

AUTUMNFAIR



Social Media; First Steps

About us.

* **Laura, Pete & Ginine**

*Based in **Taunton.**

***Social Media management** for a wide range of businesses across the UK.

*Social Media **Training & Workshops**

*Online Support – **School of Social Media**



Mantras.

***Do it correctly, or not at all!**

***Don't feel you need to be everywhere!**

***Engage to get Engagement!**



Facebook.

*Still the big player!

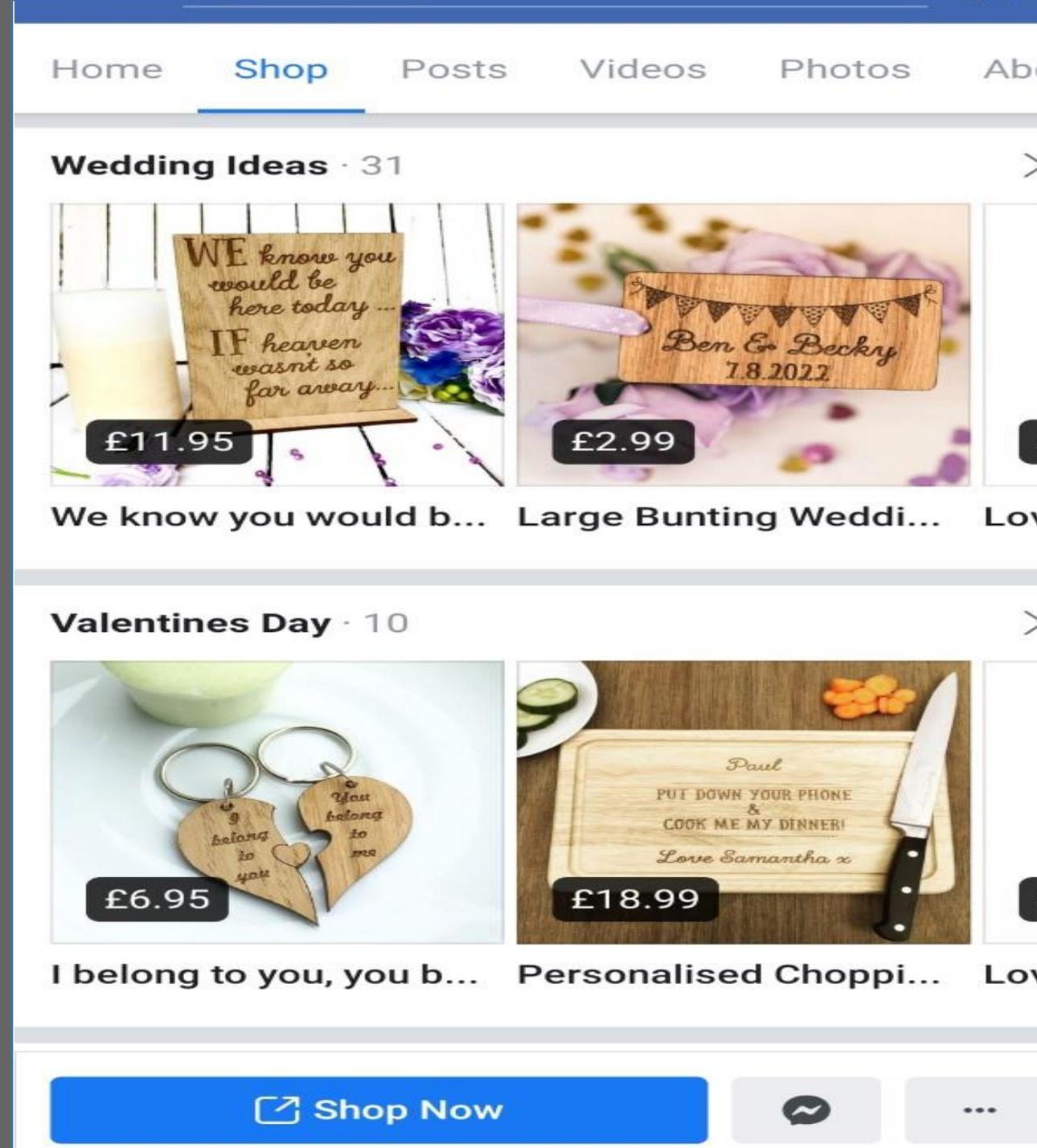
*Has the highest number of users and the most features

- Facebook Shop

- Facebook Events

- Facebook Groups

- Advertising



Instagram.

- *Growing very fast!
- *Soon to include a series of exciting shopping features
- *Fantastic for brand awareness
- *Fantastic for reaching the younger generation
- Hashtags
- Stories





Is your dog a SNOW lover? ❄️

YES | NO



📍 TAUNTON, SOMERSET

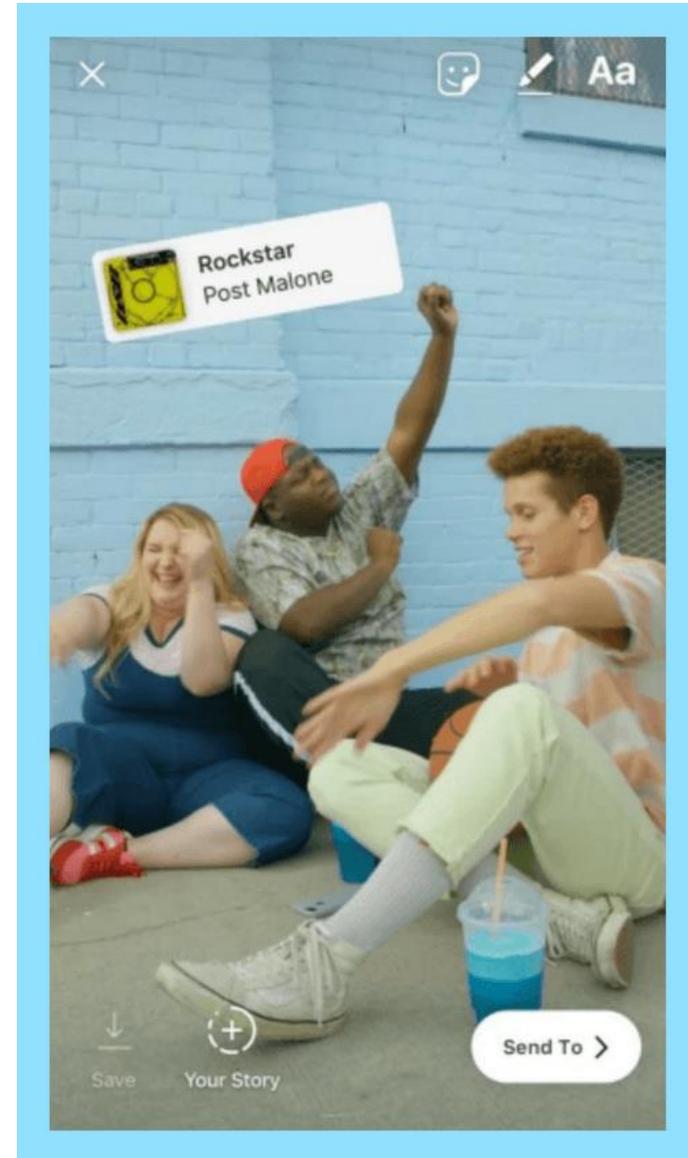
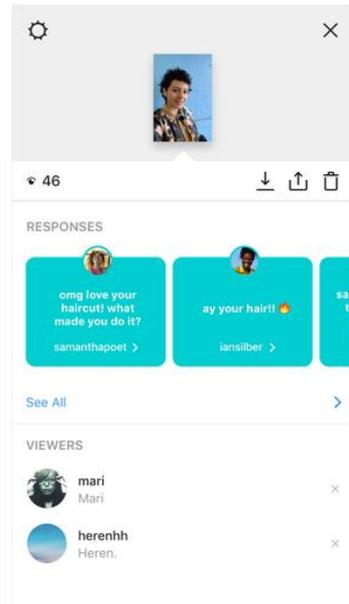
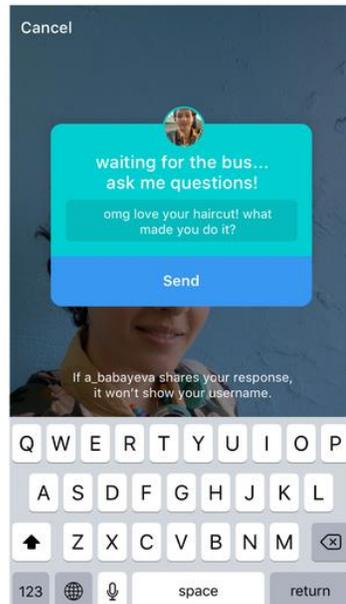
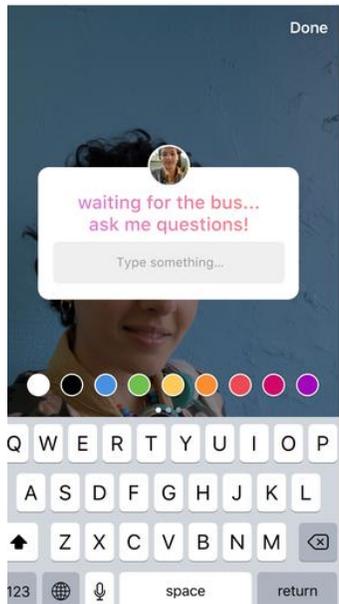


📍 TAUNTON, SOMERSET

📍 TAUNTON, SOMERSET



IT'S A COLD ONE!



SOCIAL MEDIA CONTENT IDEAS.

- *Content is King
- *Quality over quantity
- *Variety is key
- *Live content – stories, live video, behind-the-scenes.
- *Rule of thirds



Rule of thirds!

1/3 – Business news & updates

2/3 – Industry news & local events

3/3 – Behind-the-scenes/spontaneous content



SOCIAL MEDIA CONTENT IDEAS.

- *Boomerang App
- *PhotoGrid App
- *360 photography
- *Time lapse
- *National Days
- *How can you stand out?





SOCIAL MEDIA CONTENT IDEAS.

- *Boomerang App
- *PhotoGrid App
- *360 photography
- *Time lapse
- *National Days
- *How can you stand out?



Tell a story...

- *Photogrid allows you to show more content in one post & it STANDS OUT!
- *Combine both Video and Photo in a collage effect.
- *Display more of the story than with a single post.
- *Add text, borders etc...
- *Can be used across your platforms.



SOCIAL MEDIA CONTENT IDEAS.

- *Boomerang App
- *PhotoGrid App
- *360 photography
- *Time lapse
- *National Days
- *How can you stand out?



One Stop Shop.

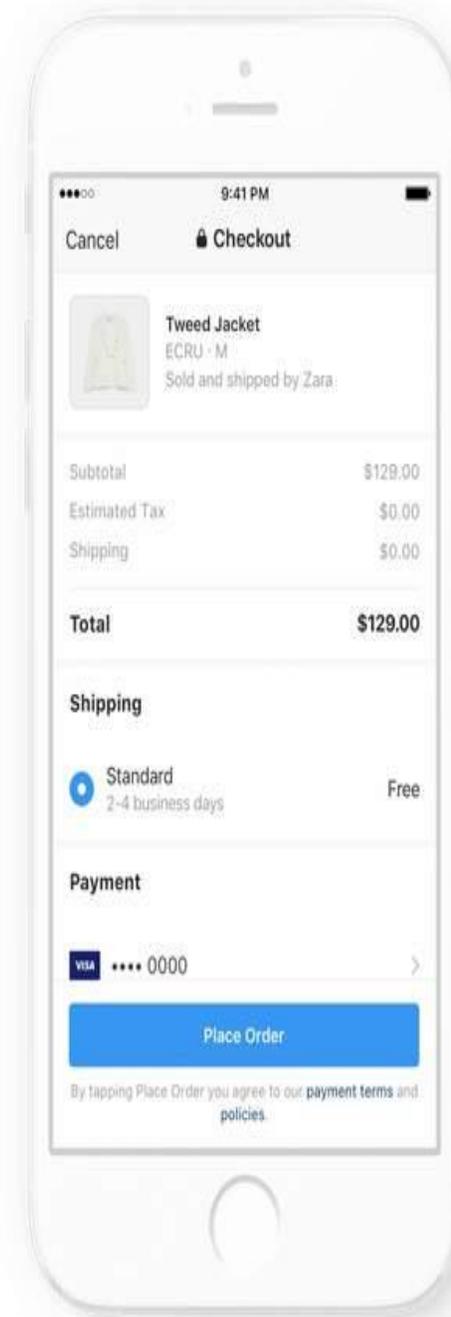
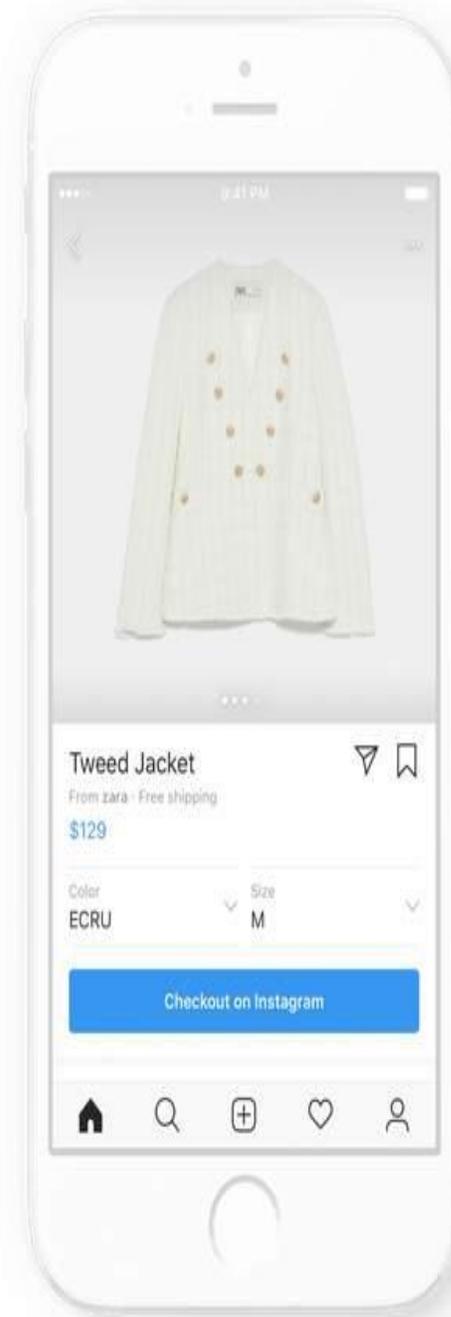
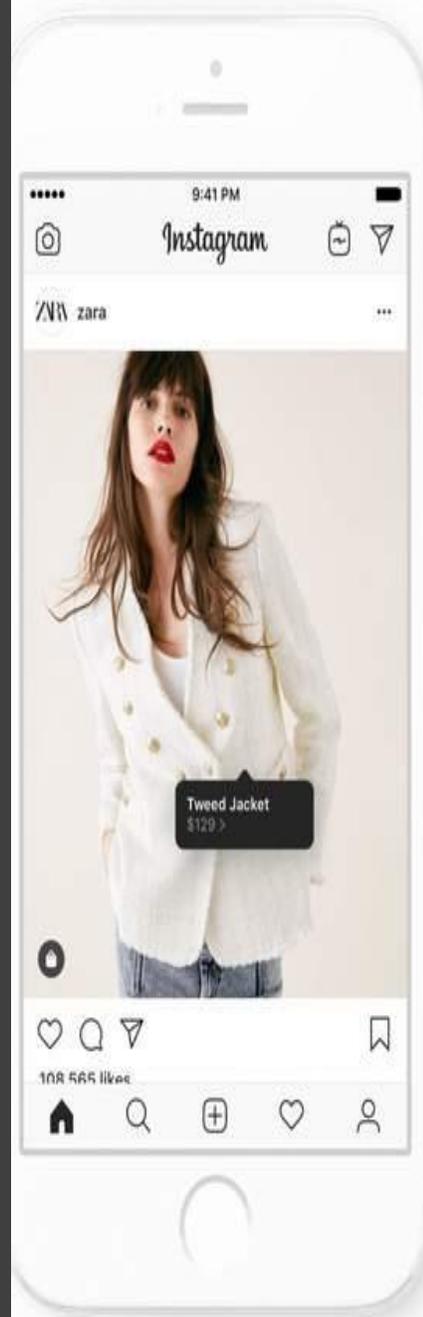
***Buying products (Social Selling)**

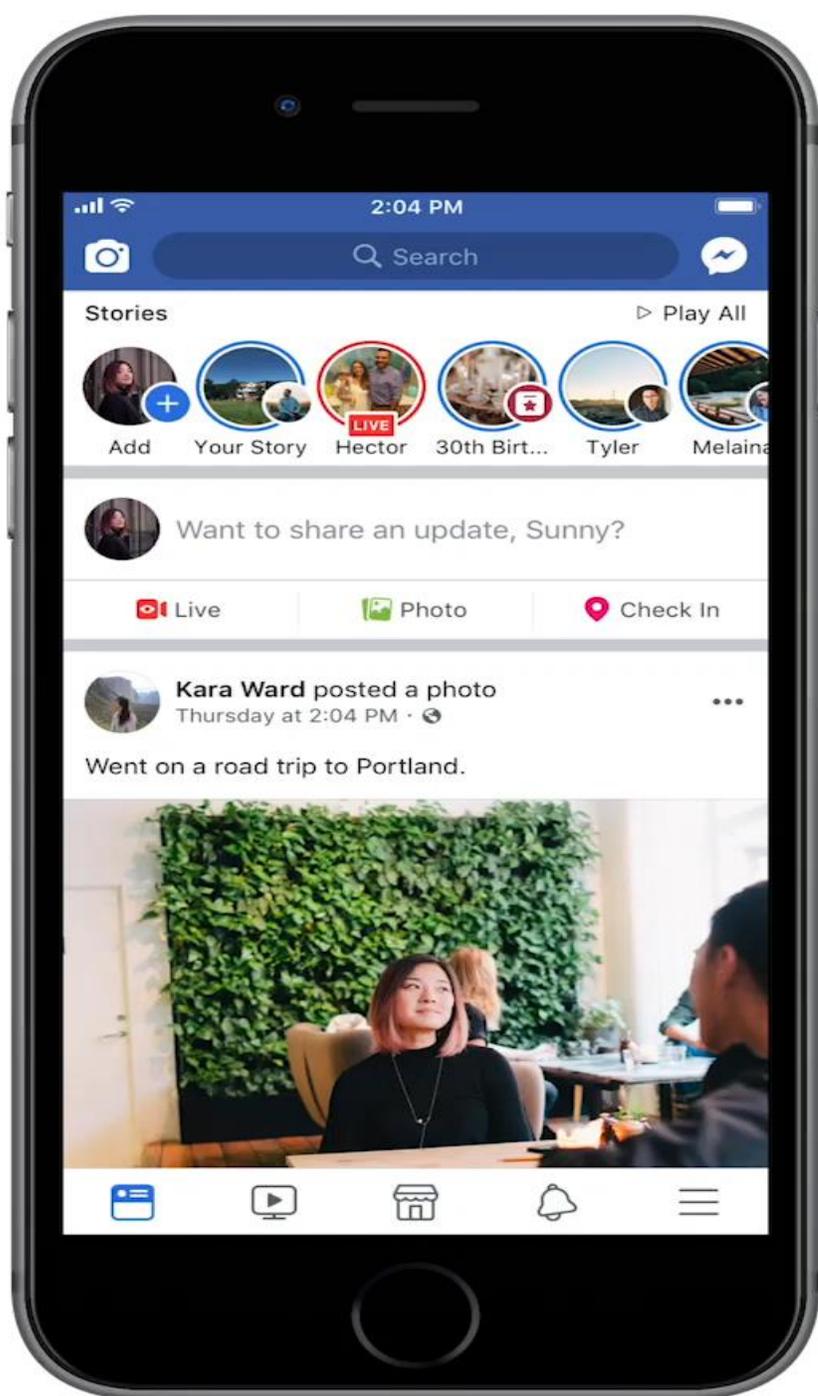
- Launched in America recently

***Simplify the buying journey**

***Runs primarily through Facebook**

***Will this transform eCommerce?**





#MyKeyTakeaways



CONTENT IS KING & WILL BE FOR THE FORESEEABLE FUTURE



STAY UP TO DATE & MAKE SURE YOU ARE UTILISING THE NEW & EXCITING UPDATES

Q&A


IntroTweeter^{LTD}

MAKING SOCIAL MEDIA WORK FOR YOUR BUSINESS