

# **SIMPLIFYING YOUR SOCIAL MEDIA PRESENCE**

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# TODAY'S AGENDA

Your social media presence

- **Building a Clear Visual Identity**
- **Navigating Algorithms to Reach Your Audience**
- **Establishing Effective Social Media Policies**



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# TODAY'S AGENDA

What we will cover

- 1. The Foundation:** Visual Identity Basics
- 2. Algorithm Mastery:** Reaching Your Audience
- 3. Protecting Your Brand:** Policy and Process
- 4. Implementation Strategy**
- 5. Q&A and Discussion**

# WHY THIS MATTERS NOW

The current social media landscape

**1 in 2**

people worldwide  
use social media

The average user  
is active on

**6**

platforms

Posts with visuals  
are

**94%**

more likely to  
attract attention  
than text only.

**2 in 3**

organizations see  
improved results  
by adapting to  
platform changes

**9 – 10**

organizations  
now have a  
social media  
policy in place

Part 1

# **VISUAL IDENTITY FOUNDATION**

# WHAT IS VISUAL IDENTITY

Beyond just a logo



- Consistent colors, fonts, and imagery
- Recognizable style across all platforms
- Emotional connection with your audience
- Professional credibility and trust
- Simplified content creation process



# THE PSYCHOLOGY OF VISUAL CONSISTENCY

Why consistency works



- People process consistent designs **60%** faster
- **4** in **5** recognize and recall consistent government branding
- **3** in **4** trust a message more when it looks familiar
- Visuals can make your message **6x** more memorable
- A cohesive look also reinforces your credibility across departments



# CORE VISUAL ELEMENTS

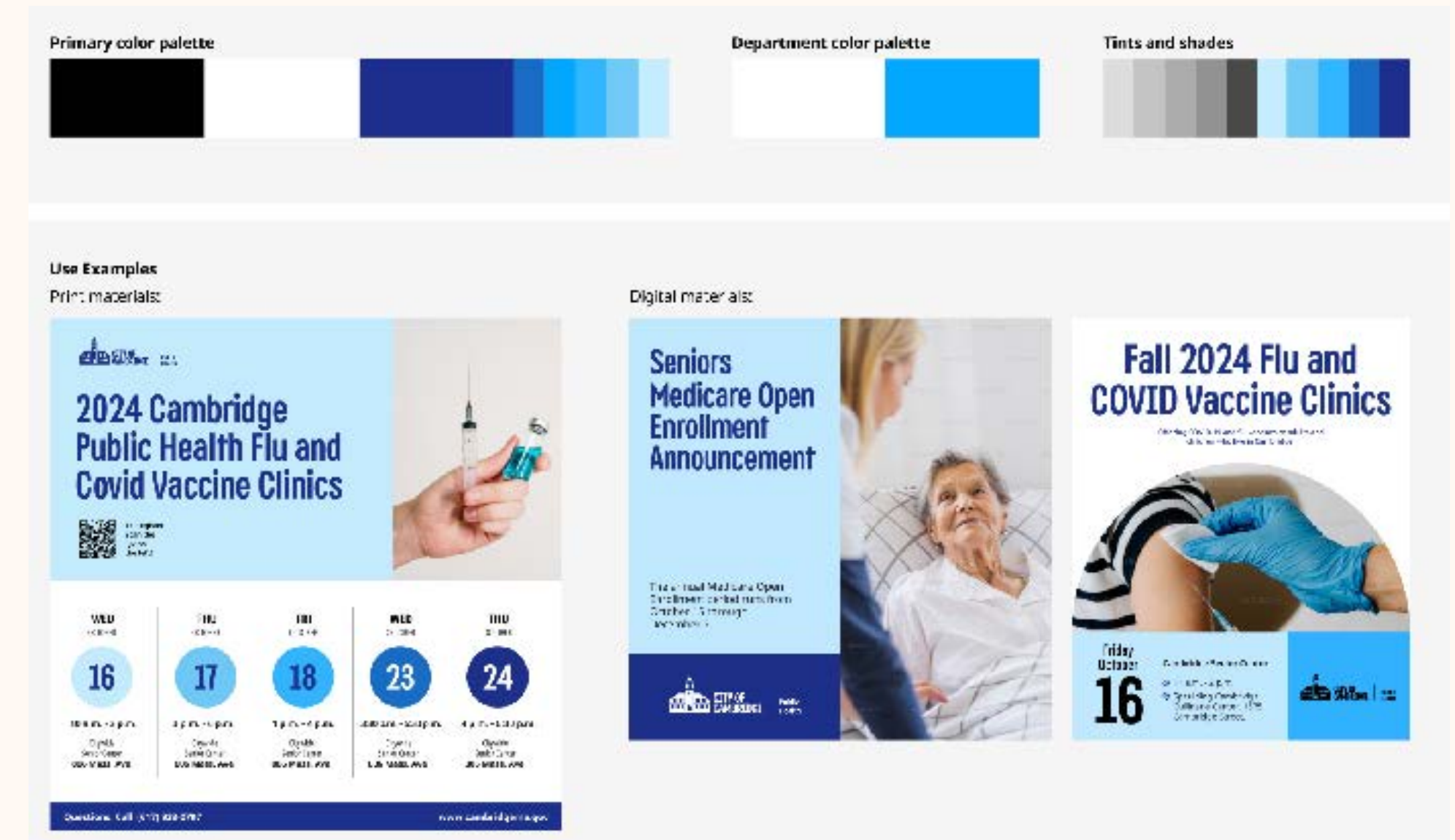
Your visual identity toolkit

<b>Deep Atlantic</b> #1c4154 C 85 M 63 Y 45 K 0	<b>Aqua</b> #146278 C 86 M 41 Y 34 K 0	<b>Seafoam</b> #abdfe4 C 32 M 0 Y 5 K 0	<b>Forest Green</b> #21665d C 92 M 48 Y 67 K 0	<b>Clean Green</b> #34c27d C 62 M 0 Y 62 K 0	<b>Creeks Green</b> #a6d492 C 35 M 0 Y 48 K 0
<b>Whaler Blue</b> #032c51 C 100 M 87 Y 50 K 0	<b>Sky</b> #10648e C 95 M 47 Y 14 K 0	<b>Light Ice</b> #f0ffff C 10 M 0 Y 3 K 0	<b>Lighthouse</b> #fdce4f C 0 M 14 Y 64 K 0	<b>Madaket Sunset</b> #e86352 C 3 M 75 Y 67 K 0	<b>Brant Point</b> #ef4d55 C 0 M 83 Y 66 K 0
<b>Charcoal</b> #282725 C 69 M 64 Y 66 K 50	<b>Grey Lady</b> #b2aaa3 C 34 M 28 Y 34 K 0	<b>Off-White</b> #fff9f3 C 0 M 1 Y 1 K 0	<b>Sandy Yellow</b> #f9dca2 C 1 M 9 Y 44 K 0	<b>Peach</b> #f28e70 C 0 M 50 Y 44 K 0	<b>Nantucket Red</b> #f26e6b C 0 M 63 Y 43 K 0



discover  
**ACEH**

discover  
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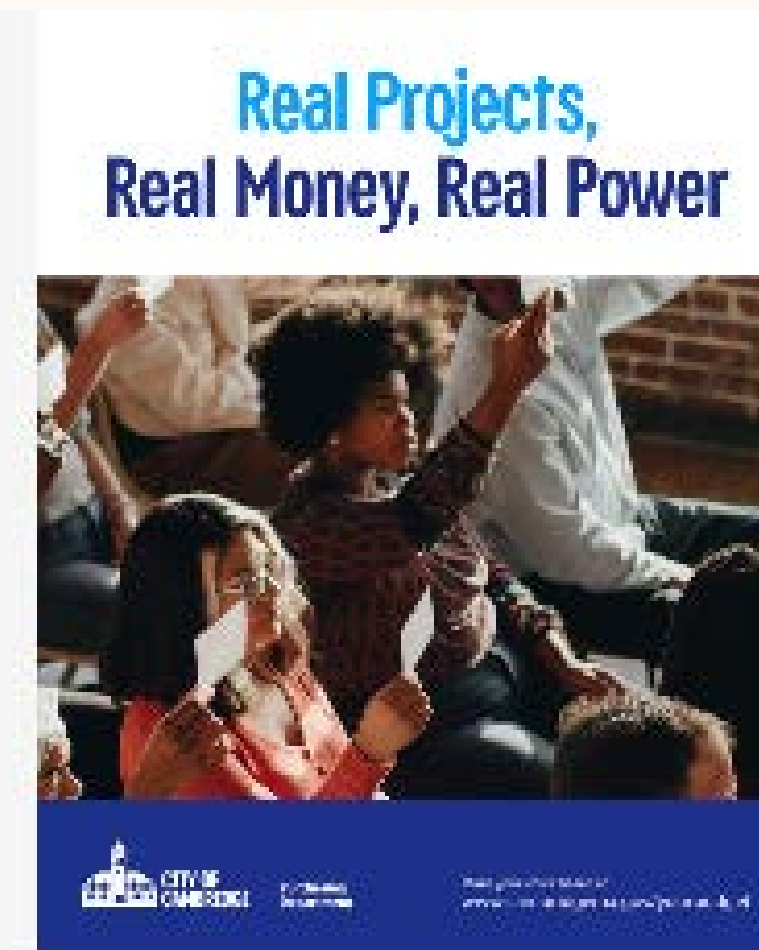
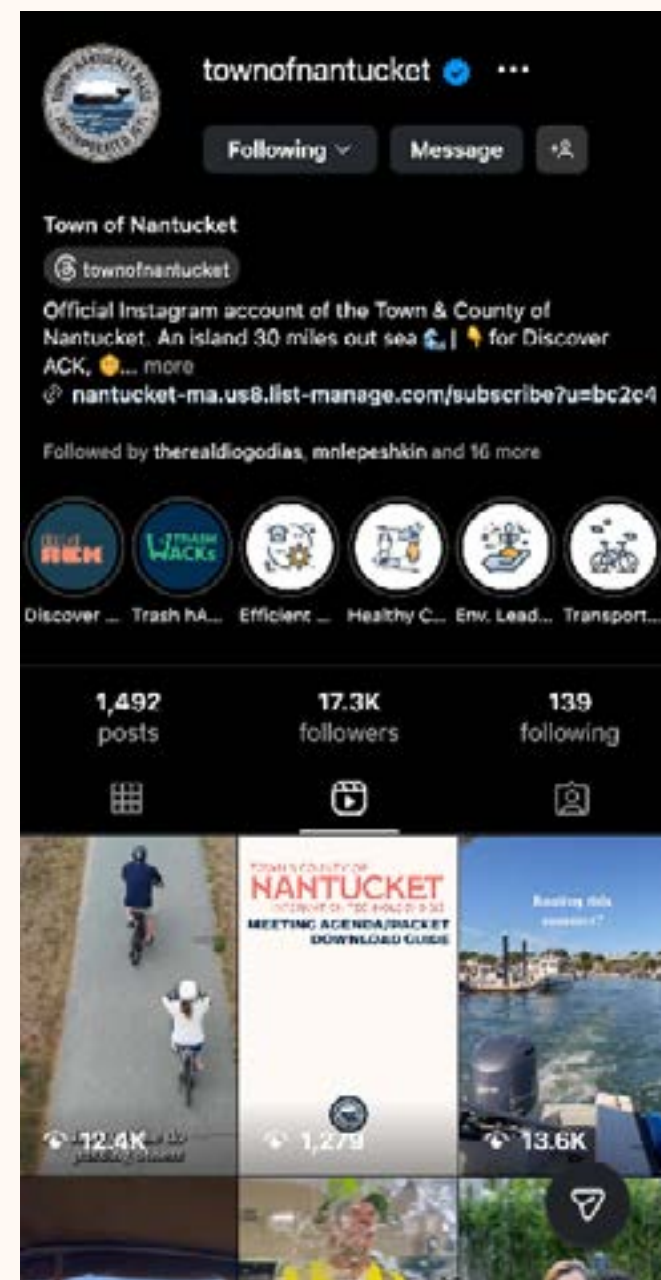


- 1. Color Palette:** primary colors + accent colors
- 2. Typography:** Primary font for headers, secondary for body text
- 3. Logo Variations:** Horizontal, vertical, icon-only versions
- 4. Image Style:** Filters, composition rules, subject matter
- 5. Graphic Elements:** Borders, shapes, icons, patterns



# PLATFORM-SPECIFIC ADAPTATIONS

One identity, multiple expressions



- **Instagram:** Portrait posts, story highlights, consistent filters
- **LinkedIn:** Professional headshots, branded templates
- **Twitter/X:** Header images, consistent profile aesthetics
- **TikTok:** Branded video overlays, consistent editing style
- **Facebook:** Cover photos, branded post templates

# QUICK VISUAL IDENTITY AUDIT

Rate your current presence (1-10)

- Do your profiles feel like part of the same brand?
- Can people recognize your posts without seeing your name?
- Are your colors, fonts, and visuals consistent?
- Does your feed reflect your organization's personality?

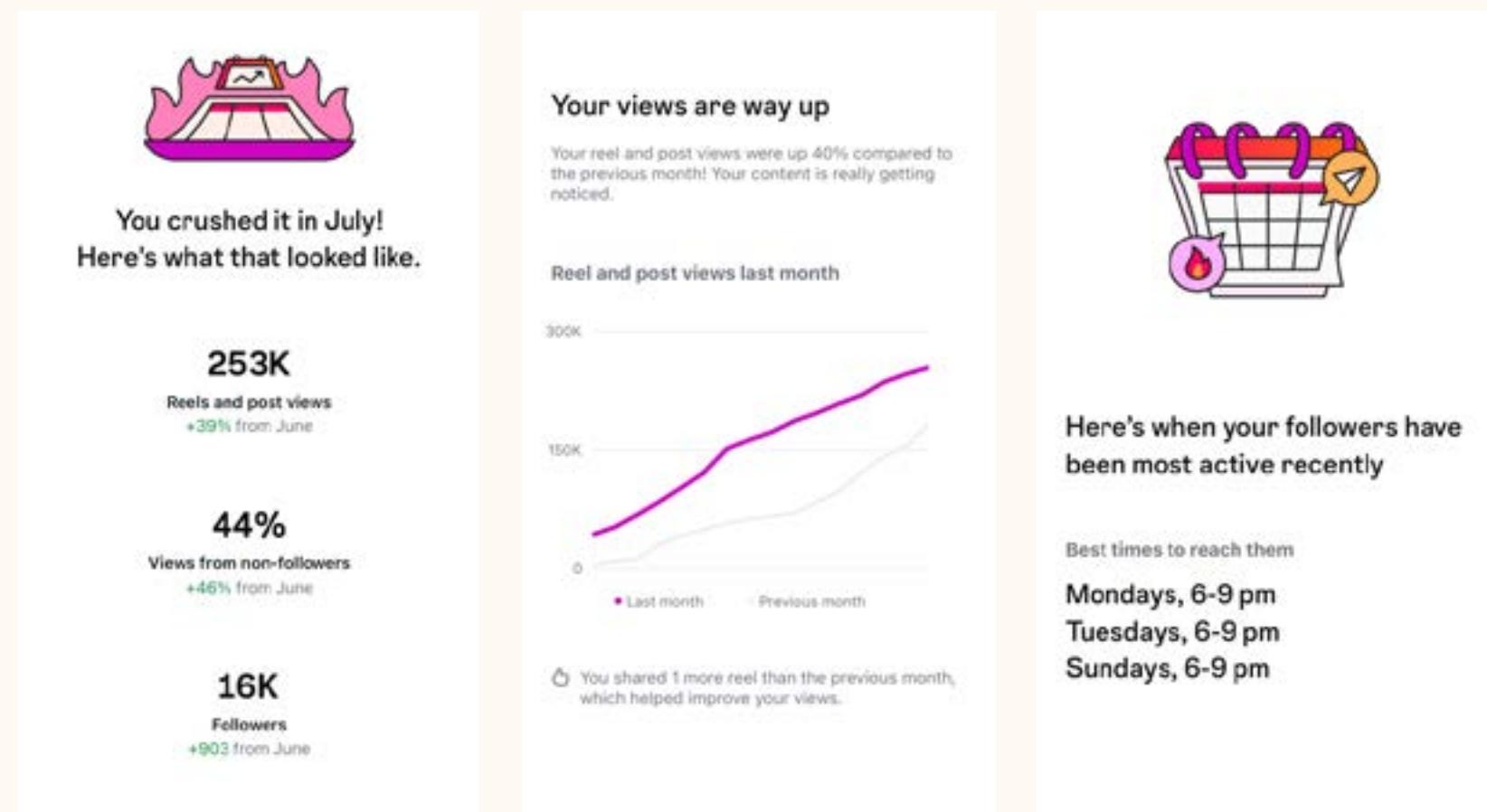
Part 2

# ALGORITHM MASTERY



# UNDERSTANDING ALGORITHM BASICS

How content gets seen



- **Engagement:** Likes, comments, shares, saves
- **Relevance:** Does your content match what your audience cares about?
- **Timeliness:** Is your content fresh and current?
- **Completion:** Are people watching or reading your content to the end?
- **Relationships:** Does your audience interact with your content and with one another?

# THE ENGAGEMENT FORMULA

Engagement Rate (%)  
Social Media

$$\left( \frac{\text{Likes + comments + shares}}{\text{Total followers}} \right) \times 100$$

similarweb

## Creating Algorithm-Friendly Content

Hook (First 3 seconds) > Value (Educational/Entertainment) > Call to Action (Encourage interaction)

# PLATFORM-SPECIFIC ALGORITHM STRATEGIES

Tailored approaches for each platform



## Instagram:

- Post during peak hours (11am-1pm, 7pm-9pm)
- Use 8-15 relevant hashtags
- Encourage saves and shares
- Utilize all features (reels, stories, engagement elements)



## LinkedIn:

- Native video performs 5x better
- Tag relevant people and companies
- Post during business hours
- Use professional insights and data

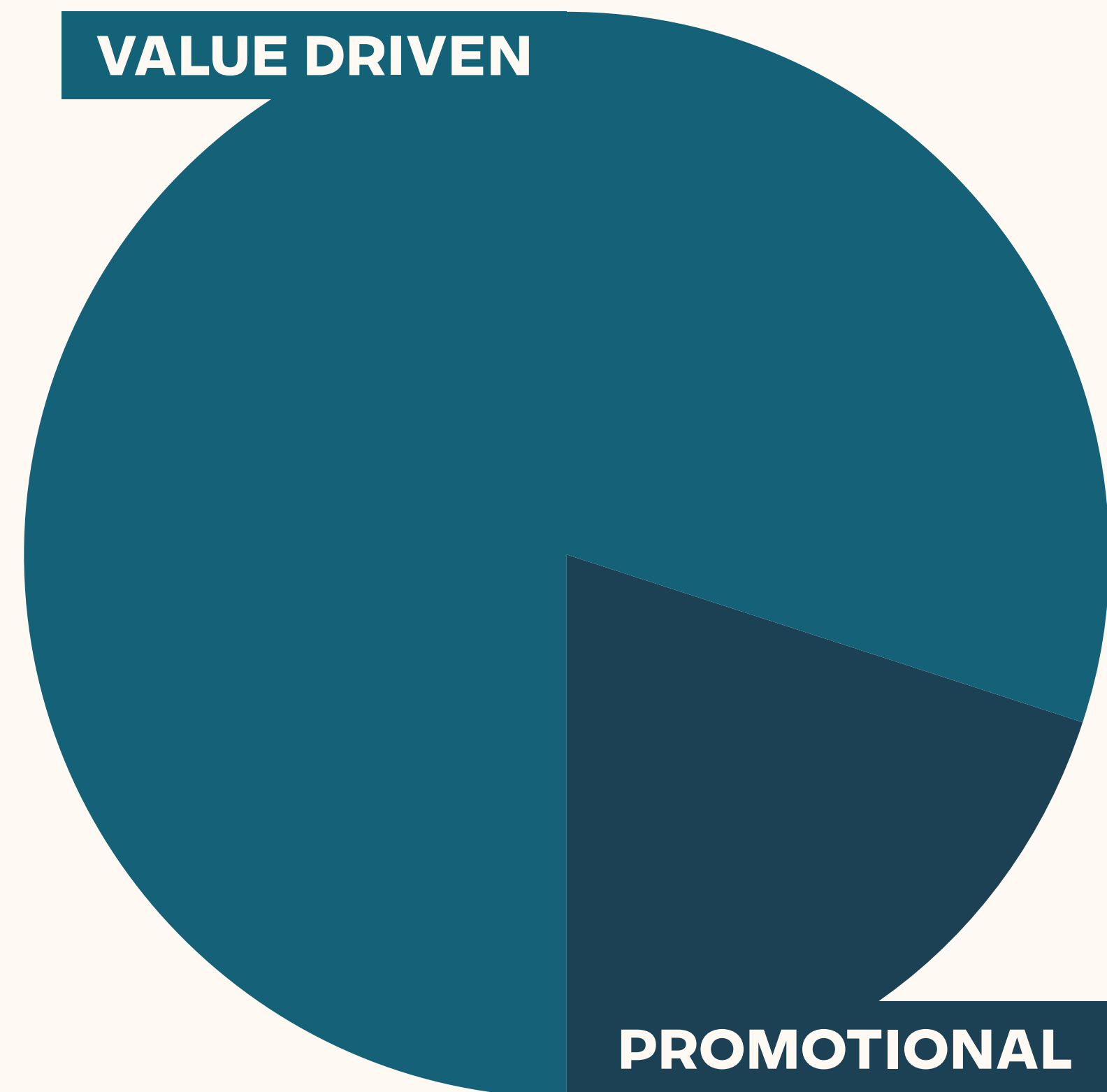


# CONTENT CATEGORIES THAT PERFORM

The 80/20 rule of social content

## 20% Promotional Content:

- Event announcements
- Service highlights
- Organization achievements
- Relevant holidays

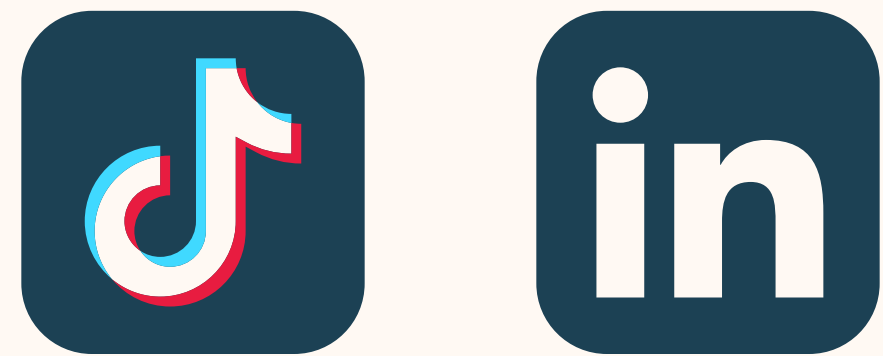


## 80% Value-Driven Content:

- Educational tips and tutorials
- Behind-the-scenes insights
- News and fun stories
- User-generated content

# TIMING AND FREQUENCY STRATEGY

When and how often should we post



## Optimal Posting Schedule:

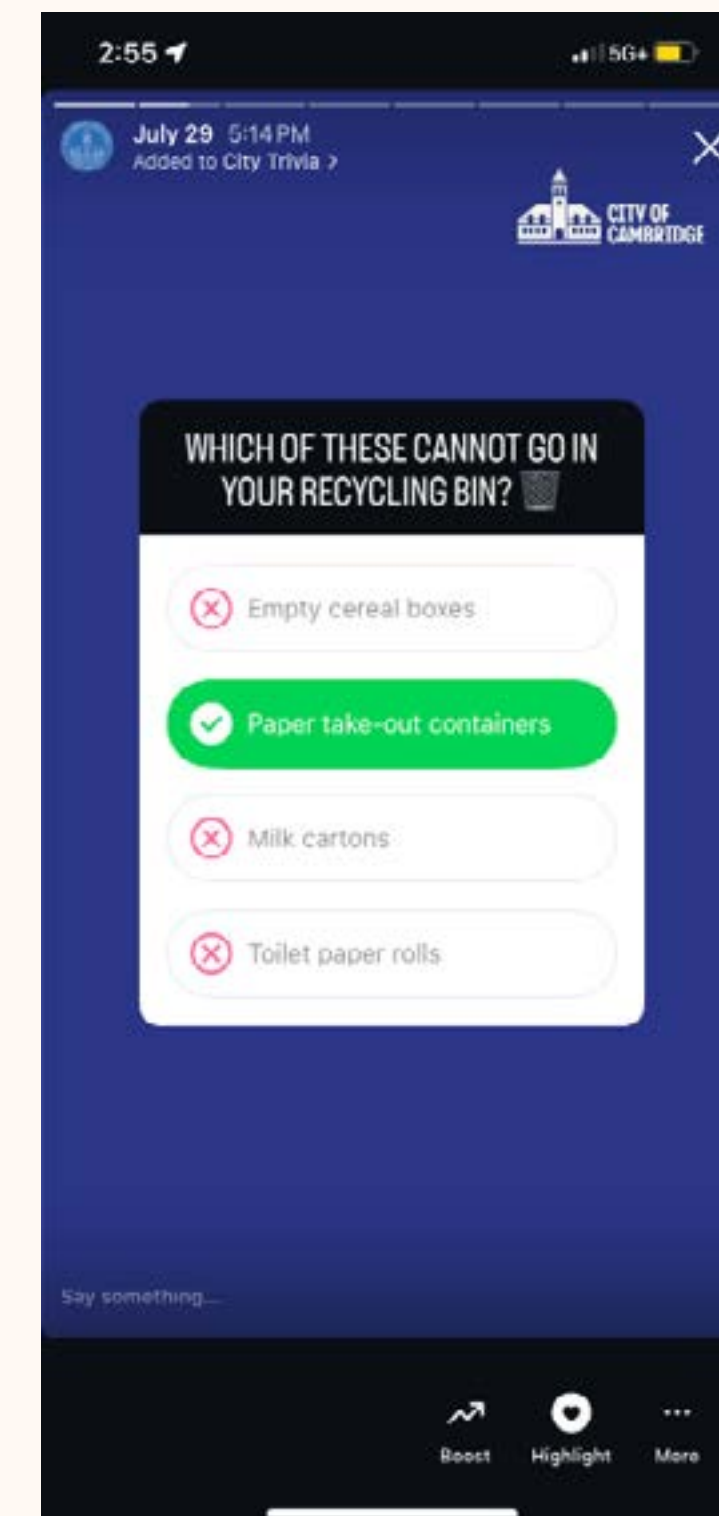
- **Instagram:** ~1 high-quality feed post per day (3–7 per week), plus ~1 Story per day (5–7 per week)
- **LinkedIn:** 3–5 meaningful posts per week (mix text, media, articles)
- **Twitter/X:** 3–4 tweets per day
- **TikTok:** 3–5 videos per week
- **Facebook:** 1 post daily, focus on engaging content

# ENGAGEMENT TACTICS THAT WORK

Building meaningful connections



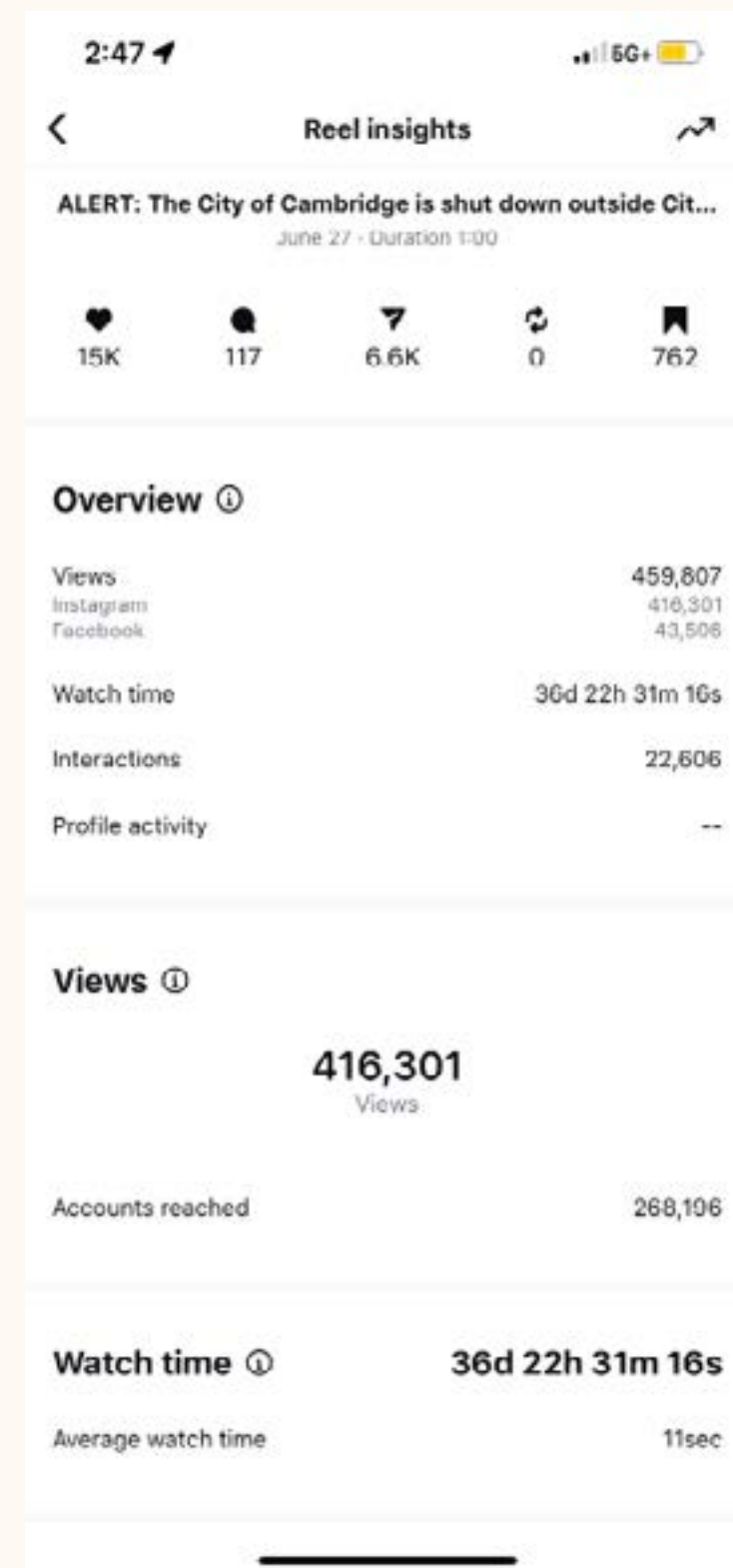
- **Ask** specific **questions** in captions
- Create **polls** and interactive content
- **Respond** to comments quickly
- **Share** user-generated content
- Host live **Q&A sessions**
- Jump on **trends**





# MEASURING ALGORITHM SUCCESS

Key metrics to track



- **Reach:** How many people saw your content
- **Engagement Rate:** Likes + comments per follower
- **Saves:** High algorithm signal
- **Clicks:** Links clicked in your content = People taking action

Part 3

# **SOCIAL MEDIA POLICIES**

# WHY YOU NEED SOCIAL MEDIA POLICIES

# Supporting your brand, your team and building public trust



## Having policies in place:

- Helps prevents missteps and misunderstandings
- Keeps your tone and messaging consistent across departments
- Protects confidential or sensitive information
- Clarifies staff roles and boundaries
- Offers legal protection when things go wrong



# KEY ELEMENTS OF A USEFUL POLICY

Guidance for anyone representing your organization

- **Brand Voice Guidelines:** Shared tone and language your team can follow
- **Content Review Process:** Who reviews what before it's posted
- **Crisis Response Protocols:** What to do when things go wrong
- **Legal + Ethical Considerations:** Copyright, privacy, accessibility
- **Employee Use Guidelines:** What's okay on personal vs. professional accounts

# BRAND VOICE FRAMEWORK

Defining your online personality

**Choose 3-4 characteristics that reflect how your organizations communicates:**

- Professional / Casual
- Authoritative / Approachable
- Serious / Friendly
- Formal / Conversational

# CONTENT APPROVAL WORKFLOW

Build in quality check – even for small teams

## Approval flow might include:

1. **Content Creation:** Drafted by staff, consultants, department head, or communications lead
2. **Quick Review:** For tone, accuracy, and alignment with style
3. **Compliance Check:** If needed (e.g., legal, HR, public safety)
4. **Scheduling or Posting:** Final step before going live

## Adapt by content type:

- **Routine posts:** Quick internal review
- **Campaigns or sensitive topics:** Multi-step check
- **Crisis communications:** Streamlined response with leadership input

# RESPONDING TO A SOCIAL MEDIA CRISIS

When things go wrong

## **If something goes wrong online**

1. Assess how serious it is (public backlash, misinformation, policy violation). Pause any scheduled content.
2. Alert your leadership or designated contacts.
3. Draft a holding response if needed (or prepare to respond offline).

## **Follow-up Actions**

1. Develop a clear, coordinated response.
2. Update internal stakeholders.
3. Monitor comments and reactions.
4. Document what happened and what could improve next time.



# LEGAL AND COMPLIANCE ESSENTIALS

Protect your organization

- **Copyright:** Use only licensed, original, or approved content (images, music, audio, videos).
- **Privacy:** Don't share personal details about staff or the public without permission.
- **Public Records:** Social content may be subject to FOIA – save what you post
- **Accessibility:**
  - Add alt text, use readable fonts, and caption videos.
  - Skip text-heavy images; they're hard to read and can't be accessed by screen readers nor translated.
  - Avoid QR codes in digital posts; link directly.

# Part 4

# IMPLEMENTATION

# STRATEGY

# IMPLEMENTATION STRATEGY

**Week 1:** Visual Identity Audit and Cleanup

**Week 2:** Algorithm Optimization Testing

**Week 3:** Policy Development and Team Training

**Week 4:** Launch New Strategy and Monitor Results

**Not sure where to begin?**

Start small – one platform, one fix, one step.

# TOOLS AND RESOURCES

Making implementation easier

- **Design Tools:** Canva, Adobe Creative Cloud, Figma
- **Scheduling:** Hootsuite, Buffer, Later, Meta Business Suite, Sprout Social
- **Analytics:** Google Analytics, platform native insights, Scheduling platform insights
- **Policy Templates:** Legal templates, industry examples
- **Team Collaboration:** Slack, Trello, Monday.com, Asana, Smartsheet



# MEASURING SUCCESS

Key performance indicators

- **Brand Recognition:** Consistent visual identity across platforms
- **Engagement Growth:** Month-over-month improvement
- **Audience Quality:** Followers matching target demographics
- **Policy Compliance:** Zero brand voice violations
- **Team Efficiency:** Reduced content creation time

# COMMON MISTAKES TO AVOID

Learn from others' experiences and avoid mistakes by:

- Maintaining a consistent posting schedule.
- Following platform-specific best practices.
- Providing value before promoting.
- Engaging by responding to comments.
- Adapting quickly to algorithm changes.

# QUESTIONS FOR DISCUSSION

Let's talk strategy

**What's your biggest challenge with visual consistency?**

Audit your brand look — colors, fonts, and logos should align.

**Which platform algorithm confuses you most?**

Choose one platform this month to study and optimize.

**What social media crisis keeps you up at night?**

Draft a simple response plan to prepare before it happens.

**How do you currently measure success?**

Set up a dashboard with clear metrics that matter to you.

**What would make your social media management easier?**

Identify one tool, policy, or process to simplify your work.

# KEY TAKEAWAYS

Remember these three things

## **1. Visual Identity**

Consistency builds trust and recognition

## **2. Algorithm Success**

Value + Engagement + Timing = Reach

## **3. Policy Protection**

Clear guidelines prevent problems



# NEXT STEPS

Where to begin? Here's a practical checklist.

## **Is your visual identity consistent across platforms?**

Complete a quick visual identity check to make sure logos, colors, and tone align.

## **Which platform should you prioritize right now?**

Choose one platform this month to focus on for algorithm optimization.

## **Do you have clear rules for posting and engagement?**

Draft or review a basic social media policy to guide your team.

## **How will you know if your strategy is working?**

Set up a simple measurement dashboard to track performance.

## **Are you keeping up with trends?**

Block time for training; whether you're a team of one or many.