

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the slide, with a higher concentration in the top-left and bottom-right corners. Each droplet has a highlight and a shadow, giving it a three-dimensional appearance.

SOCIAL MEDIA CAMPAIGNS

HOW MUCH IS TOO MUCH?

THE SHORT ANSWER...

- It depends
- Goals and objectives are a big factor in how much you should post

Post more frequently

- Special events
- Grow your audience
- Increase engagement

Post less often

- Retain followers
- Maintain brand
- Don't offend

- But you still need to post...

CREATING GOALS & OBJECTIVES

Setting realistic goals will help you determine your posting frequency

To set realistic goals, they should be:

- Specific
- Measurable
- Attainable
- Relevant
- Time based

Objectives will help you meet your goals


- Defines the measurable action needed to meet your goal

EXAMPLE GOALS & OBJECTIVES

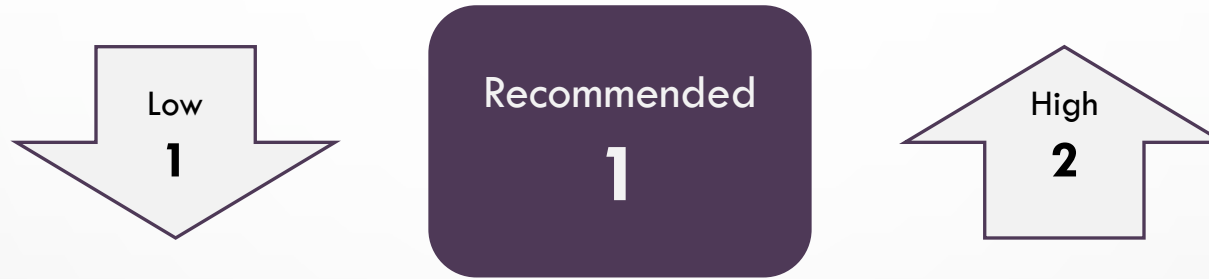
Goal Type	Goal	Objectives
Grow your brand	Add 200 new followers in the next 6 months.	<ul style="list-style-type: none">• Post once a day on Facebook for next 6 months• For each event in the next 6 months, post one promotional paid ads• Train tasting room staff on a “like us on Facebook” campaign for all visitors
Turn customers into advocates	Receive 10 new recommendations on Facebook in the next 6 months from people who visit your tasting room	<ul style="list-style-type: none">• Once a month, create a post asking users to write a recommendation• Train tasting room staff to ask for a recommendation on Facebook.
Drive leads and sales	Increase online sales from social media by 10% in the next 12 months.	<ul style="list-style-type: none">• Create 3 low-cost shipping/pick up specials and promote with a \$10 spend on Facebook ads.



HOW MUCH SHOULD YOU POST

- The next few slides will go over recommendations for how much to post for each channel
 - Keep in mind, these are only suggestions
 - Your posting strategy will depend on the goals you set and what you want to achieve
 - Try a strategy and stick with it for 30 days
 - Measure your results afterward and decide if it's working for you
- 

FACEBOOK



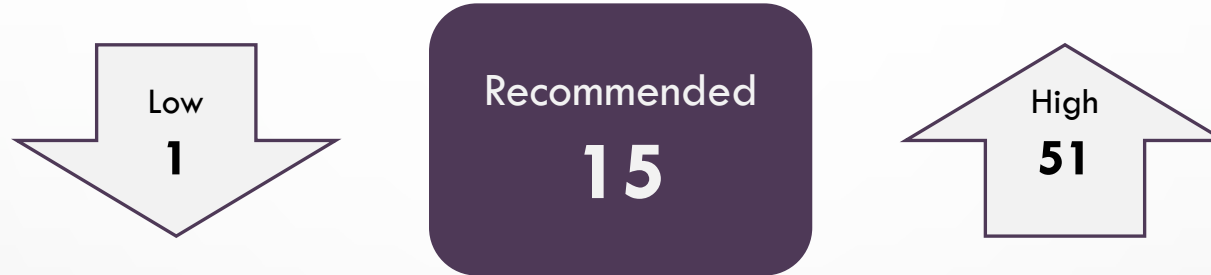
- 1 post per day should be enough to get you in front of your audience
- Pay attention to the time of day you post and engagement to plan for the best post times
- 3 posts per week should be the absolute minimum

INSTAGRAM



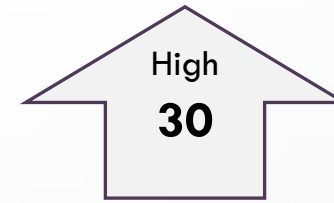
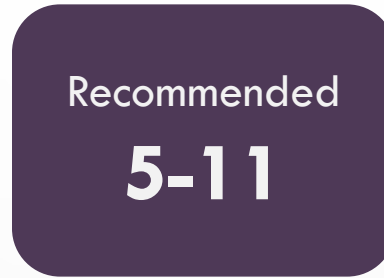
- 1-2 posts per day
- More posts per day is acceptable during events (up to 10 pictures)
- Consistency is key – stick to a posting strategy for at least 30 days

TWITTER



- 15 tweets per day
- Twitter is a fast-paced network, engagement is key
- Most re-tweets and comments will appear within 60 minutes of a tweet
- It's ok to re-tweet your earlier posts, but try to create 7 new posts per day

PINTEREST



- 5-11 pins per day
- 3 pins in the minimum, 30 is the max
- Up to 20 per day will help with visibility

THANK YOU FOR ATTENDING!

Social Media Campaigns How Much Is Too Much?

- The number of posts will depend on your goals
- Post more frequently around events or to grow your audience
- Try a strategy for 30 days, measure the results and adjust

	Recommended	Min	Max
Facebook	1	1	2
Instagram	1-2	1	3
Twitter	15	1	51
Pinterest	5-11	3	30

JOE BROCK

JOE@NCWINEGUYS.COM

MATT KEMBERLING

MATT@NCWINEGUYS.COM

@NCWineGuys

Facebook, Instagram, Twitter

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