

Social Media 101

Social Media Marketing Strategies: Community Connection and Content Creation



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Agenda

- How to and Why use Social Media
- Psychology of Sharing and Engagement
- Content Creation
- Strategies for Effective Utilization of Social Media Mediums
 - Facebook
 - Pinterest
 - Instagram
 - Twitter
- Best Practices from across Oregon + Q&A



The number of new profiles
created *every second* on Facebook



The *fastest* growing demographic
on both Facebook and Google+

According to AdWeek, the fastest growing demographic
on Twitter is the 55-64 years old category

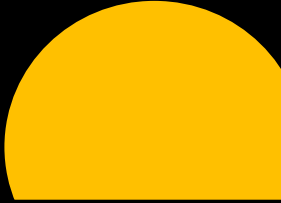


80%

The number of users that prefer to connects to brands on **Facebook**



Introductions + Usage

- What do you use social media for? Which mediums?
 - What's your biggest struggle with social media?
 - What do you want to learn today?
- 



What do we know about Social Media?

...besides there are more than **1.82 billion users**



...basically social media is an **-even more public-** party line

What content do you share personally? Why?

It comes down to *perception* and *image*.

Understanding Your Audience

Understanding Yourself

- What drives what you share online?
- How do you want to be perceived?
- What content do you share on your social media pages?
- List five words that describe your image/persona online

Understanding Your Market

- What are the communities/markets you're attempting to reach?
- What are their values? What do they care about?
- What information would they be interested in?
- What calls to action do you want to share with them?

Content Creation for Social Media

- What does **good** content look like?
 - **Vivid** imagery – picture or video
 - Concise, **engaging** text (sometimes <140 characters)
 - Crafted wording that starts a **conversation**
 - Call to **action** or additional information link (shortened links – extra points!)
 - Responding to **both** positive and negative comments
 - Look for what drives engagement and **repeat** – set a daily or lifetime ad budget

Content Creation for Social Media

- What does **bad** content look like?
 - **Lack** of imagery or engaging visuals
 - Extensive, **lengthy** text
 - **Sales** pitches or talking at the reader
 - Asking your viewers to **spam** friends with sales
 - Including **multiple** links
 - Ignoring or deleting negative comments – or **responding** in an equally negative tone
 - **Rants, raves or negative posts**

**Social Media creates a fundamental shift in
how we communicate with our friends,
families, businesses, and communities**

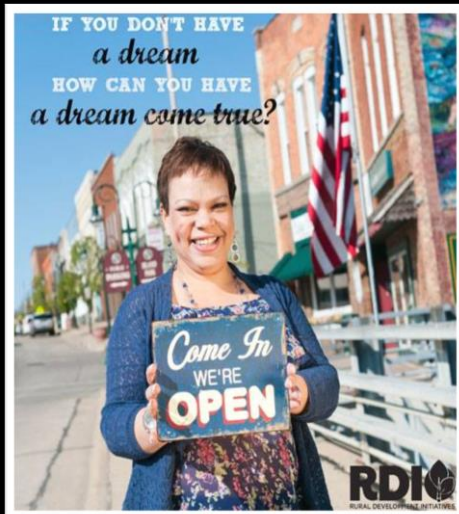
...and it's not going to go away

Effective Strategies for Social Media





Facebook

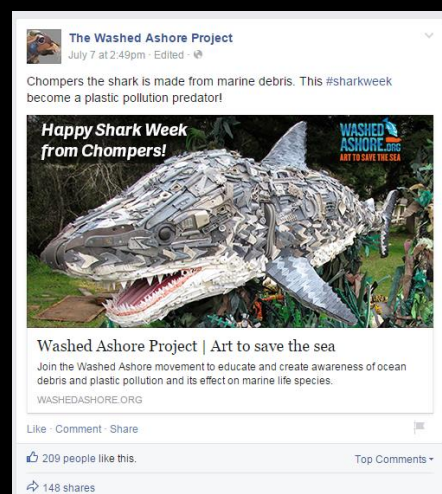


- **Business** – Customer Service, Engagement, Loyalty-building
- **Marketing & Sales** – Public Relations, Networking, Customer Acquisition, Ad Campaigns
- **Outreach** – Cause, Volunteer Opportunities, Collaboration
- **Events** – Community Events, Fundraisers, Promotions, Sales
- **Collaboration** – Connect with other Companies or Non-profits, Cross-promotion
- **Fundraising** – Crowdfunding, Community Sourced Capital, Contributions

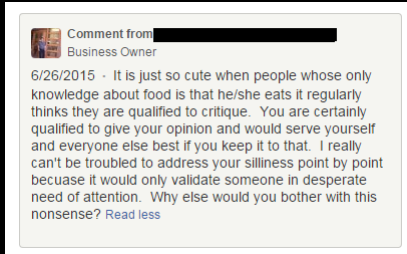
Creating Content for Facebook

Top 5 Best Practices

- Post relevant, **engaging** content less than 3 times per day
 - Thursday-Sunday (18% more engagement)
 - Shares? Early afternoon or post-work have highest rates
 - What people share is a reflection of what they want **others** to see
- Engage your audience (**ROR-ROI**)
- Create a **dialogue** – not monologue
- Think **conversation** – not sales
- **Listen, Engage, MEASURE, Learn**



Creating Content for Facebook



Top 5 Worst Practices

- Post TOO frequently (with irrelevant, overly personal, controversial, or NSFW posts) or post TOO rarely
- No one enjoys salesmen... Don't post **only** sales, offers, or incessant call to actions
- #Hashtag #absolutely **#everything**
- Be a **troll** (equivalent to CAVE)
- Give the "**social media wand**" to someone who doesn't understand you
- Extra: Give **too much** attention to Facebook and less to in-person



A few facts about Twitter...

- Number of registered users: +1,000,000,000
 - Perspective check: Lady Gaga, Justin Bieber and Katy Perry have more Twitter followers than the entire populations of Germany, Turkey, South Africa, Canada, Argentina and Egypt.
- 50% use twitter only on their mobile device
- 16% of US Internet Users are on Twitter
- 60% of all users are female
- 26% of tweets are retweeted if they include "please RT"



With Twitter, you need to remember five things:

- Be concise.
- Be interesting.
- Be articulate.
- Be conversational.
- Include a call to action or more information.

The screenshot shows a Twitter profile for Skout Organic (@skoutorganic) with a bio: "Our mission is to provide great ta healthy, organic foods to sustain who embrace adventure and acti pursue the outdoors. blog skoutorganic.com". Below the bio is a photo of a person in a field. To the right is a photo of a person in a field. The central text box is overlaid on the profile. Below the text box are two tweets from Cosmos Creations (@CosmosCreations). The first tweet is: "Did Cosmos Creations make it to the table at your #SuperBowl party? #Cosmos #Yum #SuperBowl49 fb.me/2nUtgnW0I". The second tweet is: "Cosmos is proud to work with great folks in the community & we are". To the right of the tweets is a tweet from Rogue Farm Corps (@roguefarmcorps) that says: "Training the Next Generation of Farmers and Ranchers Oregon @roguefarmcorps.org". Below this is a tweet from Standing Stone Brew (@ssbc) that says: "Mark your calendar for #pintsforapurpose on Tues. 2/3 from 5-10pm. We'll give \$2 for every beer to Rogue Farm Corps @roguefarmcorps".



A few facts about Pinterest...

- Pinterest hit **10M unique visitors** faster than any site
- **4th** Largest traffic source in the world
- **3rd** Most popular social networking site
- **79%** Women – (down from 92%)
- **400%** more revenue per click than Twitter,
27% more than Facebook
- **20%** of Pinterest users have made a purchase after finding a product
- Pinterest users spend **10%** more than customers referred from other mediums
- Average user time per month: **98 minutes**



Pinterest Best Practices

- Remember: this is **visual** social platform – quality images and interesting content
 - Quotes, Infographics & tiered recipe pics are good
- Make it easy to pin from your website – get a “Pin it” button (super easy)
- Build your brand online around your product – but also have relevant boards for your business's culture
- Verify your brand – access to built-in analytics
- Timing & Frequency: 3x per day at lunch, end of work day, or evenings
- Engage with other users and brands





Need an Example?

There are **hundreds of boards about food in Oregon.**

According to the Locavore Index, Oregon ranks #4 in the US in local food and #1 on the west coast – 175 farmers markets, 249 CSA's, and THOUSANDS of artisan food products.

from AppleWorks apple butter in Gold Beach, Barley brown local beer in Baker, to zest – Lemon Zest Flake Sea Salt from Jacobsen Salt Co. harvested in Netarts Bay

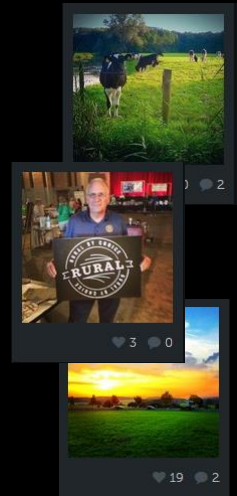
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Instagram

A few facts about Instagram...

- 30 Billion photos have been shared since 2010
- 70% of IG users check it at least once per day
- 83% of posts include #hashtags
- 90% of users are ≤ 35 years old
- 68% are female
- Ideal post number: ~6 per week



Instagram

Instagram is a picture (and now video) based sharing site – great for highlighting:

- Put your meal /location on the map!
- the natural beauty of your community/city/region
- meals, recipes, and foods made with your product
- outside events featuring local businesses and organizations
- customers engaging with your product or location
- promotions, giveaways and more!

Fresh images, faces and updates are perceived as renewed energy!
If you don't post often, your audience can lose touch.



1/4 cup cherry tomatoes,
 1 bell pepper,
 1/4 avocado,
 Handful basil leaves,
 Handful oregano leaves,
 2-3 dried figs/dates.



**Social media is a hammer.
You can either build...or destroy.**

Example: Amy's Baking Company
(Called the most "EPIC" brand meltdown on Facebook...well, ever.)

Questions?

Lunch Break!



Social Media 201

Social Media Marketing Strategies:
Tools and Resources



How to Create Great Visual Content

Picture Editing Resources

- Canva – [Graphic Design](#)
- PicMonkey – [Editing](#)
- Pixlr – [Editing](#)
- Easel.ly – [Infographics](#)
- Recite – [Pictures in Quotes](#)

Photo Editing Apps (iOS, A)

- Instagram
- Cymera
- Photo Editor Pro
- Aviary
- PicStitch

Additional Online Resources

• Review Sites

- Yelp – [Businesses](#)
- UrbanSpoon – [Restaurants**](#)
- TripAdvisor – [Attractions](#)
- [Google](#) Reviews/
Local/Places

• Webpage Builders

- Weebly – [Blog or Business](#)
- Wix – [Easy Editing](#)
- Squarespace – [Full Package](#)
- Striking.ly – [Responsive](#)
- Wordpress – [Blog or Business](#)

Online Resources

Sharing Your Visual Content Online via Social Media or Website

- SMORE! (Online Flyer + Newsletter [Generator](#))
- Mail Chimp ([Email Marketing](#))
- Shopify ([Online stores](#))
- Google Docs ([Document Sharing](#))
- DropBox ([Document Sharing](#))
- Prezi & Slideshare ([Movement](#) and [Slide](#) Presentations)
- YouTube & Vimeo (Video sharing)

Running Crowdfunding Campaigns

- Use your networks and content to your advantage
- Understand where your traffic will be directed from:
 - Facebook, Email, Twitter, Kickstarter, Other Websites
- Get your message in front of the right people
 - Target specific blogs and your most interactive social networks
- Focus on getting the most out of your efforts: 80/20 rule
 - Don't expect all your money to be local



Sources: [Four Hour Work Week](#), Tim Ferriss

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