



ELEVATE IMPACT 2025

A FREE capacity-building training series to help build healthy nonprofit organizations and their leaders throughout 2025.

How to Put the “Social” Back in Social Media Marketing

Thursday, December 11, 2025

8:30 - 11:00 a.m.

Endress+Hauser

2350 Endress Pl, Greenwood, IN 46143

**Breakfast bites provided*

Social media isn't just about posting—it's about connecting. In this session, you'll learn how to bring authenticity and personality into your organization's online presence. Whether you're a nonprofit with a limited budget or a small business with a small team, this session will walk you through practical, affordable ways to make your social media work harder (and smarter) for you.

We'll cover how to build a strong profile, choose the right platforms for your goals, and plan a content strategy that reflects your brand's unique tone and voice. You'll also learn how to generate engaging ideas, research your audience, schedule posts efficiently, and create a content mix that keeps your followers interested and involved. By the end of this session, you'll leave with clear, actionable strategies to grow your online community, and keep the social in social media.

Key Topics:

- ▶ Choosing the best social media platforms for your organization
- ▶ Building an authentic brand voice and tone
- ▶ Creating engaging, organic content without a big budget
- ▶ Planning and scheduling posts efficiently
- ▶ Developing a content strategy that builds relationships and drives results
- ▶ Using reporting statistics to your advantage



FACILITATED BY: Meagan Hook



Meagan Hook is the Manager of Social Media and Brand Engagement at The Children's Museum of Indianapolis. She is a proud Ball State University graduate with more than a decade of social media marketing under her belt. She started out in the PR agency world and then created the company's social media division. In the fall of 2019, Meagan started at the museum where she's passionate about the work she does and loves sharing what she's learned about the digital landscape with others.

Meagan has worked with many brands such as Mattel, Disney, Microsoft and Nickelodeon during her tenure. She knows how to juggle many different topics from dinosaurs to sports to more serious topics like Nelson Mandela and Emmett Till. From coding her Myspace page in 2005 to creating viral TikToks in 2025, she's seen and done it all. In her free time she enjoys playing pickleball, going on long runs, and playing with her pups—Cheddar Bay and Biscuit.

Who Should Attend:

Nonprofit professionals, small business owners, and marketing or communications staff looking to strengthen their social media presence, boost engagement, and make their online storytelling more intentional and effective.

If interested in attending, please contact Stephanie Fox at stephanief@jccf.org or (317) 738-2213.

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COMMUNITY AT HEART

