**EKCO Summer Social Ideas**

**Top Recommendations**

1. **More strategic cross posting**
   * Consider why the audience uses each platform (for news, entertainment, information, etc.)
   * Save more visually appealing posts for Instagram (like the reels that have been getting good engagement, any events where we get images of the team, etc.)
   * Use news and link heavy content on LI, FB, and TW as it is easier for members to follow links and doesn’t need heavy visuals to gain engagement
2. **Graphic review quote stories** 
   * Use IG/FB stories
     + Example: Concept [o](https://drive.google.com/file/d/1s9d_wujRLOd1Qt23r1UtBWnik-PYgqHR/view?usp=sharing)[ne](https://drive.google.com/file/d/1II5UPtOIu-KfwdAnxrGowLp4MMRDaySR/view?usp=sharing) and [tw](https://drive.google.com/file/d/1zd-nMfcQQm6NHCpdAtggBVM-KTZ6joij/view?usp=sharing)[o](https://drive.google.com/file/d/1Pz0kQDYRSH9twHOBQdKwp0CTC7dp24Q6/view?usp=sharing)
   * Create highlight reels
     + Simple process of creating a pinned highlight circle through IG/FB profile and saving each relevant story to the highlight as it is posted
     + Suggested reel categories:
       - Reviews
       - Resources
       - Blogs
       - Events/community
       - EKCO in the news! (BTB segments, Innovative teacher links)
3. **More branded stock photos/Real EKCO photos**
   * Use more photos of the EKCO team in place of more generic stock images
   * Include branded graphic elements on stock photos
     + See [these](https://drive.google.com/file/d/1nHy9Dv7DBPuEdyT4lnaCz9b4N6YDl0ti/view?usp=sharing) [posts](https://drive.google.com/file/d/13IWZeBvCpWVi6aRK2eWK2YL8y85F3s6t/view?usp=sharing) as an example
4. **Graduation prep campaign**
   * Posting resources for parents with high school students preparing for graduation
   * Include university prep, community college options, and trade school information
   * e.g. free ACT practice tests, testing center and dates info, weekly ACT/SAT questions, community college programs, trade school opportunities and careers, career fairs, college admissions interview prep

**Additional Ideas**

1. **"Talk about It" Twitter chats**
   * Guided conversations with a monitor from the EKCO
   * EKCO tweets a question and followers comment in the Twitter thread their answers to the provided question
     + Involve 4-5 questions and gives followers ~5 minutes to comment their answers
   * Includes a branded hashtag that followers are told to use in their comments to gather all responses and bring in more participants
   * Stay high-level and light hearted but still embody EKCO’s values of elevating parents' voices by providing an opportunity for conversation and improvement
     + Example questions: Homeschool parents: what's one education activity you would share with other homeschooling parents? What is one education resource you would love to see provided to parents? How do you see Oklahoma business leaders giving back?
   * Would require a few hours prep time (coming up with questions and social promotion) and no more than 30 minutes to facilitate the chat
2. **Sharing more posts**
   * Monitor partner social accounts for relevant posts EKCO could share
   * Tap into partner’s audience to increase engagement and build relationships between Oklahoma education organizations
   * Two ways to easily monitor
     + Set up a stream on Hootsuite to with specific accounts so you can easily look through just their posts for sharing opportunities
     + Set post alerts for relevant accounts to see their posts and share when relevant