

2022 BUSINESS BUILDER

TRAINING SERIES



PARKLOCAL

DEVELOPMENT CORPORATION



3.2.22/10-11AM

Effective Social Media Marketing

Erika Malo



Nice to meet you!

Erika Malo

Email:

erika.malo@montana.edu

Phone: 406-994-2502

Social Media Foundation

Brand

Build trust

- Fonts
- Colors
- Logos
- Focus words – Example:
explore, serve, discover, create,
excel, connect

Research

- Look for examples from brands that you enjoy
- What brands are people you are trying to attract following?

Anatomy of a Post

- **Caption:** Describe your visual, or draw attention with a statement, question, or headline.
- **Call to action:** Ask a question to encourage comments or share a link to invite your audience to learn more, try, or buy.
- **Mentions/tags:** Mention other accounts for added visibility and reach.
- **Hashtags:** Add topical and relevant keywords for added reach.
- **Images or videos:** Include one or more compelling, high-quality photos, or video clips, tailored to your brand.

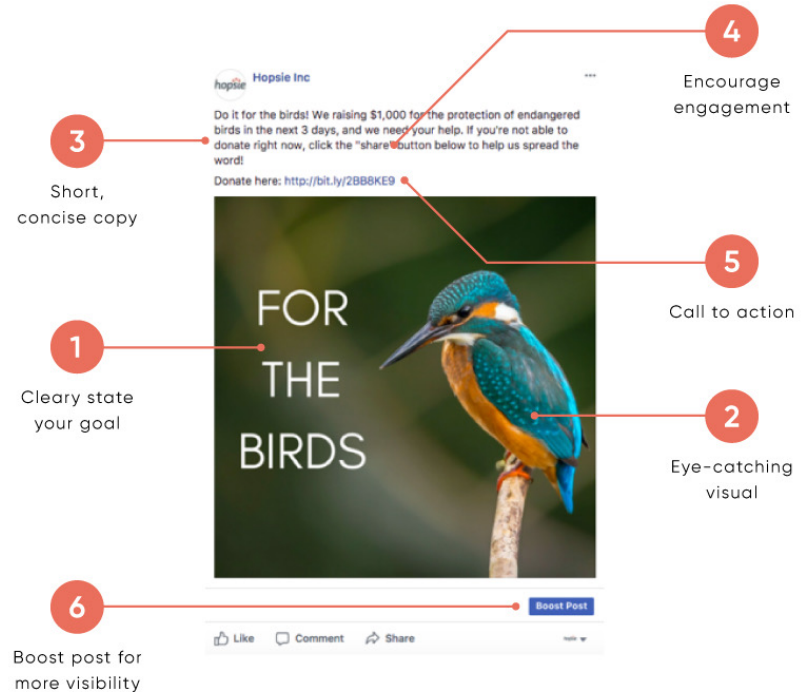


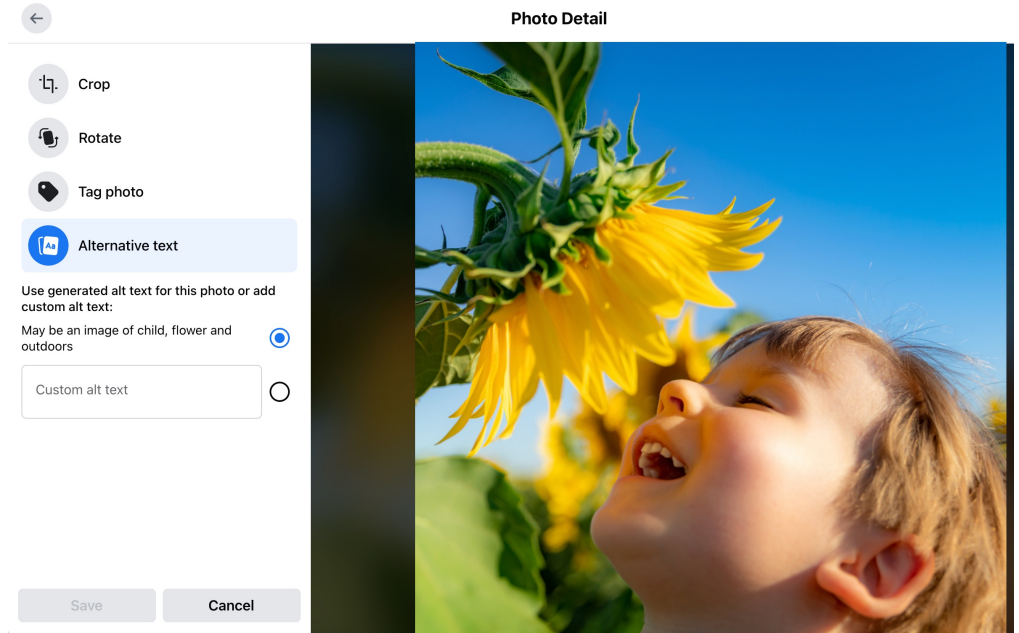
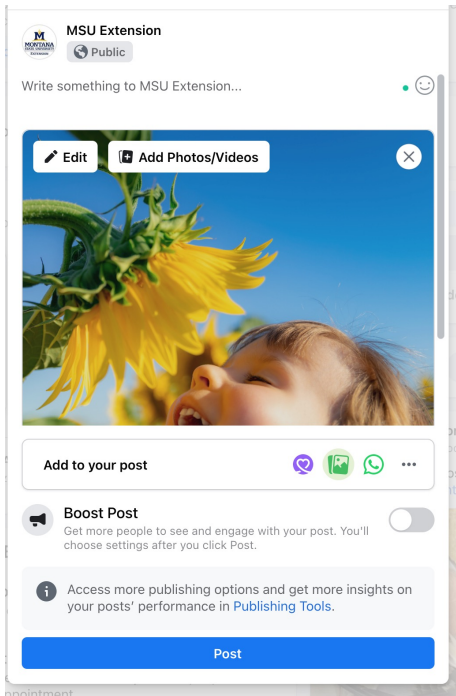
Image from www.hopsie.com/anatomy-perfect-facebook-post/

Post Length

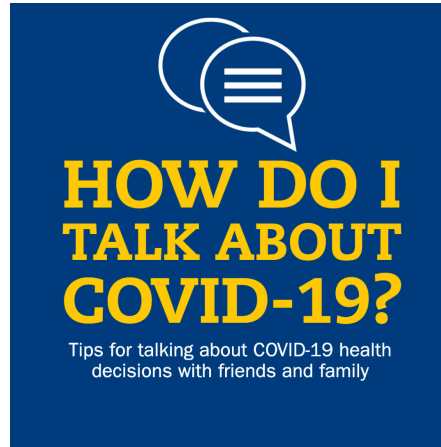
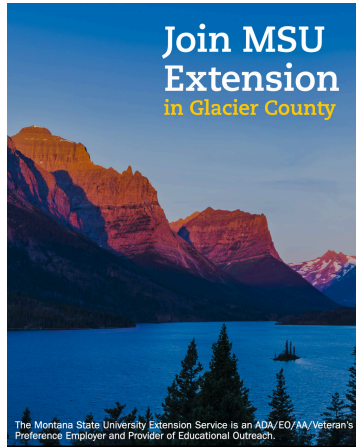
	FACEBOOK	INSTAGRAM	TWITTER
Recommended Caption length	1-80 characters	138-150 characters	71-100 characters
Maximum length	2,000 characters	2,200 characters	280 characters
Number of hashtags	1-2	5-10	1-2

Accessibility

- Write in plain language
 - Choose words that are common and easy to understand.
 - Avoid run-on sentences. Use clear, short sentences and paragraphs.
 - Write in the active voice instead of the passive voice.
- Do not use emojis in place of words.
- When using hashtags, capitalize each word.
 - For Example, #LearnSomethingNew
- Use alt text for images
- Use captions for videos



Accessibility



Graphics

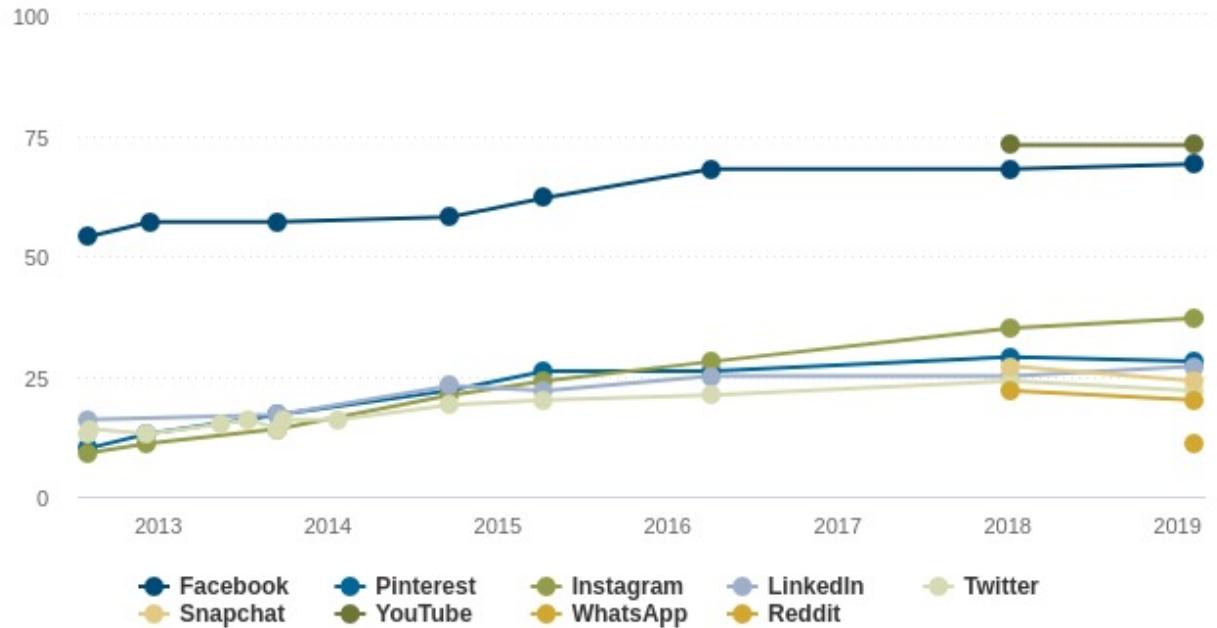
- Eye catching
- Engaging
- Limited text
- Draw people in to explore the post text

Trends

Platform Choice

Which social media platforms are most popular

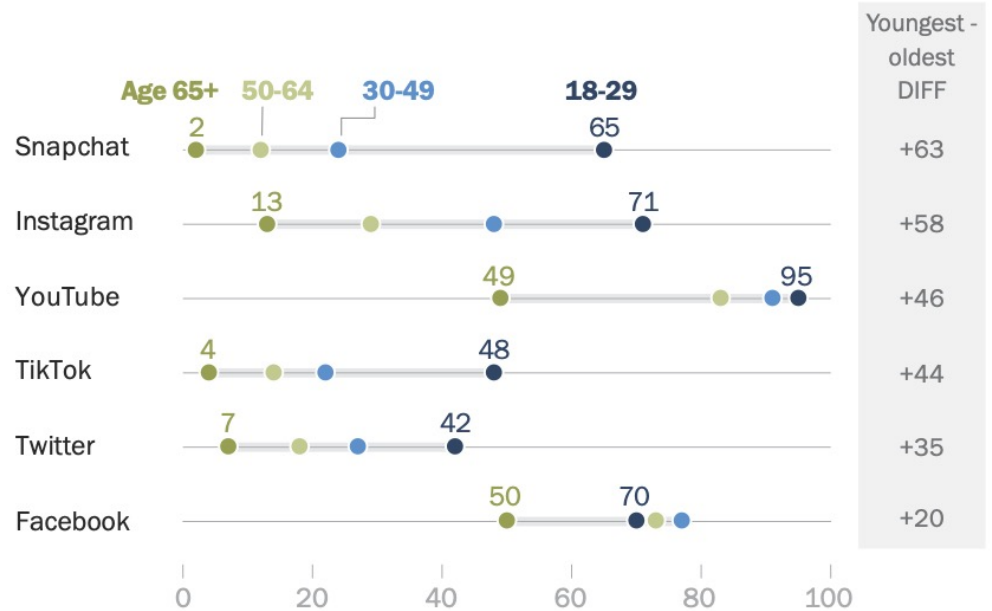
% of U.S. adults who use ...



Platform Choice

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Platform Choice

Use of online platforms, apps varies – sometimes widely – by demographic group

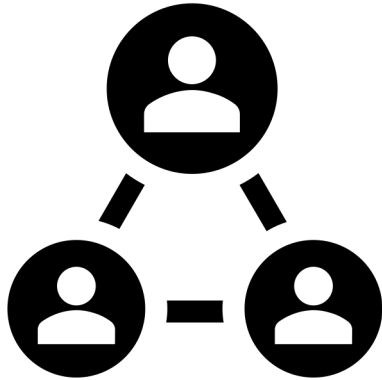
% of U.S. adults in each demographic group who say they ever use ...



	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16

Trend 1

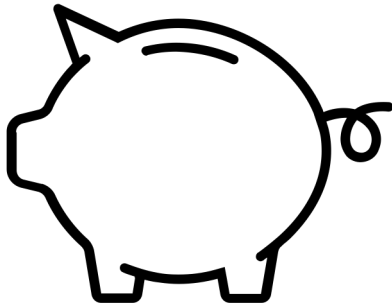
Community



- Group importance
- Digital life
- Join existing communities
- Partner with creators

Trend 2

Advertising



- Invest in platforms where you can make the biggest impact
- Don't be afraid to explore new platforms

Trend 3

Human Connection and Storytelling



- People connect with the story behind the product/company/organization
- People want to connect with people

Creating the Story

Who is your audience?



Who



Need



Motivation



Barrier



Purpose

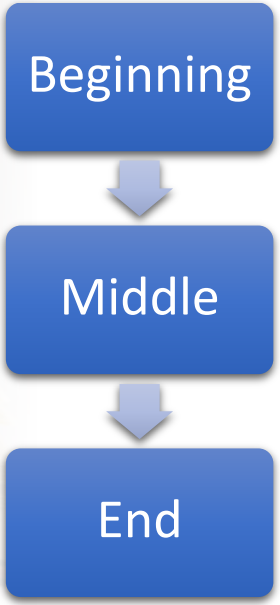
What is your goal?

Wheel and Spoke Model

Content creation tool



Storytelling



Storytelling - the 5 Ps

Purpose

People

Partnerships

Programs/Products

Process

Free Tools

- Templates
 - Adobe Creative Cloud Express
 - Canva
- Writing
 - Grammarly
- Insights
 - Meta Business Suite



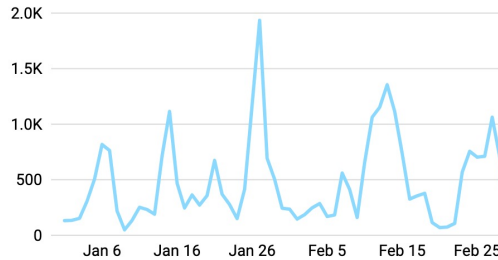
Meta Business Suites - Insights

Reach

Export

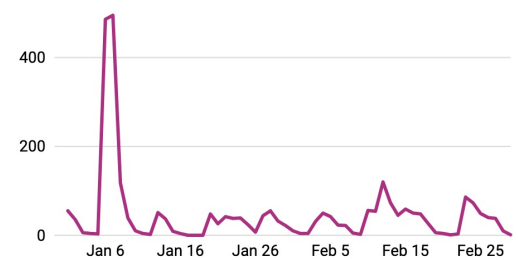
Facebook Page Reach ⓘ

12,933 ↑ 75.2%



Instagram Reach ⓘ

1,295 ↑ 179.7%

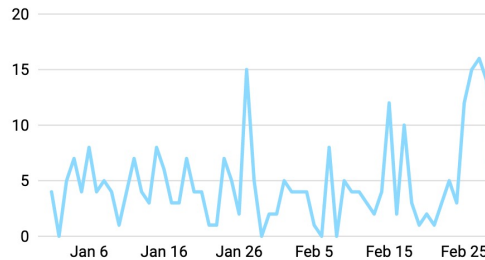


Page and profile visits

Export

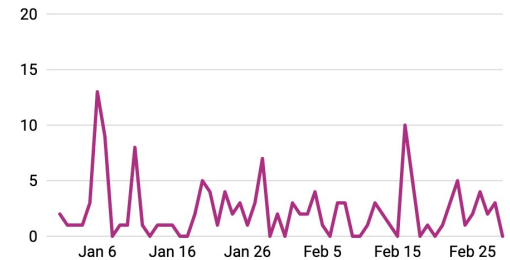
Facebook Page Visits ⓘ

284 ↑ 101.4%



Instagram Profile Visits ⓘ

140 ↑ 22.8%



Meta Business Suites - Insights

Audience

Export

Current audience

Potential audience

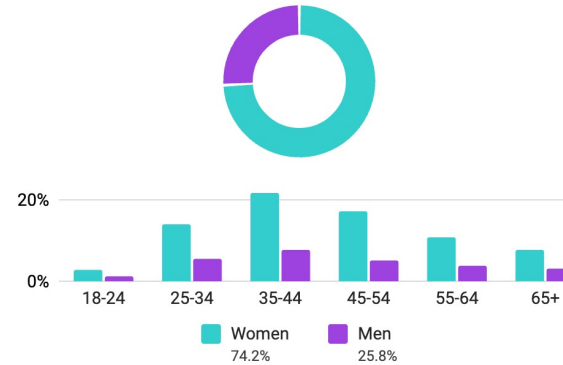
Facebook Page Likes ⓘ

2K

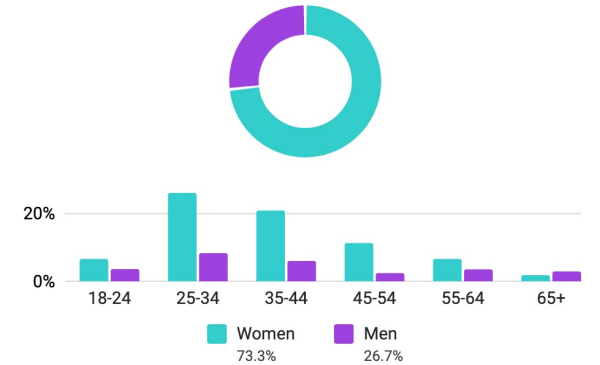
Instagram Followers ⓘ

319

Age & Gender ⓘ



Age & Gender ⓘ



Meta Business Suites - Planner

Week Month < Today > March 2022 Content type: all Shared to: all

Sun 27 Mon 28 **Tue 1** Wed 2 Thu 3 Fri 4 Sat 5

National Retro Day **Mardi Gras** **Ash Wednesday** **World Complime...**

Navigator Program
Are you or someone you know...
8:00 PM
❤️ 2

Join our team
Interested in making a...
7:00 PM
👍 9 🗨️ 4

8:00 PM
This week, your Facebook followers are most active at this time.
Schedule

7:00 PM
Congratulations to Kaleena Miller, ...
❤️ 23

12:00 PM
This week, your Instagram followers are most active at this time.
Schedule

Moments Drafts

Moments
[See how it works](#)

Mar 2022
10 Upcoming moments

Tue, Mar 1
Mardi Gras
Take a few minutes to schedule a post or story
Create

Tue, Mar 1
World Compliment Day
Take a few minutes to schedule a post or story
Create

Wed, Mar 2
Ash Wednesday
Take a few minutes to schedule a post or story
Schedule

Sun, Mar 13
Daylight Savings Time
Take a few minutes to schedule a post or story
Schedule

Questions?