

How to Up Your Social Media Game

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Spoiler alert:

There is no secret sauce.



What we'll cover:

- How to create a digital content strategy
- Overview of Facebook, Twitter, and Instagram
- Best practices for each platform
- Analytics
- Resources

Things to keep in mind:

- Keep the social in social media
- Build a community
- 80/20 rule
- Feel free to experiment
- Have a personality

First: let's get on the same page.

Content: anything you or your brand puts out online

Engagement: whenever people interact with your content

Followers: people who have actively chosen to “like” or “follow” your profile



Let's make
a digital
content
strategy!



Digital Content Strategy...the simple way:

Step 1: Define your audience

Step 2: Dictate platforms you want to focus on

Step 3: Define your goals

Step 4: Designate content buckets

Step 5: Develop your online voice

Content buckets include things like...

- Photos of art or artworks
- Behind-the-scenes images
- Studio visits
- Interesting facts about your organization
- Community partnerships
- Fun holidays like “National Paintbrush Day”

But where
will all this
amazing
content
go?



What
platform(s)
should your
brand be
on?



If you only have time for one network...

...make it Facebook.



Facebook:

- Over 2 BILLION active monthly users
- Five new profiles are created every second
- Average time spent per visit is 20 minutes
- One in five page views in the US occurs on Facebook



Facebook: Tips and Tricks

- Use images with little or no text
- Don't use promotional language
- Experiment with different post types and times
- Engage with other pages
- Be responsive to comments and questions
- Research the algorithm

Facebook is a pay to play network.

Organic reach is slim to none on Facebook.

You must invest in Facebook ads if you want to reach a wider audience.

How to get started with Facebook ads:

- Have a post that's already doing well? Boost it.
- Use interest targeting:
 - Arts, Museums, Fine Art, Performing Art, etc
- Use micro-budgets of \$10-20 per post
- Create ads for repeating events or series
- Don't worry if it's not perfect—you can learn through experimenting

Successful Facebook ads:

- Are visually striking—do not use text on ad images
- Don't have long text captions
- Are relevant to your audience targeting parameters
- Have a clear call to action:
 - Click here
 - Sign up
 - Register now

If you have time for two platforms...

...make the second one Instagram.



Instagram:

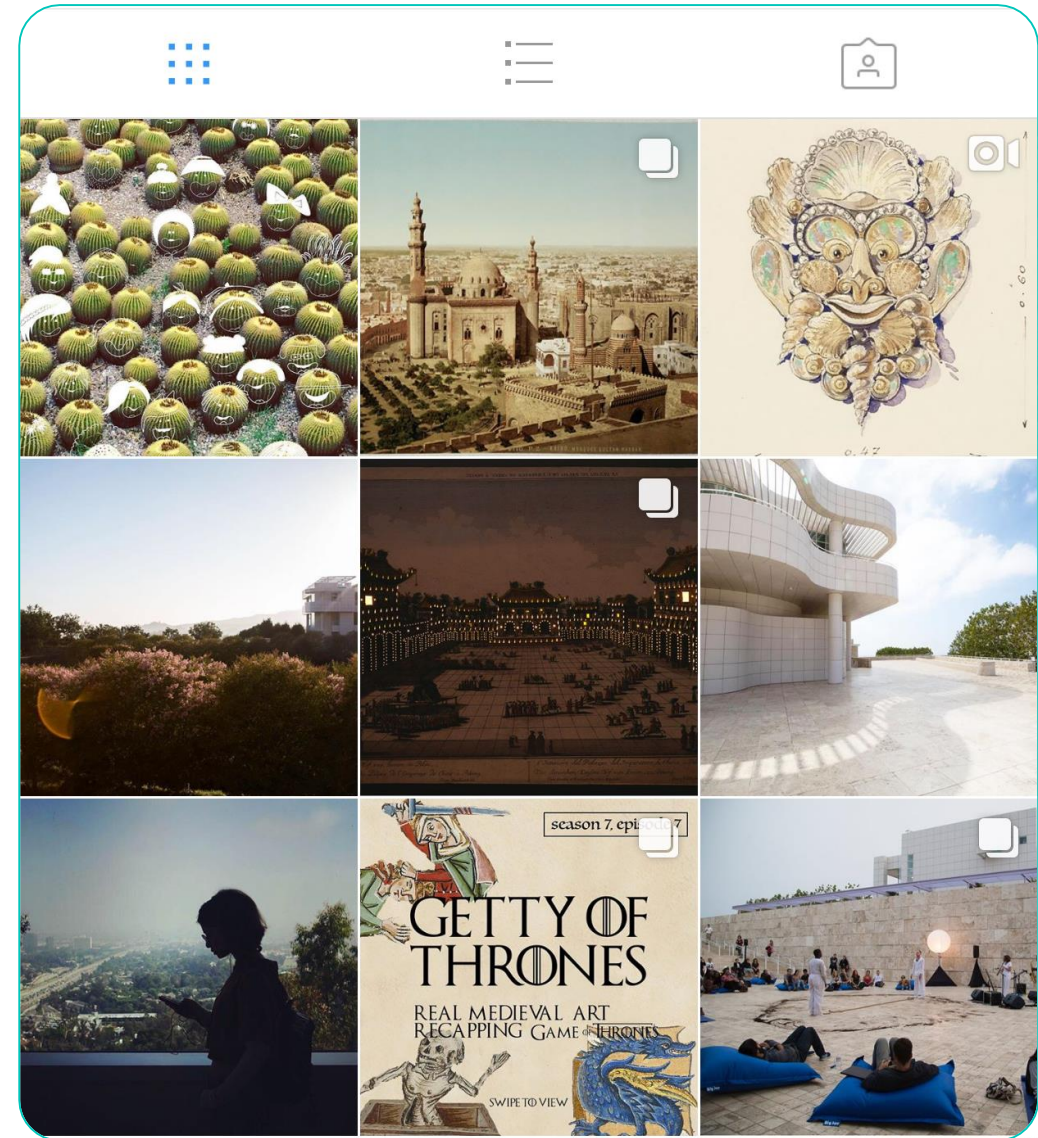
- 400 million daily active users
- 50% of people on Instagram follow at least one brand
- 5% of people take action after being inspired by a post
- It's perfect for arts organizations or creatives*

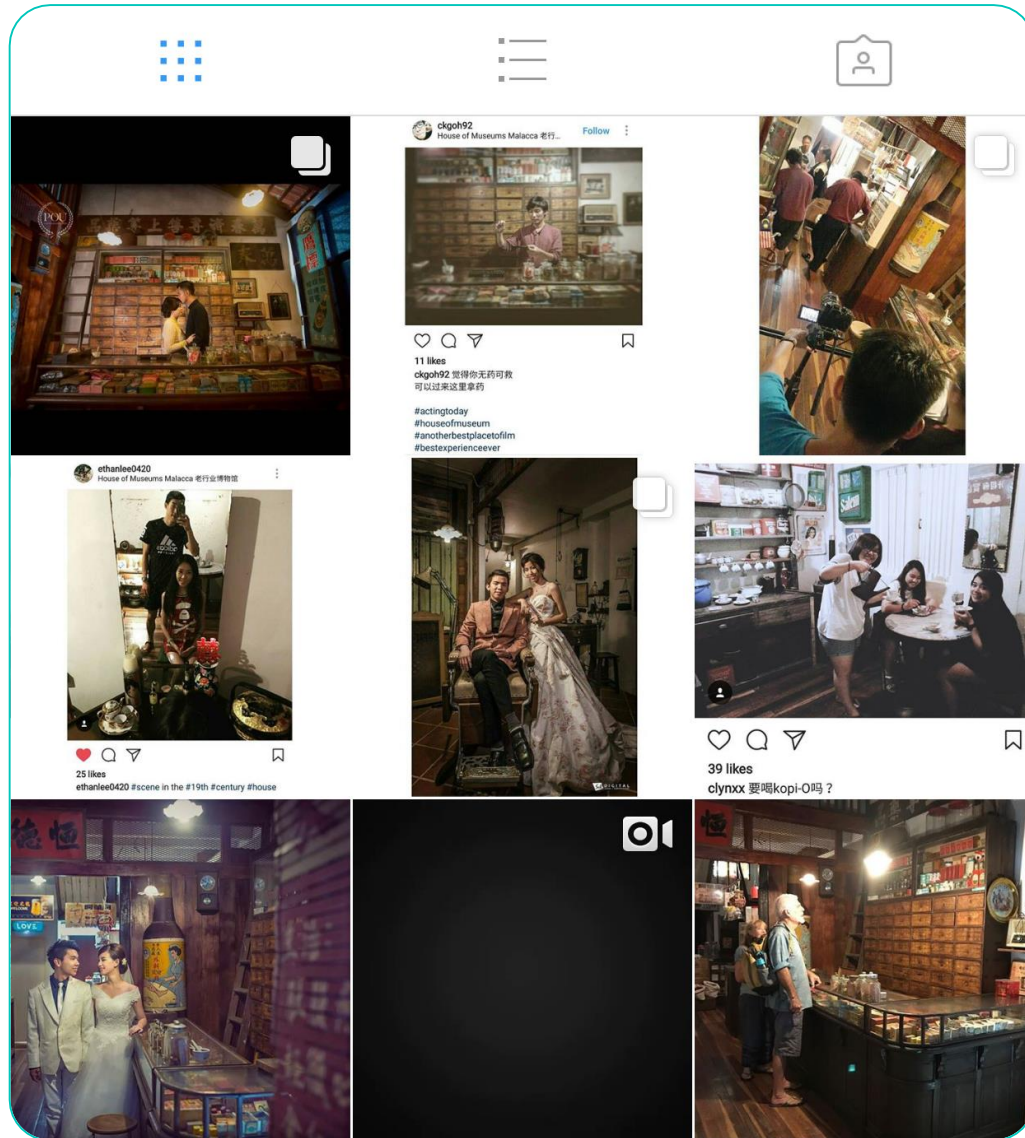


Instagram: Tips and Tricks

- Define your “Instagram Aesthetic”
- Make every image beautiful
- Write enticing captions
- Engage with other users by liking or commenting
- Experiment with Instagram stories

Example of a good Instagram feed:





Example of
a bad
Instagram
feed:

If you have time for a third platform...

...think long and hard before starting a Twitter.



Twitter:

- 328 million monthly active users
- Skews more male than Facebook or Instagram
- 79% of accounts are based outside the US
- Uncertain future

Twitter: Tips and Tricks

- Get to know the Twitter community before diving in
- Experiment with irreverent tone of voice
- Easiest platform to share gifs on—embrace them
- Don't overuse hashtags
- Engage with the community

Example of a great tweet:

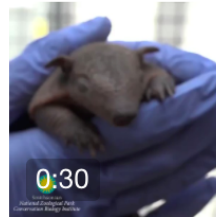


Smithsonian ✓
@smithsonian

Follow



I scream, you scream, we all scream for
screaming hair armadillo pups at our
[@NationalZoo](#)

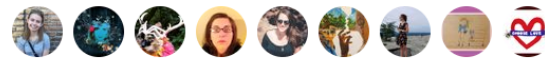


National Zoo ✓ @NationalZoo

👶 2 screaming hairy armadillo pups were born Aug. 11. They are the first pups ever born at the Zoo! #WeSaveSpecies
s.si.edu/2wLhNU3

1:14 PM - 31 Aug 2017

55 Retweets 185 Likes





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Brands need to stop #hashtagging everything #in #their tweets to try and #reach #audiences!!!!!! #social #socialmedia #pleaseretweet

6:54 PM - 31 Aug 2017



Example of
a bad
tweet:

So how do you know what's
working?



**GOOGLE
ANALYTICS**

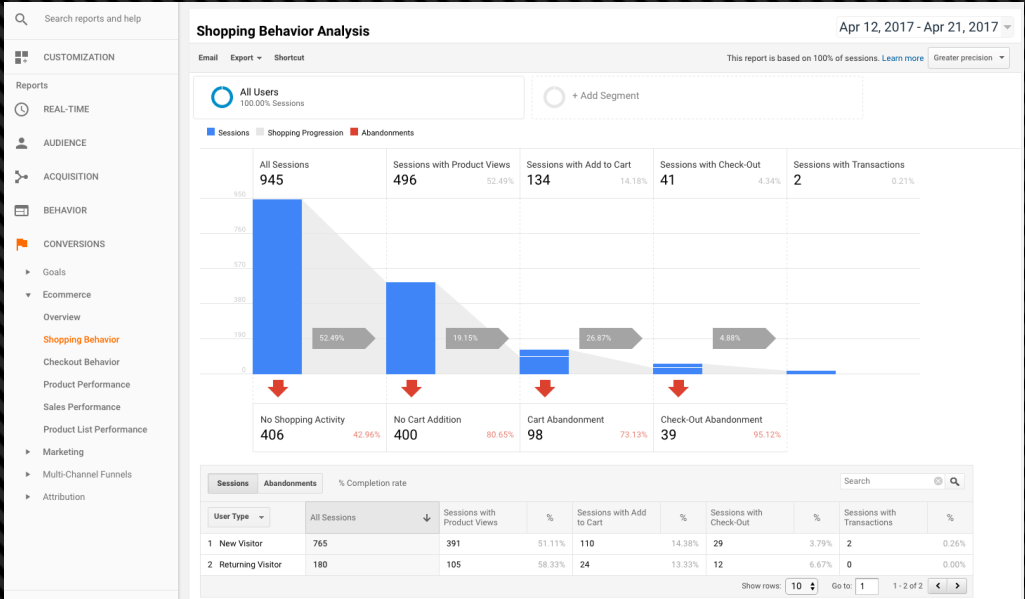
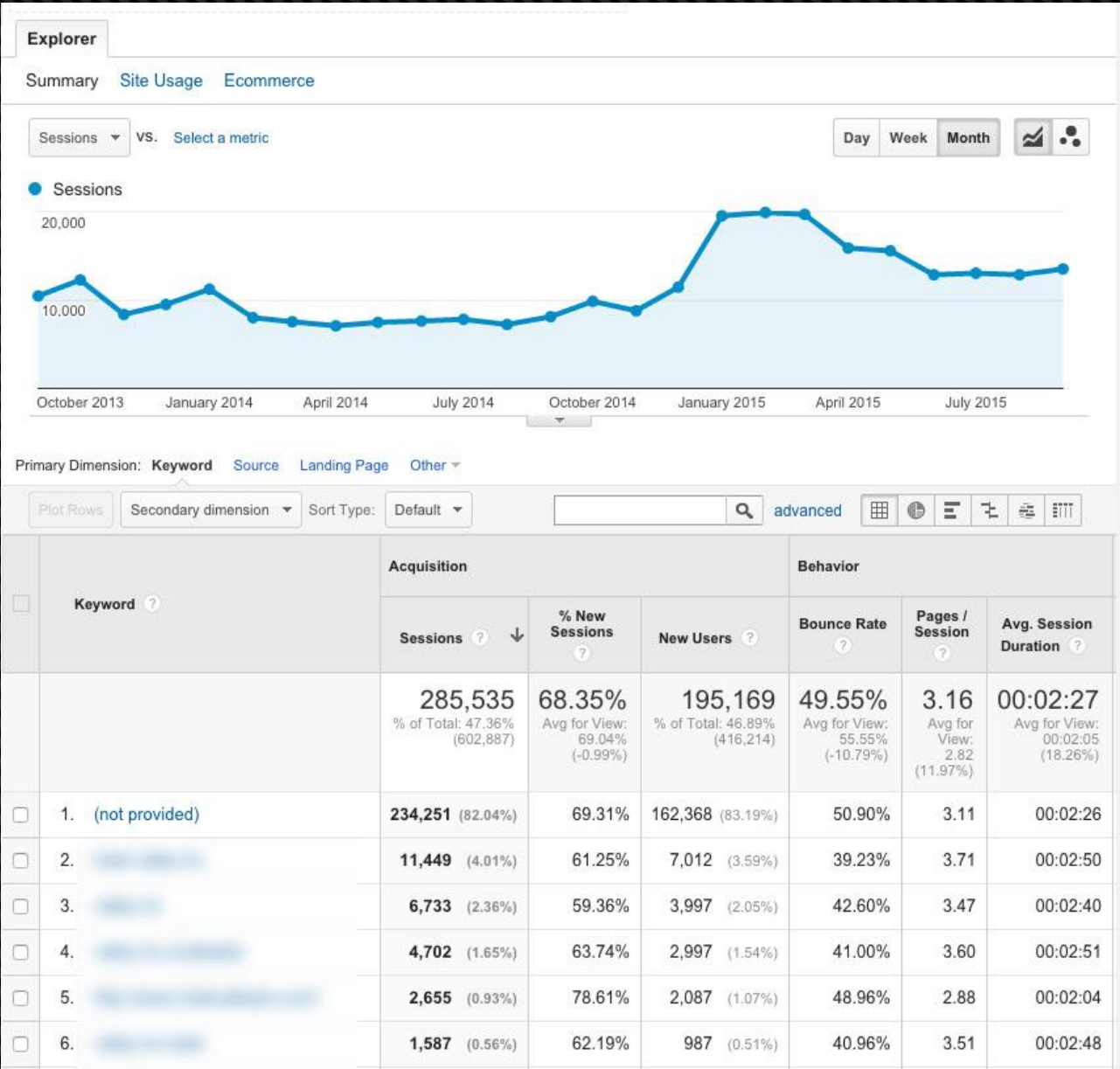
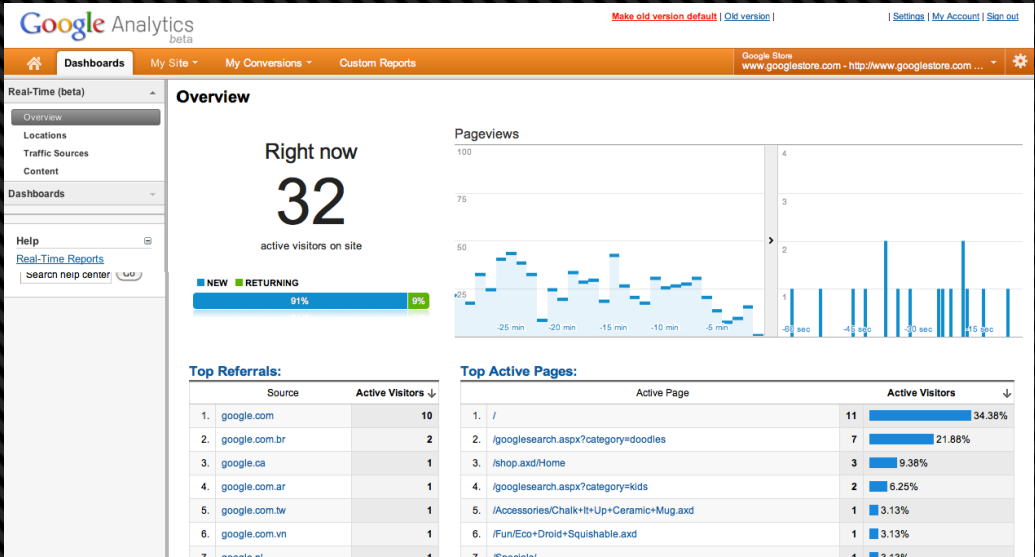
YOU

BAD CONTENT

I'm not ashamed to admit it:

Analytics are confusing.





Focus on the basics:

- Start with easy metrics: likes, comments, shares
- Try and replicate success
- Start a monthly log to track numbers:
 - Follower total
 - New followers
 - Overall reach / impressions
 - Engagement rate

Once you have the basics, graduate:

- Don't be afraid of Facebook Insights
- Let insights guide your posting strategy
- Use Facebook's help center if you don't understand a metric
- Think back to your goals—how can analytics inform you of success?

How Insights can help:



Helpful resources:

- www.socialmediaexaminer.com
- www.jonloomer.com
- www.canva.com
- www.buffer.com

Questions? <



Thank you!



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