

5 Ways to Easily Communicate Your Brand's Mission on Social



Did You Know?

80% of Millennials say making the world a better place is one of their top priorities, and that they prefer purpose-driven brands.¹

78% of consumers believe that it is no longer acceptable for a company to just make money. They now expect companies to make a positive impact on society as well.²

73% of Millennials and 66% of all consumers are willing to spend more on a brand that has socially conscious or sustainable practices.³

68% of Americans say they are more willing to share the content from purpose-driven brands on social media over that of traditional companies.¹

Wow! With stats like these, it really seems like Purpose-Driven companies are poised to reap all the benefits!

But wait...

It turns out that 61% of Americans don't believe that a company really has purpose unless it is made obvious on product packaging, the company website, and arguably most importantly, social media.¹

Your first step was to create a purpose-driven brand that has a mission. But once you start doing good how can you make that mission clear to your current and future customers? Keep reading to find out!

Social media provides practically endless opportunities for a purpose-driven brand to communicate what it stands for in an authentic and compelling way.

Here Are 5 of Our Top Proven Strategies!

1) Make Friends with Your Customers

Don't just study your current customer demographics and purchase behavior. Use social media to establish a direct dialogue with your followers to gain insight into their values and interests. Really get to know them on a deeper level! This will help you discern the overlap between what your business stands for and what your customers truly care about. The issues must be equally important to both parties, and success for a purpose-driven brand starts with knowing your audience inside out.

2) Focus on Why Instead of What

Most companies are pretty good at explaining what they do, but few communicate *why* they do it. The problem with *what* is that it's obvious, and not very memorable. There are probably many other brands offering that same product or service, and if their focus is not purpose-driven, they may be offering them at a more competitive price. Fortunately, 50% of Americans feel strongly that they would have a positive emotional connection to a purpose-driven company, compared to only 20% who feel that way about a company leading with lower-cost options.¹ Talking about why you do what you do on your social channels will help you stand out from the crowd.



3) Get That User Generated Content Working for You

Active self-promotion by purpose-driven brands can be tough to do well. Sometimes the most authentic (and effective) way to showcase who you are is to allow your customers and employees to spread the word. There are a variety of ways to encourage UGC, but one of our favorites is to partner with a like-minded brand or influencer to host a giveaway. This way, you can potentially double your submissions AND expose your brand to a whole new audience. Once you have those testimonials coming in, you can get your humblebrag on and share them via your social channels. Hello, social proof!



4) Target, Target, Target!

You want to ensure your social posts reach an audience whose values most align with your brand. While most people think of targeting as a facet of paid social media, this is an important lever to pull in your organic social strategy as well. Targeting not only improves your organic reach as new followers engage with and share your content, but it also increases the likelihood of an eventual sale.

5) Encourage Brand Loyalty by Taking a Stand

Once upon a time, it was a big No-No for brands to publicly discuss politics for fear of alienating customers. But that all changed with the 2016 election. In fact, **71%** of Americans expect companies to connect with them emotionally on the issues that matter to them personally. And a whopping **79%** of Americans believe companies should work to address social justice needs.¹

Now, we would never suggest a company enter the discussion purely for commercial gain, but our polarized political climate presents a real opportunity for a purpose-driven brand. An effective campaign sometimes requires a strong stance on a controversial issue, like Nike's approach with Colin Kaepernick. You should be prepared for some passionate reactions (Yay engagement!), but as long as you're authentic to your mission, there's no reason to shy away from commenting on what is going on in the world!

In closing, we believe one of the most important things a purpose-driven brand can do is let their audience know exactly what they stand for in social media. Remember, if consumers don't know what your brand's mission is, it's going to be hard for them to choose you based on that fact. For this reason, it's crucial that your values and mission are deeply embedded throughout your social strategy. The companies that integrate **purpose** throughout their social platforms stand to build stronger bonds with their existing audience, expand their customer base, and enlist future brand advocates to further spread the brand's message. Plus, you'll feel good doing it!

As the notorious RBG said,

**“Fight for the things that you care about.
But do it in a way that will lead others to join you.”**

Totally Taryn social focuses exclusively on social media for purpose-driven brands and we want to help you grow so that we can be a part of meaningful change in the world. We know how to effectively launch purpose-driven campaigns, craft purpose-driven messages, and amplify your purpose-driven mission.

Ready for business unusual? Us too.

SOURCES:

1. Forbes interview with Rob Candelino, VP and general manager of Unilever Hair Care, U.S.
2. Cone/Porter Novelli Purpose Study: How to Build Deeper Bonds, Amplify Your Message and Expand the Consumer Base
3. Nielsen Global Corporate Sustainability Report



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