

Social Media in 2015

Kristin Meeks
kristin@wvsocialmedia.com

Video: Social Revolution



Social Media Platforms

Facebook

Twitter

LinkedIn

Instagram

Youtube

Tumblr/Blogs/Google+

Social Media as a Communication Tool

- 1) Have a online presence
- 2) Keep that presence updated
- 3) Make connections that count
- 4) Share and Create Relevant Content
- 5) Be Consistent

Effectively Execute

HootSuite (www.hootsuite.com) App/PC

Facebook Scheduler

TakeOff App (Twitter and Instagram)

Facebook Page Manager App

Facebook Scheduler

LinkedIn/Twitter/Instagram/Youtube/Blog

/Google+ Apps

Tracking

Facebook Insights

Hashtags #

Twitter Insights

Social Media views, shares

How to Find Your Community Online

Search: Facebook Groups

Twitter and Instagram: #Hashtags

LinkedIn Search

Youtube Search

Share Your Online Presence Offline

Attract Followers via Ads

Social Media Ad Friendly:

Facebook

Twitter

LinkedIn

Advantages of Social Media Ads

Targeted

-age/gender/geographic

Cost effective

-\$1-\$100's

Timely

-scheduled/started and stopped easily

Photos

-6 per ad (Facebook)

Boost A Post

Schedule

Social Media



Do

Create a Plan

Interact in Social Media Groups

Tell a Story!

Cross Market

Proceed with Caution

Look for Best Practices

Have a Social Media Policy

Don't

Be too self promotional

Leave it up to one person to control Social Media

Share an out of date or not completed Profile/Page

Post the same message over and over

Avoid Social Media

Don't Ignore Comments/Messages

Don't overshare/post status after status

Questions?

Connect with Me!

Facebook: /marketingwv

Twitter: @marketingwv

LinkedIn: Kristin Meeks