

Using Social Media Effectively

Delivered by: Galway Rural Development
Delivery Date: September 2017
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AGENDA

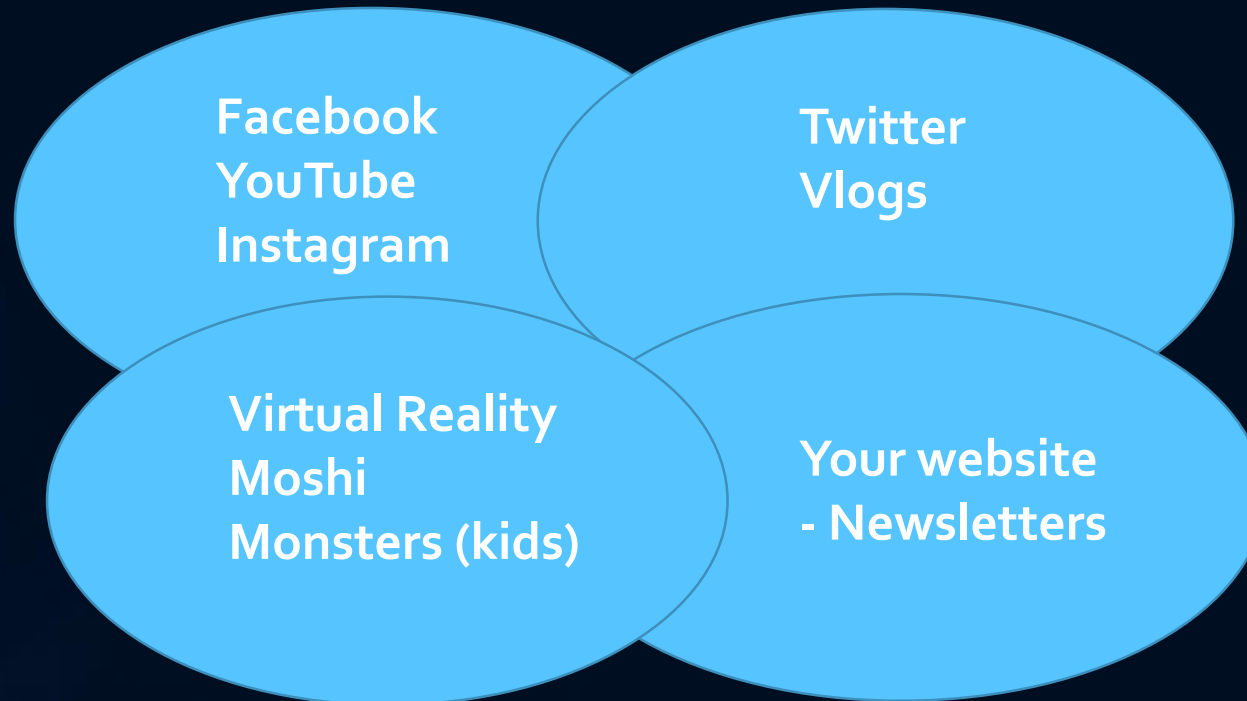
- Social Media Landscape
- How to use channels to promote community events
- Prepping content that stands out online
- How to Develop a realistic content strategy
- Your Next Steps

Social Media Trends Globally 2017

- <https://www.youtube.com/watch?v=PkPrZbl5C3k>
- Social media channels are like languages and can be mastered. Content and value of the conversation is what really matters!

Social Networks

Blogs



Virtual Worlds

Brand Website

Social Media Landscape

Social Media Trends Globally 2017

Social media channels – global users:

- Facebook – 3.49 billion users per month
- YouTube – 1.79 billion
- Instagram – 500 million
- Twitter – 313 million
- Reddit – 234 million
- LinkedIn – 106 million
- Pinterest – 100 million

Relevance for Communities ...

- Size of social media audience (locally and nationally)
- Each person's social footprint continues to grow
- Research online, purchase offline
- Social media promotes word-of-mouth marketing
- Use of dual screen interactive TV viewing
- Use of mobile for purchasing and information
- Growth in 'social' news (including 'fake' news)

Content Marketing in General

- Researchers have found that coloured visuals increase people's willingness to read a piece of content by 80%
- Content with relevant images gets 94% more views than content without relevant images
- Visual content is more than 40x more likely to get shared on social media than other types of content

What gets noticed online?

Elements of a viral hit:

- Spontaneous!
- Provokes a strong emotional response: humour, outrage
- Special interest appealing to a wide range of people: DIY, cooking, music, singing

<https://www.youtube.com/watch?v=LkopA-GoKz8>

Exercise: Promoting Community Events

- What type of community event or activity are you promoting?
- What is the 'human interest' or story at the heart of the event?
- What actions do you want people to take when they see or read your social media posts i.e call to action?
- What social media channels are of most use?

Social Media Strategy in 3 Words

- Create, connect, converse

... through social media channels

Facebook for social

TOP TIPS

- Fill out your profile
- Fill in 'About Us'
- Integrate buttons with your website
- Be responsive to posts

TOP TIPS

- Use images with posts
- Space out your posts
- Create a 'buzz' around events
- Use Facebook Live

Facebook - Corporates in Action!

The screenshot shows the Guinness Facebook page. The header includes the Guinness logo and navigation links like Home and Find Friends. The main content area features a large image of a stadium at night with the text "BEHIND EVERY GREAT TOWN..." and a contest announcement: "ENTER YOUR BEST GAA PHOTOS NOW USING #HUAWAISNAPYS #GUINNESSEVERYGREATTOWN". Below this is a "Send Message" button. The left sidebar shows navigation options: Home, About, Photos, Reviews, Likes, Posts, Events, Notes, Videos, and a "Create a Page" button. The right sidebar displays the page's location (Dublin, Ireland), a 4.6 star rating, a search bar, and the number of likes (5,565,729). The main post area shows a post from Guinness, dated 17 hours ago, with the text: "We've been blown away by the Snapys #GAA entries so far! Here's one of our favourites from Leonardo L. <http://voting.huaweisnapys.com/gaa>".

Facebook – Corporates in Action!

The image is a screenshot of the Supermac's Facebook page. At the top, the navigation bar shows the user 'Caroline' and options for 'Home' and 'Find Friends'. The page header includes the Supermac's logo, a search bar, and a 'Shop Now' button. The main content area features a post from Supermac's, dated September 20 at 10:30am. The post text reads: 'Are you heading to the National Ploughing Championships? You'll find us at Catering Area's A & C, with Papa John's Ireland also at Area C! For the first time ever we will serve the New Chicken Breast Sandwich at the two Supermac's units!'. Below the text is a photograph of a large crowd at an outdoor event. To the right of the main post, there are sections for 'VISITOR POSTS' and 'LIKED BY THIS PAGE'. The 'VISITOR POSTS' section shows a post by Lisa Daxenbichler from April 28. The 'LIKED BY THIS PAGE' section lists Supermac's Portlaoise, Supermac's And Papa..., and Athlone Institute of Tec... as users who liked the post. On the left side of the page, there is a navigation menu with options: Home, About, Photos, Videos, Likes, Events, Instagram feed, Posts, Twitter, and YouTube.


Facebook – Corporates in Action!

The image shows a screenshot of the Mr. Tayto Facebook page. The page header includes the Facebook logo, the name 'Mr. Tayto', a search bar, and navigation links for 'Home' and 'Find Friends'. The profile picture is the Mr. Tayto mascot, a yellow character in a red suit and black hat. The page name is 'Mr. Tayto' with a verified blue checkmark and the handle '@MrTayto'. The main content is a promotional post featuring a photograph of the Mr. Tayto mascot in a red suit and black hat, standing next to a young girl in a green jacket. A red banner in the bottom right of the photo reads '#MORETHANJUSTACRISP'. Below the photo are interaction buttons for 'Like', 'Save', 'Share', and 'More'. The post is categorized as a 'Public Figure'. Below the main post, there is a text box for writing a message and a post from Mr. Tayto dated September 22 at 11:00am, which says 'Don't worry #Brangelina I have my 'Break Up Songs' playlist for you on my website'. The right sidebar shows '275,629 people like this' and an option to 'Invite friends to like this Page'. The background of the entire image is a dark blue collage of various social media logos.

Facebook in Action!

The image shows a screenshot of the Wild Atlantic Way Facebook page. At the top, the navigation bar includes the search bar with "Wild Atlantic Way" entered, and links for Home, Find Friends, and other user options. The main content area features a large landscape photograph of a grassy dune area with a person flying a colorful kite. Below the photo are buttons for Like, Message, Save, and More, along with a Use App button. The left sidebar contains the Wild Atlantic Way logo, page name, and navigation menu. The right sidebar shows the category "Travel/Leisure", a search bar, and the number of likes (103,066).

Wild Atlantic Way

Wild Atlantic Way 
@irelandswaw

Home

About

Photos

Likes

Videos


Posts

Create a Page

Like Message Save More Use App

Status Photo / Video

Write something on this Page...

Wild Atlantic Way added 6 new photos to the album: Fan Photos of the Wild Atlantic Way.
14 mins · 

The Wild Atlantic Way as seen by you!

Travel/Leisure

Search for posts on this Page

103,066 people like this

Invite friends to like this Page

Facebook in Action!

The screenshot displays the Facebook interface for the Wild Atlantic Way page. At the top, the navigation bar includes the Facebook logo, the page name "Wild Atlantic Way", a search icon, a profile picture, and navigation links for "Home" and "Find Friends".

The main content area features a post from the page:

- Interaction buttons: Like, Message, Save, More.
- Text: "Photos of the Wild Atlantic Way." followed by "14 mins · 🌐".
- Caption: "The Wild Atlantic Way as seen by you!"
- Image: A large landscape photo of a valley with a lake and hills.
- Thumbnail strip: Three smaller images showing a dog, a person on a boat, and a sunset over water with a "+3" indicator.

The right sidebar contains:

- "Use App" button.
- "Invite friends to like this Page" button.
- "ABOUT" section with a video player showing a coastal scene, 588 likes, and 62 comments.
- Location: "Ireland" with a "Save" button.
- Links: "Ask for Wild Atlantic Way's phone", "Ask for Wild Atlantic Way's hours", and the website URL "http://www.wildatlanticway.com/".
- "VIDEOS" section with a video thumbnail and a "Chat" button.

The left sidebar shows the page's profile information:

- Profile picture: Wild Atlantic Way logo.
- Name: "Wild Atlantic Way" with a verified checkmark.
- Username: "@irelandswaw".
- Navigation menu: Home (selected), About, Photos, Likes, Videos, Posts.
- "Create a Page" button.

Facebook in Action!

The screenshot displays the Facebook profile for the Wild Atlantic Way. The page header includes the Facebook logo, the name "Wild Atlantic Way", a search bar, and navigation links for "Home" and "Find Friends". Below the header, there are buttons for "Like", "Message", "Save", and "More". A "Use App" button is also visible.

The main content area features a post from "Wild Atlantic Way" dated "17 hrs" ago. The post text reads: "10 locations you cant afford to miss on the Wild Atlantic Way. How many have you been too?". Below the text is a large landscape photograph of a coastal area with a prominent rock formation and a body of water. The post is attributed to "Wild Atlantic Way" with a verified badge and includes the text: "The Wild Atlantic Way is the longest defined coastal touring route in the world and the route takes in some of the most breathtaking scenery you'll ever see." and the website "WILDATLANTICWAY.COM | BY FAILTE IRELAND".

At the bottom of the post, there are buttons for "Like", "Comment", and "Share", along with a notification of "218" likes. To the right of the main post, there are sections for "PHOTOS" (a grid of 9 images) and "VISITOR POSTS" (a post by Leah Beggs).

The left sidebar contains the page name "Wild Atlantic Way" with a verified badge, the handle "@irelandswaw", and a navigation menu with options: "Home", "About", "Photos", "Likes", "Videos", and "Posts". A "Create a Page" button is located at the bottom of the sidebar.

Twitter for news



TOP TIPS

- Present your community brand consistently
- Connect with existing users
- Use #Hashtags for search and events
- Tweet regularly



TOP TIPS

- Interact and respond
- Tweet at particular times
- Create Twitter lists
- Use Direct Messages




Twitter in Action!


 **Guinness Ireland** 
@GuinnessIreland


TWEETS 4,992 FOLLOWING 471 FOLLOWERS 60.2K LIKES 1,364 LISTS 3









  Follow


Guinness is unmistakable from the first velvet sip to the last, lingering drop. All followers must be 18+. Please verify your age to follow us. See DM







 Dublin, Ireland
 guinness.com
 Joined September 2010


 Tweet to Guinness Ireland

 38 Followers you know





 1,064 Photos and videos









 Guinness Ireland @GuinnessIreland · 17h

We've been blown away by the Snapys #GAA entries so far! Here's 1 of our favourites. drinkaware.ie




 Follow

 Matthew Guyan @MattGuy... 
 Follow

 RAZOR SOCIAL @razorsocial 
 Follow

Find friends

Trends · [Change](#)

#ShareTheDream
 Promoted by The National Lottery

#FridayFeeling
@Tradesmen1 and @CRYIre are Tweeting about this

#EUInvestIRL

#googlebb

#spidersworkshop

#GoodNewsFriday

#FearlessAmbition
@EEN_Cork and @MMaryMcKenna are Tweeting about this

#IrIAM

#DUBvMAYO
@FM104 is Tweeting about this

Twitter in Action!

Supermac's
@SupermacsIRE

Welcome to the Official Supermac's Twitter. Proud to be 100% Irish.

Ireland
supermacs.ie
Joined September 2009

TWEETS 3,604 FOLLOWING 716 FOLLOWERS 5,036 LIKES 1,035

Tweets Tweets & replies Media

Supermac's @SupermacsIRE · Sep 28
All Ireland Strongman Competition happening at Supermac's Tuam Rd, Galway this Sunday!
Galway Bay FM

ALL IRELAND STRONGMAN COMPETITION
110KG - 95KG
Supermac's / Monaghan's Tuam Road, Galway · Oct. 2nd 12.30pm - 4.30pm

15 CONTESTANTS
(CARTING, TRUCK PULLING, WEIGHTLIFTING)

Sponsors: Supermac's, Monaghan & Sons, APOLLO, SKODA, TOPAZ

Who to follow · Refresh · View all

- Thrombo Coach @Thromb...
Followed by Bell Media and ...
Follow Promoted
- Helen Blunden @ActivateL...
Follow
- Bear Attics @BearAttics
Followed by athcom.ie and ...
Follow

Find friends

Trends · Change

- #ShareTheDream
Promoted by The National Lottery
- #FridayFeeling
@IrishGirlGuides, @Tradesmen1 and 1 more are Tweeting about this
- #EUInvestIRL

24 Followers you know

673 Photos and videos

Twitter in Action!

Home Notifications Messages Search Twitter Tweet

Mr. Tayto Ireland @MrTaytoIreland
A dapperly dressed crisp connoisseur.
facebook.com/MrTayto
Joined June 2012

TWEETS 2,874 FOLLOWING 178 FOLLOWERS 13.2K LIKES 3,703

Tweets Tweets & replies Media

Mr. Tayto Ireland @MrTaytoIreland · 2h
I miss Tayto all the time 😊

Wandering On Travel @wanderingon_bn
Top 10 Irish Foods We Miss wanderingon.com/top-10-irish-f... #travel #LiveToTravel #WanderingOn

Who to follow · Refresh · View all

- Michael A. Stelzner** @M...
Follow
- Donna Moritz** @SociallySo...
Follow
- Peg Fitzpatrick** @P...

Tweet to Mr. Tayto Ireland

Twitter in Action!

The image shows a screenshot of the Wild Atlantic Way Twitter profile page. The background features a scenic view of a coastal pier at dusk or dawn, with a person standing on it. The Twitter interface includes a navigation bar at the top with 'Home', 'Notifications', and 'Messages' icons, a search bar, and a 'Tweet' button. The profile header displays the Wild Atlantic Way logo, a bio, and statistics: 9,148 tweets, 697 following, 39.9K followers, and 4,272 likes. A recent tweet is visible, along with a 'Who to follow' section on the right.

Home Notifications Messages Search Twitter

Social Notifications: Off

WILD ATLANTIC WAY

EMBRACE THE WILD ATLANTIC WAY

TWEETS 9,148 FOLLOWING 697 FOLLOWERS 39.9K LIKES 4,272

Wild Atlantic Way
@wildatlanticway

The official account of the #WildAtlanticWay - the world's longest defined coastal touring route. Experience the untamed west coast of Ireland

Ireland
 wildatlanticway.com
 Joined March 2012

Tweets Tweets & replies Media

Wild Atlantic Way @wildatlanticway · 20h

10 locations you cant afford to miss on the #WildAtlanticWay. How many have you been too? bit.ly/2dsTKkm

Who to follow · Refresh · View all

- Neal Schaffer @NealSc...
- Donna Moritz @SociallySo...
- Matthew Guyan @MattGuy...

Find friends

Twitter in Action!

Home Notifications Messages Search Twitter Tweet


Wild Atlantic Way @wildatlanticway

TWEETS 9,148 FOLLOWING 697 FOLLOWERS 39.9K LIKES 4,272

Following

Wild Atlantic Way @wildatlanticway · Sep 28

Share this view with someone!! Doolough Valley County #Mayo on the #WildAtlanticWay by IG/travel_throughlife



46 104

Exercise: Create your Social Profile

Decide upon the essential elements of your community group profile:

- Profile description
- Profile picture
- Header image
- Tip: format images with <http://www.canva.com>

LinkedIn for networking

TOP TIPS


- Complete your profile
- Complete you company page
- Use groups to 'listen' to the market
- Consider what you post
- Use existing content well

TOP TIPS

- Use advanced search
- Use recommendations
- Encourage employees to join groups
- Monitor which posts drive traffic and queries

LinkedIn in Action!

LinkedIn [What is LinkedIn?](#) [Join Today](#) [Sign In](#)




The first Supermac's opened its doors in 1978 in Main Street Ballinasloe, Co. Galway. Back then it was just a small take-away. Today, the company has grown to become Ireland's largest indigenous fast-food chain, encompassing over 100 Supermac's restaurants nationwide.

In 2006, Supermac's introduced the international pizza brand, Papa John's Pizza to Ireland. Today, Papa John's Pizza is available in almost 50 outlets nationwide and offers Supermac's customers greater choice. Quiznos Subs is also available in a selection of their restaurants, again bringing a new taste to the Supermac's customer. With the added option of pizza and subs, Supermac's are uniquely placed to cater to all tastes in a group or family. In addition, Supermac's customers have the option to include fries with their pizza or sub orders.

Specialties
Restaurant, Fast Food, Franchising, Delivery

Website http://www.supermacs.ie	Industry Restaurants	Type Privately Held
Company Size 1001-5000 employees	Founded 1978	

Supermac's employees



Jacinta Greene
HR Manager


[See how you're connected](#)

Careers


Interested in Supermac's?
2 jobs posted

[See jobs](#)


Ads You May Be Interested In



Introducing Polycom Trio
The world's first smart hub for group collaboration. Watch this short video



Huge range of IT supplies
Competitive prices, next business day delivery and excellent service.



Invitation from LinkedIn
Place ads on LinkedIn. Acquire new customers for your

Instagram for visual impact

TOP TIPS

- Find followers
- Create content that appeals
- Post high quality photos
- Use #hashtags

TOP TIPS

- Offer discounts
- Respond to comments
- Measure your 'Likes'
- Be consistent

Instagram in Action!



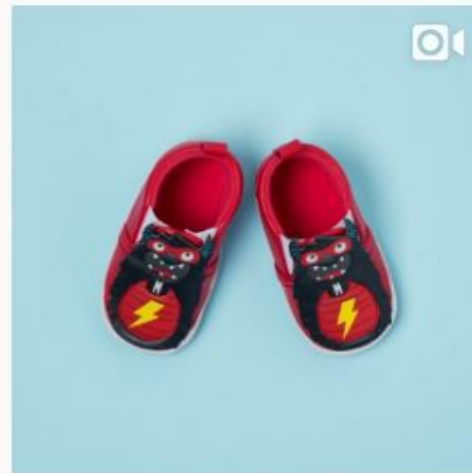
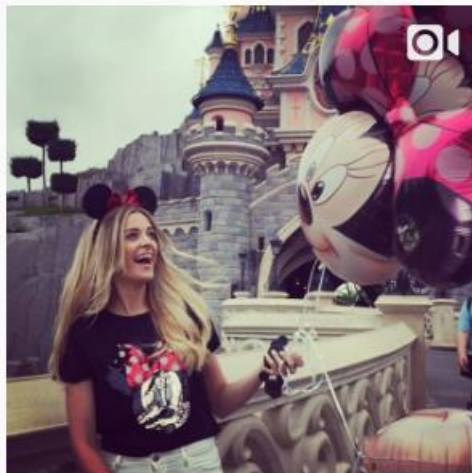
guinness  [Follow](#)  

441 posts 71.5k followers 5 following

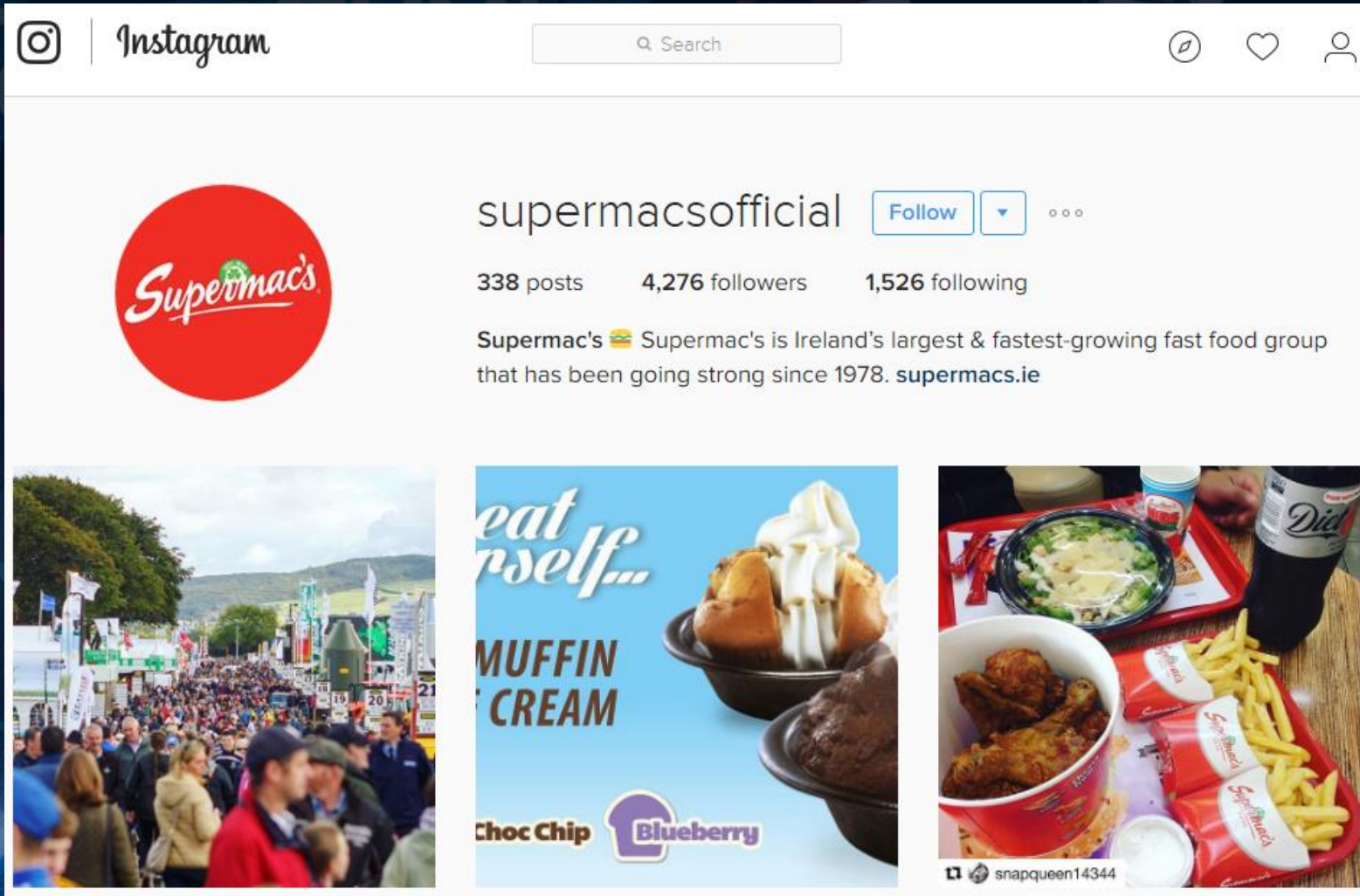
Guinness You must be over the legal drinking age to follow & use our hashtags.
www.facebook.com/Guinness Drink responsibly, www.drinkaware.iq
www.guinness.com



Instagram in Action!



Instagram in Action!



The image shows a screenshot of the Instagram profile for 'supermacsofficial'. At the top, the Instagram logo and name are visible, along with a search bar and navigation icons. The profile picture is a red circle with the 'Supermac's' logo. The bio states: 'Supermac's 🇮🇪 Supermac's is Ireland's largest & fastest-growing fast food group that has been going strong since 1978. supermacs.ie'. The statistics show 338 posts, 4,276 followers, and 1,526 following. Below the bio are three images: a crowd at an outdoor event, a muffin with cream and chocolate chips, and a tray of Supermac's food including chicken, fries, and a drink.




Instagram

Search

supermacsofficial [Follow](#) ...

338 posts 4,276 followers 1,526 following

Supermac's 🇮🇪 Supermac's is Ireland's largest & fastest-growing fast food group that has been going strong since 1978. supermacs.ie



eat yourself...
MUFFIN
CREAM
Choc Chip Blueberry

snapqueen14344

Instagram in Action!



mrtaytoireland

Follow

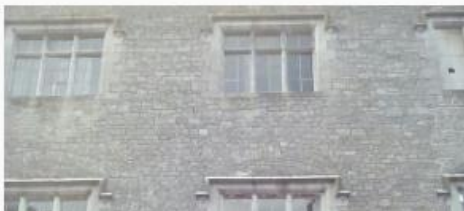


215 posts

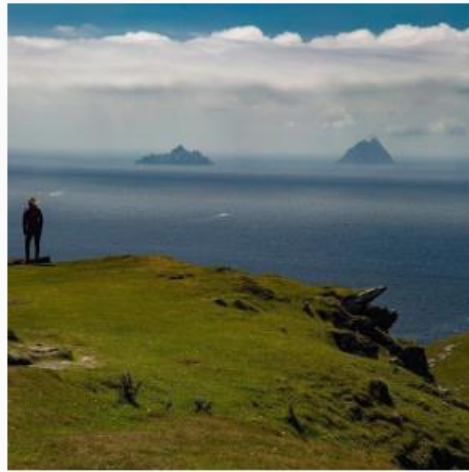
5,660 followers

1 following

Mr Tayto A dapperly dressed crisp connoisseur 🇮🇪✈️ taytocrisps.ie



Instagram in Action!



YouTube and Blogs

- On YouTube consider the 'viral' potential of your video
- With blogs consider whether or not they help you to become a 'thought leader' or information source in the community

Check out: <http://awards.ie/blogawards/>

Some Types of Blogs

- Interview blogging - Conducting and posting interviews
- Video/photo blogging - posting videos/photos
- Link blogging - collecting and sharing a list of website links within a post
- Review blogging - sharing posts about article/event reviews
- List blogging - sharing top ten lists
- Insight blogging - sharing insights, ideas, commenting on trends

Some Types of Blogs

- Piggyback blogging - writing about a current "hot" topic
- Life blogging - sharing your daily life experiences (reality)
- Event blogging - sharing opinions/impressions from conference/event
- Brand blogging - sharing posts about positive aspects of your brand/service

YouTube in Action!

The screenshot shows the Guinness YouTube channel page. At the top, there is a navigation bar with the YouTube logo, a search bar, and buttons for 'Upload' and a notification bell. The left sidebar contains navigation links: Home, My Channel, Trending, Subscriptions, History, and Watch Later. The main content area features a banner for Guinness with the text 'MADE OF MORE™' and a glass of Guinness. Below the banner, the channel name 'Guinness' is displayed with a 'Subscribe' button showing 8,668 subscribers. A navigation menu includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The featured video is 'Guinness Draught: The Mathematician Who Brought Nitrogen to Beer', which has 390,633 views and was posted 6 months ago. The video description states: 'This is the story of how mathematician-turned-brewer, Michael Ash, pioneered the world's first nitro beer. Launched in 1959, it's the same beer known today as Guinness Draught.' Below the description, there is a section titled 'WHY DID GUINNESS THINK TO INFUSE BEER WITH NITROGEN?' with a 'Read more' link. The video thumbnail shows a man in a suit holding a document, with the text 'But he kept at it on his own for four years.' overlaid. On the right side, there is a 'Regional Channels' section listing various Guinness channels with 'Subscribe' buttons.

YouTube

Search

Upload

Home

My Channel

Trending

Subscriptions

History

Watch Later

GUINNESS

MADE OF MORE™

<http://www.guinness.com>

Subscribe 8,668

Home Videos Playlists Channels Discussion About

Guinness Draught: The Mathematician Who Brought Nitrogen to Beer

390,633 views · 6 months ago

This is the story of how mathematician-turned-brewer, Michael Ash, pioneered the world's first nitro beer. Launched in 1959, it's the same beer known today as Guinness Draught.

WHY DID GUINNESS THINK TO INFUSE BEER WITH NITROGEN?

For 200 years, Guinness was only sold in casks and bottles. In 1950's carbonated beer on tap was...

Read more

But he kept at it on his own for four years.

Regional Channels

- Guinness Storehouse [Subscribe](#)
- GUINNESS RUGBY I... [Subscribe](#)
- GuinnessEurope [Subscribe](#)
- GuinnessMY [Subscribe](#)
- Guinness Indonesia [Subscribe](#)

YouTube in Action!

YouTube



Supermac's & Sean O'Brien | TV Advert Outtakes

 Supermac's Head Office

 **Subscribe** 273

1,009 views

YouTube in Action!



The image shows a YouTube video player interface. At the top, there is a search bar with the text "Search" and a magnifying glass icon. Below the search bar is the video player. The video content shows a scenic view of a road winding through a green, hilly landscape. Overlaid on the video are several text elements: "PORSCHE CLUB IRELAND" in a curved banner at the top, "2500 KM" in a rectangular box on the left, "7 DAYS" in a rectangular box on the right, and "THE WILD ATLANTIC WAY RUN" in a curved banner at the bottom. A white and red flame-like graphic is positioned in the center of the road. Below the video player is a progress bar showing "0:28 / 3:28" and various control icons. Underneath the video player is the video title "The Road at the Edge of the World: Porsche on the Wild Atlantic Way". To the left of the title is the channel name "wildatlanticway" with a small logo. Below the channel name is a "Subscribe" button with "1,458" subscribers. To the right of the title is the view count "197,635 views".

YouTube

Search

PORSCHE CLUB IRELAND

2500 KM

7 DAYS

THE WILD ATLANTIC WAY RUN

0:28 / 3:28

The Road at the Edge of the World: Porsche on the Wild Atlantic Way

wildatlanticway

Subscribe 1,458

197,635 views

Company: Guinness

- Facebook:

<https://www.facebook.com/GuinnessIreland/?fref=ts>
(5M)

- Twitter: <https://twitter.com/guinnessireland> (61K)

- Instagram: <https://www.instagram.com/guinness/> (71.5K)

- Youtube: <https://www.youtube.com/user/Guinness> (11K)

Company: Tayto

- Facebook: <https://www.facebook.com/MrTayto/> (250K)
- Twitter: <https://twitter.com/MrTaytoIreland> (13K)
- Instagram: <https://www.instagram.com/mrtaytoireland/> (5K)

Company: Supermacs

- Facebook: <https://www.facebook.com/supermacsofficial> (78K)
- Twitter: <https://twitter.com/supermacsire> (5K)
- Instagram: <https://www.instagram.com/supermacsofficial/> (4K)
- Youtube:
<https://www.youtube.com/user/SupermacsIreland> (226)
- LinkedIn: <https://www.linkedin.com/company/155424> (1K)

Company: Penneys

- Facebook: https://www.facebook.com/PenneysIreland/?brand_redir=268505109890322 (4M)
- Twitter: <https://twitter.com/primark> (179K)
- Instagram: <https://www.instagram.com/primark/> (3.4M)
- LinkedIn: <https://www.linkedin.com/company/primark-stores-ltd> (66K)

Company: Wild Atlantic Way

- Facebook: <https://www.facebook.com/irelandswaw> (103K)
- Twitter: <https://twitter.com/wildatlanticway> (39.9K)
- Instagram:
<https://www.instagram.com/thewildatlanticway/> (52.9K)
- Youtube:
<https://www.youtube.com/channel/UC8TWDyLQIYR-XKwvRUTiTXg> (1.4K)

Company: Paddy Power

- Facebook: <https://www.facebook.com/paddypower> (1.5M)
- Twitter: <https://twitter.com/paddypower> (603K)
- Instagram: <https://www.instagram.com/paddypowerofficial/> (81.3K)
- Youtube: https://www.youtube.com/user/PaddyPowerVideo?has_verified=1 (13K)
- LinkedIn: <https://www.linkedin.com/company/23324/careers> (36K)

How to develop content marketing strategy: The 6 C's of Social

1. C = Communities (Online)

People gather to chat. Let people create bonds between each other rather than simply between the community group and individual users

6 C's of Social Marketing

2. C = Conversations

Communication is about conversation, not “pushing a message” on people. Avoid the hard sell on social when organising events!

6 C's of Social Marketing

3. C = Content

Content needs to be fresh and timely. Make it visual.

6 C's of Social Marketing

4. C = Continuity

React to news and conversations. Micro strategy throughout the year. Micro campaigns rather than big ideas

6 C's of Social Marketing

5. C = Context

If you don't have original content, piggyback on existing conversations i.e. borrow relevance. But make sure what you re-post reinforces what you do and stand for

6 C's of Social Marketing

6. C = Control

Remember! Your community group doesn't control the conversation, people online do!

Next Steps

What actions points do you need to take to build your social media profile?

Thank you!

Twitter: @CramdenTECH
@CramdenTECH_UK
@BuildFSkills