

2021 BUSINESS BUILDER

VIRTUAL TRAINING SERIES

4.21.21/10-11AM

MAKING THE MOST OF
SOCIAL MEDIA



PARKLOCAL
DEVELOPMENT CORPORATION

KASCIE HERRON

My tenuous relationship with social media



COMMUNICATIONS AND
MARKETING FOR THE PAST 11
YEARS



CONSERVATION AND
EDUCATION CAMPAIGNS



GOALS = MORE FOLLOWERS,
CLICKS, ACTION, DONATIONS



BACKBURNER "TO-DO" ITEM
AND OFTEN A BURDENSOME
RESPONSIBILITY

Key Strategies

Doing something is NOT better than doing nothing.

90:10 rule – spend 90% of your time doing one thing well.

KNOW WHERE YOUR AUDIENCE SPENDS THEIR TIME.

Be consistent

Key Strategies



BIGGER IS NOT BETTER



PRIORITIZE QUALITY OVER
QUANTITY



DON'T BE BLINDED BY
"VANITY METRICS"



IT'S NOT ABOUT YOUR
NUMBER OF FOLLOWERS
IT'S THE NUMBER OF
ENGAGED FOLLOWERS



"FIND YOUR 100 TRUE FANS"

MARKETING REBELLION

THE MOST HUMAN COMPANY WINS



The Third Marketing Rebellion

- Trust in companies has declined for 10 years
- Trust is based on personal networks
- 2/3 of our marketing is not our marketing
- We are approaching the end of customer loyalty

Key Messaging

“Their story” NOT
“your story”

When it is about you, it
needs to be your WHY

Be human, real and
raw

Facebook

Facebook formula for success = 70% video, 20% photo, 10% links

Facebook Live

Content that lends ability for two-way conversation

Facebook “insights” gone by June 30

Link your Facebook and Instagram accounts

STORIES

Instagram stories
should be the focus

Stories are growing 15X
faster than news feed

Advertising in stories

Video Insights

Consumption of video content is 4:1 on still or written content

YouTube is still the primary platform for video (96% of 13–34-year-olds watch YT)

Higher percentage of people watch videos to completion on YT

- 80% retention after 1 minute
- 50% retention after 2 minutes

Facebook viewing

- 5% retention after 1 minute
- .89% retention after 2 minutes



Video Tips

“Good artists borrow, great artists steal.” – Pablo Picasso

“Immature poets imitate; mature poets steal.” – T.S. Eliot

“A good composer does not imitate; he steals.” – Igor Stravinsky

1. List 5 people whose style you like
2. Identify one element of each style that you like
3. These 5 elements + what you do = your first video

Video Continued...

Power Half Hour – spend the 1st 30 minutes engaging with viewers

50% Rule – Identify when 50% of your audience leaves

Editing Tools – Camtasia, Adobe Pro Premier, Vimeo, iMovie

Tips and Tricks to Start Using NOW

Consistency is KEY; Use a scheduler





- Facebook – Manage Page – Publishing Tools
- Link Tree: <https://linktr.ee/>
- Buffer: <https://buffer.com/>

Park Local Developmen... > Publishing Tools

Published Posts

Search

Create Post

Posts	Reach	Engagement	Date	Privacy
<input type="checkbox"/>  Our marketing series continues this Wednes...	1107 People reached	26 Post engagements	April 19, 2021 at 11:53 AM	Public
<input type="checkbox"/>  Your business's brand is its foundation, and ...	1322 People reached	49 Post engagements	April 13, 2021 at 11:52 AM	Public
<input type="checkbox"/>  This week we kick off our three week long m...	45 People reached	2 Post engagements	April 12, 2021 at 4:00 PM	Public
<input type="checkbox"/>  Park Local Development Corporation added ...	32 People reached	1 Post engagements	April 8, 2021 at 4:33 PM	Public

Publishing Tools

- Stories
- Story Archive
- Posts
 - Published Posts
 - Scheduled Posts
 - Drafts
 - Expiring Posts
- Videos
 - Video Library
 - Videos You Can Crosspost
- Tools
 - Creator Studio
 - Sound Collection

Tips and Tricks Continued...

Consistency is KEY

Organize your content into themes

- Team Tuesdays
- Thursday throwbacks
- Fish Fridays

Plans for Healthy Rivers

Shared by Kascie Herron · June 28, 2019

FRIDAY check out this beautiful bull trout caught by our friend [Rachel Schmidt](#). Can you guess where Rachel is in this photo??



MORE Tip and Tricks

Promotions - people love free stuff

- Giveaways
- Contests

Communication is the currency

- Questions, trivia
- Sharing photos of experiences

Invest in advertising if possible

- Strategic graphic design

Miscellaneous Resources and Suggestions

Facebook Insights ends June 30 – Make sure you have a Business Manager account set up and ready to track your metrics:

<https://www.similarweb.com/corp/blog/the-end-of-facebook-analytics/>

This is Marketing, Seth Godin

Everybody Writes, Ann Handley

Unsplash for free photos:

<https://unsplash.com/>

Join us next week for “How to be found online with local search engine optimization”

Nick Jensen, JTech Communications, will share expert tips to learn about local Search Engine Optimization (SEO) and how you can expand your reach online, and will discuss ways to increase the online presence of your business.

Register via email at park@montana.edu



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**HOW TO BE FOUND ONLINE WITH
LOCAL SEARCH ENGINE OPTIMIZATION**

NICK JENSEN

**MONTANA STATE UNIVERSITY
EXTENSION**

PARKLOCAL
DEVELOPMENT CORPORATION