



SOCIAL MEDIA 101

FOR SMALL BUSINESSES



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PRESENTER:

Carrie Kintz - Melon Communications



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Funded in part through a cooperative agreement with the U.S. Small Business Administration.

About the facilitator...

Carrie Kintz **Founder, Melan Communications**

Carrie Kintz is a digital communications strategist with more than 10 years in the marketing, public relations and social media spheres.

She's managed social media platforms for large nonprofits such as Focus on the Family and The Ethics and Religious Liberty Commission with Dr. Russell Moore and smaller tech startups like aware3, a mobile app development company and SnapAdvice, an app designed to connect people with experts via mobile video.



She is a frequent conference speaker and presenter, having spoken at That Church Conference, the Best of Social Media Summit, and the Pikes Peak Small Business Development Center. Carrie is also a contributing author to *Trending Up*, a social media strategy blueprint for churches and nonprofits. She has appeared in *USA Today*, *Christianity Today*, on the 700 Club, and several radio stations and podcasts around the nation discussing the impact of social media on society and the use of social media during times of crisis.

She's an ENFP, an Enneagram 2, and her top Gallup strength is Strategy. All that really means is she loves helping people accomplish their priorities in the most strategic way possible. She lives in Colorado Springs with her two cats and is mildly obsessed with Doctor Who, coffee, and word games.

To register for assistance: www.pikespeaksbdc.org/consulting



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SOCIAL MEDIA 101


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Carrie Kintz

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We're all stories in the end.

- Doctor Who



INTRODUCTION

- > Midwest native, lived in Colorado for 20 years
- > In PR, Marketing and Social Media for more than a decade
- > Owner, Melan Communications, focusing on Content and Social Media strategy
- > Favorite social media platform: Instagram
- > Favorite analog past time: reading

SOCIAL MEDIA CONTENT STRATEGY




Know Why Before Where and What

“

People don't buy WHAT you do, they buy WHY you do it.

-Simon Sinek
New York Times Best-selling Author



SET EXPECTATIONS

- > **Purpose:** What is your purpose for being on a certain social media channel? (and it can't be because you "have to".)
- > **Time:** How much time are you willing to commit to your social media channels?
- > **Ability:** Are you willing to take time to learn, to plan, create and test for the channels you're using?
- > **Outcomes:** What are your goals for social media, i.e. awareness, conversion, conversation?

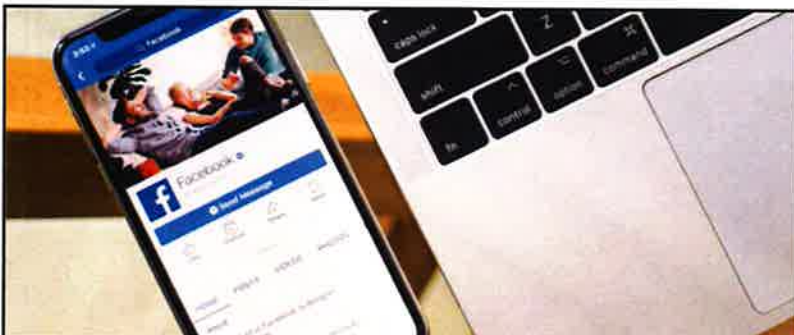
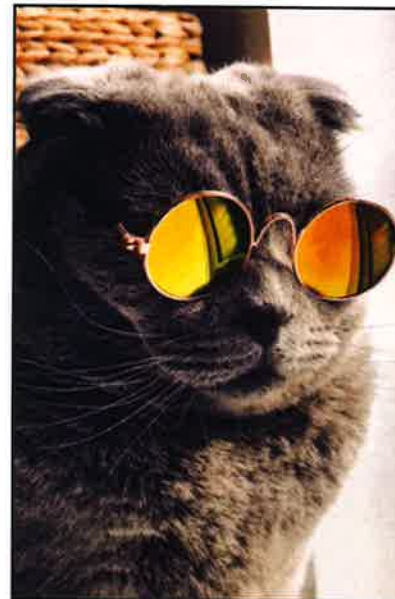
CONTENT STRATEGY

- > **Content:** What kind of content do you have to share? Photos? A blog? Videos?
- > **Customers:** Where are your ideal customers/clients on social media?
- > **Calendar:** How and when does your content and brand fit into the natural flow of your customer's lives?
- > **Consistency:** How often are you going to create fresh content and share it?



POSTING ON SOCIAL

- > **Personality:** no matter what your voice is, find your personality & infuse your posts with it!
- > **Proofreading:** there is nothing better than a well-written piece, complete with spelling and grammar checks.
- > **Present:** Pick a time during the day when you will go on social media and monitor your content.

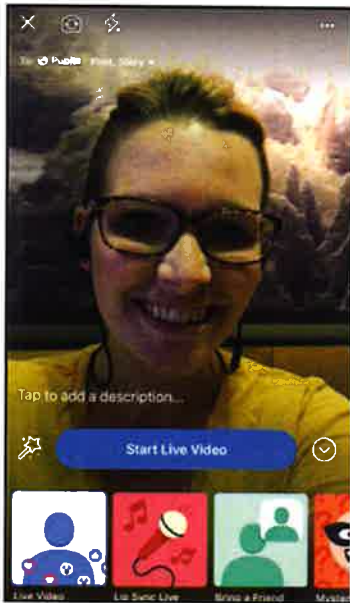


FACEBOOK
The largest social media platform

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Build social value.

- Quote on Facebook building wall



LEARNING FACEBOOK

- > Live Video gets the most engagement on the platform.
- > Stories, a recently launched facet, is gaining popularity.
- > More than 50 million businesses have a Facebook Page.
- > 93% of social media marketers use Facebook Ads.
- > People still see Facebook as a place to connect with others.

FACEBOOK TIPS & TRICKS

- > **Overcome fear and go live!**
 - > Plan, plan, plan: from where you'll go live to what you'll say, a good plan will make you appear more confident!
- > **Mix up your content.**
 - > Share inspirational quotes, links to your blog, and photos.
- > **Share what appeals to your audience!**
 - > Examine the data available in Facebook Insights and ask for feedback.




INSTAGRAM

Beautifully & ephemerally hashtagged

“

Show people the struggle, the work ethic, the long hours, the time off, your thoughts, your victories and your mistakes. In short, show them what's real.

- Gary Vaynerchuk,
New York Times Best-selling Author




LEARNING INSTAGRAM

- > Stories are hot, hot, hot! The options to be creative in Stories are endless. AND they disappear in 24 hours. (Don't worry, if your story is that amazing, you can archive.)
- > IGTV allows you to go live or upload a video up to 10 minutes in length.
- > Photos that are beautiful, high quality, and/or niche perform well.
- > Hashtags are your friends. (You can use up to 30 in a post.)



INSTAGRAM TIPS & TRICKS

- > **Play with stories.**
 - > There are filters, stickers, and text styles you can use. You can do photo and video, tag people and use hashtags to make your story searchable.
- > **When you post a photo, be consistent on filter usage.**
 - > Find a filter (or no filter!) that compliments your brand, then stick to it.
- > **Find your niche through hashtags.**
 - > Pick the hashtags you most want to use then search them to see what types of content people are sharing. Also, don't be afraid to engage with other people and brands on those hashtags!




YOUTUBE

The second largest search engine in the world

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YouTube is, at the end of the day, a search engine. That's why Google bought it.

- Jake Paul, YouTube star



HONEST TRAILERS 4:31

HONEST TRAILERS 3:51

HONEST TRAILERS 3:51


LEARNING

YOUTUBE

- > Figure out what you want to say. Brainstorm about what you're good at or passionate about in your business. Once you identify a subject or two that fit together, you can create your videos.
- > Your video set up is **IMPORTANT**. Create a set (something simple in your office) and do research about gear. (Tons of YouTuber's have options/opinions about gear).
- > Consistency is key. Once you figure out your content and your set up, record 5-10 videos then plan out your uploading schedule.

YOUTUBE TIPS & TRICKS

- > **Pick a keyword and base your video around it.**
 - > This helps you plan the content of your video. You can also research the keyword on YouTube for popularity. The more your keyword is said in your video helps your search ranking on YouTube
- > **Optimize your video with keywords.**
 - > Your keyword should be in your title and appear at least twice in the first two sentences of your description. But *don't* keyword stuff. YouTube hates it.
- > **Your thumbnail is as important as your video.**
 - > A visually intriguing thumbnail goes a long way toward drawing viewers into your content. Pair it with a strong title and you're golden.




TWITTER

BREAKING NEWS

“

When people come to Twitter and they want to express something in the world, the technology fades away. It's them writing a simple message and them knowing that people are going to see it.

- Jack Dorsey,
Twitter CEO

United States trends · Change

#GetVisible
It's phone service. In an app.
Promoted by Visible

Paul Manafort
Former Trump campaign chair Paul Manafort had agreed to plead guilty, reports say

#InThe80sWe
12K Tweets

#FlorenceHurricane2018
7,224 Tweets

Wilmington
45K Tweets

#FridayMotivation
29.6K Tweets

Wrightsville Beach
Harrisville Florence makes landfall near Wrightsville Beach, North Carolina

#FlashbackFriday
6,815 Tweets

#FridayFeeling
7,203 Tweets

New Bern
39,76 Tweets

LEARNING TWITTER

- > Twitter is all about fast-paced conversations around current events.
- > A high follower count doesn't equal high influence for your brand. Work on cultivating followers and following people who fit your ideal audience. Do this through hashtag and keyword search on Twitter.
- > People often see Twitter as a customer service platform. On average, it's best to respond to a reply on Twitter within an hour.

TWITTER TIPS & TRICKS

- > **Hashtag irrelevant.**
 - > You don't have to hashtag posts anymore, but you can boost the visibility of your content by making it relevant to trending topics AND your brand purpose.
- > **Pictures are worth a thousand characters.**
 - > Don't be afraid to use graphics with your tweets. There are several apps that can help you make eye-catching, consistent images that fit your brand.
- > **Twitter lists are your friend.**
 - > Cut down on the noise by creating curated lists to help you prioritize where to read first.

CARRIEKINTZ.COM/RESOURCES

PASSWORD: SBDC

Q&A AND DISCUSSION

CC

@CARRIEKINTZ

