

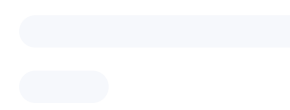
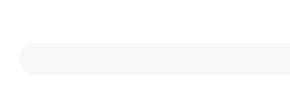
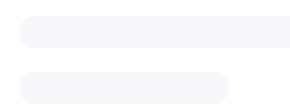


SOCIAL MEDIA

Holiday Calendar

Engagement Tips, Insights and Checklist

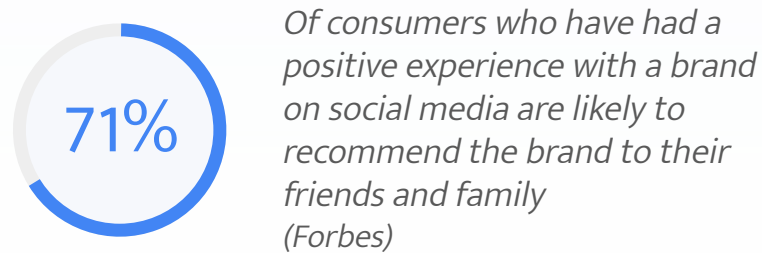
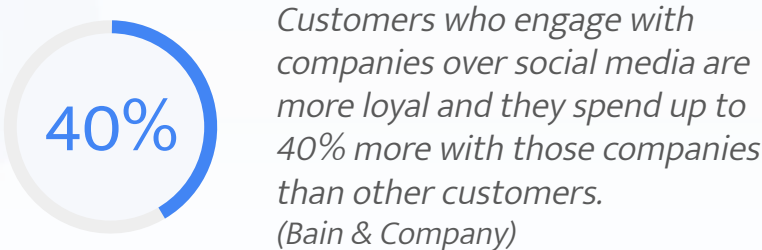
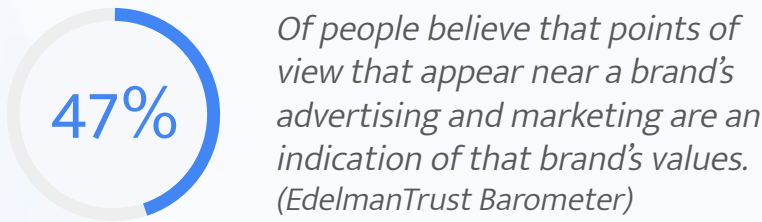
Q2





START THE SPRING BLOOMING YOUR Social Media Community

- **Create a safe environment for members to share experiences.** Thanks to these shared experiences, purposeful connections between the brand and consumers can take shape, so don't forget to monitor comments to hide hate speech or harmful comments.
- **Understand your audience.** Brands can identify or redefine their target audience's needs and motivations by engaging with their followers. Plus, the more responsive you are, the more they feel appreciated and compelled to remain loyal.
- **Monitor reactions.** Pay attention to what posts and campaigns are resonating with your audience. Then, optimize your content strategy accordingly. Remember that brands should always provide value and positive experiences to their community.



April 2022

DIVERSITY MONTH
MOVE MORE MONTH
NATIONAL POETRY MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 April Fools' Day	2 Start of Ramadan
3	4	5 International Day of Conscience	6 National Carbonara Day	7 World Health Day	8	9
10 National Siblings' Day	11 National Pet Day	12 International Day of Human Space Flight	13	14	15 Good Friday	16
17 Easter Sunday	18 Easter Monday	19	20 420 Day	21 World Creativity and Innovation Day	22 Earth Day	23 World Book and Copyright Day
24 World Immunization Week	25	26	27 Denim Day	28 Honesty Day	29 International Dance Day	30 International Jazz Day

Reminder

Social listening offers marketers the opportunity to explore honest and real feedback from consumers

Understood.

- Social media holidays/events
- International holidays
- Local holidays

May 2022

MENTAL HEALTH AWARENESS MONTH
NATIONAL CLEAN AIR MONTH
NATIONAL TEEN SELF ESTEEM MONTH
SKIN CANCER AWARENESS MONTH
ASIAN HERITAGE MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	MET Gala 2 Eid al-Fitr	3	4 Star Wars Day #MayThe4thBe WithYou	5 Cinco de Mayo	6 Vesak Day	7
8 Mother's Day	9 Europe Day	10	11	12 International Nurses' Day	13	14 Eurovision Song Contest Finale
15 International Day of Families	16 National Love a Tree Day	17 International Day Against Homophobia	18 International Museums Day	19	20 World Bee Day	21 Cultural Diversity Day
22	23 Victoria Day	24 Scavenger Hunt Day	25	26	27	28 International Burger Day
29	30 Memorial Day	31 Brothers and Sisters Day				

- Social media holidays/events
- International holidays
- Local holidays

HOW HEALTHCARE COMPANIES CAN LEVERAGE Mental Health & Skin Cancer Awareness Month

There's been a huge change in how we all think about physical and mental wellbeing after the pandemic. We have moved from a culture of addressing health problems as and when they appear to taking proactive measures to reduce or stop them from happening in the first place. For healthcare companies, the narrative of supporting people in their self-care journey is extremely important:

- Help raise awareness to increase understanding and reduce stigma.
- Encourage healthier habits and combat misinformation.
- Listen for relevant conversations and answer common questions.

DID YOU KNOW THAT

36%

of young people feel more comfortable turning to social media than medical professionals (29%) for support with their mental wellbeing. (GWI)



Social media has allowed people from different backgrounds to reach out and promote diversity. However, customers expect brands to more accurately reflect themselves and their communities.

57% of people surveyed in a Facebook-commissioned study by Ipsos said they do not feel fully culturally represented in online advertising



ASK YOURSELF THESE QUESTIONS WHEN Planning A Pride Campaign

❏ IS THE PRIDE CAMPAIGN ROOTED IN YEAR-ROUND ADVOCACY?

Make it clear that your support to the LGBTQ+ community is not limited to one month or done as a means of commercialization. Showing support to the LGBTQ+ community shouldn't be a trend. Commit to being a part of the movement and show genuine allyship.

❏ ARE LGBTQ+ PEOPLE INVOLVED IN A MEANINGFUL WAY WITH THE PLANNING, DESIGN, AND IMPLEMENTATION OF THE CAMPAIGN?

Ensure there is diversity and representation in the decision room. Amplify LGBTQ+ voices and real experiences to tell authentic stories that positively impact society and contribute to the conversation.

❏ ARE YOU REPRESENTING MORE THAN THE “WHITE PICKET FENCE” IN THE CAMPAIGN?

Avoid marketing only to the “white picket fence” (primarily high-earning, privileged white males) by envisioning campaigns that depict the full diversity and intersectionality of the LGBTQ+ community. Include people of different ages, different gender identities, and different races.

June 2022

PRIDE MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 International Children's Day	2	3 World Bicycle Day	4 National Cheese Day
5 World Environment Day	6 Higher Education Day Whit Monday	7	8 World Oceans Day	9	10	11
12 Global Wellness Day	13	14 World Blood Donor Day	15	16 Fresh Veggies Day	17 National Flip Flop Day	18 International Picnic Day
19 Father's Day Juneteenth	20 World Refugee Day	21 World Music Day International Yoga Day	22 Start of Summer	23	24 National Handshake Day Take Your Dog to Work Day	25
27	27 Sunglasses Day	28	29	30 Social Media Day		

Reminder

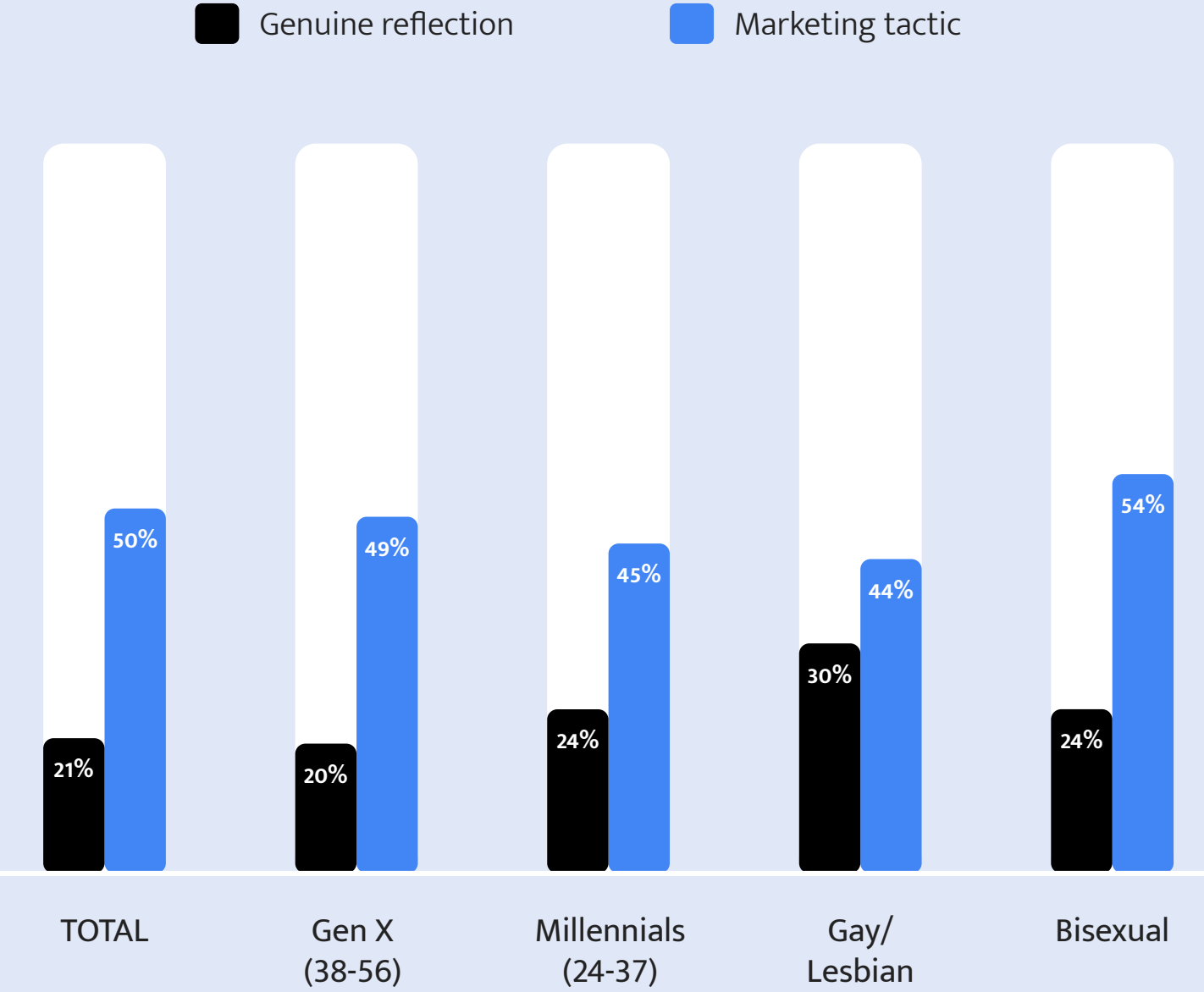
There are expected to be 3.96 billion social media users worldwide in 2022. Listen, engage and keep connecting with new customers.

Okay.

- Social media holidays/events
- International holidays
- Local holidays



% OF AMERICANS THAT THINK PRIDE-THEMED ITEMS (E.G., RAINBOW-COLORED LOGO) REFLECT COMPANY VALUES OR ARE MARKETING TACTICS:



Source: YouGov/Statista

3 WAYS TO MAKE YOUR SOCIAL MEDIA

Engagement More Inclusive

It’s time for companies to reconsider their approach during Pride month. The LGBTQ+ community is tired of “rainbow capitalism,” “pink-washing,” and other forms of performative corporate allyship. Here’s how brands can show support all year round by being more inclusive when you engage with your audience:

- 1** **Protect your community from discrimination, bullying, and hate speech.**
Moderate and remove transphobic, sexist, and harmful comments to create and keep a safe space for your audience. Demonstrate that your brand doesn’t tolerate this behavior and establish clear posting or community guidelines.
- 2** **Use gender-inclusive language and address people by their names.**
Avoid being biased towards one gender and never assume a person’s gender. If you’re not sure a word you want to use in your social messaging is gender-neutral, try checking the [Gender Sensitive Lexicon](#) published by UN Women.
- 3** **Listen and learn from your LGBTQ+ followers and content creators.**
Be an active social listener that's intuned with a community of different identities, genders, ethnicities, and backgrounds. Monitor how the community responds to your content, identify what resonates better and guide your content strategy.



STAY ORGANIZED THIS Q2

Social Media Checklist

1. Before the quarter starts:

- ❑ Revisit your 2022 social media strategy: use **social listening** to identify your best performing content, discover conversation trends, get to know more your audience, and asses your brand's reputation.
- ❑ Analyze the **performance and engagement** from the previous quarter to evaluate if your results match up to your initial goals. If your insights don't match up to your initial goals, then it's a good wake up call to consider outsourcing your community management on social media to boost your performance.
- ❑ Diversity & Inclusion is a highly relevant topic for Q2 due to the monthly themes: *Celebrate Diversity Month*, *Asian Heritage Month*, and *Pride Month*. Consider updating your **community guidelines and social media moderation policies** to demonstrate that your brand values all forms of diversity and drives inclusive engagement. You can download our template [here](#).

2. During the quarter:

- ❑ Report monthly on **quantitative and qualitative metrics**.
 - Compare your performance MoM and sentiment across campaigns/organic posts.
 - Consider all the data to optimize ongoing campaigns and make smart decisions with your ad spend.
- ❑ Monitor comments and conversations to identify **engagement needs**:
 - Reply to users' questions or issues.
 - Like and respond to positive comments.
 - Hide harmful and inappropriate comments, such as hate speech, spam, scam, or competitor promotions.
 - Address customer complaints by replying publicly to acknowledge the problem and forward them along as soon as possible.
- ❑ Keep an eye on **brand comments and sentiment** to identify creatives that are not resonating with the audience and well-performing posts. Ensure you receive alerts whenever there is a spike in negative sentiment so your team can react urgently and prevent critical issues.



Want To Learn More About Comment Management?

Download the Ultimate Guide to Managing Comments on Social Media and learn how to moderate, respond and measure comments.

- ✓ Tips on how to manage all types of engagement - the good, the bad, the ugly
- ✓ Best practices from Fortune 500 companies, disruptors, and challenger brands
- ✓ How managing engagement effectively impacts social media and ad performance

[Download Free Guide →](#)






WHY PARTNER WITH BRANDBASTION


How We Can Help You


BrandBastion's AI instantly analyzes and classifies thousands of comments to pinpoint what people are saying and to help brands take action.

Start Monitoring Conversations For Free →





Looking for some extra \$\$\$?
Just sign-up here: bit.ly/sCam1






How can I buy this?
↳ **Brand** Hi @user! You can
buy it here: brand.com





Tons of negative comments
here. I think I'll stay away.





OUR SOLUTIONS



BRANDBASTION SAFETY

Fully Managed Service 24/7 - We keep your brand safe by removing harmful comments, from spam to brand attacks. We also send you alerts when your brand is at risk.



BRANDBASTION CARE

Fully Managed Service 24/7 - We help you increase customer loyalty by engaging at scale. We respond to consumers' questions, complaints, and feedback on your behalf.



BRANDBASTION INTELLIGENCE

Fully Managed Service and SaaS - We deliver actionable engagement insights covering sentiment, audience perception, and topical analyses.





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MANGO