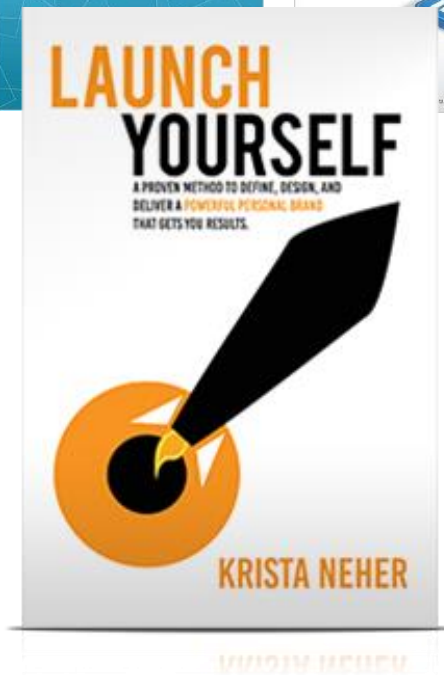
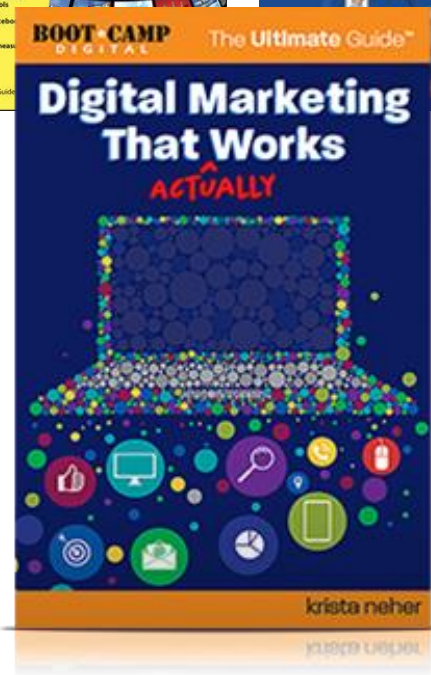
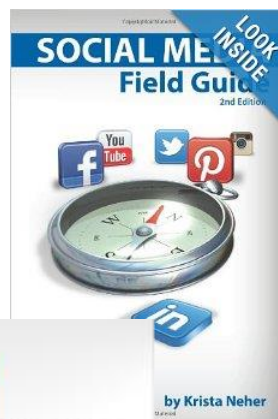
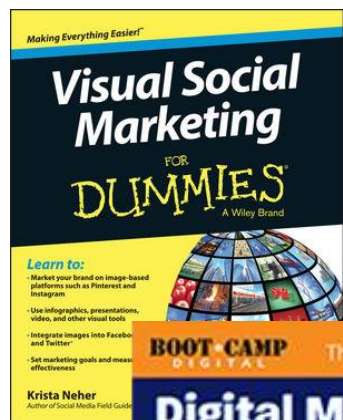




Social Media: Power up Your Results

How to grow your impact with strategic social media.

About Krista

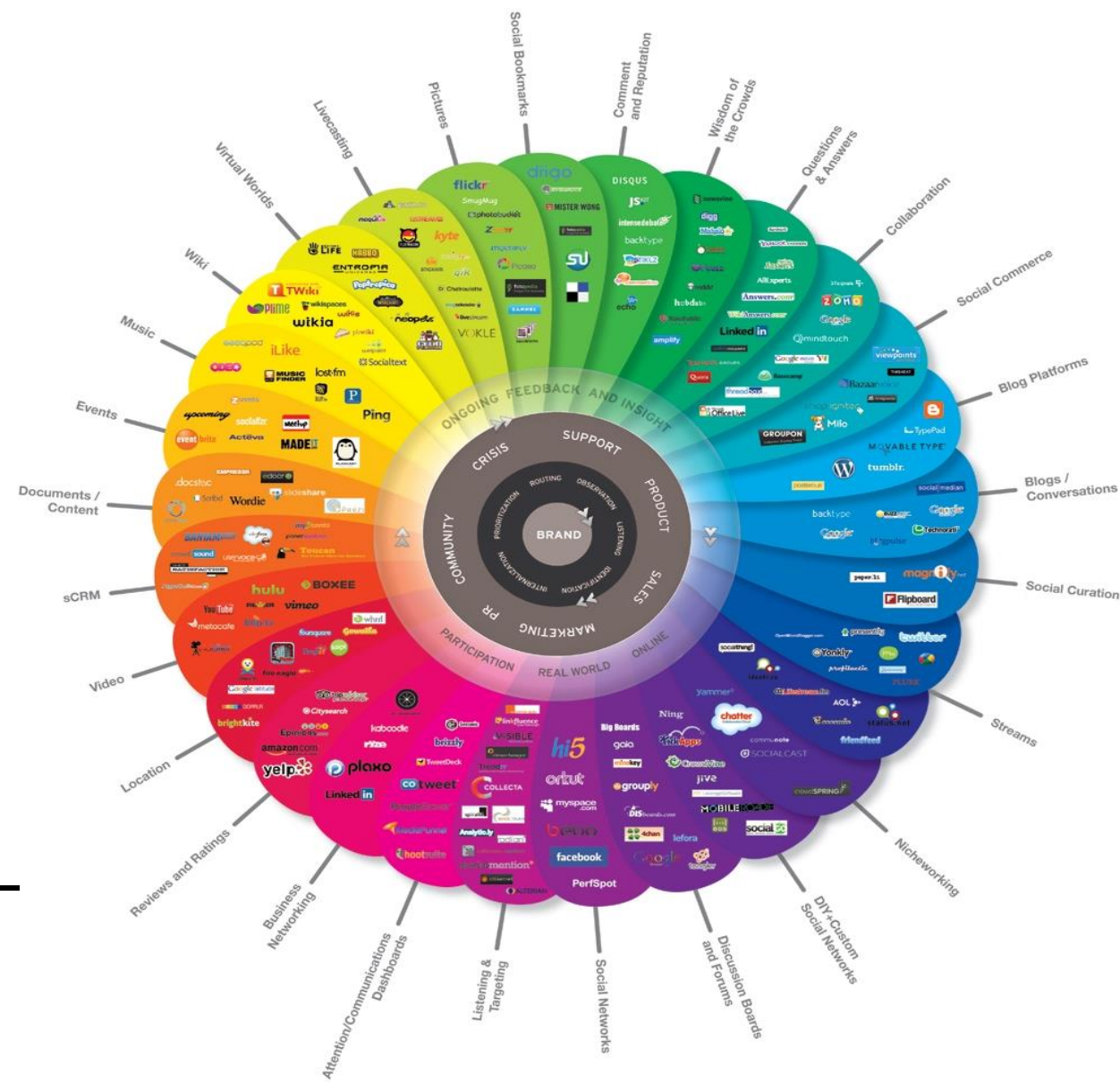


As seen on and in:

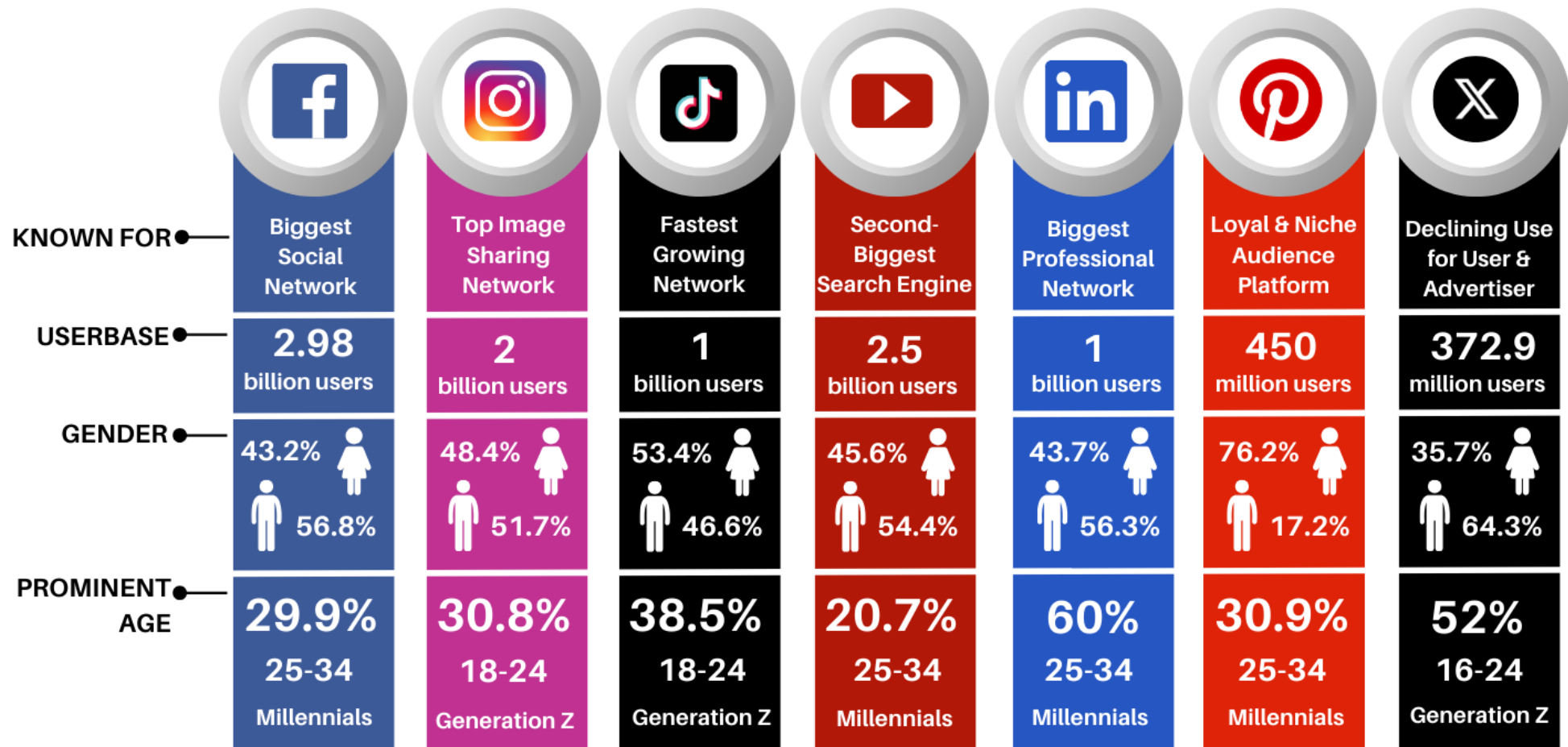


Social Media can seem overwhelming. Reality:

- Handful of networks really matter
- It doesn't change that fast
- A strategy is your key to long-term success



Reality: A Few Big, Long-Term Players

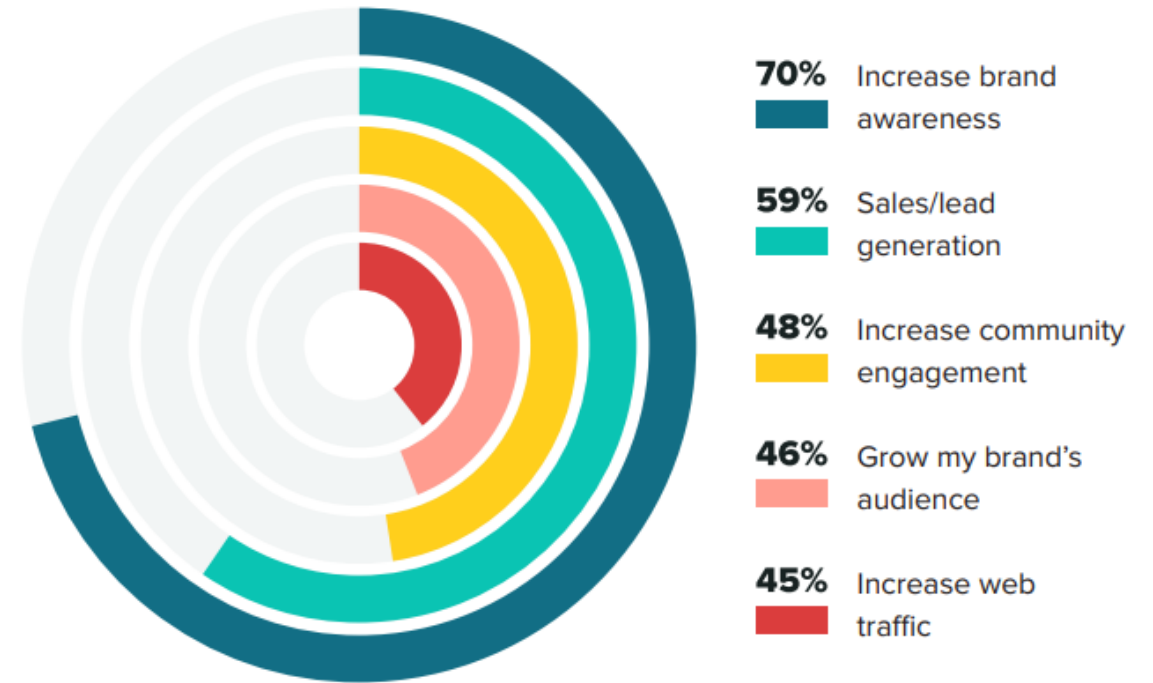


Agenda for Today

- Social media overview
- Social networks deep dive
 - Facebook
 - Instagram
 - TikTok
- Social media tools
- Social media workflows

What are the Top Social Media Marketing Objectives?

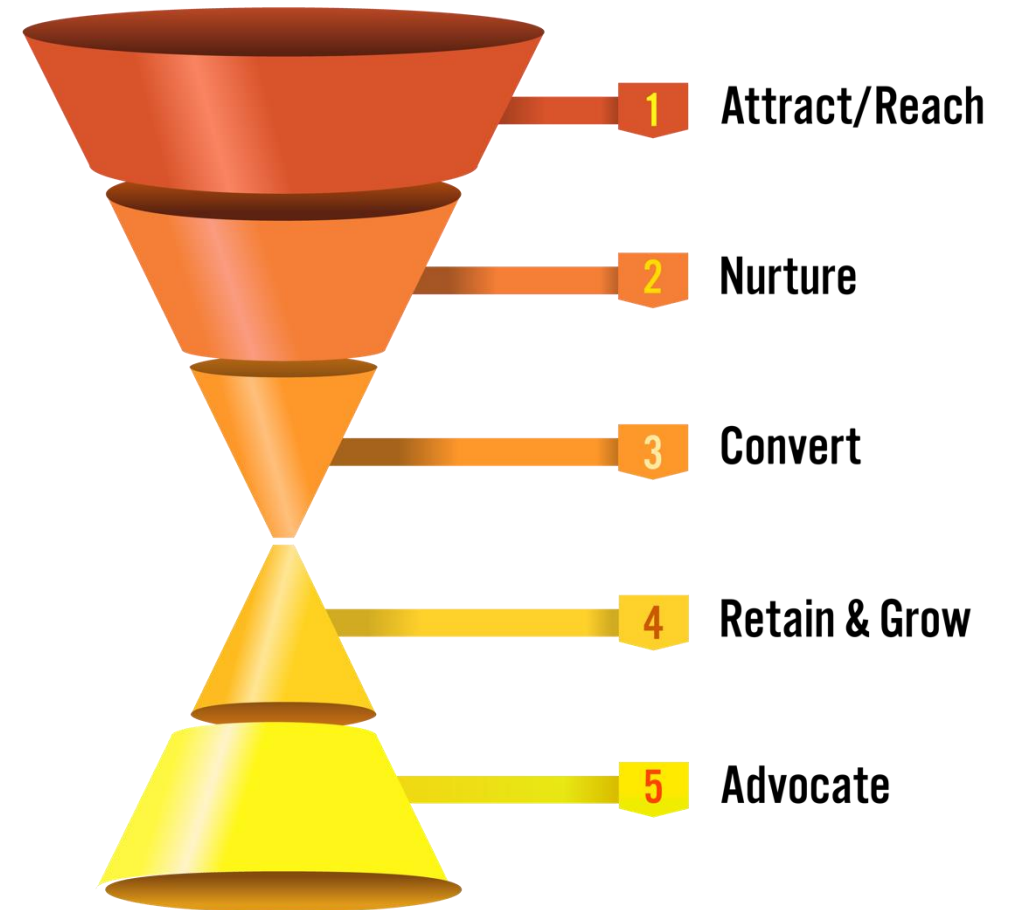
Social marketers' top goals for social



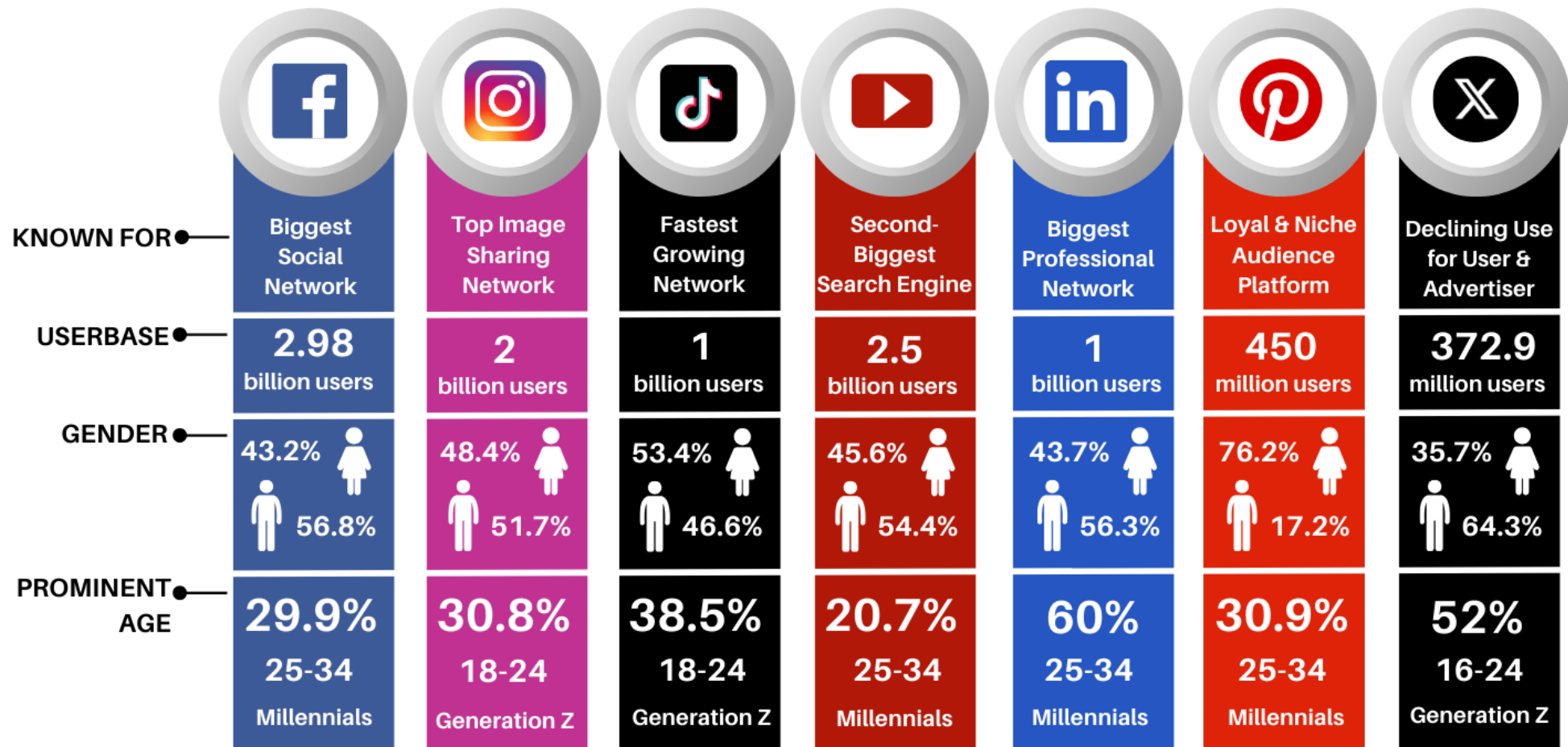
(Sprout Social)

Connect with Consumers in the Funnel

- It isn't about "pushing out content"
- Businesses have success throughout the funnel



Reality: A Few Big, Long-Term Players





Social Network Best Practices

How to optimize your presence

6 Ps to A Strong Social Presence

- Profile
- People
- Posting
- Participate
- Optimize
- Promote



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Social Network Workflows

Improve your efficiency

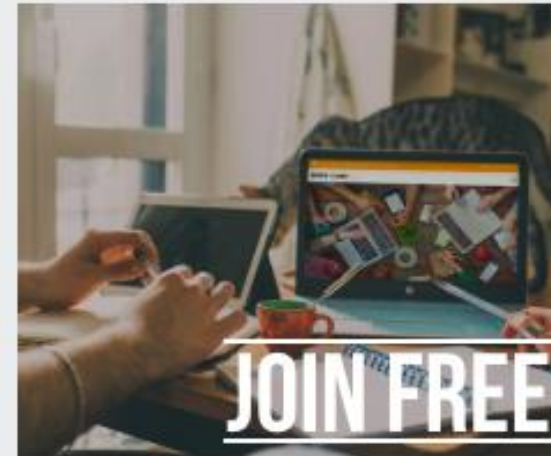
Simple Monthly Workflow

- -2 Weeks
 - Evaluate content from previous month
 - Analyze performance and learnings to incorporate into month ahead
- -1.5 Weeks
 - Create all content posts for the month ahead based on content plan + mix
 - Send posts for approval
- -0.5 Weeks
 - Finalize + improve posts
 - Schedule all posts for month
- Start of Month
 - Content begins posting
- Going
 - Review performance and optimize in real-time
 - Respond to comments, etc.

Tools

- Social Media Management
 - Meta business suite, sendible, later
 - Scheduling
 - Approvals
 - Responding
 - Listening
 - Reporting
- Content Creation
 - Canva, Adobe, AI

Do you want to do it Better or Faster?





Social Media Measurement

Know what works

Measure the Impact

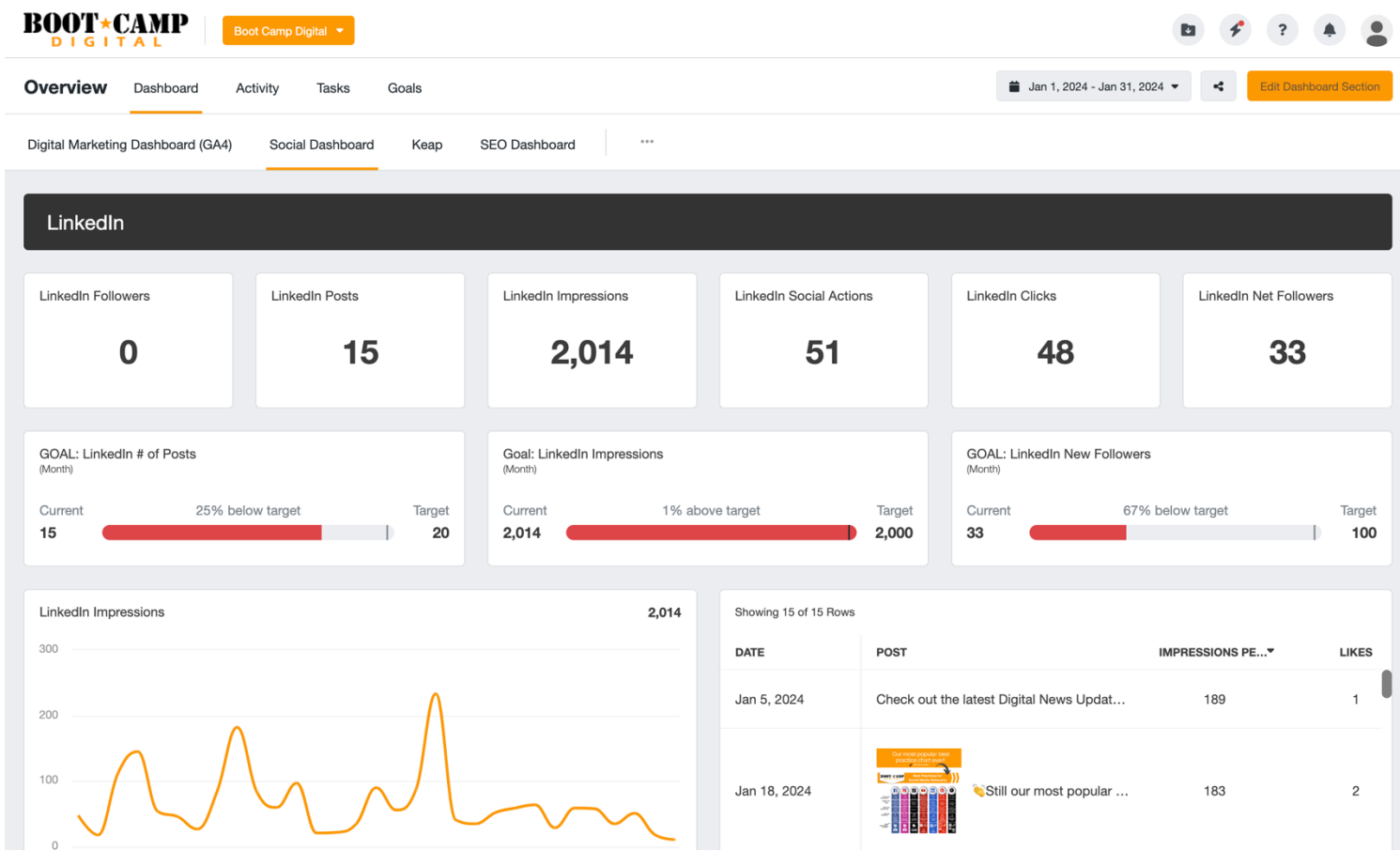
- What is your goal?
- What does success look like?
- What is your primary metric (KPI)?
- How often will you evaluate your success?

Measure the Impact (Example)

Instagram

- What is your goal?
 - Build awareness in my local community
- What does success look like?
 - Reach 2K local accounts per month
 - Engage with 20 strategic local accounts per month
- What is your primary metric (KPI)?
 - Reach – 200 per post, 2K accounts per month
- How often will you evaluate your success?
 - Monthly marketing review

Monthly Marketing Reviews



Let's Connect!



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