Put the Social Back in Social Media

A Digital Dining Room Production
What If...?
Storytelling...

The Heart + Layers = Whole Story
Keys to Social Media Success

Keep these in mind...
Everything Changes

- Algorithms
- Interfaces
- User groups
- 3rd Party apps
- Etc…

technology changes, humans don’t.
Be (a Good) Human

technology wants to be human
(this may not be a good thing).

All Roads Should Point Home (Your Website!)
Every Channel is Different

- Different culture
- Different language
- Different “rules”
Share Wisely

Before You Post, Ask: **Could this come back to bite me (or anyone else) in the butt?**

I immediately regret this decision.
Be Personal

- Personalized, genuine messages go a LONG way
- Have real, meaningful conversations
Be Curious!

- Ask questions
- Dig deeper
- Don’t take things at face value
- Use Snopes!
Promotion vs. Socializing = 1:3

Share…

- What you’re working on
- What you’re learning
- What you’re curious about
- Who you’re working with & why they’re amazing
- What you’re amazed & awed by
Your Questions

What's Got You Stumped?
How Do I Fit it All In?

- Have a specific goal (no more than 3)
- Schedule the time and set a timer
- Use automation only when necessary
- Use your mobile device (responsibly)
How is Storytelling Different on LinkedIn?

- Your profile is the main thing
  - Focus on the headline
  - Get as close to 100% complete as possible
- Reach out to individuals when appropriate
- Stay professional
- **Participate in groups** «« Where the action is!
- Create at least one new status update per week
How Personal Should I Get?

- As personal as you and your family feel comfortable doing.
- Avoid ranting, whining on a daily basis
- Avoid bodily functions or health blow-by-blow
- Sharing your personal trauma is usually best done after the fact and only if it matters to your audience
What’s the Role of Google+?

- Impacts your SEO!
- Beyond that, it depends on your audience
  - Hangouts on air are cool
  - Communities (Groups)
  - Events integrate with Google calendar
How Do I Make My Status Updates Fit the Channel?

- Very carefully. LOL
- Don’t automate (or automate only occasionally)
- Learn the eco-system and speak the language
Each channel is different. And so are their algorithms.
Those algorithms will change regularly.
*Be human.*
How Do I Produce Good Visuals?

- Canva.com
- Picmonkey.com
- Piktochart.com
- Photopin.com
- Flickr Creative Commons
- Big Stock
- Dreamstime
- iStockphoto
How Do I Select Compelling Images?

- Cultivate a style and theme that fits your brand
- Spend time browsing!
- Start collections.
Who Uses Which Channel?

- Google it.
- Use the channel & see for yourself.
How Frequently Should I Post?

- Every day.
- Beyond that, frequency depends on the ecosystem.
Best Way to Engage People?

- Be human.
- Ask questions.
- Get on your soapbox.
- Use emotion (inspire or rant).
- storybistro.com/start-conversations-online/
Can you be penalized for over-posting?

- There is NO official social media police.
- If you over-post (or post bad things), your connections will unfriend you, hide you, report you as spam.
How Effective is Instagram?

Depends on your audience!
Facebook Personal vs. Biz Page

- Let your audience know you have one. Ask them to connect. (Incentives!)
- Create interest lists for business and post biz stuff from your personal profile to those lists
- Reach on a biz page is best when sharing a status update (text only)
- Reach on personal is best when sharing images
- Links that point people outside of FB are lowest
Should I Be More Me on My Biz Page?

- Yes. If it’s appropriate.
- See previous slide about what to share...
Your mission

The 10-Day Experiment
- Pick a new or ignored channel
- 10 minutes per day
- 10 people
- 10 interactions
- Socialize (see Listly: bit.ly/1gAZeRE)

- Get the Worksheet: bit.ly/sm-wksht