GRFX-4503

SOCIAL MEDIA DAY 3

SPRING 2024

SOCIAL MEDIA WORKSHOP DAY 3

- REVIEW:
  PROFESSIONAL vs. PERSONAL
  - Business Info in Bio/Profile
- CONTENT CREATION
  - Definition
  - Goal
  - Key Terms
- CONTENT CALENDAR(S)
  - Required and Why
  - Schedulers
- THE BASICS
  - Create Shareable Content
  - #Hashtags
  - @Handle/Mentions
  - TinyURLs if necessary
  - Connect Everything and Grow
  - Know Your Audience + Track Your Results (Analytics)
- BEGIN: SOCIAL MEDIA PLAN C
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  - Post - Story - Reel -Live
  - 2024: Reels + Captions
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- BEHANCE
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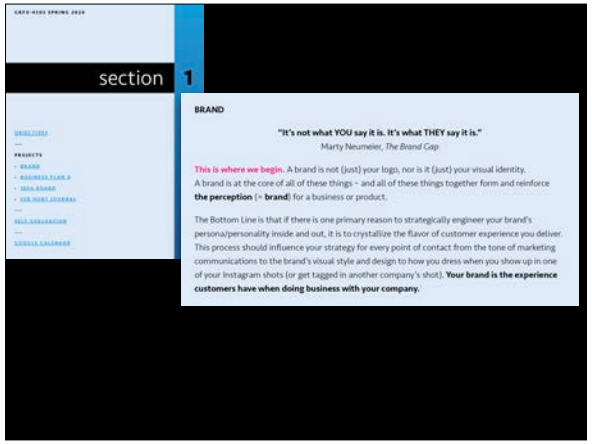

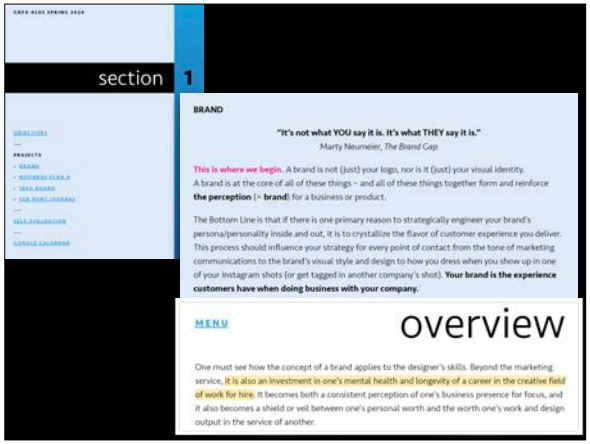

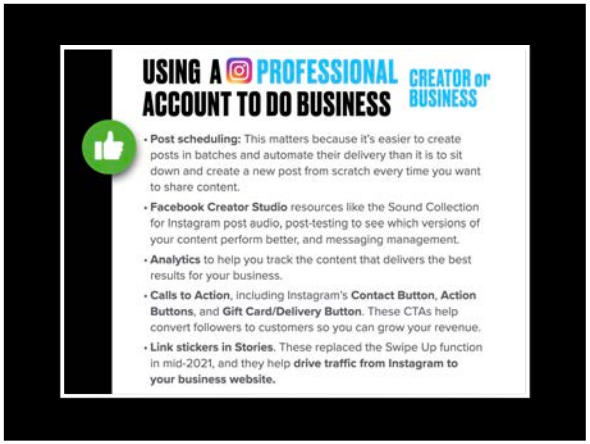

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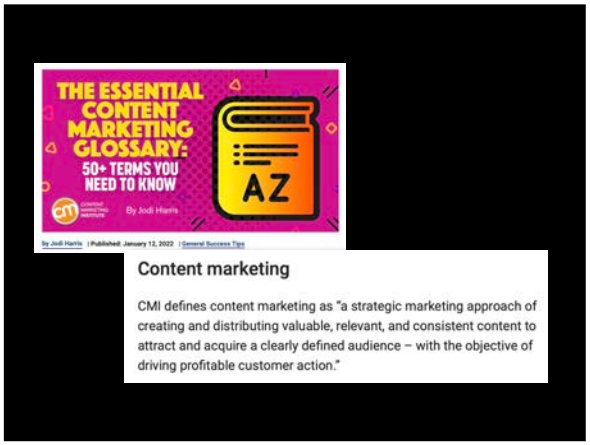

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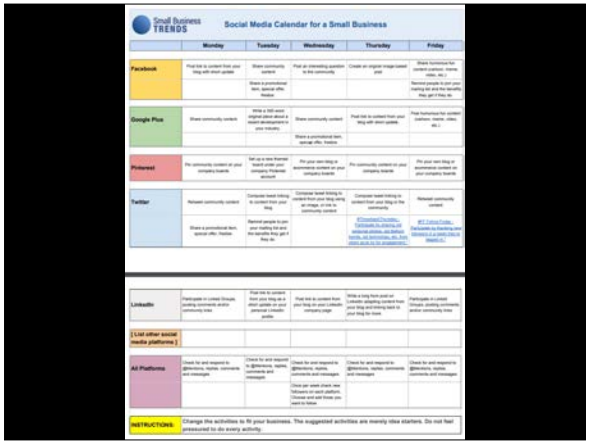
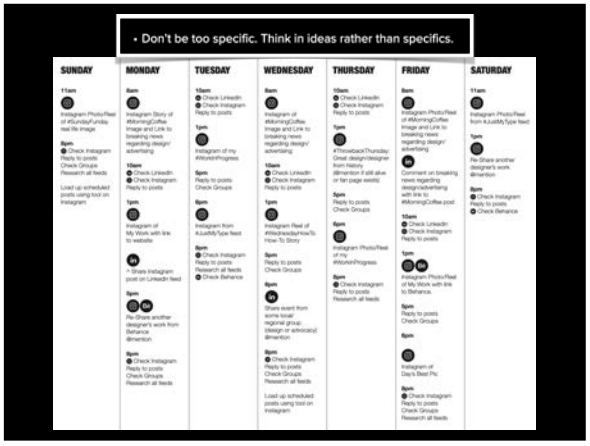


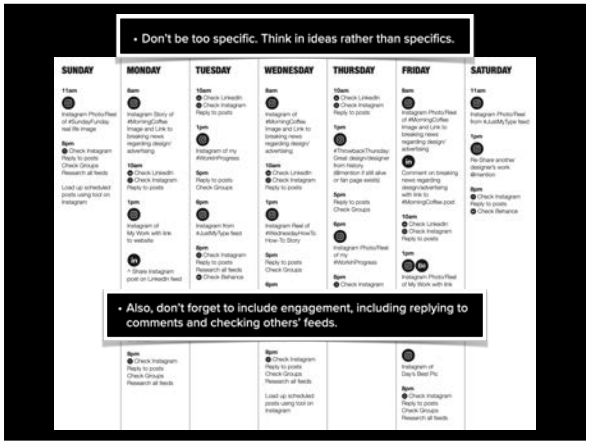
Why is it important to have a content calendar?

A content calendar will give you a better perspective of your overall marketing strategy. You'll be able to align your post topics with your social media and email marketing content. Besides, it will help you mend content gaps and prevent you from missing your content's mark (or a deadline!). Jan 7, 2024

SocialPilot
https://www.socialpilot.co › Blog
Why Should You Be Using A Social Media Content Calendar?

- Don't be too specific. Think in ideas rather than specifics.
- Then each week, you repeat an idea, but with a new specific.
- See the examples where they would be repeated every week.
- Though you are only required to create a Weekly calendar intended to repeat, sometimes it's easier to understand the purpose when you consider planning monthly.
- Also, don't forget to include engagement, including replying to comments and checking others' feeds.





WHY SHOULD YOU USE A SOCIAL MEDIA CONTENT CALENDAR?

- I will keep you **organized** and **reduce stress**.
- **It will build credibility via consistency.**

https://hingemarketing.com/blog/story/5-big-reasons-why-you-need-a-social-media-content-calendar

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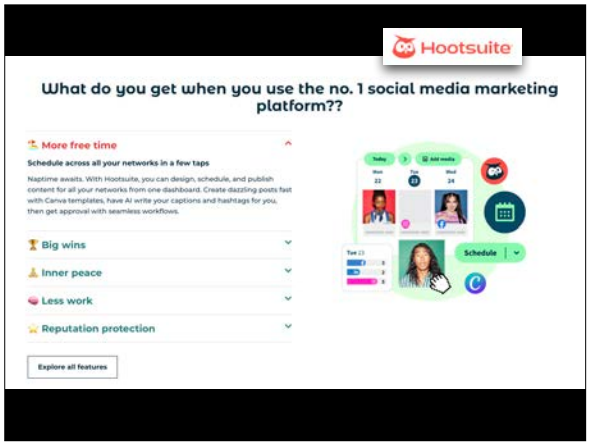
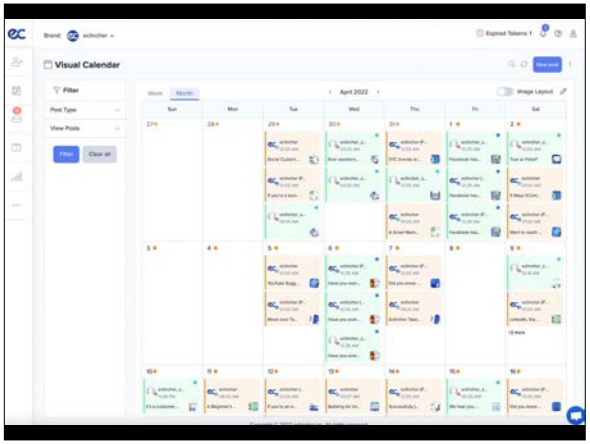


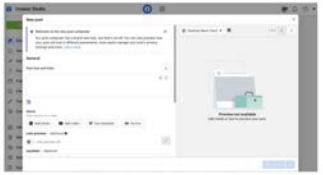


1. Schedule Instagram posts

Connect your Instagram creator account to Sprout Social. Adding your creator account gives you access to Business profile features like direct publishing, first comment, robust analytics and replying to comments in the Smart Inbox. Alternatively, you can continue to schedule Instagram posts using Creator Studio.

To schedule posts from the Creator Studio:

- Click the green **Create Post** button in the top left corner of your Creator Studio dashboard.
- Upload your content, write your caption, tag other accounts or include any other info you'd like.
- When you're ready to publish, hit the drop-down arrow next to **Publish** in the bottom right corner.



This is for a Creator account.

Business accounts have even more than this.

HOW TO SCHEDULE POSTS

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KEY TERMS

- URL
- SEO
- RSS
- DM
- Algorithm
- Analytics
- Feed (vs. Page)
- Audience (vs. User)
- Profile
- Influence
- #Hashtag
- @Handle/Mention
- UGC
- Crowdsourcing
- Ephemeral Content
- Discovery Content
- Share
- Cross-Channel
- Live Streaming

SHARE

Share refers to how many times a piece of content has been **reposted** on social media.

There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed.

Shareable content or content that is **useful**, **entertaining**, and **inspiring** is more likely to get shared by users on social media.

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DISCOVERY CONTENT

Or "**Content Discovery**" as the verb >

A user who is **not presently following you finds the content you created on your public (Business) page.**

The goal is to then engage and have another follower who will share your content.

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#HASHTAG

A hashtag is a type of label or **metadata tag** used on social network and microblogging services that makes it easier for users to find messages with a **specific theme or content**.

Users create and use hashtags by placing the hash character (or number sign) # in front of a word or unspaced phrase, either in the main text of a message or at the end. Searching for that #hashtag will then present each message that has been tagged with it.

"Began" with Twitter/X (the concept existed before this, but was used prominently in social media first by Twitter).

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@HANDLE/MENTION

A social media handle, also known as a username, is a unique identifier that individuals or businesses use to represent themselves on social media platforms. It's usually preceded by an "@" symbol and can consist of letters, numbers, and symbols.

KEY TERMS

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@HANDLE/MENTION

- **Whenever someone name-drops a person or brand online via their @username, that's a social mention.**
- It can be positive or negative.
- Every single one is an opportunity to engage with your audience and shape public perception of your brand.
- It's also the perfect way to connect with someone when you praise their work by dropping their name on something like Instagram!

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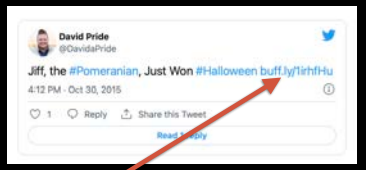
- **CONTENT CREATION**
  - Trending #Hashtags
  - Network via @Mentions
  - TinyURLs & other tricks



Actual URL:
https://www.huffpost.com/entry/jiff-the-dog-wins-halloween_n_56327e41e4b00aa54a4d7a89?ncid=fcbklnkushpmg00000022&utm_content=bufferf83279&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

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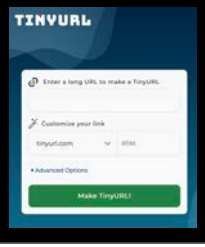
COMMON URL SHORTENERS

- **bit.ly**
- **ow.ly (now opens in Hootsuite scheduling app)**
- **tinyurl.com**
- **Rebranded**
- **goo.gl**
  - At goo.gl, bit.ly, and others, you get a nice, clean, shortened URL AND you may also get stats on clicks for these URLs.

COMMON URL SHORTENERS

- For example, I want to share a Spark page I created.
  - Its URL is **https://express.adobe.com/page/cXrcZUGuleFJP/?fbclid=IwAR1lixHZhqFGXa7k8xQjG3NB_475nY4jRUcfhBCbUe1Q7MHKMV_esMai52o**
- Now it's **https://tinyurl.com/3c9kywnx.**



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- Many apps will automatically shorten in 2024....but just in case.

- FYI: Hootsuite will will shorten an ugly URL to post in LinkedIn using owly in the posts, BUT look at that ugly URL underneath!

- I had to manually go in and change it in LinkedIn. (I used TinyURL to shorten the URL and pasted that in to the post so the thumbnail would reflect it.)

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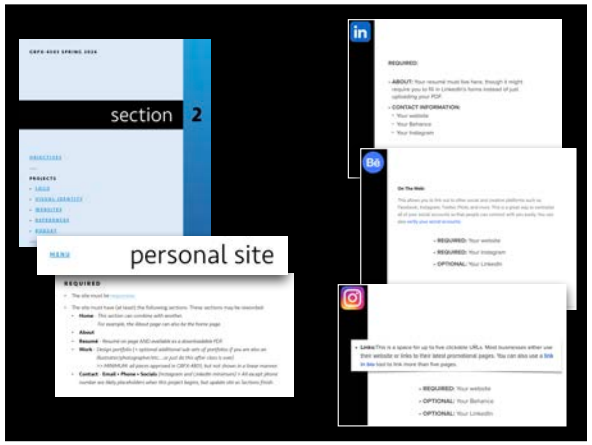

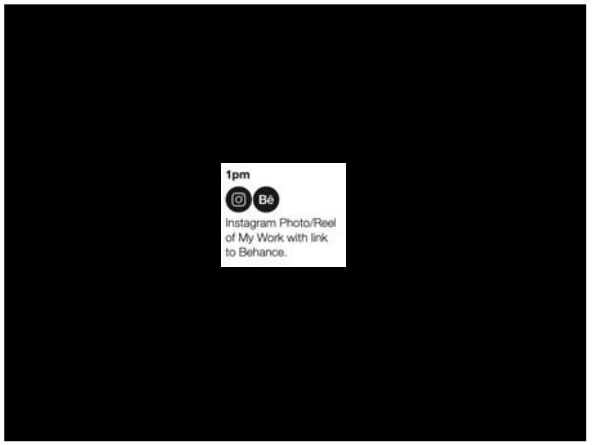

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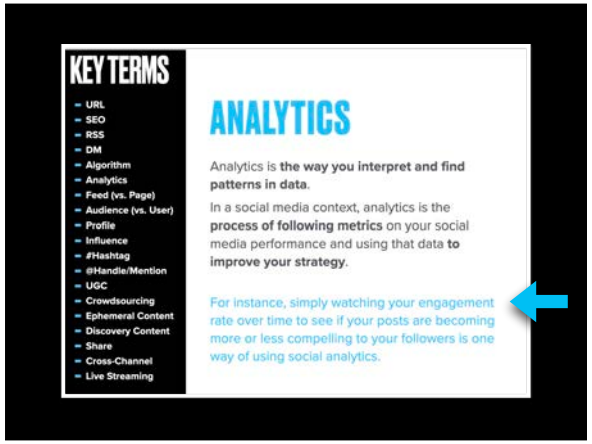

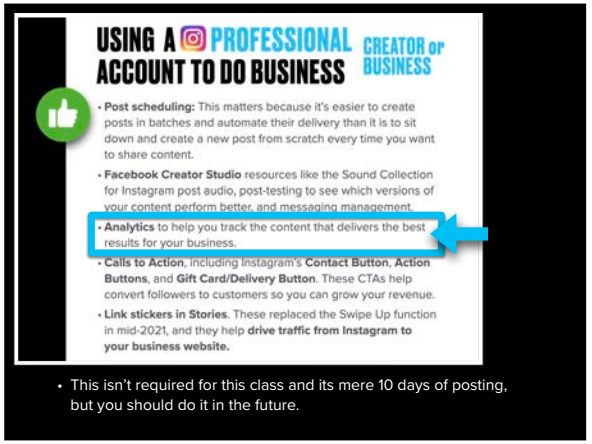

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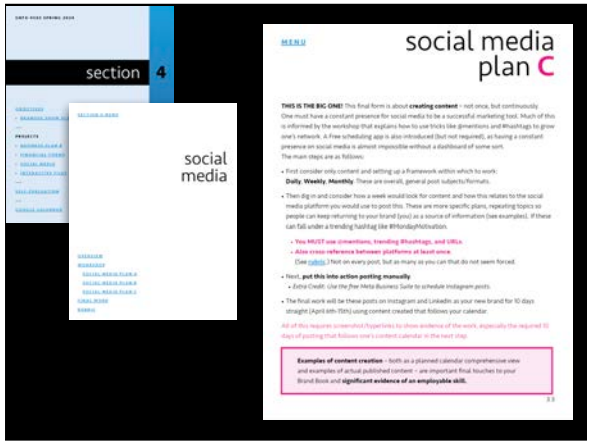

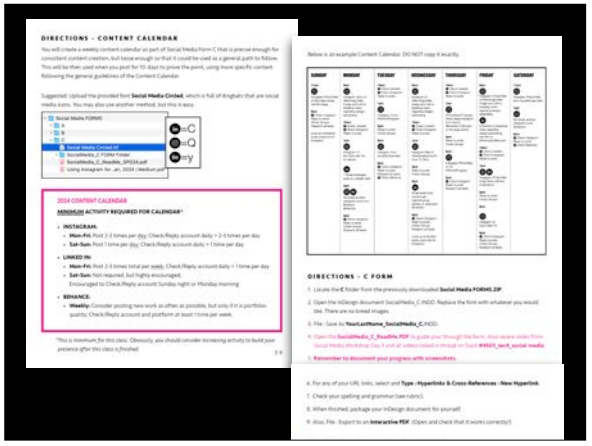

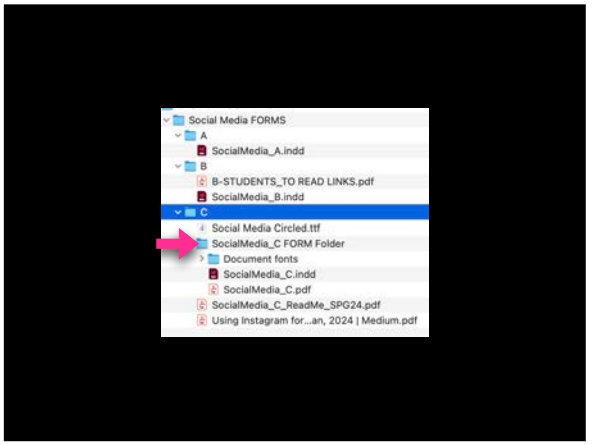
Social Media FORMS
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SocialMedia_B.indd
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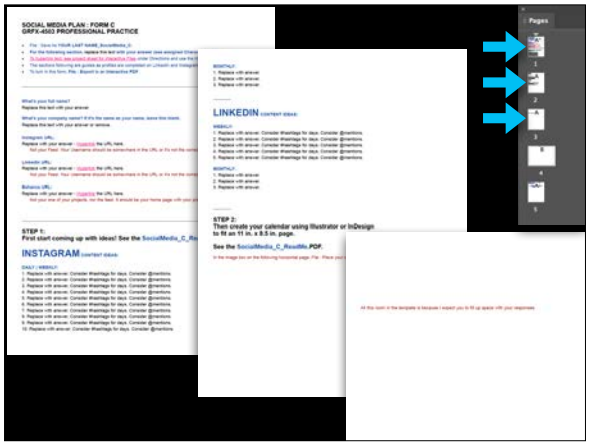
SocialMedia_C_ReadMe_SPG24.pdf
Using Instagram for...an, 2024 | Medium.pdf


SOCIAL MEDIA PLAN : FORM C
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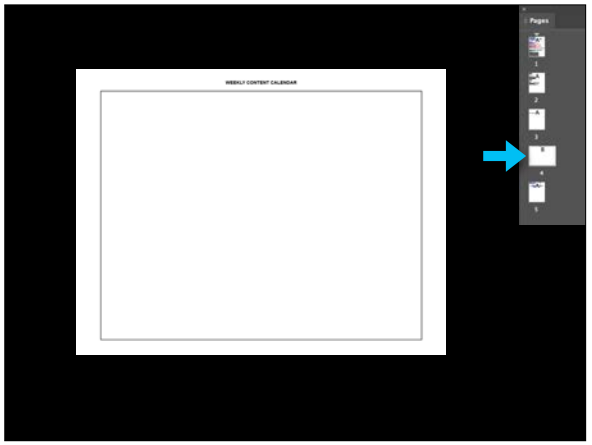
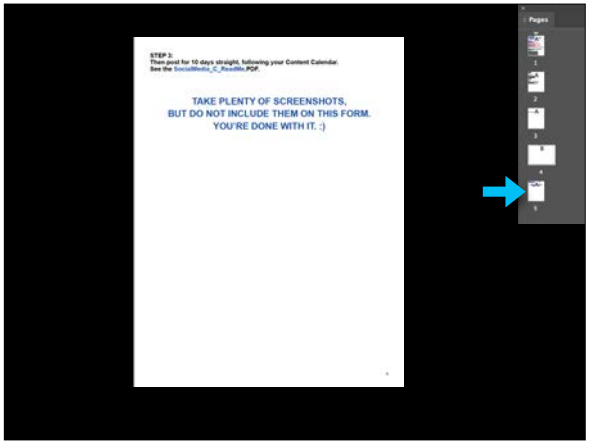
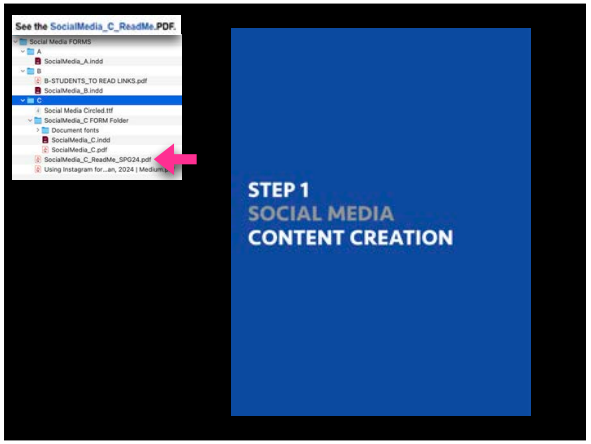
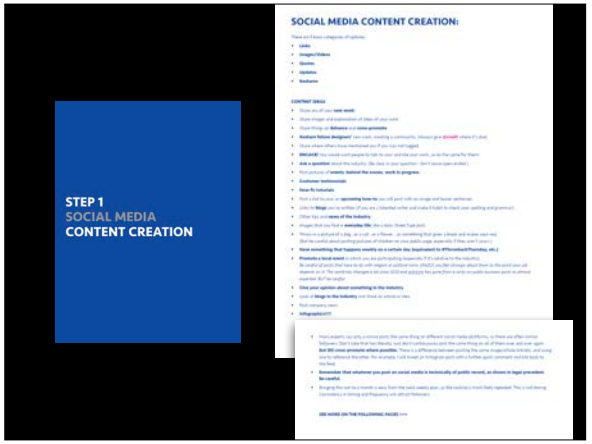

WEEKLY CONTENT CALENDAR


STEP 3:
Then post for 10 days straight, following your Content Calendar.
See the SocialMedia_C_ReadMe.PDF.
TAKE PLENTY OF SCREENSHOTS,
BUT DO NOT INCLUDE THEM ON THIS FORM.
YOU'RE DONE WITH IT. :)


See the SocialMedia_C_ReadMe.PDF.
STEP 1
SOCIAL MEDIA
CONTENT CREATION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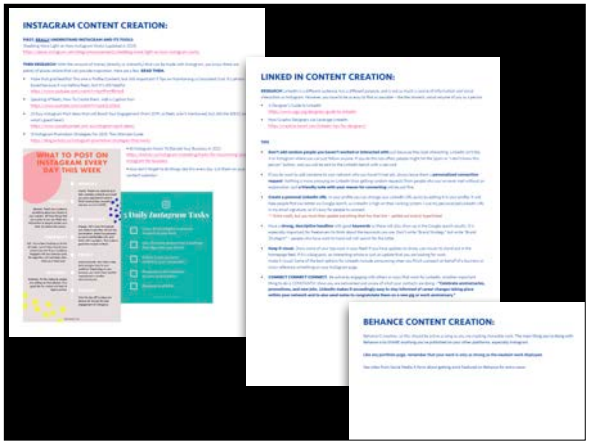
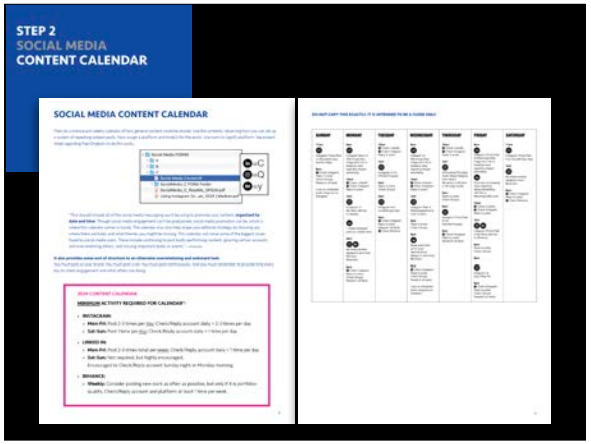
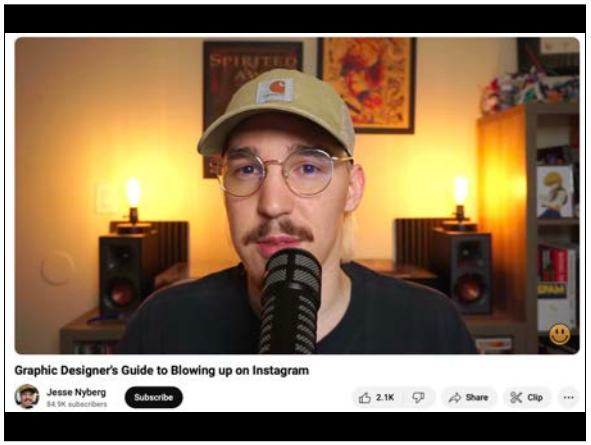

INSTAGRAM CONTENT CREATION:
LINKED IN CONTENT CREATION:
BEHANCE CONTENT CREATION:


STEP 2
SOCIAL MEDIA
CONTENT CALENDAR
SOCIAL MEDIA CONTENT CALENDAR

SOCIAL MEDIA WORKSHOP DAY 3
REVIEW:
PROFESSIONAL vs. PERSONAL
Business Info in Bio/Profile
CONTENT CREATION
Definition
Goal
Key Terms
CONTENT CALENDAR(S)
Required and Why
Schedulers
THE BASICS
Create Shareable Content
#Hashtags
@Handle/Mentions
TinyURLs if necessary
Connect Everything and Grow
Know Your Audience +
Track Your Results (Analytics)
BEGIN: SOCIAL MEDIA PLAN C
INSTAGRAM
Post - Story - Reel -Live
2024: Reels + Captions
Use Highlights
LINKED IN
BEHANCE
REVIEW: SOCIAL MEDIA PLANS A & B
WHAT'S DUE NEXT CLASS



SOCIAL MEDIA WORKSHOP DAY 3

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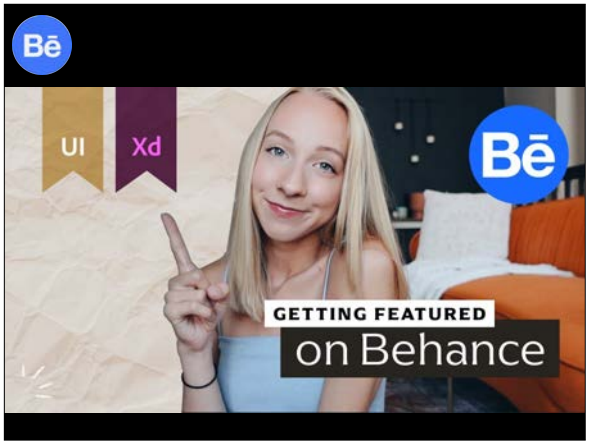
6. KEEP YOUR BEHANCE GALLERY FRESH

Behance is a large, active community. Posting just once gets you ignored. Those who post on a regular basis attract an audience. Popularity is measured by likes and comments. Your posts on Behance become more reputable when you consistently attract engagement. Popularity has a snowball effect which increases the number of likes/comments. As you create new and better work, make sure you make additions to showcase your latest projects, but with the same focus on careful curation.



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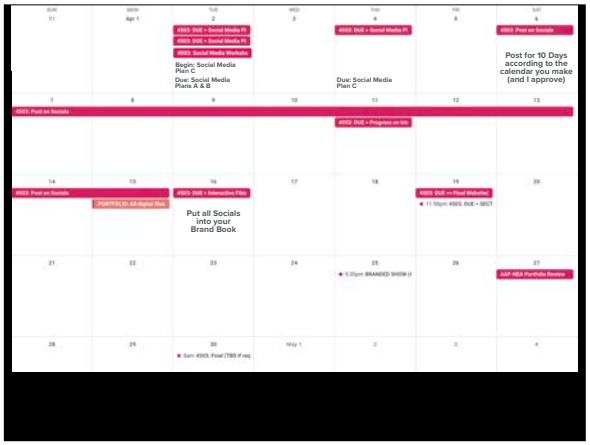
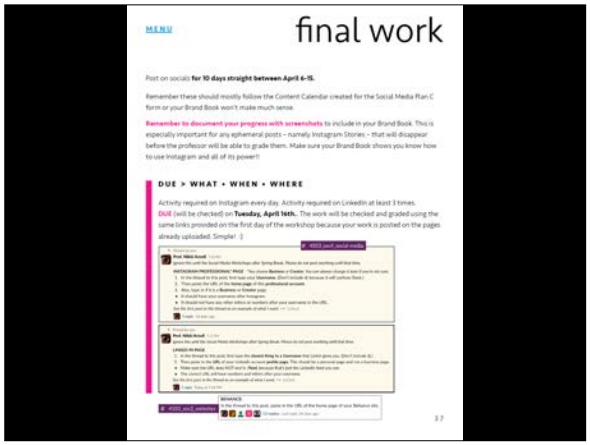

Begin: Social Media Plan C
Due: Social Media Plans A & B
Due: Social Media Plan C
Post for 10 Days according to the calendar you make (and I approve)
Put all Socials into your Brand Book

DUE > WHAT • WHEN • WHERE
These will be started in class on Tuesday, March 26.
Both of the following are DUE BY 8:00am on Thursday, April 4.
GOOGLE:
Under SECTION 4 : SOCIAL MEDIA, place the (correctly named) Interactive PDF you created in this folder.
SLACK:
Place the (correctly named) Interactive PDF in thread on #4503_sec4_social-media asking for it.
Prof. Nikki Arnell 11:53 PM
In the thread to this post, upload your correctly named Social Media Plan C by 8am on Thursday, April 4th.
1 reply Today at 11:53 PM


MENU
final work
Post on socials for 10 days straight between April 6-15.
Remember these should mostly follow the Content Calendar created for the Social Media Plan C form or your Brand Book won't make much sense.
Remember to document your progress with screenshots to include in your Brand Book. This is especially important for any ephemeral posts – namely Instagram Stories – that will disappear before the professor will be able to grade them. Make sure your Brand Book shows you know how to use Instagram and all of its power!
DUE > WHAT • WHEN • WHERE
Activity required on Instagram every day. Activity required on LinkedIn at least 3 times.
DUE (will be checked) on Tuesday, April 14th. The work will be checked and graded using the same links provided on the first day of the workshop because your work is posted on the pages already uploaded. Simple! :)
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