Okay, I'm recording right now. Okay, thanks did it Oh, wait a minute.

Yes, alright, it's a recording wonderful thank you so much Ok.

Good morning, everybody. I just want to introduce myself i'm andrea baki.

I'm from I think dynamic digital here in Bennington County in Shaftsbury Vermont.

I'm a marking consultant with the Vermont Small Business Development Center, and i'm going to be presenting this morning on social media marketing tools, tips, and techniques.

So you can grow your small business. or your freelance business in the arts.

Okay, So i'm going to share my screen i'm going to stop the video so that you can concentrate on the slides.

And just so you're aware. you know if you have a pressing question, as we're going through this feel free to put your question in the chat, and donkey will let me know she's the host

today. thank you, Elkie. Let me know of that question.

But there will be a question and answer section at the end of the presentation. Just so.

You're aware. Okay, So there I just wanna also mention there is another recording that.

I did a webinar for the Vermont Arts Council.

In late. may I believe it's like may 25, perhaps on you know, social media marketing on demographics and benefits.

So. that's a really good one to watch I would say before this one.

If you're watching the recording and not attending today, so just to kind of bring us back to

You know what what is social media marketing it's a form of digital marketing.
There's lots of different areas of digital marketing and this is one.

It is using social networking Platforms like Facebook linkedin Twitter pinterest.

There's quite a few there there's some main players.

But there's quite a few social media platforms it's using digital marketing to increase your brand awareness and product exposure to cultivate relationships with consumers.

And it involves creating content what you're gonna do is be you're gonna you know promote your products under services.

Build a community increase that brand awareness with your target audience which is, you know, your ideal client as a group, and it's going to drive traffic to your business or website so it can drive traffic to the website, it can drive traffic to your in-person. Now you have a storefront, or maybe you have an event. You know there's a lot of different pathways that you can drive traffic to and who is going to benefit from social media marketing. Really, anyone can if it's done with a strategy in mind and goals and for planning so of course, you know organizations, people, artists, musicians, small to medium sized businesses as well as corporations.

But again today's this is for the vermont arts Council.

Oh, anybody that is in the organization hopefully you'll get some good information from today's presentation.

So what are we gonna cover today in this presentation I thought it would be helpful to kind of break it down for you.

To know what's coming. the tools the plan build schedule publish, engage, and optimize content.

And then we're gonna and then what you do once you you know. Have those tools in place, and you've done this cycle of creating the content and optimizing it.

It's a rinse and repeat cycle it's always about learning growing trial, and error kind of process.

Yep will also be discussed this this you know I wanted to kind of.
There's so many tips up there. but I wanted to kind of break it down to make sure that you know I can explain how to be efficient and effective in the content creation, process and part of that is also analysis,

because it's really hard to know where to go if you Don't look at your metrics and you know know what data is coming at.

You based on what you've done your actions so looking at that going forward really really helps even when you start out.

And we'll talk about that more in the future and we're gonna talk about some techniques.

That helps build, you know, successful, content to grow your small business or brand.

And again. there'll be questions at the end if if you don't have something that's pressing as we're going forward.

So one very big goal of social media marketing and you know what there's a lot of goals people think it's just a cell, and while promotion and you know, selling your product or service is a big piece of social media marketing. it's not the only one because before you get to the selling of your product or service.

What you really need to do is build those authentic relationships and trust with your audience.

Because if you, if you do that, people are more apt to feel comfortable and safe, people need to really feel safe to purchase from you, they need to know.

They trust you. they need to know that. you know you have their thoughts and goals in mind Right?

Because when you think about it, a business or brand, they want to.

Of course, make money. we're all you know doing different pieces whether it's or it's a volunteer You know you're trying to maybe get people to join your organization and to help with your mission that's not necessarily make money. However, there is fundraising, right. We need to have fundraising happen in order for an organization to

But those authentic relationships really can be fostered and created.

And nurtured. A nurtured is a really great word.
We hear not a lot in the marketing space and the social media and email space.

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Is nurturing those relationships as we go forward. There's different types of content to create when it comes to social media marketing.

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There's a lot and you know it's it's about thinking about. okay?

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What kind of content should I create as a business owner for my target audience for my ideal client?

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And really there's. all these different types but what is really important is to think, Okay, when i'm thinking of my goals and I want to plan content. What is it that is going to bring value to my target audience to my ideal client. What is it that's gonna really resonate with them? And some of the ways to break it down is, you can think about pictures and images. Of course, with social media marketing?

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These are gonna up in people's news feeds of course it also depends on the timing and and all that.

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And you know what platform they're on all that good stuff we'll get into.

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But pictures and images are really good gifts which are graphic interchange formats there. little digital files that are you know, could be like animated, or could be.

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Even it can be static. But they're they're fun little pieces that can support your copy or your text desk in the social post.

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You can have text based posts and include questions to encourage engagement.

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And what is engagement? Well, that's like comments shares, you know conversation back and forth.

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Info graphics are really big. This is something for you know.

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Pinterest is pretty big there, but you know they can go on other platforms as well.

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You can certainly go on Facebook cover photos. this is a a piece of real estate that I think a lot of business owners don't realize is really beneficial.

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If you have a cover photo and you and you bring out some good content with not if you don't want to put too much text in there, you can put that on your Facebook page.

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Your Twitter page even your linkedin page, and have some information about You know who you are as a brand as a business owner like.

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What are you doing to help solve the pain points of your ideal client?

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Written bot blogs, written posts and blogs, articles, guides, really huge pieces, not not huge pieces of content.

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Well, they aren't longer pieces of content than a graphic but these are really huge, for you know, fostering engagement and bringing value.

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And you can put these on Facebook and linkedin links to external content is really important videos.

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Video stories. Video stories are images and short videos that expire in 24 hours as opposed to you know videos can be longer.

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Testimonials and reviews, announcements, contest and holiday seed content, which is really important, because when you think about what are current events happening, you know it depends on how your brand wants to you know put its content.

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calendar together, and we'll talk about that more in the future.

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But those holiday holidays, really are you know if That's something you want to post about, and share with your audience, You know that's fine.

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Go through that. Why are these social media tools important Well, it's gonna help you meet business goals?

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We're going to talk about the tools here in a moment the the some some of the tools, many of the tools, I think, are really.

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They can be cost effective. You know if you think about Oh, it's gonna they can put it this way creating social media content if you haven't already tried it.

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You know it's a lot of work you're you can spend a lot of time building content, and you know it's about the process, and setting yourself up to the organized to like you know figure out how is this

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all work going from step a to Z. but if you use a tool it really helps to break it down.

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So you you know you have the resources you need to make it happen.

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Which is good as a foundation, but also can we cost effective because it helps save you time and money?
You know the tools help you become time efficient like I just mentioned, and they can help, you know, with creative inspiration.

Often they give you templates, you know that you can use as a base and start from there, so that you are not starting from a complete blank canvas which you certainly can.

There's nothing wrong you know maybe that's something you enjoy doing.

But there's so many options out there when you have these tools that give you templates, and you can change the colors, and you can change the font to reflect your brand and be consistent.

But that's a great starting point the tools help you create and analyze the content to drive business forward again.

You need to be able to analyze the content, and when you can, then you can see.

Oh, maybe I can change it to better, you know. speak to my audience this way, or perhaps it makes sense to look at the tools, to see what time people are looking at my content.

So I can change that up. and then the tools are also going to help you increase website and in store traffic and sales. and that's that's a really wonderful goal.

So then we talk about content curation what is that it's It's finding collecting online content and for presenting it is structured way so that you are speaking to your target. audience.

So this is not where you would create the content yourself. This is where you would go out in source.

Maybe you find a link, you know. you find an article that really makes sense that you wanna use for your brand.

And it's good to have a mix but you don't always wanna say you have a Facebook page.

You don't always want to post links to external content.

And the reason I say that is because w there's a few actually you think about it.

If it's your blog of course you're bringing people to your website, and that's great where you're bringing them to the sign
up for our webinar page on your on that third party website, based on you know you're on

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the Facebook platform. But if you continually put links to external websites, what happens is it?

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Facebook will kind of get a little moody and won't wanna Show your content to people continually in your their news.

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Feed. because essentially, if you think about it, Facebook makes money when people are on the platform and click on
their ads and are just no joining in the conversation and creating that business for them, right?

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We get to use it as consumers and as family and friends, and connecting with others.

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But certainly that's you know we're able to use their platform, and we can have business pages.

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But if we're always throwing people off of the platform to go to external sites, they don't really like that too much, So
you want to have a mix of keeping people on the platform, and then once in a while sending

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to your website, sending them to your event that's you know on a third party website.

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That kind of thing. So that's really good to remember some of this sources you can use to get these to to, you know,
Curate content it. I don't know if you've ever heard of seedly but this is a wonderful

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website that it's a news aggregator and it's linked to articles on everything you know you can create your own list.

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Maybe you want to create a list about music venues that you're, you know, possibly thinking of checking out.

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Maybe you're gonna start touring or something and you want to know about more music venues.

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You create a a a folder about music venues, and then anytime something new comes out about.

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Maybe you know back Saratoga performing art center or any, you know.

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Maybe at the Flynn, or something like that, feebly will grab that. and you will have this article.

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You can potentially share that in your content you know somehow about where you're going, or what you're doing.

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So there's a lot of ways to to use that as a resource.
Buzzumo is a really good resource as well.

It helps to research topics and keywords and competitors.

And then you can also get a lot of information from you know the the social media platform that you're actually on.

So that's really good to know that you know That's a great place to get information events, articles you know.

Learn about your competitors so much. there I know great organizational tool which I've actually used myself, and I cannot speak highly enough about this, and it's free is what's what I it's called toby and

it is a browser Tab organizer for like anything.

So if you you know you can download the chrome extension, and then what happens is, say you have like, now, Say, you're creating content, and you have 40 tabs open, which is actually common 40 tabs is kind,

of low. but you're creating content and then you have to run to you know, may maybe meet with a client or a customer or something, and you just are fearing that you don't want to lose all these tabs later.

When you come back to it. what you do is you use toby and you click save session, and it's going to compile all 40 of those tabs. it's gonna put it into one little folder in your

it's gonna open up in a tab itself and put it into that folder.

You can name it, you can come back with and open them all at once.

This way you can create content. You can you know, maybe save websites about events, whatever it is that you need Toby's really gonna help you with building that that content in a organized and safe way.

So that in case you know there's a power outage here, your computer goes down.

Still have those tabs there to support you so you don't have to find them all again in the future.

Some social media scheduling tools that I really like.

Are listed here below, but the social media scheduling tools.

If you don't want to use the Facebook business manager which which I think honestly, is really a great tool.
There's Facebook business manager Facebook business speed which I think actually is now Facebook business week. I think business managers is in the back end when it comes to like ask

So, but I wouldn't worry about that right now today's presentation is on organic.

You know. no cost post meeting, not ads, but

My suggestion is to check out you know the native scheduling tool in whatever you're doing.

So if it's Facebook it's you know creator studio is a place Facebook business suite and other platforms as well.

If you're finding you don't like those and you want something that's you know, Maybe a little less clunky, or maybe allows you to schedule 2 different platforms at once with you know different types of content or the

same check out some of these third party scheduling tools like Buffer later, is really really good.

I believe It's it's really changed a lot in the years It started out as an instagram page, but it or not, page but instagram only specific platform.

But now it does all platforms and I think it's pretty cost.

Effective social is a little more expensive, that's more for like agencies, or like, you know.

If you you had it in your budget but there's lots of different ways to you know be more time efficient with a social media scheduling tool.

And honestly, which is the best one it's really whatever works best for you in your business, you know everybody will tell you.

Oh, well, you, you should use this or you should use that it's really what fits with you because technology is all different.

And what you know what you like. As far as is it user friendly.

And then also the piece of about you know what? what is the what can you afford?

Because all these tools cost different. those different price ranges.
So content creation tools. So here we get into some of the fun stuff.

Well, well, I think the third party schedule is fun to but not everybody feels this same.

But the contact creation tools are fun, because it will help you keep consistent branding across all social platforms which is really really important for your consistency and your branding, so you don't confuse your audience.

You know you can keep new visually appealing content.

Going to make sure it's fresh and encouraging engagement and that trust that you're trying to build in in those relationships.

Some of the websites to gather professional images are they're really cool to you just wanna check the licensing on how those work, but a really good one. I use canva right now.

I also canva and adobe are complete competitors, but I use both because I like.

I use canva for the most part but it's always nice to see what adobe bark is doing, and it's like the android versus the apple situation right? so like a lot of people that use apple products don't want to even touch an android you know phone or whatnot.

So it's kind of like the same thing but not in my opinion.

I mean I like Sandra and adobe but some people don't like one if they like the other.

However, you know you have to find what works for you so if you're using adobe, and you're like this.

This really works. Then stick with that. They you know you can get professional images from canva.

You can get a professional images from a adobe, and on Splash is also a really great website.

These are stock images. And while you know it is recommended that you stay away from stock images, if you can, to, so that you can build an authentic relationship.
Sometimes you might need to pull one or 2 for you know whatever reason. And that's okay.

You know you can only do what you you wanna do the best you can with what you have.

And so if you don't have a budget for a photographer, or you just don't even want to take pictures yourself, it's it's fine to use documentaries, you have a lot of different options.

And you just have to find what works for you on some really great content.

Creation tools I really wanted to make sure I speak about this because you know I hear from a lot of people say, Well, I don't know what to write.

I don't I'm not really good at writing I don't know what to write, and I don't I don't know if I even have the time you know even I I am a good writer but I I don't have the time, because i'm trying to work on my business well guess what there are these.

You know these tools you can use. One is copy. Ai.

One is Jasper. there's probably a few others out there. I just don't know of yet which help you write copy helps.

You write text or your you know social media post captions.

I took a couple of I used Toppy Ai and Jasper right now.

I like to write. I really enjoy it and for the most part.

I don't use these for captions but we're like longer things.

Sometimes i'll use get a little more creative. and it really helps you become a better writer, too, to be honest.

But I took some of these photos about some of the options that you get with Api.

I didn't take any with Jasper but Oh, excuse me, this is actually Jasper, and copy Ai is not the one I was I was using for the photos here.

But these are some examples like, Say, you're on Youtube. you can get some help with your video description.
You pay a monthly fee, and then you tell the tool what you want it to do, what description type you're looking for, and what is the topic, and what you want it to generate. Then you can change it around if you want.

Bitley is a really excellent tool. This helps shorten links and track those links you can create.

Qr. codes you know, because if you have a really long link, it doesn't please to the eye. It's also can create friction, and make people not want to look at the rest of the content so this helps shorten links. To do that grammarly is another great content creation tool, because this helps you with your writing, your spelling, your punctuation.

So I highly recommend that cool content creation tools again hashtag strategy.

Now this is actually a big thing, and I think it's overlooked.

Of course you have to remember when you're doing all of these things you want to start small, so I don't want to overwhelm you a lot of different pieces. So I'm giving you kind of the basis when you go for your hashtag strategy when we're talking about Instagram. and you can put a couple of hashtags here and there on Facebook for LinkedIn.

But it's not as heavy. as on Instagram where you can have up to 30 hashtags in the bottom part of your copy.

But again, you don't want to use the same 30 hashtags, because Instagram is gonna start thinking you're a robot.

It doesn't like that. It is especially what changes most recently Instagram really wants the people posting to be authentic, and they want them to be human beings.

So the more you can like, change out your hashtags.

That would be helpful. I want to have tag is is you know.
I mean this is the lovely, I'm a musician, so I know this is a this is a sharp sign.

It's also the pound sign from the phone but it's It's a hashtag when you put wording behind it.

And so what that does is you're essentially putting a hashtag.

Maybe it's Vermont music is your Hashtag.

You put that on your content, and then somebody searches for Vermont and music Vermont music scene, or something like that in the Search bar on Instagram, And hopefully.

If the hashtag is not used a lot.

It shows your content in their feed. So there's different ways of approaching this

So you can like, you know, put a couple of your own hashtags and see what happens.

And look at your metrics or people looking at my content. You know.

How is that going? And if you know use your own hashtags that's cool, you can see how those are going.

You can also use tools that help you see how popular they are, how much they're used. so like hashtagify Hashtag is really good.

I just started using this one, Of course. some of these have free levels, and some don't.

So you wanna again. Remember that every time you're building something for your social media marketing strategy.

There's a there's a fee involved so it's like, Okay, let's find the ones that are, you know, or very little money.

So thinking about your budget, and adding, You know I would go for the free tools as much as you possibly can.

But I mean they are out there. They certainly are out there. but you can also research your competitors and see what hashtags they use, and there's a free option you can go to their Instagram pages

and see what they've got on their excuse me on their content.
That'll help you kind of figure out your framework for your strategy.

So for graphic design, to actually create the images. So I did Canva right canvas, very helpful.

I spoke about that Adobe Spark very helpful.

There correct, Prelo. Those are like a whole list.

But I just wanted to, you know. Talk about the main ones that you might want to use for your content.

Creation and Canva does have a free version I'm not quite sure about Adobe Spark.

But Canada does have a free version, and you can start out with that, and that's probably that might even be just what you need for your content.

Creation strategy. I went to Canada yesterday and search for music and Facebook in the search bar and came up with a lot of templates.

Because I wanted to give you an example about some of the things you can do with Canva And the wonderful thing, too, is It's sizes the graphics to what you need per platform.

So if you need something on Facebook, okay, you can create this summer piece on Facebook. Then you can resize it.

Or you can copy and resize it for Twitter LinkedIn.

Whatever makes sense. The platforms that you're on I think video was really good to talk about because video is so huge.

It really helps get more reach for your content in people's news feeds.

So you wanna have like a mix. If you're not comfortable with video.

That's Okay, you don't have to do it but it is it is there. There's you know there's pieces of like you can use some small videos in in Canva.

You can create your own video and edit it in Camtasia or final cut pro.
Some of these other online video editors as well. In video is really really huge.

I just learned about inv video. I think a year ago. and Mari Smith, who is a social media like amazing professional.

She's you know one of the top people that I follow. She recommended it like, I guess a few months ago in one of her Facebook lives.

I get notifications, and I suggest you kind of see who's out there.

We're going to talk about some of these blogs and people you can follow later in the presentation.

I would recommend that you try to find them on social media, and you get subscribe to their not only their email marketing, and, like, you know, follow their page.

But you can get notifications on when they go live.

If they go live on Linkedin or they go live on Facebook, or Instagram.

And so you watch the information that they're gonna share because it's really, really big.

And you can learn so much about how to apply to your business.

Social media analytics tools. this is gonna give you insight into what's working, and what's not really important that you are looking at the analytics can figure out how to move forward and what changes you need to make. So that's important. Google analytics is very important to you know.

See what kind of the website traffic is going on for your social platforms.

And what tools there are available, you know, for moving forward based on that information.

But there's tools inside each platform essentially and third party scheduling tools that help you analyze what is going on with your your strategy.

So you know, you definitely want to look at those analytics to know how to.

You know, improve in the future. I think one of the big mistakes
When I first started with social media marketing, I want to say like 12, something years ago is creating the content and not looking at the metrics.

And then, you know, I learned a little more and then I realized. Oh, yeah, you you told me to look at that because that's gonna give you a snapshot into what can I improve or What do I need to you know Come back on a little bit.

Maybe step back on. So you know my suggestion is to really take the analytics portion of this will puzzle as important as the content creation.

I think each piece of the puzzle is equally important That's the only way for it to really work.

Just to think about each section, each step some of the platform specific tools I wanted to mention, because there are so many is here.

Here's a quick list. twitter is a follower.

One, excuse me is advanced analytics. you have.

You have a good amount of analytics in twitter you don't necessarily need this.

But if you were really wanting to step it up and you had it in your budget you could use, You could use something like that.

Tailman is really good for pinterest and Instagram. That's definitely a place where artists create creative business to be is, you know, Instagram, for sure if you wanted to.

If you were really good at Instagram, and you said Oh, I want to add something else, you know pinterest could be something.

It's a it's a Google excuse me it's a search engine right after Google and Youtube really Youtube said the search engine, too.

If you think about it. but it it helps you with social media management, and has to catch 10 research.

And Then there's Facebook you have the insight section which is the the data.

And you have Creator studio, which is really great. You can schedule a post in there, create posts, create videos.
Facebook business suite if you're not sure on how to use these tools. If you just if you there'll be a I have a checklist that i'm going to send after who I believe the

Vermont Arts Council will pass it around it's a it's a checklist on some

You know, pieces that are really gonna play into your social media strategy.

So It's a one page pdf track list and essentially you don't have some information on there, But about Facebook.

Business. We you're not sure how to use Facebook business meet which changes all the time.

I mean, all these pieces are moving forward very quickly. at like lightning speed, but they're also fun to learn

You can, you know, do like a go to go to I think you know just Google Facebook business suite, and it's gonna give you a breakdown on how to use that product?

And Instagram. Instagram is really big with photos.

Right. So where Facebook is link heavy and you want to use photos?

But you it's about like sharing links within those and i'll give you a trick later.

But Instagram, if you so you know there's a place you can put your link in the bio, and there's a way to use what's called link tree, or you know they have There's competitors out there,

too, that allow you to kind of have one link that is a hub of links.

And so it can. You know that Hubble Link, You can list whatever link you would like, like your website.

Maybe your services, page your blog all in this one link, so that you put that into your link in your bio and reference.

Okay, go check out my link in my bio to view my, and then you have all those links people can choose from.

Okay, So building your social media strategy some tips on that is, you want to set your goals and make sure that you've set the goals for your brand, and your business before you even get started with creating content.

You know. Are you gonna increase brand awareness? Are you trying to generate leads in sales webin foot traffic?
Are you trying to grow the brand's audience? Well, you want to try to do one at a time.

While we do want to generate needs and sales you know, in order to do that, you have to have a foundation of increasing grand awareness to let people know you even exist.

So that's really important. Make time to research your target audience and your ideal client.

So important you won't know what kind of content you want to create, and what your brand voice is until you have that information.

In fact, marketers and social media professionals and email professionals.

I mean anybody in the marketing space won't be able to work on any kind of content creation for any brand until they know the target audience.

The ideal client, the demographics of that. You know that group of people.

What is their gender ratio? What is their income?

Are they educated? You know what you know what do they have a master's degree?

Is it a high school deployment like? What does that look like?

Those are really, really important pieces, and while you know you might say oh, I don't really wanna do that work.

Well, it's really important and it's gonna really set you up for success.

So, it's just like having a business plan in place. There needs to be a marketing plan in place, too, and this is a piece of that.

You wanna figure out what platforms you should be on based on where your ideal client is hanging out.

You don't want to be on all platforms I really want to stress that people tend to think I need to be on every platform, to grab every person that might ever be on social media.

That is so much work. It is just You doing that is not gonna leave you enough time to have You know for your art or your music for your business.
So don't feel like you just wanna figure out where is my ideal client.

Oh, they're probably on Instagram most likely okay start with Instagram.

If you want to have another platform going maybe you get on Facebook, but don't feel like you have to be on every platform. just much work, and it's overwhelming.

You know you want to determine your most important key performance indicators what we call kpis.

You know what is is reach important. Our clicks important.

Well, yeah, I would say, if you feel okay, you really wanna drive traffic to your website.

You know where? you know. Make sure you have Google analytics install on your website in the back end.

So that way, you know, people are clicking to your website.

You get the data, and you can see where you are now and where you want to go.

You. you build goals on based on this relationship? Yeah.

Then you wanna create and curie engaging so social media content, which is what we're kind of talking about today.

How to make this happen. Start with your goals in mind.

Use a social media content calendar to to set you up for success.

This is huge. we're gonna talk about this later, in the slides social media content calendar alleviates the pressure of everyday sitting in front of your computer and saying, Oh, my gosh what do I post today that is very stressful. I find that stressful myself and I and I feel for any business owner that's going through that, too, you know. there's there's ways to avoid that you want to post consistently.

And keep in mind quality over quantity while we are going to talk about later in the presentation about the the cadence, and how often you might want to post It's really about bringing quality content to your viewers to your audience, and
not stressing. Oh, my God I have to post 8 times per week on such and such a platform that's going to be stressful.

And you're not going to want to do it because you know that feels overwhelming.

So remember that it's all about the value you're bringing forward and the quality you want to use call to actions which are referred to as Ctas in your text and graphics of posts who encourage the audience to do certain things that you want to gently guide them to do to help, you know.

Build your brand, get more awareness, learn about you, convert them right?

So all about convergence. So maybe you want them to click here to visit our website, find them for our email list tag.

A friend who wants to follow our page that's a great way to grow more followers.

But you have to remember it's really these followers and likes we consider in the social media professional world as vanity metrics, while it's good to have those and it looks like there's a lot going on there.

what's really important is okay. I have Maybe Okay, Maybe a person has a 1,000 followers on their page, on their Facebook, page or their Instagram page.

What do they have? The customer base that's actually converting, you know, Are those leads what we call them potential customers converting into those paid customers?

You know what are you seeing. So if you're seeing you're getting a lot of likes, maybe change things up with your call to actions like the click here to visit our website or click here to you know purchase a music class online using class for father's day or for you know to celebrate.

I don't know the fourth of july whatever that looks like for you in your content calendar.

To help drive business forward in your brand you could also say follow us on Instagram.

So you're posting to Facebook you can cross promote you know.

Get the followers. Some of them might also want to be on Instagram and follow you.

There comment below, which is a great one for increasing engagement.
You wanna ask questions to invite your audience to comment on post, and make sure you use appropriately sized images for each platform, and you want to use a good mix of content.

That's for sure. So to stay informed on social media news and trends is huge when it comes to okay what's changing in the in this space.

What's happening in the market, you can do this by joining online communities.

So for research and development, like Facebook for linkedin groups, clubhouse, which is an audio social media platform.

Jump down there last year during the you know when we were we're still in the pandemic.

But it was really heavy in the pandemic and really, we weren't going out at all and clubhouse is wonderful, because you can connect with people all over the world just like with any other platform, and you can hear from professionals about social media about what's happening in business about what's happening in your industry music, and it's amazing. And you can talk with them, too.

I mean it's just it's really it's not as big.

I think it's kind of faded a little bit but I feel like It's really important. it doesn't have as much popularity as like Tiktok does. now.

But it's a really good nugget of information that I highly recommend following.

You wanna follow competitors on social platforms that's gonna help you with content inspiration.

You don't want to copy them word for word because that's plagiarism, and that's not good.

But you definitely want to use see what's out there, and what's going on for your inspiration, and again start with one platform and do it well, not feeling like you need to be on all platforms you can also attend webinars like the one today. Thank you for being here, There's a lot of information out there.

You can check on event right? you can check on Facebook Linkedin Twitter Instagram.
There's so many places to get information you can lend through free social media classes which they are out there.

If you you know, you went and you can find out through a lot of different you know, Facebook groups or you know what's going on in Google Google is our friend Youtube also our friend read books and set Google, alerts

for content. You wanna learn and get updates about. These are huge.

So if you know you can set a Google alert for

Maybe you want to say you know me. music events in Vermont.

And then anytime something comes through you would get some a link about that.

Here's some social media news blogs and communities you can subscribe to.

So there's later dot com they have a lot of good information yes, it's gonna clutter your email inbox.

But then you can, you know either you can sign up using one separate email.

That's just for blobs or you can have it go to a separate section in your email.

It's really beneficial information I highly recommend you know jumping on that.

If you're interested social media today, social media explorer and Examiner Examiner also has a paid group.

It's it's, it, depends on what your budget is but there's a paid group if they have their free resources are really chocolate of information, and and I use them very often when i'm sending information

to people that might have questions about social media. So I I really trust them.

Route Social has an excellent excellent log in fact they're blog is so good that it converted me to be a blog reader into a paying customer, and I use their third party scheduling tool in my business because I

was so so amazed with all of their content, they they built Trust with me immediately. I just.

I always refer back to them. they're wonderful the hubspot marketing log is also another tool that I was really excited about, and I also pay for some of their services.
Then there's Mari Smith I mentioned her in the past though in video, really recommend her.

If you want to find her online, she's got some really good information and she's up to date.

She'll she always releases New information That's coming through from Facebook and Mark Zuckerberg and all this other stuff on that Gary V.

Which is Gary vaynerchuk he's really big about Tiktok and other digital marketing pieces.

Really, really good information neil shafeer neil patel to be Zimmerman, I mean there's so many people out there to follow.

But here's a really good list hopefully you can use this to refer back to, and then maybe look up those people.

So there's types of content to free and here's a picture of a infographic.

I pulled this from canva to show you what it looks like, and these generally go on pinterest.

But they can. They can also go on Facebook or other places.

The types of content that you want to create. is, you know, educational, inspirational, interactive.

These are 3 other types infographics. Definitely, You can educate your your audience.

How to people love, how to list they also love checklist So that's really great. What i'm gonna share with you later.

Inspirational quotes fax trivia, personal stories.

If you want to you don't have to but it's always an option images.

You know you can find some of these quotes and stuff on Reddit for an upworld.

But just make sure you're not using someone's content without their permission.

That's a really big thing when it comes to content creation like if if somebody had you know taken a picture of something, and and you wanna make sure you it's the licensing, information too, like when you go to
upslash, but make sure you have the rights to

Use that content because they can be. You know would be not good just like you wouldn't want someone to use your
music without your consent or your approval.

So your your content can be interactive with this assessment.

Polls. You want it to be connecting Is it behind the scenes?

People like that. They also like before and after. you can ask for opinions.

Photos from events of your music gigs you're attending personal images of videos of your hobbies, family and vacation.

Some people really like to share those things and it really does foster a relationship, because while people are buying
from brands, they want to connect with people.

Your content, you know, should be, could be newsworthy.

You could encourage your audience to share or participate with something.

You can, you know. Thank them for something. and you want it to be entertaining.

You can post information that people want to share right and we think about that that's considered going viral.

If people are really sharing it so much, your content went final.

What you can share about causes and challenges like, you know the Amazon rainforest fires.

People wanna get behind certain missions and help them. So how often you publish content?

This is this is an average again. this changes often. but

I pulled this from I think it was food suite.

I used the reputable source. So Facebook, you can close 3 to 7 times per week.
But we literally start small. I would start with 3 times a week if you're just jumping on the platform. You know.

00:45:57.000 --> 00:46:00.000
Start small and go from there. don't feel too much overwhelmed.

00:46:00.000 --> 00:46:07.000
It's better to post consistently 3 times a week then in here.

00:46:07.000 --> 00:46:12.000
I'm sorry everything good or I think I hear something.

00:46:12.000 --> 00:46:20.000
Okay, just wanna make sure Instagram is about in feed post no more than one per day stories.

00:46:20.000 --> 00:46:26.000
You can post 3 to 10 times a day. but that's a lot of content creation. So you don't feel like you have to do that.

00:46:26.000 --> 00:46:31.000
You could do one a day. You can it's a mix I would just literally start small reels are great.

00:46:31.000 --> 00:46:34.000
You can do those a few times per month if you want.

00:46:34.000 --> 00:46:38.000
Or maybe you could just do one per month you know it's really about what you're comfortable with.

00:46:38.000 --> 00:46:43.000
And I wouldn't feel that you have to Oh, I have to be 10 times a day on stories.

00:46:43.000 --> 00:46:58.000
I mean that's to me. honestly that sounds more like a social media professional who, you know, might work at an agency. posting for clients than the actual person business doing that because that is gonna take up all your time you wanna see

00:46:58.000 --> 00:47:02.000
what works for your brand Twitter, you know you could.

00:47:02.000 --> 00:47:07.000
Do you know once a day that's a good place to start pinterest, you know.

00:47:07.000 --> 00:47:14.000
I don't I don't again quality over quantity is key here, so please don't feel that this needs to be.

00:47:14.000 --> 00:47:22.000
This is not sentence stone, and these are gonna change too, because algorithms change on each platform, and you want to publish the content.

00:47:22.000 --> 00:47:27.000
When you think your ideal client will be online, when you think they're gonna see the content.

00:47:27.000 --> 00:47:30.000
Okay, So and how would you know that? Oh, what's their demographic?

00:47:30.000 --> 00:47:36.000
Are they? A sports enthusiast. Okay. So they might actually be waking up early.

You know, to go run a race or something. And so they look at their phone or they look at their computer and they want to see your content.

Come through. Maybe they're a sports enthusiast who also likes to go to concerts on the weekend.

That's their downtime. so you really want to learn about your ideal client.

So you can figure out when they're looking at your content and then you'll know more as you look at the metrics.

Oh, we have an important post. You want to be seen and you really want it to be seen and make sure it doesn't get lost in the mix.

You can pin it to the top of your Facebook page to ensure that it's going to be seen.

So that's another important piece let's see so integrate social media marketing with email marketing.

And this is really beneficial. I think email marketing is it's the highest return on investment of the digital marketing.

Avenues. social media is huge email marketing is huge I just think it's underutilized by small business owners.

And there's a great way to integrate. both. so you can grow the brand and really drive traffic to your website or your in-person store or your event, whatever it is.

But if you share email marketing blast as social media posts on Facebook or wherever it's mostly Facebook, it's really gonna help drive visibility for your email campaign and you can and your social media buttons into the email,

itself, so that people can interact with your email campaign that's really cool.

And you can grow the the platforms that way, like, you know, gather more people to to follow your Facebook page or Instagram who might not have known you even had it.

But they had the email from you you can also gather email subscribers using social media networks with a sign-up form link to what we call like a a landing page or a a a lead Mac it's something that people
will download, because to give you say Oh, if you sign up we'll give you this thing whatever that is.

Maybe it's a checklist and you can create a Facebook group to gather email sign-ups as well.

But you don't have to do that that's a that's a step.

Another step into the mix. But that's also a possibility So engagement what you want to do to increase engagement.

Those likes. Common share is respond to comments within 20 to 4 to 48Â h, if possible.

No, don't let it go for weeks then, people are going to feel like you're not responding you're not hearing them.

You want to provide good customer service and social listening for your ideal client and then you can also follow pages in their in your feed, in your business.

Feed or follow where you think your clients are hanging out and comment on those pages, which is another way to enforce engagement.

One big thing I want to mention is Emojis are really important.

There are friends. you wanna add a relevant emojis to social media content copy, and the text to break it up prevent the dreaded wall of text. wall of text is really dangerous.

Social media is not a blog post while You can post a blog coast with a link to dry traffic to your website or blog from social media posts.

It's important not to treat the social media post as a blog post.

If you have a wall of text. people are going to say to themselves that's too much.

I don't want to read that they're not even gonna look at your content, and it's gonna actually drive people away from your page.

Not even, you know, wanting to click on your page to see more.

So using emojis can break up this. You want to use spacing.
Think of a social media post kind of like a billboard.

You only have so much time to look at that billboard while you're driving down the highway.

So you don't have an accident you wanna grab someone's attention, and you can do that with emojis.

And this is definitely relevant. you know for artists You can totally use them.

You don't want to overuse them because that can happen if you want to use them in a in a clear, precise way to to, you know relevant if you're talking about music, you could use the music notes talking about piano. you could use the piano emoji There's a lot of different ways. You can go You want to point out a link.

You can use the the arrow that works, too. I wanted to mention a Facebook trick.

This is really important. to help your content be seen in the feed.

So, since those third party links are, you know, looked down upon to always use them.

What you can do is you can put a photo as your Graphic in the in the post, but the text above it, and then put the link between the photo and the text, so that it it will be seen because people want to see pictures, on Facebook, So it ends up looking like this. I use this from the I love Vermont page.

I manage the I love Vermont page and So what I did. what I did was I showed you that.

Okay, So here's the text here is the link and if you see, when you just add a link to Facebook, this is what it looks like.

You have the link down here. This is from 7 days. You have the the photo which shows up because they in integrated that into what they link does.

But then, if you, if you do it, the way that I just mentioned this trick, so you have the copy.

You put the link above, and then what you do is you just share a photo.

I took away that that it shows a link. but you just share a graphic.
And then what that's gonna do is that's speaking to Facebook. And it says, Oh, this person posted this business posted a photo.

People wanna see photo so we're gonna show them the content. Oh, but look!

There's a link. so you can close the third party link to take the person off the web off of Facebook to a third party website.

But you want to do that sparingly. Do this, and most most of the time use the photo with the content with the link.

If that makes sense, and if you have questions at the end, surely reach out and ask

I just wanted to give you what mix of it. Post the Facebook addition.

Just so, you know, I I did this for Facebook and Instagram.

I didn't wanna go through all the platforms because there's a lot there, and I didn't want to overwhelm you.

But Facebook is about icon visuals. High quality images limit the text in the visual.

So if you have a graphic and you have text in it don't put a lot of text that's gonna make people feel overwhelmed, and they don't wanna to continue looking at your posts or learn more about your business, get the stock images, use real authentic images instead.

If you can, if you can. and consider mobile think about what is it going to look like on mobile?

Because it's gonna look different on mobile than it is on the website.

You wanna make sure you have sharp copy that at the clear you have writing that is clear and simple, and avoid jargon and show your brandvert personality, you know.

Be witty, professional, and friendly, if you want to talk in a conversational tone.

When you're on social media. so whatever your brand voices, you wanna stick with that and then you wanna create a call to action, like, you know.
Sign up download, click here, subscribe whatever that makes sense for what?

00:54:40.000 --> 00:54:45.000
What that is. And then you want to have a good incentive.

00:54:45.000 --> 00:54:52.000
Describe the benefits of what? if that person, you know, sign up for our email list to learn about and then list the benefits?

00:54:52.000 --> 00:54:55.000
Why would they want to join? No, what is it that you're bringing to them?

00:54:55.000 --> 00:55:00.000
They want to know that you're bringing value to them so the image was in video.

00:55:00.000 --> 00:55:05.000
What makes a good post for Instagram images and video is huge on Instagram.

00:55:05.000 --> 00:55:12.000
You want these also to be high quality pictures. and videos. make sure you have a clear point of interest, and it's not confusing to the audience.

00:55:12.000 --> 00:55:16.000
Use those short titles and key phrases that relate to the image.

00:55:16.000 --> 00:55:19.000
And then remember you have a at a character limit.

00:55:19.000 --> 00:55:22.000
And you want to use about 3 to 4 lines of text.

00:55:22.000 --> 00:55:28.000
If you have 3 to 4 lines of text, remember that you can put your hashtags below it.

00:55:28.000 --> 00:55:34.000
You want to add that call to action and direct the users to the link in the bio.

00:55:34.000 --> 00:55:37.000
And this is where the link tree really comes in handy, you know.

00:55:37.000 --> 00:55:40.000
Check out the link in the bio, and then they have all this information.

00:55:40.000 --> 00:55:47.000
When they click the link, you can use those relative hashtags and emojis.

00:55:47.000 --> 00:55:51.000
Okay, So we're winding down here, a little bit I wanted to talk about content calendars.

00:55:51.000 --> 00:55:57.000
The purpose of a content calendar is so that you can organize your ideas and put everything together like a puzzle.

00:55:57.000 --> 00:56:03.000
You're gonna you know Why, is this good you're gonna organize your time. Be more efficient Save time.
Save money, and it helps you post consistently. It helps you avoid the risk of making errors, and it helps you improve the content as you go.

So you know some of the pieces you'd put together are like no.

The date when the post is going to publish the topic of the post.

The text, the image, the goal, and the social media channels.

I mean you can really change it around to what works for you.

You know. Maybe you have like a some metrics of what are my? what is my

What does my engagement look like now, you know? Is it low, medium, high. And then what is it gonna What do I want it to look like?

Well, you want it to look high you want to improve right you muscle, even if it doesn't get to the high stage, you just want it to improve as you're going forward so that's something you might wanna put in your content calendar just to have as

a as known this is from 2,021.

But this is a integration with your Google calendar.

You can kind of sign up. and essentially it tells you what holidays there are.

If you want to use them in your content calendar when you're putting that information together that's really helpful.

There's also you don't wanna do this there's lists.

You could go and Google holiday holidays for social media content creation.

And it's gonna come up with a lot of information very helpful, and you just get to pick and choose what you want to use

Some of the tools you can use for when you're creating content is, you know, the Google drive.
You can put your photos in there Google sheets. You can build the calendar on your sheets.

Your Google Calendar itself, or you can use excel.

I mean, you know I've seen people use pen and paper.

But you know, if you want to stick with digital or you want to mix whatever is gonna really work for you, it's gonna help you Google drive will help you, you know, save images videos and documents all in one place dropbox Also, does this

it really depends on what you prefer, and things do integrate.

Google drive integrates with canvas. So you can upload things from Google, drive into canva and then create your content.

Trello is a really cool tool. There's a free version, and you can organize, you know, task posts and just put it all together.

Some of the big tips, though, when it comes to content calendars is, I would block time to create content.

You know it's gonna take some time so if you're like Okay, for this hour or 2, or an hour and a half, whatever it looks like for you. I'm gonna work on content creation.

I personally have noticed that I can only you know I cannot have meetings, and then go and do content.

Creation like your brain has to. We know as creative the burning has to be able to have that time.

It's like trying to write a piece of music right and then Oh, you have to go to a meeting!

Oh, and then I'll come back to it then you know you your creative juices, aren't there's like an interruption, and so it can be a little harder.

So blocking some time to make these things happen is really really helpful.

You wanna start small. If you create a content calendar and you create content for like a week to start and then 2 weeks, or maybe a month.

That's good. You can build the framework take all the pieces and put them together like what are the holidays?
What's going on in the event space what do I have going on in my business?

00:59:20.000 --> 00:59:25.000
What are things I, you know? Do I have any new promotion, sales, or whatever is happening?

00:59:25.000 --> 00:59:29.000
Put it all together, and you can put it together for 2 weeks at a time, if you want.

00:59:29.000 --> 00:59:33.000
Just so, you're like, Stay on top of it and then if anything changes going forward.

00:59:33.000 --> 00:59:44.000
You have that information? You wanna build that framework and deflexible for anything that changes, and of course use the 80 20 rule.

00:59:44.000 --> 00:59:50.000
80% of your posts per week should be relationship building and only 20% of those posts should be promotional.

00:59:50.000 --> 00:59:57.000
You don't want to always be selling your product or service because you don't you wanna keep building the relationship?

00:59:57.000 --> 01:00:02.000
Make sure people trust you, and they really value your content the more they value your content.

01:00:02.000 --> 01:00:10.000
I think they're gonna really get to know you as a business owner, or as a freelancer and a creative and really want to learn more about.

01:00:10.000 --> 01:00:15.000
You so that's the end of the webinar elk if you want to.

01:00:15.000 --> 01:00:25.000
Stop the recording. That might be great, and then I will take questions and answer