Social Media Marketing for Beginners

by Karma Bennett
Future is Fiction Communications

Home Notifications Moments Messages Search Twitter Tweet

#bookmarketing #socialmarketing #socialmedia

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Word wrangler, spin doctor, agitator. I work in publishing and blather much about politics and music. I know about your new favorite band. Ask me.

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134 Photos and videos

Hello! I'm @daretoeatapeach

SAY NO TO STRANGERS

New Section

Social Media Marketing Best Practices

Being there

Share Often

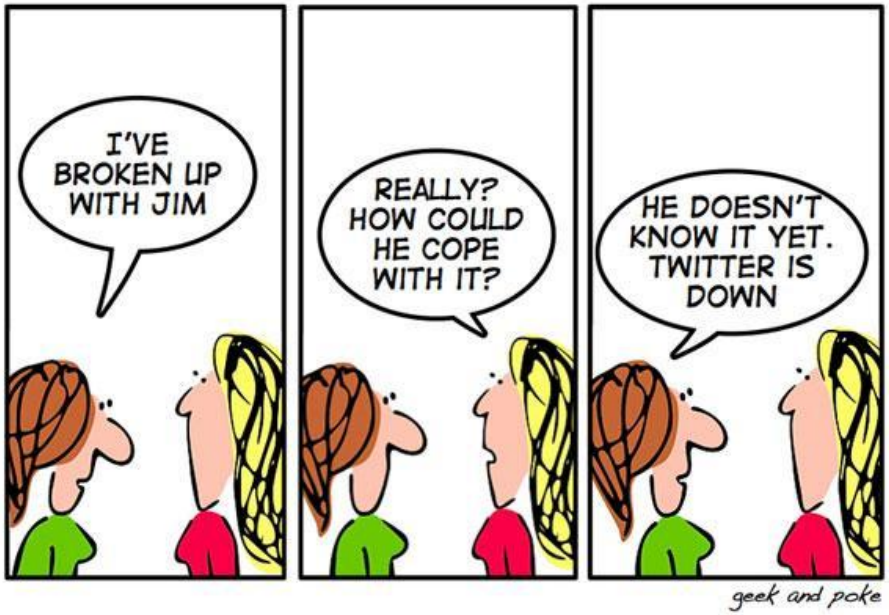
- If it’s worth reading, it’s worth sharing
- Can you tweet 26 times in a day?
- Be sure to mention the person who wrote it in the status update

Post often

- Post to Twitter 5 to 20 times a day
- Average effective lifespan of a Tweet is 17 to 23 minutes
- Post to Facebook 5 to 10 times per week
- Post to LinkedIn once per day. (20 times per month)
- Post to Pinterest – 5 times per day, or more
- Post to Instagram – 1.5 times per day, or more

Social is timely

How many of you...



- Get your news online?
- Do research related to your work?

Social media is about what's happening NOW

Twitter especially: live tweeting is what Twitter is all about.

Two examples of Twitter fails

There's always a global conversation.
Sometimes you listen.

- Fill out your profile
- How to fail at Twitter
- FTFY DAE TL;DR AMA ELI5

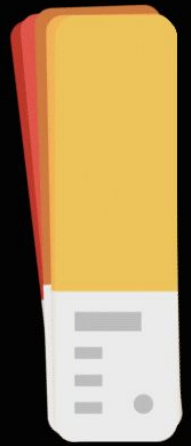
All Roads Lead to Your Blog

"Never talk anymore?! I commented on your blog *twice* today!"

Calls to Action

- Guide people to action
- (But not on Facebook)

Colors and Branding



- Use a site like coolors.co to keep track of, and use your brand's color scheme on your social profile.
- In the web developer section of your browser, use the eyedropper feature to pick the colors from your logo or other branded materials.
- Alternatively, you can alter your branded image to match the colors of the social network for a really clean look.

New Section

Where to Be

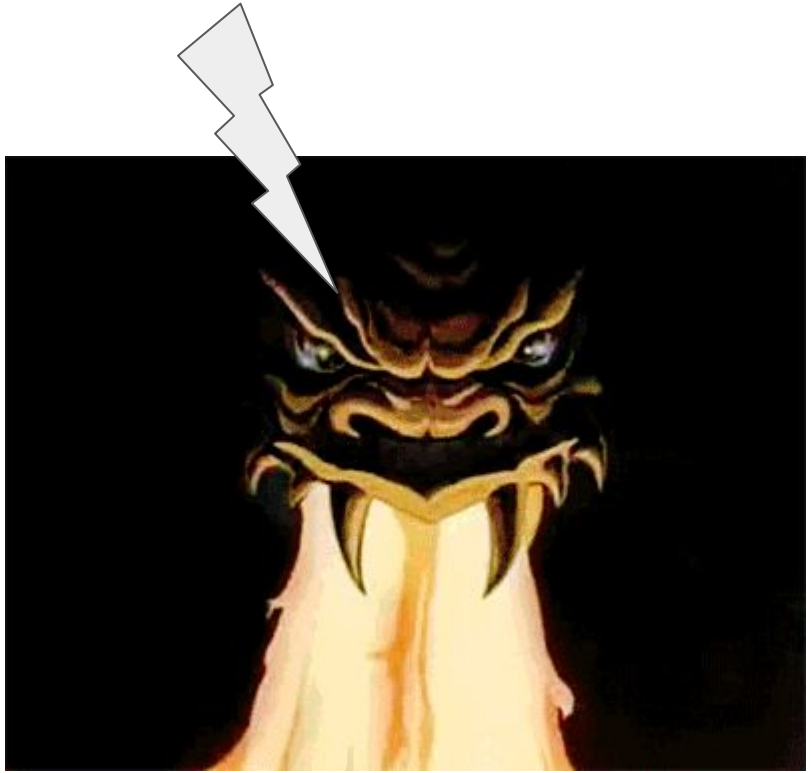
Differentiate yourself

What you share affects where you should share

What's your medium?

- Photo
- Quotes
- Quips
- Videos

Where are your readers?



New Section

Your Voice

You are the brand

But the brand isn't you

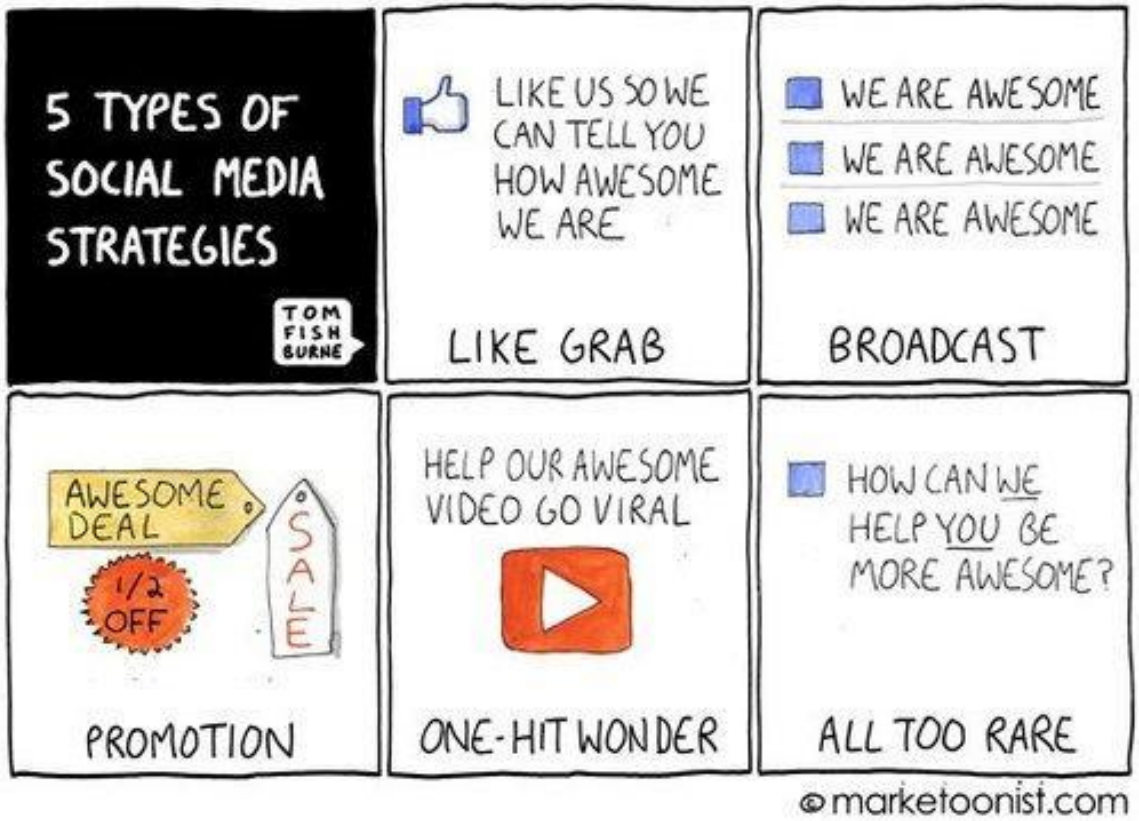
Curation vs. Original Content

- Good original content gets you new subscribers
- Good curation gets the attention of stakeholders
    - Always @- any sources or mentions
- Be conscientious and deliberate about the mix

What is working for others in your community?

Who do you follow that you don't know?

What does this community want?



Who is your ultimate fantasy follower?
What does your ideal reader want to hear about?

New Section

Your Tribe

Overall Goal

Overall Goal: Your goal is *not* to build likes!

Your Goal: Build Community

Networking for the 21st Century

Building Community Means:

- Establishing relationships
- Making yourself a known and reliable commodity
- Likes will come naturally if you're doing it right

Step ONE: Find Your Community

Let's talk about your project: who is *your* community?

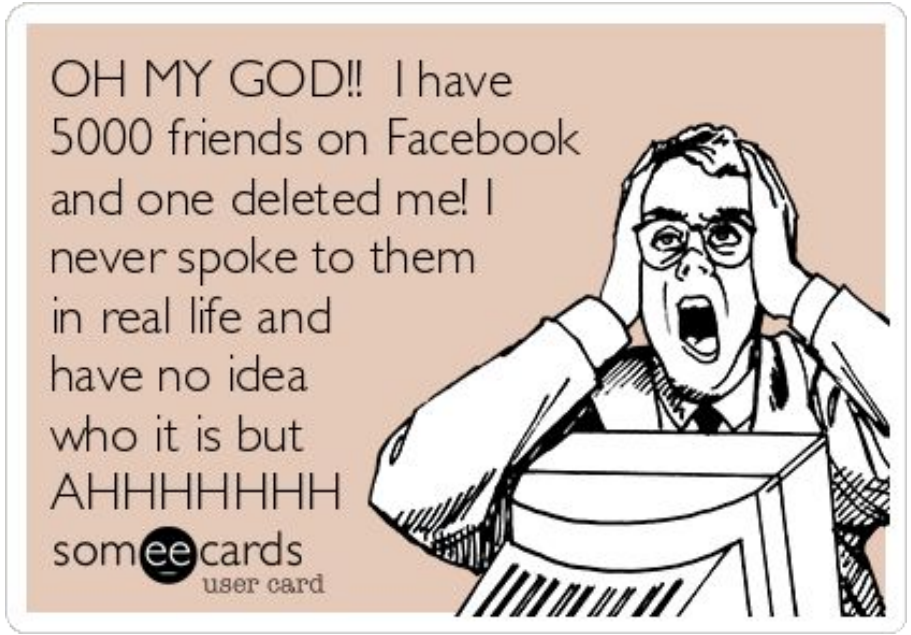
Step Two: Engage

What can you provide?

Don't Get Caught up in Counting Followers

Quality content, not big numbers, draw new followers

Never buy followers!



Don't Worry About Who You're "Supposed" to Follow

- If you're seeing useless updates, you're following the wrong people.
- The great thing about finding your community: these are people you intuitively *want* to follow.

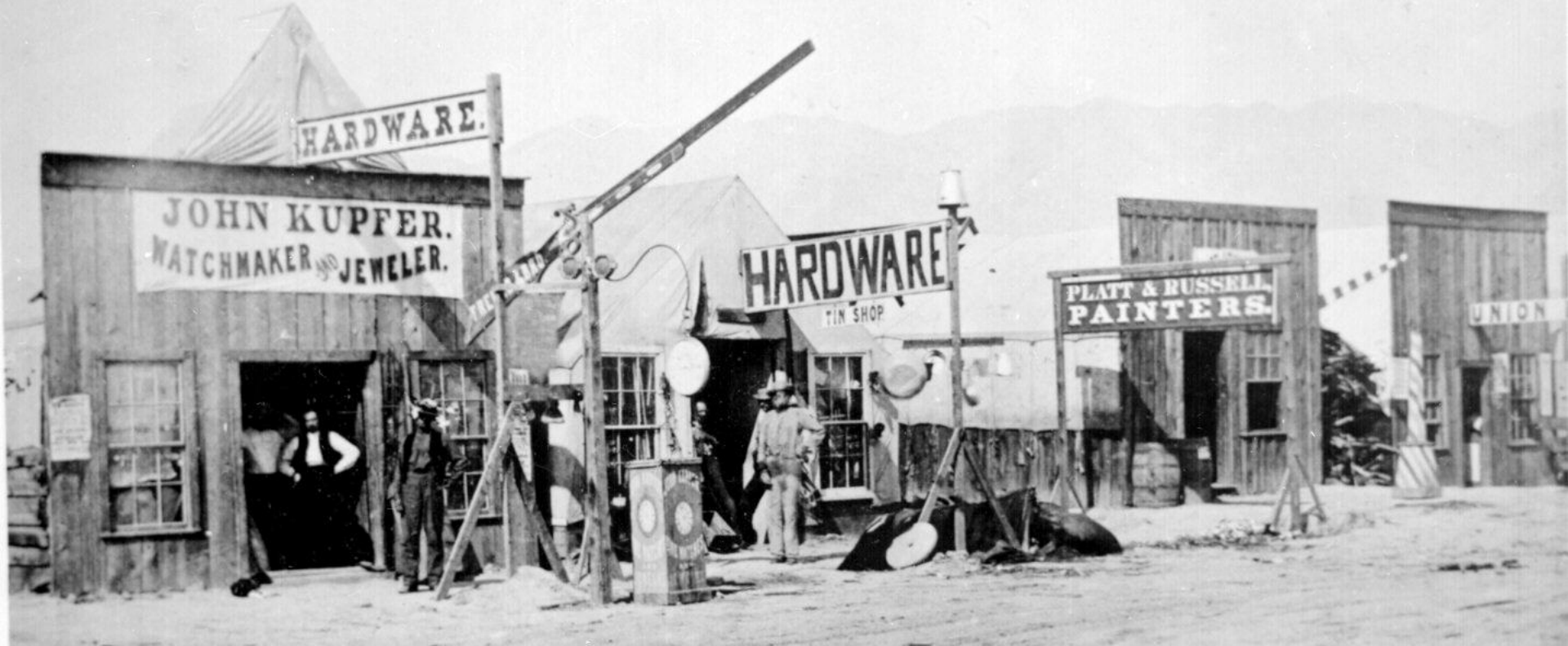
Activity

Start a list of stakeholders and follow them.

Join groups

Facebook
Google+
LinkedIn

You don’t have to reinvent the wheel



Activity

Find some relevant groups to join in Facebook or LinkedIn

Who is ready to talk to strangers?

S for S: share for share, shout out for shout out

New Section

Your Content: What to Post to Build Your Brand

The Scarcity Mindset

Compare this to...

Abundance
Mindset
This guy knows his carrots

Scarcity vs. Abundance

SCARCITY

UNCERTAINTY OF SURVIVAL

- COMPETITION
- DESPERATION
- MISTRUST
- MISERY
- HOARDING
- BLAME
- WAR
- DEATH

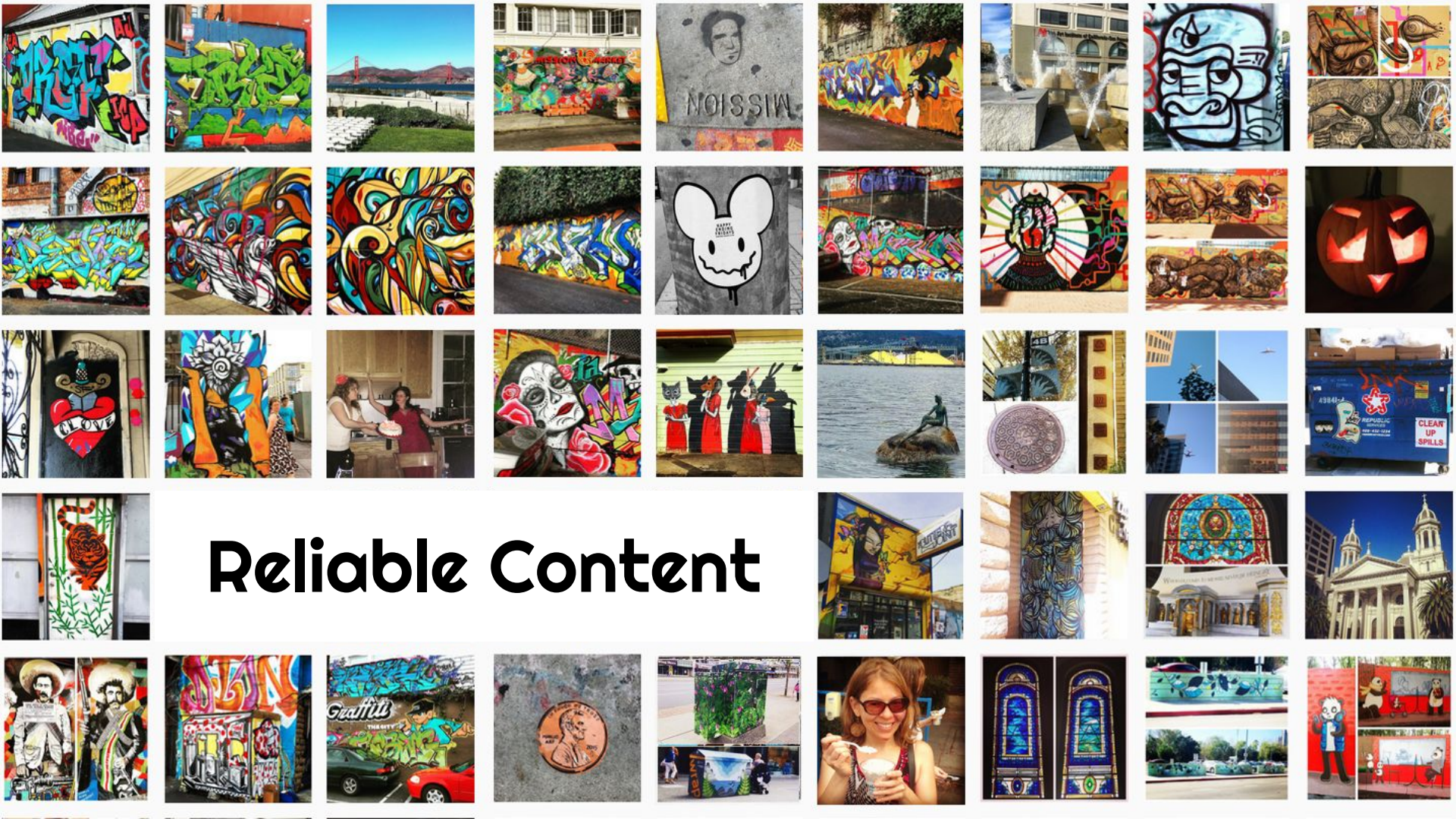
ABUNDANCE

INHERENT ACCESS TO THE NECESSITIES OF LIFE

- COLLABORATION
- CONFIDENCE
- TRUST
- PROSPERITY
- SHARING
- RESPONSIBILITY
- PEACE
- LIFE

What's a topic you can't shut up about?

What does it take for you to talk to a stranger?


Reliable Content

What do you collect?

List as many things that you collect as you can in the next three minutes. Consider:

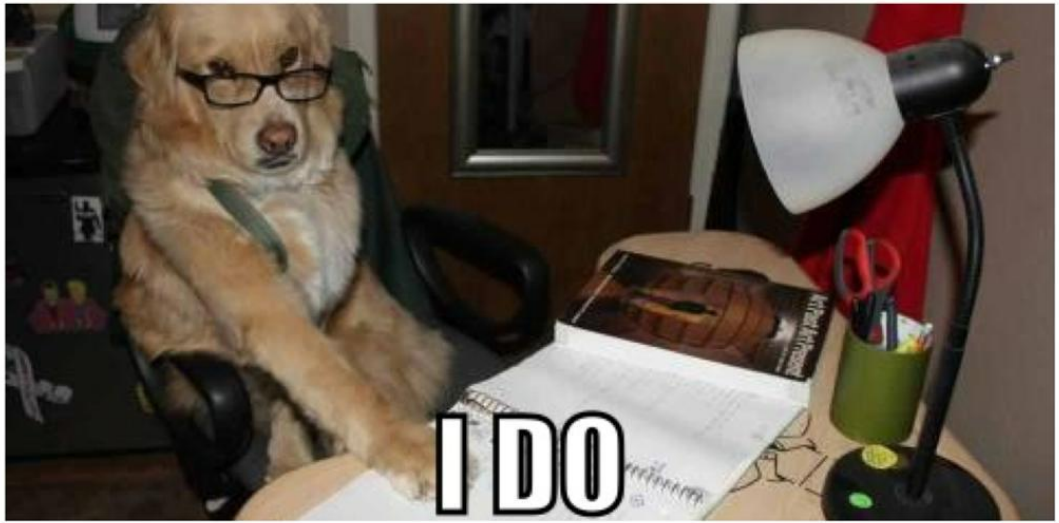
- Your recent online purchases
- What's in your closet
- What kinds of things you download

Share:

- books you're loving
- quotes from books
- Annotations

Mini Activity

What do you research?



The Writer's Life

What goes viral? Viral content is...

- Emotional
- Positive
- For insiders
- Short

A survey published in The New York Times found more than 19 percent of people had left a video after only 10 seconds. By a minute in, the video had lost a staggering 44 percent of viewers.

Adorable Miniature Horse Rescued From Adorable Miniature Sinkhole

Headlines are your poetry

- Steampunk author shares post about fantasy weaponry
- Horror writer quotes her favorite Hitchcock movies
- Mystery writer shares 10 clever quips about various poisons
- Graphic novelist shares 5 things he learned at the Comic Art Museum
- Poet who tweets happy birthday haiku to his followers
- Pop culture novelist posts photos to Instagram of rock stars, but only of their feet

Content is king

Your Favorite Content

URL:

Screenshot:

Shareable
Why? (Explain what makes this content shareable)

Clear
Why?

Actionable
Why?

Relevant
Why?

Findable
Why?

New Section

Images

- Use Images
- to hook reader
- for easy content
- to make post more shareable

Dimensions of Profile Images

851 x 310
PROFILE COVER PHOTO

180 x 180
PROFILE PICTURE

820 x 312
FAN PAGE COVER PHOTO

820 x 428
GROUP COVER PHOTO

500 x 262
EVENT COVER PHOTO

1584 x 396
PROFILE/PAGE COVER PHOTO

400 x 400
PROFILE PICTURE

150 x 150
PAGE PROFILE PHOTO

1500 x 500
COVER PHOTO

200 x 200
PROFILE PICTURE

2560 x 1440
COVER PHOTO

800 x 800
PROFILE PICTURE

165 x 165
PROFILE PICTURE

1080 x 1080
POST

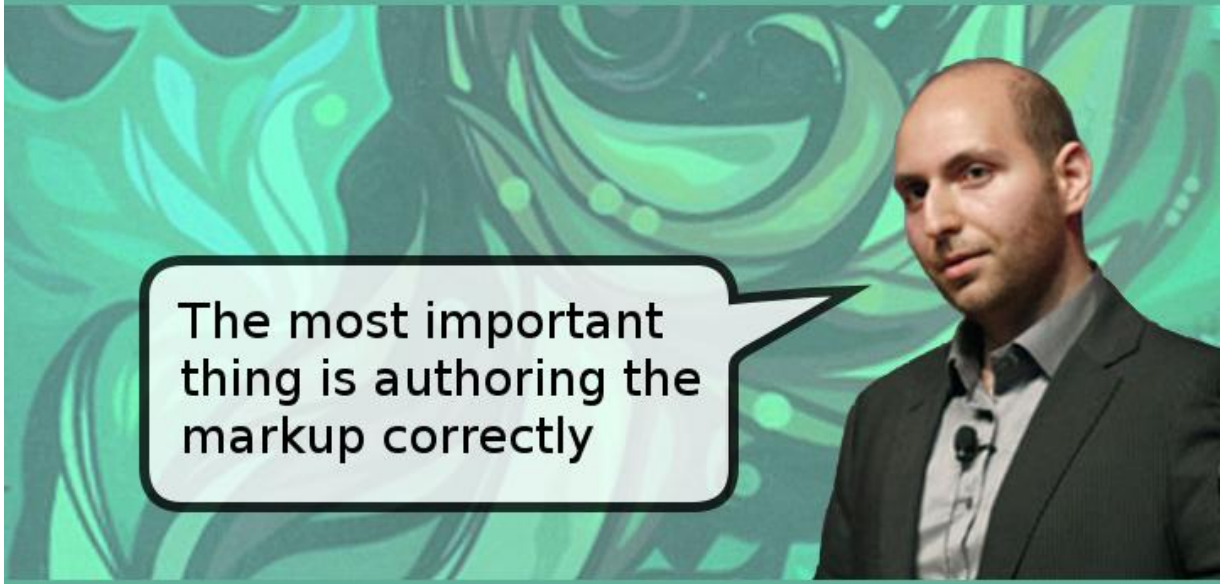
150 x 150
PROFILE PICTURE

VIEO design
THIS RESOURCE WAS CREATED FOR YOU BY VIEO DESIGN | WWW.VIEODESIGN.COM

Does the image tell the whole story?

Learn HTML with Song asked...

What's the first, most important thing new coders need to learn?



Vitaly Friedman,
editor-in-chief
of *Smashing* magazine

Watermark Your Pics

Picasa
WordPress plugins

New Section

Automation (and The Dangers of)

Reposting Your Own Content
with a plugin: Revive Old Post is one
whenever you're on your own blog
the best parts: repurposing
-mike
111010

Schedule Posts in Advance

Automation Tools

The Dangers of Automated Tweets

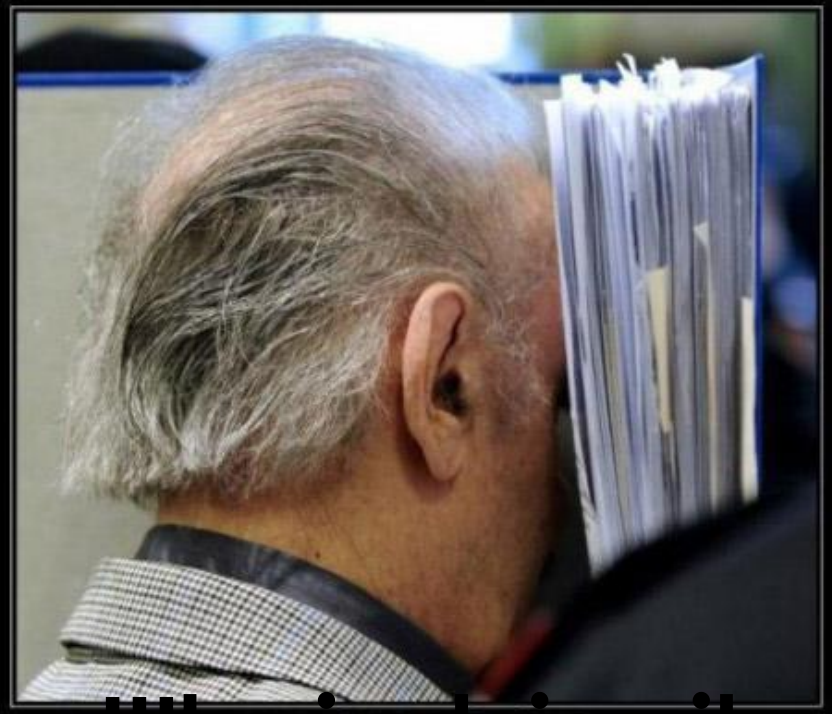
Supposedly, This Wasn't Automated

...Not sure if that makes it better though. =P

What is worse than this?

You are not a robot

B
A
-LIFE-
IT'S DANGEROUS TO GO
ALONE! TAKE THIS.



Who is doing it right?

Who do you follow that you don't know?

New Section

Facebook

Facebook Is #1

- Personal
- Used among friends
- Updates by algorithm
- Limits to 60,000 characters

Facebook Page Vs Personal Profile

- Profile is required
- Profile can now be followed
- Page is for your brand

Facebook Pages

Your Facebook Page's URL

- Claim your vanity url
  - Personal: Facebook/username
  - Page: About>@username (Same as url)

Your Facebook Page Settings

Facebook Call to Action Button

Message Response Time

to get the "Very Responsive to Messages" badge, Page must have both in the last 7 days:

- A response rate of 90%.
- A response time of 15 minutes.

Facebook Events

Facebook Apocalypse!

Facebook Live Video

Facebook Stories

Facebook Publishing Tools

Facebook Insights

Activity

Use Facebook Insights to find the best time to post to your page

Facebook Publishing: Sound Collection

Useful apps for video creation:

FilmoraGo

Quik

Magisto

PicPlayPost

Facebook Ads

- The 20% Rule: the image/video must be less than 20% text.
- Can anyone guess why?

Facebook Pixel

Facebook Business Manager & Ads Manager Accounts

Set Up Business Manager:

1. Go to business.facebook.com.
2. Click Create Account.
3. Enter a name for your business, select the primary Page and enter your name and email address.
4. Enter your information in the rest of the required fields.

Set Up Ads Manager:

1. Go to **Business Settings**.
2. Click **Accounts** and click **Ad Accounts**.
3. Click **Add**.
4. Select **Add Ad Account**.

Downsides to Facebook

- More personal
- More and more it’s pay to play
- Always changing their algorithm
- Search engine placement is terrible
- And their own search is even worse
- More expensive than other social advertising options (still pretty cheap though)

Questions about Facebook?

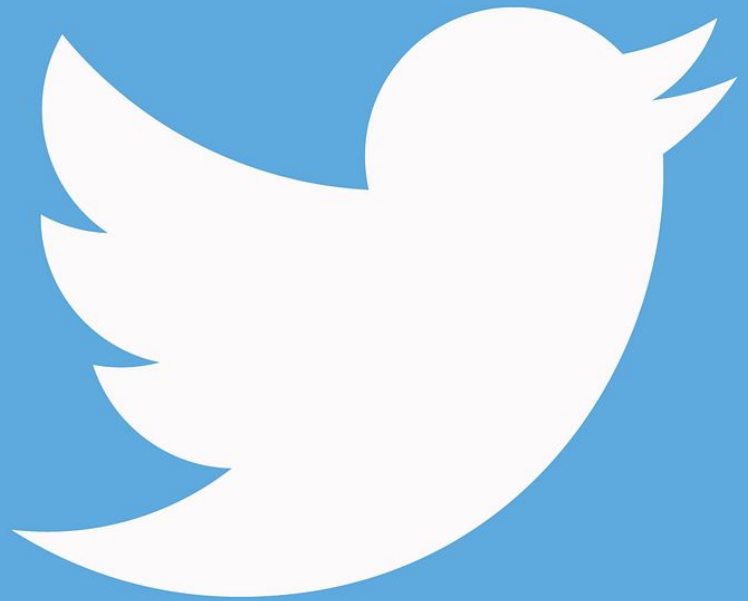
karmabennett.com

Twitter

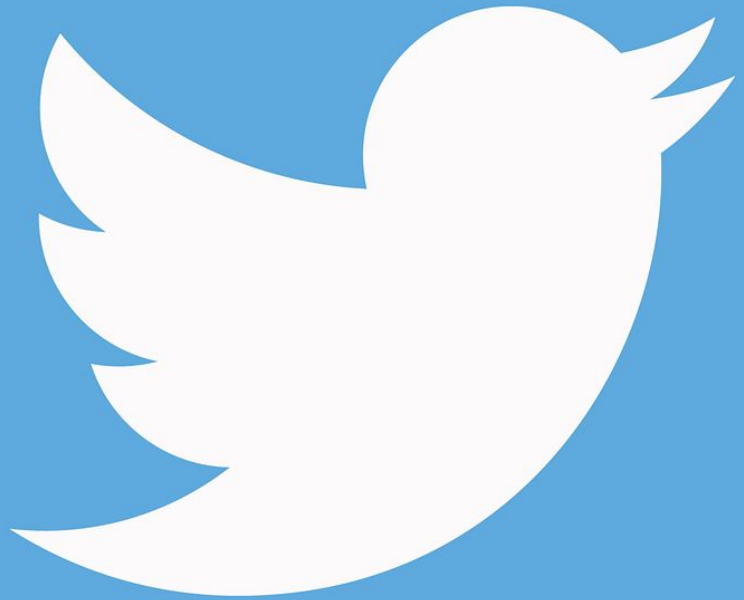
- Twitter names are unique.
- Character limit is 280.
- RT with comments.

Twitter Lists

- Great way to organize your audiences.
- Easy way to find content to curate by category.
- If they’re public you can share your list as a feature.



Twitter Chats



Twitter Hashtags

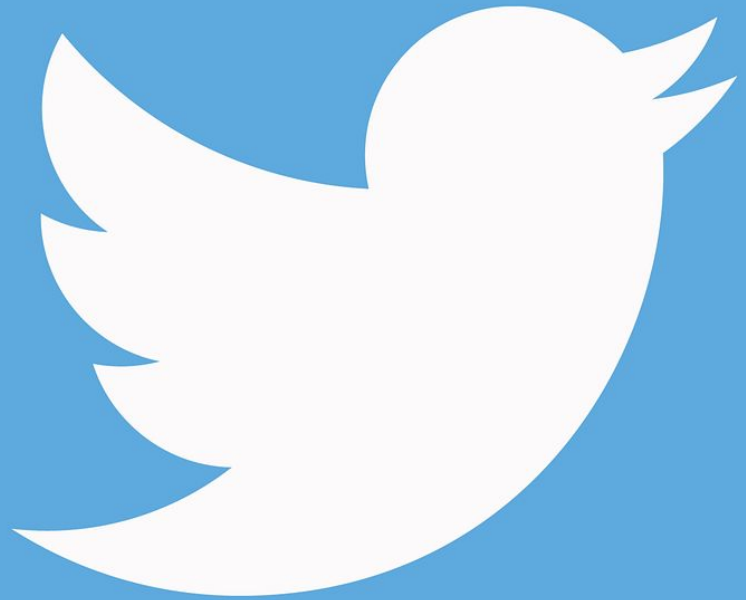
- Think of hashtag as “index this tweet as…” or “file this under…”
- Tags are a balance between demand and relevance.
- Don’t use a branded tag unless you have a reason.
- Use hashtagify.me to identify tags.
- Let’s identify some tags together.

Twitter Moments vs Chained Replies

Direct Messages

Buying Twitter Ads

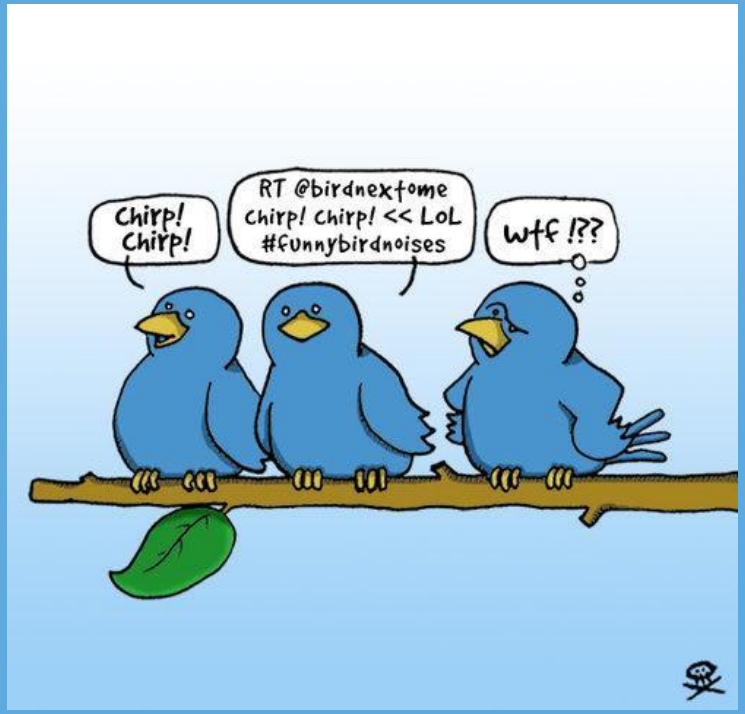
- Bidding:
  - Auto - best for new campaigns
  - Maximum - cap on bids
  - Target - if you know your average, you can optimize a bit lower without an actual cap on spending
- Be careful with hashtags. They create something for people to click on that leads them away from your ad.
- More cost effective to target your own followers, but doesn't expand your list.
- Twitter cards are images linked to additional options. For ex, Instant Unlock cards "Retweet this and get access to an exclusive video immediately."



Twitter

- Acquaintances
- Lists
- Real-time updates
- Updates WERE chronological
- Better search than Facebook
  - Uses hashtags

Questions About Twitter?



What Other Social Networks Do You Use?

Twitter

Check out your Twitter analytics

Instagram

Tumblr and the Microblog

LinkedIn

- Profile tips
- At least 50 connections

Advertising on LinkedIn

News Aggregation With Reddit

Pinterest

Let's start marketing our company on Pinterest before Pinterest is ruined by marketing.
someecards

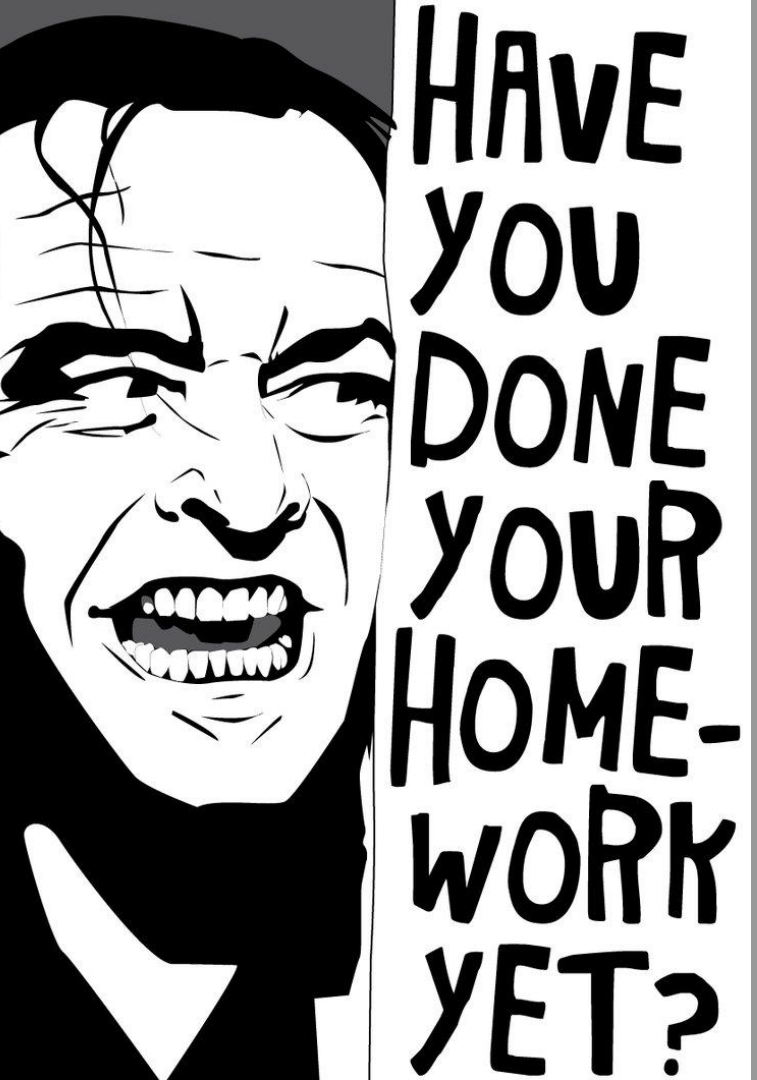
Great Social Media Tools

- Buffer App
- Shareaholic
- Hootsuite/Tweetdeck
- Bit.ly

Do you have a social media tool you love?

Bringing It All Together

It's not as important where you share, as it is that you find the most important stakeholders and gravitate towards them.



Action Plan

1. What networks are they on?
2. Follow them
3. Share their best stuff
4. Look at who they follow
5. Search your favorite authors
6. Share or follow 3 favorites

Activity

Drafting a Posting Plan

Remember Quality Trumps Quantity

This is a systematic way of looking at the process, but it should feel organic: You're building community by interacting with like-minded bloggers and helping them build their platforms.

Questions?
@daretoeatapeach