

Ladies, Wine & Design Spokane

Social Media Strategy

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Persona 1: Sarah - The Aspiring Entrepreneur



Meet Sarah

Age: 28

Location: Spokane, WA

Occupation: Freelance Graphic Designer

Education: Bachelor's Degree in Graphic Design

Income: \$45,000 per year

Family Status: Single, no children

Lifestyle & Values

Sarah is an ambitious and driven individual who thrives on creativity and innovation. She spends her days working on various freelance projects, ranging from branding to digital illustrations. In her free time, she enjoys attending art exhibitions, networking events, and participating in local workshops to hone her skills and stay updated with industry trends. Sarah values independence, continuous learning, and the empowerment of women in the creative field. She believes in the importance of a supportive community where women uplift and inspire each other.

Needs & Challenges

Sarah's main challenge is breaking into the competitive market of graphic design and establishing herself as a reputable freelancer. She struggles with finding consistent clients, pricing her work appropriately, and navigating the business side of freelancing. Additionally, she feels isolated in her journey and desires a stronger connection with like-minded women who can offer mentorship and support. Sarah is seeking opportunities to network, gain insights from experienced professionals, and build lasting relationships that can help her grow both personally and professionally.

Persona 2: Jessica - The Experienced Creative Leader



Meet Jessica

Age: 42
Location: Spokane, WA
Occupation: Creative Director at a Marketing Agency
Education: Master's Degree in Fine Arts
Income: \$90,000 per year
Family Status: Married, two children

Lifestyle & Values

Jessica is a seasoned professional in the creative industry, with over 15 years of experience. She leads a team of designers and marketers, guiding them to create impactful campaigns and innovative designs. Despite her busy schedule, Jessica makes time for her family and engages in activities that nurture her creativity, such as painting and photography. She is passionate about fostering talent and believes in the power of diversity in driving creative excellence. Jessica values inclusivity, mentorship, and collaboration, and she is committed to creating an environment where all voices are heard and appreciated.

Needs & Challenges

Jessica's primary challenge is finding balance between her demanding career and personal life. She also faces the difficulty of maintaining a positive and inclusive culture within her team, particularly in addressing issues of gender disparity and competition among women. Jessica seeks opportunities to connect with other female leaders in the creative industry to share experiences, gain new perspectives, and find support. She is interested in participating in events that focus on leadership development, mentorship, and strategies to promote diversity and inclusivity within her organization.

Platform Selection



Instagram

Instagram is perfect for our client due to its visual focus and popularity among creatives, especially women aged 18-34. It offers dynamic features like Stories, IGTV, and Reels to showcase events, testimonials, and behind-the-scenes content. Hashtags and geotags enhance visibility, while comment threads and direct messaging foster community and support.

Why

Demographics: Predominantly used by younger adults (18-34).

User Behavior: High engagement with visual content and community interactions.

Relevance: Ideal for showcasing creative work and event highlights.



Facebook

Facebook's broad user base (ages 25-54) fits our target demographic well. Its event features help promote salon nights, while Groups build tight-knit communities for resource sharing and support. Facebook's robust advertising tools and integrated messaging further enhance engagement and community building.

Why

Demographics: Predominantly used by younger adults (18-34).

User Behavior: High engagement with visual content and community interactions.

Relevance: Ideal for showcasing creative work and event highlights.

Campaign Goals



Attract Guests for Our Events

Relevance: Our events are central to fostering diversity in the creative industry by providing networking and support opportunities. These gatherings help women overcome isolation and competitive barriers, promoting collaboration and mentorship.

Challenges: Reaching and engaging potential attendees can be difficult due to event saturation and skepticism. Our strategy utilizes Instagram and Facebook's visual and community features to showcase event benefits, success stories, and engage through targeted ads and compelling content.

Campaign Goals



Increase Awareness of Our Mission and Values

Relevance: Awareness drives support, attracting like-minded individuals, volunteers, and donations. Clear communication of our mission and values inspires action and commitment to diversity and inclusivity.

Challenges: Standing out in a crowded social media space can be challenging. We address this by consistently sharing engaging content that reflects our mission, using Instagram and Facebook to highlight success stories, event insights, and the importance of diversity, ensuring our message resonates and connects.

Campaign Goals



Build Community Within Our Ideal Audience Demographic

Relevance: A strong community supports career opportunities, mentorship, and empowerment, aligning with our mission to promote inclusivity and collaboration among women creatives.

Challenges: Sustaining engagement amid busy schedules is tough. Our approach includes creating resonant content like success stories and tips, and utilizing Facebook Groups for ongoing interaction and support, fostering a sense of belonging.

Content Categories

1. Promotional (Events + Book Club)

This category showcases highlights from our events and book club activities, including networking sessions, speakers, projects, testimonials, discussion insights, member reviews, and upcoming book selections. By featuring these unique experiences, we aim to generate excitement, encourage attendance, and reinforce our commitment to diversity and empowerment.

2. Motivational (Quotes)

Providing inspirational quotes and stories related to career development, creativity, and empowerment. Sharing experiences and achievements from women in graphic design to inspire and motivate our audience, attracting and retaining followers, establishing credibility, and driving engagement.

3. Collaboration (Artist Spotlights)

Partnering with like-minded individuals to share success stories of women benefiting from our events. Highlighting diverse achievements inspires our audience, reinforces our mission, and encourages engagement and participation.

4. Behind the Scenes (Photo Recaps)

Offering glimpses into event planning and execution humanizes our organization, creating transparency and trust. Sneak peeks, interviews, and stories engage our audience, fostering a sense of community and belonging.

Post Ideas - Static Content

1. A carousel post featuring highlights from our recent salon night, including photos of attendees networking, snippets of presentations, and testimonials. (Promotional)
2. A graphic with details about our upcoming event, including date, time, location, and a brief description of what attendees can expect. (Promotional)
3. A series of Instagram Stories showcasing behind-the-scenes preparations for our next event, such as setting up the venue and arranging decorations. (Promotional)
4. An infographic highlighting key takeaways from a past event, such as inspiring quotes from guest speakers or statistics on attendee satisfaction. (Promotional)
5. A blog-style post sharing tips for improving networking skills, with practical advice on initiating conversations, following up with contacts, and building professional relationships. (Educational)
6. An infographic explaining the importance of diversity in the creative industry, with statistics on the benefits of diverse teams and examples of successful diverse-led projects. (Educational)
7. A short tutorial video demonstrating a creative technique or tool relevant to our audience, such as a time-lapse of a painting process or a walkthrough of a design software feature. (Educational)
8. An Instagram carousel post featuring quotes and insights from industry experts on topics like leadership, creativity, and overcoming challenges. (Educational)
9. A collaborative post featuring a success story from a previous event attendee, highlighting how our community has helped them advance in their creative career or achieve a personal milestone. (Collaboration)
10. A guest blog post written by a successful female leader in the creative industry, sharing her journey, challenges, and advice for aspiring creatives. (Collaboration)

Post Ideas - Video Content

1. A behind-the-scenes video tour of our event venue, giving viewers a sneak peek of the space and what to expect. (Behind the Scenes)
2. A time-lapse video showing the setup and teardown process for one of our salon nights, highlighting the teamwork and effort that goes into creating a successful event. (Behind the Scenes)
3. A vlog-style video featuring interviews with volunteers and organizers, sharing their experiences and insights into planning and executing our events. (Behind the Scenes)
4. A highlight reel video from our recent salon night, showcasing memorable moments, attendee interactions, and key takeaways from guest speakers. (Promotional)
5. A teaser video announcing our upcoming event, featuring dynamic visuals, catchy music, and enticing snippets of what attendees can look forward to. (Promotional)
6. A video testimonial from a past event attendee, sharing their positive experience and why they would recommend our events to others. (Promotional)
7. An animated explainer video breaking down the steps of a creative process, such as brainstorming, ideation, and execution, with tips for maximizing creativity. (Educational)
8. A live Q&A session with industry experts, where viewers can submit questions in advance or during the broadcast and receive real-time insights and advice. (Educational)
9. A series of short educational videos addressing common challenges faced by creatives, such as imposter syndrome, creative block, or time management tips. (Educational)
10. A collaborative interview video featuring a successful female leader in the creative industry, discussing her career journey, lessons learned, and advice for aspiring creatives. (Collaboration)

Ladies, Wine & Design Spokane

Content Overview





ladieswinedesign_spokane

Following

Message

...

96 posts

402 followers

530 following

Ladies Wine & Design Spokane

A monthly salon night for creative women in Spokane 🌸

Tag Us! #LWDSpokane 💕

linktr.ee/LWDSpokane



Artist Spotlight



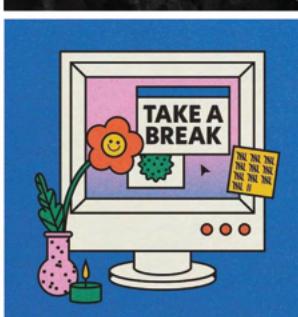
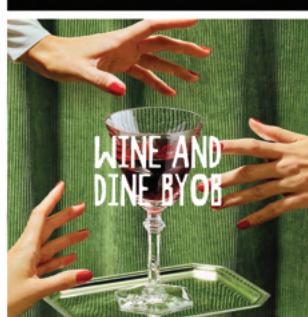
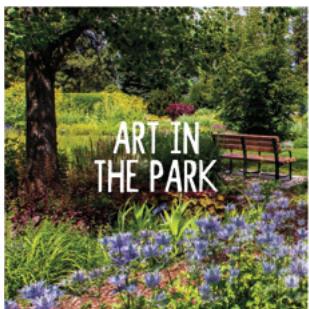
Events



Book Club



Motivational



JULY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
30	1 Pinned Post	2	3 Artist Spotlight #1	4	5 Motivational #1	6
7 Event #1	8	9 Photo Recap #1	10	11 Artist Spotlight #2	12	13 Motivational #2
14	15 Event #2	16	17 Photo Recap #2	18	19 Artist Spotlight #3	20
21 Motivational #3	22	23 Event #3	24	25	26	27
28	29	30	31	1	2	3

Pinned Post



**WELCOME TO
LADIES WINE & DESIGN SPOKANE**

**WE'RE A NON-PROFIT DEDICATED TO
EMPOWERING WOMEN IN CREATIVE
INDUSTRIES THROUGH NETWORKING,
MENTORSHIP, AND COLLABORATION.**

**JOIN US IN OUR JOURNEY TO CREATE A
MORE INCLUSIVE AND DIVERSE CREATIVE
INDUSTRY. FOLLOW US FOR EVENT UPDATES,
SUCCESS STORIES, BEHIND-THE-SCENES
GLIMPSES, AND MORE!**

Caption: Welcome to Ladies Wine & Design Spokane! We're glad you're here ❤️ #LadiesWineAndDesign
#WomenInDesign

Pinned Post - Story

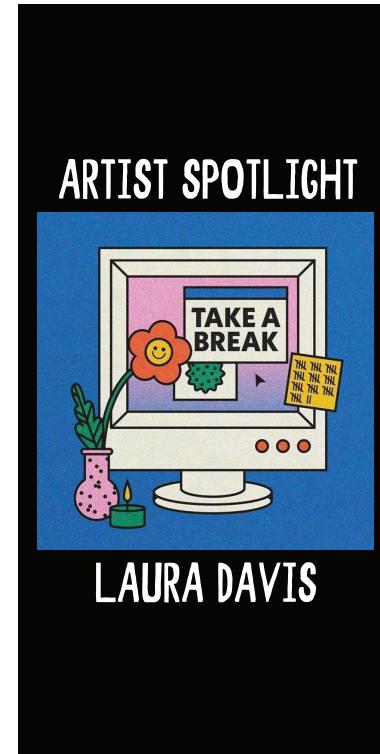
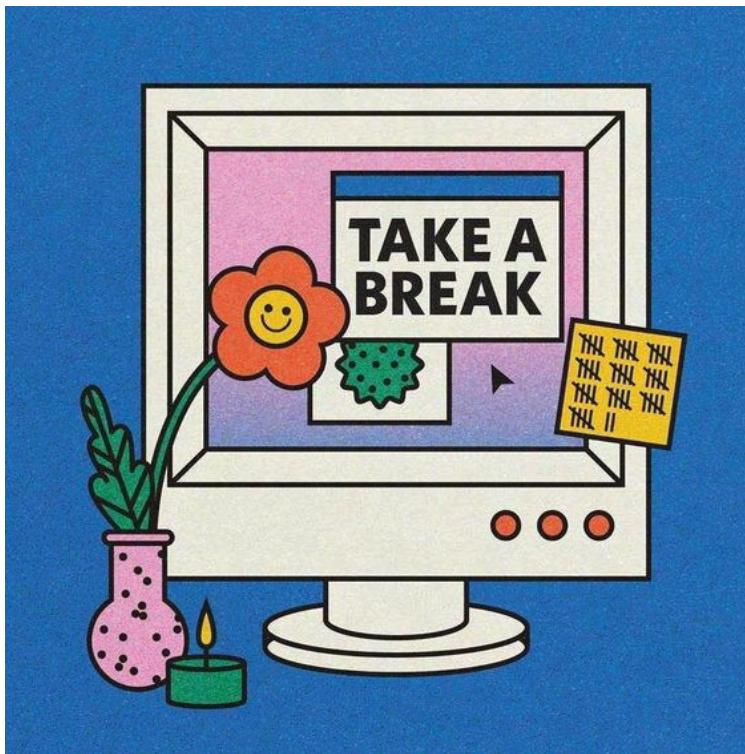


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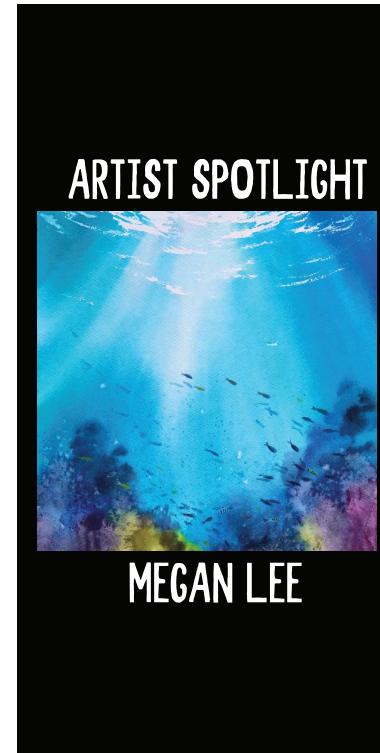
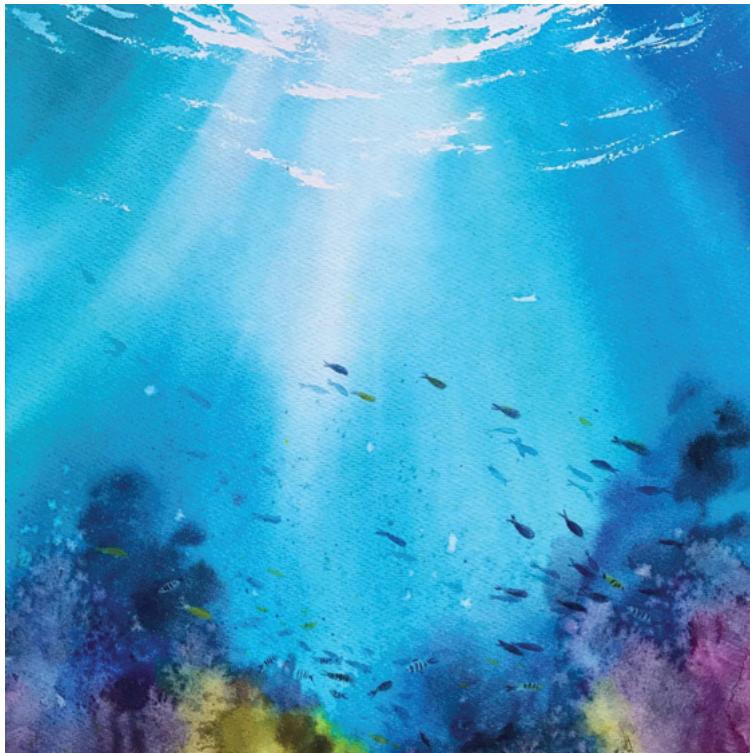
Artist Spotlight #1



Caption: 🎨 Artist Spotlight: Laura Davis 🎨

We are thrilled to introduce Laura, an exceptionally talented graphic designer who specializes in vibrant and colorful digital illustrations. Laura's work is a mesmerizing blend of bold hues and intricate details, capturing the essence of her subjects with striking clarity and creativity. #LadiesWineAndDesign #WomenInDesign #FemaleDesigners

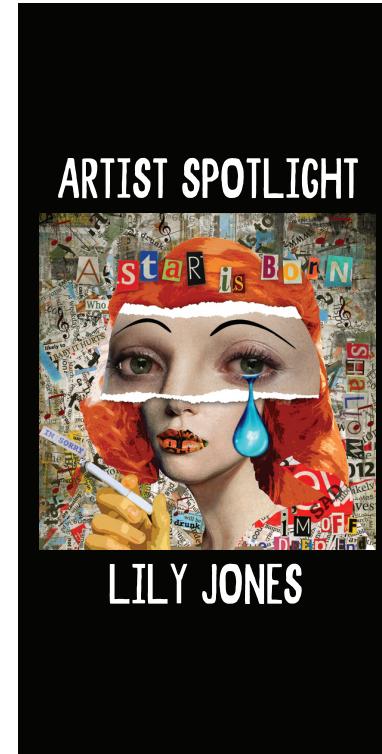
Artist Spotlight #2



Caption: 🎨 Artist Spotlight: Megan Lee 🎨

We are thrilled to introduce Megan, an exceptionally talented artist who specializes in vibrant and colorful watercolor paintings. Megan's work is a mesmerizing blend of bold hues and intricate details, capturing the essence of her subjects with striking clarity and creativity. #LadiesWineAndDesign #WomenInDesign #FemaleDesigners

Artist Spotlight #3



Caption : 🎨 Meet Lily Jon: Collage Extraordinaire 🎨

Step into Lily's world of whimsy and wonder, where fragments of the ordinary become extraordinary masterpieces. Dive into her kaleidoscopic creations and let your imagination run wild! #LadiesWineAndDesign #WomenInDesign #FemaleDesigners

Motivational #1

***“IT TOOK ME A FEW
SECONDS TO DRAW IT
BUT IT TOOK ME 34
YEARS TO LEARN
HOW TO DRAW IT IN
A FEW SECONDS”***

PAULA SCHER

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PAULA SCHER

Caption: Paula Scher is a highly influential American graphic designer known for her bold and colorful designs, particularly her innovative use of typography. She has made significant contributions to the field of design through her work with Pentagram, a renowned design consultancy. Scher's designs span various mediums, from branding to environmental graphics, and she has received numerous awards for her contributions to design. #LadiesWineAndDesign #WomenInDesign #FemaleDesigners

Motivational #2

**“YOU MUST NEVER
UNDERESTIMATE THE
POWER OF
SIMPLICITY.”**

CAROLYN DAVIDSON

**“YOU MUST
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CAROLYN DAVIDSON

Caption: Carolyn Davidson is best known as the designer of the Nike "swoosh" logo. She was a graphic design student at Portland State University when she created the iconic logo in 1971 for Nike co-founder Phil Knight, who was teaching an accounting class at the university at the time. Knight paid her \$35 for her work, which has since become one of the most recognizable symbols in the world.
#LadiesWineAndDesign #WomenInDesign #FemaleDesigners

Motivational #3

**“DESIGN IS
ABOUT CREATING
OPPORTUNITIES AND
SOLVING PROBLEMS.
IT’S ABOUT ADDING
VALUE TO THE
WORLD.”**

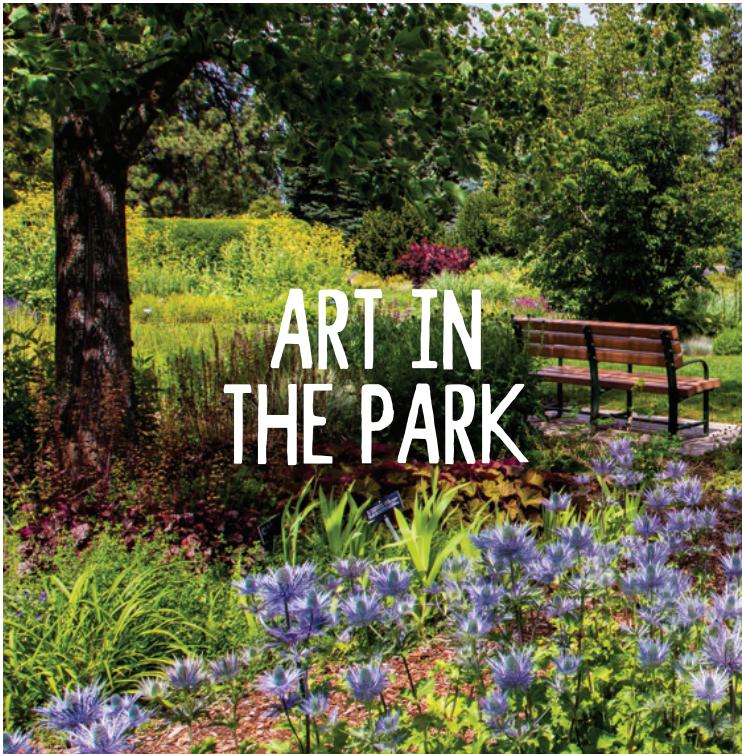
IRMA BOOM

**“DESIGN IS
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AND SOLVING
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IRMA BOOM

Caption: Irma Boom is a highly acclaimed Dutch graphic designer celebrated for her groundbreaking book designs, characterized by meticulous attention to detail, experimental typography, and innovative approaches to form and content. She has collaborated with various clients worldwide and has received numerous awards for her work. #LadiesWineAndDesign #WomenInDesign #FemaleDesigners

Event #1



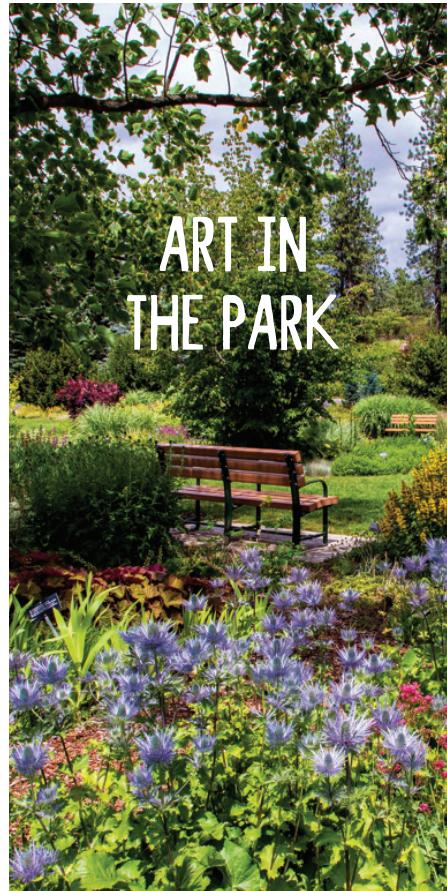
Caption: Art in the park!

When: July 23rd 3pm

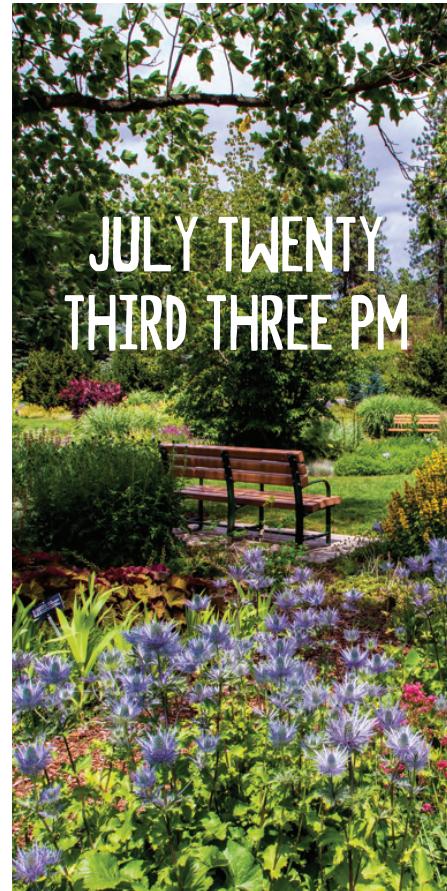
Where: Manito Park

Join us for an enchanting day in the park, where vibrant creativity meets nature's beauty! Browse through a kaleidoscope of artistic treasures as talented vendors showcase their works amidst the serene surroundings. Don't miss this opportunity to immerse yourself in art and embrace the magic of the outdoors! 🌿 #DesignCommunity #CreativeMeetUp #DesignEvent

Event #1 - Story



ART IN
THE PARK



JULY TWENTY
THIRD THREE PM

Event #2



Caption: Collage Night!

When: July 19th 6pm

Where: Garden Party

Join us for a collage night! 🎨✂️ Bring your scissors and let your creativity flow as we sip drinks and dive into the art of collage-making together. Get ready for a night of fun, friendship, and artistic expression!
#DesignCommunity #CreativeMeetUp #DesignEvent

Event #2 - Story



Event #3



Caption: Wine & Dine!

When: July 9th 4pm

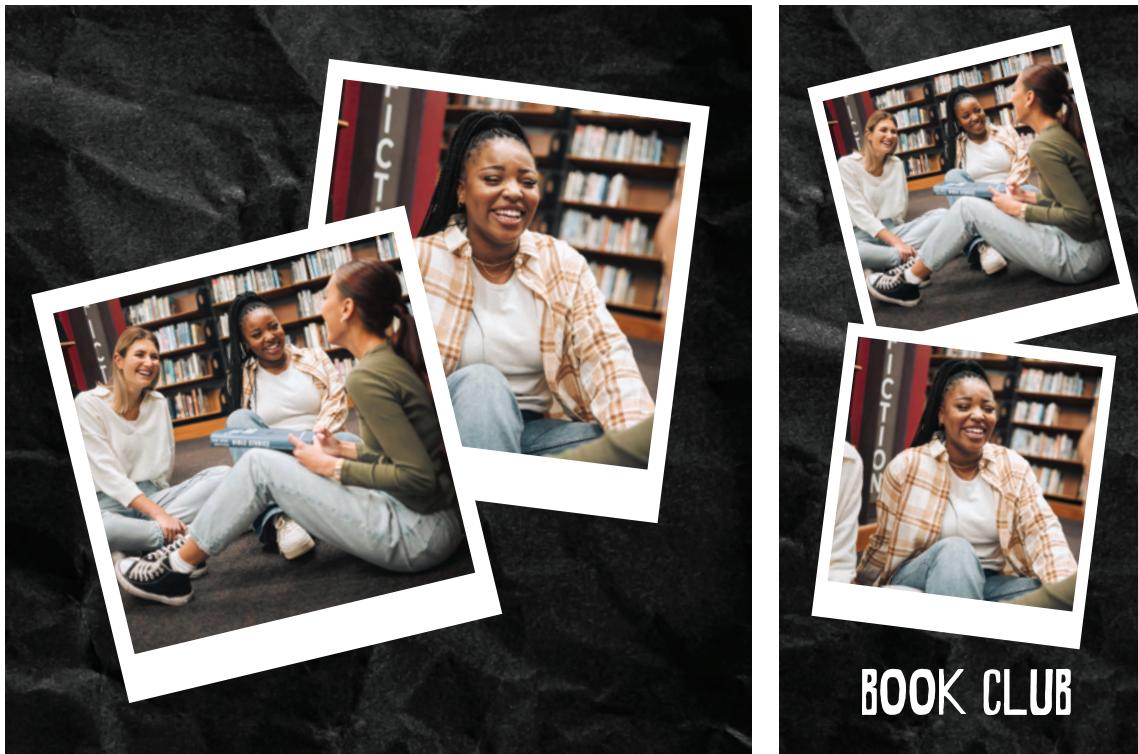
Where: Lucy's House

Indulge in a night of Wine & Design! 🍷🎨 Bring your favorite wine bottles and let's toast to the artistry of their design. Sip, savor, and appreciate the beauty of bottle aesthetics while discussing design inspirations. It's a celebration of both taste and visual delight! #DesignCommunity #CreativeMeetUp #DesignEvent

Event #3 - Story



Photo Recap #1



Caption: Capturing the magic of our latest book club gathering! 📚 From lively discussions to shared laughs, these photos are a glimpse into the joyous moments we shared over our favorite reads. Can't wait for the next literary adventure! 📖🌟 #BookClub #LadiesWineAndDesign #CreativeCommunity

Photo Recap #2



PAINT N' SIP

Caption: Brushes and bottles at the ready! 🎨🍷

Last night's paint and sip was a masterpiece of creativity and camaraderie. Check out these snapshots capturing the colorful canvases and the smiles they brought. Cheers to a night filled with art, laughter, and good company! 🖌✨ #PaintAndSip #LadiesWineAndDesign #CreativeCommunity

*Thank you
for your time!*

