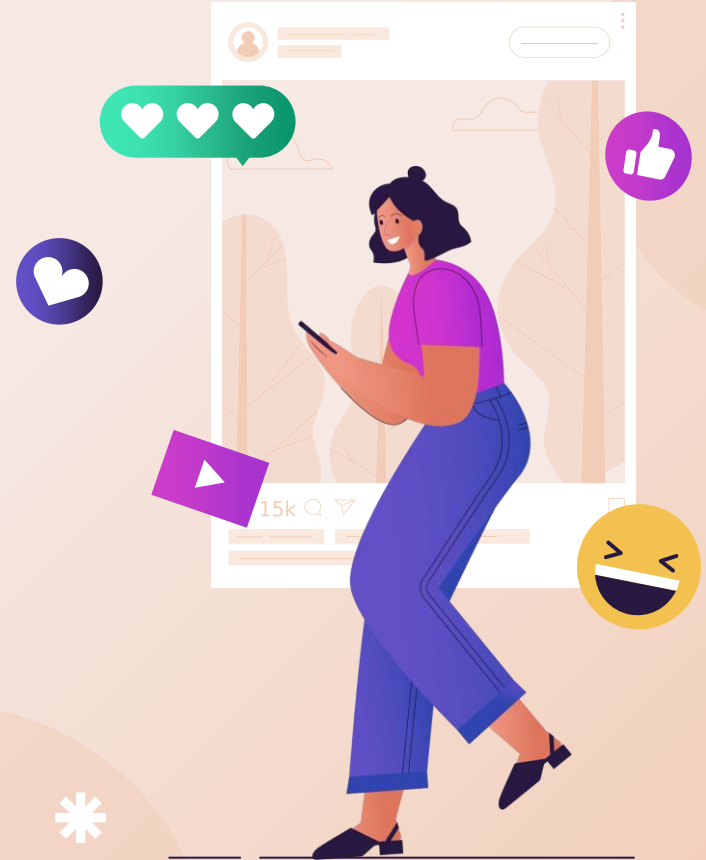


Women's Council SOCIAL MEDIA

Communications plan to increase
followership and engagement



Our Followers (Facebook)

Follower Profile

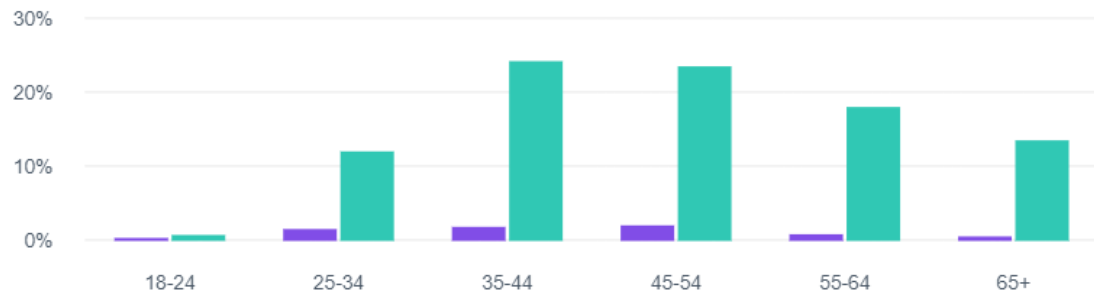
- Overwhelming majority women
- Mostly Millennial through Gen X

Assumptions:

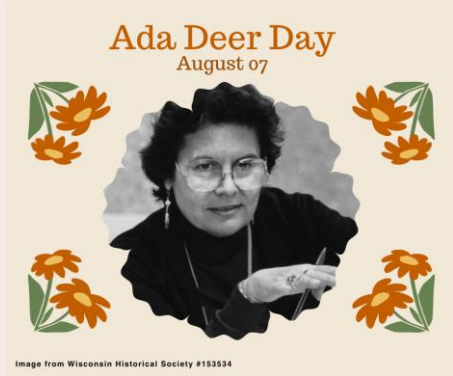
- Politically minded
- Feminist
- Seeking business/financial resources

Age and Gender

Men 7.50%
Women 92.50%



Plan for Regular Posting



Observance Days

Upcoming: Ada Deer Day August 7th



This Day In History

Upcoming: First woman State Supreme Court Chief Justice, Shirley Abrahamson



Partner Orgs & Events

Recent: NACW Conference





Examples of Partner Organizations



National Organization for Women

Well-known (and Wisconsin-founded) organization advocating for women's needs at the federal level.

Institute for Women's Policy Research

Consistently host virtual events and share information on the gender pay gap, women's healthcare, paid leave, and other pressing policy topics.

Women's Fund of Greater Milwaukee

Behind the scenes of your product/service. Share a photo or video of what goes into creating the item/service

Wisconsin Women in Conservation

Host events around Wisconsin, spotlight women working on conservation, and share tips on living sustainably.

Western Wisconsin Women's Business Center

Host a conference in October and other webinars to help women in business.

Institute for Research on Poverty

Host Book Talk webinars that often spotlight women authors, and research the disproportionate effect of poverty on women.





Calendar



Example: First 3 months of 2025

Example: First 3 months of 2025												
	1	2	3	4	5	6	7	8	9	10	11	12
JANUARY			TDIH: 1st African American to serve in WI State Legislature		TDIH: 1st woman to serve as WI senate president	TDIH: 1st female state senator of WI	TDIH: 1st African American woman superintendent of public instruction					
			TDIH: 1st Latina to serve in WI state legislature									
FEBRUARY	1	2	3	4	5	6	7	8	9	10	11	12
	National Girls and Women in Sports Day			TDIH: 1st Hmong American to serve in a State legislature							International Day of Women and Girls in Science	
	TDIH: Women's Council Founding											
MARCH - Women's History Month	1	2	3	4	5	6	7	8	9	10	11	12
				TDIH: 1st Woman to serve as WI assembly majority leader	Equal Pay Day		Slam the Scam Day	International Women's Day	International Day of Women Judges			National Working Moms' Day
		Women in Construction Week										



Meta Business Suite Scheduling & Review

Scheduling – This Day In History and Observance Days

Mobile view – most Millennials use Facebook primarily on their phones

Review – Jenifer can see the posts I have created and OK them before they are published

To help boost us in the
algorithm, please **Like and**
Reshare our posts



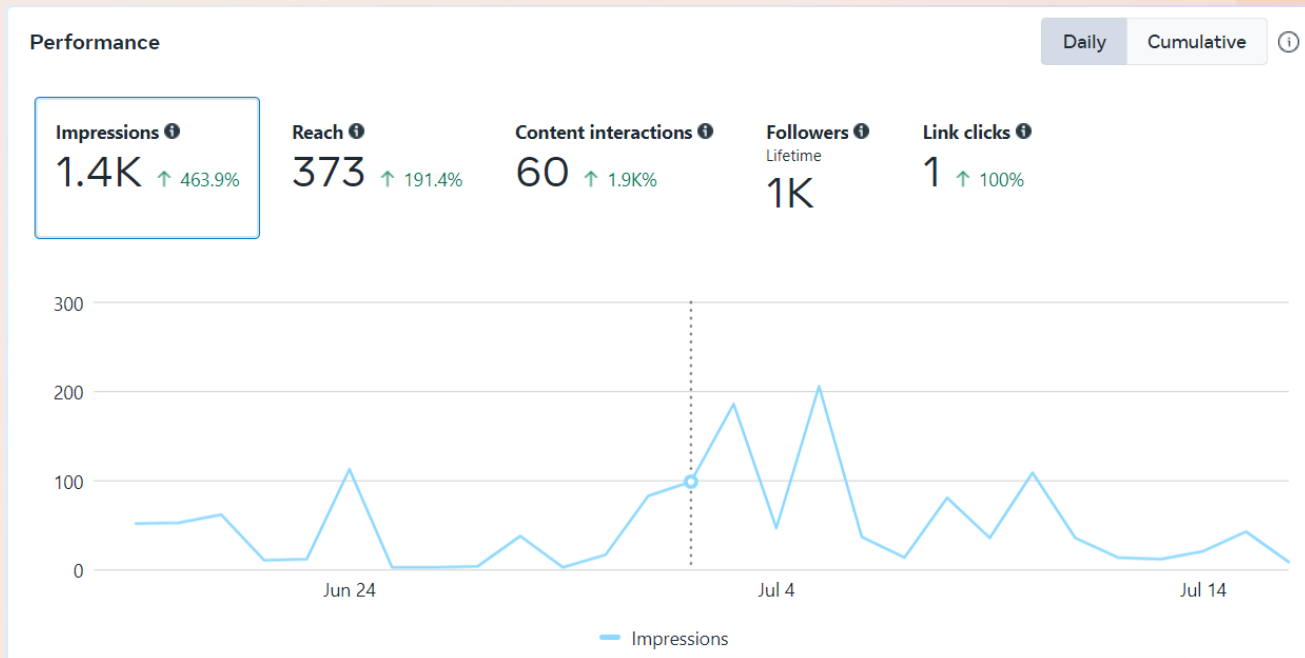
Meta Business Suite Insights

Takeaways

Spikes are around high-volume posting days and June meeting post.

Album posts (multiple pictures) got the most reach and engagement

Green numbers are relative to previous 30-day period.





COUNCIL MEMBER SPOTLIGHT POSTS!

Ideally, these posts will help to:

- Clarify role and makeup of the council
- Give members something to reshare to their profiles
- Highlight some of our previous initiatives, projects, and meeting topics

Keep an eye out for an email from me to set up a time to speak and get information for this post member spotlight posts.

Email me if you wish to use a picture different from the one currently on the Women's Council website.



Women's Council
Wisconsin

(name here)

MEMBER SPOTLIGHT

"I value the women's council because it is such a great opportunity to hear from Wisconsin women about their needs and finding ways to support them."

GOVERNOR APPOINTEE





THANKS

DO YOU HAVE ANY QUESTIONS?

Reminder to follow our Facebook and LinkedIn

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

