

Lisa Perry
SOCIAL



FACEBOOK MARKETING

Social Media

webinar series



Thank you to our partners



Anissa Starnes, Swingbridge Partners

Hi! I'm Lisa Perry (and that guy behind me is Brian)



perryproductions
digital marketing agency

Lisa Perry
SOCIAL
online learning



Wednesdays (12pm – 1pm)

Click on dates to register

[March 25 – Facebook Marketing](#)

[April 1 – LinkedIn Marketing](#)

[April 8 – Video Marketing](#)

[April 15 – Content Marketing](#)

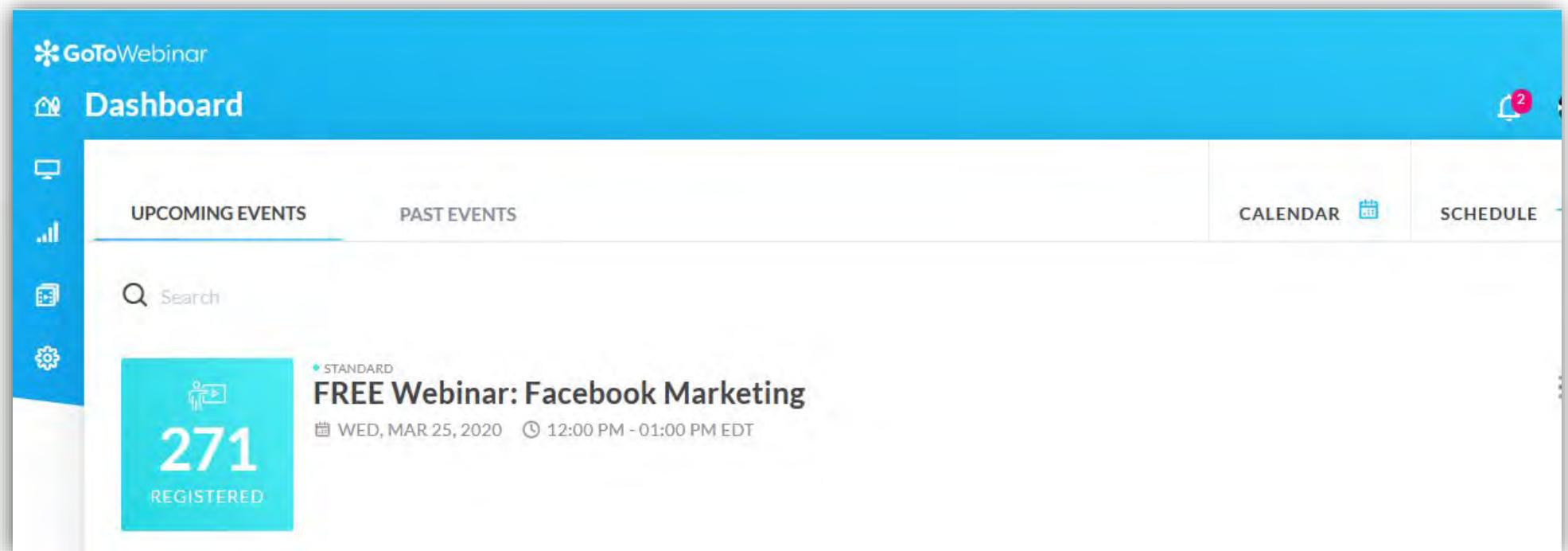
[April 22 – Email Marketing](#)

[April 29 – Instagram Marketing](#)



Webinar created in one week

- Every single one of these registrations came from **an email** that was sent out either from myself or my partners.



Agenda

- Content Strategy
- Newsfeed Changes
- Facebook Groups
- Facebook Stories
- Publishing Tools and Creator Studio
- Repurposing Facebook Video
- Favorite Tool



The E-Trinity

Website + Email Marketing + Social Media = Digital Marketing



Content Creation

- Get to know your audience
- Develop content for THEM, not you
- Figure out what you can give away for free
- Goal: Know, Like, and Trust



What should you be posting?

- In a few months, it won't be what you SOLD to people; it will have been about how you made them FEEL
- How do I hope you feel after today?
 - Confident
 - Hopeful
 - More knowledgeable
 - Calm
 - Supported
 - Encouraged



What should you be posting?

- If you had a content strategy, reevaluate it – is it sensitive to the current situation?
- Use content to serve and help others
- This is not the time to go silent, but it is not necessarily the time to sell
- It is the time to build and strengthen relationships
- Time to share your knowledge



Content during this crisis

- How are you continuing to do business?
- TIP: Behind the scenes content is always great!
- Show people how you are weathering this storm, staying connected, still working



Content during this crisis

- Show a lighter side, a vulnerable side, but still show authority and what services you offer

Perry Productions Social Media Marketing
March 22 at 12:36 PM

A little Sunday humor.



Performance for Your Post

| 837 People Reached | | |
|-----------------------|---------------|-----------------|
| 32 Like | 5 On Post | 27 On Shares |
| 2 Love | 0 On Post | 2 On Shares |
| 46 Haha | 12 On Post | 34 On Shares |
| 3 Wow | 1 On Post | 2 On Shares |
| 5 Comments | 2 On Post | 3 On Shares |
| 9 Shares | 9 On Post | 0 On Shares |
| 28 Post Clicks | | |
| 4 Photo Views | 0 Link Clicks | 24 Other Clicks |

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

Like **Comment** **Share**



Content during this crisis

- Direct video messages
- Can you offer calm in the chaos?



 **Michael Hyatt**
Sponsored

Let me share with you a word on confidence . . .What leaders need right now is clear thinking and strategic flexibility. This can only come from confidence.

Without confidence, we waste our time reacting to everything coming at us. With confidence, we can be proactive about addressing the crisis and the problems that come with it.

I've seen many leaders panic because of the current crisis. Governments told them to shut their doors temporarily, and they didn't know what to do....

[See More](#)

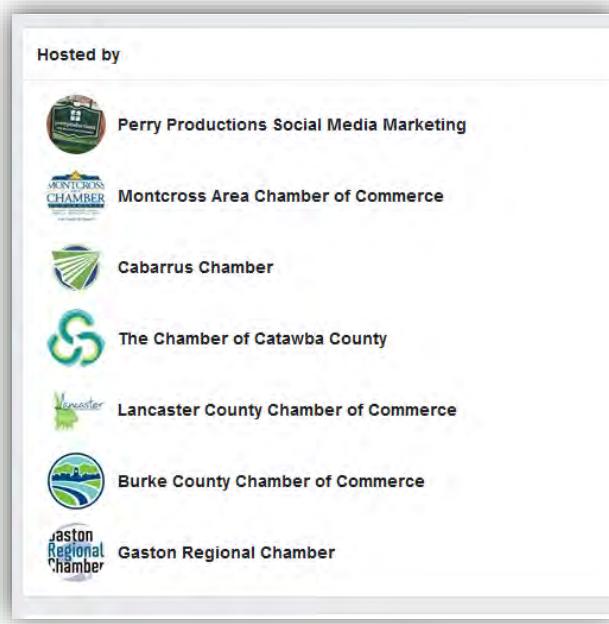
A photograph of Michael Hyatt, a man with light-colored hair, smiling. He is wearing a blue plaid blazer over a light blue shirt and dark trousers, sitting on a couch and holding a book. The background is a modern interior with a fireplace.

JOINNOW.LIVE
The 7 Pillars Every Business Needs for Sustainable Growth in Any Economy



Content during this crisis

- Focus on building relationships
- Give more than usual away for FREE



Perry Productions Social Media Marketing

Page Ad Center Inbox 12 Events Appointments Manage Jobs More Settings 14 Help

Lisa Home Create

Like Liked Following Share

You can now manage and track all of your events in the new [Events Insights](#).

+ Create Event Share Events

Perry Productions Social Media Marketing @perryprosmm

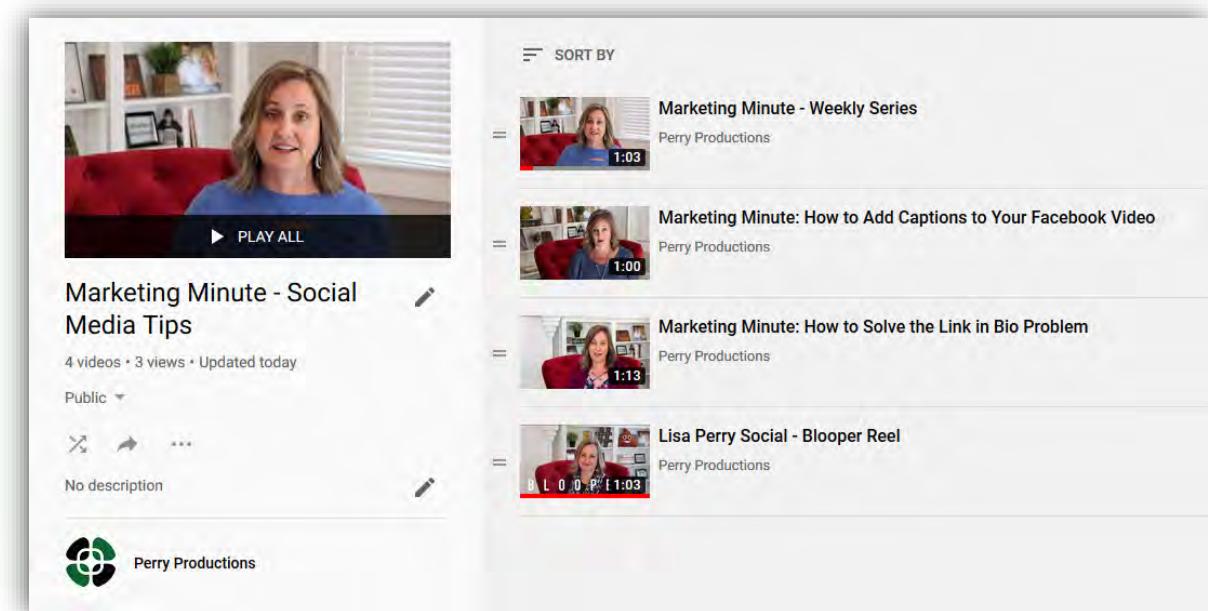
Home Posts About Photos Videos Events Join Our List Contact Community Reviews Services Visit Ad Center

Upcoming Events

| Date | Event | Details | Actions |
|--------|-----------------------------|--|---|
| MAR 25 | Facebook Marketing Webinar | Tomorrow 12 PM - 2 friends are going | Perry Productions Social Me... Concord Boost Event More |
| APR 1 | LinkedIn Marketing Webinar | Wed 12 PM - Josette Pochet Duncan is going | Perry Productions Social Me... Concord Boost Event More |
| APR 8 | Video Marketing Webinar | Wed 12 PM - 37 guests | Perry Productions Social Me... Concord Boost Event More |
| APR 15 | Content Marketing Webinar | Wed 12 PM - 36 guests | Perry Productions Social Me... Concord Boost Event More |
| APR 22 | Email Marketing Webinar | Wed 12 PM - Josette Pochet Duncan is going | Perry Productions Social Me... Concord Boost Event More |
| APR 29 | Instagram Marketing Webinar | Wed 12 PM - 45 guests | Perry Productions Social Me... Concord Boost Event More |

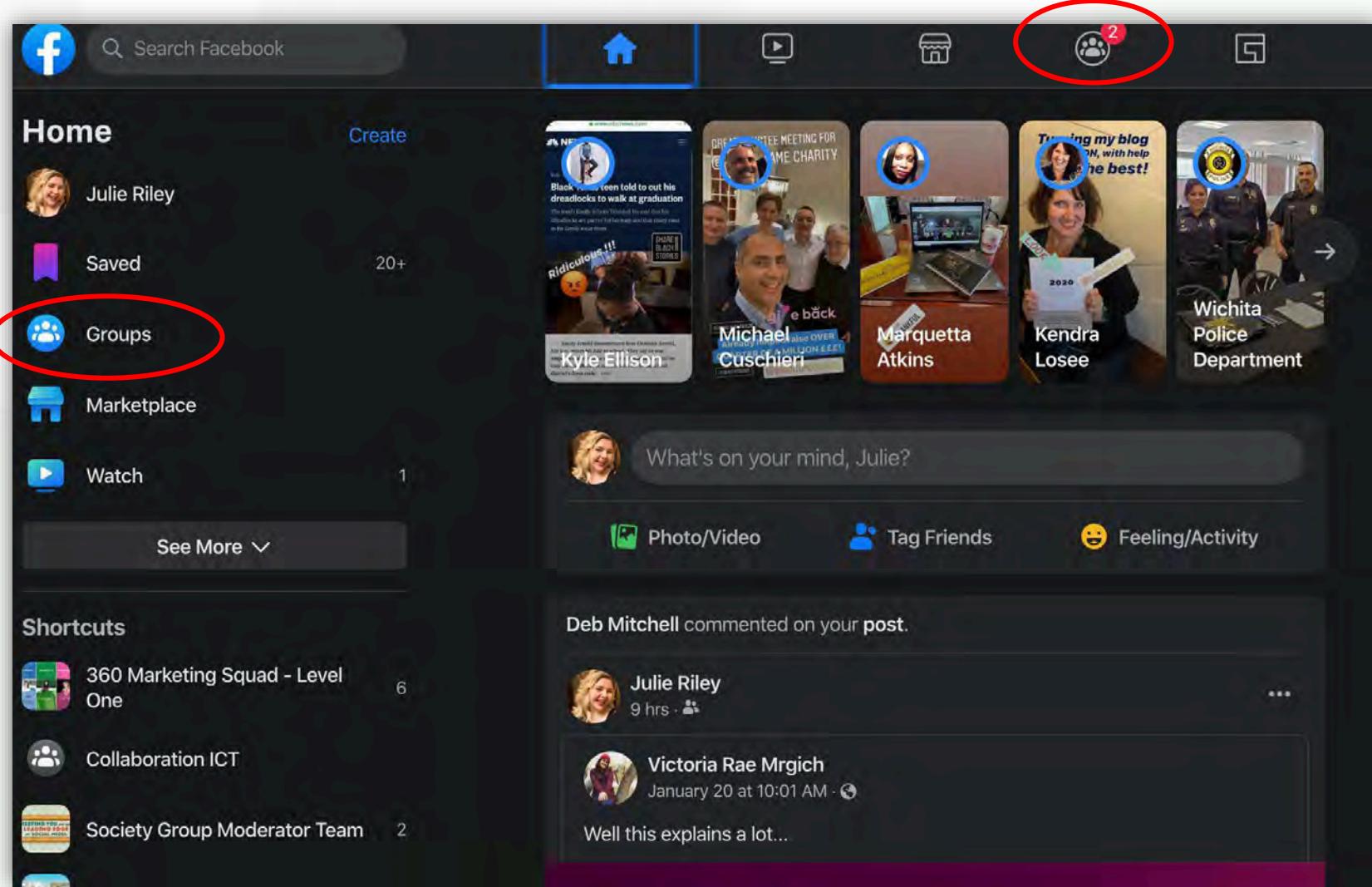
What can you work on for later?

- Educate, Entertain, Enlighten – Mari Smith
- Develop a lead magnet for your website (ebook, checklist, cheat sheet)
- Blogs and Video Series
- Things about “evergreen” topics
- Work on your marketing for Summer, Fall, Holidays, New Year



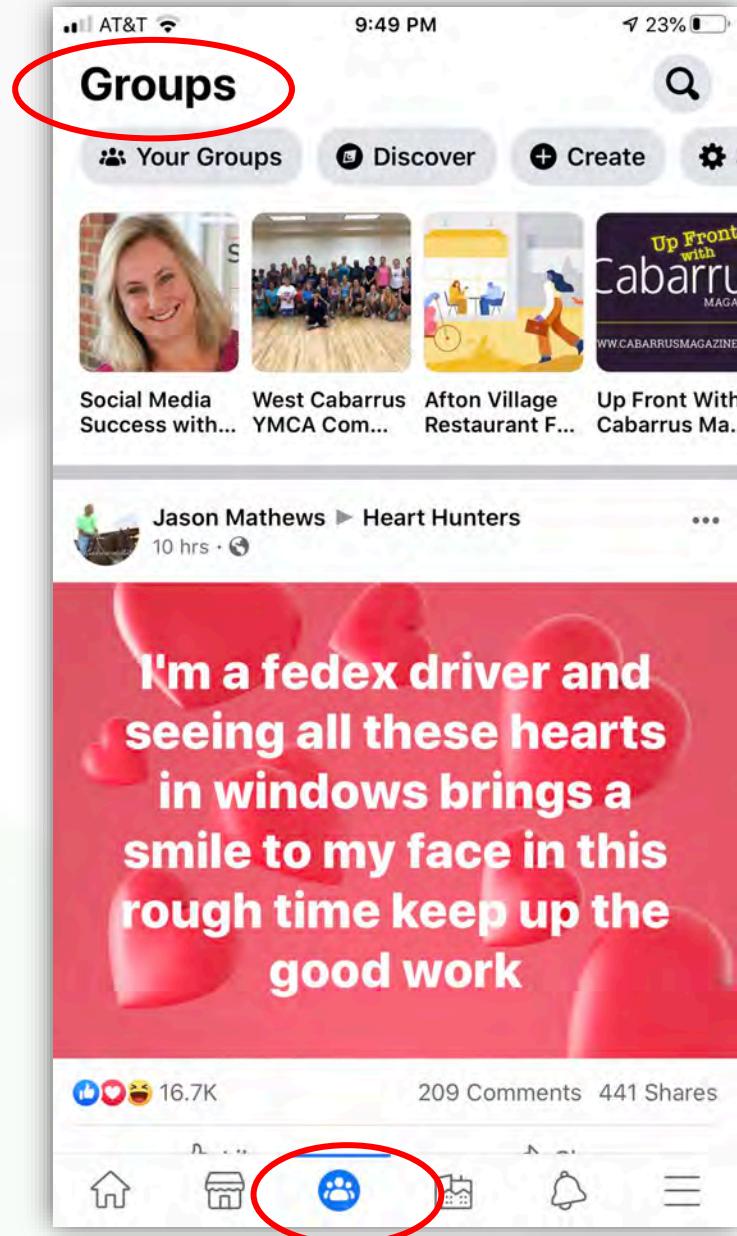
Sneak Peek: Facebook Newsfeed

- Dark option
- Priorities
 - Groups
 - Stories



Facebook Groups

- Do you have a group?
- Are you active in groups?



Facebook Groups

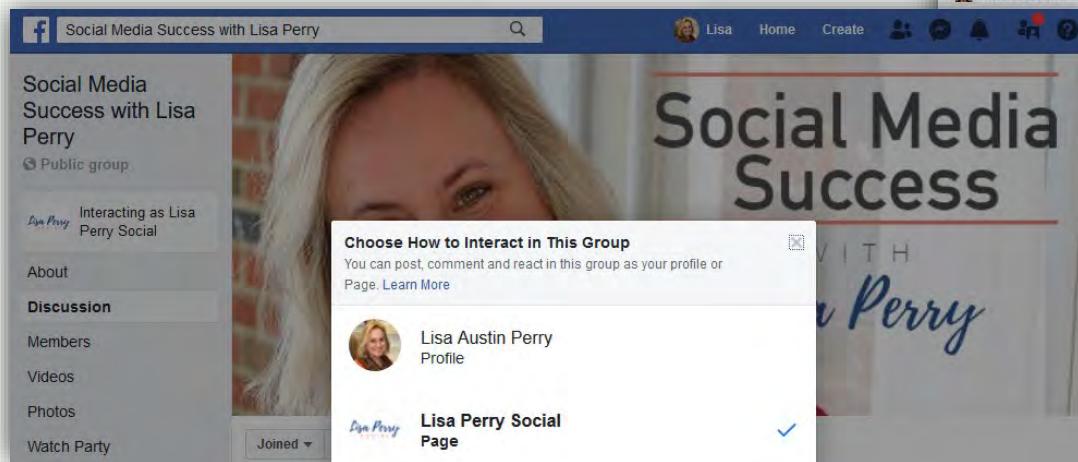
- Groups are the “living rooms” of Facebook
- Facebook prioritizes quality discussions
- Do you have a group?
- Are you active in groups?
- Group posts show up in a feed more often than a business posting



The screenshot shows a Facebook group page for "Living in Cabarrus County". The page header features a banner image of a town square with a church and a race track in the background. The group name "Living in Cabarrus County" is displayed in large blue text. The sidebar on the left includes links for "About", "Discussion", "Members", "Events", "Videos", "Photos", and "Recommendations". The main content area shows a post from "Dave Pryga" sharing his first post, which includes text about martial arts lessons for kids via Zoom. The right sidebar displays the group's statistics (2,163 likes), a "Contact Us" button, and sections for "INVITE MEMBERS" and "MEMBERS". The bottom right corner shows a "DESCRIPTION" section with the text "We love Cabarrus County and all it has to offer".

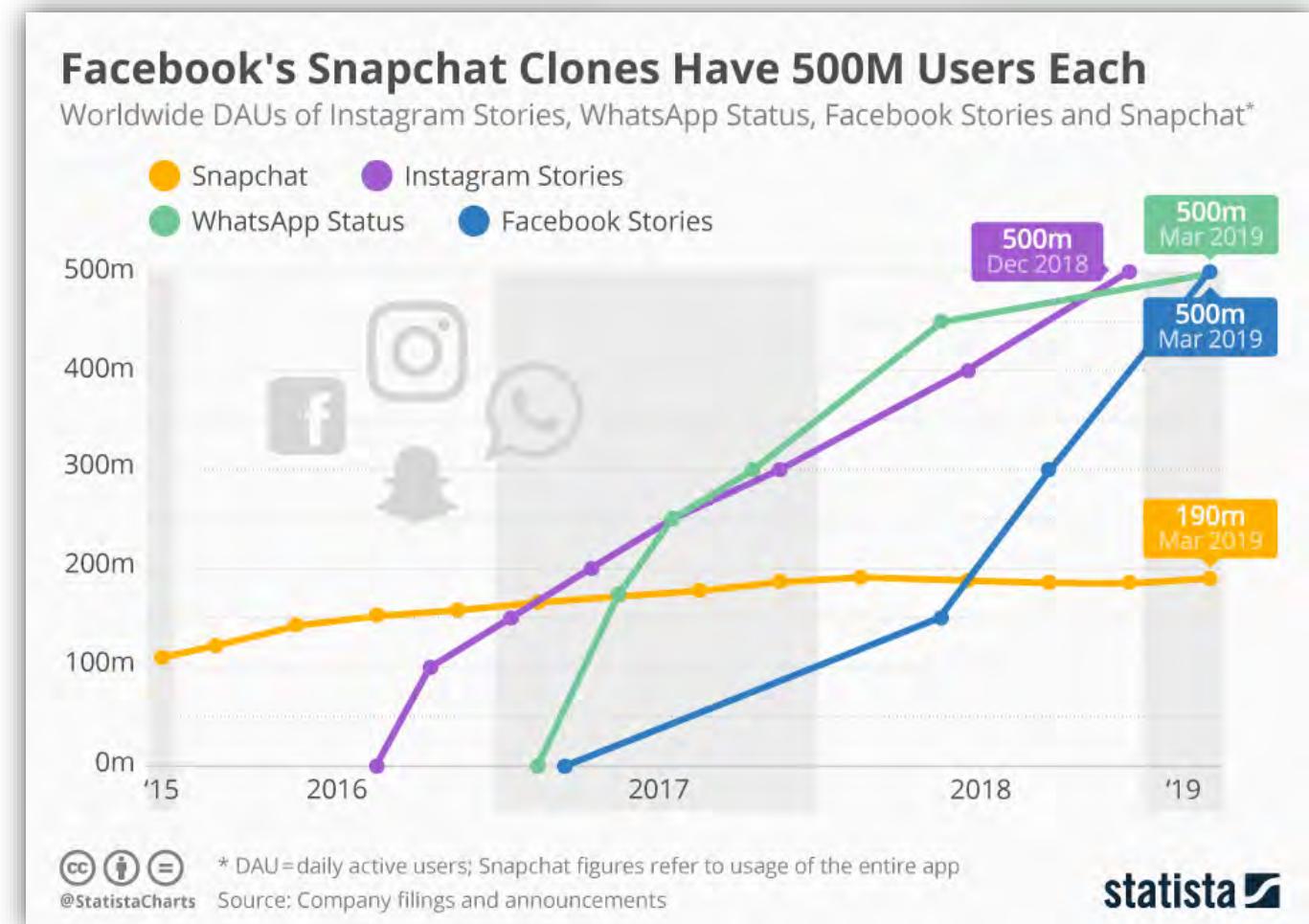
Facebook Groups

- Groups for an area or type of business
- Interact as yourself or your business
- Personal is usually better



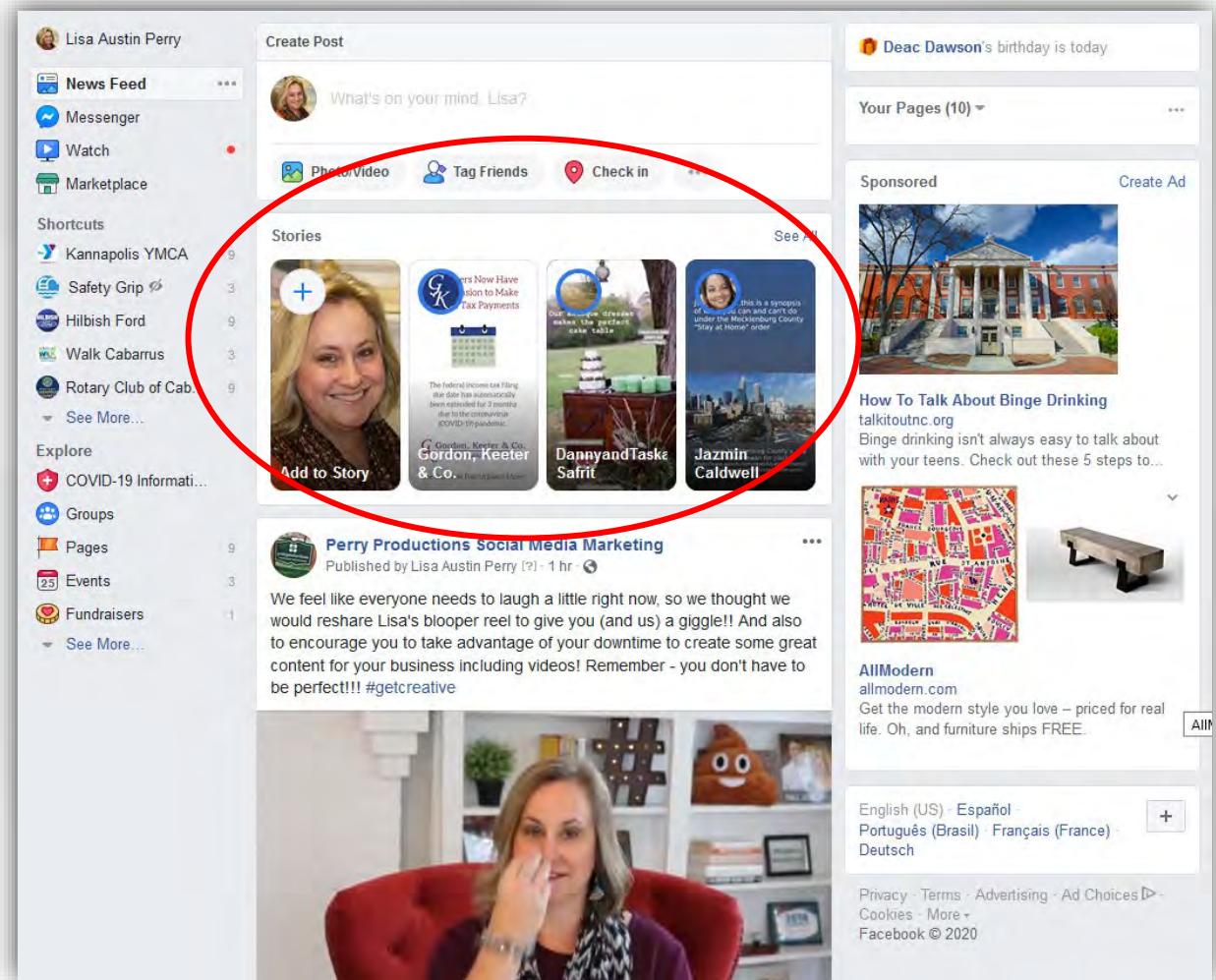
Facebook Stories (aka Ephemeral Content)

- Content that disappears after 24 hours
- Stories are growing 500 million users **EVERY DAY!**



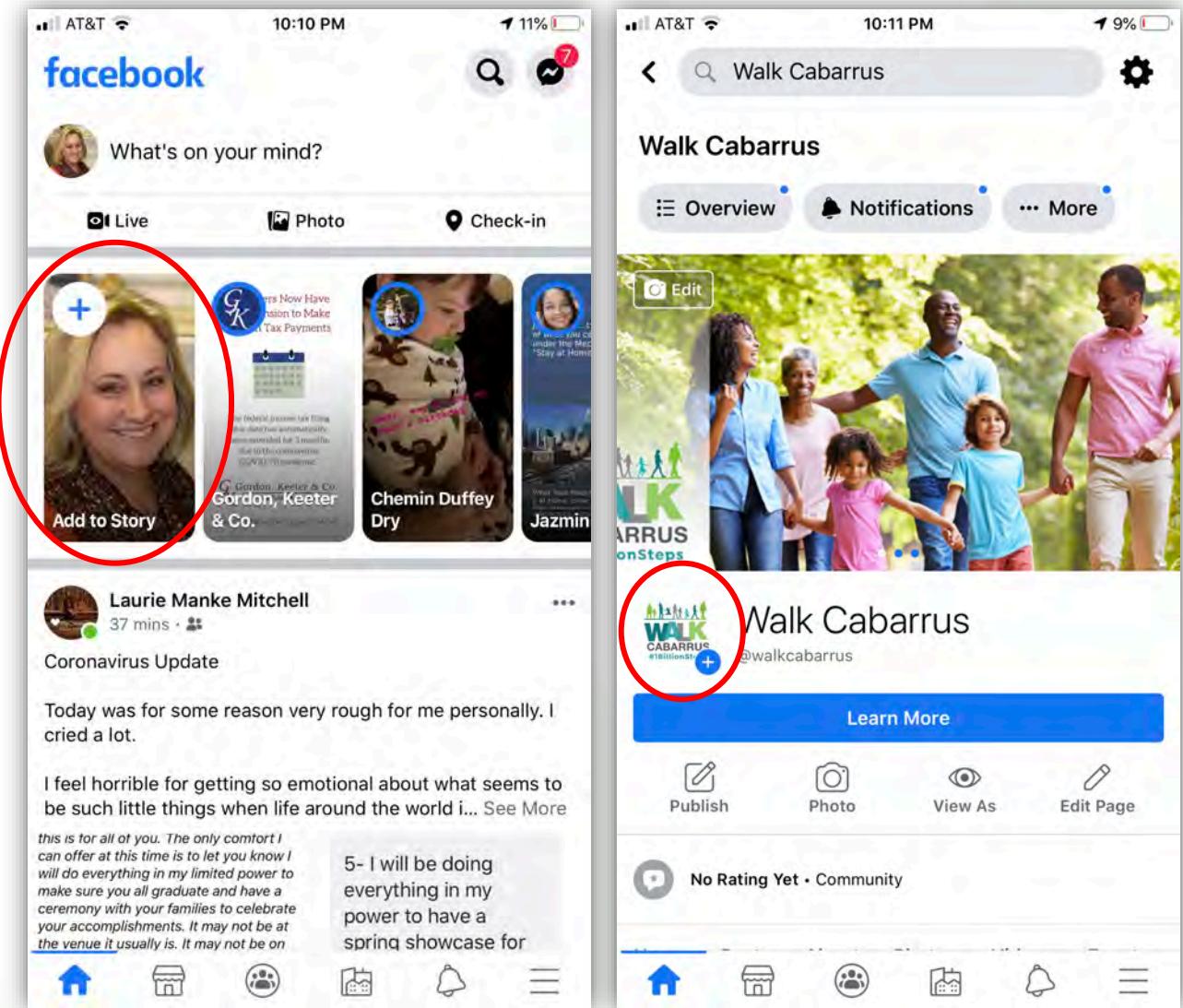
Facebook Stories – Why Use It?

- Top of the feed
- People are swiping left (Stories) more and swiping up (feed) less



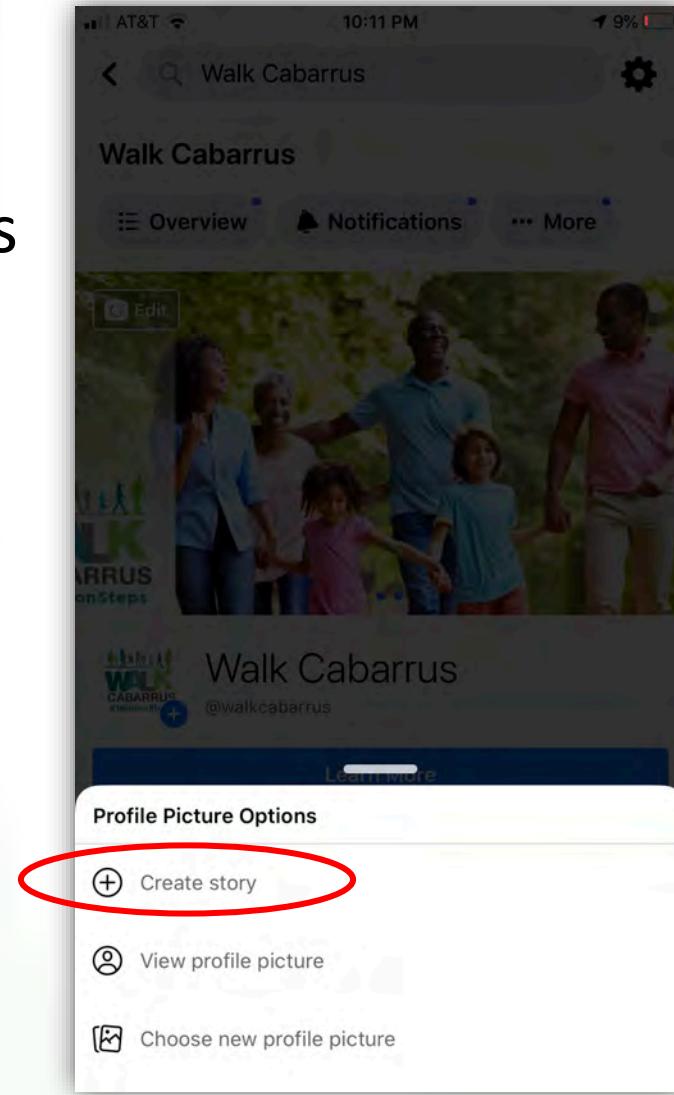
Facebook Stories – How Do You Use It?

- Examples are from mobile
- MUCH better to do stories on mobile
- Personal page vs. Business page



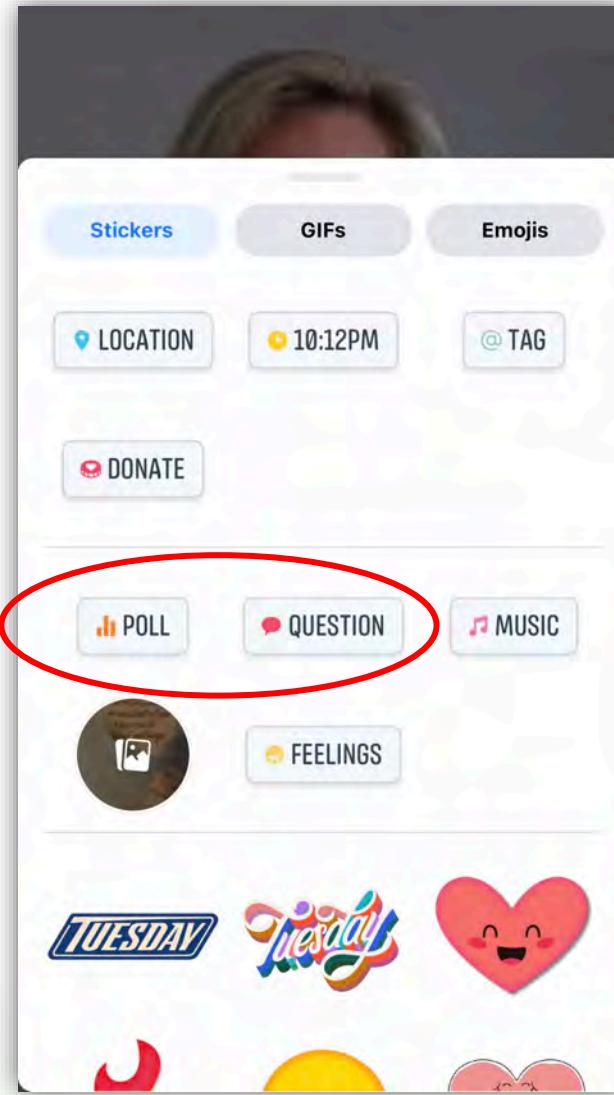
Facebook Stories – How Do You Use It?

- Create story
- Bottom left items
 - Effects
 - Privacy
 - Save
- Top items
 - Stickers
 - Text
 - Drawing
 - Links



Facebook Stories – How Do You Use It?

- Create story
- Bottom left items
 - Effects
 - Privacy
 - Save
- Top items
 - Stickers
 - Text
 - Drawing
 - Links



Facebook Stories – Insights

1 Story Published

Add Columns

| Published | Story | Unique Opens <small>i</small> | Forward Swipes | Total Engagement |
|-------------------------------------|---|-------------------------------|----------------|------------------|
| ● Ended Mar 13, 2020 11:19 AM |  | 29 | 9 | 13 |

Insights are only available for story items added within the last 28 days

 X

Seen By

29 Unique Accounts

Forward Taps 4
Forward Swipes 9
Exits 10

Engagement

13 Actions taken from this story

Reactions 8
Page Visits 1
Sticker Interactions 4

Responses

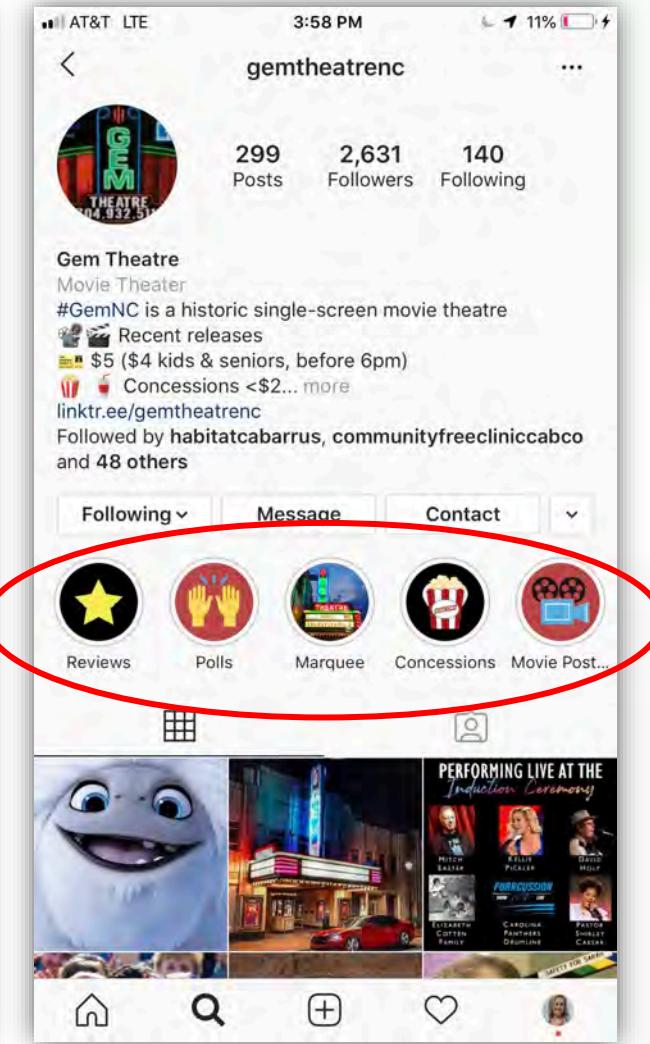
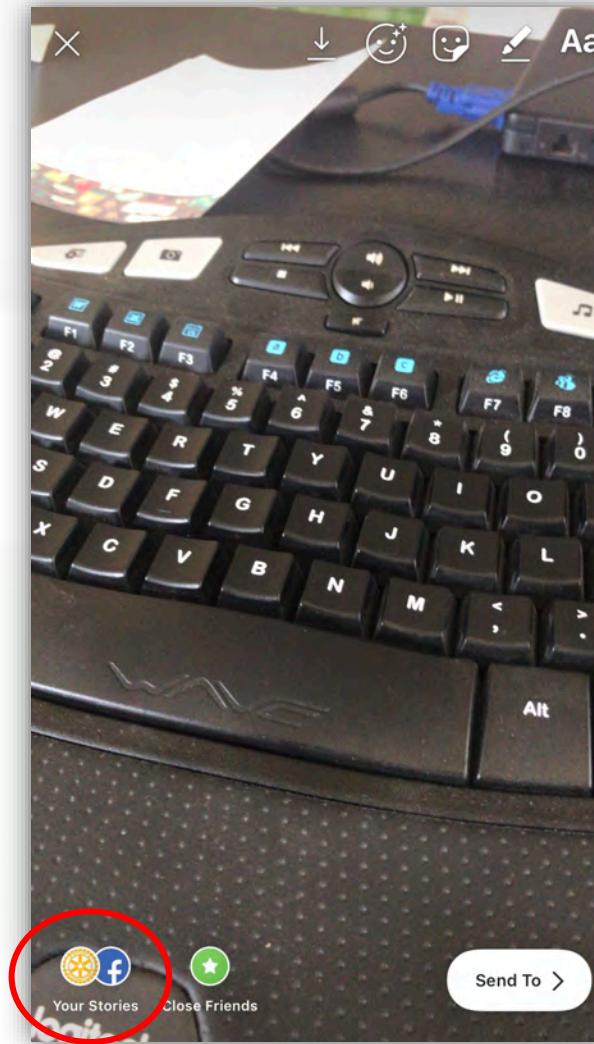
2 VOTED FOR YES!!! 2 VOTED FOR HECK YES!!!

Done



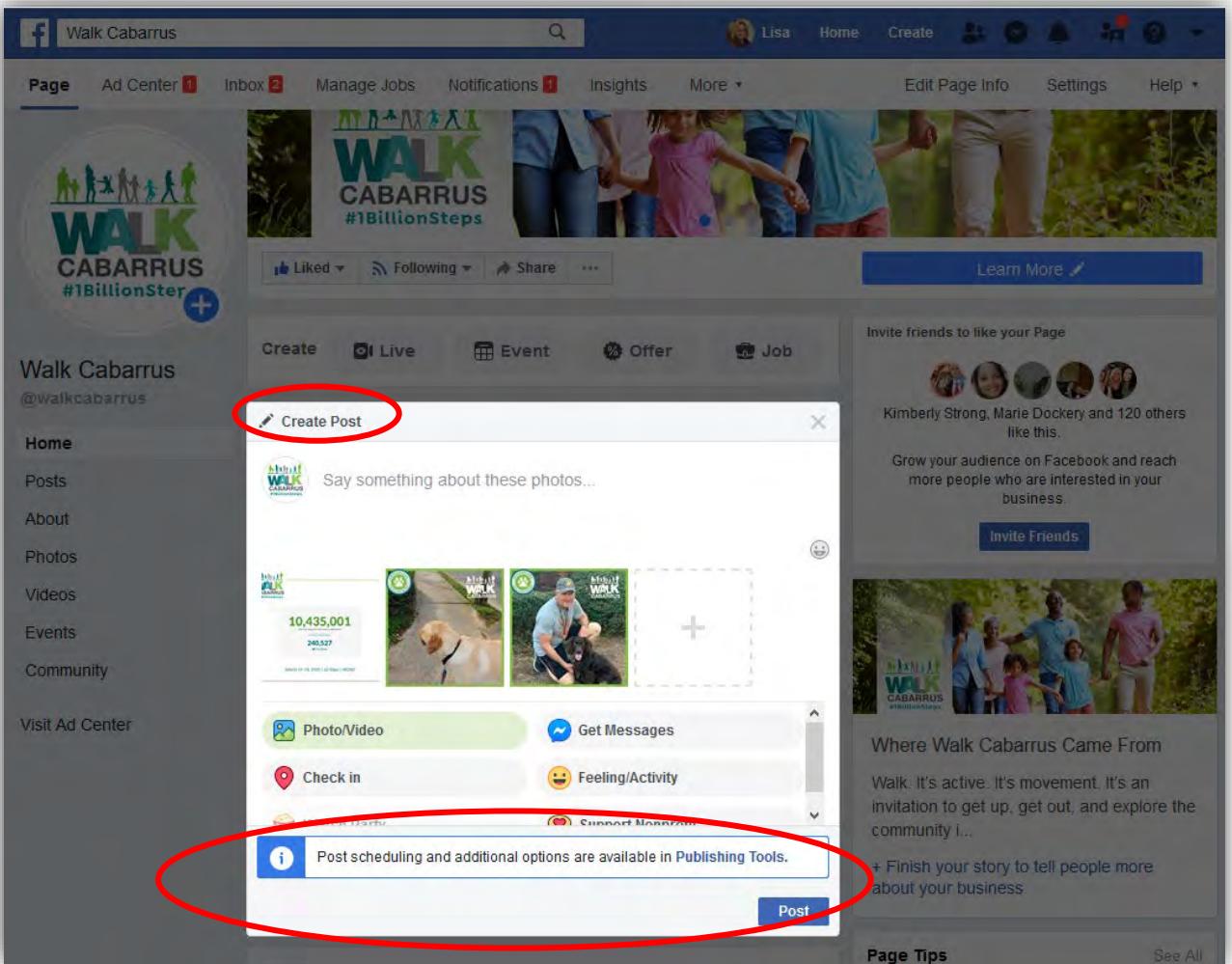
Facebook Stories

- Preferred Method:
Create them in Instagram
and share to Facebook
- On Instagram, turn your
stories into Highlights

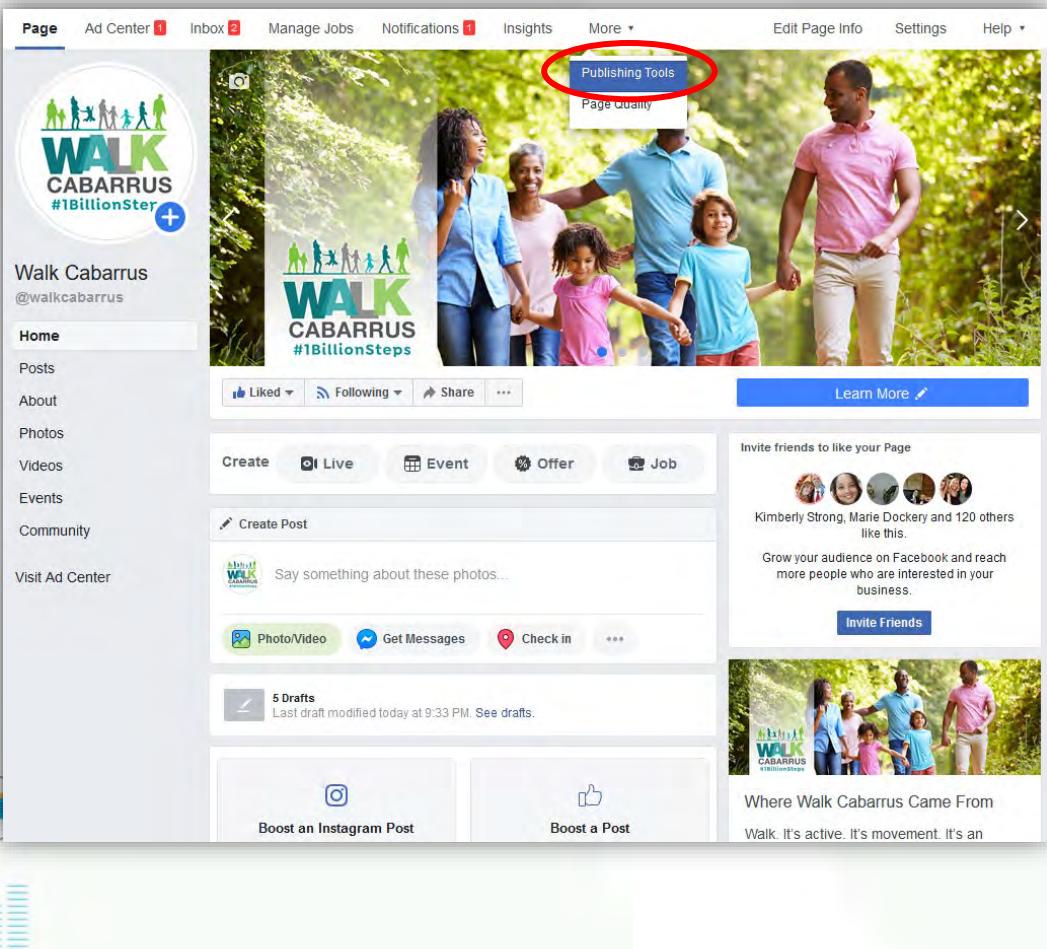


Publishing Tools

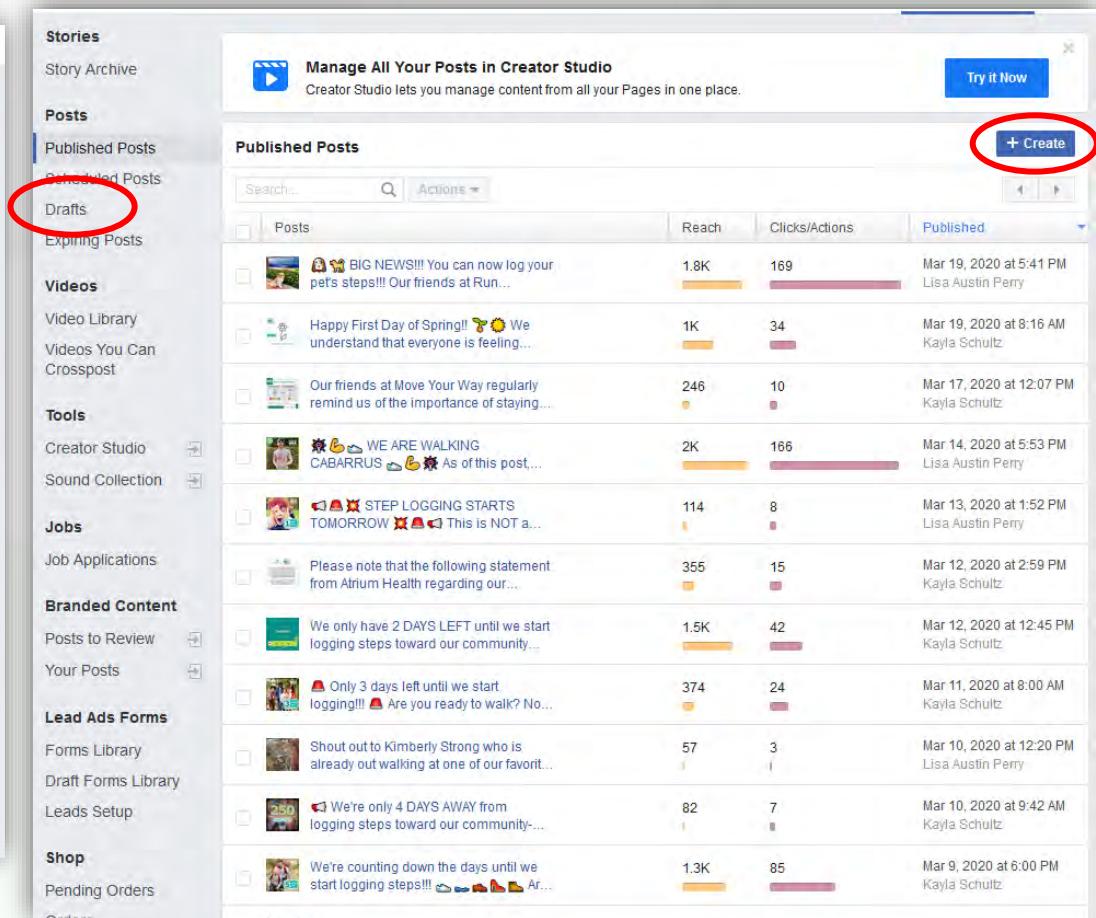
- No longer an option to save as draft
- Link to Publishing Tools
- You can also access from toolbar



Using Drafts



The screenshot shows the Facebook Page interface for "Walk Cabarrus". The top navigation bar includes "Page", "Ad Center", "Inbox", "Manage Jobs", "Notifications", "More", "Edit Page Info", "Settings", and "Help". A red circle highlights the "Publishing Tools" button in the top right corner of the main content area. Below the navigation, there's a profile picture for "Walk CABARRUS #1BillionSteps" and a banner image of a family walking in a park. The left sidebar lists "Home", "Posts", "About", "Photos", "Videos", "Events", "Community", and "Visit Ad Center". The main content area features a "Create" button, "Live" button, "Event" button, "Offer" button, and "Job" button. It also includes a "Create Post" button, a text input field for "Say something about these photos...", and a "Photo/Video" button. A "5 Drafts" section shows a thumbnail of a family walk and the text "Last draft modified today at 9:33 PM. See drafts.". At the bottom are "Boost an Instagram Post" and "Boost a Post" buttons.

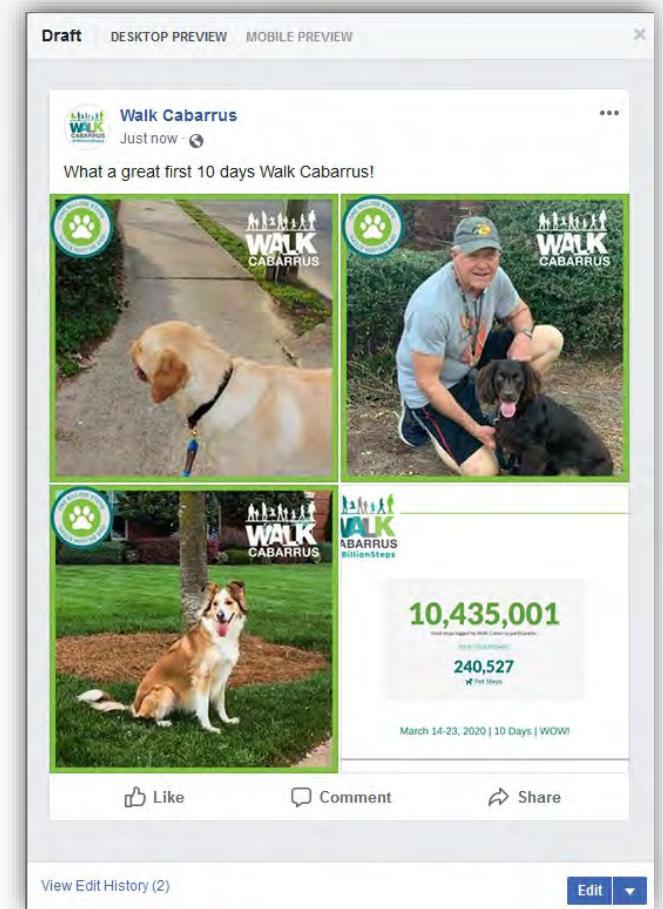
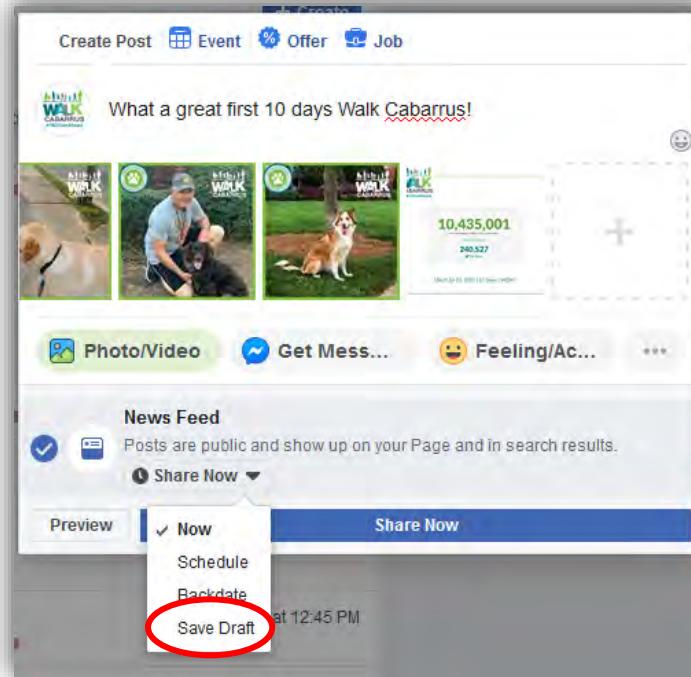


The screenshot shows the Facebook Creator Studio interface. The top navigation bar includes "Story Archive", "Posts", "Videos", "Tools", "Jobs", "Branded Content", "Lead Ads Forms", and "Shop". A red circle highlights the "Drafts" button under the "Posts" section. The main content area is titled "Manage All Your Posts in Creator Studio" and shows a "Published Posts" table. The table has columns for "Posts", "Reach", "Clicks/Actions", and "Published". The table lists several posts, each with a "More" button. A red circle highlights the "+ Create" button in the top right corner of the table area.

| Posts | Reach | Clicks/Actions | Published |
|--|-------|----------------|--|
| BIG NEWS!!! You can now log your pet's steps!!! Our friends at Run... | 1.8K | 169 | Mar 19, 2020 at 5:41 PM Lisa Austin Perry |
| Happy First Day of Spring!! 🌸☀️ We understand that everyone is feeling... | 1K | 34 | Mar 19, 2020 at 8:16 AM Kayla Schultz |
| Our friends at Move Your Way regularly remind us of the importance of staying... | 246 | 10 | Mar 17, 2020 at 12:07 PM Kayla Schultz |
| WE ARE WALKING CABARRUS 🌈☀️ As of this post,... | 2K | 166 | Mar 14, 2020 at 5:53 PM Lisa Austin Perry |
| STEP LOGGING STARTS TOMORROW 🚶🏃‍♀️ This is NOT a... | 114 | 8 | Mar 13, 2020 at 1:52 PM Lisa Austin Perry |
| Please note that the following statement from Atrium Health regarding our... | 355 | 15 | Mar 12, 2020 at 2:59 PM Kayla Schultz |
| We only have 2 DAYS LEFT until we start logging steps toward our community... | 1.5K | 42 | Mar 12, 2020 at 12:45 PM Kayla Schultz |
| Only 3 days left until we start logging!!! 🚶🏃‍♀️ Are you ready to walk? No... | 374 | 24 | Mar 11, 2020 at 8:00 AM Kayla Schultz |
| Shout out to Kimberly Strong who is already out walking at one of our favorit... | 57 | 3 | Mar 10, 2020 at 12:20 PM Lisa Austin Perry |
| We're only 4 DAYS AWAY from logging steps toward our community-... | 82 | 7 | Mar 10, 2020 at 9:42 AM Kayla Schultz |
| We're counting down the days until we start logging steps!!! 🚶🏃‍♀️ Ar... | 1.3K | 85 | Mar 9, 2020 at 6:00 PM Kayla Schultz |

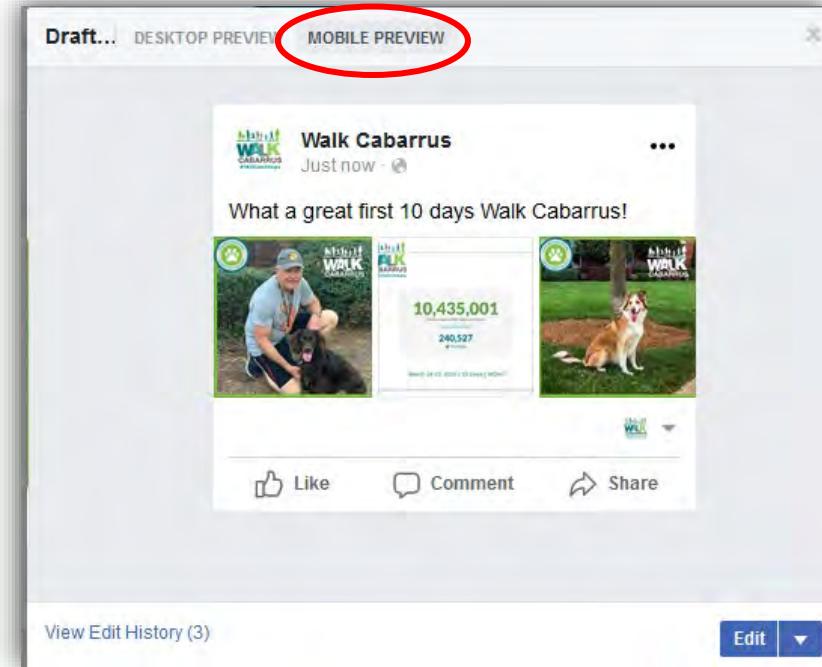
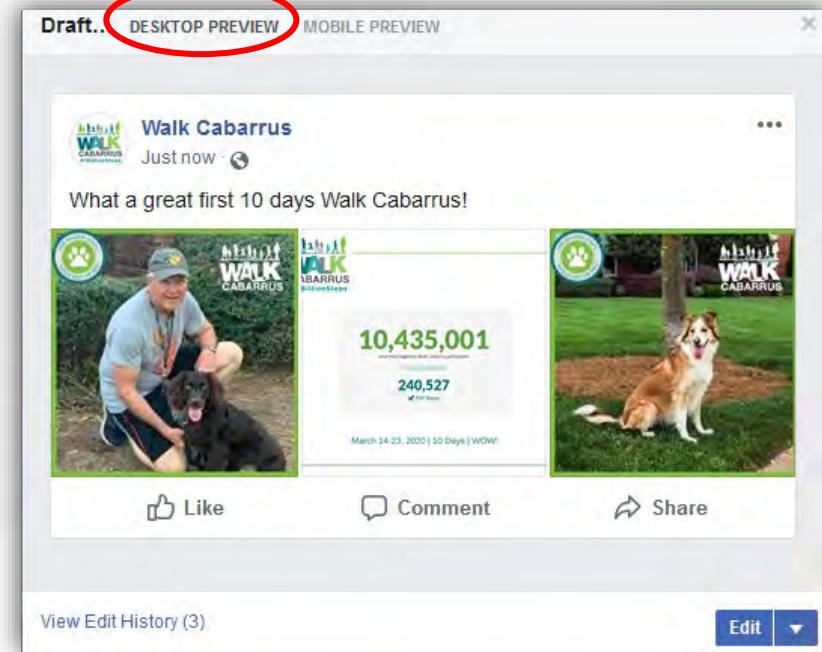
Using Drafts

- Upload photos
- Add text
- Save draft
- Look at the layout
- Edit post
- Delete or rearrange photos
- Preview for desktop AND mobile



Using Drafts

- Preview for desktop AND mobile



Creator Studio

- See the pages that matter to you with Creator Collections
- Get insights at a glance



https://business.facebook.com/creatorstudio/?mode=facebook&content_table=POST

Creator Studio

Perry Productions Social Media Manager

Content Library

See the Pages that matter to you

Control what you see in Creator Studio by selecting the Pages you want to manage. The Pages you pick will determine what appears in Creator Studio, but you can switch them up any time.

Your Content Library

Creator Studio lets you view and manage

1 / 4

Finish Later

Next

Choose which Pages you want to manage

Post Type: All

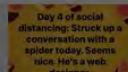
All Published

Scheduled

Drafts

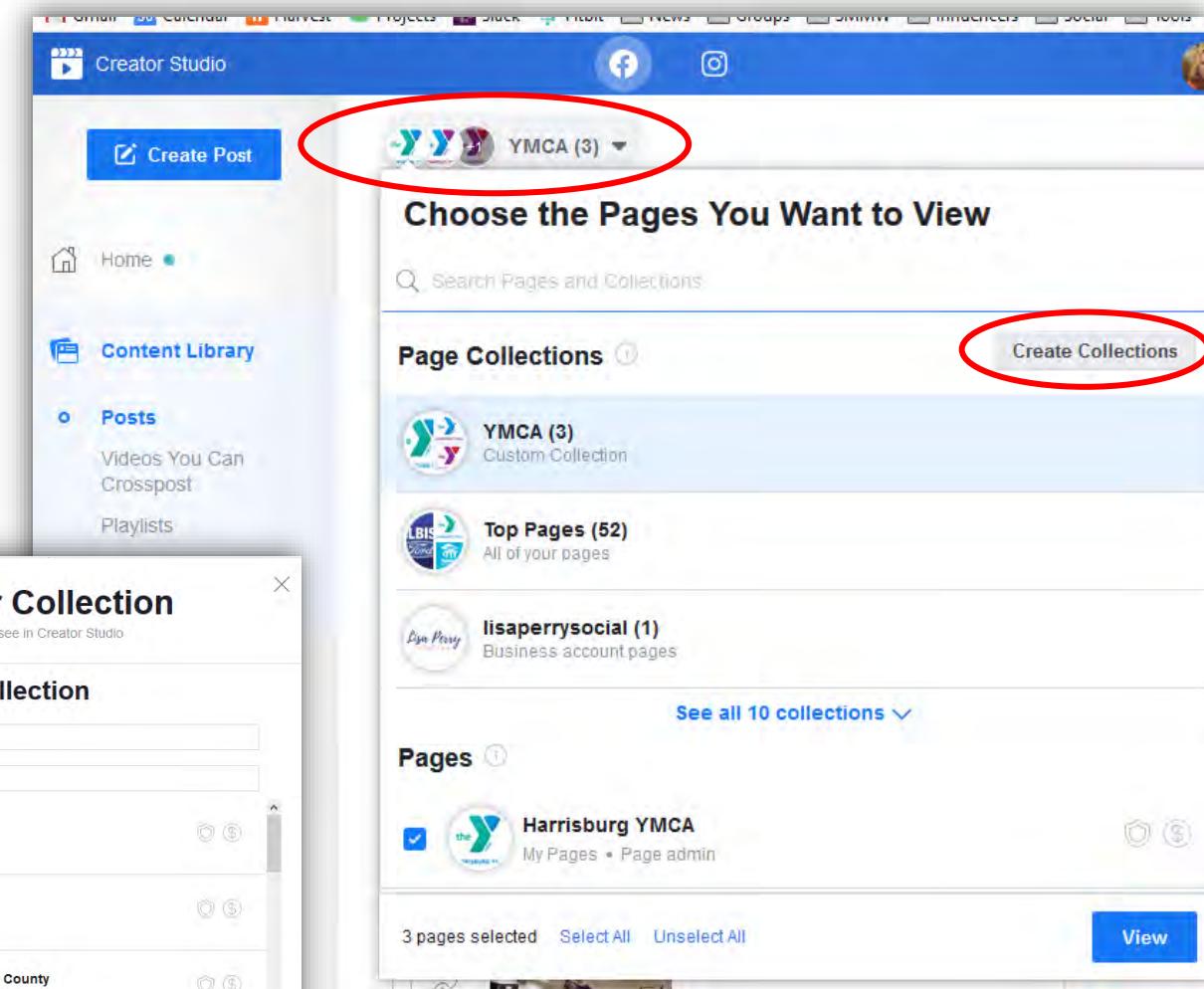
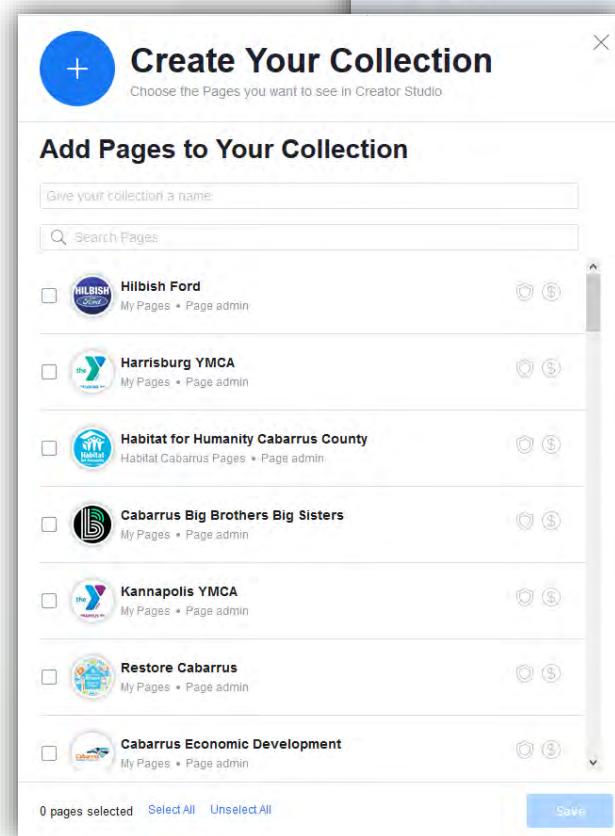
Expired

Expiring

| Post | Post Status | Published | Details |
|--|-------------|---------------------|-------------------|
|  A little Sunday humor. | Published | 03/22/2020 12:36 PM | Lisa Austin Perry |
|  FREE MARKETING WEBINAR THIS... | Published | 03/18/2020 1:44 PM | Lisa Austin Perry |
|  Practicing social distancing but s... | Published | 03/16/2020 5:03 PM | Lisa Austin Perry |
|  TECH TIP: The last few days... | Published | 03/13/2020 3:46 PM | Lisa Austin Perry |
|  We are excited to be a new pres... | Published | 03/10/2020 9:34 PM | Lisa Austin Perry |

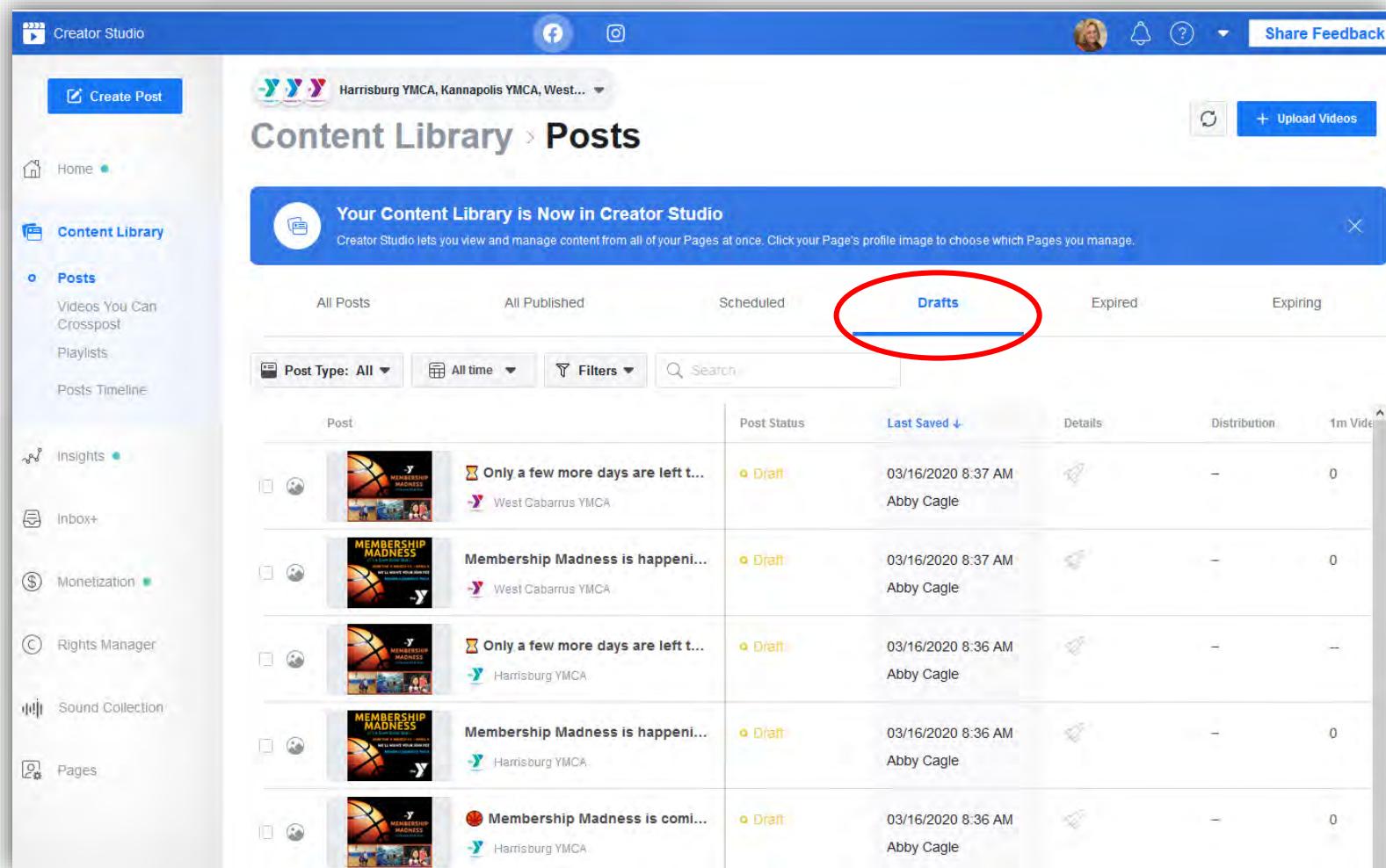
Creator Collections

- Click on the drop down arrow
- Click “Create Collections”
- Give Your Collection a Name
- Choose Pages to add to that collection



Creator Collections

- See all of your content from multiple pages at once!

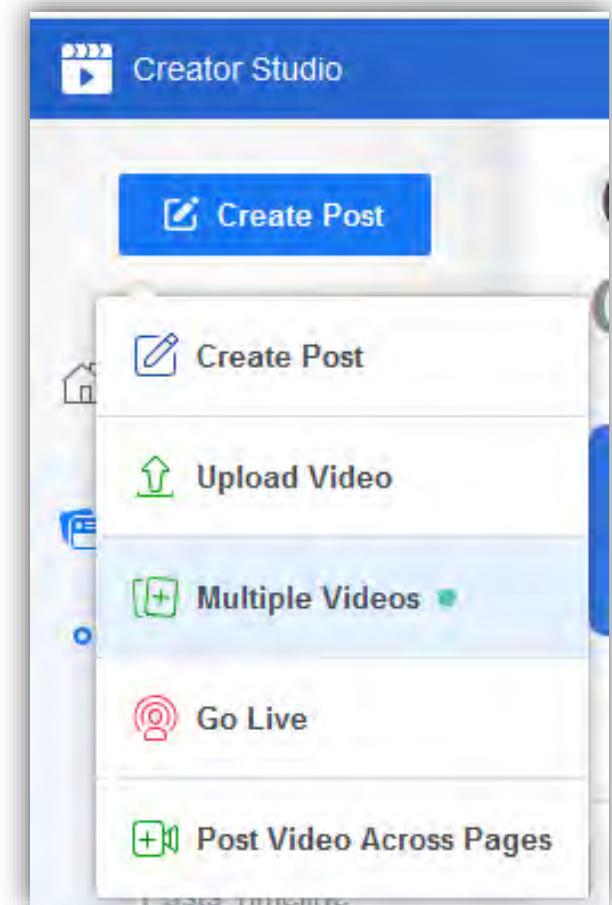
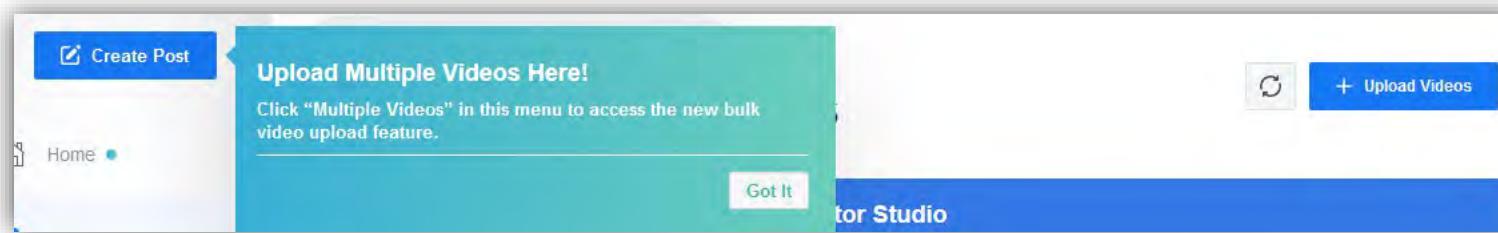


The screenshot shows the Facebook Creator Studio interface. The top navigation bar includes 'Creator Studio', social media icons for Facebook and Instagram, a user profile, and 'Share Feedback'. Below the navigation is a banner for 'Harrisburg YMCA, Kannapolis YMCA, West...'. The main area is titled 'Content Library > Posts'. A blue callout box states: 'Your Content Library is Now in Creator Studio. Creator Studio lets you view and manage content from all of your Pages at once. Click your Page's profile image to choose which Pages you manage.' Below the banner are filter buttons for 'All Posts', 'All Published', 'Scheduled', 'Drafts' (which is circled in red), 'Expired', and 'Expiring'. Under these filters is a search bar with 'Post Type: All', 'All time', 'Filters', and a 'Search' field. The main table lists six posts from three different pages: West Cabarrus YMCA, Harrisburg YMCA, and Harrisburg YMCA. Each post includes a thumbnail, a title, a status (Draft), a date (03/16/2020 8:37 AM), and a name (Abby Cagle). The table has columns for Post, Post Status, Last Saved, Details, Distribution, and 1m Video.

| Post | Post Status | Last Saved | Details | Distribution | 1m Video |
|--|-------------|--------------------|---|--------------|----------|
| Only a few more days are left t... West Cabarrus YMCA | Draft | 03/16/2020 8:37 AM |  | - | 0 |
| Membership Madness is happeni... West Cabarrus YMCA | Draft | 03/16/2020 8:37 AM |  | - | 0 |
| Only a few more days are left t... Harrisburg YMCA | Draft | 03/16/2020 8:36 AM |  | - | - |
| Membership Madness is happeni... Harrisburg YMCA | Draft | 03/16/2020 8:36 AM |  | - | 0 |
| Membership Madness is comi... Harrisburg YMCA | Draft | 03/16/2020 8:36 AM |  | - | 0 |

Creator Studio

- Time saver - batch upload multiple videos
- Come back later to do posts with them



View and Compare Video Insights

Creator Studio

Your Content Library is Now in Creator Studio

Creator Studio lets you view and manage content from all of your Pages at once. Click your Page's profile image to choose which Pages you manage.

Create Post

Home

All Posts

All Published

Scheduled

Drafts

Expired

Expiring

Content Library

Post Type: Video

Post Status: All

All time

Filters

Search

| Post | Post Status | Date | Details | Distribution | 1m Video Views | 3s Video Views | Engagement |
|--|-------------|---------------------|---|------------------|----------------|----------------|------------|
|  Get to Know Judge Nate Knust NEW ... Keep Judge Nate Knust 0:44 | Published | 02/26/2020 10:32 AM |    | +0.2x Average | 0 | 2.3K | 244 |
|  Judge Nate Knust Discusses Online Co... Keep Judge Nate Knust 0:12 | Published | 02/21/2020 9:16 AM |    | -0.1x Average | 158 | 1.9K | 106 |
|  Paula Yost Schupp's Testimonial to Kee... Keep Judge Nate Knust 0:57 | Published | 02/19/2020 6:08 PM |    | -0.2x Average | 0 | 5.3K | 217 |
|  Master Police Officer-Detective Ron Fe... Keep Judge Nate Knust 0:46 | Published | 02/23/2020 6:02 AM |    | -0.5x Average | 0 | 1.9K | 67 |
|  Linda Troutman's Testimonial to Kee J... Keep Judge Nate Knust 0:46 | Published | 02/13/2020 7:06 AM |    | +0.6x Average | 0 | 5.2K | 270 |
|  Nate Knust - Cabarrus County District C... Keep Judge Nate Knust 0:47 | Published | 02/09/2020 9:00 AM |    | +0.7x Average | 0 | 5.8K | 346 |
|  Judge Nate Knust on the Bench    0:59 | Published | 01/31/2020 2:38 PM |    | +1.2x Average | 0 | 10.2K | 467 |

Repurpose Videos

Perry Productions Social Media Marketing

Content Library > Posts

Your Content Library is Now in Creator Studio

Creator Studio lets you view and manage content from all of your Pages at once. Click your Page's profile image to choose which Pages you manage.

| All Posts | All Published | Scheduled | Drafts | Expired | Expiring | | | | | |
|---|--|----------------------------|---|---|-----------------------------|-------------------------------|-----------------------------|-----------------------------|----------------------------|------------------------|
| View post insights | Create post with video | Boost Post | View Post | Prohibit embedding | Change date | Copy Video ID | Download SD | Download HD | Expire Now | Delete |
| Post | Post Status | Date | Details | Distribution | 1m Video Views | 3s Video Views | Engagement | | | |
|  0:51 Perry Productions Social Media Marketing | Published | 03/09/2019 12:17 PM |  Kelsey Rose |    | - | 0 | 1.8K | 12 | | |
|  3:07 5 Reasons to Give Your Boss Need help ... Perry Productions Social Media Marketing | Published | 03/19/2019 7:00 AM |  Kelsey Rose |    | - | 0 | 538 | 4 | | |
|  1:12 Matthew Is Teaching the Power of Your... Perry Productions Social Media Marketing | Published | 03/11/2019 1:00 PM |  Kelsey Rose |    | - | 0 | 106 | 6 | | |
|  0:51 MEREDITH BEREGOFSKI Why We HAD to Have Meredith at Get S... Perry Productions Social Media Marketing | Published | 02/06/2019 12:41 PM |  Kelsey Rose |    | - | 0 | 2K | 77 | | |
|  0:51 Take 2! You Don't Have to Be Perfect th... Perry Productions Social Media Marketing | Published | 01/17/2019 4:27 PM |  Kelsey Rose |    | - | 0 | 1.3K | 5 | | |
|  0:51 Our GET SOCIAL! 2019 Speakers Will Be... Perry Productions Social Media Marketing | Published | | | | | | | | | |

A red oval highlights the second video post in the list, titled "Take 2! You Don't Have to Be Perfect th...".

Repurpose Videos

Perry Productions Social Media Marketing
Published by  Kelsey Rose [\(?\)](#) · February 6, 2019 · 

You see people on social media all the time with flawless videos right? Maybe you have even seen Lisa doing her fun Marketing Minutes that look effortless for her. FALSE!!! Check out her bloopers reel to see behind the scenes at what a video shoot at #41Edgewood ACTUALLY looks like!

And be sure to register for the Get Social! Conference in April to learn more about video from [Jennings Burchfield](#) with [Unlocked Videography](#). Get your ticket today: getsocialsmmc.com



Performance for Your Post

3,014 People Reached

2,007 3-Second Video Views

77 Reactions, Comments & Shares

| Like | On Post | On Shares |
|--|---|---|
| 29 | 7 | 22 |
|  Love |  On Post |  On Shares |
| 10 | 5 | 5 |
|  Haha |  On Post |  On Shares |
| 20 | 9 | 11 |
| Comments | 6 | 9 |
| 15 | 3 | 0 |
| Shares | 3 | 0 |

235 Post Clicks

| Clicks to Play | Link Clicks | Other Clicks |
|----------------|-------------|--------------|
| 43 | 2 | 190 |

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

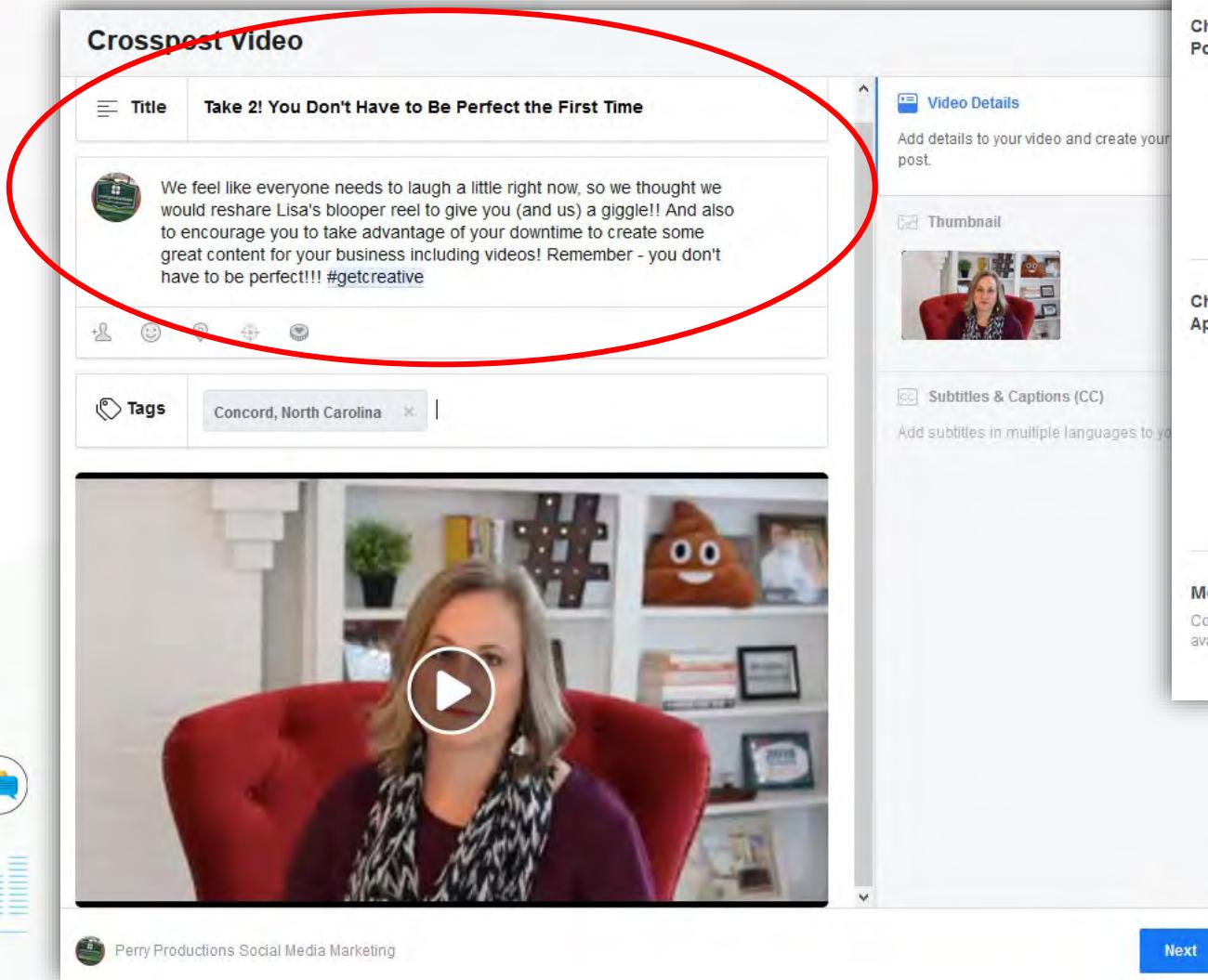
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

[Create Post With Video](#) [Edit Post](#) [View Promotion](#)



Repurpose Videos



Crosspost Video

Title Take 2! You Don't Have to Be Perfect the First Time

We feel like everyone needs to laugh a little right now, so we thought we would reshare Lisa's blooper reel to give you (and us) a giggle!! And also to encourage you to take advantage of your downtime to create some great content for your business including videos! Remember - you don't have to be perfect!!! #getcreative

Tags Concord, North Carolina



Perry Productions Social Media Marketing

Next

Crosspost Video

Publishing Options

Choose How to Publish Your Post

Publish now

Schedule

Backdate

Save as Draft

Choose Where Your Post will Appear

News Feed

Stop News Feed Distribution

Target Specific Audiences

Allow Embedding

Add as Secret Video

Moderation

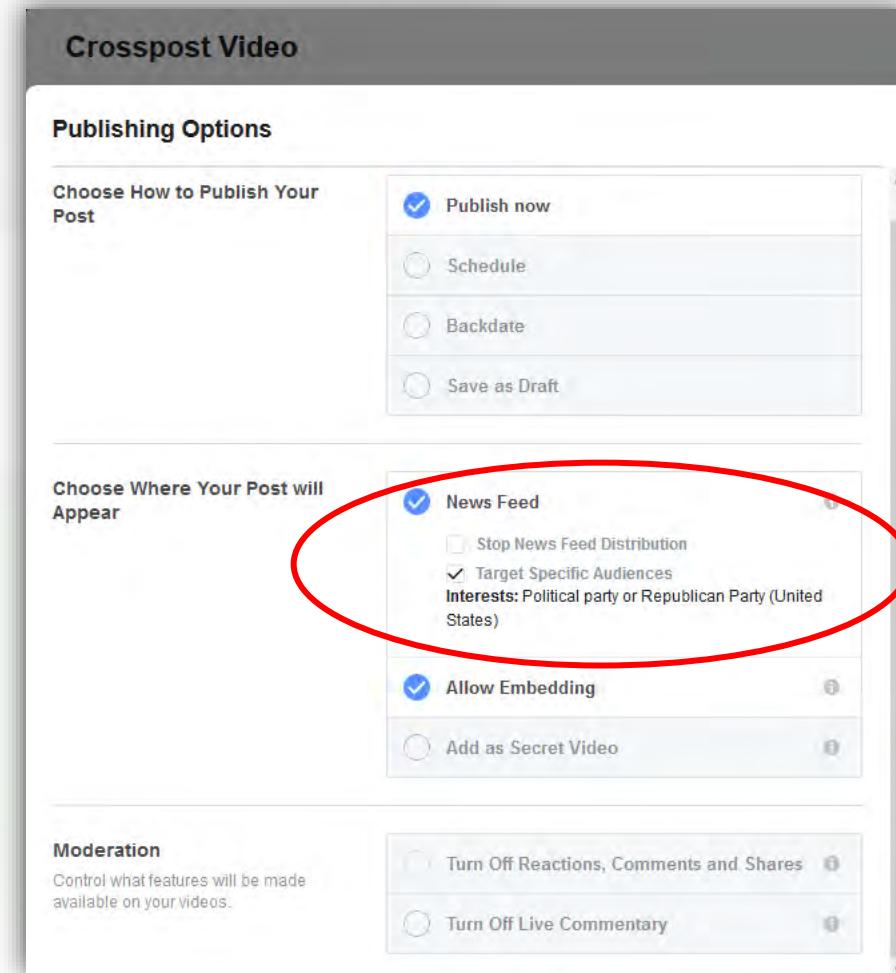
Control what features will be made available on your videos.

Turn Off Reactions, Comments and Shares

Turn Off Live Commentary

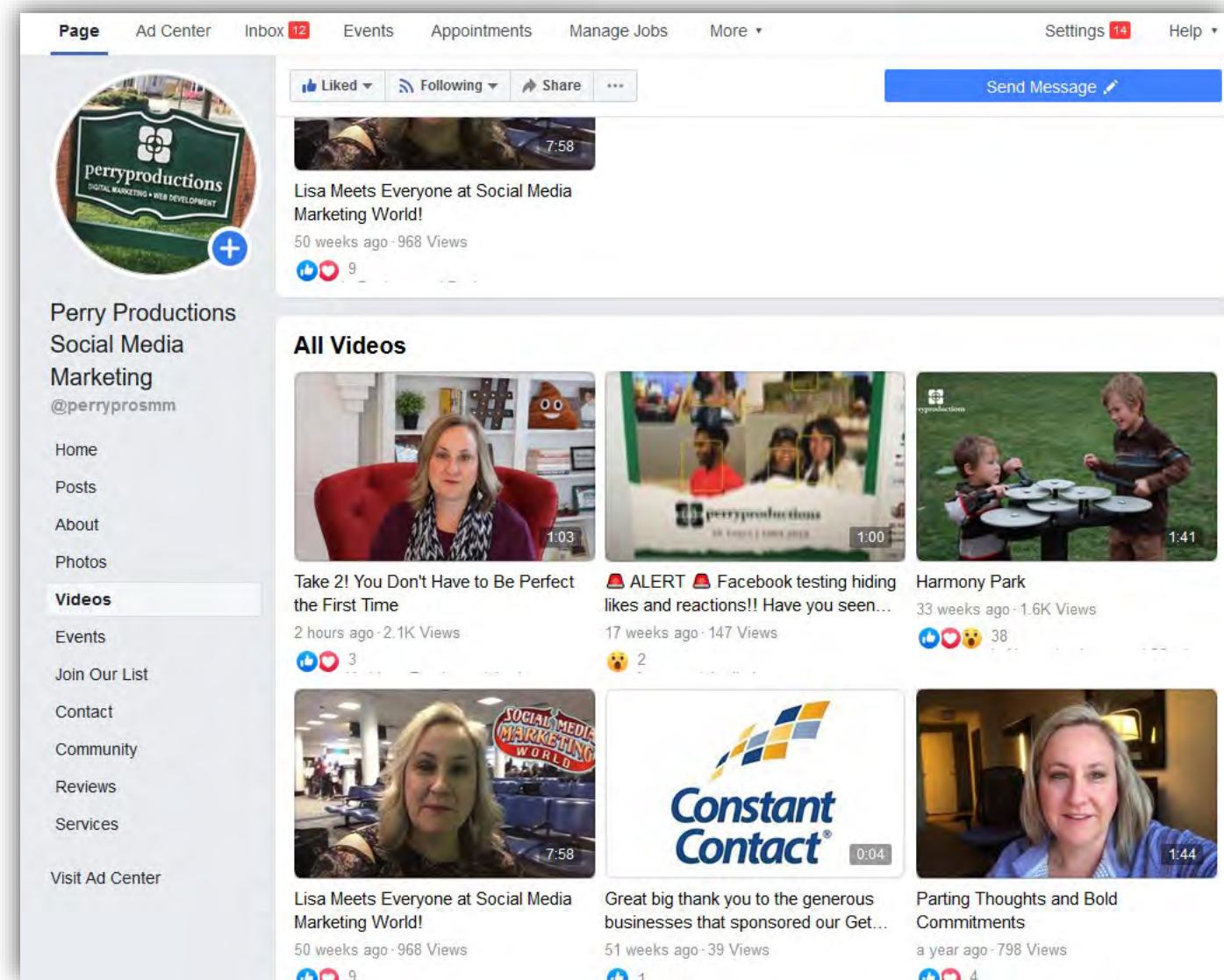
Repurpose Videos

- Back to Judge Nate Post example for a minute...
- Target a more specific audience
- Maintains the views



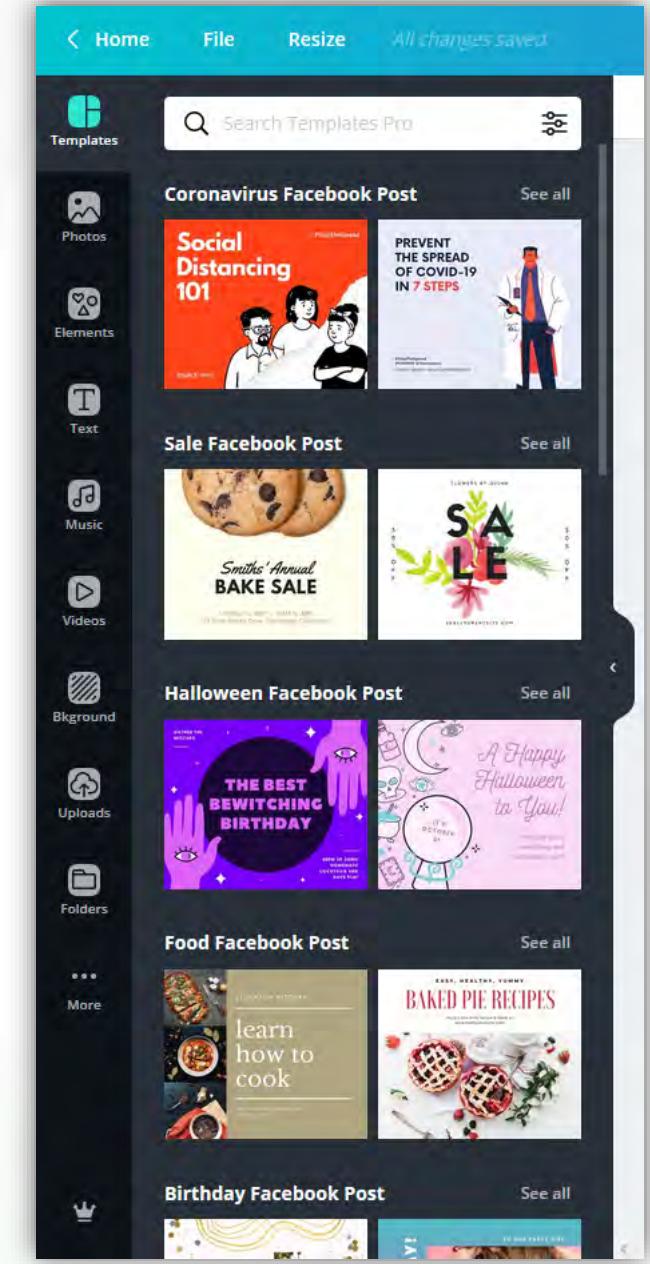
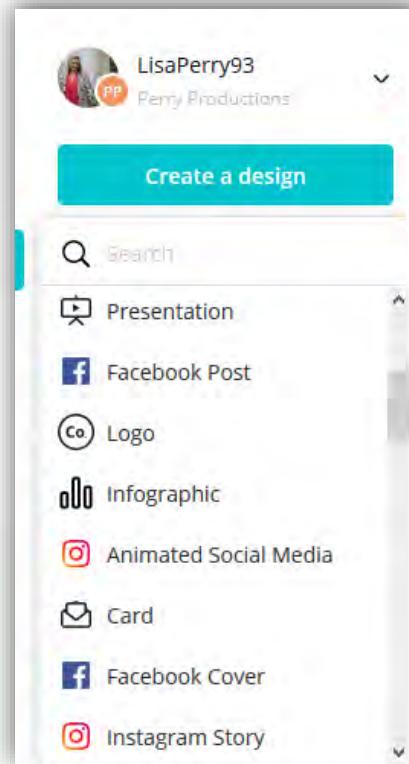
Repurpose Videos

- Video views are cumulative
- You don't have the same video posted multiple times in your Videos tab

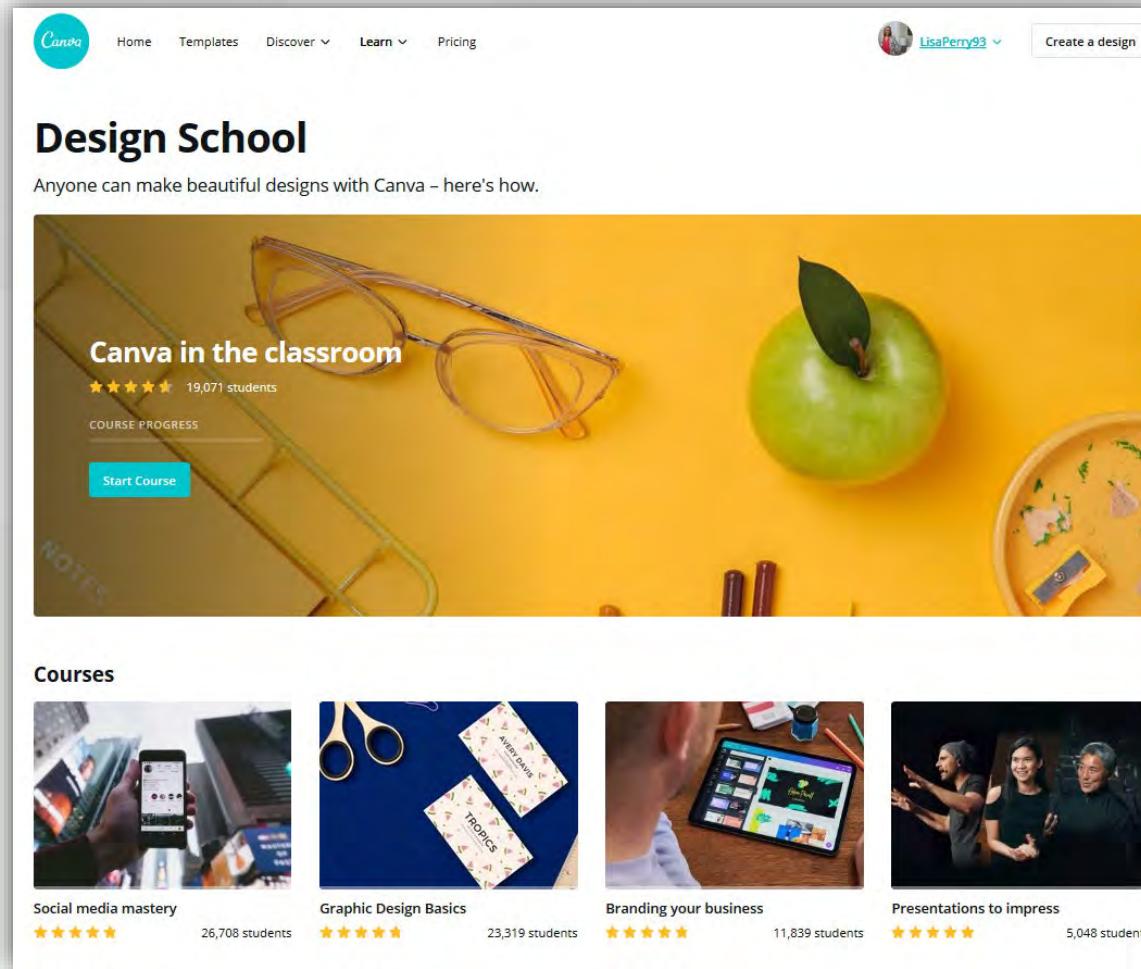


Favorite Tool - Canva

- Preset sizes
- Templates
- Brand color palettes
- Brand font library



Favorite Tool - Canva



The screenshot shows the Canva Design School homepage. At the top, there's a navigation bar with links for Home, Templates, Discover, Learn, and Pricing. A user profile for 'LisaPerry93' is on the right, along with a 'Create a design' button. The main title 'Design School' is displayed in a large, bold font. Below it, a sub-headline reads 'Anyone can make beautiful designs with Canva – here's how.' A large image of a green apple, a pair of glasses, and a ruler on a yellow background is the central visual. The title 'Canva in the classroom' is overlaid on this image, along with a star rating of 4.5 and 19,071 students. A 'Start Course' button is visible. Below this, there's a section titled 'Courses' featuring four course thumbnails: 'Social media mastery', 'Graphic Design Basics', 'Branding your business', and 'Presentations to impress'. Each thumbnail includes a small image, the course title, a star rating, and the number of students.

Design School

Anyone can make beautiful designs with Canva – here's how.

Canva in the classroom

★★★★★ 19,071 students

COURSE PROGRESS

Start Course

NOTES

Courses

Social media mastery

★★★★★ 26,708 students

Graphic Design Basics

★★★★★ 23,319 students

Branding your business

★★★★★ 11,839 students

Presentations to impress

★★★★★ 5,048 students

www.designschool.canva.com

Other Resources

- Ultimate Emoji Cheatsheet
- The Month Ahead
- Both created in Canva!



APRIL 2020

THE MONTH AHEAD

Social Media Ideas and Themes for Your Business to Use

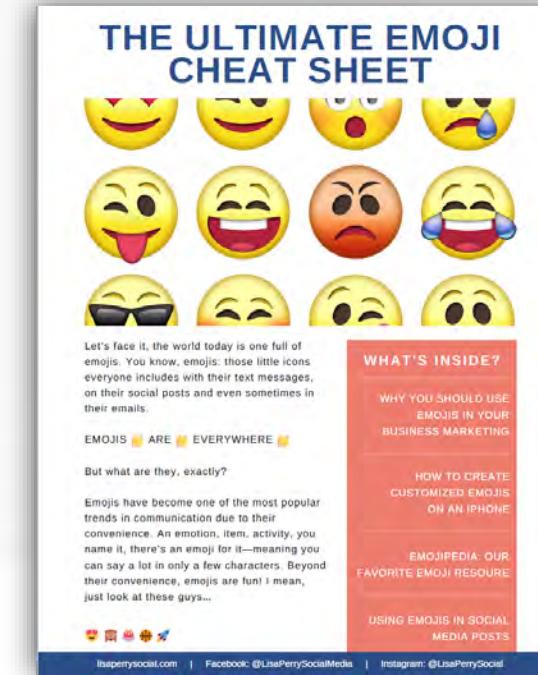
Social Media in a Time of Social Distancing

Now, more than ever, we need to come together in unconventional ways. We need to connect, engage, and reach out to one another. Luckily, that's what social media is for. Technology can often make us feel cynical, but how amazing is it that we have the means to connect in a time when we're forced to stay apart? There are a lot of reasons why we love social media, and yes, most of them are marketing related, but ultimately we love that connection. It's unlike anything else. We encourage all of you to try new things in the coming months that help you feel more connected to your audience. We'll be sure to do the same with ours. Stay safe out there.

WHAT'S NEW WITH LISA PERRY SOCIAL?

Join us for a FREE webinar on March 20, 2020 at 12pm EST! During this live session with Lisa, you'll learn how to plan the next year's worth of social media marketing for your business. The next few months may be uncertain, but your year won't be!

lisaperrysocial.com | Facebook: @LisaPerrySocialMedia | Instagram: @LisaPerrySocial



THE ULTIMATE EMOJI CHEAT SHEET

Let's face it, the world today is one full of emojis. You know, emojis: those little icons everyone includes with their text messages, on their social posts and even sometimes in their emails.

EMOJIS ARE EVERYWHERE

But what are they, exactly?

Emojis have become one of the most popular trends in communication due to their convenience. An emotion, item, activity, you name it, there's an emoji for it—meaning you can say a lot in only a few characters. Beyond their convenience, emojis are fun! I mean, just look at these guys...

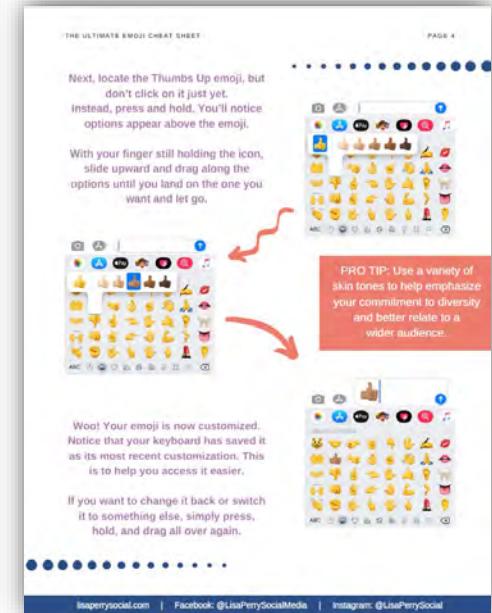
WHY YOU SHOULD USE EMOJIS IN YOUR BUSINESS MARKETING

HOW TO CREATE CUSTOMIZED EMOJIS ON AN IPHONE

EMOJIPEDIA: OUR FAVORITE EMOJI RESOURCE

USING EMOJIS IN SOCIAL MEDIA POSTS

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THE ULTIMATE EMOJI CHEAT SHEET

PAGE 4

Next, locate the Thumbs Up emoji, but don't click on it just yet. Instead, press and hold. You'll notice options appear above the emoji.

With your finger still holding the icon, slide upward and drag along the options until you land on the one you want and let go.

PRO TIP: Use a variety of skin tones to help emphasize your commitment to diversity and better relate to a wider audience.

Wow! Your emoji is now customized. Notice that your keyboard has saved it as its most recent customization. This is to help you access it easier.

If you want to change it back or switch it to something else, simply press, hold, and drag all over again.

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Day Observances

April Fool's Day (April 1st)
Be careful with this one. Social media pranks are always fun on days like this, but be sure not to worry or offend your audience. Go with something light!

Easter (April 12th)
World Heritage Day (April 18th)
This is the perfect day to celebrate different cultures from all over the world! Maybe you have employees or customers willing to be featured.

Volunteer Recognition Day (April 20th)
Give all of your amazing volunteers the shoutouts they deserve on this awesome day!

Superhero Day (April 28th)
Stay active during "social distancing" by dressing up as a superhero and performing (safe) stunts at home. Share your best videos on social media!

International Jazz Day (April 30th)

E-Mail Subject Lines

On the Hunt for Great Deals! - Shop Online for Easter Savings!

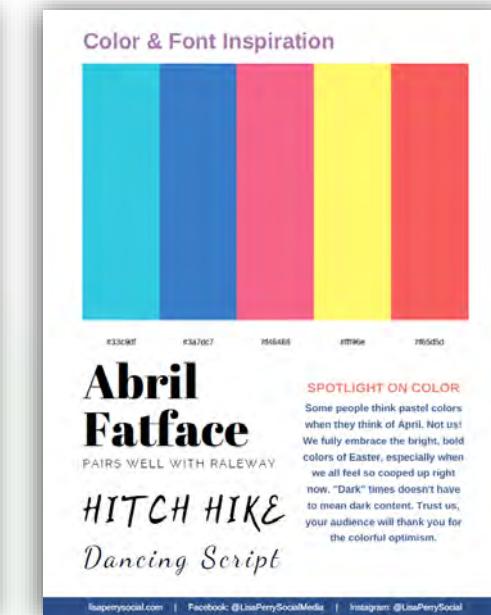
Spring Is in Full Swing - Enjoy Some Fresh Air during Social Distancing

Social Distancing Pastimes - How Our Staff Is Keeping Busy

April Showers? Try April Savings! - Save Up to 50% Online Only!

Spread Awareness this April - What You Need to Know about [Cause]

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Color & Font Inspiration

Color palette: #3399FF, #3A70C7, #E64A80, #FFA500, #FF0000

Abril Fatface

PAIRS WELL WITH RALEWAY

HITCH HIKE

Dancing Script

SPOTLIGHT ON COLOR

Some people think pastel colors when they think of April. Not us! We fully embrace the bright, bold colors of Easter, especially when we all feel so cooped up right now. "Dark" times doesn't have to mean dark content. Trust us, your audience will thank you for the colorful optimism.

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Instagram Stories 101 Online Workshop

- Over 2 hours of step-by-step, video-based education
- Split up into **6 modules** and **individual videos** so you can return to ones you need to rewatch
- Live in-app demonstrations
- TONS of examples for inspiration
- Normally this course is \$127, but you can get the course today for **only \$97 (a discount of \$30 off the regular price)** – Coupon Code: **WEBINAR**

lisaperrysocial.com/igstories101

Module 2: The Basics



Snapshot

Ready to create a new Instagram Story? That's what this second module is all about! Consider...



Lesson 1: How to Create an Instagram Story

There's more than one way to create a Story on Instagram. I'll walk you through the o...



Lesson 2: How to Add Text to a Story

Now that you've got your story started, I'm sure you have something to say. For that...



Lesson 3: How to Do a Text-Only Story

Not everything needs a photo or video. Sometimes all you need is to get the word out. Other times...



Lesson 4: How to Add a Location or Mention Tag

Let your followers know where you are and who you're with by adding a simple tag to your St...



Lesson 5: Why You Should Add a Location Tag

As you know from the last lesson, it only takes a few clicks to add a tag, but it gets you in fro...



Lesson 6: Why You Should Add a Mention Tag

Mentions are a great way to cross-promote with other brands, especially during special events. Ho...

How Can You Connect with me?

Facebook Group: facebook.com/groups/socialmediasuccesswithlisa



The screenshot shows the Facebook group page for 'Social Media Success with Lisa Perry'. The group is a public group created by Lisa Perry Social. The main banner features a photo of Lisa Perry smiling. The group has 112 members and 101 invitees. The description welcomes members to learn about social media marketing and connect with others. The group type is listed as Social Learning, and the location is the United States. The sidebar on the left shows various group members and their posts, including a recent update from Lisa Perry Social.

Social Media Success with Lisa Perry

Public group

Joined Notifications Share More

Write Post Photo/Video Live Video More

Write something...

Photo/Video Ask for Reco... Check in

NEW ACTIVITY

Lisa Perry Social updated the description.

Admin · Published by Avalin Inman · March 18 at 1:45 PM

Welcome to the Social Media Success with Lisa Perry! This group was created by Lisa Perry Social to give business owners and professionals a place to learn more about social media marketing and connect with others on the topic.

GROUP RULES

Please read our group rules before posting. Posts that violate these rules will be deleted and violators are subject to being banned.... See More

Seen by 11

INVITE MEMBERS

MEMBERS

101 members

DESCRIPTION

Welcome to the Social Media Success with Lisa Perry! This group ... See More

GROUP TYPE

Social Learning

LOCATION

North America United States

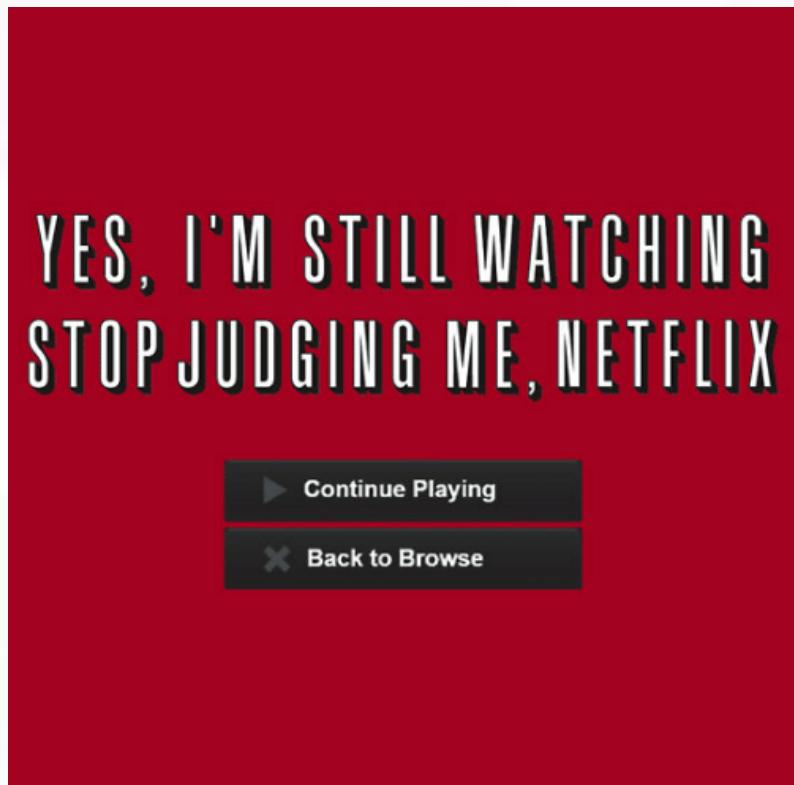
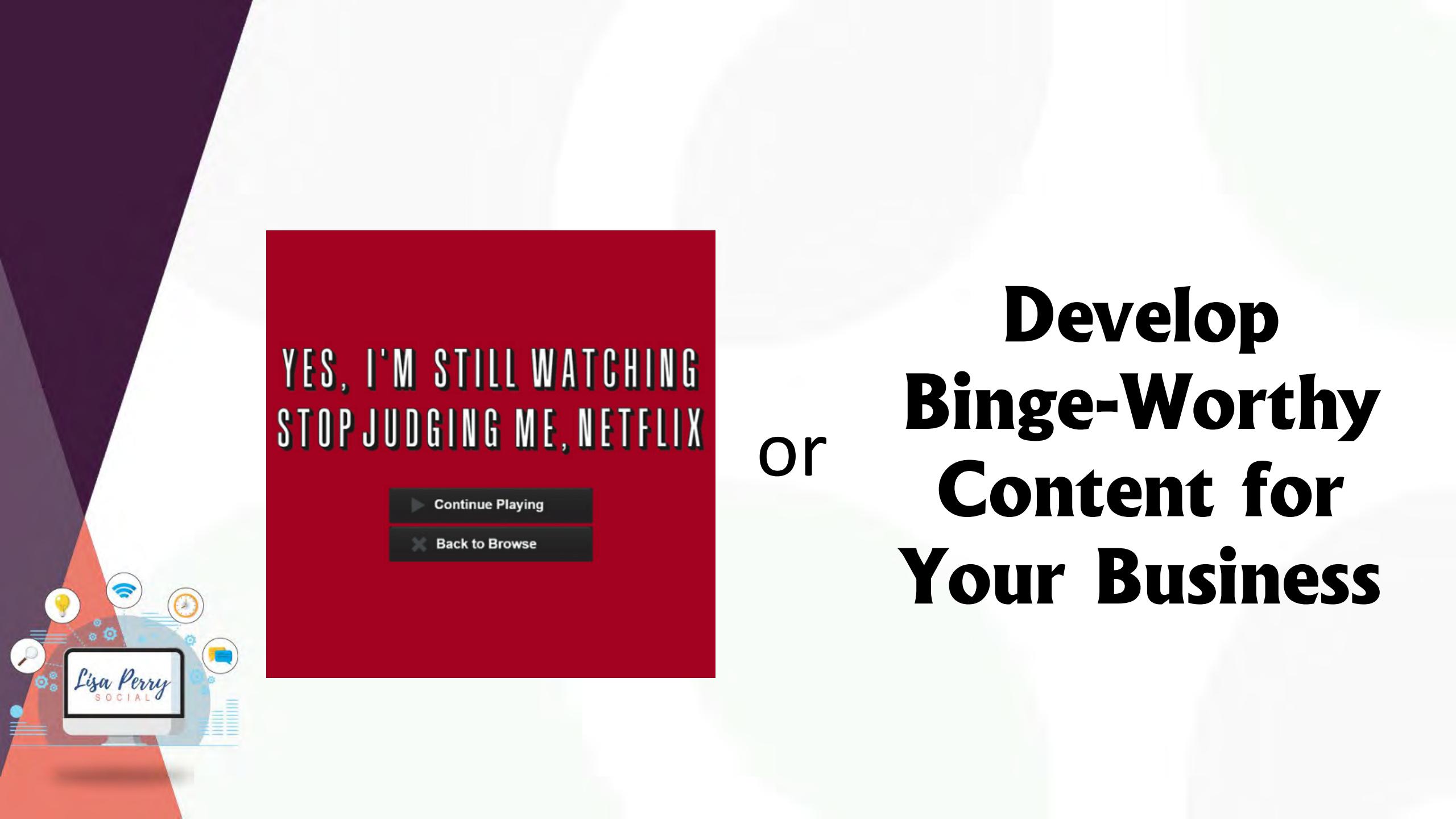


Watch more of my webinars!



<https://bit.ly/2020-webinars>





or

**Develop
Binge-Worthy
Content for
Your Business**

Thank You for Attending!

- You took the time to be here today
- You learned about lots of new Facebook trends
- Now, TAKE ACTION TODAY and use something you learned to make your marketing better for the rest of the year

Website

www.lisaperrysocial.com

Facebook and Instagram

[@LisaPerrySocialMedia](https://www.instagram.com/LisaPerrySocialMedia)

LinkedIn

[@lisaannperry](https://www.linkedin.com/in/lisaannperry)

Email

lisa@perryproductions.com

