

Social Media Take-aways

Latest social media hot topics:

- (1) **EDUTAINMENT.** A mash up of education and entertainment! Entertaining, informative content. Eg. sharing a recipe, educating about an aspect of your venue or business.
- (2) **BITE SIZE or SHORT-FORM CONTENT.** Focus on creating content that is engaging, natural, fun, authentic, visually appealing and easy to consume.
- (3) **VIDEOS.** Perfect for brand story-telling.
- (4) **DIVERSITY AND SUSTAINABILITY.** Truly representing your audience in your organisation's marketing materials, photography and within your organisation. Share how you are sustainable and how you are working to limit your environmental impact on the planet.

DO	DON'T
Look at your insights to help identify (1) more about your audience (2) when they're online (3) which posts worked well.	Constantly sell. Talk only about you.
Think about your audience and what they want and need – answer the question, fix their problem.	Engage in arguments – take these conversations off-line.
"Stop the scroll" by using great imagery.	Underestimate the power of SEO.
Vary your posts.	Be fake.
Be consistent and stay on brand.	Purely focus on likes and rankings.
Have a 2-way engagement – comment, like and share others posts.	Ignore comments and enquiries- your customers want speedy responses.
Remember to include your keywords, phrases and hashtags.	Use images that don't belong to you (without permission).
Include a Call to Action. What do you want your reader to do next?	Use acronyms and abbreviations.
Use the stories feature – they stay visible for 24 hours so you have a much better chance of reaching your audience.	Forget to say thank you.

Social Media Checklist:

- Is your profile and bio up to date?
- Do you list your services and events (Facebook only)?
- How 'social' you are? Or are you simply selling all the time?
- Do you have a stock of great images?
- Who are your target audience and where do they 'hang out' online?
- How engaging are you? Is it all one-way communication?

Think about:

What's your post objective? Make someone feel warm and fuzzy? Reach more people? Get higher engagement? Drive people to your website? generate sales and income?

Influencer marketing. Can you collaborate with relevant bloggers, influencers and creators?

Digital advertising. Creating ads through your 'ads manager' allows you to set more advanced advertising objectives. Try a few and look at the results to identify what worked well.

Videography. Create a YouTube channel for your business and consider what else your audience might benefit from watching. Eg. 'how to' videos, accessibility information, venue tours, a day in the life of (one of your team).

Social Media / Facebook Post Suggestions:

- Short-form videography
- Great photography
- What do you do?
- Go behind the scenes
- Show your work space
- Introduce a member of staff
- Share a memory / throwback
- News (announcements, new team member)
- Celebrate success (business wins, awards, great feedback)
- What's next for your business / coming soon
- Promote a blog post
- Promote your other social media platforms
- Fun fact / did you know?
- Share free content
- Answer a frequently asked question
- Share an industry fact
- Fill in the blank
- Explore your town
- Seasonal update
- Share a review
- Hold a competition
- Promote a special offer
- Take part in National Awareness Days
- Promote an event / a product / sell