

## Social Media Session Notes

### I. Social Media Musts

- A. Need to post at least 4-5 times per week. Consistency is key.
- B. Need to reply to posts and messages. Thank for both good and bad reviews.
- C. You want to be present across all channels.
- D. You don't want to just be a billboard, you have to be social.
- E. Make your handle (@) as consistent as you can across all social media boards.
- F. Link your website to social media.
- G. Photos work best all around. Like the comments. People want to be validated.
  - 1. Set a balance with amount of people who are following you and the number you are following.
- H. If someone is tagged in a comment on one of your posts, follow those people.
- I. See what others in your industry are using for #. Tie in with those. Don't overwhelm with #.
- J. If someone posts an image you would like to use comment and ask! Then ask if they can email the photo so you get high quality.

### II. Scheduling Platforms

- A. These help if you can't give social media the attention it needs daily.
- B. Looks different on each platform, so hard to get it out exactly as you want.
- C. Preschedules posts across platforms, except Instagram.
  - 1. Must post on Instagram manually.

### III. Audience

- A. Different for each platform.
- B. Facebook is a bit slower to react and tends to be more conservative.
- C. Twitter is faster and more liberal.

### IV. Twitter

- A. Brevity is key.
- B. Use an image and a link.
- C. Respond to all tweets.
- D. Has better search features.

### V. Facebook

- A. Your post is viewed/pushed by algorithms that are always changing. Right now they prefer video.
  - 1. Google and Facebook don't interact well. So if you link to a YouTube video on Facebook, it won't do well.
  - 2. Facebook likes native uploading.
- B. Facebook Live is a great tool, but make sure you are doing something special. Don't just show off inventory. Use it if it makes sense.
  - 1. Film something engaging that people will want to see. Keep it short and produce it ahead of time.

### VI. Instagram

- A. You want genuine followers.
  - 1. Get followers by liking and following like businesses
- B. Use the explore tab (magnifying glass) this will show you people/businesses that are like ones you are already following.
- C. Branch out of Downtown.
  - 1. See who follows like businesses and comments on those. Follow those accounts.

#### VII. Events

- A. Advert manager is a great tool on Facebook. They ask you what you want to achieve.
- B. Create event on your page, even though it won't be as likely to be seen as sponsored ads.
  - 1. Boost your event post through the advert manager and target you geographic location.
  - 2. Every time someone clicks that they are "interested" their friends see the post and who their friend is interested.
- C. Change the ad when the date gets closer. Do a local awareness campaign and make sure to set the geographic area. It will be seen in feeds of people whose phone/device has them in the specific area.
- D. Great thing about advert manager is that it will show what your ad will look like across panels. This is very important to see. Want to make sure picture and text come across well.
  - 1. 98% of ads are seen on mobile devices. If it looks good for mobile, go with it!
- E. When you enter your budget you get an estimated reach. Which means how many people will be served with the ad.
  - 1. Start at \$25 then do \$50 next time and see if it makes a difference.
  - 2. Impressions are how many times the ad was served.
  - 3. Reach is how many people.

#### VIII. Movie Aps

- A. iMovie (simple editing tasks)
- B. FilmoraGo (adds effects, can easily create slideshows, allows direct sharing to social media)
- C. Screen Chomp (good for recording your movements / demonstrations)
- D. Clipper (quick, easy to use)