

Why Social Media

James Tyree, TSET Health Communication Consultant

Maddie Shandy, VI Marketing and Branding Social Media Coordinator



Why Social Media?

- Fast and efficient
- Easy to access in “mobile” society
- Instant interaction with customers
- Free or low-cost

Facebook still rules social media



- 71 percent of Americans
- 210 million U.S. users!
- 74% of users visit daily
- 88% access via mobile

* data via Hootsuite

Other major social media platforms



Instagram

- Photo/video sharing
- All ages; most popular among younger adults
- About 37% of Americans are on Instagram

Other major social media platforms



Twitter

- News/info sharing via short posts/images
- Only 67 million U.S. users but still influential
- Great for breaking news

Other major social media platforms

- **YouTube** – Tremendously popular video site, less so for sharing news & updates
- **Pinterest** – Like a vast online scrapbook for business, most popular among women
- Others out there for specific audiences

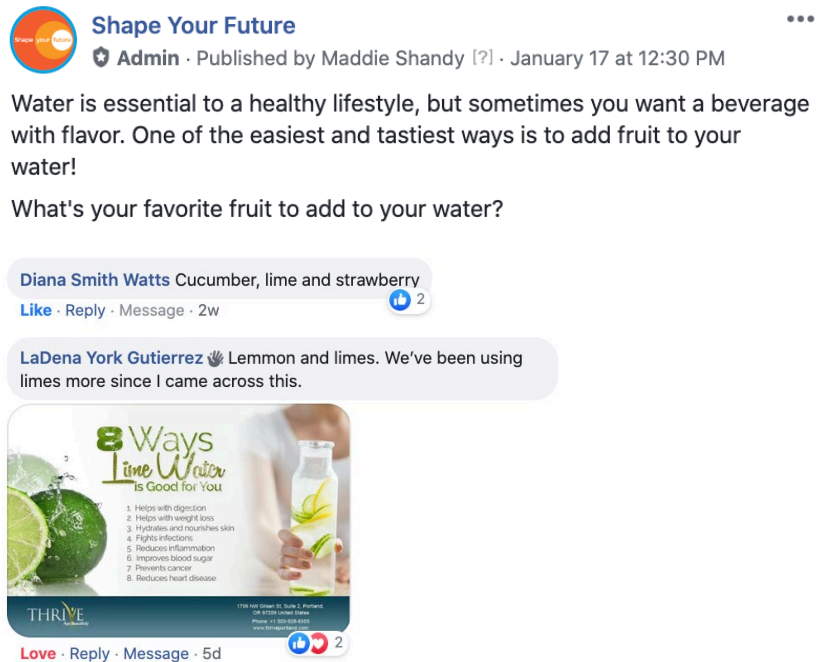
LAUNCHING PAGES

Business vs. Personal Pages

- Business:
 - Key Information
 - Ensure all About Information is accurate
 - Could serve as website
 - Provides data/insights
 - Allows you to advertise
 - Can list team members
- Personal Pages:
 - Build personal connections
 - Ensure your company page is listed on your profile

Facebook Groups

- Create community
- Use the group as a forum
- Receive immediate feedback
- Public, closed, secret




Shape Your Future Admin · Published by Maddie Shandy [?] · January 17 at 12:30 PM

Water is essential to a healthy lifestyle, but sometimes you want a beverage with flavor. One of the easiest and tastiest ways is to add fruit to your water!

What's your favorite fruit to add to your water?

Diana Smith Watts Cucumber, lime and strawberry
Like · Reply · Message · 2w

LaDena York Gutierrez Lemmon and limes. We've been using limes more since I came across this.



Love · Reply · Message · 5d

Facebook search bar: oklahoma farmers market

Navigation: Rachel Home Create [Icons]

Navigation: All Posts People Photos Videos Marketplace Pages Places **Groups** Apps Events Links


Filter Results

SHOW ONLY

- Any Group
- Public groups
- Private groups


MEMBERSHIP

- Any Group
- My groups




Oklahoma Farmer's Market + Join

Group
This group is for meat, eggs, and vegetables produced in Oklaho...
10 posts a week




Oklahoma Farm Swap Meet + Join

Group
Welcome to the Oklahoma Farm Swap Meet! We are an online me...
70 posts a day



Oklahoma farmers buy sell and trade + Join

Group
50 posts a day
👤 38 members said they went to University of Central Oklahoma



Southern Oklahoma Farm & Ranch Connection + Join

Group
This group is for residents in Southern Oklahoma and Northern T...
20 posts a day

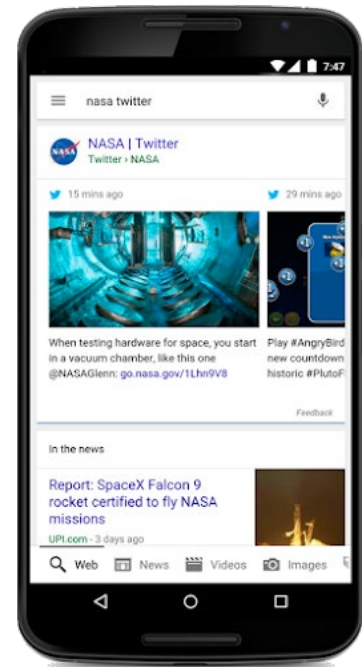
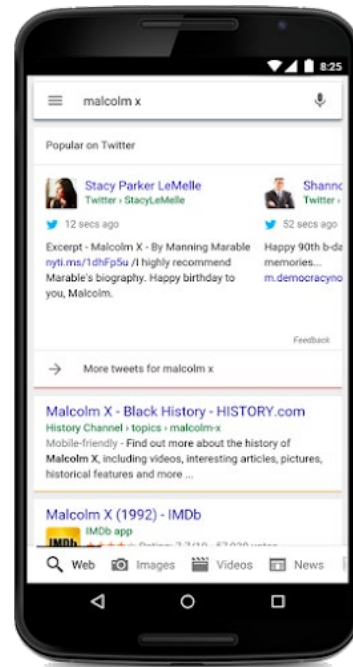
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Facebook © 2020

Increase your page's searchability

- Make sure your user name and handle match your brand name
- Optimize your bio, photos and links (consider SEO)
- Insert Google's markup code to your website
- Consider keywords in your posts
- Consider the business categories you select on Facebook
- Ask for reviews



CONTENT PLANNING

What should I post?

Consider Your Audience

- Why would they visit?
 - Eating healthy / organic
 - Freshness
 - Selection
 - Local
- What are the barriers?
 - Perceived cost
 - Transportation
 - Limited knowledge / intimidated by the unknown

Messaging

- Outline 3 – 5 top messaging themes and ensure each post addresses or reinforces them:
 - We are local
 - We are readily available to help
 - We have a fresh selection
 - Accessibility
 - We accept SNAP benefits or post pricing to remove uncertainty



Community Management

- Like and respond to comments
- Engage with other farmers markets, market sponsors, etc.
- Be a resource

Kara Patterson How can I just save the 5 workout chart?

Like · Reply · Message · 4d



Author

Shape Your Future Hi Kara, thanks for your question! We've attached a photo of just the workout plan, so you can save it on your phone or computer. Let us know if you have any other questions!



Peggy Ann Alluvot Hoover Yummy

Like · Reply · Message · 1w



Author

Shape Your Future Thanks, Peggy! Check out more healthy and tasty recipes on our website at <http://bit.ly/2MrqhYH>.



SHAPEYOURFUTUREOK.COM

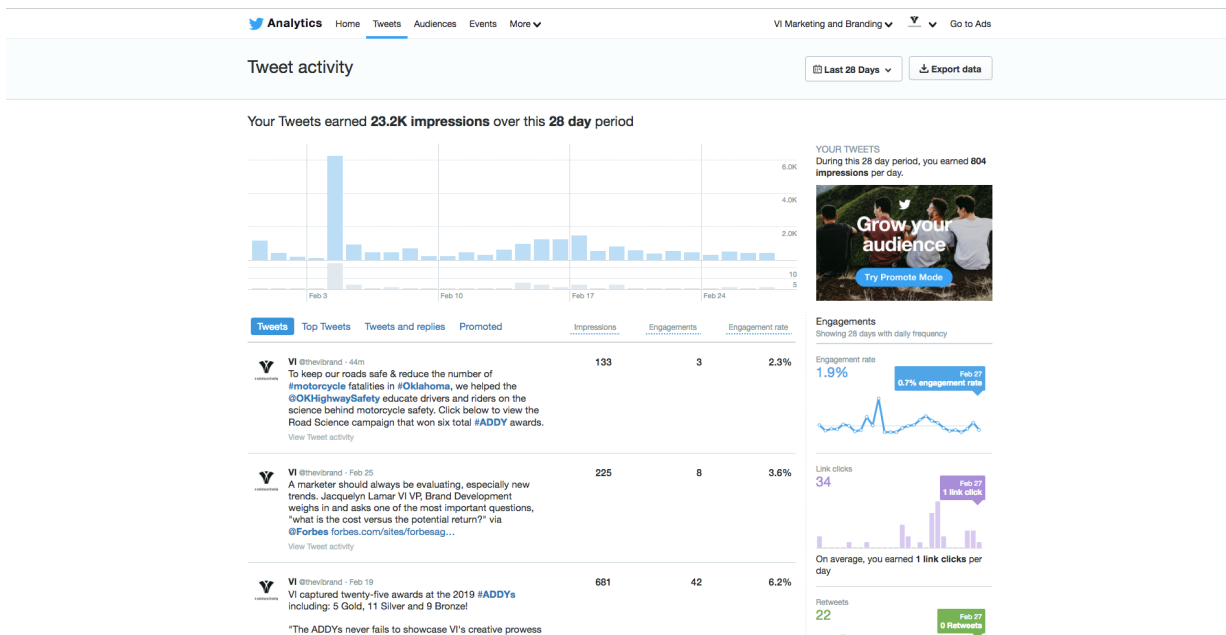
Recipes | Shape Your Future

Key Metrics to Watch

- Reach = individual users who saw the posts
- Impressions = amount of times the post was viewed
- Click-through-rate (CTR) = the number of clicks divided by impressions
- Engagement Rate = engagements divided by impressions
 - Engagements = views, clicks, reactions, shares

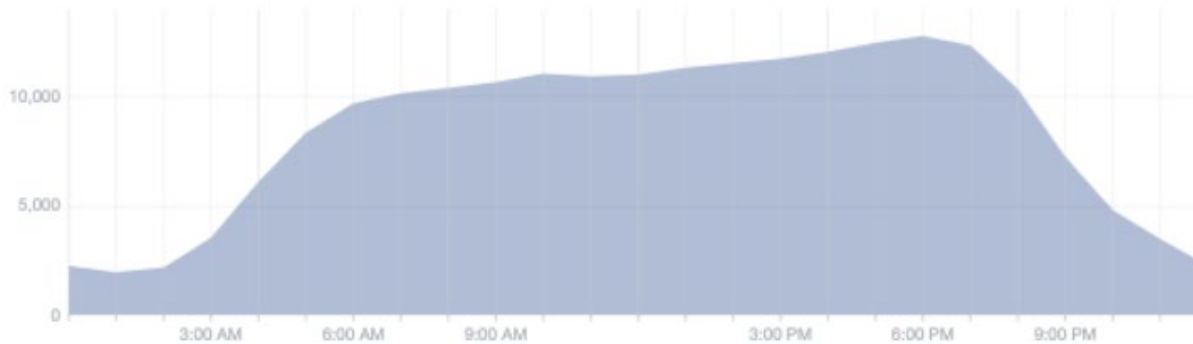
What's working?

- Every social platform offers free analytics, if you're a business account



Facebook Analytics

TIMES

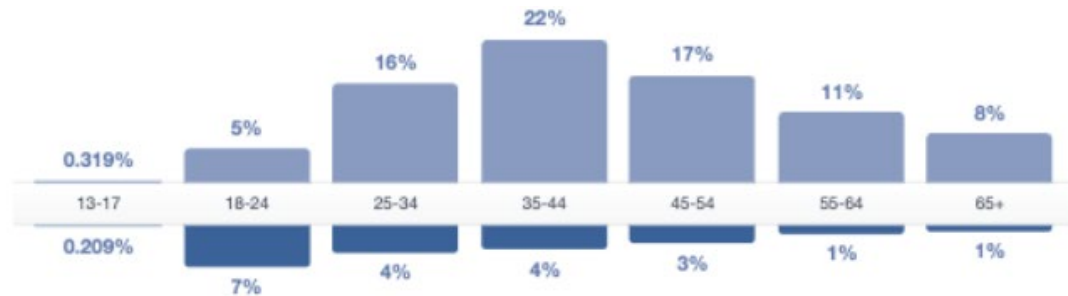


Women

79%
Your Fans

Men

20%
Your Fans



TIME TO SPREAD THE WORD

Get social about your social

- Invite people to follow you on social media
 - On business cards
 - Email signatures
 - Your website (more on that later)
 - Flyers and signs

Post early and often

- Post often to keep people coming back
- Announcements/events/calendar items
- Photos/videos
- Respond to customer feedback
- Share relevant content from other sites

Basics to remember:

- Who, what, when, why, where, how
- Be brief but clear -- not everyone knows what you know (landmarks/abbreviations)
- Visuals stand out, such as ...












Questions so far?



EXPAND YOUR REACH

Launching Paid Social Advertising

Consider Your Objective

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

Narrow Your Audience

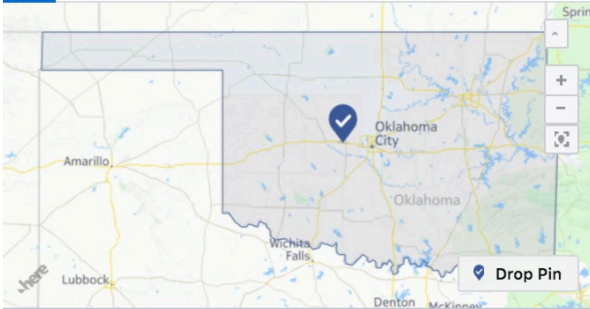
Locations ⓘ **Everyone in this location** ▼

United States

📍 Oklahoma

📍 Include ▼ | Type to add more locations | Browse

📘 Your audience location has been changed from United States to Oklahoma. Undo Change



Add Locations in Bulk

Age ⓘ **18** ▼ - **65+** ▼

Gender ⓘ **All** Men Women

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors **Suggestions** [Browse](#)

- ▶ **Demographics** ⓘ
- ▶ **Interests** ⓘ
- ▶ **Behaviors** ⓘ
- ▶ **More Categories** ⓘ

- Watch the audience size
- Consider the radius
- Budgets can go a long way!

The screenshot displays the Facebook Ads targeting interface. At the top, the location is set to "United States" with a specific address: "600 E Robinson St, Norman, Oklahoma, United States". A radius of "+ 10mi" is selected. A notification states: "Your audience location has been changed from Oklahoma to 600 E Robinson St, Norman, Oklahoma, United States. Undo Change". Below this is a map showing a blue circle centered on Norman, Oklahoma, with a "Drop Pin" button. The "Add Locations in Bulk" section includes filters for Age (18 - 65+), Gender (All, Men, Women), and Languages (Enter a language...). The "Detailed Targeting" section is set to "INCLUDE people who match at least ONE of the following" and lists interests: "Farm-to-table", "Farmers' market", "Local food", "Organic farming", and "Sustainable agriculture". It also shows "Interests > Food and drink > Food" with "Organic food" selected. At the bottom, there are options to "Exclude People or Narrow Audience" and a checked box for "Expand interests when it may increase conversions at a lower cost per conversion".

Estimate Doesn't Include Facebook Stories
Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size
Your audience selection is fairly broad.

Potential Reach: 220,000 people
Your detailed targeting criteria is currently set to allow interest expansion.

Estimated Daily Results
Based on 1-day click conversion window

Reach: 315 - 1.8K

Conversions: 8 - 51

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Creative Tips

- Actionable
 - Clear calls-to-action
- Creative with less than 20% copy
 - Show selection
- Messaging considerations
 - Remember themes!

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Refresh your refrigerator with some fresh produce. Find some at a farmers market near you!

Farmers Market LOCATIONS

SHAPEYOURFUTUREOK.COM
Find a Farmers Market [Learn More](#)
Click for locations.

👍❤️ Jenny Nygren, Marilyn Mouse and 105 others 7 Comments 14 Shares

👍 Like 💬 Comment ➦ Share

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TRACKING

QUESTIONS?

