



Legal Services of
the Hudson Valley
Protecting Rights Promoting Justice

ENGAGING STAKEHOLDERS THROUGH SOCIAL MEDIA

PRESENTATION BY:

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Establish a Social Media Plan

- **SET GOALS**

- What are you looking to accomplish?
- Increased followers, engagement, event attendance, donations?
- Research what other organizations are doing.

- **IDENTIFY YOUR TARGET AUDIENCE**

- Who do you want to see your content?
- Where are they located?
- Any other demographic information.

- **IDENTIFY THE SOCIAL MEDIA PLATFORMS YOU WILL USE**

- Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube
- Select an automation tool that will increase efficiency (i.e. Hootsuite, Sprout etc.)





- **ESTABLISH YOUR TONE**

- Who are you speaking to? Community partners? Community members? Donors?
- Is it the right content for the platform? (i.e. Instagram content must be accompanied by a photo or video)
- Develop brand guidelines.

- **IDENTIFY WHAT INTERESTS YOUR AUDIENCE**

- Review your historical page data, then research current trends
- Event information? Legal/ financial advice? Hearing about your employees?
- Ask your audience what type of content they would like to see next.

- **CONTENT WILL VARY BASED ON THE PLATFORM**

- Each social media channel should have its own voice and style.



Create
Engaging
Content



Post Often & Share The Love

- **ESTABLISH A CADENCE**

- Create a calendar.
- Post 2-4 times per week.
- Research the best times and days for audience engagement.

- **ENGAGE WITH OTHER CONTENT**

- In addition to posting your own content, you should “LIKE,” “SHARE,” and “COMMENT” on posts from others that are relevant to your work.
- Engage with posts from community partners, supporters, and other stakeholders.
- Reply to comments left on your posts.
- Mention others in posts when relevant.

- **ENGAGE WITH THE COMMUNITY**

- Show interest in community events.
- Cross-promote with community partners/leaders.





Keep Things Fresh!

- **STAY UP-TO-DATE**

- Social media is ever-changing; you should research new trends each quarter.
- Leverage social media influencers and advocates in your industry.
- Capitalize on new trends.

- **ANALYZE AND MAKE ADJUSTMENTS**

- Review your performance monthly.
- Adjust based on audience trends.
- Experiment with different types of content.
- Adjust your goals as needed.





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