

The background of the slide is a dark chalkboard. A glowing lightbulb is positioned in the center, resting on the board. To the left, a whiteboard marker lies horizontally. Faint white chalk drawings, including a large question mark and several circles, are scattered across the board. The slide is framed by blue geometric shapes on the left and right sides.

Social Media for Beginners Workshop

Munster Vales

Mitchelstown Enterprise Centre

30 January 2018

Workshop Topics - <http://bit.ly/2Gv8Ro0>

- ▶ **Facebook.** How does it work and what to include in your profile?
- ▶ **Twitter.** What should you post and when?
- ▶ **Instagram.** Where to find good quality visual content?
- ▶ **YouTube.** How to put a 'human' face on your enterprise?
- ▶ **Developing a practical social media plan on a campaign by campaign basis**

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

Points worth noting ...

- 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)

Facebook for social

- Build Trust and Relationships with Page Followers
- Entice with images and relevant keywords that consumers will use at each stage of the buying journey
- Make it easy for people to reach you!
- Tell the story of your business on an ongoing basis - stories build emotional connections = Trust + Relationships
- Use Facebook Live to let people get to know you
- Use Branded Hashtags. Share customers content

Facebook - practical tips

Top tips

- ▶ Fill out your profile
- ▶ Fill in 'About Us'
- ▶ Use CTA buttons for Contact
- ▶ Be responsive to posts

Top tips

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



Wild Atlantic Way



Home

Find Friends



Wild Atlantic Way

@irelandswaw

Home

Reviews

Photos

Videos

Posts

About

Community

Create a Page



Like
 Follow
 Share
 ...

Status Photo/Video

Write something on this Page...

Reviews
4.9 56 Reviews

Tell people what you think

Travel Company

4.9

Community

[See All](#)

152,776 people like this

151,869 people follow this

About

Chat





The Curragower Bar



Home

Find Friends



The Curragower Bar

@curragowerbar

Home

About

Photos

Events

Reviews

Videos

TripAdvisor Reviews

Posts



Like



Follow



Share



...

Book Now



Status



Photo/Video



Write something on this Page...

Photos

Pub in Limerick, Ireland

4.8 ★★★★★

Open Now

Community

See All



11,467 people like this



Delphi Resort
@DelphiAdventureResort

- Home
- Posts
- Reviews
- Photos
- Shop
- Offers
- Community
- Videos
- Events
- About



 Status  Photo/Video 

 Write something on this Page...

Posts


Delphi Resort 

 2 hrs · 

Hotel in Galway, Ireland
 4.5 ★★★★★
 Always Open

Community See All
 22,428 people like this
 22,064 people follow this



Armada Spanish Point

@ArmadaHotel

Home

Posts

Videos

Photos

About

Events

Community

Create a Page

Armada Wedding Exhibition

SUNDAY 28TH JANUARY 1-4PM

- *PROSECCO & NIBBLES ON ARRIVAL
- *VIEW OUR ATLANTIC SUITE
- *35+ WEDDING EXHIBITORS ON THE DAY
- *MEET OUR AWARD WINNING WEDDINGS TEAM
- *FOOD EXPO IN OUR OCEAN BAR

WITH SPECIAL GUESTS

AOIBHÍN, AILBHE & DOIREANN GARRIHY



Like



Follow



Recommend



Shop Now



Send Message



Status



Photo/Video



Write something on this Page...

Posts



Armada Spanish Point was live.

21 hrs · 🌐

Beach Resort in Miltown Malbay

Always Open

Community

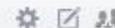
See All

40,573 people like this

39,943 people follow this

About

Chat



Facebook - Links

- ▶ <https://www.facebook.com/irelandswaw>
- ▶ <https://www.facebook.com/curragowerbar>
- ▶ <https://www.facebook.com/DelphiAdventureResort>
- ▶ <https://www.facebook.com/ArmadaHotel/>

Facebook - practical exercise

- ▶ Create the Text for your Profile Picture
 - what message do you want to convey?
 - What additional content do you need for your Facebook page?
- ▶ Create a branded Hashtag #

Twitter for news

▶ Purpose:

- Monitoring news updates and competitor activity
- Finding new potential customers in your area
- Engaging in conversations and networking online

#Corkhour - Mondays 9pm

#LimerickHour - Thursdays 9pm

#RTEOT - Tuesdays and Wednesdays 8.30pm

Twitter for news

Top Tips

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

Top Tips

- ▶ Interact and respond
- ▶ Tweet at particular times
- ▶ Use Direct Messages



Tweets
12.1K

Following
1,226

Followers
54.7K

Likes
10.1K

Moments
8

[Following](#)

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

[Tweet to Wild Atlantic Way](#)

[Tweets](#) [Tweets & replies](#) [Media](#)

Wild Atlantic Way Retweeted



Independent Travel @Indo_Travel_ · Jan 27
Ireland's Top 10 tourist attractions... which will you visit next? #Ireland #WildAtlanticWay #IrelandsAncientEast

Credit: Fáilte Ireland



[Who to follow](#) · Refresh · View all



Tourism Ireland @Touri...

[Follow](#)



Discover Ireland @Disc...

[Follow](#)



Donegal Tourism @govisit...

[Follow](#)

[Find people you know](#)



Tweets 709 Following 193 Followers 1,520 Likes 196

Follow

Curragower Bar

@CurragowerBar

Limericks favourite Bar. Winner of RAI best Gastro pub in County Limerick 2016.

Limerick City

curragower.com

Joined May 2011

Tweet to Curragower Bar

Tweets Tweets & replies Media



Curragower Bar @CurragowerBar · Jan 27
👍👍👍 fb.me/1GhWQTJOV

Reply Retweet Like 1 Message



Curragower Bar @CurragowerBar · Jan 11
It's that time of year again! Voting has now opened for this years Restaurant Association of Ireland Awards....

Who to follow · Refresh · View all

Followed by Launch & Hustle and others



Emily Murphy @passthepi...

Follow Promoted



canteen @wearecanteen

Follow



The Locke Bar @TheLocke...

Follow



Tweets
2,021

Following
2,731

Followers
3,064

Likes
1,716

[Follow](#)

Delphi Resort

@DelphiEscape

Stunning 4 Star Resort @ the heart of Ireland's #wildatlanticway Destination for #adventure #spa #gourmetbreaks #familyholidays #teambuilding #yoga #weddings

📍 Leenane, Connemara, Ireland

🌐 delphiresort.com

📅 Joined February 2009

[Tweet to](#)[Message](#)[Tweets](#)[Tweets & replies](#)[Media](#)

Delphi Resort @DelphiEscape · 2h

Lounge in Leenane.. great coverage in The Times yesterday for Leenane and our Midterm Family Getaways! 🥰🌊

#midtermfun #familyfun #familydeals #wildatlanticway #ireland #travel



Who to follow · Refresh · View all

👤 Followed by Irish Tech News



TechKnow Ireland @Tech...

[Follow](#)

📌 Promoted



Killary Adventure @Killary...

[Follow](#)

All Things Connemara @...

[Follow](#)

👤 Find people you know



Tweets 2,500 Following 2,867 Followers 3,601 Likes 4,781

Follow

Armada Hotel

@ArmadaHotel

.... the sights, sounds, and tastes of West Clare on the Atlantic's Edge Proud member #digitalclare

Spanish Point, Co Clare

armadahotel.com

Joined November 2011

Tweet to Armada Hotel

Tweets Tweets & replies Media

Armada Hotel Retweeted



Kieran O Malley @GalwayPlayer · 21h

Top class set up at the @ArmadaHotel Wedding Fare i have the venue sorted now all i need is a bride 🤔



Who to follow · Refresh · View all



John Burke @johnjohnb

Follow



Kilshanny House @Kilsha...

Follow



Treacys West County @W...

Follow

Find people you know

Twitter - Links

- ▶ <https://twitter.com/wildatlanticway>
- ▶ <https://twitter.com/curragowerbar>
- ▶ <https://twitter.com/DelphiEscape>
- ▶ <https://twitter.com/armadahotel>

Twitter - Practical Exercise

- ▶ Create your Twitter profile bio
- ▶ Search Twitter using your branded hashtag

Instagram for visual impact

Top Tips

- ▶ Create content that appeals
- ▶ Post high quality photos/albums
- ▶ Use branded #hashtags
- ▶ Use Captions

Top Tips

- ▶ Instagram Stories
- ▶ Offer discounts
- ▶ Respond to comments
- ▶ Be consistent



1470 posts 146k followers 346 following

Message

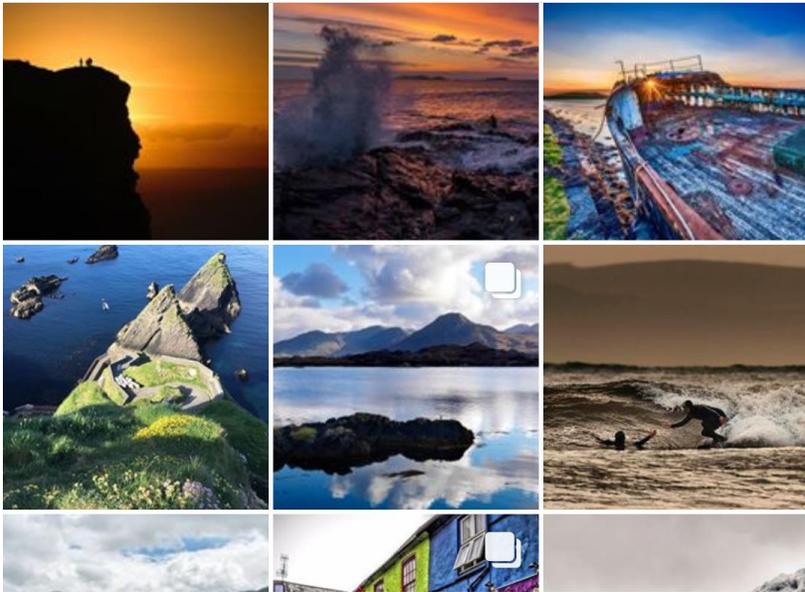


Wild Atlantic Way

Travel Company

2,500 km of rugged, untamed beauty waiting to be explored all along the west coast of Ireland. Tag #wildatlanticway to feature. www.wildatlanticway.com/

Email



thecurragower

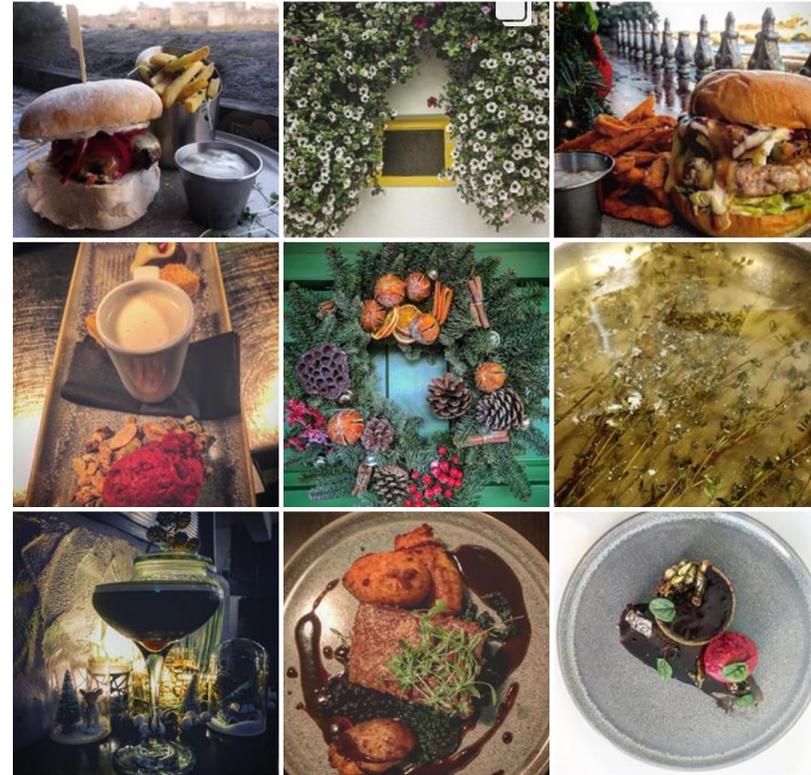


284 posts 2429 followers 79 following

Message



Gastropub -- Clancy Strand, Limerick City. curragower.com/





177 posts 2051 followers 1038 following

Follow

Delphi Resort

Hotel

Connemara | Ireland

4* resort with hotel, hostel, outdoor adventure centre, spa, restaurant, bar and café. Located on the Galway/Mayo border.

www.delphiresort.com/

Delphi Resort, Leenane H91 DP08

Call

Email

Directions



180 posts 4595 followers 251 following

Follow

Armada Hotel

Beach Resort

Snippets from around our Hotel

4* Hotel Overlooking the Beach

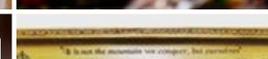
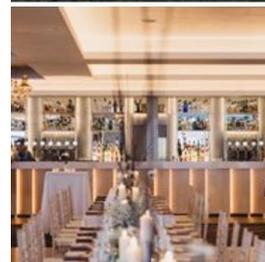
www.armadahotel.com/

Spanish Point, Miltown Malbay Co. Clare

Call

Email

Directions



Instagram - Links

- ▶ <https://www.instagram.com/thewildatlanticway/>
- ▶ <https://www.instagram.com/thecurragower/>
- ▶ <https://www.instagram.com/delphiresort/>
- ▶ <https://www.instagram.com/armadaspanishpoint/>

Instagram - Practical Exercise

- ▶ Create a caption for a photo that best depicts your business!

YouTube - A 'Human Face' and Voice

- ▶ <https://www.youtube.com/channel/UC8TWDyLQlYR-XKwvRUTiTXg>
- ▶ <https://www.youtube.com/user/DelphiAdventure>

Create a Social Media Plan - Key Steps

- ▶ Identify the people you are targeting your social media content at e.g. customers.
- ▶ Specify your objectives e.g. raise awareness about a new product or encourage followers to buy tickets for an upcoming event.
- ▶ Identify who will be responsible for developing content and which social media channels you will use.
- ▶ Specify the kind of social media content you will post and share and how frequently.
- ▶ Set a review date, so that you can look back at what your social media activity has achieved.

Social Media Planning - Actions!

- What social media channels will you use?
- What changes/additions do you need to make to these channels?
- What type of content can you produce or re-purpose e.g. news copy, images, videos, testimonials, special offers?
- What 'story' themes will you use?
- How much time will be required to manage each channel on a weekly basis?
- How will you integrate your online activity with other marketing activity?