

BASIC BASIC: SOCIAL MEDIA



TODAY'S SCHEDULE

Cornwall 365: Skills Sessions 2018

10.00 to 10.30

Introductions

10.30 to 12.00

Review of current social media landscape

Examples of how other businesses are using social media

Learning the lingo: hashtags, tagging etc.

User profiling and understanding your social media aims

Choosing the right platform for your audience

12.00 to 13.00

Lunch

13.00 to 14.00

Brand values, brand guidelines and tone of voice

Content calendar and scheduling content

Digital Imagery and dimensions

TODAY'S SCHEDULE CONTINUED

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14.00 to 15.30

WORKSHOP

Setting up your social media accounts

Uploading a profile picture and heading

Adding your bio and contact details

Publishing your first posts

Planning content for the months ahead

15.30 to 16.00

Growing your following

Brand associations

Advertising options

Feedback forms

INTRODUCTIONS:



WHAT IS SOCIAL MEDIA?



WORKSHOP:

**Why does your business exist?
What service are you offering?**

WORKSHOP:

**Why does your business exist?
What service are you offering?**

Sum this up in 2 sentences

GLOBAL DIGITAL SNAPSHOT

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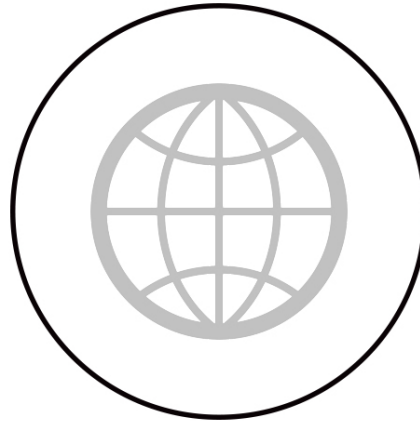
Total Population



7.524
Billion

Urbanisation: 54%

Internet Users



3.819
Billion

Penetration: 51%

Active Social Media Users



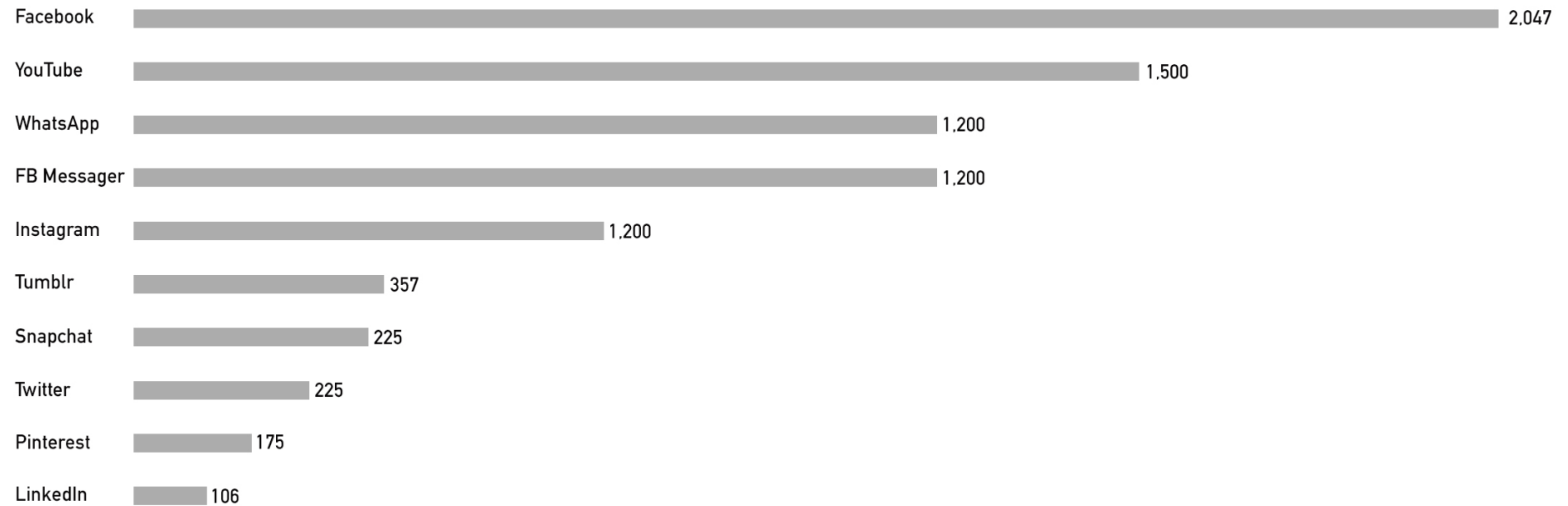
3.028
Billion

Penetration: 40%

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

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Based on the most recently published monthly active user accounts for each platform, in millions



Source: Global Digital Statshot from We Are Social and Hootsuite, August 2017

- Leading social network worldwide
- 25 to 34 year olds
- Over 55s are the second biggest demographic in 2018**
- 5.2 million women and 5.5 million are men in UK*
- Messenger - automated responses and message bots
- Facebook adverts
- Reports and analytics
- Post scheduling
- Variety of Facebook content
- Good for setting up and promoting events



- Video-sharing platform
- 300 hours of video uploaded every minute on YouTube
- 5 billion videos watched every day
- 100% of the top 100 global brands run advertising
- Reaches more 18 to 49 year olds than any broadcast or cable network combined**
- YouTube is good for SEO and Google search ranking
- Videos can be optimised using keywords, phrases and tags
- Viewers subscribe to your channel, and can like, share or comment on your videos



- Sharing beautiful photos, visual assets and videos
- 59% of users are 18-29 year olds, with 26% men and 38% women
- 80% of users follow at least one business on Instagram
- 30% of users purchasing a product they first discovered on the platform
- Excellent analytics
- Up to 25% of Instagram ads are video, and can be up to 60 seconds long
- Hashtag strategy increases engagement by 12.6%
- Instagram stories currently have over 250 million active daily users
- Posts with a location tag get 79% more engagement



- 280 characters of content
- 36% of 18-29 year olds and 23% of 30-49 year olds
- 25% of online women and 24% of online men
- Reaching out to people directly
- Hashtag strategy enables businesses to join in on industry conversation
- Twitter's algorithm rewards users that tweet regularly and get engagement with others
- It is growing more popular as the top option for social customer service



- A visual network or online pinboard
- Good for craft, cookery, weddings, interiors, graphic design, fashion and art businesses
- 81% women and 40 being the median age
- 87% of active Pinnerers have reported to make a purchase because of Pinterest
- With a business account you can create 'Promoted Pins' and have access to user analytics
- 'Rich Pins' allow you to add more information - product, recipe, app, article etc.



- Largest social network for professionals
- Endorse skills, search and apply for jobs and share content on their feeds
- 57% of users are male and 44% are female
- 41% of millionaires use the platform
- 79% of B2B marketers view LinkedIn as an effective source for generating leads
- 39 million students and recent graduates are on LinkedIn, with 13% of millennials (15-34 year olds)
- Business pages
- Long-form content

SOCIAL MEDIA CASE STUDIES







USER PROFILES

- Where do they live?
- What gender are they?
- What level of education have they achieved?
- What is their income?
- What is their marital status?
- Do they have kids?
- What are their passions and interests?
- What are their dreams and goals?
- Are they politically conservative or liberal?
- What are their personality characteristics?
- What motivates them to share with others?
- Define the value they get from your organisation
- Give them a face and a name

WHAT SOCIAL MEDIA CHANNELS SHOULD YOUR BUSINESS USE?



BASIC BASIC: SOCIAL MEDIA



WHAT DO YOU STAND FOR?





WORKSHOP:

Goals and Principles
Voice and Tone
Aims and Objectives



WORKSHOP:

- Find 6 companies that you would consider competitors
- Look at their website, social media channels etc.
- List the things they are doing well and the things they could do better
- How does your product / service compare?
- Where is your niche in the market?
- What is your USP (Unique Selling Point)?

SOCIAL MEDIA IDEAS

SOCIAL MEDIA IDEAS

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- News and updates about your business
 - Publicising events / new products / services
 - Commentary on industry news or trending topics
 - Behind the scenes photos of your team at work
 - National Days or seasonal activities
 - Curated content from relevant sources
 - Statistics or data from your industry
 - Linking through to blog posts and driving traffic to your website
 - Reviews, testimonials, photos from followers
 - Take a trip down memory lane - #throwbackthursday to old projects
 - Hold a giveaway or competition
 - Profile an employee or top customer
-

TYPES OF CONTENT

- Photographs
 - Videos
 - Links to blog posts, articles etc.
 - Graphics e.g. invitations, posters, inspirational quotes
 - Infographics / stats
 - GIFs
 - Follower generated content
 - Live streams e.g. Facebook Live
 - Client testimonials
-

1.5 HOUR WORKSHOP



- SET UP FIRST ACCOUNTS
 - WRITE YOUR FIRST POSTS
 - CONTENT CALENDAR
 - COMPETITOR ANALYSIS
 - FOLLOWER OUTREACH
 - SOCIAL MEDIA GOALS
 - USER PROFILES
 - PLAN A CAMPAIGN
-

FINAL THOUGHTS

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PROSINEC | DECEMBER | DECEMBER | DEZEMBER

Středa
Wednesday

20

Dagmar, Dag

Středa
Mittwoch
Dagmar

Čtvrtek
Thursday

Zimní slunovrat, první zimní den
Natalie, Noel

21

51. TÝDEN | TÝŽDEŇ | WEEK | WOCH

Štvrtok
Donnerstag

Zimný slunovrat, prvý zimný deň
Bohdan

- Put targets in place
- Assign time in your diary
- Schedule social to save time
- Champion other people
- Think about budget
- Collaborate with others
- Do regular reports

PROSINEC
DECEMBER

LEDEN
JANUÁR

Týd | Týž | 1 2 3 4 5
8 15 22 29

KEEP IN TOUCH...

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