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# Organic Social Media Strategy

May 2022



Date: 5/06/22

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## CONTINUING WORK

Badger Branding will continue to manage the City's tourism social media accounts on Instagram, Facebook, LinkedIn, Pinterest, and others as deemed appropriate to engage the audience and grow loyalty to help encourage visits to San Luis Obispo.

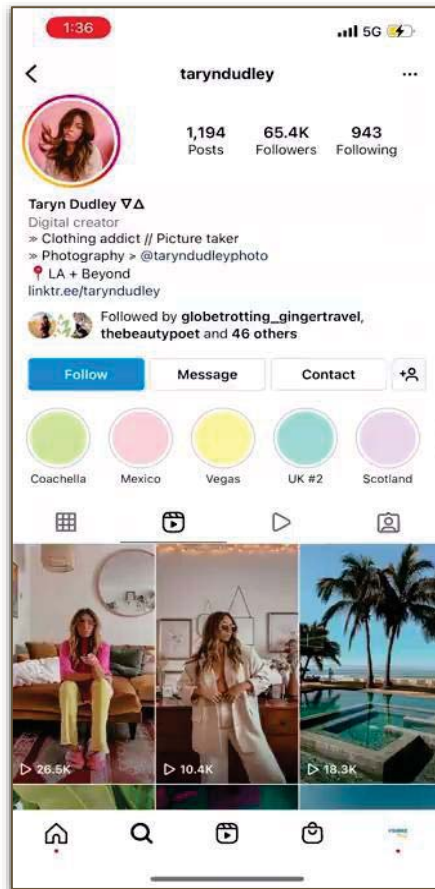
Contracted services include:

- Social Media Marketing Strategy
- Online Community Engagement
- Content Creation and Procurement
- Analysis and Reporting

The current contract is set for \$8,600 per month, which will continue for the next fiscal year at a total cost of \$103,200.



# INFLUENCER VS CONTENT CREATOR



**An Influencer is someone who has:**

- *The power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.*

**A content creator is someone who:**

- *Creates content for digital properties, such as YouTube or Instagram. Creators consider creating content to be their career. It's their job to create content, not to influence.*

*Sure, creators can still influence people, and influencers still create content. However, the difference is in the intention. An influencer's job is to influence; a creator creates.*



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## INFLUENCER FATIGUE

Influencer fatigue occurs when audiences get tired of seeing repetitive influencer content and it's something the social media industry is currently experiencing.

According to Social Media Industry Benchmark Reports done by Rival IQ from 2020 to 2022, Influencers have *increased* their posting amount over the years.

- In the **2020 report**, influencers posted an average of 3.92 Instagram posts per week
- In the **2021 report**, influencers posted an average of 3.6 Instagram posts per week.
- In the **2022 report**, influencers posted an average of 4.47 Instagram posts per week

According to the reports, the Instagram engagement rates per post are as follows:

- **2020** – 1.67%
- **2021** – 1.42%
- **2022** – 1.18%



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## GOAL

OUR GOAL IS TO MAKE SURE SHARESLO IS PROMOTING QUALITY AND ENGAGING CONTENT TO OUR AUDIENCE

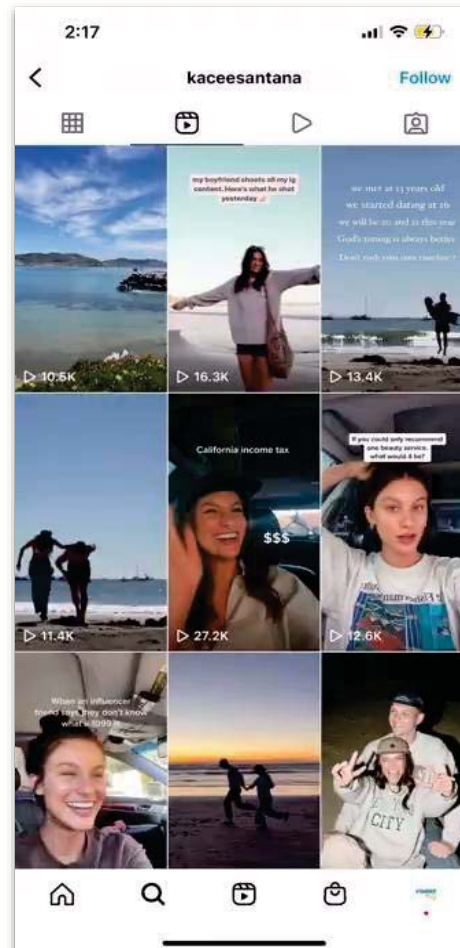
LET'S HIGHLIGHT THE COOL THINGS SHARESLO IS **DOING** RATHER THAN SHOWCASING WHO SHARESLO IS **HOSTING**

Content would be used for:

- Instagram Reels
- Instagram and Facebook stories
- CrowdRiff Network Stories
- Paid Ads
- Possible TikTok opportunity in the future



## EXAMPLES:



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## BUDGET

### BUDGET DEPENDS ON WHO WE ENGAGE AND WHAT THEIR REQUIREMENTS ARE

In order to manage the Creators and execute a partnership strategy, we recommend the following allocations based on using 4-6 creators per year:

- Account Management: \$10,000/ year
- Creator Fees: \$15,000
- Travel, Hotel, Restaurant accommodations while in-market are not included in this estimate.

**BUDGET TOTAL: \$25,000**

All contracts will include requests for original content in the form of images and videos that we can repurpose for use later in addition to a reel that they will post directly to their platforms with the ShareSLO account tagged.

This will leverage their visit and get a genuine visitor's perspective of the city.

