

Social Media

Quick Tips for Best Practices on Four Platforms

Presenter:

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Who I am and What I am Presenting

Mary Roberts, MFA, is a freelance artist and educator, and primarily works as a production show supervisor, director, and choreographer in the cruise line and entertainment industries. As a dance educator, Roberts focuses primarily on jazz dance and the professionalization of the emerging working dance, presenting and teaching at conferences, universities, and festivals. In addition to her work in the dance industry, Roberts has also helped nonprofits curate their social media identity, including being a part of the communications team at The Actors Fund. The tools necessary for both freelance artists and organizations to maintain a great digital brand are very similar. Considering the current crisis, it is more important than ever to develop a strategy for content development that places a focus on *quality* and not *quantity*. Marketing and choreographing both require a creative mind, that is attentive to details and has an awareness of how choices made support or distract from the main idea. I will help attendees develop better curation of their digital brand.

Main Ideas:

Do not worry about trying to post amazing content everywhere! Focus on the two platforms you feel you have the best grasp of and show up as your best digital self!

1. Organizing and Strategizing

- a. ***The 70/30 Split***
 - i. Resource: Capacity Interactive Resource:
 - 1. <https://ideas.capacityinteractive.com/content-calendar>
- b. **Decision:** Are you campaigning or providing an experience for your current client/audience?
 - i. <https://buffer.com/library/social-media-marketing-strategy>

2. *Keep Social Media Social*

- a. Comment vs. Liking
 - i. The Move Away from Vanity Metrics
 - 1. <https://www.prweek.com/article/1677293/why-vanity-metrics-dead>
- b. Sharing of content to increase network and engagement
 - “Posts need to be entertaining, valuable, helpful, or impactful for people to share them. Most importantly, posts need to be distinct from other content on social media networks to be truly shareable.”
 - i. <https://www.skyword.com/contentstandard/the-psychology-of-social-sharing-what-makes-people-engage-with-your-social-media-content/>

4 Main Platforms:

1. Facebook:

- a. Posting:
 - i. Minimum: 3x's/week
 - ii. Maximum: 10's/week AND Maximum per day 1-2 posts
 - 1. Utilize stories!
 - 2. User-generated content
 - 3. Follow up on reviews
 - iii. Keep Content Diverse
 - iv. Respond back to comments
 - v. Follow up on analytics
- b. Resources: Co-Schedule:
 - i. <https://coschedule.com/download/>
 - ii. <https://eclincher.com/blog/facebook-best-practices/>

- c. Facebook Group leadership
 - i. Provide content, engage, and show up as the content leader in your group
 - 1. Continue to steer the group in the best direction
 - a. GOAT Social Media Platform, Blog post:
 - i. <https://www.goatsocialmedia.com/post/6-must-dos-every-successful-facebook-group-leader-should-know>

2. Instagram:

- a. By including relevant hashtags (even [daily ones](#)) in your bio and your post captions, Things to consider first:
 - i. Establish a business profile
 - 1. Put intention and attention on your bio
 - 2. Proper Hashtagging
 - a. you're exposing a lot of potential new followers to your brand and products.
 - b. Jamie Benson mentions utilizing less than 30 hashtags
 - ii. Strategize: Campaign vs. Experience
- b. Posting:
 - i. Minimum 3-5 Posts/week
 - ii. Maximum 2 Posts/Day
 - 1. *Utilize stories for more than this
 - 2. Keep content Diverse
 - a. Strategy:
 - i. Photo, Photo, Video, Quote, IGTV
 - 1. That could be one week or two weeks but those are posts that will live on your page
 - 2. For photos, fun stuff, and promotions between:
 - a. Utilize Stories
 - c. Resources: <https://blog.hootsuite.com/instagram-best-practices/>

3. Youtube

- a. First things first:
 - i. Establish a clear icon and banner image
 - ii. Make focus of videos clear (teaching videos, showing of choreography, student engagement, etc.)
 - iii. Engage with your subscribers
- b. Posting:
 - i. Stick to a schedule and you can even explain it to your subscribers
 - 1. "Find New Content Posted Once A Week" or whatever your schedule may be
 - ii. Minimum is subjective but 1 post/week is good
 - iii. Maximum also subjective but probably no more than 3 posts/day
- c. Resources:
 - i. <https://www.dailyrindblog.com/youtube-2020-best-practices/>

4. TikTok

- a. Posting
 - i. Minimum (to keep relevant and seen) 5x's/Day / No Maximum
 - ii. Specs:
 - 1. Prioritize vertical videos
 - 2. Length: 9-15 seconds
- b. Resources: Basics for Beginners
 - a. <https://influencermarketinghub.com/tiktok-marketing-for-beginners-a-marketers-guide-to-advertising-on-tiktok/>
 - b. <https://influencermarketinghub.com/tiktok-video-ad-specs/>

Happy Posting!