

# The Art of Successful Social Engagement



# What is a Social Persona?

# Social Persona Defined

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**A social personality  
that embodies, reflects  
and expresses your  
organization's brand.**

# The Role of Your Social Persona

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- ✓ Builds awareness
- ✓ Strengthens your mission
- ✓ Lends credibility
- ✓ Drives engagement
- ✓ Reflects core values
- ✓ Humanizes your organization

# Defining Your Social Persona

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## Create a “faux” ideal client

- ✓ Who are they?
- ✓ What are their interests
- ✓ Why are they following you?
- ✓ What do they like to talk about?
- ✓ What are they likely to share?
- ✓ What is their “journey” with you?

# Using Your Social Persona

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- ✓ Shape perceptions of your organization
- ✓ Develop the right content and images
- ✓ Be consistent
- ✓ Maintain a singular tone/voice
- ✓ Keep content fresh
- ✓ Consistent visual style

# Enterprise Bank's Social Persona

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- ✓ Independent, community bank
- ✓ Mission-driven organization
- ✓ Passionate about our communities and our EB family
- ✓ Strong ties with non-profits
- ✓ Authentic

# Enterprise Bank Top Performers

## Involvement in the community

### Branch news

### Photos of employees

**Enterprise Bank** added 34 new photos to the album: 2015 Customer Appreciation Cookout - Lowell.  
Published by Shekira Morehouse [?] · August 14 at 1:48pm · 🌐

Each year, Enterprise Bank in #Lowell celebrates our customers and local neighbors with a cookout in their honor. This year, we are particularly mindful to make sure we mention how much we also appreciate supporting and working with businesses that are either locally based or headquartered in Massachusetts. We appreciate the following vendors from whom we had sourced goods in order to serve our guests during this special event: Market Basket (DeMoulas aka Market Basket Fan Site), MidTown Beef Co., Baystate Tent and Party, Grand Rental in Pelham, Dylan and Pete's Ice Cream, and BJ's Wholesale Club. Thanks.



**24%**  
Engagement

**Enterprise Bank** added 2 new photos to the album: A Special Happy Birthday Surprise.  
Published by Shekira Morehouse [?] · August 11 at 12:04pm · 🌐

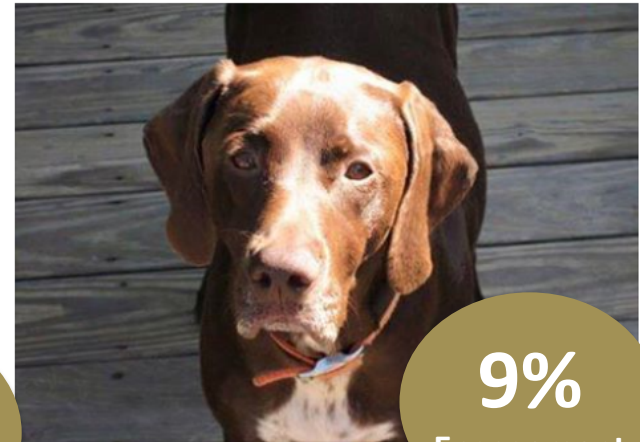
Wishing a belated happy birthday to Deb Muldoon, who works among our corporate communications team. An office space filled to the brim with balloons and decorations was how we welcomed her back to the office, first thing this morning. Here is the before and after.



**10%**  
Engagement

**Enterprise Bank**  
Published by Shekira Morehouse [?] · August 26 at 1:59pm · 🌐

Princess Sophie is so excited that today is National Dog Day! Enterprise Bank would like to celebrate, too. Post your own doggie photos here in the comments section of this post for a chance to receive a \$25 dollar shopping spree to Petco®. We will award this gift to the four-legged friend that receives the most "Likes."



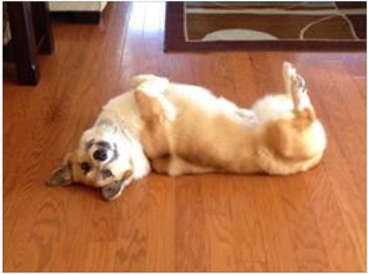
**9%**  
Engagement





Like · Reply · 7 · August 26 at 2:08pm

**Colleen Wyatt** Riley treats every day like National Dog

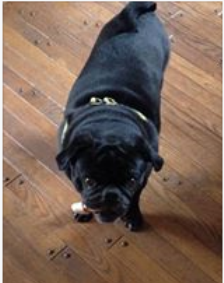


Unlike · Reply · 8 · August 26 at 2:23pm

**Laurelee Langan** Riley pup!

Like · Reply · August 26 at 4:54pm

**Danielle Cushion** Here's POCO with one of his favorite



Like · Reply · 7 · August 26 at 7:42pm

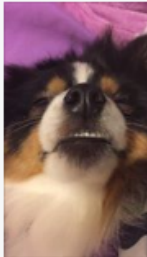
**Pablo King** DIEGO LOVES PETCO!



Like · Reply · 2 · August 26 at 9:50pm · Edited

1 Reply

**Julia Paskiewicz** pup pup  
See Translation



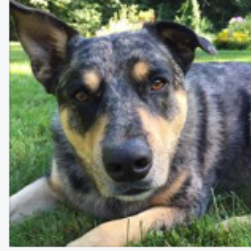
Like · Reply · 3 · August 26 at 5:35pm

**Nancy Lamarche** Best buds on a beautiful summer day.



Like · Reply · 3 · August 26 at 8:17pm

**Cheryl Gaudreau** Loving life in the front yard.



Unlike · Reply · 5 · August 26 at 2:50pm

**Erica Mason** Joan and Bitsy love each other!!!!



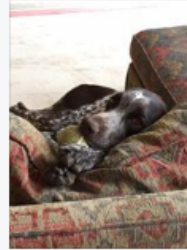
Unlike · Reply · 3 · August 26 at 9:26pm

**Donna Brooks** Jack, Russell and Lucy waiting for cookies



Unlike · Reply · 3 · August 26 at 11:18pm

**Teri Bolton** Sadie



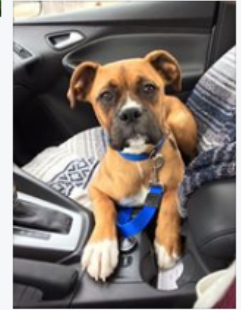
**Sandra Dyerow** Here's Joan the rescue



Like · Reply · 12 · August 26 at 3:15pm



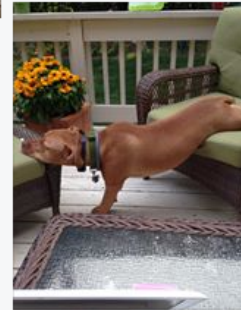
**Kyra Howe** Riley on his way to the beach!



Unlike · Reply · 15 · August 26 at 2:27pm



**Susan Catalano** Finn showing how down



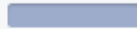














# Engaging Post Types

The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Likes, Comments & Shares

Type	Average Reach	Average Engagement
 Link	965 	33 Post Clicks  17 Likes, Comments & Shares 
 Photo	509 	153 Post Clicks  30 Likes, Comments & Shares 
 Video	335 	27 Post Clicks  13 Likes, Comments & Shares 
 Status	169 	4 Post Clicks  14 Likes, Comments & Shares 