



101

Social Media

by GENNIFER WITH A G, INC.

GenniferWithAG.com

Planning Your Party

Social Media 101

By Gennifer with a G, inc.

OVERVIEW

I love analogies and found the “Social Media Party” analogy (from [Social Media Marketing Workbook by Jason McDonald](#)) super helpful!

Think of social media platforms like little parties you are planning or going to:

- Facebook (family birthday party)
- Instagram (invite-only nightclub)
- Twitter (pop-up foodie frenzie)
- LinkedIn (networking event)

Everything you plan and execute around these platforms should make sense for that kind of party.

WHAT THIS GUIDE WILL COVER

1. How people use each platform
2. A checklist to use as you get started
3. Additional resources

LET'S BEGIN



FYI

FACEBOOK

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THE FAMILY BIRTHDAY PARTY

People come here to stay up-to-date with family and friends, their favorite businesses. If it was a family birthday party they'd love that the cake was made with grandma's recipe or bought at the bakery you got YOUR cakes from when you were little. They want happy balloons and the excitement of seeing what's in the gift-wrapped box.

To plan this party (aka your content), you have to think about the invitation design and details, the guest list and then at the party the entertainment (food, drink, music etc).

Important to note:

Personal vs Business Pages - Facebook wants to make money. It rewards pages that get a ton of engagement (likes, shares, comments). If you do not already have hundreds following and engaging, your business page will not make it (organically) into your followers' feeds because FB wants you to buy ads. Their ads are helpful and are not a fortune.

Politics etc - of course, there is a whole other side to FB which is a front row seat to see the worst of what's happening around the world too. Be mindful of how you engage in any public debates. Whether you are doing so via your personal page or business page, it can damage your business. My two cents is to not engage in public discussions unless it really aligns with your brand.

A beginner's checklist to use as a guide:

- You can + should include links directly to whatever you're promoting
- You can and should tag locations and/or participates when possible (so you show up in their followers' feeds too)
- You can and should use multiple hashtags so that you are found by others and are included in topical conversations to help grow awareness
- You should check FB at least once a day so that you can respond to any comments, questions or other
- Remember you cannot control where your post appears in one's feed. It could be after a cute story about a doggie daycare pool party or an unfortunate news item like a shooting. Use this as a guide for words and images you choose for your post
- Every time you change your profile/cover photo it broadcasts to everyone. I have an account with 0 friends to test out designs before posting them on real account

[Additional resource click here](#)



FYI

INSTAGRAM

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INVITE-ONLY NIGHTCLUB

People come here to see gorgeous, stylized photos, find the trendiest trends and to follow people (family - influencers) to see what cool things they are trying or doing. Once the velvet ropes part, they'd be enjoying a magical potion of a cocktail or up close to some gorgeous DJ playing THE best music to a stunning crowd.

There is some crossover with FB staying up-to-date with friends and family. Remember, Instagram (although now owned by Facebook) began as an image first platform.

Once again, how does your party planning look for this crowd?

Important to note:

Personal vs Business Pages - Instagram (owned now by FB) also wants to make money. Same drill regarding the rewarding engagement system or you may choose to buy ads.

1 link only -. Unlike FB, your only opportunity to provide a clickable link is in the bio section of your profile. That is why you see "link in bio" on posts encouraging you to shop, read the whole story, watch the video etc. Some are fine with just including their website (a restaurant can get away with that). For others, you should **consider signing up for Link Tree**. Start with a free account. Add direct links to each and every item you are posting about. Paid versions allow you to feature the same photo as in your post (which makes it even easier to find what someone is looking for). To see a nice example of that, check out Today Show's Link in Bio and see how they use an image to promote a story and then link to the story. Also, Instagram you can ONLY post from your phone.

A beginner's checklist to use as a guide:

- You can and should tag locations and/or participates when possible (so they may engage with your post OR their followers may follow you too)
- You can and should use multiple hashtags so that you are found by others and are included in topical conversations to help grow awareness
- You should check IG at least once a day so that you can respond to any comments, questions or other
- General rule of thumb is if someone requests to follow you (if you are private) or does so (if you are public), you can follow them back. If they are not for you, skip this. Or give them a try and unfollow whenever you'd like. You can also just mute them so you don't see their posts but are included in each other's followers count.

[Additional resource click here](#)

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TWITTER

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POP-UP FOODIE FRENZIE

People come to Twitter for a quick bite of something outrageous. News, politics, celebrity gossip and more. I liken Twitter to a Pop-Up Shop from a Celebrity Chef. It's a quick in-and-out visit to experience something fleeting and then tell others who will either move fast and try it out too or just live with jealousy for the rest of their life.

One thing I like is that you can use Twitter to reach out directly to journalists, writers and bloggers who cover your industry and even follow them so you know what types of stories they like to share.

Using the party analogy once again, think of this as more like speed dating. Quick, cut to the chase and here's my phone number (aka a link to your website or whatever you are driving to) if you want to kiss (learn more).

Important to note:

As mentioned in the FB section, this is a place where you can easily fall into a mud pile of negativity and engaging in it in such a public forum can hurt your business (even if you are using your personal twitter page). Be mindful and make decisions that align with your brand. If that means getting in there and vocalizing your opinion, go for it. But if it's not something that's a part of your business' mission and DNA, I'd say to make a cup of calming tea.

A beginner's checklist to use as a guide:

- You have 280 characters to use. That's it.
- You can and should use multiple hashtags so that you are found by others and are included in topical conversations to help grow awareness but, because of the character count, you won't be able to use as many as on IG and FB
- You can and should include participates when possible (so they may engage with your post OR their followers may follow you too)
- You should check Twitter at least once a day so that you can respond to any comments, questions or other (although it moves SO fast, it would serve you well to check more often)
- Same drill about followers (and following back).

[Additional resource click here](#)



FYI

LINKEDIN

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NETWORKING EVENT

People are here to find jobs, clients, staff, mentors and other business-y people. While some have begun to post more personal stuff as they do on FB (including opinions about divisive topics), I'd suggest sticking to the topic of work. Because that's really why people are here.

When party planning here, you can approach it as a Casual Friday or a post-conference cocktail hour or even a board meeting. It depends on what your company does and who your target audience is.

Just assume that someone from H.R. is going to be included and let that be your guide for how buttoned up or casual you'd like to be.

Important to note:

Personal vs Business Pages - You can have both (again it depends on what line of work you are in). Your personal account is like your resume and business card. Your business page allows you to show a logo for your business on your personal account when you say you work there. If you have staff they can do the same.

Connections- definitely join groups so you can meet and engage with others in your industry. And I always accept all LinkedIn requests. If they start to spam me, I remove them but in my experience, it's pretty rare. I tell people upfront if i'm not interested but happy to connect. You never know.

A beginner's checklist to use as a guide:

- Of all the places to proofread your stuff, it's here
- You can choose setting so it does not broadcast that you changed your photo (i'd advise it and not share until it looks exactly as you had intended)
- Maximize your profile by reducing filler words and increasing dynamic bullets/headlines

[Additional resource click here](#)

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