

The 3-Step Social Media Playbook

Simple strategies to elevate your online presence.



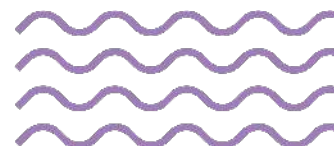
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01

Feeling like you're shouting into an empty room?



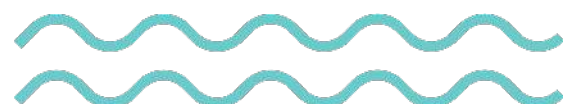
The 3-Step Social Media Playbook

If you're like most leaders, social media feels like a constant battle. You spend hours creating content, trying to keep up with algorithm changes, and posting across multiple platforms, often with little to show for it. It can feel unfocused, overwhelming, and draining.

The truth is, you don't need to be everywhere, and you don't need a complex strategy to succeed. You just need a simple, repeatable plan.

This playbook is designed to give you that plan. We will cut through the noise and provide a clear, 3-step framework that will help you save time, engage the right people, and turn your followers into genuine supporters of your mission.

Let's begin.





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Step 1: Choose Your Battlefield



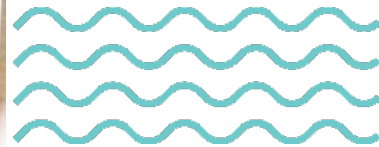
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The single biggest mistake organizations make is trying to be active on every social media platform. This spreads your resources too thin and guarantees mediocre results. The goal is not to be everywhere; it is to be where your audience is.

To find your ideal platform, ask yourself two simple questions:

1. Where does my ideal supporter *spend their time* online?
2. On which platform are they most likely to *engage* with content like mine?

Think about the context of each platform:



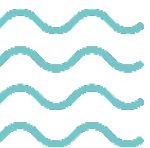
- **Facebook:** Excellent for building communities (especially with Facebook Groups) and reaching a broad, diverse demographic. Ideal for non-profits, local organizations, and membership groups.
- **Instagram / Pinterest:** Highly visual platforms. Perfect for organizations with compelling images, products, or inspirational stories.
- **LinkedIn:** The professional network. The undisputed king for B2B services, professional development, and connecting with industry leaders.





- **Twitter (X) / Threads:** Fast-paced and conversational. Great for real-time updates, joining trending discussions, and engaging with media or public figures.
- **TikTok / YouTube Shorts:** Video-centric and personality-driven. Best for organizations that can create engaging, educational, or behind-the-scenes video content.

Your Action Item: Pick ONE (or at most, two) of these platforms to focus on. Master it before even considering adding another.





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Step 2: Create Your Content Plan (The 3-E Framework)



Now that you've chosen your platform, what do you post? Instead of randomly posting, use the simple "3-E Framework" to ensure your content is always valuable.

1. Educate

- **Goal:** Teach your audience something useful and establish your authority.
- **What to post:** "How-to" guides, quick tips, answers to frequently asked questions, industry insights, myth-busting posts.
- **Example:** A non-profit could share "3 Myths About Our Cause," while a consultant could share "A Quick Tip to Improve Your Website."

2. Entertain

- **Goal:** Build a human connection and show the personality behind your organization.
- **What to post:** Behind-the-scenes photos, team member spotlights, celebrating a milestone, sharing a success story from a client or supporter.
- **Example:** A photo of your team setting up for an event, or a short video testimonial from someone you've helped.

3. Engage

- **Goal:** Spark conversation and build a community around your mission.
- **What to post:** Ask questions, run polls, ask for opinions, respond to every comment.
- **Example:** "What's the biggest challenge you're facing with [Your Topic]?" or a poll asking, "Which of these two logos do you prefer?"

Your Action Item: Plan your week around this framework. For example:

- **Monday:** Educate
- **Wednesday:** Engage
- **Friday:** Entertain



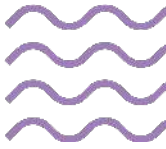


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Step 3: Turn Followers Into Supporters



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A large follower count is meaningless if it doesn't lead to action. The ultimate goal of social media is to move your followers from the platform you don't own (like Facebook or LinkedIn) to a platform you do own: your website and your email list.

This is where you can build a deeper relationship and guide them toward becoming a donor, member, or customer.

Your Bridge-Building Tactics:

- **Promote Your Lead Magnets:** Regularly create posts that encourage followers to download valuable resources (like this playbook!) in exchange for their email address.
- **Use a "Link in Bio" Tool:** Use a tool like Linktree or simply create a dedicated page on your website to house links to your most important content: your lead magnets, your donation page, and your free trial offer.
- **Make a Direct, Value-Driven Offer:** Once you have built trust, it's okay to make a direct pitch. The key is to frame it around the value to the user.

Instead of saying "Sign up for our trial," say, "Ready to stop wrestling with technology and finally get a system that works for you? You can explore it for yourself with a free 14-day trial."





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**Ready to Put This Playbook into
Action?**



The 3-Step Social Media Playbook

You now have a simple framework to master social media. But the strategies in this playbook are most powerful when you have the right tool to execute them.

To truly turn followers into supporters, you need a system where your social media, website, email list, and customer database all work together seamlessly.

This is why we recommend NationBuilder.

The strategies in this playbook are most powerful when you have the right tool to execute them.

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