Social strategy proposal

## The Korte Company

## Mission statement

Showcase the breadth and quality of The Korte Company’s work in major markets, share industry thought leadership, demonstrate workplace culture and celebrate company history to maintain brand awareness and build brand reputation.

Always working within the brand’s “sophisticated grit” tone, we will create compelling social content using the wealth of video and image assets, successfully completed projects and narratives of major company players from the past and present.

## Content pillars

Korte values

Examples: Personal stories, volunteer work in the community, general jobsite videos, general thought leadership

Proposed emphasis: ~25% of content

Korte history

Examples: Ralph Korte legacy, “throwback” style image posts, company history, industry (i.e. Design-Build) legacy

Proposed emphasis: ~25% of content

Focus industries (Healthcare, Warehouse + DC, Defense)

Examples: Photos + videos of completed projects, relevant blog posts + industry-specific thought leadership

Proposed emphasis: ~45% of content

Misc.

Examples: Completed projects in other industries, job postings, local news stories, industry publication mentions, award announcements

Proposed emphasis: ~5% of content

## Platform-specific notes

The above mission statement will guide holistic content strategies on each platform. And there’s of course overlap with what type of content direction makes sense on each platform — job postings make sense on LinkedIn and Facebook, pictures from a recent volunteer event make sense on Facebook and LinkedIn, high quality throwback images make sense on Instagram and Facebook, produced videos of jobsites make sense for all three.

But, as a general guiding strategy, each will differ in the following ways:

Instagram

As a visual-heavy platform, Instagram content should give emphasis to high quality video and imagery. Korte possesses such a wealth of these assets — sweeping aerials, remarkable facilities — and this is a great place to showcase the company’s impressive work. **Essentially, “look at the cool stuff we’ve done.”** This doesn’t mean not showing employee “behind the scenes” posts like [this](https://www.instagram.com/p/B8R3QG5nIx9/), but with the grid aspect we’ll want to be mindful of image quality.

Additionally, there’s potential for interspersing the throwback photos, designed graphics (we’ve been experimenting with these on the Gorilla Instagram [here](https://www.instagram.com/p/CGViVs4jKCN/) and [here](https://www.instagram.com/p/CGk5j98DUn8/)) as well as audiograms and more frequent Stories (see “Future Concepts” subhead at the bottom of the document).

**Frequency**: 1-2 posts scheduled per week, additional as needed

**Focus post types:** Image (high-quality, singular or carousel), designed graphic, audiogram, IG TV long form video

**Post examples:** [Glik’s jobsite video](https://www.instagram.com/p/CF0H8avnn0O/), [Dale Carnegie program throwback image](https://www.instagram.com/p/B9pY_PLnq00/), [job site snapshot](https://www.instagram.com/p/B9ZeNV8nRjf/)

Facebook

A community-minded lens makes sense for Facebook content. Strong graphics are still important but not as make-or-break as Instagram; here it would make sense to share a local news story about employee volunteer work or pictures from a recent company event for employees to share on their own profiles. **Essentially, “look at the community we’ve built.”**

**Frequency**: 1-2 posts scheduled per week, additional as needed

**Focus post types:** Images (quality still important, but not as imperative as Instagram), long-form video (linked to YouTube), local news stories, job postings

**Post examples:** [These high-performing posts](https://www.dropbox.com/sh/cl1rnqnmofen51q/AAC4Rgew0-cwGg7LxhXWJefda?dl=0) emulate the community-minded direction for Facebook content

LinkedIn

As a platform, LinkedIn (i.e. its algorithm) gives preference to posts from personal accounts over those from company pages. But regardless, it’s valuable to maintain a platform where we push thought leadership and project successes as well as company culture, history and job postings. **Essentially, “look at how we lead the industry.”** And in the future, we can revisit strategies for involving Korte employees with their personal LinkedIn profiles (see “Future Concepts” subhead at the bottom of the document).

**Frequency**: 1-2 posts scheduled per week, additional as needed

**Focus post types:** Images (quality still important, but not as imperative as Instagram), designed graphic, audiograms, long-form video (linked to YouTube), news stories, job postings

**Post examples:** [Recognition from Tilt-Up](https://www.linkedin.com/posts/the-korte-company_tilt-up-video-awards-2020-activity-6725415850226122753-KyhO), [project announcements](https://www.linkedin.com/posts/the-korte-company_anderson-hospital-plans-next-phase-of-goshen-activity-6716458755585822720-slfO), [jobsite video footage](https://www.linkedin.com/posts/the-korte-company_healthcareconstruction-activity-6704481012656734208-iuUG)

Twitter

We recommend, for the time being, continuing the hiatus with the Korte Twitter account. We think there’s stronger potential for growth and creativity on the three previous platforms and focusing on those will free up time and energy to focus on Instagram, LinkedIn and Facebook. This is something we can revisit as we build momentum in our social scheduling logistics and strategy.

## Logistics

* Scheduling posts out a month in advance, while adding in additional breaking news + updates as needed
* Review format:
	+ Posts will be scheduled out in the Google Sheet calendar spreadsheet
	+ G76 will write copy and prep visual assets; copy for all three platforms will be shared in Word doc for client edits
	+ Client will edit + approve the schedule and copy
* Both Gorilla and Korte teams can add post ideas the same spreadsheet mentioned above
* Note: On all videos posted from Switzer, make sure to tag them

## Future concepts

The following are ideas we’ve got on the back burner that, as we develop a rhythm for our processes, can revisit and explore:

* Working with the rest of the Korte writers to pull audio “nuggets” from interviews to create audiograms for Instagram and LinkedIn (Joe has been experimenting with these on [his LinkedIn profile](https://www.linkedin.com/posts/gorilla76joe_industrialmarketing-contentstrategy-seo-activity-6730587411291738113-PZsB))
* Involving individual Korte team members on LinkedIn to share content written in their voice (as Gorilla team members like [Sultana](https://www.linkedin.com/in/sultanamangal/) have done with their LinkedIn profiles)
* Utilizing IG stories to curate Highlights content, such as roundups of projects in major markets, walking through the personal narrative stories, etc.