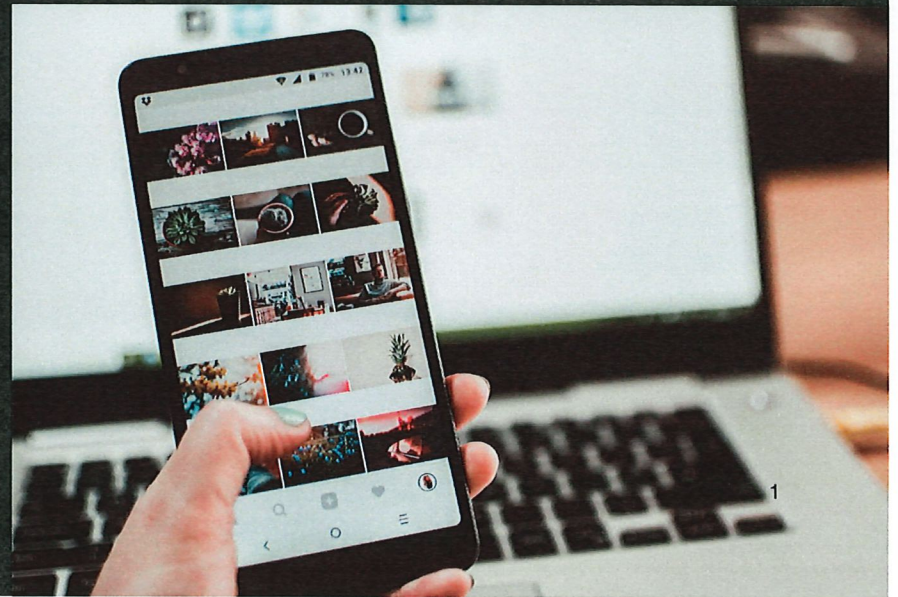


GOODGIANT

SOCIAL MEDIA MARKETING 101





Callie Crawford

Social Media Director
Good Giant

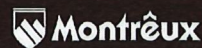
Welcome to the 'Social Media Best Practices' session!
We're so happy you're here!

Callie Crawford is a Social Media Director with over 13 years of experience crafting impactful social media strategies. With a deep passion for storytelling and brand building, she specializes in hospitality and event marketing, helping brands create meaningful connections with their audiences. Over the years, Callie has led successful campaigns for a wide range of brands, from destination casinos across the country to nationally recognized events.

Just a few of the brands Callie has worked with over the years:



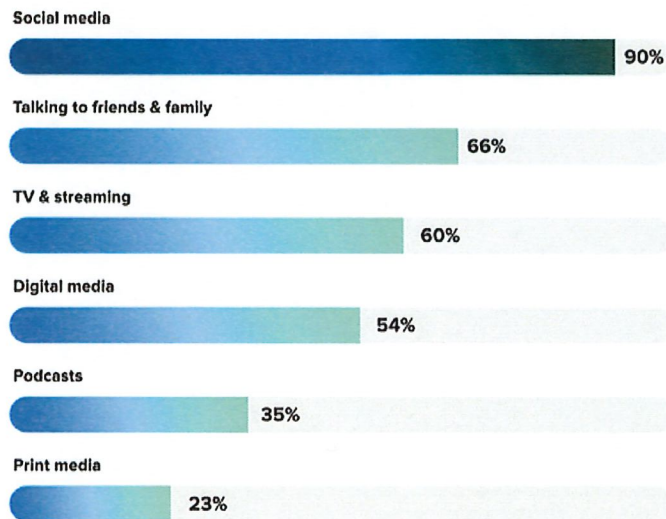
TRAVELNEVADA.COM



WHY SOCIAL MEDIA MATTERS

Social media is often the first place your players look to see what's going on—whether they're checking tonight's prizes or deciding where to go for entertainment.

Sources consumers use to keep up with trends and cultural moments

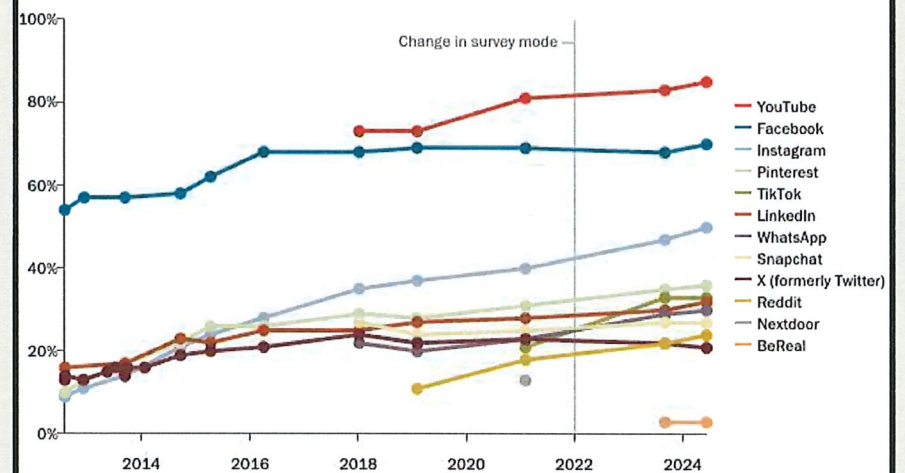


The 2025 Sprout Social Index™

sproutsocial

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



Source: Surveys of U.S. adults conducted 2012-2024.

Note: The vertical line indicates a change in mode. Polls from 2012-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. In 2024, the poll was conducted via web, mail and phone. For more on the mode shift in 2023, [read our Q&A](#). Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.

PEW RESEARCH CENTER

What platforms should you be on?

Remember, this is not one size fits all! Please create a social media strategy and stick to that.

But keep in mind...

Facebook: Your players are already here!

Great for events, groups, giveaways,
and showcasing winners.

Instagram: Great for visuals, younger players, food,
lifestyle and resort experiences.

Use for photos, short videos (reels), and stories.

What platforms should you be on?

TikTok: Consider this if you have time to make fun videos. Show off gameplay, reactions, behind-the-scenes, play into the trends.

YouTube Shorts: Another way to repurpose Reels or TikToks.

Don't spread too thin. Start with 1–2 platforms and do them well!

CREATING A SOCIAL MEDIA GRAPHIC

Step Number 1: Start With a Style Guide

Before designing anything, define your visual identity.

We recommend working with a graphic designer to build your social media style guide.

Your style guide should include:

- Logo usage: Clear, consistent placement, approved versions, minimum size and clear space around the logo
- Brand colors: Stick with your brand colors for all graphics, use the approved color palette
- Fonts: Limit to 2-3 readable typefaces, font sizing and formatting tips

Why?

This helps build recognition and a professional look!

Stick to this guide across all posts and social media materials.

CREATING A SOCIAL MEDIA GRAPHIC

Step Number 2: Create an Adobe Express
or Canva Account

We suggest creating your social media
graphics with either of these tools.

They are easy to use and work very well for
social media graphics!

CREATING A SOCIAL MEDIA GRAPHIC

Here's a step by step guide for creating a graphic:

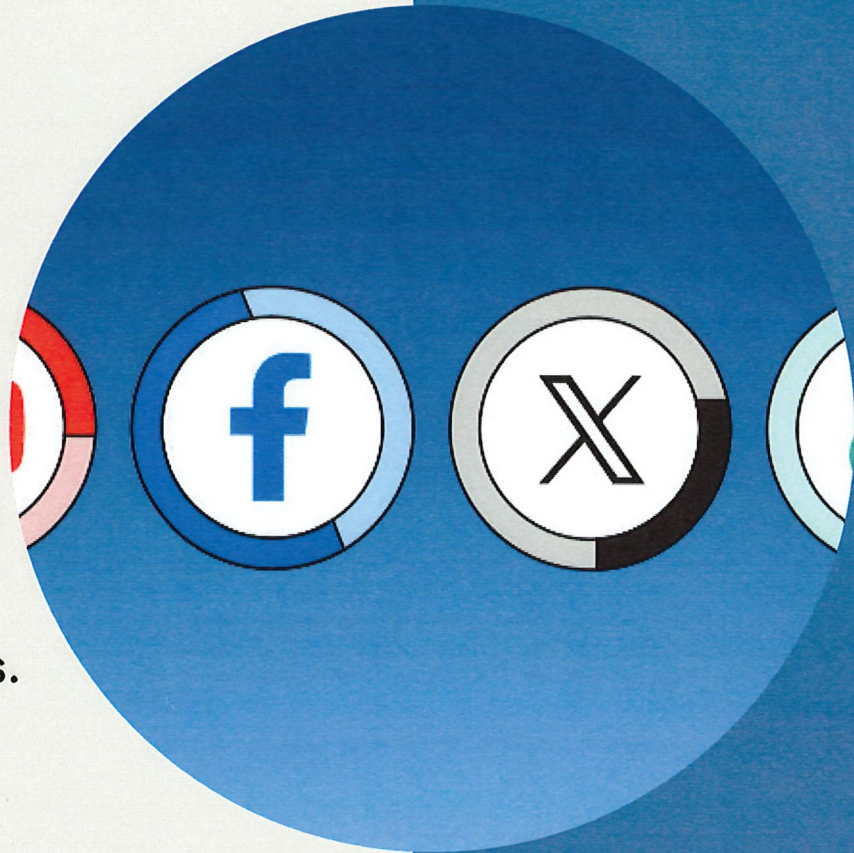
- Visit the website and sign in
- Click "Create a design" and select which social media size you need
- On the left, choose a template that fits your vibe – or start from scratch
- Update the text with your event name, date, time, prize information
- Click "Uploads" to add your logo and drag it into place

CREATING A SOCIAL MEDIA GRAPHIC

- Customize the colors and fonts to match your brand style guide
- Add a photo or animated element (upload your own or use the platforms free elements)
- Check for contrast and readability – make sure your message pops
- Double-check spelling and alignment
- Click "Share" → "Download" → Choose PNG or JPG

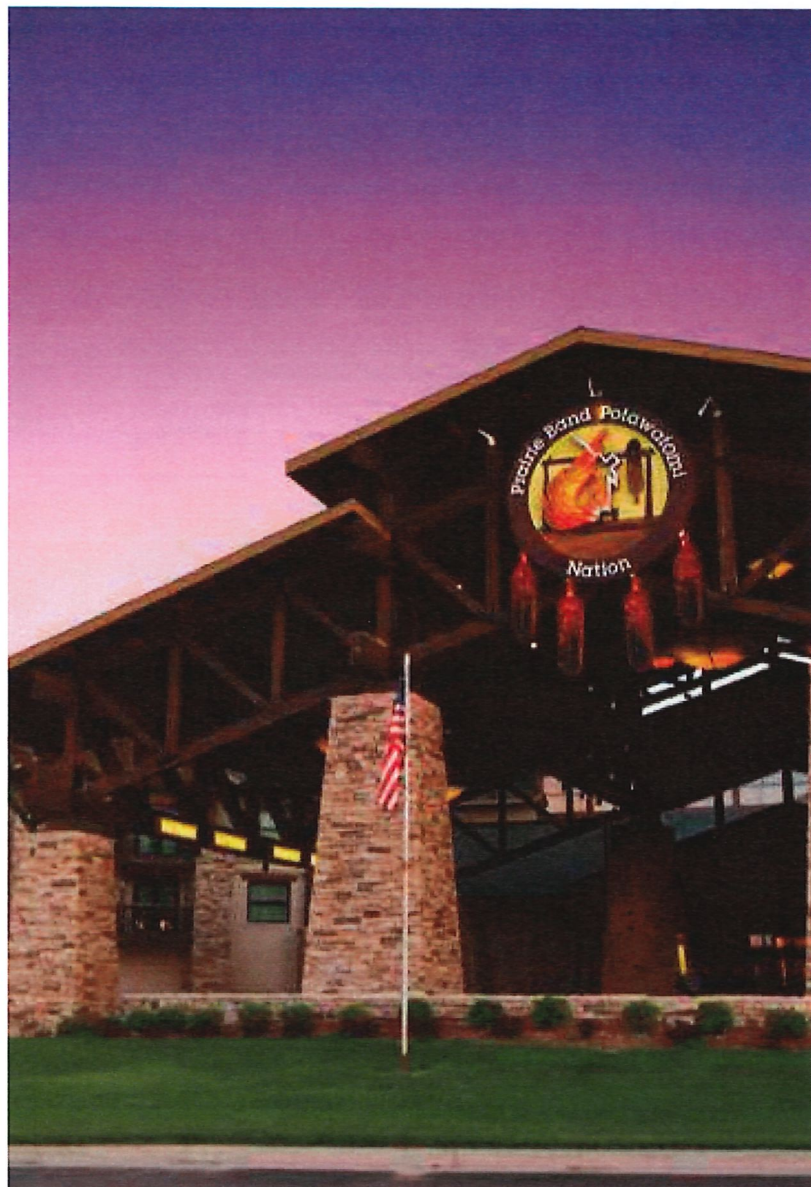
Best Practices for Graphics

- Make sure you are creating the correct size per platform.
- Use bold, readable fonts.
- Make a few templates to reuse.
- Always stick to your brand colors.
- Include the event details (place, time and promotion name!)
- Try animated elements for stories or reels.
- Always stay consistent!



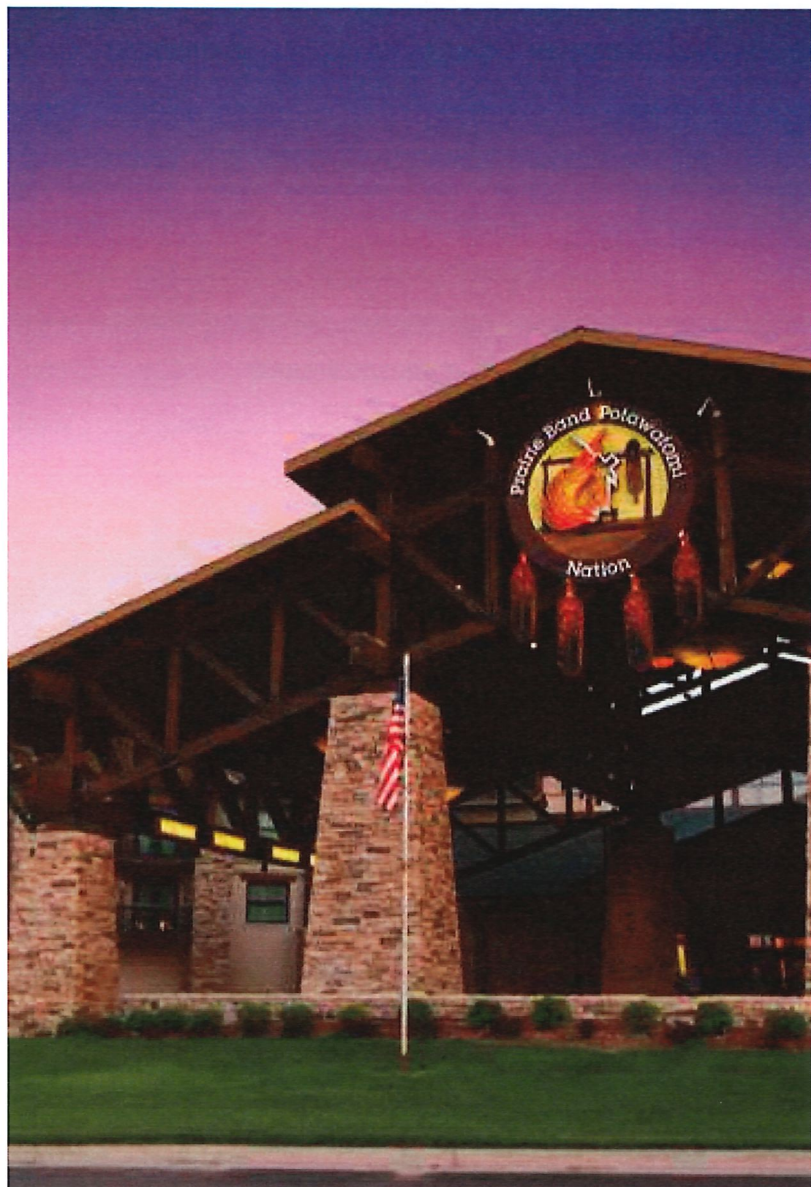
Resources and step-by-step videos for creating graphics:

<https://www.youtube.com/@canva/videos>



What should you be posting?

- Bingo event promos
- Behind-the-scenes photos
- Winner spotlights
- Polls and games
- User-generated content (always give guest credit)
- Social media giveaways



What should you be posting?

- Staff features (introduce your team)
- Holiday or seasonal-themed posts
- Sneak peeks of upcoming prizes or games
- Testimonials or player shout-outs (with signed consent)
- Celebrate milestones – anniversaries, big wins, community impact



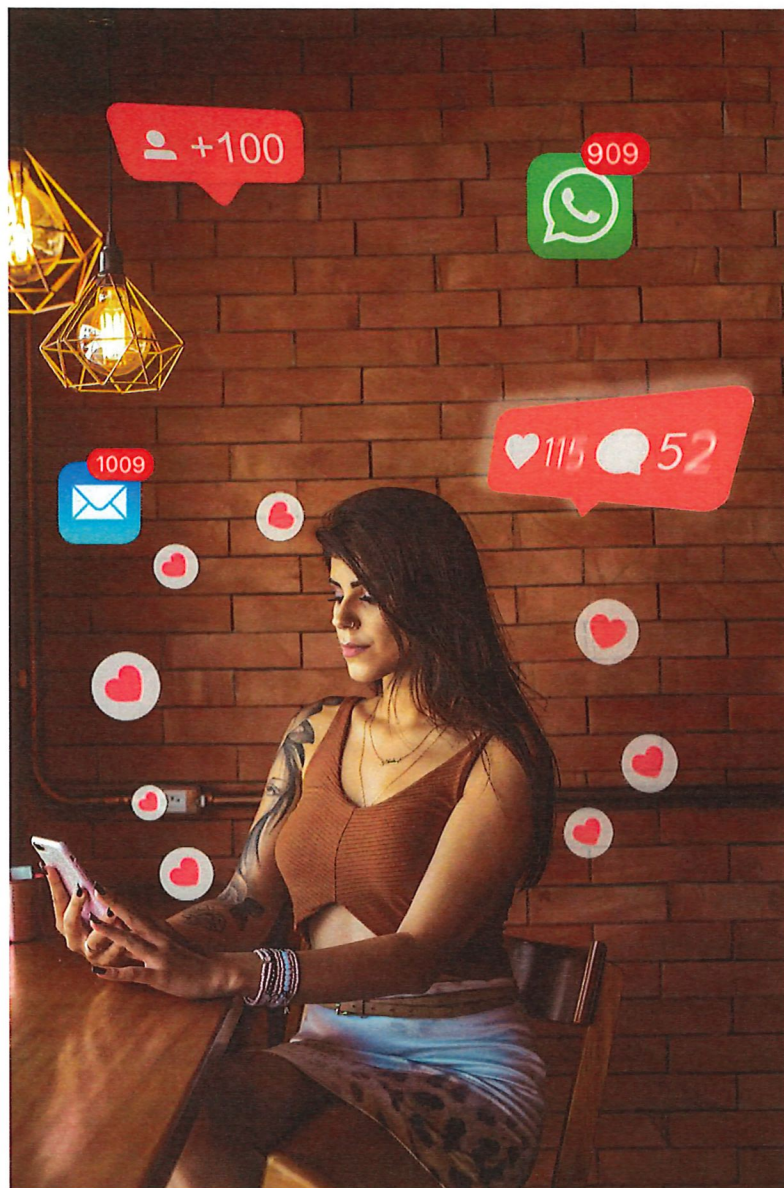
Post Ideas for This Week

- Nobody's gonna know...(you came for bingo but stayed for margaritas)
- Time-lapse of setting up bingo night
- Finish this sentence: "I knew I'd win when..."
- Winner reaction compilations
- Staff dancing to trends



Post Ideas for This Week

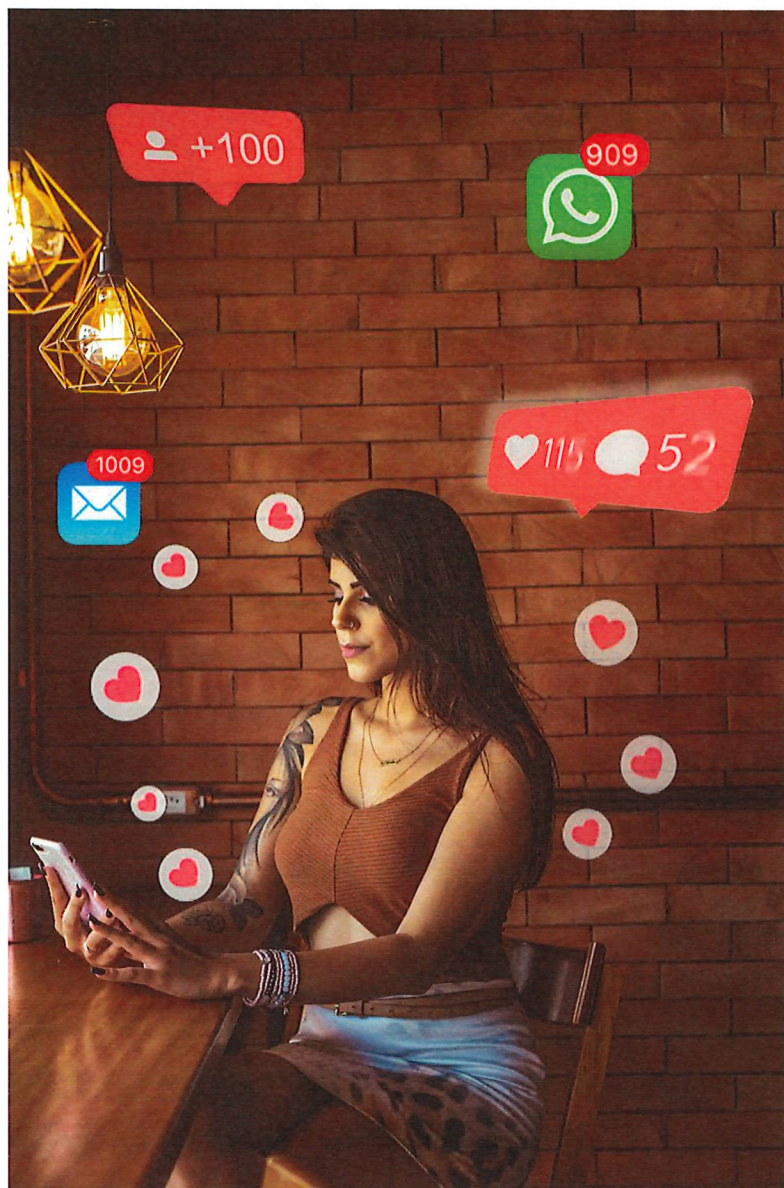
- Bingo staff and their “walk-up” song reel
- What song should we play when someone wins a jackpot
- Tell us your bingo superstition
- What’s your lucky charm when you play



Building a Content Calendar + Scheduling Tools

Plan ahead with a content calendar:

- Map out content weekly or monthly
- Use themes to keep it balanced:
events, winners, behind-the-scenes, promotions,
holidays & more!
- Rotate content types:
Don't post the same thing every day! Mix up images,
videos/reels, graphics, questions, and stories



Building a Content Calendar + Scheduling Tools

Match posting frequency to your goals:

Big prize weeks = post more

Slow weeks = stay present but scale back

Be consistent, even if it's just 2–3x per week

Use scheduling tools to save time:

Meta Business Suite (free)

Sprout Social (paid – my favorite for ease and analytics)

Tip: Schedule a week's worth of content in one sitting!