



# **Social Media 101**

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**By: PAIGELARSON**





Be Useful

Be Entertaining

Be Relevant

...Or Be ignored

# Quick Rules

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

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

**Lets Get Social..**

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

# #Hashtags

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# Why Social?

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- 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**

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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 ☆  
Snups: @weworewhat [www.weworewhat.com](http://www.weworewhat.com)



juliahengel Following ...

4,993 posts 1.1m followers 374 following

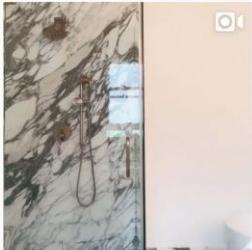
Julia Engel (Gal Meets Glam) Dress Lover Other half/behind the camera lens  
@tberolz [galmeetsglam.com](http://galmeetsglam.com)



songofstyle Following ...

8,097 posts 4.7m followers Following 787

Almee Song [Ah-Mee] rhymes with Mommy 송 아미 New York Times Bestselling  
Author of #CAPTUREYOURSTYLE Forbes 30 Under 30 Daily Vlog  
[www.songofstyle.com/2017/11/boots-everyone-needs-fall.html](http://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 Journ Journ  
Journ of Journ Journ Journ Journ Journ Contact: [jessica@thebucketlistfamily.com](mailto:jessica@thebucketlistfamily.com)  
[youtu.be/mqdEbDehrF4](https://youtu.be/mqdEbDehrF4)



# Influencer Garage

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**Questions?**

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