frederick, Maryland day trip” or “best places to visit in Virginia”), users typically want inspiration on what to do, see, and eat there. Try making a “Things to do in...” series to showcase what makes your community attractive, or make a montage tour of your downtown area to let visitors know the beauty that awaits them!
- **Showcase an Industry in Your Community** - For example, you could show a how-to video on picking peaches and making jam to showcase the agriculture industry.
- **Interview on the (Main) Street** - If you have outgoing team members, a smartphone, and a small microphone (you can find cheap ones on Amazon!), stand in your downtown area or busy community event to interview passing residents, tourists, and small business owners! The prompts can be as simple as, “What do you love best about our area?” or “What’s one thing visitors should do when they’re in town?”
- **Find Out the Current Trends** - New trends pop up daily on TikTok. If you find a trend that your business can relate to, don't be afraid to share it. This is an easy way to create content because you can take inspiration from existing content and put your own spin on it.
- **Repurpose Video Content** - Does your organization record podcast episodes with video? Do you have a lot of recent YouTube content? Reformat these videos to use on TikTok! With that in mind, you can take your TikTok videos to use on Instagram or Facebook, too (and vice versa)!

INSTAGRAM

SOCIAL MEDIA STRATEGIES FOR EDOs

Instagram is a visual, user-friendly platform and a great place to tell stories through photos and videos in various formats, including feed posts, live videos, Reels, Stories, and even text-based Threads. Instagram has over 2 billion monthly active users worldwide and continues to be popular among Generation Z and millennial individuals. As an economic development organization, Instagram is an opportunity for you to think creatively about how you can appeal to different people in your audience through various visual elements.

Instagram Statistics

- Number of monthly active users: over 2 billion
- Number of daily active users: over 66.6 million
- 62% of Instagram users are under the age of 34
- Only 2.9% of Instagram users are over the age of 65
- 50.6% of Instagram users are male, and 49.4% are female (no data on other gender identities)
- Over 200M businesses use the platform for business purposes

Tips for Your Instagram Profile

A successful Instagram profile is dependent on the visuals. Starting with the profile itself, your account must reflect your brand. Choose a great profile photo and username that is simple, creative, and effectively showcases your business or organization. Your bio should be brief yet impactful. Consider a summarization of your offerings or a clear tagline. Including your specific location is also a great addition to informing new visitors about the area you serve.

Curate Profile Highlights

You can also add featured “highlights” to your profile. These are past Instagram stories that anyone can view to learn more about your organization. As one of the first impressions when a person visits your Instagram page, highlights are valuable ways to help establish a brand or business and build its quality.

Use a Link Management Tool

Most social media platforms limit your main profile link to a singular URL. While Instagram has adjusted these capabilities to allow for multiple profile links, we recommend that you have one central link from a provider like Linktree or Later. These tools allow you to customize a unique link manager that is branded, includes your most recent and relevant campaign information, and can track how many users visit each page. Plus, they're free to use!

Other link management tools like Bitly and TinyUrl can help create shorter, branded URLs that can also track clicks and traffic metrics. If you use link shorteners, implement them across your social media channels and specify them to each platform. This way, you can easily identify where your calls-to-action are performing the best.

However...

While using a link management tool and telling your audience to “visit the link in our bio” for more information is fine, there are better approaches to building community on this platform.

Calls to action like “link in bio” don't tend to work as effectively on organic Instagram posts. Since users would have to read this caption, click your profile, click the link management tool, and then scroll to find the specific link you're advertising, it has to be a great offer for them. Otherwise, would you want to go through all that trouble? Probably not!

Let's think like an Instagram user instead of an economic developer to solve this. Most social media users, generally, want to see content that is educational and/or entertaining. Can you share a carousel of resources from your latest blog instead of saying, “Go to the link in our bio to read it?” Can you pull data points from your annual report to showcase impact rather than asking your audience to download and sift through the 20+ page document themselves? Think about repurposing your content in an engaging way that makes users look forward to seeing your content on their feeds. Try using some interactive elements, such as prompts to comment or in-feed polls, to add something extra to your content.

Instagram Stories can also include helpful links you want people to see, but if you want to promote something that requires leaving Instagram, it might serve your organization better as paid content.

Ensure Your Organization's Profile is a Business Profile

If your organization's profile isn't already a business profile, switch it! This simple change will allow you to track data, analyze performance, and advertise and promote posts. Within an Instagram business profile, you can also choose a category for your business, which helps more potential followers find your page and understand what your organization does.

Pin Your Posts

Pinning a feed post or Reel on Instagram ensures that it remains at the top of your profile, regardless of how many new posts you add. This is especially useful if you have a post introducing people to your brand or highlighting a timely promotion. By keeping it pinned, you can ensure that new followers see it immediately and get a sense of who you are.

Advertising on Instagram

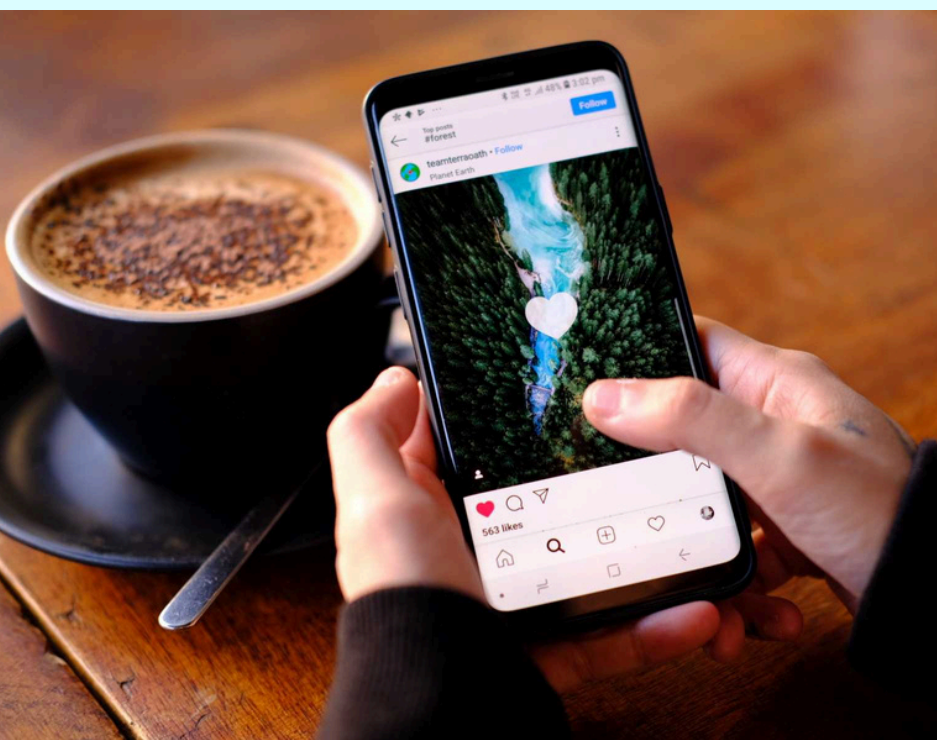
Instagram has a Boosted Post feature that allows users to make their posts more discoverable on the app. Boosted posts are unique because they appear as users are scrolling through their Instagram feed, as any other post would. Whether your goal is to drive more traffic to your website, sell a product, or inspire viewers to contact you, boosting a post offers a linking feature within the post to help you achieve your desired goal.

Refer back to the “Advertising on Facebook” section of this guide for information on using Meta Ads Manager, as well as when to boost posts vs. create new ads.

Explore Different Features on Instagram

Instagram is a constantly changing platform. Its simple interface has grown to include Instagram Stories, Instagram LIVE videos, and Instagram Reels. Don't shy away from trying something outside of a simple post with an image and a caption, like:

- **Instagram Reels:** Instagram Reels are short video clips that are typically 15 to 60 seconds long. You can add text, audio, or music to make them more eye-catching and entertaining—if you don't already add that in using a different editing platform of your choice!
- **Instagram Stories:** At the top of the Instagram home feed are small circular photos of the people you follow. When users click those, they can view Instagram Stories. Stories allow you to post multiple photos or short videos that are viewable for 24 hours (unless you save them to your profile highlights, as previously explained). Stories can often be more spontaneous, but they can also be intentionally curated. This can be great for showing behind-the-scenes looks at a current project or event, and it also offers a feature where you can include clickable URL stickers or swipe-up links.
- **Instagram LIVE Videos:** Suggested ways that you could utilize Instagram LIVE would be at a significant event for your organization where you film a speaker or panel, and you can even accept questions for a Q&A portion through Instagram LIVE to extend participation to people who could not be there in person. *We don't see a lot of use for this feature from smaller organizations like EDOs with niche audiences, so don't worry if this isn't the best fit for you.*
- **Instagram Threads:** Launched in July 2023, Instagram Threads, similar to X (formerly known as Twitter), offers a feed of text-based posts that allow users to participate in discussions and converse with one another. Threads content can include text, links, photos, videos, or any combination of those elements. *PPR does not currently recommend Threads for local organizations and departments. For state, federal, or international organizations, this could be a strong avenue to explore if your audience is active there.*



Content Ideas for Instagram

- **Talent Attraction: Show Highlights of Living in Your City** - With the rise of remote jobs, people have the opportunity to choose where they want to live. The cost of doing business in your community, as well as the work-life balance of your community, will be crucial for potential movers. Use Instagram to show the highlights of living in your community, whether it's the great restaurants, hiking trails, breweries, or other exciting entertainment offerings.
- **Support Your Existing Businesses and Highlight Local Talent** - Many local businesses and entrepreneurs in your community are active on Instagram. Follow them, comment on their posts, and share their content to build relationships. You can take it to the next level by highlighting existing businesses, local talent, and things you want to attract more of.
- **Giveaways, Challenges, and Competitions** - One way to interact with your audience is to provide them with incentives. Creating giveaways, challenges, and contests can increase awareness by asking users to follow, comment, and tag their friends in posts for a chance to win a free product or service. Instagram users often collaborate with other businesses and organizations for giveaways to maximize their reach and tap into new audiences.
- **Quotes, Fun Facts, and Testimonials** - Create content that reflects your brand and values, whether it be internal quotes and historical “did-you-know” tidbits or positive testimonials from your organization’s partners. Make text-heavy content into simple, trendy graphics to use on Instagram. [Canva](#) is a good place to start!



OTHER NOTABLE PLATFORMS



While LinkedIn, Facebook, TikTok, and Instagram are the top platforms for economic development organizations, other social media sites, and content platforms can attract specific demographics within your target audience. The following may be worthwhile to include in your social media strategy:

PINTEREST

Pinterest is a place for users to post “pins” and curate them into groups, otherwise known as “boards.” It’s like a virtual scrapbook for saving favorite recipes, ideas, fashion tips, quotes, and more. People don’t generally use Pinterest as part of their normal workday, since it is more personal and less “social.” However, Pinterest can be a great place to encourage tourism in your community since popular board topics include dream wedding destinations, travel bucket lists, or fun seasonal activities unique to different areas.

Pinterest Statistics

- 522 million monthly active users.
- Ranked 14th in the world’s most ‘active’ social media platforms.
- 69.4% of Pinterest users are women, while 22.6% are men. 8% of users are unspecified.
- 29% of Pinterest users are 18-24 years old.
- 37.3% of Pinterest users are 25-34 years old.



Content Ideas for Pinterest

- **Share Interesting Images Or Infographics** - Pinterest is a great place to share blog posts using interesting images or infographics that link back to a blog on your website. When people click on the “pin,” they can go to your website to read the entire blog.
- **Highlight Your Tourist Attractions** - For example, you could share an image and article about local farmers markets to entice nearby tourists to visit. Another option would be to use high-quality imagery of different businesses in your area to curate a “Best Places in...” Pinterest board of your own. This will encourage users to repin it on their own boards and could inspire them to visit a new place.
- **Tap Into Social Engine Optimization** - Through Search Engine Optimization (SEO), you can utilize keywords to show up in search engines in Google to get more traffic driven to your site. With Social Engine Optimization, you can use similar principles of SEO to help your Pinterest content appear in more search results:
 - Incorporate strong SEO practices in the “About” section of your Pinterest page.
 - Include link(s) to your website.
 - All of your images should have SEO-friendly names, descriptions, and alt text.
 - Use trending, relevant keywords throughout your copy.



YOUTUBE

YouTube is a place where you can tell your community's and organization's stories through video. People often visit YouTube with a specific purpose: to search for a topic or particular type of video, typically to learn something new. Thus, you need to be strategic to get people to view your videos. Make sure to share your video links widely and encourage people to "subscribe" to your YouTube channel (via your newsletter or website), so your new videos will appear on their feed.

YouTube Statistics

- 2.49 billion users.
- 47% of all global internet users access YouTube every single month.
- Second on the list of most-used social media platforms.
- 51.4% YouTube users in the USA are female, while the remaining 48.6% are male.
- 15.5% of users are 18-24. 21.3% of users are 25-34. 17.5% of users are 35-44. 12.5% of users are 45-54. 9.2% of users are 55-64. 9.2% of users are 65+.
- 63% of all views on YouTube come from mobile devices.

Content Ideas for YouTube

- **Video Replays of Live Events** - If you film a live event (in person or online) and want to make it available to a bigger audience, you can post that video to YouTube.
- **Showcase Economic Growth in Your County or State** - You can create timelapse videos or before/after vlogs that visually demonstrate the growth your county or state has had over a specific period of time.
- **Showcase and Celebrate Local Businesses in Q&A Videos** - Tell the stories of local businesses by interviewing them in a Q&A format. You could spotlight a specific business each week during Business Appreciation Week and National Small Business Week.
- **Share Site selector videos; new businesses, construction, and more** - Site selector videos give an overview of the community and highlight its key features, while new companies, construction, and building videos showcase the available opportunities. By sharing these videos, economic development organizations can attract the attention of a wide range of potential investors and help to spur economic growth in their communities.

X (TWITTER)

Currently, the PPR Strategies team does not believe X (formerly Twitter) is a suitable organic marketing platform for economic development organizations. We offer an exception for EDOs or government departments that service large areas and/or may need to communicate more timely news to their population. With its tumultuous evolution across 2023 and 2024, we recommend pausing content on X (but keeping a company profile) and prioritizing other social media platforms. Our research has shown dips in engagement and reach for unpaid content on X, and EDOs' audiences tend to favor other social media platforms anyway.

THAT'S ALL FOR NOW!

Social media is a powerful and effective tool for growing businesses, organizations, and brands. Social media sites are a great way to take advantage of cost-effective advertising; educate, inform, and entertain others; generate product, service, and brand awareness; and connect with prospective clients and customers.

Remember that social media is about being social, no matter what platform you are using! The more you interact with other users via liking, commenting, sharing, or replying, the more interaction you're likely to receive. Keep it social, stay consistent, and always have your business goals & target market in mind when creating content. It is important to remember that growing a following and seeing results doesn't happen overnight. It requires consistent effort and visibility. Now go out there and get social!

Whether you've implemented a tip noted above or gotten a fresh spark of inspiration from this guide, we wish you success in the future. Please stay in touch -- we want to hear great things from you and your community!

Want to get started with creating a social media strategy, audit, or campaign for your organization? Get in touch at sandy@pprstrategies.com and learn more about how we can support you at PPRStrategies.com.

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