



Social Media Training Session One

Overview of Sessions



- **Session 1 - Introduction and Housekeeping**
- **Session 2 - Growing an Engaged Audience on Your Social Profile**
- **Session 3 - Paid Advertising on Social Media**
- **Session 4 - UGC how to work with influencers and PR**
- **Session 5 - Tik Tok, Stories and Instagram Reels**

.

Agenda Session One - Introduction and Housekeeping



- Your Social Media Activity

Facebook

- Facebook Fundamentals & House Keeping
- Understanding Your Audience & Analysing Content
- Content Types
- Publishing Content

Instagram

- The Bio
- Insights And Understanding Your Audience
- Engagement
- Hashtags
- Day To Day Tasks
- Publishing Best Practice

HELLO!



The Edinburgh Grand
LATERAL CITY APARTMENTS

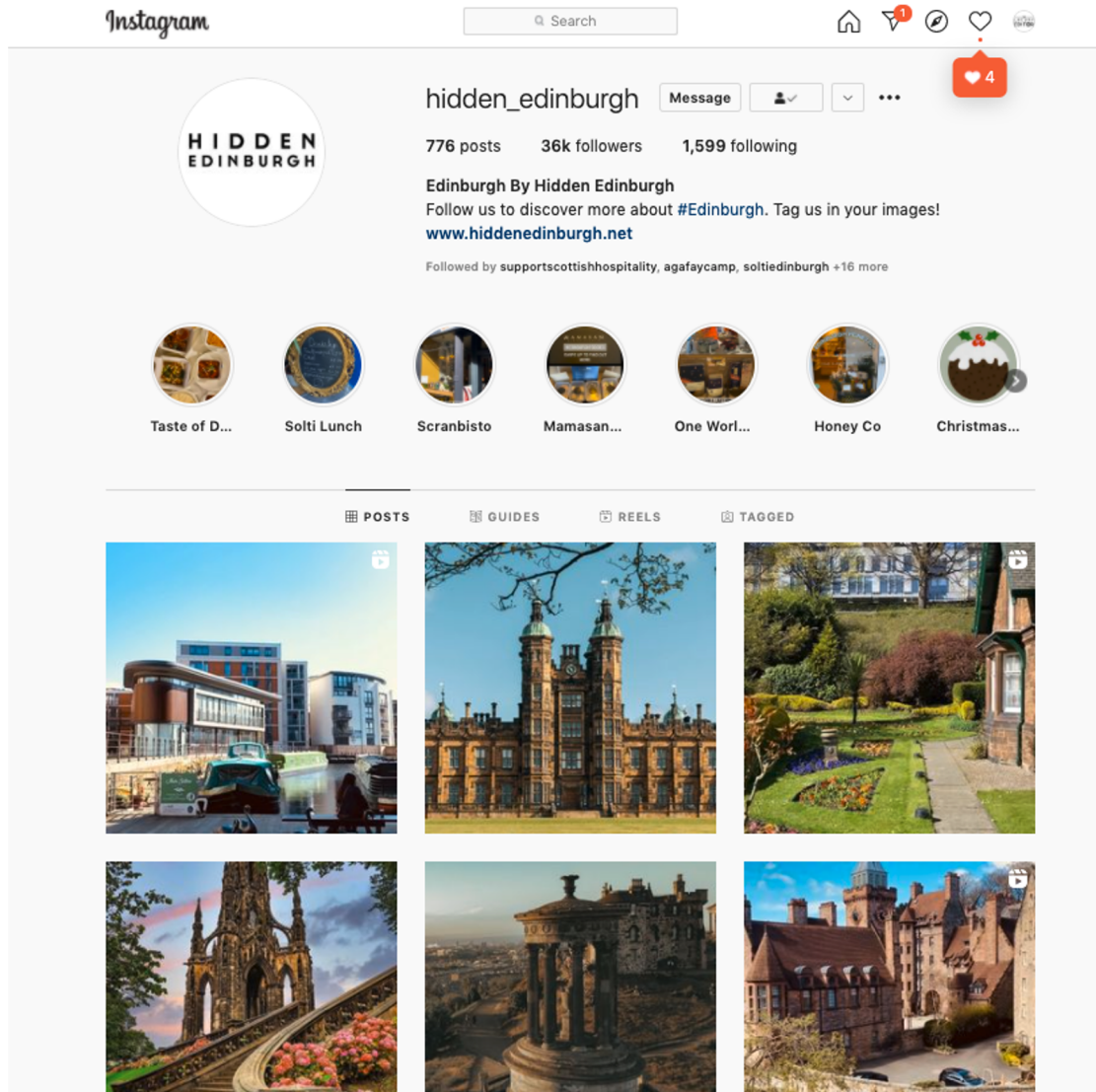


ANNO MCXCI
LINDORES ABBEY
DISTILLERY

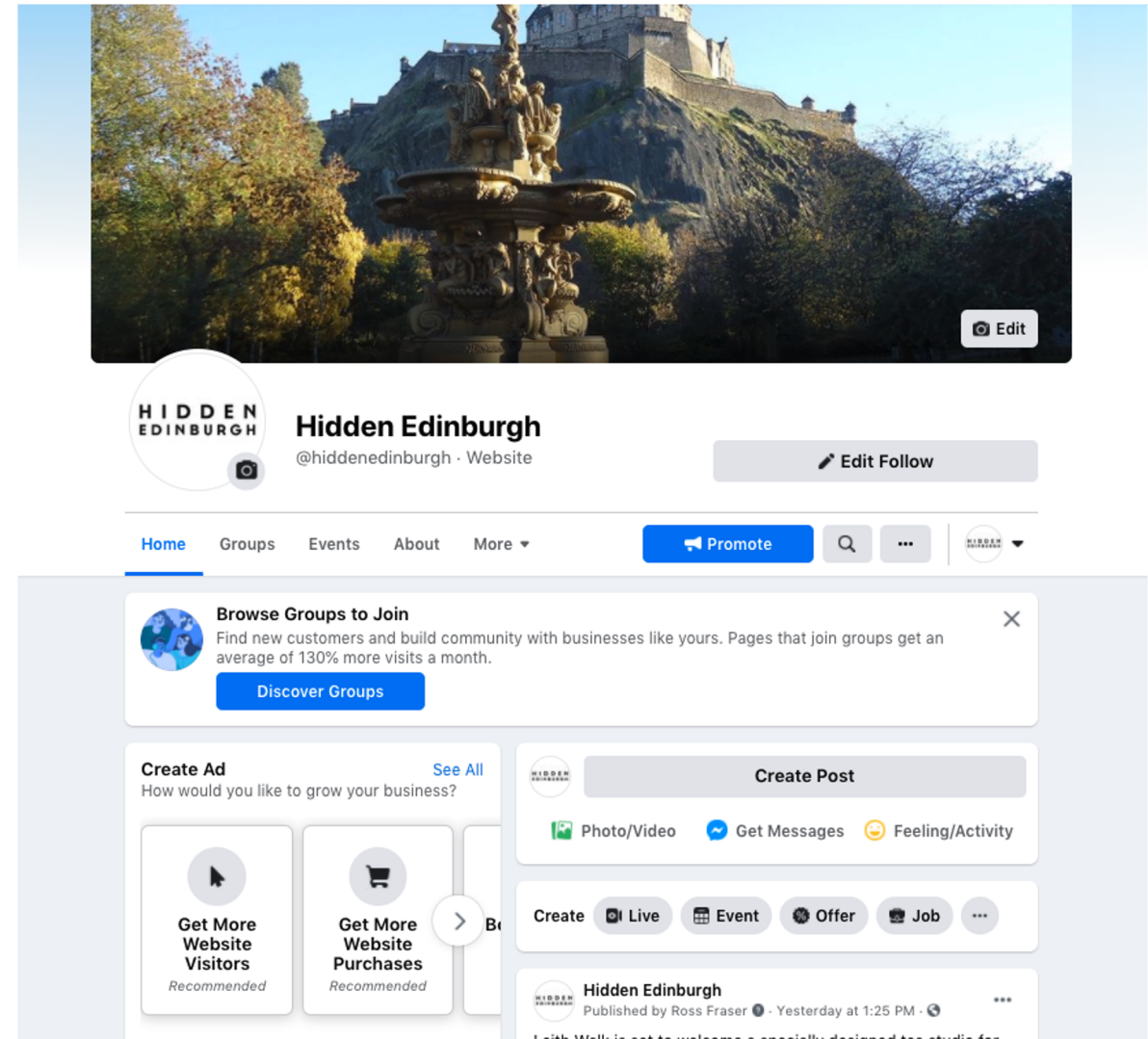
INNIS & GUNN
— BREWED IN SCOTLAND —

Hidden Edinburgh

Organic Web visits = 21k per month
Instagram = 36k fans



Facebook Page = 15k fans
Facebook Group = 15k fans





Your Social Media Activity



Let's discuss!

- What purpose does this channel serve?
- What are your objectives and who is your target audience?
- Do you integrate it with other marketing activity?
- Could content be more structured to fulfil these purposes?
- How effectively do you think you use social media channels?



Overview



- Social media serves **different purposes and supports different objectives** depending on what type of business you are and in which sector you operate.
- We can take learnings from other sectors but **one size does not fit all!**
- For example, an influencer needs to post frequently to generate high engagement and grow a big following to monetize, whereas a hotel will be focused on inspiring people to stay with them, a fashion brand, restaurant or butchers are engaging with their audience so they become repeat customers and help generate brand advocacy.
- You are most likely to use social media as a means to:
 - Encourage people to visit your shop
 - Engage with your customers and nurture them into repeat customers
 - Showcase products
 - Present the option to buy online (if you have the functionality)



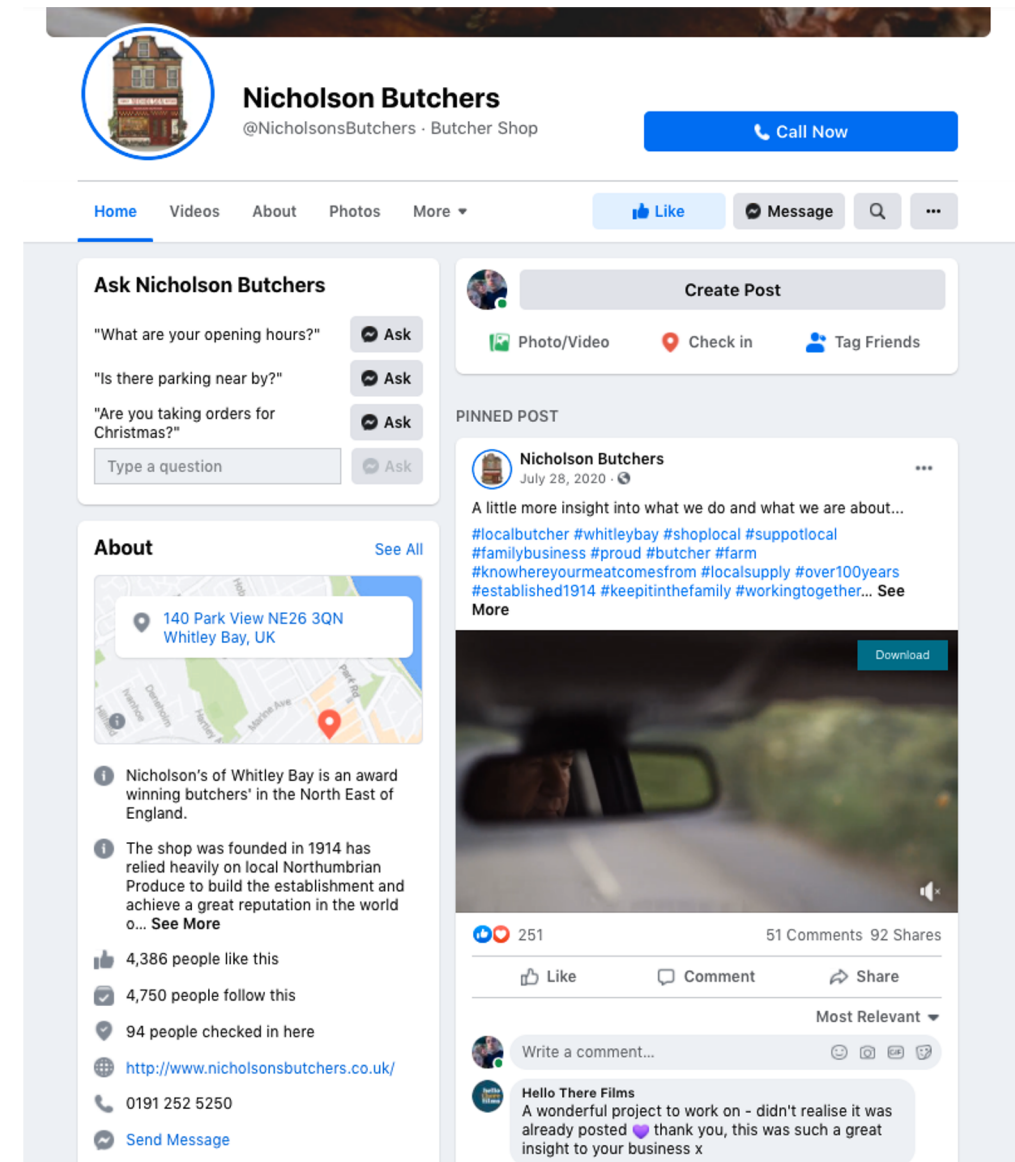
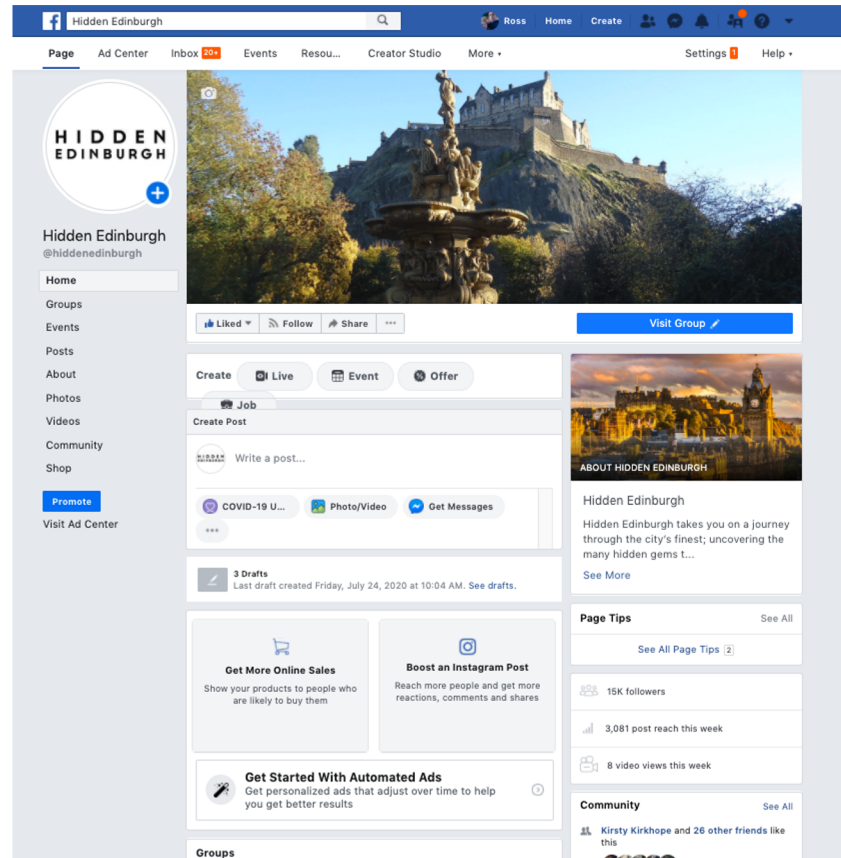
Fundamentals

Facebook: Layout Change

Layout changed in September 2020

Some features have disappeared on the new version.

However no change to content engagement and reach.



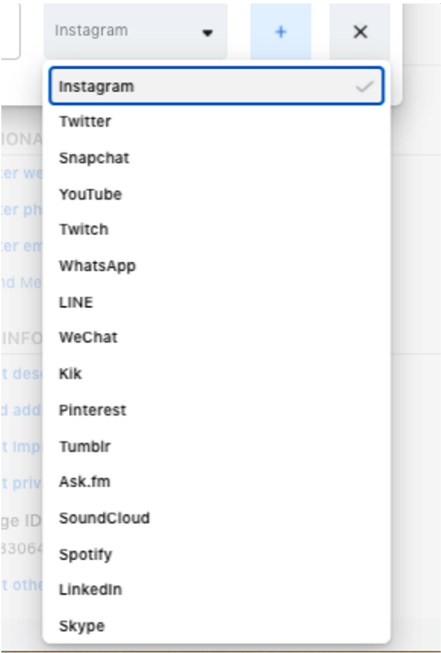



Facebook: About



Tag your business with additional tags so you can be easily found.

Link up other social media profiles you own.





Walmsleys Butchers
@walmsleysbutchers · Butcher Shop

Send Message

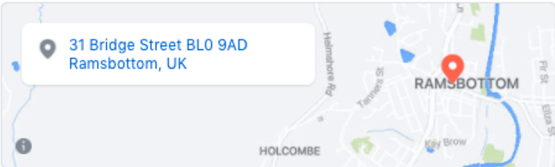
HomeReviewsPhotosVideosMore

Like

Search

More

31 Bridge Street BL0 9AD
Ramsbottom, UK



GENERAL

968 people like this

1,062 people follow this

31 people checked in here

Butcher Shop · Deli

HOURS

Closed Now

8:00 AM - 5:00 PM

BUSINESS DETAILS

Price Range · \$\$

ADDITIONAL CONTACT INFO

<http://walmsleysbutchers.co.uk/>

01706 822269

Send Message

1,962 people checked in here

Local Business


HOURS

Closing Soon

165 people checked in here

Butcher Shop · Specialty Grocery Store

BUSINESS DETAILS



Turnbull's Butchers
@turnbullsalnwick · Butcher Shop

View Shop

HomeAboutLiveVideosMore

Like

Message

Search

More

Multi-Award-Winning Family Butchers

GENERAL

5,247 people like this

6,034 people follow this

164 people checked in here

Butcher Shop · Specialty Grocery Store

BUSINESS DETAILS

Price Range · \$\$

ADDITIONAL CONTACT INFO

<http://www.turnbullsfood.co.uk/>

01665 602186

Additional Information

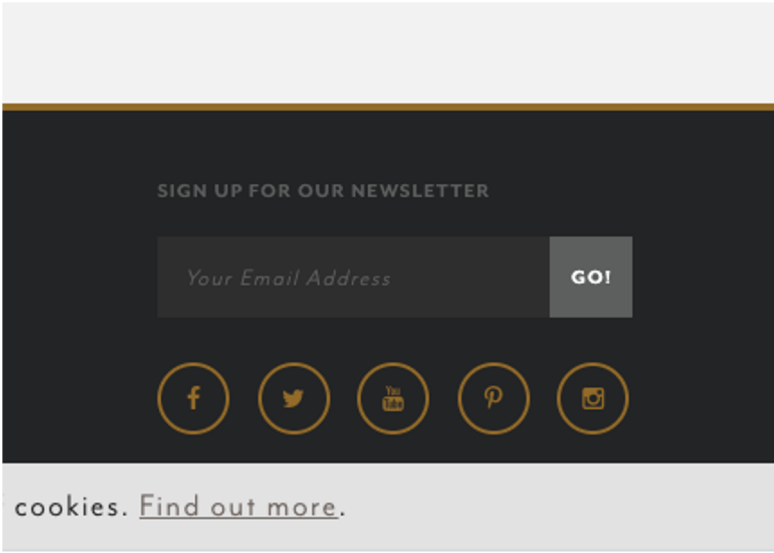
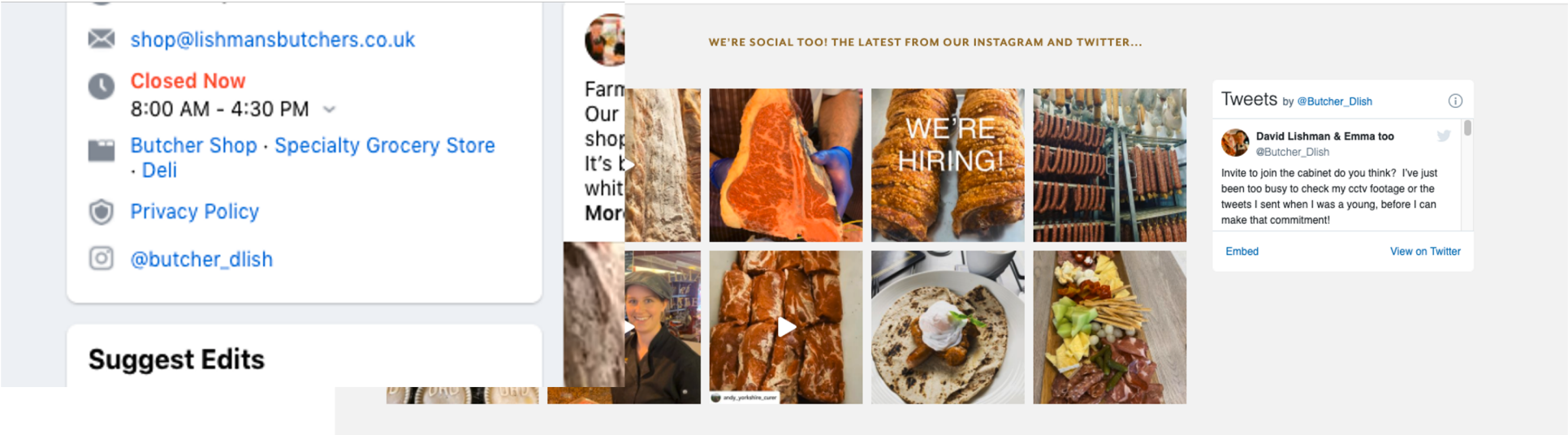
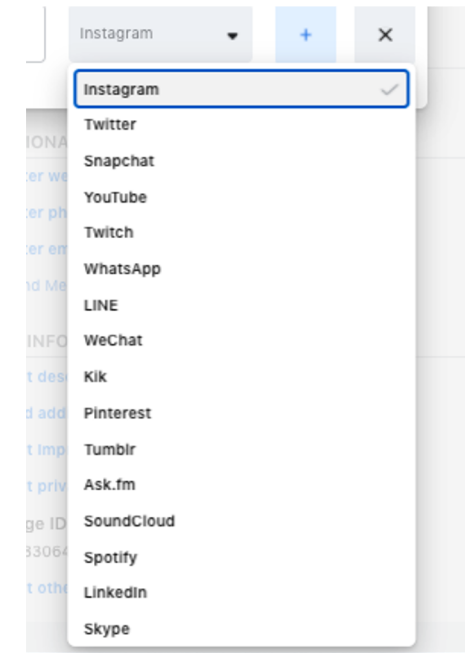
Situated in the heart of rural Northumberland, Turnbull's of Alnwick is a sixth generation, award winning family butchers, established in 1880 by Roge... See More



Facebook: About



Link up other social media profiles you own.





Facebook: About

This is quite clunky and hard to read, but there is a lot of good info

Tidy up the spacing

Add in opening Hours

GENERAL

- 5,247 people like this
- 6,034 people follow this
- 164 people checked in here
- Butcher Shop · Specialty Grocery Store

BUSINESS DETAILS

- Price Range · \$\$

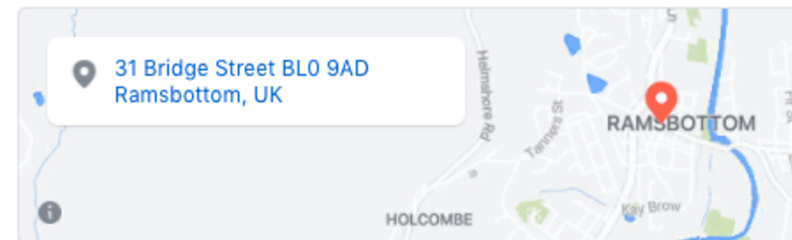
ADDITIONAL CONTACT INFO

- <http://www.turnbullsfood.co.uk/>
- 01665 602186
- info@turnbullsfood.co.uk
- [Send Message](#)

MORE INFO

- About**
Purveyors of Fine Foods and Quality Meats Since 1880
- Additional Information**
Situating in the heart of rural Northumberland, Turnbull's of Alnwick is a sixth generation, award winning family butchers, established in 1880 by Roger Turnbull. The business prides itself on selling the highest quality meats, sourcing their Beef & Lamb from the local auction mart at Acklington, while their pigs are sourced from local Abattoirs. Poultry and Game is, where ever possible, local and always British. As well as selling the finest quality local meats, Turnbull's also sell a large range of home made Sausages and Burgers, Home Dry Cured Bacons, Home Baked Pies & Pastries, Home Cooked Meats & Ready Meals. The business also sells in Fresh Fruit & Vegetables, Dried Meats and has a large selection of deli products too.
www.turnbullsofalnwick.co.uk [See Less](#)

[turnbullsfood](#)



GENERAL

- 968 people like this
- 1,062 people follow this
- 31 people checked in here
- Butcher Shop · Deli

HOURS

- Closed Now**
8:00 AM - 5:00 PM

BUSINESS DETAILS

- Price Range · \$\$

ADDITIONAL CONTACT INFO

- <http://walmsleysbutchers.co.uk/>
- 01706 822269
- [Send Message](#)



Facebook: About

Purveyors of Fine Foods and Quality Meats Since 1880

Additional Information

Situated in the heart of rural Northumberland, Turnbull's of Alnwick is a sixth generation, award winning family butchers, established in 1880 by Roger Turnbull. The business prides itself on selling the highest quality meats, sourcing their Beef & Lamb from the local auction mart at Acklington, while their pigs are sourced from local Abattoirs. Poultry and Game is, where ever possible, local and always British.

As well as selling the finest quality local meats, Turnbull's also sell a large range of home made Sausages and Burgers, Home Dry Cured Bacons, Home Baked Pies & Pastries, Home Cooked Meats & Ready Meals. The business also sells in Fresh Fruit & Vegetables, Dried Meats and has a large selection of deli products too.

www.turnbullsofalnwick.co.uk **See Less**

 [Edit description](#)

Additional Information

Header One

Situated in the heart of rural Northumberland, Turnbull's of Alnwick is a sixth generation, award winning family butchers, established in 1880 by Roger Turnbull. The business prides itself on selling the highest quality meats, sourcing their Beef & Lamb from the local auction mart at Acklington, while their pigs are sourced from local Abattoirs. Poultry and Game is, where ever possible, local and always British.

Header Two

As well as selling the finest quality local meats, Turnbull's also sell a large range of home made Sausages and Burgers, Home Dry Cured Bacons, Home Baked Pies & Pastries, Home Cooked Meats & Ready Meals. The business also sells in Fresh Fruit & Vegetables, Dried Meats and has a large selection of deli products too. **See Less**

 [Edit Impressum](#)



Facebook: Vanity URL

<https://www.facebook.com/The-Blagdon-Farm-Shop-101075526910758>

Edit Page Info

General

Contact

Location

Hours

More

General

Name

Hidden Edinburgh

Username

hiddenedinburgh

Description

Hidden Edinburgh is a facebook page and website dedicated to Edinburgh's hidden gems`

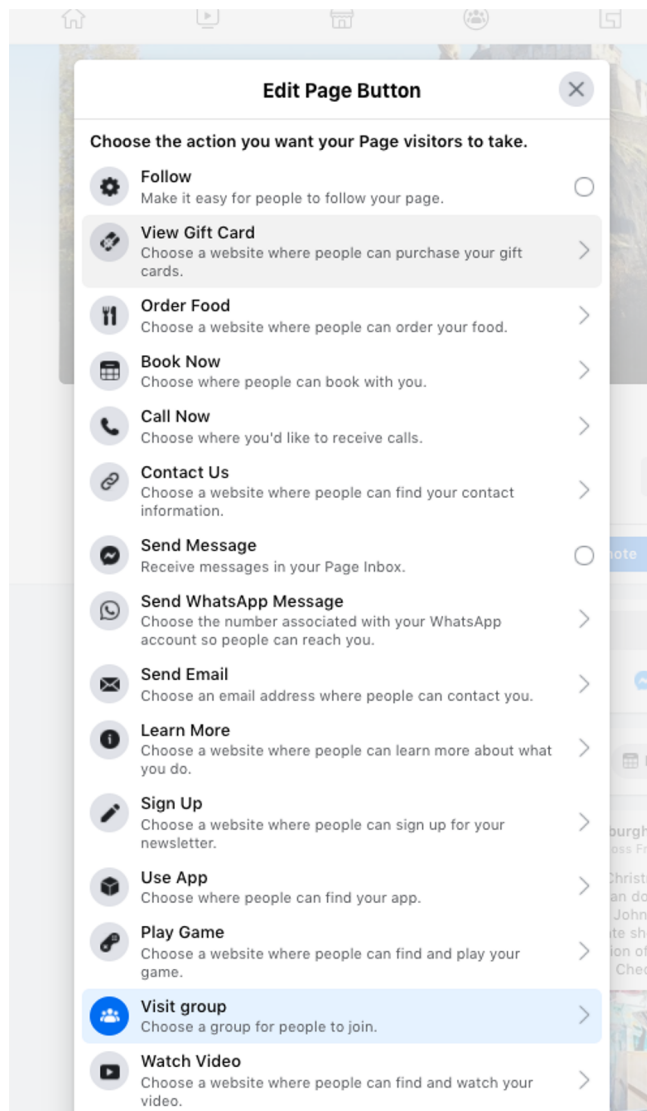


Facebook: Contact Us Button

You have the ability to change this button call to action.

Choose the most appropriate for your business / resources:

- Call Now
- Send Message
- View Shop
- Order



Turnbull's Butchers

@turnbullsalnwick · Butcher Shop

View Shop

Home About Live Videos More

Like

Message

Search

More



Simpsons

@simpsonsbutchers · Specialty Grocery Store

Call Now

Home Shop Reviews Photos More

Like

Message

Search

More

Facebook: Header Banner

Use this space effectively, to get your message across.

You used to be able to upload a video, but this function has disappeared so consider using multiple images with the carousel feature.

Use it seasonally / tactically / to show your personality - have fun!!



Simpsons

@simpsonsbutchers · Specialty Grocery Store

[Call Now](#)



Binns Of Saltaire

@binnsofsaltire · Butcher Shop

[Send Message](#)



Binns Of Saltaire

@binnsofsaltire · Butcher Shop

[Send Message](#)



Binns Of Saltaire

@binnsofsaltire · Butcher Shop

[Send Message](#)



Facebook: Header Banner



The Blagdon Farm Shop





The Blagdon Farm Shop
Butcher Shop

[Shop Now](#)

[theblagdonfarmshop.co.uk](#)



HomeReviewsPhotosVideosMore ▾

LikeMessageSearchMore

2,040 Total Likes

Public Posts at The Blagdon Farm Shop

OUR STORYFOOD TO ORDERTHE CRAFT BUTCHERYTHE BAKE HOUSE AND LARDERSIMPLY FRESHWHAT'S HAPPENINGCONTACT US



WHAT'S HAPPENINGCONTACT US

Facebook: Manage Page

- When you are admin of a page you have a toolbar down the right-hand side.
- Key functions to note:
 - Settings
 - Inbox
 - Insights
 - Creator Studio
 - Ad Centre

Manage Page

ity ITY Marketing

- Home
- News Feed
- Manage Shop
- Ad Center
- Inbox
 - 21 new comments
- Business App Store
- Leads Center
- Resources & Tools
- Notifications
 - 22 new
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info
- Settings

ITY Marketing
@itymarketing · Marketing Agency

Home About Services Videos More

Create Ad
How would you like to grow your business?

Get More Website Visitors
Recommended

Get More Website Purchases

Automated Ads
Get personalized ads that adjust over time to help you get better results.

Free Facebook Business Tools

- Sell Your Products**
Put your products in front of millions of potential customers...
- Add Appointment Bookings**
Display your services and availability so that people can...
- Host Paid Online Events**
Create online events that people can pay to access.

Insights
Last 28 days : Mar 17 - Apr 13

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Offer Job

ITY Marketing
Published by Chrystal Webster · April 5 at 11:02 AM

Selected creators on Instagram in the UK and Australia are now eligible to activate ads on their IGTV uploads. This is following the success of the initial test with US creators. Have you seen or used this yet?
We're excited to see some creative examples in action. Find out more below.

Instagram Expands IGTV Ads to the UK and Australia
Instagram is expanding IGTV ads to creators in the UK and Aus...

44 People Reached 4 Engagements

Boost Post



Facebook: Page Settings



Search Facebook

Hidden Edinburgh > Page Settings

Page Settings

Search Page Settings

General

Messaging

Page Info

Templates and Tabs

Event Ticketing

Notifications

Advanced Messaging

Facebook Badges

Page Roles

Groups

People and Other Pages

Preferred Page Audience

Issue, Electoral or Political Ads

Ad Limits

Branded Content

Instagram

WhatsApp

Featured

Crossposting

Page Visibility

Page published

Edit

Visitor Posts

Anyone can publish to the Page.
Anyone can add photos and videos to the Page.

Edit

Post and Story Sharing

Post sharing to Stories is On

Edit

Messages

People can contact my Page privately.

Edit

Tagging Ability

Only people who help manage my Page can tag photos posted on it.

Edit

Others Tagging this Page

People and other Pages can tag my Page.

Edit

Country Restrictions

Page is visible to everyone.

Edit

Age Restrictions

Page is shown to everyone.

Edit

Page Moderation

No words are being blocked from the Page.

Edit

Profanity Filter

Turned off

Edit

Similar Page Suggestions

Choose whether your Page is recommended to others

Edit

Page Updates

Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.

Edit

Post in Multiple Languages

Ability to write posts in multiple languages is turned on

Edit

Translate Automatically

Your posts may show translations automatically for people who read other languages.

Edit

Comment Ranking

Most relevant comments are shown for my Page by default.

Edit

Content Distribution

Downloading to Facebook is allowed.

Edit

Download Page

Download Page

Edit

Merge Pages

Merge duplicate Pages

Edit

Remove Page

Delete your Page

Edit

About

Create Ad

Create Page

Developers

Careers

Privacy

Cookies

Ad Choices

Terms

Help

Facebook © 2020

English (US)

Polski

Español

Français (France)

Italiano

Română

Lietuvių

中文(简体)

Português (Brasil)

Deutsch

العربية

Hidden Edinburgh > Page Settings

Page Settings

Search Page Settings

General

Messaging

Page Info

Templates and Tabs

Event Ticketing

Notifications

Advanced Messaging

Facebook Badges

Page Roles

Groups

People and Other Pages

Preferred Page Audience

Issue, Electoral or Political Ads

Ad Limits

Branded Content

Instagram

WhatsApp

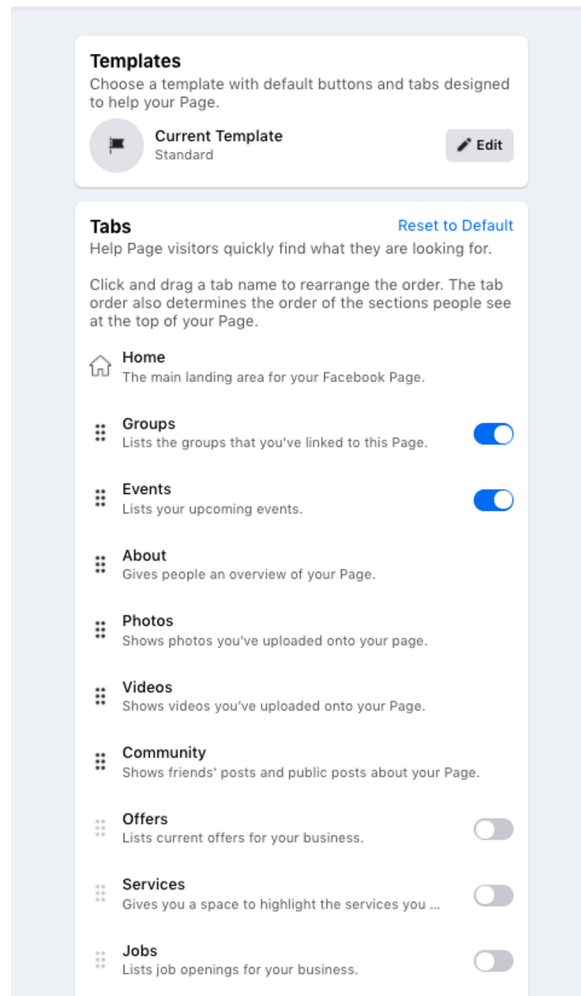
Featured

Facebook: Tabs Layout

Facebook allows you to make layout changes and also turn off tabs when they are not in use.

This also changes the layout when you access it on mobile.

There are fixed template options but move the most important things to the forefront.



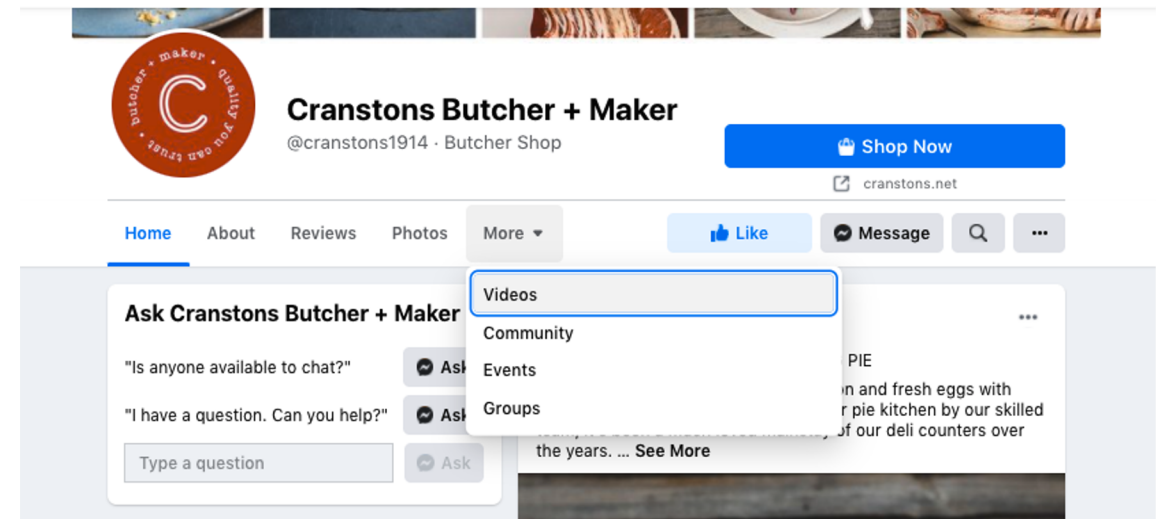
Templates
Choose a template with default buttons and tabs designed to help your Page.

Current Template
Standard [Edit](#)

Tabs [Reset to Default](#)
Help Page visitors quickly find what they are looking for.

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

- Home**
The main landing area for your Facebook Page.
- Groups**
Lists the groups that you've linked to this Page. ☒
- Events**
Lists your upcoming events. ☒
- About**
Gives people an overview of your Page.
- Photos**
Shows photos you've uploaded onto your page.
- Videos**
Shows videos you've uploaded onto your Page.
- Community**
Shows friends' posts and public posts about your Page.
- Offers**
Lists current offers for your business. ☐
- Services**
Gives you a space to highlight the services you ... ☐
- Jobs**
Lists job openings for your business. ☐



Cranstons Butcher + Maker
@cranstons1914 · Butcher Shop

[Shop Now](#)

[Like](#) [Message](#) [Search](#) [More](#)

Home About Reviews Photos **More**

Ask Cranstons Butcher + Maker

"Is anyone available to chat?" [Ask](#)

"I have a question. Can you help?" [Ask](#)

Type a question [Ask](#)

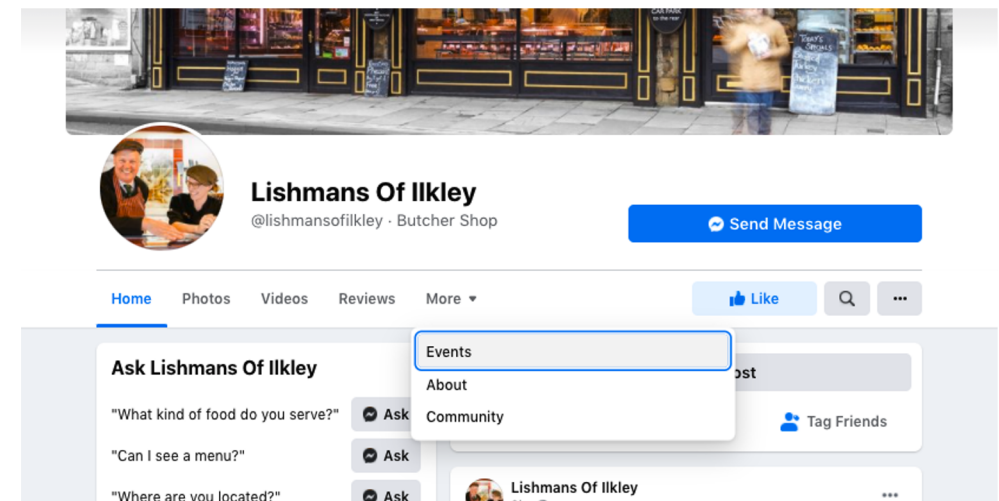
Videos

Community

Events

Groups

the years. ... [See More](#)



Lishmans Of Ilkley
@lishmansofilkley · Butcher Shop

[Send Message](#)

[Like](#) [Search](#) [More](#)

Home Photos Videos Reviews **More**

Ask Lishmans Of Ilkley

"What kind of food do you serve?" [Ask](#)

"Can I see a menu?" [Ask](#)

"Where are you located?" [Ask](#)

Events

About

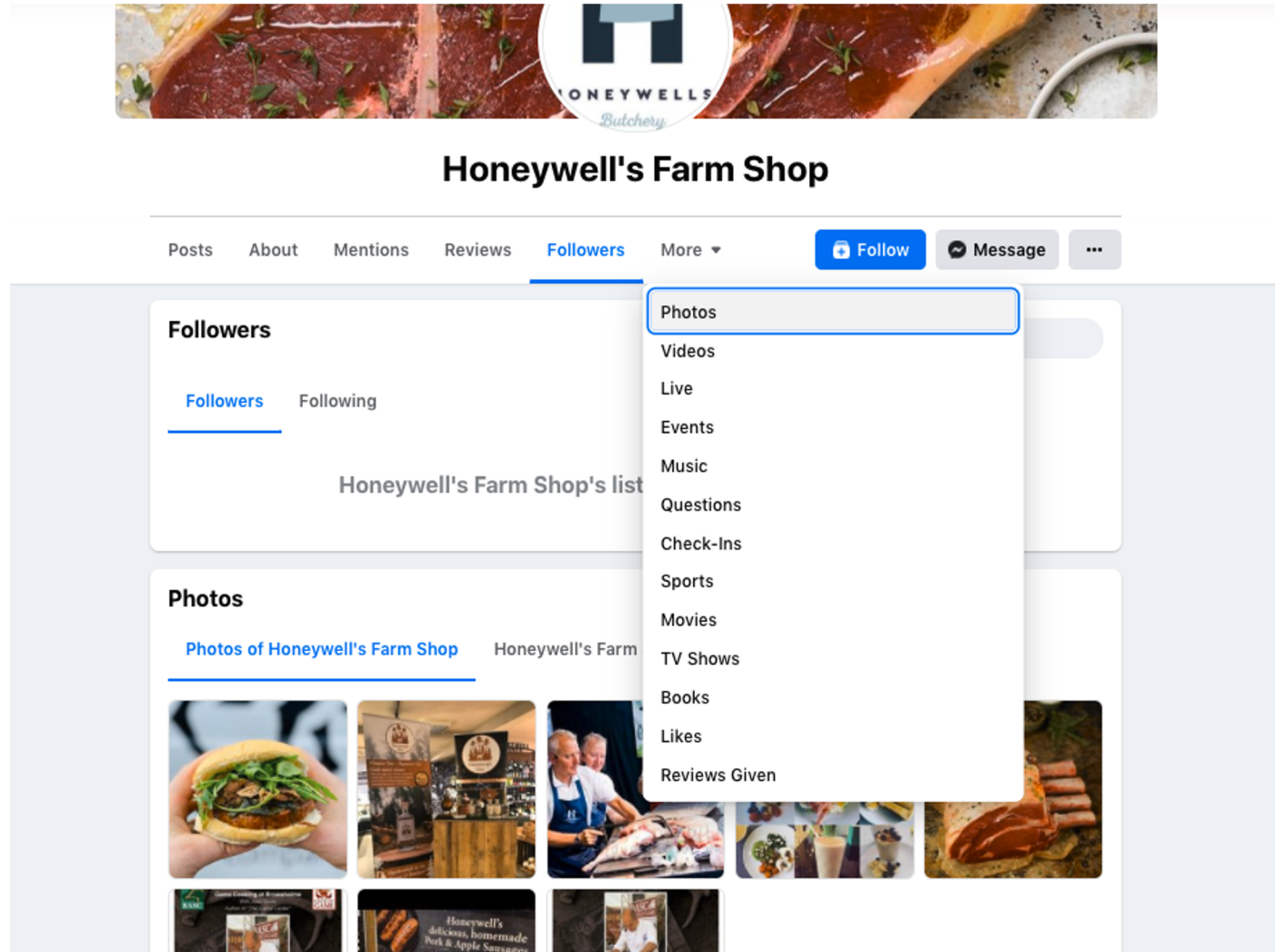
Community

[Tag Friends](#)

Lishmans Of Ilkley

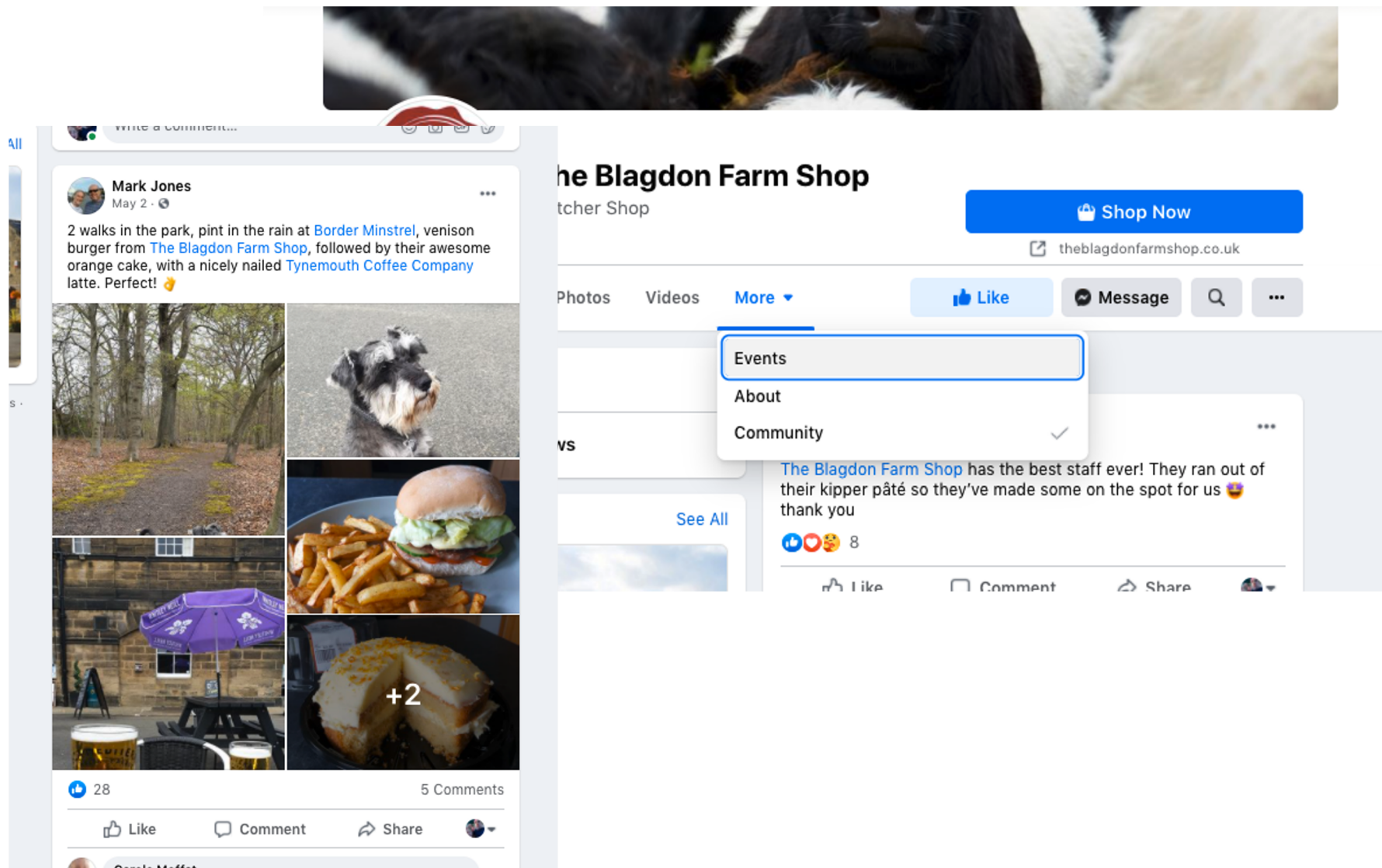


Facebook: Tabs Layout



Facebook: Tabs Layout

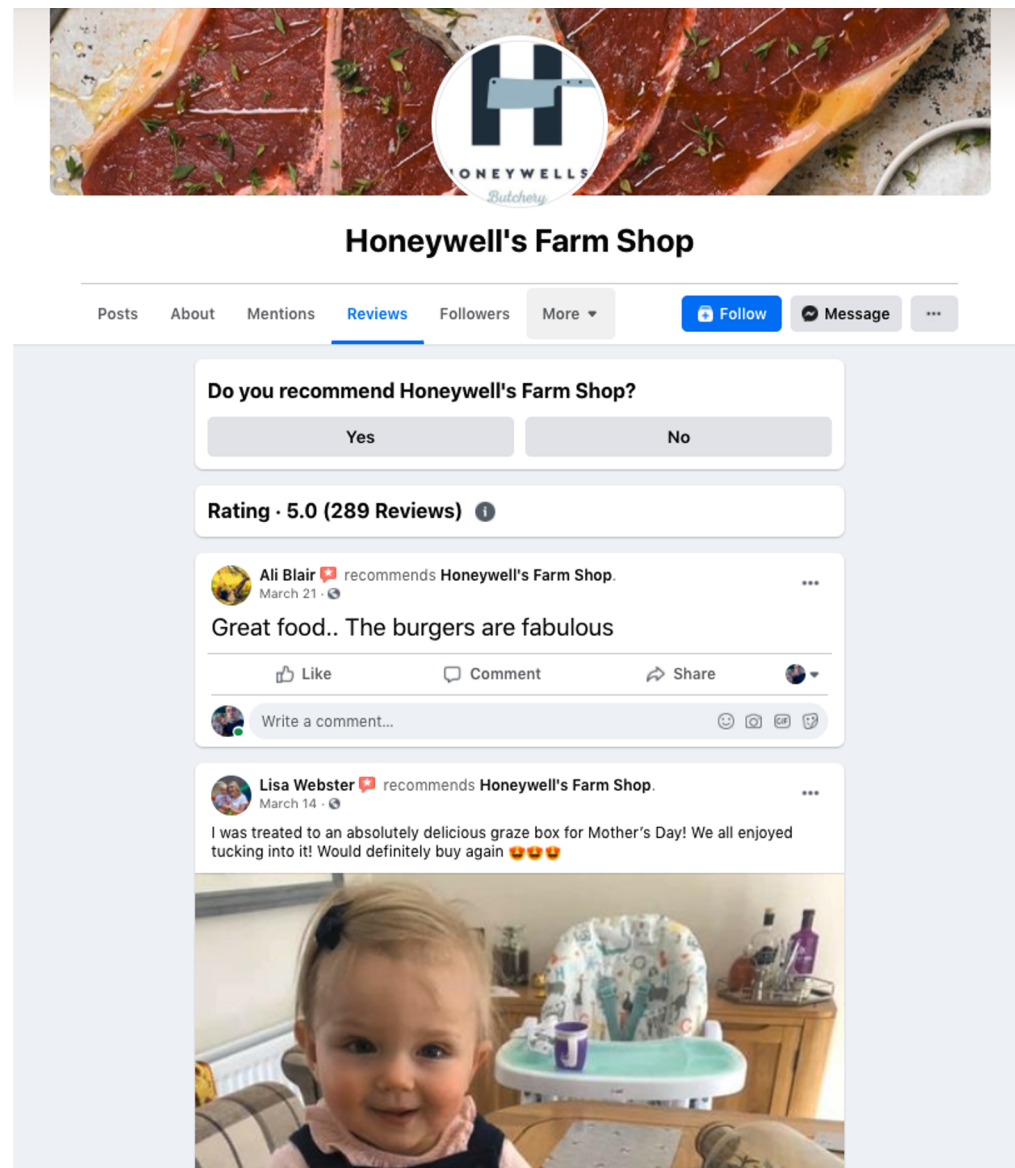
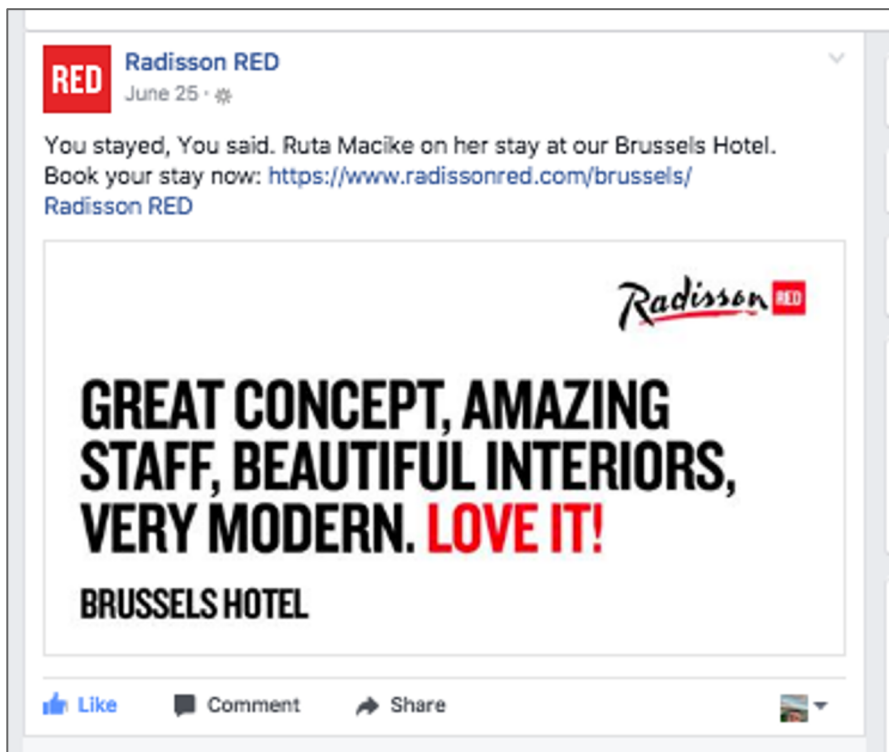
The community tab is a great place to keep an eye on new content that customers are tagging you in





Facebook: Reviews


Some people have reviews running, could you make them more prominent, a monthly review post or make it more visible on the tabs?




Facebook: Reviews

Reviews are also linked to your Google Maps listing so a good way to help with your local SEO.

9a12p3p6p9p

 People typically spend 15 min here

 Send to your phone

Send

Reviews from the web

Facebook

5/5

289 votes

Cylex Woodplumpton

5/5

3 reviews

Reviews ?

Write a review


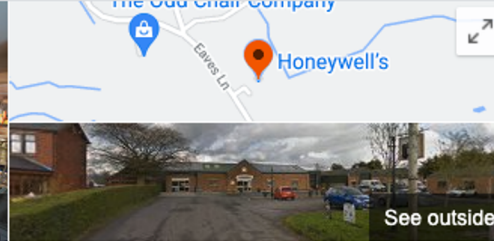
Add a photo

M

"Great meat and grocery products, excellent service and friendly staff."

★★★★★

"Bit of a mess but still there - small but nice shop with a"

 See photos
  See outside

Honeywell's

Website

Directions

Save

Call

4.8 ★★★★★ 484 Google reviews

Farm shop

Service options:

In-store shopping · In-store pick-up · Delivery

Address:

Eaves Ln, Preston PR4 0BH

Hours:

Closes soon · 5:30PM · Opens 9AM Wed ▾

Health and safety:

Mask required · Staff required to disinfect surfaces between visits · Safety dividers at checkout · [More details](#)

Phone:

01772 690271

[Suggest an edit](#) · [Own this business?](#)

Know this place?

[Share the latest info](#)

Questions & answers

[See all questions \(11\)](#)

Ask a question

Popular times ?

MON

TUE

WED

THU

FRI

SAT

SUN

Honeywell's Farm Shop

Posts

About

Mentions

Reviews

Followers

More ▾

Follow

Message

...

Do you recommend Honeywell's Farm Shop?

Yes

No

Rating · 5.0 (289 Reviews) ⓘ

Ali Blair

recommends Honeywell's Farm Shop.

March 21 · 🌐

Great food.. The burgers are fabulous

Like · Comment · Share


Write a comment...

Lisa Webster

recommends Honeywell's Farm Shop.

March 14 · 🌐

I was treated to an absolutely delicious graze box for Mother's Day! We all enjoyed tucking into it! Would definitely buy again 🍴🍴🍴



Do you recommend Honeywell's Farm Shop?

Yes

No

Rating · 5.0 (289 Reviews) ⓘ

Ali Blair

recommends Honeywell's Farm Shop.

March 21 · 🌐

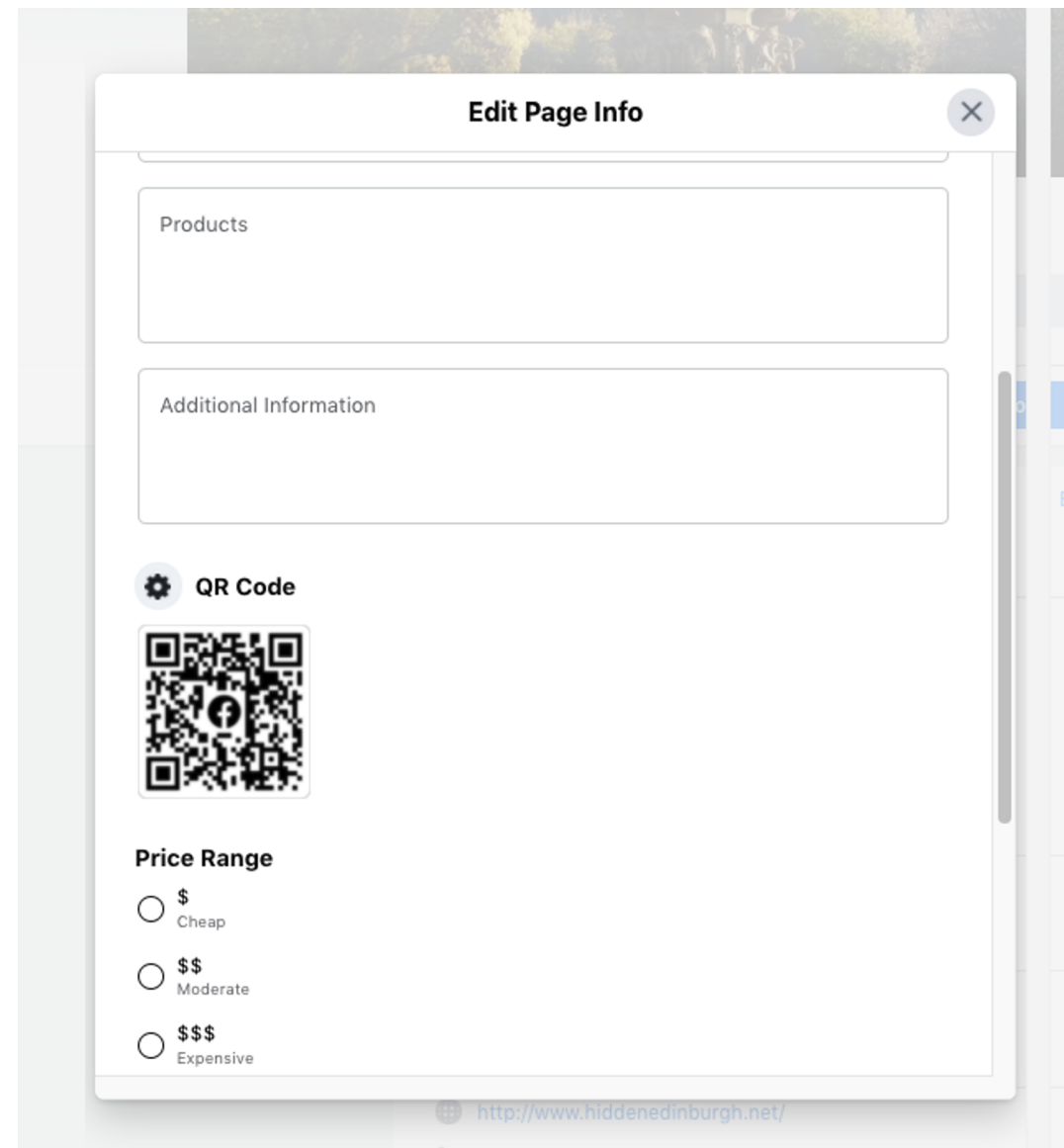
Great food.. The burgers are fabulous



Facebook: QR Code

Each Facebook page has a unique QR code - have a sign up in the shop/checkout asking people to follow or leave a review

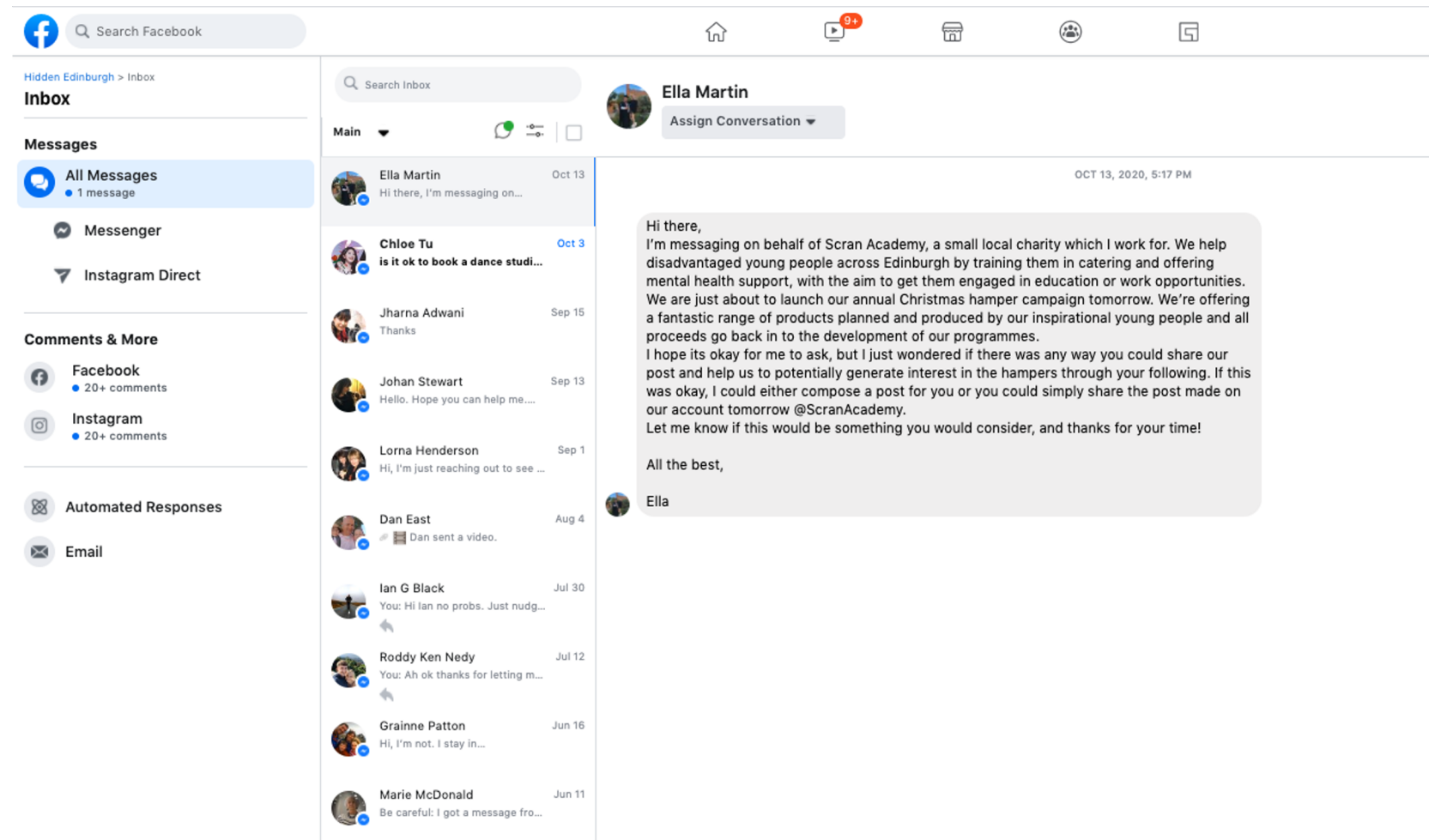
Find your code in the about section of your page.





Facebook: Inbox

- Manage all your messages (Facebook and Instagram) from one central place.
- Label people who make contact.

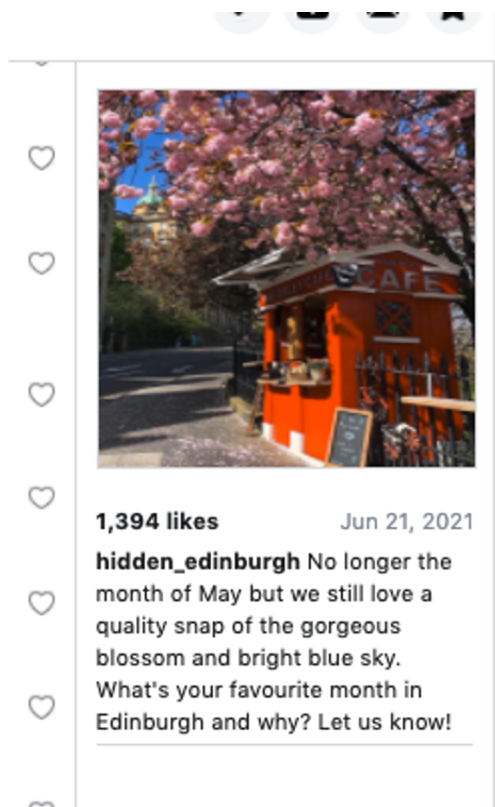


The screenshot displays the Facebook Inbox interface. On the left, a sidebar shows navigation options: 'Inbox', 'Messages' (with 'All Messages' and '1 message' selected), 'Messenger', 'Instagram Direct', 'Comments & More' (with 'Facebook' and 'Instagram' listed), 'Automated Responses', and 'Email'. The main area features a search bar and a list of messages. The selected message is from 'Ella Martin' dated 'Oct 13', with the text: 'Hi there, I'm messaging on...'. The right pane shows the conversation details, including the date 'OCT 13, 2020, 5:17 PM' and the message content: 'Hi there, I'm messaging on behalf of Scran Academy, a small local charity which I work for. We help disadvantaged young people across Edinburgh by training them in catering and offering mental health support, with the aim to get them engaged in education or work opportunities. We are just about to launch our annual Christmas hamper campaign tomorrow. We're offering a fantastic range of products planned and produced by our inspirational young people and all proceeds go back in to the development of our programmes. I hope its okay for me to ask, but I just wondered if there was any way you could share our post and help us to potentially generate interest in the hampers through your following. If this was okay, I could either compose a post for you or you could simply share the post made on our account tomorrow @ScranAcademy. Let me know if this would be something you would consider, and thanks for your time! All the best, Ella'.



Facebook: Inbox

You can link up an Instagram account and manage all your comments here too, so you never miss any.



Hidden Edinburgh > Inbox

Inbox

Messages

- All Messages (2 messages)
- Messenger
- Instagram Direct

Comments & More

- Facebook (20+ comments)
- Instagram (20+ comments)
- Automated Responses
- Chat Plugin

Main

What's your favourite month in Edinburgh and why? Let us know!

No longer the month of May... 11:53 AM
codepodhostels, ...
17 unread

Good Mooooo'ning to you... Sat
gavinbews, swanstonfarm an...
20+ unread

Edinburgh's most iconic... Thu
secrettakeaways, cucalamat...
6 unread

The colourful and quirky... Jun 16
taylorjamesstewart, latagupt...
7 unread

Instagrammer @sam_ly_... Jun 6
davidshawinedinburgh, ...
5 unread

A misty morning makes t... Jun 3
oneworldshopft commented
1 unread

Many of you may walk pa... Jun 1
joshyb912, luciematthews_xo...
20 unread

Some of the most... May 25
tipicouk and elhalima22...
2 unread

Edinburgh still looks pret... May 8
tiffin_box_north_berwick, ...
9 unread

We thought we would sta... May 8
normedwardsphotography, ...
2 unread

2w Reply

bccampbelluk Stunning photo 🌸🌸

2w Reply

latagupta_ Beautiful pic 🌸🌸🌸🌸🌸🌸🌸🌸🌸🌸🌸. My favourite months are August, September.

2w Reply

travels.scot Aw I remember this spot from my time in Edinburgh!

2w Reply

sus_arbuschi 🌸🌸🌸🌸🌸🌸

2w Reply

itscamillamasini Stunning 🌸

2w Reply

pentlandcottages 🌸

2w Reply

sstrack26 @stracklyndsay Look how beautiful it is!

2w Reply

siramaskitchen So beautiful 🌸

2w Reply

andreagiusandra May ...it is the favorite month in Edinburgh because it is the month the weather is mild and all the gardens have flowers multicolor...gorgeous also the time that can spent on the beach!!!Sunrise times

2w Reply

soorploom October on a cold blue sky day is my favourite. Perfect for wandering the city


2w Reply

fromyorkshiretoyonder I love Edinburgh in June and December 🌸 It's so pretty in summer but equally as cute in winter




Facebook: Inbox

Create automatic messages for FAQs and have out of office settings turned on.



Timing

Sent instantly

Schedule times for your Page to be away each week.

Time zone:  GMT+00:00


+ Add Time


Message


Customize the message you send.

Text

393


Hi %1\$@)! Thanks for your message. We're away at the moment and will get back to you during business hours.


Add Personalization


Timing

Automated responses are sent instantly after someone taps a question.

Note: Frequently asked questions will appear at the beginning of a conversation with your Page. You can also choose to add these questions to a menu which people can access throughout the entire conversation.


Questions and Responses


A maximum of four frequently asked questions can be displayed at the beginning of a conversation. You can add up to five questions to a menu which people can access throughout the conversation.

Question #1

80

Automated Response (Optional)

500




Add Personalization

+ Add an attachment

+ Add a button

Add to Menu

People messaging you will be able to access this question throughout the conversation.


+ Add a Question



Facebook: FAQ

These can be tailored in the back of your page.

Automated Responses	
Greet People	▼
Instant Reply	<input type="checkbox"/>
Away Message	Off
Share and Get Information	▼
Frequently Asked Questions	<input checked="" type="checkbox"/>
Send Confirmations	▼
Job Application Received	<input type="checkbox"/>
Follow Up	▼
Appointment Reminders	<input type="checkbox"/>

Frequently Asked Questions

● On

Suggest questions people can ask your Page. Then set up automated responses to those questions.

Timing

Automated responses are sent instantly after someone taps a question.

Note: Frequently asked questions will appear at the beginning of a chat and when people revisit the conversation. You can also choose to add these questions to a menu which people can access throughout the entire conversation.

Edit Message

Owen Taylor & Sons Ltd Butchers
@owentaylorbutchers · Butcher Shop

Home

Reviews

Shop

Offers

More

Ask Owen Taylor & Sons Ltd Butchers

"What kind of food do you serve?"

"Can I see a menu?"

"Where are you located?"

"Do you deliver?"

About[See All](#)

Create Post

Photo/Video Check in Tag Friends

Owen Taylor & Sons Ltd Butchers
7h ·

Euro Feast

Cheer on Southgate and the boys tomorrow with our Sterling range of Pick-y(ford) items to share with your Squad

Mings Buffalo Wings £4.00 KG

Bukayo Caramelised Onion Beef Burgers £4.50 (4 pk)

Trippiers Teriyaki Skewers £4.50 (4 pk)

Mounts Marinated Chinese Drumsticks 10 for £5.00

More products available instore all week!

[#Itscominghome](#) [#ENGvsDEN](#) [#Euro2021](#)



Understanding Your Audience

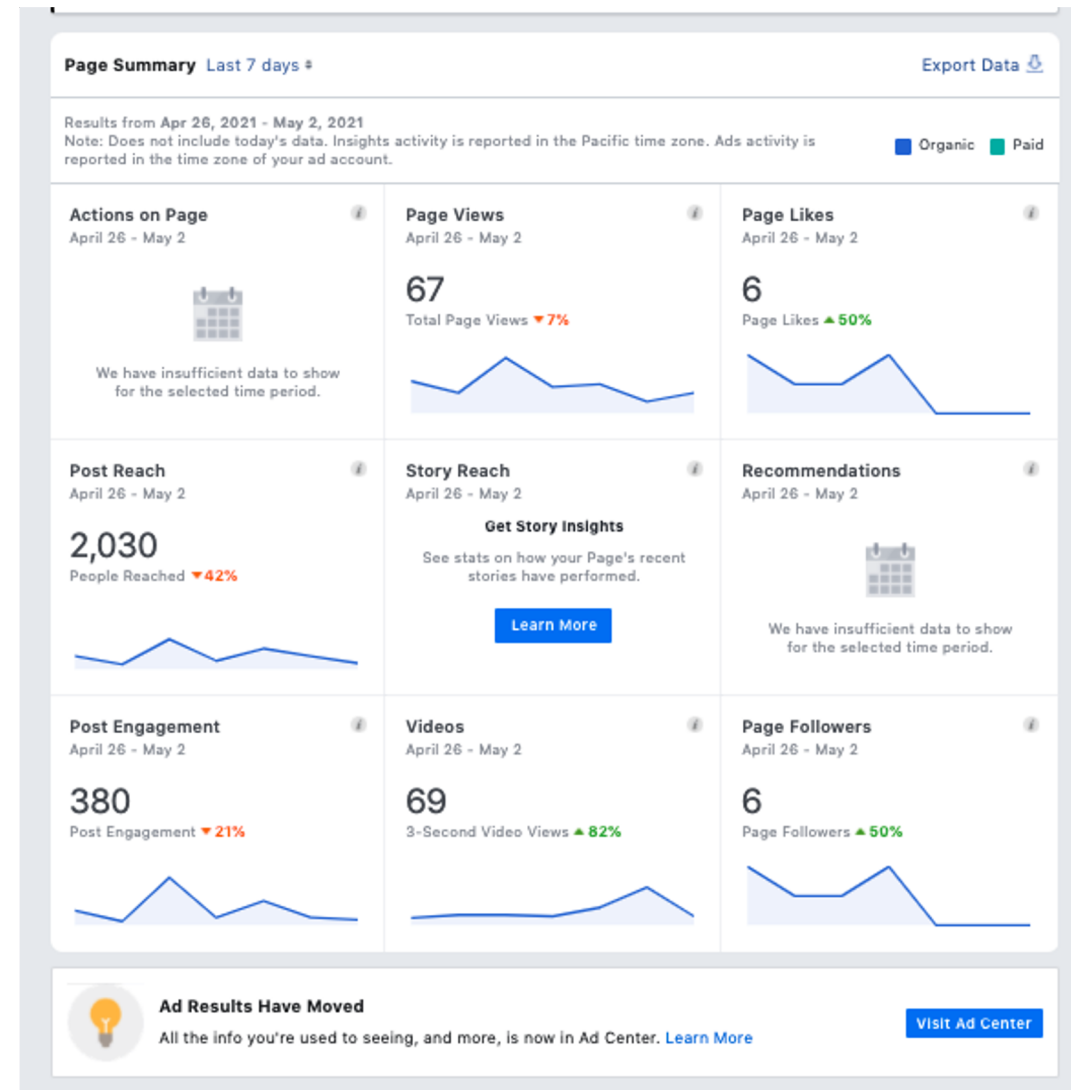
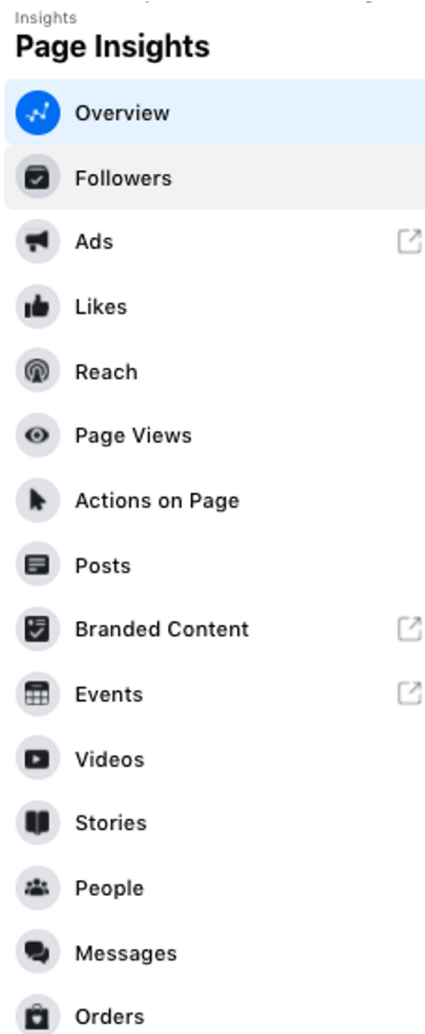


Facebook: Insights

The first thing is to understand who is following your page and how they engage with it.

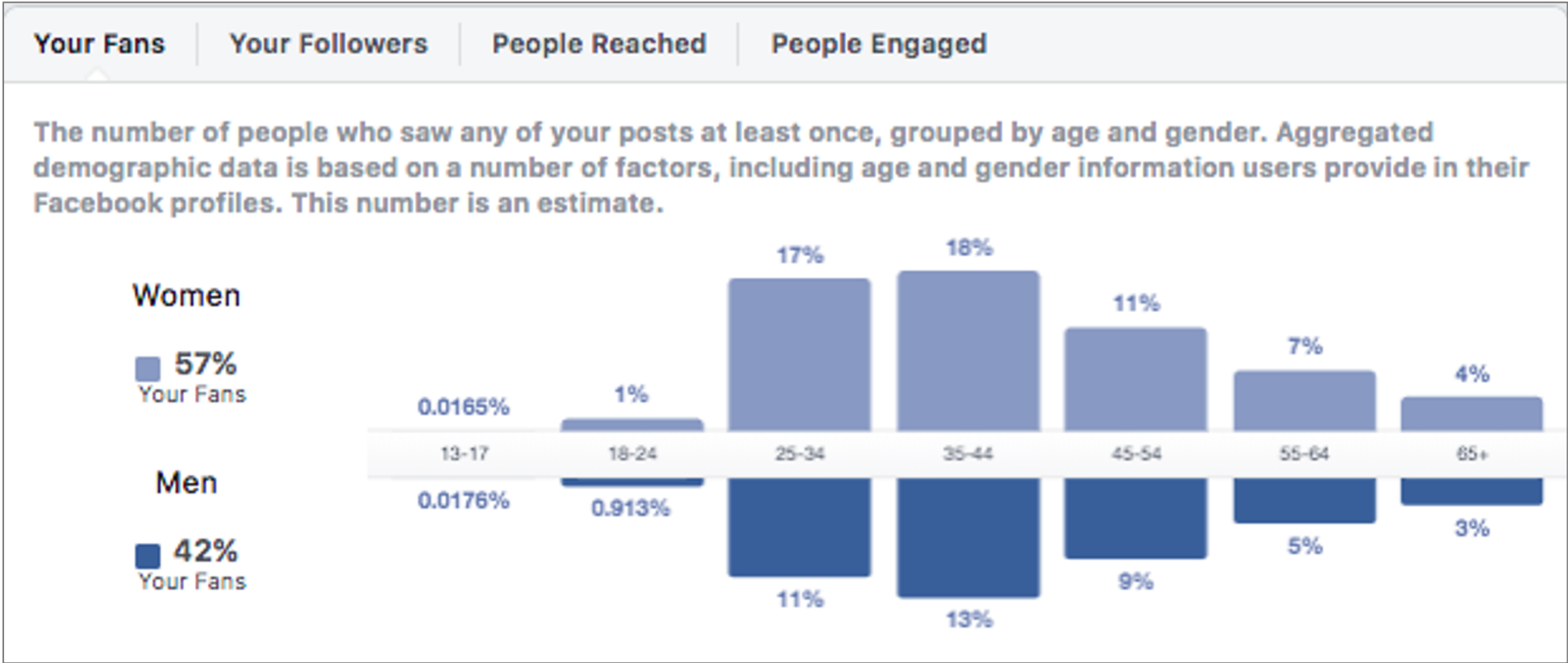
Key metrics

- Likes vs Followers
- People
- Post Engagement
- Video Engagement
- Reach - Overall Page Reach per day





Facebook: Insights





Facebook: Life Cycle Of Your Audience



- Use social media to target a younger audience
- Educate this audience (cuts of meat, recipes, shelf-life, health benefits)
- Give them confidence (reassuring tone, customer service)
- Develop rapport (ask questions, seek opinions)
- Encourage them to use a specialist butcher v supermarket
- Don't ignore other audiences - present content for each consumer group.
- Loyal customers, top social fans - rewards, monthly prizes.




Content Types





Facebook: Content Types

There is so much you can do with Facebook:


- **Images:** single images and multiple images are what more people use day to day.
- **Links:** takes people away from Facebook - blog content on your website, newsletter database, bookings on website.
- **Videos:** High engagement and are ideal for building up audiences you can use to remarket to on FB ads.
- **Events:** We use these tactically to engage with your community.
- **Offers:** Allows you to create offers with discount codes people can redeem.
- **Groups:** This has worked incredibly well for Hidden Edinburgh, we have also used this for The Edinburgh Grand.
- **Live** - We use tactically in combination with Facebook events
- **Stories** - These can be shares from your Instagram or as standalone FB stories


Hidden Edinburgh


Create Post


Create Post |  Live |  Job


What's on your mind?





 Write post in another language [?]


 Video


 Live Video


 Share a Photo


 Get Messages


 Feeling/Activity


 Check in


 Get Shop Visits

 Tag Sponsor

 Support Nonprofit

 Tag Products








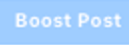



















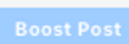
 Advertise Your Business

 Tag Unpaid Promotion



Facebook: Algorithm Based

- Facebook uses an algorithm to decide what content to show people.
- Generally when you publish a piece of content it will be shown to a fraction of your audience.
- If people engage with it Facebook shows it to more of your audience, if people don't engage then the content drops off the feed and it is not shown to any more people (unless you run ads). By engagement I mean - people interacting with the content!
- To succeed content must encourage a response.
- Quality v quantity!

Reach: Organic / Paid							
Post Clicks							
Reactions, Comments & Shares							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
04/30/2021 6:19 PM	 Very exciting to see Your Scottish Wedding launch their			227	12 4		
04/30/2021 4:40 PM	 Many congratulations Nicola and Scott! What lovely pictures -			607	48 12		
04/28/2021 5:38 PM	 We are delighted to share this lovely, intimate ceremony today			1.2K	106 67		
04/26/2021 5:41 PM	 For #MeetTheCelebrantMonday this week we would love to			431	11 13		
04/24/2021 10:13 AM	 Many congratulations Lizzy and Cam! What a lovely day for			914	99 10		
04/23/2021 12:44 PM	 We have updated our website with some of the key ceremony			317	14 28		
04/22/2021 9:19 AM	 The Scottish Government have released updated guidance for			2.4K	195 74		



Publishing Content





Facebook: Publishing On A Page


You can publish directly from the page, but you can't schedule content here.


←


Add to Your Post


 COVID-19 Update


 Tag Products


 Get Messages


 Check In


 Watch Party


 Get Gift Card Purchases

 Photo/Video

 Get WhatsApp Messages

 Feeling/Activity

 Raise Money


 Host a Q&A


Create Post


ITY Marketing

Public

Write something to ITY Marketing...

 Add to Your Post

 Boost Post

 Post scheduling is available in [Publishing Tools](#).

Post

More

Promote

Search

ity

Create Post

Photo/Video

Get Messages

Feeling/Activity

Create

Live

Event

Offer

Job

...

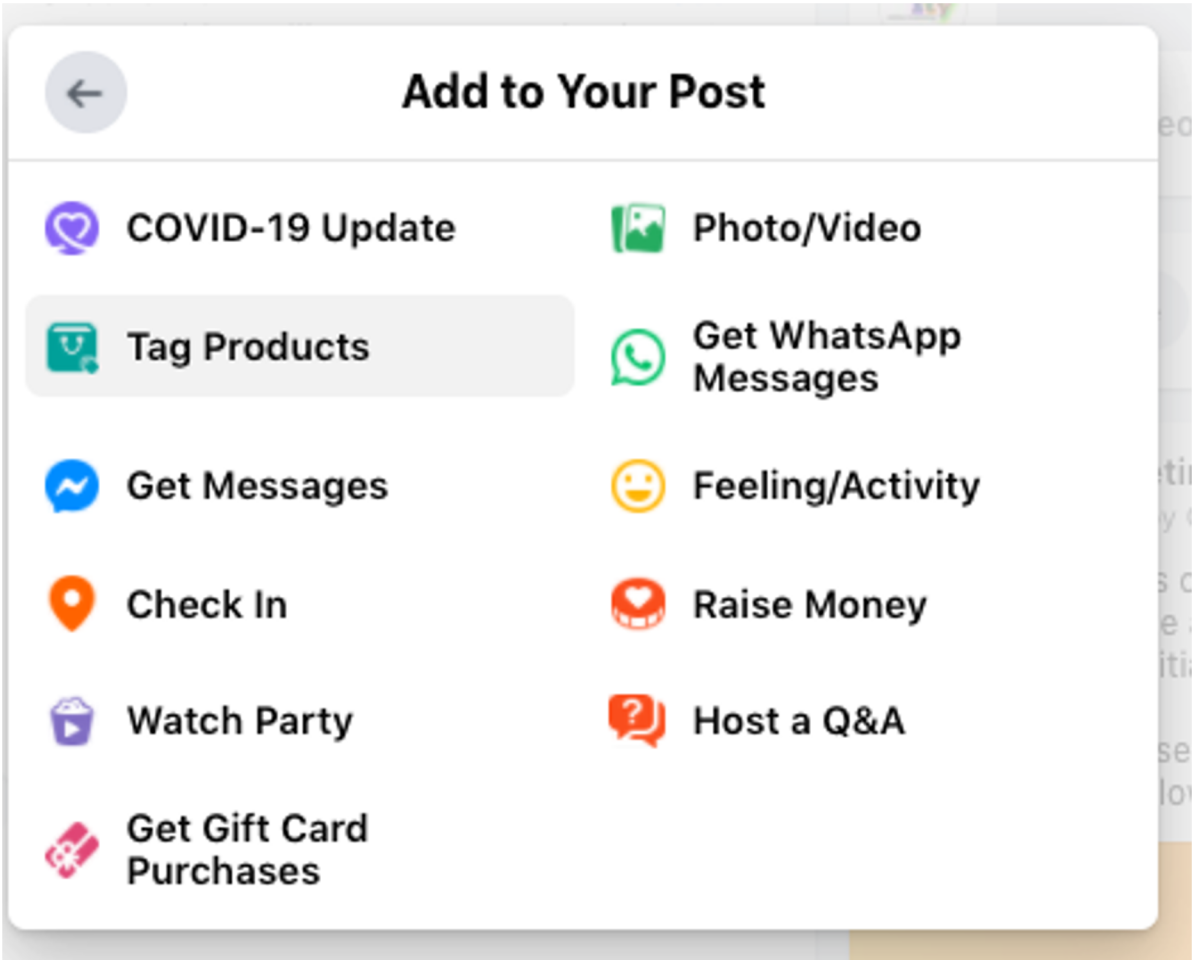
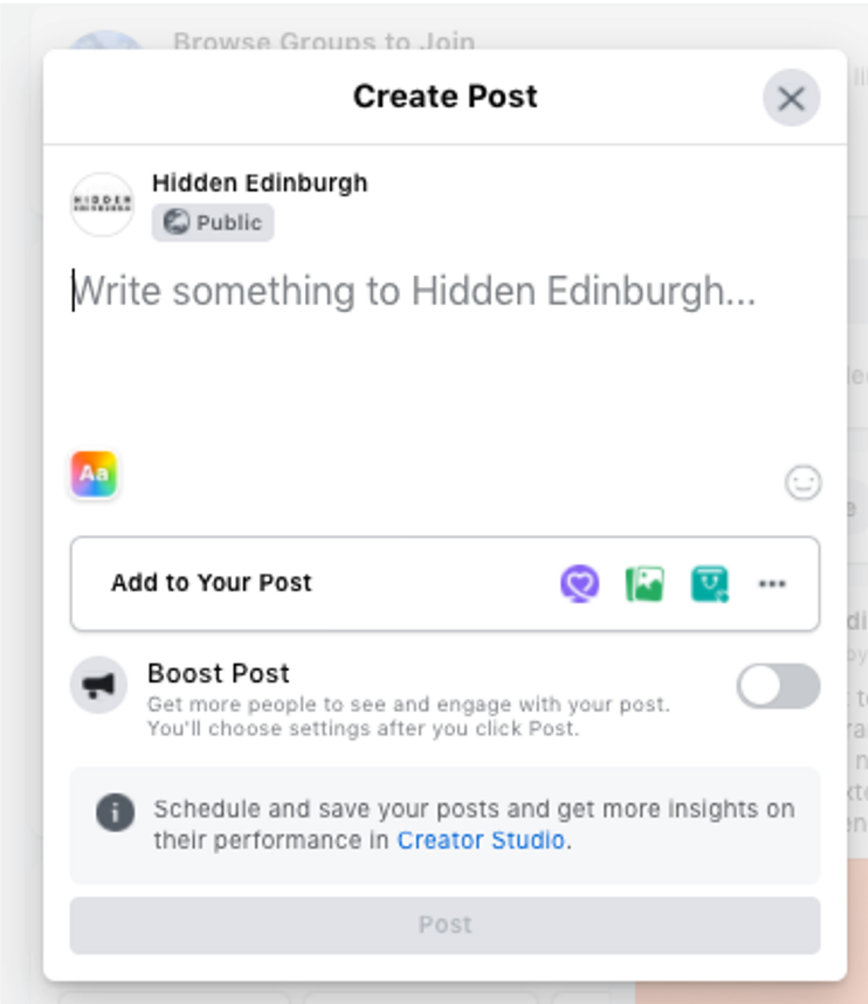
ITY Marketing

Published by Chrystal Webster · April 5 at 11:02 AM ·

Selected creators on Instagram in the UK and Australia are now eligible to activate ads on their IGTV uploads. This is following the success of the initial test with US creators. Have you seen or used this yet?
We're excited to see some creative examples in action. Find out more below.



Facebook: Publishing On A Page

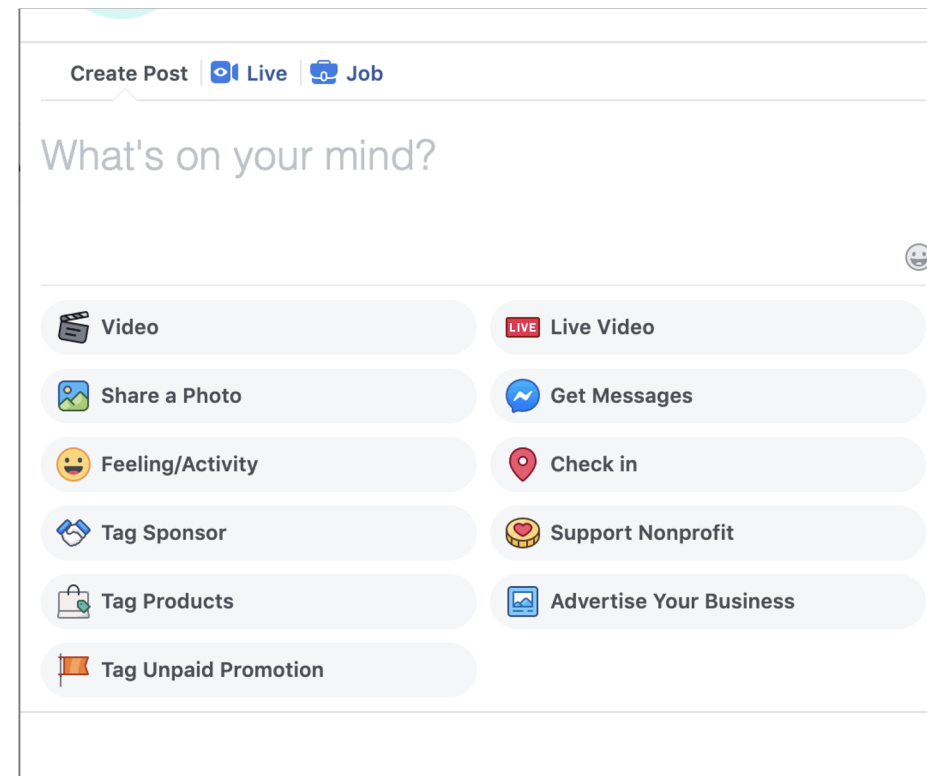
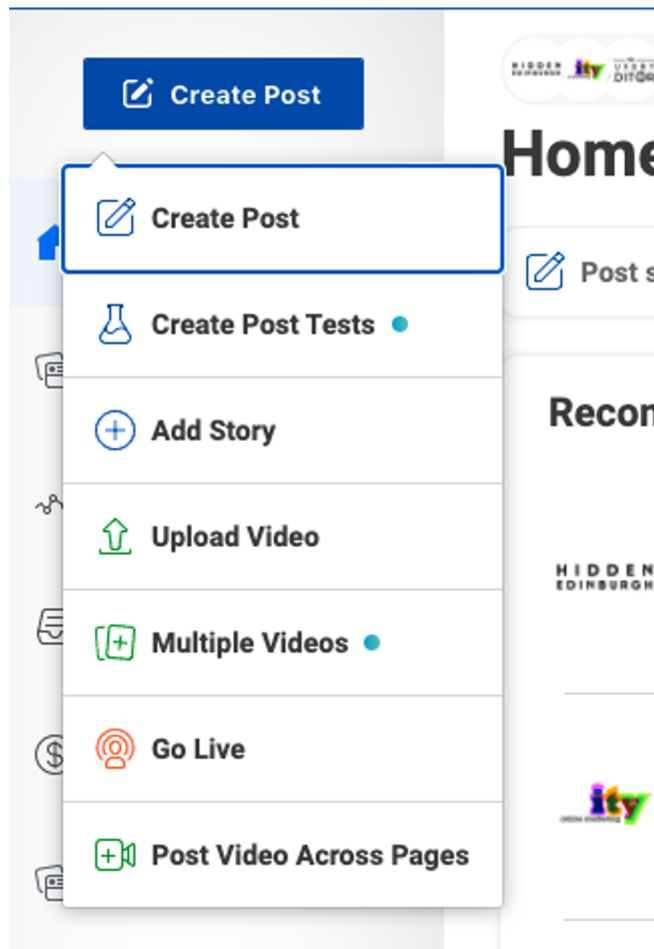




Facebook: Creator Studio

Enables you schedule content
Access multimedia formats
You can also publish content to your Instagram as well

<https://business.facebook.com/creatorstudio>







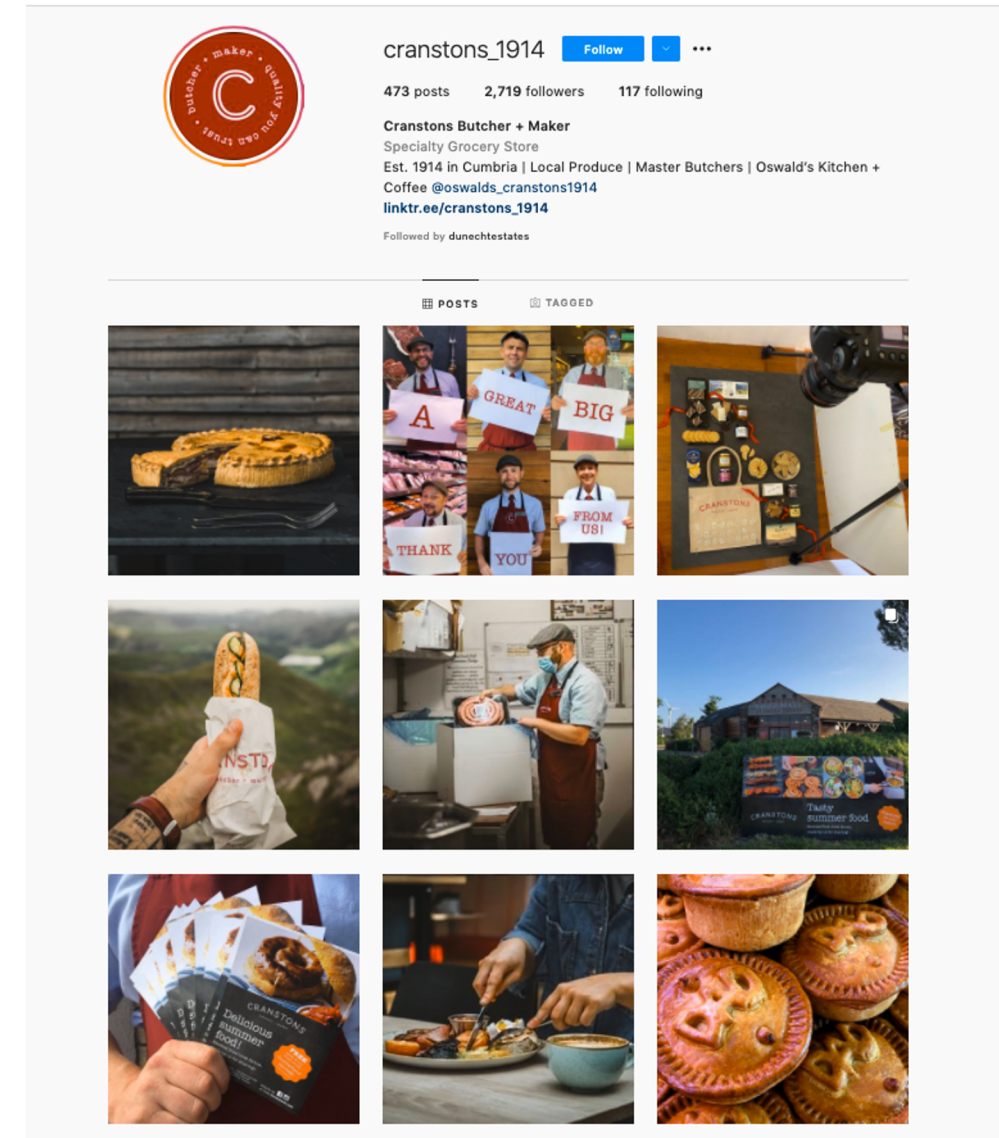
Instagram: The Opportunity

WHAT IS SO SPECIAL ABOUT INSTAGRAM?

- It's one of the few social channels where people can “discover” your content, all the other channels work as silos - people only see your content if they follow you.

Opportunities:

- Explore page, ranking for hashtags, ranking your stories, reels
- Featuring on other peoples profiles, feature in the ‘suggestions’ when someone follows someone related.





Instagram: Changes Coming Up

Instagram CEO has last week said the app will be changing “We are no longer a photo sharing app”

We presume they are feeling the heat from TikTok

Key areas of focus -

- Creators
- Video
- Shopping
- Messaging

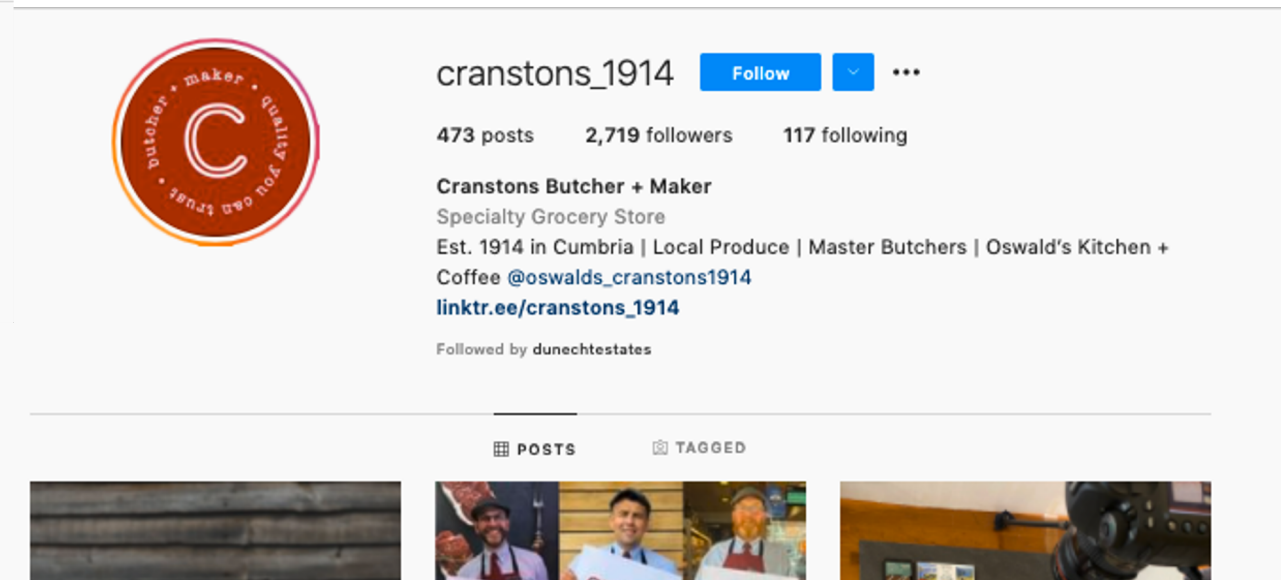
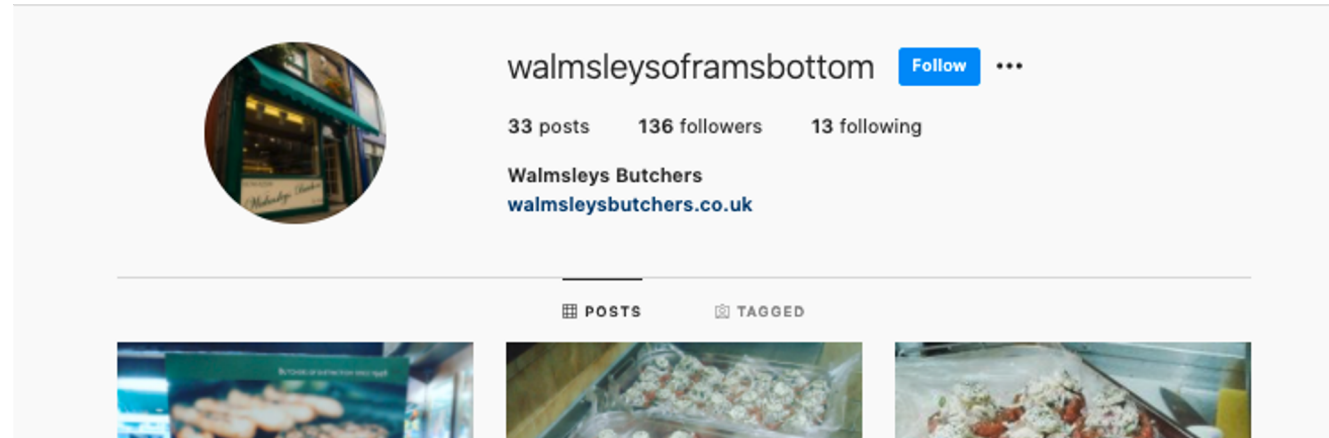
<https://twitter.com/mosseri/status/1410297743285829632>





Instagram: The Bio

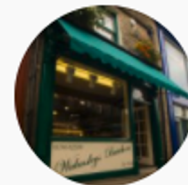
- Include a strong **call to action** about why someone should follow this profile. This is super important when your content reaches new audiences you want to convert them into followers.
- You can add emojis - try having a bit of fun, reflect your personality!
- Consider using a dedicated hashtag if you want to build up the amount of UGC content people are creating about you.
- Include keywords in the bio you would want to rank for too.





Instagram: The Bio

Have an image or brand logo too, make is easier for people to find you when searching on Instagram.



walmsleysoframsbottom

Follow



33 posts

136 followers

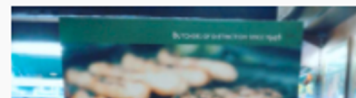
13 following

Walmsleys Butchers

walmsleysbutchers.co.uk

POSTS

TAGGED



simpsons_butchers

Follow



4 posts

44 followers

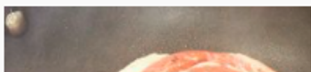
2 following

Multi Award Winning Butchers based in Lincolnshire. Online shop offering next day delivery

www.gsimpsonbutchers.co.uk

POSTS

TAGGED



cranstons_1914

Follow



473 posts

2,719 followers

117 following

Cranstons Butcher + Maker

Specialty Grocery Store

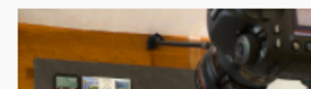
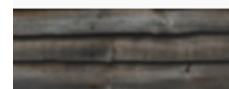
Est. 1914 in Cumbria | Local Produce | Master Butchers | Oswald's Kitchen + Coffee @oswalds_cranstons1914

linktr.ee/cranstons_1914

Followed by dunechtestates

POSTS

TAGGED



binnssofsaltaire

Follow



151 posts

1,149 followers

132 following

Binns Of Saltaire

Butcher Shop

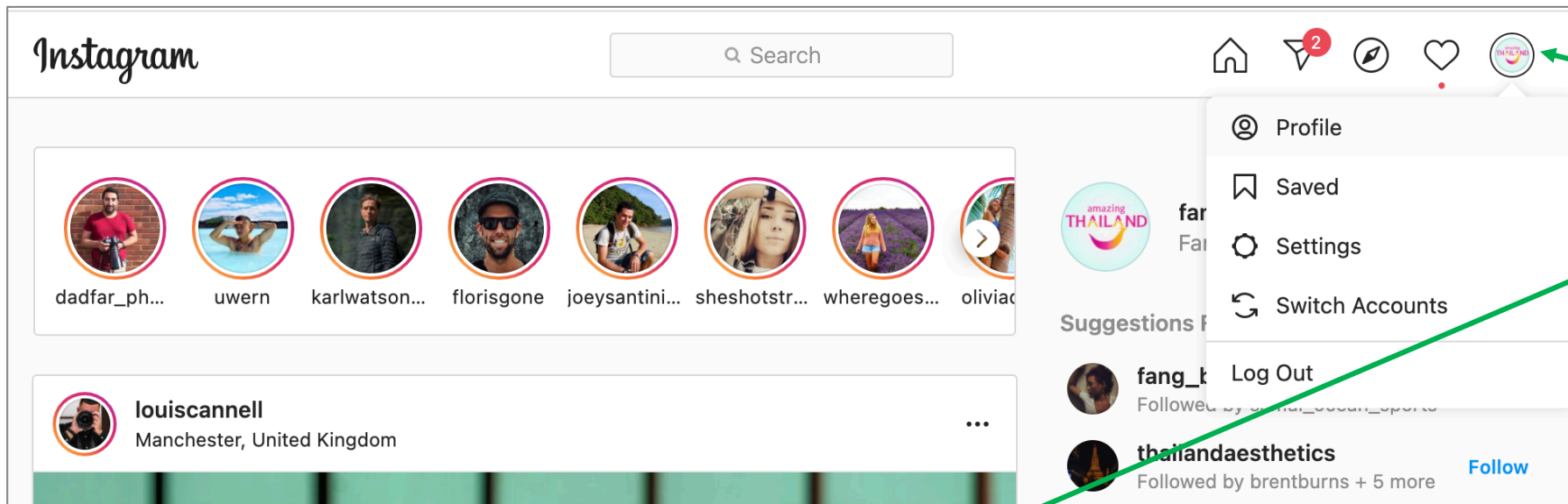
Binns of Saltaire award winning butchers & deli.

binnssofsaltaire.com

BINNS
OF SALTAIRE
Est. 1968



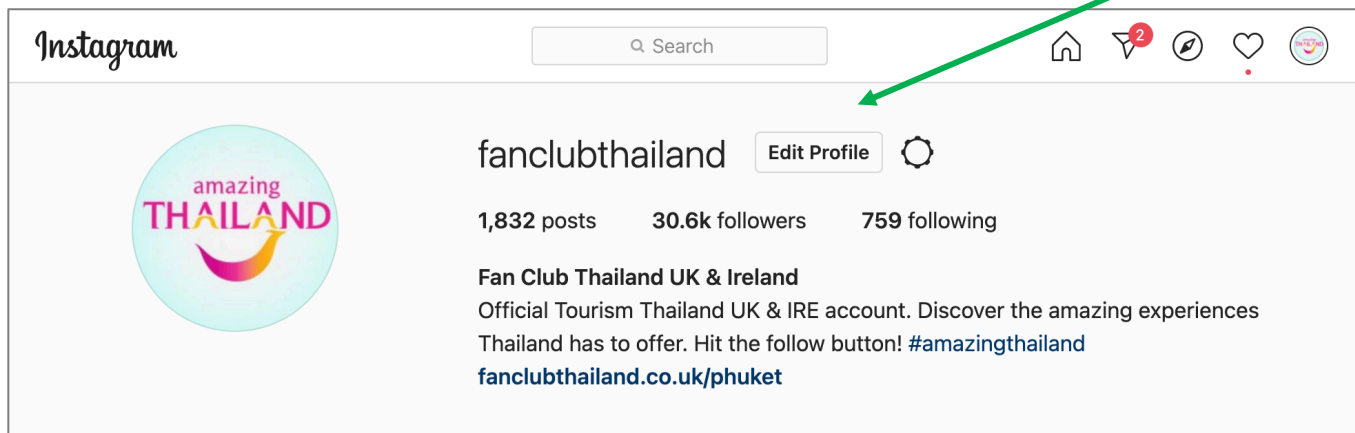
Instagram: Editing Your Bio from desktop




1. Hover over your logo and click on 'profile'

2. Click 'Edit profile'

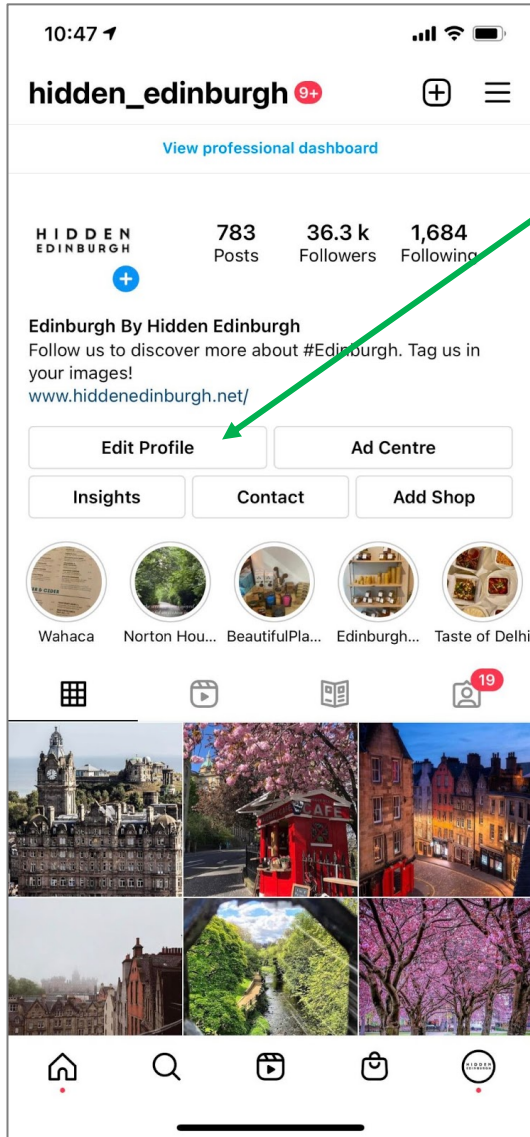
3. Update with text in Bio box – characters are limited so choose your words carefully!



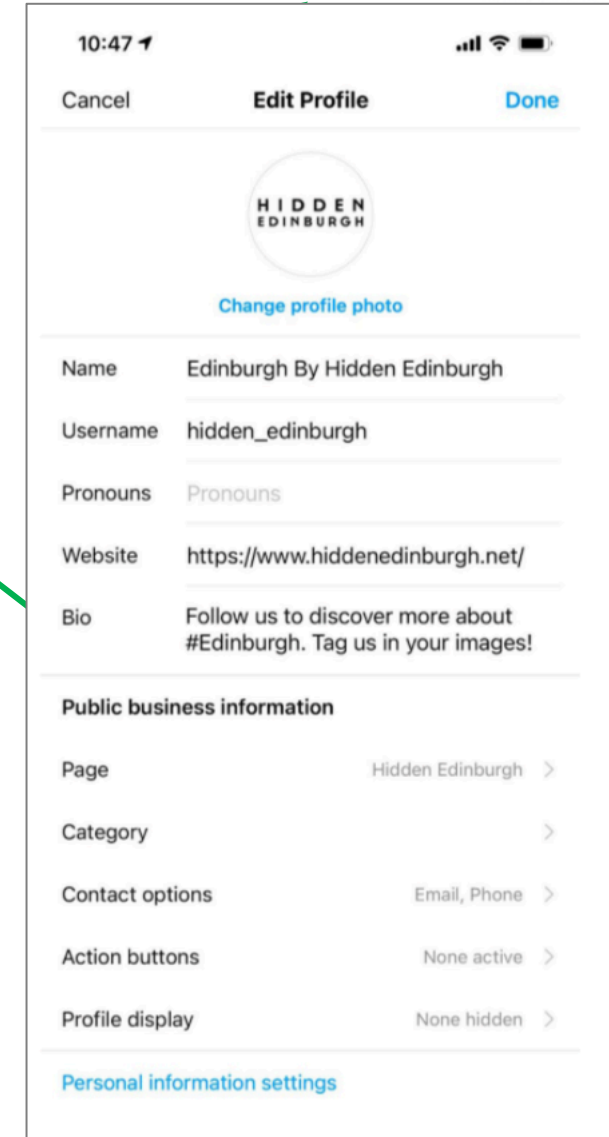
Edit Profile	
Professional Account	
Change Password	
Apps and Websites	
Email and SMS	
Push Notifications	
Manage Contacts	
Privacy and Security	
Login Activity	
Emails from Instagram	
	<div>fanclubthailand Change Profile Photo</div> <div>Name Fan Club Thailand UK & Ireland <small>Help people discover your account by using the name you're known by: either your full name, nickname, or business name. You can only change your name twice within 14 days.</small></div> <div>Username fanclubthailand <small>In most cases, you'll be able to change your username back to fanclubthailand for another 14 days. Learn More</small></div> <div>Website https://fanclubthailand.co.uk/phuket</div> <div>Bio Official Tourism Thailand UK & IRE account. Discover the amazing experiences Thailand has to offer. Hit the follow button!</div> <div>Personal Information <small>Provide your personal information, even if the account is used for a business, a pet or something else. This won't be a part of your public profile.</small></div>



Instagram: Editing Your Bio from Mobile App



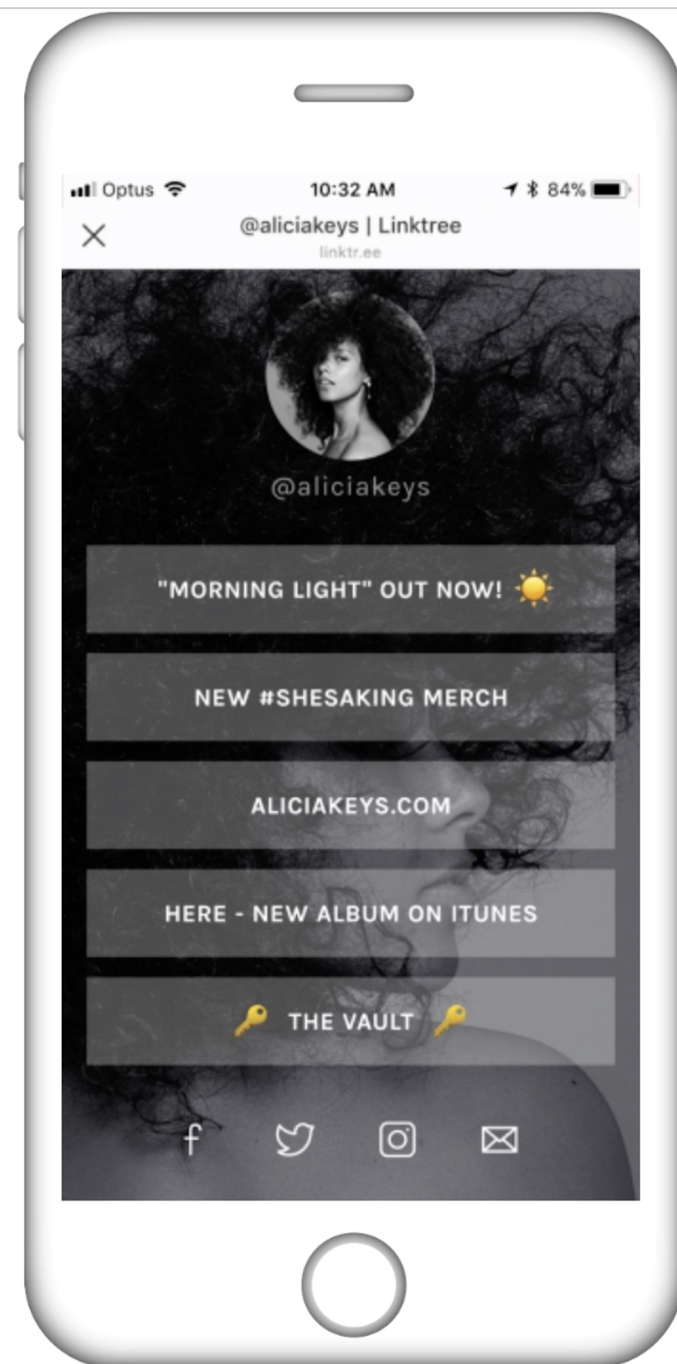
1. Go to your profile and click on 'Edit Profile'
2. Update with text in Bio box – characters are limited so choose your words carefully!





Instagram: The Link

- Where you link to is very important.
- If you want to showcase multiple pages consider using a product like link tree.
- <https://linktr.ee/>
- Avoid using bitly in your bio link





Instagram: Followers vs Following



A better ratio is to have more followers than following.

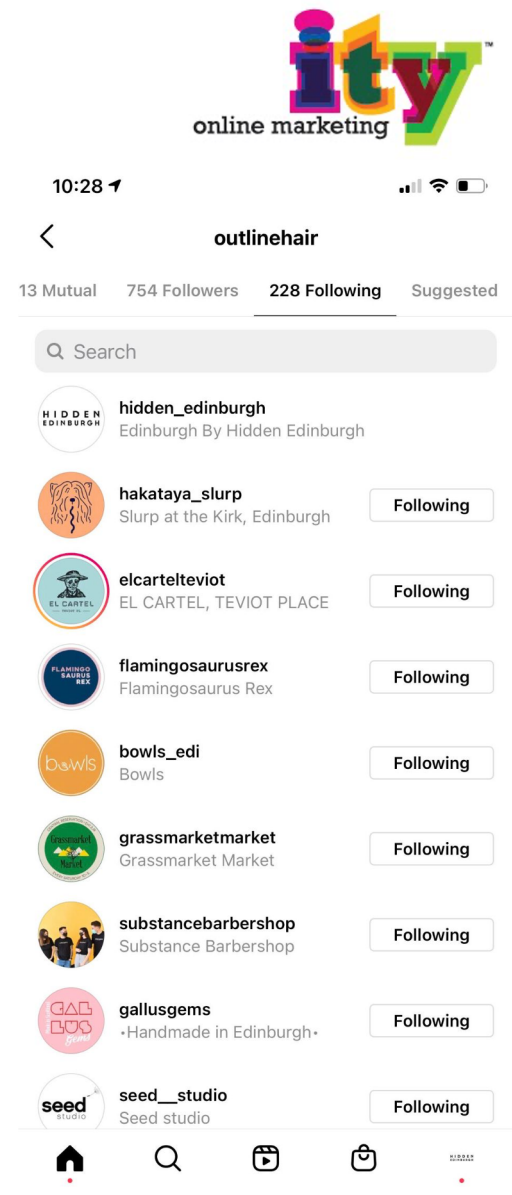
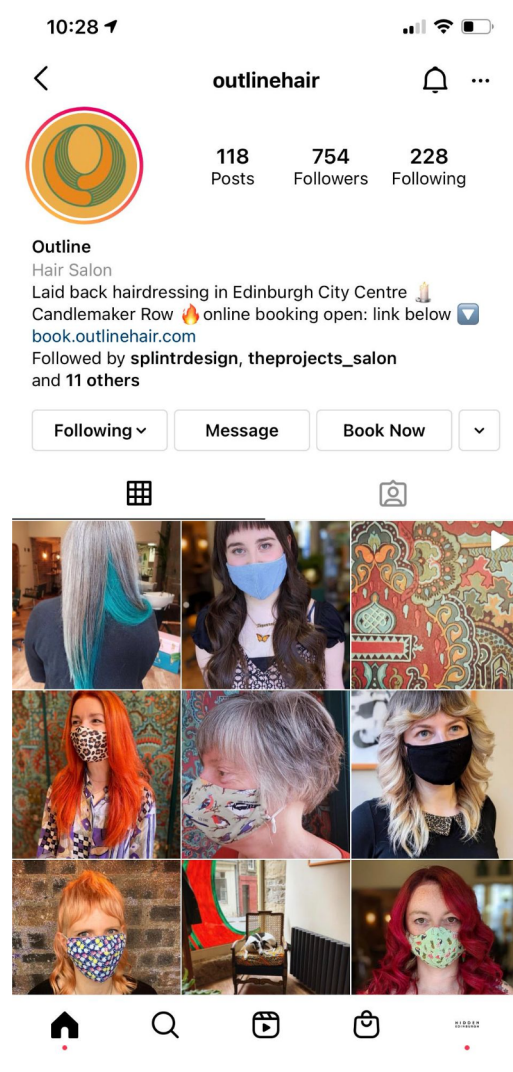
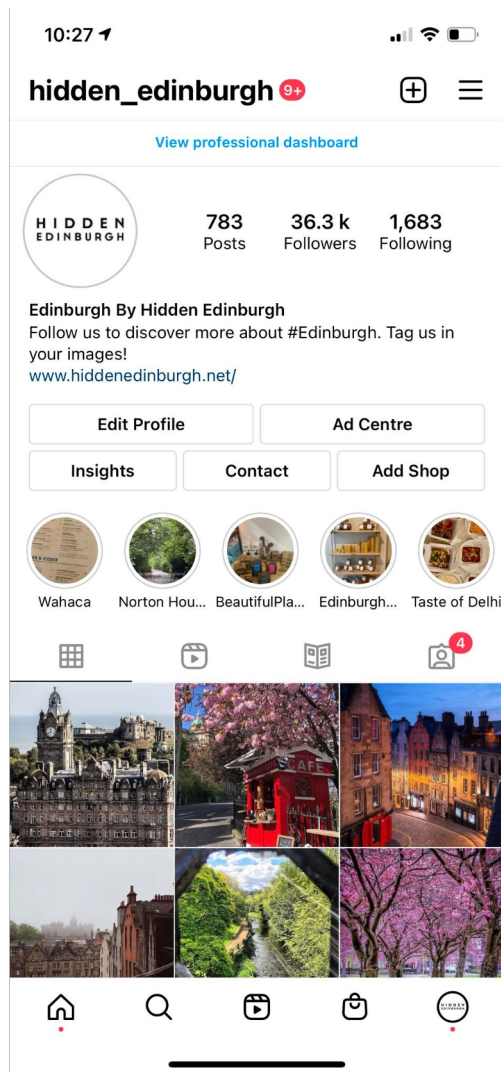
Review who you currently follow and see if they are worthwhile still following





Instagram: Followers vs Following

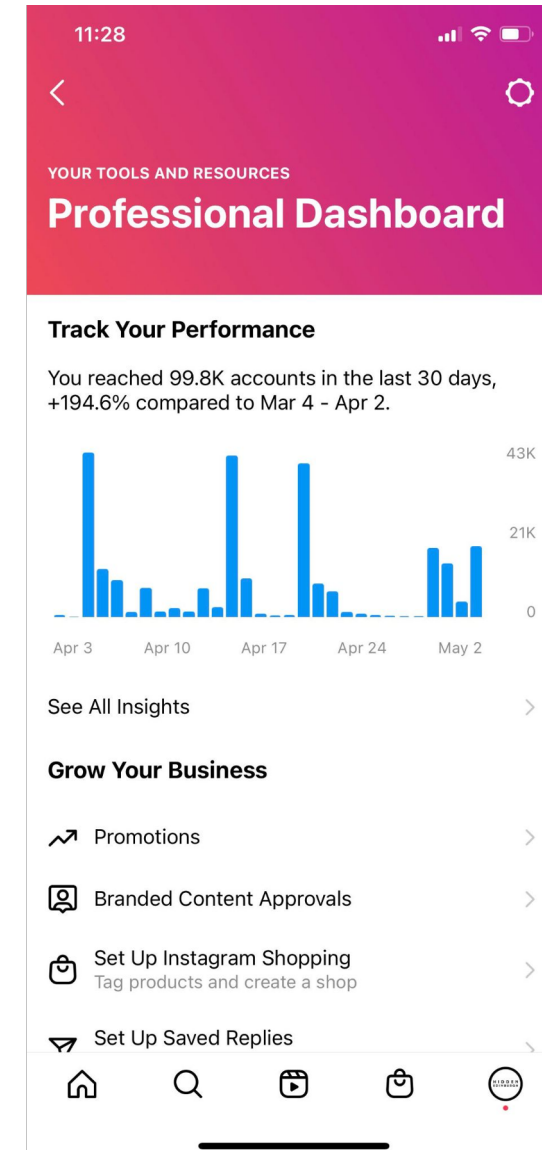
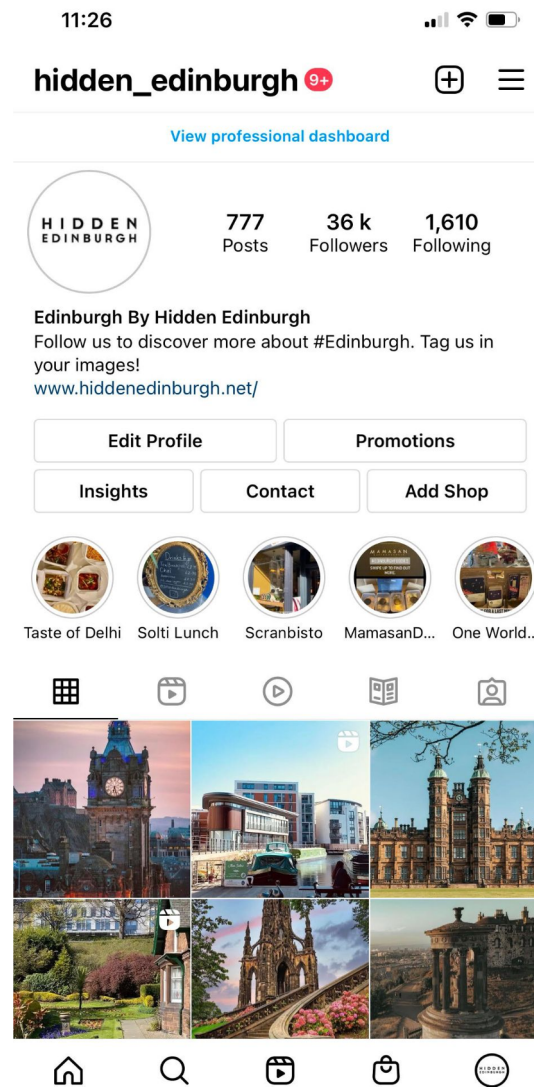
Have a look at who you are following, check if you rank at the top of who they follow - this means they are following you. If you don't then maybe it's time to unfollow.





Instagram : Business Profile

A business account gives access to **analytics** and other features and allows you to link Instagram to Facebook giving you access to creator studio and Facebook ads.



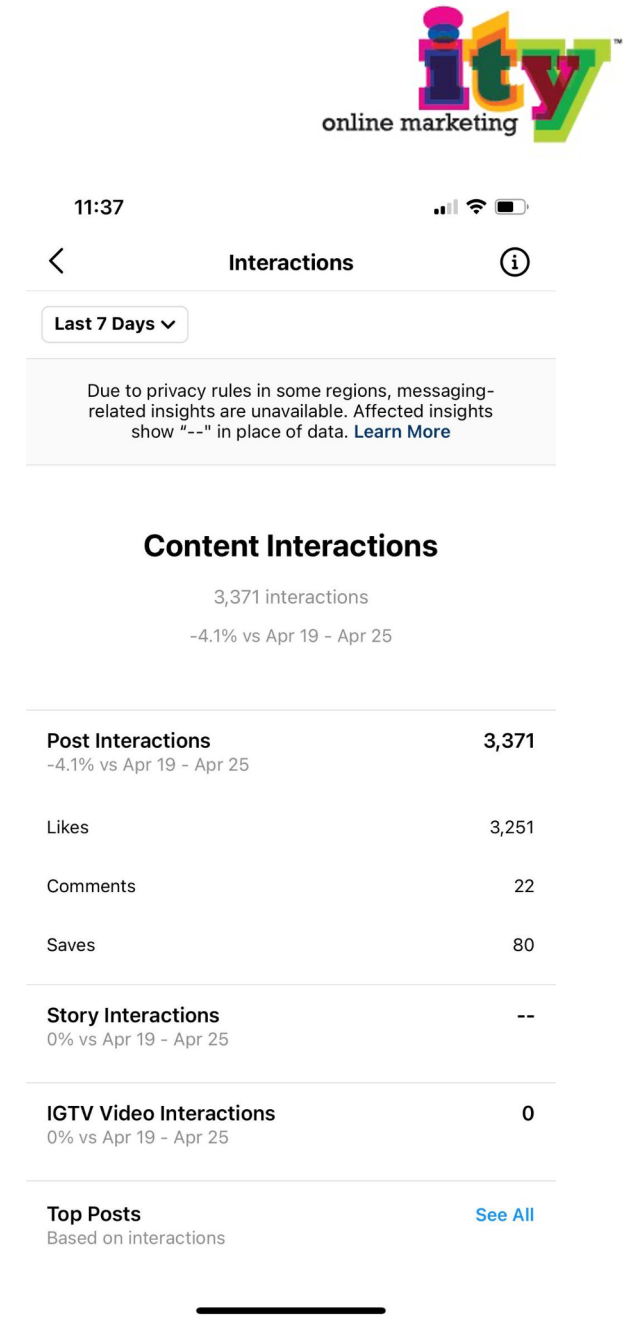
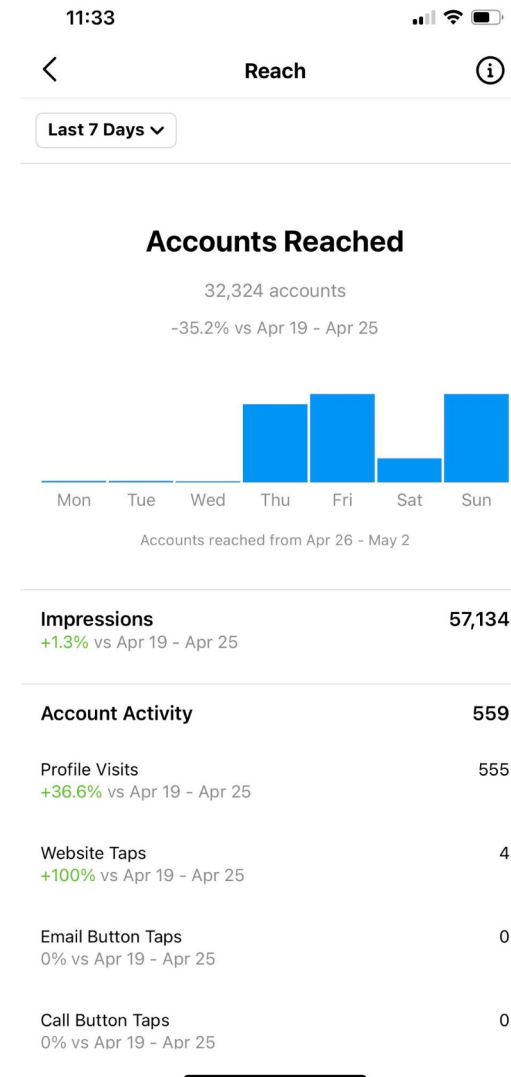
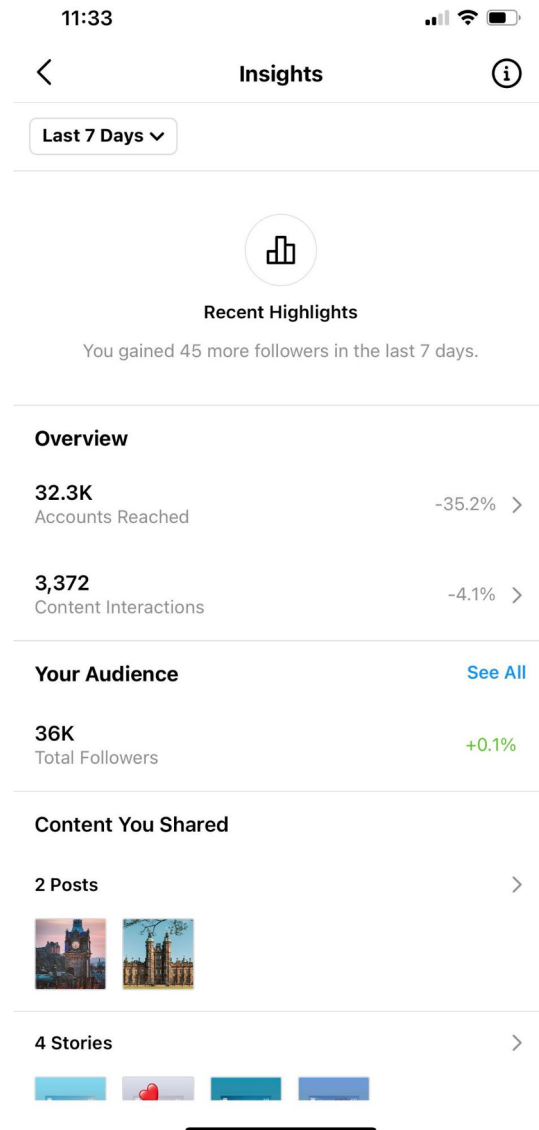


Instagram : Insights

A business profile gives us access to insights at a profile and posting level.

At a profile level

- Accounts Reaches
- Content Interactions

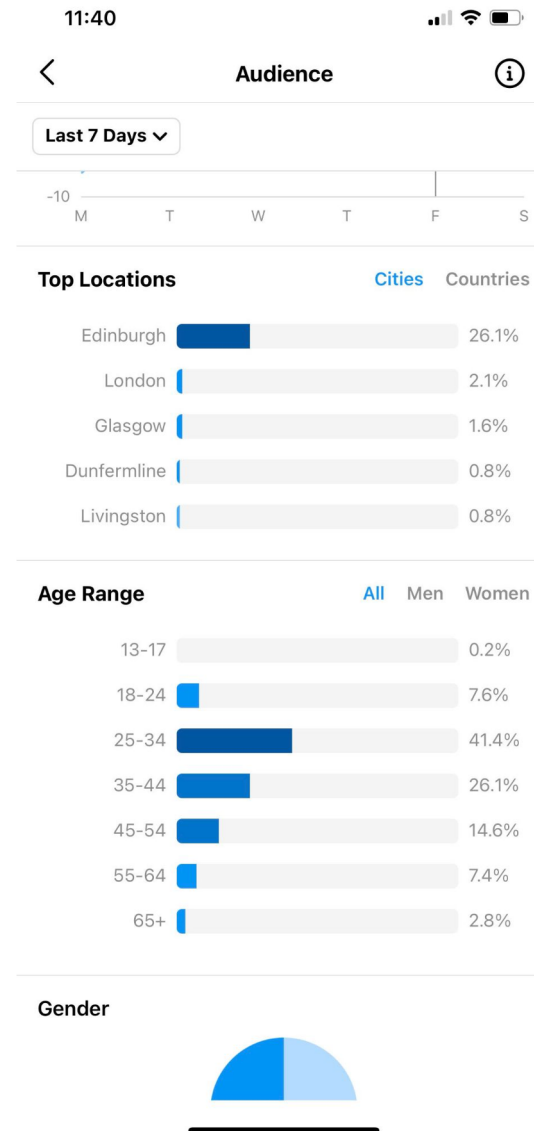
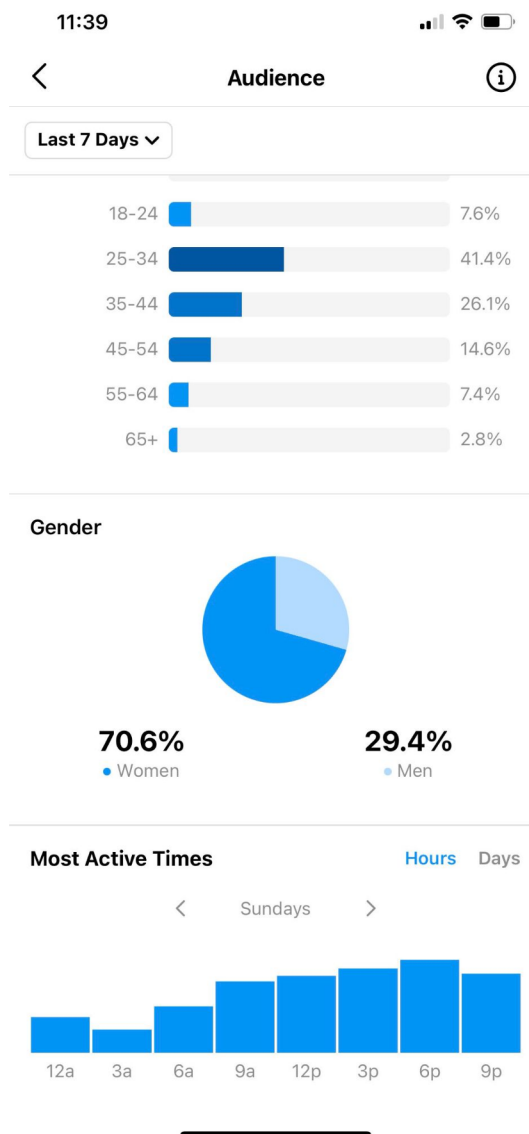




Instagram : Insights

You can also gain an understanding of who the people are that follow you.

- Age
- Gender
- Location
- Time when Active



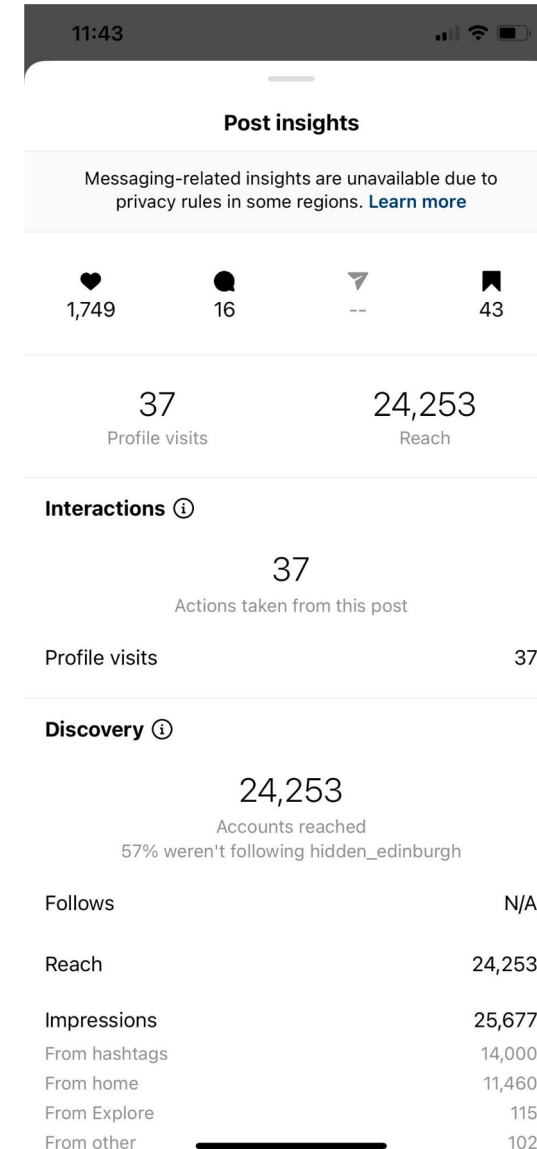
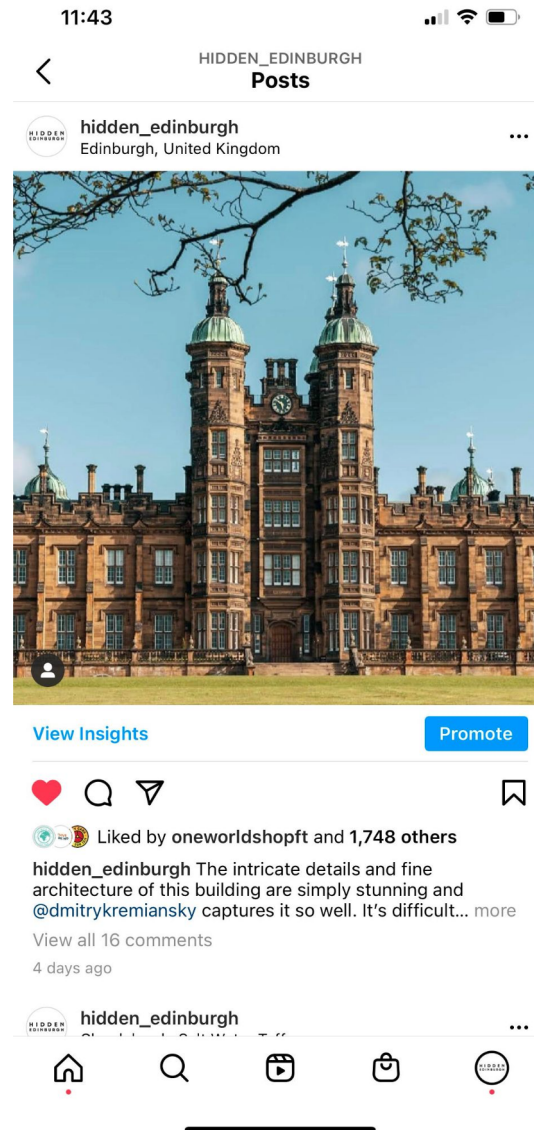


Instagram : Insights

At post level you have info on how each piece of content is performing.

Key things are

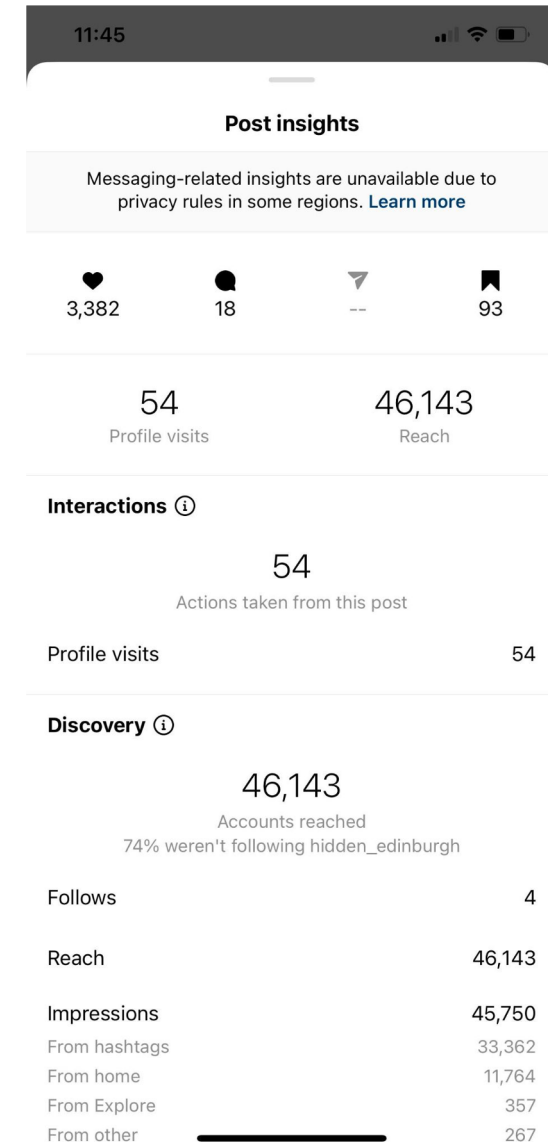
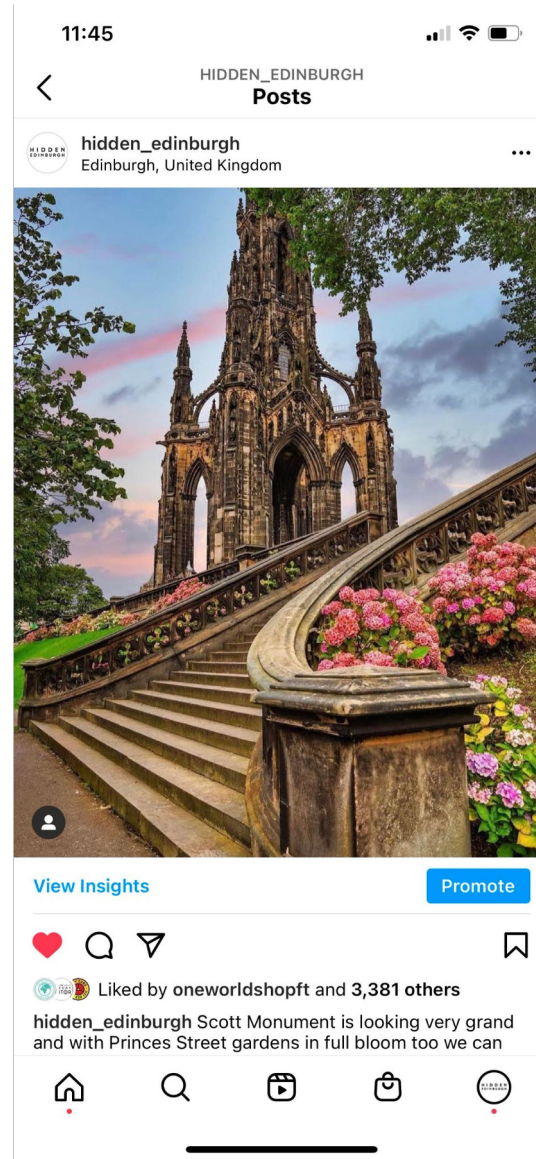
- Comments
- Shares (hidden in EU)
- Saves
- Likes - less important more a vanity number





Instagram : Engagement

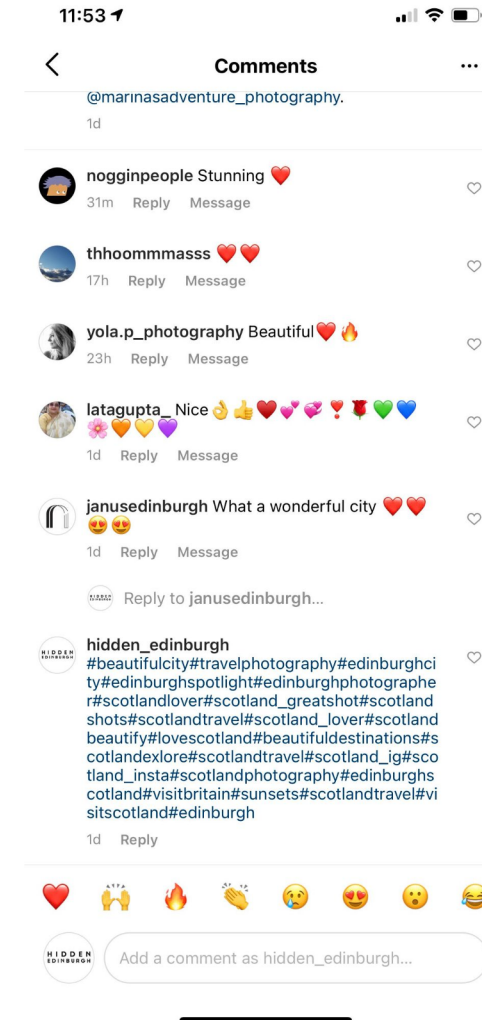
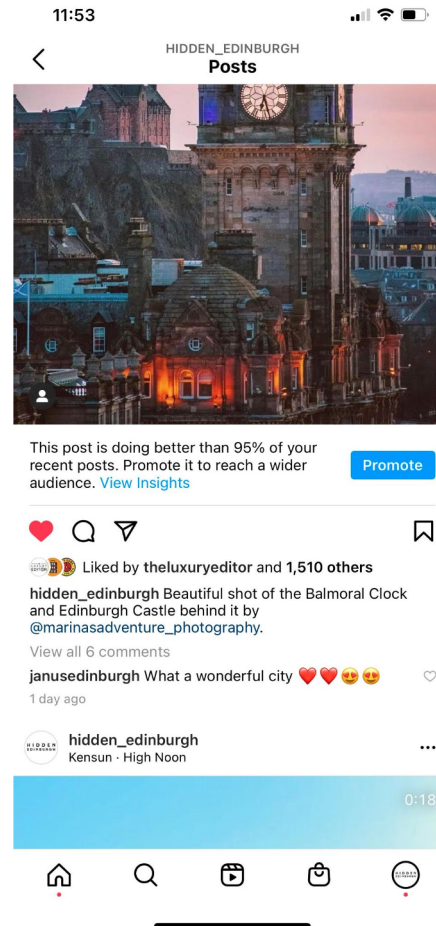
- Instagram is heavily engagement based - it will only show your content to a fraction of your following (approx. 10%).
- So to reach more people you need the content to have high engagement in the first hour of the post going live or the posting will drop off quickly.
- Saves and shares and comments are key to Instagram showing your content to more people.
- Likes are a vanity metric and is not shown now to some people.
- ALWAYS reply to people - especially when you first post content as it will increase engagement.





Instagram : Hashtags

- Hashtag research is essential!
- You can have up to 30 hashtags in a post, we suggest using around 20/25 in a post.
- Keep hashtags in the first comment (easy to delete later on if you want to keep the profile clean).

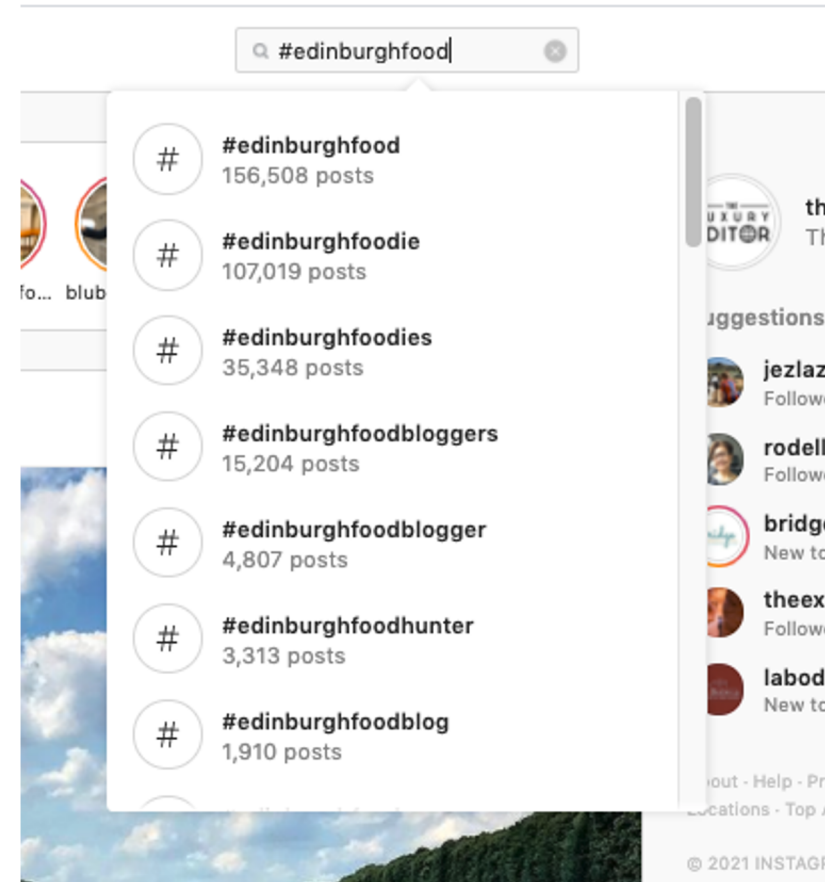




Instagram : Day to Day Growth

Instagram is **time consuming** and **even more so now**. In the past you could post something up and almost forget about it, not now :/

If you have a low number of followers use the basics “like” and “comment” and use the hashtags you have discovered as a referent point and engage with these people’s content.





Instagram : Publishing An Image Best Practice

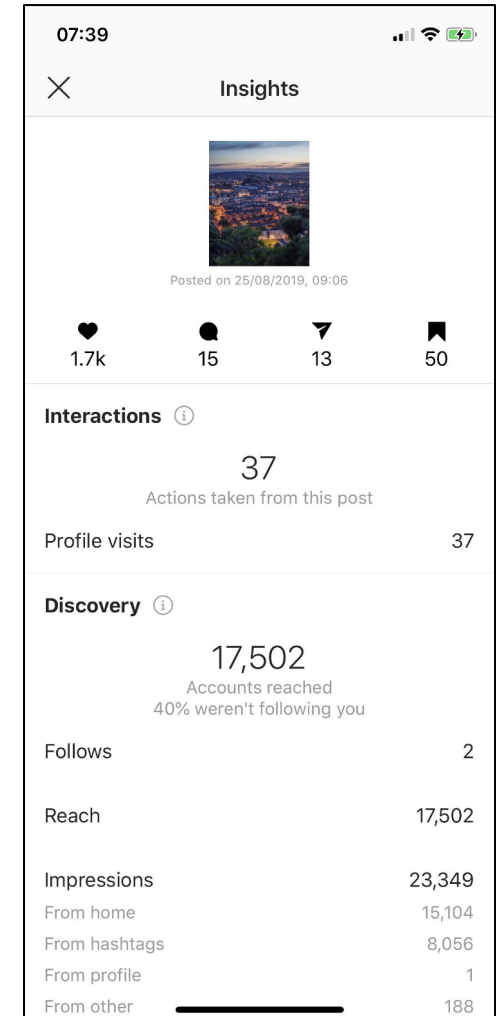
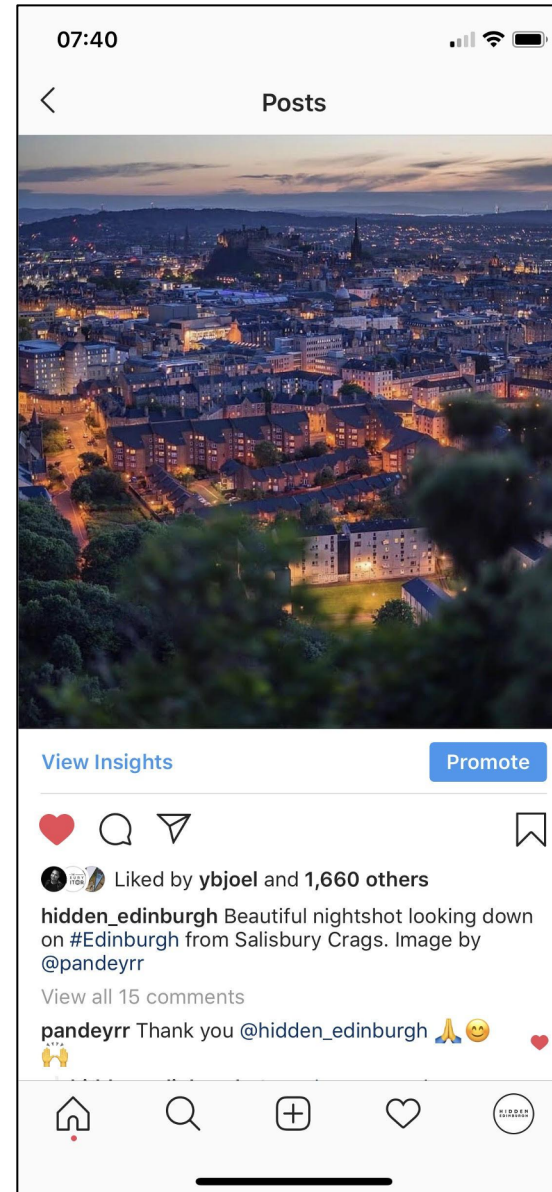
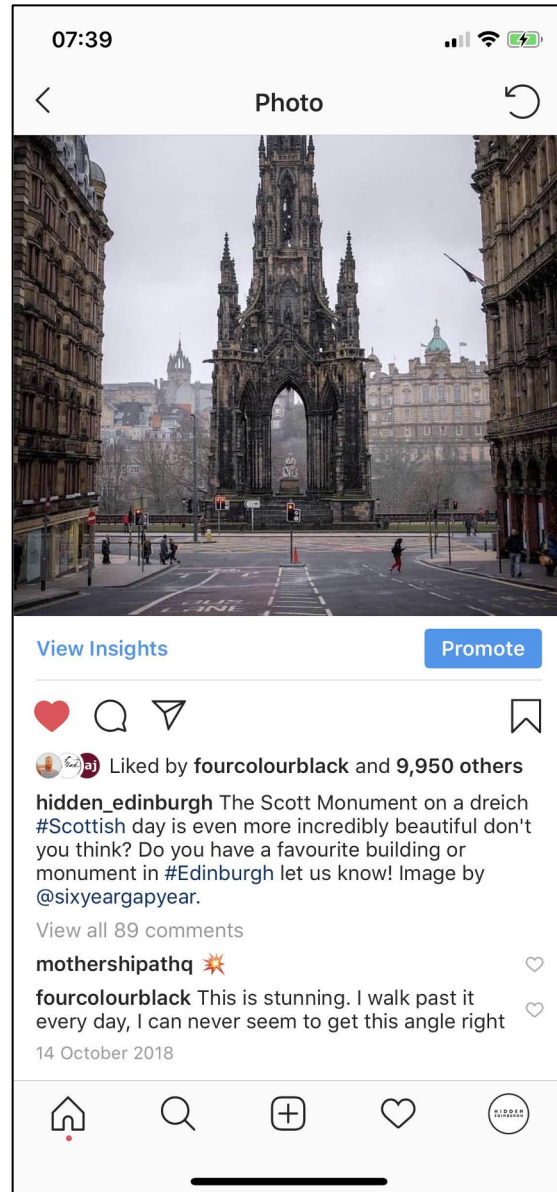
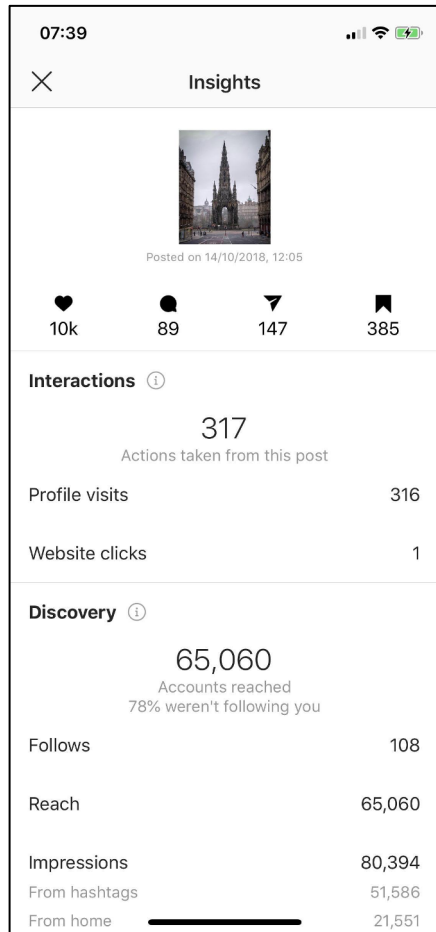


- Ask a question or statement that creates discussion/comments
- Put your hashtags in the first comment
- Tag people in the image where possible (tag bigger accounts too)
- Use the location tab.





Instagram : Comments





Questions





Next Sessions.....



Facebook

Daily tasks to grow your profile

Different content formats and when to use which type i.e. images, albums, stories, videos

How to write copy that people engage with.

Using insights and analytics to improve performance.

Instagram

Understanding the algorithm i.e. likes, shares, saves, comment

Day to day tasks to grow your profile

Different content formats i.e. feed posts, albums, video, guides, reels stories

How to write copy that people engage with

Understanding insights and analytics to improve performance.

Instagram Hashtag Research & How to Use Hashtags to Increase Reach

How to do hashtag research

The Hashtag ladder

How to use hashtags

How to monitor how well they are working