

Growing Your Social Media Presence Practical Marketing Strategies on Any Budget

Agenda

- 01 INTRODUCTION
- 02 KNOWING YOUR AUDIENCE
- 03 BUILDING AN AUTHENTIC PRESENCE
- 04 CREATING CONTENT THAT CONNECTS
- 05 CANVA FOR CONTENT CREATION
- 06 GROWING ON A BUDGET
- 07 Q&A

NDI Speaker



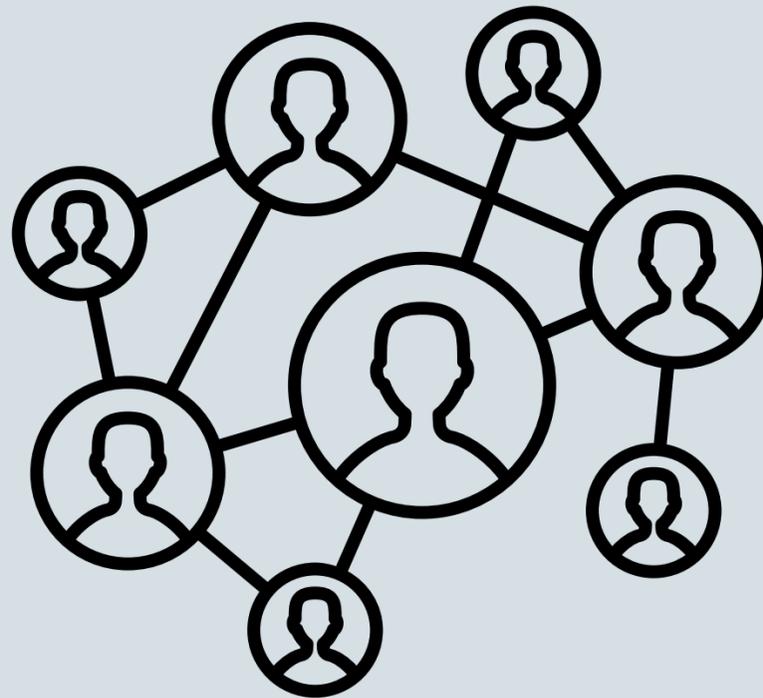
LAINE HODGES

Laine is the **Social Media and Content Specialist** at the National Disability Institute (NDI), where she leads marketing initiatives, brand strategy, social media management, content creation and email marketing. She holds a B.A. in Advocacy Communication with minors in Spanish and Nonprofit Studies from James Madison University. Laine has over a decade of experience spearheading digital campaigns and social media strategy for mission-based organizations.

Why knowing your audience matters

If you try to reach everyone, you reach no one.

Different needs
& behaviors

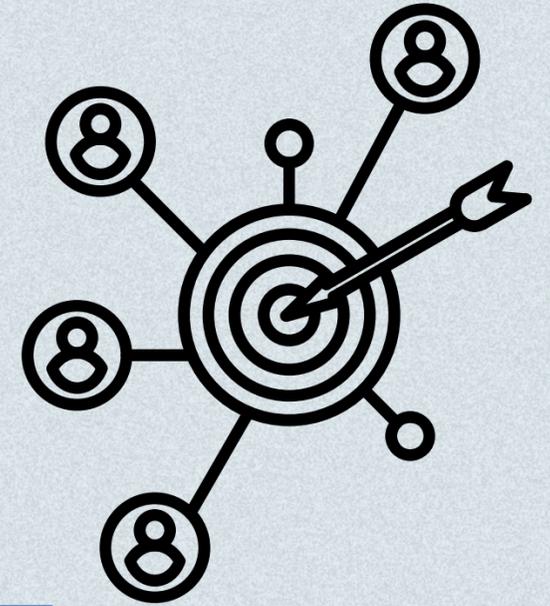


Tailor tone

Adjust posting
times

Customize visuals

Get to know your audience



**Create 2–3
audience
personas**

**Utilize platform
analytics & polls
to understand
their motivations
& behaviors**

**Current
engagement:**

- **Trends**
- **Pain points**
- **Demographics**

What authenticity looks like:

CONSISTENCY, HONESTY AND CLARITY

Together, these three tones build trust.

SHARE REAL STORIES

To go beyond “polished marketing,” focus on highlighting real-life examples and spotlighting real people/experiences.

MISSION-DRIVEN

Posts should be tied back to your company’s purpose

ndi | 20 YEARS OF IMPACT
ESTABLISHED 2005

Digital inclusion means **empowerment**
Digital inclusion means **connection**
Digital inclusion means **access**
Digital inclusion means **justice**
Digital inclusion means **equity**

DIGITAL INCLUSION WEEK | OCT 6-10, 2025

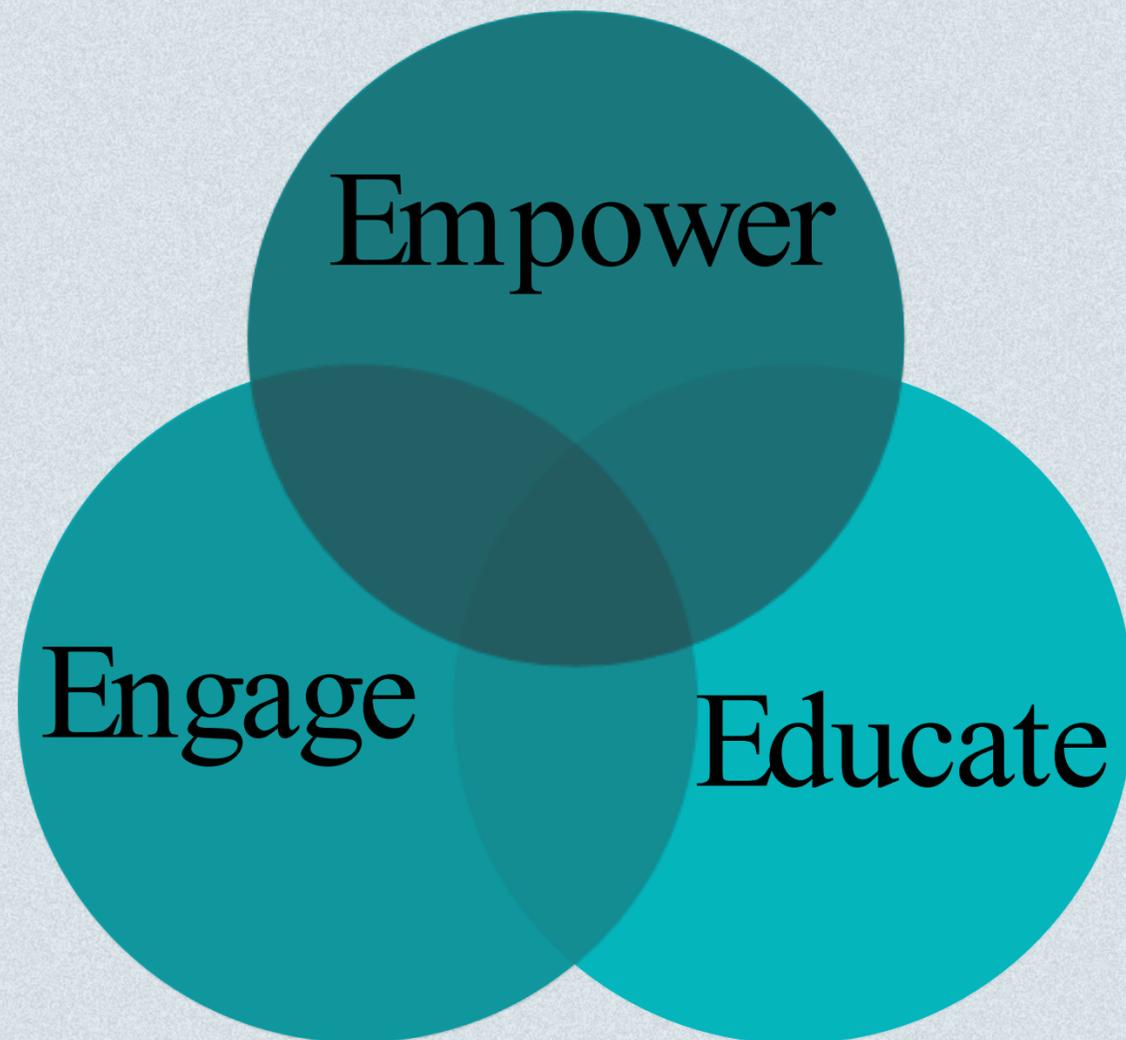


Accessibility = Authenticity

Accessibility builds inclusion. Utilize alt text, captions and good color contrast to ensure that everyone has a smooth browsing experience



Create content that connects



Utilize the 3 E's framework to establish brand authority, foster interaction and leave your audience feeling fulfilled.

Platform Strategies



Community updates, events, live streams, shared groups



Visual storytelling, carousel posts, reels, behind the scenes



Organizational announcements, thought leadership, partner amplification

Repurposing Content

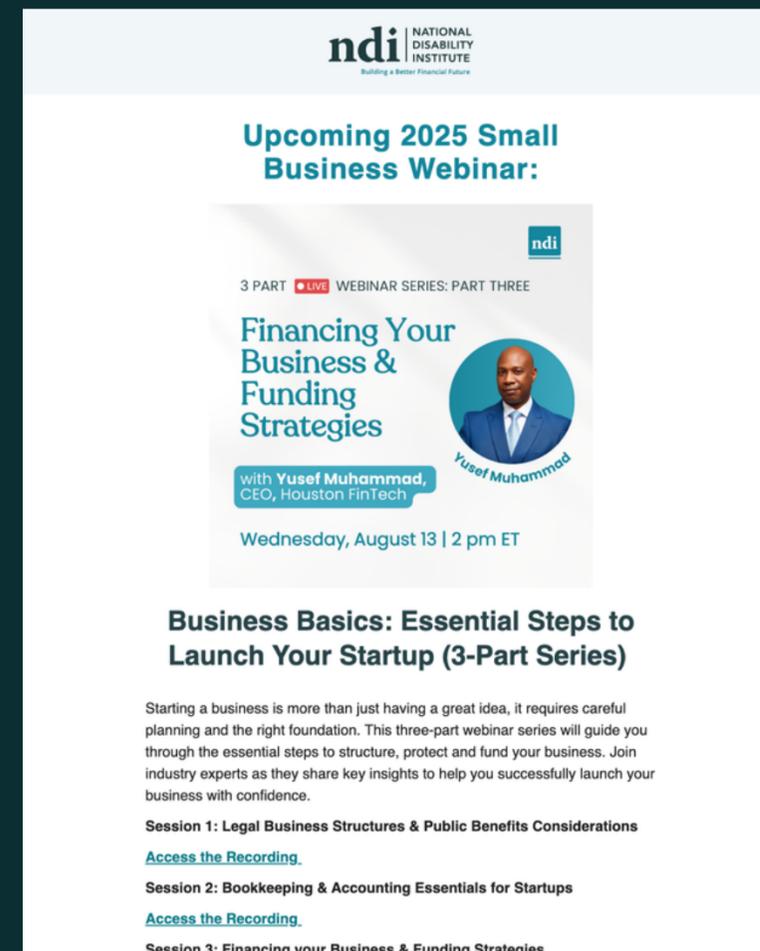
- One story can be adapted across platforms.
- Keep visuals and tone consistent and create different formats.
- Align posts with email send times to reinforce the message on multiple channels.
- Track everything in a content calendar: mark which pieces have been repurposed and where.
- Trim from webinars or interviews for reels.



Example of repurposing content



Instagram post



Email

Canva : A Big Tool for Small Budgets



Access to Content Planner to pre-schedule posts



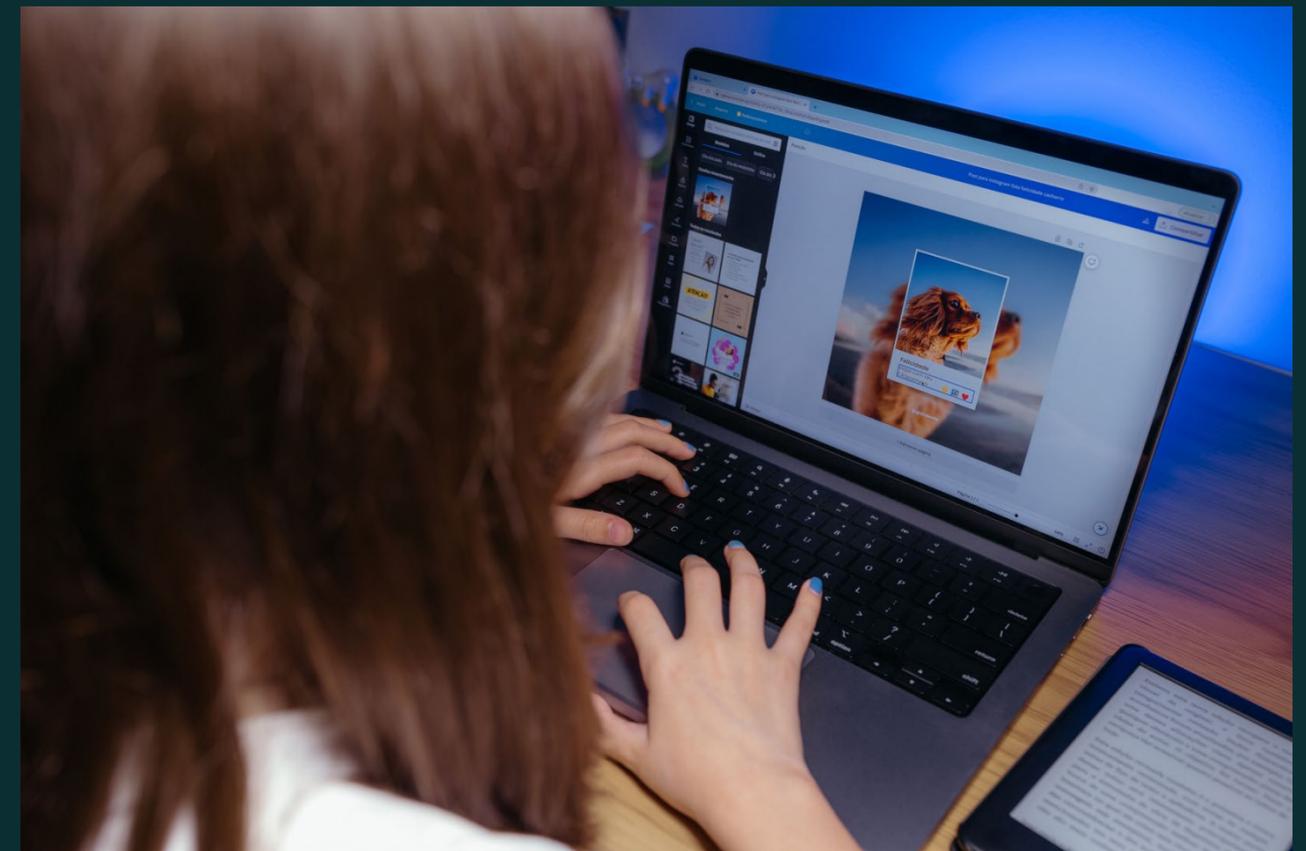
Easy-to-use templates for social media, email marketing print collateral and more



Accessible for mobile and desktop



"Drag and drop" interface: graphic design made simple



Canva Pro Offers:

- **Premium Content:** Access to millions of premium photos, videos, graphics and templates.
- **Brand Kit:** Save logos, fonts and colors to keep designs consistent.
- **Magic Resize:** Instantly resize designs for different platforms.
- **Background Remover:** One-click background removal for images.
- **AI Tools:** Includes Magic Write (AI text), Magic Edit and AI image generation.
- **Social Scheduler:** Plan and post to social media directly.
- **Cloud Storage:** Up to 1TB of cloud storage.
- **Collaboration:** Share designs and templates with teams.
- **Export Options:** Transparent backgrounds, animation and various file types.

Content Creation Essentials

Clarity: easy to understand design, clear message and no clutter

Consistency: stay true to your brand colors/fonts to establish a strong identity

Concept: the message behind the design should resonate with your audience



Growing on a Budget



Encourage staff and partners to share posts. Focus on building partnerships

Quality over quantity—create a posting schedule, but remain consistent

Stay engaged. Respond to comments, utilize online forums and invite followers to take polls/ask questions on Stories

Using Analytics



Choose the right metrics for brand awareness, engagements and conversion



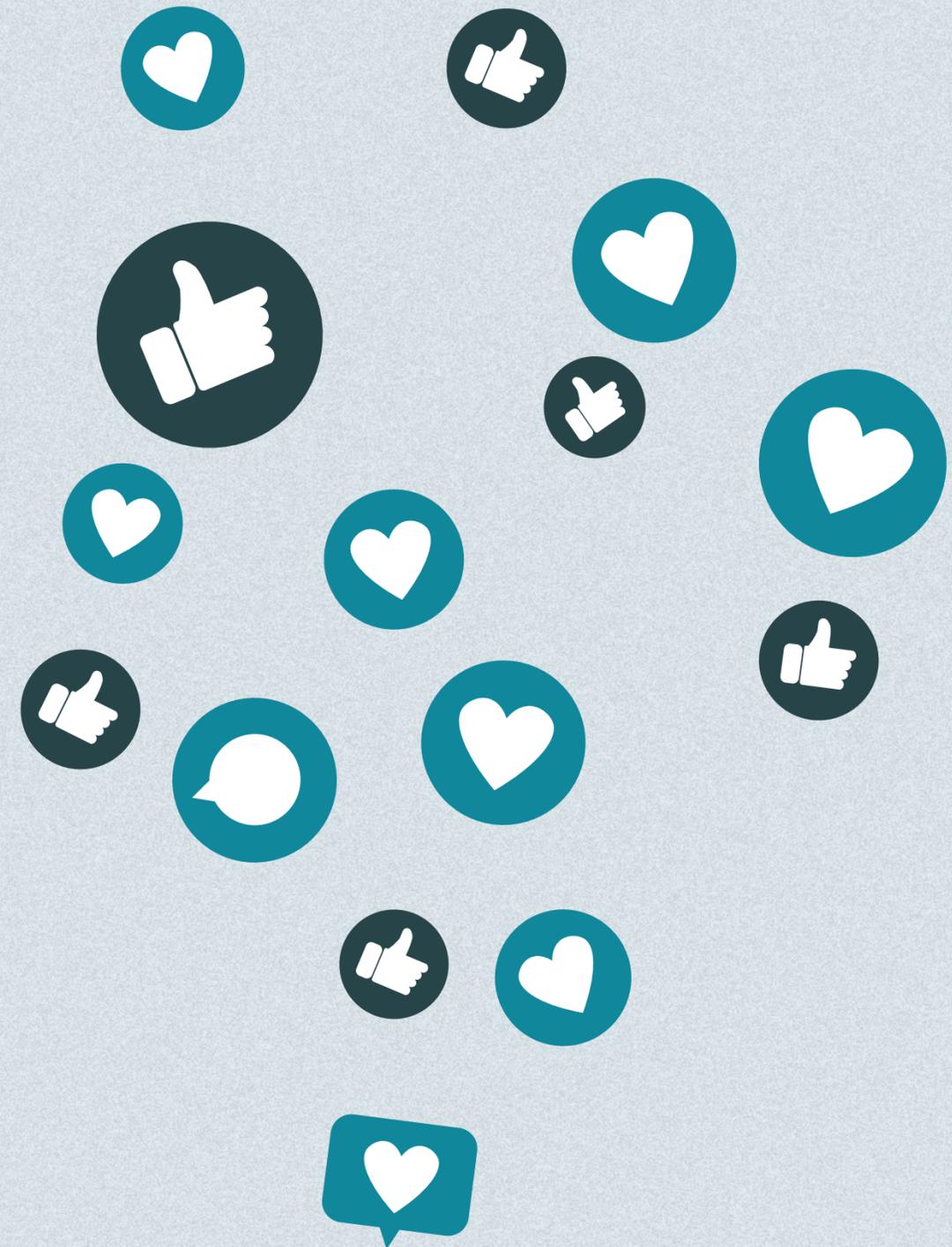
Review monthly performance on native platform dashboards: learn what's resonating



Find the best times/days to post for the most engagement



Consider A/B testing



Summary

- Start where you are - use the tools you have.
- Know your audience and speak to them, not at them.
- Build trust through authenticity and accessibility.
- Repurpose your best ideas across platforms.
- Measure what matters - engagement, not perfection.
- Keep showing up. Consistency builds community.

Q&A