

# HOW TO USE SOCIAL MEDIA LIKE A PRO

Pro tips to make the most of your time



# TIPS

1. Start with a Plan
2. Pick a Platform
3. Know Your Audience
4. Build Relationships
5. Pay Attention to Trends
6. Use Scheduling and Automation
7. Track and Refine Performance



# 1. START WITH A PLAN



## 2. PICK A PLATFORM

- Go with the platform where your users are
- Know the demographic and how people are using that platform
- Post content specific to that platform's strengths

### **Facebook – 2.6 Billion Users**

- Videos, Events, and Conversational Posts

### **Instagram – 1.07 Billion Users**

- Behind the scenes photos, videos and stories

### **Twitter – 192 Million Users**

- Conversational Content

### **YouTube – 2.3 Billion Users**

- Medium length videos (3-9 minutes)

### **Pinterest – 459 Million Users**

- Vertically oriented pins for inspiration



# 3. KNOW YOUR AUDIENCE

- Who are you posting for?
- Create Personas for your content and write posts for them

## • **Wine Club Member**

- Member for 2+ years
- Always attends events
- Often likes/shares your posts

Susan



## • **Regular Customer**

- Visits every 2 weeks
- Always brings friends to the winery
- Considering Wine Club

Maria



## • **Social Media Top Fan**

- Always likes every post
- Shares your content with friends
- Posts about his favorite wine

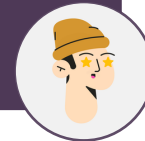
Mark



## • **Facebook Lurker**

- Likes your page
- Silent supporter
- Occasionally likes your posts
- Never been to your tasting room

Tony



## • **Curious New Customer**

- Looking for something to do on Saturday
- Lives 30 minutes away

Mary



# 4. BUILD RELATIONSHIPS



- When people engage with your content, engage back.
- Reply, like, comment, share
- Facebook & Instagram use engagement to help determine which posts a user should see.

For most Facebook users,  
there are **more than 1,000 potential newsfeed posts** at any one time



# 5. PAY ATTENTION TO TRENDS

- Keep up with how others are posting
- Explore new ideas
- See what others are doing and make it your own
- Keep in mind this is about the type of post as well as why people are using social media

## Reasons why People use Social Media Today

1

- Stay up to date with announcements and current events

2

- Find something funny or entertaining

3

- Fill up spare time

4

- Stay in touch with friends

5

- Share photos or videos with friends



# 6. TRACK AND REFINE YOUR PERFORMANCE

2021 #NCWine Digital  
Media Summit

- Define key metrics that you can easily measure
- Your key metrics will depend on the goal you set
- Common Metrics:
  - Impressions
  - Reach
  - Engagement
  - Page Views
  - Conversion
- It's easy to start monitoring, go to <https://business.facebook.com/> and click Insights
- Want more metrics? Use services like bit.ly and Google Analytics to track even more data



<https://bit.ly/BobTalksAnalytics>



# 7. USE SCHEDULING AND AUTOMATION

- Social media doesn't have to be a 24/7/365 thing
- Set aside time to write posts, schedule them, and then follow up on engagement
- Use your content calendar to help you with post content and ideas



Tools to help  
along the way

## Scheduling

- Facebook Business Manager
- Hootsuite

## Automation

- Hootsuite
- Buffer
- IFTTT

## Content Planning

- Trello
- Air Table
- Google Calendar



# THANK YOU FOR ATTENDING!

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