



# NEXT LEVEL SOCIAL MEDIA

Alana Sander

# Next Level Social Media

## Devices:

Bring Devices that will have **Facebook, Instagram and Twitter** applications already downloaded and able to use on that day. Hotel may or may not have wi-fi access in the rooms. If you don't have an account, please create an account. **If you have an apple device, make sure all permissions are granted to the app before the workshop.**

## Professor, Alana Sanders

Alana is a professor of Business and Marketing and the author of the first college textbook written on Social Media Marketing. She has been seen on CNN, FOX and many major networks in regards to her within the Business and Fitness industry,

## Course Description:

Explore mobile and web-based applications to help promote your business through the Social Media. Providing tools to take the presence of a business to the next level. Attendees will be given tips to assist with increasing the reach of their posts and pages; through the various networks such as Facebook, Instagram, Twitter and Snapchat.

## 1. Facebook

- **When to Post?**
  - Measuring Your Insights
  - Finding when your followers are connected?
  - Who to tag in a post?
  - **Going Live!**
    - What's the Plan?
    - The Expert or Guest
  - Apps you can use to go LIVE?
  - Desktop and Mobile
  - Creating the Story
  - What should Post in 20 secs?
- **Let's Create a Story...**
- Apps to use
- Messenger
- Chatboxs
- Facebook Events • **Filter Me!**
- The Social Media Plan for Facebook

## 2. Instagram

- **What's the Plan?**
  - Measuring Your Insights
  - **Why can't I see my insights?**
  - Who's following me?
- **When to Post**
  - Help me schedule my post?

- **Let's make our pages visual**
- Let's Create a Plan
- Instagram Stories
- LIVE!
- What to post in 10-15 secs?
- Adding Links
- Hashtags to use for a post
- Let get creative with our hashtags
- Selling on Instagram • Apps please save me!
- The Challenge
- **Twitter**
  - I now have 280 Characters
  - The famous Hashtag
  - Using Hashtags to connect
  - Creating a Moment
  - **Let's Create**
  - Scheduling Post on Twitter
  - Apps that keeps my page active
  - Periscope or Go Live!
- **Social Media Mistakes**
- **Additional Apps to Make my life easier • Social Media Marketing Plan**

### ***SOCIALIZE WITH US!***

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***FACEBOOK:*** /ALANASANDERS

***HASHTAGS:*** #ALANASANDERS

***TWITTER:*** ALANASANDERS

***HASHTAGS:*** #ALANASANDERS

***INSTAGRAM:*** @ALANASANDERS @THEREALALANASANDERS

***HASHTAGS:*** #ALANASANDERS

# Social Media Checklist

## Daily

- Reply to incoming messages
- Check alerts for brand mentions and respond as needed
- Monitor for untagged mentions and related keywords and respond as needed
- Check current trending topics for language to include and avoid
- Schedule posts according to effective times of day:
  - 6-10 times daily for Twitter
  - 1-2 times daily for Facebook
  - 1-2 times daily for Google+
  - 1-3 times daily for Instagram
  - Update Instagram Story
  - 1 time daily for LinkedIn
- Review products and services for upcoming posts
- Work on original content: blogs, videos, podcasts, etc.
- Monitor competitor platforms for ideas, responses, trends
- Engage with active followers and fans

## Weekly

- Connect with influencers in the space
- Check analytics and adjust scheduling and topics as needed
- Create and monitor weekly goals for engagement, consistency, growth
- Strategize with colleagues
- Check analytics for paid ads and adjust as needed

## Monthly

- Check analytics for all platforms and consider needed adjustments to scheduling, topics
- Research and try a new strategy each month; flag for follow-up analytics
- Set goals and reminders for the next month

## Quarterly

- Review analytics quarterly and consider needed adjustment to scheduling, topics
- Consider strategy changes for paid and organic audiences
- Review new strategies—integrate winning attempts and discard those that didn't get results

## Annually

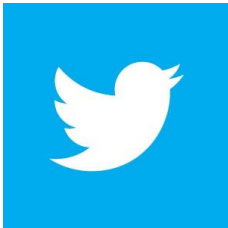
- Review analytics annually and consider needed adjustment to scheduling, topics
- Consider strategy changes for paid and organic audiences
- Consider brand messaging and adjust as needed
- Research platform development, growth, loss



## Facebook Glossary (Courtesy of Facebook)

- **Profile** – A personal page created for individual use.
- **Page** – This is your business profile or page where customers can find your posts and business information.
- **Page Like** – When a fan likes your page, anything you post, or update will show up on their news feed.
- **Activity Log** – A log that shows you all of your scheduled content, as well as past content posted to your page.
- **Organic Reach** – The number of people who saw your post.
- **Paid Reach** – The number of people who saw your post due to an ad you paid for.
- **Engagement** – The number of likes, Facebook Reactions, comments, and shares you receive.
- **Post Clicks** – The number of people who clicked on anything in your post. This could include someone clicking on an image with a “see more” call to action or a URL you included.
- **Post** – A term used for sharing content on your Facebook Page.
- **Text-Only Posts** – A post without an image, video, or link.
- **Multimedia** – A post that includes an image or video.
- **Link** – A post that includes a URL.
- **Facebook Live** – Facebook’s live streaming video feature.
- **Timeline** – The stream of updates on your own personal profile or page.
- **Profile Picture** – The image that represents you or your business. This is the smaller photo that shows up alongside all of your posts.
- **Cover Photo** – The 820 x 312-pixel image found at the top of your page or profile.
- **Like** – An engagement function that lets fans give positive feedback on a post.
- **Comment** – This one is self-explanatory!
- **Share** – The share feature lets you share the content you enjoy with personal Facebook friends.

- **Facebook Reactions** – An extension of Facebook’s Like button. There are six reactions: Like, Love, Haha, Wow, Sad, and Angry.
- **Message** – A private message.
- **Message** – A private message.
- **Chat** – An instant messenger.
- **Tabs** – These are found underneath your profile photo and are links to information on your business, location, photos, videos, and third-party apps you have.
- **Group** – This can be public or private and gives users the chance to come together to talk about a specific subject in one place.
- **Friends** – A friend is someone who received your friend request from your personal profile and accepted it. Once the request is accepted, you will start seeing their updates on your news feed.
- **Fans** – These are the people who liked your business page. A business does not have to take any action for someone to become a fan.
- **Sponsored Story** – This is a message that comes from a friend about them engaging with a page, app, or event that a business, organization, or individual has paid to highlight.
- **Promoted Post or Boost** – You can pay to boost a specific post so that it is shown to more friends or fans.
- **Display Ad** – An ad you create that is shown on the right-hand side of Facebook along with other ads.



### Twitter Glossary

(Courtesy of Twitter)

- **Tweet** – The content you share with your followers.
- **Handle** – This is your “username” on Twitter that appears with an “@” symbol in front of it.
- **Hashtags** – Although they were originally created and supported by Twitter, hashtags are now utilized on

Facebook, Pinterest, Instagram, Vine, Google+, and Tumblr. A hashtag is a group of words or phrases (with no spaces), preceded by a # sign (i.e. #ONECON or #CCPin). It is used to tie various social media posts together and relate them to a topic. Topics are sometimes connected to an event, TV show, sporting event, or any happening or trend etc.

- **Reply** – You can reply directly to a tweet. Only the people following you and the person you’re replying to can see your reply (unless you place a character before the handle at the beginning of the tweet).

- **Retweet** – A way to repost or share someone else’s tweet.
- **Favorite** – This function just as a Facebook “like” does. You can also use this as a saving tool and go back to your favorites later.
- **Mention** – The act of including someone’s handle in your tweet. That person will then get a notification that they’ve been mentioned.
- **Direct Message** – This is the only way to talk to someone on Twitter privately. You can create these by either starting your tweet with “DM” or going to someone’s profile and using the “message” function.
- **Feed** – This is the first thing you see when you log in to Twitter. New posts from your followers are placed in your feed.
- **Followers** – These are the people who have followed your handle and can see your updates in their feed.

You do not have to follow them for them to become your follower.

- **Trends** – The most commonly used hashtags at that present time are considered trends. They can also be made to pull from a specific location.
- **Lists** – Groupings of your followers that you’ve created and categorized so that you can find them easily.
- **Connect** – A tab where all mentions, replies, retweets, and favorites can be found.
- **Discover** – A tab to search for hashtags, handles, and keywords.
- **Verified Account** – This is used to establish authentic handles of key or public individuals and brands.
- **Following** – These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.