

INTRODUCTION TO SOCIAL MEDIA

Alli Thresher

Four Questions:

- Who uses social media for business/personal right now?
 - Who has a social account for your business?
 - What do you hope to get out of today?
 - How many people have a smartphone?
-

Goals:

- Introduce you to the major social media platforms
 - Give you the tools to be set up on at least two of them
 - giving priority to Facebook
 - Get you excited about using social media
 - Give you the tools to make this an easy, enjoyable, and everyday part of running your business
-

Agenda:

- Why You Need Social Media
 - Intro to the Major Social Media Platforms
 - Facebook Deep Dive
 - Content Calendar Tips
 - Q&A
-

WHY YOU NEED SOCIAL MEDIA

Agenda:

- It's everywhere
 - This is not the future, it's the present
 - Mobile phones and the 32 hour day
 - The 2017 human attention span
 - TV is dying
 - Advantages of social over traditional advertising
-

Meet Donors Where They Are

- 75% of the adult population in the US uses the internet.
 - 65% of the US population uses at least one social media site.
 - Facebook currently has **1.86 billion** monthly active users.
 - 1.23 billion log in daily
 - 1.74 billion of these users are mobile device users.
 - Average visit per session is 20 minutes
-

Meet Donors on Mobile

- Thanks to mobile phone usage, the average adult human can now multitask to the point of experiencing a **32 hour** day.
 - The average attention span is decreasing.
 - Our current attention span is ~ 8 seconds
-

Advantages of social media

- Develop person to person relationships in real-time
 - Create better service experiences that pivot to brand-ambassador relationships
 - Build trust and loyalty
 - In 15 minutes a day from your pocket at a fraction of the cost of traditional media buys.
-

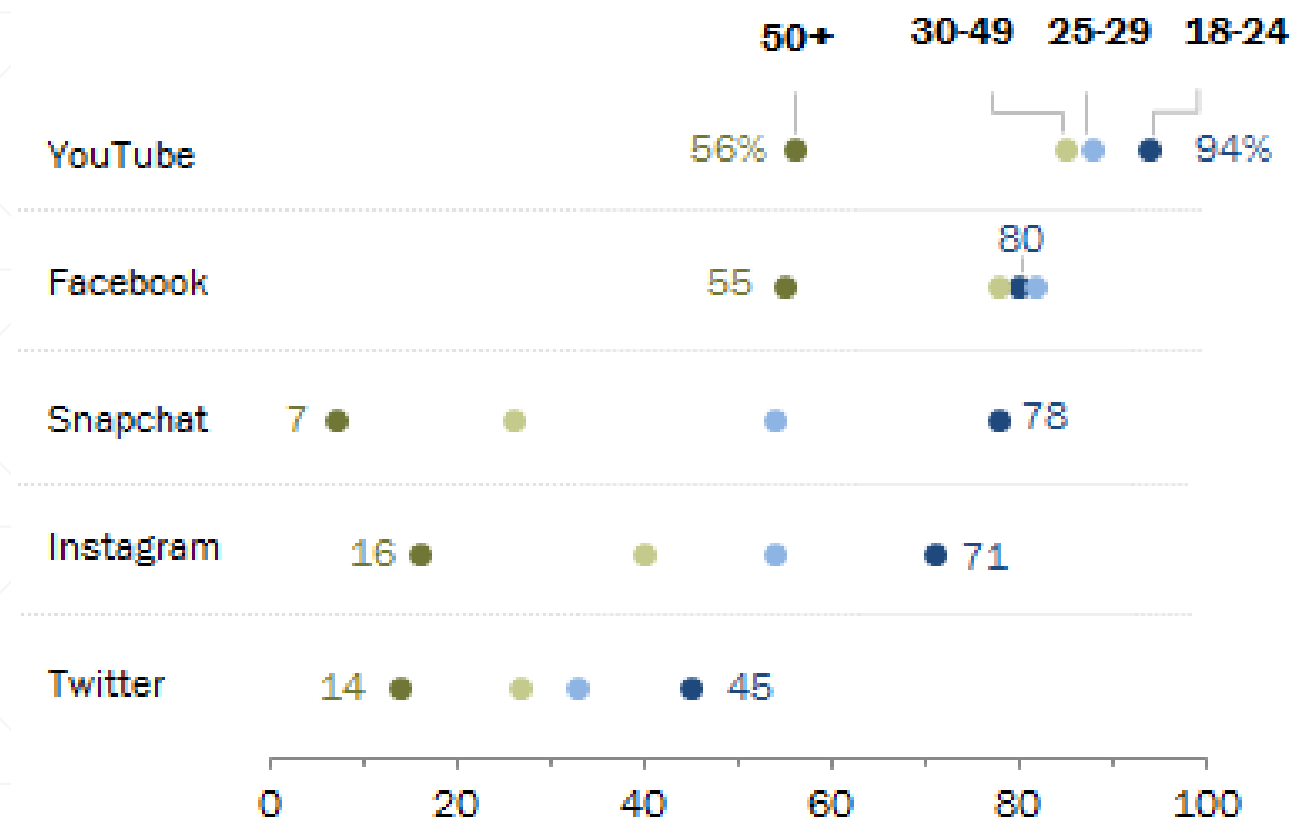
THE MAJOR PLATFORMS

Agenda:

- Intro to the major social media platforms:
 - Facebook
 - YouTube
 - Instagram
 - Twitter
 - Pinterest
-

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

Social Media Use By Age:

- 88% of 18- to 29-year-olds
- 78% of 30 to 49-year-olds
- 64% of 50 to 64-year-olds

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER



Facebook

- World's largest social media network
 - Connect with family, friends, peers
 - Post status updates
 - LIVE videos
 - Albums
 - Follow brands, celebrities, share interests
-

Instagram



- Free photo sharing app for your phone or mobile device
 - Snap a photo or a video clip, add a filter and share
 - Also have LIVE video capabilities
 - Instagram Stories feature
 - NEW: Slideshow function
 - Most engaged user base
 - Benchmark for Instagram is above 2%, other platforms are less than a percent
-

Instagram

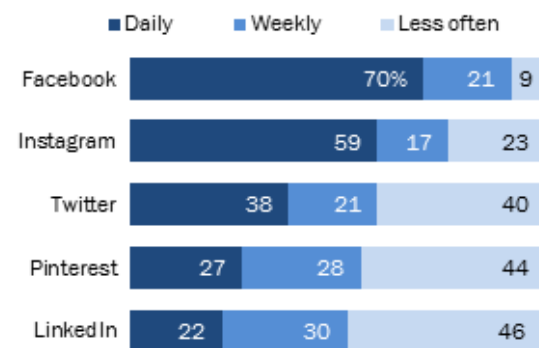


- Instagram users are more engaged
 - A 2015 study from Forrester Research found that Instagram users were **58 times** more likely to like, comment, or share a brand's post than Facebook users and **120 times** more likely than Twitter users
 - Instagram generally produces a 5% engagement rate per follower
 - That's 58 times more engagement per follower than on Facebook (Forbes, 2015)
 - Though the audience is smaller, you're getting more word of mouth and testimonial advertising.

Facebook and Instagram users highly engaged on daily basis

Facebook and Instagram users highly engaged on daily basis

Among the users of each respective site, the % who use that site with the following frequencies (e.g., 70% of Facebook users use the site on a daily basis)



Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Source: Pew Research Center, Mobile Messaging and Social Media 2015



Twitter

- What it is:
 - Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters.
 - Good for:
 - Quick news updates about the business
 - Joining real-time conversations
 - #
 - Making connections
 - Some customer service
 - If you're on Twitter, customers will expect it
-



Search Twitter



TWEETS
50.5K

FOLLOWING
19.7K

FOLLOWERS
893K

LIKES
13

LISTS
3

+ Follow

American Express ✓

@AmericanExpress

Follow Amex's Erica (^E) & Mona (^M) for insider news, access & more. See our Likes page for Card Member offers amex.co/faves

📍 Community Guidelines

🔗 amex.co/guidelines

📅 Joined May 2009

📧 Tweet to American Express

Tweets

Tweets & replies

Media



American Express Retweeted



The Breakers @TheBreakers · Mar 1

Tweet #AmexBreakersPB get \$100 back 1x on room chrgs totaling \$500+ @TheBreakers w/cnctd AmexCard Exp 6/30/17 Terms: amex.co/2mm0S1G



Dosa Factory @dosafactory · Feb 15

Don't bother cookin', we have Korma!
[#cambMA](#) [#centralsq](#) [#Harvard](#)



PHOTO: @ROADTRIP NEWENGLAND



1



2

Pinterest

- Personalized media platform
 - Users find inspiration, save ideas, organize their own interest boards
 - Brands use it to promote products, cross promote, reach influencers
-



Whole Foods Market

319,292 Followers 793 Following

www.wholefoodsmark...
Austin, TX / We started out with 1 store in Austin, TX. Today, we're the world's leader in natural & organic foods, with more than 400 stores in the U.S., U.K. & Canada!



Healthy Recipes & Tips
173 Pins

Boards Pins

Entertaining & Part...
56 Pins

Dinner Recipes
633 Pins

Cheese & Specialty...
60 Pins

Juice and Smoothi...
7 Pins

Vegan Recipes and...
47 Pins



Nordstrom

Seattle, WA www.nordstrom.com

We're a fashion specialty retailer pinning women's fashion & men's style. See our favorite dresses, handbags, shoes, cosmetics, jewelry, home decor & more.

69
Boards

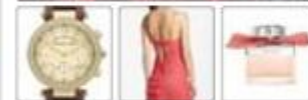
22,405
Pins

4,714
Likes

4,419,380
Followers

2,374
Following

Great Gifts



Follow

Top Pins: Nordstrom.com



Follow

Winter Fashion



Follow

Wanderlust



Follow

Shiny Things



Follow

Fitness & Fashion

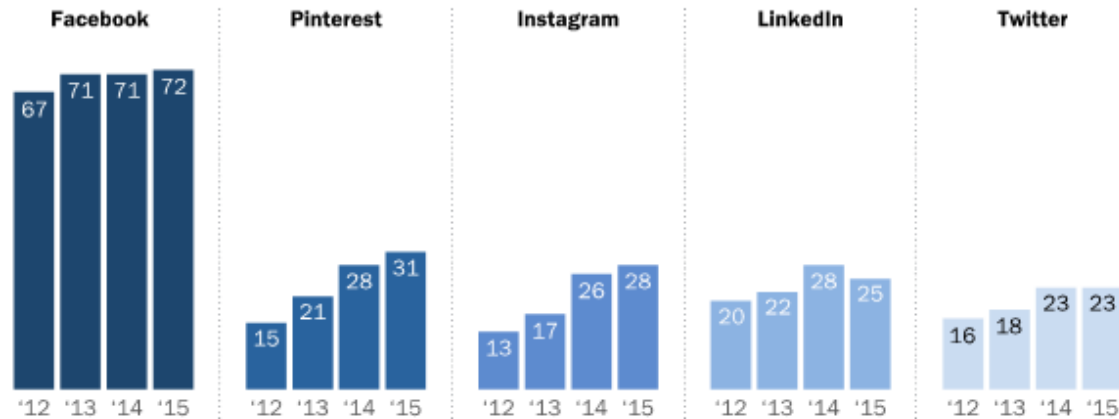


Follow

Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms is Slower

Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms is Slower

% of online adults who say they use the following social media platform, by year



Pew Research Center Survey, March 17-April 12, 2015.

PEW RESEARCH CENTER

Source: Pew Research Center, Mobile Messaging and Social Media 2015



- Video Sharing website
 - 2nd most popular social media platform after Facebook
 - used by nearly three-quarters of U.S. adults and 94% of 18- to 24-year-olds
-

Others:

- Vimeo
 - Twitch
 - What'sApp
 - Snapchat
 - LinkedIn
-



YOUR CONTENT

Agenda:

- Sources
 - Creation:
 - Videos
 - Photos
 - Announcements
 - Promotions
 - More
-

Sources

- You
- Your customers
 - User-generated content

User-generated content (UGC) is a great way to put your customers to work for you while deepening their relationship with your brand.

They feel involved

Noticed

More likely to refer friends



belleyogi
Toledo, Ohio

Follow

1,674 likes

7h

belleyogi Day #5 of #yogainopposition calls for my favorite wheel pose or #urdhavadhanurasana ::: I have a really flexible back so this one feels amazing to me. It is such a great way to open up the heart chakra ::: Wearing @lularoe & @aloyoga

PhotoBy: @marywyarphoto Check out what variation my co-hosts chose:

@happyhopeyyogi

@alavinephotog

@midmodyoga

Sponsors include:

@yogajayoga

@inspiredbystephanierose

@midmodmommy

@altaregoapparel

@mindoverlather @confuse

#yogachallenge #yogacom

#wheelpose #yogapose #a

#namaste #yoga #yogi #yo



Add a comment...



omgfoodblog

Following

28 likes

3w

omgfoodblog Snow day brunch. ☺ And if you wanna know just how much I love my bae, I was willing to share a @stoneandskilletboston English muffin with him. Their muffins are the best. It's that serious.

#foodphotography #foodblogger
#omgfood #brunch #snowday
#bostonblogger #yum #yummy #delicious
#foodporn #instayum #instaphoto #eggs
#homefries #breakfast



Add a comment...



Creating Content

Video is key:

- Video is THE MOST clicked on asset on social media
 - 74% of all internet traffic in 2017 is projected to come from video. (Syndacast)
 - Facebook has 8 billion average daily video views from 500 million users. (Techcrunch)
 - 100 million hours of video watched on FB each day. (Techcrunch)
-

Creating Content

- 1 minute of video equals roughly what you can express in 1.8 million words.

Creating Content

- Short attention spans
 - ~ 28% of words are read over 593 words
 - 49% of words are read on a page of 111 words. -- *Marketing Metrics*
-

- Show vs Tell

- Would you rather read 6 paragraphs or watch a video?

The Good News:

- You don't need a fancy-pants inhouse media team to create thumb-stopping content
 - Thanks to smart-phones, you can create amazing resources right on your very own phone.
 - Quick tips
 - Apps
-

There are THREE types of videos you can easily make on your phone:

- Photo slideshow
 - Clip montage
 - “Social video”
 - Something silly/fun
 - Super short
 - Like a Vine or GIF
-

Quick tips:

- Hold your phone horizontally
 - Design for no-sound
 - Use captions and text for interviews
 - Should still look cute/get the message across without sound
 - Keep it short
 - Look for good light
 - Use a tripod or stabilize your shots if possible
 - Use what's on your phone
 - Shoot a lot
 - You can't have too much
-

Apps:

- VidLab



- SlideLab



- Splice



- Ditty



- Magisto



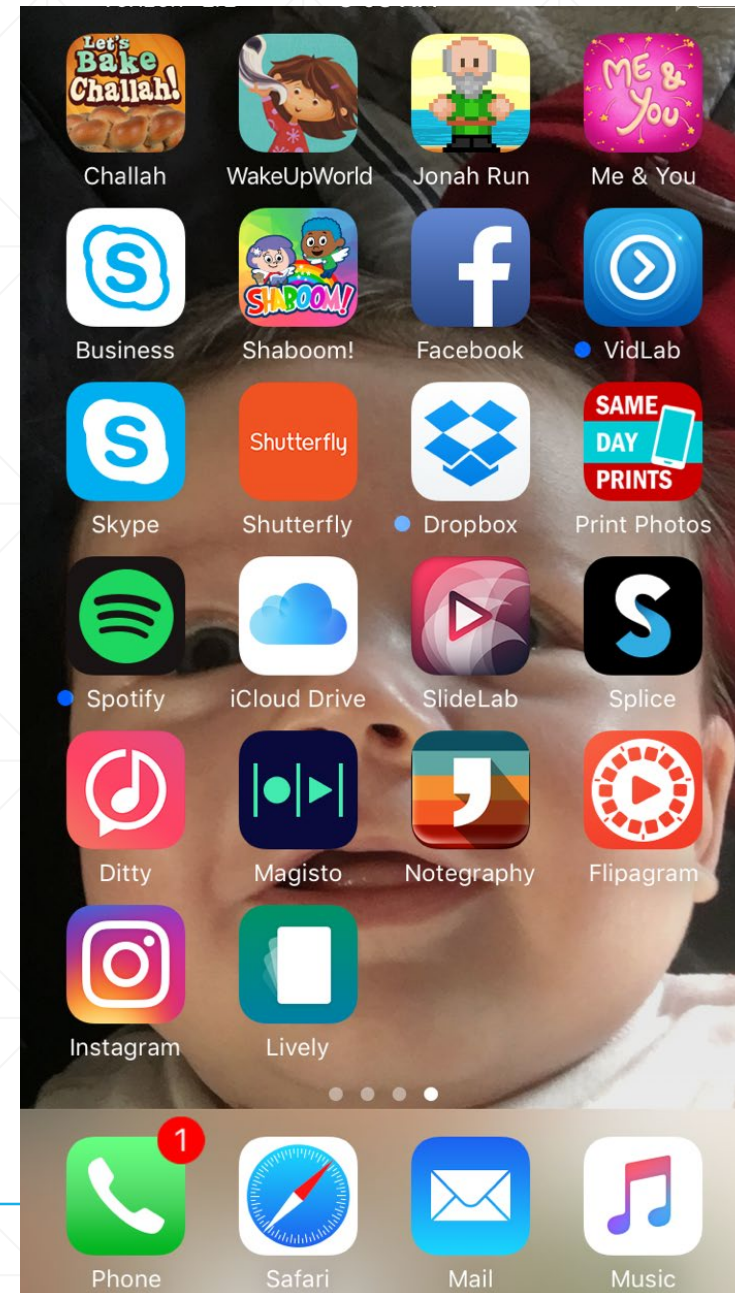
- Notegraphy



- Lively



- Flipagram





These are free stock photos - free doesn't mean you have to sacrifice quality.

The art of the hashtag: #goodbusiness

- What is a #hashtag?
 - Why should I use them?
 - Can help people discover your business
 - Get attention for your brand
 - Connect with customers locally
 - Look at what's popular in your area, work those into your posts
 - How often should I use them?
 - Facebook (sparing)
 - Twitter 1-2/post
 - Instagram GO CRAZY
 - Most successful posts have 5-7 hashtags
 - Use hashtags to help drive your content calendar:
 - #MondayMotivation
 - #MusicMonday
 - #WednesdayWisdom
 - #ThrowbackThursday #TBT
-

Content tips:

- Share different content per channel
 - Let content come first, then tailor it
 - It's ok to be accessible
 - Tasty
 - Mine content for deeper customer engagement
 - Reposts, retweets, shares
-

FACEBOOK DEEP DIVE

Vocabulary

- Profiles
 - Your personal profile
 - Interact with people, share messages, boost your page's content
 - Pages
 - The brand – your organization
 - Groups
 - Great for constant communication
 - Informal
 - Profile to profile
 - Person to person
-

You absolutely must have a Facebook page:

- Brand unity/trust
 - Pages are searchable
 - You may not be
 - Pages have a bigger reach
 - Important stats
 - 60% of consumers interact with a page before getting involved with a business or organization
 - 80% of consumers are more likely to purchase from a business if they find an authentic page associated with that business
 - 62% of consumers say Facebook is THE MOST IMPORTANT tool they use when researching organizations they want to support
 - Source: G/O Digital Study, June 2015
-

I Like You, You Like Me:

The algorithm is constantly changing. The fast and simplest rule is that it always favors profile to profile interaction.

- **Engagement:** actions people take on each post
 - Including seeing it (not just the impression), clicking, sharing, liking, etc...
 - We can all help boost engagement by liking, sharing, and reacting to each other's posts. This helps our organic reach as well.
 - Like posts from your profile and page
 - Like and share content from other pages as well
 - It's best to share directly versus copying/pasting – for you and the page where the content originated



Why Advertise on Facebook?

- You have to (pay to play)
 - It's easy
 - Cost effective
 - Big bang for the buck
 - Targeting specific audiences
 - Engagement
-

Boosted Posts vs Ads

- Boosted Posts
 - A post from your page that appears higher up in News Feeds
 - You can boost a post to people who already like your page, their friends, or to a targeted audience
 - Boost a post to ensure more people see that content
-

Boosted Posts vs Ads

- Ads
 - Targeted campaigns to meet specific goals
 - Page “likes”
 - Website clicks
 - Event RSVPs
-

What They Look Like

boosted post

Like Comment Share

Write a comment...

PJ Library
Sponsored ·

"In a world of quick texts, expiring snaps, and store emails that bog down your inbox, getting a book in the mail is most definitely a treat." Read one PJ Library mom's story via Boston Moms Blog



Bring on the Books :: Making Room for Reading

Ahh, fall. When thoughts turn to cooler temps, pumpkin spice, and back to school. Last month, my newsfeed started filling up with my friends' bright-eyed kiddos heading off to school, proudly displaying their "first day of" ...

BOSTON.CITYMOMSBLOG.COM

You, Lori Hoch Stiefel, Susan Frisch Lehrer and 23 others · 3 Shares

Like Comment Share

Cassandra S · Boston · 41 mins ·

Doesn't it seem like the weather is just what we need? ...

TRENDING


Back Bay MBTA Station
1.2K people talking about this

James Franco
14K people talking about this

Negan
220K people talking about this


See More

SPONSORED Create Ad



From \$17.99 at Amazon
amazon.com
CowCow Womens Halloween Horror Pumpkin Bats
Ghost Witch Eyeball... - \$17.99-\$19.99

SEE. GOOD. DAILY.



#SeeGoodDaily
lenscrafters.com
It's time to look at the world through happier and healthier eyes. LensCrafters can help.

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Write a comment...

Suggested Post **This is an ad**

VUZ
Sponsored ·

Like Page

You can control your dog's shedding with these stylish leotards!



WHILE IT CAN'T STOP SHEDDING COMPLETELY, THE OUTFITS DO HELP CONTROL IT.

1.3K · 1.6K Comments · 4.6K Shares · 662K Views

Like Comment Share

Tee Jay replied to a comment on this.


Melissa Rogers

14K people talking about this

Dr. Luke
4.8K people talking about this


See More

SPONSORED So is this Create Ad



\$33.88 at Amazon ★★★★★
amazon.com
Fisher-Price Sit-Me-Up Floor Seat, Girl - \$33.88

And this



Hyatt
hyatt.com
See the sights, see the savings! Save up to 10%, only on Hyatt.com.

English (US) · Español · Português (Brasil)



Campaign



Ad sets:

Audiences



Ads:
Copy, Creative





Snapwire

Internet/Software · 8,032 Likes · August 4 at 8:01am · 🌐



Profile

Get your perfect image from over 100,000 photographers- all Royalty Free.
For \$25 FREE use code FBSNAP at checkout.



Here's \$25 To Buy Photos

Get a photo you love- Promised.

SNAPWIRE | BY SNAPWIRE MEDIA

Shop Now

Comment

Share



Bates Motel on A&E

Yesterday at 10:11am · 🌐

Like Page

Spoil her this Mother's Day.





Care.com @CareDotCom · Apr 19

Join Today to Find Experienced Nannies, Babysitters & Mother's Helpers Near You!

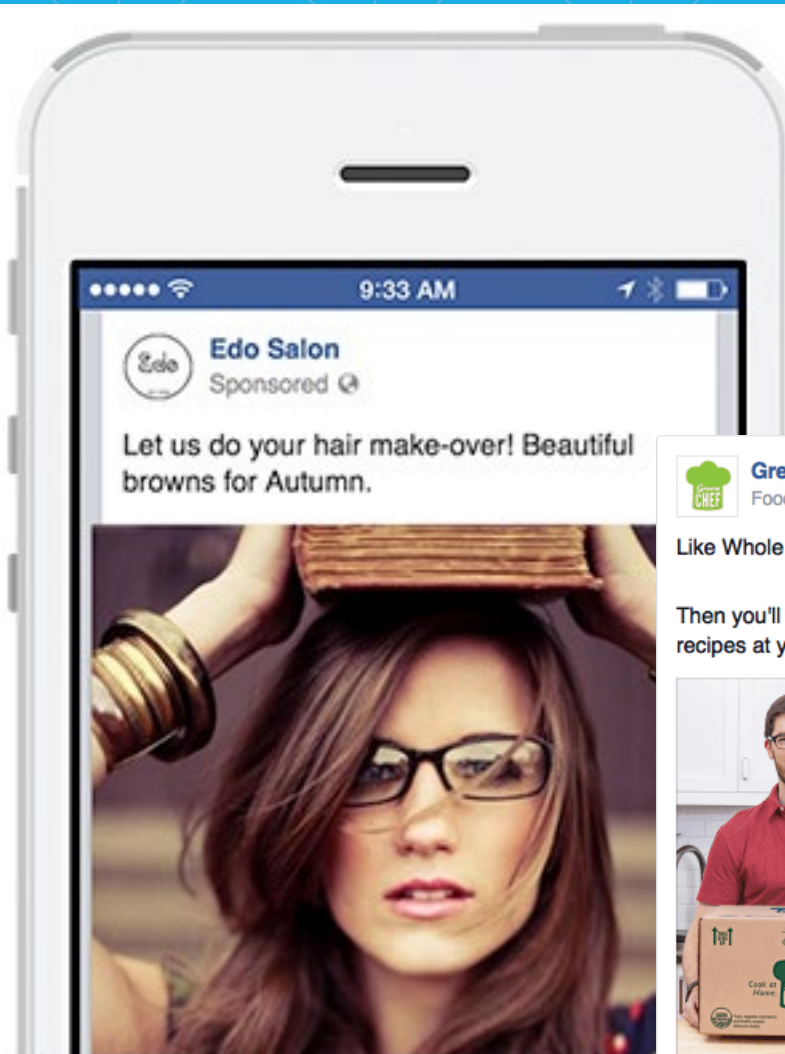


Peekaboo! Looking for Child Care?

care.com

40 114

Promoted



Green Chef

Food/Beverages · 71,256 Likes · September 28 at 4:05pm ·

Profile

Like Whole Foods?

Then you'll love Green Chef: premium, organic ingredients and chef-crafted recipes at your doorstep. Order 2 meals and we'll send you 4 for FREE.



Green Chef: Try 4 Organic Meals for FREE

Green Chef sends you fresh, premium organic ingredients and delicious recipes to help you prepare incredible meals at home.

COOK WITH US AT GREENCHEF.COM

Sign Up

94 Likes · 16 Comments · 26 Shares

Like

Comment

Share

What You Need:

- A Facebook page
 - Your email list or audience interests to target
 - You can import from MailChimp
 - Creative (photos or video)
 - Copy
-

- **Facebook Business Help page:**
<https://www.facebook.com/business/help>
 - **A very basic review of placing ads:**
<https://blog.hootsuite.com/how-to-advertise-on-facebook/>
 - **Case study (great for fundraising):**
<https://www.facebook.com/business/success/judicial-watch>
 - **All Facebook Business video tutorials:**
<https://www.youtube.com/playlist?list=PL1DCB23F4A6FB9619>
-

CONTENT CALENDAR TIPS

Do everything from your phone!



Pages



Ads

FACEBOOK APPS YOU NEED

Agenda:

- Social content calendar
 - Plan everything out
 - Use hashtags, events, holidays to help guide content if you're stuck
 - Schedule everything
 - Each platform has scheduling capabilities
 - Apps:
 - Hootsuite
 - Buffer
-

Invest upfront in a content calendar:

CurrentWeek_SocialMediaContentCalendar - Excel

FILE

HOME

INSERT

PAGE LAYOUT

FORMULAS

DATA

REVIEW

VIEW

OFFCAT

ACROBAT

Cut

Copy

Paste

Format Painter

Clipboard

Calibri

11

A

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Social Media Activities for: INSERT MONTH

Special days/holidays:

-  Blog Activity
-  Twitter Activity
-  Facebook Activity
-  LinkedIn Activity

NOTES FOR THE WEEK	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
INSERT ANNOUNCEMENTS OR FOCUS		1    Author: Topic:	2   	3    Author: Topic:	4   	5  
	7  	8    Author: Topic:	9   	10    Author: Topic:	11   	12  
	14  	15    Author: Topic:	16   	17    Author: Topic:	18   	19  

Free customizable template available from hubspot.com

Detailed calendar: event marketing

Everything is prescheduled - 1-2 FB posts/Day; 3 Twitter posts/Day					
Facebook (blue)					
Twitter (green)					
Instagram (purple)					
	Monday	Tuesday	Wednesday	Thursday	Friday
	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul
	Facebook: Don't forget to RSVP to our summer concert series! To learn more, visit: EVENT LINK Twitter: General Tweet (10am) Happy #MusicMonday! Enjoy this beautiful track from @guestartist: link (11am) Guess what? Our summer concert series is back! To learn more, visit: EVENT LINK (12:30pm) ARTIST PHOTO: Our concert series is back! We can't wait to sing with @ARTISTNAME. Click the link in our bio for details. #cityname #familyfun #citynameevents #jewishcityname	Facebook: "We love the summer concert series and look forward to it every year!" -- PJ Family EVENT LINK Twitter: General Tweet (9am) Happy #MusicMonday! Enjoy this beautiful track from @guestartist: link (11am) Don't miss out on our summer concert series:To learn more, visit: EVENT LINK (2:30pm) EVENT FLYER: We only have a limited number of tickets, get yours soon! Click the link in our bio for details. #cityname #familyfun #citynameevents #jewishcityname	Facebook: [PhotoAlbumShare] Check out scenes from last year's Summer Concert Series! RSVP here: EVENT LINK Twitter: We're so excited for event! #pjlibrary (10am) Check out photos from last year's summer concert series: [link to FB album](11am) Tickets are going fast for Event with @artistname: EVENT LINK (12:30pm) Repost from Artist Account: for details. #cityname #familyfun #citynameevents #jewishcityname	Facebook: This is it! Only two days until our big event. [LINK] Twitter: Don't miss out on our summer concert series:To learn more, visit: EVENT LINK (10am) Happy #ThrowbackThursday! [link to photos from last year] (11am) Our summer concert series returns this weekend: EVENT LINK (12:30pm) ARTIST PHOTO: Our concert series is back! We can't wait to sing with @ARTISTNAME. Click the link in our bio for details. #cityname #familyfun #citynameevents #jewishcityname	Facebook: Don't forget to RSVP to our summer concert series! To learn more, visit: EVENT LINK Twitter: TGIF! We can't wait to see everyone at the concert tomorrow! LINK Enjoy this beautiful track from @guestartist, our performer at EVENT : link (11am) Looking for family fun this weekend? EVENT LINK (12:30pm) EVENT FLYER: Our concert series kicks off tomorrow with @ARTISTNAME. Grab your tickets using the link in our bioClick the link in our bio for details. #cityname #familyfun #citynameevents #jewishcityname

If possible, you'd want to mix in other content on your account as well. (Reposts/Retweets, sharing articles, etc...)

Q&A

Alli at [hgf dot org](mailto:hgf@hgf.org)

