

GOODWILL ONLINE

Jennifer Matascik
Brand & Content Manager

Howdy!

Jennifer Matascik

- Huh? Muh-taz-ick

Goodwill Brand &
Content Manager

Spreading the word
about our agency, what
we stand for, and
inspiring actions that
promote positive
change.

Here to help you share
the good at Goodwill.

Today's plan.



Starting Fresh

New website and mission statement launched in January.

Reflecting a fresh approach to serving our community and guiding everything we do.

Goodwill empowers people with disadvantages and different abilities to earn and keep employment through individualized programs and services.



Year of the Employee

Taking the Mission, Vision, Values and Strategies and putting them into a visible, tangible item.

Just like social media, presentation is key.



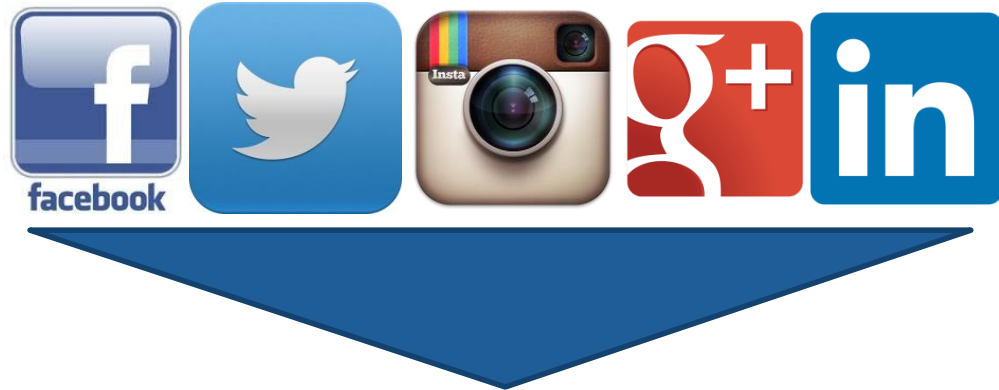
Social Media Support

Our social media efforts drives traffic back to:

- Our website
- Stores
- Donation sites
- Our services

Providing opportunity to share:

- Who we are
- How we serve
- Who we serve
- How to get involved



“Social media is an effort, not a thing.”

It's an extension of our agency's culture, not a model for it.

How we apply our social media efforts changes regularly to accomplish our goals.

<https://www.melcrum.com/strengthening-employee-engagement-social-media-mayo-clinic>

Uses of Social Media at Work

• **DISTRIBUTION AND COMMUNICATION**

• **RECRUITMENT AND HIRING**

• **RESEARCH AND PERSONAL DEVELOPMENT**

• **EMPLOYEE RECOGNITION AND ENGAGEMENT**

• **SOCIAL LEARNING AND COLLABORATION**

• **EMPLOYMENT BRANDING**

• **LISTENING AND MONITORING**

WORK  ology



Yum. Donuts.

We appeal to our diverse audiences differently depending on the social media channel we're using.

Social Media Explained



I'm eating a #donut.



I like donuts.



This is where I eat donuts.



Here's a vintage photo of my donut.



Watch me eat a donut.



My skills include donut eating.



Here's a donut recipe.



I'm a Google employee who eats donuts.

Red Bull

Connecting with their customers by focusing on a lifestyle rather than a product.

We see connections on social media as:

- Likes
- Comments
- Shares
- Followers
- Mentions
- Visitor Posts

What lifestyles do we focus on at Goodwill?



Sharing Who We Are

Start with Facebook

1 billion plus on FB

1,350 followers and growing

+1,500 stories COULD appear in your newsfeed daily

By “liking” and actively interacting with our social media channels, you provide the opportunity for more people to receive our messages.

Post Details

Reported stats may be delayed from what appears on posts

367 People Reached

3 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

5 Post Clicks


5 Photo Views	0 Link Clicks	0 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK


0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Goodwill of Western Missouri & Eastern Kansas
Published by Jennifer Matascik [p] · January 25 at 3:34pm · 🌐

You can be a hero every day. When you shop & donate to Goodwill you're helping people overcome barriers to employment, which literally changes lives and transforms communities. We're thankful for our team members who help us live our mission daily.



367 people reached [Boost Post](#)

3 Likes 

Like Comment Share

Recognition & Celebration

Seek the opportunities!

- March Gladness
- Team Work
- Work Anniversaries
- YOE Celebrations
- **What else?**

Post Details

Reported stats may be delayed from what appears on posts



Goodwill of Western Missouri & Eastern Kansas

Published by Jennifer Matascik [?] · January 22 at 7:21pm · 🌐

Congrats, Theresa! Richard & the rest of the team say "thank you!" for doing an awesome job this past holiday season raising funds at the register to support our mission. Theresa & Donna led the pack & helped inspire the Liberty Goodwill to surpass their goal. Thank you to all our donors for helping make it possible!



470 people reached

[Boost Post](#)

12 Likes

470 People Reached

14 Likes, Comments & Shares

14 Likes	12 On Post	2 On Shares
--------------------	----------------------	-----------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

0 Shares	0 On Post	0 On Shares
--------------------	---------------------	-----------------------

18 Post Clicks

12 Photo Views	0 Link Clicks	6 Other Clicks 📊
--------------------------	-------------------------	----------------------------

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Communicating Key Information

Communicating to the public key information about changes:

- New stores
- Holiday hours
- Weather conditions

- **What can we communicate with the public to help you?**

Post Details

Reported stats may be delayed from what appears on posts

1,011 People Reached

33 Likes, Comments & Shares

31 Likes	31 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

40 Post Clicks


32 Photo Views	0 Link Clicks	8 Other Clicks
----------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Goodwill of Western Missouri & Eastern Kansas
Published by Jennifer Matascik · December 24, 2015 ·

We're closed today & tomorrow to allow team members to spend time with family and friends, but don't worry! We can't wait to see you on Saturday. Thank you for shopping and donating at Goodwill to support local job-seekers earn and keep employment!



1,011 people reached

Boosted

31 Likes 1 Comment

Like Comment Share


Story Telling

Yay, Topeka! Pam's team in Topeka shared this story in closing notes.

What heart-warming stories could you and your team tell?

We ~~want~~ NEED to hear about these stories.

Post Details Reported stats may be delayed from what appears on posts X

 **Goodwill of Western Missouri & Eastern Kansas**
Published by Jennifer Matascik (P) · December 22, 2015 ·

"I saw something really awesome that I have only heard about, but had never witnessed myself. We had an older man at the register with a bunch of clothing to buy. I was up there to help with bagging. Well, a lady standing a couple customers behind him pulled one of our store associate's aside and told her that she would like to pay for his items, which was going to be about \$60. We told the man the lady behind him would love to buy his items, and he started to tear up and say "thank you" a lot. We carried his bags to his vehicle for him, and he was so very thankful for everything. I thought that was awesome that somebody would do that for someone else." Monday, Topeka KS Goodwill



2,525 People Reached

110 Likes, Comments & Shares

93 Likes	79 On Post	14 On Shares
3 Comments	1 On Post	2 On Shares
14 Shares	14 On Post	0 On Shares

286 Post Clicks

59 Photo Views	0 Link Clicks	227 Other Clicks
----------------	---------------	------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

2,525 people reached Boosted

79 Likes 1 Comment 14 Shares 2

[Like](#) [Comment](#) [Share](#)

Positive Mentions

Highly valuable
“Tagging” us using @

Negative Mentions- not to worry. They can actually help.

Manny Abarca IV
January 11 at 1:18pm · 🌐

Couldn't think of a better way to spend my lunch hour, than learning about the strategic planning process of Goodwill of Western Missouri & Eastern Kansas. I am honored to serve on their Board of Directors and welcome any feedback and experiences from my friends...so let me have them, the good the bad and the amazing stories you have to share. I will in turn share an early one of mine. My mother and I would often have to travel a fairly long distance, in an old car that stru... See More

👍 Like 💬 Comment ➦ Share

Maria Myers, Linda Fleischman, MikeMacias Mba Usn Ret and 110 others like this.

1 share

View 7 more comments

- Kimberly Randolph** Congratulations! Sounds like a wonderful opportunity
Like · Reply · 🌐 1 · January 11 at 7:23pm
- Bobbi Baker** Congratulations on yet another journey of giving.
Like · Reply · 🌐 1 · January 12 at 8:05am
- Carl Markus** Thank you!
Like · Reply · 🌐 1 · January 12 at 8:39pm
- Mike Jungers** The Board is fortunate to have you as a member, Manny. I know that you will serve the organization and its mission well.
Like · Reply · 🌐 1 · January 12 at 9:35pm

Visitor Posts

Yay, Matt! We love this!

Visitor Posts



Matt Savich ▸ **Goodwill of Western Missouri & Eastern Kansas**

December 30, 2015 · 🌐

Wow...Look what came in today at our Lee's Summit Goodwill location! You should stop by a Goodwill store near you. You'll never know what you might find!



3 Likes 2 Comments



👍 Like

💬 Comment

➦ Share

Goodwill of Western Missouri & Eastern Kansas was mentioned in a post.

Time to book it!

- Let's practice.
- What's your comfort level?
- What are your thoughts?
- How is this going to help you at the store level?



Community Connections

Informal ways we connect and celebrate the community.

What else works:

- Visual Appeal
- Relevance
- Value
- Clear
- Simple

Post Details

Reported stats may be delayed from what appears on posts X



Goodwill of Western Missouri & Eastern Kansas

Published by Jennifer Matuscik (9) · December 17, 2015 · 🌐

Ran into our friends from the Kansas City Missouri Fire Department (KCFD) today. Thanks for all you do to care for our community, guys. Our hearts go out to you.



687 people reached

Boost Post

11 Likes 1 Share

Like

Comment

Share

687 People Reached

29 Likes, Comments & Shares

27 Likes

11 On Post

16 On Shares

0 Comments

0 On Post

0 On Shares

2 Shares

1 On Post

1 On Shares

40 Post Clicks

23 Photo Views

0 Link Clicks

17 Other Clicks 📊

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Formal Community Partners

What are some of our formal community partners?


Recognizing formal partnerships to benefit all parties.

This type of partnership is reciprocal.

Goodwill of Western Missouri & Eastern Kansas Like Page

Published by Jennifer Matascik (?) · Yesterday at 9:20am

Love shouldn't hurt. Your #Goodwill donation helps support the women and children of Rose Brooks Center to rebuild their lives after escaping life-threatening abuse. Thank you for making a difference in our local community.



1,677 people reached **Boost Post**

12 Likes 3 Shares

1,677 People Reached		
51 Likes, Comments & Shares		
41 Likes	12 On Post	29 On Shares
0 Comments	0 On Post	0 On Shares
10 Shares	4 On Post	6 On Shares
59 Post Clicks		
7 Photo Views	0 Link Clicks	52 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reciprocal Re-posts

 **Rose Brooks Center** shared Goodwill of Western Missouri & Eastern Kansas's photo.
February 8 at 10:54am · 🌐

We are so proud of our partnership with Goodwill of Western Missouri & Eastern Kansas!



Goodwill of Western Missouri & Eastern Kansas Like Page
Published by Jennifer Matascik (??) · February 8 at 9:20am · 🌐

Love shouldn't hurt. Your #Goodwill donation helps support the women and children of Rose Brooks Center to rebuild their lives after escaping life-threatening abuse. Thank you for making a difference in our local community.

Like Comment Share 9

Goodwill of Western Missouri & Eastern Kansas, Megan McCall, Sarah Kluesener, Liz Donnelly and 15 others like this.

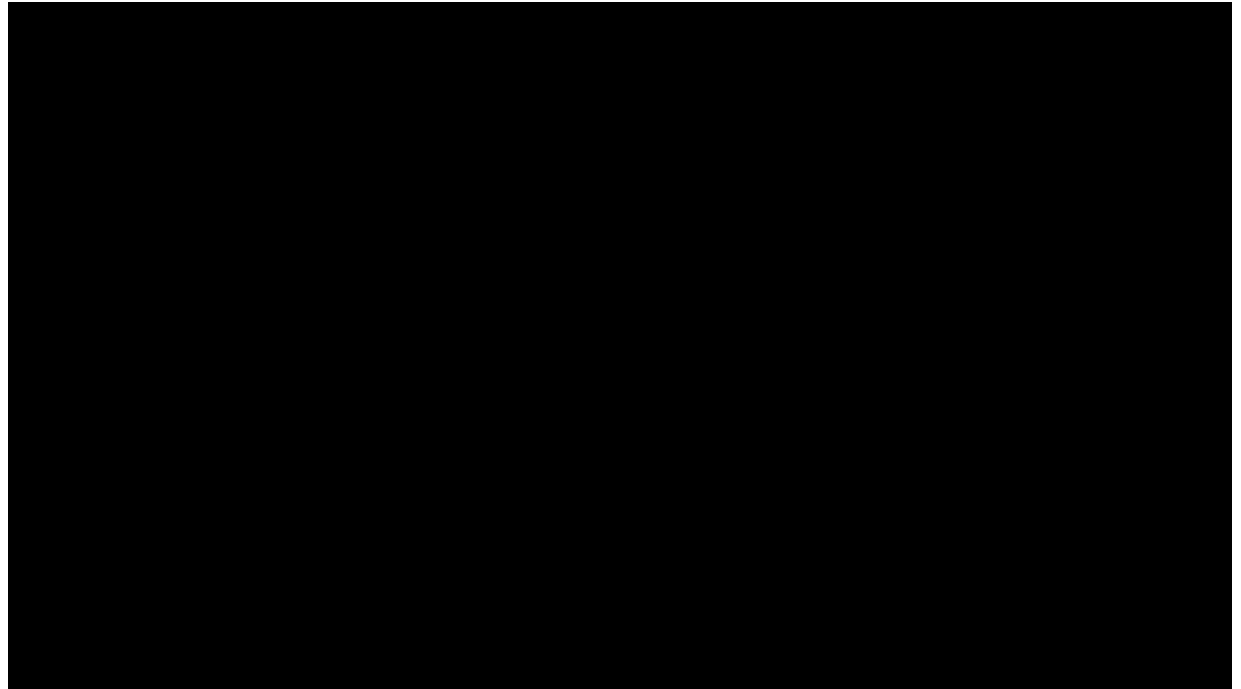
New Guidelines

Our new guidelines were inspired by those used at IBM.

Target Video Clip:
embracing Employee
Generated Content
(EGC)

Remember the basics

Read the new guidelines
and ask questions.



Key take-aways

Join us!

- Like
- Follow
- Comment
- Share

When something neat happens:

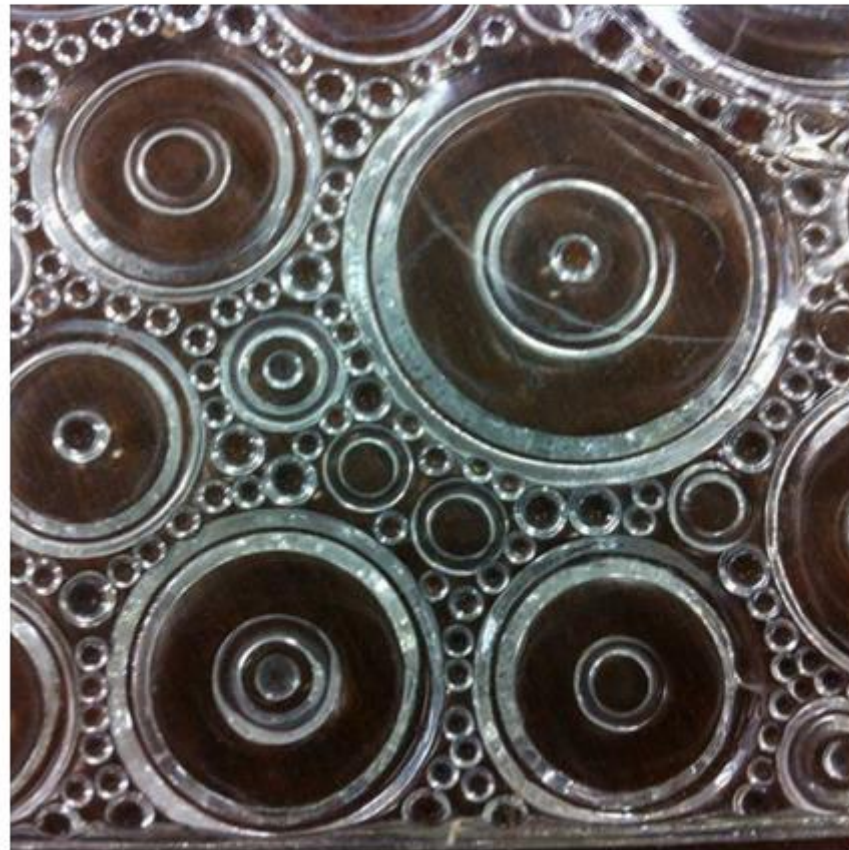
- snap a photo
- contact Jennifer at JMatascik@mokanoodwill.org
- text 816-213-3235

Debbie Strom DeGravel and Gary Raines like your photo.



Goodwill of Western Missouri & Eastern Kansas added a new photo.

Published by Jennifer Matascik [?] · February 2 at 8:08am ·



THANK YOU!

Jennifer Matascik
Brand & Content Manager