



ACE MENTOR PROGRAM

ARCHITECTURE • CONSTRUCTION • ENGINEERING

SOCIAL MEDIA STRATEGY

Presented by Deep Fried





**Scientists study the
world as it is; engineers
create the world that
has never been.**

— Theodore von Karman

BRAND THEME

Architecture. Construction. Engineering. ACE represents a one-of-a-kind immersive experience — from high school and beyond. With a mission to excite, engage, and educate students in pursuit of careers in architecture, engineering, and construction, our Project Based Learning is led by mentors and driven by students. Through generous support, dedicated mentoring, and our hands-on approach, we've inspired thousands of students across the country to pursue, persist, and reach new heights, discovering new career pathways to a bigger, brighter future.

**A future built
by all, for all.**

BIO/PROFILE

Architecture. Construction. Engineering. ACE represents a one-of-a-kind immersive experience — from high school and beyond. Let's build together. acementor.org

TAGLINE

Engage. Excite. Enlighten.

TONE & VOICE

Educational, inspiring, good storytelling, positive, impactful

LOOK & FEEL

Colorful, clean, and organized, image-heavy

AUDIENCE

- High School Students
- Mentor/Volunteers- practicing professionals in their respective fields
- Sponsors- Financial Donors/ Businesses
- High School Educators- start the program at their schools, encourage students to join
- Alumni

SUGGESTED CHANNELS

- Instagram
- Facebook
- LinkedIn
- TikTok

The background is a deep magenta color. In the upper left, there are two large, light-colored, stylized 'C' or 'G' shaped elements. A dark, curved architectural structure, possibly a building facade or a bridge, curves across the middle of the image. A sharp, diagonal line of light magenta cuts across the scene from the bottom left towards the center. The text is centered in the middle of the image.

**We shape our buildings;
thereafter, they shape us.**

— *Winston Churchill*

Scheduling

Schedule posts well in advance using a social scheduling tool. The following are popular tools used by small and medium sized businesses:

LOOMLY

- Integrates with most social channels including TikTok and Snapchat
- Content library, image editor, send time optimization
- Calendar view for easy planning
- Personalized workflow
- Pricing starts at \$25/Month
- Used by Deep Fried

SENDIBLE

- Profile and post analytics and audience demographics
- Pre-made and custom reports
- Listening for both Twitter and Facebook, as well as brand mention reports and sentiment analysis
- Fully enabled organization, letting you create calendars and dashboards to control your pipeline
- Content library, image editor, send time optimization
- Pricing starts at \$29/Month

SOCIAL PILOT

- Bulk scheduling
- Calendar view for easy planning
- Image editing
- Reports and analytics
- Pricing starts at \$29.75

Competition

FIRST ROBOTICS

FIRST® programs introduce students to engineering and coding in an engaging, inclusive, and creative after-school or in-class learning environment where students work collaboratively to solve an annual robotics challenge centered around a yearly theme.

- Only on LinkedIn
- Do a great job at promoting events and participants
- Photography isn't the best and content is a little stale
- Posts at least 3 times a week – Great posting frequency

info.firstinspires.org

SKILLS USA

SkillsUSA is a partnership of students, teachers, and industry working together to ensure America has a skilled workforce. SkillsUSA serves middle-school, high-school, and college/postsecondary students preparing for careers in trade, technical and skilled service occupations.

- On FB, Insta, TW
- Posts duplicate content on all platforms
- Content is branded but not consistent
- Often posts several times a day (a little too often)
- Decent engagement across all platforms time optimization
- Pricing starts at \$29/Month

skillsusa.org

GIRLS ON THE RUN AND GIRLS INC.

Girls on the Run® nonprofit organization designs programming that strengthens third- to eighth-grade girls' social, emotional, physical, and behavioral skills to successfully navigate life experiences.

- On Pinterest, FB, LI, Insta, TW
- Duplicate content across platforms like FB and Insta, but brand voice is strong.
- Imagery is engaging, but not varied across platforms Post frequency is a little heavy – 5 or more times a week, multiple posts a day.

girlsontherun.org

PLATFORMS

While there are some things that are universally true across all social media platforms - video being king for example - the strategy for each tends to differ. Some differences are small and some large. With this in mind, we've broken your strategy down by platform.



Instagram

WHY INSTA?

- A great platform to expand reach.
- Posting reels, you can find new followers that wouldn't normally see your content.
- Most popular with users 25-34.
- Leverage the tools in stories –like polls, quizzes, and Q&A-to engage your audience.
- Tone should be informative, engaging, and fun.
- A great place for short-form content, IG is the platform to “show and tell” using engaging video.



Profile Optimizations

Profile picture, name, and bio

Your profile is where you tell your followers what you're all about. Your name and bio are the only text a visitor will see without clicking on a particular post, so you need to make it shine. Here are some tips when crafting your profile.

INTRODUCE YOURSELF

- Think of your name and logo as a business card. Set them to your brand name and logo.

KEEP YOUR BIO SHORT

- Choose just a few keywords and phrases that explain what you're all about. This isn't the time for storytelling and complete sentences!
- Suggested Bio:
Engage. Excite. Enlighten

BREAK IT UP

- Use line breaks and emojis to make your bio visually appealing and instantly skimmable. If it looks like a block of text, nobody will read it!

LET YOUR VOICE SHINE

- Whatever makes you unique should come through right at the top of your page. Simple doesn't have to mean boring.

MAKE IT ACTIONABLE

- Along with Stories, your bio is the only place on Instagram where you get to share links and draw users off the platform. Direct users to your link with a call to action (CTA), like Join Now or Visit Us. Then, use a tool designed to make the most of your link, like Milkshake, Linktr.ee, or Lnk.Bio.



FEED AESTHETIC

A unified aesthetic gives your grid a distinctive look, so potential followers can take one glance and know what kind of visual content they'll be getting.

Refining the image style and color palette is a journey, but no matter what, you should keep it consistent and true to the brand.

STORY HIGHLIGHTS

Highlights are often overlooked, but a great tool to bring in new followers. Make a highlight, complete with a fun cover image, for each type of content you post about, like Staff Callouts, Q+As, and A Day at Ace. Then, add some of your best work to each highlight — if it's a feed post, it's easy to share it to Stories before hitting 'save.' This way, viewers can get a sampling of your content without scrolling down actively exploring your feed.



Reel it in.

Why use Reels? Other than the fact that the Instagram Algorithm heavily favors this tool, it's also a great way to find new followers and build engagement.

REACH

The current average engagement for Instagram posts is less than 2 to 3%. Let's say you have 1,000 followers and post a normal video on Instagram. Only a small number of your followers are likely to see your post. Had you posted that exact video, but as a reel, it is not uncommon to be seen by several times the number of followers you have due to the Explore feature.

MORE ENGAGING CONTENT

We're all getting a little bored of seeing the same images time and time again on Instagram. Brands need to evolve their content to remain relevant, which is vital to sustained success online. Reels are not only quick, but when done right, they are catchy, funny, and genuinely enjoyable to watch. There is a reason why the Reel feed is designed to continue feeding you content you can't turn away from.

SHOWCASE PERSONALITY

Brands often feel as though they have to show up with a different persona online: Professional on-camera and relaxed off-camera. By now, we've all seen reels of someone dancing to their favorite song while pointing to text on different parts of the screen — the kind of content we've never really been exposed to in the past. The takeaway? Authenticity. Online in general, but especially on Reels, users want to see real people, not a perfectly curated version of you or your business.



Hash it out.

Hashtags are a tried-and-true strategy for a reason — they're the main way people seek out topics they're interested in on Instagram. Think of hashtags as a way to index your content. Keep these tips in mind when using hashtags.

- Make every hashtag relevant, and targeted. Reaching new people doesn't help you if they don't care about what you do.
- Find the Goldilocks hashtags — not too competitive, but not dead either. A study from Later tells us that tags with between 10k and 200k posts are a good bet, and they've got plenty of other tips, too.
- Choose a range. Include some super-specific hashtags, like your own brand name, and some that are more general, such as the city you're located in.

#AceMentor
#TheFutureIsBright
#WeBuildFutures
#ARCH
#EarlyEngineer
#Engineering
#Architects
#Construction
#MentorMonday
#WeBuildWednesday
#FamousFriday
#MadeByMentors
#BeTheFutureYouBuild
#BelieveThenBuild



Post Frequency

2-3 posts per week (never more than 2 posts a day), using the content buckets/themes. The majority of posts should be scheduled for the sake of efficiency; however, room should be left for spontaneous posts and stories. Use single image, carousel, and especially video!

Best Time to post on Instagram

*Note: The following times are suggestions based on current trends for the industry most closely related to yours. Every business is different, so experiment with other times as well to find the best posting schedule for you.

MONDAY - FRIDAY

12pm-1pm, 5pm-6pm, and 8pm-9pm

SATURDAY

6am - 11am



Content Pillars

EVERGREEN

- Staff highlights
- Alumni reviews
- Holidays
- Events
- Get Involved CTA
 - As a student
 - As a mentor
 - As a sponsor
 - As an educator
- A Day at Ace
 - “candid” pics of the after school program

WEEKLY

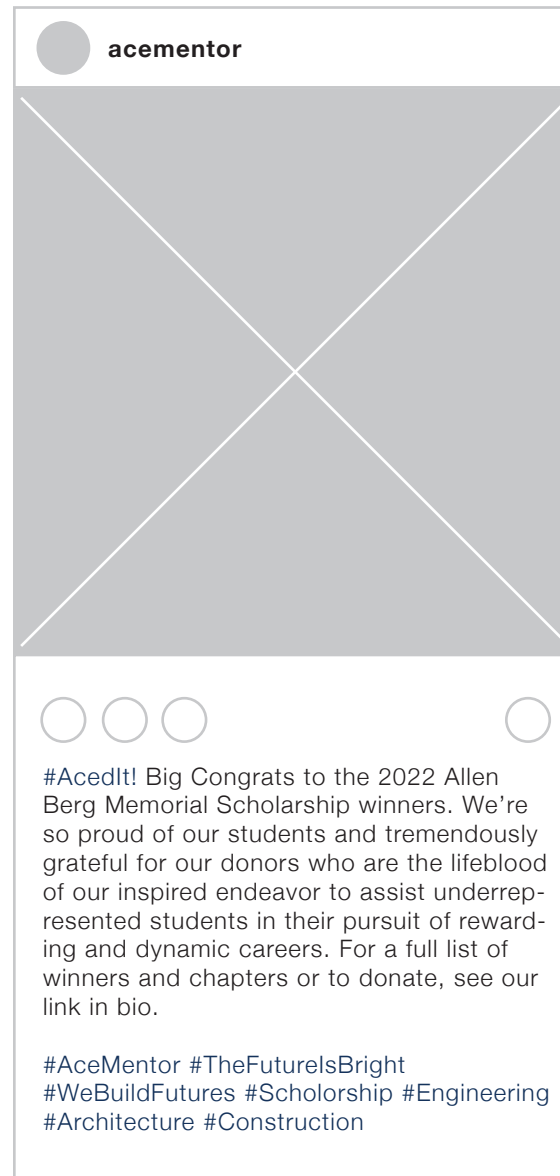
- Mentor Mondays — mentor/mentee spotlight or random facts about the mentor program.
- We build Wednesdays — a spotlight on affiliates and shoutout to significant achievements.
- Famous Fridays — quotes and brief spotlights of historical buildings and the people who designed, engineered, or helped build structures into reality.

MONTHLY

- ACED IT! Scholarship / Partners proud to be ACE.
- Change Agent — be the change that builds futures (DEI)
- Pathways — celebration of getting from here to there. .



SAMPLE POST



Instagram image sizes for feed photos

Landscape: 1080 x 566 pixels

Portrait: 1080 x 1350 pixels

Square: 1080 x 1080 pixels

Stories & Reels: 1080 x 1929 pixels (video and image)

Supported aspect ratios: Anywhere between 1.91:1 and 4:5

Recommended image size: Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)



Inbound Instagram

SOCIAL MEDIA TASKS

- Check all your direct messages on a minimum weekly basis. If you find your account is more active, bi-weekly or even daily checks might be required.
- Flag or ignore spam or inappropriate messages.
- Respond to user service issues or forward them along as soon as possible.
- Thank users who send positive or friendly messages.
- Reply to common questions or issues in messages with previously written, appropriate responses.
- Check all comments daily, every other day, or weekly (frequency depends on the activity your page typically receives).
- Reply to positive comments with on-brand voice; e.g., "So glad you loved your time at ACE! We can't wait to see what you do next" or "We're thrilled you want to know more about ACE. Check out our website to find a chapter near you!"
- Like other comments.
- Reply to posted questions with correct information.
- Reply to negative comments or complaints letting the user know that you've sent them a direct message.
- Immediately follow up with a direct message to the poster.
- Flag or delete spam or inappropriate comments.
- Monitor tagged or mentioned user content.
- Ask for permission to regram and remember to give credit.
- Curating user-generated content (UGC) is a great way to interact with users: you build your own content, and they receive recognition for using your product or service.



Outbound Instagram

SOCIAL MEDIA TASKS

- If your brand has created company-specific hashtags or uses existing hashtags, look at posts and stories under those hashtags.
- Look at competitors' Instagram accounts to see what's working and what's not.
- Follow, like and comment with influencers in your industry.
- Follow, like and comment with users in your target audience.
- For example, if you find yourself regramming certain users often, be sure to follow, like, and comment on their content.



Facebook

WHY FACEBOOK?

- With nearly 2.5 billion users monthly, Facebook is still the most popular social media site.
- Facebook is most popular with men and women aged 25-34.
- Tone should be informative, engaging, and relatable.
- It's a great platform for long-form content and is perfect for reaching an audience of adults using engaging content.



Profile Optimizations

Profile picture, name, and bio

Your profile is where you tell your followers what you're all about. Your name and bio are the only text a visitor will see without clicking on a particular post, so you need to make it shine. Here are some tips when crafting your profile.

INTRODUCE YOURSELF

- Think of your name and logo as a business card. Set them to your brand name and logo.

KEEP YOUR BIO SHORT

- Choose just a few keywords and phrases that explain what you're all about. This isn't the time for storytelling and complete sentences!
- Suggested Bio:
Architecture. Construction.
Engineering. ACE represents a one-of-a-kind immersive experience — from high school and beyond.
Let's build together. acementor.org

OPTIMIZE YOUR COVER PHOTO

- Use your cover photo as a messaging tool. Not only should it represent your brand, but it can also serve as a way to further market your cause.
- Utilize the call-to-action feature to encourage engagement.
- Displays at 820 pixels wide by 312 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones.
- Must be at least 400 pixels wide and 150 pixels tall.
- Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall, and less than 100 kilobytes.

LET YOUR VOICE SHINE

- Whatever makes you unique should come through right at the top of your page. Simple doesn't have to mean boring.

Feed Aesthetic

A unified aesthetic gives your grid a distinctive look, so potential followers can take one glance and know what kind of visual content they'll be getting.

Refining the image style and color palette is a journey, but no matter what, you should keep it consistent and true to the brand.

Post Frequency

2-3 posts per week (never more than 2 posts a day), using the content buckets/themes. The majority of posts should be scheduled for the sake of efficiency; however, room should be left for spontaneous posts. Use single image, carousel, and especially video!

Best Time to post on Facebook

*Note: The following times are suggestions based on current trends for the industry most closely related to yours. Every business is different, so experiment with other times as well to find the best posting schedule for you.

TUESDAY - THURSDAY

9am-2pm

SATURDAY - SUNDAY

6am - 8pm



Reel it in.

That's right, Reels aren't just for Instagram! The Facebook algorithm has also shifted to pushing Reels. Suggested Reels are showing up more and more in Facebook users' feeds so, in addition to being great on Insta, they help with FB engagement too!

REACH

The current average engagement for a Facebook post is around 3%. Let's say you have 1,000 followers and post a normal video on Facebook. Only a small number of your followers are likely to see your post. Had you posted that exact video, but as a reel, it is not uncommon to be seen by several times the number of followers you have due to the Explore feature.

MORE ENGAGING CONTENT

We're all getting a little bored of seeing the same images time and time again on Facebook. Brands need to evolve their content to remain relevant, which is vital to sustained success online. Reels are not only quick, but when done right, they are catchy, funny, and genuinely enjoyable to watch. There is a reason why the Reel feed is designed to continue feeding you content you can't turn away from.

SHOWCASE PERSONALITY

Businesses often feel as though they have to show up with a different persona online: Professional on-camera and relaxed off-camera. By now, we've all seen reels of someone dancing to their favorite song while pointing to text on different parts of the screen — the kind of content we've never really been exposed to in the past. The takeaway? Authenticity. Online in general, but especially on Reels, users want to see real people, not a perfectly curated version of you or your business.

Content Pillars

EVERGREEN

- Staff highlights
- Alumni reviews
- Holidays
- Events
- Get Involved CTA
 - As a student
 - As a mentor
 - As a sponsor
 - As an educator
- A Day at Ace
 - “candid” pics of the after school program

WEEKLY

- Mentor Mondays — mentor/mentee spotlight or random facts about the mentor program.
- We build Wednesdays — a spotlight on affiliates and shoutout to significant achievements.
- Famous Fridays — quotes and brief spotlights of historical buildings and the people who designed, engineered, or helped build structures into reality.

MONTHLY

- ACED IT! Scholarship / Partners proud to be ACE.
- Change Agent — be the change that builds futures (DEI)
- Pathways — celebration of getting from here to there. .

SAMPLE POST



Inbound Facebook

SOCIAL MEDIA TASKS

- Check all your direct messages on a minimum weekly basis. If you find your account is more active, bi-weekly or even daily checks might be required.
- Flag or ignore spam or inappropriate messages.
- Respond to user service issues or forward them along as soon as possible.
- Thank users who send positive or friendly messages.
- Reply to frequent questions or issues in messages with previously written, appropriate responses.
- Check all public comments on your Facebook page daily, every other day, or weekly (frequency depends on the activity your page typically receives).
- Like, react, and reply to positive comments with on-brand voice; e.g., "So glad you loved your time at ACE! We can't wait to see what you do next" or "We're thrilled you want to know more about ACE. Check out our website to find a chapter near you!"
- Reply to posted questions with correct information and links to your site, if appropriate.
- Hide negative comments or complaints.
- Immediately follow up with a direct message to the poster.

Outbound Facebook

SOCIAL MEDIA TASKS

- Invite users who have liked content to follow the page.
- Develop a list of friendly brands (e.g., a vendor you work with) and engage with their content.
- Pro tip: Create a list of five to six branded posts that are approved for generic engagement.
- Use Facebook's search function to look up relevant keywords, events or locations to engage with trending topics in real time.
- Use audience insights to understand your followers and target potential users like existing users with ads.



LinkedIn

WHY LINKEDIN?

- 54% of LinkedIn's average users are aged 25-34. 23.6% are aged 35-54.
- LinkedIn would be a good place for ACE to reach out to alumni
- There are 61 million senior-level influencers and 65 million decision-makers on LinkedIn. A prime location to find sponsors and donors.
- Tone should be informative, confident, and compelling.
- LinkedIn is another good platform for long-form content as well as networking.



Profile Optimizations

Profile picture, name, and bio

Your profile is where you tell your followers what you're all about. Your name and bio are the only text a visitor will see without clicking on a particular post, so you need to make it shine. Here are some tips when crafting your profile.

INTRODUCE YOURSELF

- Think of your name and logo as a business card. Set them to your brand name and logo.

HEADLINE

- Use the headline field to say a bit more about our brand/business. Make sure to use keywords and to be clear and concise.
- Suggested Headline: Architecture. Construction. Engineering. ACE represents a one-of-a-kind immersive experience — from high school and beyond. Let's build together. acementor.org

OPTIMIZE YOUR COVER PHOTO

- Use your cover photo as a messaging tool. Not only should it represent your brand, but it can also serve as a way to further market your cause.
- Should be 1128 (w) x 191 (h) pixels
- Accepted formats are JPEG and PNG

LET YOUR VOICE SHINE

- Whatever makes you unique should come through right at the top of your page. Simple doesn't have to mean boring.

Feed Aesthetic

Some things ring true across social platforms, and that includes the feed aesthetic. A unified aesthetic gives your page a distinctive look, so potential followers can take one glance and know what kind of visual content they'll be getting. LinkedIn imagery should be slightly more business-focused, but consistent with your brand.

Post Frequency

1-2 posts per week (never more than 1 posts a day), using the content buckets/themes. The majority of posts should be scheduled for the sake of efficiency; however, room should be left for spontaneous posts. Use single image, carousel, and especially video!

Best Time to post on LinkedIn

*Note: The following times are suggestions based on current trends for the industry most closely related to yours. Every business is different, so experiment with other times as well to find the best posting schedule for you.

MONDAY - FRIDAY

8am-10am and 12pm-6pm

Content Pillars

EVERGREEN

- Staff highlights
- Alumni reviews
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 - As a student
 - As a mentor
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 - As an educator
- A Day at Ace
 - “candid” pics of the after-school program

WEEKLY

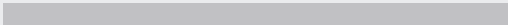
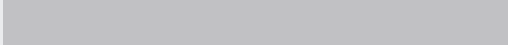
- Mentor Mondays — mentor/mentee spotlight or random facts about the mentor program.
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MONTHLY

- ACED IT! Scholarship / Partners proud to be ACE.
- Change Agent — be the change that builds futures (DEI)
- Pathways — celebration of getting from here to there.

SAMPLE POST





This month we're giving a tremendous shoutout to @genslernyc whose investment in our program and students is immeasurable. The generous support of our sponsors helps ACE stand tall and stand apart as a one-of-a-kind career pathway for high school students and establishes your company as a visionary industry leader who is helping build tomorrow today. To get involved, click the link below!

acementor.org



Inbound LinkedIn

SOCIAL MEDIA TASKS

- Check all your direct messages on a minimum weekly basis. If you find your account is more active, bi-weekly or even daily checks might be required.
- Flag or ignore spam or inappropriate messages.
- For the next steps in hiring or sales inquiries, reply with the appropriate information or next steps.
- Thank users who send positive messages.
- Reply to questions or issues in messages with friendliness and respect.
- User service issues are rarer on LinkedIn, but be sure to respond and/or forward them along as soon as possible.
- Accept connections as you feel comfortable.
- If they're located in your city, in your industry, or in your target audience, they'll likely make a good addition to your network.
- Check all public comments on your Company Profile daily, every other day, or weekly (frequency depends on the activity your page typically receives).
- Reply to positive comments with on-brand voice; e.g., "So glad you loved your time at ACE! We can't wait to see what you do next" or "We're thrilled you want to know more about ACE. Check out our website to find a chapter near you!"
- Reply to posted questions with correct information and links to your site, if appropriate.
- Hide negative comments or complaints.

Outbound LinkedIn

SOCIAL MEDIA TASKS

- Tag people and include hashtags when posting.
- Like and/or comment on relevant updates in your newsfeed.
- Join relevant industry groups and regularly like, react, and comment on relevant posts.
- Word of caution: on more contentious threads, always weigh your brand guidelines over your personal opinions.

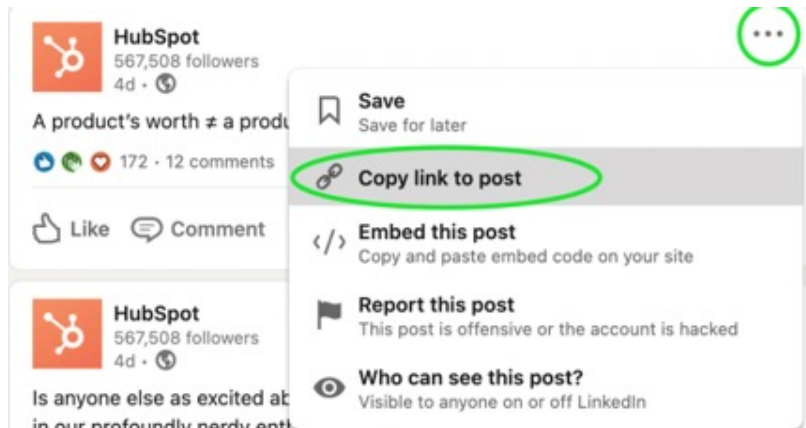
* To interact as your company on LinkedIn do the following

1. Go to your company page. Navigate to the company page you want to comment on posts with.
2. Copy the profile ID in the URL. In your browser, copy your company ID which is a string of numbers.

-Example URL

[linkedin.com/company/1909229/admin/](https://www.linkedin.com/company/1909229/admin/)

3. Go to a LinkedIn Post and Copy Link to Post. Open up a new browser tab/window and go to any LinkedIn post. On the post, click on the 3 dots on the top right-hand corner of the post to open a menu option to copy the link to the post.



4. Paste and go to link of the post. In your browser, paste the copied link in the URL and go to the page. You will now be viewing the individual post and you can see that you can engage with the post as yourself (personal) by default.

5. In the post URL, modify the end. On the post URL, add the following string to the end of the URL and hit enter/return to load the new page:

- ?actorCompanyId=YOURIDNUMBER

[best-thinking-activity-6866488234558541824-nvBK/?actorCompanyId=1909229](https://www.linkedin.com/feed/update/urn:li:activity:6866488234558541824-nvBK/?actorCompanyId=1909229)

6. Done! You can now Comment as your Company. You will see the profile photo change to confirm that you can now comment, like, share on behalf of the company. NOTE: You must do this for every post you want to like or comment on as your company.

TikTok

WHY TIKTOK?

- TikTok is most popular with users aged 10-19.
- This is a great place to engage new students.
- Post compelling video content showcasing what ACE is all about.
- Tone should be playful, organic, informative, and authentic.



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- Suggested Bio:
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BREAK IT UP

- Use line breaks and emojis to make your bio visually appealing and instantly skimmable. If it looks like a block of text, nobody will read it!

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MAKE IT ACTIONABLE

- Along with Stories, your bio is the only place on Instagram where you get to share links and draw users off the platform. Direct users to your link with a call to action (CTA), like Join Now or Visit Us. Then, use a tool designed to make the most of your link, like Milkshake, Linktr.ee, or Lnk.Bio.



Feed Aesthetic

As TikTok is primarily a video platform, you can be a little looser with the curation of your feed. Videos should feel authentic and while some branded posts will be needed, studies have shown TikTok users prefer their content less polished than other social media.



Post Frequency

3-5 posts per week. Content should be fun and engaging. TikTok videos can be between 1 second and 3 minutes long, however, they should typically be between 10 to 15 seconds long for optimal performance. Ideally, you want your videos to get to the point quickly to stop viewers from moving on to the next. Keep an eye on trends. Use trending audio and subject matter.

Best Time to post on Tik Tok

*Note: The following times are suggestions based on current trends for the industry most closely related to yours. Every business is different, so experiment with other times as well to find the best posting schedule for you.

MONDAY

6am, 10am, 10pm

TUESDAY

2am, 4am, 9pm

WEDNESDAY

7am, 8am, 11pm

THURSDAY

12am, 9am, 7pm

FRIDAY

5am, 1pm, 3pm

SATURDAY

11am, 7pm, 8pm

SUNDAY

7am, 8am, 4pm



Content Pillars

EVERGREEN

- Staff highlights
- Alumni reviews
- Holidays
- Events
- Get Involved CTA
 - As a student
 - As a mentor
 - As a sponsor
 - As an educator
- A Day at Ace
 - “candid” pics of the after-school program

WEEKLY

- Mentor Mondays — mentor/mentee spotlight or random facts about the mentor program.
- We build Wednesdays — a spotlight on affiliates and shoutout to significant achievements.
- Famous Fridays — quotes and brief spotlights of historical buildings and the people who designed, engineered, or helped build structures into reality.

MONTHLY

- ACED IT! Scholarship / Partners proud to be ACE.
- Change Agent — be the change that builds futures (DEI)
- Pathways — celebration of getting from here to there.



POST IDEAS

- Staff doing a viral dance
- Student projects
- Facts about Engineering (construction or architecture)

GROWTH STRATEGY

Knowing what and when to post is a great start but isn't enough to grow your social platforms. In addition to keeping an eye on trends and using analytics to inform content, you'll also need to engage your audience. Engagement feeds engagement and is vital if you want your online presence to grow.



Inbound TikTok

- Check all your messages on a minimum weekly basis. If you find your account is more active, bi-weekly or even daily checks might be required.
- Flag or ignore spam or inappropriate messages.
- Respond to user service issues or forward them along as soon as possible.
- Thank users who send positive or friendly messages.
- Reply to common questions or issues in messages with previously written, appropriate responses.
- Ignore standard “Thank you for following” messages.
- Check @mentions daily, every other day, or weekly (frequency depends on the activity your page typically receives).
- Like or reply to positive comments with on-brand voice; e.g., “So glad you loved your time at ACE! We can’t wait to see what you do next” or “We’re thrilled you want to know more about ACE. Check out our website to find a chapter near you!”
- Reply to posted questions in comments with correct information.
- Reply to negative comments or complaints letting the users know that you’ve sent them a direct message.
 - Immediately follow up with a direct message to the poster.
- Flag or delete spam or inappropriate comments.
- Curating user-generated content (UGC) is a great way to interact with users: you build your own content, and they receive recognition for using your product or service.

Outbound TikTok

- Share relevant posts from other accounts.
- @mention partners or complementary brands, new followers, or friendly members of your target audience.
- Follow and engage with users in your target audience.
- Follow related hashtags and participate in conversations when appropriate.



4 Pillars of SM Engagement

CHECK ON YOUR COMMUNITY REGULARLY

Listening to what's going on within your social network is key. Whether it's an ambassador program, contest, forum, or just the comment section of a post, you'll want to pay close attention to the activity happening on your pages. Don't leave questions and comments unanswered.

SHOW APPRECIATION

An important part of managing a successful community is showing appreciation for its members. Fostering appreciation helps build loyalty. It also shows your members how much you value their time and commitment to the brand.

Tactics for showing appreciation - depending on the type of community you have:

- Interact with new community members as soon as they join — A simple “Hi” or “Welcome” will go a long way.
- Pay attention to who your biggest community contributors are (keep a document with their names, emails, etc.). This way, you give them a shout-out for simply being awesome.
- Keep your eyes open for mentions, keywords, and hashtags, on your social media platforms. Engagement feeds engagement. You'll want to interact with those that interact with you.

BE AUTHENTIC AND LISTEN

Be genuine in all interactions. One of the reasons companies start social pages is to make sure their audience feels understood and heard. Listen to the issues and ask for the audience's opinion when appropriate. Your social platforms are a great way to gain insight on what's really happening within your member community.

ALWAYS MAINTAIN YOUR BRAND VOICE

Maintaining your brand's voice always is critical when it comes to community management. Your brand voice is uniquely yours, and it's part of what your audience loves about your pages. Maintain a voice that helps to keep them engaged and commenting.

Best Practices: Photo and Video

You don't need a drone or a super expensive camera to shoot off the good stuff for your everyday social media presence— we can help you achieve that with just your smartphone. Here are a few tips you can practice shooting the best photo and video for your business's social media accounts...

Photos

1. Wipe your camera clean. Use a soft cloth to wipe your lens of fingerprints or lint to avoid hazy pictures.

2. Know where your light is.

- a. Turn your subject to face toward the sun or source of natural light, like a window. Generally, if you put the sun behind your subject's back, it makes the subject appear too shadowy.
- b. If you're outside, shoot your photo/video in the shade. You don't need to be directly in the sun's rays to get good light. Usually, the shade is just enough to cast even light on your subject.
- c. Try to avoid shooting your photos/videos at noon. When the sun is near its highest point in the sky, it casts the worst shadows on faces. Try shooting in the morning hours or late afternoon into evening hours instead if you're outside.
- d. In low light situations, get your subject as close as possible to a light source. Use flash if necessary.

3. Don't forget to focus. Pay attention that your subject is in focus and not blurry; tap the screen on your subject to lock focus and exposure.

4. Zoom with your feet. Move your body and camera closer or farther from the subject rather than relying on the digital zoom feature on your camera.

5. Get steady. Hold your smartphone with both hands for stability. Use or lean against objects like tables, benches, poles, etc. as a "tripod."

6. Utilize the grid/rule of thirds for composition. Adobe describes the rule of thirds as, "a composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open.... The rule of thirds generally leads to compelling and well-composed shots."

7. Take more photos than you want or need. Shoot photos at multiple angles, orientations (horizontal vs vertical), and zooms so you have options for posting across multiple platforms.

- a. Experiment with your phone camera features, but don't get carried away. We don't want all portrait photos or all wide-angle photos; we want variety.

8. Recommended free photo edit apps: Snapseed, Pixlr, PhotoDirector, VSCO.

Video

Apply Photo tips #1-7 in addition to the following:

1. Stay quiet. As the camera operator, try to not speak while you are recording video to avoid your voice picking up in the recording, unless it's intentional.

- a. Listen to background noise around you before you hit record. Is it too loud? Make sure the sounds you hear are the sounds you want the viewer to hear, too.

2. Stay aware. Do not let your fingers or hands block the phone's microphone.

3. Add some motion. You can shoot consistently stable video while moving by:

- a. Engaging your core.
- b. Holding your phone with two hands.
- c. Keeping your knees slightly bent.
- d. Keeping your arms and elbows closer to your body.
- e. Taking a deep breath

Thank you

Should you and your team support
implementing these strategies, please reach out.

PRESENTED BY

Katie Paganuzzi

Account Manager

katie@deepfried.com

(504) 453-9982

Kat Skuba

Director of Interactive

kat@deepfried.com

(504) 957-2170

*Deep
Fried*

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