

Module 8

Social Media



Exercise / Module 8 / Social Media

Why Social Media? An integral component to promoting your brand is leveraging social media. Social media helps you not just share your work with a larger audience, but it helps you connect with your customers and fellow artists.

Consistency of brand and timing of posts is key for success.

The Majors:

Facebook: It is fortunately or unfortunately the universal social media platform; most everyone is on it. Therefore, you should make this one of your primary platforms. It is also the best for advertising. Tell folks to follow you, not just like you. I recommend keeping your personal account personal and instead starting a fan page.

Notes:

Twitter: It is about interjecting yourself into the conversation. If you don't want that, this is not your platform. Hashtags matter here more than Facebook and can on occasion get you jobs. The feed moves very fast, so it is easy to get buried here. It's easy to search conversations if you want to interact, but posting a lot is what gets you noticed on twitter. Again, I recommend keeping your personal account personal and instead starting a twitter account for your business.

Notes:

Instagram: It seems that this platform more than most is the ultimate platform for visual work. Easy to use, lots of variety to show work, if you have a business account you get free insights. Definitely separate personal and business here. Hashtags are also crazy easy and effective on this platform. Some drawbacks- only mobile app user friendly and some posts get buried.

Notes:

LinkedIn: This is your resume resource. A great place for folks to find you for JOBS. Max out this platform by utilizing every feature, especially if you want to teach.

Notes:

Pinterest: It is a fabulous way to show off your portfolio or handicrafts. Not that great for performing artists or filmmakers. Separate your personal and business accounts here too.

Notes:

Youtube: Video content is king these days. Any video content from trailers, to behind the scenes to teaching content creates an excellent online platform for creatives.

Notes:

Some Niche networks that may be beneficial:

<https://ello.co/> facebook alternative

<https://www.kickstarter.com/> for funding

For Visual Artists

<https://www.behance.net/>

<https://www.tumblr.com/>

<https://www.deviantart.com>

For Filmmakers

<https://vimeo.com/>

<https://shootingpeople.org/>

<https://www.movidiam.com/landing>

<https://storyhunter.com/home/>

For Funding:

<https://www.indiegogo.com/>

Film/Theatre/TV & Performing professionals (musicians, voiceovers)

<https://www.mandy.com/>

<https://www.stage32.com/welcome/>

Let's put together a social media strategy:

1. Make sure your social media marketing goals align with your business objectives/goals.
 - a. Set goals for your social media marketing strategy that are SMART:
 - a. Specific
 - b. Measurable
 - c. Attainable
 - d. Relevant
 - e. Time-bound

An example of a SMART goal might be to "Grow our Instagram audience by 10 new followers per week." Smart goals are designed to lead to actual results not just lofty ideas.

***Remember retweets, likes and shares are nice vanity metrics and definitely are a place to start. But we are really looking at what leads are generated, web referrals, and conversion rate (which could mean purchases, ticket sales, email sign ups, etc.).

Begin by choosing the social media platforms you will consistently use for your career (pick at least two):

- 1.
- 2.
- 3.
- 4.
- 5.

Decide how frequently you will post on each of your platforms. Consistency is King! Be specific:

Platform	Days per week	Times per day
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- 1.

- 2.

- 3.

- 4.

- 5.

What types of things will you post about on your platforms?

Here's a few ideas:

Shots of your work

Shots of you working/presenting/performing/teaching and the like

Shots of you creating or behind the scenes

Marketing materials on shows you are doing/in/producing

Shots of you at industry related events

Throwback Thursday & Flashback Friday pictures, etc.

Relevant articles to your industry

Advice/ things you've learned

Products/ equipment you use and why (opportunity here for \$\$\$ as affiliate or rep.)

Quotes

Plan what you'll post:

Platform

Types of posts/Ideas

1.

2.

3.

4.

5.

Now set at least 3 Goals (with all these ideas in mind) for your Social Media Platforms:

Goals

1.

2.

3.

2. Review your work in Module 4 on your audience(s): Make sure your social media marketing is directed to each of your audience groups. To help you, create an audience avatar for each audience, name them and use them as the ideal customer for your posts. This personalizes your thinking and helps you remember your clients/customers are REAL people with needs, likes, dislikes, etc.

List your audience(s) and a few adjectives to trigger your memory about who they are:

- a. Audience 1:
 - b. Audience 2:
 - c. Audience 3:
 - d. Audience 4:
 - e. Audience 5:
3. Begin researching your analytics on your platforms to continue to hone in on your audience(s).

4. Research your competition and aspirational models on social media.

- a. What platforms are they on?
- b. What is working for them?
- c. Be sure you are tracking their platforms: follow them!
- d. What industry keywords are they using?
- e. Use the information gathered to evaluate your goals and plans

5. Conduct a Social Media Audit

- a. Evaluate your current efforts
- b. Which platforms are working best for you? Why?
- c. Which platforms are not working? Why?
- d. Is the current audience on each of your current platforms the audience you want moving forward?
- e. Which platforms do your audience avatars use?
- f. How does your social media presence compare to your competition?

Your audit should give you a clear understanding of where you are in the process of your goals. If the purpose (how you want to use each platform) is not clear you need to decide if that platform is worth keeping. It may be valuable, and the reality is you need a strategic redirection, or it may be filled with outdated info or it may simply be a platform that no longer is worth your while.

Here's some questions to ask yourself in order to decide if it is worth keeping:

1. Is my audience here?
2. If so, how are they using the platform?
3. Can I use this platform to help achieve meaningful business goals?

Asking these questions now will keep you on track with your goals as you grow on your social media platforms.

6. Set up accounts for the platforms you want to utilize if you haven't already.

7. Improve your Existing Profiles on your platforms and define the strategy you will use on each platform.

Platform	Strategy
-----------------	-----------------

- | | |
|----|--|
| a. | |
| b. | |
| c. | |
| d. | |
| e. | |

Examples: you could decide that:

Facebook is best for acquiring new customers

Instagram is where you build brand affinity with existing customers

Twitter is where you engage press and industry influencers

LinkedIn is where you engage collaborators and advertise teaching gigs

Pinterest is where you showcase your work

Once you decide on the platforms you are focusing on improve your profiles and make sure they are current. Use keywords people will use to search for your work and use images correctly sized for each platform.

Great free resource for sizing of images and formatting is <https://www.canva.com/>

8. Create a social media content calendar: this will make your life so much easier! This content calendar lists the dates and times you will publish all the types of content and the platforms they will be published on--from images to link sharing to blog posts and videos. Your calendar ensures your posts are spaced out and published at optimal times. This should reflect day to day posts and media campaigns to promote your work. And also leave a little time here and there for spontaneous posts.

Resource for automated posting on social media platforms: <https://hootsuite.com/>

9. Track your results.
 - a. Test your plan for 1 month and see if you are getting the results you wanted, if you are great! If not, reassess and modify your strategy.
 - b. Repeat on a quarterly or semi-annual basis.

10. Use the analytics for each platform to maximize your strategy.

Homework / Module 8 / Social Media

1. Go back over Module 8's exercise, spend time in prayer and reflection and make sure you have decided and created a social media plan.
2. Make sure the look/logo/appearance of your social media platforms reflect your brand consistently.
3. Update or input your resume/CV/ samples of your work on LinkedIn and any other relevant platforms.
4. Post in the Facebook group and invite fellow Catalyst members to check out and give feedback on your social media platforms. Bounce ideas off one another, in the group and be very verbal with your encouragement and help with overcoming obstacles.
5. Pray regularly for your career success and for fellow Catalyst members and their success.
7. Continue to finish and wrap up all your work on your website, don't forget your goal is to have most if not ALL of your website completed by Dec 13, 2022.
8. Make sure your website has all the components and suggestions we discussed in Module 7.