

The Road To Social Media Success

Basic Social Media Content & Marketing Strategies

June 16, 2021 / Noon - 1 PM

Digital Storytelling Series with PBS Western Reserve

- Community partners, members, and individuals can learn the tools in creating digital content for effective digital storytelling.
- You will learn about digital content creation through website creation, video, audio podcasting, content strategy, and more.

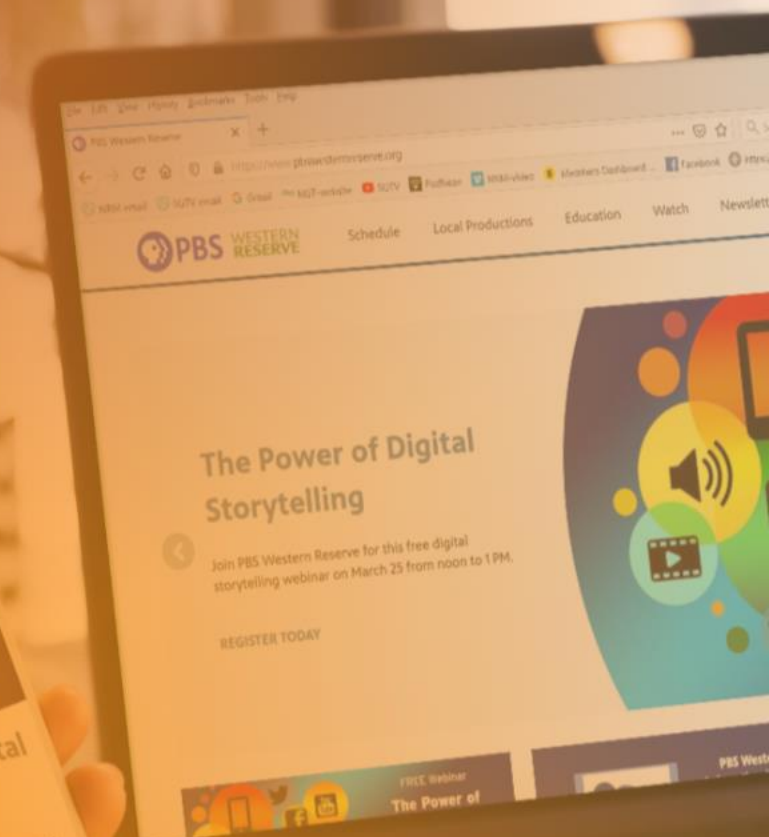
Questions:

Feel free to submit any questions or comments in the chat box during the presentation.

Topics

- The 5 W's of Your Strategy
- What is a social media content and marketing strategy?
- The benefits of a social media content and marketing strategy?
- The steps in developing a content marketing strategy?
- Plan and Create Content
- Distribute and Track

The 5 Ws of Your Strategy



The 5 W's of Your Strategy

1. Why do you want to be on social media?
2. Who is your target audience?
3. What are you going to share?
4. Where are you going share?
5. When are you going share?

What is a social media content and marketing strategy?

What is a social media content and marketing strategy?

- Social media content and marketing is using social media platforms to sell a product or service, promote a brand or event with creative content.
- A social media strategy is an outline of your social media goals, tactics, and measurement to track progress.

Benefits of a social media content and marketing strategy?

Benefits of a social media content and marketing strategy?

- A social media content and marketing strategy helps in learning what, when, and where to publish, to help increase the visibility and impact of your content.
- A social media content and marketing strategy guides you along to achieve your plan and goals.

Steps in developing a social media content and marketing strategy

Steps in developing a social media content marketing strategy

- **Learn your audience**
 - Who are they?
 - Are they interested in your content or objective?
 - What platforms are they most engaged?
 - When and how do they consume content?
- **Keyword/hashtag Research**
 - Trending keywords/hashtags differ on many platforms

Steps in developing a social media content marketing strategy

- **Set Goals**

- S, M, A, R, T
- Specific, Measurable, Achievable, Relevant, and Timely

- **Business objectives (examples)**

- Increased exposure
- Increase external website traffic
- Brand awareness
- Sell products, services, or events

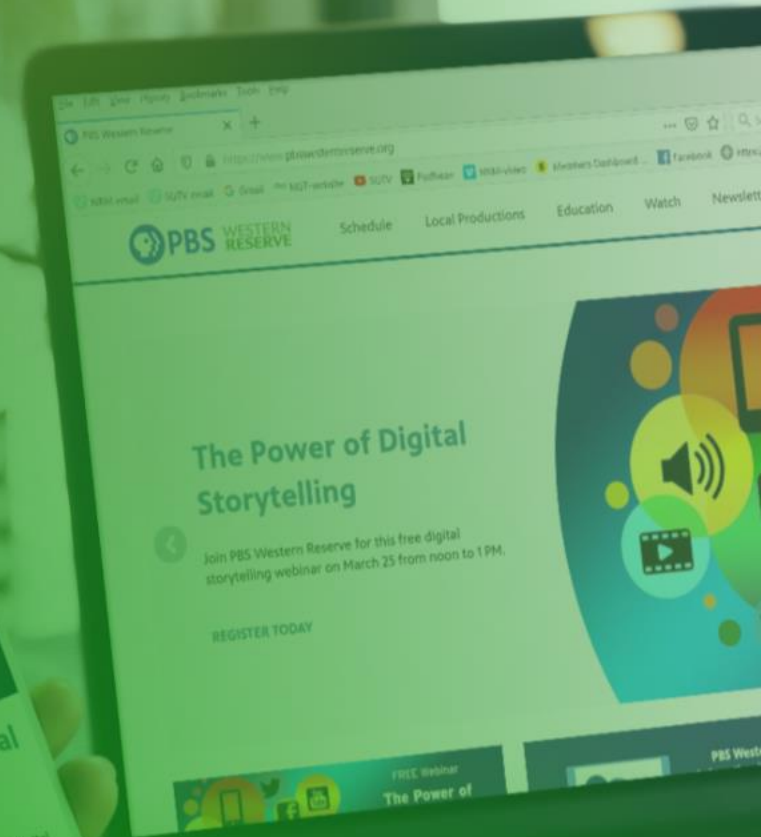
Steps in developing a social media content marketing strategy

- **Social objectives**
 - Grow social media page followers
 - Post engagement
- **Plan Your Content**
 - What type of content will be used?
 - Text, Image, Video, Link, or all the above
 - What is your message across platforms?
 - Facebook, YouTube, Twitter, Pinterest. Instagram

Steps in developing a social media content marketing strategy

- Content/Editorial Calendar
- Promote and distribute your content
 - Be strategic
 - Watch other campaigns
 - Stand out
- Measure results

Platforms



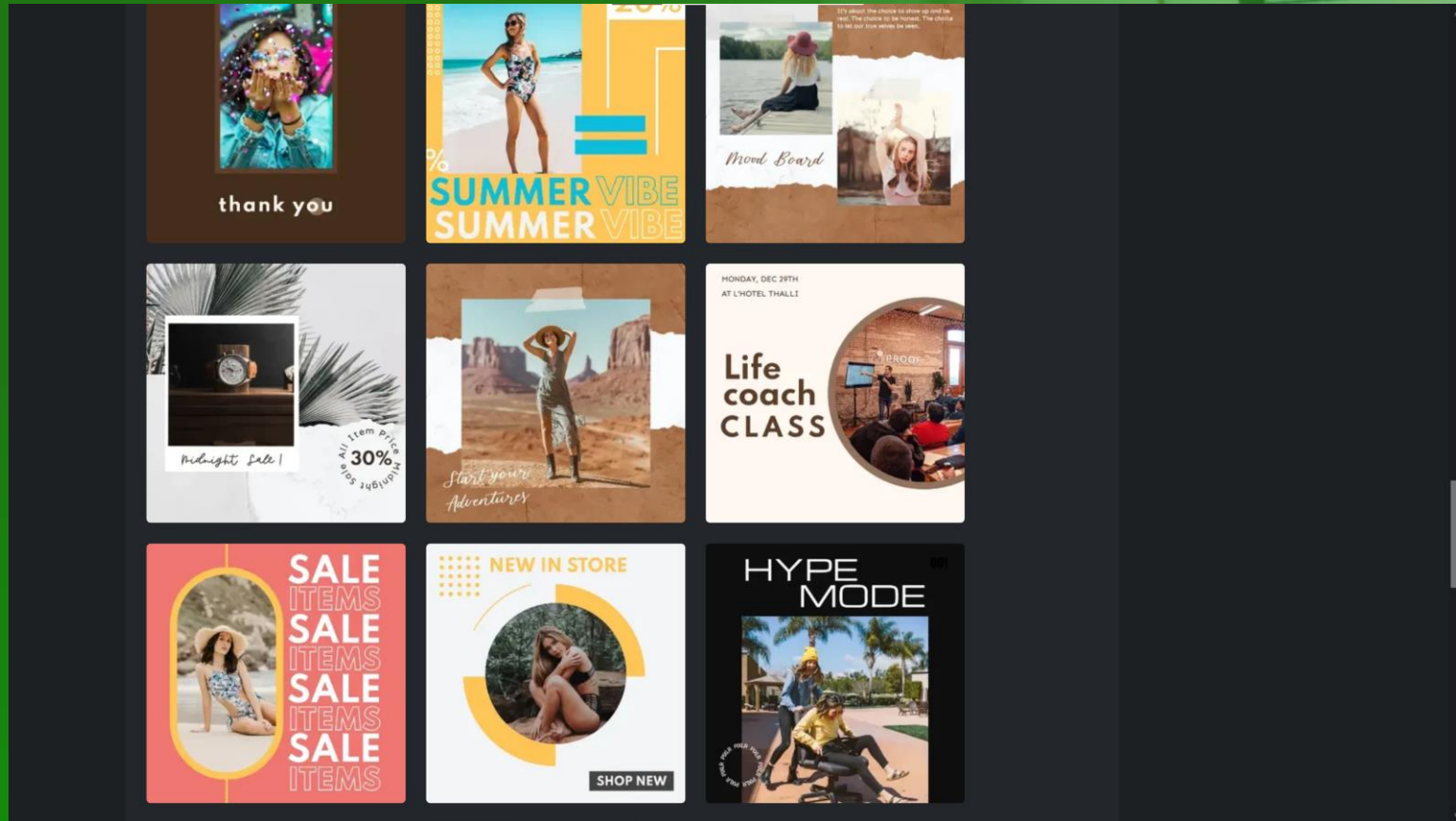
Platforms: Canva

The screenshot displays the Canva website's main interface. At the top, there is a navigation bar with the Canva logo, links for Home, Templates, Features, Learn, and Pricing, a search bar for templates, and a 'Create a design' button. Below the navigation bar, a grid of various design templates is shown, including a Berkshire University report, an Earth Day poster, a 'Fresh Starts' poster, a 'Summer Block Party' poster, a 'Movie Night' poster, a 'How to Support' infographic, and a 'Nutrition' infographic. Below the grid, a section titled 'Facebook Posts' features four example posts: one about blueberries and memory loss, one for a beach cruise, one for a 'Design Challenge' between cloud storage and hard drives, and one for a birthday message.

Platforms: Pixlr

The screenshot displays the Pixlr website's template selection interface. At the top, the Pixlr logo is on the left, and 'Login / Sign up' is on the right. A sidebar on the left contains navigation icons for HOME, HISTORY, TEMPLATES, and IMAGES, along with a plus sign and a 'Try Free Premium!' button. The main content area is titled 'Templates' and includes the instruction: 'Browse and find a template by selecting what type of design you want to create below.' Below this, a row of template categories is shown: Recommended, Instagram Post, Instagram Story, YouTube Thumb, YouTube Art, Facebook Post, and Facebook Story. The 'Instagram Post' category is selected, showing a grid of various social media templates. These include a refrigerator with magnets, a wide-branded braided hat for sale at \$12.99, a travel advertisement for a red car with 'ZERO BOOKING FEES +35 600 90 90', and other designs related to diet and online discounts. On the right side of the interface, a large blue advertisement for Bluehost is visible, featuring a cartoon character and the text: 'With the right website, you can do anything. Start Building Today bluehost'.

Platforms: Pixlr



Platforms

Online design and publishing tools with provide social media templates.

- Canva
- Pixlr

Copyright free images, videos and music

- pixabay.com
- pexels.com

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