



SOCIAL MEDIA ADVANCED REFERENCE GUIDE

Dani shares the main things you need to know to become a social media superstar!

SOCIAL MEDIA IS SOCIAL

- Don't forget Facebook was not originally created for marketing
- Make your brand a personality
- Don't over-sell, it will turn people off
- Write content catered to your target market

TARGET MARKETS

- Everyone has a target market. Know yours!
- Spend time thinking about who would want your product/service
- Your target market CANNOT be "Everyone"
- Separate by gender, age, geography, interests

FACEBOOK NEWSFEEDS WORK BASED ON:

- Popularity of content
- Interaction rate with brand/people
- Phasing out "self-promotional" content

WHAT IS DEEMED AS A "PROMOTIONAL POST"?

CONTENT THAT CONTAINS:

- Your website or brand name
- A video from your own Youtube channel
- Anything else attached to your brand (social media channels, files, PDF's)

EVERYTHING TO KNOW ABOUT ANALYTICS:

- "Impressions" or "Reach" is counted when your content goes in front of someone's face (it does not mean they 100% read it)
- Impressions are more important than likes/followers
- Use your analytics to get sponsorships, donations, or to show your progress
- More likes/followers and more interaction/engagement = more reach/impressions

TOOLS TO USE TO MAKE YOUR LIFE EASIER:

- [Hootsuite](#) for social media management/scheduling
- [IFTTT](#) (online recipes)
- [Tweet Reach](#)
- Apps for Twitter/Instagram followers

RUNNING A CAMPAIGN:

- Think outside of the box, social media marketing is primarily about **MARKETING**
- Come up with a creative idea that promotes engagement or customer made content
- **DON'T** create a campaign around a hashtag unless you have a **LARGE** budget - think smaller
- Don't be too hard on yourself - not all campaigns will work right away
- If your campaign doesn't pick up the way you wanted it to, try a different idea
- Cater to your target market and what they would like - not what you would like



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