OUTSTANDING TEACHING, LEARNING AND ASSESSMENT TECHNICAL SKILLS NATIONAL PROGRAMME

Social Media as a Business
Created by: Franklin Boateng for The College of Haringey, Enfield and North East London (CONEL)
January 2019

This presentation was delivered to creative media learners. The presentation includes examples of the Master Technician's online presence and the aspects that need to be developed and managed to create an effective online presence. This presentation could be used by educators who teach within creative industries, business development or entrepreneurial skills.
The College of Haringey, Enfield and North East London
FRANKLIN BOATENG
SOCIAL MEDIA CONSULTANT AND TRAINER
Computing, Creative and Media
Social Media Marketing
THIS IS ME! 😊

Geeky grin
tweets more :) than :(  

Social Politics
based on tweets

Likely Obsession
based on circumstantial evidence

Twitter Trailblazer
over 10,000 followers

👍
Franklin Boateng aka @fabsnetwork gives 5 tips for using social media

Franklin Boateng attributed to starting the #TottenhamRiots will be giving a seminar on Social Media Marketing Saturday 4th July 15:30. Here are his top 5 tips ...

A social media mind | Franklin Boateng | TEDxTottenham - YouTube

https://www.youtube.com/watch?v=LsKtixzMK5s

5 Jan 2015 - Uploaded by TEDx Talks

This talk was given at a local TEDx Talks event, produced independently of the TED Conferences. Franklin ...

Franklin Boateng | HuffPost

https://www.huffingtonpost.com/author/franklin-boateng

Social Media Expert and Consultant, Twitter Teacher and Twogger (Twitter Blogger). Built his own social-networking site in 2010 called www.fabsnetwork.com ...
Marvel's AfroPunk shows us their #WakandaStyle. Share your own look using the hashtag! #BlackPanther

xii_ventriliquist My king
bennett_c Who is that
darthdano Those are sick! Such a good movie story and wardrobe. Just beautiful! Wakanda forever!
mizell_h That outfit
estebansc7 Jazz
tyler_ortega_ WAKANDA FOREVER
rodroloazvedo @giovanni_fazzio começa a se vestir assim, vai ficar atípico
necessary_p 🤙❤❤❤❤😘😘蛤
theultimatecyberman WAKANDA forever!!!
felicicag mid This isn't wakanda-style, it's

123,451 likes
MARCH 4
Add a comment...
marvelstudios AfroPunk shows us their #WakandaStyle. Share your own look using the hashtag!

Joyyaholm Wowwww African style indeed
Faroukfit Oh no! Please that first outfit is our regular outfit for weddings in many west African countries. Don't trivialize them because of a comic movie
Lewis1motion Lool
_Cauaprado @albertonetos
Art.music.dance247 Love the colors 💚💚💚
Darish_Malik why he is floating
Falling_edge11 #Falling_Edge11
Afam_jo @mynameisuju Wakanda style?
Mynameisuju @afam_jo see what I was

71,001 likes
March 4
Add a comment...
blackpanther AfroPunk show us their #WakandaStyle. Share your own look using the hashtag! #BlackPanther
Social Media
The Introduction
Think, Think & Think Some more...
What Are You Selling?
A Product?
A Brand?
A Service?
Influence?
Information?
Image?
Yourself?
Things to think about...
1. What is the product
2. Target Audience
3. Which Social Media you will use
4. Voice and mission
5. Outcomes
Registering...
SOCIAL MEDIA MARKETING PLAN

Step 1: Choose your social networks
You don’t have to be on them all---just the ones that matter to you and your audience.

Consider...

- Audience
  Where do your potential customers hang out? Which social network has the right demographics?

- Time
  How much time can you devote to a social network? Plan on at least an hour per day per social network, at least at the start.

- Resources
  What personnel and skills do you have to work with? Do you have the resources to create what’s needed?
Websites
ACQUIRING...
WEBSITE DOMAINS...
Step 2: Fill out your profiles completely

A completed profile shows professionalism, cohesive branding, and a signal to visitors that you’re serious about engaging.

Visual

Aim for consistency and familiarity with the visuals (profile and cover photo) you use on social media

Facebook Cover Photo
820px x 462px

Twitter Header Photo
1500px x 500px
Creating a professional social media bio can be broken down into six simple rules:

- Show, don't tell: "What have I done" often works better than "Who I am"
- Tailor your keywords to your audience
- Keep language fresh; avoid buzzwords
- Answer the question of your potential followers: "What's in it for me?"
- Be personal and personable
- Revisit often
Step 3: Find your voice and tone

Voice is the mission statement; tone is the implementation of that mission

Ask yourself...

- If your brand was a person, what kind of personality would it have?
- If your brand was a person, what’s their relationship to the consumer?
- Describe in adjectives what your company’s personality is not.
- Are there any companies that have a similar personality to yours?
- How do you want your customers to think about your company?
Step 4: Pick your posting strategy

What's the ideal amount to post per day? How often should you post? When should you post? What should you post?

It depends.

What should you be posting?

Videos are ideal for engagement.

Facebook video posts get higher average engagement than link posts or image posts.

Twitter videos are 6x more likely to be retweeted than photos and 3x more likely to be retweeted than GIFs.
How often should you be posting?

If people love your updates, you can typically always get away with posting more.

- **Facebook**: 8 - 15 per week
- **Instagram (posts)**: 5 - 10 per week (posts) (8 - 16) x 2 per week (stories)
- **Twitter**: 21 - 70 per week
- **LinkedIn**: 8 - 15 per week
- **Pinterest**: 35 - 70 per week
- **Snapchat**: 5 - 20 per week

When should you be posting?

For someone just starting out on these social networks, with no audience and no history, experiment with **best practices**.

- **Facebook**: 1 - 4pm
- **Instagram**: 5-6pm
- **Twitter**: 1-3pm
- **LinkedIn**: 7 - 8:30am & 5 - 6pm
- **Pinterest**: 2 - 4pm & 8 - 11pm

Once you have been posting a while, you can use your own data and tools like Facebook Insights, Instagram Insights, and Followerwonk to find your brand’s best time to post and refine your posting strategy.
Attention!
I SPENT MY LAST £500 ON THIS BILLBOARD
PLEASE GIVE ME A JOB
EMPLOYADAM.COM
influence

acceptance
personal
control
consideration
private
mediation
information
initial
commerce
commercial
communication
majority
belief
behavior
affect
authority
Step 5: Analyze and test

The more you post, the more you’ll discover which content, timing, and frequency is right for you.

Social media analysis

Set benchmarks → Run a test

Implement changes → Check the stats
Tools

Hootsuite
HOW TO MANAGE YOUR DIGITAL STRATEGY?

Monitor – Plan - Act
HOW TO MANAGE YOUR DIGITAL STRATEGY?

Monitor - Plan - Act
An 'extremely credible source' has called my office and told me that @BarackObama's birth certificate is a fraud.
TAKE IT OFFLINE...
How Blogs & Articles Increasing Website Traffic.
CONTENT
CONTENT
CONTENT
<table>
<thead>
<tr>
<th>Good Curation</th>
<th>Bad Curation</th>
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</thead>
<tbody>
<tr>
<td>Honor</td>
<td>Degrade</td>
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<tr>
<td>Study</td>
<td>Skim</td>
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<td>Many Sources</td>
<td>Few Sources</td>
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<td>Credit</td>
<td>Don't Credit</td>
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<td>Transform</td>
<td>Imitate</td>
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<tr>
<td>Remix</td>
<td>Cut &amp; Paste</td>
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</tbody>
</table>
How To Distribute Content...
Products/services with social media communications.
CTR
Click Through Rate
CLICK TROUGH RATE

Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.[1][2]

Click-through rates for ad campaigns vary tremendously. The very first online display ad shown for AT&T on the website HotWired in 1994, had a 44% click-through rate.[3] Over time the overall rate users click on webpage banner ads has decreased.
Make Money Online
QUESTIONS?
SEE YOU NEXT TIME!