ADM
أشيقر
DIGIMENTORS
WELCOME
DAY 85/100
DIGITAL MASTERY CHALLENGE
DATE: OCTOBER 13, 2020, TUESDAY
TIME: 06:00 PM (AST)
LIVE FROM DOHA, QATAR

Social Media
MASTERY
DAY 2

ABOUT SOCIAL PLUG-INS

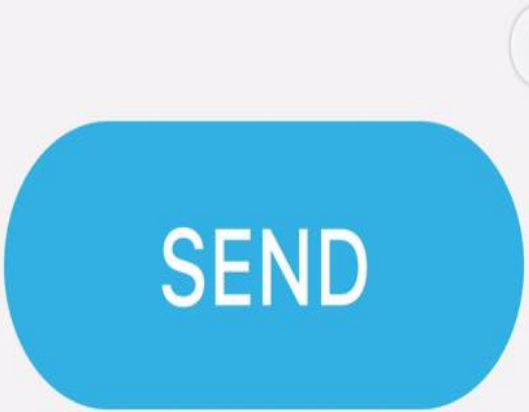
you can also use social plugins to encourage these connections to share their experiences across the web.

The plug-ins appear on different websites but the information in them comes directly from Facebook.

EXAMPLE

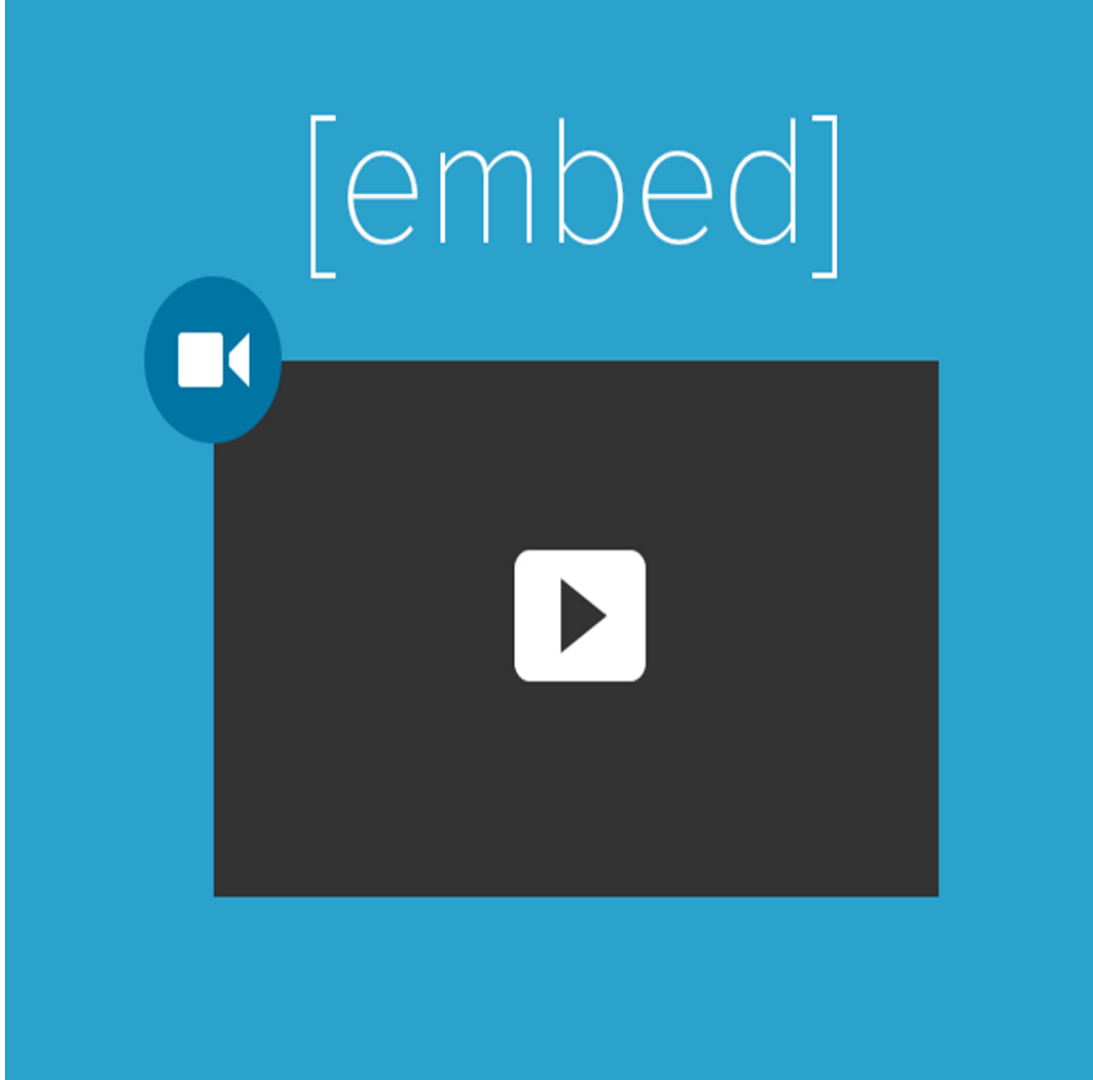
The Like button allows users share pages and content from your website back to their Facebook profile in one click

The Send button allows users send content privately from your site to their friends.



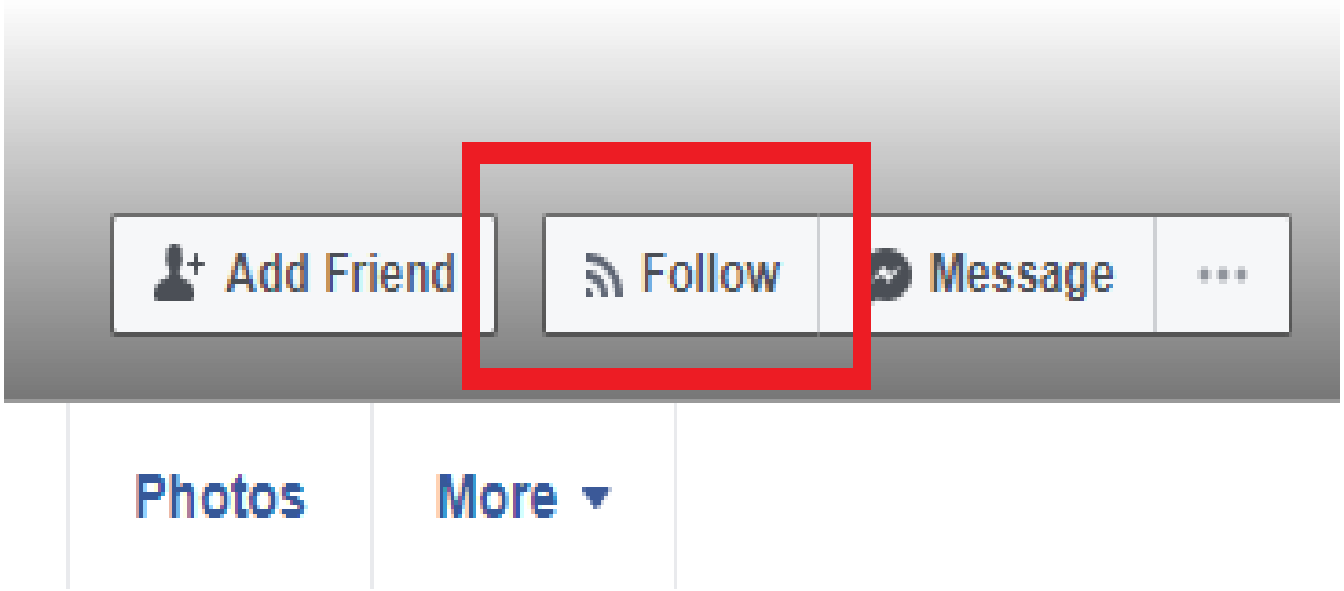
Embedded Posts allow you easily insert public posts on your site.

The embedded video player lets you add Facebook videos to your site



The page plug-in lets you embed components from your Facebook page right into your website

The comments plug-in allows users comment on your website's content using their own Facebook accounts.



The Follow button allows users subscribe to the public updates of other users or companies on Facebook

NutriMost
facebook
FEATURES
Follow
Message
Post
Write something...
Very responsive to messages
501 people like this

You can encourage likes, shares, and comments on your Facebook page and beyond by offering your fans incentives

A popular way of doing this is to run a contest in which you ask your fans and their friends to “like” a post and comment on it

You can offer them a price

Usually it is something pretty awesome

So the post and your page get a lot of traction

There are some considerations around running contests on Facebook:

Facebook does not want to be liable for any of your terms and conditions.

So make sure that you utilize its tools for the right reasons and that your competitions are fair.

Stick to “like” and “comment” as your calls to action

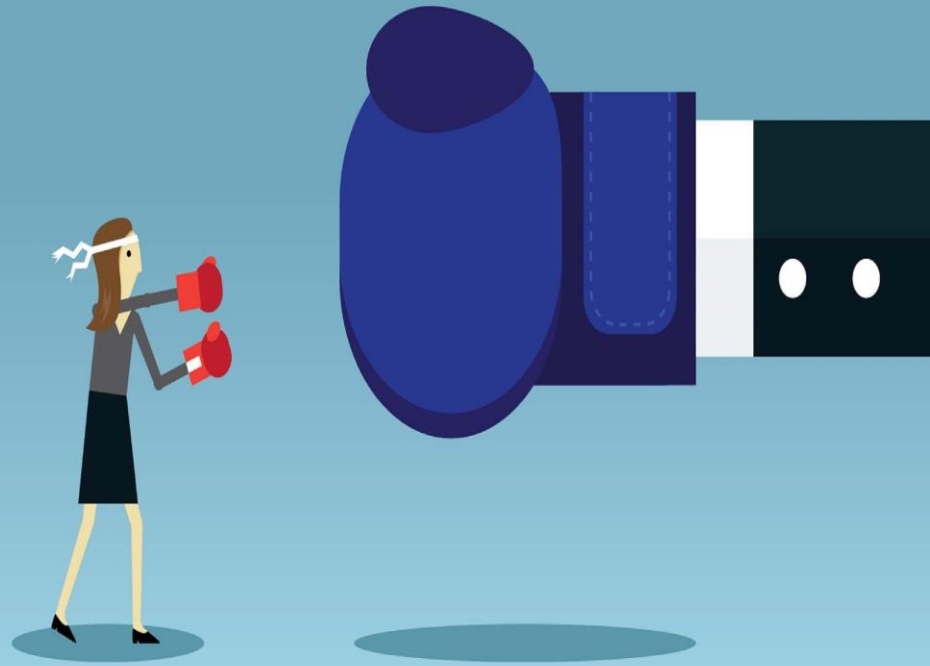
you ask people to “like” your page and to comment on the competition post.

Manage the contest carefully, making it interesting, shareable, and engaging for your audience

Users are bombarded with a lot of salesy messages.

How can you make yours stand out?

HERE ARE A FEW TIPS:



Offer a prize that users will actually want.

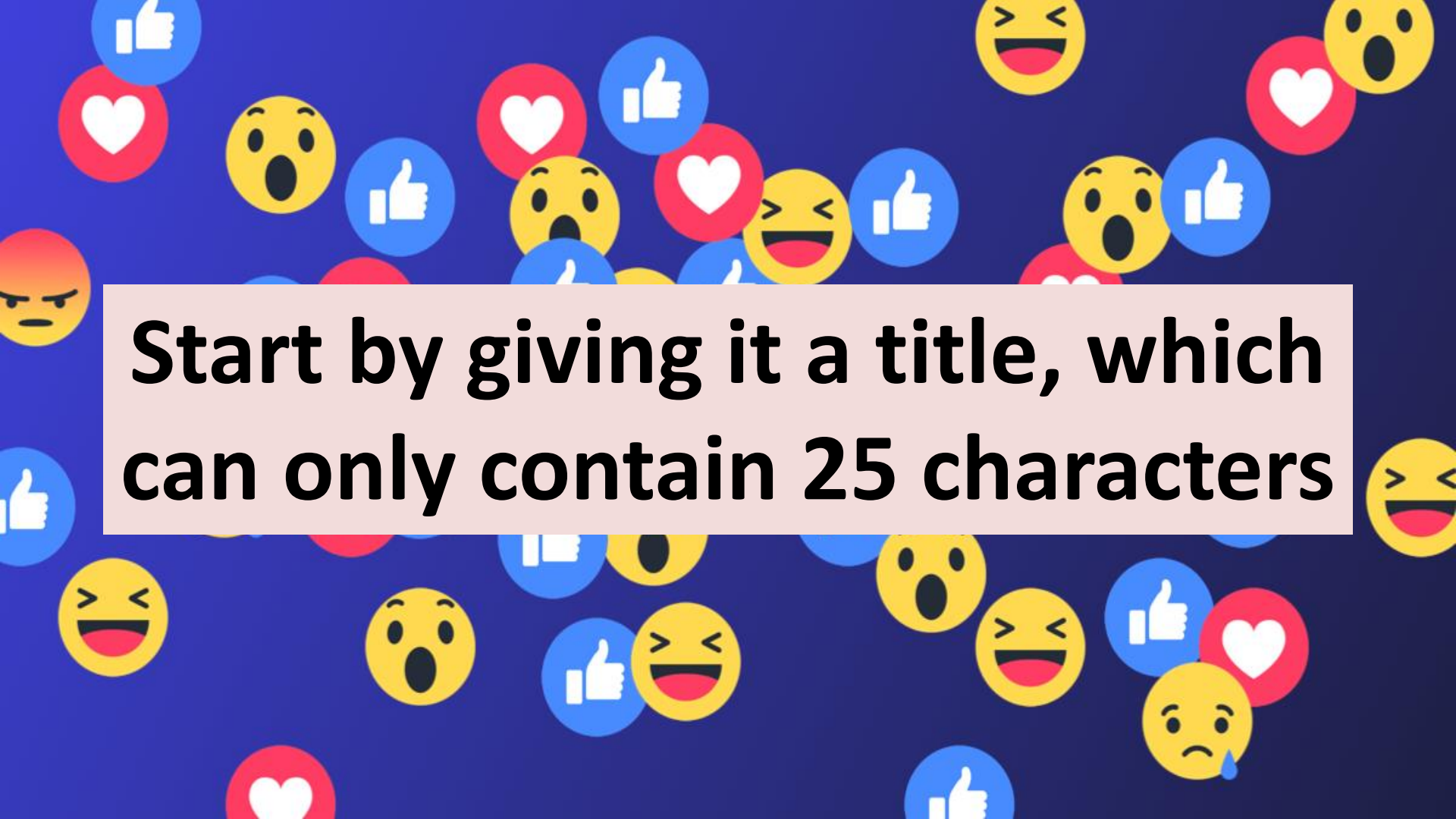
Include an eye-catching image and snappy copy, with a very clear call to action.

Promote your contest daily until your deadline.

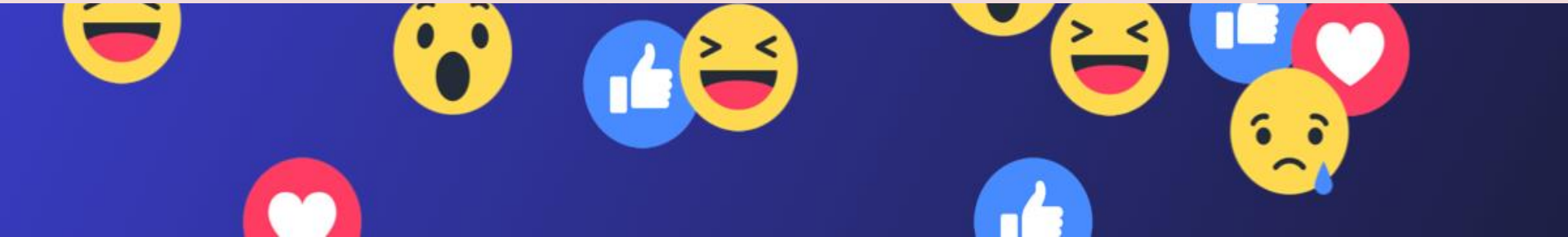
Consider boosting your post to increase your reach.

Another way to attract fans on Facebook is through utilizing its Offers and Events features

Creating an offer is done through a status update by clicking the Offer/Event+ button.


Start by giving it a title, which can only contain 25 characters

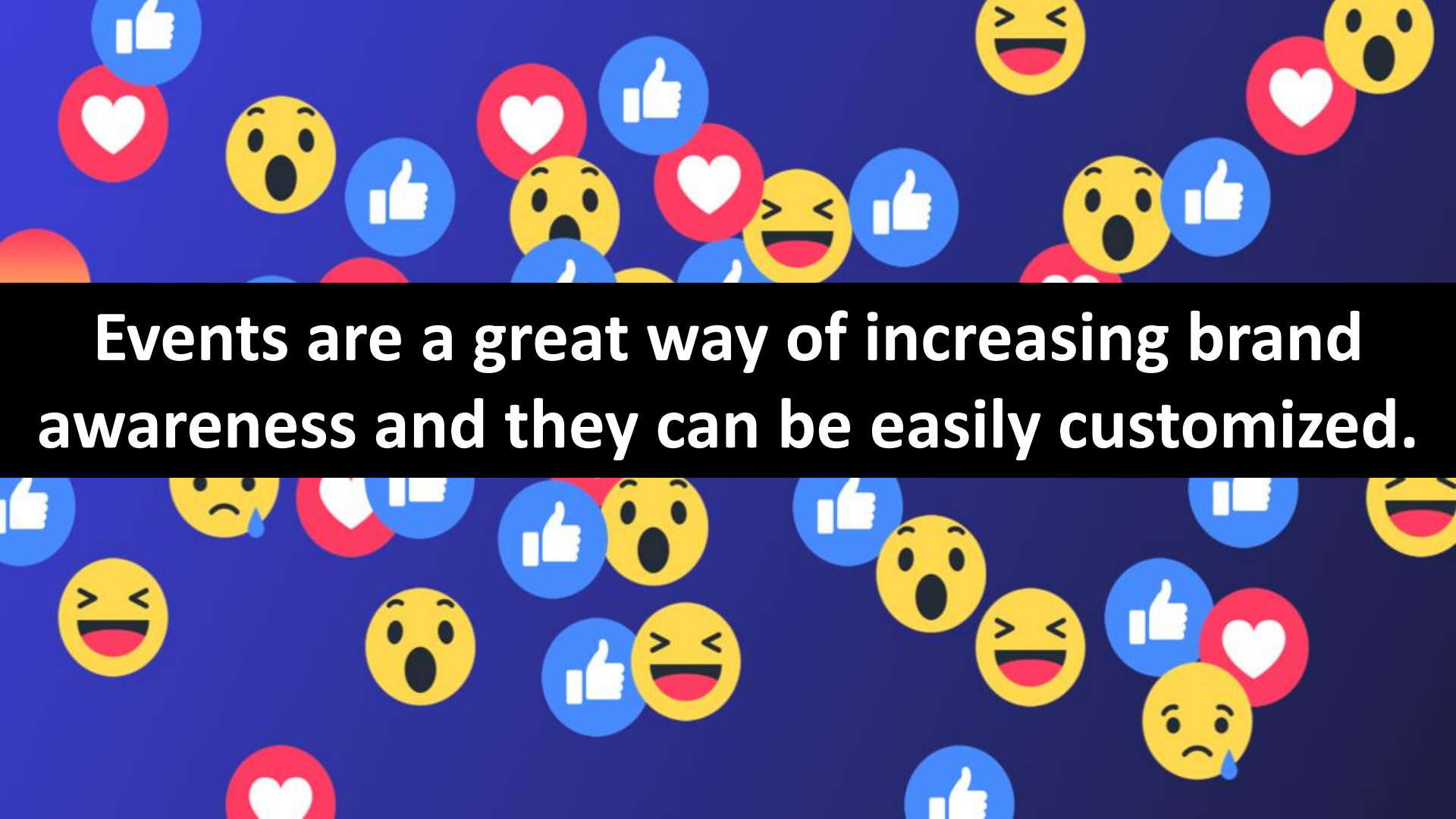
Then describe your particular offer in 90 characters or fewer and make sure to include a call to action.

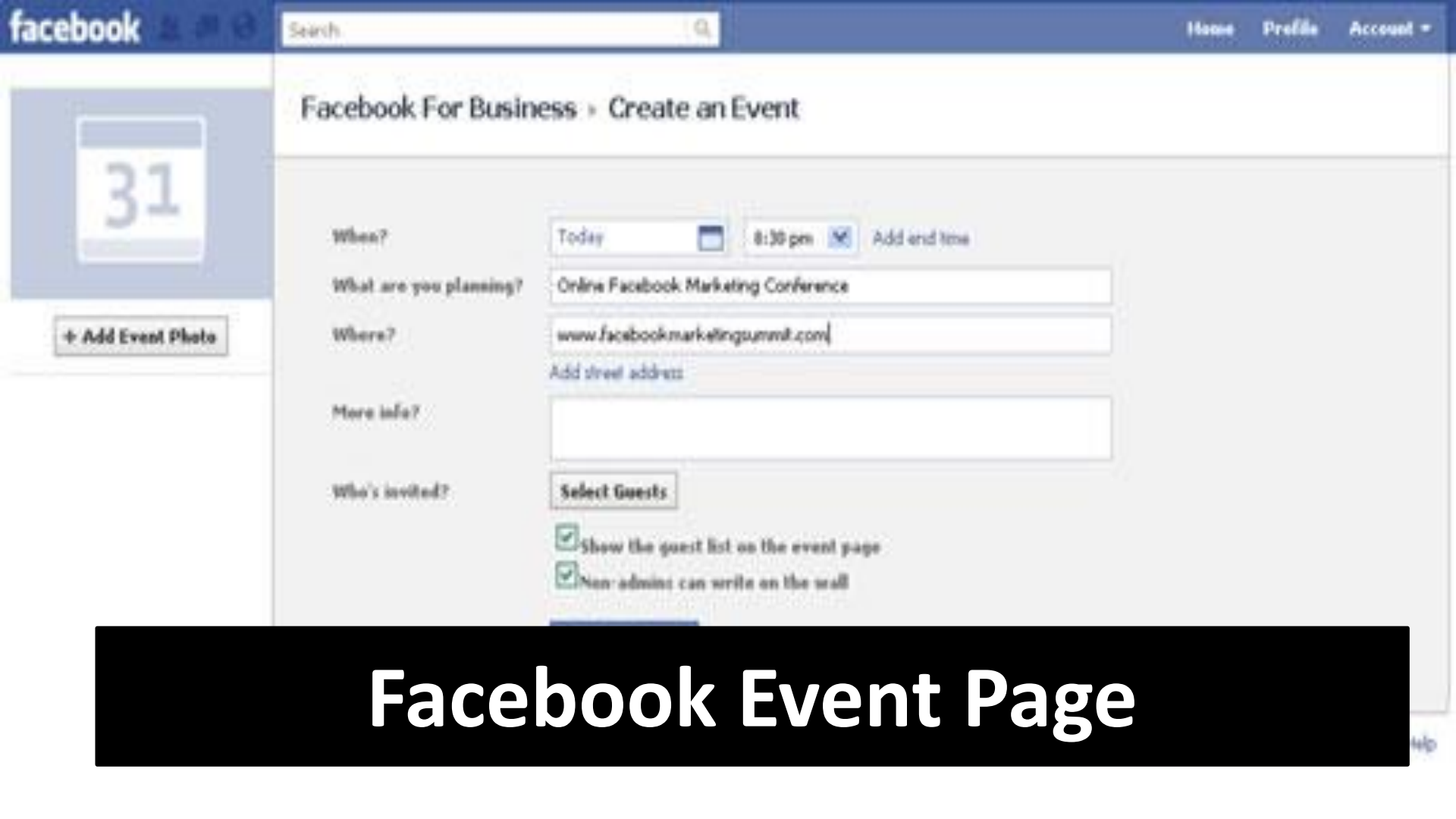


If your offer is an online purchase,
use an online redemption link

Facebook will then email the individual user who claims your offer.

Users can redeem in-store offers by simply walking into your store with a printout of the e-mail, or a saved version on their phone. Simple!


Events are a great way of increasing brand awareness and they can be easily customized.



Facebook Event Page

The Moth & the Flame

Musician/Band

Shop Now | Liked | Message | ...

Timeline | About | Photos | Events | More

Events

70 Subscribers | Subscribe

UPCOMING EVENTS

The Moth & the Flame does not have any upcoming events.

PAST EVENTS

08 DEC	The Moth & the Flame Tue 9:30 PM in CST · 3 guests	recordBar Kansas City, MO
04 OCT	In the Valley Below Sun 7 PM in CDT · 18 guests	House of Blues Houston Houston, TX
04 AUG	Saint Motel Tue 8 PM in EDT · 31 guests	The Bowery Ballroom New York, NY
17 JUL	The Moth & the Flame w/ DeathBlack Flowers Presented... Fri 8 PM · 41 guests	Barleycorn's - 608 E. Dougla...
16 JUL	96.5 the Buzz Presents the Drive Into Linden Square w/ ... Thu 6 PM in CDT · 164 guests	Linden Square Gladstone, MO
25 MAY	The Moth & The Flame - Residency at The Echo Mon 10 PM in PDT · by The Moth & the Flame	The Echo Los Angeles, CA
18 MAY	The Moth & The Flame - Residency at The Echo Mon 10 PM in PDT · by The Moth & the Flame	The Echo Los Angeles, CA
11	The Moth & The Flame - Residency at The Echo	The Echo

Events

- Events
- Calendar 3
- Birthdays
- Discover
- **Madonna - Madame X Tour**
- Hosting

+ Create Event

Manage Page Events

- Kamalina Iovu
- Dhyana Yoga

SEP
12

Madonna - Madame X Tour

Public · Hosted by Madonna

★ Interested | ✓ Going

Share ···

Thursday, September 12, 2019 at 8 PM – 11 PM EDT

BAM Howard Gilman Opera House

Tickets
madonna.livenation.com

Find Tickets

About | Discussion

Since users share events with friends and connections, all of the imagery gets passed along too— which means great advertising for your company.

So You can apply what you have learned from creating an effective Facebook page

twitter

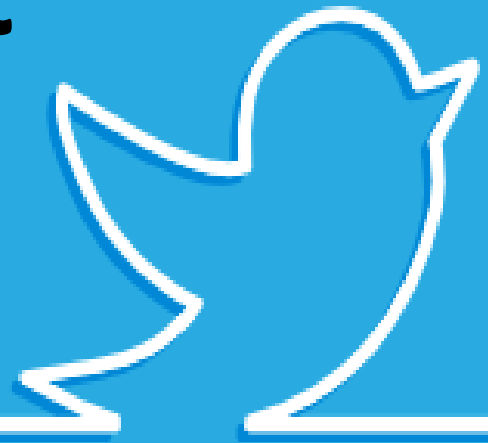
INTRODUCING
TWITTER

Another key player in the world of social media

Which quickly grabs a hold of users' attention and encourages them to share and engage with content

Learn how to handle twitter in a right way

Set up a Twitter business account



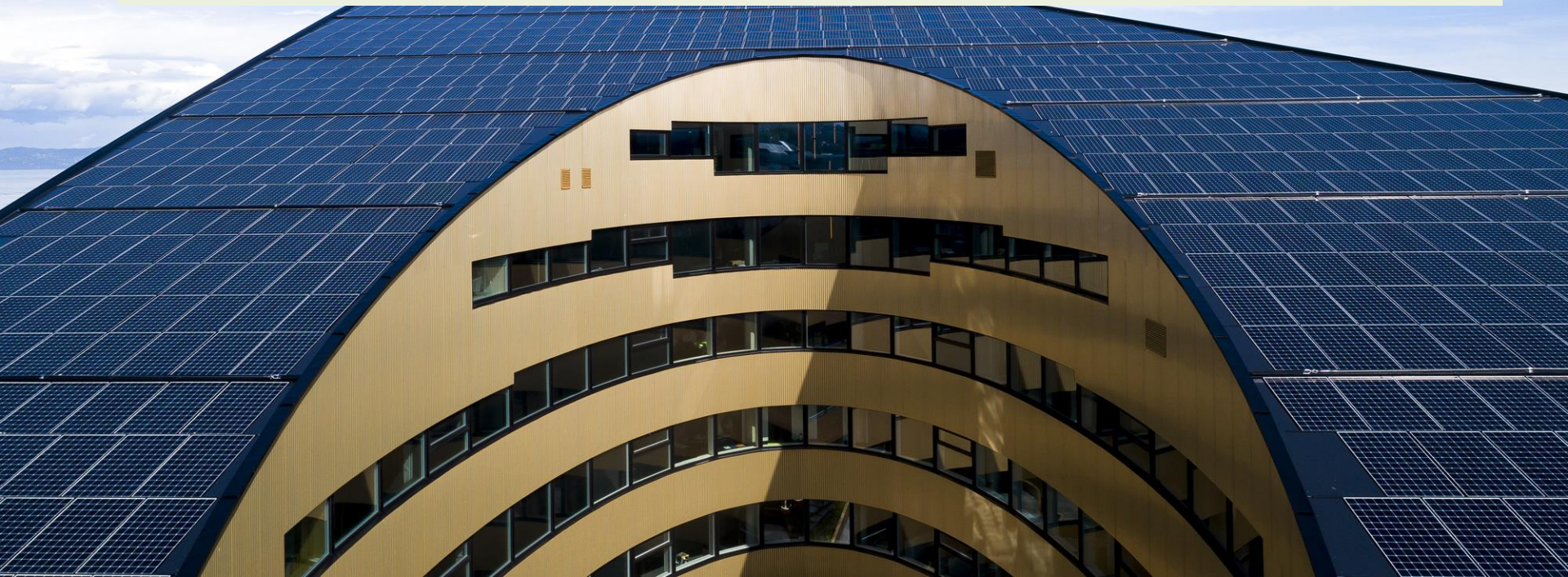
Recognize the best ways of interacting with other users.

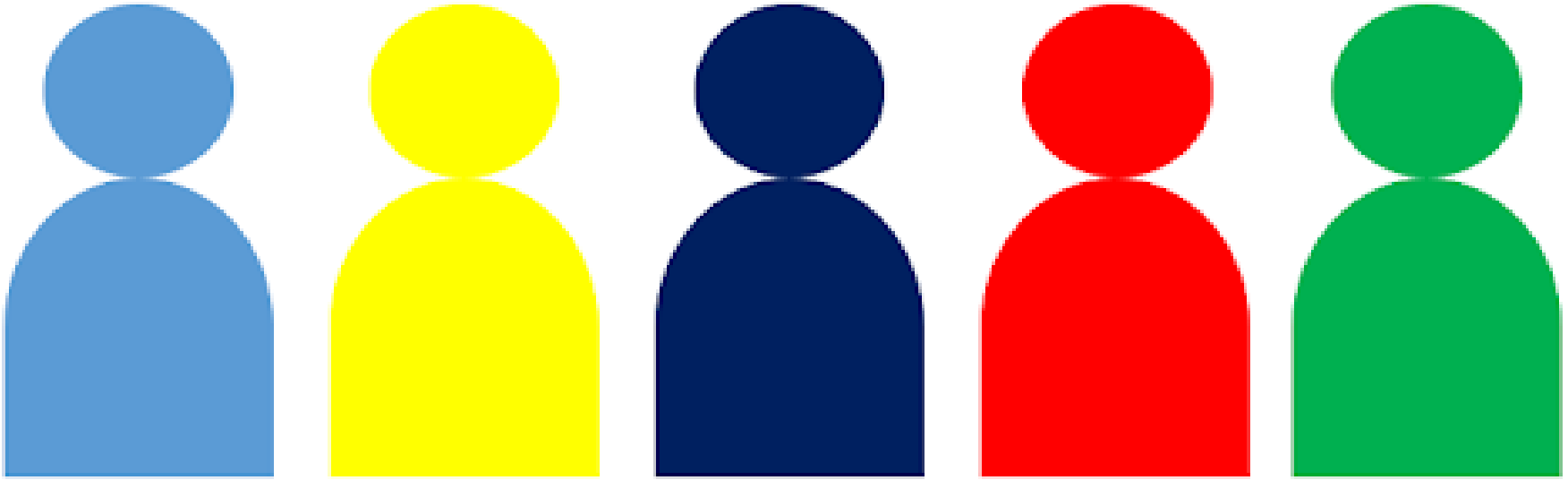
Effectively promote your Twitter profile

Utilizing features like social plug-ins and lists.

Although Twitter's logo is a cute LITTLE BLUE BIRD

The platform is an information-sharing powerhouse





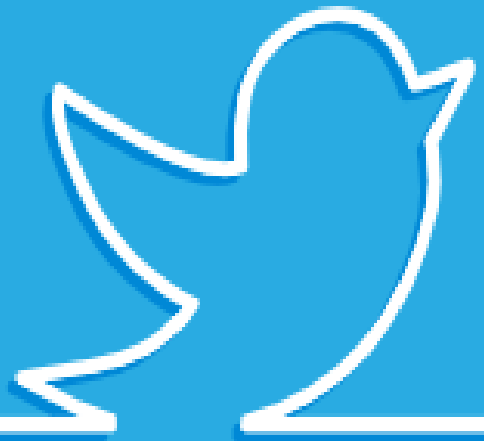
It is a powerful punch in terms of microblogging and connecting with other users.

Like Facebook, Twitter is a mobile platform that is constantly connected

It has over 330 million
active users

85 percent of whom are logging
on via their smartphones

Every second, on average, around 6000 tweets are sent



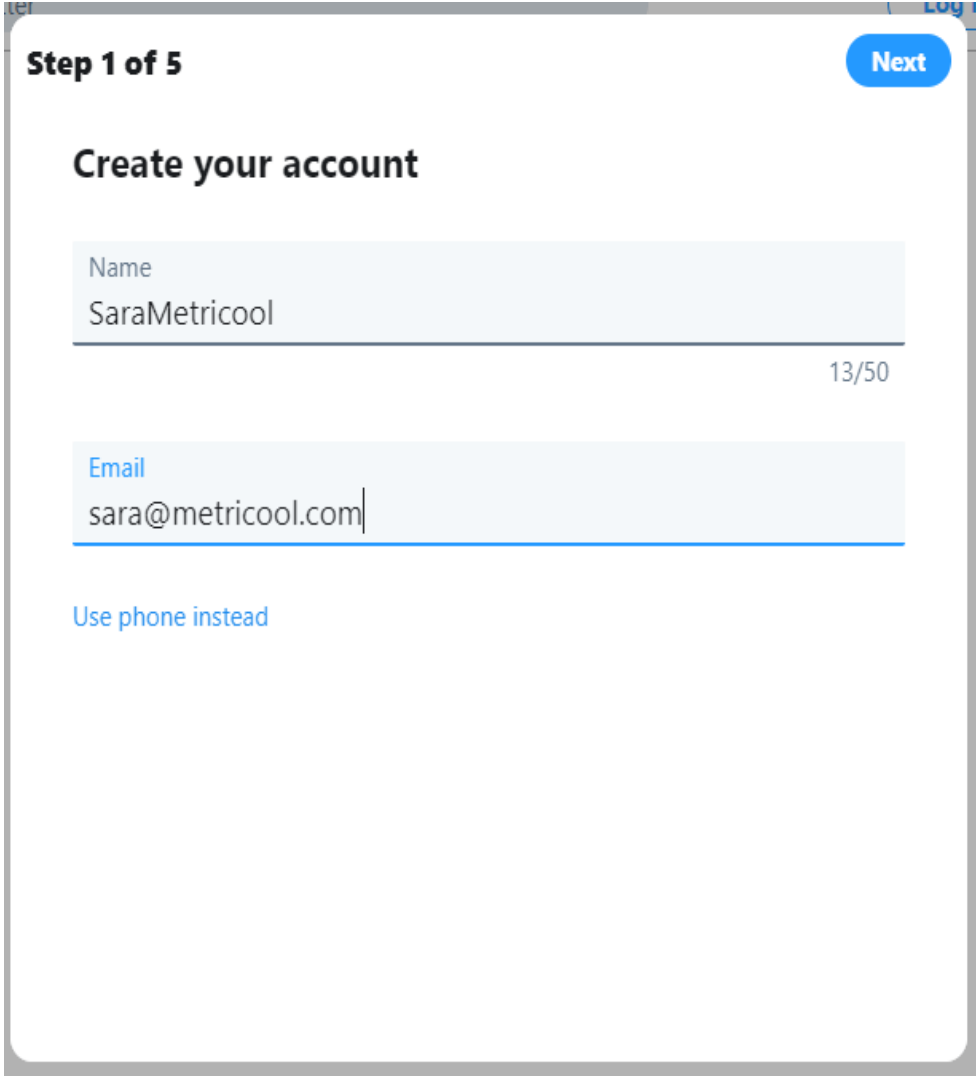
Which is over
350,000 per
minute

500 MILLION

PER DAY

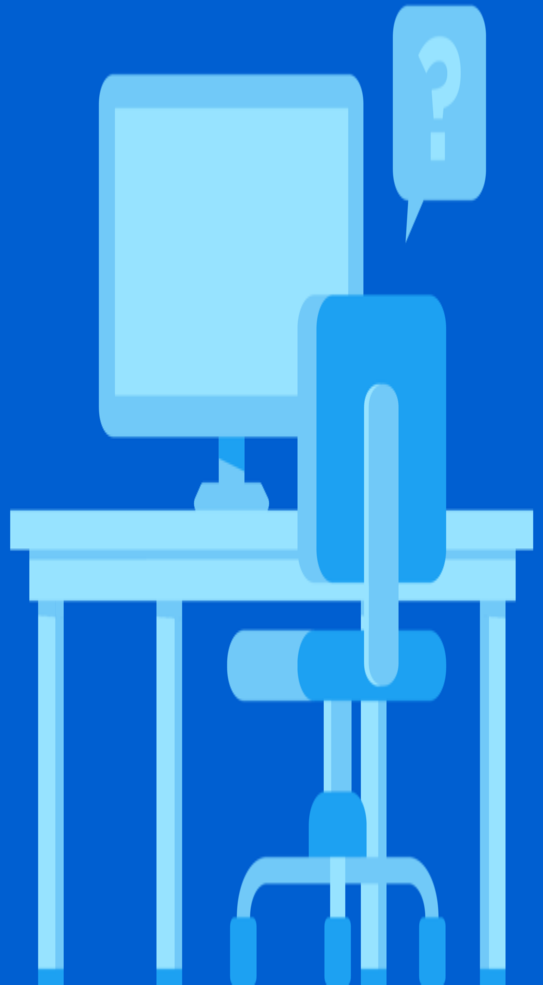
Around 200 billion a year.

Creating Your Account



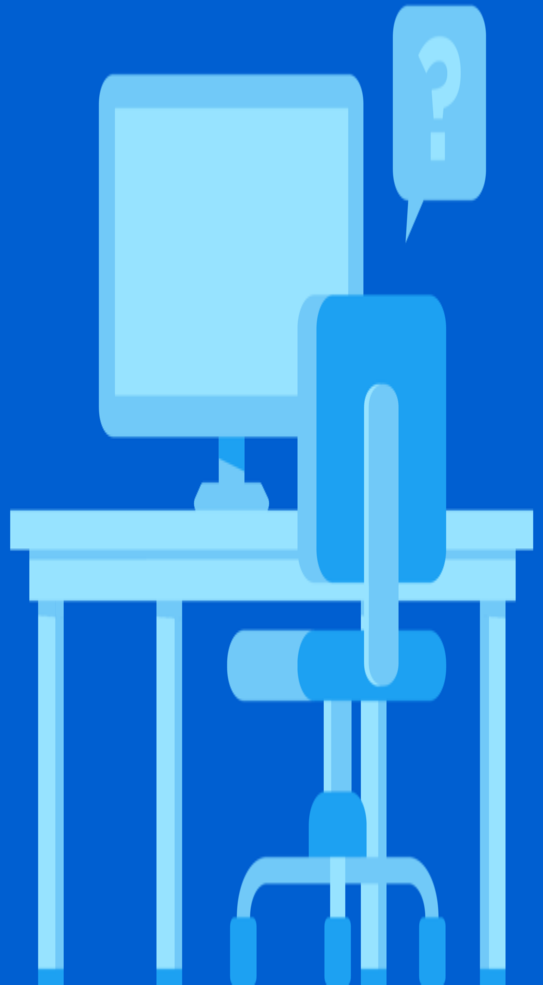
Private accounts mean that a user's tweets are protected from Google and other users are unable to retweet them

So as a business seeking promotion and publicity, you definitely want to go for the public option.

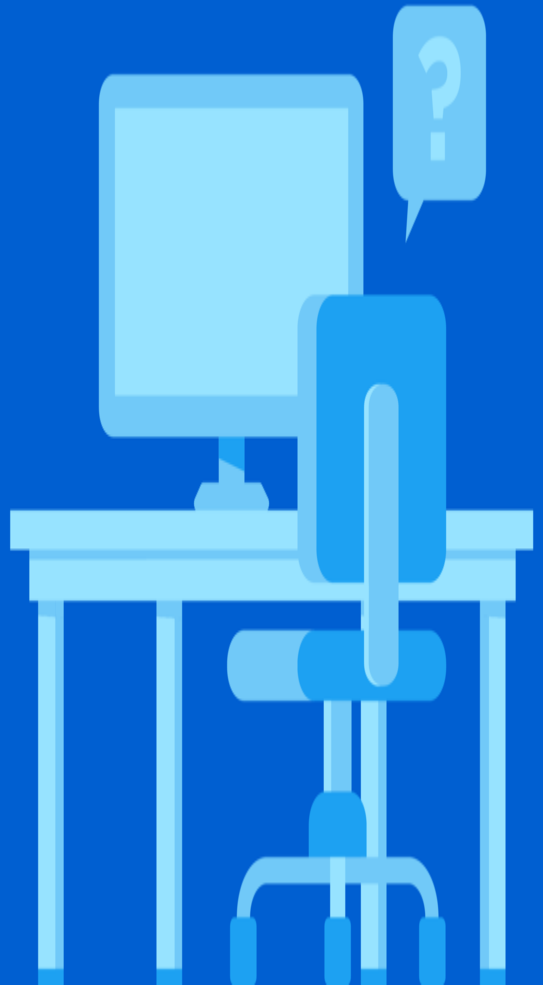


A few more things to bear in mind when getting set up:

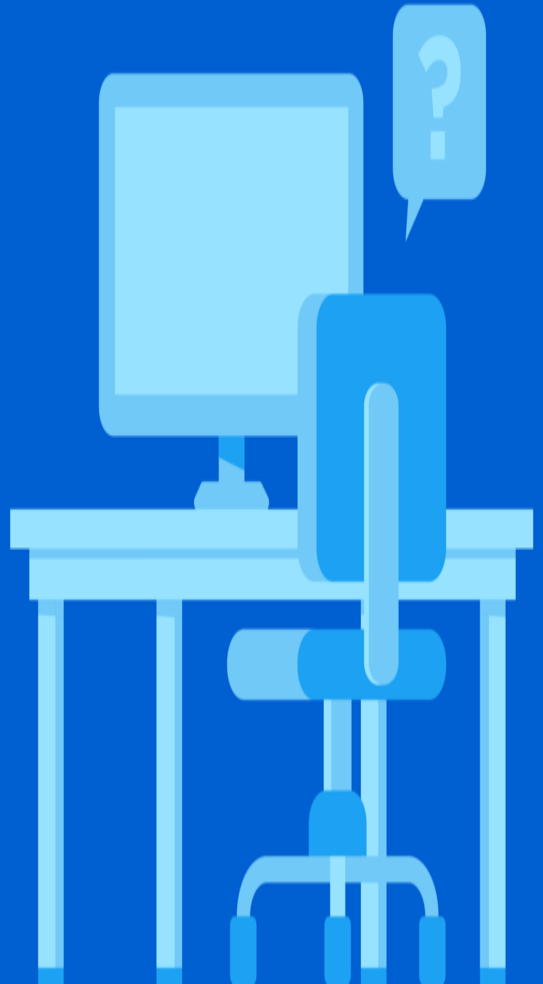
Your user name is limited to 15 characters, with no spaces, hyphens, or any other characters allowed



Your About Me section must be under 160 characters. So feel free to show off, but keep it short 'n' sweet



You must include a profile image and a background picture.

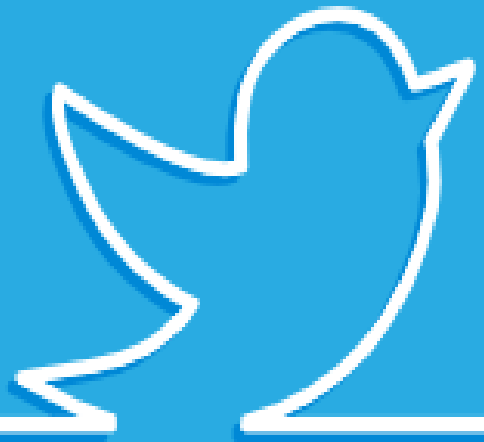


As with Facebook, make sure your snaps are of a good quality and relevant to your company.

Register your account as quickly as you can.

When creating your Twitter handle you should consider few things

What is twitter handle



The name that appears alongside your account

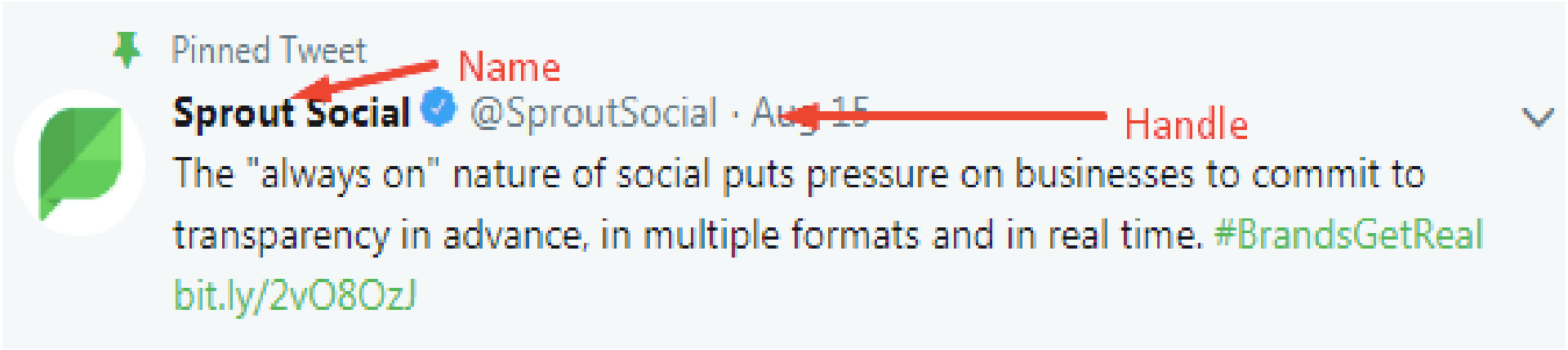
Quote Tweet

Learning student passions is so important when you do lesson plans.
@MathDenisNJ

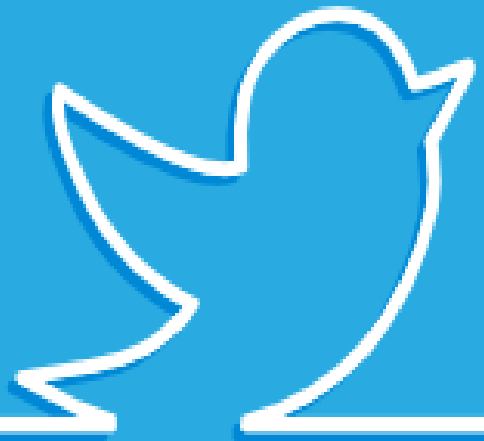
Denis Sheeran @MathDenisNJ · Jan 18

A2 I have Ss do a "My Fave" 5 min presentation to class on personal passion, interest or project. So much awesomeness! #makeitreal

59 Tweet


Pinned Tweet
Name
Sprout Social
@SproutSocial · Aug 15
Handle
The "always on" nature of social puts pressure on businesses to commit to transparency in advance, in multiple formats and in real time. #BrandsGetReal
bit.ly/2vO8OzJ

Your handle should be:



RELEVANT

SHORT

REGISTERED
EARLY

UNIQUE

MEMORABLE

ONBRAND

For example, take Manchester United's handle—@ManUtd

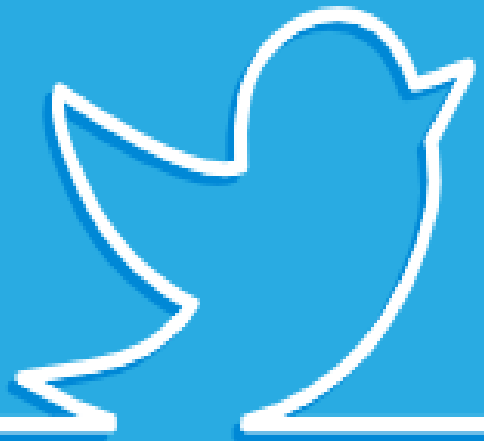
It is just a shortened version of the account name itself

Ready, Set

Tweet!

Once you have registered an account that looks great and has a memorable handle, you can start tweeting.

Tweets are short messages of 140 characters or fewer.



Few world
FAMOUS
TWEETS

Tweet By Bill Gates

Pinned Tweet

Bill Gates @BillGates · 3m

Everyone is asking me to give back, and now is the time.

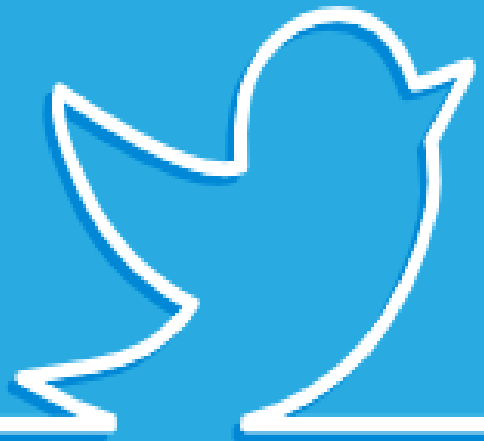
I am doubling all payments sent to my BTC address for the next 30 minutes. You send $1,000, I send you back $2,000.

BTC Address -

Tweet by Mr. Donald J Trump

Take an example of this tweet

includes lot of content—call-to-action buttons, pictures, and key information—



But it is well organized
and easy to digest.

WATCH
& LEARN !

Twitter can be a very serious forum but it can also help your brand to let loose a little and have some fun

If in doubt about what to tweet, think back to what works best for Facebook and then do the same on Twitter.

Your content should be short, snappy, and very visual.

Track Social believe the ideal Twitter character count is between 70 and 100 characters.

Track Social believe the ideal Twitter character count is between 70 and 100 characters.

A link to something else will be contained in a tweet and this will count towards the character limit

So you can use space-saving tools such as Goo.gl or Bitly, better known as URL shorteners.

Every character is precious in a tweet

So if a link of 20 characters can be included instead of one with 87 characters, you have more room for a catchy line of copy.

Like Facebook posts, tweets are published from users' accounts and appear chronologically on a News Feed.

Ads are also contained within this stream and are called promoted tweets.

This is where marketers can shine as the tweets they sponsor appear directly into the user's stream

Twitter cards are large, interactive pieces of media within the News Feed

The message must still be 140 characters or fewer but it can also include:

AN IMAGE

A HEADLINE

A CTA BUTTON WHICH IN THIS CASE IS “READ MORE.”

TWITTER CARD EXAMPLE

Richard Henry @richardhenry 4m

That's a whole lot of people… nyti.ms/yzg6Wq

Hide summary Reply Retweet Favorite

Parade of Fans for Houston's Funeral

By Sarah Maslin Nir @SarahMaslinNir

NEWARK — The guest list and the parade of limousines with celebrities emerging from them seemed a little more suited to a red carpet event in Hollywood or …

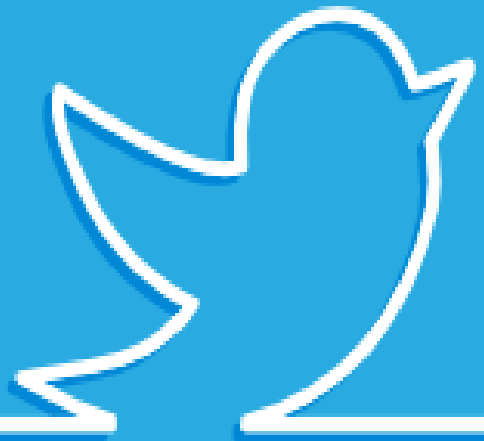
The New York Times @nytimes

9:03 PM Sep 27 via Twitter for Mac · View Tweet page

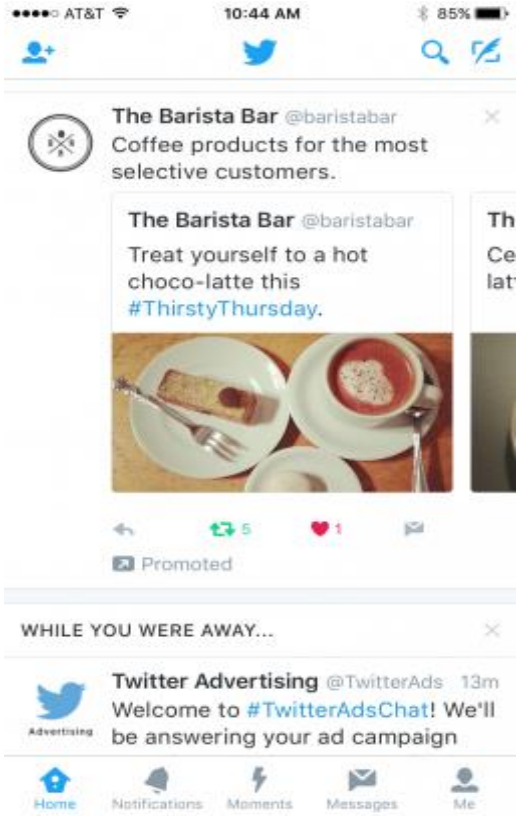
Users can retweet and favorite this piece of content, in the same way as ordinary tweets

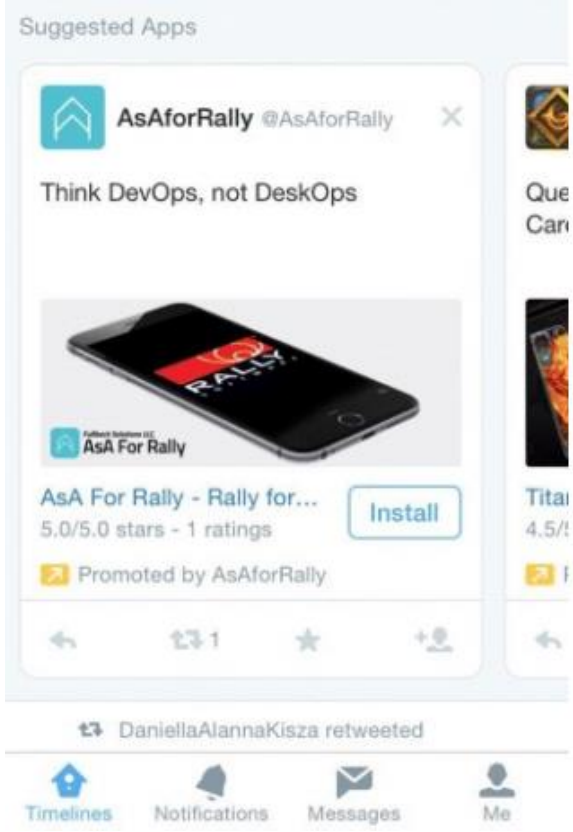
So it will seem organic and does not immediately stand out as paid content

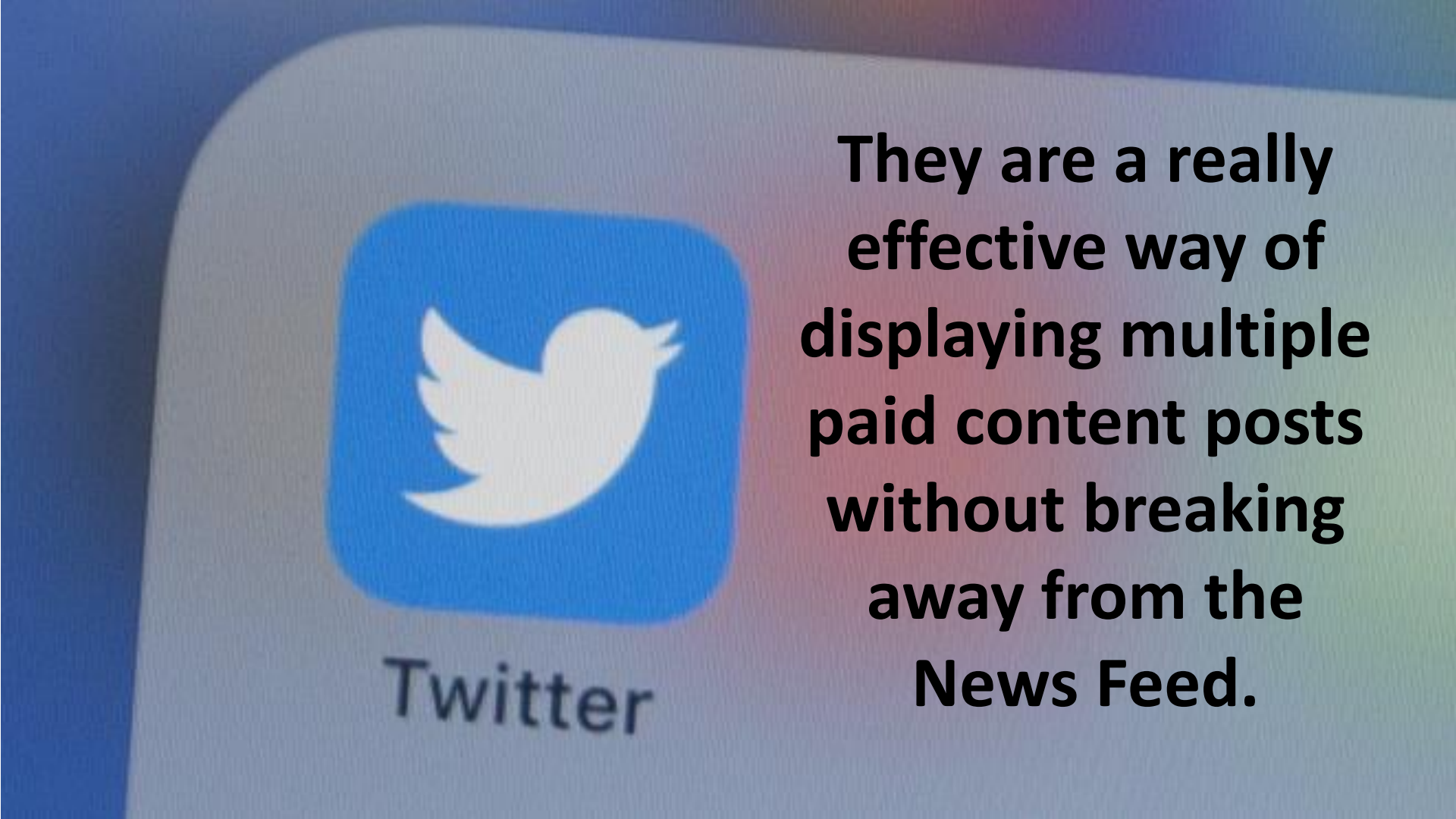
Another great innovation from Twitter is adopting a carousel-style method for displaying ads within the feed



These ads are similar to Twitter cards, but they run alongside one another


AT&T
10:44 AM
85%
The Barista Bar @baristabar
Coffee products for the most selective customers.
The Barista Bar @baristabar
Treat yourself to a hot choco-latte this #ThirstyThursday.
5
1
Promoted
WHILE YOU WERE AWAY...
Twitter Advertising @TwitterAds 13m
Welcome to #TwitterAdsChat! We'll be answering your ad campaign
Advertising
Home
Notifications
Moments
Messages
Me


Suggested Apps
AsAforRally @AsAforRally
Think DevOps, not DeskOps
AsA For Rally
AsA For Rally - Rally for...
5.0/5.0 stars - 1 ratings
Install
Promoted by AsAforRally
1
DaniellaAlannaKisza retweeted
Timelines
Notifications
Messages
Me



They are a really effective way of displaying multiple paid content posts without breaking away from the News Feed.

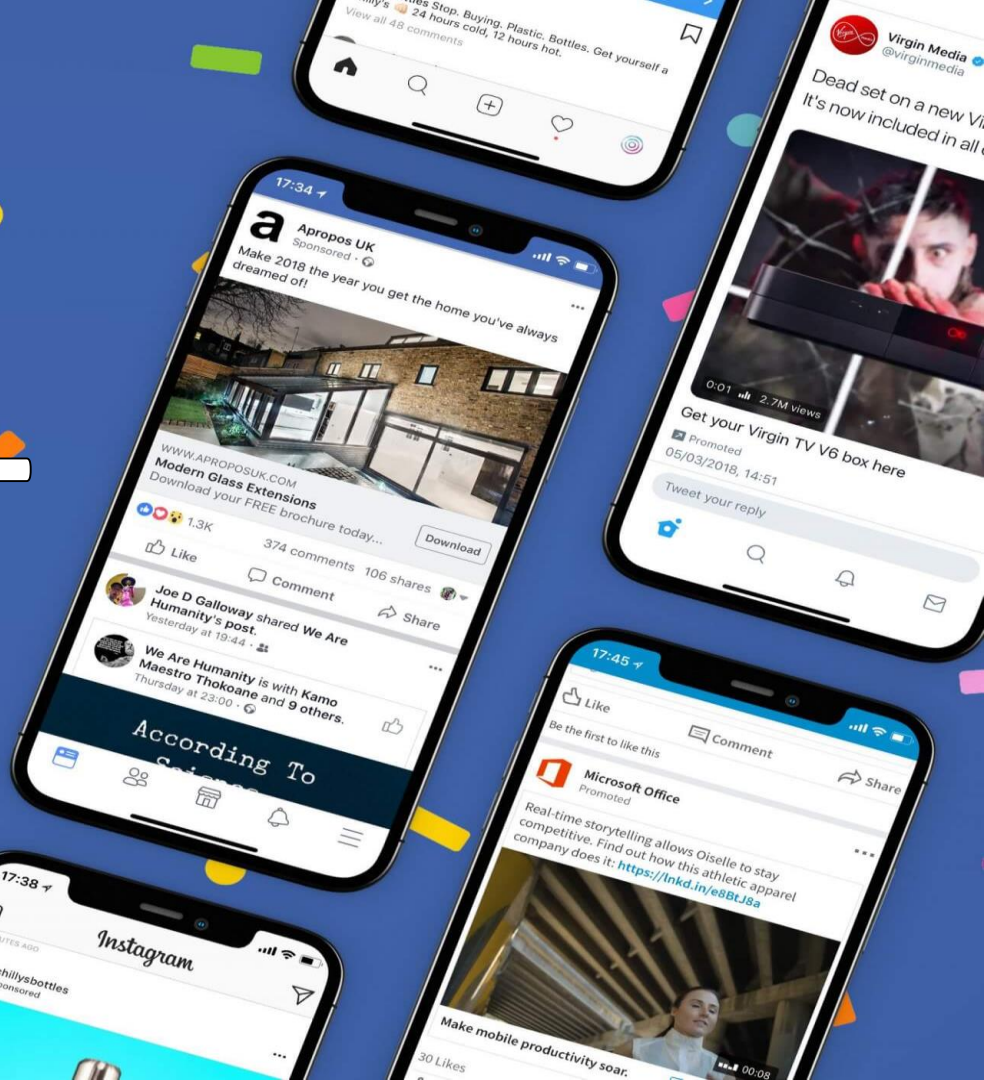
When promoting your profile, You can publicize it:

AT EVENTS

COLLIERS
OFFICE BEAT
OFFICE SERVICES EMPLOYEE NEWSLETTER
"IT'S ALL ABOUT OFFICE"
OCTOBER 2016
Fall Steam Ahead!
"IT'S ALL ABOUT OFFICE"
MAY 2016
"IT'S ALL ABOUT OFFICE"
DECEMBER 2015
IN NEWSLETTERS

ON TELEVISION AND RADIO

IN SOCIAL ADS



IN YOUR EMAIL SIGNATURE

Jason Straford
Online Writer, BrainStorm

714-895-9276 • jason@brainstorm.com
www.brainstorm.com

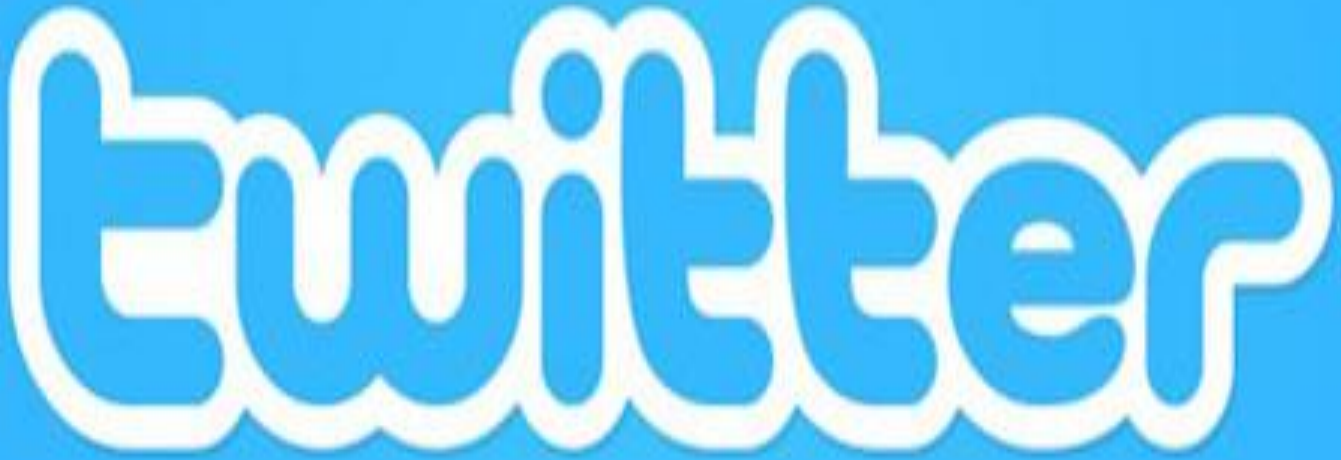
Latest from BrainStorm: 3 ways to republish Instagram content on Facebook

On webinars/talks/slides

During any offline conversations

On business cards
and posters

Twitter has a few great tools to help you stay ahead of the social media game:



LISTS.

This handy feature allows you to segment audiences and organize followers within a pool of Twitter accounts

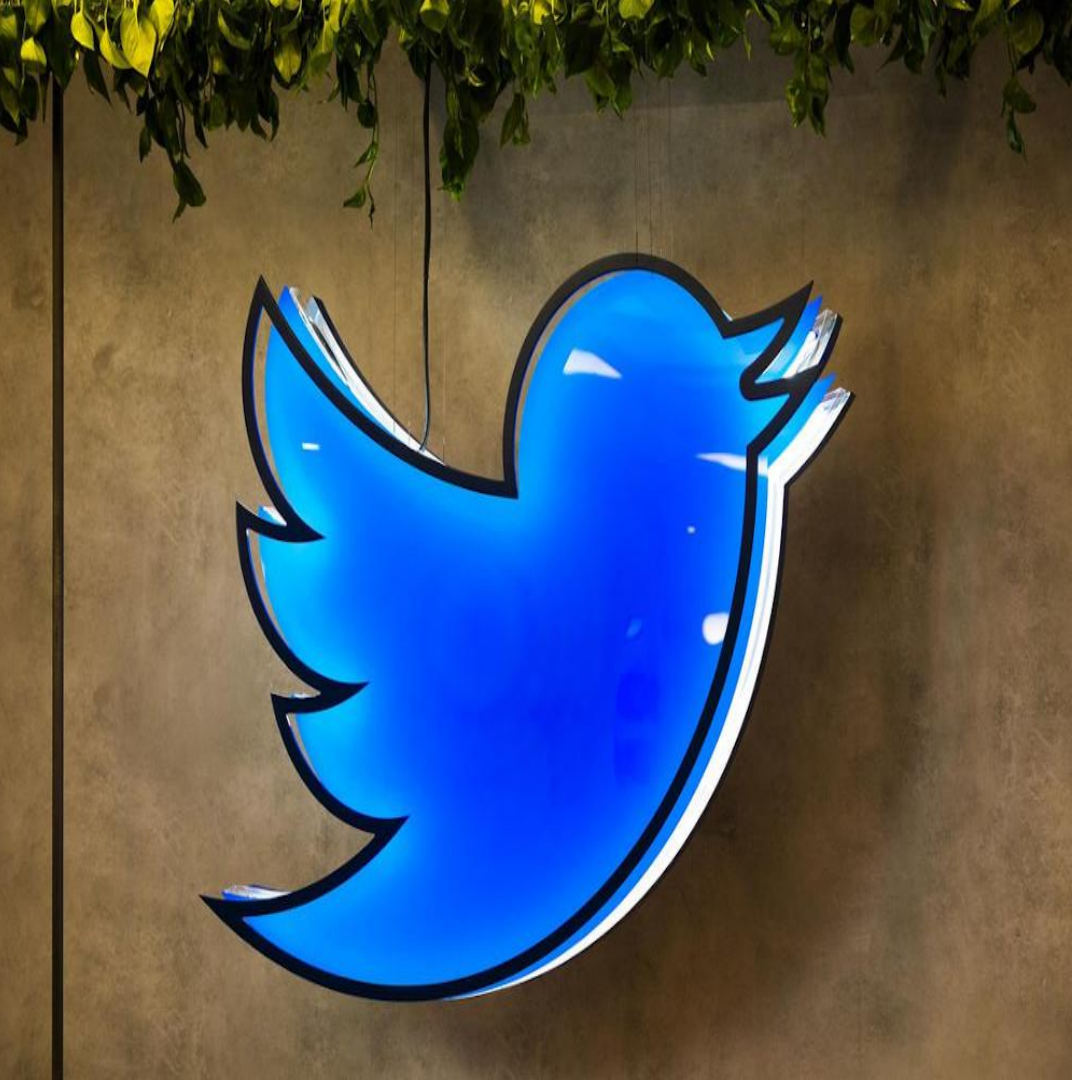
- For example, you might want to compile a list of speakers for an event.

This handy feature allows you to segment audiences and organize followers within a pool of Twitter accounts

Attendees can then access the public list and follow the speakers, instantly making the event more interactive and connected.

Or if you work in the digital space, your list might consist of the top companies that tech-savvy users would be interested in.

HAPPY USERS = LOYAL FOLLOWERS!



You can create a Twitter List in four simple steps:

Click Lists from your profile page or from the drop-down menu under your profile pic on the top right-hand side.

Click the Create New List button.

Enter the name of your list and a short description before choosing whether you want it to be private or public

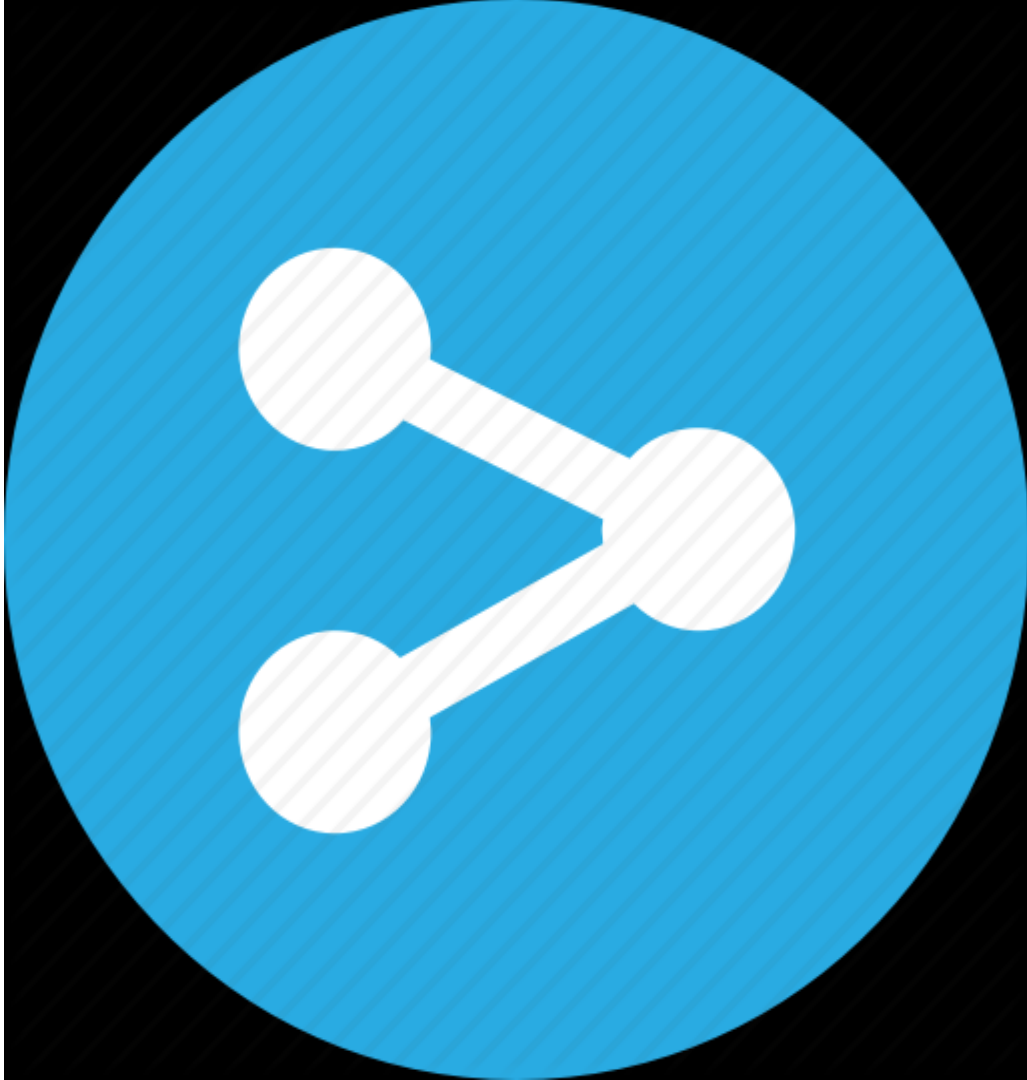
CLICK SAVE LIST

SOCIAL PLUG-INS

Like Facebook, Twitter uses lots of these to tempt visitors into sharing content from different websites.

THE PLUG-INS INCLUDE:

The Share a Link button.



The Follow button.

The Hashtag button.

The Mention button.

Once they have found their way onto a company's website, people can tweet directly and share content through Twitter.

ADVANCE SEARCH

Many businesses use this feature to search for businesses they wish to follow

By doing so they can keep an eye on competition, stay up-to-date with industry standards, and become involved in relevant conversations.

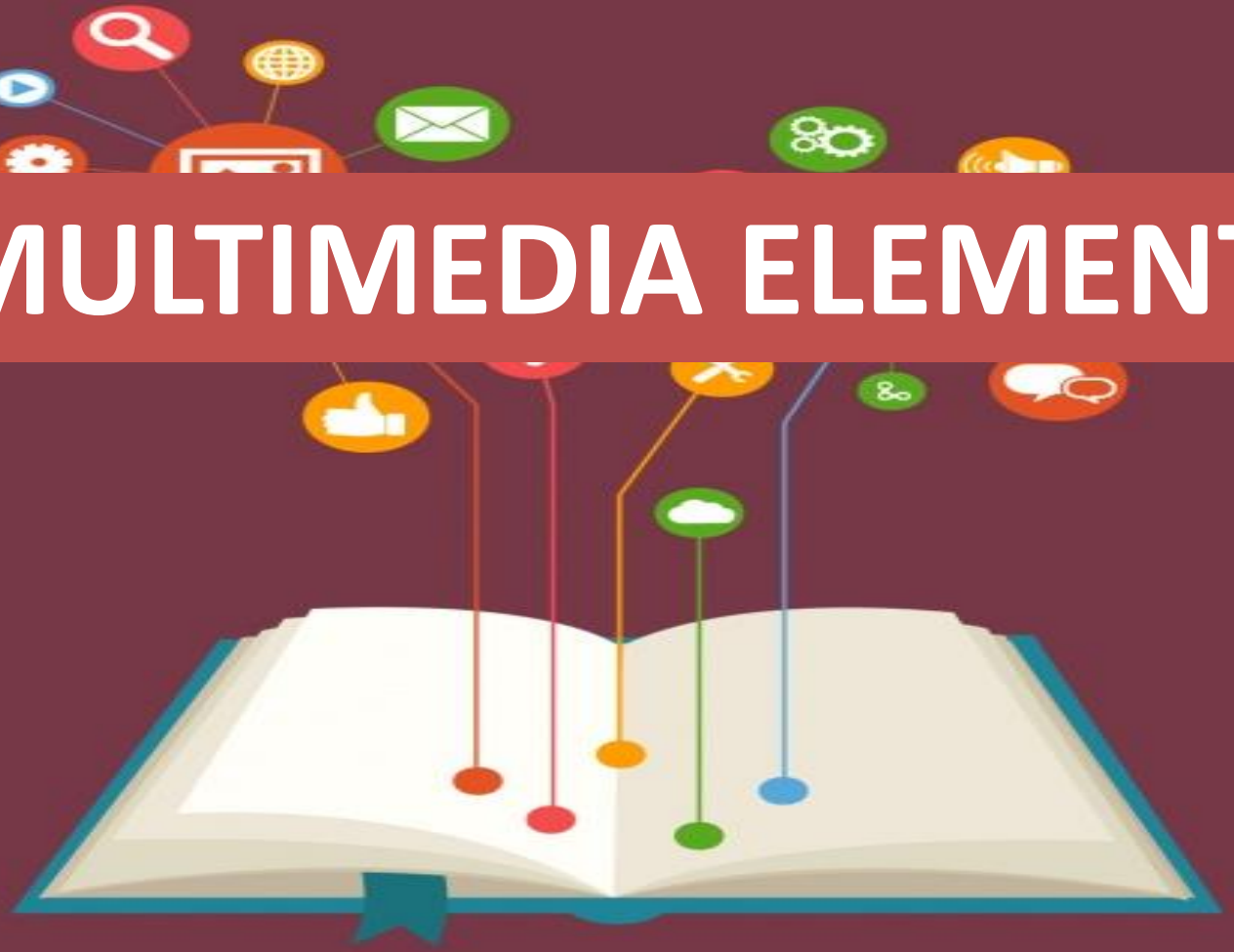
It is pretty simple to use—

Just type Twitter advanced search into Google and off you go!

GEOLOCATION SERVICES

These allow users to selectively add locations, cities and neighborhoods, to their tweets

MULTIMEDIA ELEMENTS



IMAGES AND VIDEO

Can also be added to tweets

Video can now be recorded within Twitter itself!

Just grab your phone, hit record, and get ready for your close-up

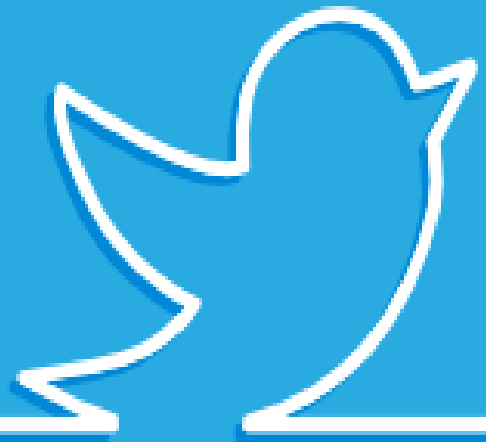
The all-powerful hashtag has been responsible for bringing attention to the world's greatest travesties and its biggest accomplishments.

Just as with Facebook, posting regularly to a Twitter account may not suit every business

It is a very public forum that may be quick to tear down individuals and businesses but is even quicker to build them up.

It gives you instant access to the global stage—if you like that kind of thing.

Even if you are a total Twitter newbie, we recommend that you at least give it a try



LinkedIn

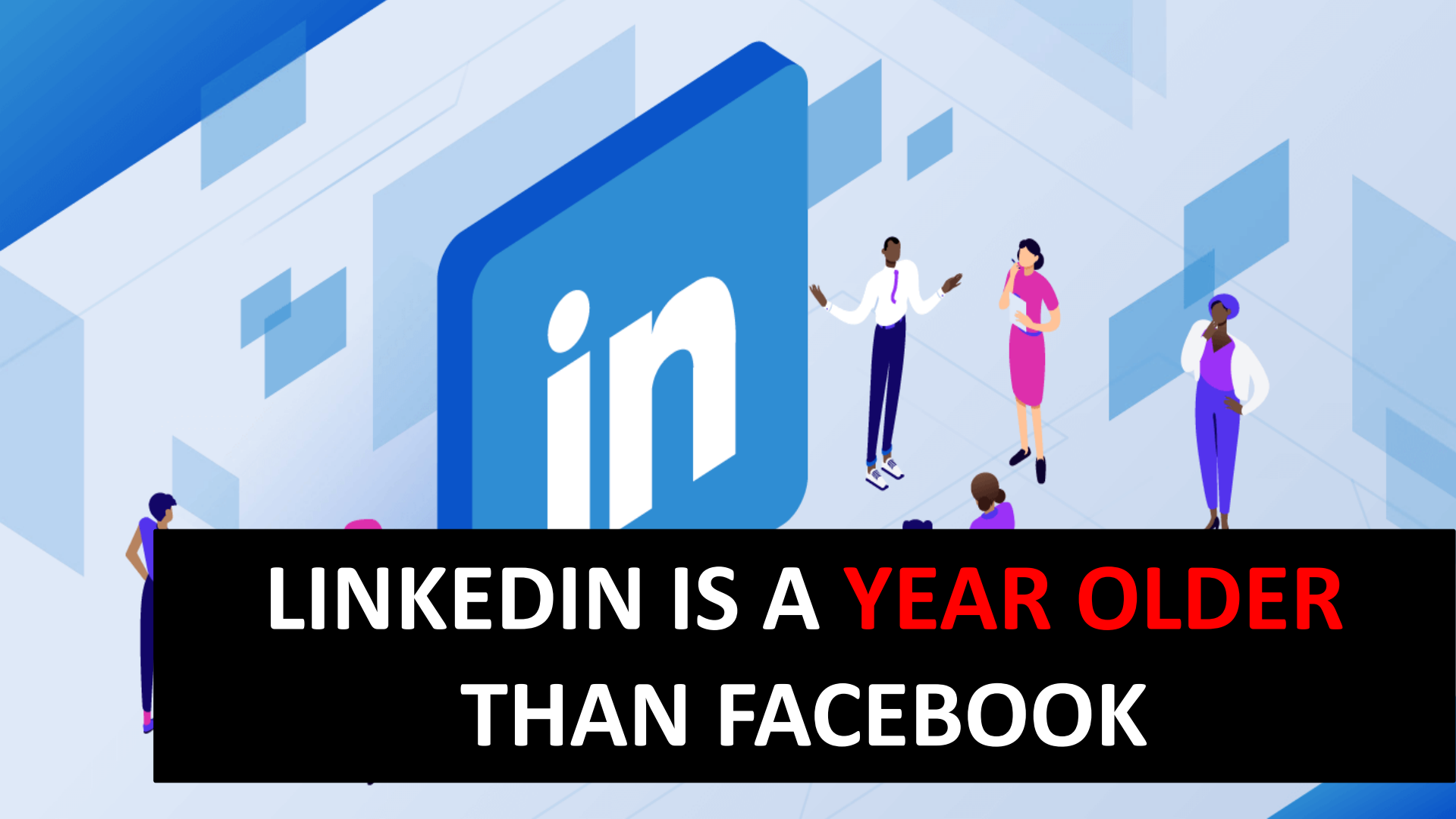
Now that you have a clear understanding of how Facebook and Twitter operate, let's move on to LinkedIn.

It is a platform whose aim is to “connect the world's professionals and enable them to be more productive and successful.”

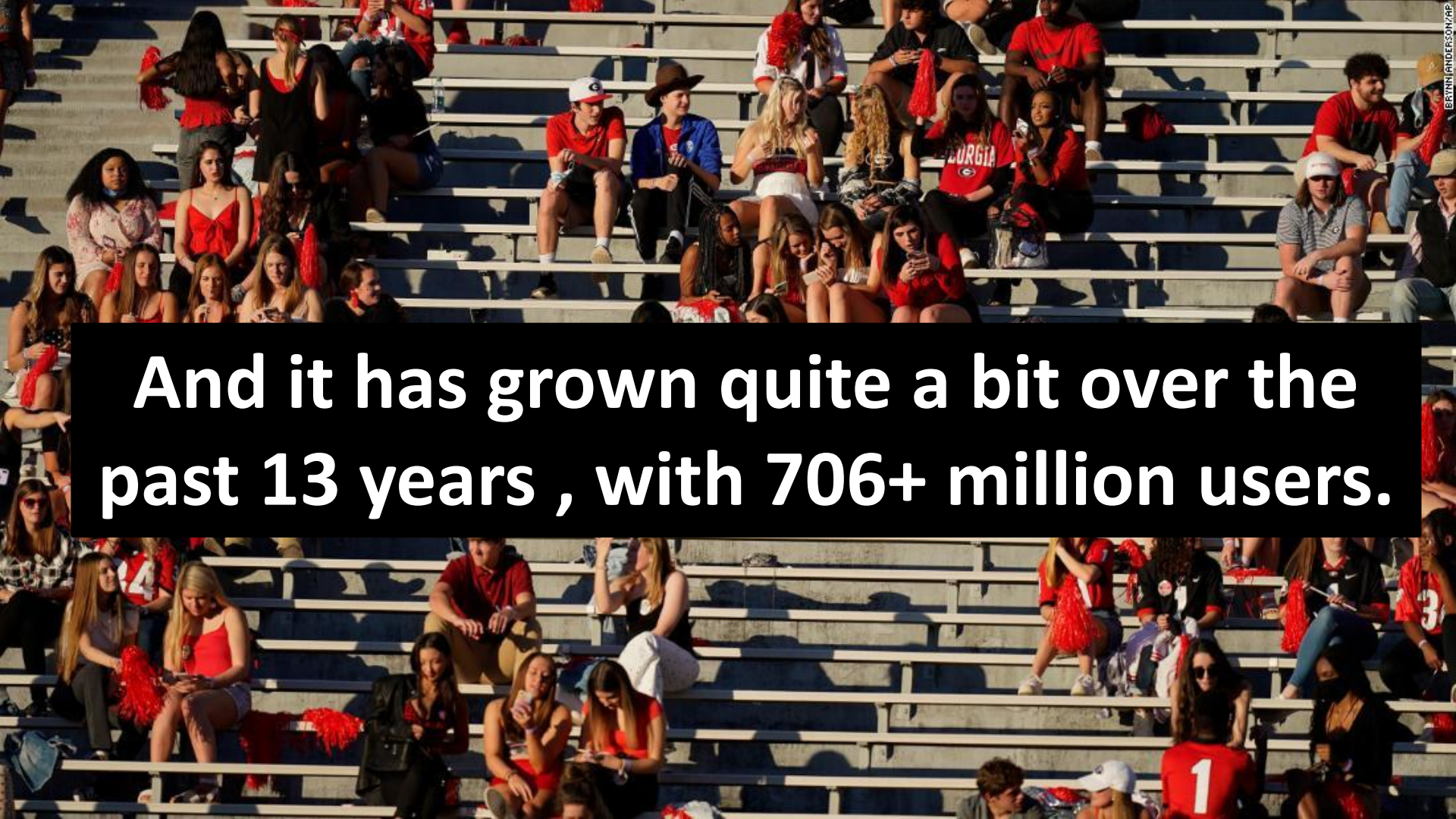
ABOUT

LinkedIn®

BELIEVE IT OR NOT


LINKEDIN IS A YEAR OLDER
THAN FACEBOOK

It was born back in 2003


And it has grown quite a bit over the past 13 years , with 706+ million users.

More than 200 countries
and territories worldwide.

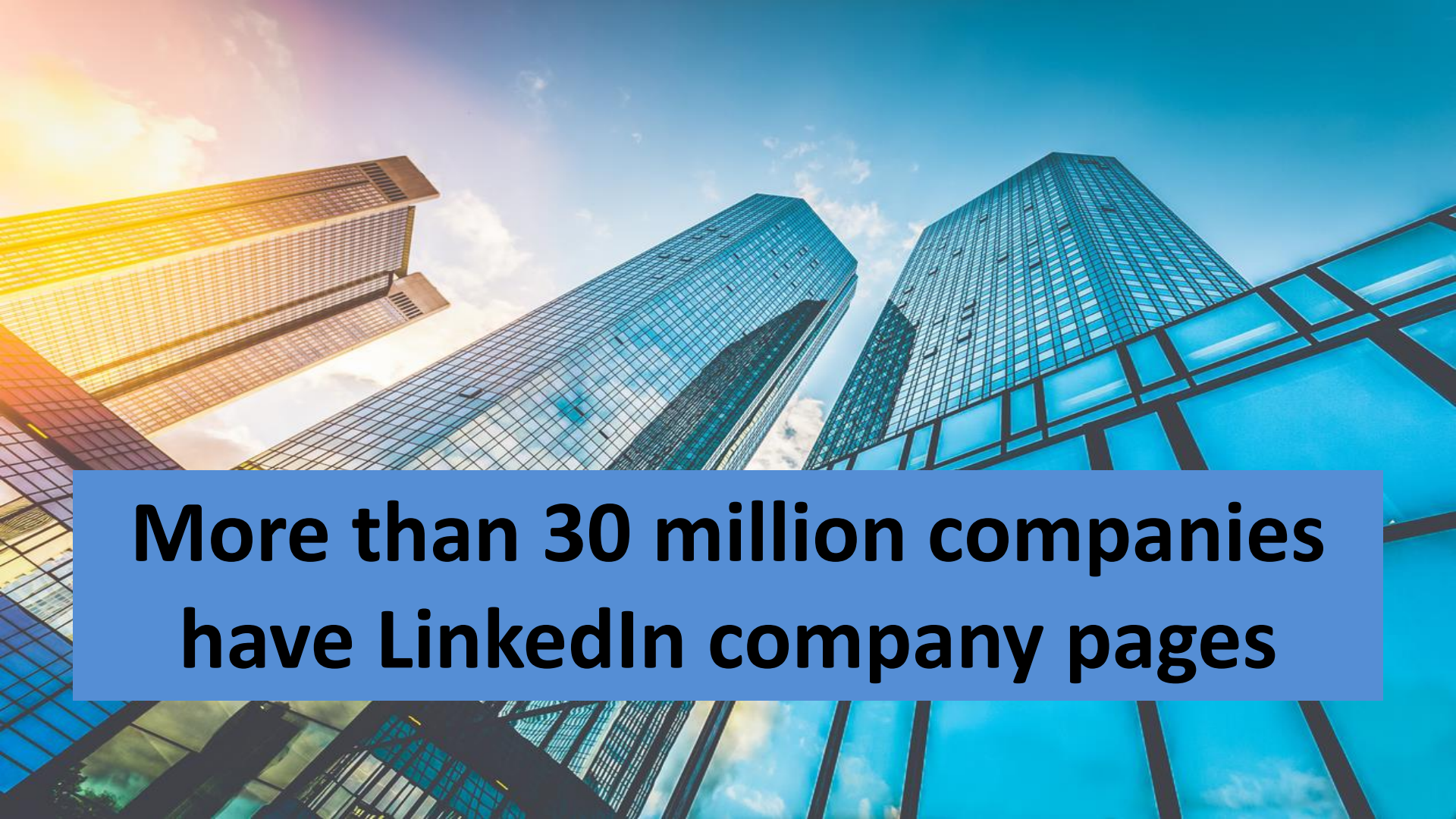
THE WORLD'S LARGEST PROFESSIONAL NETWORK

THE PLATFORM HAS A MASSIVE REACH

SO WHO USES LINKEDIN?

Well lots of people, really

More than two new members
join LinkedIn every second.


More than 30 million companies
have LinkedIn company pages

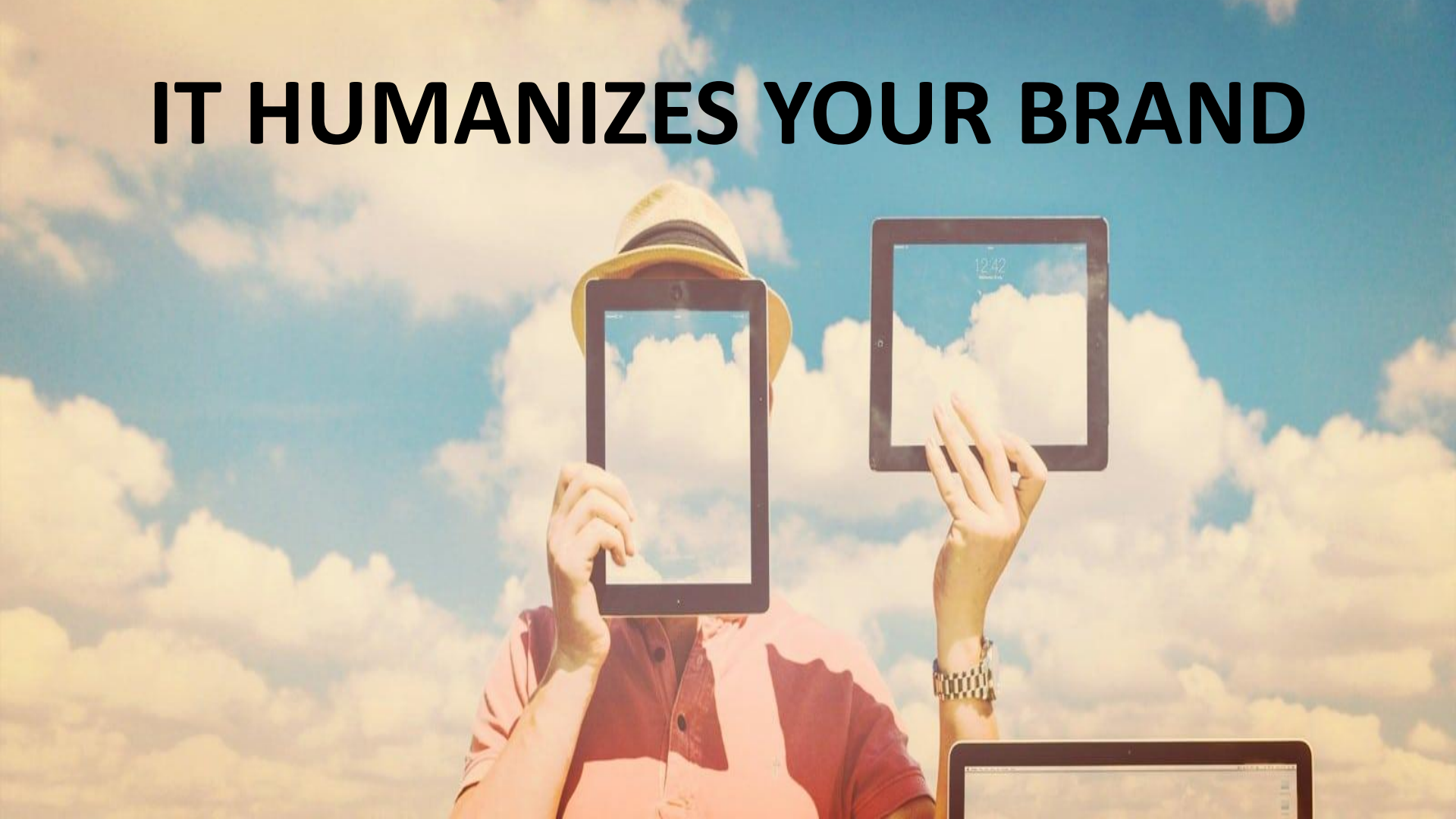
94 percent of recruiters use it to vet prospective employees and their résumés.

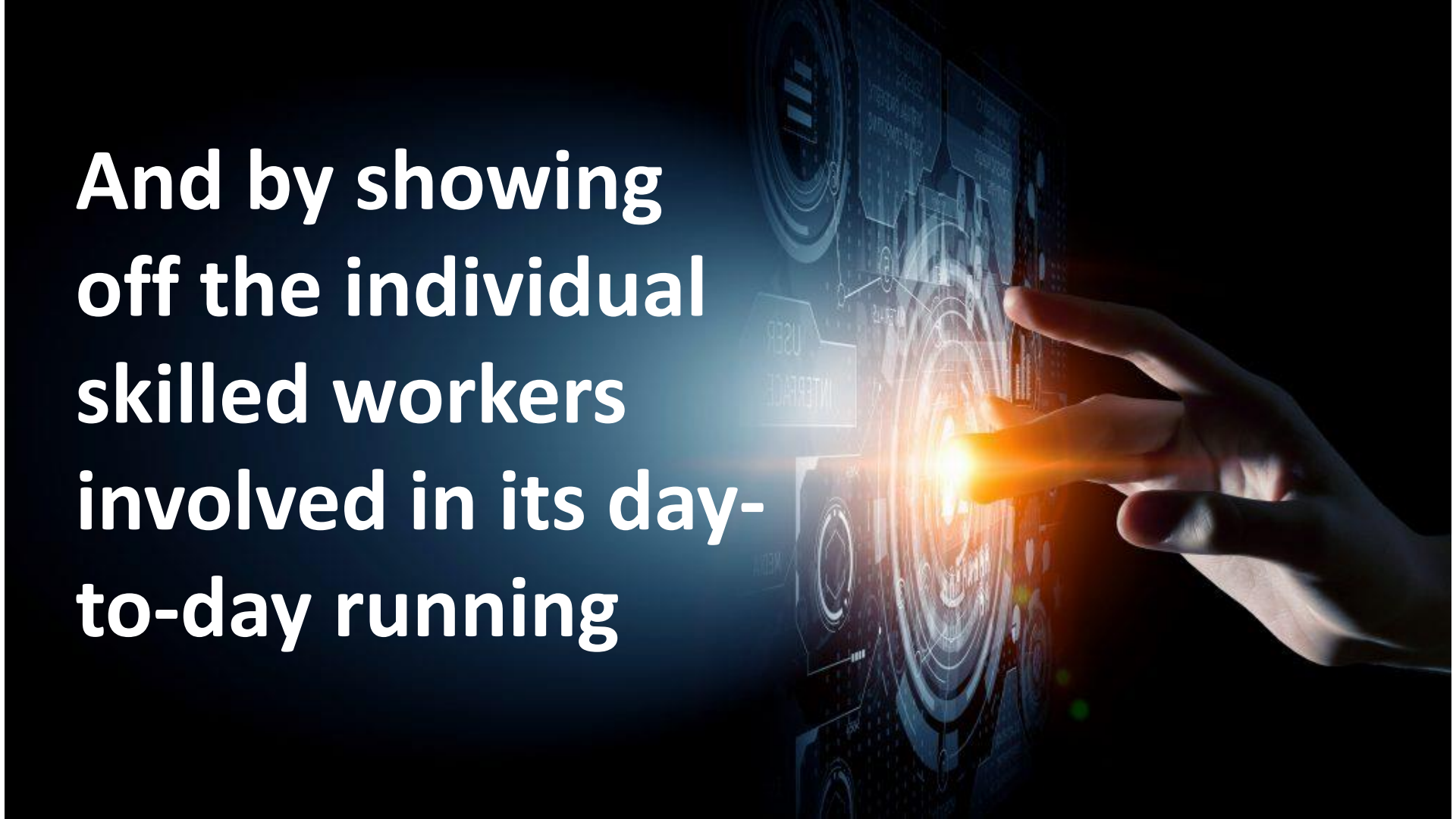
It has a more professional, industry-focused approach than the likes of Facebook or Twitter.

9:41
Jess Williams
Experience
Senior Project Manager
Flexis
Jun 2017 – Present · 7 mos
FLEXIS
RUNITY
See 2 mo
Educati
Mintome College
Master's degree, Business Administration, Management and Operations
Sep 2011 – Sep 2013
Mintome College
Home
My Network
Messaging
Notifications
Jobs
9:41
Jess Williams
Experience
Flexis
4 yrs 8 mos
Senior Project Manager
Barista
Golden Phase
Jun 2007 – May 2009 · 1 yr 11 mos
Education
Mintome College
Home
My Network
Messaging
Notifications
Jobs
CREATING YOUR PROFILE

You can boost your company's credibility by encouraging all employees to set up a professional LinkedIn profile

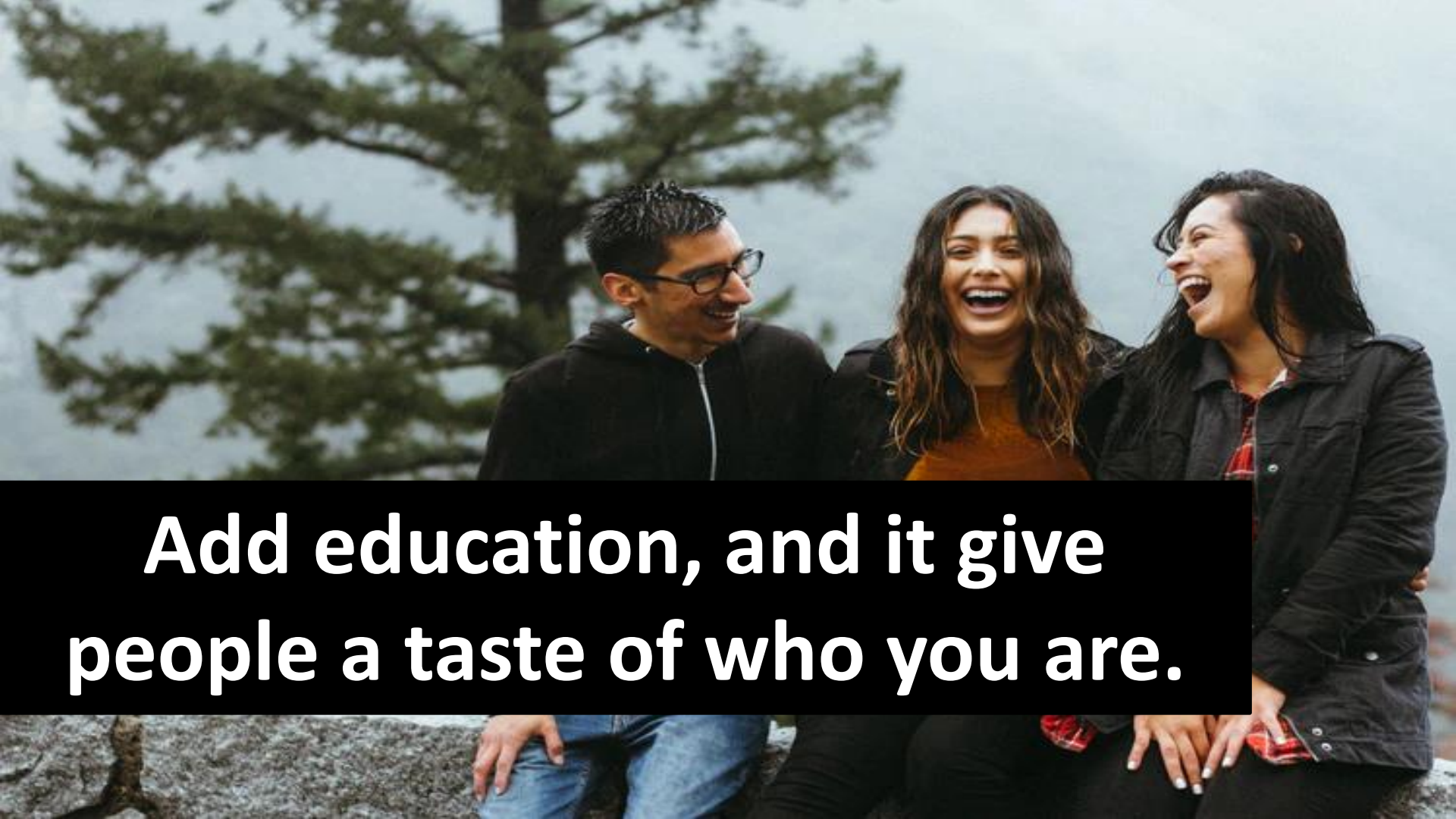
IT HUMANIZES YOUR BRAND




And by showing off the individual skilled workers involved in its day-to-day running

IT HELPS
PEOPLE TO
GET TO
KNOW YOU
BETTER

When creating your own profile, you need to fill in sections about your work history


Add education, and it give
people a taste of who you are.

The next step is to write a LinkedIn summary, which will appear above all of the other sections and is what most people will see first

This is the area where users can really sell themselves

To do that effectively,
sentences should be SMART

State exactly what you want to accomplish (who, what, where, why).

How will you demonstrate and evaluate the extent to which the goal has been met?

Challenging goals within your ability to achieve an outcome. What is the action-oriented verb?

How does the goal tie into your key responsibilities? How is it aligned to objectives?

Set one or more target dates, the "by when" to guide your goal to successful and timely completion (include deadlines, dates, and frequency).

Try to avoid the use of fluffy language, such as *“I'm a great leader.”* Instead say, *“I'm a great team leader*

EXAMPLE

I have led a team of 15 people who have risen in the ranks and achieved sales uplift of over 20 percent.”

Such a specific and measurable statement will be far more attractive to prospective employers and clients alike.

Rich links, images, presentations, and even videos can be contained within every LinkedIn profile.

Each section can be linked back to a reference or can include an image or video.

These make profiles come alive, and if managed effectively, can really help you to stand out from the crowd.

With LinkedIn, there is no place
to hide —your skills, that is

They are displayed prominently in your profile once you, your friends, and your colleagues add them.

And since it is only polite to pay it forward,

you can endorse your connections in return.

Simply go to their profiles, see which skills you want to endorse, and then click Endorse.

Another way you can boost credibility is by including personal recommendations.

The rule of thumb when it comes to LinkedIn recommendations is that both users must be connected.

One will send a recommendation to another through the platform, which will automatically be added to their LinkedIn profile after it has been approved.

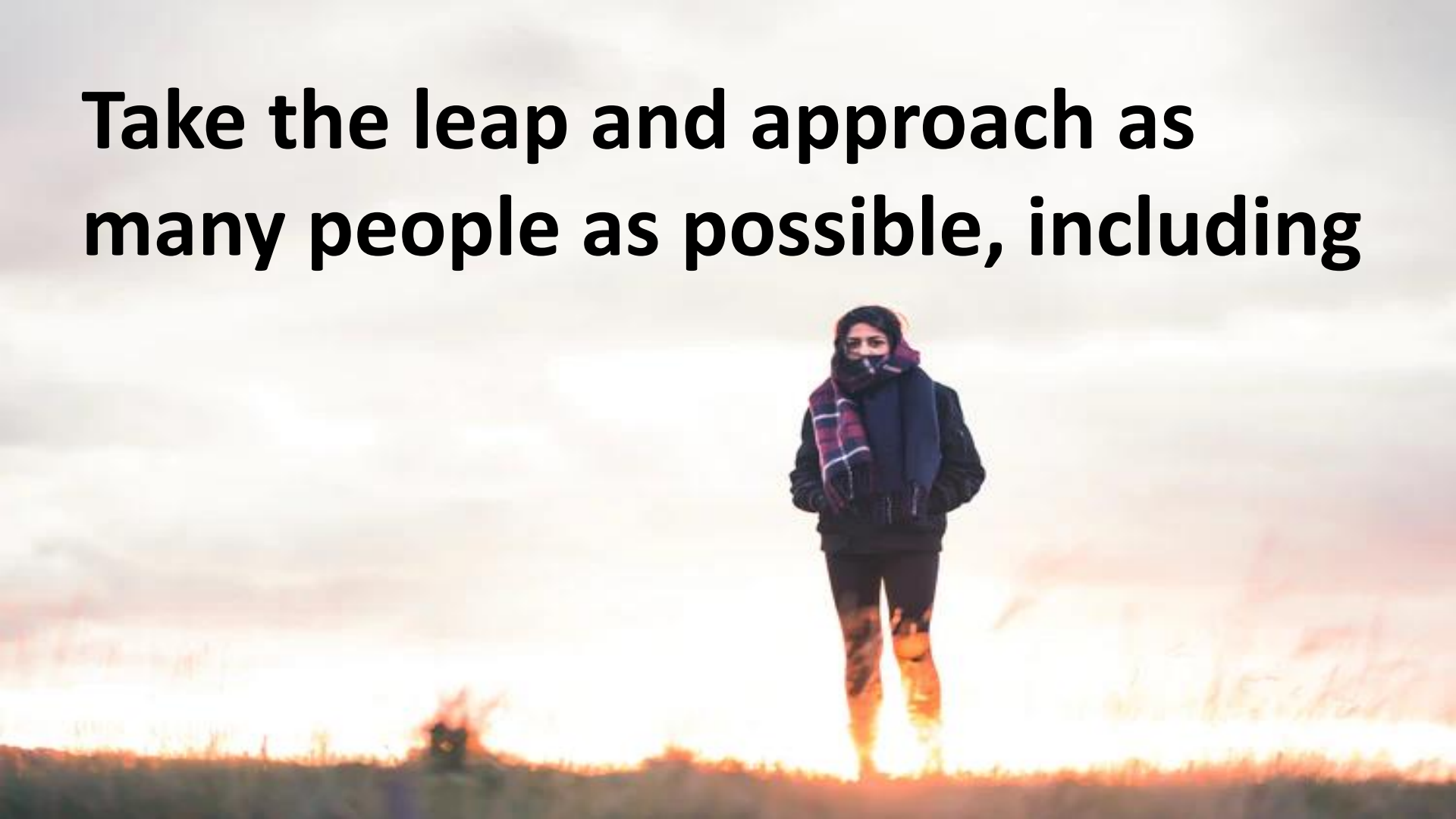
When building
your profile, take
the time to utilize
your connections—

Make sure to update skills and endorsements as you increase your connections so you are seen in the most professional light possible.

BUILDING YOUR
NETWORK

LinkedIn can be a very lonely place if you are not engaging and connecting with others.

Take the leap and approach as many people as possible, including



EMAIL CONTACTS

ALUMNI

COLLEAGUES

FRIENDS

FAMILY

You should follow as many contacts and influencers within your marketplace as you can.

There are leaders across a whole range of industries on LinkedIn, including Richard Branson and Barack Obama, who both write for the site regularly.

By following specific companies and publications such as Business Insider, you will be notified whenever they post new content

That way you can stay up-to-date
and not miss anything important.

You can chase all the people you like, but how do you let other people to find you?

Connectivity plays a massive role within LinkedIn communities and so you need to put yourself out there

Having a vanity URL makes it easier for people to find you

Here is what the link to your profile might look like without a vanity URL:

LinkedIn.com/pub/
digital/254123ABCDEF

Not exactly snappy, is it?

To get a vanity URL, click underneath your profile picture and your public URL will appear

You can then shorten it to something like this:

LinkedIn.com/in/Now-Digital

MUCH BETTER!

Just like Facebook and Twitter, LinkedIn places social plug-ins on various websites so that users can easily share content when outside the platform.

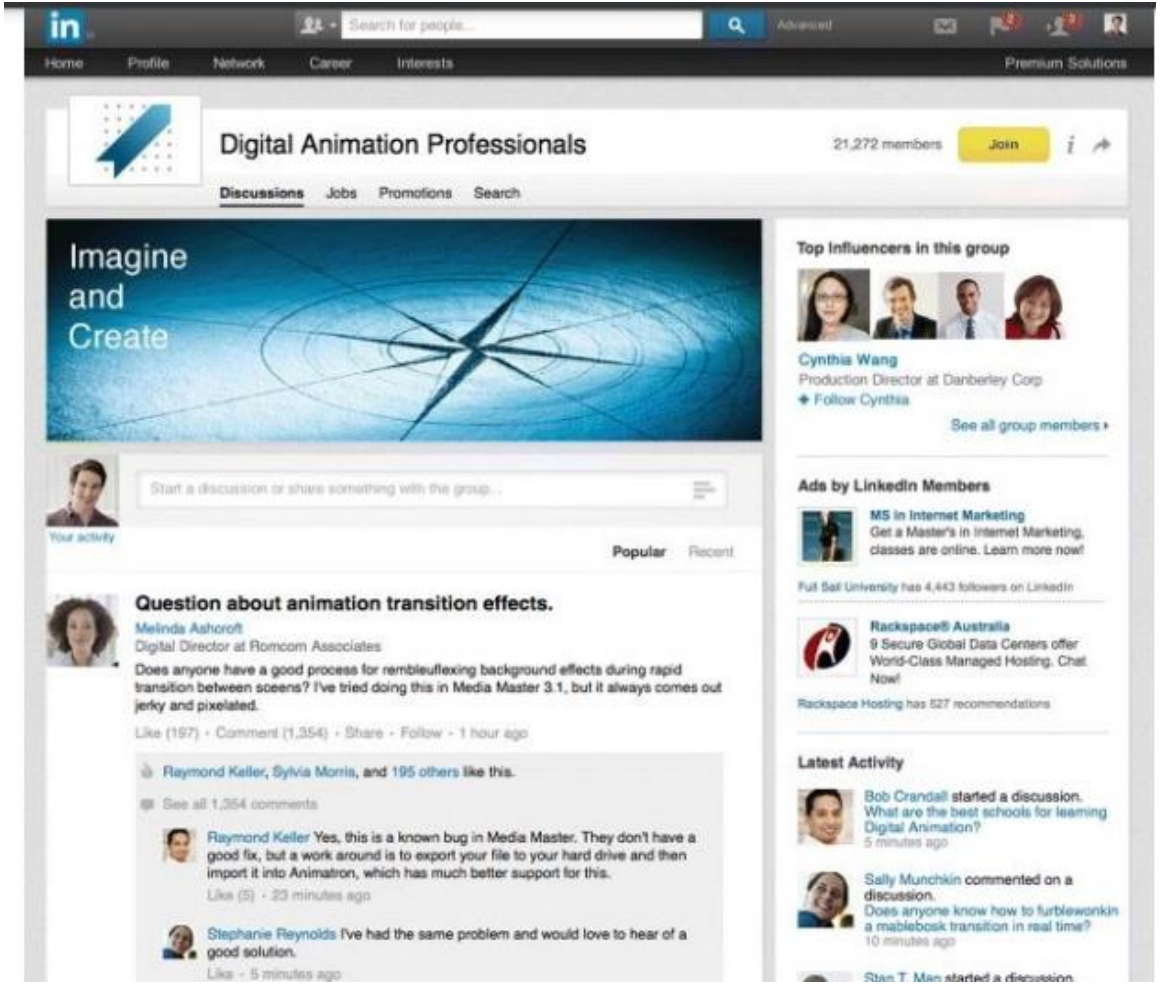
GROUPS AND PAGES

LinkedIn groups are probably the most social aspect of the platform

By participating in these groups you can maintain an active discussion with peers and colleagues

LinkedIn Group Discussions

Source: LinkedIn.



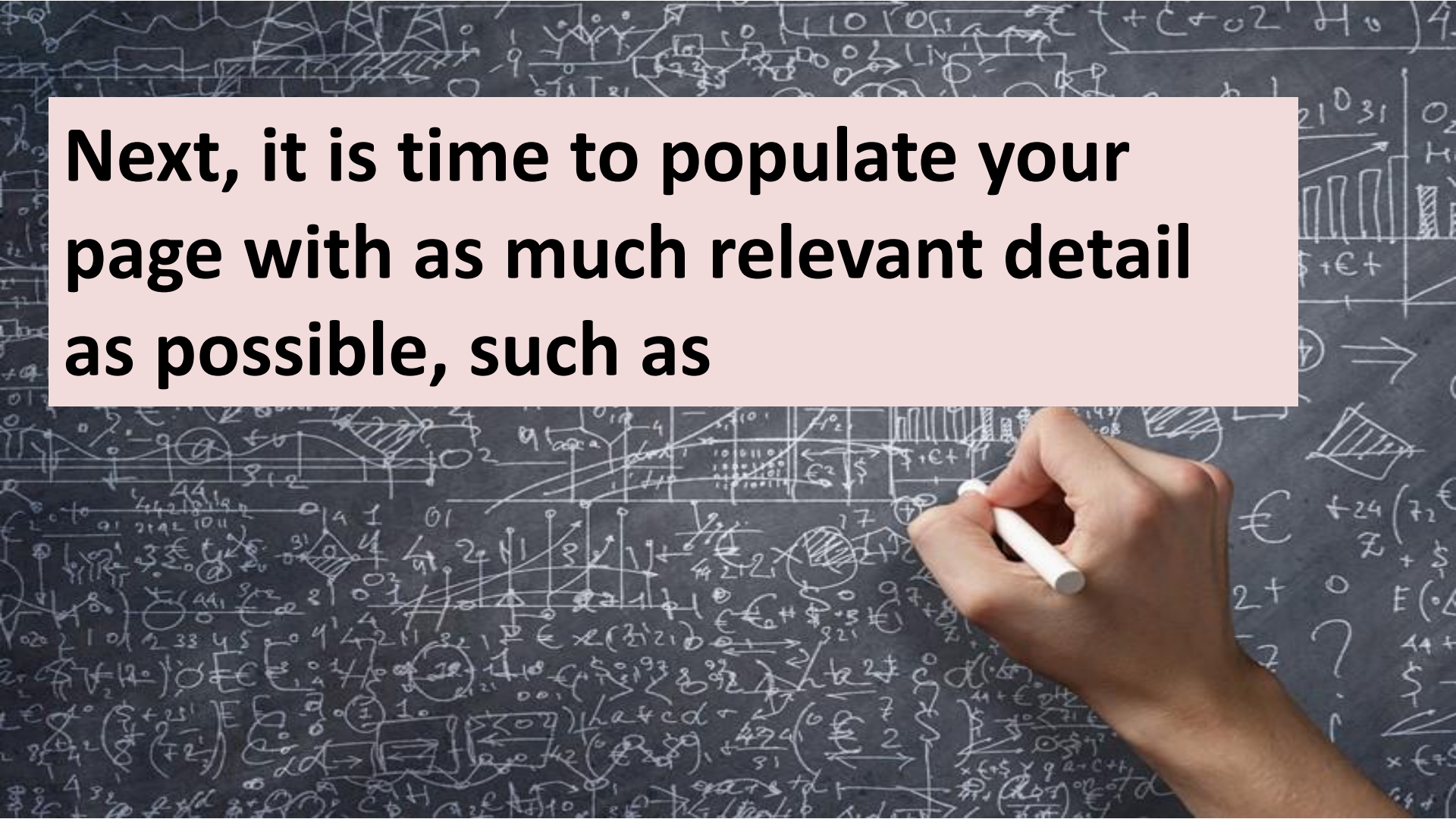
Company pages are similar to Facebook business pages

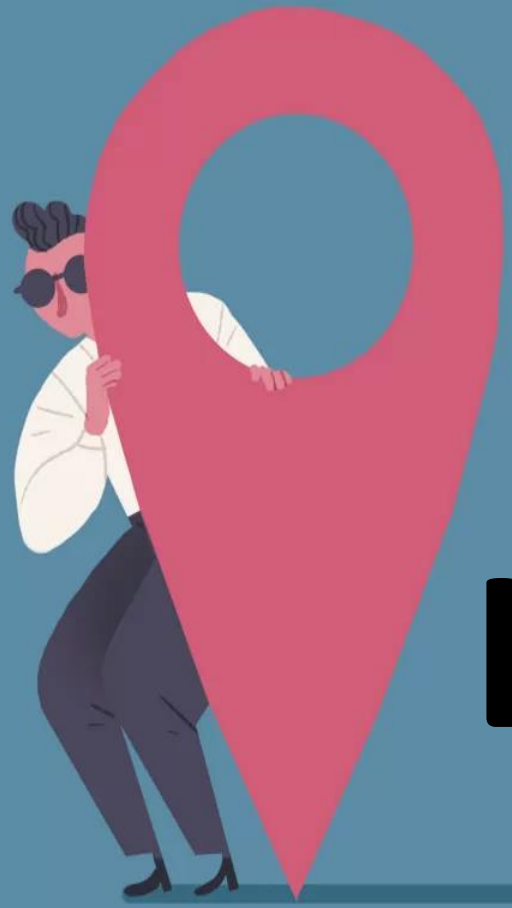
While LinkedIn profile pages represent individuals, its company pages allow fans to connect with brand

SO WHAT DOES IT TAKE TO START A COMPANY PAGE?

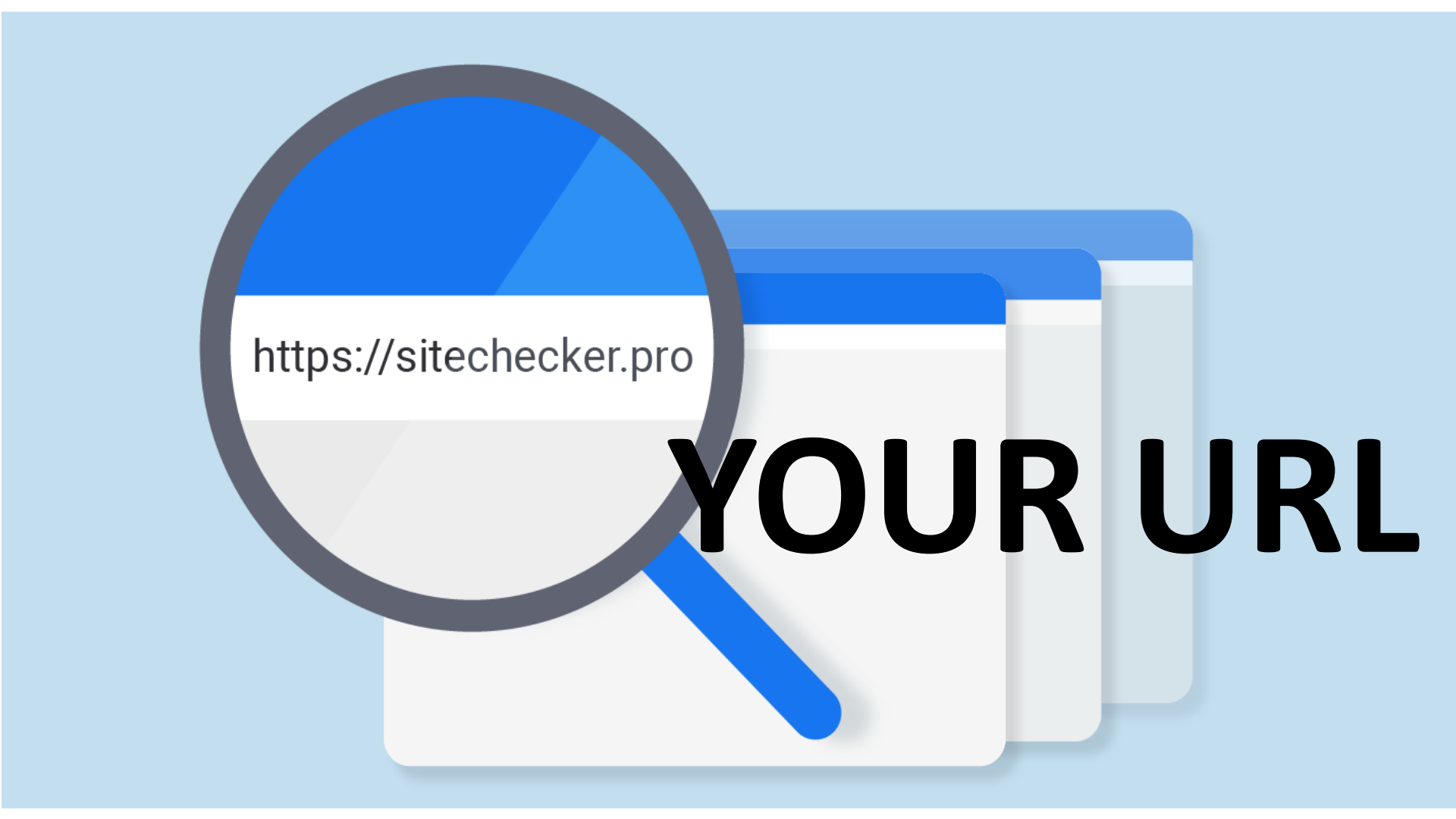
First of all, more than five people within your company must have a LinkedIn profile that states that they work for you

You can then use your company's email address to apply for a LinkedIn company page.


Next, it is time to populate your page with as much relevant detail as possible, such as



YOUR LOCATION


https://sitechecker.pro
YOUR URL

HOW MANY
EMPLOYEES YOU HAVE

The main industry your company is in

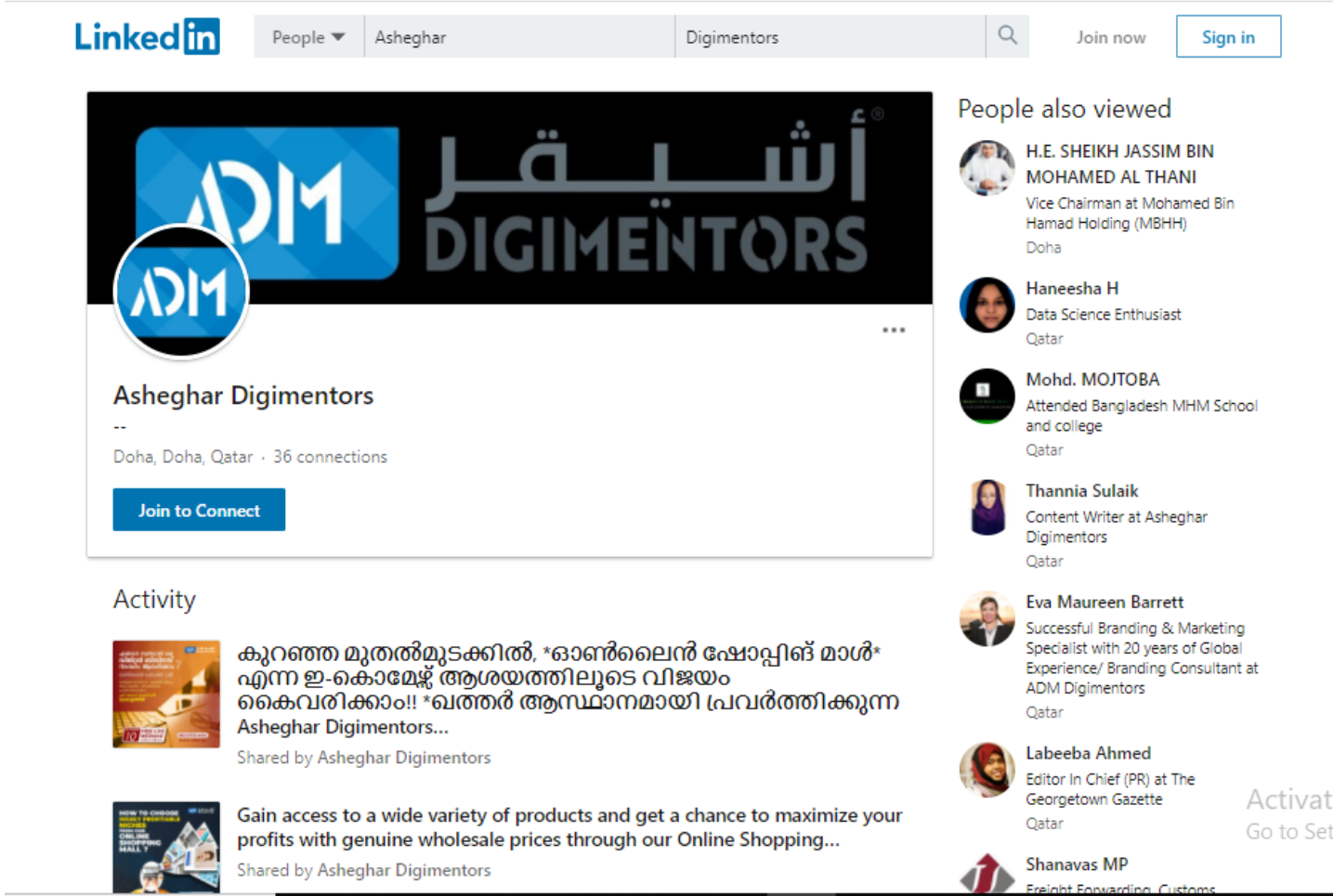
THE YEAR IT WAS FOUNDED

Whether it is a privately held or public liability company

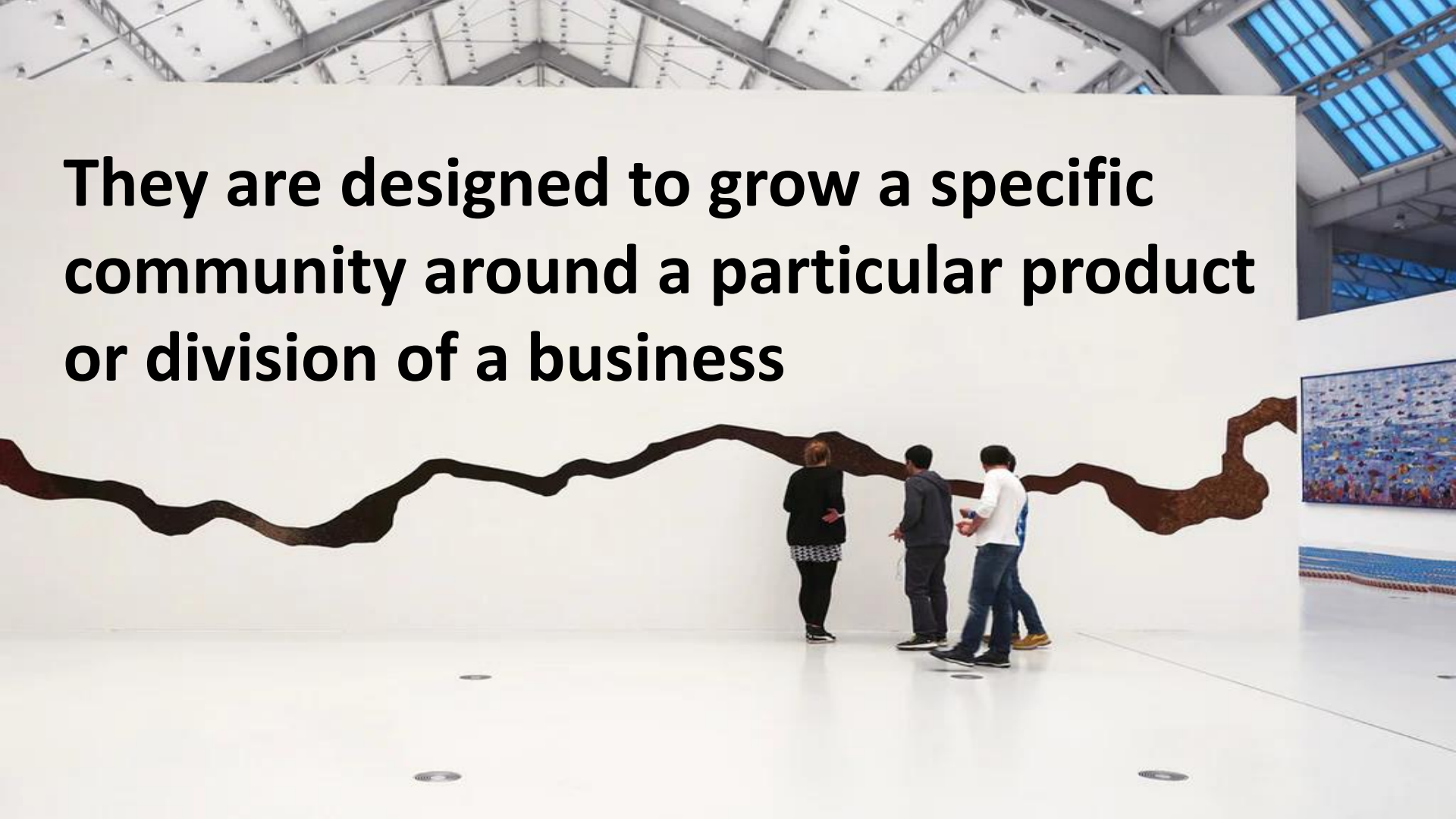
Finally, add your logo and branding to the page

It is a really visual way for people to see what your company is about

Example of company profile



Company pages can also contain videos, images, employee testimonials, and employer information



They are designed to grow a specific community around a particular product or division of a business

All of which play a part in selling your business as a great place to work!

Subpages of company pages are called showcase pages

Another type of LinkedIn page that offers branding opportunities is the career page

LinkedIn

Is LinkedIn Right for You?

MOST LIKELY,

LinkedIn lets you showcase your strengths while connecting with like-minded business owners and industry leaders outside of your everyday life.

There is always more we can learn—and LinkedIn is a great place to do it.

Both personal and company pages can be brilliant marketing tools for your business,

As with all of the channels that this chapter has discussed, you get out of it what you put in!

GET STARTED TODAY!

Thank you

Made By: Thannia Sulaik, Haritha Santosh, & Labeeba Ahmed