

#GOTSOCIAL

Tyra Burton





LOOKING AHEAD

- A few basics
- Platform specifics
- In-depth look at Facebook
- Live Broadcast
- Tips & Tricks
- Q & A

THE BASICS

Building blocks to success

3:06 PM
facebook.com

The Veritas Series by Chandler Steele - Red Hot Danger ~... (2) Chandler Steele

Chandler Steele

Page Messages Notifications 2 Insights Publishing Tools Settings Help



Chandler Steele
@ChandlerSteeleAuthor

Home About Photos Goodreads Events Likes Videos Posts Manage Tabs + Add Shop Section Promote

Status Photo / Video Offer, Event +

Write something...

This Week See All

12↓ Post Reach	1 Website Click	0 Shop Now
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Get More Sales for \$5
Promote your Shop Now button to more people.
Promote Shop Now

Chandler Steele
Published by Chandler Steele [?] · June 8 · ✨

The first chapter of CAT'S PAW has been "cleared" for release. This is how the mission began...

Cat's Paw - Chapter One
Good Guys. Bad Guys. White Hot Romance. What's not to love?
CHANDLERSTEELE.COM

156 people reached Boost Post

Like Comment Share

Chandler Steele Chronological

2 shares

Author

Search for posts on this Page

100% response rate, 5-hours response time
Respond faster to turn on the badge

105 likes 0 this week
Miriam D. Garrett and 3 other friends

12 post reach this week

See Pages Feed
Posts from Pages you've liked as your Page

Invite friends to like this Page

ABOUT

Chandler writes romantic suspense-filled stories featuring hunky heroes and brave, kickbutt heroines.

Typically replies within a day
Message Now

http://www.chandlerste... Promote Website

APPS

Goodreads

PHOTOS

AUTHOR BRAND

- Social media gives us the opportunity to reinforce
- Social voice
- Consistency
- Website as the brand hub



Target Markets

POSTING & TIMING

- Every target market is different
- Global means more posts
- Afternoons & Evenings
- Consistency
- A/B testing
- Curate your content
- Batch process to save time



PINTEREST

Where the girls are



Husband Things

68 Pins
Things my husband might like



- St. Louis Cardinals
- MLB
- Jimi Hendrix
- Cuff Links
- Pandora
- Dragon



28 Brilliant Garage Organization Ideas (With Pictures) †35k
Listotic
Tyra Burton Husband Things



\$79.99
Alfani Men's Spin Plain Toe Lace-Up Shoes
Macy's

Tyra Burton Husband Things



MODERN SLIDING BARN DOOR

a solution for clanky doors

FACTS & FIGURES

- Females dominate - 71%
 - 42% of online women
 - 13% of online men
- Ages 18-64, College Educated
- 100 million boards based on food
- 93% of pinners shopped online in the last month
- 20% of social referrals to eCommerce sites
- Images without faces received 23% more repins

POPULAR CATEGORIES



A white gift box filled with silver-wrapped items and a red heart-shaped object sits on a teal surface. In front of it is a white card with handwritten text: "He **POPPed** the question. Now it's my turn. Will you be my BRIDE?"

52,470 Repins
6,970 Likes
6 Comments

www.craftymorning.com
Weddings

[Pin it](#)



A collection of pink crocheted items, including a heart-shaped piece, a flower, and a textured fabric, displayed on a white surface.

219,862 Repins
27,037 Likes
8 Comments

blog.catchmyparty.com
DIY & Crafts

[Pin it](#)

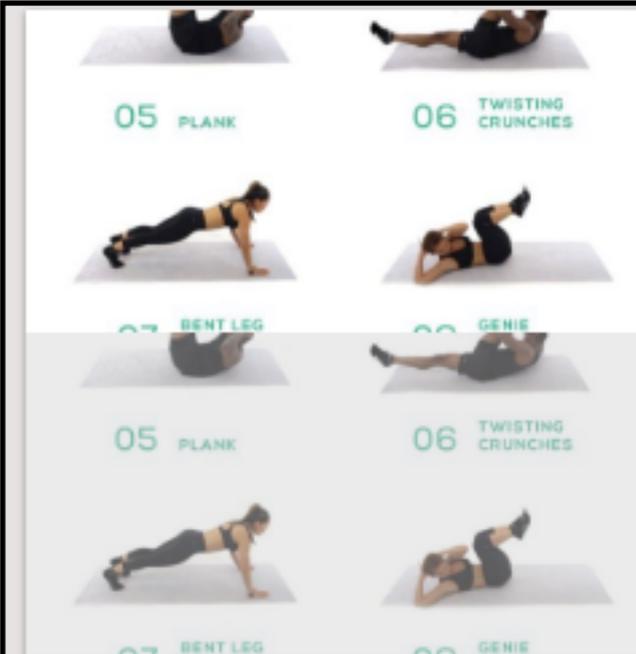


A close-up of a hand pulling apart a golden-brown braided bread topped with melted cheese and herbs.

104,304 Repins
14,173 Likes
8 Comments

www.laurenslatest.com
Food & Drink

[Pin it](#)



A grid of six exercise photos with labels: 05 PLANK, 06 TWISTING CRUNCHES, 07 BENT LEG, and 08 GENIE. The photos show a person performing various exercises on a mat.

335,515 Repins
59,877 Likes
2 Comments

get.sworkit.com
Health & Fitness

[Pin it](#)

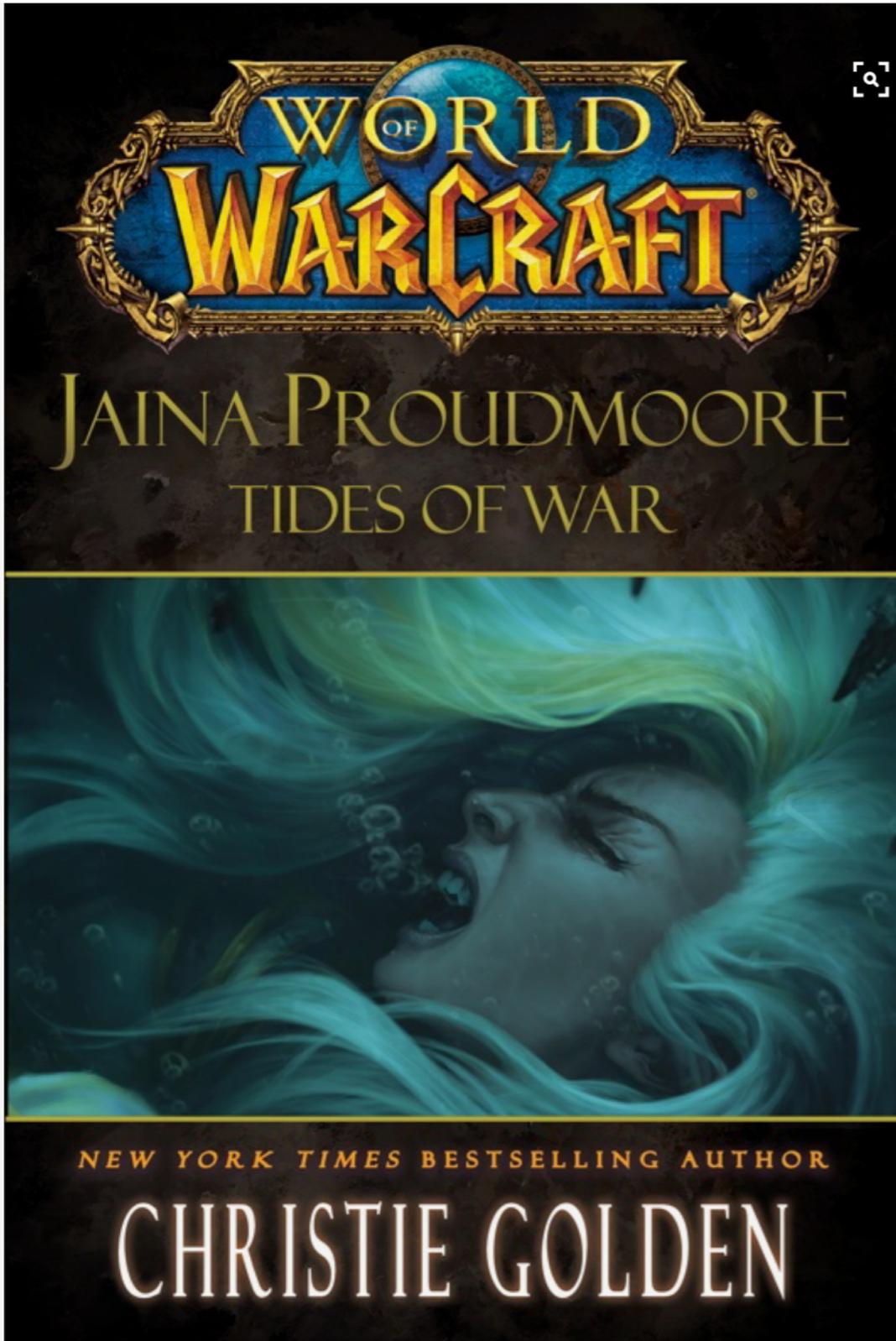
Repinned.net

INCREASE YOUR RESULTS

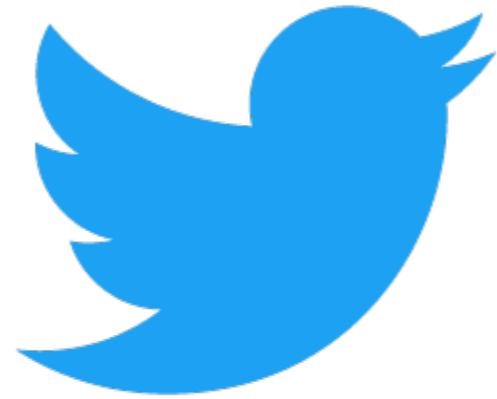
- Fitness Mondays, Humor Fridays, Destination Saturdays
- Smart Feed - you can pin almost at any time, but pin daily
- Make website pin-able
- Caption and alt-text photos on website
- Hot topics: Advice, Instructions, and How To's
- Pin consistently and try to pin when your readers are the most active
 - Women - Saturday afternoon and evenings
- Secret Boards

LABELING

-
- Descriptions are key
- Pins are searchable by Google
 - SEO
 - Keywords
- 200-310 character descriptions work best - Dan Zarella



Jaina Proudmoore: Tides of War by New York Times bestselling and award-winning author Christie Golden set in the MMO World of Warcraft universe available in ebook and print.



TWITTER

Be in the Moment

#ninc16



Top Tweets

All Tweets

**Fauzia Burke** @FauziaBurke

5h

What a great way to end a long day of travel! Thank you
#ninc16 Happy to be here.

**Sherri Browning** @SherriErwin

6h

Sunset at St Pete's Beach. #carpediem
#authorsofinstagram #writerslife #ninc16 [instagram.com/p/BKou2MUDR4P/](https://www.instagram.com/p/BKou2MUDR4P/)

**Meghan Farrell** @MeghanRFarrell

8h

Just landed in FL and ready for #ninc16! Who's going to be
there? #publishing #writing



6

**Kay Correll** @KCorrellAuthor

8h

Flying into Tampa for #ninc16 #awriterslife #k5t ift.tt/2cRzTta



Home



Notifications



Moments



Messages



Me

FACTS & FIGURES

.....

- 325 million active users
- Growth has slowed
- 78% connect through mobile
- TOS friendly
- 1-3 Hashtags to target
- Photos and Gifs used more
- Video with Vine or Periscope
- Two audiences: Readers & Writers

NEW DEVELOPMENTS

- 140 characters - no longer counts URLs, photos, gifs, etc...
- Can control who you get notifications about
- Quality Control Feature
 - "When turned on, the filter can improve the quality of Tweets you see by using a variety of signals, such as account origin and behavior."
 - Lower-quality content:
 - Duplicate Tweets
 - Content that appears to be automated





INSTAGRAM

Every Picture Tells a Story

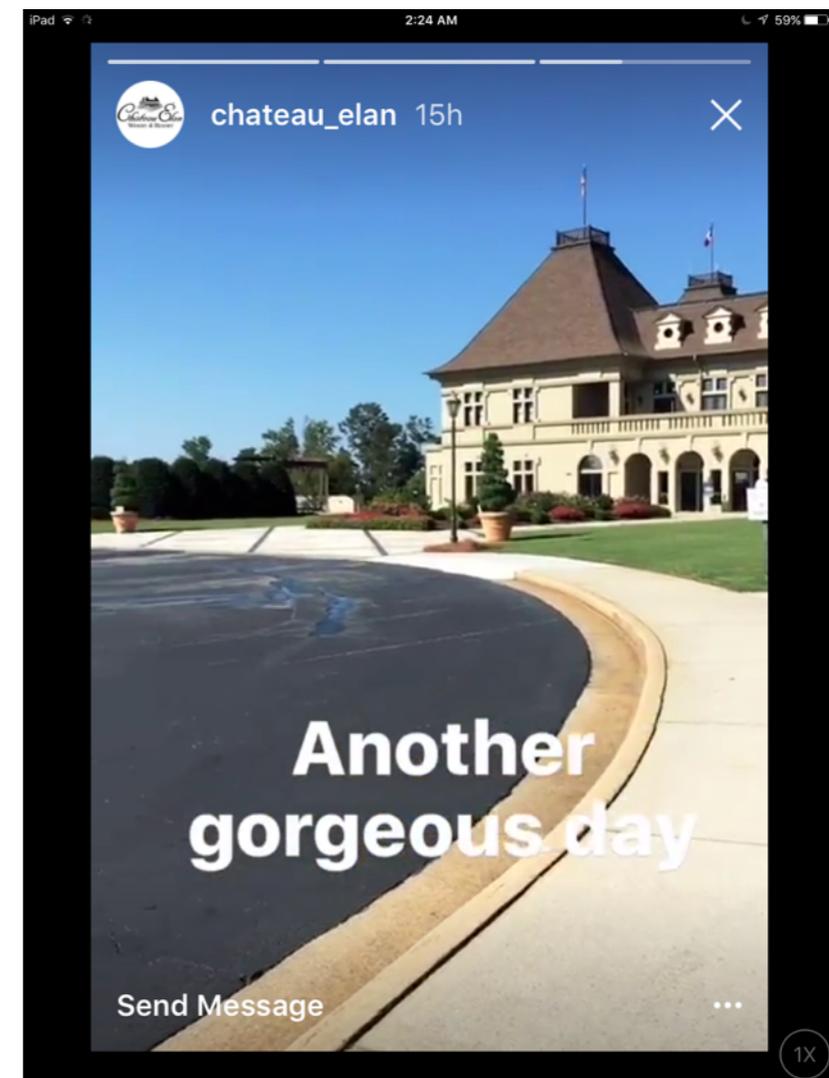


FACTS & FIGURES

- 53% are between 18-29
- 47% on Mobile, 53% on Tablet
- Equal gender split
- Your photo should tell a story
- Hashtags are extremely important - up to 30
- Creativity is king still
- Photos do better than video in the feed
- Hyperlapse, Layout, and Boomerang

INSTAGRAM STORIES

- Inspired by Snapchat
- Photos & Videos
- Draw and Type
- Can set it to auto-save to your camera roll



INSTAGRAM STORIES TRICKS

- Tap to add story then swipe down to access your camera roll
- After you take photo/video - swipe left or right for filters
- You can add text - change color, size and placement
- Draw using thin tip, highlighter and dots
- Don't forget emoji!
- No comments, but they can message
- You can hide them from people



FACEBOOK

Billions Can't be Wrong

MASS SOCIAL MEDIA

- 1.6 Billion Daily Users
- 79% are using FB from mobile
- Image posts get substantially more interaction
- Drives 23% of all web traffic
- Be responsive
- FB Live
- Facebook wants you to use your real name
 - “Facebook is a community where people use their authentic identities. We require people to provide the name they use in real life; that way, you always know who you're connecting with. This helps keep our community safe.”

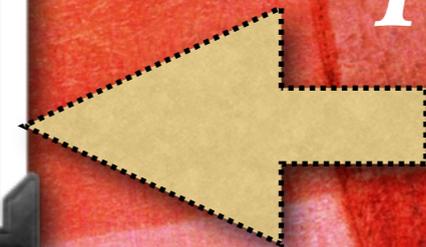
Profile
Personal
Timeline

Author
Page

Event

Public,
Private &
Secret
Groups

There is an
App!



PROFILE

- Personal timeline
- FB wants your real name - breaking ToS
- No contests
- No analytics
- No paid
- Easier to get on Newsfeeds
- Can be a 'close friend' and a 'see first'
- Cap of 5,000 friends

AUTHOR PAGE

- Can be a pseudonym
- Scheduling within FB
- Contests
- Paid Content
- Access to Analytics
- Harder to get on newsfeeds
- Fans can get notifications
- Share Author Posts

GROUPS

- Great for creating street teams & fan groups
- Easier to get on newsfeed
- More likely to get notifications
- App to help manage
- Group-overload
- Know your settings - Public, Private, Secret

FACEBOOK EVENTS – LET'S HAVE A PARTY!

- Where does the event originate?
 - If from a private group it will limit attendance
- Other authors take over - 30-60 minutes
- Similar authors will bring in similar readers
- Prizes
- Pre-plan questions and content in case
- What is the reason to attend? What is the call to action?
- Don't forget your teasers!
- Create graphics to promote for everyone to use



tumblr.

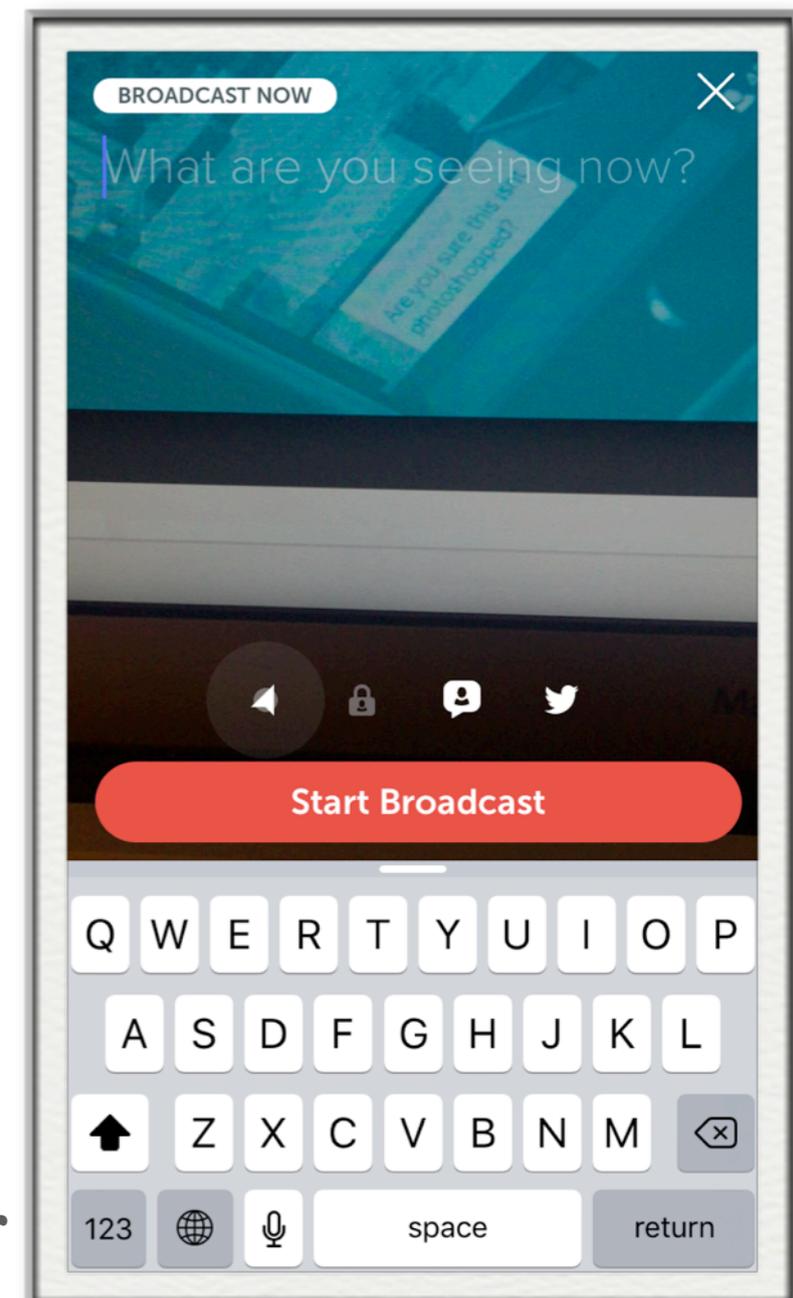
If you aren't hip enough - use influencers!

VIDEO

Live and Otherwise



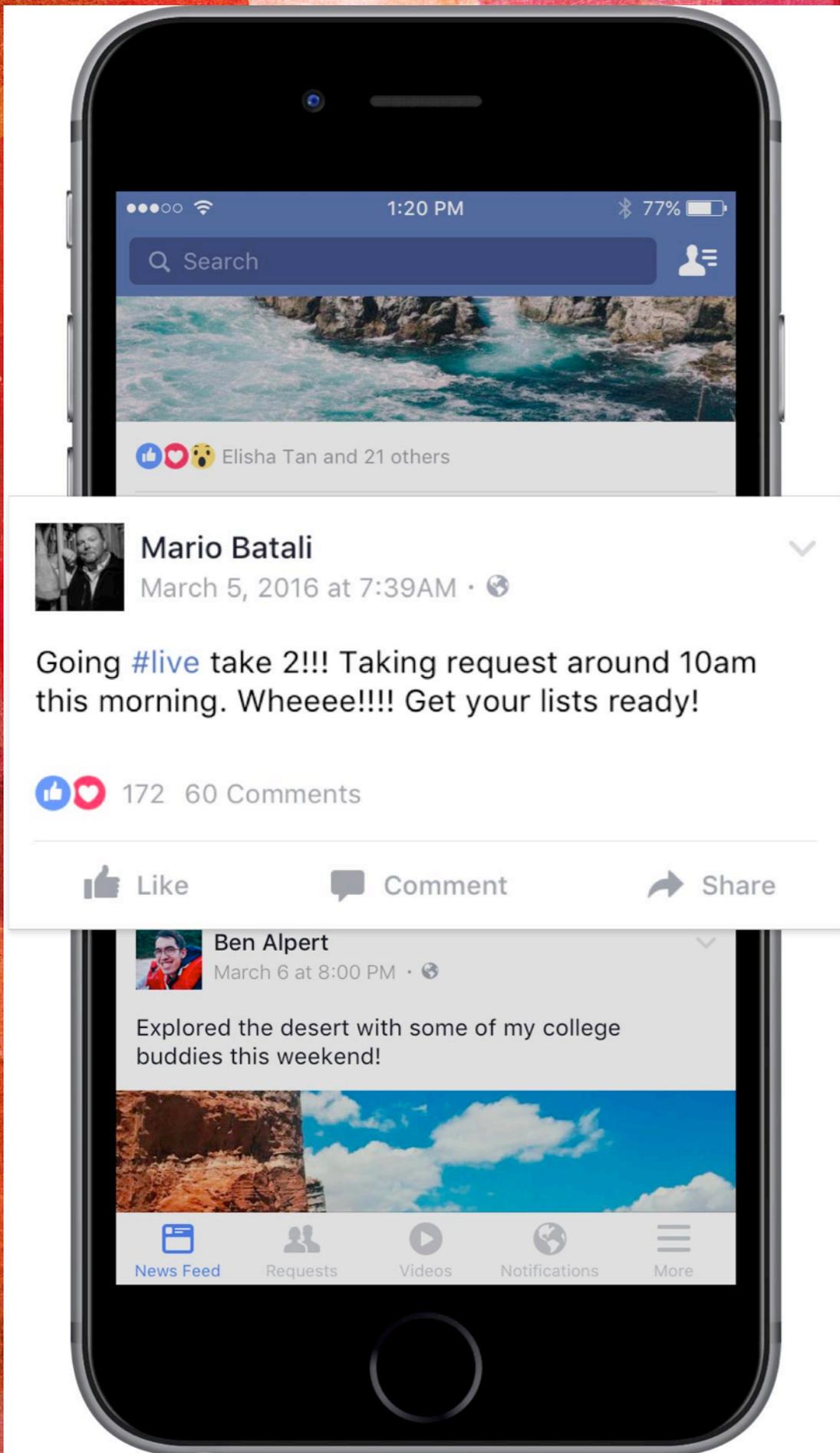
- Live Broadcasting App
- Linked to Twitter
- On AppleTV
- Tweet Embeds
- Highlight Reel
- Live Auto Play
- Follower Avatars appear



FACEBOOK LIVE

.....

- Build Anticipation - let people know you are going live
- Strong connection
- Prepare - write a description that gets people attention
- Tap on Follow button for Live notifications
- Refer to commenters by name
- Longer videos build bigger audiences
- Do a sign off to end the video



LIVE IDEAS



Hot Topics

Share what's on your mind or in the news



Q&A

Answer questions from fans



Breaking News

Comment on the day's events



Interview

Bring a friend/colleague/expert into the conversation



Performance

Play a song, rehearse a scene, practice your sport & provide a peek into your craft



Behind the Scenes

Turn the camera to the scenery around you and let events unfold



Watch-With

Watch your favorite show/movie/event/Live stream with your audience*



Demo

Teach people how to cook, play music, learn about current events & more

TIPS & TRICKS

Making Social Easier

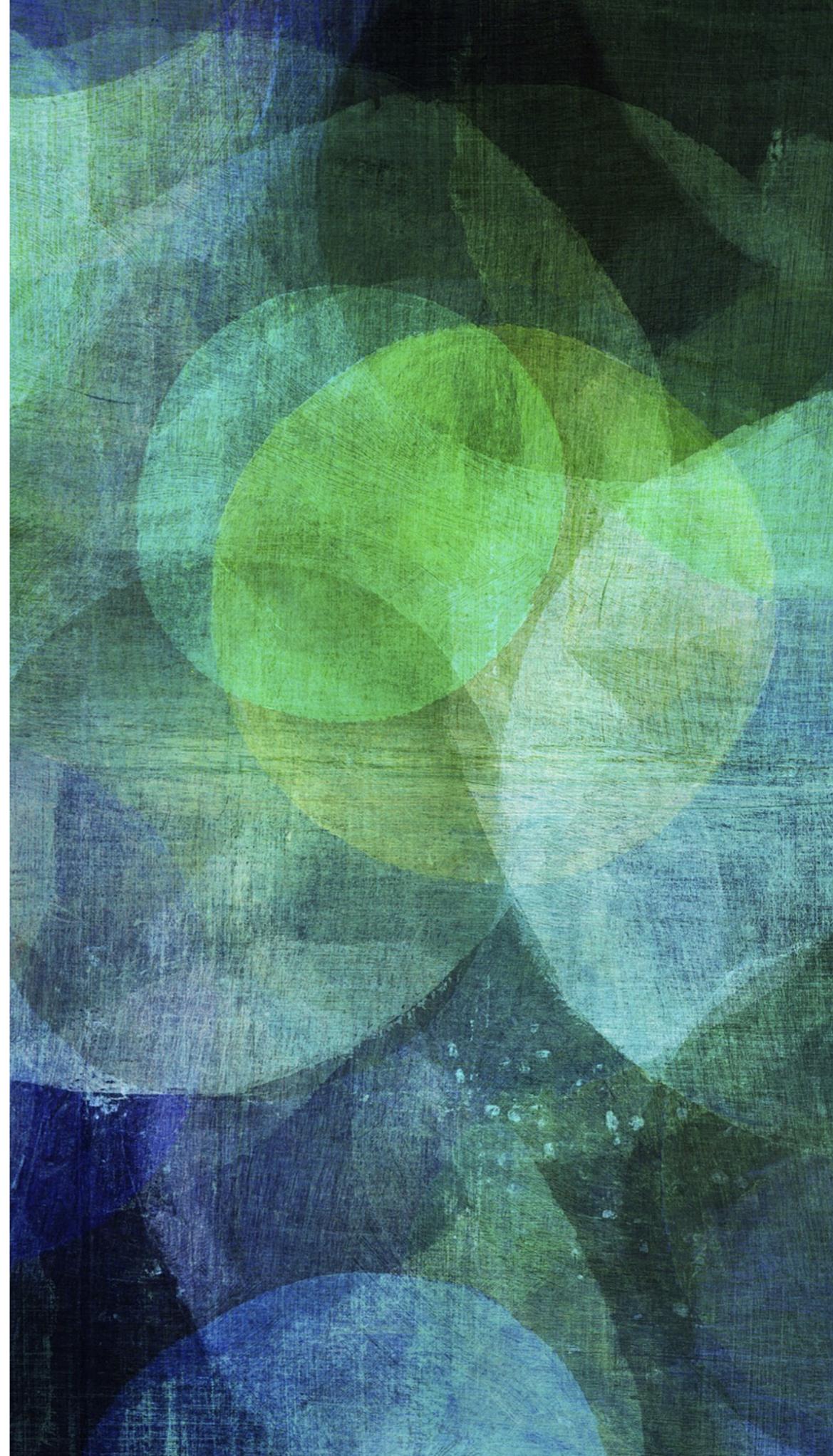
POSTING

Platform	Daily	Weekly
Facebook	1-3	7-14
Twitter	3-12	25-84
Instagram	1-2	7-14
Pinterest	5-30	35-150
Total	10-47	74-262

**CONTENT IS KING
BUT IS DAUNTING TO
CREATE**

BLOGS & PODCASTS AS CONTENT GENERATORS

Recycle, Reuse & Reduce



“

4 Things I Love about the Holidays

-Author Blog Post



4 Images





4 Soundbite Tweets

4 Photo Tweets

Engagement tweet - what do you love about... #HolidayFav



4 Soundbite Posts with Photo

Engagement Post - What do you love best about ...



4 Instagram Posts
IF they are your photos



*4 Pins from your website
with SEO descriptions
& linked to your blog*

BLOGS, VLOGS AND PODCASTS AS CONTENT GENERATORS

Blog Post

*4 Things I
love about
the Holidays*

*Which
includes 4
Visuals*



*4 photo tweets
4 Soundbite tweets*



4 Soundbite with photo

*22 pieces of content
Content is **EVERGREEN***



*4 Photo IF
you took them*



*4 Pins with
SEO description*

TOOLS

Making it Easier



Search photos

Free images for creatives, by creatives

A post production file, over 350,000 free stock photos for commercial use.

Morguefile.com

*Free Images in the
creative commons*

Quozio

Join | Login

Enter your quote...

Simple quote graphics

Who said it?

Go

How to use Quozio | Get the Bookmarklet

Photo Editing & Content Creation

Canva, Over, Pixlr



PRISMA



Repost for Instagram

Do more than like it - #Repost it



THANK YOU!

Q&A Time

