

Torchbearer Orientation

Implementation Session 2 of 4

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The background image shows a car dealership with a large building and a pickup truck. Several people are walking away from the camera, wearing dark t-shirts with 'KASASA' printed on the back. The scene is brightly lit, suggesting a sunny day. A semi-transparent white box on the right side of the image contains the 'Agenda' text and a bulleted list.

Agenda

- Effective event promo on social media.
- Social assets created for YOU.
- Website & email resources
- Employee advocacy on social.
- Next steps.

How to ensure effective event coverage on social media?

Proven success formula



PRE-PROMOTION

Before your local event

Choose your channels

Select 1-2 primary channels
Make your selections based on
content your plan to share.

Set goals

Define measurable KPIs
Don't try to do it all - do a few things
well.

Schedule content

Align your posts with
important deadlines
Build hype by revealing details over
time.

AVAILABLE TO YOU NOW

We've created content
you can share on your
social channels to
promote your local event.



[Resources](#)

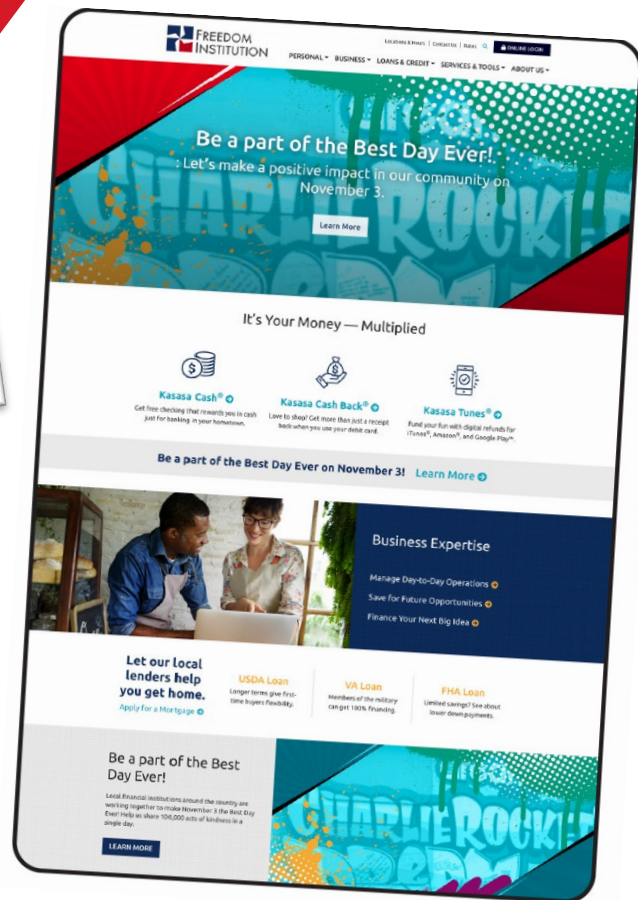
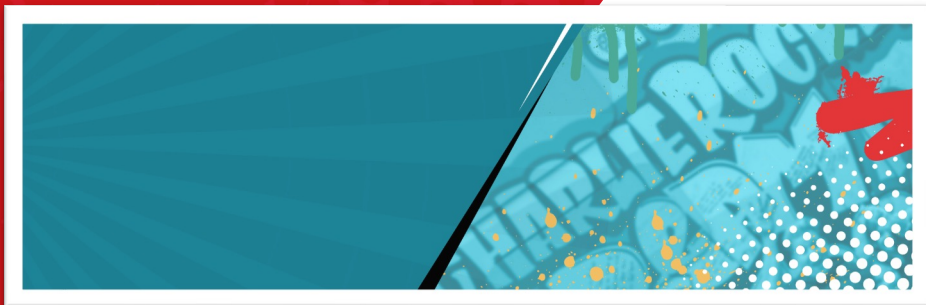
AVAILABLE TO YOU NOW

Customized video content
for your organic or paid
social campaigns



AVAILABLE TO YOU NOW

Website implementation support



AVAILABLE TO YOU NOW

Email promotion support

Best Day Ever Account Holders Email Copy

Audience: Account Holders

Purpose: Use this copy and paste email template to share your involvement in the Best Day Ever with account holders. This will help build excitement for the Best Day Ever, show people how they can participate, and increase turnout for your kindness event.

SUB: Mark Nov 3 on your calendar. Top of Form Bottom of Form

PREHEADER: Get ready for the Best Day Ever.

HEADLINE: Friday, November 3 is going to be the Best Day Ever!

BODY: We are so excited to be a part of the Best Day Ever, a nationwide movement to a kinder world. Together with Kasasa, philanthropist and Dream Machine founder Charlie Rocket, and other community banks and credit unions across the country, **[Insert Institution name]** is working to commit 100,000 acts of kindness in a single day.

We've got BIG PLANS for that day, and we want you to be a part of it.

JOIN US NOV 3 AT X:XXam/pm.

ADDRESS GOES HERE

Parking, other instructions here.

If you are adding full event details on your website or on a Facebook event page.

Click below to get more details and be a part of our Best Day Ever event. And help us spread kindness by getting the word out! Raise awareness of our mission to promote positivity on social media with #KasasaLove. (And you can always be kind anytime.)

Hyperlink to the event details page

Join the movement in our own community.

If you do not have a page to drive to, we suggest adding the details in the email of how you would like them to participate.

There are multiple ways to help our mission to bring the Best Day Ever to our community:

- Join our event and complete acts of kindness with us!
- Complete your own act(s) of kindness from wherever you choose – home, online, even during the bustle of your busy day. Kindness doesn't need to take a lot of effort!
- Help us spread kindness by getting the word out! Raise awareness of our mission to promote positivity on social media
- However you wish to participate, make sure you post it to social media using #KasasaLove and tagging @askforkasasa and **insert your institution's social handle**. It will count toward the 100,000 acts of kindness goal across the nation!

Event execution

During your local event

Ask attendees to post

Give stuff away

This endears people to your brand and makes it easier for them to post.

Engage your followers and their content

Like, comment, and reshare posts from your followers

Consider live-streaming for those who can't attend in person.

Collect content for future campaigns

Look for authentic moments of human connection.

Grab photos, testimonials, and more to use in future posts, emails, blogs, etc.

And engage those employee advocates!

Activating employees to be brand storytellers

Your employees are your brand.

Create a positive and engaged workplace surrounding this event

Extend your organic reach by 200%.

Keep your team in the loop and provide inspiration

Trust is the ultimate currency and people trust people more than brands.

Allow people to be authentically themselves with guardrails.

Post-event follow up

After your local event

Respond and reshare

Review #Hashtag content
Comment and reshare anything posted
by others. Create highlights and
albums to immortalize your event.

Create lasting connections

New followers?
Be sure to DM them, thanking them
for following. This will strengthen
your relationship (and the algo likes
it!)

Measure and report

Review your KPIs
Celebrate your wins! Write an after-
action report to refer to next time.



Important deadlines

1. Submit location & PR form – Oct. 6
2. Submit cape & card order – Oct. 6
3. Review your PR guide – Oct. 6 & before next session

QUESTIONS? Email us at brand@kasasa.com

Recording will be available ASAP at
[**kasasa.com/best-day-ever-implementation**](https://kasasa.com/best-day-ever-implementation)

Next up:

Session 3 - October 17 at 1 PM CT

Topic: **Maximizing Success and Publicity of Your Event**