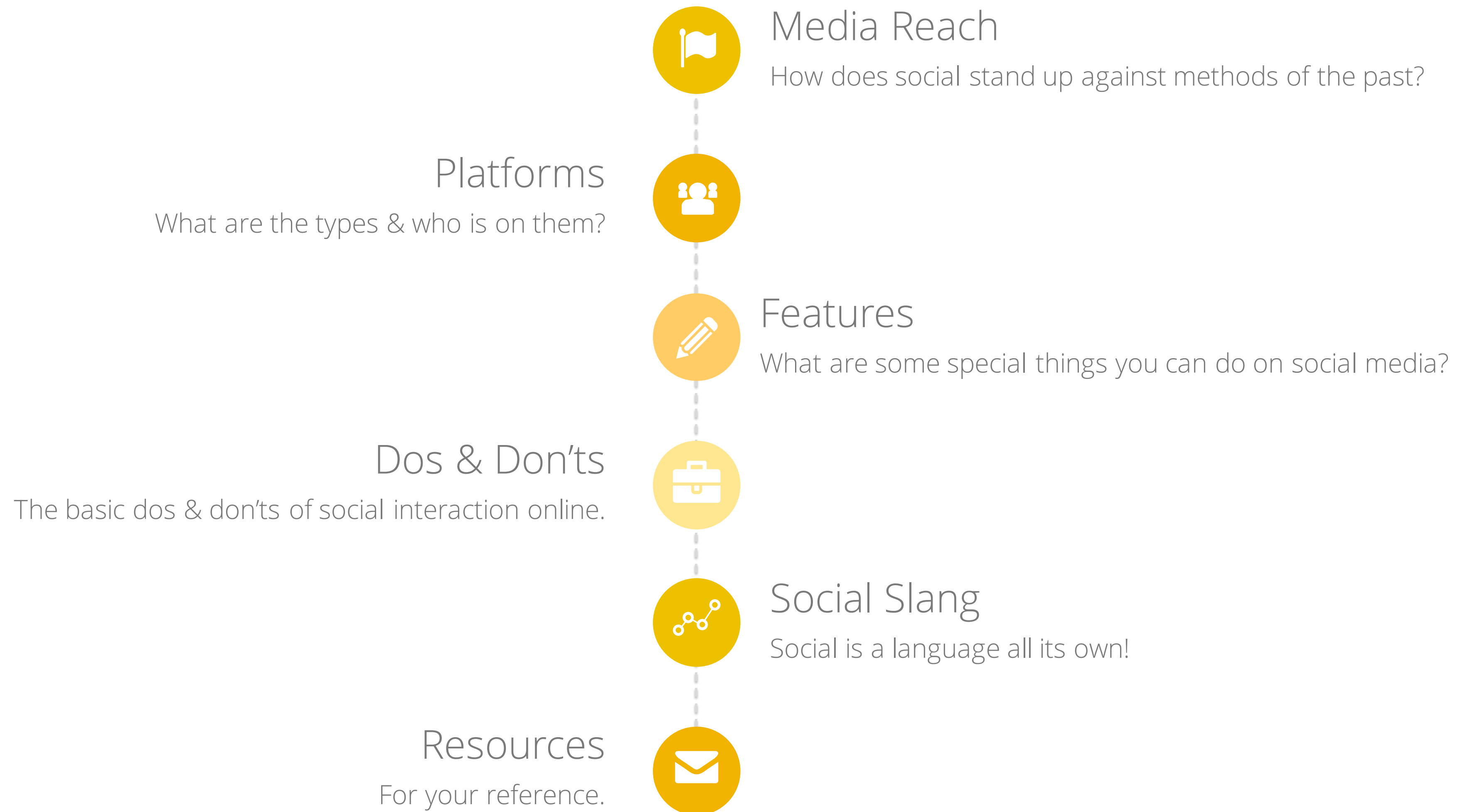


Social Media Tips & Tricks: Part 1

Presented by: Thrive Creative Group

The Basics



Years to reach 50 million users...

Radio – 38 years

Years to reach 50 million users...

TV – 13 years



Years to reach 50 million users...

Internet – 4 years

Years to reach 50 million users...



iPod – 3 years

Years to reach 200 million users...



Less than – 1 year

Social Media Platforms



Let's Break It Down

Twitter

I am eating a #Donut.

Facebook

I like donuts.

Instagram

Here is a vintage photo of my donut.

YouTube

Watch me eat my donut.

Pinterest

Here are my favorite donut recipes.

LinkedIn

My skills include eating donuts.

G+

I want Google to acknowledge my donut.



Facebook is by far the “King”



Facebook



- By far the biggest player “the king” in the social media world.
- (1.3+ BILLION Users)
- Wide age demographic: 25-54
- Users can choose what they look at & what they share.
- Facebook is all about building relationships with others. (Brand Loyalty)
- To interact: “React”, Comment, Share, Hashtags, Tagging etc.



Like



Love



Haha



Yay



Wow



Sad



Angry

Twitter



- Twitter is an ongoing conversation. It is more “in the moment” than Facebook.
- Age range: 18-29
- Over 6,000 tweets are posted every minute!
- Short & sweet is best: 140 Character Limit
- To interact: Tweet, Retweet, Hashtags, great for sharing links to outside sources

Instagram



- Ideal for customers compelled by visuals.
- Age range: 18-29
- Focuses primarily on photos, but recently incorporated short videos.
- Great for lead generation!
- 200 Million active users = the largest image driven community on the net.
- To Interact: Brands can excel here by utilizing hashtag strategies.
- Users can also comment & tag other users in posts.

Google+



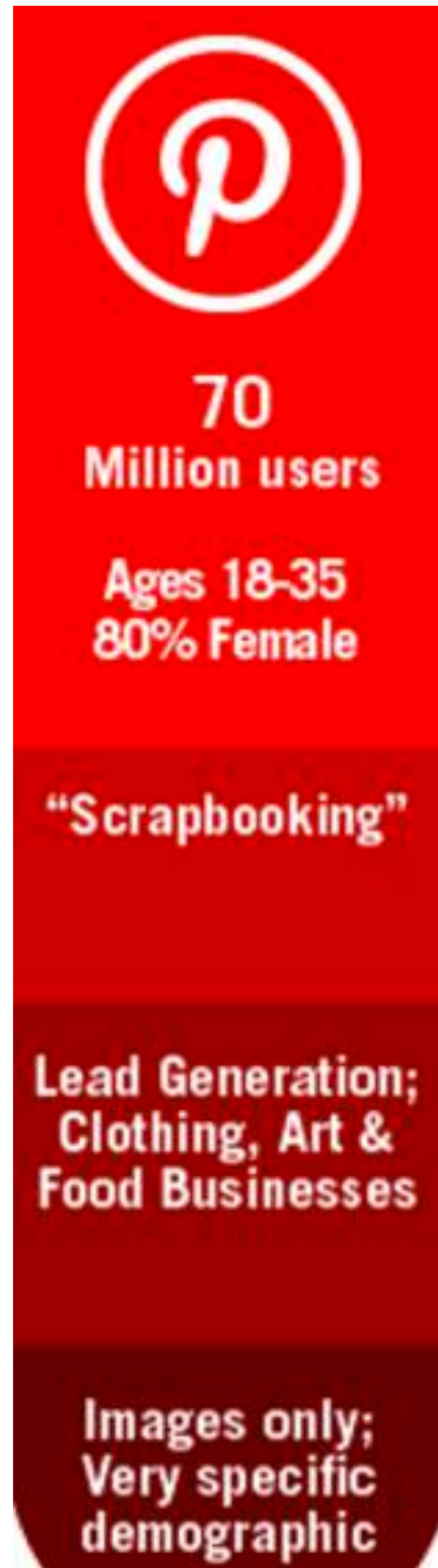
- Social Network built by Google...the #1 search engine in the world.
- Age Range: 25-34 (mostly male)
- Google gives this network preference, so using it is great for SEO!
- Currently the fastest growing social network.
- Everything you post on G+ helps boost your brand's presence on Google.
- To Interact: Post status, comments, reviews, etc.

Linked In



- Networking site for growing connections in the business world.
- Age Range: 30-49
- Great for portraying a serious image for yourself & your business.
- Good also for sharing news and articles.
- To Interact: Make “Connections”, send messages, share articles, etc.

Pinterest



- Image driven, and the leading platform for traffic referrals.
- Age Range: 18-35 (mostly female)
- Similar to an online scrapbook or inspiration board.
- To Interact: Pin, Repin, Share Pins, Send Messages, Like Pins, etc.

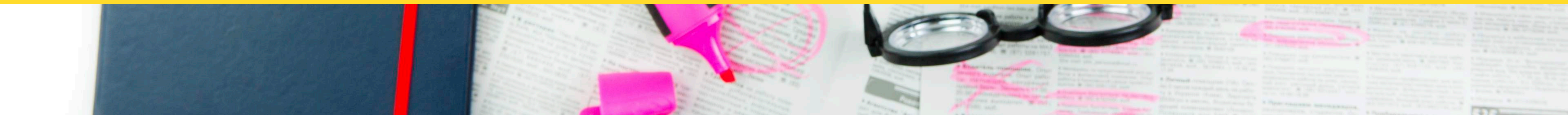


Social media features!
Oh we know you are excited now!

Social Features: Search



While Google is the world's largest search engine, users increasingly are turning to social media sites for searching.



Social Features: Search

- While Google is the world's largest search engine, users increasingly are turning to social media sites for searching.
- Facebook recently upped its search game.
- Youtube is ranked as the 2nd largest search engine on the globe.
- Many also utilize Pinterest as a search engine for things like recipes & DIY projects.



Social Features: Hashtags



Ask anyone under a certain age what a “pound” sign (or even a number sign) is & you will likely be met with blank stares.

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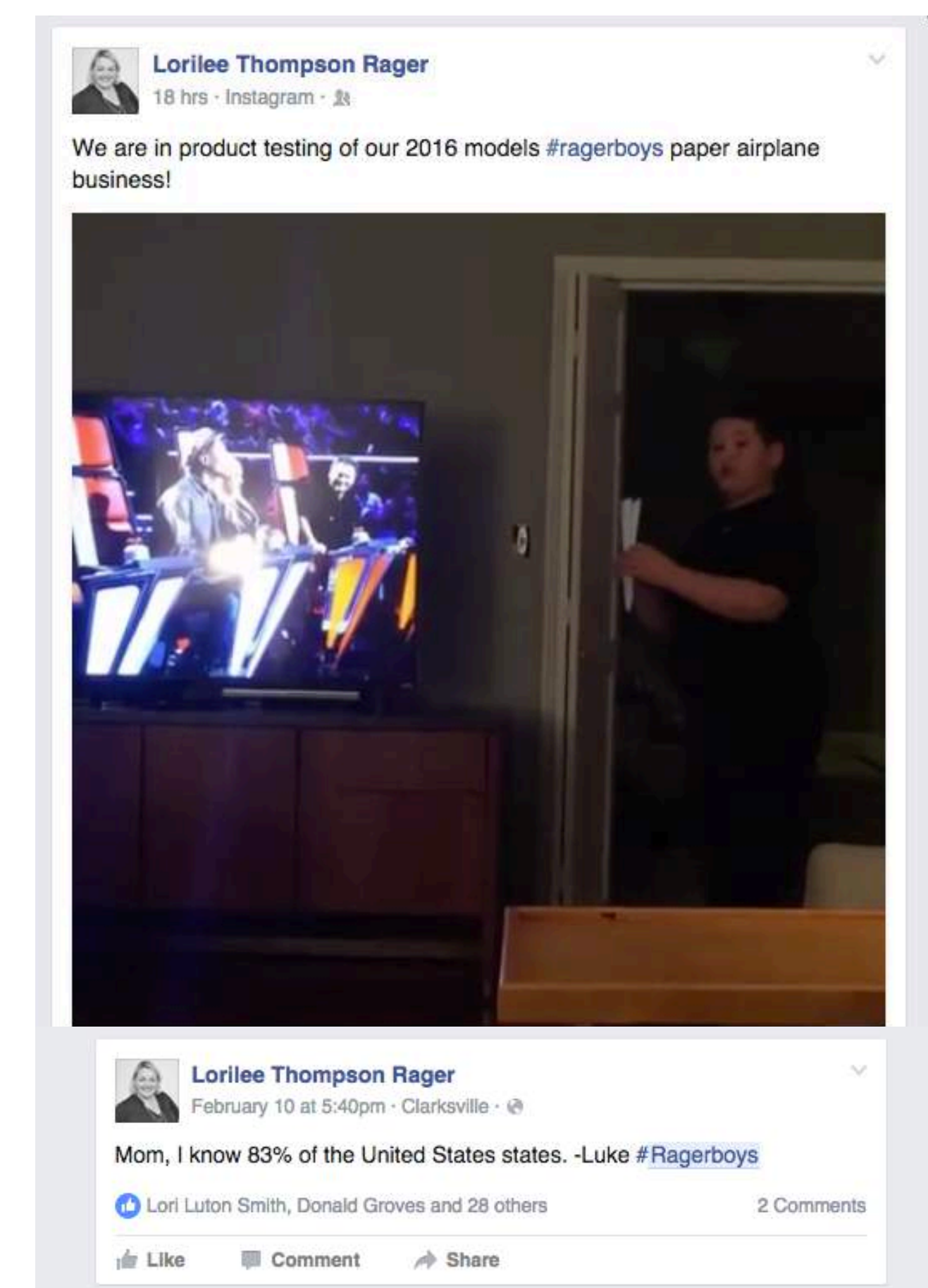
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- Think of a hashtag like a virtual file. Once you #tag a #topic it is grouped in the file by that name online forever.
- Hashtags can help lead to trending topics.

All of these posts were found in one #hashtag click!



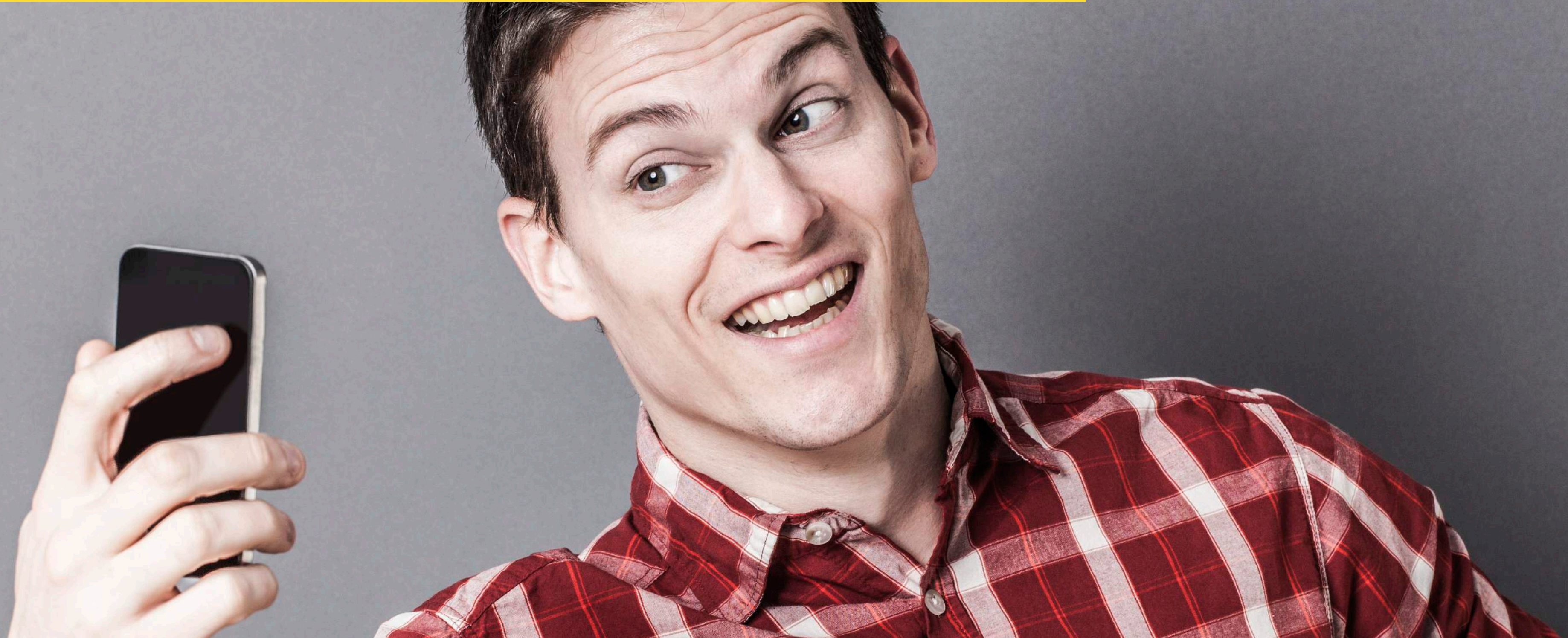
Social Features: Tagging

- On most social networks, you can engage directly with other users by “tagging” them.
- You can either do this with their name (@Britney Campbell) or a user’s social media handle (“@thrivecreative”)

Social Features: Photo Sharing

- Photos are proven to help boost post engagement.
- You can share photos of just about anything, from lunch to locations, just be sure to be mindful of your message & audience.
- Merriam-Webster officially added “selfie” to the dictionary in 2014.

Taking photos is an art!



BUT, it is an art that can be practiced from your phone!

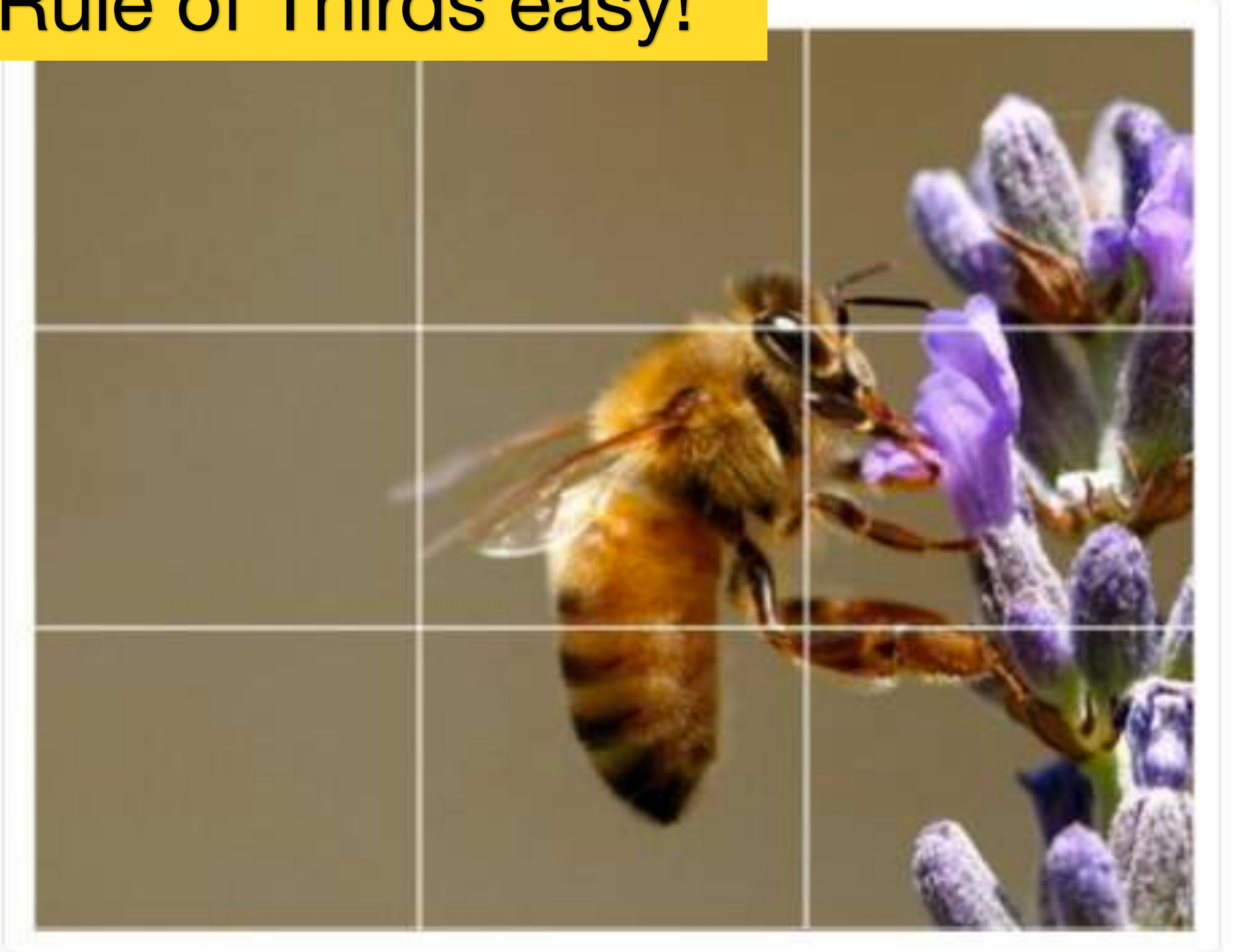
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BUT, it is an art that can be practiced from your phone!

Some tips...

1. Utilize natural lighting & avoid using your phone's flash.
2. Rather than zooming in on your subject, simply take a photo then zoom & crop from there.
This results in a more clear picture.
3. Angle is everything! (especially for selfies)
4. Turn your phone's gridlines setting on to properly line up your shot using the rule of thirds.

Gridlines make the Rule of Thirds easy!



Dos & Don'ts



Getting social can be fun & is a breeze when done the right way!

Dos & Don'ts

Getting social can be fun & is a breeze when done the right way!
Personally & Professionally

Who you want to connect with?

1. Where can you find them?
2. What are they interested in?
3. Why should they connect with you?



Do: Maintain presence.

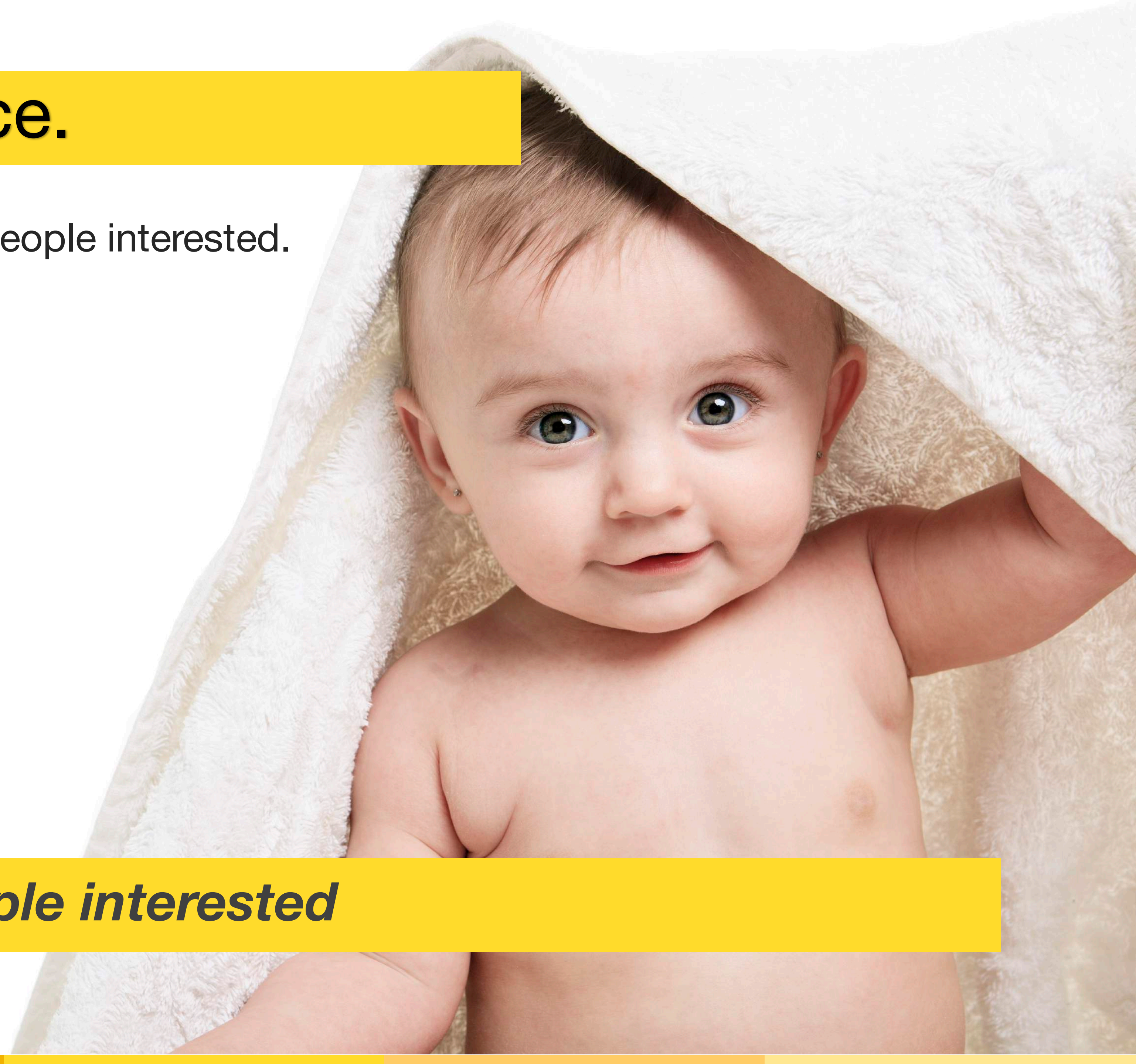
Post regularly to keep people interested



Do: Maintain presence.

- Posting regularly is key to keeping people interested.

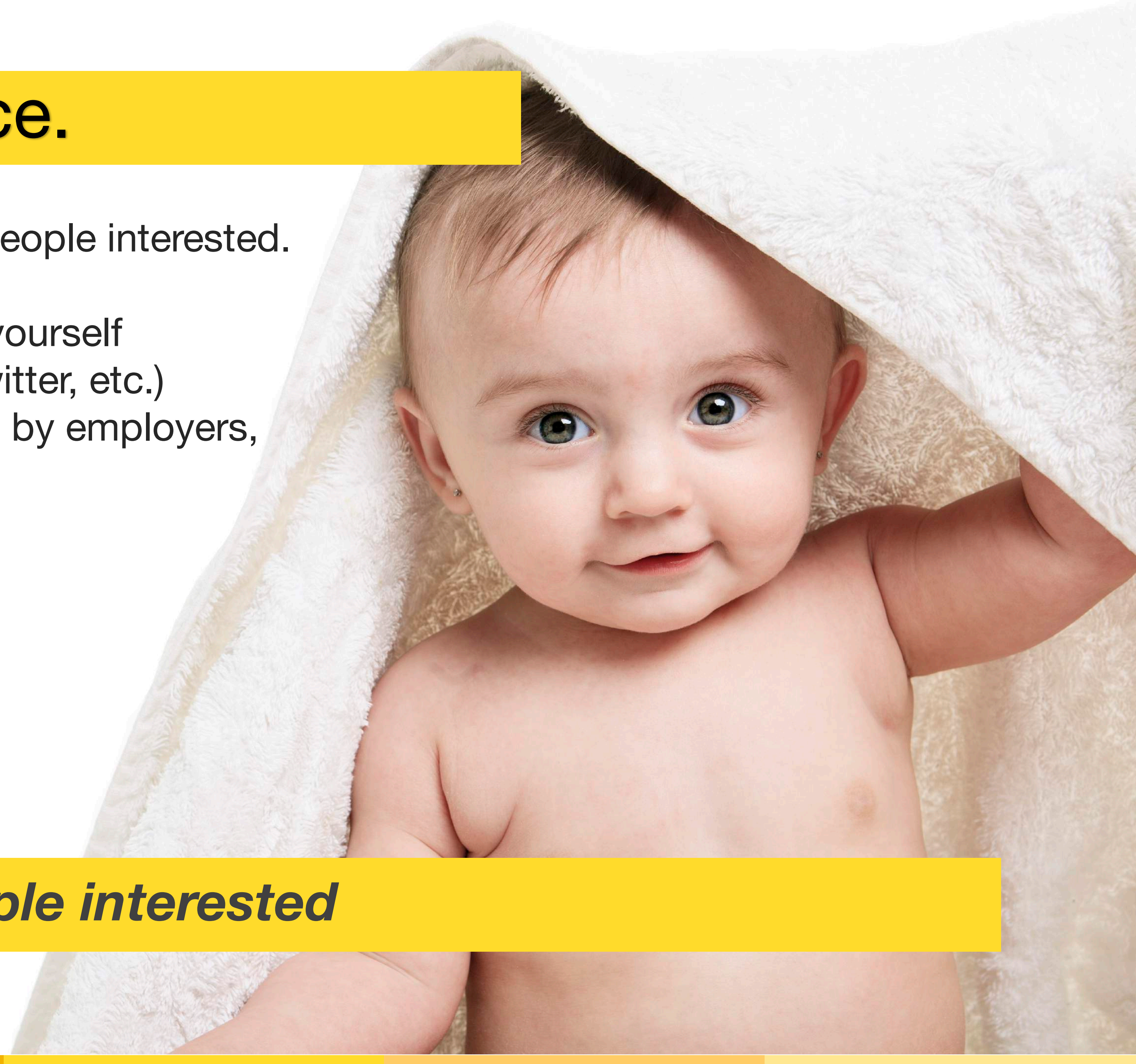
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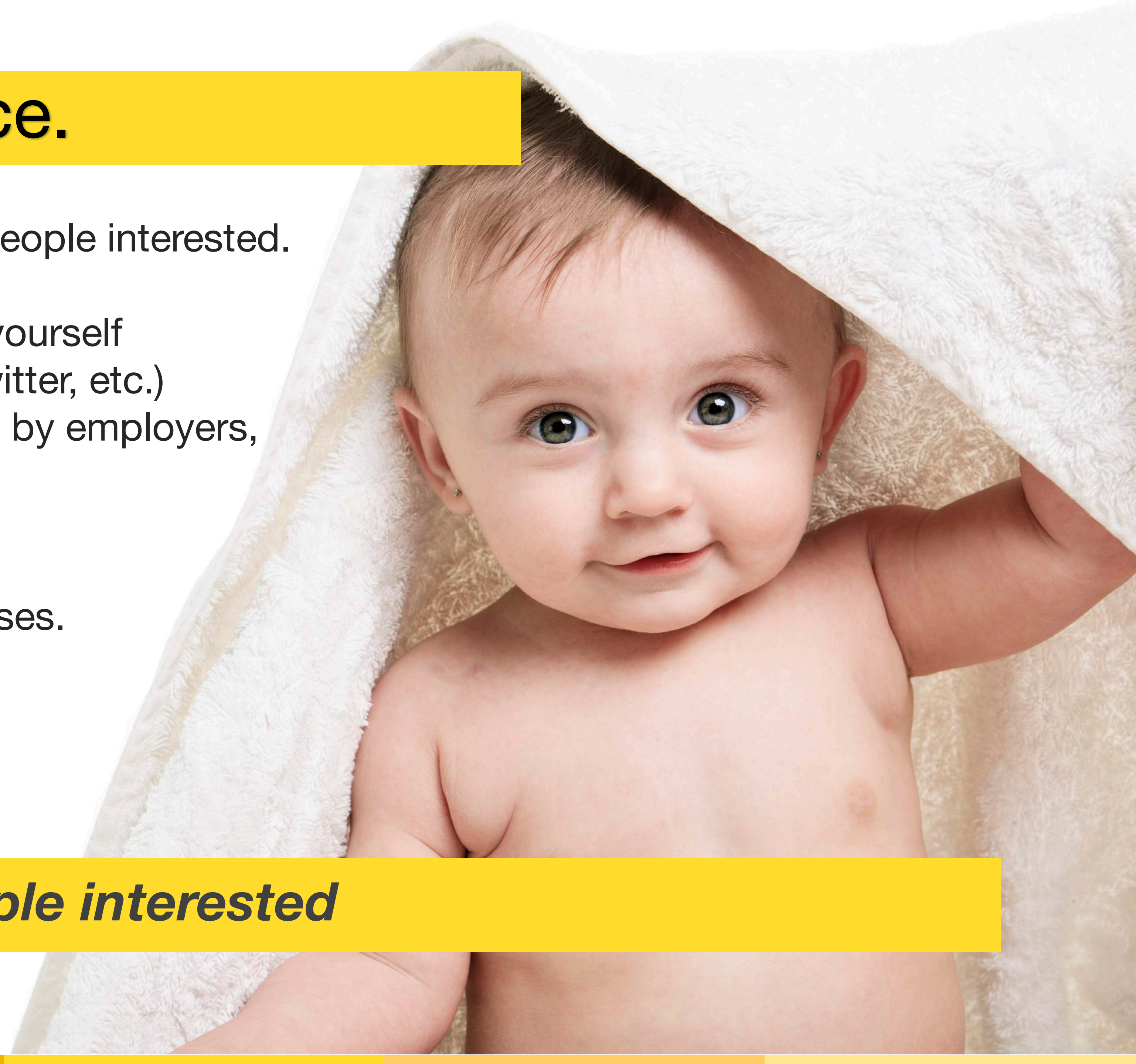
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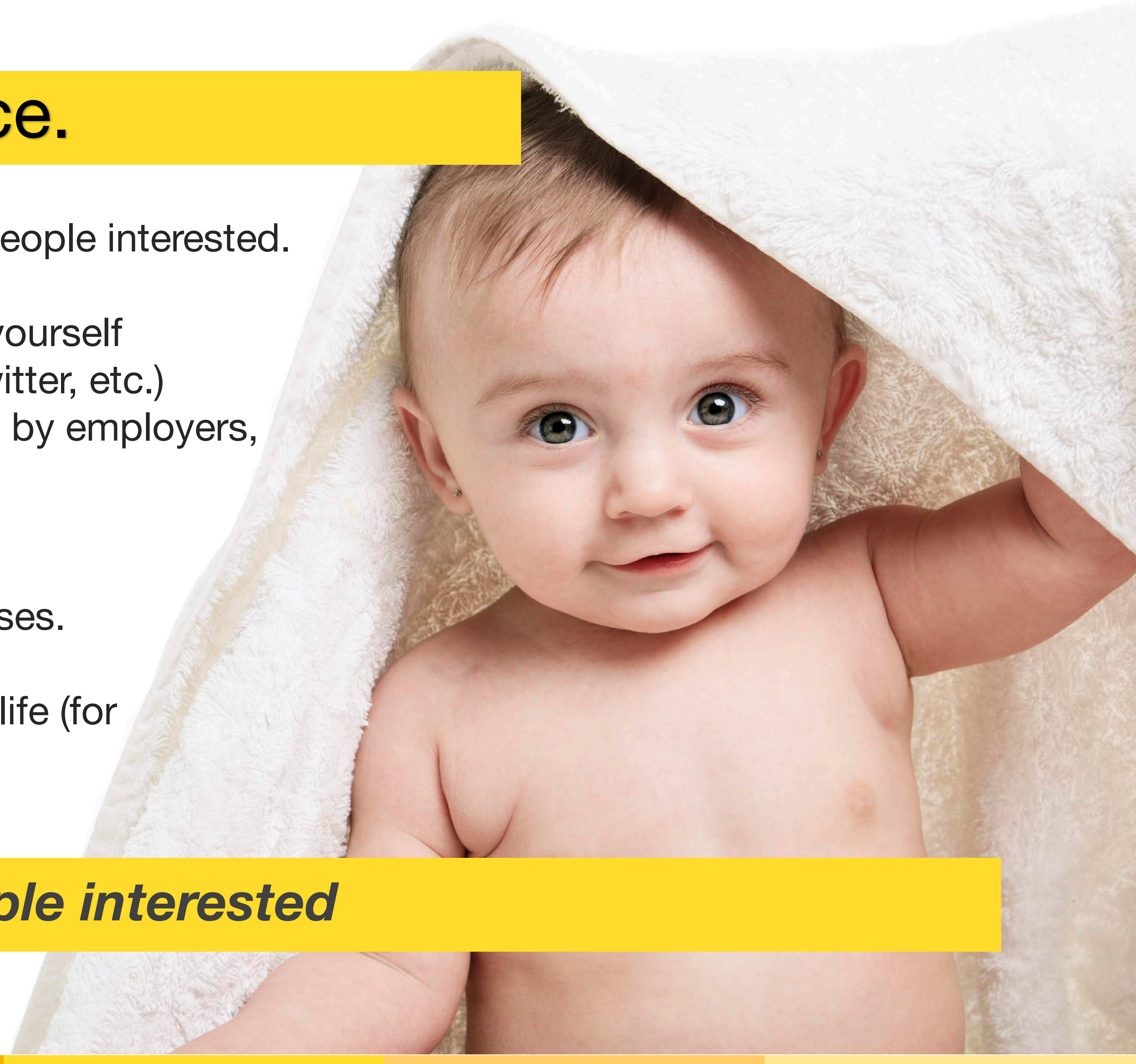
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- Relevant, keyword heavy content is recommended, especially for businesses.
- Sharing details about your personal life (for example, the restaurant you tried this weekend) is great too!

Post regularly to keep people interested



Don't: Overshare.



Post regularly to keep people interested, but...



Don't: Overshare.

- Posting regularly is great, but no one needs to know what you had for breakfast, lunch, afternoon snack, second lunch, dinner, dessert...and midnight snack.
- TMI is also definitely a thing. If you wouldn't tell a casual acquaintance, don't tell 200 of your closest friends online.



Posting regularly to keep people interested, but...



Facebook is a low volume/high value network. Don't post too frequently - fans get frustrated with too many posts. Make each post count by offering something valuable or interesting to your audience.

- **Minimum: 3 X per week**
- **Maximum: 10 X per week**
- **Aim for quality content vs. quantity.**





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Twitter is a high volume/low value network. You can share more here because of Twitter's fast-paced nature. Share content created by you or curated from other sources — just make sure it's relevant and interesting to your followers.

- **Minimum: 5 X per day**
- **Maximum: none**
- **Aim for quantity content vs. quality.**



Know *when* to be online...



Formal board meeting, for example... not the time.

Know *when* to be online...

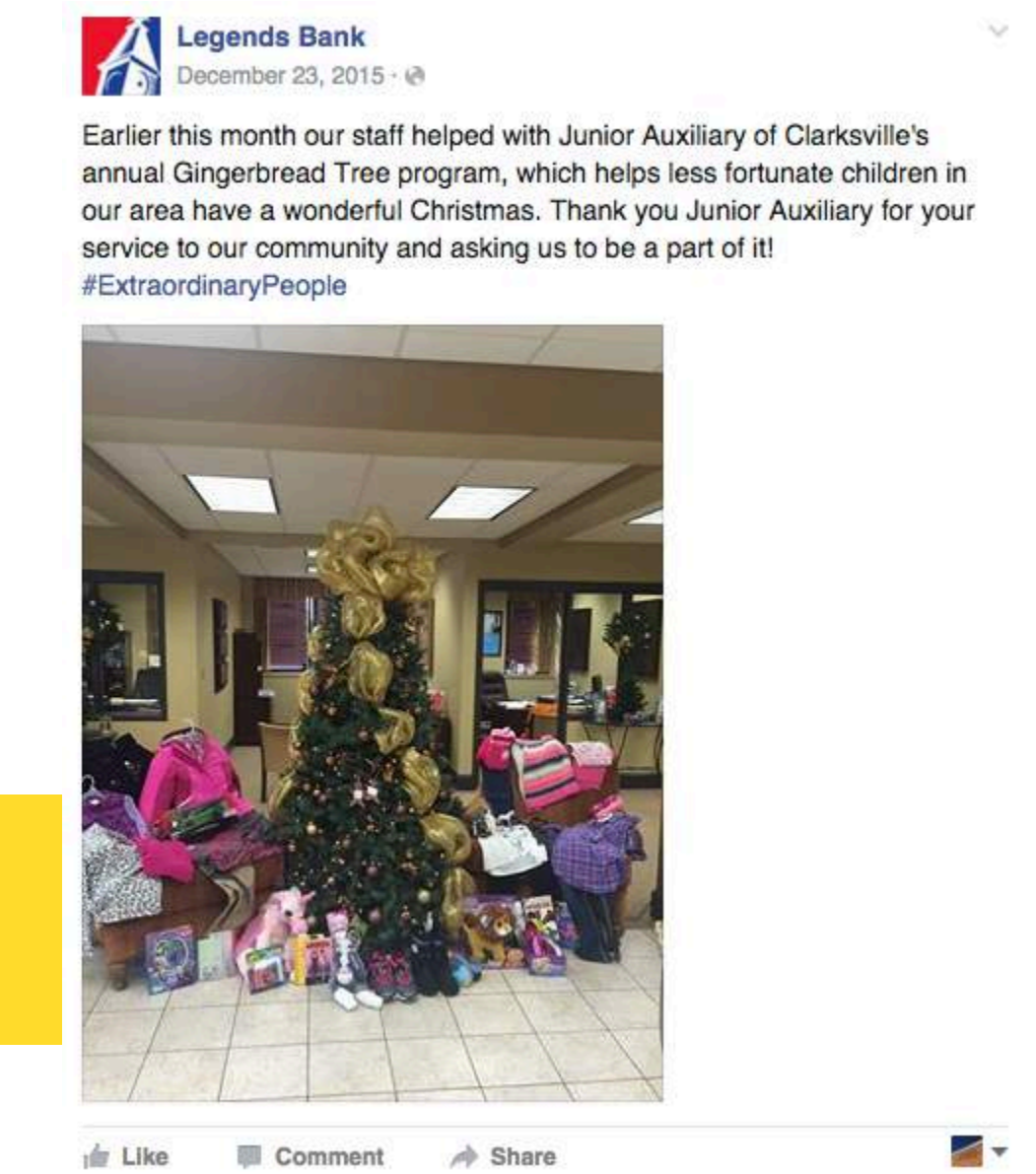


Professional baseball player, Pablo Sandoval, caused a stir when he was caught liking photos on Instagram during a Red Sox game in 2015.

Do: Share your thoughts & knowledge

- Share videos, articles & blogs relevant to your industry and target audience.
- You can also share accomplishments, articles you have written, or professional challenges you have overcome. (Humbly!)

This adds a personal touch!

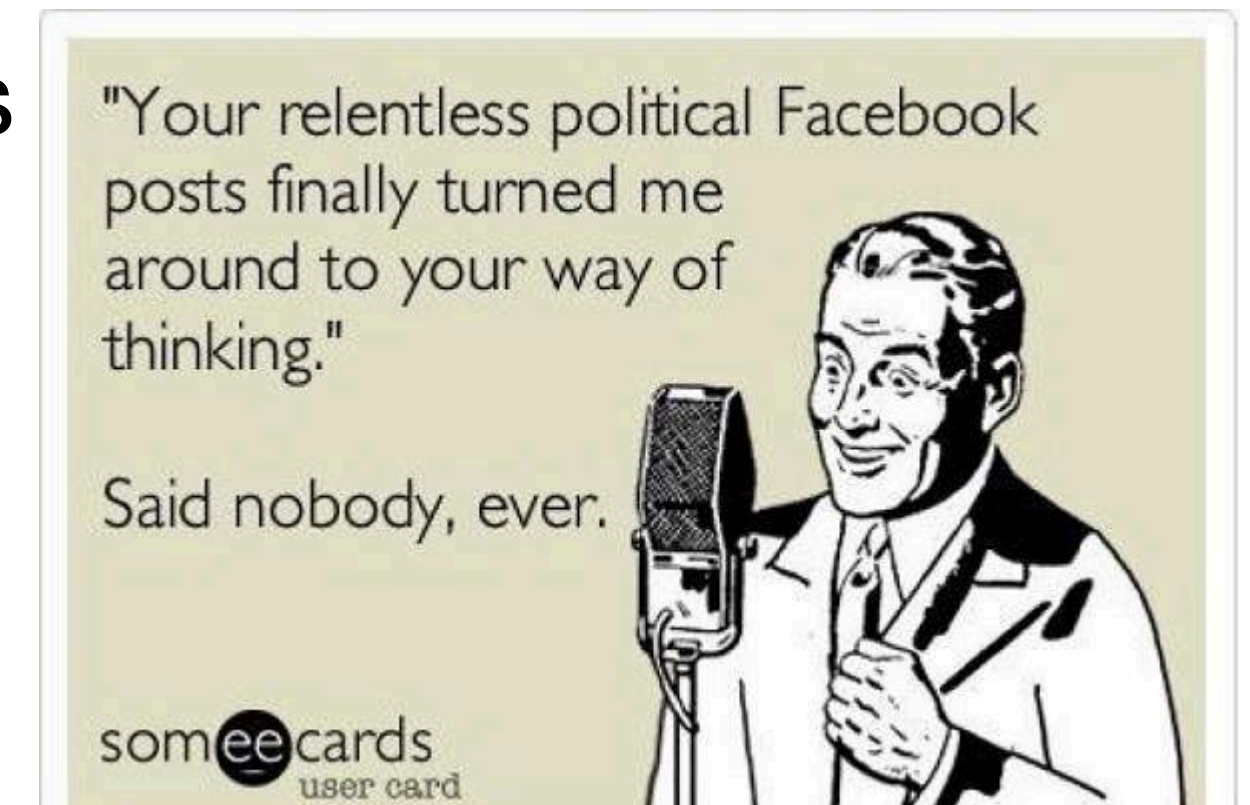


Don't: Assume everyone will agree with you

Remember, people hold differing opinions on *everything*, from politics to humor.

What you find interesting or funny may be annoying to downright offensive to someone else. When sharing in a professional setting, choose your words carefully.

A good rule of thumb: if you have to ask yourself if you should post it...you probably shouldn't.



Remaining respectful is important.

Do: Know your audience

Know who you are talking to & engage accordingly.

For example: Facebook can be limited to your friends only, but

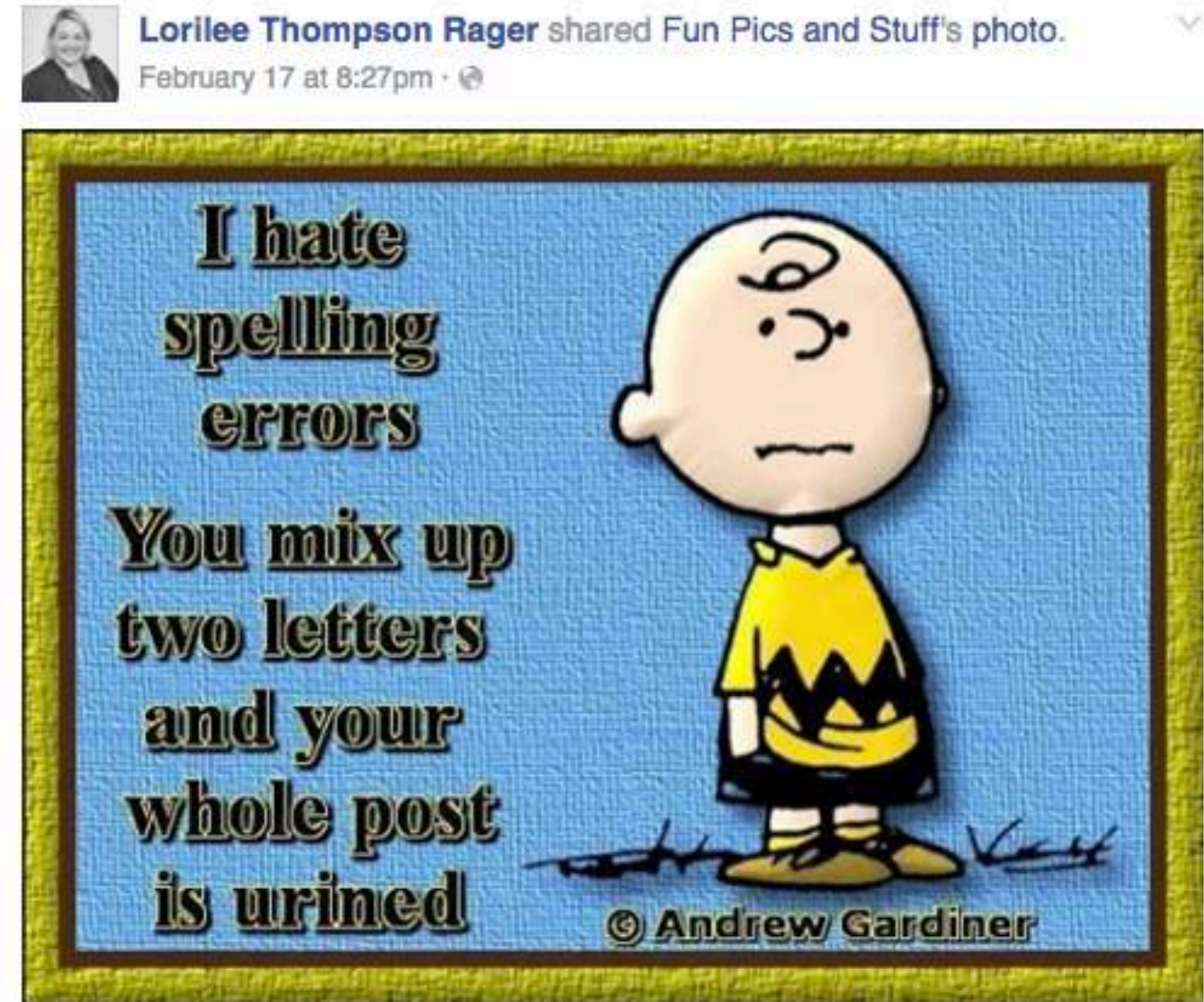
Twitter is a completely public platform (unless your account is set to private).

Knowing & *understanding* privacy settings is also key!

To whom are you speaking?

Don't: Neglect to proofread.

This one is simple: nothing ruins your credibility more than a careless typo.



Rushing this could cost you!

Don't: Neglect to proofread.

Check out this example from Mitt Romney's campaign in 2012:

 **Huffington Post** @HuffingtonPost 30 May 12
Romney campaign misspells "America": [huff.to/JN1rx7](#)
Followed by Marie Sirois and 2 others
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Romney Campaign Makes Embarrassing Typo
By Tim Stenovec @timsteno

There's America, and there's Mitt Romney's "Amercia." Twitter was ablaze with commentary on Tuesday evening and Wednesday morning after it came to light that the Romney campaign's newly released app,...



 **HuffPost Politics** @HuffPostPol · Follow

188 RETWEETS 22 FAVORITES 

7:23 PM - 30 May 12 - Details [Flag media](#)

Reply to @HuffingtonPost

Rushing this could cost you!

Do: Cross Promote

You can easily reach a wider audience by utilizing multiple platforms at once.

You can also help out causes you support by lending your profiles to broaden their audience.

For example:

- Community/Local Volunteer Organizations
- Church
- Work Events
- Causes You Support (Charity)

More platforms = more chances to view!

Do: Think before you act

- Much like jumping in on a conversation mid-way, joining an online dialogue can be complicated and confusing.



DiGiorno Pizza 
@DiGiornoPizza

- Get all the facts before interacting online.

#WhyIStayed You had pizza.


9/8/14, 11:11 PM


- DiGiorno Pizza took heat in 2014 for contributing to the #WhyIStayed hashtag campaign. This hashtag was originally created to encourage conversation among domestic violence survivors.

Do your research.

Don't: NEVER try to benefit from a tragedy

While a recent tragedy may be a trending topic, using it as a marketing opportunity for yourself or your brand is completely tasteless.

 epicurious @epicurious 35m
In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi
Details

 epicurious @epicurious 2h
Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8
Details

 @KennethCole
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↗ Retweet ↩ Reply

“Capitalizing” on a tragedy is never okay.

Don't: NEVER try to benefit from a tragedy

It is possible to pay respects as a person or even as a business, without drawing attention away from the event itself.

Notice how this graphic is respectful and relevant, yet not at all branded.



However; paying your respects, of course, is.

Social Slang



The world of social media comes with a language all its own.

Social Slang

- The world of social media comes with a language all its own.
- Can you define any of these?
- There may or may not be prizes involved.
(Read: Prizes are definitely involved.)



The world of social media comes with a language all its own.

Social Slang

LURKER

Social Slang

Noun – a person who lurks, in particular a user of an Internet message board or chat room who does not participate.

Social Slang

FOMO

Social Slang

Noun (informal) – anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on a social media website.

Social Slang

CLICKBAIT

Social Slang

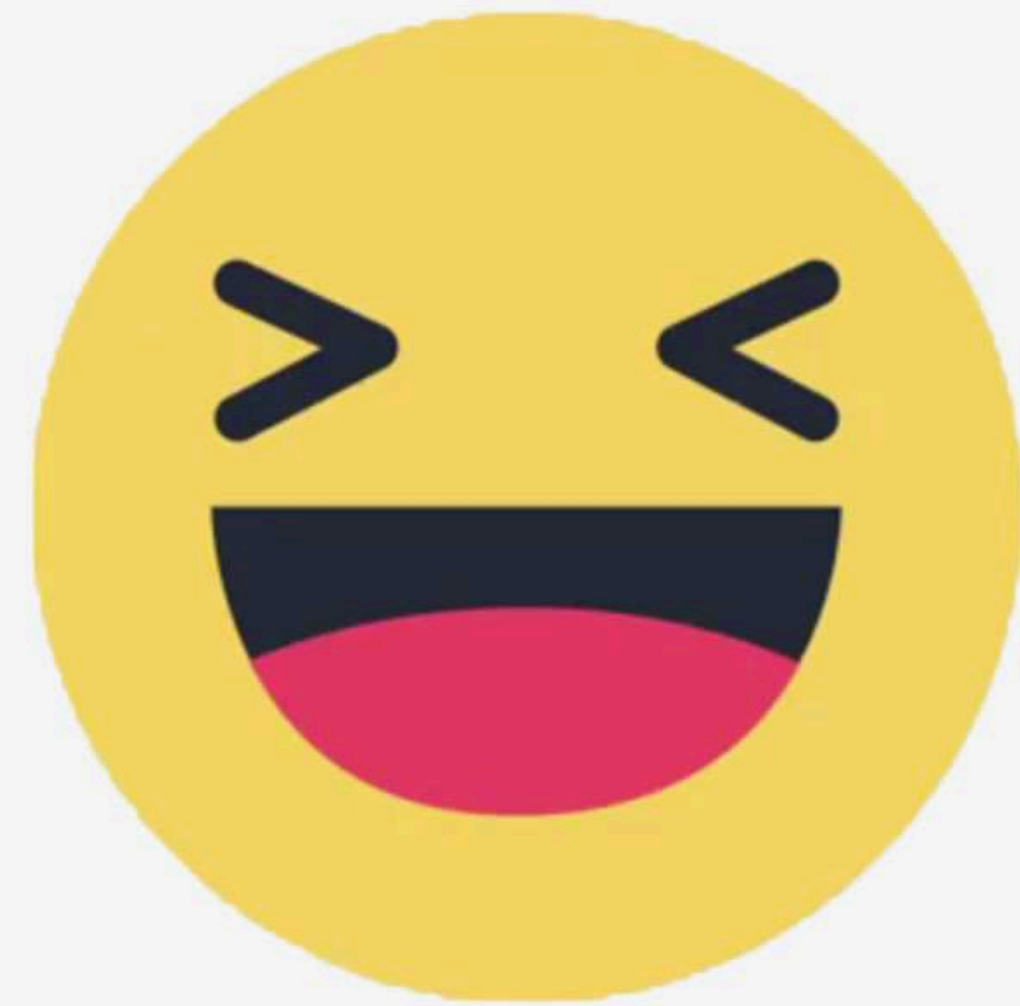
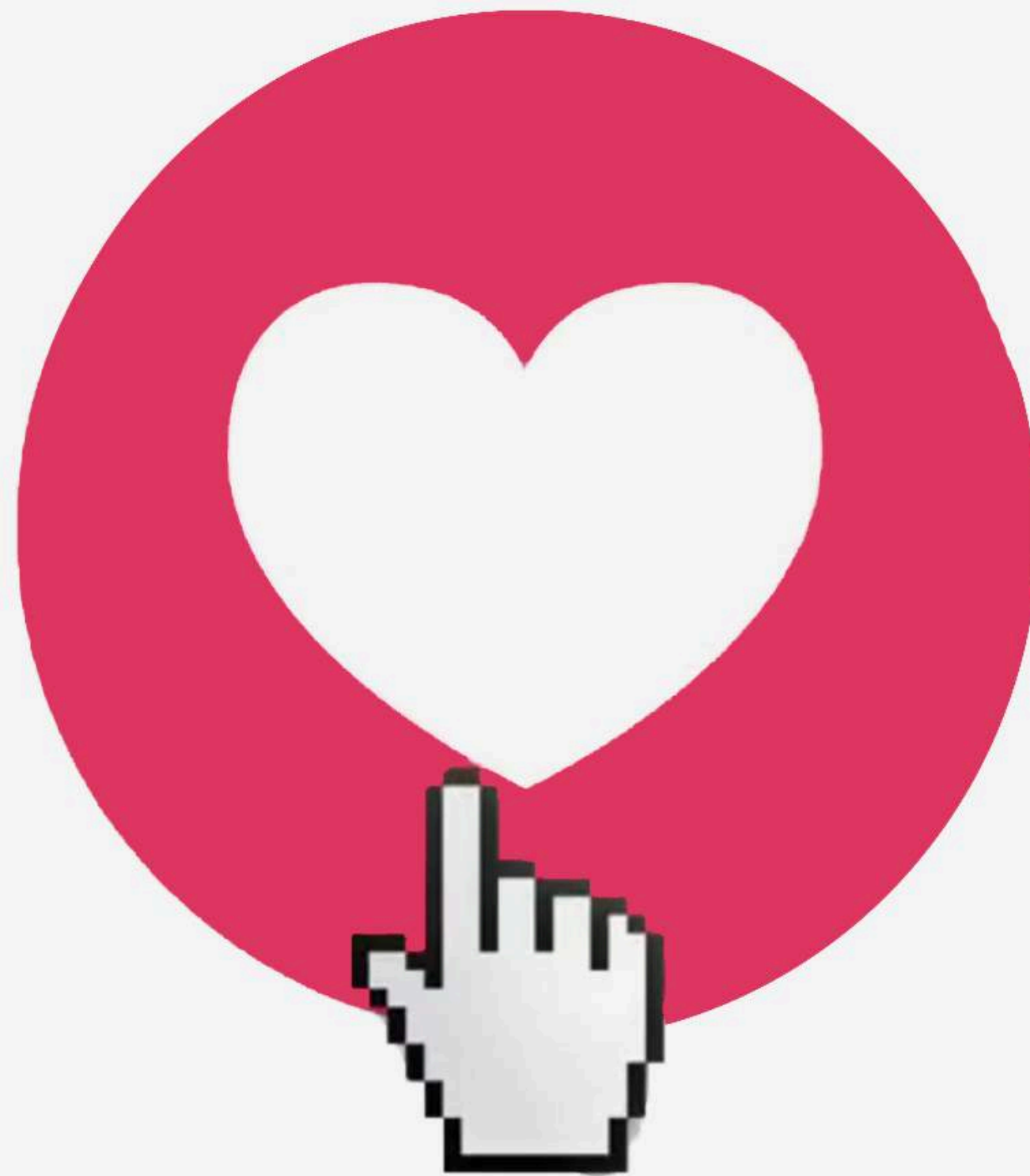
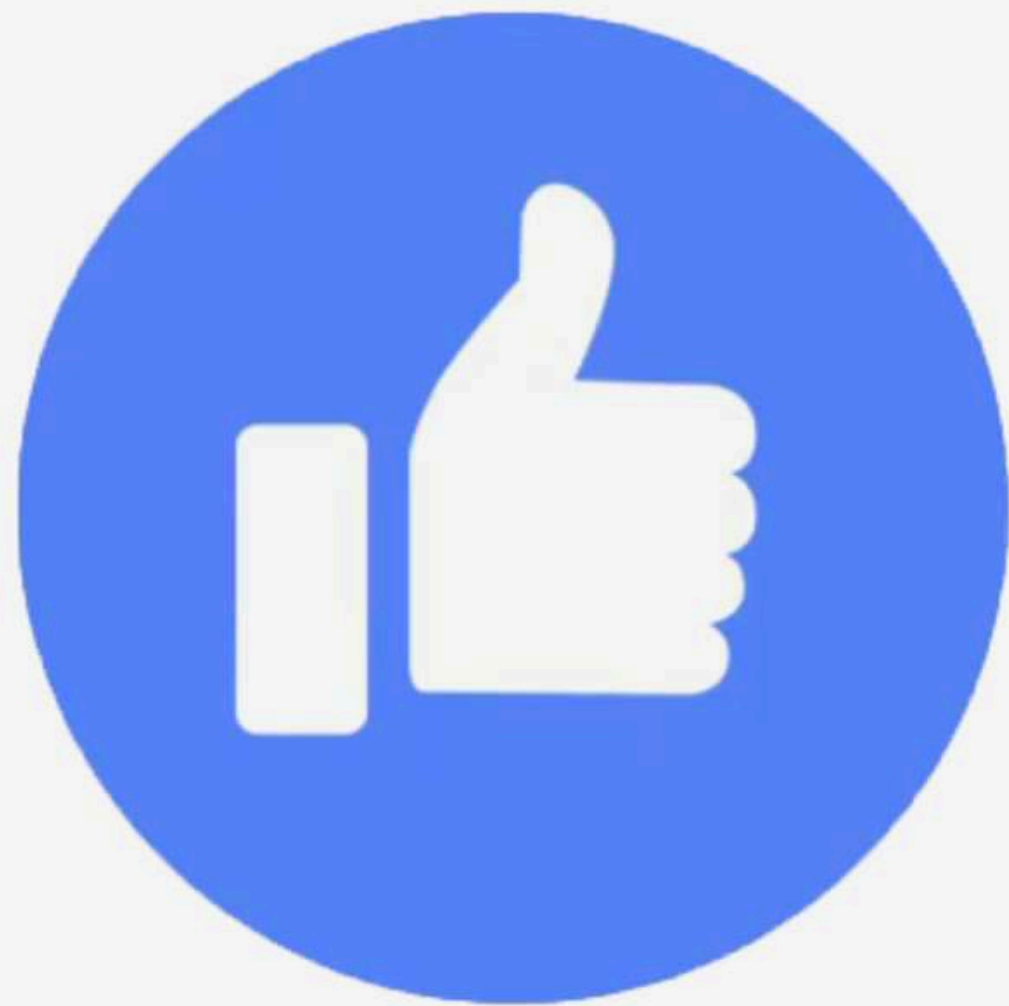
Noun (informal) – (on the internet) content, especially that of a sensational or provocative nature, whose main purpose is to attract attention and draw visitors to a particular web page.

VAGUEBOOK

Social Slang

Noun (informal) – an intentionally vague Facebook status update, that prompts friends to ask what's going on, or is possibly a cry for help.

We have *loved* being here today.



Thank you for your time!