



PHOTO + PRESET BY ASHLEY VICTORIA PAXTON

## **BUSINESS PERSONALITY**

Humanize your business  
with a voice that matches your brand.

Use branded photos + graphics.

## **DON'T JUST POST. ENGAGE!**

Like. Comment. Share. Tag.  
Engage with your digital community.

## **POST WITH PURPOSE**

Strive for quality, not quantity.

Create a content ratio.  
1 Pitch : 1 Personality

**CHOOSE THE SOCIAL MEDIA NETWORK THAT IS RIGHT FOR YOU  
& KNOW WHAT CONTENT PERFORMS BEST****FACEBOOK**

NEWS + EVENTS  
PHOTO GALLERIES  
LONG-FORM VIDEO  
BRANDED GRAPHICS  
AUTOMATED RESPONSES

**TWITTER**

WEBSITE LINKS  
PHOTO PREVIEWS  
SHORT-FORM VIDEO  
BRANDED GIFS  
TIMELY UPDATES

**INSTAGRAM**

LINK IN BIO  
MULTI-PHOTO POSTS  
SHORT-FORM VIDEO  
MINIMAL TEXT GRAPHICS  
USER ENGAGEMENT

**LINKEDIN**

WEBSITE LINKS  
NETWORKING EVENTS  
LONG-FORM VIDEO  
DOCUMENTS & FLYERS  
BUSINESS NEWS

**SAMPLE SOCIAL MEDIA CAMPAIGN: "WE'RE HIRING"**

FACEBOOK JOB POST

GRAPHIC WEB LINK

POST, STORY, LINK IN BIO

GRAPHIC WEB LINK

ASHLEY PAXTON, DIGITAL MEDIA COORDINATOR  
APAXTON@GREENVILLESC.GOV • @AVPAXTON



# CITY SOCIAL MEDIA

PLANNING FOR YOUR POSTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

## BEST TIMES TO POST

Facebook  
Tue / Wed / Fri  
9 AM to 1 PM

Twitter  
Tue - Thu  
9 AM to 11 AM

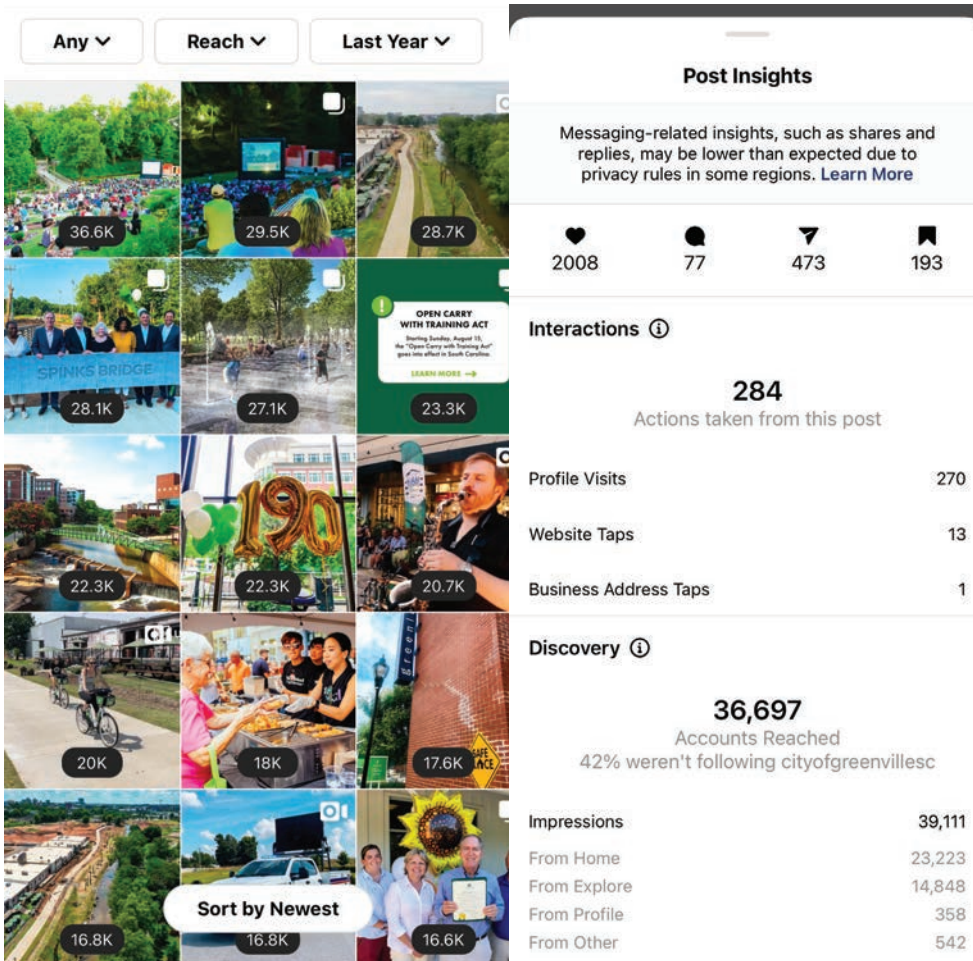
Instagram  
Mon - Fri  
11 AM

LinkedIn  
Tue - Thu  
9 AM to 12 PM

according to  
Sprout Social  
(2021)

DOWNTOWN MERCHANTS MEETING

ASHLEY PAXTON, DIGITAL MEDIA COORDINATOR  
APAXTON@GREENVILLESC.GOV • @AVPAXTON








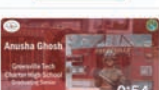

**ENGAGEMENT:**  
quality of interactions with users (likes, comments, shares, saves, profile visits, web + link clicks, etc.)

**REACH:**  
# of unique users that have seen your post, at least once. This metric gives a good idea of what your audience finds valuable and interesting.

**IMPRESSIONS:**  
# of times your post was visible in a users timeline (may include multiple views by the same user).

Published Expired Expiring

Post Type: All All time: Jan 1, 2009 – Aug 16, 2021 Filters Search

Post	Impressions
 <p><b>Greenville, SC</b> 🏡💡 The City of Greenville employs some of the ar... City of Greenville, South Carolina Government</p>	3,439
 <p><b>School Zone Safety</b> 📖🚗 As the school year starts, please be ... City of Greenville, South Carolina Government</p>	2,383
 <p><b>Bridging the Gap</b> 🏗️ Following the dedication of the Spinks Bridge, ... City of Greenville, South Carolina Government</p>	4,066
 <p><b>#GVLthisWeek: August 9-15</b> 🗓️🗣️ What's happening in the City of ... City of Greenville, South Carolina Government</p>	2,148
 <p><b>!! Greenville police are urging residents to educate themselves o...</b> City of Greenville, South Carolina Government</p>	20,080
 <p><b>Meet Anusha, one of our 2021 Summer Graduates who sacrific...</b> City of Greenville, South Carolina Government</p>	5,317
 <p><b>Greenville, SC</b> 🇺🇸 With the retirement of Fire Chief Stephen Kovalci... City of Greenville, South Carolina Government</p>	4,355

## SOCIAL MEDIA BLOGS FOR CONTINUED LEARNING

Later.com

Sprout Social

## FREE TOOLS FOR SUCCESS

Facebook Creator Studio

Link in Bio (by Later.com)

Linktr.ee