

Social Media Playbook

How to launch all eighteen Connected Communities social cuts on Instagram and TikTok, and put them in front of the school, library and nonprofit leaders who decide.



Getting clicks from Instagram & TikTok with the Connected Communities social cuts

We have **eighteen** short vertical videos built for phones: three each for the Connected Communities program, **ConnectBackup**, **ConnectPrime**, connected **Tablets & Chromebooks**, **SmartSpot for Boys & Girls Clubs** and **SmartSpot for Public Libraries** (both on page 3). Each opens with a hook in its first second, works with the sound off, loops cleanly and ends on **"Request a quote · link in bio."** Below: how to launch them, reach decision makers with ads and creators, and tell what's working within 30 days.

1 The eighteen cuts (files and post copy: **SOCIAL-COPY.md**)

CONNECTED COMMUNITIES · SMARTSPOT HOTSPOTS & SMARTBUS



S1 · 0:19 · LIBRARIES

"You can check out... the internet"

A hotspot gets stamped CHECKED OUT. **Best for:** library staff. The most shareable; lead with it.



S2 · 0:19 · BROAD

"What does \$8.50 get you?"

A coffee, half a pizza... or a month of Wi-Fi for a student. **Best for:** prospecting all three audiences.



S3 · 0:17 · SCHOOLS

"The bus ride is study hall now."

SmartBus Wi-Fi from \$15/bus/month. **Best for:** superintendents and district tech. Strongest Aug–Sep.

CONNECTBACKUP · INTERNET BACKUP FROM \$17.99*/MONTH



B1 · 0:21 · SCHOOLS

"It's test day."

A storm takes the internet down; nobody misses a beat. **Best for:** district IT and testing coordinators.



B2 · 0:21 · LIBRARIES

"Pop quiz! How many noticed?"

The library internet drops... "Zero." **Best for:** library directors and library IT. Great comment bait.



B3 · 0:26 · BROAD

"When the internet goes down..."

The town un-draws, then redraws in lime. **Best for:** the ConnectBackup launch post; sound on.

CONNECTPRIME · FIXED WIRELESS INTERNET FROM \$15*/MONTH



P1 · 0:23 · SCHOOLS

"New building opens Monday."

Fiber is months away; ConnectPrime is online on day one. **Best for:** facilities leads and district IT opening new sites.



P2 · 0:23 · ATHLETICS

"Friday night lights!"

Tickets, livestream, concessions: the whole stadium connected. **Best for:** athletic directors. Post Thu/Fri in season.



P3 · 0:26 · BROAD

"Still waiting on fiber?"

Install dates slip... then everything pops up, online instantly. **Best for:** the ConnectPrime launch post; sound on.

TABLETS & CHROMEBOOKS · CONNECTED DEVICES FROM \$9.99*/DEVICE/MONTH



T1 · 0:25 · SCHOOLS

"Phones away during school?"

Internet built in, CIPA-filtered. **Best for:** superintendents and principals going phone-free.



T2 · 0:28 · BROAD

"Where's the Wi-Fi?"

Trick question: it's built right in. **Best for:** the Tablets & Chromebooks launch post; sound on.



T3 · 0:27 · IT & OPS

"Ready to hand out"

Concierge preps every device; Sentinel manages them all. **Best for:** district tech and program directors.

2 Week-1 setup (one-time)

- 1. Instagram:** create a professional (Business) account. Link it to Kajeet's Facebook Page in **Meta Business Suite**, so one inbox and one Ads Manager cover Instagram and Facebook.
- 2. TikTok:** create a **Business account** and a **TikTok Ads Manager** account. Use the same handle on both platforms.
- 3. Bio link:** point it to kajeet.com/connected-communities, tagged so quote requests show in analytics (use [tiktok](#) on TikTok):
[?utm_source=instagram&utm_medium=social&utm_campaign=cc_social](https://kajeet.com/connected-communities?utm_source=instagram&utm_medium=social&utm_campaign=cc_social)
- 4. Tracking (web team):** add the **Meta Pixel + Conversions API** and **TikTok Pixel** to kajeet.com with a "quote request" event, or we can't retarget or measure.
- 5. Profile:** use the Kajeet logo as the avatar. Bio: *"Affordable mobile Wi-Fi for schools, libraries & nonprofits. Unlimited data from \$8.50/device/mo."*

3 Posting organically: the house rules

- **Upload natively** (never as a link). Use frame 1 as the cover, since every cut opens on its hook.
- **Rhythm:** 2–3 posts a week. Alternate the sets (S1, B3, P3, T2, G1, L1, S2, B1, P1, T1, G2, L2, S3, B2, P2, T3, G3, L3), then re-post the best with a new caption every 2–3 weeks. Cross-post Reels to Facebook.
- **When:** test weekday afternoons and evenings (educators scroll after school, 3–6 pm local); check Insights after 2 weeks.
- **The first hour matters most:** ask employees, sales and friendly customers to watch to the end, comment and share.
- **Pin a question** as the first comment ("What's the oddest thing your library lends? 📖"); reply within the hour and DM prospects the link.
- **Hashtags:** 4–6, not 30: community tags (#LibraryTok, #EdTech, #K12) plus a product tag (#ConnectBackup, #SmartSpot...) and #Kajeet.

4 TikTok: lead with organic posts, then boost what works

- **Join existing communities:** librarians and teachers are among TikTok's most active creators (#LibraryTok, #TeacherTok, #EdTech); S1, B2 and the whole L set fit #LibraryTok.
- **Spark Ads** run a real post (ours or a creator's) as an ad, keeping its likes and comments. Boost only proven posts.
- **Targeting** is by interests and behavior (e.g. Education), not job title: use TikTok to reach staff and influencers who carry the story up, then retarget them.
- **Tone:** human beats polished. Answer comments with short video replies; use only commercially licensed sounds.

5 Put the cuts in decision makers' feeds with Meta ads (Instagram and Facebook)

Meta has cut back job-title, employer and industry targeting, and treats what remains as a *suggestion* (Advantage+ audience). The reliable B2B levers are **our own lists**, **our website visitors** and **people who watched our videos**. Build three layers:

LAYER	WHO	SETUP
A · Lookalikes	Upload a customer list of K-12, library and nonprofit customers and open prospects from the CRM (only contacts our privacy policy allows; Meta hashes it), then build a 1–3% US Lookalike .	Objective: Engagement → ThruPlay (video views) or Traffic. Placements: Reels and Stories (9:16). Run each cut as its own ad; keep the two sets in separate campaigns.
B · Suggestions	Job titles: Library Director, Librarian, Superintendent, Principal, Director of Technology, Executive Director, Program Director. Interests: American Library Association, ISTE, Education technology, Nonprofit organization, Digital divide. ConnectBackup/ConnectPrime/Tablets add: IT Director, Network Administrator, CoSN; for P2, Athletic Director.	Same objective as A, as a second ad set, so we can compare the audiences. Job titles are self-reported, so judge them by results, not by reach.
C · Retarget	People who watched 50% or more of any cut , engaged with the Instagram or Facebook account, or visited the Connected Communities page in the last 30–60 days.	Objective: Leads . Use an Instant Form titled "Request a quote" (name, work email, organization type, number of devices), or traffic to the page. Exclude current customers.

Suggested 30-day pilot: \$1,500–3,000 total, about 70% on layers A and B and 30% on C once C has 1,000+ people. Leave each ad set alone for 5–7 days before judging it, then move budget to the winning cut and audience.

6 Creators: borrow trust from people buyers already follow

- **Find 5–10 micro-creators** (≈5k–100k followers) who are working librarians, teachers, district tech coordinators or nonprofit leaders, via **TikTok One**, **Instagram's creator marketplace** or the hashtags above.
- **Brief, don't script:** "Show what hotspot lending (or staying online in an outage) looks like." Ask sales about demo gear for filming; share only our facts.
- **Disclose every paid post** with the Paid partnership label or #ad, as the FTC requires.
- **Amplify the best:** Instagram **Partnership ads** and TikTok **Spark Ads** run the creator's post from their own handle, which usually beats brand ads.

7 The Boys & Girls Clubs set: SmartSpot hotspot lending from \$9.99*/month



G1 · 0:23 · CLUB LEADERS

“Closing time at the Club...”

The Club's Wi-Fi goes home with every kid; the starburst lands on the beat drop. **Best for:** the Club launch post; sound on.



G2 · 0:20 · STAFF & PARENTS

“Is the internet safe at home?”

Safe sites swish; the bad stuff is BLOCKED (CIPA-compliant filtering). **Best for:** Club staff, parents and board members.



G3 · 0:24 · DIRECTORS & OPS

“Starting a hotspot lending program?”

Concierge sets it all up before it ships; Sentinel tracks every device. **Best for:** executive directors and operations leads.

- **Before posting:** confirm with BGCA that the co-branded use of their logo is approved; tag local Clubs only with their OK.
- **Audience:** Club executive directors (CEOs / Chief Professional Officers), unit directors, program and operations leads, and board members.
- **Meta layer B adds:** job titles Executive Director, Unit Director, Program Director; interests Boys & Girls Clubs of America, Youth development, After-school programs. Upload Club contacts to layer A.
- **Timing:** back-to-school (Aug–Sep) and ahead of summer programs; post after Club hours (6–9 pm).
- **Hashtags:** #BoysAndGirlsClubs, #YouthDevelopment, #HotspotLending, #DigitalEquity, #Kajeet.

8 The Public Libraries set: SmartSpot hotspot lending from \$9.99*/month



L1 · 0:23 · LIBRARY STAFF

“Shhh... it's sleeping.”

A returned hotspot naps on the shelf: suspended, 0 MB; overdue ones auto-suspend. **Best for:** the library launch post. Charming and shareable.



L2 · 0:25 · DIRECTORS & BOARDS

“Lend the internet... safely?”

“Yes!” Arrives activated, with built-in CIPA-compliant filtering. **Best for:** library directors, trustees and IT.



L3 · 0:23 · CIRCULATION

“How do you check out the internet?”

Sentinel Media Center: borrower, due date, filter group... done. **Best for:** circulation and outreach staff.

- **Audience:** public library directors, branch managers, circulation and outreach librarians, library IT, and trustees. Library staff share with each other, so organic posts travel.
- **Pair with:** S1 (“You can check out... the internet”) for the hook and B2 for library IT; L1 makes a strong first post for the set.
- **Meta layer B adds:** job titles Library Director, Branch Manager, Outreach Librarian, Circulation Supervisor; interests American Library Association, Public Library Association, Library of Things. Upload library contacts to layer A.
- **Timing:** ahead of summer reading and back-to-school; around budget season. Post weekday mornings.
- **Hashtags:** #LibraryTok, #Librarians, #HotspotLending, #PublicLibrary, #SmartSpot, #Kajeet.

9 What to measure (starting targets; reset them after week 2)

25%+

Hook rate: 3-second views ÷ impressions. Shows whether the first second stops the scroll.

15%+

Hold rate: ThruPlays ÷ impressions. Shows whether people stay for the price and the call to action.

0.8%+

Link CTR on retargeting ads (the bio link on organic posts).

Quotes

Quote requests by UTM source and lead form, plus cost per request. This is the number that matters.

10 The first 30 days

Week 1: launch

Accounts, pixels, UTMs. Post S1, B3, P3, T2, G1 and L1; employees seed engagement.

Week 2: test

Meta layers A + B with all eighteen cuts. Post S2, B1, P1, T1, G2 and L2. Contact 10 creators.

Week 3: focus

Budget to the winning cut and audience; start layer C with the lead form. Post G3 and L3.

Week 4: amplify

Creator posts go live; boost the best. Review cost per quote; plan month 2.

Set expectations: what these channels do for B2B

Decision makers rarely *search* Instagram or TikTok for vendors, but they and their staff scroll there daily. Use these channels to **get remembered**, then **retarget** the people who engage. A staffer forwarding a video up the chain is a win too.

Guardrails. Only the facts in the cuts: SmartSpot unlimited data from **\$8.50/device/mo**, SmartBus **from \$15/bus/mo**, ConnectBackup from **\$17.99/mo**, ConnectPrime from **\$15/mo**, connected Tablets & Chromebooks from **\$9.99/device/mo** for eligible organizations, SmartSpot for Boys & Girls Clubs from **\$9.99/mo**, and SmartSpot for public libraries from **\$9.99/mo**. Any ConnectBackup, ConnectPrime, Tablets & Chromebooks, Boys & Girls Clubs or library price needs ***Hardware not included.**; never claim unlimited data, speeds or install times for them, and no BGCA statistics or slogans. Keep devices generic (no brands or models); phone bans come from states and districts, not a federal law. No "limited time" language; route funding or eligibility questions to sales. Platform features change, so confirm options in each Ads Manager.