Madison Chastain

SOCIAL MEDIA + COMMUNICATIONS MANAGEMENT

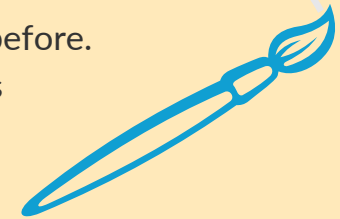
PORTFOLIO

Hi, I’m Madison

I’m a freelance writer, creator,
and non-profit communications specialist.

Consistent - The algorithm loves consistency! You don't need to be posting at the same time every single day to build a strong following, and you don't need 1 million followers to succeed. You just need your small-but-mighty community to know you're reliable.

Creative - Play with color. Tell that joke. Share a story you haven't told before. Thinking outside the box and showing why your community is unique is going to get you far.



Collaborative - The best content ideas come from collective brainstorming. Hearing more than one perspective makes all of us better.

Constructive - When I was growing up, my mom would pull me away from the family desktop with the phrase "***it's time to do something constructive***." I approach digital marketing with this same ethos: It's only healthy if you pair it with in-person, real life activity.

Community - People use social media to feel seen. Sharing stories that help others believe there's room for them at the table is what I'm all about.

WHAT I'M ABOUT

Catholic... if that's what you're into.

I am a lifelong, practicing, open-minded Catholic. I specialize in justice and inclusion-focused Catholic organizations.*

*If that's **not** you, but you still want to work with me, ***let's talk!***

the “C” you WON’T find? CORPORATE

If you’re looking to scale up, grow a viral following, and make a lot of money doing it... **I’m not for you.**

I focus on smaller nonprofit and religious organizations who know they need to be on social media in order to build community, attract younger audiences, and communicate their message consistently and effectively. **I’m not here for sales. I’m here for stories.**

If you want something **sustainable**, something that one day you might be able to **manage yourself**, something that reflects the **real-life people in your real-life community**:

I can’t wait to work with you!

I have **3** pre-built packages:

Refresh + Retain Package (Basic)

Do you have a social media page or two that you haven't used in a while? Are you confused by what a "Reel" is?

This package is for those who have gotten started, but who need a little help getting the content consistently styled and scheduled.

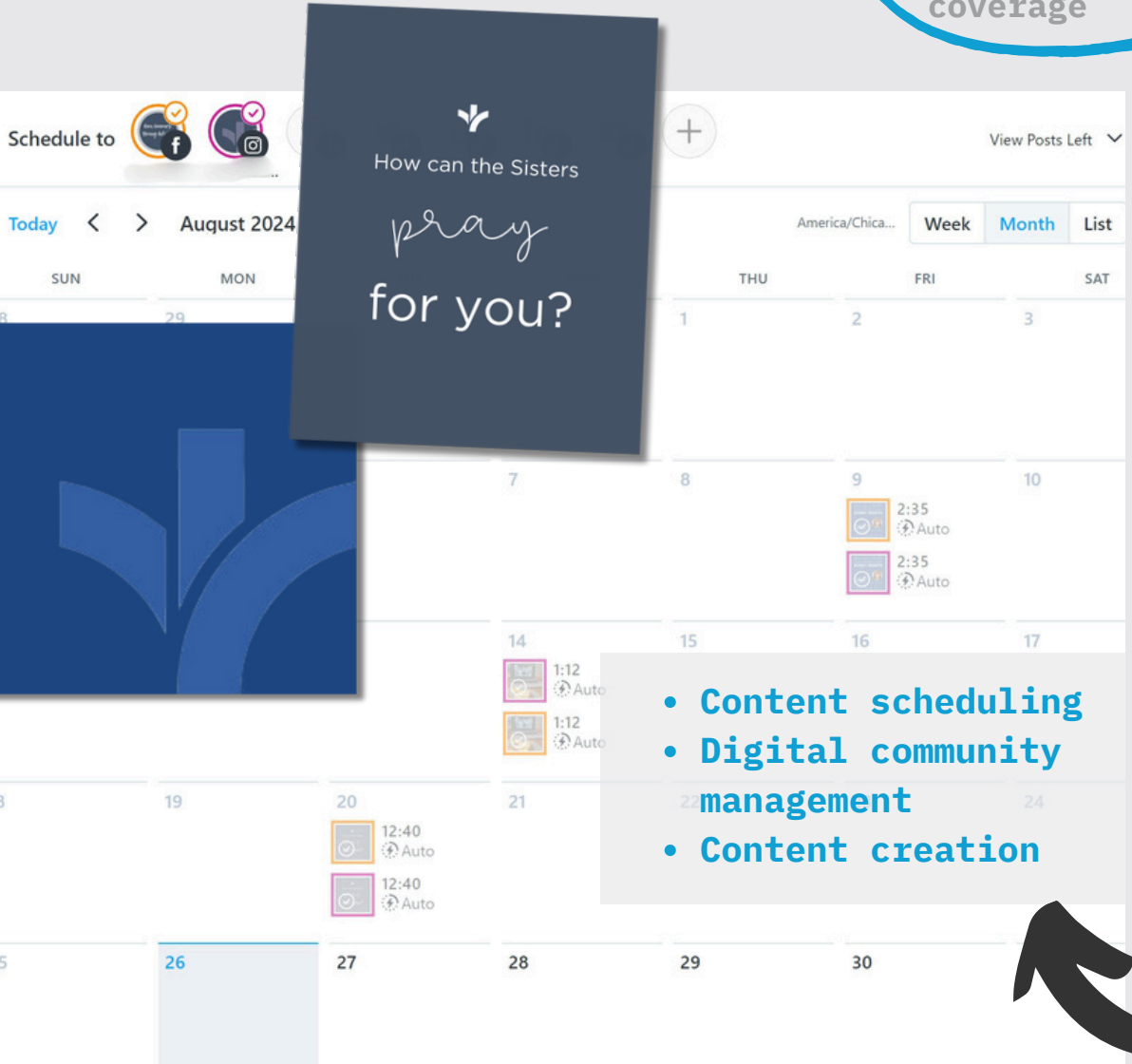
It includes:

- **Weekly content scheduling**
- **Monthly content plan** averaging **1-2 posts/week**, based on organization calendar and goals, with recommendations rooted in best practice and current trends: **Together we set the plan, you send the content, I get it posted!**
- Assistance with boosted posts and paid advertising as desired

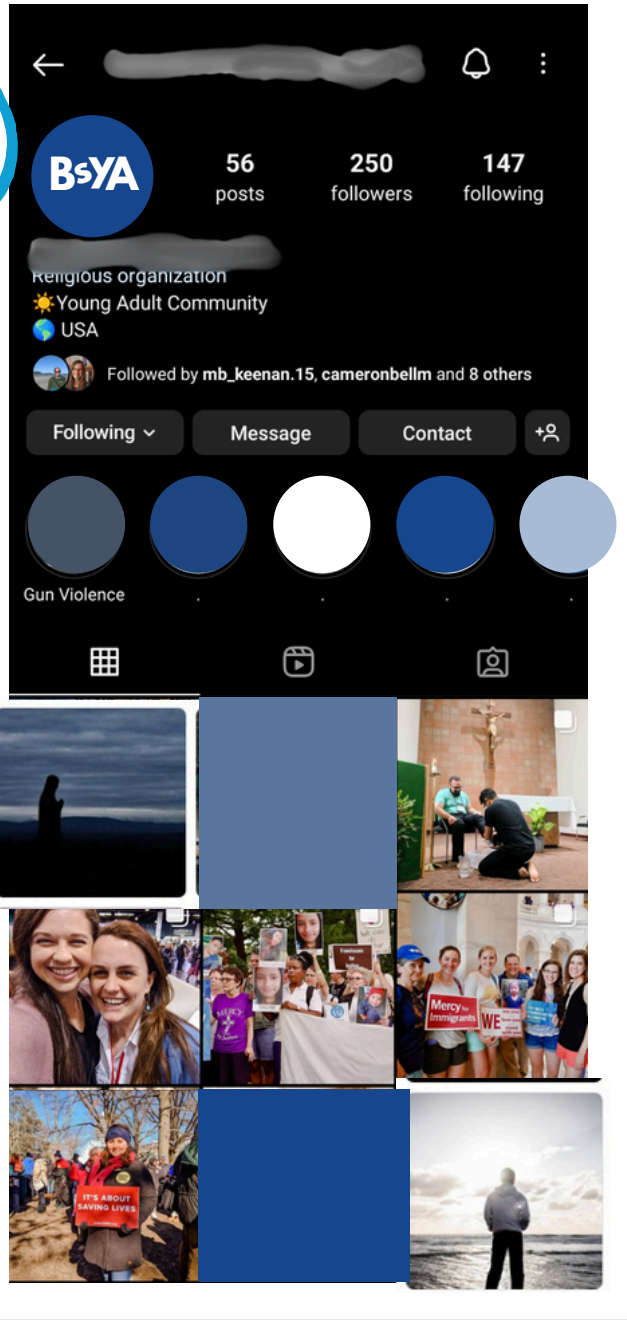
~~$1200~~ $1000/month

EXAMPLE:
BASIC PLAN

CUSTOM OPTIONS:
-Rebrand brainstorm
-In-person event coverage



- Content scheduling
- Digital community management
- Content creation



Jump-Start Package (Standard)

You know you need to be on social media, but you don't know where to start and your team just doesn't have the capacity. Let me do it for you!

This package is for small to medium-sized nonprofits, parishes, or other organizations that don't have a social media presence and want to get one started.

It includes:

- Everything from **the Basic plan**, plus...
- Building social media accounts on **Instagram and Facebook**
- **Content creation** and **at-event social media coverage** ***(travel costs not included)***
- Established email marketing platform to drive conversions and build community through **monthly newsletter**

~~**$2000**~~ **$1500/month**

EXAMPLE:
STANDARD PLAN

- Building social media accounts on Instagram and Facebook
- Content creation and at-event social media coverage
- Monthly newsletter

Complete Creative Package (Full-Service)

This package is for you if the “Jump Start” sounded right, but you are still working on getting your brand fully developed and you anticipate wanting more storytelling capabilities.

It includes:

- Everything from the **Standard plan**, plus...
- Additional social media pages on **Pinterest or LinkedIn**
- **3-5 social posts** per week
- Brand and **style guide development** that includes logo, font, color, and keywords
- Coordination with graphic design, photo, and video **vendors** to develop multimedia content and cover larger-scale events
- A custom-designed bi-annual **e-zine** to accompany your newsletter

~~$4000~~ **$3250/month**

EXAMPLE:
FULL-SERVICE PLAN

- Social media management
- Content creation
- In-person event coverage
- Monthly Newsletter
- Ad management
- Print material design

CUSTOM OPTION:
-Podcast management

Packages do NOT include:

- Cost of boosted or paid ads
- Cost of social media calendaring software
- Cost of outside graphic design, photo, or video vendors
- Cost of newsletter platform subscription
- Travel costs for at-event social media coverage
- Additional platforms not listed in the packages *(those can be added on!)*

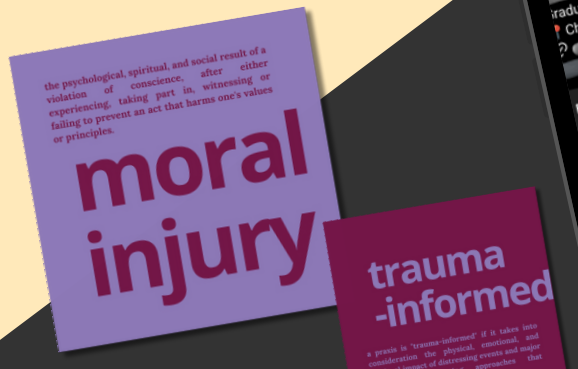
Custom options are always available!

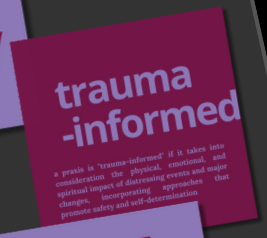
- Social media content creation
- E-zine design

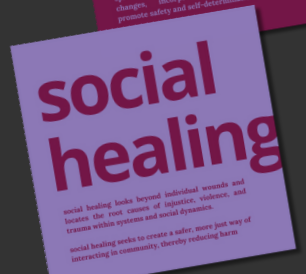
Custom Basic

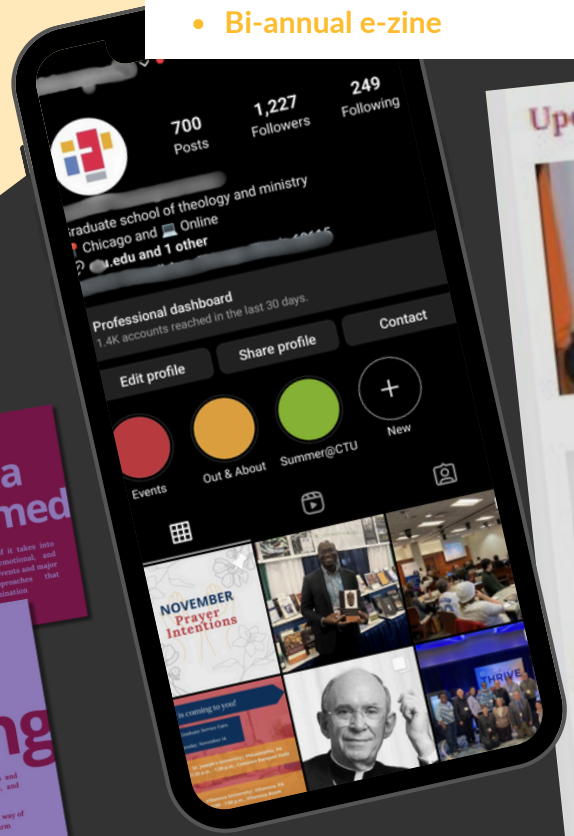
CUSTOM FULL-SERVICE

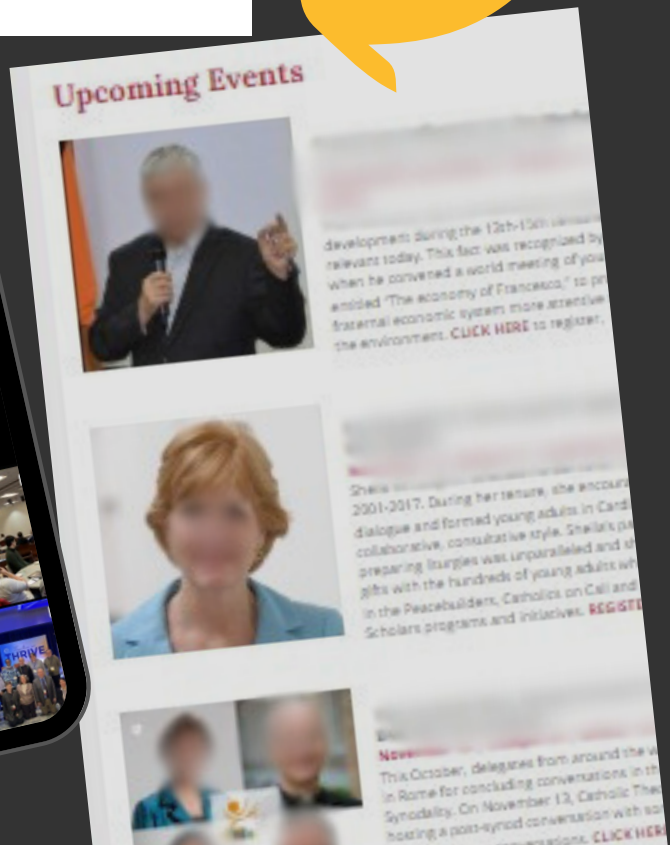
- Social media platform management
- Content creation
- In-person event coverage
- Newsletter management
- Ad management
- Bi-annual e-zine











Disclaimer:

aka “why I don’t use TikTok or Twitter”

Social media is an ever-evolving landscape. Every week, platforms roll out new rules and algorithmic priorities to keep up with each other and to fuel the doom-scroll addiction.

By working with me, you’re signing up to work with someone committed to staying up-to-date on best practices for Meta, Pinterest, LinkedIn, and more.

But I don’t mess with TikTok and I recommend against Twitter/X.

The lack of data security and sheer unpredictability of these platforms make them time-wasters for small organizations trying to build authentic community.
I don’t want to waste your time. Let’s focus on what we can control, together.

Ready to get started?

Send me an email!

HELLO@MADISONCHASTAIN.com