



# WELCOME

**DAY 84/100**

**DIGITAL MASTERY CHALLENGE**

**DATE: OCTOBER 12, 2020, MONDAY**

**TIME: 06:00 PM (AST)**

**LIVE FROM DOHA, QATAR**

# Social Media

# MASTERY





# Social Media **MASTERY**



**DAY 1**



أشيقر  
DIGIMENTORS

# SOCIAL MEDIA MARKETING



# Social Media Marketing



Find me on

**facebook.**<sup>®</sup>



*Follow me  
on twitter!*



*Check out my blog!*



*Ten years ago these phrases meant nothing,  
yet now they are part of what we speak everyday*



**More and more people are  
connecting through social media's.**





**To stay in touch with friends, to date, or to interact with brands and businesses.**

*Which is great news for  
digital marketers **like you.***





***In order to survive and thrive, you will need to be active on the main platforms.***



**For competing in an online with other companies you have to be active.**

An illustration showing several hands holding smartphones. The background is pink with white and red confetti and hearts. One phone screen shows a smiley face and a heart, another shows a profile picture, and another shows a document. A hand is also shown holding a tablet.

**WELCOME TO SOCIAL MEDIA  
MASTERY!**

*Social media marketing*

# WHAT IS SMM?







**A form of Internet marketing utilizing social networking sites as marketing tools,**



**thereby gaining traffic, brand exposure, and interaction with customers through social media.**



**WE WILL  
BEGIN  
WITH AN  
OVERVIEW**

**1**

**2**

**3**

**4**

**The four stages within the iterative  
process:**

**WILL  
DISCUSS  
ALL IN  
DETAIL**





**Social media marketing is an amazing way for businesses to keep solid relationships with existing customers and new ones.**



**Understanding the concepts and mechanics of social media and how you can use them to your advantage.**



**Discovering how to set up engaging  
Facebook and Twitter business profiles.**



*Creating a professional LinkedIn profile*



**and participating in LinkedIn groups to  
expand your network.**

Running  
effective  
**YouTube**, and  
blogging  
accounts





**Social media gives you the power to direct your business's online life**



*Whether that  
life is long  
and happy  
depends on  
what channel  
you post to.*

*Also how  
you manage  
your  
profiles—*





In short, how you maximize your  
**SOCIAL MEDIA MARKETING**

**STEP 1:**

**Goals**




**WILL  
DISCUSS  
STEP 1**







**In order to meet your social media goals,  
you need to understand the game first.**

A man in a dark suit and black shoes is running on a modern, multi-level concrete architectural structure. The scene is brightly lit, suggesting a sunny day. The man is captured in mid-stride, moving from the left towards the right. The background shows a grid-like ceiling and a blurred building facade.

**This is the first  
step of the process**

A man in a dark suit and black shoes is running on a modern architectural structure with a grid of concrete slabs. The scene is brightly lit, suggesting an outdoor or well-lit indoor environment. The man is captured in mid-stride, moving from left to right. A black rectangular box with white text is overlaid on the right side of the image.

**Now this step  
will cover:**

***Distinguish between***

**EARNED**

**OWNED**

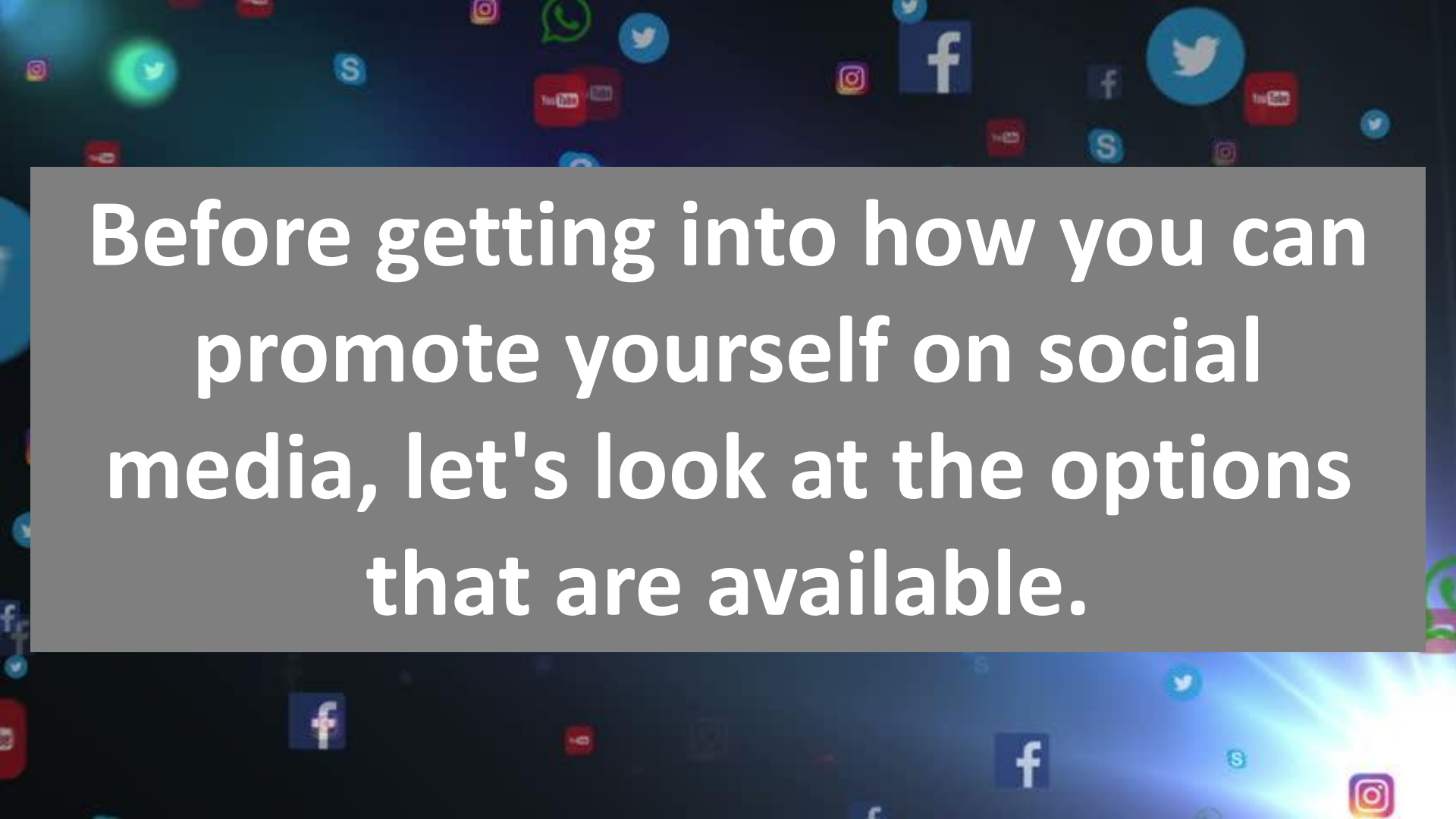
**PAID**



***Recognize the most common forms of social media.***



**Identify different SMM goals and explain how to set your own.**



**Before getting into how you can promote yourself on social media, let's look at the options that are available.**

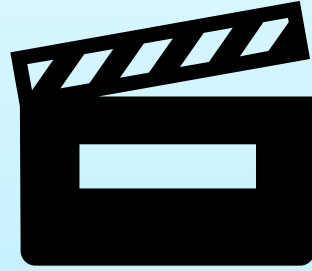
Let's begin...






# 1. MEDIA TYPES:

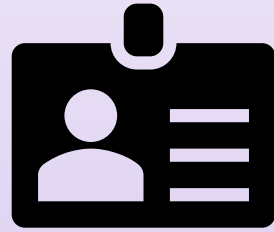
*Earned, Owned, and Paid*



# **EARNED MEDIA**



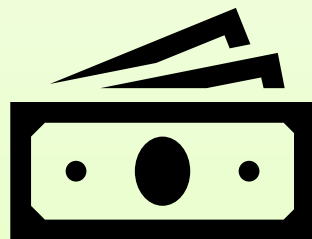
**EARNED MEDIA** is free publicity, generated by fans and customers in response to content they like




# OWNED MEDIA



**OWNED MEDIA** includes communications that a brand creates and controls via its own platform



**PAID MEDIA**



**PAID MEDIA** is any paid activity that drives traffic to owned media properties

**Whatever option you  
choose, remember that  
there will be hidden  
costs involved**



**An engaging  
profile requires  
great copy**

**Multimedia assets like  
photos and videos  
(which you may want  
to take yourself).**



*And a **solid** strategy.*



**You will have to fork out for  
some kind of advertising to  
reach socially tuned-in  
audiences.**

**—So bear below things  
in mind when setting out  
your short- and long-  
term goals**



**Finding and training the right team**

# COMPILING DIGITAL ASSETS



***Advertising your  
business takes time  
and money***



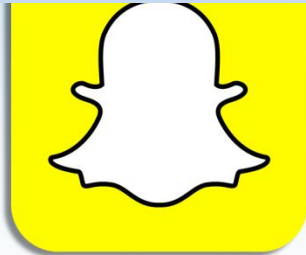


## 2. Forms of Social Media





***Social media comes in all  
shapes and sizes***





**Facebook and Twitter are two of the big players**

***Also Blogging platforms  
such as **WordPress**,  
review sites such as  
**TripAdvisor*****

***Podcast platforms such as PodOmatic can also be classified as social media channels.***

***And let us not forget  
YouTube, Vimeo, Flickr, and  
Instagram, which have  
surged in popularity***

***No tending capturing moments and sharing them with friends.***



*Whatever the format*





***Remember that social media  
never sleeps***





***Smartphones have completely revolutionized how people connect with one another***

***So businesses can now reach  
consumers on the move, 24 hours a day***

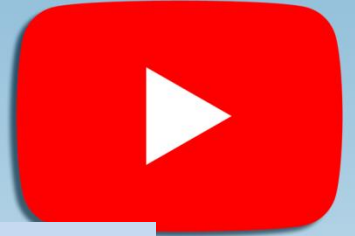




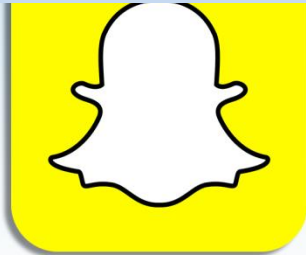
**Managing this can be a full-time  
job in itself**

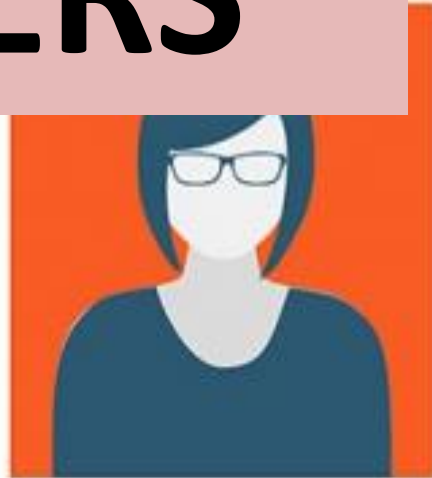
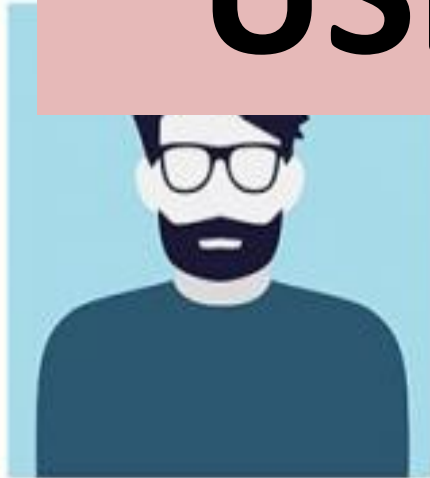
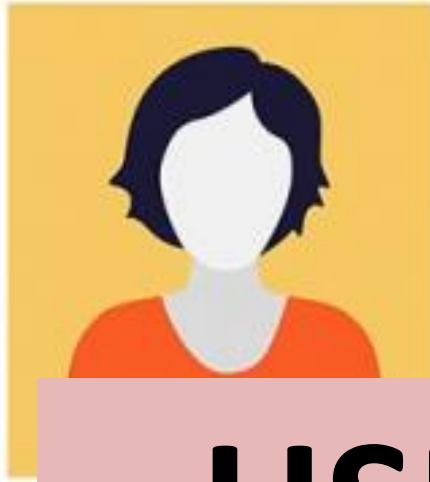
# 3. STAKEHOLDERS OF SMM





***The three key players  
within social media are:***





**USERS**



**ADVERTISERS**



# SOCIAL PLATFORMS





***They have quite an  
interdependent relationship***



***—Users want to have a place  
to engage***



***Can do so on social platforms***



***These in turn need to be  
paid for, since server  
space and staff do not  
come for free!***

The advertiser covers these costs and also uses the platform to reach users.

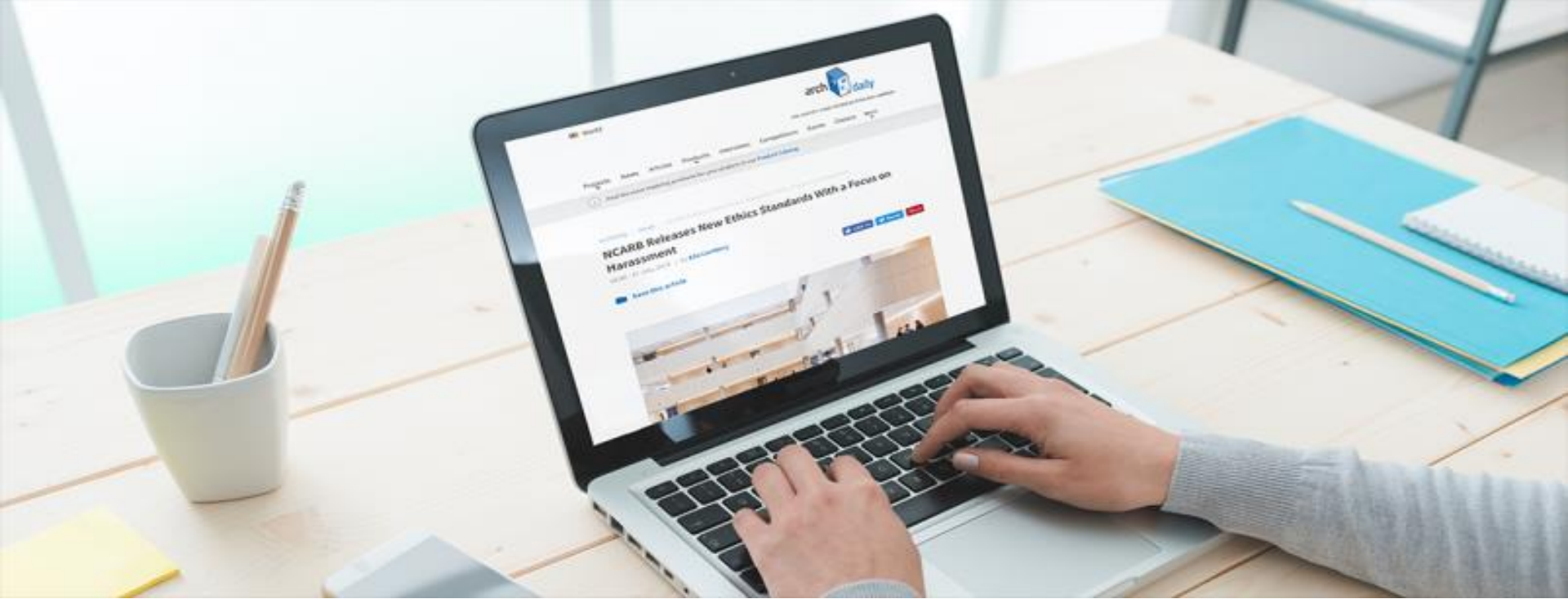


**USERS**



**ADVERTISERS**

**SOCIAL  
PLATFORMS**

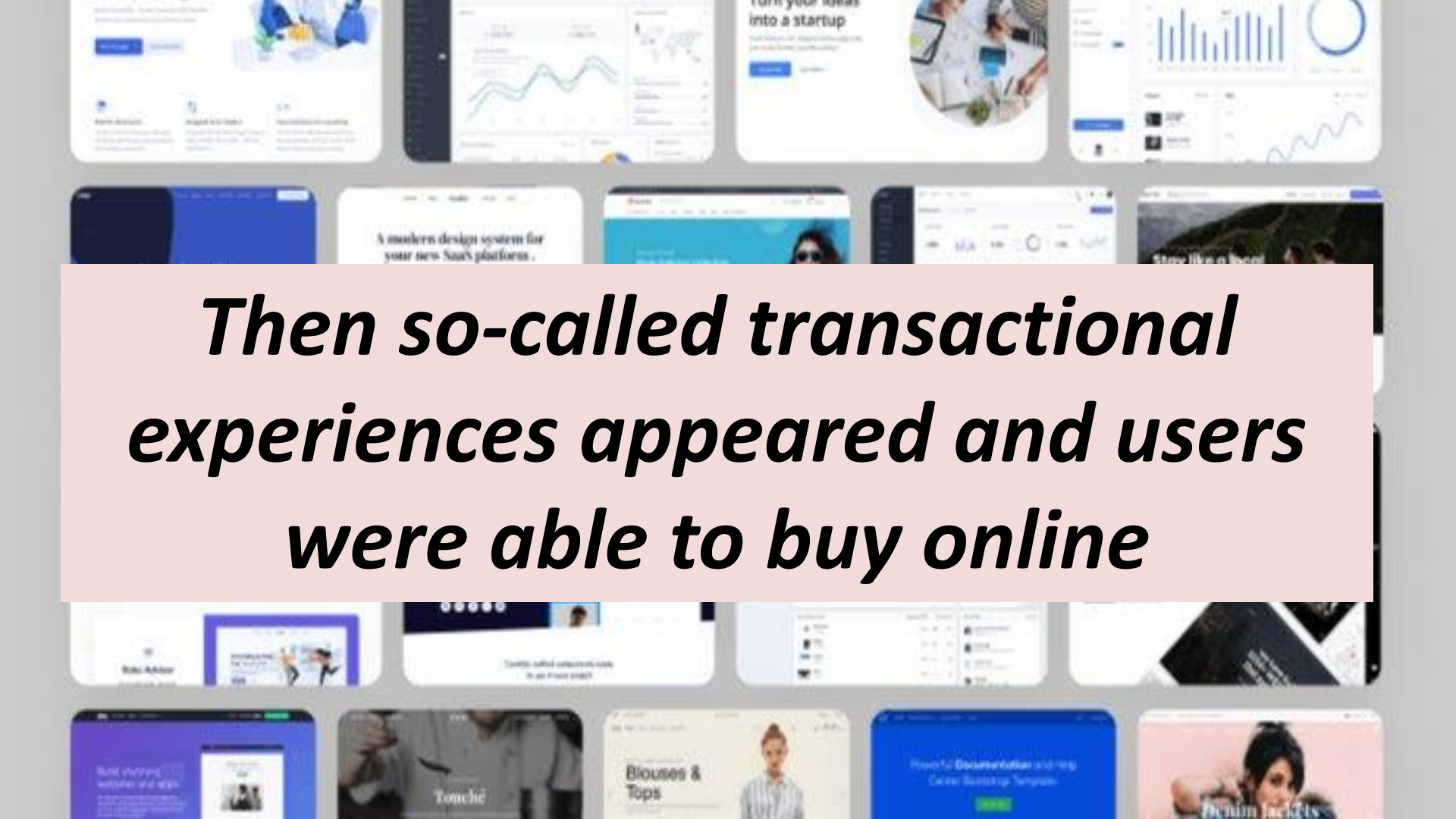


***The way in which users interact with websites has changed considerably***





*Initially they visited sites  
and little else happened*

The background of the slide is a collage of various digital interfaces. At the top, there are several dashboard screens with charts, graphs, and data visualizations. Below these are several mobile and desktop app screens showing different user experiences, including product listings, checkout flows, and informational pages. The central text is overlaid on a light pink rectangular background.

***Then so-called transactional experiences appeared and users were able to buy online***

*The likes of eBay introduced a dialogue between users and advertisers for the first time and marked **the beginning of the interactive process***

***Today this dialogue has expanded into a full-blown conversation between users and advertisers around the world***

***The continual communication has allowed users to tell businesses what they want***



# 4. TRYING IT ON FOR SIZE



**Social media marketing may not be for  
everyone.**



***Before jumping headfirst  
into the social media,  
consider whether **SMM** will  
**fit your business*****





***If your required then think which channel (or channels) you should use.***

***Here are the main  
considerations you  
should take into :***



**TARGET MARKET**



*Think ....*

*Does your ideal  
audience use  
social media?*



*If the  
answer  
is **no!***

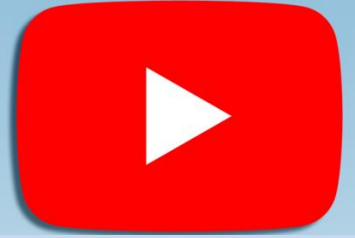


***Then  
there is no  
point in  
wasting  
time and  
money.***



# PUBLIC REACH






***Social media blurs the lines between  
personal and public content***





**Users can rate and  
slate your business  
very quickly and visibly**

A young woman with long, dark, wavy hair is looking down and smiling slightly. She is wearing a light blue jacket over a pink top. The background is a blurred autumn forest with yellow and orange leaves. A white text box is overlaid on the bottom half of the image.

**So just make sure you have  
nothing to be ashamed of.**



**Your reputation and credibility  
are in their hands.**

**Also, since you have greater access to a user's interests and behaviors, you need to be careful about how you use this data.**


# INSTANT COMMUNICATION





*When social media strategies are put in place, communicating in a traditional way becomes a thing of the past.*





***Your interactions with consumers are no longer monitored, controlled, or carefully managed, as the process is much faster***



***This does give your brand a more human, approachable feel but it also means slip-ups can happen easily.***



A person with a dark brown bob haircut, wearing a bright red coat, is shown from the back, looking towards the right. The background is a solid, vibrant red color. The text is overlaid on the lower half of the image.

*So be careful if your content manager is in a **bad mood***

# *Ongoing nature*





***Social media is not a six-week  
campaign—***



*—It has a calendar with no endpoint.*




**That can be quite a scary thought, but by continually adjusting goals and tweaking objectives, the process becomes far less intimidating**

**You decided whom you  
wanted to reach and thought  
of a great way to tell those  
people you exist—  
**SOCIAL MEDIA.****

**Next you  
created a  
profile so  
amazing**



***that users  
started to  
consider  
your brand  
and some  
even  
became  
customers.***

A group of six young people, three men and three women, are standing outdoors and looking at their smartphones. They are dressed in casual, trendy clothing. The scene is brightly lit, suggesting a sunny day. The background is a blurred wall. A semi-transparent white box with black text is overlaid on the bottom half of the image.

***You made the transaction process so seamless, customers kept coming back and told all their friends***





***For a fairytale ending like this you will need to get some specific goals in place.***

**These may  
include:**



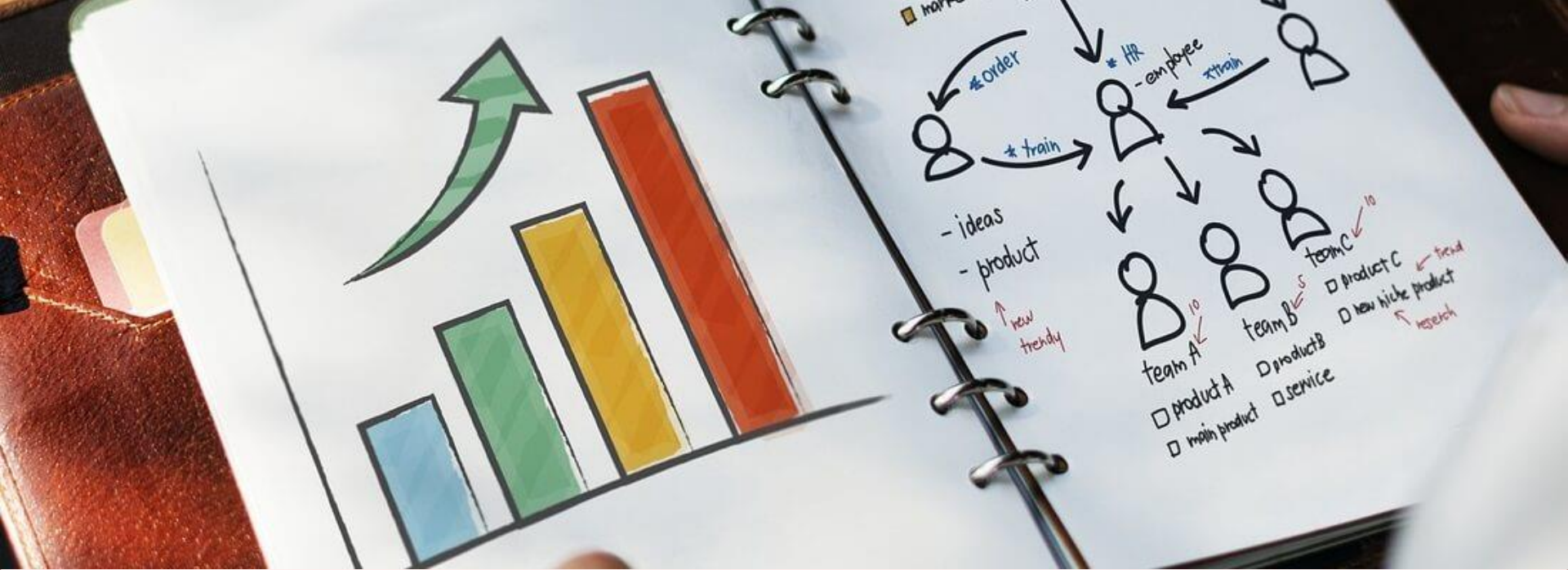
**Business goals like lead generation, sales, and cost reduction.**

**Customer service goals like  
consumer satisfaction and  
the chance of  
referrals/repeat business.**

**Product goals, such as  
research, design, and  
enhancement.**

An illustration on a light blue background showing two men in white shirts and dark trousers talking on red mobile phones. A white line connects the phones, and various white icons like a heart, plus sign, minus sign, and dollar sign float along it. The text is centered in the middle of the image.

**Communication  
goals to build your  
brand personality  
and reputation**



**Marketing goals, such as branding, awareness, and engagement**

***Once you have set out your goals, you  
can explore the best channels to help  
you achieve them***





Now will discuss about  
the different channels  
in detail in **STEP 2**



# **STEP 2:** **Channels**



Let's move on to **STAGE 2** of  
*the iterative process*



**WILL  
DISCUSS  
STEP 2**



WILL START WITH FACEBOOK

facebook



**LET'S  
DISCUSS...**

**Understand the  
differences between  
personal profiles and  
business Facebook pages**

**Effectively create and  
promote a well-  
maintained Facebook  
page.**



**Generate engagement  
with compelling posts  
and use insights to see  
what works best.**

facebook

*The Facebook platform has  
exploded over the past 10 years*

**facebook**

*as a social and marketing tool for  
millions of people around the world*



**2.7 BILLION** ACTIVE USERS





**96%** of Facebook users accessed  
via mobile devices.

*The opportunity for digital marketers  
is huge!*



***Users  
can be  
reached  
24 hours  
a day***



# SEVEN DAYS A WEEK

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday





Facebook

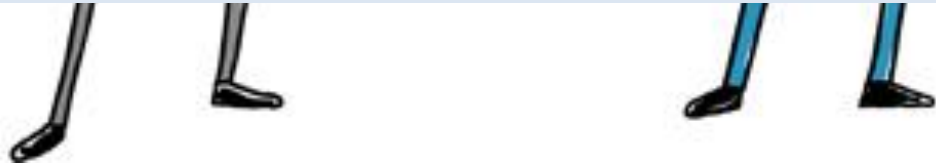
**Facebook is  
one of the best  
platforms with  
which to  
engage people.**

**You are probably already familiar with personal profiles, where friend requests are made and accepted or declined.**

**This is a pretty time  
consuming way of trying  
to connect with your  
audience.**



**Users can ignore your requests, so you do not have the instant connectivity you crave.**



**Also, personal profiles  
are not optimized for  
search engines**



**THEY DO NOT SHOW UP IN  
GOOGLE SEARCHES**

**This is great for individual users who want their privacy protected, but not so great for brands trying to grow their online presence**



Broadly.com  
@getbroadly

- Home
- Reviews
- Photos
- Posts

Five yellow stars

**Get Great Reviews,  
Attract More Customers.**

Like Follow Share ...

Broadly.com

Send Message

**Instead, most brands create a business page from a personal account.**

Create a Page



Just got off the phone with Stephen. I have yet to exp someone who is so knowledgeable and pa... See More


December 19, 2018

See All

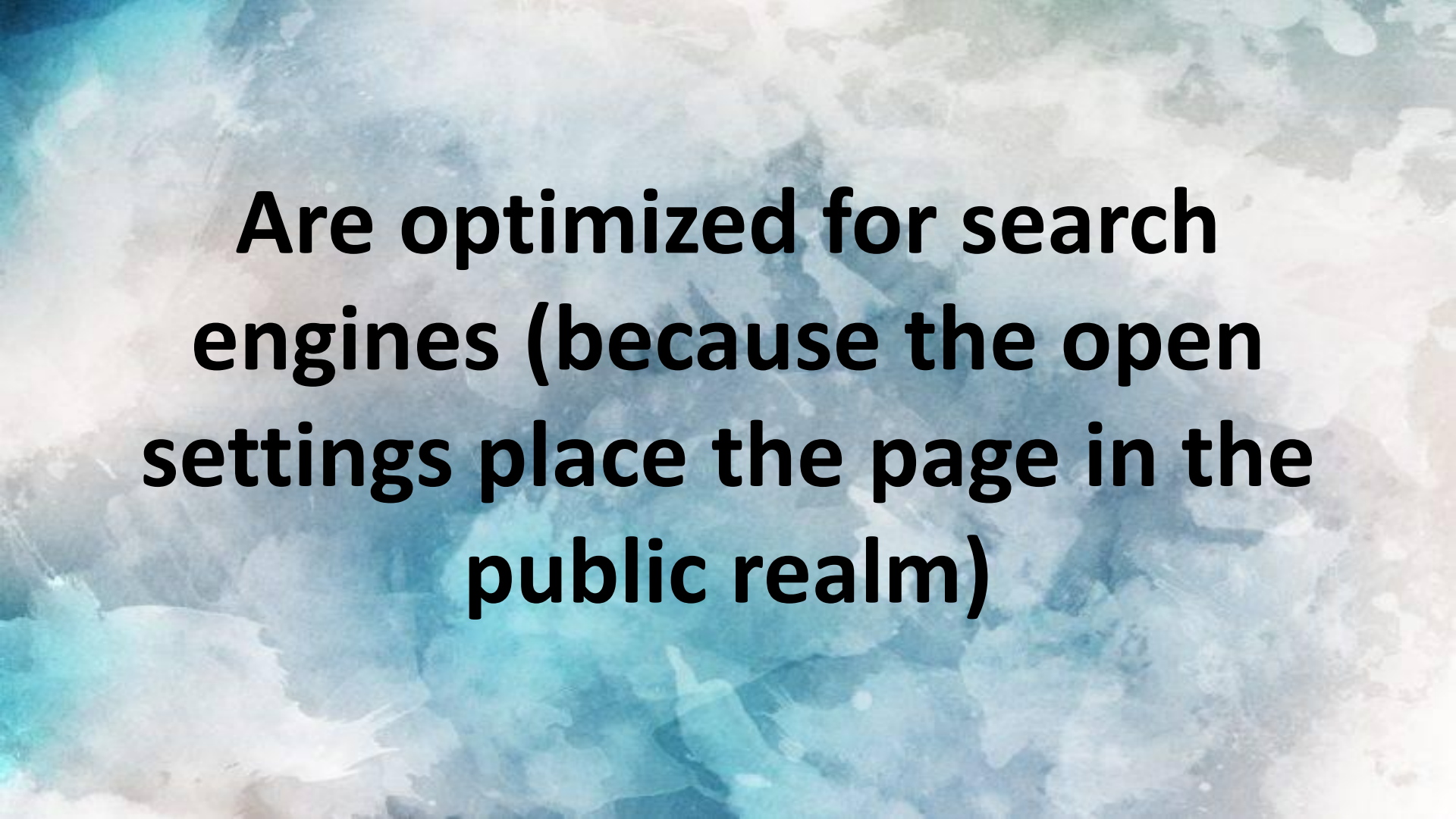


A stack of aged, yellowed pages, likely from a book or document, is shown. The pages are slightly curved and layered, with some text visible but mostly illegible due to blurring and age. A prominent black rectangular box is overlaid across the center of the stack, containing the text "THESE PAGES:" in large, white, bold, sans-serif capital letters. The background is a plain, light color.

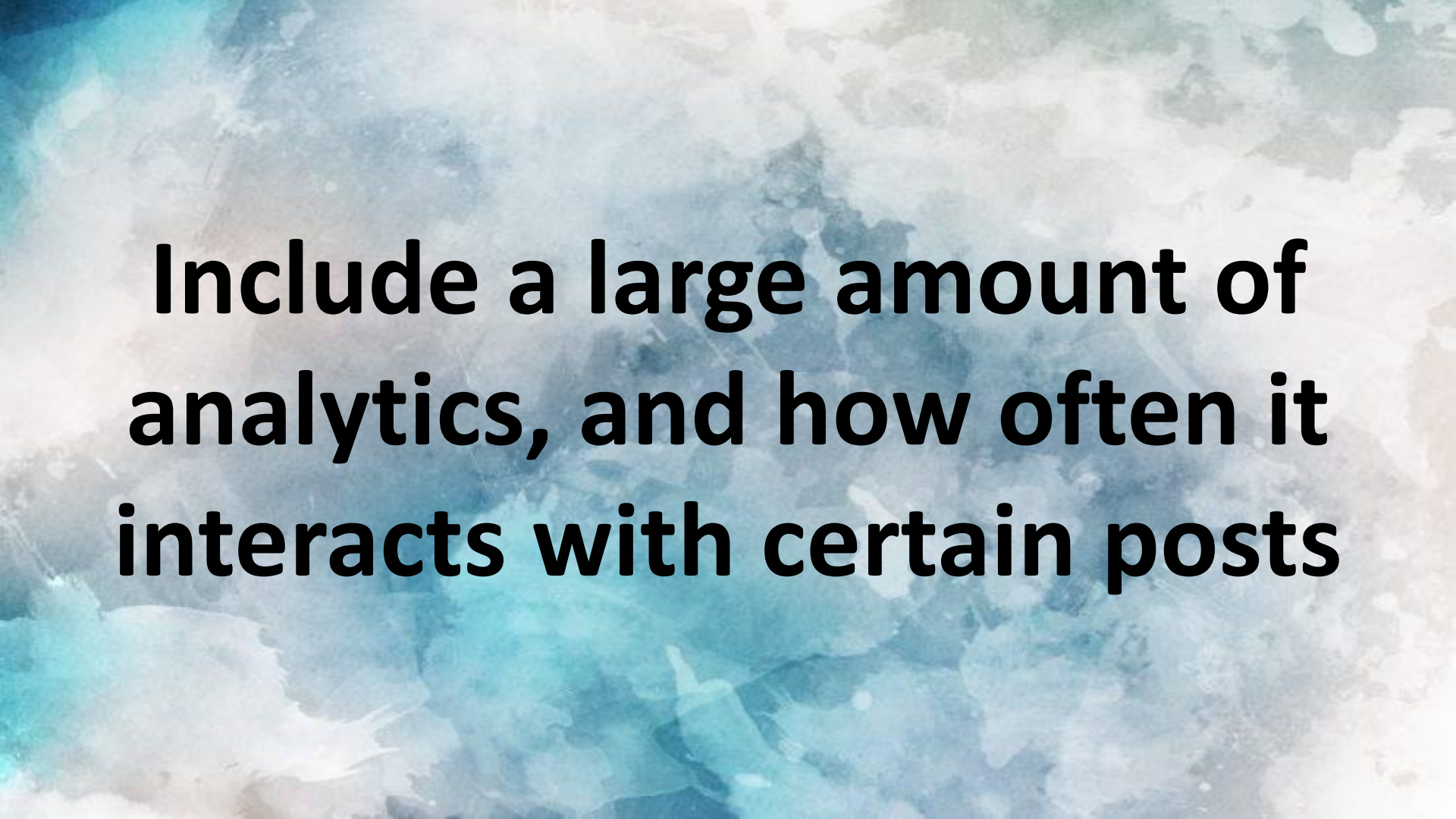
**THESE PAGES:**



**Can have unlimited likes or connections, and take just one click of the Like button for a Facebook user to connect**



**Are optimized for search engines (because the open settings place the page in the public realm)**



**Include a large amount of analytics, and how often it interacts with certain posts**



**You can also track your  
page's performance and the  
posts on it**



***With business pages, it is easier to tweak content to better suit your audience***



**Which is why smart brands go for them over personal profiles**



# facebook®

## EdgeRank

$$\sum_{\text{EdgeRank}} = \text{Affinity} \times \text{Weight} \times \text{Time Decay}$$


Facebook uses an algorithm called **EdgeRank** to organize a business page's content





**It looks at friends (or “liked” organizations) on the page to feed the most relevant content**

- Jane Smith
- News Feed
- Messages
- Words With Friends
- Events
- The Coconut Warf...
- Study Group
- Football Team
- SongPop
- Work
- Washington Post S...
- Photos
- App Center
- See More...
- Aaron Goldstein
- Adam O'Heilly
- Alex Hollander
- Alicia Dougherty-Wald
- Allison Giesler Stein
- Chris Stuhar
- Derrick Malin
- Eric Antkowiak
- Jessie Baker
- Jim Smith
- Mandy Zibart
- Michael Eyal Sharon
- Nicole Jackson Colaco
- W. Kameel
- Pop Baker

Search for people, places and things

### Following

News from pages and people you follow.



NPR

NPR's supposedly sharp news blogger is surprised when he looks down to see that his left foot didn't know what his right foot was wearing.



Please Tell Us You've Done This Too: Ever Worn Mismatched Shoes?

2 minutes ago

Like Comment Share

52 Likes 45 Comments 15 Shares



The Onion



The Gunman Tragedy: A Recap Of The Onion's Coverage

When tragedy struck Kansas City today, Onion reporters were first on the scene. This is a collection of our coverage of the gunman story that...

WWW.THEONION.COM

2 minutes ago

Like Comment Share



Washington Post

For the magazine cover story this week, editors asked area residents: How many people do you know who have been shot? The answers may surprise you. <http://wapo.at/12x...>



Magazine: How many people do you know who have been shot?

It's surprising how many people know someone who has been shot. Or is it?

WWW.WASHINGTONPOST.COM

15 minutes ago - SocialFlow

Like Comment Share

13 Likes 15 Comments 8 Retweets

### Following

YOU ARE FOLLOWING (13)



#### SUGGESTIONS



30 Rock

Alex Hollander and 59 friends like this

Like



Despicable Me

Shelia Normie Thompson and 9 friends like this

Like



Step Brothers

Alvin James and 4 friends like this

Like

#### PLAY IT AGAIN



SongPop

5 of your friends play SongPop

Play Now

#### GAMES YOU MAY LIKE



CastleVille

This stream is called  
**NEWS FEED**

Your Email

Email Password

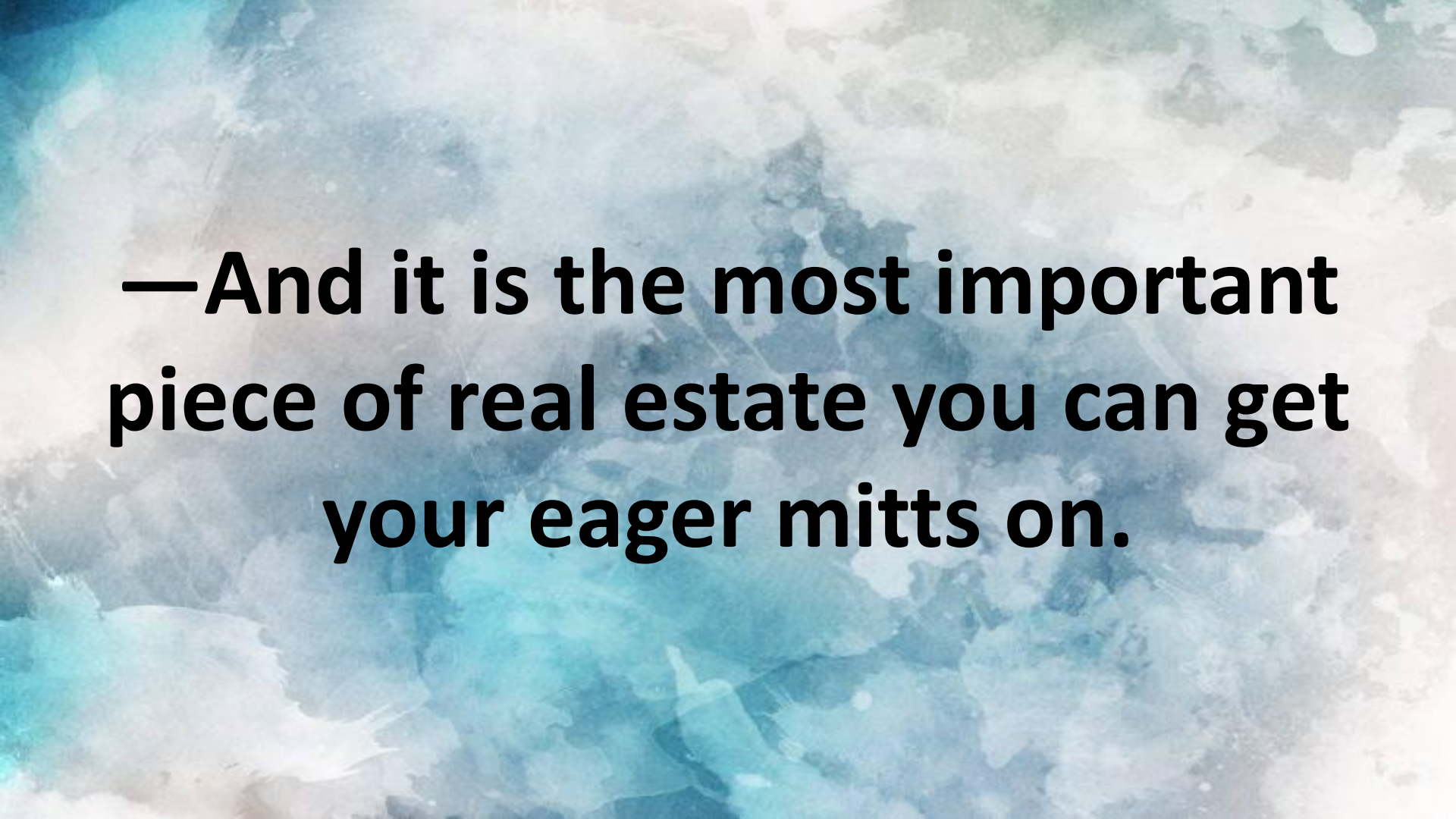
See All Suggestions

#### RATE RECENTLY USED APPS

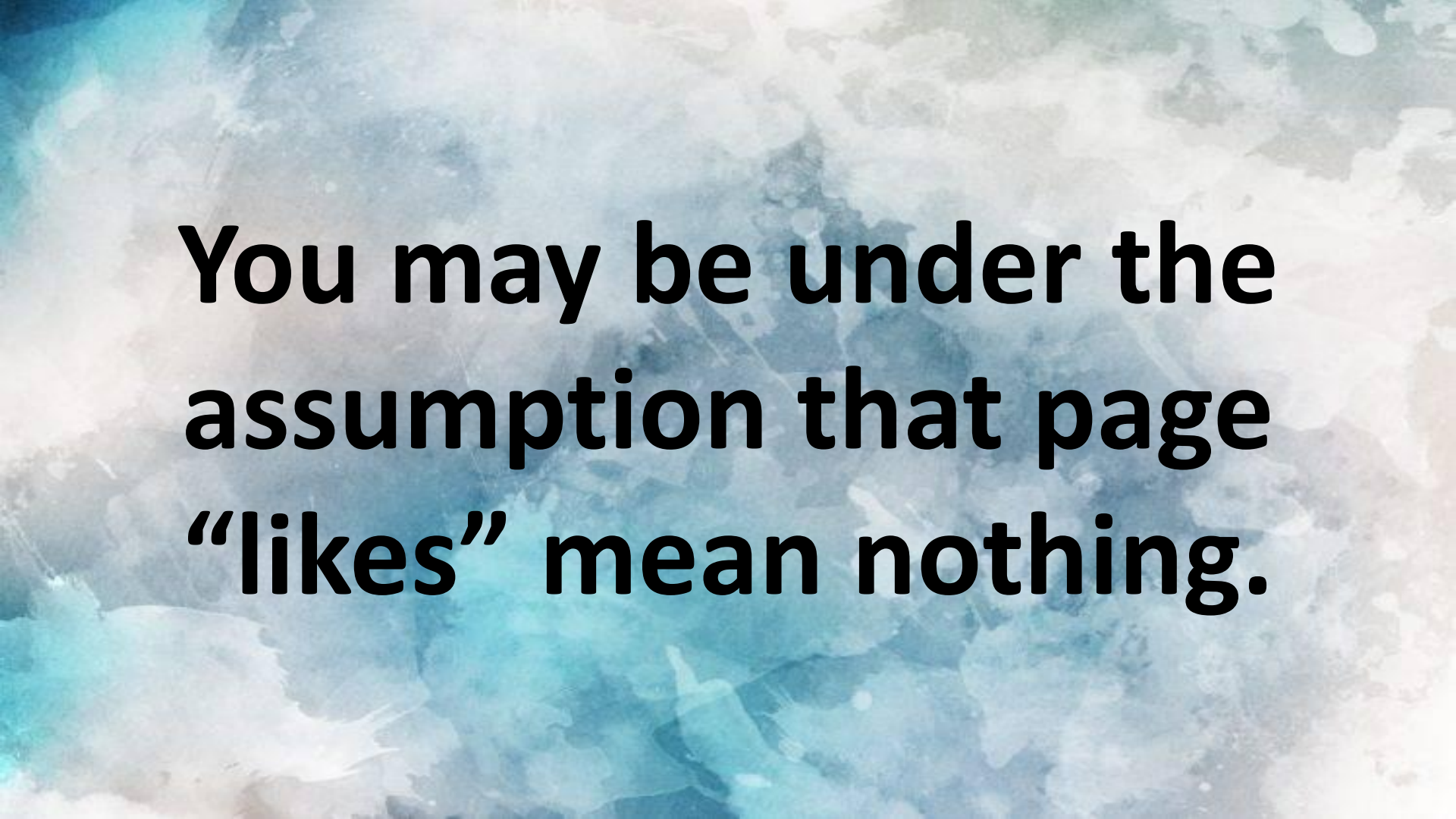


Facebook for iPhone

★★★★★



**—And it is the most important  
piece of real estate you can get  
your eager mitts on.**

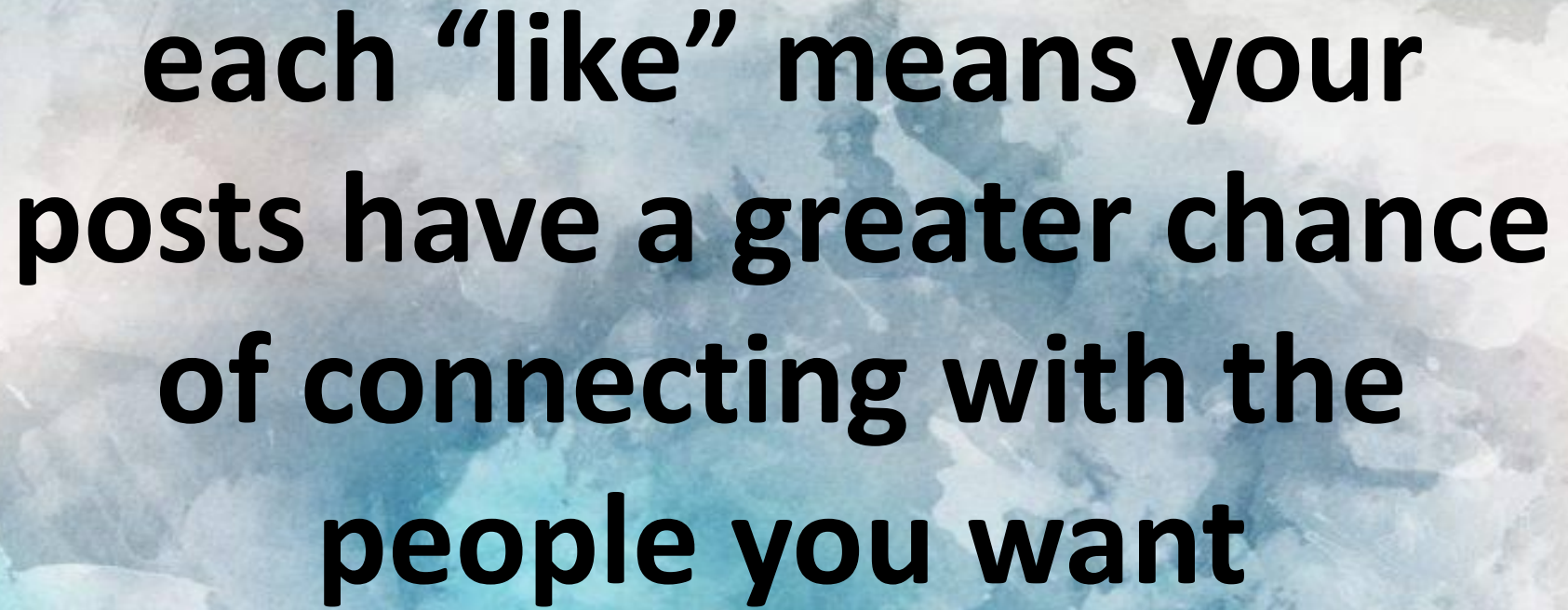


**You may be under the  
assumption that page  
“likes” mean nothing.**

**If so, you have  
been sadly  
misinformed!**



**Since EdgeRank promotes posts that have been published and liked by friends over other types of content**



**each “like” means your posts have a greater chance of connecting with the people you want**

- Jane Smith
- News Feed
- Messages
- Words With Friends
- Events
- The Capecod Warf...
- Study Group
- Football Team
- SongPop
- Work
- Washington Post S...
- Photos
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Please Tell Us You've Done This Too: Ever Worn Mismatched Shoes?

2 minutes ago

Like Comment Share

32 Likes 45 Comments 15 Shares



The Onion



The Gunman Tragedy: A Recap Of The Onion's Coverage

2 minutes ago

Like Comment



Washington Post

For the magazine area residents answers may s...



It's surprising how many people know someone who has been shot. Or is it?

WWW.WASHINGTONPOST.COM

15 minutes ago

Like Comment Share

13 Likes 15 Comments 8 Retweets

Following

YOU ARE FOLLOWING (13)



SUGGESTIONS

- 30 Rock**  
Alex Hollander and 29 friends like this
- Despicable Me**  
Shelia Normie Thompson and 9 friends like this
- Step Brothers**  
Ann James and 4 friends like this

PLAY IT AGAIN

**SongPop**  
3 of your friends play SongPop

Play Now

GAMES YOU MAY LIKE

However, not everyone who has connected with you will see each post you publish on News Feed.

Email Password

See All Suggestions

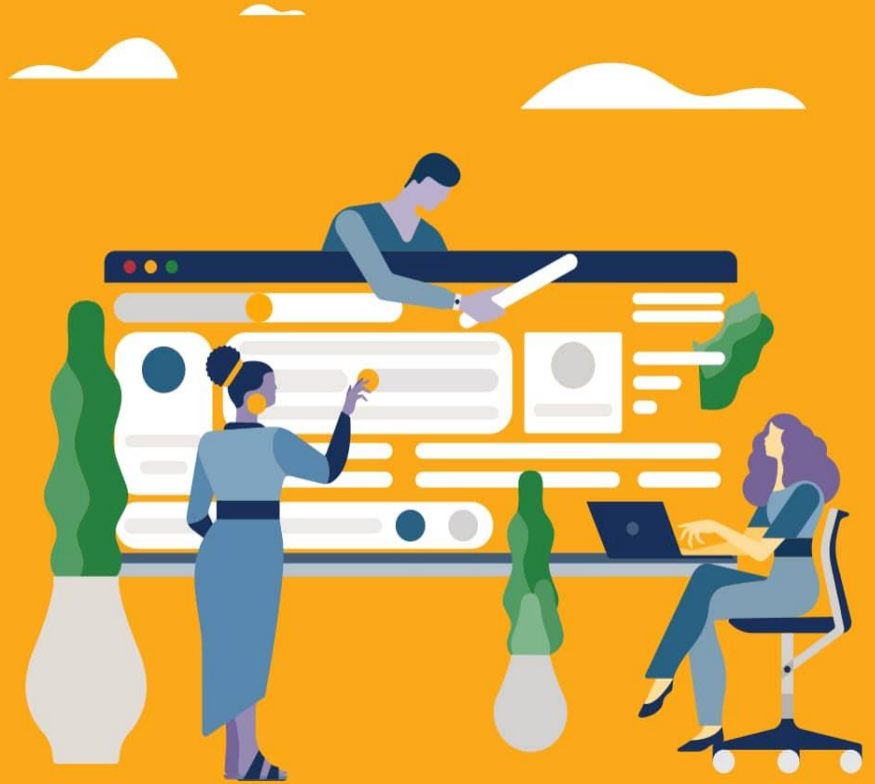
RATE RECENTLY USED APPS

**Facebook for iPhone**

★★★★★



# Creating Your Business Page



*Start by considering your*



**IDENTITY**

**ASK  
YOURSELF:**



***Am I a local business or a place?***





*Am I a brand or a product?*



***Am I an artist, a band, or a public figure?***

**Your answers will help you**

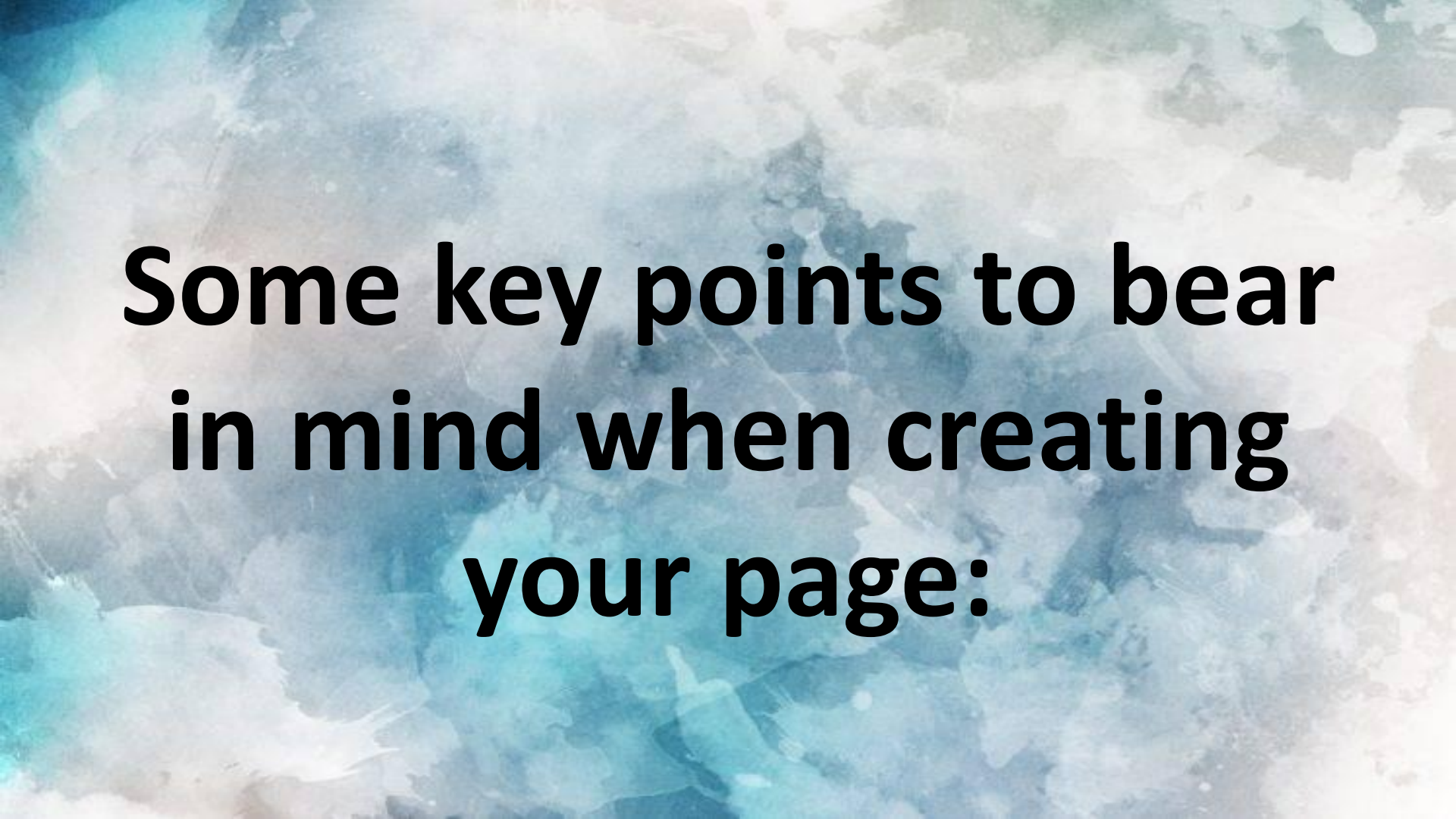


***pick the most relevant  
option available***

A man and a woman in business attire are looking at a laptop screen in an office setting. The man is on the left, wearing a grey suit and glasses, and the woman is on the right, wearing a purple shirt and a grey blazer. They are both smiling and appear to be engaged in a collaborative work task. In the background, there are blue binders on a desk and a large window with a white pillar.

**Next, you need to make your page in the most professional way possible.**





**Some key points to bear  
in mind when creating  
your page:**

# INCLUDE YOUR BUSINESS DETAILS.

Et porta nunc vel dicit hendit pharetra. Donec sem leo, euismod dictum pellentesque id, viverra non massa. Mauris et mauris  
dunt sagittis. Pellentesque vestibulum ultrices nisl, nec tempus laeas scelerisque at. Phasellus feugiat, lectus at pellentesque  
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Et porta nunc vel dicit hendit pharetra. Donec sem leo, euismod dictum pellentesque id, viverra non massa. Mauris et mauris  
dunt sagittis. Pellentesque vestibulum ultrices nisl, nec tempus laeas scelerisque at. Phasellus feugiat, lectus at pellentesque  
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Et porta nunc vel dicit hendit pharetra. Donec sem leo, euismod dictum pellentesque id, viverra non massa. Mauris et mauris  
dunt sagittis. Pellentesque vestibulum ultrices nisl, nec tempus laeas scelerisque at. Phasellus feugiat, lectus at pellentesque  
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ectus et nislus id. Sed tempus blandi posuere libero, tristique fringilla sapien volutpat in. Pellentesque habitant  
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nooper. Pellentesque in quis du. Amet nunc adipiscing elit.

Et porta nunc vel dicit hendit pharetra. Donec sem leo, euismod dictum pellentesque id, viverra non massa. Mauris et mauris  
dunt sagittis. Pellentesque vestibulum ultrices nisl, nec tempus laeas scelerisque at. Phasellus feugiat, lectus at pellentesque  
leo du, et lectus leo nunc. Sed tempus blandi posuere libero, tristique fringilla sapien volutpat in. Pellentesque habitant  
ectus et nislus id. Sed tempus blandi posuere libero, tristique fringilla sapien volutpat in. Pellentesque habitant  
quis totor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum  
it, conserat ut adipiscing elit. In venis, equa a leo nunc scelerisque, nisl in obandum nisl, in fermentum est nisl eget nisl. Ut  
nooper. Pellentesque in quis du. Amet nunc adipiscing elit.




**There is no point in having a million friends if  
none of them know how to contact you**






**Upload an eye-catching cover photo in addition to a suitable profile picture**

**Remember, your profile picture will appear beside your business name, so choose one that represents you well**



**Keep the tone and style of  
your brand consistent  
throughout the page.**



**Update your page with  
entertaining and informative  
content regularly to keep users  
engaged**

**The updates that fans see in their News Feed should make them want to take a closer look**





**Add your  
page to  
your**

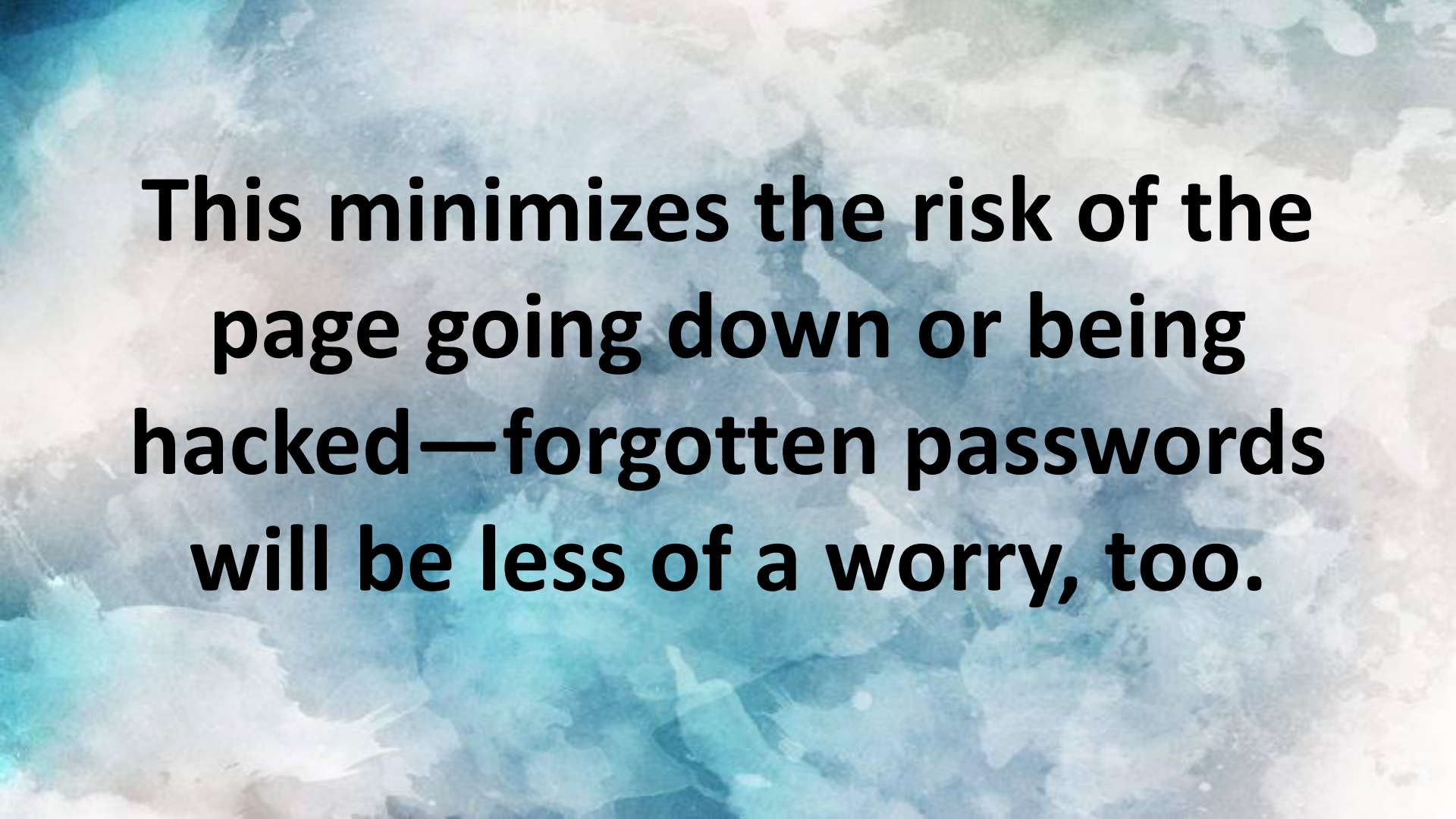


**Facebook  
favorites**

**Favorites**




**Make sure you have at least two administrators to manage your page effectively**



**This minimizes the risk of the page going down or being hacked—forgotten passwords will be less of a worry, too.**

# Making Your Page Engaging



A whiteboard with various marketing terms and sticky notes. The terms include 'Network', 'Content', 'Market', 'Link', 'Share', 'Traffic', 'Tags', and 'Communicate'. There are also sticky notes with 'PAGE CONTENT', 'COMPETITIVE ANALYSIS', and 'TAGS'. A hand is visible on the right side, holding a pen and pointing at the whiteboard.

**As marketers, it is massively important to only post engaging content on Facebook always bearing in mind that impact is key**

Network

Content

Market

COMPETITIVE ANALYSIS

TRAFFIC

TAGS

Link

Share

Communicate



**Your customers do not want to hear what  
you had for breakfast**

**In order for your post to gain traction, it must be relevant, interesting, and easily understood.**



PAGE  
CONTENT

Market

Network

Content

COMPETITIVE  
ANALYSIS

**Convoluted and complicated posts will not encourage people to “like” or share what you have to say**

TRAFFIC


TAGS

Link


Share

Communicate



A whiteboard with various marketing terms and sticky notes. The terms include 'Network', 'Content', 'Market', 'Link', 'Share', 'Traffic', 'Tags', and 'Communicate'. There are also sticky notes with 'PAGE CONTENT', 'COMPETITIVE ANALYSIS', and 'TAGS'. A hand is visible on the right side, holding a pen and pointing at the whiteboard.

**And those buttons are what can help you  
grow your fan base from hundreds to  
thousands and beyond**



**You can optimize each post by asking whether the user will:**

TRAFFIC

TAGS

Link

Share

Communicate

Network

Content

Market

PAGE  
CONTENT

COMPETITIVE  
ANALYSIS



**Find it  
interesting  
or funny.**



**Share it with their friends.**

PAGE  
CONTENT

Market

Network

Content

COMPETITIVE  
ANALYSIS

**If you think your post will not have any of the above effects, it probably needs work**

TAGS

Link

Share

Communicate



**unlimited** ✓

In theory, Facebook offers  
**unlimited space** for posts

**However  
according to  
research  
carried out  
by Jeff Bullas**






Facebook

Facebook posts  
with no more than  
**40 characters**  
**receive 86 percent**  
**more engagement**  
than posts with a  
higher character  
count.



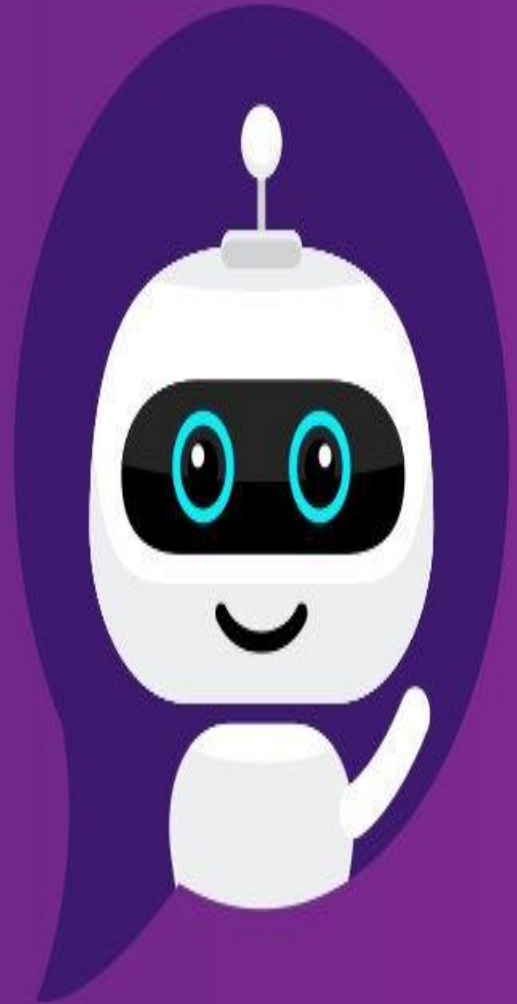
**THE  
STATISTICS  
DON'T LIE**





**As with all online content, the golden rule is to keep it short and simple.**

**Use a  
conversational  
tone and try to  
evoke a response  
with your posts**



**In this way you  
can encourage  
two-way  
interactions with  
users.**





**SOME TIPS TO BEAR IN MIND**



**EMOTIVE IMAGERY** is a great way of catching people's attention.



**TRY, TRY AGAIN**



Okay, so you may not get it right **first time**...or the **second**...or even the **third!**



*But keep going.*



*Change one or two things at a time*



***until you find a style that works.***

**QUALITY**  
**over** **QUANTITY**

***Avoid publishing hundreds of dull  
and dreary posts every week.***



**Instead scale back on the number and only post content when it serves a purpose.**



**STAY  
POSITIVE**



**Use an upbeat tone and make your page a place where people will feel good about themselves.**



# MAKE THEM LAUGH!







**Throw in a little humor where possible—  
a witty status or a funny picture can go a  
very long way.**

**GET THE  
CAMERA  
ROLLING**



**Video has  
emerged as  
the new  
power tool in  
the world of  
Facebook.**



**Clips play  
automatically in  
News Feeds,  
which  
immediately  
hooks people in.**



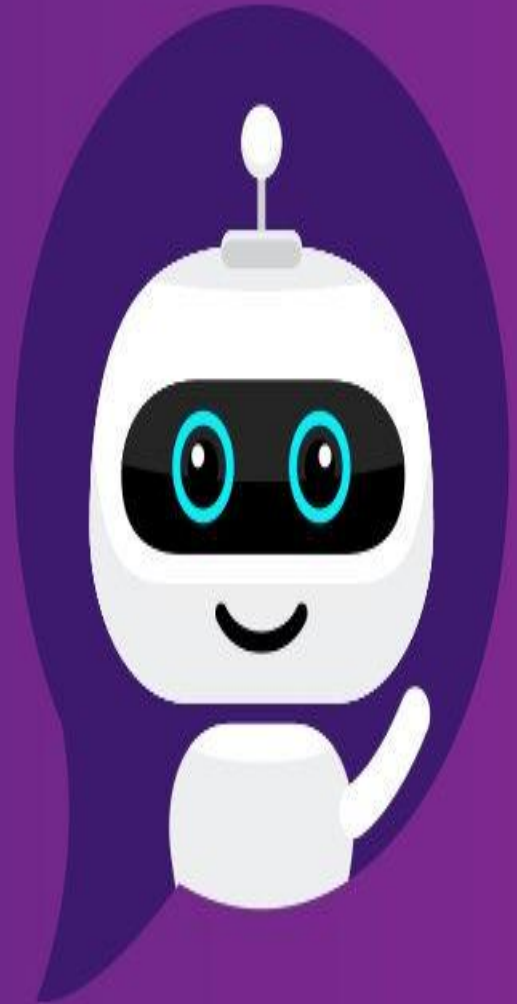
**Engaging videos get shared by personal and business pages alike, with the potential to reach a massive global audience**



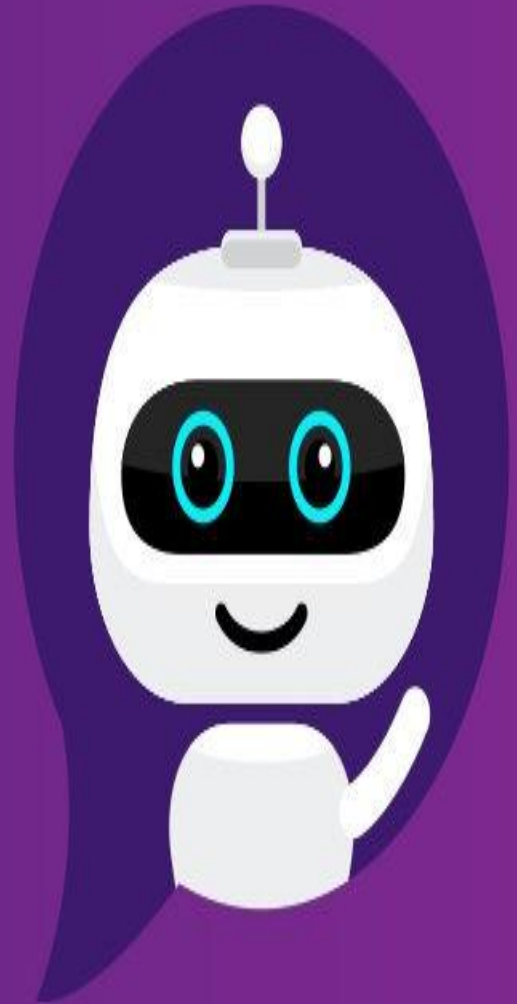
# STAY BALANCED



**you will risk  
losing users'  
interest if you  
constantly go for  
the hard sell.**

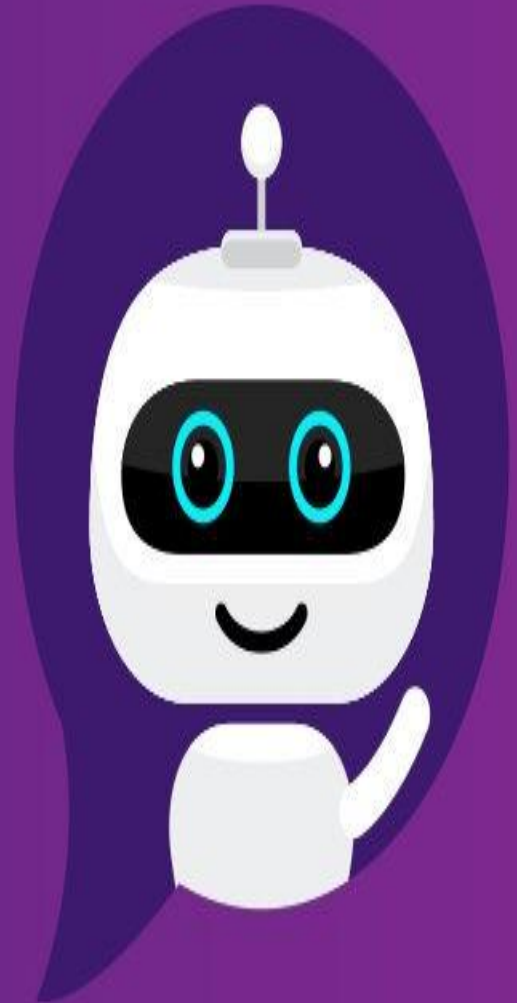


**Instead, sweeten  
them up and earn  
their trust by sharing  
content that interests  
them, even if it does  
not directly relate to  
your business**





**An effective page  
means striking a  
balance between  
viral content and  
business-led posts**






***Include your deals and offers to drive revenue,***



***Mix it up with entertaining, educational, and engaging content to encourage interaction.***

# USING ANALYTICS





**You could be posting  
the cleverest content  
in the world, but  
without knowing how  
to analyze it, it  
becomes useless**

**Studying a post's reach can reveal lots of interesting data about its activity, such as:**






**Did it go to 15,000 people  
or just 1,000?**

***How many of your fans did it reach?***







**When are these fans  
online?**



**Is the post's success  
due to paid reach or  
organic reach?**



By the way, **ORGANIC REACH** is how well your posts perform by themselves without paying for any advertising



While **PAID REACH** is  
boosted advertising for  
your posts



**SPONSORED POSTS** will reach audiences that currently aren't fans as well as your own followers, so when a post is performing well, you might want to pay for boosting its reach.



# ABOUT SOCIAL PLUG-INS



thank  
you