

Your Advocacy Communicators Social Content Framework

(content is the focus, not the platform)

- Create scroll-stopping content
- Build trust – explain complex issues
- Motivate action
- Success = awareness, understanding, credibility

Stop  Trying to be everything,
everywhere all at once

Start  Investing where the
data shows results

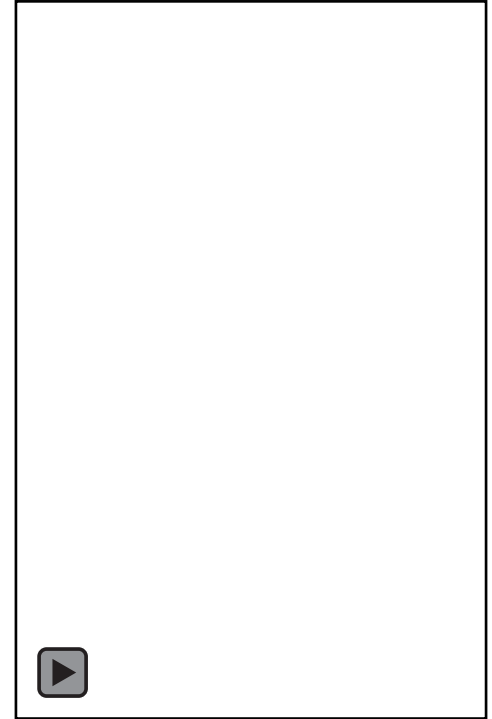
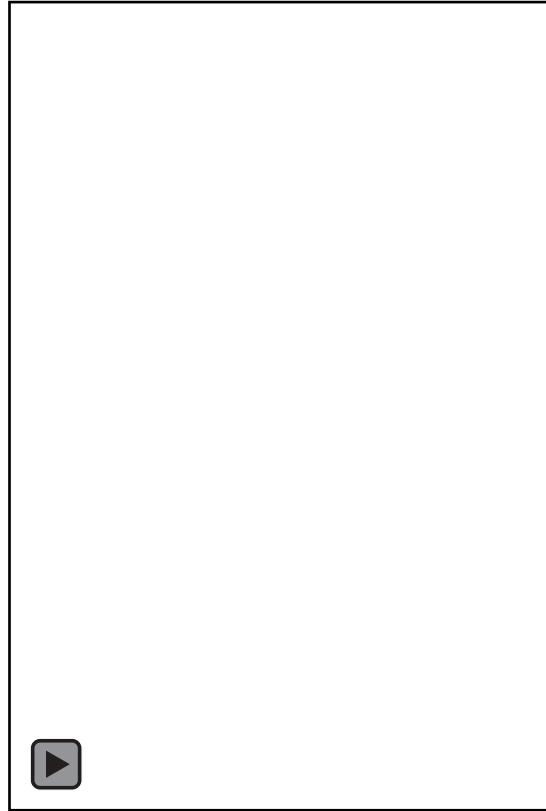
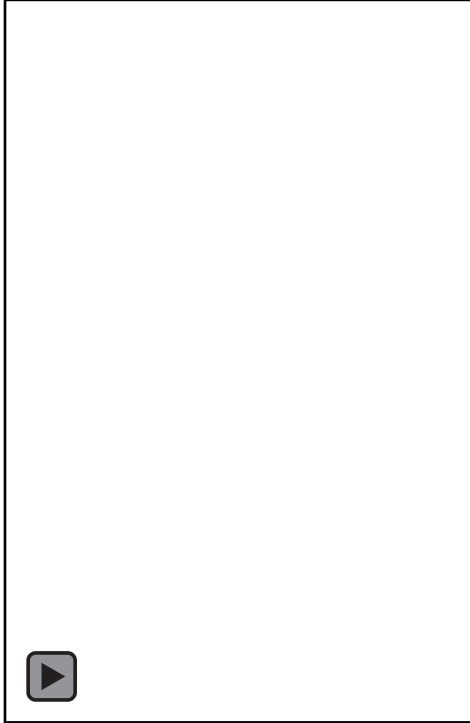
Continue  Going where you are
celebrated



NRF's Retail Economic Perspective

- **The challenge:** We have all this data.
- **The opportunity:** Leaders want interpretation.
- **The action:** Put the Chief Economist in front of the camera.

LinkedIn made sense.



Our approach



- 30 second teaser video
- “Hook” in the beginning (bottom line up front)
- Call to action

Most relevant ▾



Hussein Kader • 2nd

Retail Leader | Driving Customer Experience, Sales Growth & Digital ...

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This confirms what many operators are already feeling on the ground.

A K-shaped retail environment means demand hasn't disappeared — it has fragmented. Premium, experience-led, and brand-led propositions continue to grow, while value-dependent segments face sharper trade-offs and... more



Alison Easter • 2nd

Business Development Executive

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The data really underscores how uneven consumer strength has become, with top-line growth being driven by a relatively small share of high-income spenders while lower and middle tiers continue to feel pressure. Important context for anyone navigating retail strategy in 2026.



David Ham • 2nd

VP, Communications & Corporate Strategy | ACSI®-Powered CX, EX &...

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This is a great analysis of the spending change across income deciles and consistent with holiday retail findings published this week by the [American Customer Satisfaction Index \(ACSI®\)](#), showing the struggles retailers faced with lower income customers during the Black Friday to Cyber Monday shopping period. Those customers reported more concerns with... more



Retailers Race in a Stormy Holiday CX Environment | The American Customer Satisfaction Index
theacsi.org



Results

- Audience behavior shifted from awareness to engagement.
- Website traffic ↑
- Time on page ↑

AI helps with:

- ✓ Ideation
- ✓ Content repurposing
- ✓ Social copy drafting
- ✓ Research summarization
- ✓ Speed

AI hurts when it:

- ✗ Removes organizational voice
- ✗ Creates generic content
- ✗ Replaces subject matter expertise
- ✗ Creates trust concerns

AI Prompts to Steal

Platform Prioritization

Analyze the current social media landscape for an advocacy organization focused on [issue]. Rank Facebook, Instagram, LinkedIn, TikTok, X, YouTube, and Threads by potential impact over the next 12 months, explaining the opportunities, risks, and resource requirements for each.

Advocacy Campaign Optimizer

Review this campaign strategy and identify opportunities to improve reach, engagement, petition signatures, donations, event registrations, or other advocacy outcomes.

Trend Filter

List the most talked-about social media trends right now and classify each as "Act Now," "Monitor," or "Ignore" for our organization. Explain your reasoning.

Paid vs. Organic Analysis

Determine whether a piece of advocacy content should be distributed organically, through paid promotion, or both. Explain the decision criteria and expected outcomes.

Resource Allocation Model

We have a social media team of [X] people and a budget of [\$X]. Recommend how we should allocate time and resources across organic content, paid promotion, community management, creator partnerships, and experimentation.

Emerging Platform Evaluation

Create a framework for evaluating whether our organization should invest in a new social platform. Include audience fit, resource requirements, reach potential, advocacy value, and measurement criteria.

Before investing in any platform trend, ask:

1. Does this help us reach our audience?
2. Does this help us build trust?
3. Does this help us advance our mission?