


5 Tools for Good Social Media Strategy




Great
Storytelling



Collaborations
& Influencers



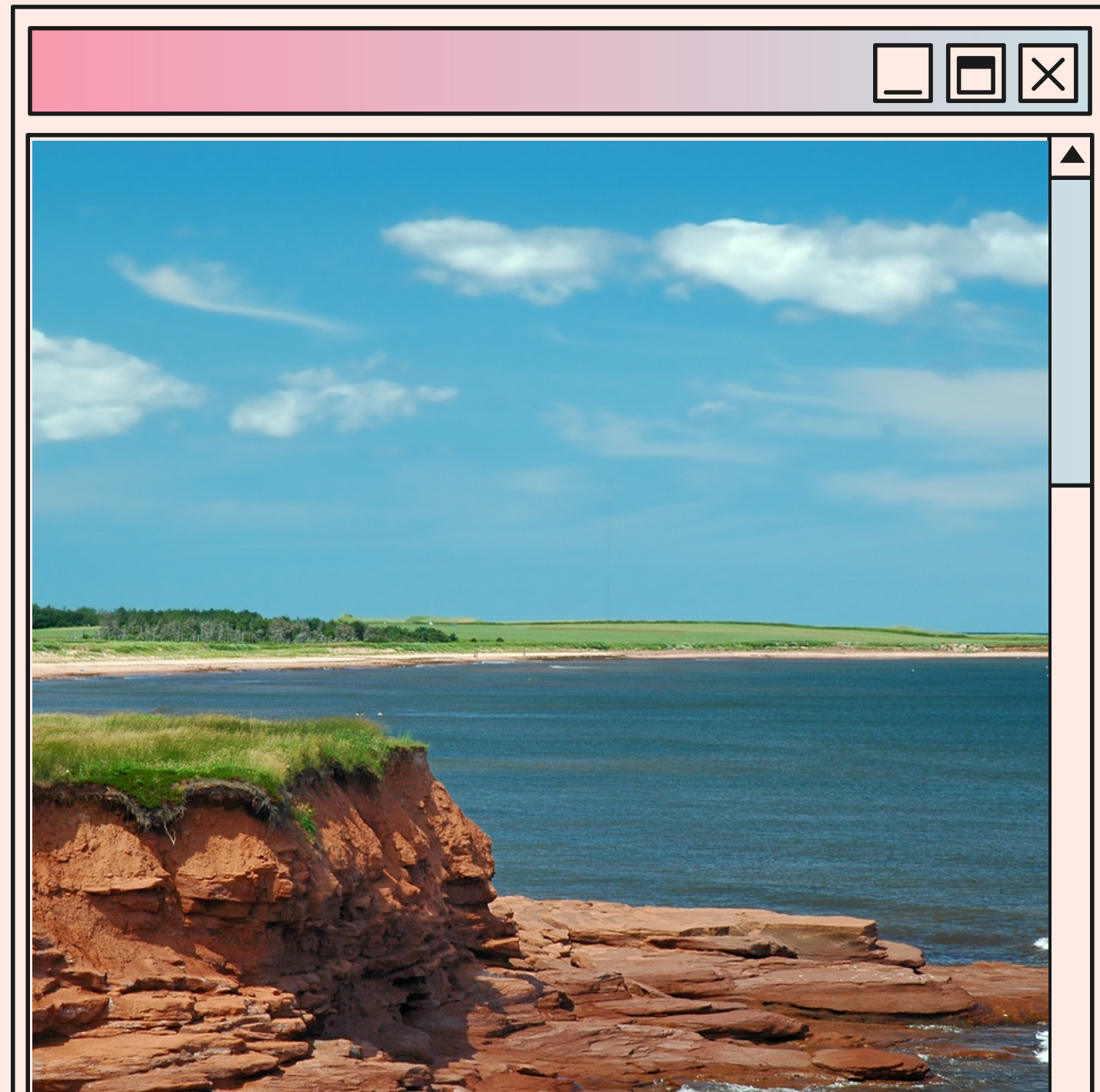
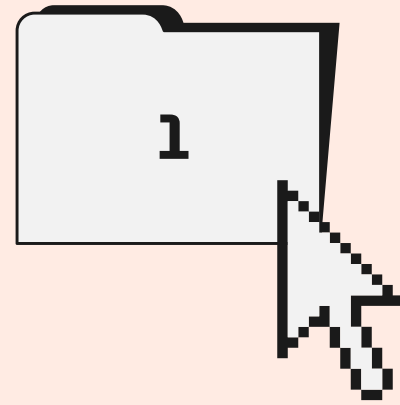
Annual Audit



Social Ads



Video
Content



File

Edit

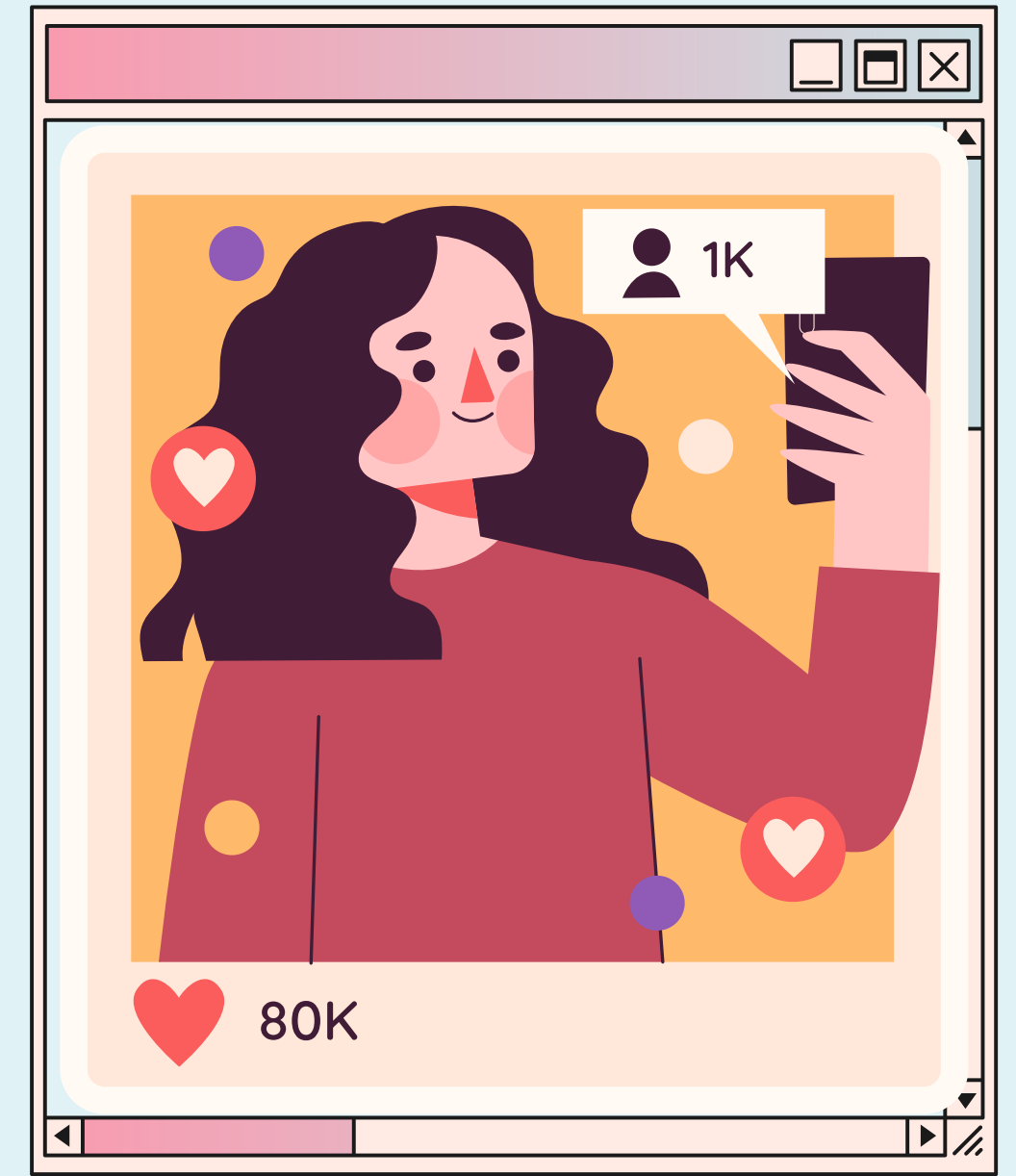
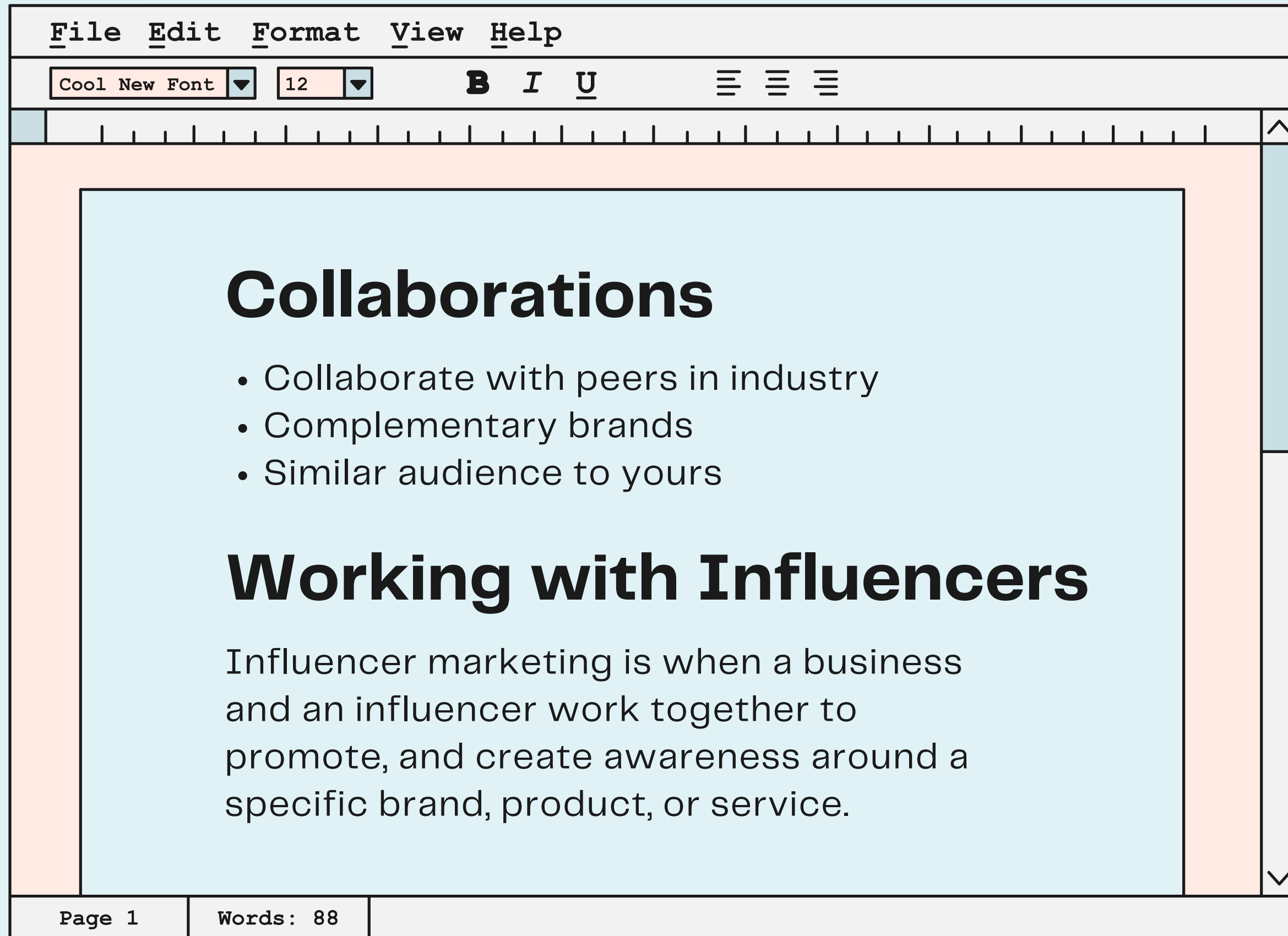
View

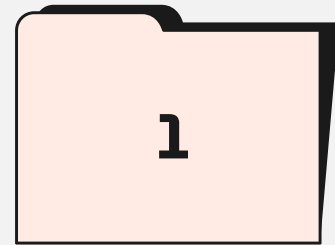
Help

Great Storytelling

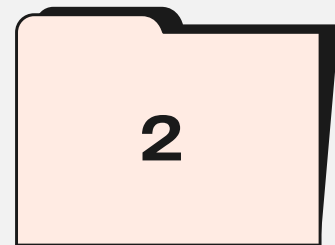
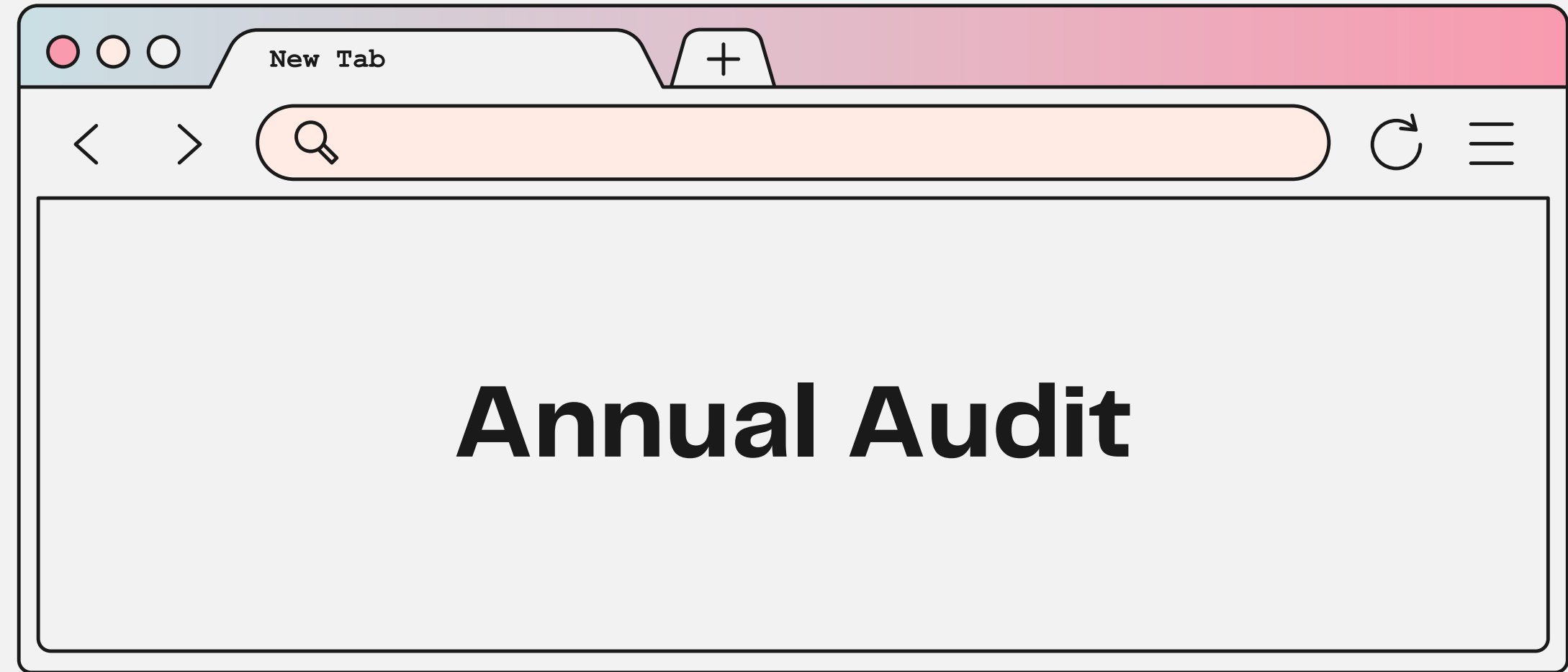
Each bioscience business has a story and an opportunity to share and connect.

- Thoughtfully produced
- Teaches something new
- Relevant to their lives
- Makes you feel something





Strengths &
Weaknesses



Social Media
Channels



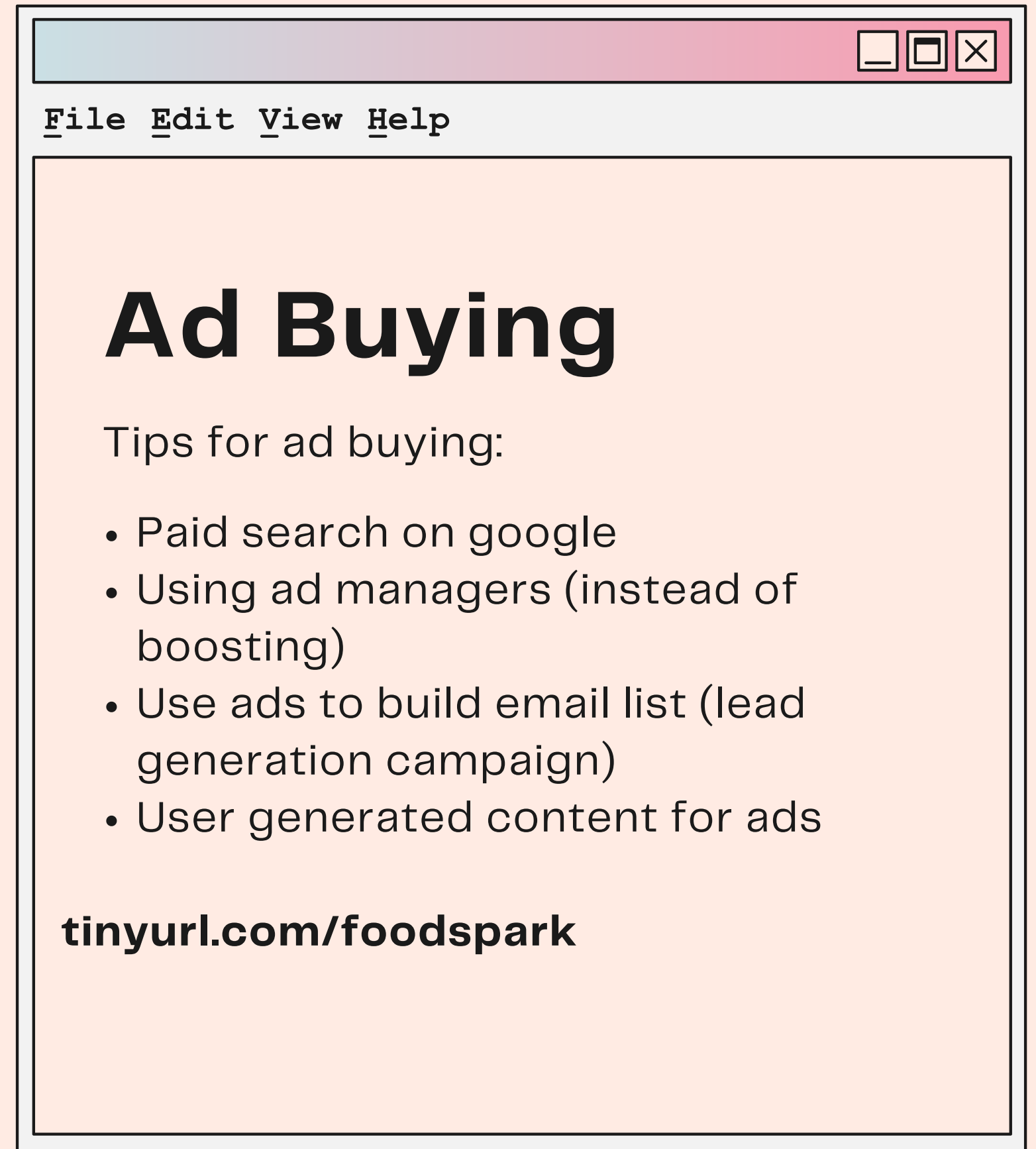
Website Content
Review



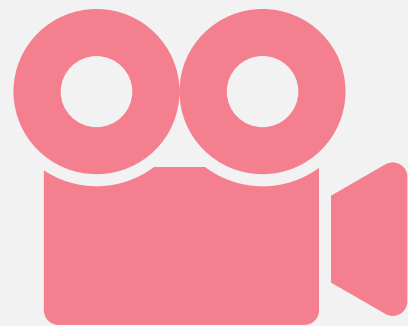
Missed
Opportunities



Return on
Investment (CTA)



Video Content



File Edit View Help

Easy Tips for Producing Good Video

- Lighting
- Sound
- Stabilizer (Tripod or Gimble)
- Focus on pacing (speed up or slow down)
- Brightness
- Supers (Words on the screen)