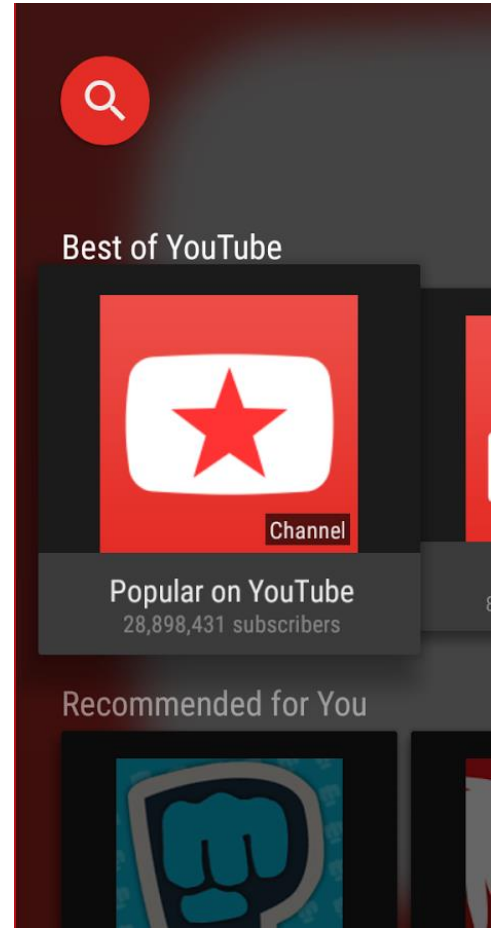
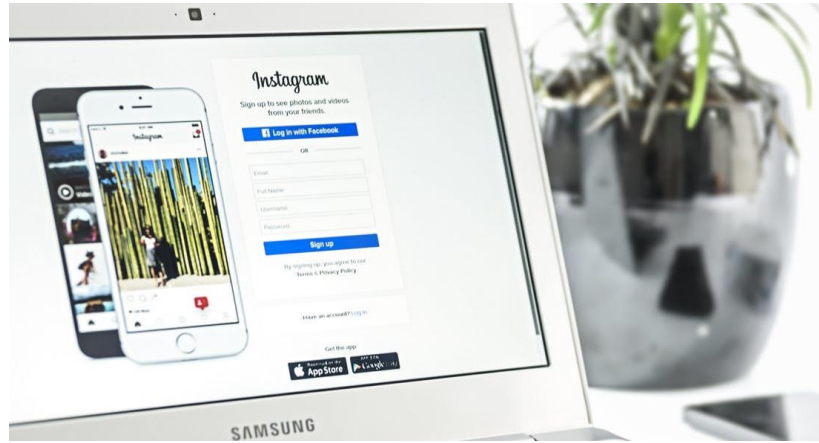


Growing Your Brand with Social Media

Katie Simmons, UX Designer

Benefit of Social Media

- Brand Equity
- Human Experience
- Always on Their Mind
- Reputation Management
- Faster Communication
- Targeted Marketing and Advertising
- Content Management
- Engaging People at Events
- Reach a Wider Audience
- Increase Website Traffic





- Share stories, photos, and videos
 - Video sharing capabilities // LIVE
 - Groups, Pages
 - Events
 - On-site analytics
 - Boost posts
-



Instagram

Sign up to see photos and videos from your friends.

 Log in with Facebook

OR

Email

Full Name

Username

Password

Sign up

By signing up, you agree to our
[Terms](#) & [Privacy Policy](#).

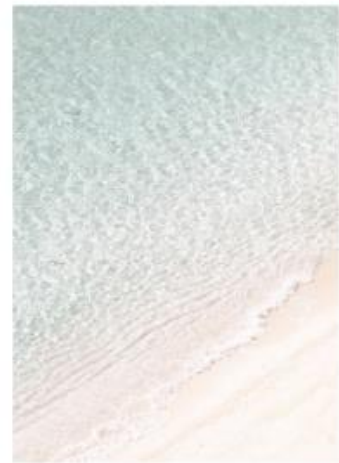
Have an account? [Log in](#)

Get the app:



SAMSUNG

- Show, not tell
- Where the Millennials are
- No special rank, no algorithm boost
- Photo-based and for all types of businesses, not just for products
- Branding





- 140 characters or less
 - Share, like, reply, retweet
 - More intimate than Facebook
 - Followers like what you say, but also want to join in on the conversation
 - Analytics
 - Hashtags are #important
-

Pinter



- “Who I want to be”
- Clickable pictures with short captions
- Popular for agencies with tangible products – even books!
- Images/Link correlation





Best of YouTube



Popular on YouTube
28,898,431 subscribers



Music
87,632,996 subscribers



77

Recommended for You



- Videos are more engaging & shareable
- Playlists
- Discussions





Marketing Tools & Tips



Canva

www.canva.com

- Social media graphics
 - General promo materials
 - Templates!
 - Typography
 - Color customization
 - Canva for Work
-



Overview of Canva



Mobile Apps

- Word Dream
 - Camera+
 - Videolicious
 - Repost
 - This
-

THERE IS NO PROBLEM
THAT A LIBRARY CARD

CAN'T SOLVE.

-ELEANOR BROWN



From our
neighbor's
garden

California
almonds



Tried 3 recipes
from the internet



Not an ingredient
(decoration)



Scheduling

- Sometimes you really need it
- Separate your accounts
- One size does not fit all



Analytics



Google Analytics

- Multiple sites
 - Free
 - Commonly used
 - Extensive
-

On-Site Analytics

- Facebook
 - Twitter
-

Pinterest Hack

www.pinterest.com/source/yourdomain.com

- Content on Pinterest last longer than any other platform.
 - Look at trending pins from your domain to see what images are already resonating with your audience. Original pins give you an idea of what images people are choosing to share from your website. What are they pinning/interested in?
 - Context
-

Questions?



Sources & Additional Reading

- Radice, R. (2015, July 22). *How to Use Pinterest for Business: Your Guide to Rapid Growth*. Tailwind and Post Planner webinar.
- <http://mashable.com/2012/03/14/pinterest-track-content/#JczS.BMTkSql>
- <https://www.impactbnd.com/blog/the-difference-between-facebook-twitter-linkedin-google-youtube-pinterest>
- <http://sproutsocial.com/insights/benefits-of-social-media/> (Really, the entire SproutSocial website is a fantastic resource.)