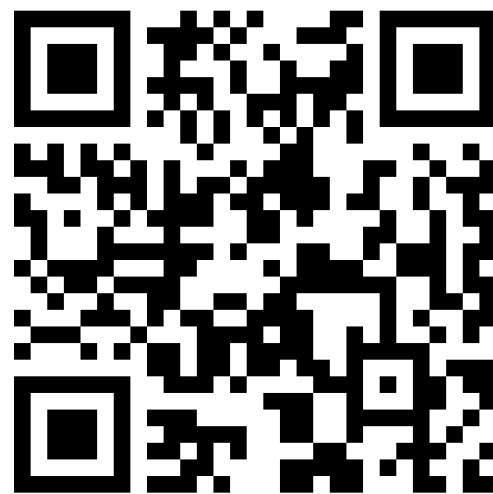


The Social **COLLECTIVE**

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SOCIAL MEDIA ISN'T DIFFICULT
IT'S OVERWHELMING

JOIN THE WAITLIST



Hosted by
DANIELLE STILES
317-270-0634
@MRSDANIELLESTILES

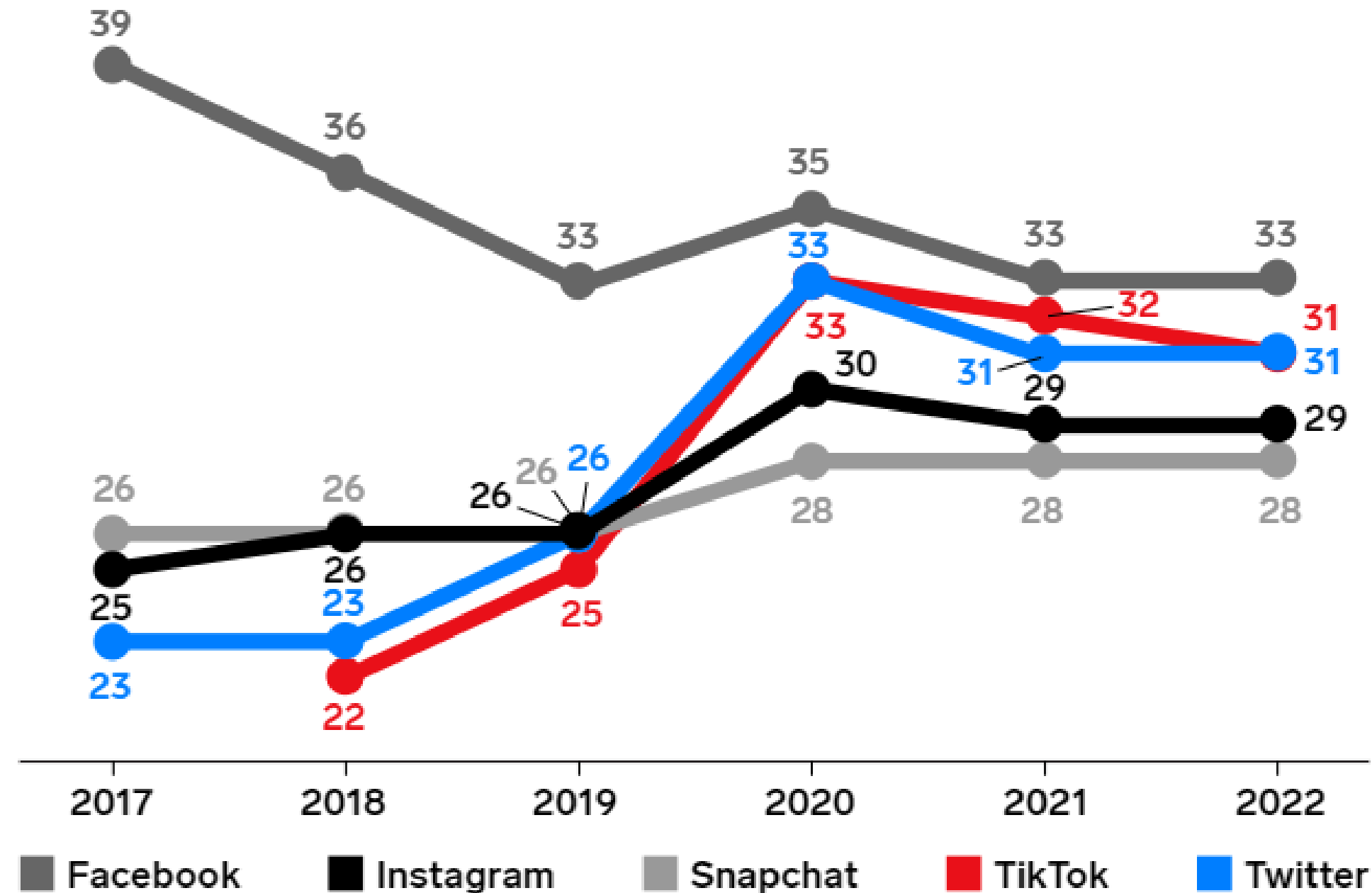
WORKSHOP GOALS

- 1. WHAT IS A DIGITAL BRAND & HOW DO YOU CREATE ONE?**
- 2. RECAP FUNDAMENTALS FOR FACEBOOK & INSTAGRAM**
- 3. HOW TO COLLABORATE IN SOCIAL MEDIA**
- 4. HOW TO BALANCE PERSONAL VS BUSINESS**
- 5. HOW TO HANDLE THE NEGATIVITY**
- 6. HOW TO MEASURE SUCCESS**
- 7. HOW TO MANAGE SUCCESS**
- 8. BEST VIDEO EDITING APPS**

"THE FUTURE IS DIGITAL"

Average Time Spent per Day by US Users on Social Media Platforms, 2017-2022

minutes



Note: ages 18+ who use at least once per month; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook
Source: eMarketer, Jan 2021

OLD SCHOOL BRANDING INCLUDES

1. COLORS

2. FONTS

3. LOGO

NEW SCHOOL BRANDING INCLUDES

- 1. COLORS**
- 2. FONTS**
- 3. LOGO**
- 4. MUSIC**
- 5. COPY/CAPTIONS**
- 6. VIDEO EDITING STYLE**
- 7. GRAPHIC DESIGN TEMPLATES**
- 8. COLLABORATIONS**
- 9. SOCIAL MEDIA HANDLE**
- 10. PROFILE IMAGE**
- 11. COVER PHOTO (BANNER)**
- 12. HIGHLIGHTS**
- 13. TOPICS**

**"YOUR BRAND IS WHAT
OTHER PEOPLE SAY ABOUT YOU
WHEN YOU'RE NOT IN THE ROOM"**

JEFF BEZOS, FOUNDER AND CEO OF AMAZON

What makes a brand best in class on social

What consumers think



What marketers think

48%

They engage their audience

45%

They create memorable content

42%

They are transparent

37%

They tell a compelling story

37%

They are the first to join a new social network

35%

They offer strong customer service

31%

They have a distinct personality

19%

They leverage pop culture

14%

They set trends

**"GET THE FUNDAMENTALS DOWN
AND THE LEVEL OF EVERYTHING
YOU DO WILL RISE"**

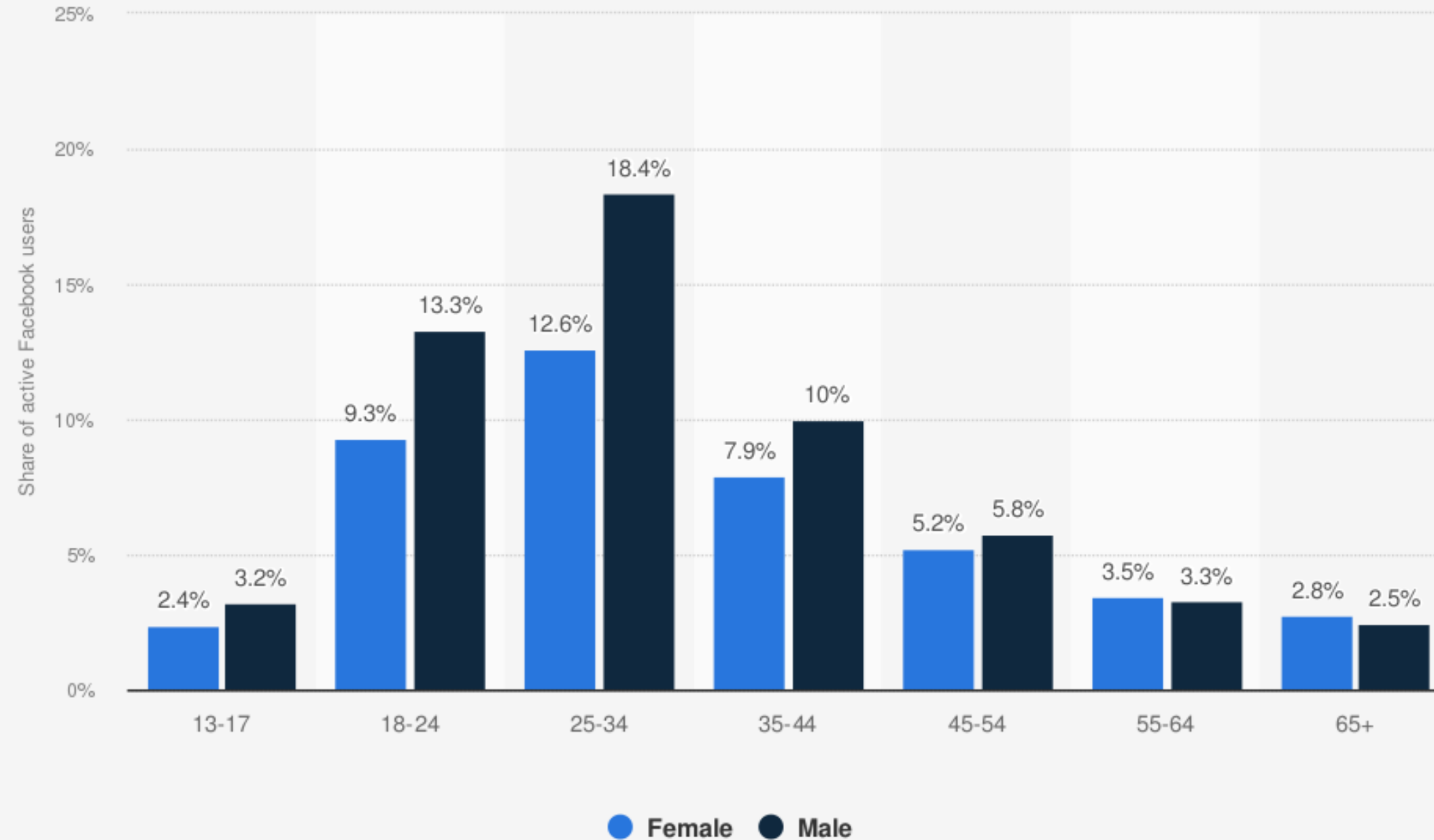
MICHAEL JORDAN

HOW PEOPLE USE SOCIAL IN THE USA

	Instagram	Facebook	Snapchat	Pinterest	Twitter
Viewing photos	77%	65%	64%	59%	42%
Sharing content with everyone	45%	57%	46%	21%	32%
Watching videos	51%	46%	50%	21%	32%
Sharing content one to one	31%	43%	45%	12%	20%
News	18%	38%	17%	9%	56%
Networking	23%	33%	21%	10%	26%
Finding/shopping for products	11%	15%	5%	47%	7%
Promoting my business	9%	7%	6%	5%	7%

THE AVERAGE AGE OF A FACEBOOK USER

Distribution of Facebook users worldwide as of January 2022, by age and gender



Sources

We Are Social; Hootsuite; Facebook; DataReportal
© Statista 2022

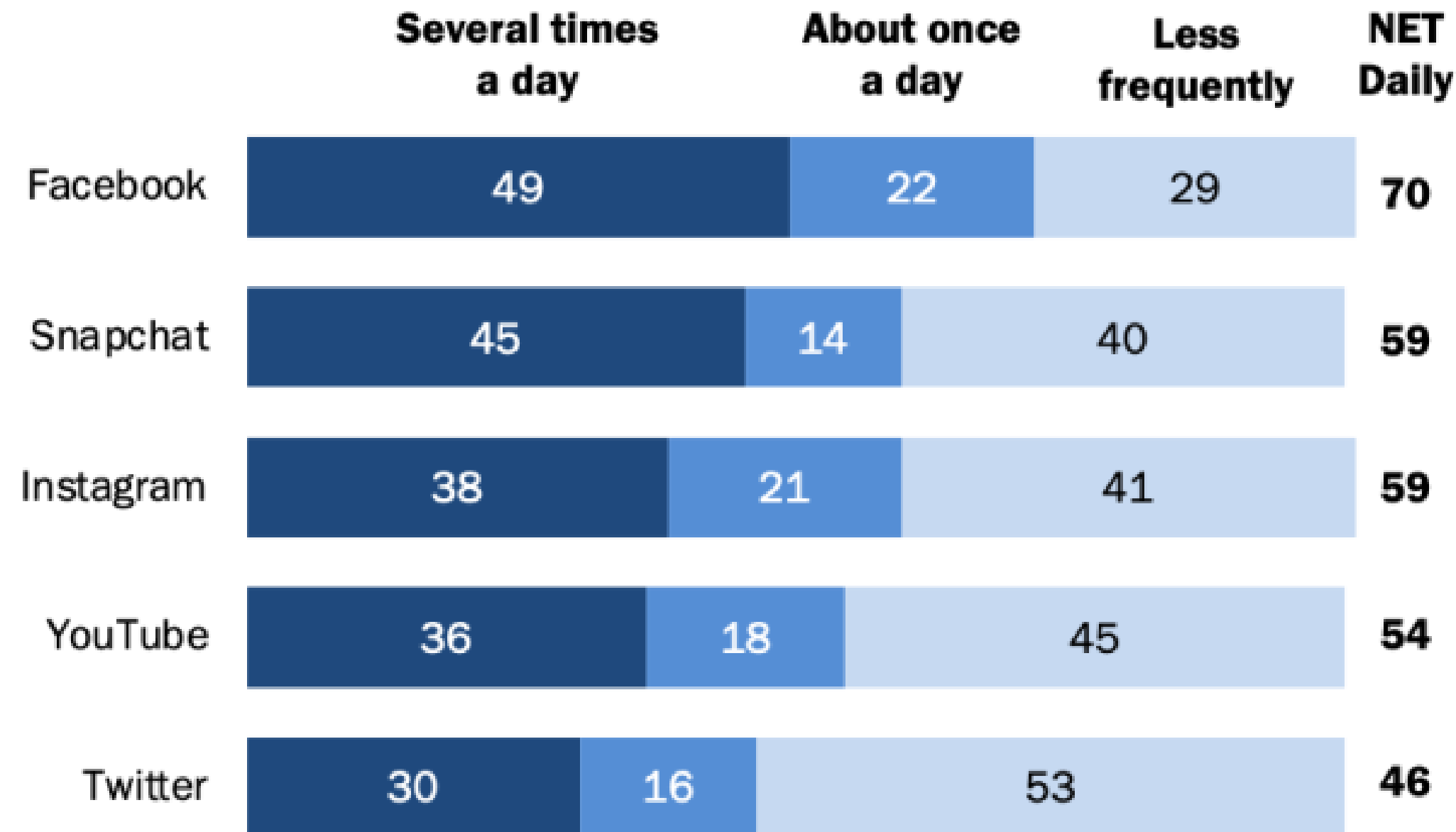
Additional Information:

Worldwide; Facebook; DataReportal; January 2022; 13 years and older; based on addressable ad audience

40.5 YEARS OLD

Seven-in-ten Facebook users say they visit site daily

Among U.S. adults who say they use ___, % who use that site ...



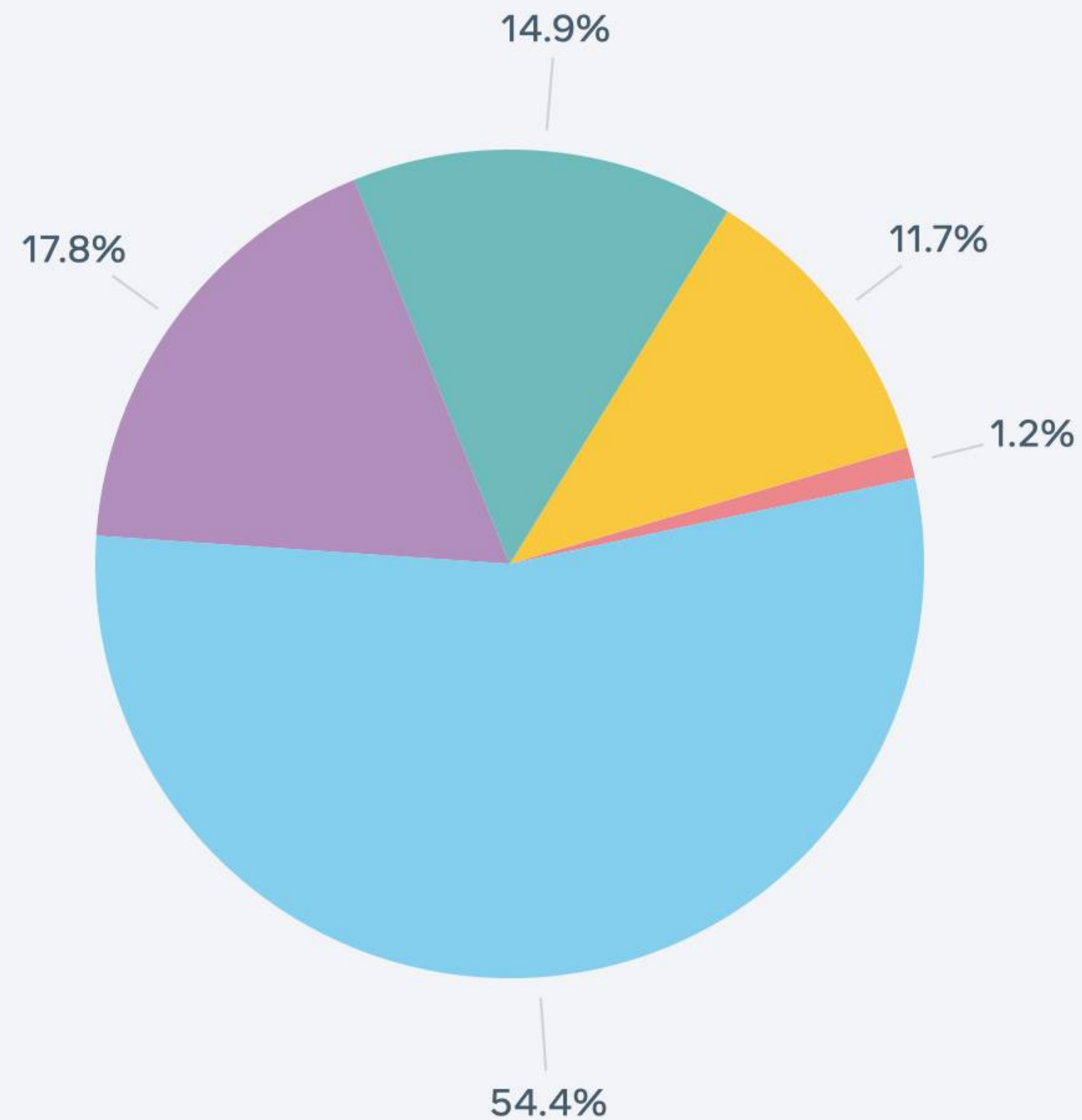
Note: Respondents who did not give an answer are not shown. “Less frequently” category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

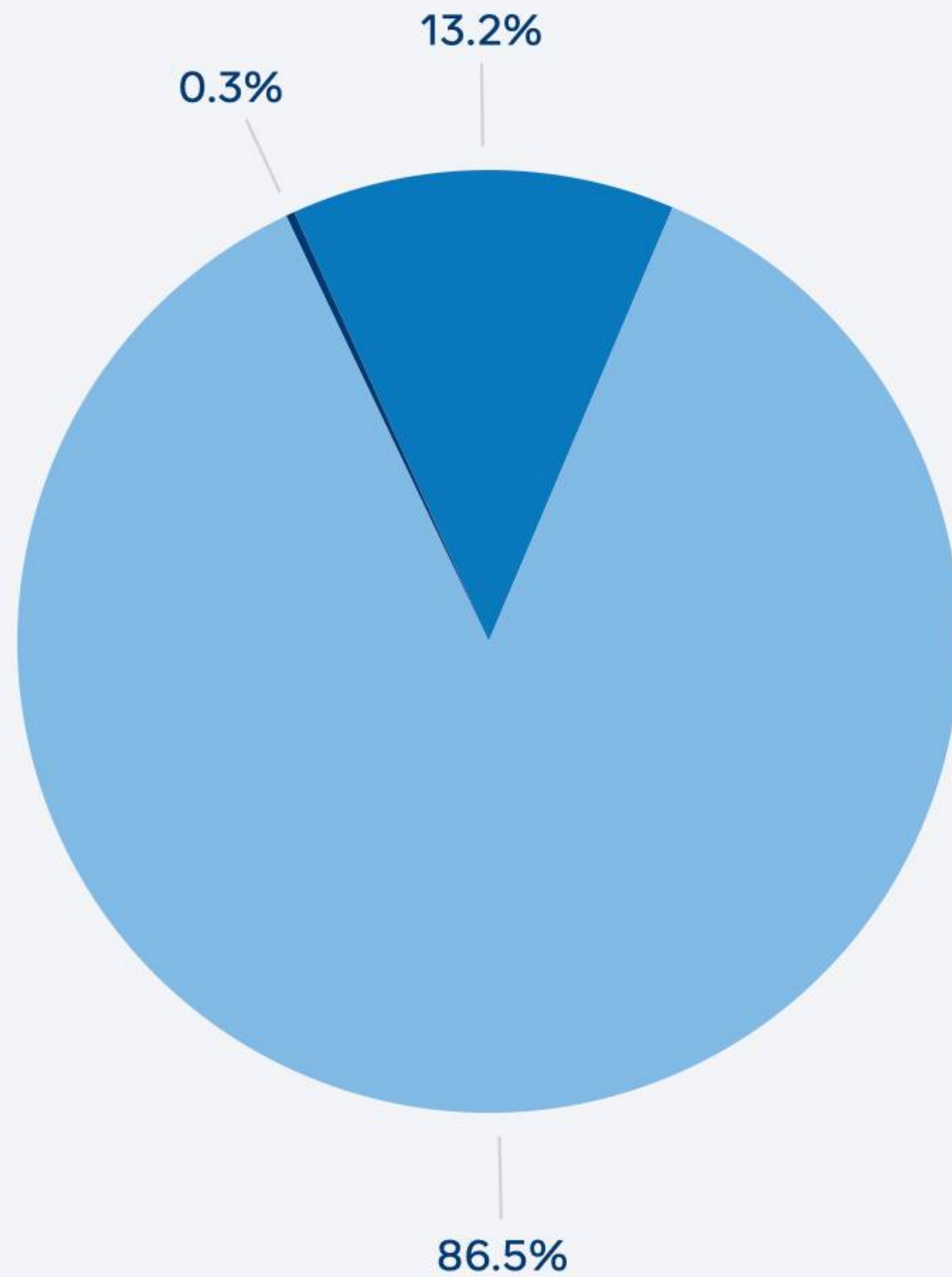
“Social Media Use in 2021”

PEW RESEARCH CENTER

Source of News Feed content views in the United States



- Posts from Friends and people followed
- Posts from Groups joined
- Posts from Pages followed
- Unconnected posts
- Other



News Feed content views from viewers in the United States

- Content views on posts with no links
- Content views on posts with links (Excluding most-viewed news domains)
- Content views on posts with links (Only from the most-viewed news domains)

WHAT IS A FACEBOOK BUSINESS PAGE FOR?

VALIDATION

LATEST INFO

CONTACT INFO (PHONE, EMAIL & WEBSITE)

MENU

HOURS

RUNNING ADS

THE TYPICAL FACEBOOK USER

LIKES

LURKING

READING

USING MOBILE

IS A MEMBER OF 5+ GROUPS

1/3 GET THEIR NEWS FROM FACEBOOK

SPENDING 35 MINUTES/DAY ON PLATFORM

DISLIKES

TRYING NEW FEATURES

BEING ON CAMERA

USING OTHER SOCIAL MEDIA PLATFORMS

SEEING THE SAME CONTENT

VIDEOS WITH SOUND

SPAM IN THEIR MESSAGES

ENGAGEMENT ON FACEBOOK

COMMENTS

LIKES

SHARE TO FEED

SHARE TO MESSENGER

SHARE TO TEXT

SAVE

FAVORITES

TURN ON NOTIFICATIONS

PRIVATE MESSAGE

MENTION

CHECK-IN

STORY ENGAGEMENT

COLLABORATIONS ON FACEBOOK "TAGGING"

EVENTS

BUSINESSES

PEOPLE

PLACES (CHECK-IN)

TAG IN THE COMMENTS

FACEBOOK TIPS & TRICKS

USE A PERSONAL PAGE

VIDEO IS KING - LIVE IS BEST

THE OPTIMAL VIDEO LENGTH ON FACEBOOK FOR BETTER ENGAGEMENT IS BETWEEN 2-5 MINUTES

USE GROUPS - START ONE - JOIN SEVERAL

MEANINGFUL COMMENTING > POSTING

STORIES SERVE YOUR MOST LOYAL FOLLOWERS - THIS WORKS BOTH WAYS!

HASHTAGS MAKE YOUR POST SEARCHABLE

TAG EVERYTHING

POSTS MUST BE SET TO PUBLIC

CREATE NATIVE CONTENT - STOP CROSS POSTING

INVOKE EMOTION

DO NOT USE AN EXTERNAL FACEBOOK LINK

**VIEWERS RETAIN 95% OF A MESSAGE WHEN THEY WATCH IT IN A VIDEO,
COMPARED TO 10% WHEN READING IT IN THE TEXT**

**92% OF MOBILE VIDEO CONSUMERS SHARE VIDEOS WITH OTHERS.
SOCIAL VIDEOS GET 12 TIMES MORE SHARES THAN TEXT AND IMAGES COMBINED
(SMALL BIZ TRENDS, 2016 – UPDATED 2021)**

**IN 2021, MORE VIDEO CONTENT IS BEING UPLOADED IN 30 DAYS
THAN WHAT MAJOR TELEVISION NETWORKS IN THE US HAVE CREATED
IN THE PAST 30 YEARS**

**6 OUT OF 10 PEOPLE PREFER WATCHING ONLINE VIDEO CONTENT
COMPARED TO TELEVISION**

**MEN SPEND 40% MORE TIME CONSUMING ONLINE VIDEO CONTENT
AS COMPARED TO WOMEN**

**VIDEOS THAT ARE UP TO 2 MINUTES LONG GET THE MOST ENGAGEMENT.
THERE IS A SIGNIFICANT DROP IN ENGAGEMENT FOR VIDEOS AFTER 2 MINUTES.**

**HOWEVER, IF YOU HAVE A LONG VIDEO AND PEOPLE MAKE IT PAST 6 MINUTES,
THERE ARE HARDLY ANY DROP-OFFS IN ENGAGEMENT.**

**92% OF CONSUMERS WATCH VIDEOS WITH THE SOUND OFF
AND 50% RELY ON CAPTIONS**

FACEBOOK VIDEO

WHERE TO POST

LIVE

STORIES

FEED POST

GROUP POST

REELS ON INSTAGRAM

HOW LONG CAN IT BE

8 HOURS DESKTOP & 4 HOURS MOBILE

26 SECONDS EACH (GOAL IS 5-10)

4 HOURS

4 HOURS

1 MINUTE

HOW LONG DOES IT LAST

FOREVER

24 HOURS

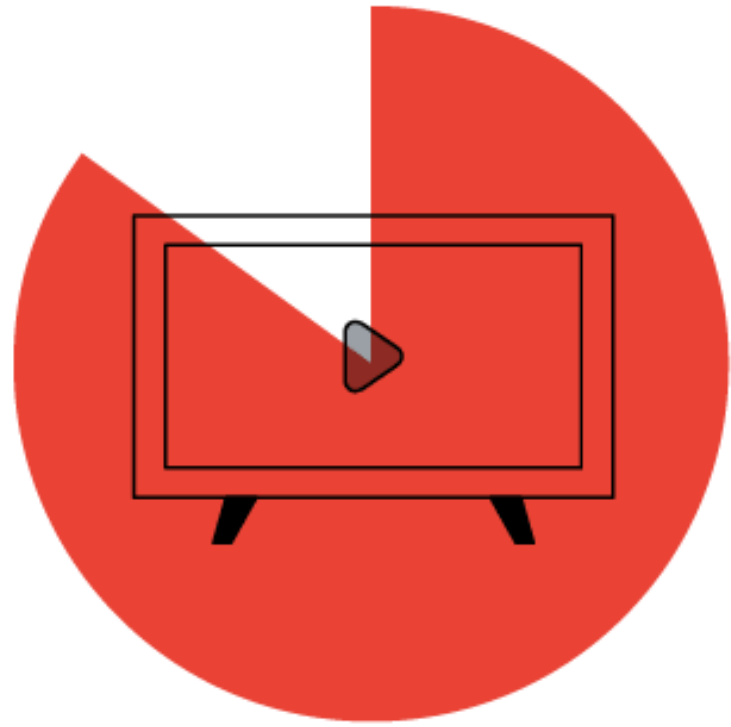
FOREVER

FOREVER

FOREVER

**ONLY 12% OF VIDEO POSTS ON FACEBOOK ARE LIVE STREAMS.
HOWEVER, THEY GET DOUBLE THE ENGAGEMENT OF PRE-RECORDED VIDEOS**

**FACEBOOK USERS SPEND 3X MORE TIME
WATCHING LIVE VIDEOS THAN UPLOADED VIDEOS**



85%

of people have watched a live stream over the past 12 months.

FACEBOOK VIDEO SPECS

WE SUPPORT ALMOST ALL TYPES OF VIDEO FILES, BUT RECOMMEND USING THE MP4 FORMAT.

RESOLUTION SHOULD BE 1080P OR LESS.

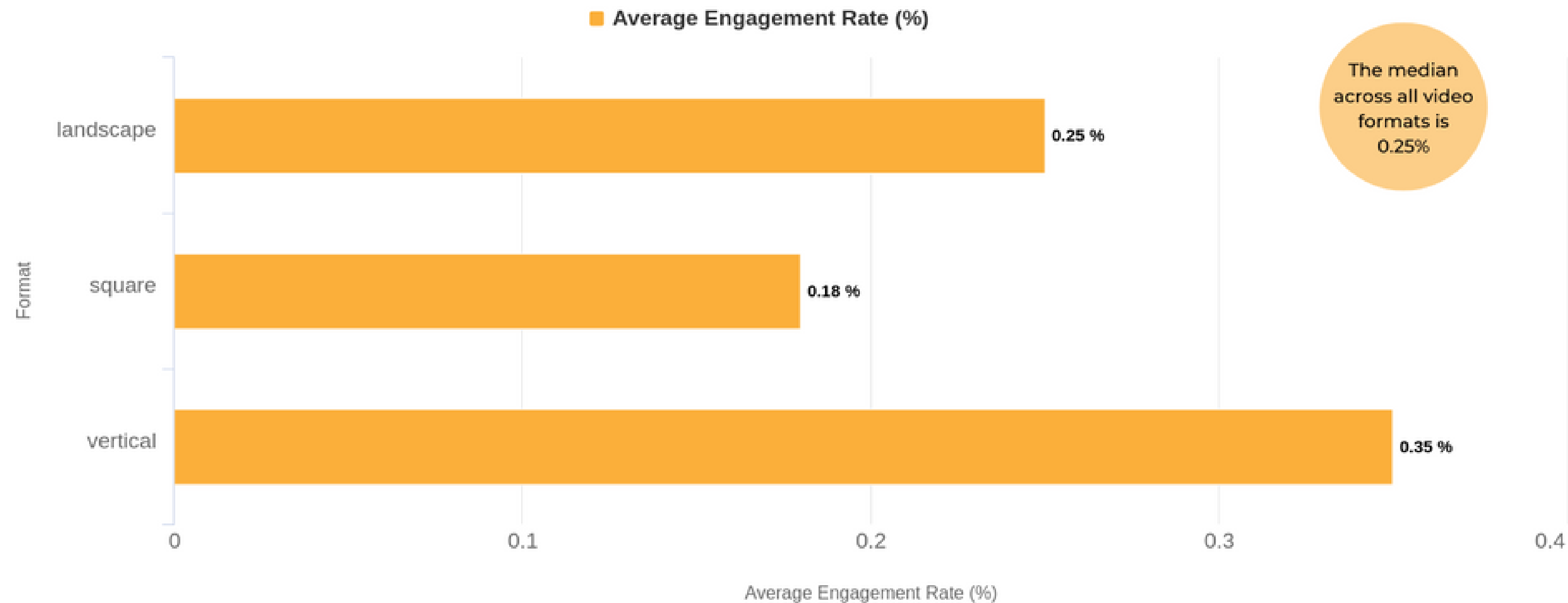
WE SUPPORT FILE SIZES UP TO 10 GB, THERE MAY BE LONGER UPLOAD TIMES ASSOCIATED WITH LARGER FILES ON SLOWER INTERNET CONNECTIONS.

VIDEOS MUST BE LESS THAN 240 MINUTES LONG. THE LONGER YOUR VIDEO IS, THE LARGER ITS FILE SIZE WILL BE. THIS MAY AFFECT THE QUALITY OF THE VIDEO AND THE TIME IT TAKES TO UPLOAD.

WE ALSO RECOMMEND STEREO AAC AUDIO COMPRESSION WITH 128KBPS OR MORE.

[HTTPS://WWW.FACEBOOK.COM/FORMEDIA/SOLUTIONS/VIDEO](https://www.facebook.com/formedia/solutions/video)

Most engaging video format



Source: Socialinsider data
Data range: January 2014 - April 2020

INSTAGRAM VIDEO

INSTAGRAM IS NO LONGER A PHOTO SHARING APP

JUNE 30, 2021

"CHANGES ARE COMING TO VIDEO ON INSTAGRAM TELEVISION

AT INSTAGRAM WE'RE ALWAYS TRYING TO BUILD NEW FEATURES THAT HELP YOU GET THE MOST OUT OF YOUR EXPERIENCE. RIGHT NOW WE'RE FOCUSED ON FOUR KEY AREAS: CREATORS, VIDEO, SHOPPING AND MESSAGING."

INSTAGRAM VIDEO

WHERE TO POST	HOW LONG CAN IT BE	HOW LONG DOES IT LAST
LIVE	4 HOURS	FOREVER - OR 24 HOURS
LIVE ROOMS 3 PEOPLE	4 HOURS	FOREVER - OR 24 HOURS
STORIES	15 SECONDS EACH UP TO 1 MINUTE (GOAL IS 5-10)	24 HOURS
FEED POST	3 SECONDS TO 60 MINUTES	FOREVER
IGTV	15 MINUTES MOBILE & 60 MINUTES DESKTOP	FOREVER
REELS	1 MINUTE	FOREVER

60% OF INSTAGRAM VIDEOS ON STORIES ARE WATCHED WITH THE SOUND ON

INSTAGRAM LIVE

ONCE YOUR LIVE BROADCAST ENDS, YOU CAN SHARE A REPLAY OF IT TO IGTV. PEOPLE WILL BE ABLE TO FIND AND VIEW YOUR LIVE VIDEO REPLAYS ON IGTV.

TO SHARE A REPLAY OF YOUR LIVE BROADCAST, TAP SHARE TO IGTV AT THE BOTTOM OF THE SCREEN AFTER YOU'VE ENDED YOUR LIVE BROADCAST AND FOLLOW THE ON-SCREEN INSTRUCTIONS. YOU CAN ALSO SHARE IT FROM YOUR LIVE ARCHIVE.

KEEP IN MIND:

- 1. LIVE BROADCAST REPLAYS WON'T INCLUDE ANY LIKES OR COMMENTS FROM YOUR ORIGINAL LIVE VIDEO.**
- 2. THE NUMBER OF VIEWERS FOR YOUR LIVE BROADCAST WILL RESTART ONCE YOU SHARE IT TO IGTV.**
- 3. YOU WON'T BE ABLE TO EDIT OR TRIM YOUR LIVE BROADCAST BEFORE SHARING IT TO IGTV.**
- 4. YOU CAN ALSO TAP DOWNLOAD VIDEO TO SAVE YOUR LIVE VIDEO TO YOUR CAMERA ROLL OR TAP DELETE VIDEO, THEN TAP DELETE TO DISCARD IT.**

INSTAGRAM REELS

DO THIS

WHAT KIND OF REELS WILL I SEE ON INSTAGRAM?

ON INSTAGRAM, WE SHOW YOU PUBLIC REELS IN PLACES LIKE THE REELS TAB THAT ARE RECOMMENDED TO YOU BASED ON REELS YOU'VE WATCHED, LIKED OR COMMENTED ON AND ACCOUNTS YOU FOLLOW.

IN ADDITION TO THE GUIDANCE ABOVE, INSTAGRAM CHOOSES REELS TO RECOMMEND THAT:

- **MAY BE ENTERTAINING FOR A WIDE AUDIENCE**
- **CAN INSPIRE PEOPLE TO CREATE (EXAMPLE: START A TREND OTHERS CAN PARTICIPATE IN)**
- **HAVE MUSIC FROM THE INSTAGRAM MUSIC LIBRARY OR ORIGINAL AUDIO THAT IS MADE WITH THE REELS AUDIO TOOL**
- **ARE FILMED VERTICALLY**
- **SHOW EVENTS THAT ARE MEANINGFUL AND RELEVANT TO OUR COMMUNITY**
- **SHOW CREATORS WITH DIVERSE BACKGROUNDS AND VIEWS**

INSTAGRAM REELS

DON'T DO THIS

WE AIM TO MAKE LESS VISIBLE REELS THAT:

- **ARE BLURRY, LOW RESOLUTION, CONTAIN BORDERS, LOGOS, WATERMARKS OR IF THE MAJORITY OF THE IMAGE IS COVERED BY TEXT**
- **AREN'T YOUR OWN ORIGINAL VIDEOS**
- **FOCUS ON POLITICAL ISSUES OR ARE MADE BY POLITICAL FIGURES, PARTIES OR GOVERNMENT OFFICIALS (OR ON THEIR BEHALF)**
- **GO AGAINST OUR COMMUNITY GUIDELINES (EXAMPLE: CONTAINS HATE SPEECH OR GRAPHIC VIOLENCE)**
OR OUR RECOMMENDATION GUIDELINES

**KEEP IN MIND THAT REELS FROM PEOPLE YOU FOLLOW WILL STILL BE SHOWN ON PROFILE AND FEED
AND WE WON'T MAKE THEM LESS VISIBLE.**

INSTAGRAM VIDEO SPECS

VIDEOS MUST BE AT LEAST ONE MINUTE LONG.

THE MAXIMUM LENGTH YOUR VIDEO CAN BE IS:

15 MINUTES WHEN UPLOADING FROM A MOBILE DEVICE.

60 MINUTES WHEN UPLOADING FROM THE WEB.

VIDEOS MUST BE IN MP4 FILE FORMAT.

YOU CAN UPLOAD A VERTICAL VIDEO WITH AN ASPECT RATIO OF 9:16 OR A HORIZONTAL VIDEO WITH AN ASPECT RATIO OF 16:9.

VIDEOS SHOULD HAVE A MINIMUM FRAME RATE OF 30 FPS (FRAMES PER SECOND) AND MINIMUM RESOLUTION OF 720 PIXELS.

THE MAXIMUM FILE SIZE FOR VIDEOS THAT ARE 10 MINUTES OR LESS IS 650MB.

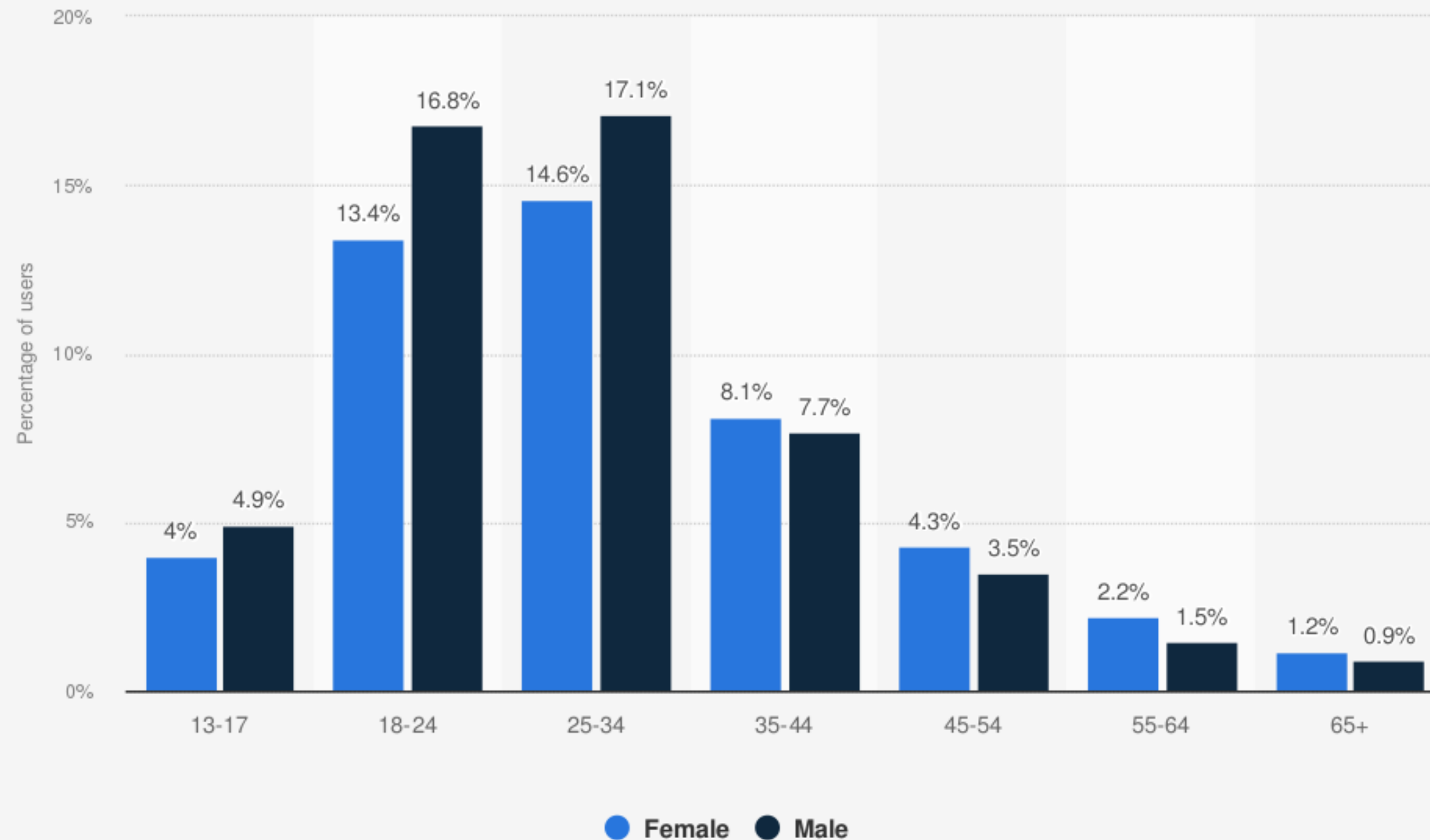
THE MAXIMUM FILE SIZE FOR VIDEOS UP TO 60 MINUTES IS 3.6GB.

COVER PHOTO SIZE

THE RECOMMENDED SIZE FOR COVER PHOTOS IS 420PX BY 654PX (OR 1:1.55 RATIO).

THE AVERAGE AGE OF AN INSTAGRAM USER

Distribution of Instagram users worldwide as of April 2022, by age and gender



UNDER 35

Sources

We Are Social; Hootsuite; DataReportal;
Instagram; Facebook
© Statista 2022

Additional Information:

Worldwide; DataReportal; Instagram; Facebook; April 2022; 13 years and older; based on addressable ad audience

THE TYPICAL INSTAGRAM USER

LIKES

WATCHING VIDEO WITH SOUND

TRYING NEW FEATURES

HASHTAGS

USING MOBILE

LEARNING ABOUT NEW PRODUCTS

INFLUENCER MARKETING

ONLINE SHOPPING

SPENDING 53 MINUTES/DAY ON PLATFORM

DISLIKES

EMOJIS RESPONSES FROM STORIES

"LIKING" A MESSAGE WITH NO RESPONSE

THE PLATFORM CRASHING

LOCATION TAGGING VS MENTIONS

HIGHLIGHTS

SPAM IN THEIR MESSAGES

WAYS TO ENGAGE ON INSTAGRAM

1. LIKE
2. COMMENT
3. SHARE
4. SAVE
5. REPLY
6. PROFILE VISIT
7. WEBSITE CLICK (LINK IN BIO)
8. CALL
9. FOLLOW
10. MENTION

INSTAGRAM TIPS & TRICKS

1. FIND A TREND & **IMMEDIATELY** JUMP ON IT
2. ENCOURAGE USER GENERATED CONTENT
3. ASK FOR FEEDBACK - POLLS - CAPTIONS - DIRECTLY ASK IN YOUR CONTENT
4. THE FIRST LINE OF YOUR CAPTION IS KING
5. LONGER CAPTIONS THE BETTER (2,200 MAX)
6. RESPOND TO **EVERYTHING** - BUT NOT ALWAYS RIGHT AWAY
7. REPLAYS ARE GOLD
8. HASHTAGS (3 FOR STORIES - UP TO 30 FOR POSTS)

INSTAGRAM ALGORITHM

- 1. PRIORITIZES POSTS WITH THE HIGHEST NUMBER OF LIKES**
- 2. PRIORITIZES VERY RECENT POSTS (CREATED WITHIN MINUTES OF A USER LOGGING ON)**
- 3. PRIORITIZES POSTS FROM PROFILES THAT THE USER ENGAGES TYPICALLY WITH**
- 4. PRIORITIZES POSTS FROM HASHTAGS THAT THE USER FOLLOWS**
- 5. POSTS WITH AT LEAST ONE HASHTAG AVERAGE 12.6% MORE ENGAGEMENT**
- 6. PHOTOS WITH FACES PERFORM ALMOST 40% BETTER THAN WITHOUT FACES**
- 7. STORIES SERVE EXISTING AUDIENCE - REELS REACH NEW AUDIENCES**
- 8. A PROFILE VISIT AFTER VIEWING A POST IS HUGE**
- 9. DISCOVER A TREND & IMMEDIATELY RECREATE IT**
- 10. DISLIKES CONTENT THAT INCLUDES:
CLICKBAIT/ENGAGEMENT BAIT & PROMOTES A CONTEST OR GIVEAWAY**

VALIDATION VS PROSPECTING

PERSONAL VS BUSINESS

PERSONAL VS PERSONABLE

HOW TO KEEP IT POSITIVE
"THANK YOU FOR YOUR FEEDBACK"

HOW DO YOU MEASURE SUCCESS?

CTA

SHARES

LIKES

COMMENTS

CONVERSIONS

BRAND AWARENESS

INSTAGRAM ENGAGEMENT

LIKES + COMMENTS

FOLLOWERS

X 100 = ENGAGEMENT RATE

TEXT REPLACEMENT
CREATE YOUR TEMPLATES
& WORK SMARTER - NOT HARDER

VIDEO EDITING APPS

MOJO

VIDEO SHOP

VIDEO LEAP

CLIPOMATIC

LIVELY

HYPERLAPSE

BOOSTED

BEATLEAP

MOTIONLEAP

LIFE LAPSE

TEXTINGSTORY

VUE

ADOBE SPARK

FILMM

PATTERNATOR

TEZZA APP

CUTSTORY

A DESIGN KIT

VCSO

LIFE LAPSE

MAGISTO

OVER

STORYLUXE

UNFOLD

SEEN: STORIES MAKER

LATER

INSHOT

CANVA

CANVA STORIES

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HOMEWORK

- 1. TAG MORE - WORRY LESS**
- 2. VERTICAL FEED VIDEO (LESS THAN 2 MINUTES)**
- 3. STORY 5-10 DAILY**

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SCAN FOR MORE INFO