



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!**

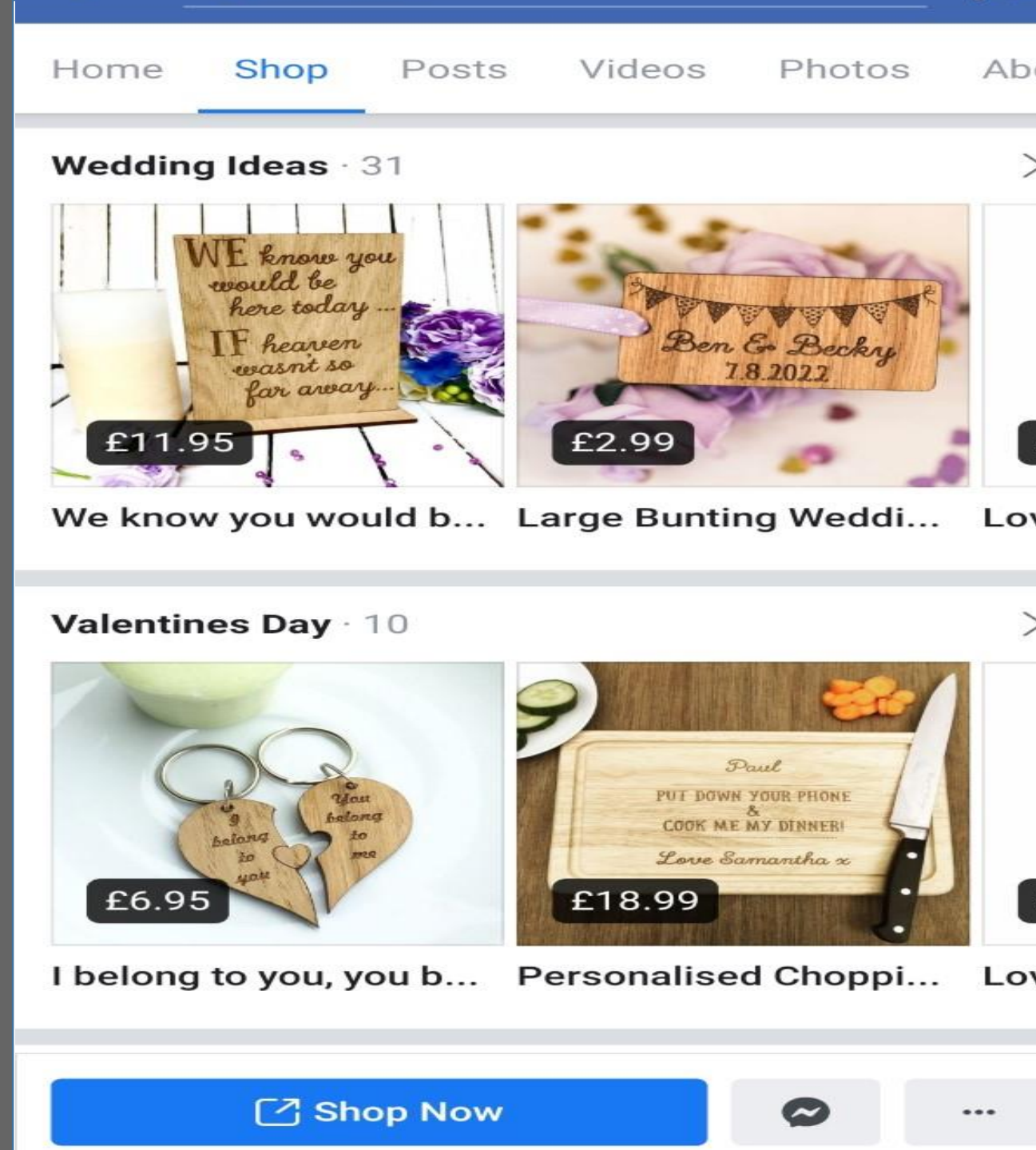
***Engage to get Engagement!**



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



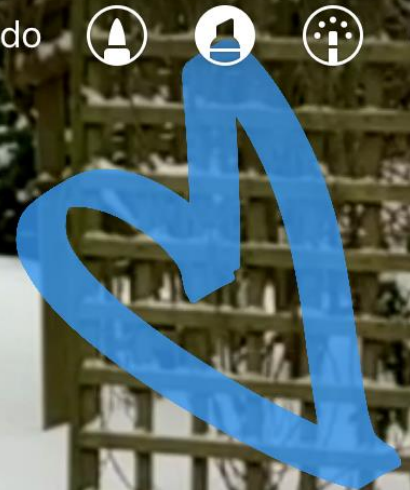


Is your dog a SNOW lover? ❄

YES

NO

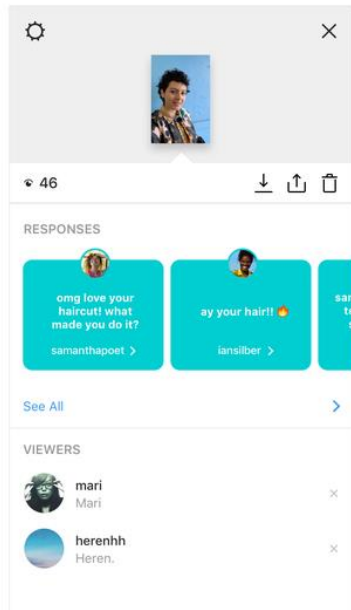
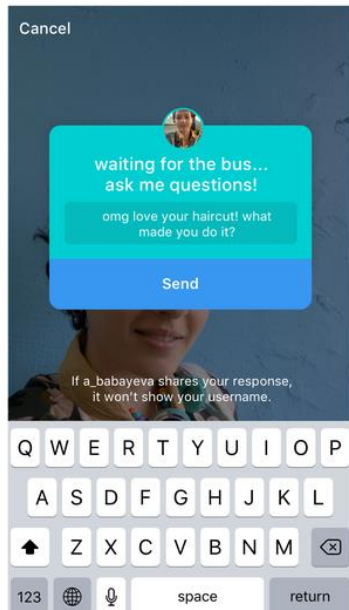
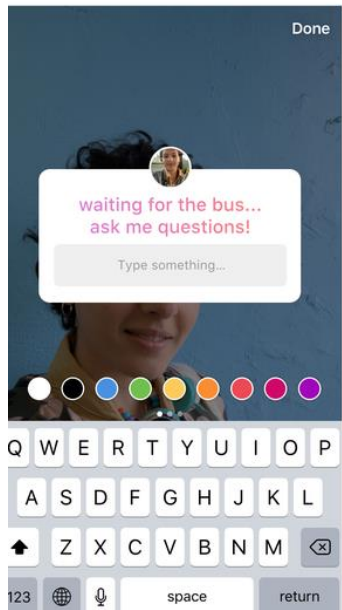
📍 TAUNTON, SOMERSET



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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?**





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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.



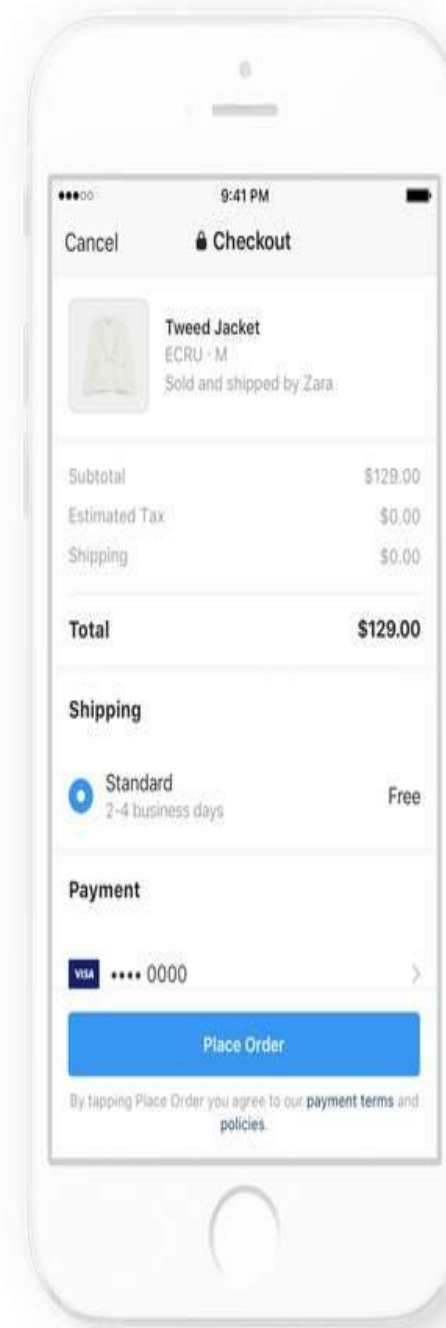
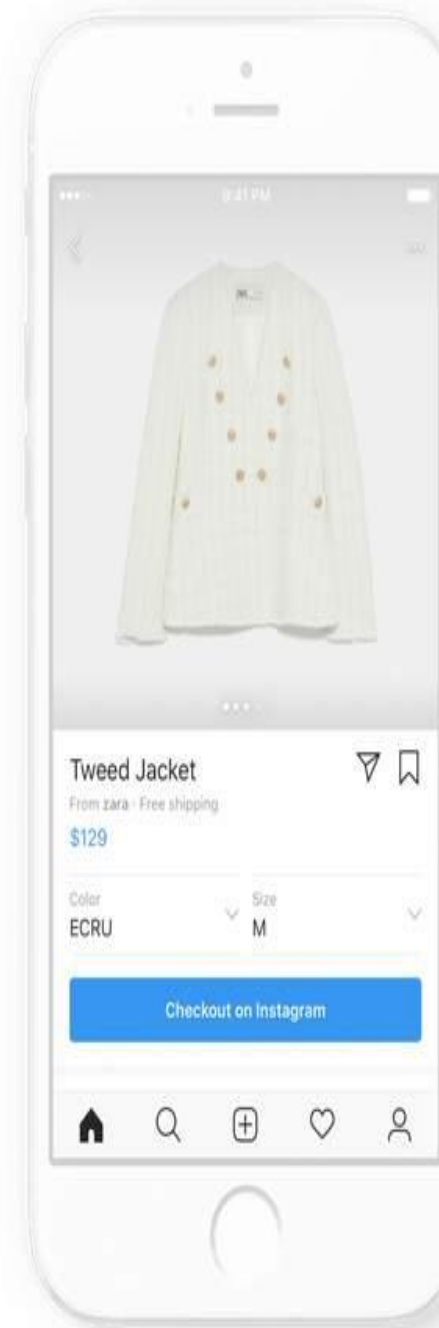
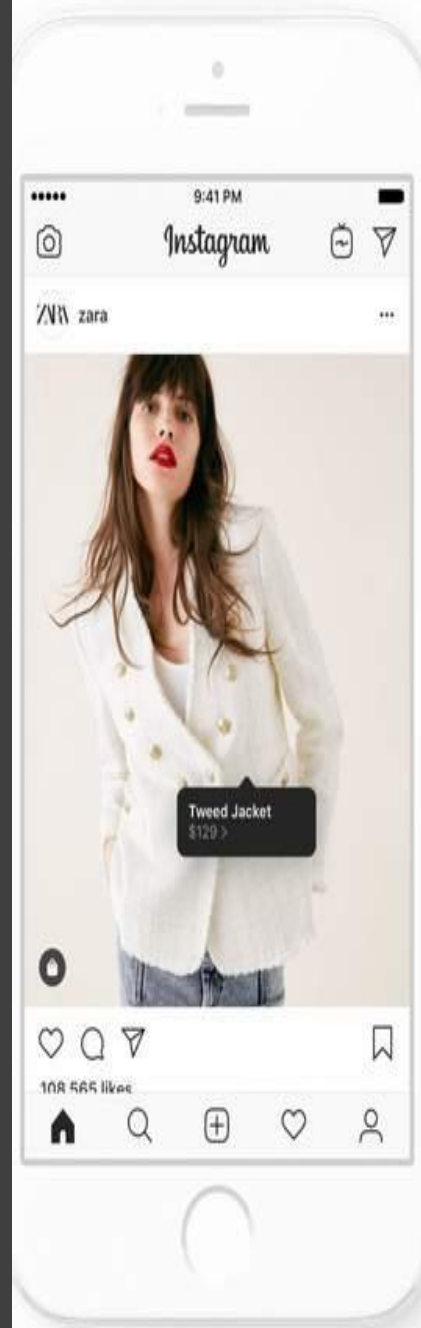
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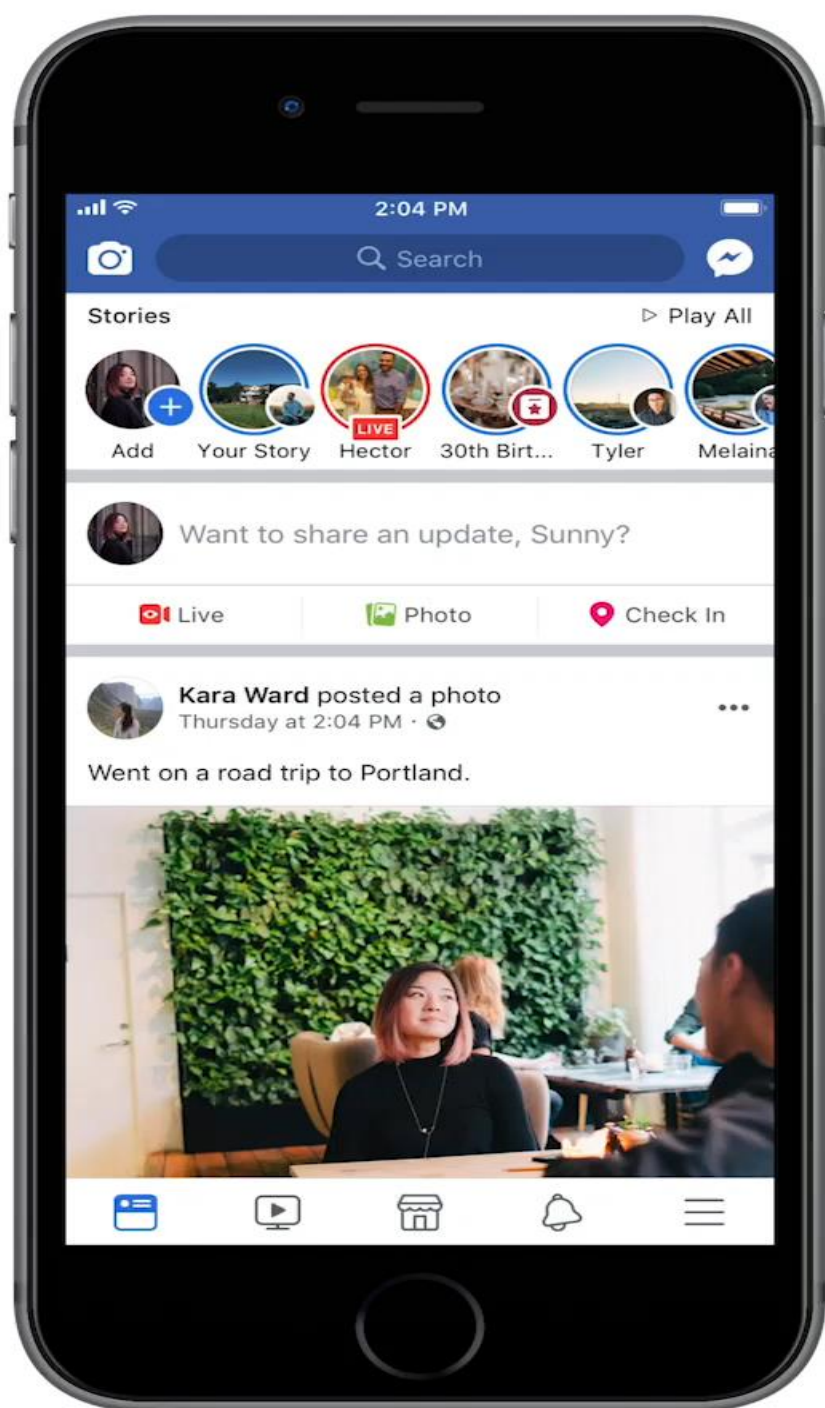
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One Stop Shop.

- *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



MAKING SOCIAL MEDIA WORK FOR YOUR BUSINESS