



Social [Me]dia Workshop

The Business of Social [Me]dia

+ Social [Me]dia



**OMG WHAT'S A
TWITTER?!**

**WHEN DID
GOOGLE BECOME
A VERB?!**

**IF I WANTED TO BE
SOCIAL, I'D HOLD A
DINNER PARTY!**



Social [Me]dia

What does it mean? A story told through wine



I like wine



Here's a vintage photo of me drinking wine #nofilter



Here's a play-by-play of the world ending... #wine



I'm at a wine festival and I want everyone to know



This is a video of winemaking



I am the Director of Marketing at a Vineyard



My Wine-o Vision Board– Wines to Try & the Best Places to Try Them. *OH! And great wine gift-giving ideas!*



This is where I'm drinking wine



Intro

MSc Candidate, dog mom, SFX makeup artist, aspiring voice actor, adrenaline junky & travel lover



-  Former Assistant Store Manager at Starbucks Canada
-  Former Event Coordinator at Lumina Borealis
-  Former Director of Tours and Operations at Kingston Pen Tours
-  Former Project Manager/Design Manager at Fort Fright ✓
-  Former Military Interpreter at Fort Henry
-  Studied MSc International Festival and Event Management at Edinburgh Napier University
-  Studied Drama at Queen's University
-  Studied Music Theatre Performance at St. Lawrence College
-  Studied Performing Arts Preparation at Sheridan College
-  Lives in Edinburgh, United Kingdom
-  From North Granby, Connecticut



Hannah Stewart

incredibly employable

mud

urban flowers



**#ShareThe
Mud**



Chloe Milligan

creative director

WHY GO SOCIAL?

What is the value of having a social presence online? Here are a few reasons small businesses should be part of the social media scene.

NEW CUSTOMERS

78% of small businesses now get at least one quarter of new customers via social media

61% of young people refer to social media to decide where to go when they go out

CUSTOMER ENGAGEMENT

27%

27% of customers check their social networks several times a day.

35%

35% of customers check brand pages regularly as part of their social media activity.

27%

All together social media takes up 27% of time spent online.



Top reasons **why**
Social Media
Marketing
is powerful
for your Business



+ Why it's Important

1. Improved brand awareness
2. Cost-effective
3. Engage with your customers
4. Improved brand loyalty
5. Healthier customer satisfaction
6. Marketplace awareness
7. More brand authority
8. Increased traffic



Bridging the Gap How-to:

Social Media & Content Marketing



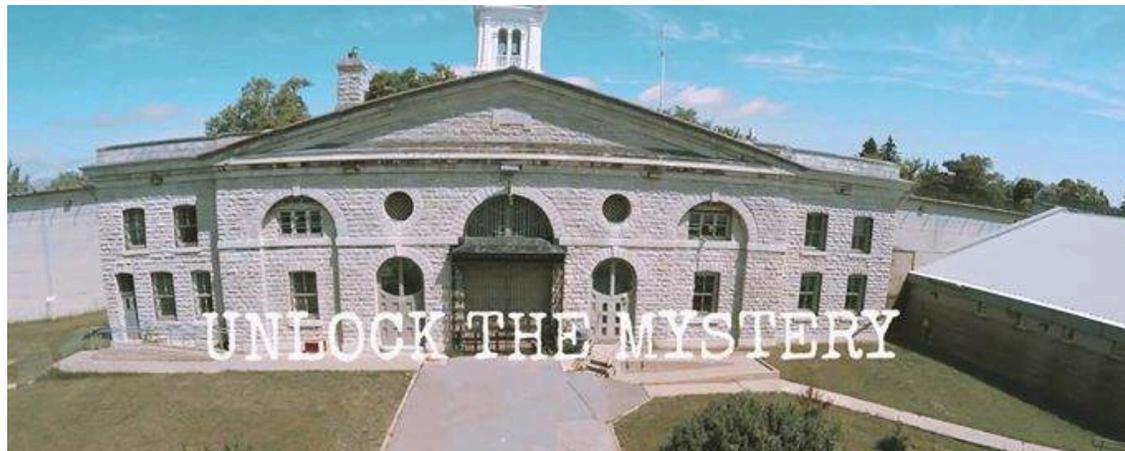
+ Getting Started

- Know and *understand* your audience
- Engage your readers



- Be aware of trending topics
- Ask your targeted audience

+ Bridging the Gap: In Action



<https://www.youtube.com/watch?v=8ZwZ09JIN9Y&list=PL11BH8cRDk44BLBZq3GcNQxzG06Zit5kC>

Why it works:

1. A recognizable brand
2. An enticing catch phrase
3. An understanding of the target audience



+ Bridging the Gap: In Action



“To see the beauty of the sleeping season, warm your heart, let go of reason.”

[redacted] Saw this tease about a two weeks ago in a brochure, and was thinking of it again just today... you have my interest piqued and anticipating... It better be worth it... LOL

Like · Reply · 2y



“A maze of childhood memories once lost, winter’s wonder is laid by frost.”



<https://www.youtube.com/watch?v=Y9PJZG-qaBk>



Social [Me]dia:

The Art of Hashtagging

*#You #are #ridiculous
#with #your #annoying
#and #unnecessary #use
#of #hashtags.*

+ #hashtag

- Informative > Abstract
- Proof read with the mentality of a child— #susanalbumparty
- Capitalize multi-word hashtags for clarity— #SusanAlbumParty
- Have a backup hashtag
- Incorporate hashtags into other channels
- Don't be afraid to contribute to a trend— #ThankuNext
- Live tweet during big events
- Keep it short
- Monitor the conversation
- Use your hashtag(s) in a sentence
- Consistency is key



Social [Me]dia:

Picture it

Instagram vs Reality



Jenna
@goodgaljenjen



My cousin's boyfriend proposed to her
but she didn't have her nails done lmao



+ Picture Perfect

women in tourism 

- Filter
- Location
- Tag places
- Tag people
- Caption your post
- Choose your hashtag(s)
- Remember: remain consistent





Social [Me]dia:

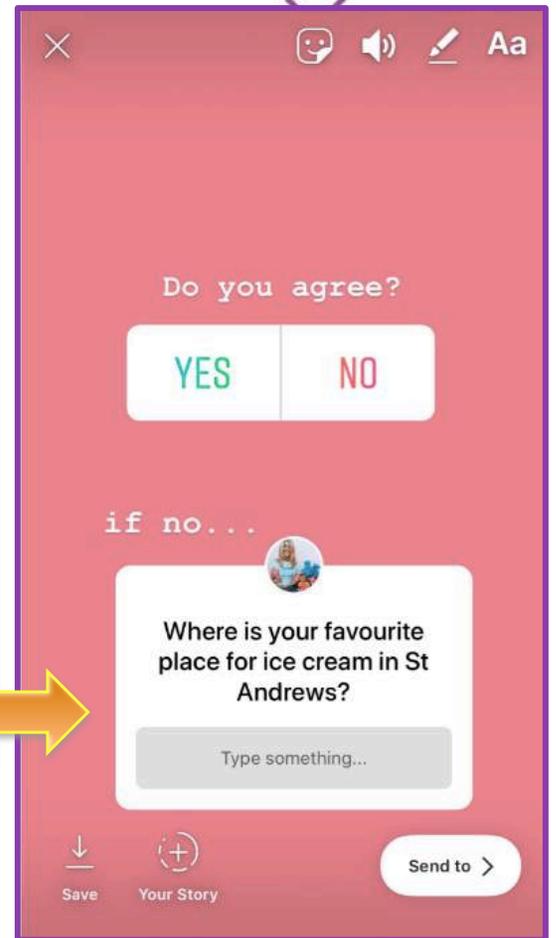
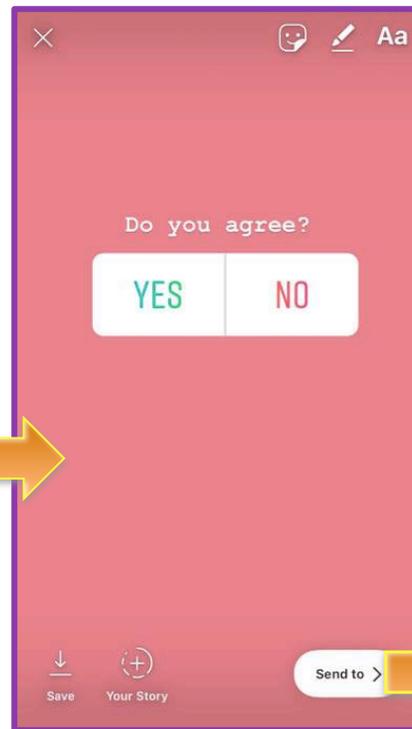
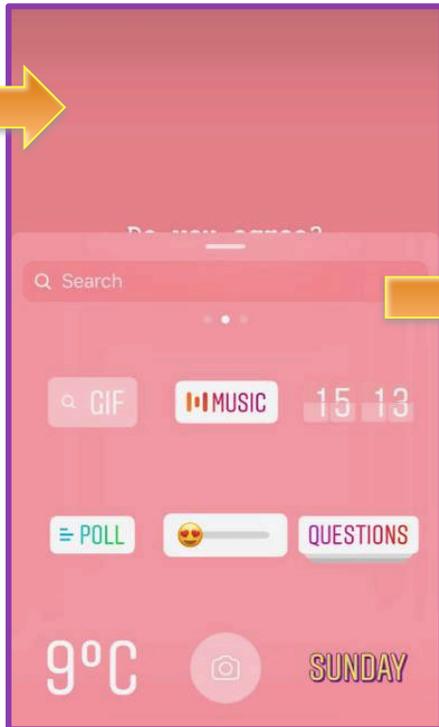
Storytelling



+ Step-by-Step



+ Step-by-Step





Social [Me]dia:

Tourism Enthusiasts



+ Gettin' Busy With It



fringe

The Edinburgh Festival



edfringe
Edinburgh, United Kingdom

05 - 29 August 2016

143 k followers

Message



Amy Bell

Website

Scottish fashion & travel
shower singer) | Email:
enquiries@thelittlemagpie.com
outfits
www.thelittlemagpie.com

Followed by rebeccaross, w

more



Liked by abigailseesit and 1,752 others

edfringe 42 weeks to go until the squares, streets
and spaces of Edinburgh are transformed again!

944 posts 31.8 k followers 738 following

Message

Gleneagles Hotel

Hotel

An iconic country estate nestled in the beautiful
of Perthshire, Scotland. A glorious playground of
country pursuits #LoveGlen
bit.ly/2B8vDBt

The Gleneagles Hotel, Auchterarder

Followed by glasgowfoodgeek, williamhats,
timelesscandles + 45 more

The Highland Collective

Community

A collective of outdoor photographers based in
Scotland.

We explore wild places #highlandcollective
fb.com/thehighlandcollective

Followed by alioenatolio, laurafitzpatrick19, kassieandrews
+ 36 more

Email

596 posts 107 k followers 8 following

Message

Liked by neldoooo and 5

thehighlandcollective @_fjoy_ |
truly arrived in the highlands of S
favourite time of year. .



Liked by lucyflorals and 467 others

thegleneagleshotel Autumn antics 🍂🚲 #LoveGlen
(📍: @little_magpie1)

#naturelovers #moodygrams #artofvisuals
#exploretocreate #travel #longexposure #vzcomood
#folkscenery #watchthisinstagood #soft_vision
#ig_today #electric_shotz #theweekoninstagram
#diewocheaufinstagram #createcommune
#awesomeglobe #rsa_outdoors #mthworld
#scotland #visitscotland #scotspirit
#highlandcollective #hiddenscotland
#weroamgermany #lovegreatbritain
#scottishhighlands #greatbritain #unitedkingdom
#loves_scotland #hiddenscotland

THE HIGHLAND COLLECTIVE



+

