



EASILY EXPLOSIVE

SOCIAL MEDIA THAT WORKS





**1 OUT OF EVERY 5 MINUTES
SPENT ONLINE IS SPENT ON
SOCIAL MEDIA**

A photograph of two young women sitting on a stone ledge outdoors. They both have extremely long, orange-colored noses that extend far beyond their faces. The woman on the left has long blonde hair and is wearing a blue halter top and jeans; she is holding a smartphone to take a selfie. The woman on the right has long brown hair and is wearing a black halter top and jeans; she is also holding a smartphone to take a selfie. Between them on the ledge are several shopping bags, including a brown paper bag with 'REWARD' printed on it and a black handbag. The background is a blurred urban setting with a large, dark, angular architectural structure.

**ARE YOU GIVING YOUR COMMUNITY A
REASON TO WASTE TIME WITH YOU?**

Let's talk about it.



Artists



Local Businesses



Music Labels



Events



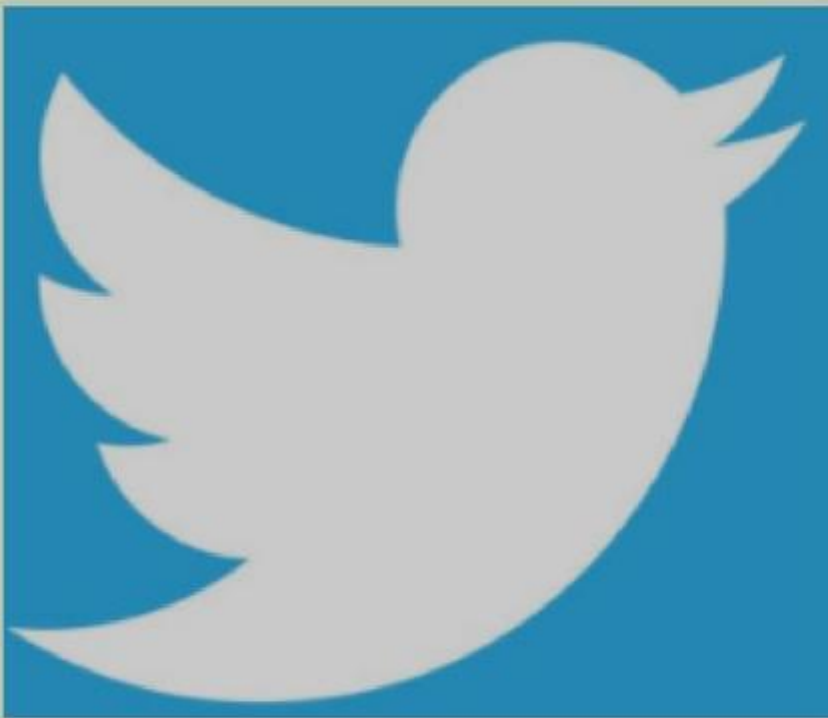
Facebook

- The OG of social media platforms debuted in 2004
- Works on an algorithm of engagement; likes, comments and sharing
- Easy to impact your immediate social circle
- Business pages operate increasingly on a 'pay to play' basis: posts must be 'boosted' to get exposure
- Provides high-value advertising including conversion tracking, laser pointed targeting and re-targeting options
- Recently added Facebook Story ala Instagram
- Think of Facebook like a pinball machine: *"When I shoot this content off, how many places can I get it to bounce around before it disappears?"*



Instagram

- Photo and video sharing platform launched in 2010
- Birthed the concept of a being an "Instagram Influencer" or "Social Media Influencer"
- Easy to reach beyond your social circle and engage directly with potential customers
- Value is expressed in terms of accumulating Followers and Likes
- Posts are photo & text only and un-linkable
- Algorithms for exposure are based on not only engagement on your posts, but your engagement with others on the platform
- Think of Instagram as a picture book "How can I tell a story about the lifestyle behind my "brand" where each IMAGE speaks volumes
- Over 90% of users are under 35



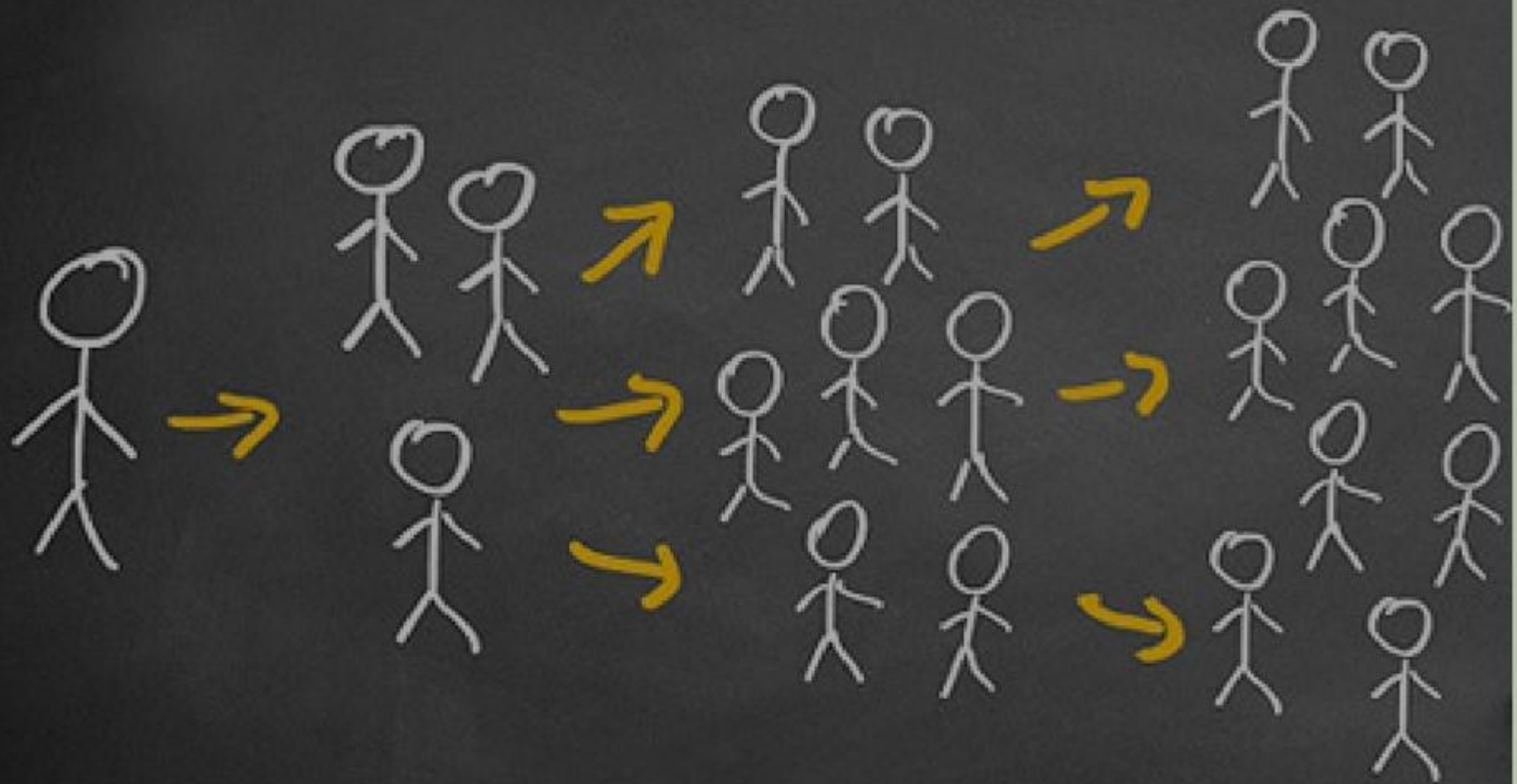
Twitter

- Launched in 2006
- Posts are limited to 140 characters, can include video and photo
- Laborious to grow following and engagement
- Speculated to be a dying platform
- Largely ineffective locally



Snapchat

- Launched in 2011
- Photo and video sharing platform
- Posts disappear within 24 hours
- Cannot engage with other users whom you don't have a relationship with
- Can only gain followers through promotion on other platforms



IT'S ABOUT VALUE



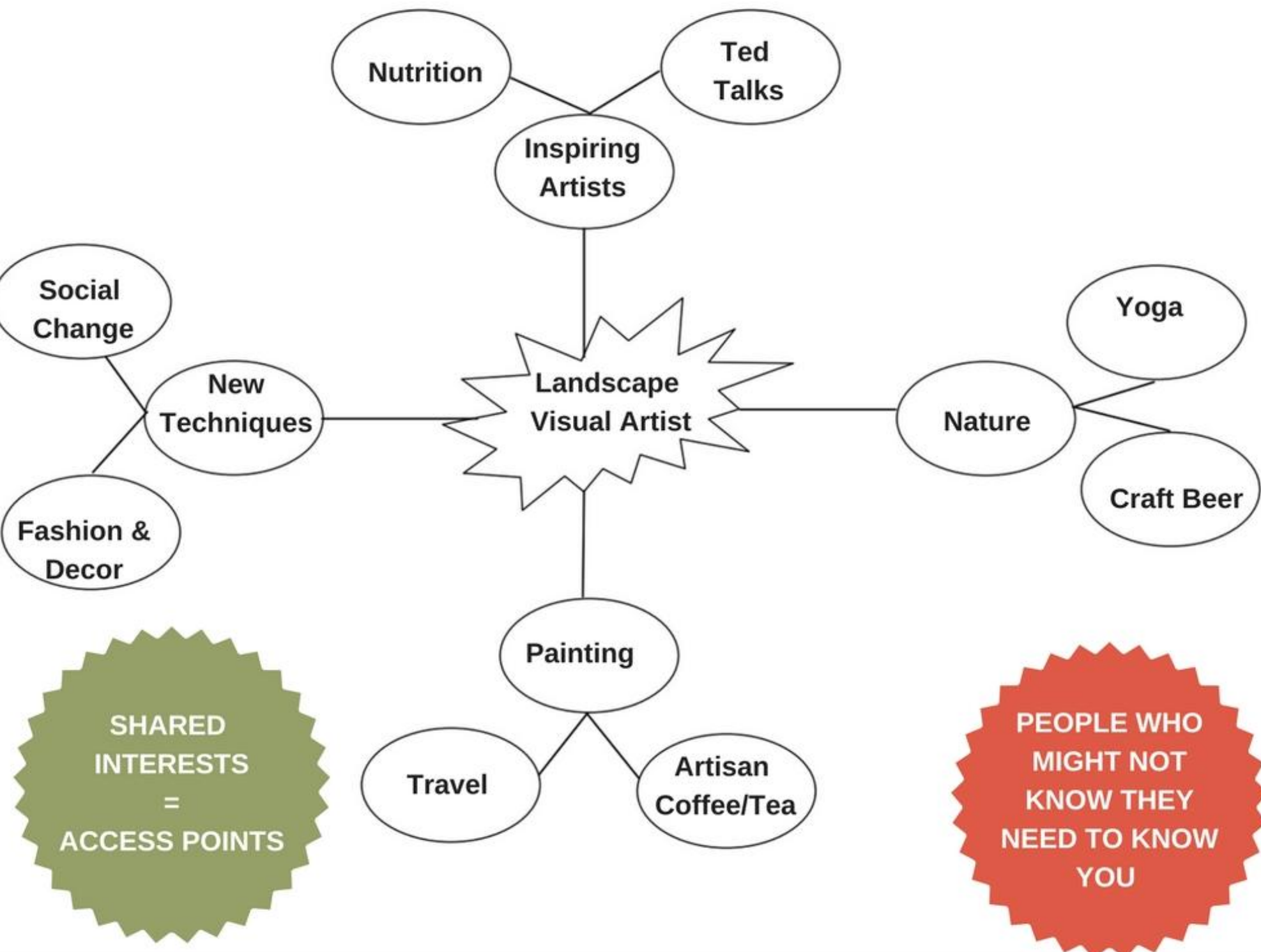
STRONG FOUNDATIONS

- Content only has to seem immediate
- Planning, planning, planning
- Strategy, Consistency & Flexibility
- Allow time for life and live content



QUALITY QUESTIONS

- 1) Does this fit in with my story?
- 2) Does this evoke emotion?
- 3) **WHY** would this matter to my community?
- 4) Am I **REALLY CONVERSING** with my community, or am I speaking to myself?
- 5) Does this provide **SOCIAL VALUE** to the people who will see it?



BALANCE IT OUT

Shareable Content

Relatable Content

Call to Action

Paid Content





READY AIM FIRE

- When are my people wasting time?
- General rules:
Sundays = No Bueno
Don't over post
Post Before/After Work



WORKING THE ROOM

- Once the posting is done, **the chatting begins**
- Search out similar artists or companies who would have 'fans' or community members ideal for your work
- Create conversation in your community
- Become a noticed 'voice' on influential pages
- Think of your engagement as the wheels that churn your movement forward

ABOUT THE MONEY

- Facebook > Instagram
- Targeting!
- Re-targeting!
- Boosted Posts vs Desktop Ads
- A little goes a long way
- Be smart with your interruption





TO RECAP

Valuable to them?

Pretty! Emotional!

Diversify interests

Work the room

Spend a little!

I hate you.

Sorry, auto-correct...

I heart you <3.

**10 POINTS FOR THE
FIRST PERSON TO
POST ABOUT THIS.**

