

GRFX-4503 - SPG25

SOCIAL MEDIA WORKSHOP 3

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- REVIEW: PROFESSIONAL
 - Business Info in Bio/Profile
 - CONTENT CREATION
 - Definition
 - Goal
 - Key Terms
 - CONTENT CALENDAR(S)
 - Required and Why
 - (Free) Schedulers
 - INSTAGRAM
 - Post (Single/Carousel)
 - Reels (+Captions)
 - Optional: Highlights
 - Not Allowed: Stories or Live
 - LINKED IN
 - BEHANCE
- THE BASICS
 - Create Shareable Content
 - #Hashtags
 - @Handle/Mentions
 - URLs > Shortened & When Possible
 - Connect Everything and Grow
 - Know Your Audience +
 - Track Your Results (Analytics)
 - ENGAGE!
 - REVIEW: SOCIAL MEDIA FORMS A & B
 - BEGIN: SOCIAL MEDIA FORM C
 - WHAT'S DUE NEXT CLASS

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GRFX-4503 SPRING 2022

section 1

BRAND

"It's not what YOU say it is. It's what THEY say it is."
Marty Neumeier, *The Brand Gap*

This is where we begin. A brand is not (just) your logo, nor is it (just) your visual identity. A brand is at the core of all of these things – and all of these things together form and reinforce **the perception (= brand)** for a business or product.

The Bottom Line is that if there is one primary reason to strategically engineer your brand's persona/personality inside and out, it is to crystallize the flavor of customer experience you deliver. This process should influence your strategy for every point of contact from the tone of marketing communications to the brand's visual style and design to how you dress when you show up in one of your Instagram shots (or get tagged in another company's shot). **Your brand is the experience customers have when doing business with your company.**

GRFX-4503 SPRING 2022

brand

overview

One must see how the concept of a brand applies to the designer's skills. **Beyond the marketing service, it is also an investment in one's mental health and longevity of a career in the creative field of work for hire.** It becomes both a consistent perception of one's business presence for focus, and it also becomes a shield or veil between one's personal worth and the worth one's work and design output in the service of another.

USING A PROFESSIONAL ACCOUNT TO DO BUSINESS

CREATOR OF BUSINESS

- Post scheduling:** This matters because it's easier to create posts in batches and automate their delivery than it is to sit down and create a new post from scratch every time you want to share content.
- Facebook Creator Studio** resources like the Sound Collection for Instagram post audio, post-testing to see which versions of your content perform better, and messaging management.
- Analytics** to help you track the content that delivers the best results for your business.
- Calls to Action**, including Instagram's **Contact Button**, **Action Buttons**, and **Gift Card/Delivery Button**. These CTAs help convert followers to customers so you can grow your revenue.
- Link stickers in Stories.** These replaced the ~~Swipe Up function~~ in mid-2021 and they help drive traffic from Instagram to your business website.

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DAVID WARD MEDIA

What is Content Creation?

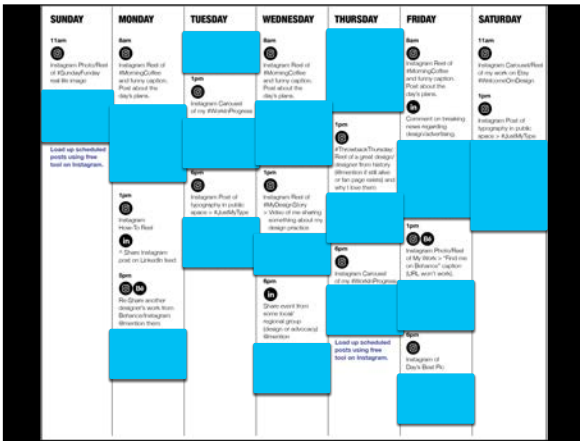
THE ESSENTIAL CONTENT MARKETING GLOSSARY: 50+ TERMS YOU NEED TO KNOW

By Juli Harris

By Juli Harris | Published January 12, 2022 | General Business Tips

Content marketing

CMI defines content marketing as "a strategic marketing approach of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action."



WHY SHOULD YOU USE A SOCIAL MEDIA CONTENT CALENDAR?

- I will keep you **organized** and **reduce stress**.
- It will build credibility via **consistency**.

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What do you get when you use the no. 1 social media marketing platform??

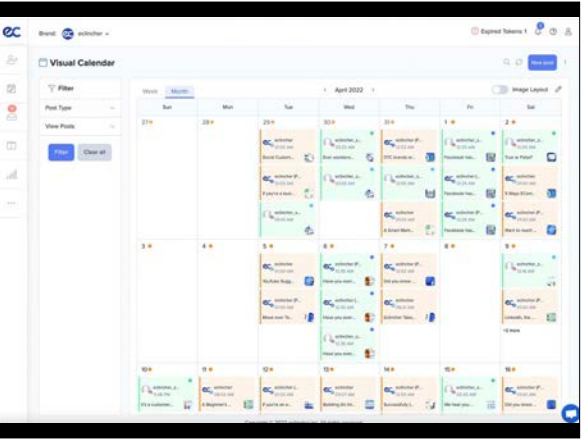
More free time

Schedule across all your networks in a few taps

Nexttime assists. With Hootsuite, you can design, schedule, and publish content for all your networks from one dashboard. Create dazzling assets fast with Canva templates. Have AI write your captions and hashtags for you, then get approval with seamless workflows.

- Big wins
- Inner peace
- Less work
- Reputation protection

Explore all features



1. Schedule Instagram posts

Connect your Instagram creator account to Sprout Social. Adding your creator account gives you access to Business profile features like direct publishing, first comment, robust analytics and replying to comments in the Smart Inbox. Alternatively, you can continue to [schedule Instagram posts](#) using Creator Studio.

To schedule posts from the [Creator Studio](#):

- Click the green **Create Post** button in the top left corner of your **Creator Studio dashboard**.
- Upload your content, write your caption, tag other accounts or include any other info you'd like.
- When you're ready to publish, hit the drop-down arrow next to **Publish** in the bottom right corner.

This is for a Creator account.

Business accounts have even more than this.

HOW TO SCHEDULE POSTS

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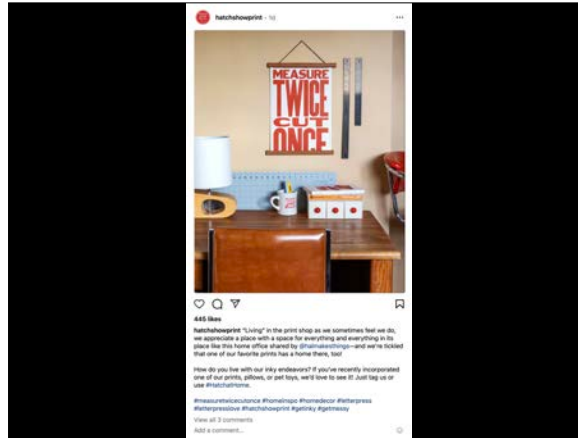
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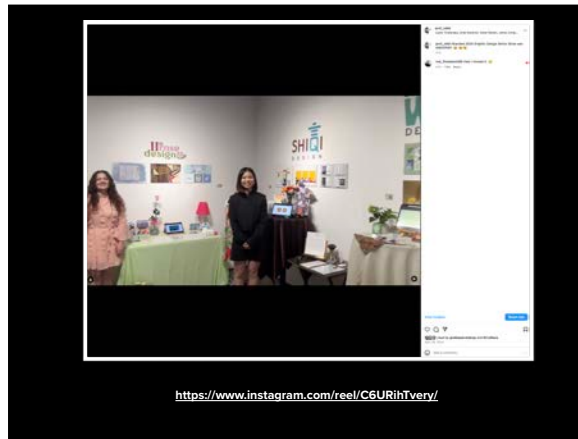


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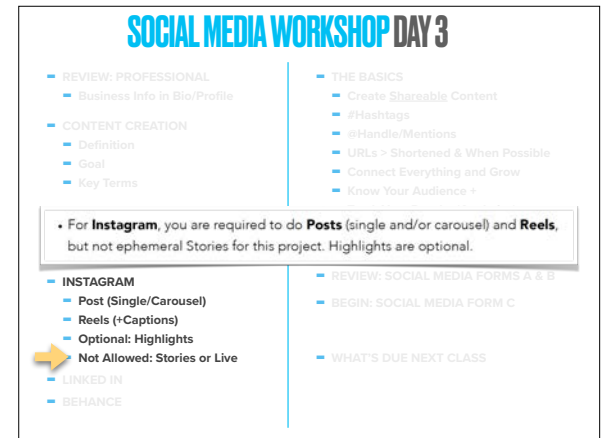
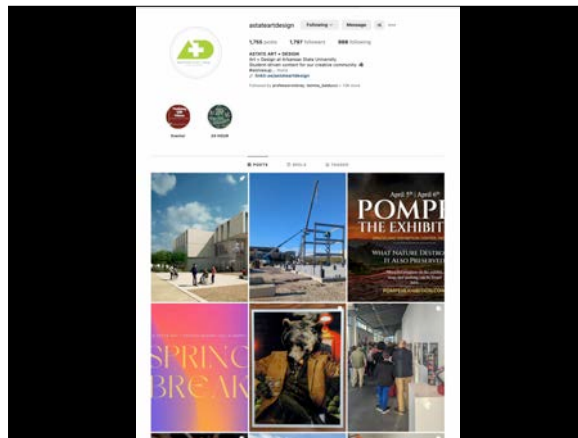


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CONTENT TIPS - CONTENT TIPS - CONTENT TIPS - CONT

THE 5 INSTAGRAM POST TYPES

→ HOW TO USE THEM



0:00 - 8:26

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SOCIAL MEDIA CONTENT IDEAS

2/2 with Brandi Sea



with brandi sea

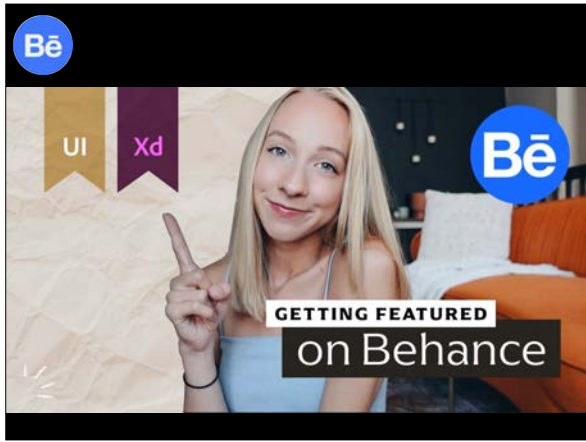
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6. KEEP YOUR BEHANCE GALLERY FRESH

Behance is a large, active community. Posting just once gets you ignored. Those who post on a regular basis attract an audience. Popularity is measured by likes and comments. Your posts on Behance become more reputable when you consistently attract engagement. Popularity has a snowball effect which increases the number of likes/comments. As you create new and better work, make sure you make additions to showcase your latest projects, but with the same focus on careful curation.



GETTING FEATURED on Behance

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KEY TERMS

- URL
- SEO
- RSS
- DM
- Algorithm
- Analytics
- Feed (n. Page)
- Audience (n. User)
- Profile
- Influence
- #Hashtag
- @Handle/Mention
- UGC
- Crowdsourcing
- Ephemeral Content
- Discovery Content
- Share
- Cross-Channel
- Live Streaming

SHARE



Share refers to how many times a piece of content has been reposted on social media. There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed. Shareable content or content that is **useful, entertaining, and inspiring** is more likely to get shared by users on social media.

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DISCOVERY CONTENT

Or "Content Discovery" as the verb >

A user who is not presently following you finds the content you created on your public (Business) page. The goal is to then engage and have another follower who will share your content.

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#HASHTAG

A hashtag is a type of label or **metadata tag** used on social network and microblogging services that makes it easier for users to find messages with a **specific theme or content**.

Users create and use hashtags by placing the hash character (or number sign) # in front of a word or unspaced phrase, either in the main text of a message or at the end. Searching for that #hashtag will then present each message that has been tagged with it.

"Began" with Twitter/X (the concept existed before this, but was used prominently in social media first by Twitter).

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@HANDLE/MENTION

A social media handle, also known as a username, is a unique identifier that individuals or businesses use to represent themselves on social media platforms. It's usually preceded by an '@' symbol and can consist of letters, numbers, and symbols.

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@HANDLE/MENTION

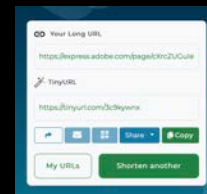
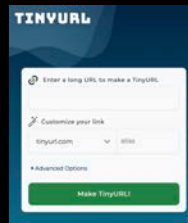
- Whenever someone name-drops a person or brand online via their @username, that's a social mention.
- It can be positive or negative.
- Every single one is an opportunity to engage with your audience and shape public perception of your brand.
- It's also the perfect way to connect with someone when you praise their work by dropping their name on something like Instagram!

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- You MUST use @mentions, trending #hashtags, and URLs* where you can.
- * Instagram doesn't allow URLs without some undependable workarounds, but hyperlinked sites are great on LinkedIn!

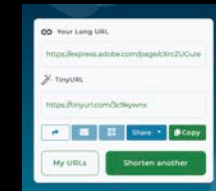
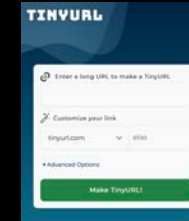
COMMON URL SHORTENERS

- For example, I want to share a Spark page I created.
- Its URL is https://express.adobe.com/page/cXrcZUGuleFJP/?fbclid=IwAR1lixH2hqFGXa7k8xQJG3NB_475nY4jRUcfhBCbUe1Q7MHKMV_esMai52o
- Now it's <https://tinyurl.com/3c9kywnx>.



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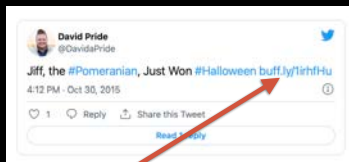
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CONTENT CREATION

- Trending #Hashtags
- Network via @Mentions
- TinyURLs & other tricks



Actual URL:
https://www.huffpost.com/entry/jiff-the-dog-wins-halloween_o_56327e4e4b0a5544d7a89?ncid=fbknkushpmg00000022&utm_content=buffer83279&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

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- bit.ly
- ow.ly (now opens in Hootsuite scheduling app)
- tinyurl.com
- Rebranded
- goo.gl
- At goo.gl, bit.ly, and others, you get a nice, clean, shortened URL AND you may also get stats on clicks for these URLs.

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- At goo.gl, bit.ly, and others, you get a nice, clean, shortened URL AND you may also get stats on clicks for these URLs.
- Many apps will automatically shorten in 2025...but just in case.

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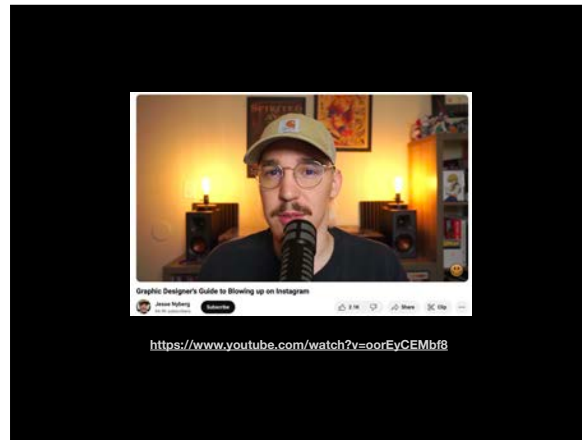
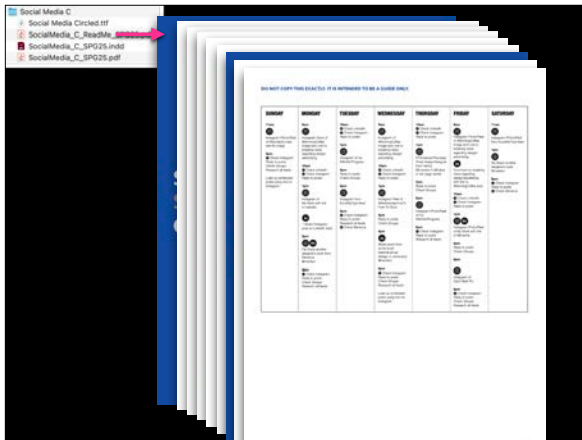
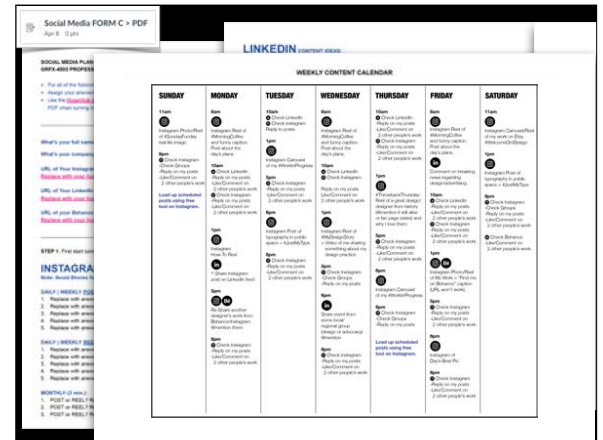
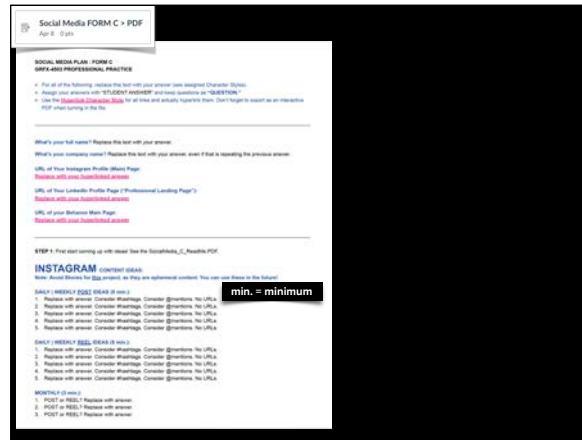
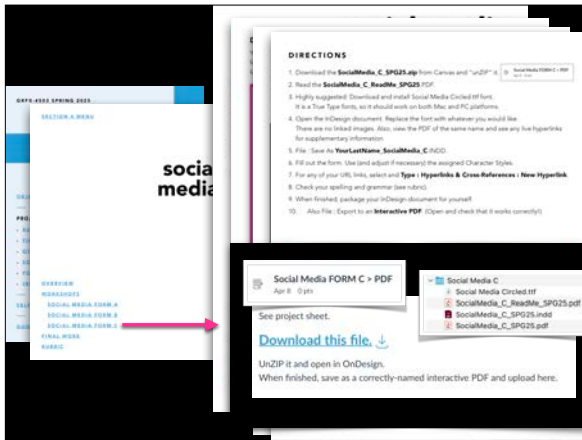
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 - Key Terms
- CONTENT CALENDAR(S)
 - Required and Why
 - (Free) Schedulers
- INSTAGRAM
 - Post (Single/Carousel)
 - Reels (+Captions)
 - Optional: Highlights
 - Not Allowed: Stories or Live
- LINKED IN
 - BEHAVIOR

- THE BASICS
 - Create **Shareable Content**
 - #Hashtags
 - @Handle/Mentions
 - URLs > Shortened & When Possible
 - Connect Everything and Grow
 - Know Your Audience +
 - Track Your Results (Analytics)
 - ENGAGE!
- REVIEW: SOCIAL MEDIA FORMS A & B
- BEGIN: SOCIAL MEDIA FORM C
- WHAT'S DUE NEXT CLASS

