Using Social Media to Market Your Services

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What We'll Cover Today

- **Why Social Media?**
- **Personal vs. Professional Use of Social Media**
- **Current Social Media**
- **Tips for Using Social Media Professionally**
- **Links**

How are you using social media?

Why Social Media?

Why was this so successful?

Breaking Down #NuggsForCarter

- Original content
- Engagement from the company
- Follow through by the company
- Increased media exposure
- Hashtag

- And best yet....this was all free!

Why Social Media?

- It's free (mostly)
- Ability to reach a wide audience in an instant
- Sell your brand in different ways
- Meet your customer where they operate

Using Social Media Professionally

Tips for Using Social Media Professionally

- **Ensure your brand is consistent across all accounts**
  - Same profile photo/avatar on all accounts
  - Did it change recently? Update it everywhere.

- **Ensure your account is PUBLIC**
  - Private may work for personal accounts but you want to make the path to join easy for your customers

- **Tell your story**
  - Do you have customer success stories you can share?

Tips for Using Social Media Professionally

- **Use high quality/resolution photos**
  - Cell phone photos are great but make sure they're well-lit and high-res.

- **Cancel unused Social Media accounts**
  - Don't use a service anymore? Delete it or you'll forget about.

- **Make sure your account passwords are secure**
  - Change your password at least once a year

Let's Get Social

Today's Social Media

Twitter

- **Great for real-time customer interaction**

- **Time moves quickly so posts need to be timely**

- **Hashtags (#) help curate tweets**

Facebook Page

- **Great for posting photos, stories, events, and other items**

- **Can go live from a page**

- **Facebook Ads budget is required to increase exposure of posts, events, and items on your page**
  - Suggested budget $10 to $20 per boosted post – target audience

- **Powerful analytics available**

Instagram

- **Photo centric**

- **Instagram Stories becoming most used feature**
  - Features similar to Snapchat – basically copying Snapchat

- **Can post multiple photos in a single post**
  - Tell a story by swiping left

- **Like Facebook, you can pay to boost posts**
  - Also, features powerful analytics

- **Hashtags (#) also very useful in this space**

Snapchat

- **Images or video disappear after no more than 10 seconds and stories last for 24 hours**

- **Many HS and College aged students use this often**

- **Difficult space to enter because of the time limit on posts**
  - Have to plan out 24 hours

LinkedIn

- **Your online resume or CV**

- **Used for business networking**

- **While you can share and post items, this is a professional space and posts should be related to your business interests**

- **Many people treat this like Facebook or Twitter**

Links

- **Best Times to Post on Social Media by Platform**
  - https://coschedule.com/blog/best-times-to-post-on-social-media/

- **Hootsuite (free up to 5 accounts)**
  - http://hootsuite.com

- **TweetDeck**
  - https://tweetdeck.twitter.com

Follow-up Links

- **30 Social Media Engagement Tactics that Will Boost Shares and Conversions**
  - https://coschedule.com/blog/social-media-engagement-tactics/

- **5 Easy Tricks to Write Catchy Headlines**
  - https://goinswriter.com/catchy-headlines

Follow-up Links (continued)

Additionally, look at the following accounts to see how Matt is running social media at UF's Student Affairs:

- **Facebook**
  - https://facebook.com/UFStudentAffairsIT

- **Twitter**
  - https://twitter.com/UFSA_IT
  - https://twitter.com/ufdhnet

- **Instagram**
  - https://instagram.com/UFSA_IT

Questions?
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