

The background of the slide features a chalkboard with a lightbulb resting on it. A pen lies horizontally across the upper left portion of the board. Faint chalk drawings of circles and a larger irregular shape are visible on the board's surface. The slide is framed by blue geometric overlays 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



Home

Find Friends



Delphi Resort

@DelphiAdventureResort

Home

Posts

Reviews

Photos

Shop

Offers

Community

Videos

Events

About



Like



Follow



Recommend



Book Now



Send Message



Status



Photo/Video



Write something on this Page...

Posts



Delphi Resort

2 hrs · 🌐



Hotel in Galway, Ireland

4.5 ★★★★★

Always Open

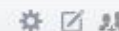
Community

See All

👍 22,428 people like this

📡 22,064 people follow this

● Chat





Armada Spanish Point



Home

Find Friends



Armada Spanish  
Point

@ArmadaHotel

Home

Posts

Videos

Photos

About

Events

Community

Create a Page

# Armada Wedding Exhibition

SUNDAY 28<sup>TH</sup> 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



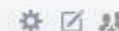
40,573 people like this



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](http://wildatlanticway.com)

[Joined March 2012](#)

[Tweet to Wild Atlantic Way](#)[Tweets](#)[Tweets & replies](#)[Media](#)

Wild Atlantic Way Retweeted



**Independent 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](#)



## 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  
709

Following  
193

Followers  
1,520

Likes  
196

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

Curragower Bar @CurragowerBar · Jan 27

fb.me/1GhWQTJOV



1



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





## 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](http://armadahotel.com)

📅 Joined November 2011

[Tweet to Armada Hotel](#)

Tweets  
2,500

Following  
2,867

Followers  
3,601

Likes  
4,781

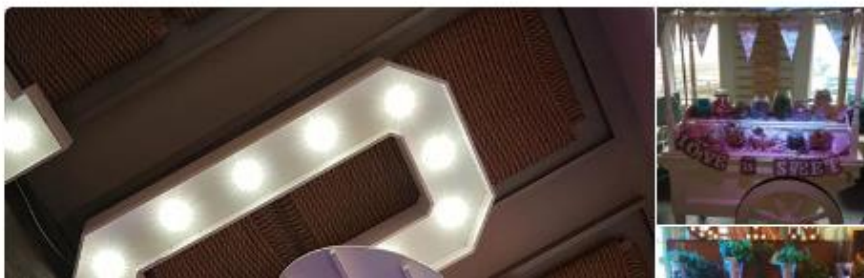
[Follow](#)[Tweets](#)[Tweets & replies](#)[Media](#)

🔄 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

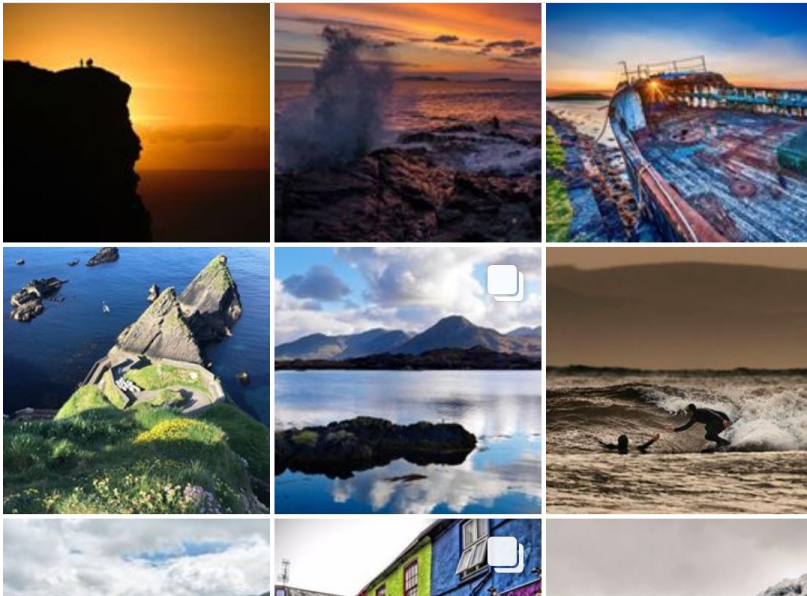


## Wild Atlantic Way

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/](http://www.wildatlanticway.com/)

Email



thecurragower

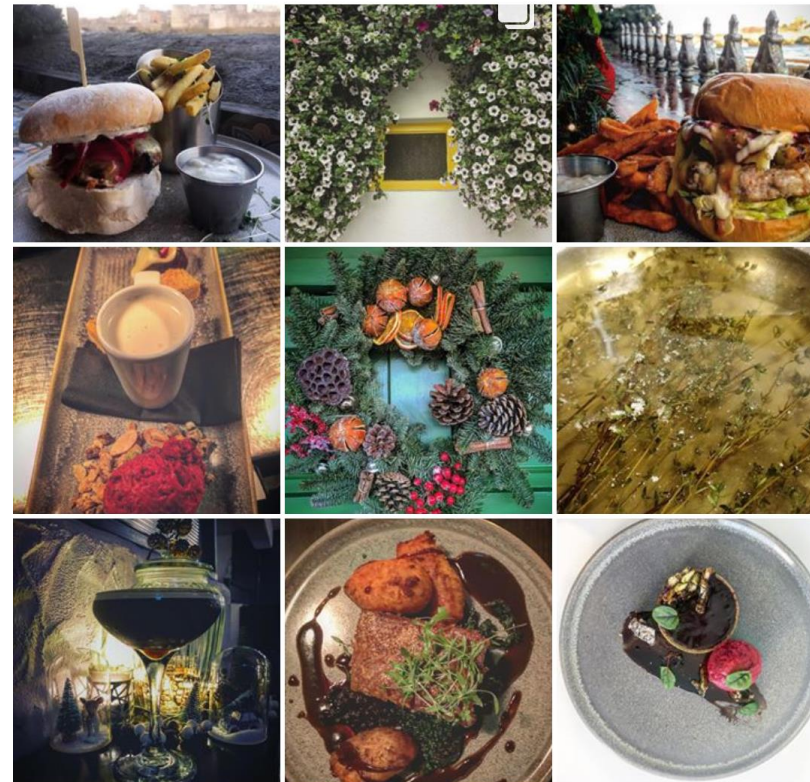


284 posts 2429 followers 79 following

Message



Gastropub -- Clancy Strand, Limerick City.  
[curragower.com/](http://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.

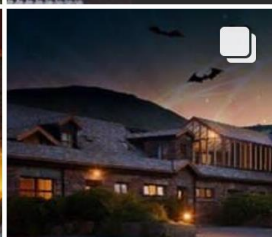
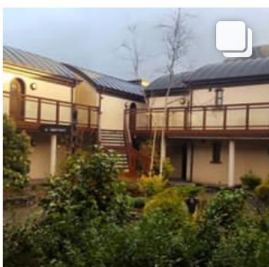
[www.delphiresort.com/](http://www.delphiresort.com/)

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

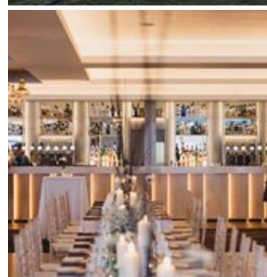
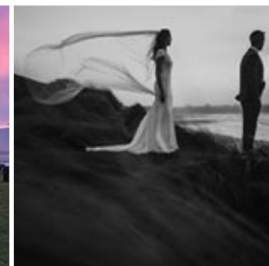
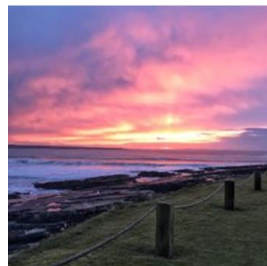
[www.armadahotel.com/](http://www.armadahotel.com/)

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?