

Social media content

Social posts have to stop the scroll and still sound like the brand. I write social copy for banks, schools, and community organizations, from inspiring brand quotes and money tips for Citizens to superintendent updates and newsletter promotion for DeKalb County Schools.



Citizens Bank Instagram: brand quotes, tips, and community posts.



DeKalb County Schools: district news and superintendent messages.

What I wrote

- **Brand and campaign posts** for Instagram, Facebook, and X
- **Money tips and how-tos** that build trust
- **Community and employee stories**
- **Newsletter and event promotion**

"We're unstoppable, the running community ... we could do anything."

"10 ways to use your tax refund."

"I'm in 'the green' ... whenever I'm with you."