



INTRODUCTION TO:

SOCIAL MEDIA MARKETING

Digital Literacy Lab

Market

ooo

Trends



Ads

Feedback

The background is a light cream color. At the top center, there is a yellow, stylized figure of a person with arms raised in a 'V' shape. In the bottom left corner, there is a pink, irregular blob shape. In the bottom right corner, there is a blue, semi-circular shape.

**WELCOME
BACK!**

The background is a light green field filled with various line-art icons in yellow, blue, and red. These icons represent concepts like social media (megaphones, speech bubbles), business (laptops with dollar signs, storefronts), and technology (lightbulbs, gears). Large, abstract shapes in white, pink, and purple are positioned at the corners. A central white banner with a black border contains the text.

SOCIAL MEDIA STRATEGY

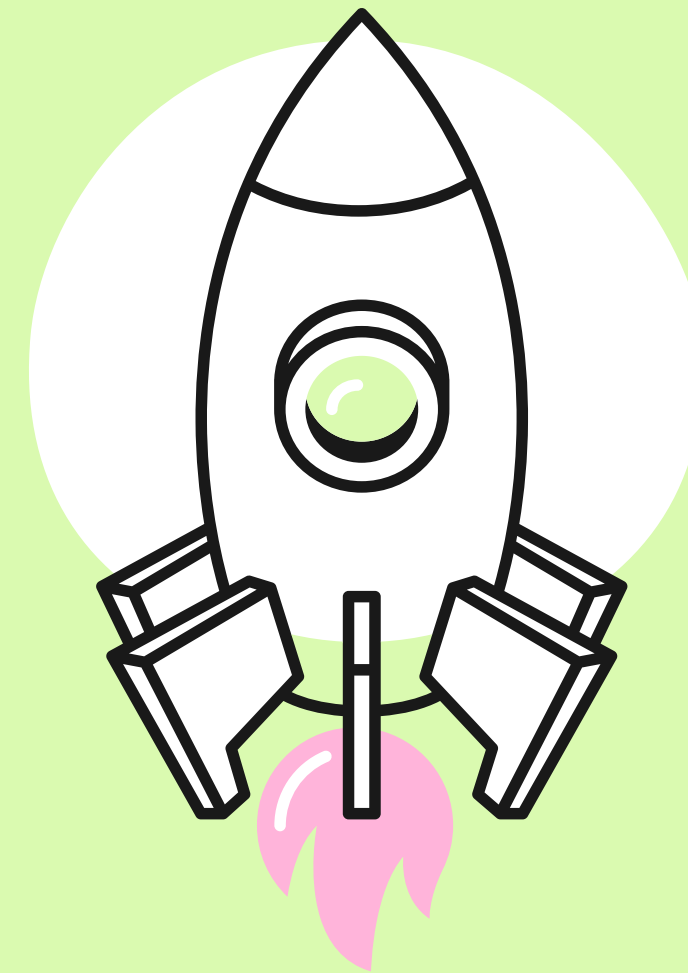
WHAT IS A SOCIAL MEDIA STRATEGY?

A social media strategy is like a plan that businesses or individuals make to use social media platforms in a smart and effective way. It involves deciding who they want to reach, which social media platforms to use, what to post and how often, and how to engage with people. The goal is to use social media to build a strong brand, connect with the audience, and achieve specific goals, like getting more customers or increasing website visits. By having a clear social media strategy, businesses and individuals can make the most out of social media and get the results they want.

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HOW TO CREATE A SOCIAL MEDIA STRATEGY

CLEAR GOALS

A social media strategy helps brands define clear goals and objectives for their social media presence. It provides a roadmap for what they want to achieve, such as increasing brand awareness, driving website traffic, generating leads, or fostering customer loyalty.



TARGETED AUDIENCE

A strategy allows brands to identify and target their ideal audience on social media. By understanding their audience's demographics, interests, and behaviors, brands can tailor their content and messaging to resonate with their target market and maximize engagement.



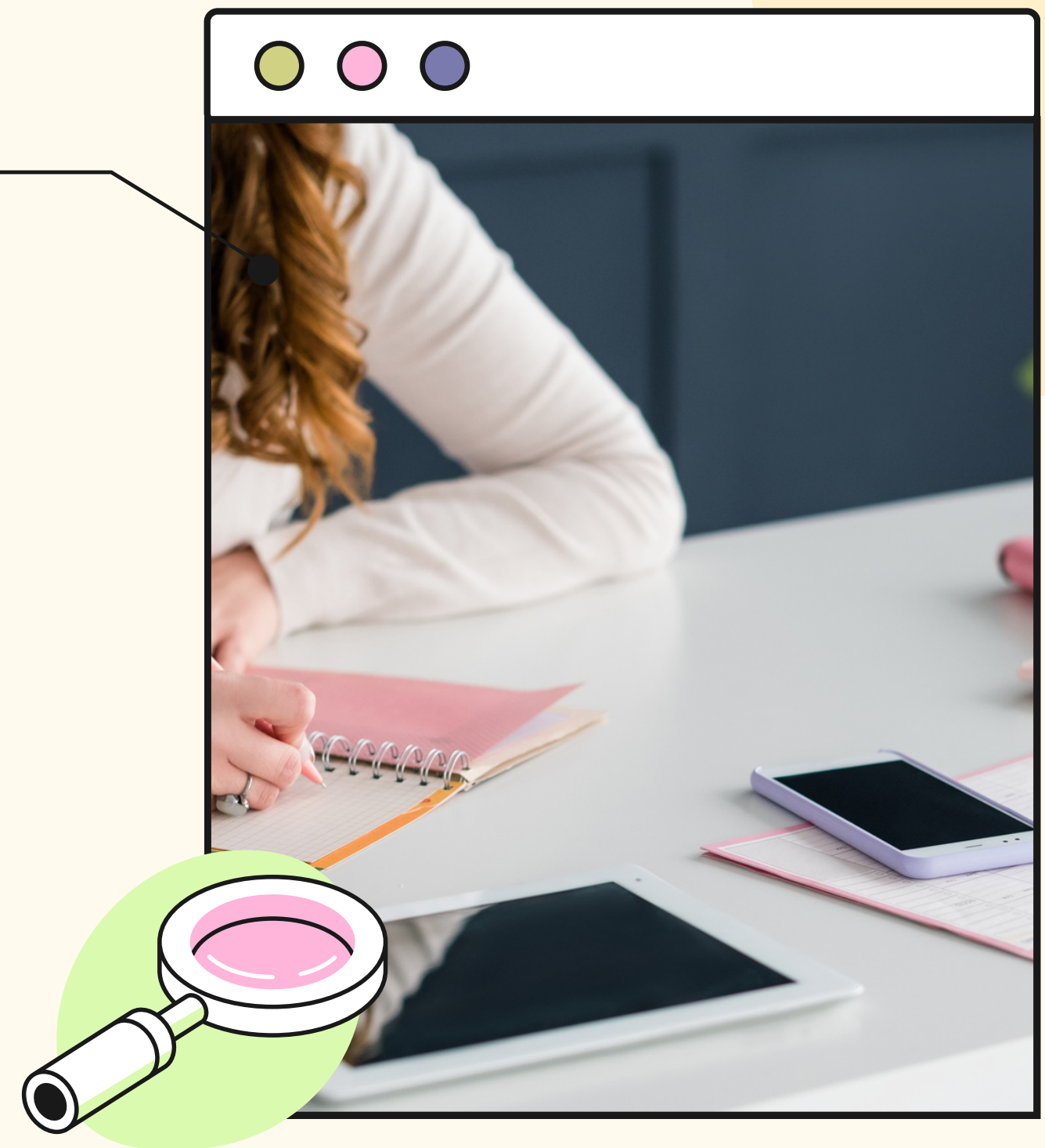
BRAND VOICE

A social media strategy ensures a consistent brand voice across all social media platforms. It helps maintain cohesive and recognizable brand identity, reinforcing brand values, tone, and messaging, which fosters brand loyalty and trust.



CONTENT PLANNING

With a strategy in place, brands can plan and create content in advance. This allows for a consistent stream of high-quality content that aligns with their brand and resonates with their audience. It also ensures timely and relevant content that can drive engagement and maintain a consistent presence.



RESOURCES ALLOCATION

A social media strategy helps brands allocate their resources effectively. It enables them to focus on platforms and tactics that best align with their goals and target audience, ensuring efficient use of time, budget, and manpower.



MEASURABLE RESULTS

Having a strategy allows brands to set benchmarks and track the performance of their social media efforts. By monitoring key metrics such as reach, engagement, conversions, and sentiment, brands can evaluate the effectiveness of their strategy and make data-driven adjustments for continuous improvement.



CRISIS MANAGEMENT

A social media strategy includes plans for handling potential crises or negative situations that may arise on social media. It provides guidelines on how to respond promptly, professionally, and transparently, minimizing any negative impact on the brand's reputation.



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TAILOR YOUR STRATEGY TO DIFFERENT PLATFORMS

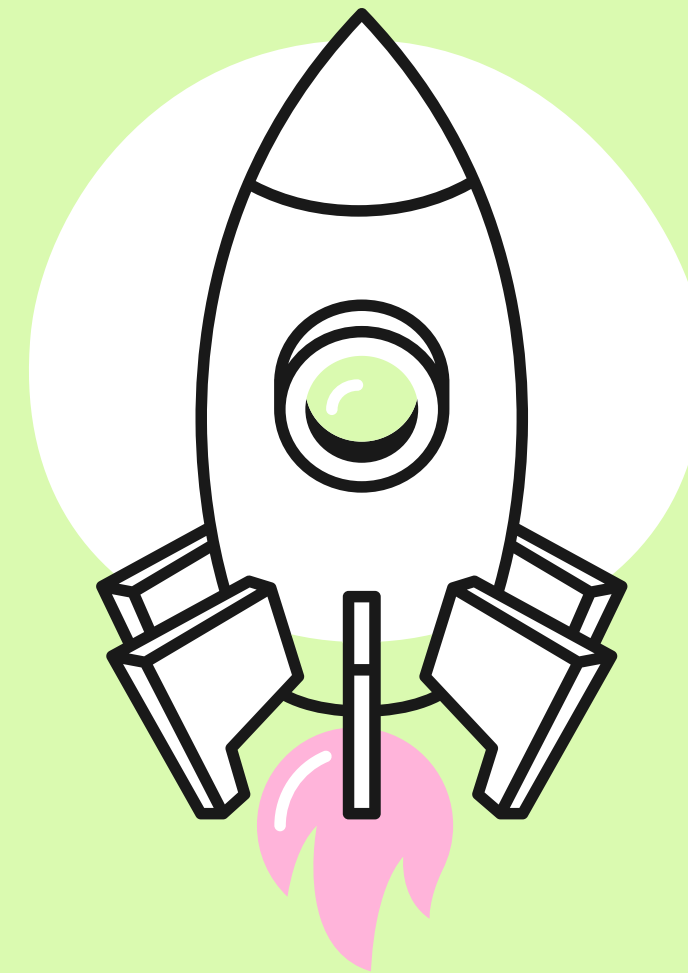
IMPORTANCE OF TAILORING YOUR STRATEGY

Tailoring your social media strategy to different platforms does not mean duplicating content across all platforms. Instead, it involves adapting your approach to optimize for each platform's unique strengths, audience preferences, and content formats. By doing so, you can effectively engage with your target audience and achieve better results on each social media platform.

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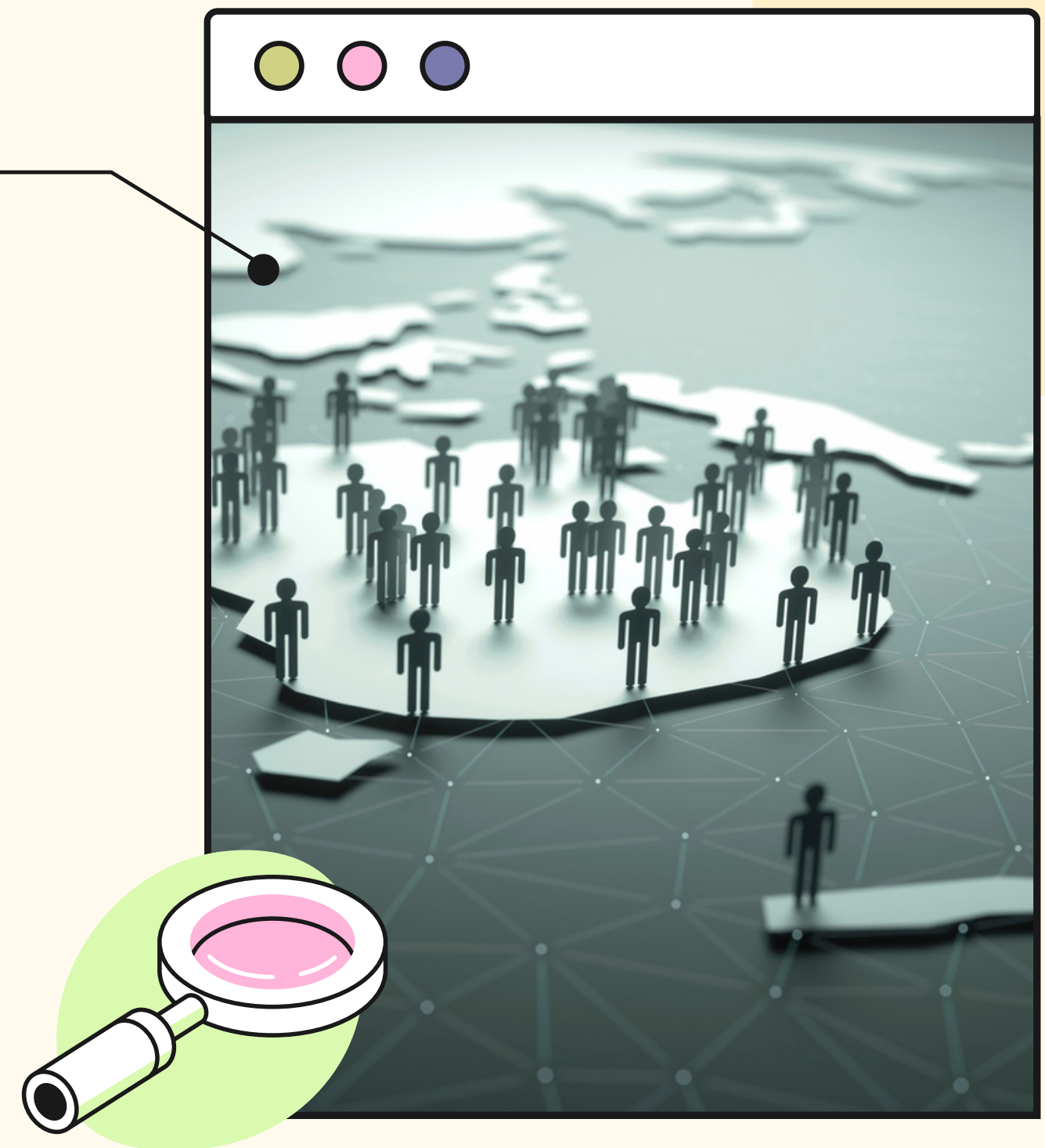
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ANALYZE DEMOGRAPHICS

Begin by researching and understanding the demographics of each social media platform. Look at factors such as age groups, gender distribution, geographic location, and user interests. This will help you identify which platforms are most relevant to your target audience.



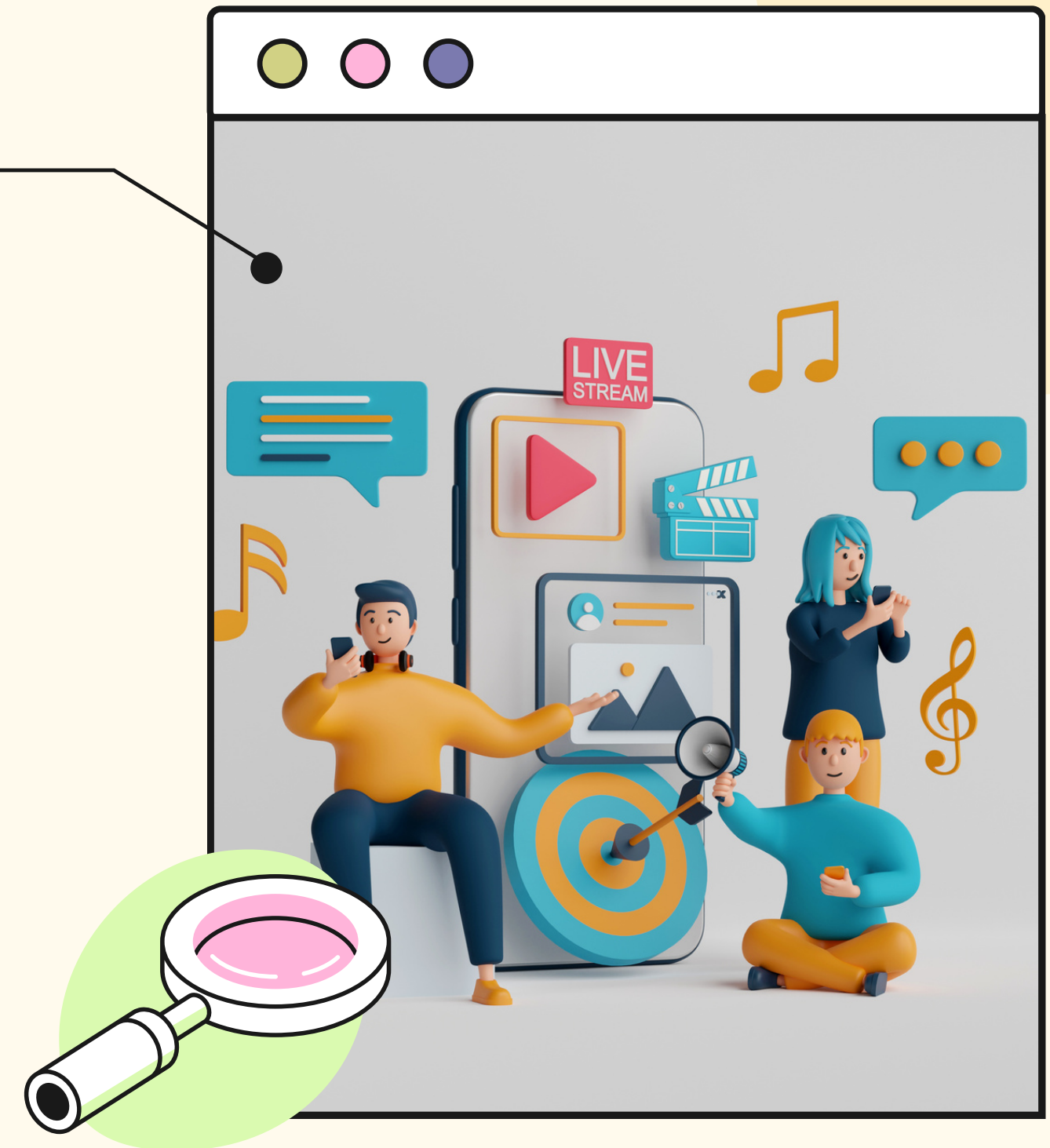
ANALYZE FEATURES

Explore the features and functionalities offered by each platform. For example, Instagram focuses on visual content, Stories, and Reels, while Twitter emphasizes real-time updates and short-form messages. Understand how these features can be leveraged to align with your content and goals.



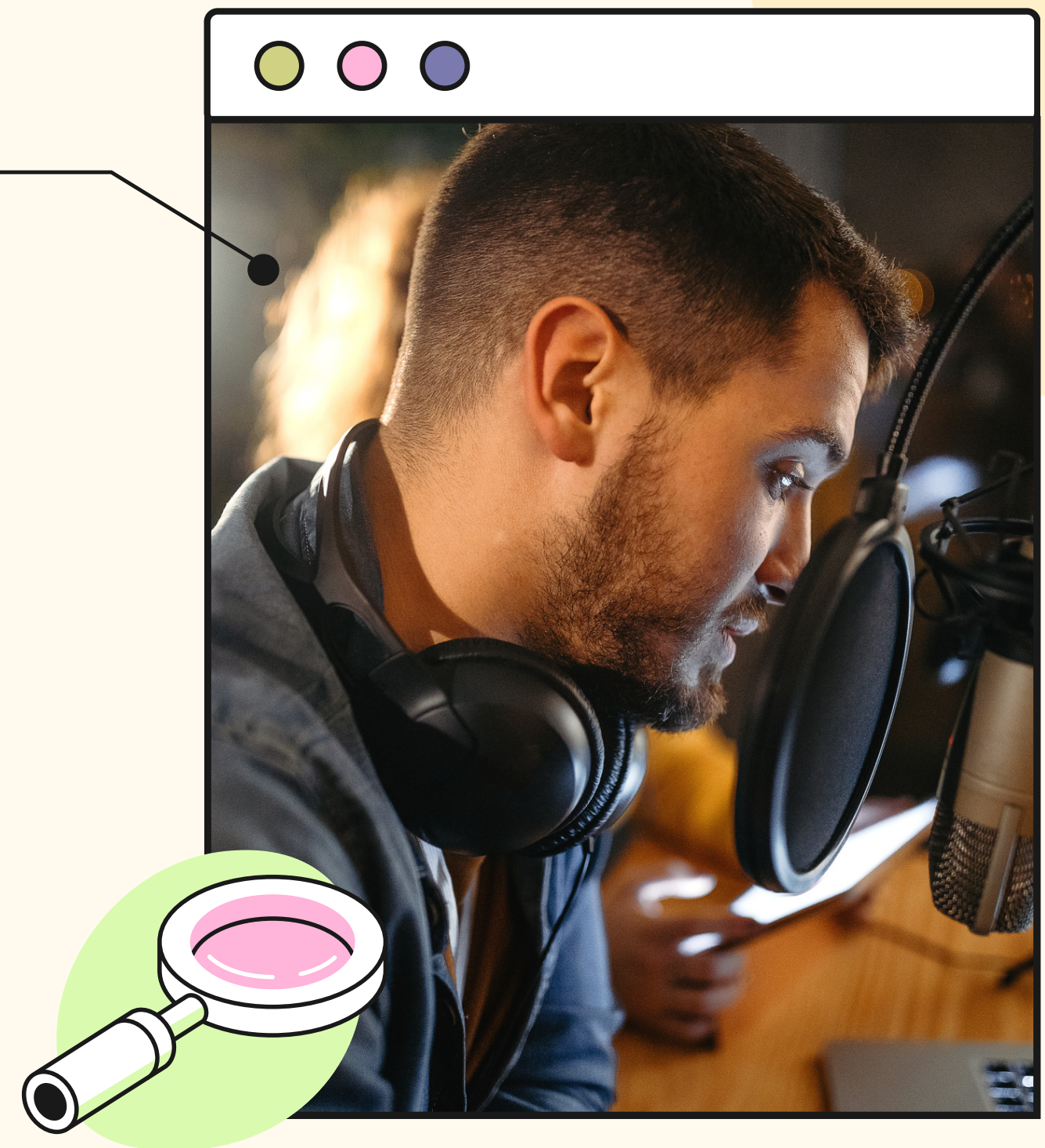
CONTENT FORMATS

Each social media platform has its own preferred content formats. Instagram is ideal for sharing photos and videos, Twitter for concise messages and links, LinkedIn for professional content and industry insights, and so on. Tailor your content to fit the specific formats of each platform.



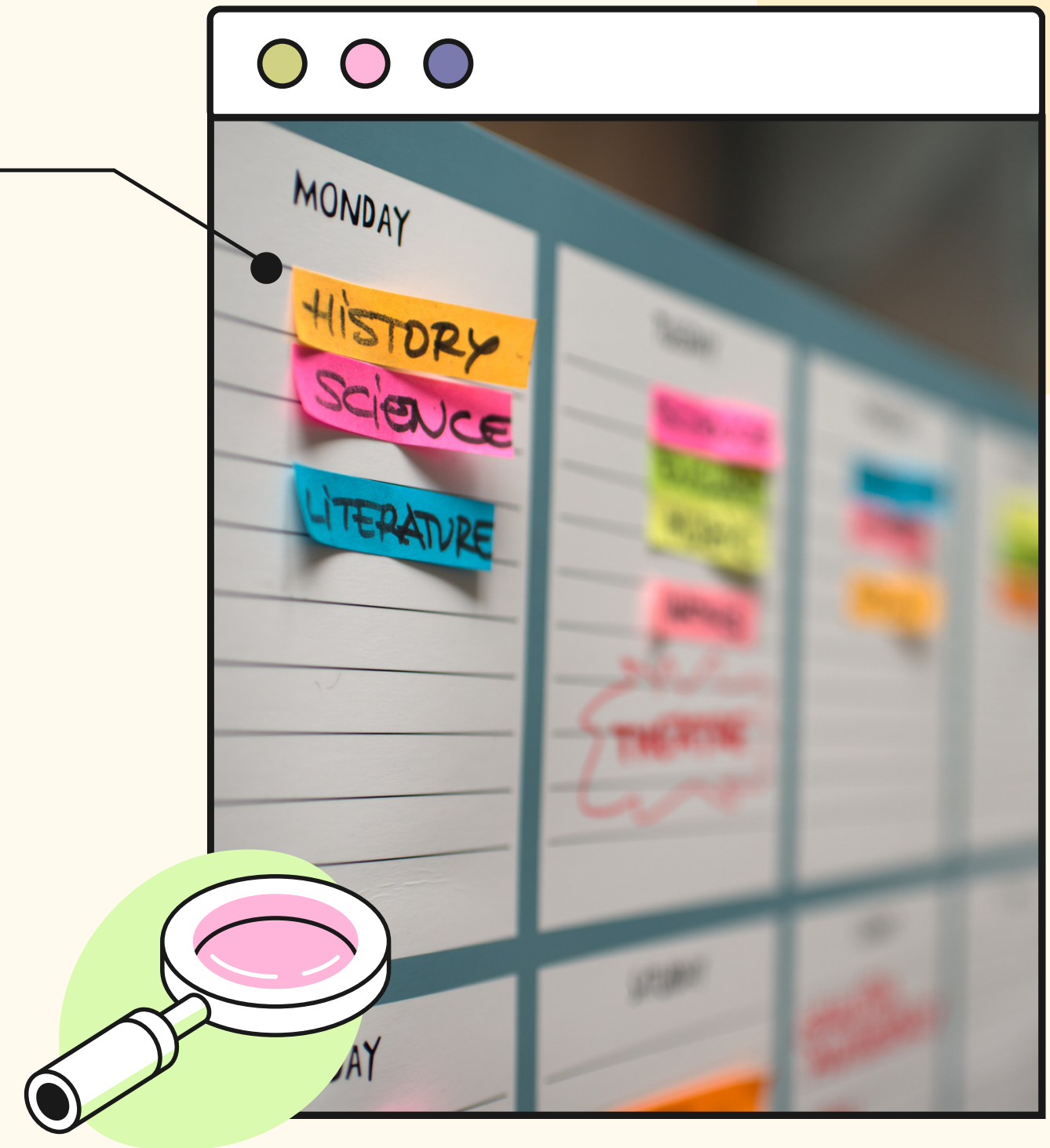
ADAPT TONE AND STYLE

Adjust your brand voice, tone, and style to match the norms and expectations of each platform. For example, LinkedIn calls for a more professional and formal tone, while TikTok thrives on creative and informal content. Maintain consistency with your brand identity while adapting to the nuances of each platform.



POSTING SCHEDULE

Consider the peak activity times and user behavior patterns on each platform. Schedule your posts accordingly to maximize visibility and engagement. Platforms like Facebook and LinkedIn may have different optimal posting times compared to platforms like Instagram and Twitter.



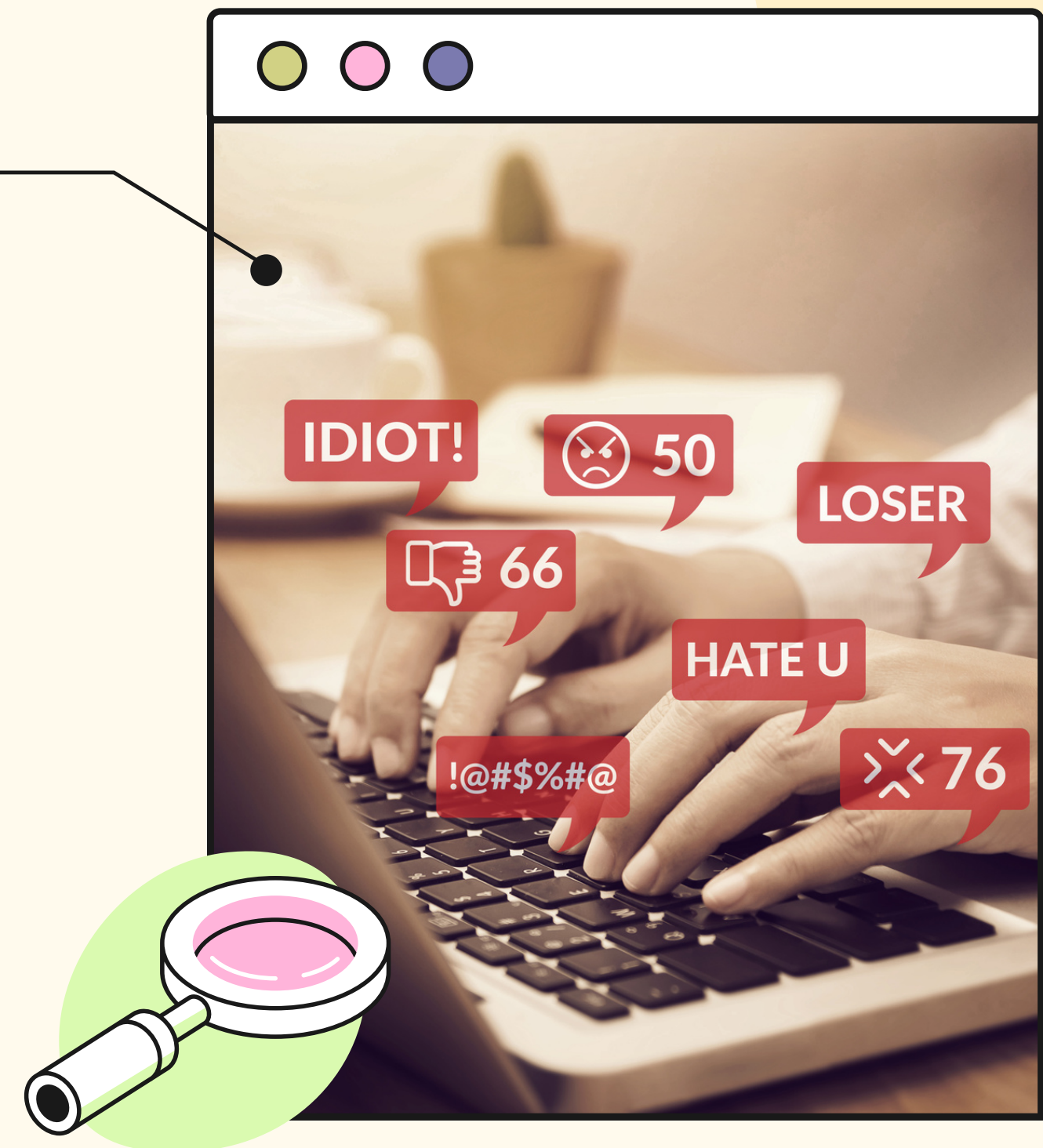
PLATFORM-SPECIFIC TOOLS

Take advantage of the unique tools and features provided by each platform. Instagram offers features like hashtags, Stories, and IGTV, while Facebook provides options for events, groups, and Messenger. Leverage these tools to enhance your engagement, reach, and audience interaction.



UNDERSTAND THE DYNAMICS

Understand the community dynamics and etiquette of each platform. Engage with users, respond to comments, join relevant discussions, and build relationships. Each platform has its own norms and etiquette, so adapt your approach to foster meaningful interactions.



MONITOR ANALYTICS

Use the analytics and insights provided by each platform to measure your performance. Pay attention to metrics like reach, engagement, clicks, and conversions. Analyze the data to understand which platforms are most effective for your goals and make data-driven decisions for optimization.



○ ○ ○ **PROMOTING CROISSANTS**



I'm eating a croissant



I'm eating the best #croissants



I like croissants



Here's a reel of my croissants



Watch me eating croissants



Here's a croissant recipe



My skills include croissant eating

EXAMPLE



LET'S TRY SOMETHING

YOUR VERY OWN TRIAL

LETF ROW

YOU ARE SELLING:

MARGARITAS



CENTER ROW

YOU ARE SELLING:

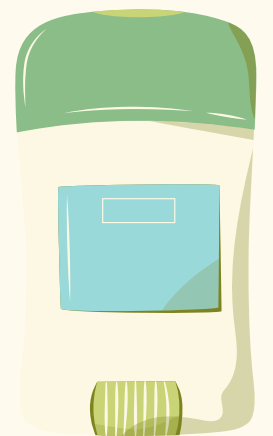
MUGS



RIGHT ROW

YOU ARE SELLING:

DEODORANT



○ ○ ○ **PROMOTING CROISSANTS**



I'm **eating** a croissant



I'm **eating** the best #croissants



I **like** croissants



Here's a **reel** of my croissants



Watch me eating croissants



Here's a croissant **recipe**



My skills include croissant **eating**

YOU CAN'T USE THE WORDS IN RED!





CONTENT CREATION

THE BASICS

CONTENT CREATION:

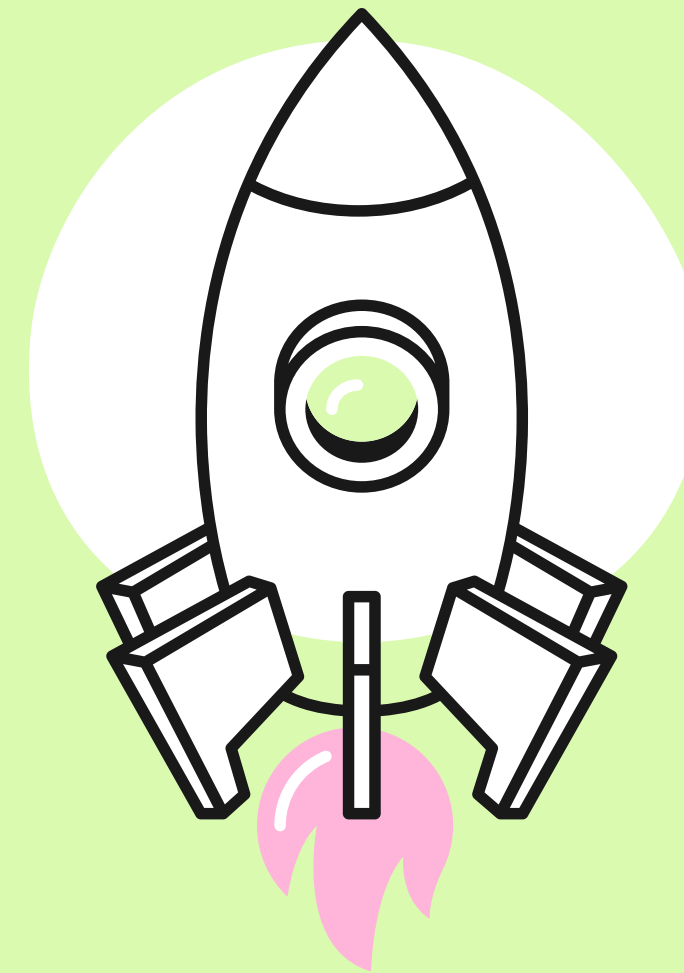
Content creation is the process of crafting and producing valuable, engaging, and relevant material to share with your audience. It is a fundamental aspect of any effective marketing or communication strategy.

Ideally, the content should be well-researched, informative, and unique to stand out in a crowded digital landscape. Effective content creation requires consistent effort, creativity, and a deep understanding of your audience's preferences. By creating valuable and engaging content, you can attract and retain your audience's attention, build brand authority, drive traffic, and ultimately achieve your desired goals.

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WHAT IS ENGAGEMENT?

LET'S TALK

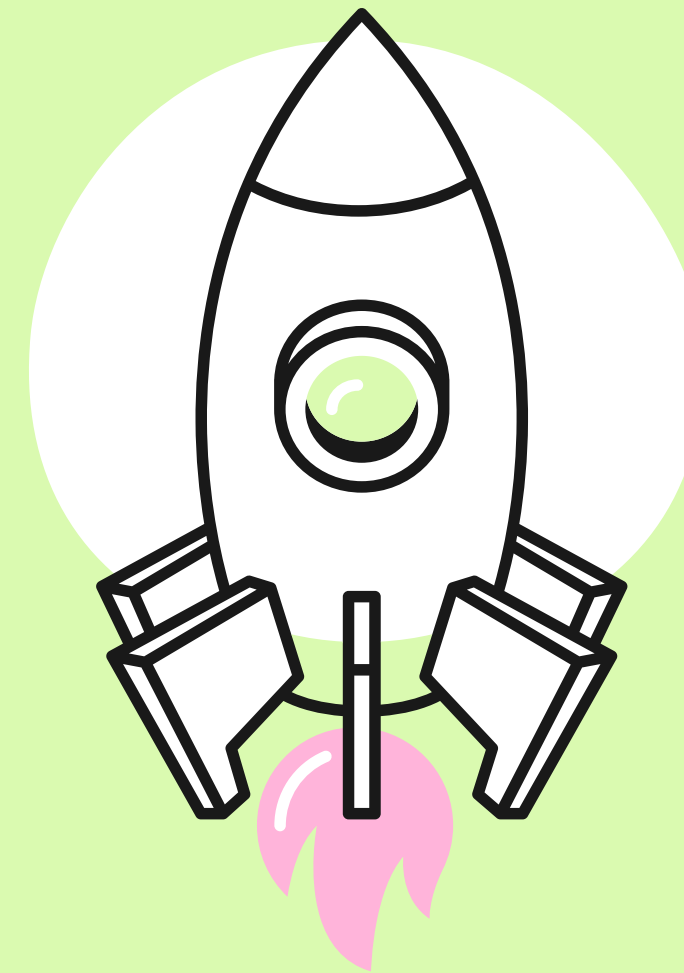
MEANING OF "ENGAGING CONTENT"

Engaging content is created with the purpose of sparking **interest, encouraging interaction, and fostering a meaningful connection with your target audience**. Engaging content goes beyond mere information-sharing; it is **designed to evoke emotions, prompt discussions, and inspire action**. This can be achieved through various means such as **compelling storytelling, relatable experiences, visually appealing elements, thought-provoking questions, or interactive formats**. Engaging content is valuable, relevant, and tailored to the interests and preferences of your audience, encouraging them to actively participate, share, and continue the conversation. By creating engaging content, you can forge stronger relationships with your audience, build brand loyalty, and drive desired outcomes.

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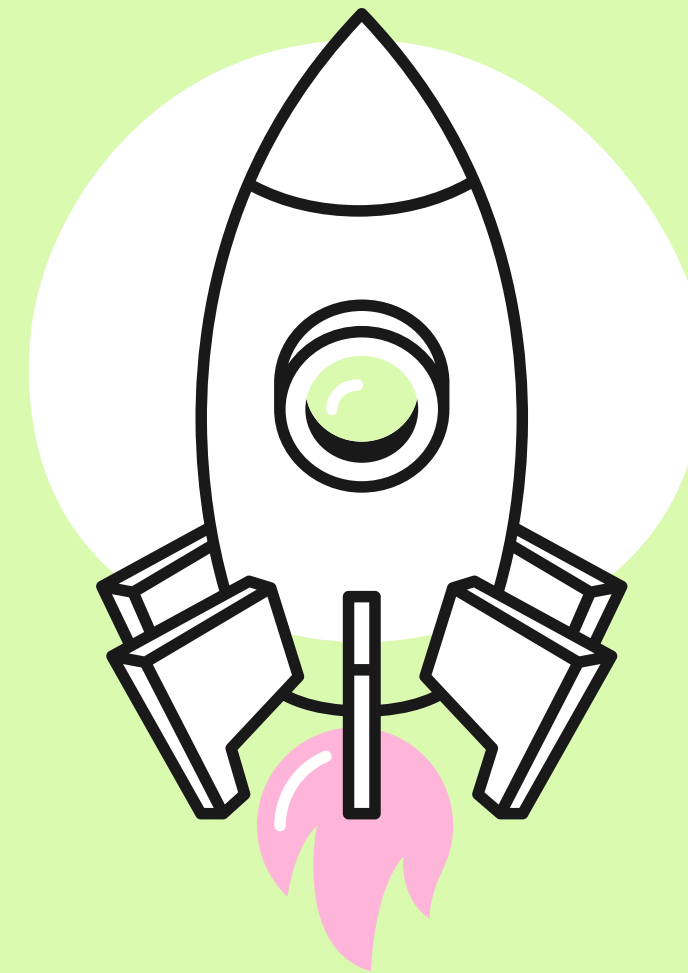
HOW DO WE START?

There are many strategies that we can use to start creating content for a brand or influencer account. One of the simplest ways is to create a framework to generate a variety of content ideas consistently and ensure you never run out of topics to create and publish. It consists of developing big themes and breaking them down into smaller subtopics or angles.

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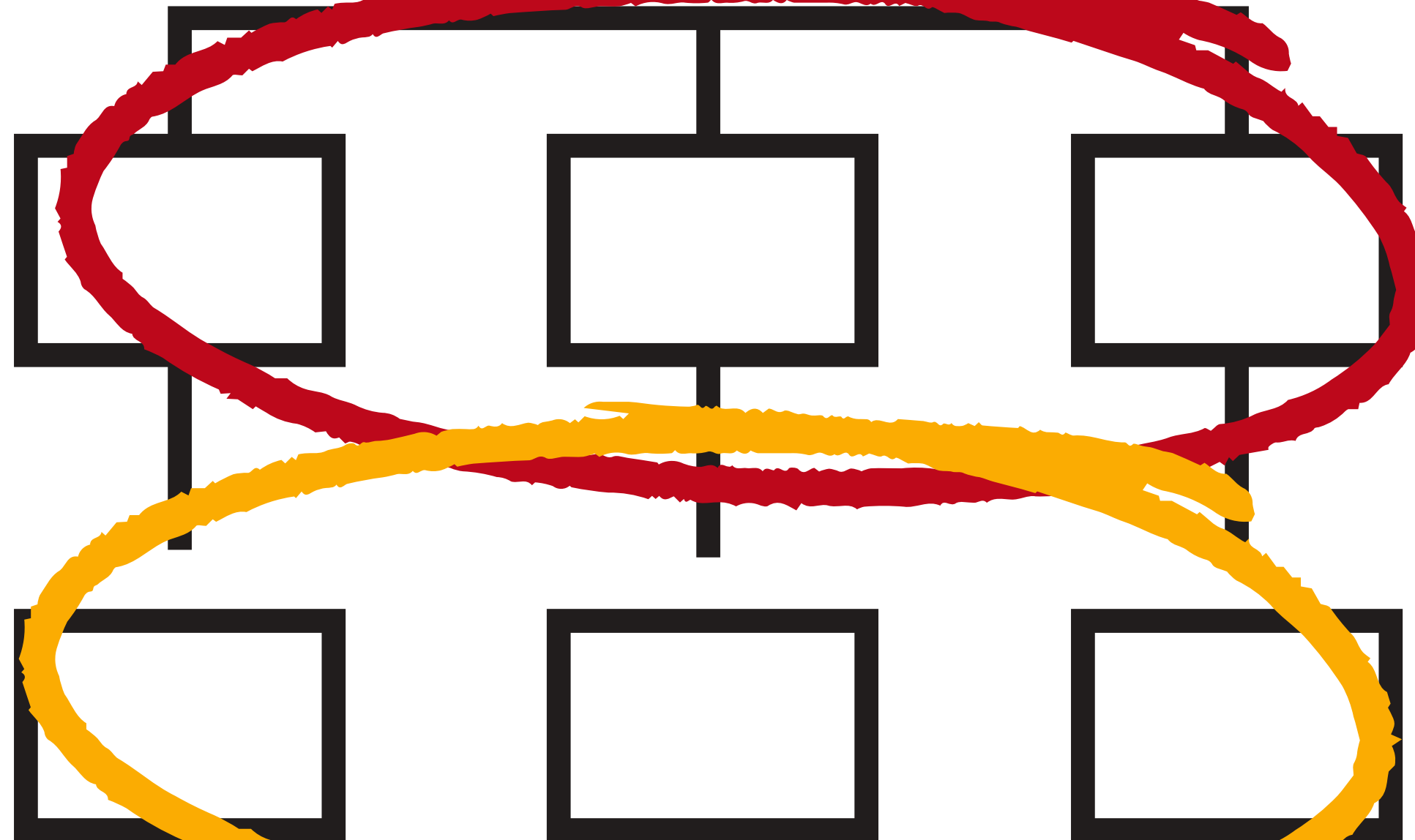
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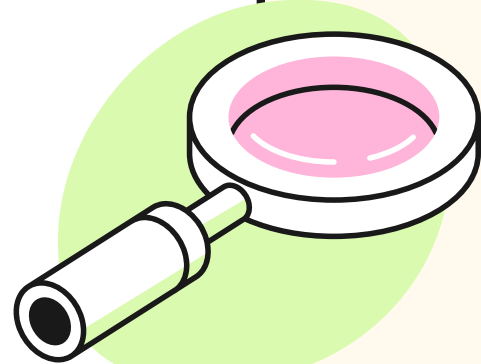
CONTENT CREATION FRAMEWORK

YOUR BRAND



BIG THEMES

**TOPICS AND
SUBTOPICS**



BIG THEMES

Start by identifying broad themes or overarching topics related to your subject. These themes should be broad enough to encompass a range of subtopics and provide a foundation for content creation. For example, if you're in the fitness industry, big themes could be "nutrition," "workouts," "mindset," or "healthy lifestyle."



TOPICS

Once you have your big themes, brainstorm a list of subtopics or angles that fall within each theme. These subtopics should be more specific and allow for in-depth exploration. Continuing with the fitness example, subtopics under the "nutrition" theme could include "meal planning," "healthy recipes," "macros and micronutrients," or "eating for specific fitness goals."



SUBTOPICS

Further expand each subtopic by considering different aspects, perspectives, or formats. For instance, under the subtopic of "healthy recipes," you could explore sub-subtopics like "quick and easy breakfast recipes," "vegan or vegetarian meal ideas," or "post-workout snacks."





CONTENT CREATION FRAMEWORK

LA FITNESS

NUTRITION

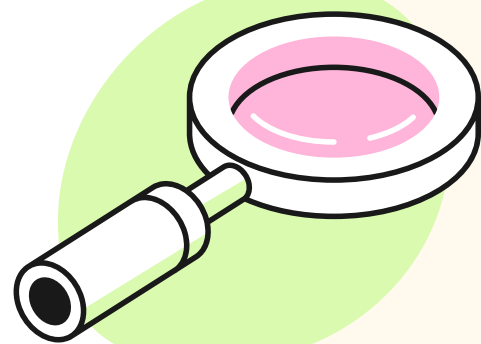
1. MEAL PLANNING
 - a. Weight loss
 - b. muscle increment
 - c. healthy skin
2. HEALTHY RECIPES
3. MACRO NUTRIENTS
4. MICRO NUTRIENTS
5. EATING FOR FITNESS GOALS

WORKOUTS

1. BICEPS
2. LEGS
3. ABS
4. GLUTS

MINDSET

WORKOUTS



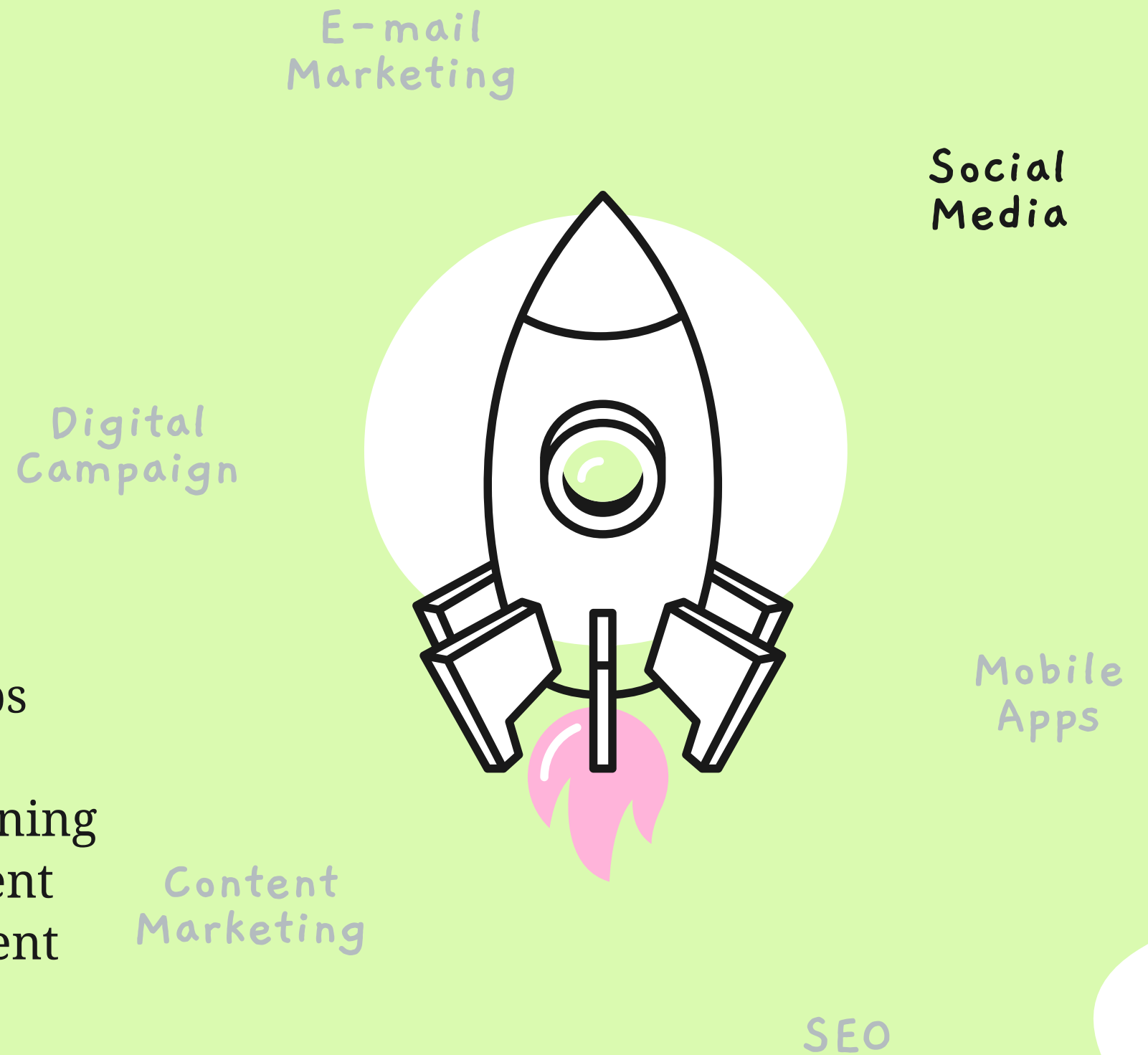
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CONTENT CALENDAR

WHY IS IT IMPORTANT

WHAT IS A CONTENT CALENDAR?

A content calendar is a strategic planning tool that helps organize and schedule the creation, publication, and distribution of content over a specified period. By outlining content topics, dates, and platforms in advance, a content calendar helps maintain organization, streamline content production, and optimize engagement with the target audience.



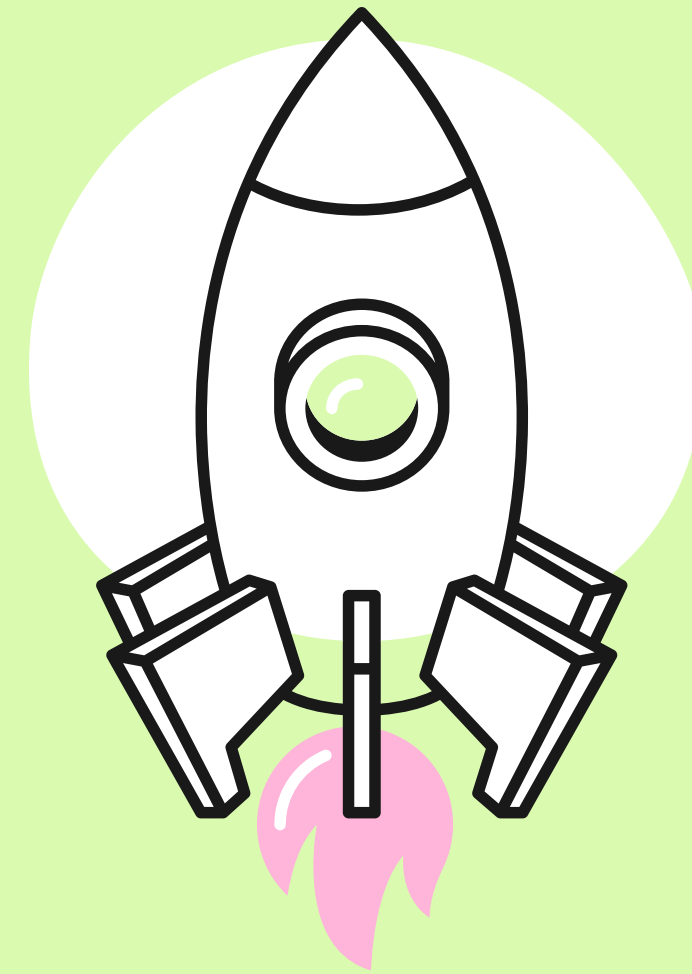
CONTENT CALENDAR IMPORTANCE

It provides an overview of upcoming content, including blog posts, social media updates, videos, and other media, along with their respective deadlines and publishing platforms. A content calendar allows individuals or teams to plan and visualize their content strategy, ensure consistency, maintain a steady flow of content, and effectively manage resources and workflows.

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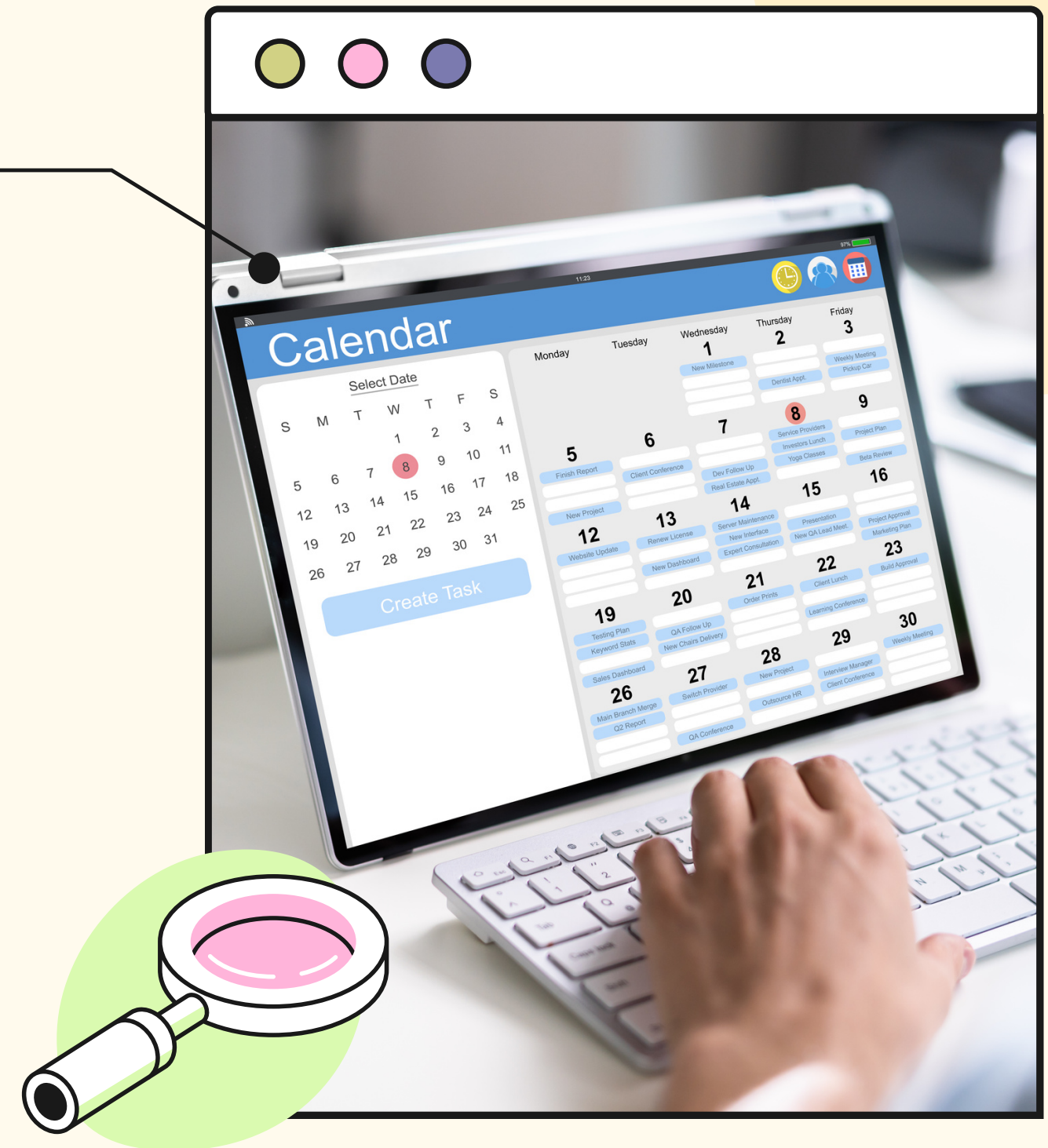
ORGANIZATION AND PLANNING

A content calendar brings structure and organization to your content creation process. It allows you to plan your content in advance, ensuring a consistent flow of high-quality material. By outlining topics, formats, and publishing dates, you can avoid last-minute scrambling and ensure a well-thought-out content strategy.



CONSISTENCY AND FREQUENCY

Consistency is key in content marketing. A content calendar helps you maintain a regular publishing schedule, ensuring that your audience receives fresh and engaging content on a consistent basis. It helps you allocate resources effectively and avoid gaps or periods of inactivity that may negatively impact audience engagement and brand perception.



MULTICHANNEL APPROACH

With the proliferation of digital platforms, a content calendar helps you coordinate your content across various channels such as your blog, social media, email newsletters, and more. It enables you to align your messaging, tailor content to specific platforms, and ensure a cohesive brand presence across channels.



STRATEGIC CON ALIGNMENT

A content calendar allows you to align your content with important events, holidays, product launches, or promotional campaigns. By strategically planning and scheduling content around key dates, you can maximize its impact, relevance, and shareability. It also enables you to integrate your content efforts with other marketing initiatives, creating a unified and integrated brand experience.



WORKFLOW MANAGEMENT

A content calendar helps you allocate resources, plan workflows, and collaborate effectively within a team. It provides visibility into content creation tasks, deadlines, and responsibilities, ensuring that everyone is on the same page and working towards common goals. This streamlines the production process, minimizes inefficiencies, and optimizes team productivity.



PERFORMANCE MEASUREMENT

By tracking and analyzing the performance of your published content, a content calendar allows you to evaluate the effectiveness of your strategy. You can assess engagement metrics, audience response, and conversions, enabling you to refine your approach, make data-driven decisions, and continuously improve your content marketing efforts.





CONTENT CALENDAR

HOW DO WE CREATE IT

LET'S SEE SOME EXAMPLES

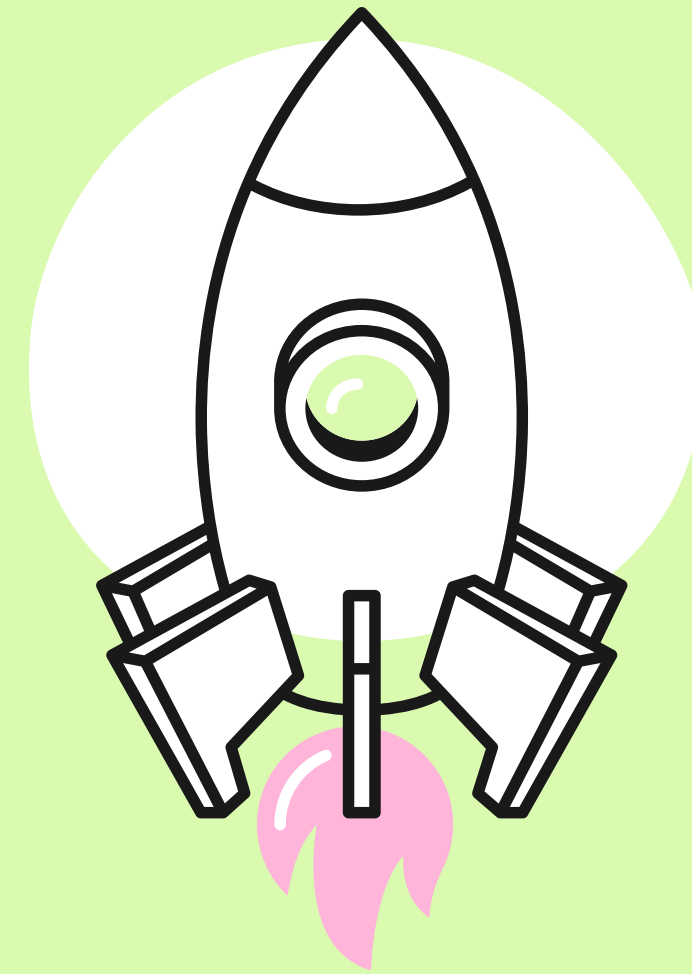
CONTENT CALENDAR GENERATION

Once you know your audience, your channels, themes, topics, and subtopics, you can start planning how it all will be looking over a period of time (week/month). You select or create a template depending on your needs, budget, channels selection and type of content.

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DEFINE YOUR GOALS

Determine the specific goals and objectives you want to achieve through your content marketing efforts. Examples may include increasing brand awareness, driving website traffic, generating leads, or promoting a new product or service.



UNDERSTAND YOUR TARGET

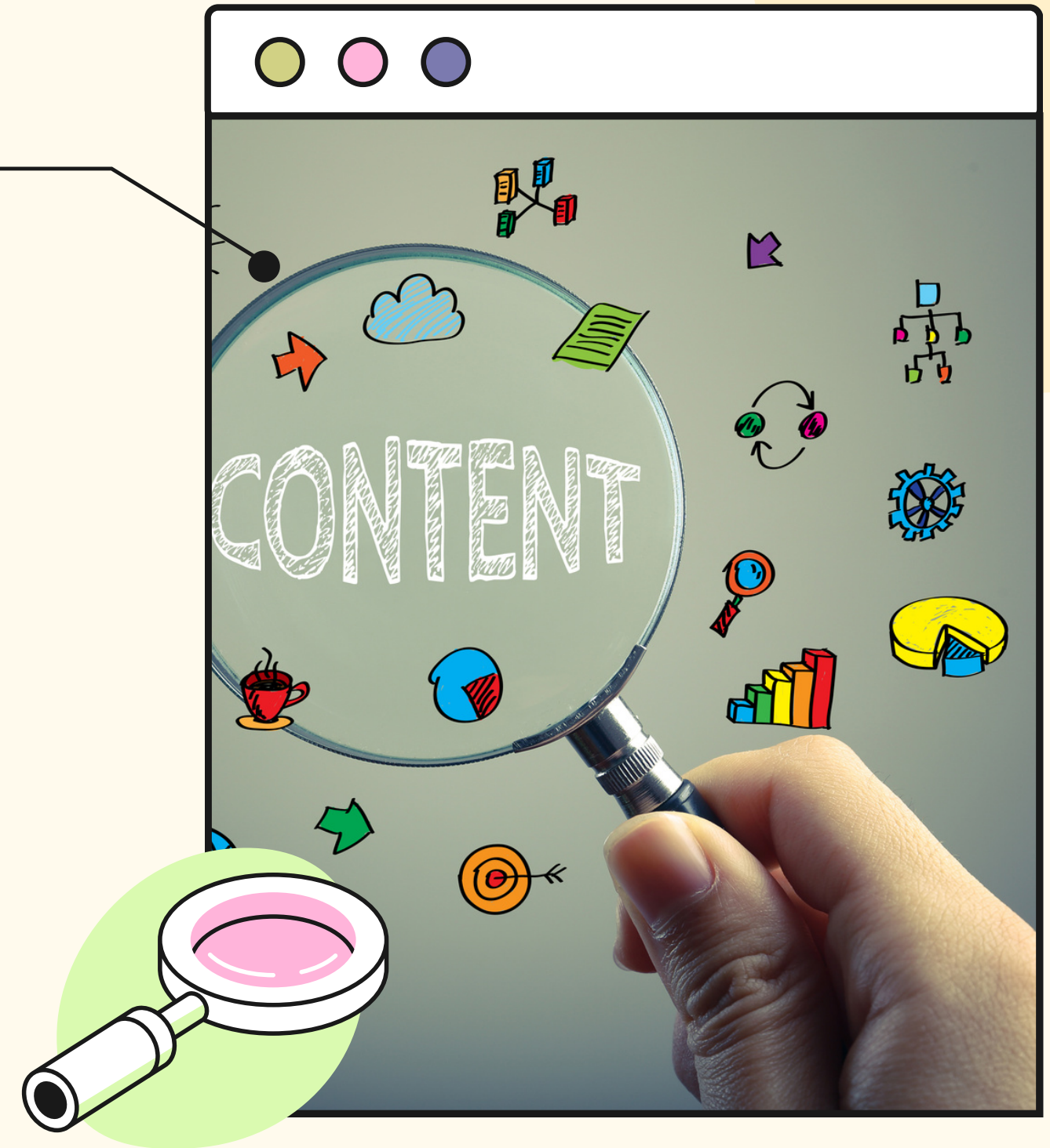
Conduct thorough research to understand your target audience. Identify their demographics, interests, pain points, and preferred content formats. This information will help you create content that resonates with them and meets their needs.



IDENTIFY THE THEMES AND CONTENT IDEAS

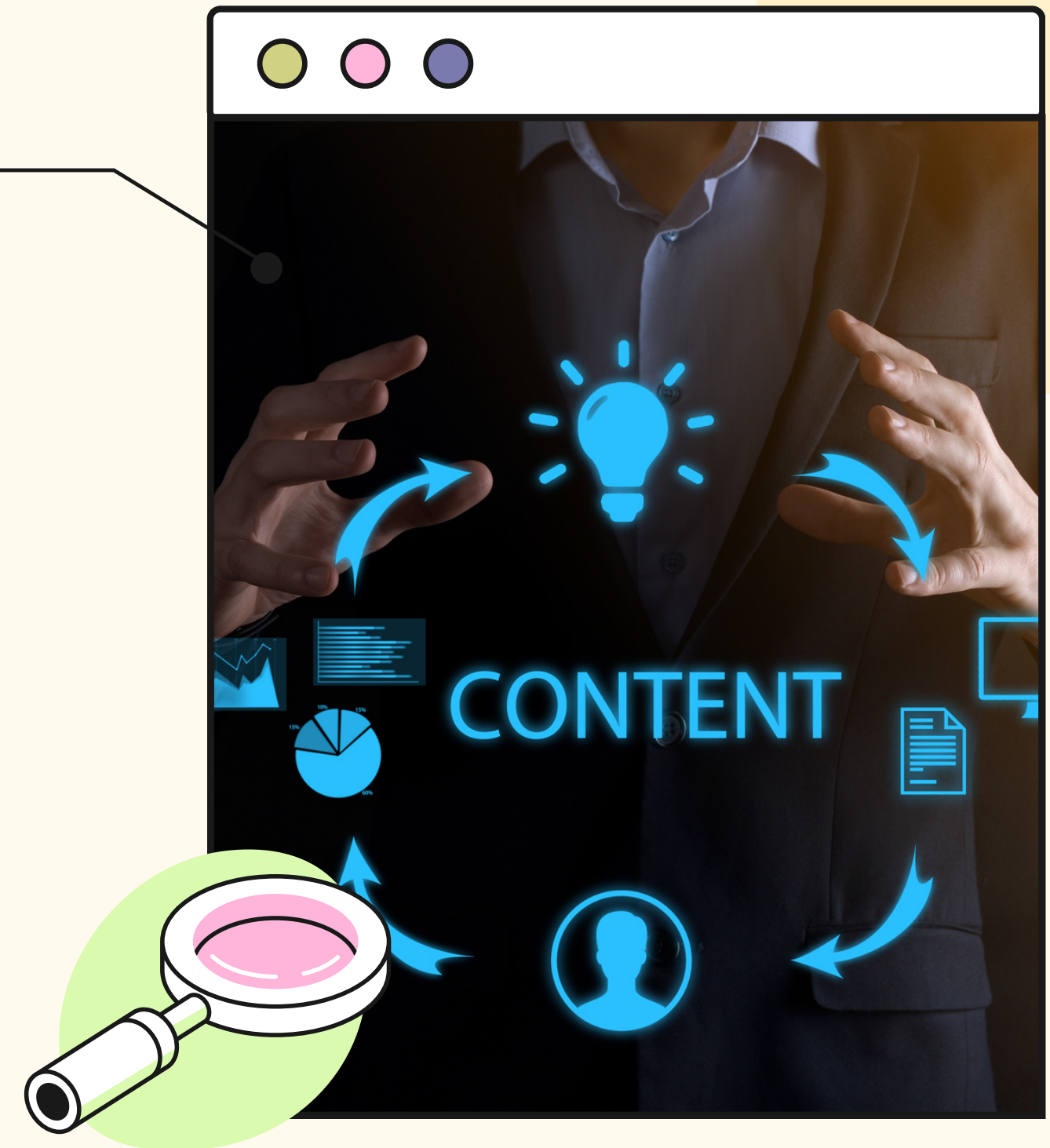
Brainstorm and identify broad content themes that align with your goals and are relevant to your industry. These themes should serve as overarching categories for your content. For instance, if you're in the fashion industry, themes could include fashion trends, styling tips, or sustainable fashion.

Within each content theme, generate specific content ideas or subtopics. Consider the questions your audience may have, common challenges they face, or topics of interest related to the theme. Aim to create a diverse range of content ideas that provide value and variety.



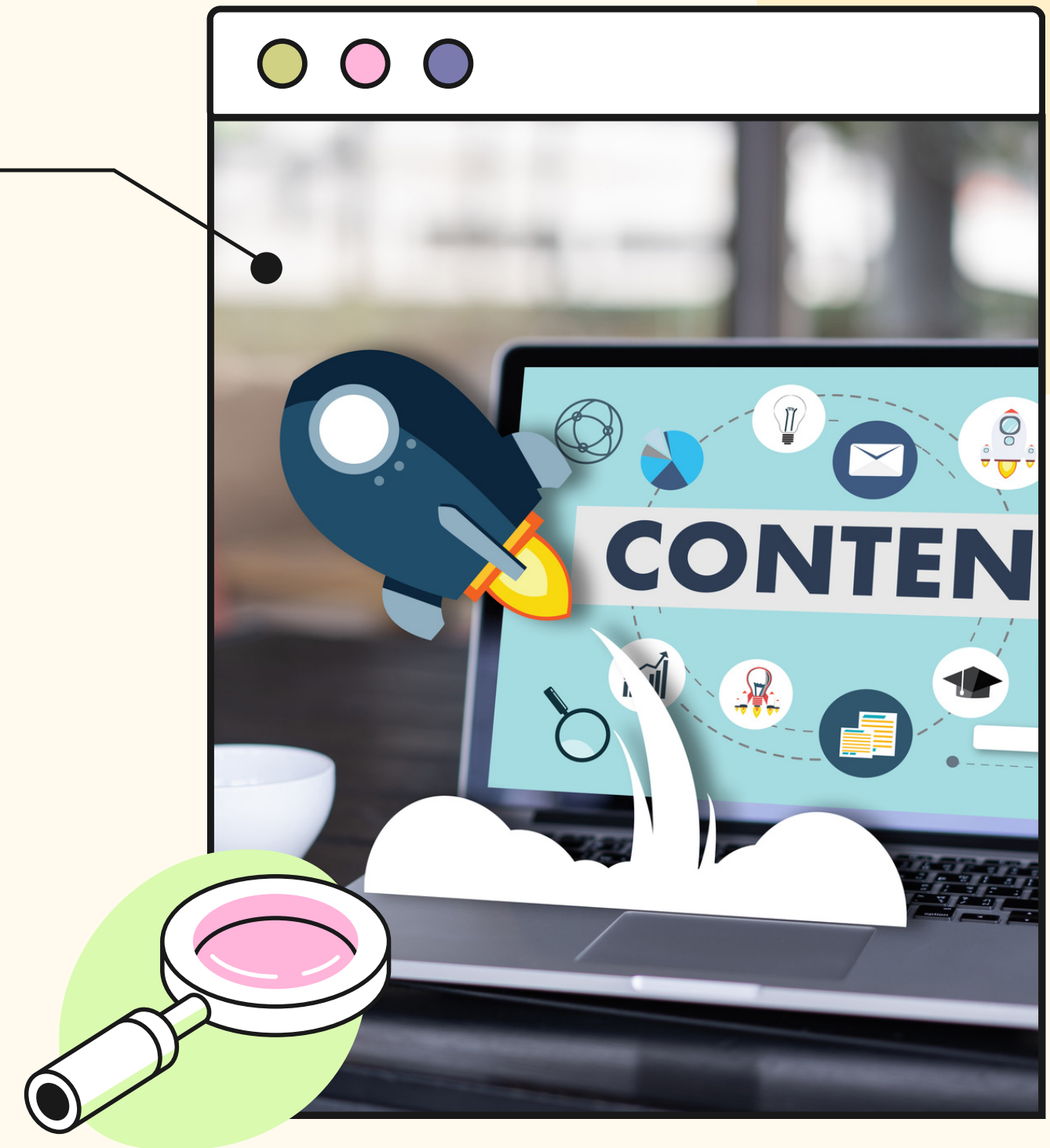
DETERMINE CONTENT FORMATS

Decide on the appropriate content formats for each idea or subtopic. This can include blog posts, videos, infographics, podcasts, social media posts, or a combination of formats. Consider the preferences of your target audience and the platforms where you'll be publishing your content.



PUBLISHING SCHEDULE

Determine the frequency of your content publication based on your resources and audience expectations. Create a timeline or calendar to schedule content releases, ensuring a consistent flow of content. Consider peak times or specific dates relevant to your industry or audience.



CONTENT CALENDAR TOOLS

Utilize digital tools or platforms specifically designed for content calendars, such as Google Calendar, Trello, or CoSchedule, or create your own templates.

The specific tools provide a visual representation of your content schedule, making it easier to manage and organize and you can replicate it with Google Sheets or Microsoft Excel.



REVIEW, ANALYZE AND ADJUST

Regularly review the performance of your content using analytics and engagement metrics. Analyze what content resonates with your audience and drives the desired outcomes. Use this data to refine your content calendar and make informed adjustments to optimize future content.





DIGITAL MARKETING

SEE YOU

next week

We will finish talking
about Social Media!

