



Social Media Boot Camp

Wrap-up!



OVERVIEW

February:



Twitter

March:



Facebook

April:



Instagram

May:



Pinterest

June:



Blogging

SURVEY SAYS...

Most of you want to learn how to:

- Gain followers
 - Maintain interest
 - Expand reach
 - Inspire more engagement
 - Implement paid advertising
 - Drive sales
 - Add value to the conversation
 - Generate shareable content
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ACTION PLAN

- Set “SMART” goals
 - Develop a schedule
 - Track your progress
 - Analyze your results
 - Adapt your approach
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DEVELOP A SCHEDULE

- Tailor schedule to each platform
 - We'll share timing suggestions for each platform throughout the boot camp
 - Establish your routine
 - Keep it consistent
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TRACK YOUR PROGRESS

- Get a baseline reading of where you are *now*
 - # of followers
 - # of impressions
 - Rate of engagement (# of likes, comments & shares / impressions)
 - Amount of activity
 - Acquaint yourself with the analytics tools of each platform
 - Utilize web traffic measurement tools (such as Google Analytics)
 - Consider tracking with a spreadsheet
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ANALYZE YOUR RESULTS AND ADAPT ACCORDINGLY

- Identify:
 - Successes based on your goals
 - Areas for improvement
 - Implement:
 - Replicate and build upon successful efforts
 - Discontinue strategies/content that aren't working
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BEST PRACTICES

- When creating your handle:
 - Be consistent across platforms
 - Use the name of your *business* (@ipgbook)
 - Don't use punctuation, special characters, spaces, etc.
 - Get to know your unique audience on each platform, and tailor your message and voice accordingly
 - Be mindful of timing with regard to current events
 - Interact with followers (comment, like, reply, retweet, etc.!).)
 - Remember that social media is a conversation, not a commercial
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First Up!



TWITTER WRAP-UP

- Add value to the conversation
 - Generate shareable content and inspire more engagement
 - Follow your target audiences or those you want to follow you.
 - Use the trending or popular hashtags in your tweets
 - Live tweet book events and conferences
 - Watch trending conversations to see how you might contribute a valuable comment to the bigger discussion
 - Identify successes based on your goals and areas for improvement
 - Replicate and build upon successful efforts
 - Discontinue strategies/content that aren't working
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TWITTER BEST PRACTICES

- Be mindful of timing with regard to current events
 - Remember the tweets you have scheduled.
 - Interact with followers
 - Answer their questions. Let them know where to find your content.
 - Remember that social media is a conversation, not a commercial
 - Twitter users like real connections.
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Next we have...



FACEBOOK BEST PRACTICES

- Never post without an image
 - Drive traffic to website or blog
 - Be responsive
 - Craft posts around topical events
 - Post at least once a week, at most, twice a day
 - According to [Hootsuite's blog](#), highest engagement is between 12 p.m. and 3 p.m. Monday – Friday; between 12 p.m. and 1 p.m. Saturday and Sunday
 - Keep it consistent
 - A good middle ground: one post per day
 - Content ratio: 1:2(or3) – for every promotional post about yourself or your book, post 2 to 3 pieces of fun, inspirational, or bookish content
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MAKE PROGRESS

- Acquaint yourself with [Facebook Insights](#) for analytics and performance evaluation
 - Consider boosting high-performing posts with [paid advertising](#)
 - Keep up-to-date with Facebook's [ever-changing algorithm](#)
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Now...



INSTAGRAM STRATEGIES

- Include **hashtags**. Hashtags help strangers find you and widen your reach.
 - **Tag** anyone with an Instagram profile that is featured in your photos.
 - Interact with people and keep your followers involved. Double tap to **like** photos or make **comments**. When people comment on your photos, respond!
 - Have fun sharing photos that are **topical** (with current events or what's trending in social media), **personal**, **relatable**, and **on brand**.
 - If you want to get even more involved with your followers, **Direct Messages** let you approach them one on one.
 - **Geotag** your posts. This is another method for people to find you, simply by searching in their immediate vicinity.
 - Provide a **call to action** when relevant. Things like “Click the link in my bio” can direct viewers to a website where they can find out more about you.
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INSTAGRAM BEST PRACTICES

- Conducting yourself in a professional manner doesn't mean you can't be approachable, engaging, and fun.
 - Instagram is visual. Spend a little time making the images you share interesting & eye-catching.
 - Feel free to use this exposure to drive traffic to your website or other social media platforms.
 - Interact with people. Be responsive and polite.
 - Have a sense of your brand, your brand's message, and stay true to it.
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And of course...



Pinterest: Ideas for Generating Content

- Book covers make perfect pins!
 - Use Pinterest as a tool to promote 'Read-Alikes' & book collections
 - Keep up with holidays, trending topics & major life events
 - Be a visual storyteller – each board should help tell part of your brand story
 - Remember that Pinterest is a place of positivity and aspiration so keep that in mind as you craft your messaging and images
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PINTEREST BEST PRACTICES

- **Pinterest is visual!**
 - A pin is perennial – share something that will still be relevant in 3 months or 3 years
 - Pinterest is not the best social media platform to promote events but it's a great place to promote your backlist and begin to generate buzz for far off titles.
 - Look at the popular categories and what's trending
 - Consider tools like Tailwind and Boardbooster to help you manage your time, post consistently, and grow your followers
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And finally!



THE BASICS

Soo...what is a blog?

- Blog: a type of website that is updated regularly with new content

What constitutes a blog post?

- Longer than a social media post, shorter than a *New York Times* article
- In general, blogs posts are **informal**
- Most contain a healthy mix of text, images, and other multimedia
- It can be about whatever you want! That's the beauty of it.

Who blogs?

- Anyone can blog!
- All you need is a computer and something to say



BLOGGING BEST PRACTICES

- Keep it short and informal!
 - Include images and videos about every 100 – 150 words
 - Don't forget your keywords – SEO is important!
 - Keep it evergreen
 - Get personal
 - Ask before using someone else's content
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HOW TO CONNECT WITH IPG

- Follow us and tag us in your posts!
 - Facebook: @ipgbook
 - Instagram: @ipgbook
 - Pinterest: @ipgbook
 - Twitter: @ipgbooknews *
 - Email marketing@ipgbook.com with upcoming social media campaigns and ideas
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Thanks for joining us throughout our Social
Media Boot Camp!

To view its entirety, visit:

www.ipgbook.com/ipgsocialmediabootcamp

Check back over the next few weeks—we
may have some surprises 😊
