

Social Media Do's & Don'ts

Jenna Curry, Lead Strategist
Remedy Digital Agency



THE INSPIRATION LAB

Jenna Curry

uses the power of targeted content, landing pages, Facebook, Instagram, Google & LinkedIn's advertising platforms, email sequences, and a suite of digital tools, Jenna focuses on driving ROI for business. She will be sharing her expertise during our premium member monthly mentor Zoom Call

DECEMBER MENTOR



Jenna Curry, Remedy Digital Agency
Lead Digital Strategist/Owner



Wilmington Today
Co-Owner; Director of Marketing

Hi!



Port City Young Professionals Networking Group
Founder and President



UNCW Alumni Association
Alumni, 2008
Board of Directors, past

Greater Wilmington Chamber of Commerce
2019 40 Under 40 Inaugural Class
Board Member, past

Entrepreneur of the Year Award Recipient
2017



Wilmington Biz Top 100 Recipient, 2019
WILMA's Women to Watch Award Recipient
2014





Today's Agenda

- Have fun
- Learn something new you can implement right away
- Facebook Do's and Don'ts
- My Fav Tools, Hacks, and Resources
- Next steps



“

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you **made them feel.**

— *Maya Angelou*



f FACEBOOK OVERVIEW



76% of 12-17 (not just for old people!)
 82% of 18-29
 65% of 50-64
 41% of 65+ (doubled since 2012)



Best for live videos, uploaded videos, photos, gifs, curated content, stories, blogs, messenger bots



Repurpose popular posts
 Engage/participate in relevant groups
 Tag people, businesses, locations
 Emojis draw attention 🎉 😄 😍
 Facebook rewards engagement

Wilmington Today Published by CoSchedule App [?] · July 9 at 1:38 PM Like Page


Who's Who of Wilmington Today: Meet Head Chef Chris Gates of Beach Shop and Grill on Topsail Beach.

Before the Beach Shop & Grill, Chris was a private chef for several politicians, celebrities and bands including Steve Winwood, Widespread Panic and Ashley Judd.

Read more about the chef responsible for delicious dishes prepared with fresh, local ingredients at Topsail's beloved fine dining restaurant, The Beach Shop & Grill.

<http://bit.ly/2NIYKDE>

#WhosWho #WilmingtonToday



WILMINGTONTODAY.COM
Who's Who: Chef Chris Gates, Beach Shop & Grill - Wilmington Today Learn More

4,090 People Reached **741** Engagements Boost Again

Boosted on Jul 16, 2019 By Jenna Curry Finishes in 5 days Boosted on Jul 10, 2019 By Jenna Curry

People Reached	205	Post Engagement	9	People Reached	2
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View Results

35 3 Comments 54 Shares



INSTAGRAM OVERVIEW



Users: 71% of users are under the age of 35
71% of U.S. businesses are on Instagram



High-res photos & videos, quotes, stories, highlights, live video, Instagram TV



Develop a consistent “theme”

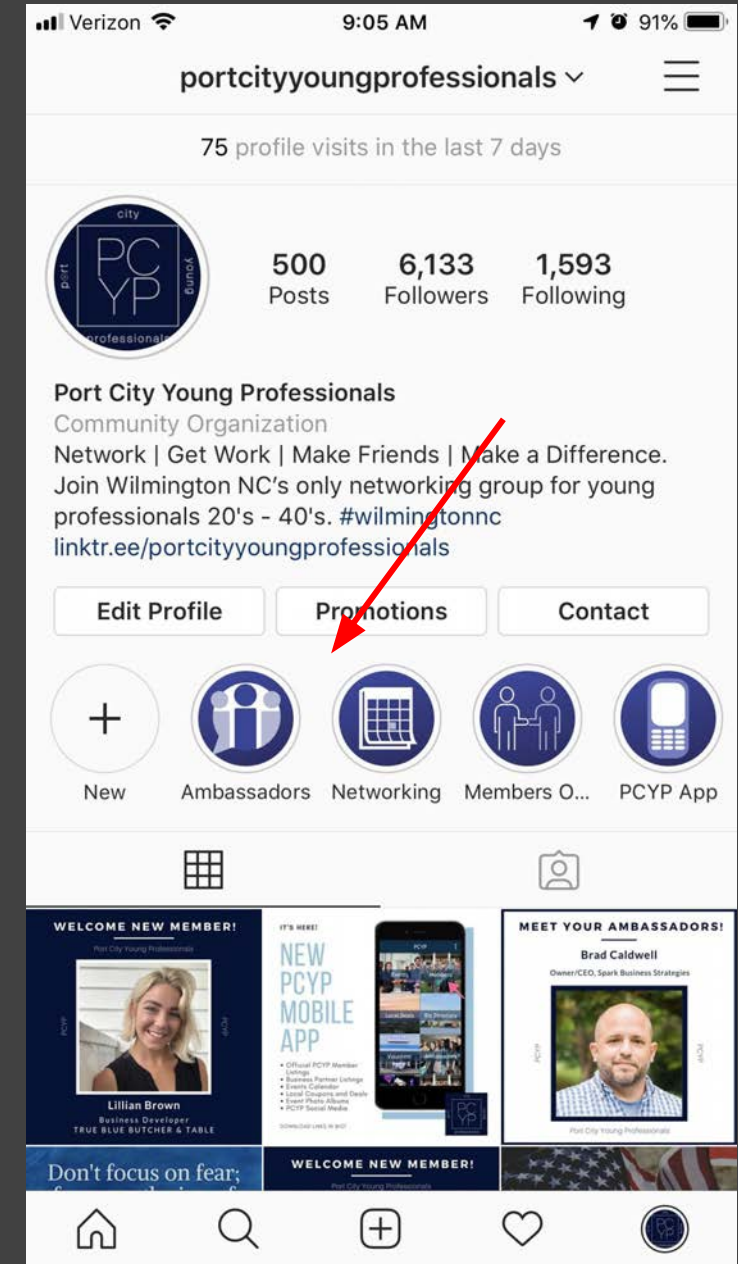
Use Linktree for “link in bio”

Quotes/image macros

#hashtag party

Use your own images where possible

Repost App to repurpose content from other profiles



DO be the CEO of
Brand **YOU**.



DO remember
that social media
is forever.



At 10:19 a.m. ET on Friday, Justine Sacco, a PR director at InterActiveCorp (IAC), posted this tweet shortly before an 11-hour flight from London to Cape Town, South Africa.



A screenshot of a tweet from Justine Sacco (@JustineSacco) posted at 10:19 AM on December 20, 2013, from Hillingdon, London. The tweet text reads: "Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!". The tweet has 4 retweets and 2 favorites. The interface includes a profile picture, name, handle, a 'Follow' button, and interaction icons for Reply, Retweet, Favorite, and More. A row of profile pictures shows users who interacted with the tweet.

Soon it was trending worldwide.



A screenshot of a tweet from Jim Forrest (@todaysabacus) posted at 1:52 AM on December 21, 2013. The tweet features a world map with numerous red dots of varying sizes indicating global trending locations. The text of the tweet says: "Some stats on who's talking about #JustineSacco and #HasJustineLandedYet. Hint, the whole world." The tweet has 59 likes and 123 people are talking about it. The interface includes a profile picture, name, handle, a 'Follow' button, and interaction icons for Reply, Retweet, Favorite, and More.

On Saturday, IAC announced that it had "parted ways" with Sacco.

DON'T believe
everything you read.

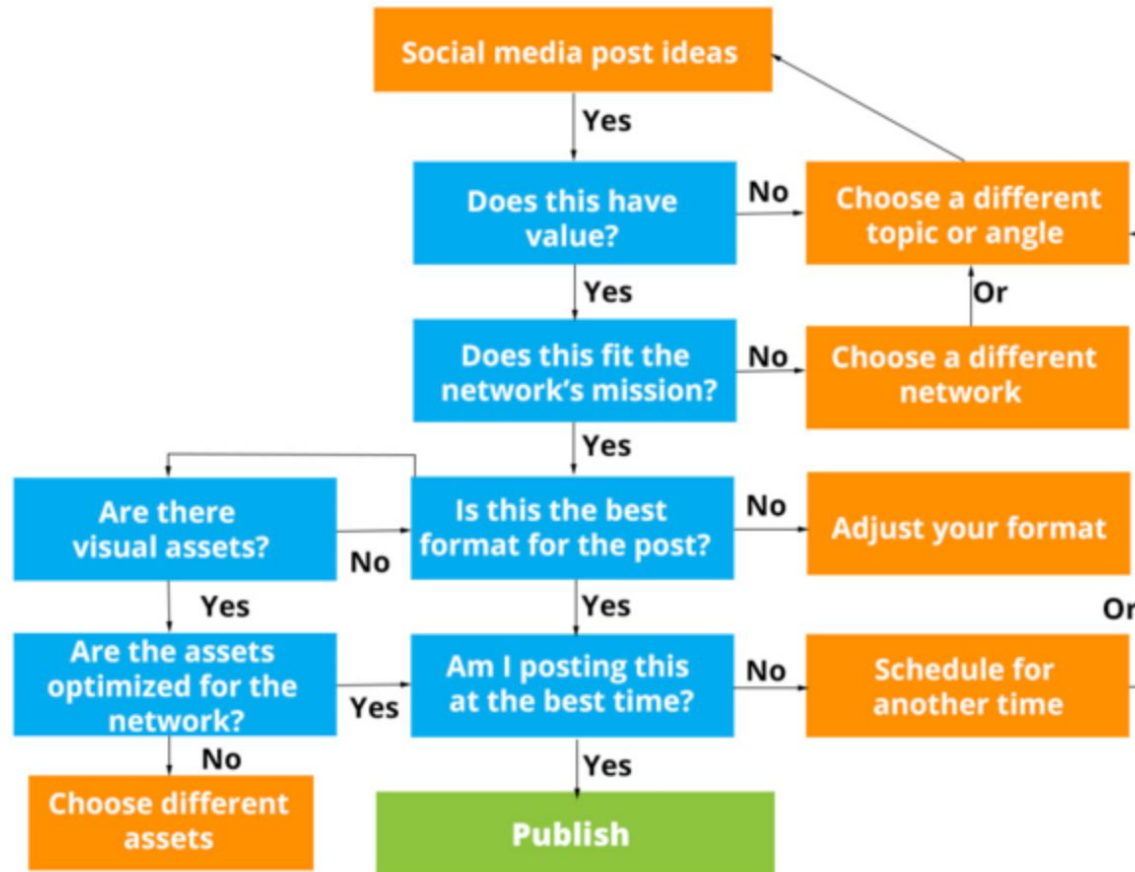


DON'T use social
media as your
therapist.



- Before posting - stop and think...
- Vet the facts before you post (snopes.com)
- Review your company's social media policy and agreements you signed
- Make it explicit you don't represent your company's views
- What would you tell a friend who posted what you're about to post?
- ...Remember Maya Angelou quote

Think Before You Post



DON'T be a B!%C#
on social media.



DO make social
media your
B!%C#.



TARGETING YOUR AUDIENCE

Locations Everyone in this location

United States

Wilmington, DMA

Include | Type to add more locations | Browse

Your audience location has been changed from United States to Wilmington, DMA. Undo Change

Drop Pin

Add Locations in Bulk

Age 18 - 34

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Education > Education Level

- Associate degree
- College grad
- Doctorate degree
- In college
- In grad school
- Master's degree

Add demographics, interests or behaviors | **Suggestions** | Browse

Audience Size

Your audience selection is fairly broad.

Potential Reach: 76,000 people

Estimated Daily Results

Reach 1.3K - 3.9K

Link Clicks 44 - 128

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

DO have goals.



EXAMPLE GOALS

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**imebound



WEBSITE TRAFFIC

S.M.A.R.T. Goal Example:

Increase website traffic to 2,000 visitors per day by posting and promoting relevant blog posts three times per week to Facebook and Twitter accounts.



BRAND AWARENESS

S.M.A.R.T. Goal Example:

Increase brand awareness of your Facebook by introducing paid advertising. Have new content reach 10,000 people per post by the end of the month.



GENERATE LEADS AND SALES

S.M.A.R.T. Goal Example:

Increase LinkedIn leads by 6% by December. Our target is 30,000 views per promotional video.

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, etc.

DO know your
audience inside
and out.



CUSTOMER/AUDIENCE PERSONAS

Clark Andrews

Friendly Clever

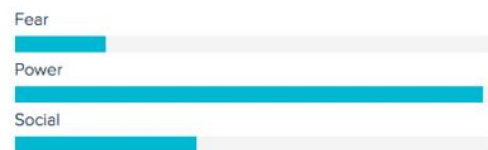
Go-Getter

Age: 32
Work: Software Developer
Family: Single
Location: San Jose, CA
Character: The Computer Nerd



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

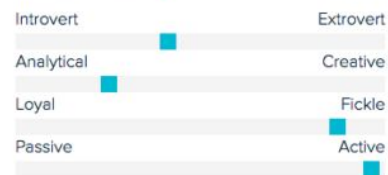
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

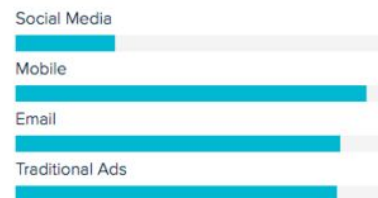
Bio

Clark is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Clark wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Preferred Channels



Brands



CUSTOMER AVATAR WORKSHEET

Company/Product Name: DigitalMarketer Certifications

<h4>GOALS AND VALUES</h4> <p>Goals:</p> <ul style="list-style-type: none"> Eric wants to... <ul style="list-style-type: none"> Increase agency business Increase the capabilities of his team Scale his business <p>Values:</p> <ul style="list-style-type: none"> Eric is committed to... <ul style="list-style-type: none"> Professional Development Providing value for his clients Using "white hat" marketing principles 	<p>Name: Agency Eric</p> <p>Age: 40</p> <p>Gender: Male</p> <p>Marital Status: Married</p> <p>#(Age of Children: 2 (Age 8 & 10))</p> <p>Location: Orlando, FL</p> <p>Quote: "I surround myself with people smarter than me."</p> <p>Occupation: Digital Marketing</p> <p>Job Title: CEO/Founder</p> <p>Annual Income: \$150,000</p> <p>Level of Education: College Graduate</p> <p>Other:</p>	<h4>CHALLENGES & PAIN POINTS</h4> <p>Challenges:</p> <ul style="list-style-type: none"> Eric is challenged with... <ul style="list-style-type: none"> Scaling his agency business Finding, training, and retaining top marketing talent Keeping his marketing skills sharp while being CEO <p>Pain points:</p> <ul style="list-style-type: none"> Eric's pain points are... <ul style="list-style-type: none"> Fear of losing business to competitors Fear of his agency falling behind in the digital marketing scene
<h4>SOURCES OF INFORMATION</h4> <p>Books: Good to Great / Think & Grow Rich</p> <p>Magazines: Wired / Fast Company</p> <p>Blogs/Websites: AdAge / DigiDay / Social Fresh</p> <p>Conferences: Content Marketing World / SXSW</p> <p>Gurus: Jay Baer / Joe Pulizzi / Christopher Penn</p> <p>Other: Spends time on LinkedIn looking for talent</p>	<h4>OBJECTIONS & ROLES</h4> <p>Possible Objections:</p> <ul style="list-style-type: none"> -Does the training fit an existing service or new service he can offer to his clients -How long he and his team members will be "out of pocket" doing the training <p>Role in the Purchase Process:</p> <p>Eric is the decision maker. He buys digital marketing training to keep himself and his team sharp. He's not worried about the price point if he knows the training will give him and his team an edge in the marketplace.</p>	

DIGITALMARKETER

[Download Worksheet](#)

DO join relevant
Facebook groups.

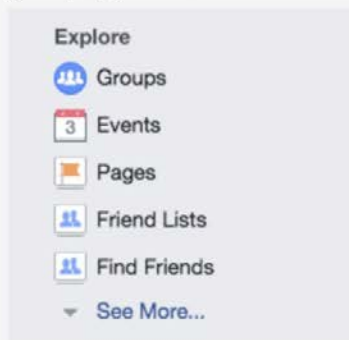


Facebook Group: Accomplishing something before the microwave reaches :60.

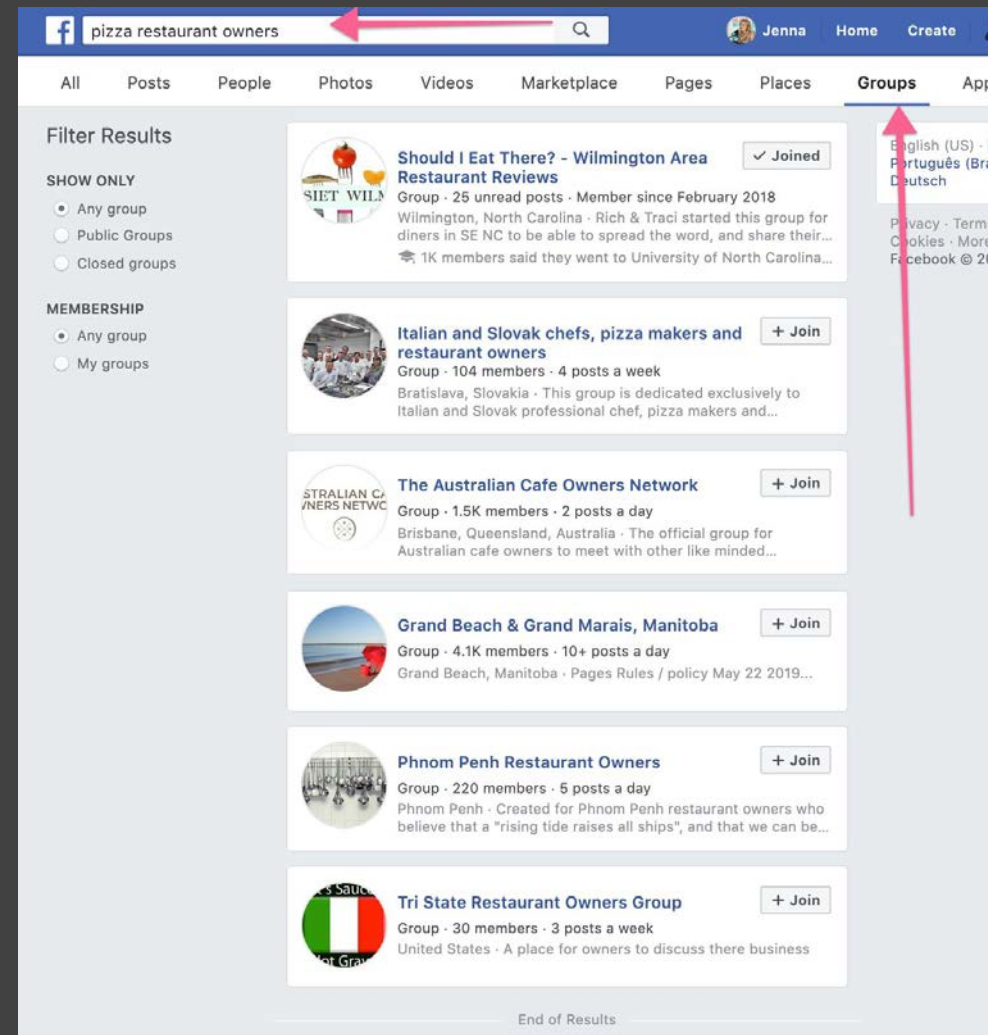
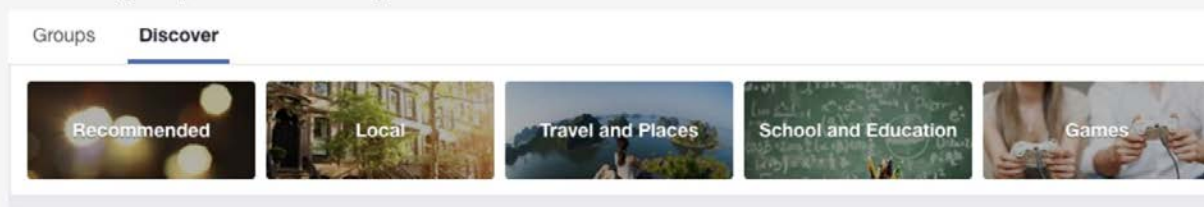


Discover Existing and New Groups

1. Log into your personal Facebook profile
2. In the left column, under the Explore heading, click on **Groups**. If you've already joined some groups, you'll see them listed on this page.



3. Click on the **Discover** tab at the top of the page. Facebook will bring up some recommended groups based on Pages you've liked, your location, groups your friends belong to, and other clues from your activities on Facebook. You can also scroll through various topics and to find relevant groups for each subject.



DON'T just sell or
self promote.



4:1 GIVE TO ASK RATIO

Jab, Jab, Jab RIGHT HOOK

The Inspiration Lab
Published by Drewe Smith [?] · November 29 at 2:27 PM · 🌐

Are you looking for gift ideas for yourself or your BFF? Stephanie has some suggestions for you! We wanted to share the list with you this Thanksgiving weekend while all the great deals are happening, just in case you want to save money on them.



THEINSPIRATIONLAB.CO
Steph's Favorite Things (Holiday Edition)
Looking for gift ideas for yourself or your BFF? I have some suggestion...

The Inspiration Lab
Published by Drewe Smith [?] · November 15 at 8:29 AM · 🌐

Soaking up all of the wise words we heard over the last few days. As we move into Friday, the holidays, and even a new decade - we encourage you create a life that builds you up instead of one that breaks you down. We hope that you will learn to accept your boundaries and see them as strengths, not weaknesses. Most of all, we hope that 2020 is a year where you find yourself SHINING. If life feels hard right now, just know that The Inspiration Lab community can be your soft place to land before you are ready to try again.

66

YOUR BOUNDARIES DO NOT HOLD YOU BACK. THE WAY YOU THINK ABOUT THEM DOES. THEY ARE WHAT YOU NEED TO RISE AND SHINE 99

RACHEL OLSEN

The Inspiration Lab
Published by IG The Inspiration Lab [?] · November 4 · 🌐

25 Speakers. 15 Topics. 1 Epic Conference. We have so many surprises in store for Rise and Shine! In addition to our AMAZING speaker line up on the day of the conference, we will have BIG member announcements and special offers for attendees only! #riseandshine #riseandshineconference #theinspirationlab #theinspirationlabconference #modernwomen #workingwomen #theinspillab #wilmingtonnc #realestateconference #raleighnc #charlestonnc #charlottenc



Get ready to transform your professional and personal life!

RISE & SHINE

November 13th + 14th
WILMINGTON, NORTH CAROLINA

The Inspiration Lab is at Embassy Suites by Hilton Wilmington Riverfront.
Published by Drewe Smith [?] · November 14 at 1:46 PM · Wilmington · 🌐


You were a person before you had a profession. That's why we work so hard to nurture all of the parts that make you uniquely you. Being surrounded by HUNDREDS of inspiring women over the past few days has been pure magic to our souls. The conference is wrapping up this afternoon and we are counting down the moments until we can get our hands on the mini donkeys at Edward Teach! Thank you for loving and supporting the Inspiration Lab! We couldn't make anything possible without you! We hope EVERYONE who attended will join us tonight at 5 at Edward Teach Brewing.



The Inspiration Lab
Published by Drewe Smith [?] · November 18 at 10:50 AM · 🌐

"My job is to support the team, and you attract better team members, I believe, with that philosophy. And what that really means is that I need to listen to the team through any obstacle that's in their way from being successful, figure out what makes them tick [and ask] how can you help them be successful?" "Because the more your team is successful, you're successful." - Maria Pietroforte

We are so honored to be featured on the Greater Wilmington Business Journal today! Read more on their site! http://www.wilmingtonbiz.com/.../real_estate_marketing.../19653



WILMINGTONBIZ.COM
Real estate, marketing pros share wisdom at downtown conference | WilmingtonBiz

DO create a
content calendar.

HOW TO CREATE A CONTENT CALENDAR FOR YOUR BUSINESS

HOME > BLOG > HOW TO CREATE A CONTENT CALENDAR FOR YOUR BUSINESS



FOLLOW JENNA CURRY ON FACEBOOK



HOW TO CREATE A CONTENT CALENDAR FOR YOUR BUSINESS

By Alisha Browne Posted November 14, 2019 In Resources

   0  0

We get it - trying to keep everything straight with publishing content can be slightly (or very) overwhelming. How do you organize your content in a way that will allow you to be efficient with your

[Read the Blog](#)

CONTENT CALENDARS

Basic - Excel

Date	Day	General	Tent Poles	Blogs	Guest Blog	Facebook 1	Facebook 2	Facebook 3	LinkedIn /Twitter	Newsletter	Facebook Event	Community Calendars	Photographer	Press Release
1-Nov	Sun	Gratitude/Impact				Thank you Sponsor	Upcoming Event Reminder	Thank you Volunteer/Coach	repost			List all upcoming events as soon as they are created	Schedule UNCW Photographer for upcoming events	
2-Nov	Mon	Newsletter, Weekly Event Announcements		Share Newsletter on the Blog (first Monday of the month)		Event Reminder	Image/Video during event	Share Newsletter	repost	Upcoming Events, October Recap, Latest Blogs/guest blogs, Ask to follow on Facebook,	Create event for United Way Soft Launch, HR Essentials, NP Lunch & Learn, Board Governance		Sample *Yes	Send/re-send press release for November/December Events
3-Nov	Tue	Blog		Blog #1: Congrats Natasha Davis Wilma's Woman to Watch		Share blog	Event Reminder and/or video promo		repost	re-send to those who have not opened	Upload Facebook album of networking event			
4-Nov	Wed	Guest Blogs, Teaching, 3rd Party,			Guest Blog #1	Share Guest blog	Event Reminder and/or video promo	Photo(s)/Video during event	repost		Create events for financial accountability, HR essentials, Roundtable, National Philanthropy Day			
5-Nov	Thu	Event Re-Caps, News, TBT				Throw back Thursday (#TBT)	Event Reminder	Photo(s)/video during event	repost		Create Events for first all Dec Events			
6-Nov	Fri	Photos/Even				Re-cap of	Photo(s) during	Event						

Basic - Google Calendar

Calendar Today < > Aug 9 – 29, 2015 Day

CREATE ▾

Mini calendar

My calendars ▾

- Consulting Schedule
- Birthdays
- Biz Calendar
- Celeste Schedule
- Kim Social Posts Ideas
- Kim: Work Traveling ...
- Meetings
- Tasks

Other calendars ▾

Add a coworker's calendar

- GA SPA CO
- calendar@uaa.edu
- Digital Illustration: C...
- Great Atlantic

Sun	Mon	Tue	Wed	Thu
9	10	11	12	13
Something Inspiring	Behind The Scenes	Blog Post-Evergreen	Blog Post- Social Media/Foreign	Mini tip
Tool Talk	Mini tip	News!	Newsletter	Personal Growth Tip
Video	Quote- Inspirational	Question-Business	Newsletter Promo	Question-Random
			Quote- Inspirational	
16	17	18	19	20
Something Inspiring	Behind The Scenes	Blog Post-Evergreen	Blog Post- Social Media/Foreign	Braggin' Rights
Tool Talk	Mini tip	Couldn't stop laughing...	Newsletter	Mini tip
	Quote- Inspirational	News!	Newsletter Promo	Personal Growth Tip
		Question- Random	Quote- Inspirational	Question Business/SM

Intermediate - Buffer

The screenshot displays the Buffer dashboard. On the left is a sidebar with social media accounts: Buffer (Facebook), buffer (Instagram), buffer (Twitter), Buffer (LinkedIn), bufferapp (Pinterest), Little Voices (Facebook), Little Voice... (Facebook), hannahvoice (Instagram), hannah_voi... (Twitter), Hannah Voi... (LinkedIn), and hannah_voi... (Pinterest). The main area shows a navigation bar with 'Queue 4', 'Awaiting Approval', 'Drafts', and 'Content Inbox'. Below this is a text input field 'What do you want to share?' and a toggle between 'List' and 'Calendar' views. A blue arrow points to the 'Calendar' button. The calendar shows a grid for February 2019 (CST) with columns for days of the week and rows for dates. Each date cell contains a list of scheduled posts with their times and titles.

Queue 4 Awaiting Approval Drafts Content Inbox

What do you want to share? List Calendar

February 2019 (CST) Week Month < Today >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2	3
5:20 Need #Mo... Try one of thes...	6:24 We scour... Here are our to... - Pat Flynn - Sunny Lenard... - Lisa Dougherty - Molly Pittman See all the advi...	12:02 "Do the o... -Oprah Winfrey #WednesdayWi...	13:02 What soc... Here are 21 to...	5:20 RT @bufe... Here's the two...	6:02 Looking to... Here are two e...	5:20 Looking to... Here are 37 *fr...
12:14 Happy C... We're lucky to ... +2 more	12:14 Do you s... Think about thi... 17:52 Career p... Here's the two...	18:13 The Buff... See our comple... 23:27 Do you h... Here's the two...	18:13 Our frien...	9:02 Don't be a... Trying to be pe... +2 more	12:35 Hope yo... 20:07 Work re... Here are 7 weir...	12:14 Wishing ... 20:03 Want a q... Have you tried ... https://buff.ly/...
4	5	6	7	8	9	10
5:20 There are ... The Bandwago... Zero Risk Bias ... In-Group Favor...	6:24 Did you k... How Top Eco...	6:50 If you're a...	13:02 Rebrandi... One of the bigg...	5:20 RT @bufe... How Top Ec... #BufferPodcast...	6:02 RT @buff...	5:20 Want to k... 👉👉👉👉👉 Bui...

Advance - Coschedule

☰ ● **Wilmington Today** / 📅 **Calendar** / All

Display as **Grid** ▾ < **MAR 2017** > Today 🔍 🔄 + Create 📍 Ideas >

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Feb 26	27 3:57p ☺ Imagine relaxing ...	28 2:43p ☺ One of the most ...	Mar 1 11:40 Upcoming Theater Events in Wilmington for Spring 2017 2:28p ☺ Upcoming show... 5:02p ☺ Warm weather + ... 6:09p ☺ Warm weather + ...	2 9:27 ☺ Wedding season i... 1:34p ☺ Wedding season ... 2:27p ☺ Live in Downtow... 5:34p ☺ Live in Downtow...	3 9:17 ☺ Crimes of the Hea... 1:26p ☺ Crimes of the He...	4 1p ☺ Here is where you c... 1:56p ☺ Imagine relaxing ...
5 12:43p ☺ What is it like to ... 1:44p ☺ What is it like to ...	6 10:50 ☺ How do I buy her... 6:52p ☺ ✨ Another reaso...	7 2:14p ☺ What can you ex... 3:09p ☺ What can you ex...	8 1:31p ♣️ Wilmington is ... 2:31p ♣️ Wilmington is ...	9 12:23p ☺ ✨ Another reas... 12:51p ✨ Another reason... 5:16p ☺ Wedding season ...	10 10:17 ☺ More attention a... 12:24p ♣️ Wilmington is g... 2:11p ☺ More attention a...	11 10:50 ☺ ✨ Another reaso... 5:11p ☺ Here is where yo...
12 12:18p ☺ ✨ Another reas... 9:01p ☺ Did you know Th...	13 10:52 ☺ Did you know Th... 3:30p ☺ New Hanover Re... 5:19p ☺ New Hanover Re...	14	15 3:02p ☺ How do I buy her...	16 12:13p ☺ ✨ Another reas... 12:51p We hope everyon... 12:51p We hope everyon...	17 10:40 ☺ It's great to be lu... 12:44p ☺ It's great to be l... 3:57p ☺ It's great to be lu...	18 10:41 ☺ We are loving the... 12:08p ☺ We are loving th...
19 12:53p ☺ Situated on 9.5 ... 3:04p ☺ Situated on 9.5 a...	20 11:13 ☺ We can fall in ♥ w...	21 10:21 ☺ Blue Moon Gift S... 12:04p ☺ Blue Moon Gift ...	22 9:55 ☺ Have you "shoppe... 12:39p ✨ Another reason...	23 10:18 ☺ Airlie Gardens ha... 1:26p ☺ Without doubt, t...	24 9:05 ☺ #Grateful 12:01p ☺ #Grateful	25 10:42 ☺ LOVE where you ...

DO interact with
your audience
(even when it's
negative)



I guess I could use a little social interaction.

 **A. Herrmann** @serialracing · 19m
@SouthwestAir is the best airline for customer service by far. No-hassle flight changes, best points rewards program, and best employees. There's a reason I only fly SWA. Shout out to the amazing crew at PVD airport too- always a pleasure there, especially Linda (supervisor).

1   

 **Southwest Airlines** ✓
@SouthwestAir [Follow](#)

Replying to @serialracing

Thanks for your kind words! We are so happy to hear our crew at PVD has provided the Customer Service we know and love. We will make sure we provide the proper kudos to the station and Linda. -Justin

11:49 AM - 10 Dec 2018

 **Anne's Favorite** @Frost_Sinatra · 15m
Yo @SouthwestAir somebody turned off my drink coupons can U help me??

1   

 **Southwest Airlines** ✓
@SouthwestAir [Follow](#)

Replying to @Frost_Sinatra

Oh, no! If you can send us a DM with your Rapid Rewards number, we'd be happy to take a look into your account. -Madeline

 [Send a private message](#)

1. Answer questions
2. Use first names
3. Reply to positive comments in addition to the negative!

DO have a
professional social
media policy.
(and a personal
one for Brand
YOU)

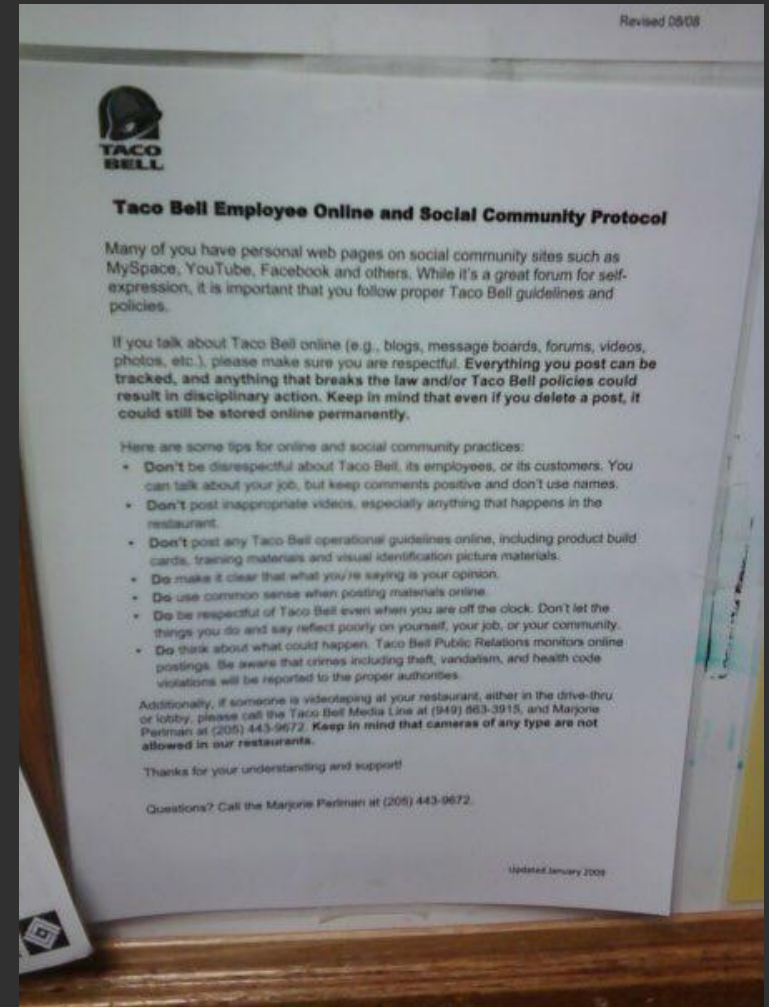


WHY DO YOU NEED ONE?

1. You may need to fire someone over what they post... (remember
2. You need to protect your brand, trade secrets, and reputation
3. Social media is an extension of your brand and so is how your employees behave
4. You simply want to prevent issues, period

TIPS FOR IMPLEMENTATION

1. Research other policies
2. BE SPECIFIC
3. Make social media policy part of employee handbook/onboarding
4. Lead by example



Download a FREE policy template at

fitsmallbusiness.com/social-media-policy-template

From FitSmallBusiness.com

DO have a social
media handbook.



Clearly Identify

1. Brand colors
2. Brand guidelines
3. Brand fonts
4. Goals
5. SOPs for content creation for each platform
6. SOPs for approval of content

DON'T run ads
blindly.





The Facebook pixel

A piece of code for your website that lets you measure, optimize and build audiences for your ad campaigns.

[Go to Ads Manager](#)



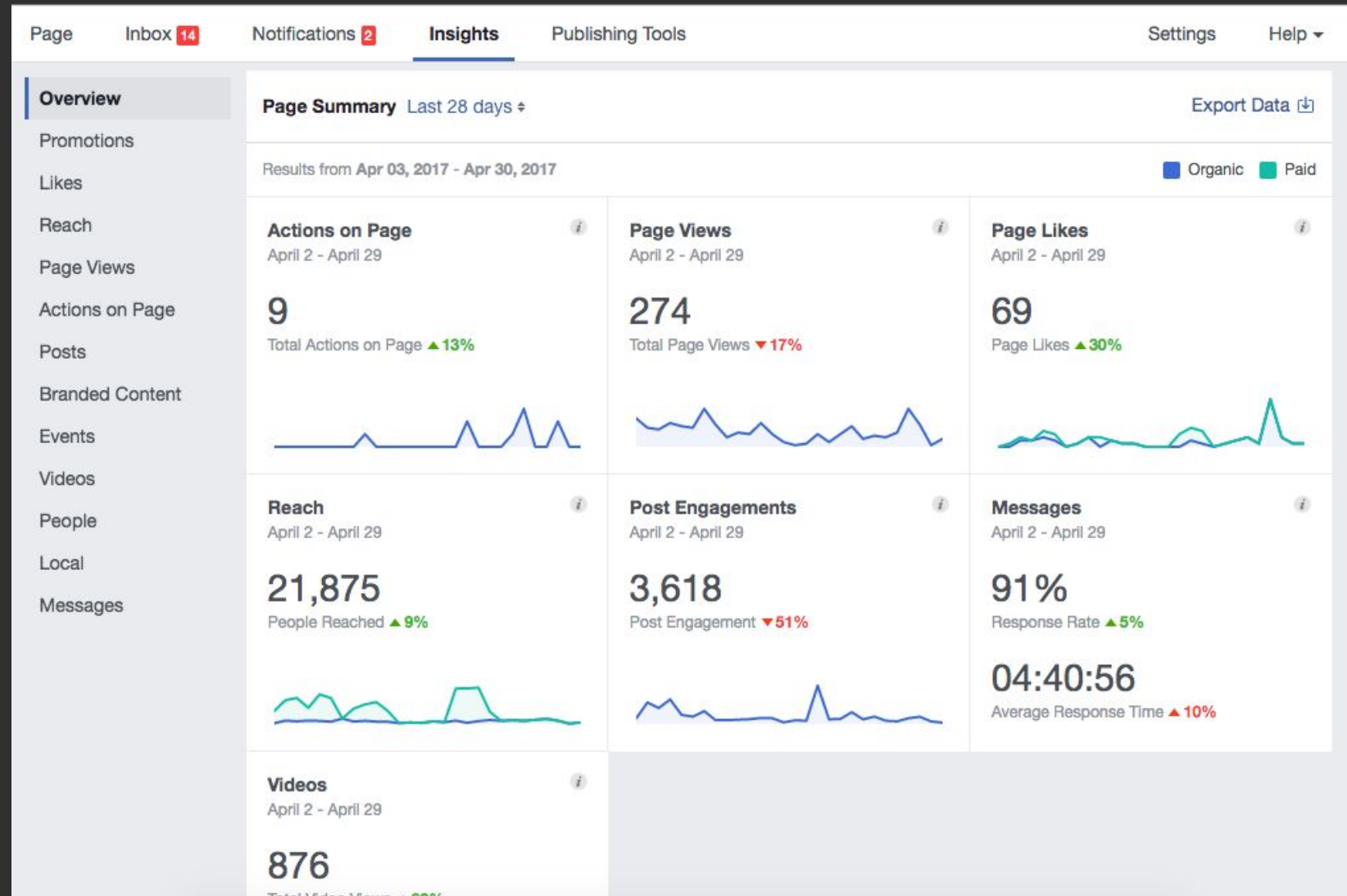
DON'T miss out on
retargeting
capabilities.



DO measure and
know your KPIs.



FACEBOOK TRACKING & INSIGHTS



Use Saved Audience ▼

Engagement - Instagram

Instagram Engagement 365

Engagement - Event

[JC] Responded to any event past 365 Days 6/5/19
responded to any event 365 days

Event Engagement 365

Website

PCYP Site Visits 180 Days

MailChimp

[JC] All PCYP Lists 6/5/19

Add a previously created Custom or Lookalike Audience

10x

The increase in CTR for retargeted ads compared to display ads

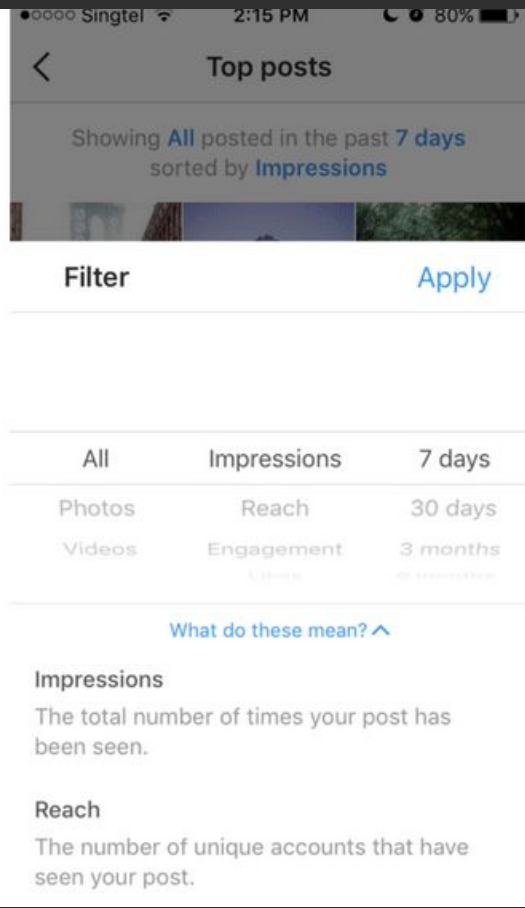
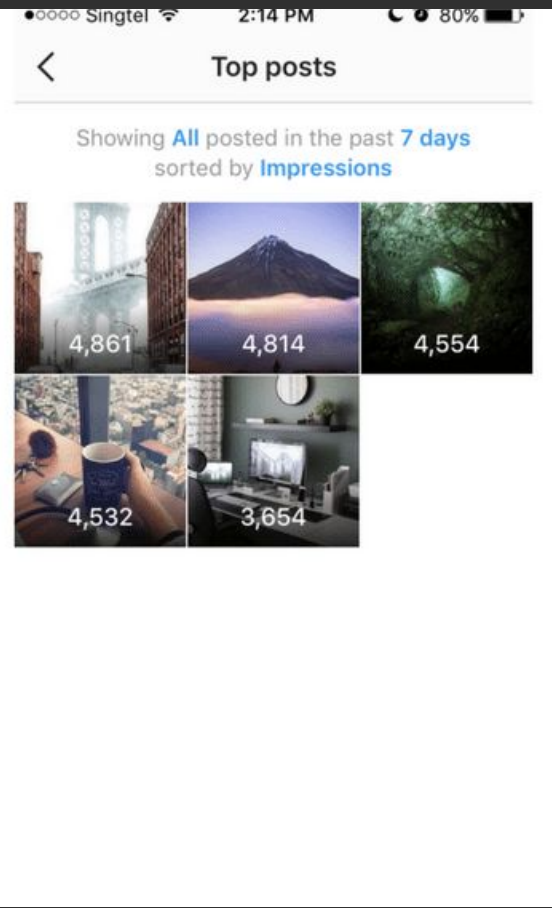
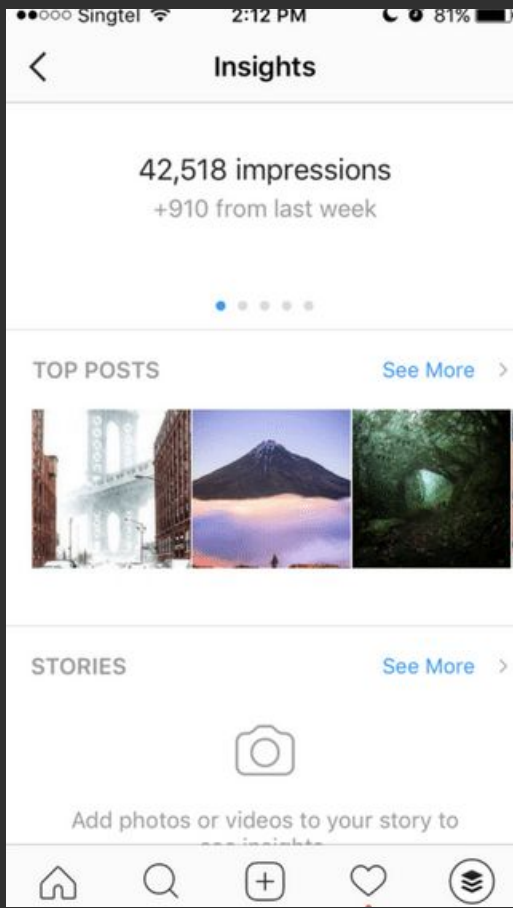
70%

Retargeting makes it 70% likelier to convert previous visitors into paying customers

500%

Retargeting has been shown to increase branded search results by 500%

INSTAGRAM INSIGHTS



DO test, iterate,
repeat.



DO spy on your
competitors.





Port City Young Professionals

@portcityyoungprofessionals

- Home
- Events
- Groups
- Photos
- About
- Reviews
- Videos
- Posts
- Community
- Services

Promote

Manage Promotions

Liked Following Share

See All Groups

Photos



See All

Visit Group

(828) 719-9916

Typically replies within a day
Send Message

http://www.pcitypap... Promote Website

Community Organization

Hours
Always Open

Suggest Edits

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - June 5, 2011

Pages Liked by This Page



DON'T go at it
alone.



SOCIAL TOOLS



Canva - free web-based graphics tool



Buffer - social media management software (free plan available)



Word Swag - phone app to create image macros (\$3.99)

HACKS AND TIPS

Invite those who liked your Facebook post to like your page



Use "alt codes" & emojis in posts for higher engagement



Tag relevant business pages (using @ symbol)





01

SOCIAL MEDIA TOOLS

RESEARCH

likealyzer.com
Pages to Watch

NOTES/PLANNING

Evernote
Trello
Asana
Google Sheets
HubSpot Blog Topic Generator

CHROME EXTENSIONS

Facebook Invite Tool
Buffer
Twitter
Evernote
CloudApp



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THANK YOU!

Questions/Comments?



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