

GET SOCIAL

Social Media Success
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MAGANA MEDIA

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SOCIAL GAME PLAN...

- Set Your Goals
- Make a Schedule
- Know Your Audience
- Get Creative
- Be Consistent

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CONTENT BASICS

- Remember to promote your organization or event year round
- Save the date
- Budget for Boosting.
- New this year
- Other events

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SOCIAL MEDIA BREAKDOWN



- Get to know where marketing efforts are most worthwhile that will save you time, energy and money.
- Overall, consumers continue to be attracted to creative, visual representations of your event or participants, so take some more photos and save your word-based ONLY POST for another time.
- Yes, Snapchat is fastest growing with teens (is that your consumer?)
- Facebook is still the King

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WHAT WORKS

- Customize
- Cross-promote
- Video, video, video
- Go To Your Audience (choose a platform)
- Listen and Engage
- Think OUT OF THE BOX

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THE SOCIAL NUMBERS

The latest survey from the Pew Research Center shows that:

- 73% of U.S. adults use YouTube
- 68% use Facebook
- 35% use Instagram
- 29% use Pinterest
- 27% use Snapchat
- 25% use LinkedIn
- 24% use Twitter

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CONTENT 101

- Use pictures
- Use video
- Embrace technology

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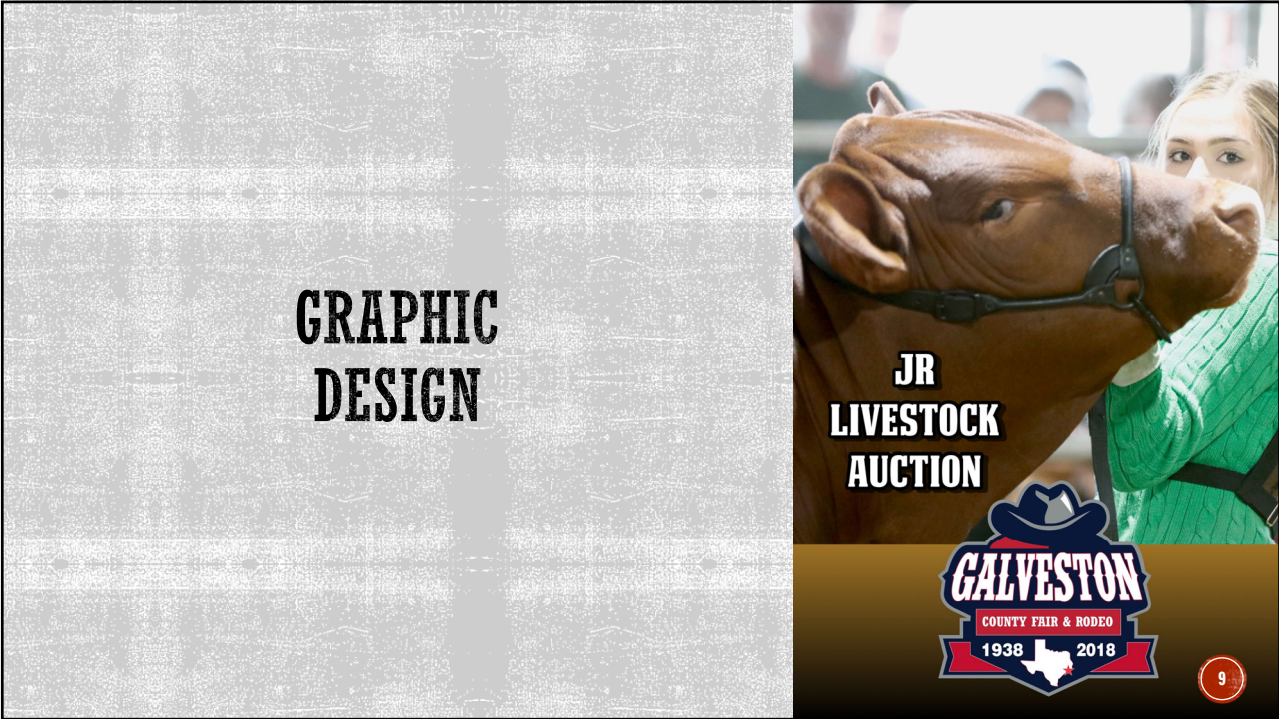


FROM PIC TO GRAPHIC

- Brand it
- Use text
- Edit

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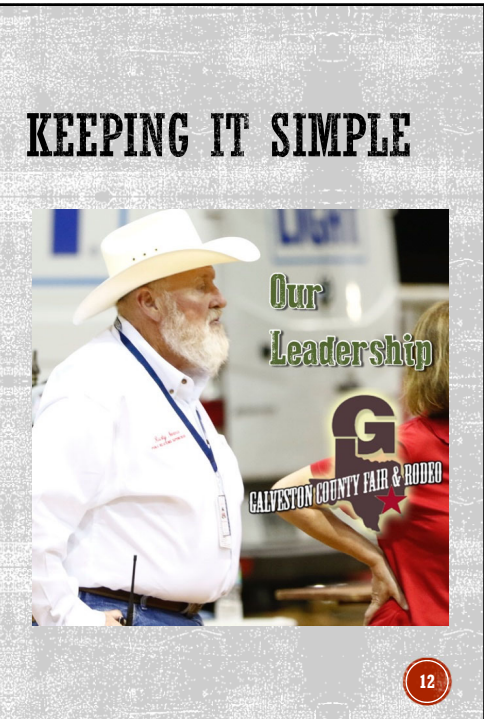


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IN THE DETAILS



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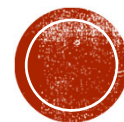
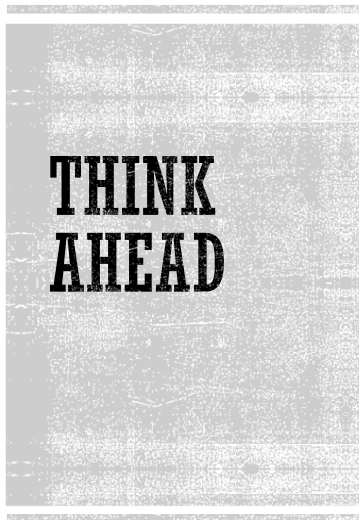
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POST IT



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THE HASHTAG

- Every day has a trending hashtag
- Create your own
- Pull from your mission/goal

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THROW IT BACK!



Our President
Marjie Pollard

FORTBEND COUNTY FAIR
FORTBENDCOUNTYFAIR.COM



FAIR TIME
Head Our Way

FORTBEND COUNTY FAIR


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CHOOSE AN APP

- Canva
- Adobe Spark
- Snappa
- Desynger
- Word Swag


▪ *When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.*



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PROMOTE



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**CONTENT —
THE ACTION**

Happening now?
or
Are you ready for
the Action?

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Tag-In

DATES:
 STEER -- MARCH 26
 COMMERCIAL HEIFER -- JUNE 1
 LAMB/GOAT/SWINE -- JULY 13



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LIVE, LIVE, LIVE


69,175
People Reached

11,677
Engagements

444


276 Shares 30K Views

[Boost Post](#)



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LIVE PLATFORMS

- Scheduled events
- Be short and sweet
- Feature Your Team
- Represent Your Mission

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LIVE LESSONS

- *Identify The Value*
- *Practice, organize, & test!*
- *Title your live-shot*
- *Remind viewers what they are watching*
- *Show The Action (switch your camera view)*
- *Stick to what you know*
- *Keep it simple*
- *Be fun, be charming, be clear (don't talk to fast or to slow)*
- *Have fun!!*

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GOING LIVE TECHNICAL

▪ *Stepping up your "Going Live" game doesn't have to be expensive.*

**\$50 to \$100
For Better Audio**

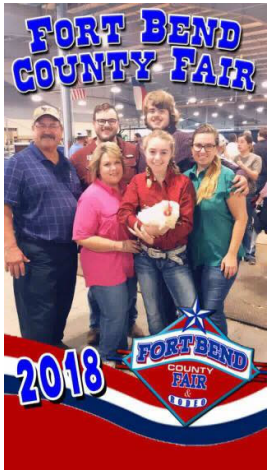


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GEO-FILTERS

- For Snapchatters
- Will be cross promoted
- Unifies social media push



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SOCIAL MEDIA CRISIS COMMUNICATIONS



Identify the Crisis



Pause All Outgoing Messages



Utilize the platform's tools



Communicate with... your Team, (including; sponsors & committees) the Public, the Media.



Damage control – avoid arguments... online banter



Make it Right: Make the decision, make the call, stand by the ruling, and fix it fast. Being open and transparent is important.



When in Doubt... Call Me!

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Short videos with captions are really appealing to mobile users and are also accessible to everyone. They can be found on any social media platform with Facebook favoring them in their algorithm



Vertical videos on Snapchat and Instagram Stories grow really fast in popularity and we already see many ads in a vertical format. It's a format that will grow even more like a trend due to the improved viewing experience in mobile screens.



Live streaming is also another big trend that is now available across many different platforms. Users turn into broadcasters and brands become publishers to come closer to their audience.

TRACKING THE TRENDS - 2019

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THE TAKEAWAY

- Set Your Goal
- Know your audience
- Reach Out with Refinement
- Be Consistent
- Communicate

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QUESTIONS

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SCAN IT TO PLAY ALONG...

SCANTrivia **SCAN CODE**
THE HIGH TECH TRIVIA GAME | PLAY - SCAN - WIN **TO EARN POINTS**



Utilizing Social Media in Harbor (Sat am)

22956

