

# PSRC Social Media Toolkit



**PUGET SOUND**  
RELOCATION COUNCIL

# Why Social?

## Shifting Consumer Behaviors

Over 3.6 billion people use social media globally. That number is projected to increase to 4.41 billion in 2025.

50% of consumers increased their social media usage in the last six months.

57% of consumers will follow a brand to learn about new products or services.

**After following a brand on social media, 91% of consumers visit the brand's website or app, 89% will buy from the brand and 85% will recommend the brand to a family or friend.**

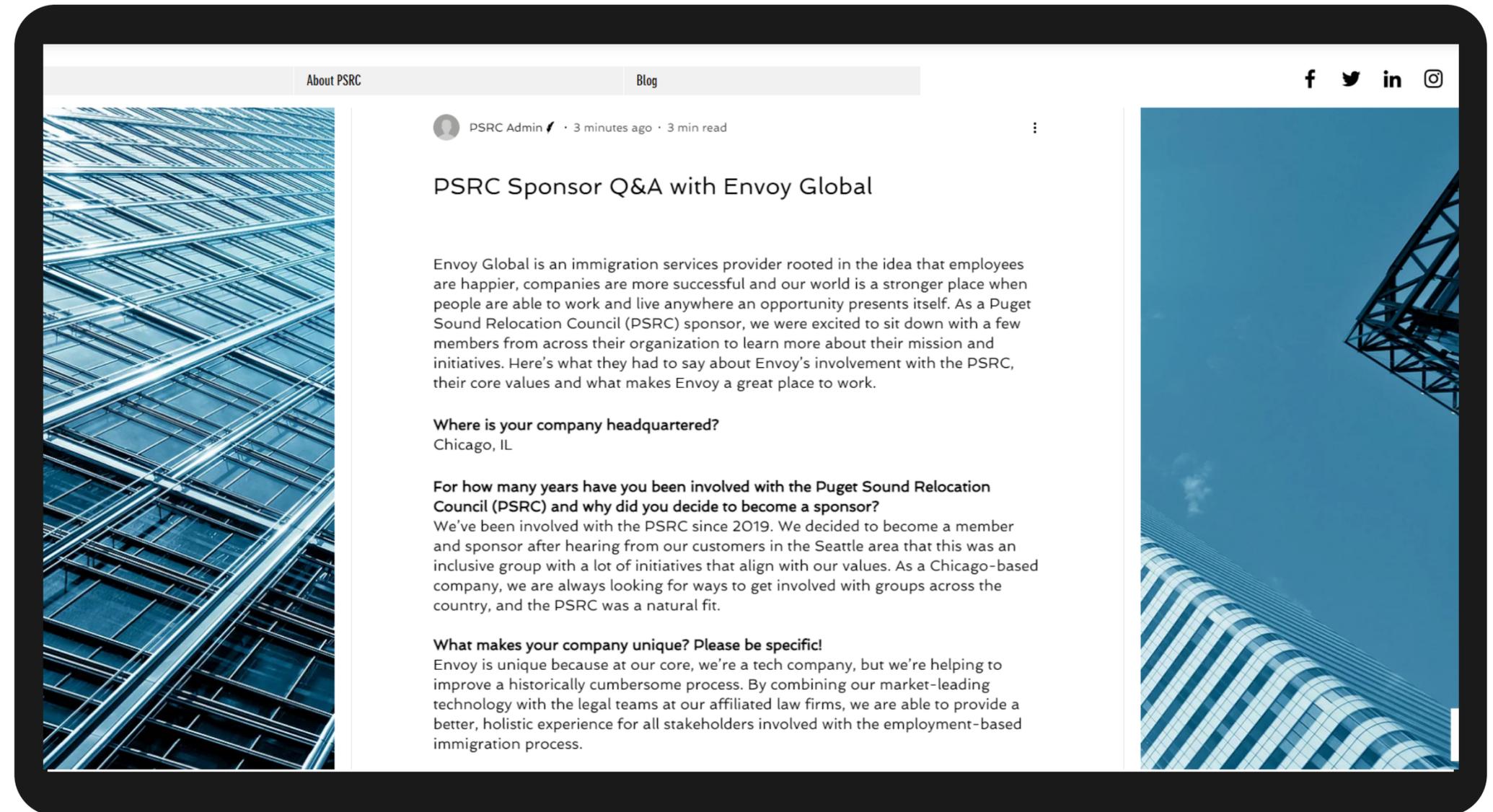
# Social Media Opportunities

## 2022 PSRC Sponsors



# Sponsor Q&A Blog Article

- ✓ Tell your company's story to a captive PSRC audience
- ✓ Drive readers back to your website with a backlink\*
- ✓ Can be repurposed on your company's social media channels



\*A backlink is a hyperlink that is added to one website from another with the goal of increasing web traffic and visibility.

Available For



# Dedicated Social Media Posts

- ✓ Increased visibility among PSRC social media followers (500+ on LinkedIn)
- ✓ Tagging drives readers back to your social media company pages and helps increase follower count
- ✓ Posts can be shared from PSRC to your company's social media pages

### Available For



PSRC - Puget Sound Relocation Council  
261 followers  
2mo • 🌐

Sponsor Shout-Out

@Envoy Global is a Chicago-based technology company offering the only immigration management platform that makes it seamless for companies to hire and manage an international workforce.

A PSRC sponsor since 2019, we are so appreciative of the insights and resources Envoy offers our community. Learn more about their mission and initiatives on the Envoy website ➡ [www.envoyglobal.com](http://www.envoyglobal.com)



👍 10

👍 Like

💬 Comment

# Social Media Contests

- ✓ Increased brand visibility among PSRC social media followers (500+ on LinkedIn)
- ✓ Trivia format drives traffic to your website
- ✓ Posts can be shared from PSRC to your company's social media pages

## Available For



PSRC - Puget Sound Relocation Council

261 followers

2mo •

It's time for the next round of PSRC Sponsor Trivia! If you have the answer, all you have to do is tag the correct sponsor in the comments below. The first person to tag the right sponsor AND a friend who may be interested in following our page, wins an Starbucks gift card.

This month's question is: Which PSRC sponsor donated more than 19,200,000 pounds of food to food banks in the U.S. and Canada last year?

Tag the sponsor and a friend ↓ #PSRC #globalmobility #relocation #trivia



PSRC Sponsor Trivia: October Edition

# How well do you know your PSRC sponsors?

10

Like

Comment

# Testimonial

- ✓ Increased brand visibility among PSRC social media followers (500+ on LinkedIn)
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"The sense of community the PSRC provides has been an outlet for our organization over the last 18 months. Whether in-person or in a virtual setting, our colleagues always leave these meetings feeling energized and full of new insights." - [@Envoy Global](#), PSRC Sponsor

#globalmobility #PSRC #goodvibes



"The sense of community the PSRC provides has been an outlet for our organization over the last 18 months."

Envoy Global  
PSRC Sponsor

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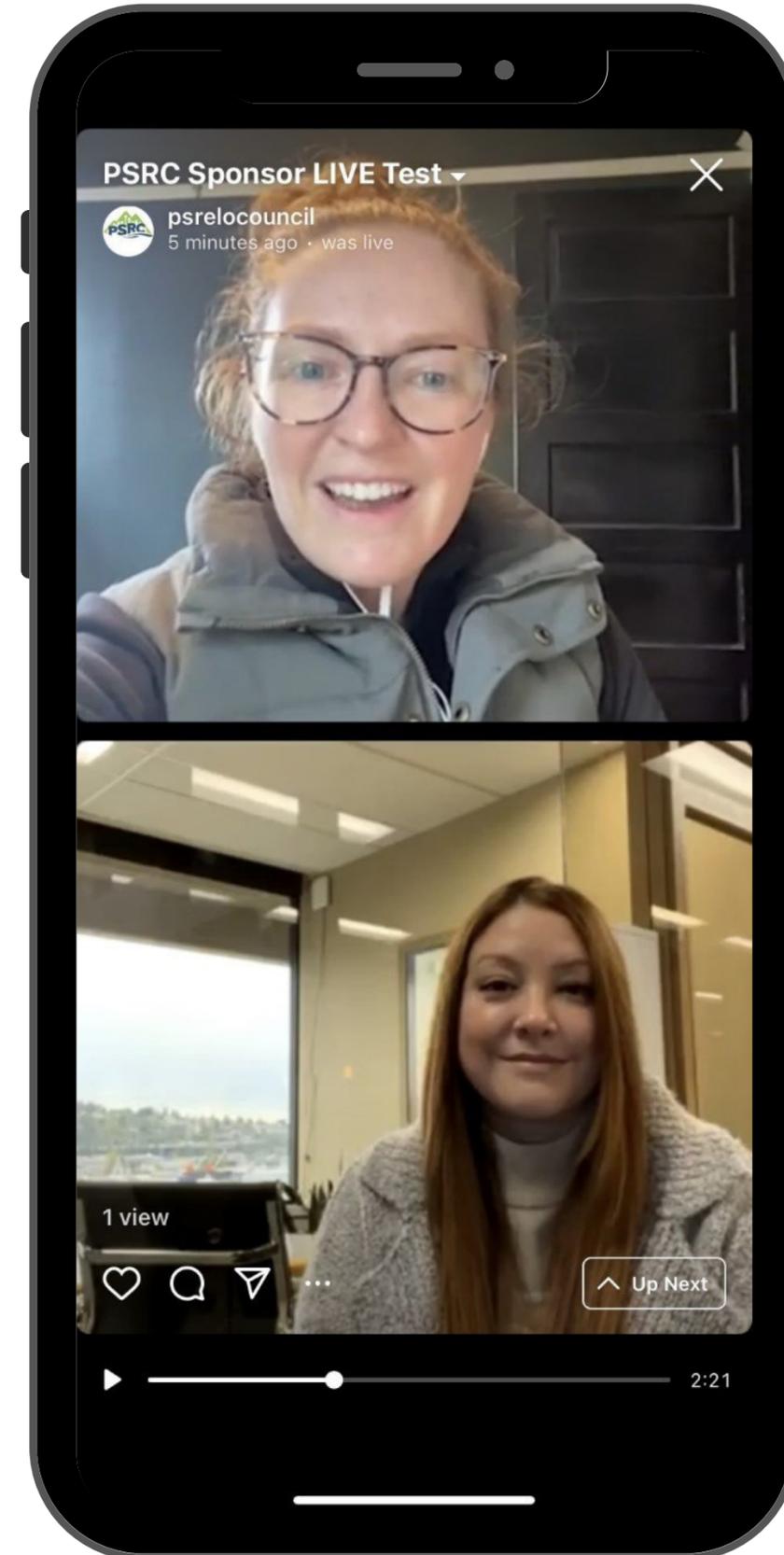
Like

Comment

# Instagram LIVE & Social Media Takeovers

- ✓ Connect and share company insights in an evergreen, authentic manner
- ✓ All live reels and takeovers are stored on the PSRC Instagram page so followers can watch whenever they want
- ✓ Audience can submit questions and comments in real-time to help facilitate an organic conversation
- ✓ [Link to IG LIVE test video](#)

Available For



# Social Media Takeover

Available For



**PSRC** PUGET SOUND RELOCATION COUNCIL

## Instagram Takeover

A day in the life with Erin Weber, Marketing Manager at Envoy Global

FOLLOW ENVOY GLOBAL ON LINKEDIN  
[linkedin.com/company/envoyglobal](https://www.linkedin.com/company/envoyglobal)

VISIT OUR WEBSITE  
[www.envoyglobal.com](https://www.envoyglobal.com)

## But first... *Coffee!*

I'm a morning person and like to log on early before the rest of my team gets online.

However, the first thing I do every morning is grind some fresh beans and brew a pot of coffee.

## Step Into My Office!

My office has been my favorite home project since moving to Portland. Inspired by lots and lots of Pinterest research, I call it my Zen Den, and I like to treat myself to one new plant every month.

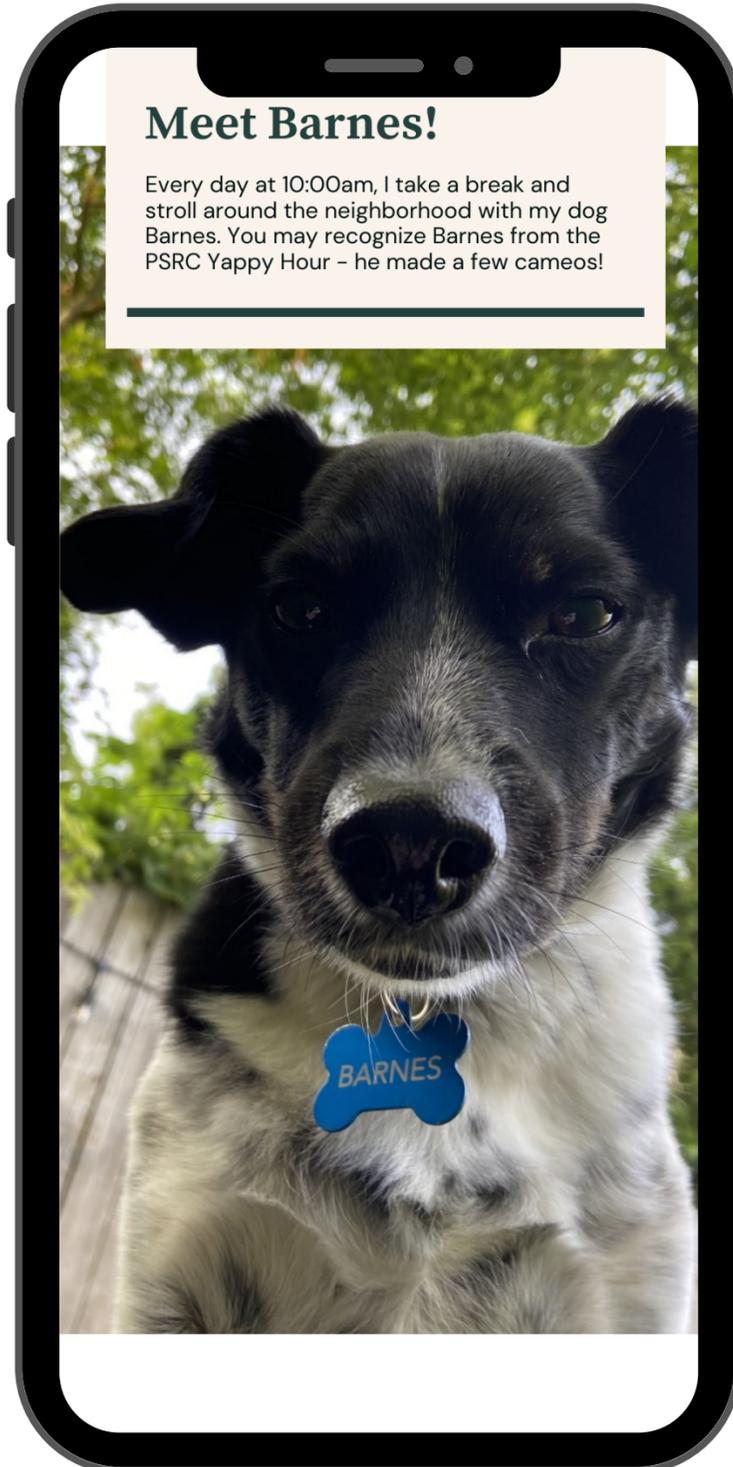
I chose green as the prominent color because it symbolizes calmness and growth.

## Morning Routine

I like to tackle my inbox and touch base with my team before diving into my task list. Beyond our morning sand-up, I make sure deadlines are on track with Envoy's blog and webinar calendar.

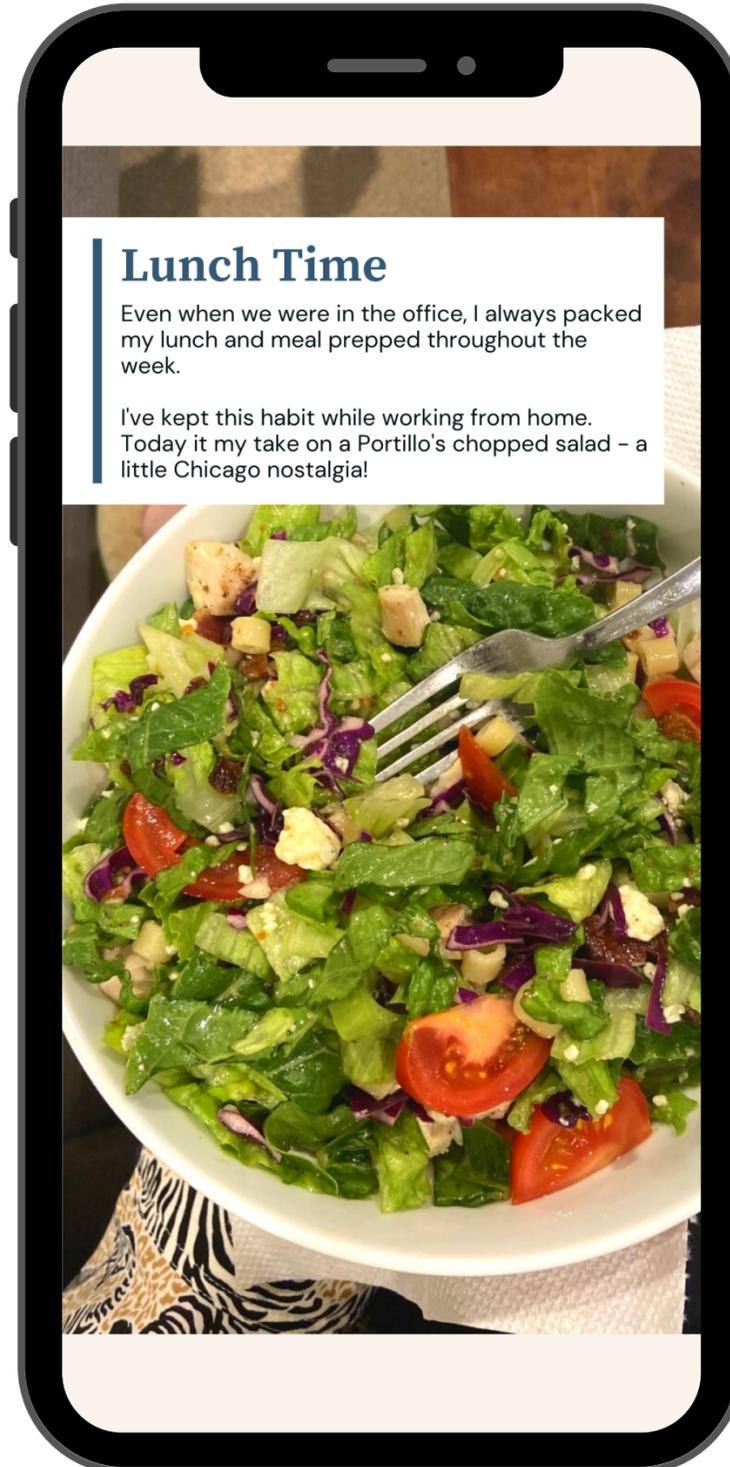
# Social Media Takeover

Available For



## Meet Barnes!

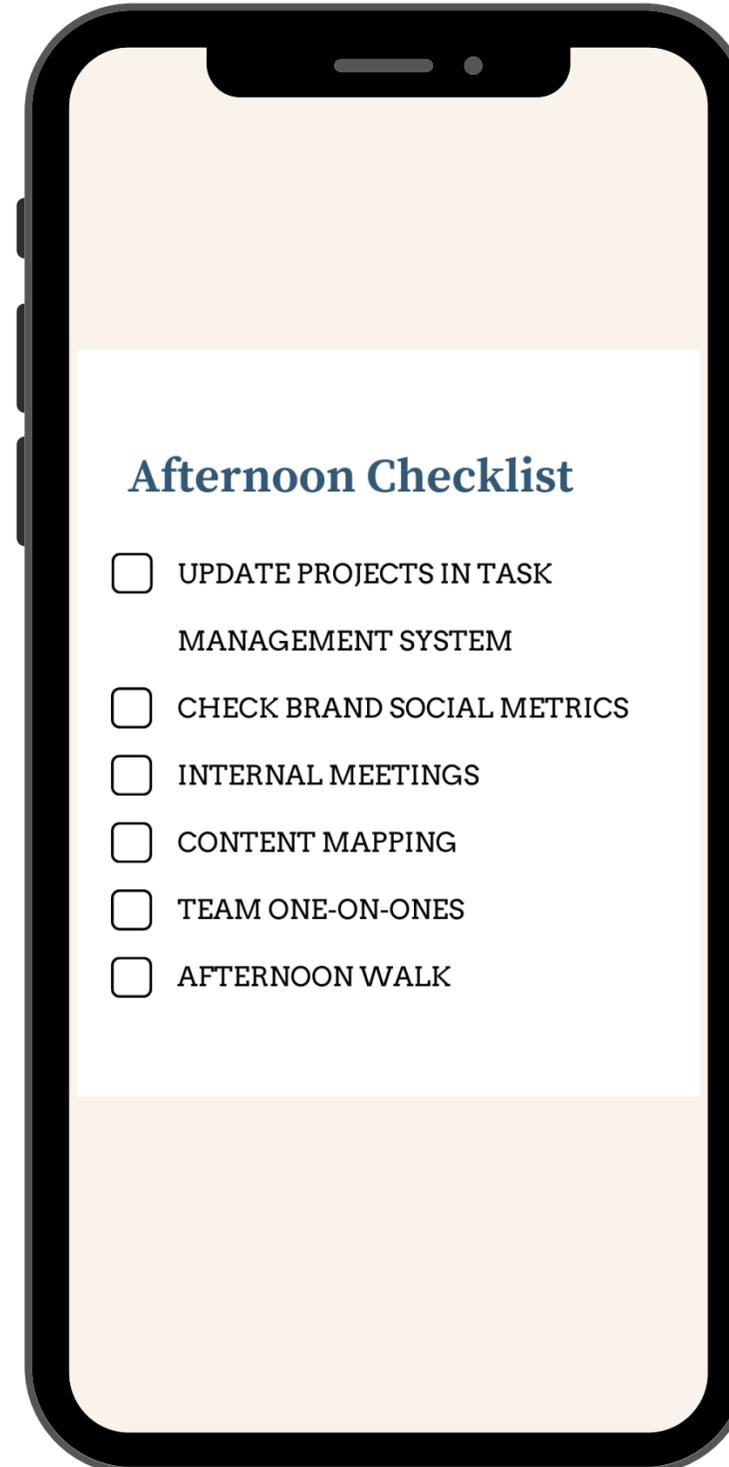
Every day at 10:00am, I take a break and stroll around the neighborhood with my dog Barnes. You may recognize Barnes from the PSRC Yappy Hour - he made a few cameos!



## Lunch Time

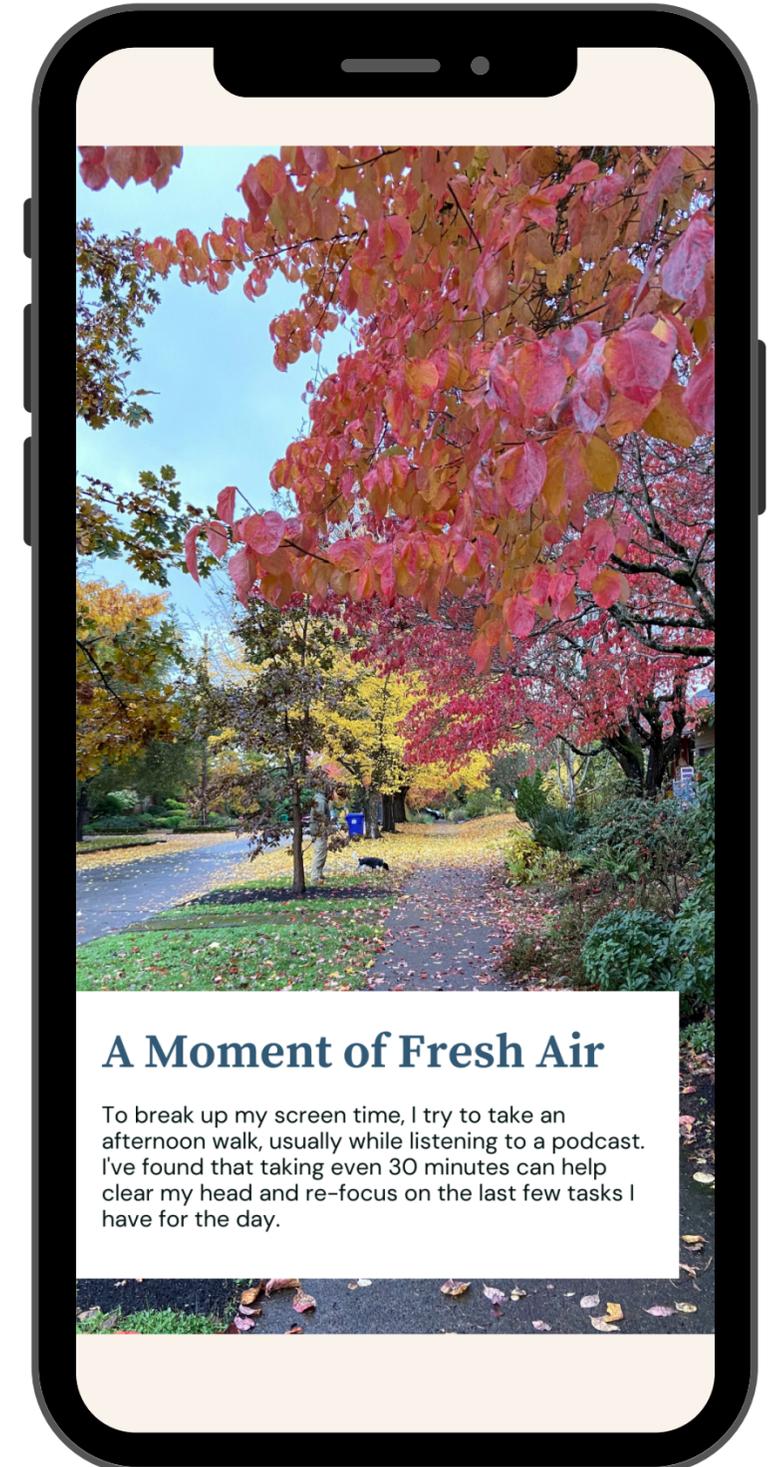
Even when we were in the office, I always packed my lunch and meal prepped throughout the week.

I've kept this habit while working from home. Today it my take on a Portillo's chopped salad - a little Chicago nostalgia!



## Afternoon Checklist

- UPDATE PROJECTS IN TASK MANAGEMENT SYSTEM
- CHECK BRAND SOCIAL METRICS
- INTERNAL MEETINGS
- CONTENT MAPPING
- TEAM ONE-ON-ONES
- AFTERNOON WALK



## A Moment of Fresh Air

To break up my screen time, I try to take an afternoon walk, usually while listening to a podcast. I've found that taking even 30 minutes can help clear my head and re-focus on the last few tasks I have for the day.

# Next Steps



## **Determine Sponsorship Package**

Select your 2022 sponsorship using the PSRC website. If you have questions, please contact PSRC Sponsorship Chair, Barry Matheny ([barrettm@johnlscott.com](mailto:barrettm@johnlscott.com)).



## **Schedule a Consultation**

We have a lot of new opportunities this year and many of them involve social media and marketing. We're here to help and be a resource to our sponsors so they can get the full benefits of these initiatives. All sponsors that select Mt. Rainier or Mt. Adams will have a consultation with PSRC Communications Chair, Erin Weber, to walk through the new social media opportunities, answer questions and determine next steps.



## **Have Fun!**

We had so much fun putting together these sponsorship opportunities, and we can't wait to see it all come to life! We appreciate all you do for PSRC and look forward to collaborating on these initiatives.

**Thank You!**

