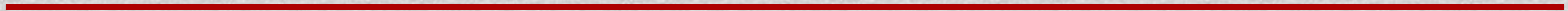




Social Media 101

By: PAIGELARSON





Be Useful



Be Entertaining



Be Relevant



...Or Be ignored

Quick Rules

“Social media has allowed everyone, anywhere with a smartphone, tablet and/or computer to reach anyone, anywhere, in real-time”.

- **Birmingham Shopping District Social**
Instagram: **@BhamShopping**
- Facebook: **@The Birmingham Shopping District**
- Twitter: **@BhamShopping**

Lets Get Social..

- #AllinBirmingham
- #BirminghamMI
- #BirminghamMichigan
- #Work
- #Shop
- #Dine
- #Play

#Hashtags



Why Social?

- What are your goals?
- Who is your target audience?
- Which metrics decide the success of a campaign?
- Which social channels are most appropriate?

Defining your Social Media Strategy



weworewhat

Following

10,496 posts 1.7m followers 974 following

Danielle Bernstein For inquiries: jen@jenniferpowell.com @secondskinoveralls ☆
@thearchiveshoes ☆ @bodybauble ☆ @moviegrade ☆ Forbes 30 Under 30 ☆
Snupps: @weworewhat www.weworewhat.com



juliahengel

Following

4,993 posts 1.1m followers 374 following

Julia Engel (Gal Meets Glam) Dress Lover 📷 Other half/behind the camera lens
@tberolz galmeetsglam.com

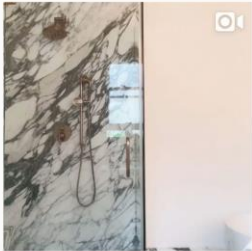


songofstyle

Following

8,097 posts 4.7m followers Following 787

Aimee Song [Ah-Mee] rhymes with Mommy 🇰🇷 아미 New York Times Bestselling
Author of #CAPTUREYOURSTYLE Forbes 30 Under 30 🏠 Daily Vlog
www.songofstyle.com/2017/11/boots-everyone-needs-fall.html

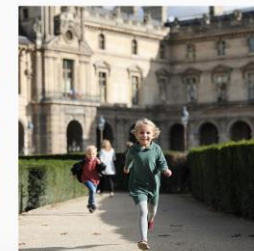


thebucketlistfamily

Following

1,370 posts 852k followers Following 180

The Bucket List Family 🌍 of of of of Journ Journ Journ Journ of Journ Journ
Journ of Journ Journ Journ Contact: jessica@thebucketlistfamily.com
youtu.be/mqdEbDehrf4



Influencer Garage



Paige Leventis

PAIGELARSON

Email: paige@paigelarson.com

Instagram: @PaigeALarson

Questions?
