

# **Social Media Made Simple: Focus on What Works**

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# Agenda

- Goals
- Your calendar
- Content strategy
- Examples
- Tips and tricks
- Questions



# What's your biggest content challenge?

- A. Lack of time
- B. Lack of creativity
- C. Lack of strategy
- D. Combination

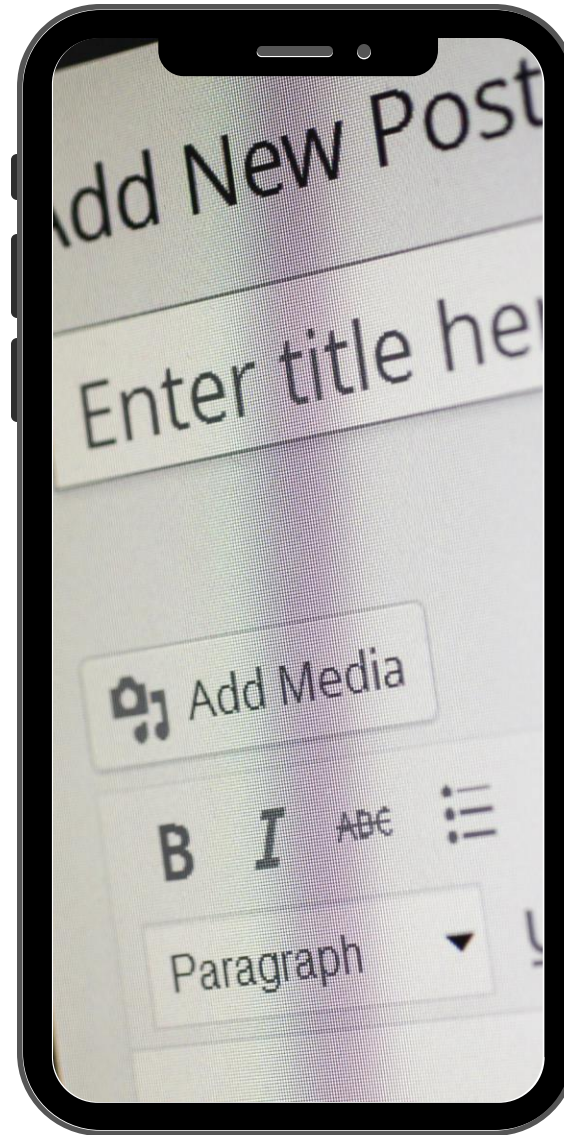


# Goals

- Leave with:
  - Concrete next steps
  - Confidence to create content regardless of budget or time constraints
  - Tools for efficient content brainstorming (including making a list of pre-existing content)

# Content

- Calendar
- Strategy
- Planning
- Maintenance



# The Calendar

- Are you already using a content calendar to plan?
- How far out are you planning?
- Are you posting TOO much?
- What are the barriers: ideas, approval process, budget?



# Planning (sample)

## **MONDAY**

15 minutes following, liking, commenting responding to comments sharing to stories  
Recognize new group members

## **TUESDAY**

Testimonial Tuesday:  
Kind word/statement from a donor or family about why they give

## **WEDNESDAY**

Wednesday Wisdom:  
a quote about giving or a piece of wisdom you have related to sustaining Jewish futures

## **THURSDAY**

Short reel: showcase an event you just had; spotlight a donor; highlight a program or campaign you're working on

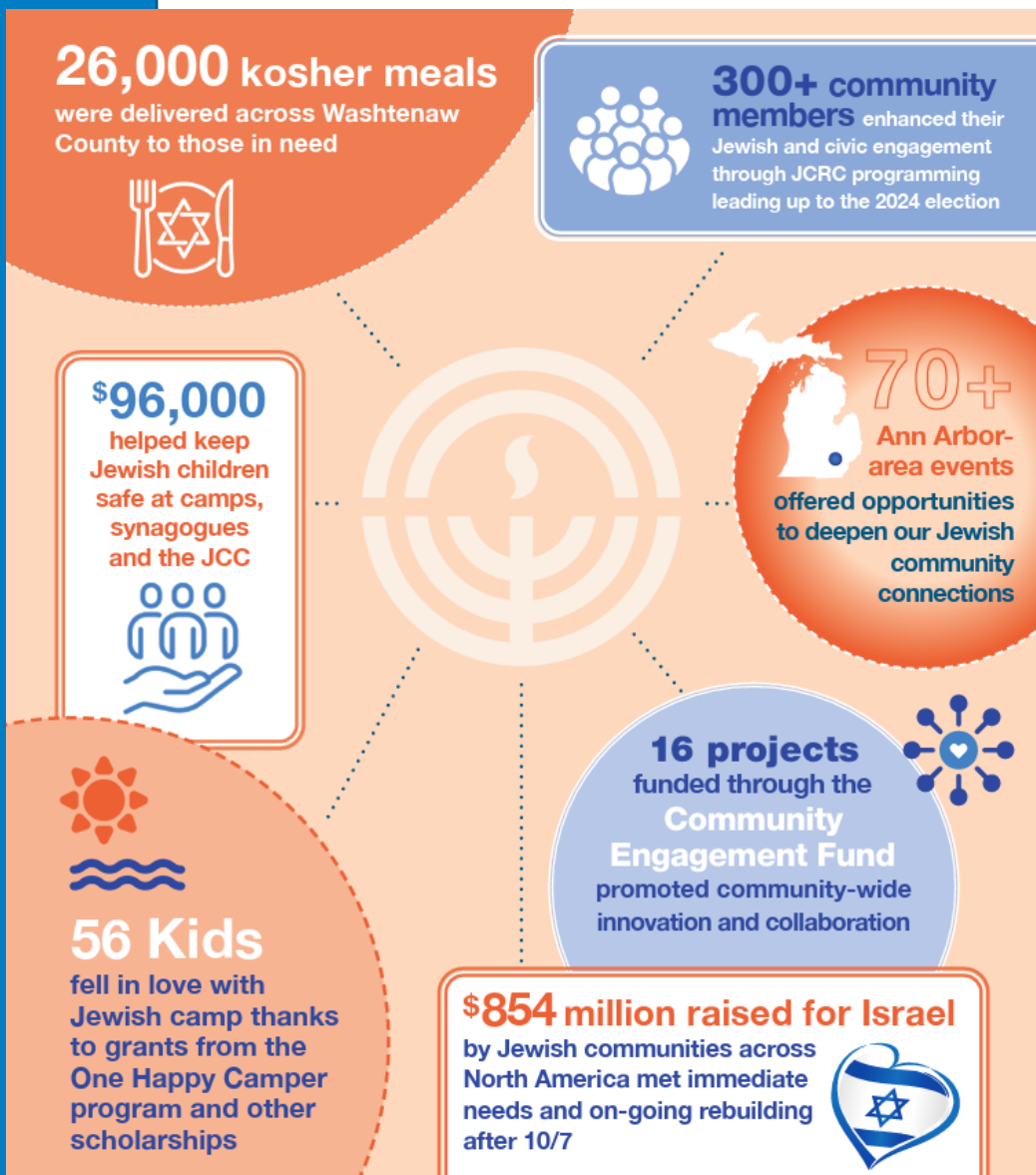
## **FRIDAY**

Shabbat shalom post;  
Share 3 photos in a carousel of highlights of your week; content planning for a month out

# What do you already have?

- FAQs
- Blog posts
- Photo albums
- Emails/newsletters/mailings
- Testimonials
- Program dates and info





## Giving Options

### Ways to Assure Jewish Tomorrows

Your Endowment Gift	Your Goal	How it Works
Will or Living Trust	Defer your charitable gift until after your lifetime. Preserve ability to make modifications to your gift.	Name one or more of our community partners in your will or living trust, designating a specific amount or share (%) of your estate.
IRA or Retirement Plan Beneficiary Designation	Defer your charitable gift until after your lifetime. Preserve ability to make modifications to your gift. Dollars pass to charity income-tax free.	Name one or more of our community partners as beneficiary of your retirement account. Complete a <i>Change of Beneficiary</i> form.
Life Insurance	Make a future gift of a specific amount with reduced current cash outlay to support a larger after-lifetime gift.	Purchase a new policy (or transfer an existing policy you no longer need) and name one or more of our community partners as owner and/or beneficiary.
Appreciated Securities	Make a gift to your community now. Avoid capital gains tax.	Use appreciated stock, bonds or mutual funds which have been held for more than one year to make the gift.
Required Minimum Distribution (RMD) from IRA	Make a gift to your community now. Dollars pass to charity income-tax free.	Direct the plan administrator to make a distribution from your RMD (totaling up to \$100,000) to one or more of our community partners.
Cash	Make a gift to your community now.	Make a gift via cash, check or credit card.

The information above is not intended as legal or tax advice. Consult with your professional advisor about potential tax advantages of contributing certain assets.

The Jewish Federation of Greater Ann Arbor  
**2025 Annual Community Campaign  
Draft Donor Recognition Roll**

(List as of 3/18/2025)

## Get to Know a Board Member: Meet Annie Wolock

by Jewish Federation of Greater Ann Arbor | Apr 15, 2025 | Uncategorized | 0 comments



Annie Wolock

Our local Jewish community is lucky to have a corp of energetic and dedicated volunteers with the Federation. Because these leaders play such a crucial role in enhancing Jewish life, we're excited to highlight some of them and their contributions to our community.

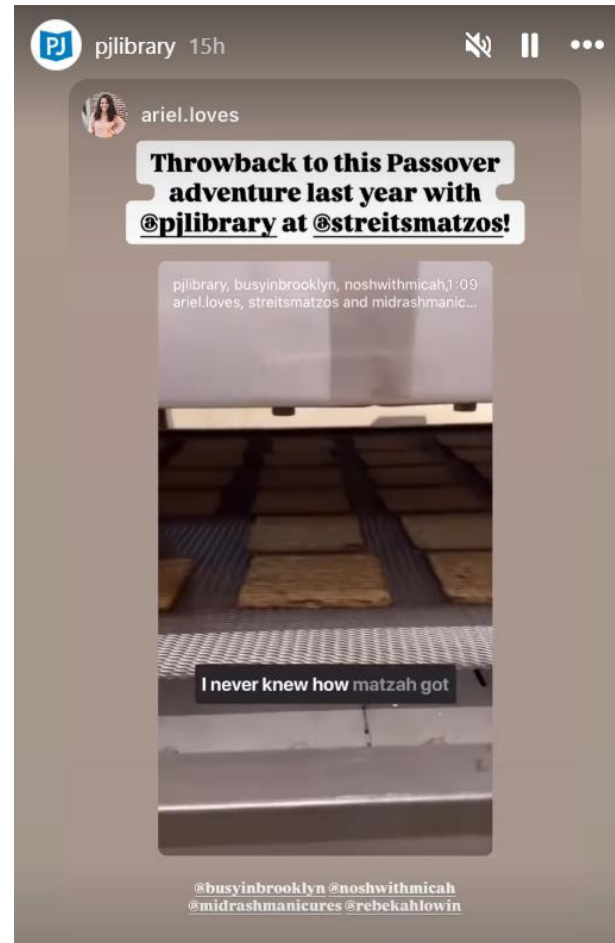
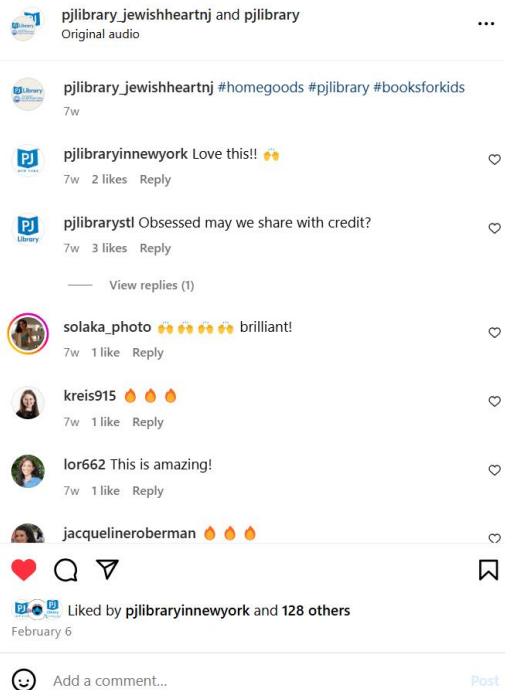
Our first profile in an occasional series is on Annie Wolock, who is currently the secretary for the Board and a co-founder of the recently-established A2 Jewish Climate Circle, which aims to connect the local Jewish community over issues surrounding climate change. A lifelong Michigander, Annie is a vital contributor to our Federation ecosystem.

Do you want to get involved with volunteering at Federation? Email [info@jewishannarbor.org](mailto:info@jewishannarbor.org) to connect with us!

# Tips and tricks

- ✓ Visual
  - Photo, video, graphic
- ✓ Repurpose in 3 ways
  - Blog, static post, reel
- ✓ Second person or first person plural
- ✓ Engaging before and after posting
- ✓ Batch content
- ⊘ Flyers
- ⊘ Links
  - Exceptions: Facebook comments and Instagram stickers
- ⊘ Hashtags
- ⊘ First person singular
  - Exceptions: Facebook groups, attributed appeals

# Engagement secrets



gentle\_jew • Follow  
Original audio



gentle\_jew JP LIBRARY is everything  
Ok but like where am I gonna hear MEGILLA

#purim #jewishmama #reform #orthodoxjew #judaism  
#hamentashen

2w



pjllibrary JP is our cousin  
2w 232 likes Reply

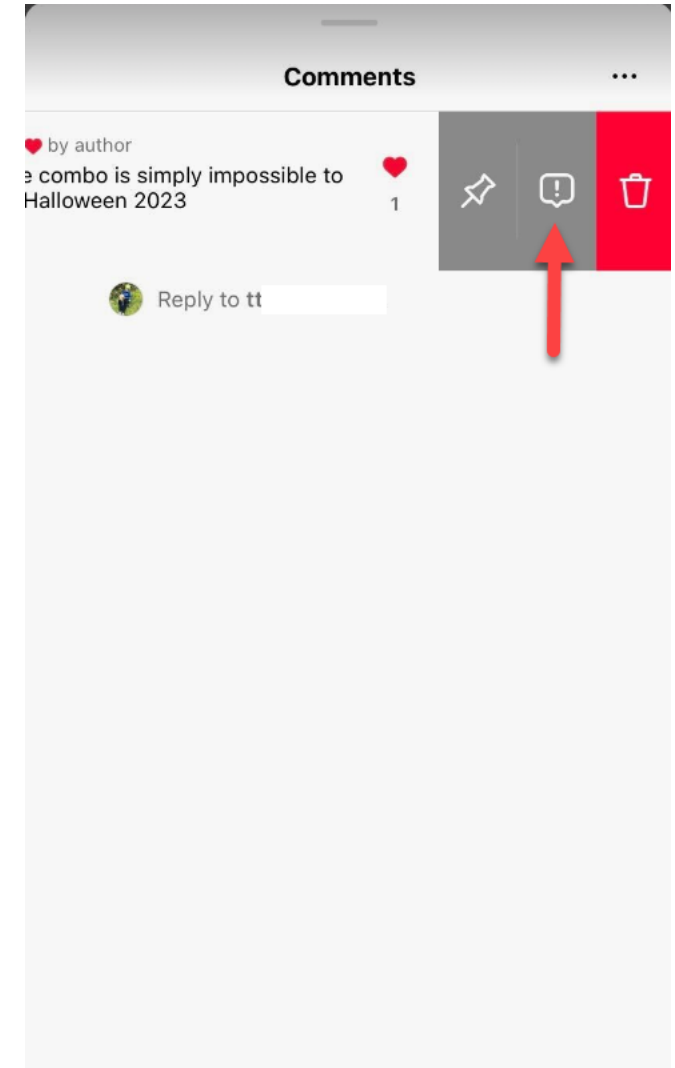
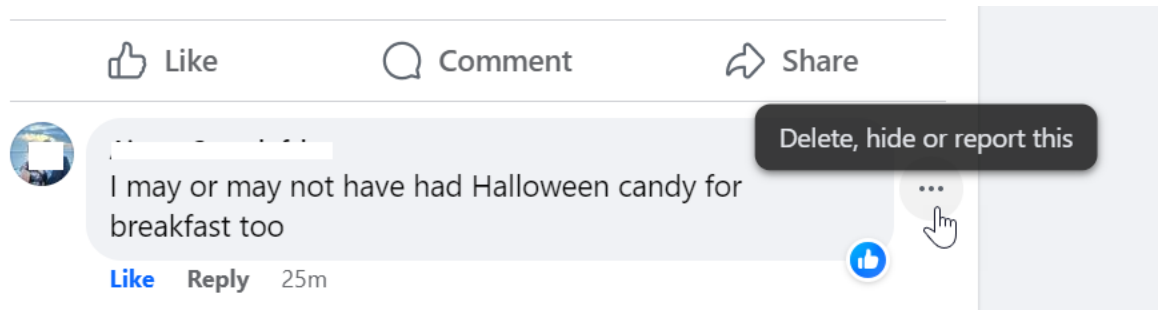
View replies (4)

# Performing an Engagement Audit

- What content gets the most interactions?
  - Do any posts consistently bring new followers?
- What do your analytics say?
  - Post type
  - Photo vs. graphic
  - Time of day or day of the week

# Safety Online

- Hide and block
- Report for spam or false information
- Keywords and comment moderation
- Verify sources



A stylized graphic of a flame or leaf-like shape, composed of several overlapping, curved, teardrop-like segments in shades of blue, located on the left side of the slide.

# Questions

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