

CHICAGO CULTURAL ALLIANCE

MEETING THE MOMENT



SOCIAL MEDIA STRATEGY:

LESS CONTENT, MORE IMPACT

*Presented by : Laura Herrera, Chief Marketing Officer,
Griffin Museum of Science and Industry*

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INTRODUCTIONS

Laura Herrera

Chief Marketing & Revenue Officer,
Griffin Museum of Science and Industry

Laura Herrera is a cultural leader, strategist, and entrepreneur with two decades of experience advancing mission-driven organizations. As Chief Marketing and Revenue Officer at the Griffin Museum of Science and Industry in Chicago, she leads integrated strategies to grow audiences, revenue, and brand impact while positioning the museum for its 2033 centennial vision.



SESSION OVERVIEW



Social Media Strategy: Less Content, More Impact

Workshop Goals:

- Focus your social media efforts on what matters most
- Plan content more efficiently using a simple system
- Get more value from the content you already have
- Write stronger captions that connect with your audience

AGENDA

01 Welcome & Session Goals

02 Choosing Where to Focus

03 The 3Cs Framework

04 Building a Simple Content System

05 Writing Captions That Connect



WHAT WE'LL COVER



- Where to focus (and what to stop doing)
- What your content should actually do
- How to build a system you can sustain
- How to write captions that don't get ignored



THE SHIFT

- From:
 - “We need to post more”
- To:
 - “Every post needs a job.”



REFRAMING SOCIAL MEDIA



The Problem

- Social media becomes:
 - Reactive
 - Inconsistent
 - Disconnected from strategy
- Result: content that doesn't perform—and doesn't matter

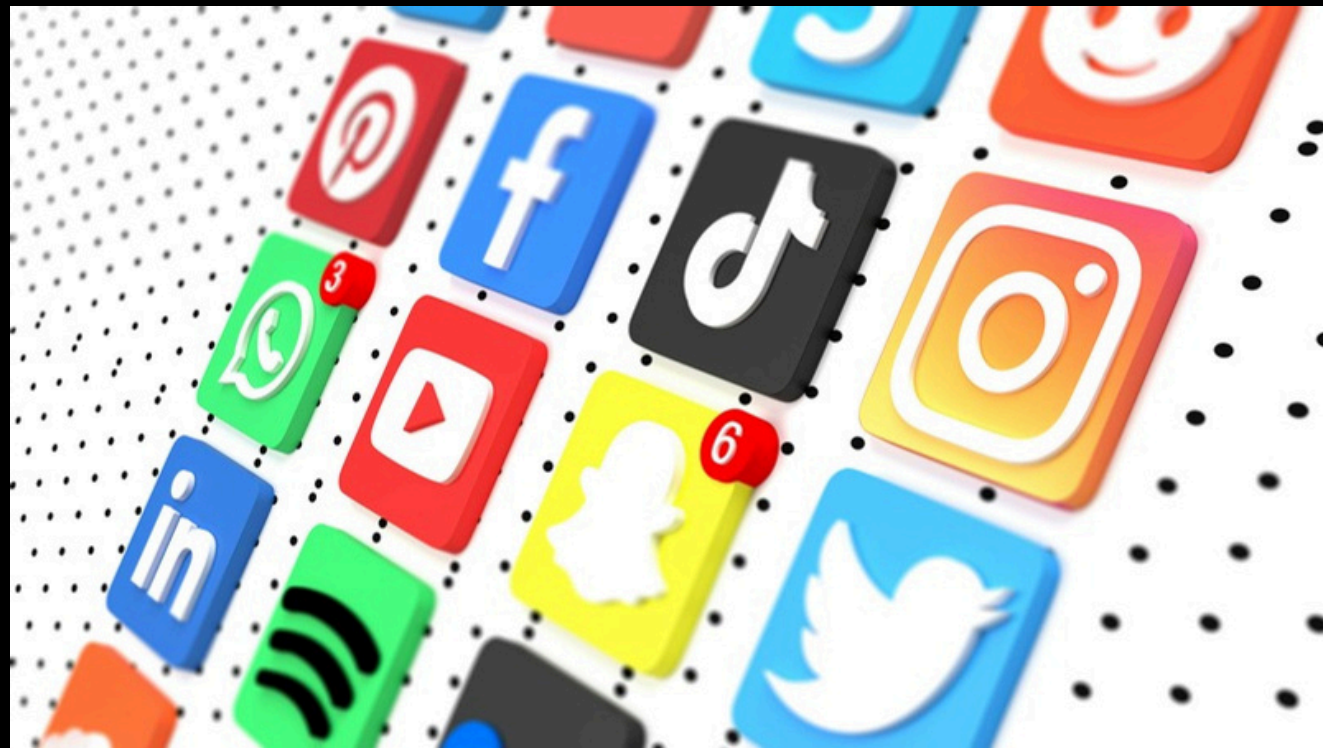
WHAT SOCIAL MEDIA IS ACTUALLY FOR



- Visibility → Awareness
- Connection → Community
- Action → Attendance, participation, support

If your content isn't doing one of these,
it's not worth posting.

CHOOSING YOUR PLATFORMS



You Don't Need to Be Everywhere

- Most organizations should focus on 1–2 platforms—max.
- If you're managing more than that, quality will drop

PLATFORM FIT FRAMEWORK

Use this to decide where to focus:

- Where your audience already engages
- What content you already produce
- What you can sustain weekly

If you can't sustain it, it's not a strategy



QUICK PLATFORM GUIDE

- **Instagram** → visual storytelling
- **Facebook** → community + events
- **LinkedIn** → institutional voice / partners
- **TikTok** → (only if capacity + fit)



THE 3CS FRAMEWORK

- **Content**
- **Consistency**
- **Connection**



CONTENT



Focus areas:

- What you do
- Why it matters
- Who it impacts

If your content only describes what you do, it will not engage your audience.



CONTENT TYPES



- Program highlights
- Behind the scenes
- Community stories
- Mission moments



C2: CONSISTENCY



Consistency builds trust

- Consistency = predictable + sustainable
- 2–3 posts per week is enough
- Anything more is optional—not required

C3: CONNECTION

- Respond to comments
- Ask questions
- Highlight your audience

Shift from broadcasting → engaging. If you're only posting and not engaging, you're not building anything.



CONTENT CALENDAR



- A content calendar eliminates:
 - Last-minute scrambling
 - Inconsistent posting
 - Guesswork

SIMPLE MONTHLY FRAMEWORK

- Week 1: Program
- Week 2: Story
- Week 3: Education
- Week 4: Community



REPURPOSING CONTENT

- One story → multiple posts
- Event → before / during / after
- Turn:
 - Photo → post
 - Caption → email
 - Story → reel

You do not need more content.

You need to get more out of what you already create.



CAPTIONS THAT WORK

Why captions matter

- Most captions describe what's happening.
- Very few explain why it matters.
- This is where meaning happens
- This is where action happens



SIMPLE CAPTION FORMULA



- **Hook:**

- What does it mean to see your story reflected in a museum?

- **Meaning:**

- For many of the young people we serve, it's the first time they recognize themselves in the stories we tell. This work is about more than access—it's about belonging, representation, and possibility.

- **Action:**

- Join us this Saturday for a community day designed to celebrate and elevate these voices.

BEFORE / AFTER EXAMPLE

- **Before:**

Join us this Saturday for our community event! Free admission and activities for all ages.

- **After:**

What does it mean to feel connected to your community?

This Saturday, we're opening our doors for a day of shared experiences, creativity, and discovery—designed for families, neighbors, and anyone looking to feel a little more at home.

Join us.



BEFORE / AFTER EXAMPLE

- **Before:**

Our STEM workshops help students learn about science through hands-on activities.

- **After:**

For many of our students, this is where curiosity becomes confidence. Through hands-on STEM experiences, young people aren't just learning science—they're discovering what they're capable of. Learn more about our programs.



KEY TAKEAWAYS

- Focus beats volume
- Fewer platforms = stronger performance
- Simple systems create consistency
- Meaning drives engagement—not information

You don't need more content. You need more clarity.



RESOURCES

- Sample content calendar
- Caption cheat sheet



Q&A



NEXT SESSION

APRIL 30 | DATA SECURITY

[CHICAGOCULTURALALLIANCE.ORG/MEETING-THE-MOMENT/](https://chicagoculturalalliance.org/meeting-the-moment/)



THANK YOU !

