

**LET'S TALK**  
**SOCIAL MEDIA**

with Laura Choong

1.

# RANKING ALGORITHMS

Who  
posted it



When it  
posted

Interactions  
with the post

Type of  
content

## KEY TAKEAWAYS

Engagement is key to being seen

Consistently post quality content your audience wants to see, when they want to see it

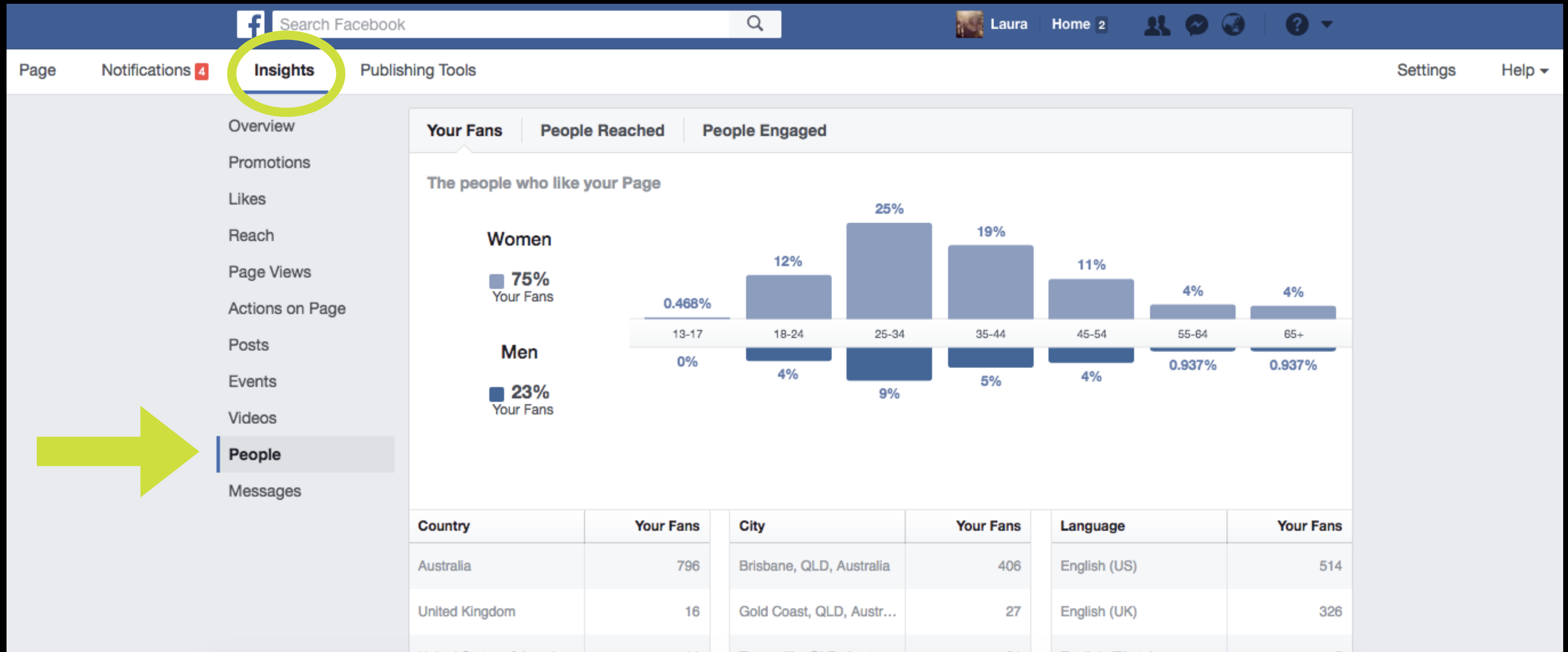
**QUESTIONS?**

**2.**

**KNOW YOUR  
SOCIAL MEDIA AUDIENCE**



# FACEBOOK INSIGHTS



# FACEBOOK INSIGHTS

The screenshot shows the Facebook Insights dashboard. The 'Insights' tab is circled in yellow. A large yellow arrow points to the 'Posts' menu item in the left sidebar. The main content area displays three sections: 'When Your Fans Are Online', 'All Posts Published', and a table of post performance.

**When Your Fans Are Online**

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS	Sun	Mon	Tue	Wed	Thu	Fri	Sat
839	842	844	844	842	842	844	

**TIMES**

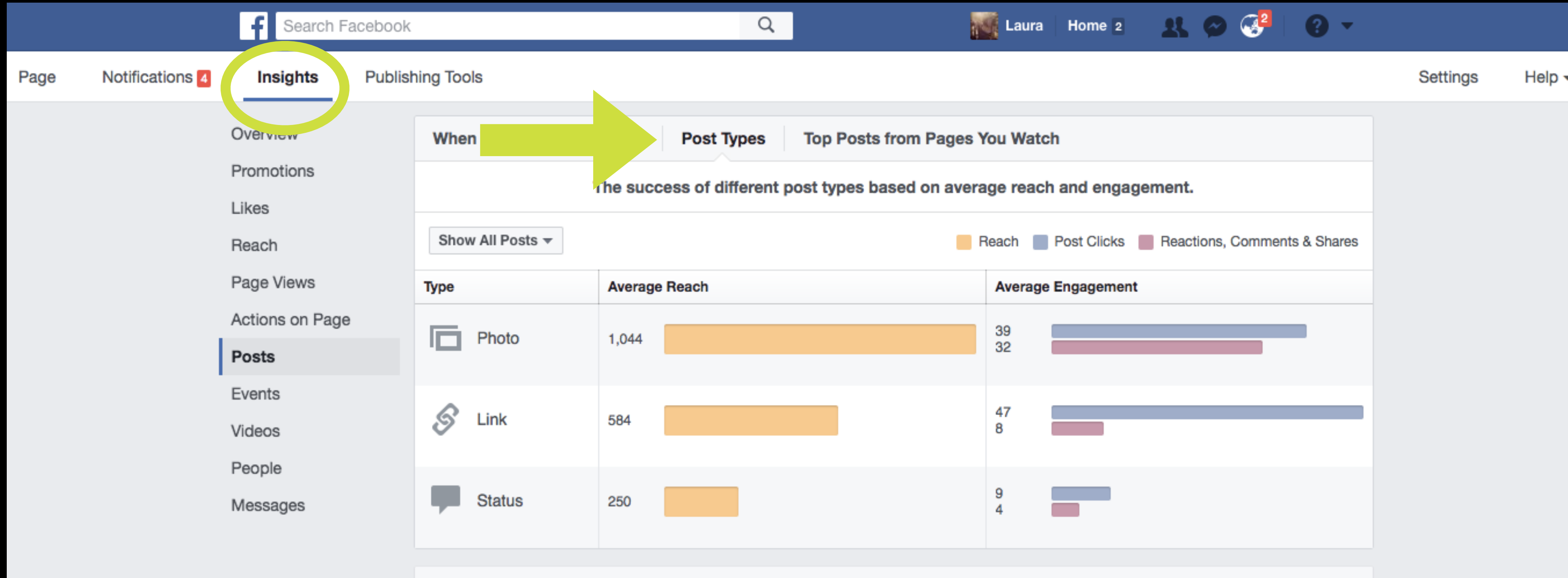
**All Posts Published**

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

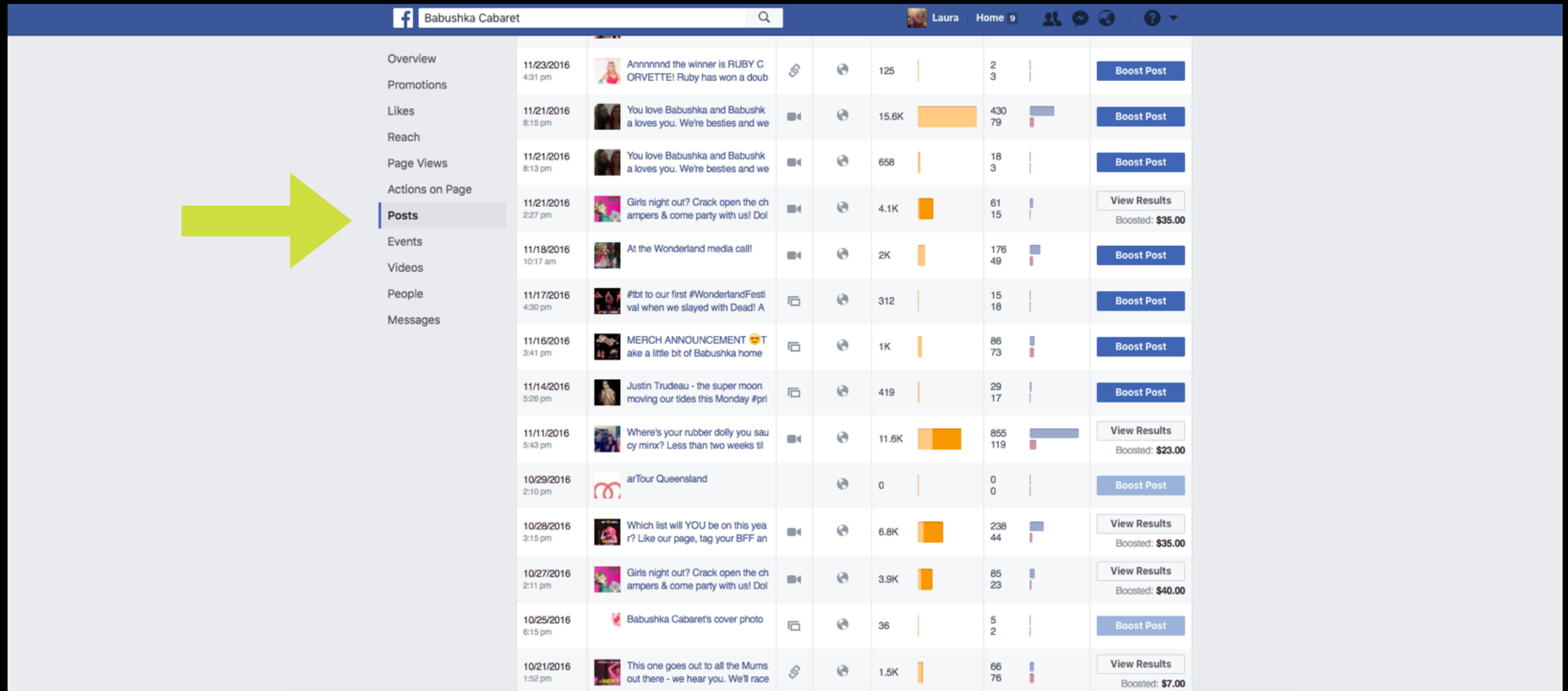
Published	Post	Type	Targeting	Reach	Engagement	Promote
03/09/2017 2:02 pm	Our very own Judy Hainsworth is absolutely killing it all over the cou			521	32 7	Boost Post
03/09/2017 8:23 am	Summit light #belated #Internation alWomensDay mwah! http://bzfd.i			646	62 9	Boost Post
02/24/2017	Happy Birthday Mr. Steal-your-gid				2	



# FACEBOOK INSIGHTS



# What types of content do they like to engage with?



Date	Content	Engagement	Boost Status
11/23/2016 4:31 pm	Annnnnd the winner is RUBY C ORVETTE! Ruby has won a doub	125 likes, 2 comments, 3 shares	Boost Post
11/21/2016 8:15 pm	You love Babushka and Babushk a loves you. We're besties and we	15.6K likes, 430 comments, 79 shares	Boost Post
11/21/2016 8:13 pm	You love Babushka and Babushk a loves you. We're besties and we	658 likes, 18 comments, 3 shares	Boost Post
11/21/2016 2:27 pm	Girls night out? Crack open the ch ampers & come party with us! Dol	4.1K likes, 61 comments, 15 shares	View Results Boosted: \$35.00
11/18/2016 10:17 am	At the Wonderland media call!	2K likes, 176 comments, 49 shares	Boost Post
11/17/2016 4:30 pm	#tbt to our first #WonderlandFesti val when we slayed with Dead! A	312 likes, 15 comments, 18 shares	Boost Post
11/16/2016 3:41 pm	MERCH ANNOUNCEMENT 🙌T ake a little bit of Babushka home	1K likes, 86 comments, 73 shares	Boost Post
11/14/2016 5:26 pm	Justin Trudeau - the super moon moving our tides this Monday #pri	419 likes, 29 comments, 17 shares	Boost Post
11/11/2016 5:43 pm	Where's your rubber dolly you sau cy minx? Less than two weeks til	11.6K likes, 855 comments, 119 shares	View Results Boosted: \$23.00
10/29/2016 2:10 pm	arTour Queensland	0 likes, 0 comments, 0 shares	Boost Post
10/28/2016 3:15 pm	Which list will YOU be on this yea r? Like our page, tag your BFF an	6.8K likes, 238 comments, 44 shares	View Results Boosted: \$35.00
10/27/2016 2:11 pm	Girls night out? Crack open the ch ampers & come party with us! Dol	3.9K likes, 85 comments, 23 shares	View Results Boosted: \$40.00
10/25/2016 6:15 pm	Babushka Cabaret's cover photo	36 likes, 5 comments, 2 shares	Boost Post
10/21/2016 1:52 pm	This one goes out to all the Mums out there - we hear you. We'll race	1.5K likes, 66 comments, 76 shares	View Results Boosted: \$7.00

# What types of content do they like to engage with?

**Babushka Cabaret**  
Published by Penny Challen [?] · November 21, 2016 ·

Girls night out? Crack open the champers & come party with us!  
Doll by Babushka @ Wonderland, Brisbane Powerhouse  
Don't miss out - BOOK NOW!  
[brisbanepowerhouse.org/events/2016/11/24/doll-by-babushka/](http://brisbanepowerhouse.org/events/2016/11/24/doll-by-babushka/)

**4,075** People Reached  
**1,038** Video Views  
**15** Reactions, Comments & Shares

13 Like	12 On Post	1 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

**61** Post Clicks  
48 Clicks to Play | 4 Link Clicks | 9 Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

4,075 people reached  
13 reactions, 1 share

\$35

**Babushka Cabaret**  
Published by Bethan Olivia [?] · November 11, 2016 · Brisbane ·

Where's your rubber dolly you saucy minx? Less than two weeks til Doll hits the BRISBANE POWERHOUSE stage. Have you got your ticket. I said.... HAVE YOU GOT YOUR TICKETS? ❤️ #WonderlandFestival

**11,641** People Reached  
**4,988** Video Views  
**119** Reactions, Comments & Shares

82 Like	41 On Post	41 On Shares
12 Love	5 On Post	7 On Shares
12 Comments	5 On Post	7 On Shares
13 Shares	12 On Post	1 On Shares

**855** Post Clicks  
440 Clicks to Play | 0 Link Clicks | 415 Other Clicks

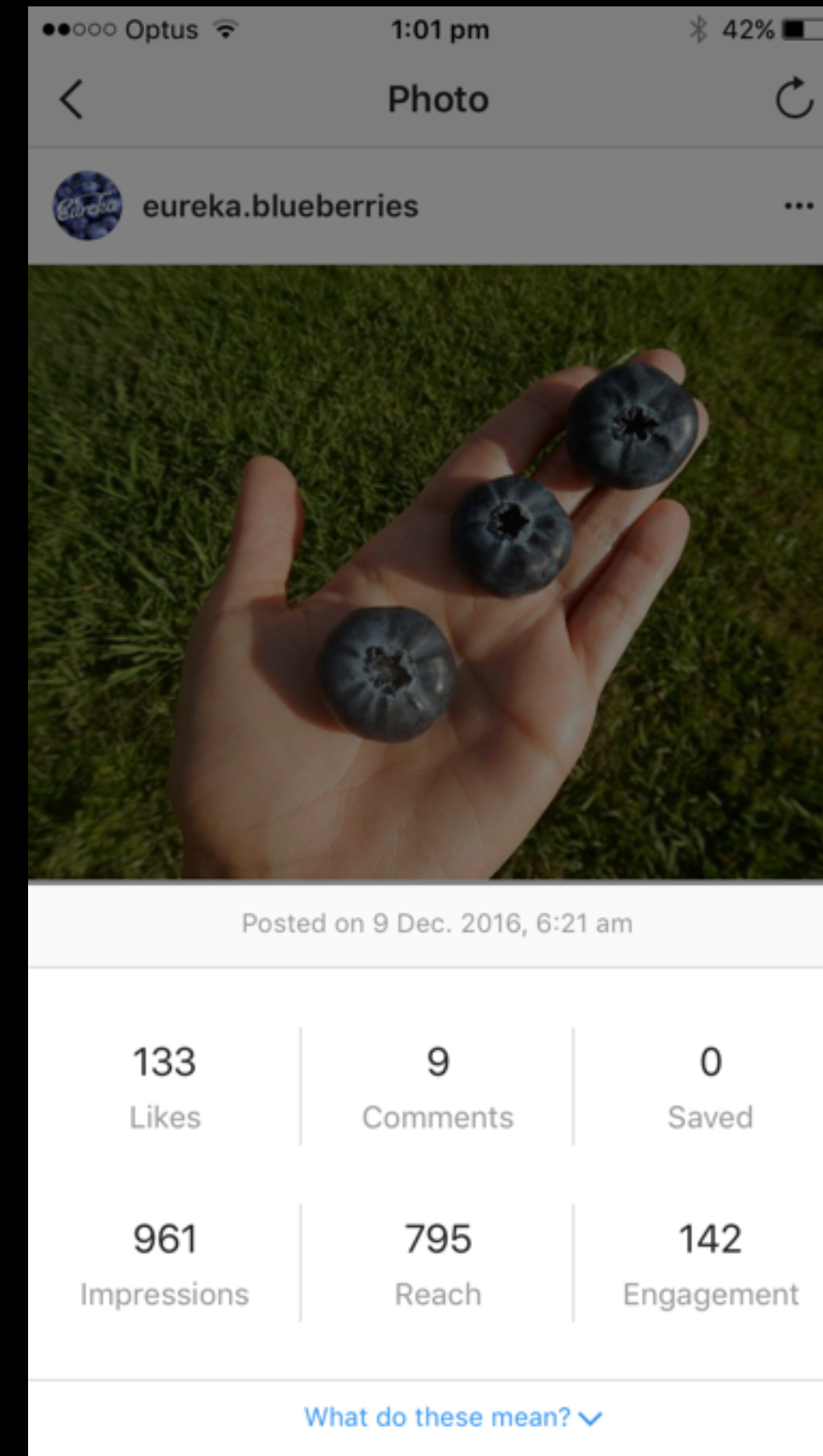
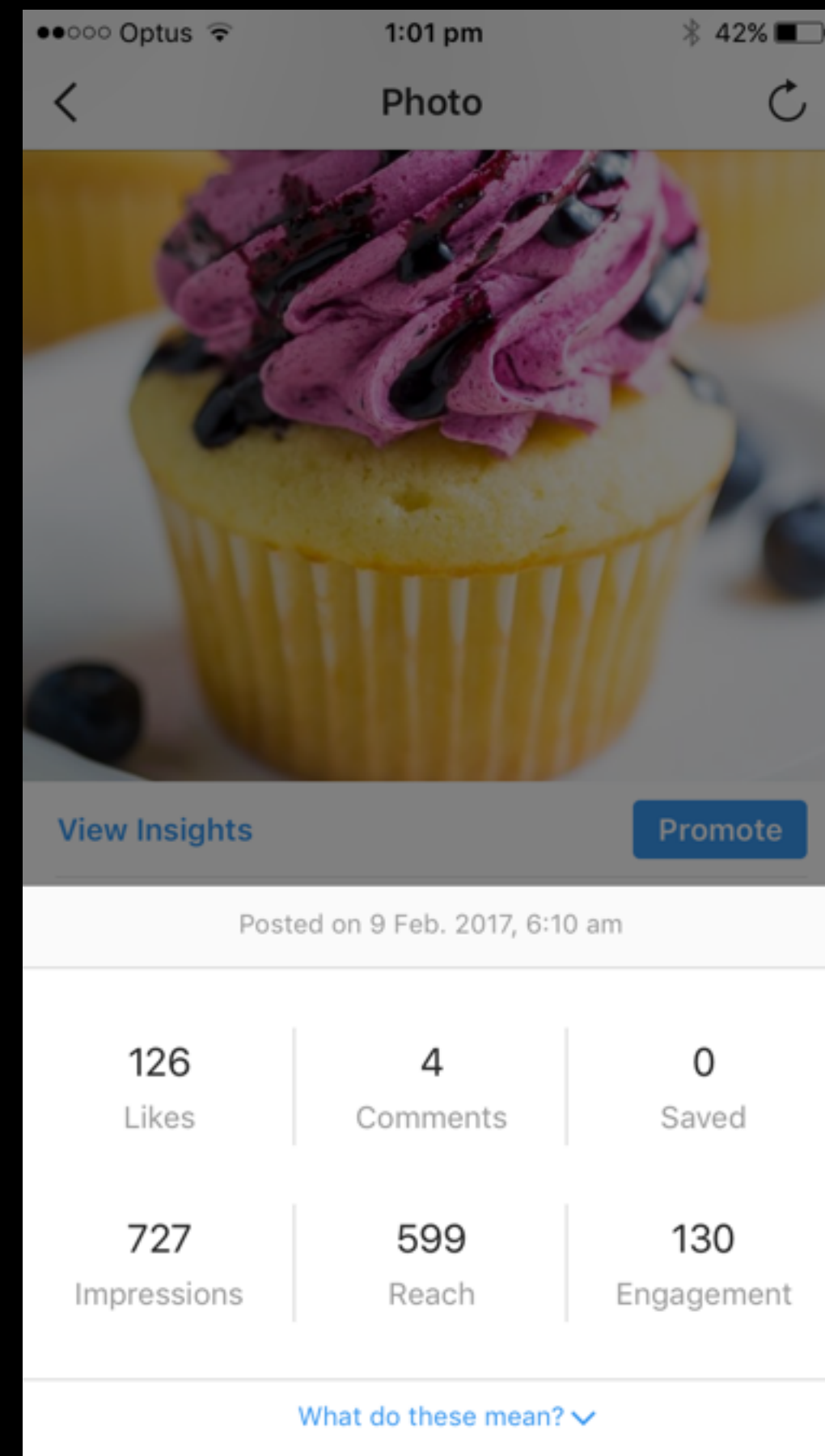
**NEGATIVE FEEDBACK**  
0 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

11,641 people reached  
Chelsea Bentley and 45 others  
5 Comments 12 Shares

\$23



# What types of content do they like to engage with?



## **KEY TAKEAWAYS**

**Explore Facebook Insights—click everything!**

**Know what your audience wants to see +  
when they'll engage.**

**Test, test, test!**



**QUESTIONS?**

**3.**

**GET CREATIVE  
WITH CONTENT**

# CONTENT IDEAS

**Showcase your creative process**

**Take them behind the scenes**

**Give them a sneak peak**

# CONTENT IDEAS

**Reveal something over weeks**

**Host a Q&A**

**Interviews**

**Share your rituals**

# **CONTENT IDEAS**

**Show unique/weird talents**

**Get them involved (use polls)**

**Leverage trending topics**





Should've gone to **Specsavers**



**Be Inspired by:**

**The Book of Mormon AU**

**The Australian Ballet**

**Sydney Opera House**



# TOOLS

**Photo Editing - Aviary**

**Photo Collage - Layout**

**Photo Slideshow - Flipagram**

# TOOLS

**GIFs - GIF Maker**

**Short Vid Loop - Boomerang + PHHHOTO**

**Still Vid Effect - Cinemagraph**

## **LIVE VIDEO TIPS**

**Strong internet connection, light + good sound!**

**Tell followers ahead of time**

**Write a catchy description**

**Give time for the audience to build**



## **LIVE VIDEO TIPS**

**Involve the audience, say “Hi”, ask/respond to Qs**

**Update latecomers mid-stream**

**Ask viewers to subscribe to your live notifications**

**Use a CTA to cross promote or sell!**

# KEY TAKEAWAYS

**Think creatively**

**Don't be afraid to share it**

**Facebook favours live video (right now)**

**QUESTIONS?**

4.

# WORKING WITH VENUES + PRESENTERS

**IT'S A WIN-WIN!**

**Great social media content helps...**

**artists + producers build buzz  
and sell their show**

**venues + presenters sell tickets**



# **MAKE IT SIMPLE!**

**Know who's responsible for venue/  
preseners's social media content**

**Create a Content Library - share via  
Dropbox or Google Drive**

**MAKE IT SIMPLE!**

**Create + save templates**

**Notify venue of your posts that have performed well - provide original copy of photo/video**

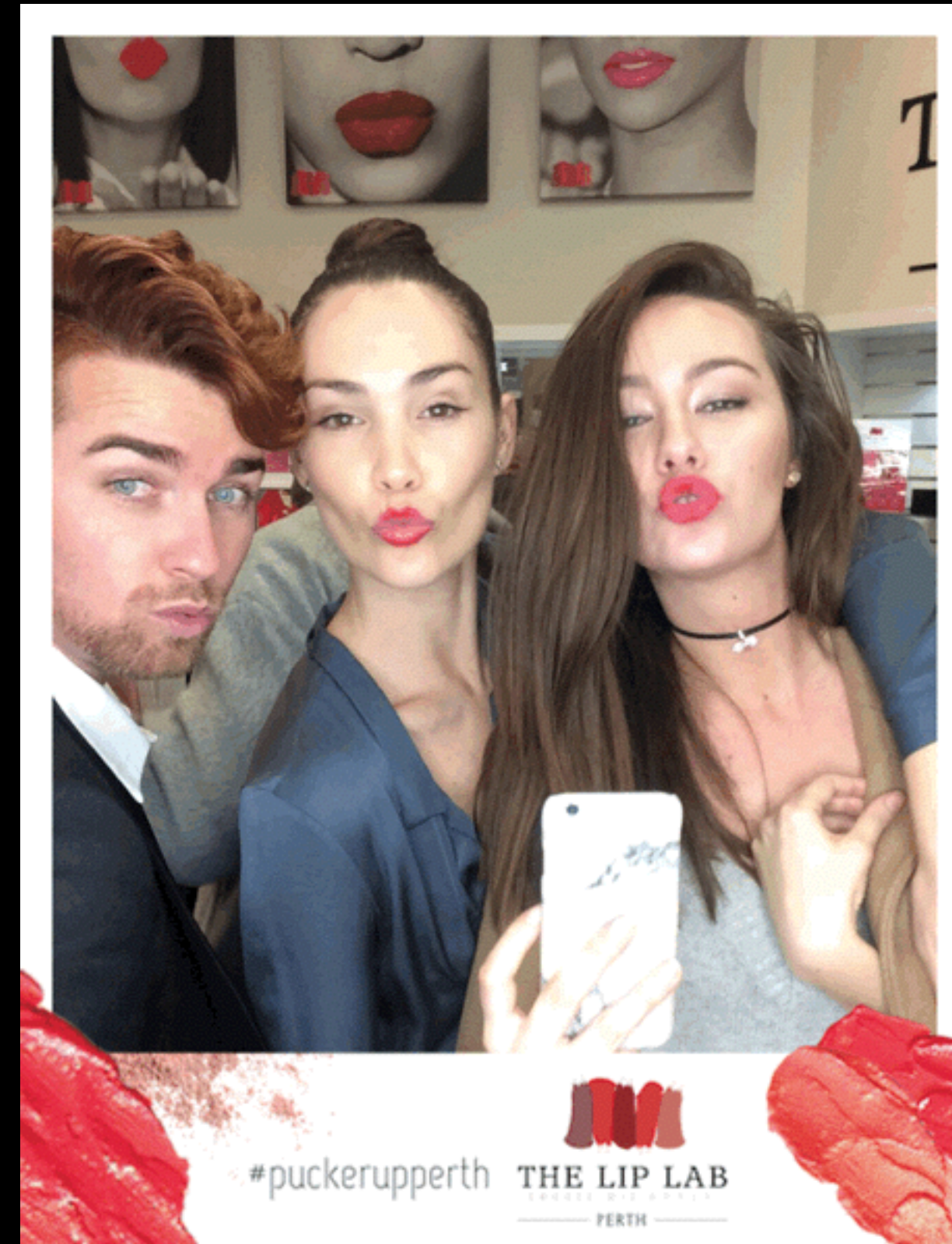
**5.**

**ENCOURAGE  
WORD OF MOUTH**

**92%**

**of people are more likely to trust  
their peers over advertising**





**Create an irresistible photo opportunity!**

**Photo Booths  
GIF Booths  
Insta Printers  
Standins/Cutouts**

**thebrandplan.**

# **USER GENERATED CONTENT**

**Give them an incentive to share**

**Promote a hashtag**

**Encourage people to follow you @...**



# LAST CHANCE FOR QUESTIONS!

Want to strategise your  
social media 1-on-1?

Ask me about booking a power hour!  
[laura@thebrandplan.com.au](mailto:laura@thebrandplan.com.au)