

GAP

Training Sponsor

Social Media Best Practices

Thank you for your incredible dedication and support in sponsoring this event. Your passion and commitment to sharing stories of transformation are truly inspiring. As we work together to amplify these powerful narratives, we've prepared this guide to help you make the most of your social media efforts. Your voices are key to making this event a success, and we're excited to see the impact you'll create.





The most effective marketing strategy begins with transformation

Storytelling Over Promotion

- Focus on Transformation: Highlight stories of individuals or communities positively impacted by the event's mission or cause. Share personal journeys, success stories, and testimonials.
- Authenticity is Key: Share genuine, heartfelt stories that resonate with the audience. Avoid overly polished or scripted content.

Visual & Emotional Appeal

- High-Quality Visuals: Use compelling images and videos that capture emotions and key moments in the transformation stories.
- Personal Touch: Include quotes, interviews, or first-person narratives that add depth to the stories.

Content Structure

- Narrative Arc: Structure posts with a clear beginning, middle, and end, focusing on the challenge, the journey, and the transformation.
- Call to Action: Encourage followers to share their own stories or engage with the content by commenting or sharing.

Platform-Specific Strategies

Instagram

- *Stories & Reels:*
 - Share short, impactful videos that capture key moments in transformation stories. [\[SEE EXAMPLE\]](#)
 - Use features like polls, Q&A, and countdowns to engage followers.
 - Include captions and text overlays to highlight key points in the story.
- *Carousel Posts:*
 - Use multi-image posts to tell a complete story in a series of photos, from the “before” to the “after.”
 - End with a call to action, encouraging users to swipe through all images and share the post. [\[SEE EXAMPLE\]](#)
- *Go-Live:*
 - Host live interviews with individuals whose lives have been transformed, allowing followers to ask questions in real-time.
 - Post longer videos that dive deeper into stories of transformation, providing background and context.

Tik-Tok

- *Short-Form Storytelling:*
 - Create short, impactful videos that tell transformation stories in 15-60 seconds.
 - Use trending sounds or music that aligns with the emotional tone of the story.
 - Incorporate text overlays to highlight key aspects of the story.
- *Behind-the-Scenes Content:*
 - Show the process behind the stories – how the event or cause helped facilitate these transformations.
 - Include “day in the life” content from individuals involved in the transformations.

Linked-in

- *Professional & Impact Stories:*
 - Share detailed posts focusing on the professional growth or career transformations facilitated by the event or cause.
 - Highlight success stories from alumni, mentors, or beneficiaries of the event's initiatives.
- *Articles & Thought Leadership:*
 - Write longer-form articles or posts that dive deep into the impact of the event's mission on industry trends or community growth.
 - Include data or testimonials that showcase the transformative impact.
- *Network Engagement:*
 - Encourage team members to share these stories within their professional networks and to engage in discussions about the broader implications of the event's mission.
 - Tag relevant organizations, partners, and individuals to broaden the reach.

Additional Notes

- Always invite GAP as a collaborator when you post on Instagram. If it's relevant to GAPs entire audience or current campaign, we will accept the invitation.
- Here is a [LINK](#) to a bumper video that can be added to the end of your videos to make you content feel GAP official.