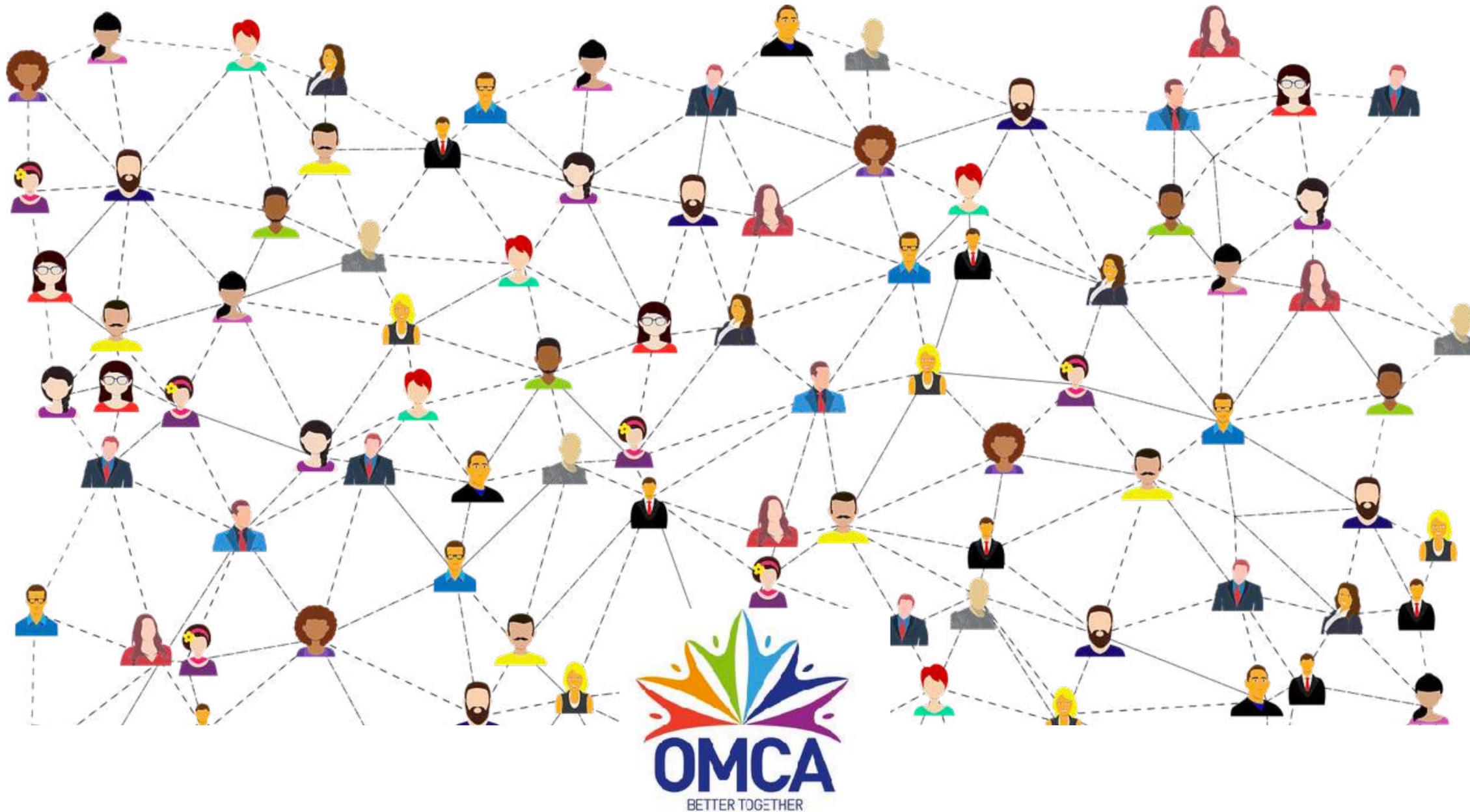


Social Media Basics

OMCA Members | February 18, 2021



Today's Agenda

- What is social media
- Why should I be using it for my business?
- How can I stay connected and engage my clients during these difficult times
- What are the most popular platforms and which one is best for me?
- Sourcing content and creating professional looking posts
- Tips and tricks to further engage your customers and stay on top of it
- Advertising*

What is social media?

- Social media encompasses a wide range of websites and apps.
- These applications allow you to create and share content while engaging with other users.
- **Social media** is internet-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual **networks** and communities.
- Spiked in popularity over the past decade – for both consumers and businesses. Often referred to the Web 2.0



Key Terms

- Audience - Your audience on social media is the group of people you're able to reach with your content. This includes all your followers plus anyone who sees or interacts with your posts in their feed.
- Blog - a regularly updated page, that is written in an informal or conversational style.
- Direct message (DM) - A direct message on social media is a private message sent directly to a user's inbox. DMs exist in contrast to public forms of interaction on social media like commenting on an image or posting on a user's timeline.
- Feed - A feed on social media is a generic term for the stream of content you see from other users. On most social networks, the feed functions as a homepage and is the most common way to see people's posts and engage with them.
- Follower - A follower is a user on social media who has subscribed to see your posts in their feed. Both personal and business accounts can have followers.
- Impressions - Impressions are a social media metric that measures how many times your post has been shown in users' feeds.
- Meme - You know those funny pictures with text on them? They are a fun way to make people laugh and often end up going viral. Remember to be professional though!
- Organic - is content that is seen organically that you did not pay for people to see. This comes from your own audience and sharing etc. If you pay for ads you can have your content seen by a much broader range of people outside of your audience.
- Reach - Reach is a social media metric that tells you how many people have seen your post. It differs from impressions in that even if a user sees your post multiple times, they still only count as one person reached.
- Share - when someone sees your post and likes it enough they would like their followers to see it as well, they can share that post.

Why Should My Business be on Social Media?

Stats from Statistica*

- With a social network penetration rate of 67 percent, Canada has one of the world's most connected populations in the world
 - Facebook - 25 Million users
 - Instagram - 12.6 Million users
 - Twitter - 7.5 million users
- Over the past 15 years, we've witnessed social media grow from nothing to dozens of new platforms with billions of users worldwide.
- According to industry experts, it is expected that more than 80 percent of Canadians will have some form of social media by 2025



How can I use this to stay connected?

- Whether we like it or not, we're living in the "new normal"
- We don't see people in person as regularly now - social media provides a way to stay connected with your customers and let them know you're still here.
 - We can provide updates, share memories, find out what they want to see when travel comes back and more
- The majority of today's consumers spend a lot of time online conversing with others, learning new things, entertaining themselves, and buying products or services.
 - These platforms allow you to converse with and sell to consumers - partaking in their experience from the comfort of your own home
- Join local groups - connect with people.

What can I use social media for?

- **BUILD RELATIONSHIPS**

- Not only do you establish yourself as an expert and build relationships with consumers, but with influencers as well. This is important for getting social proof to grow sales and followers.

- **GET FEEDBACK**

- A lot of people use social media platforms to reach out to brands to complain, give praise, or ask questions. You can use this feedback to improve your product, service, and/or customer experience.

- **EXPANDING YOUR REACH**

- Whether you're blogging, creating YouTube videos, hosting webinars, promoting a tour or events, or sharing news you can exponentially increase the amount of eyes that will see this content.



Social Media Platforms

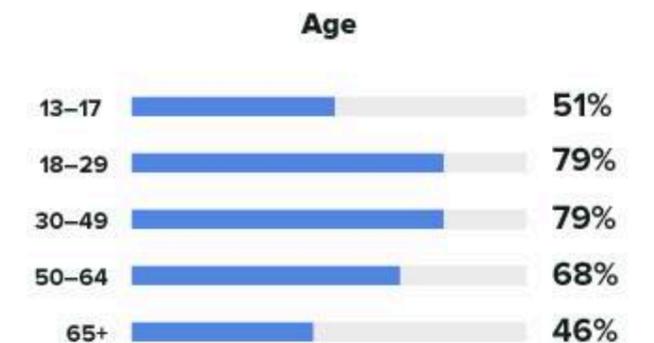
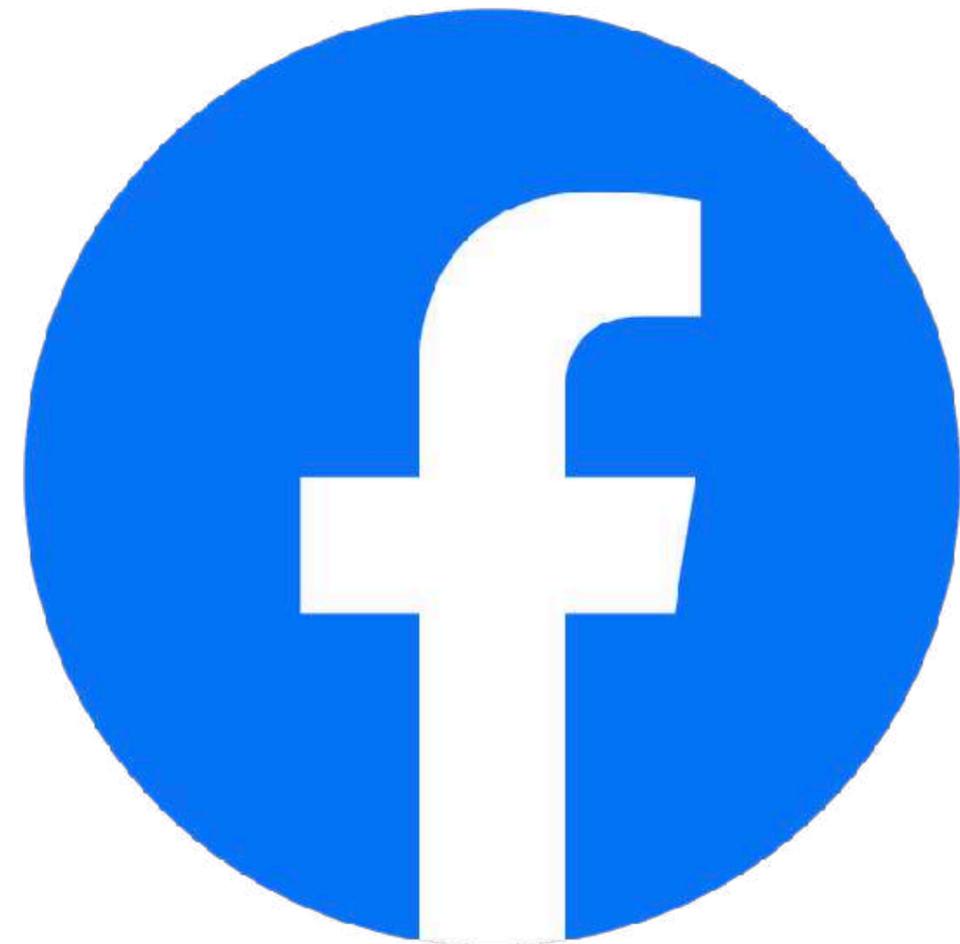
What's available, what do they do, who are they for?

- There are endless amounts of social media platforms with new platforms are coming out everyday
- Each one serves different functions and different demographics
- Which one is right for your business and how do I choose which one is best for me and my business?
- Let's break it down



Facebook

- Active Monthly Users: 2.45 billion
- The original social media network and most versatile -there's a space for your business
- Younger users are leaving Facebook for alternatives like Instagram and TikTok.
- FB becoming the “parents” social media platform
- Users over the age of 55+ are more than twice as likely to engage with your content on this platform than the younger generations
- Lean heavily on short videos, eye-catching images and attention-grabbing headlines and engaging questions
- Ensure you have a business account



This study doesn't currently include data on non-binary people.

Insights

See All

Last 28 days : Jan 21 - Feb 17 ▾

People Reached

35,999

▲ 287%

Post Engagements

3,498

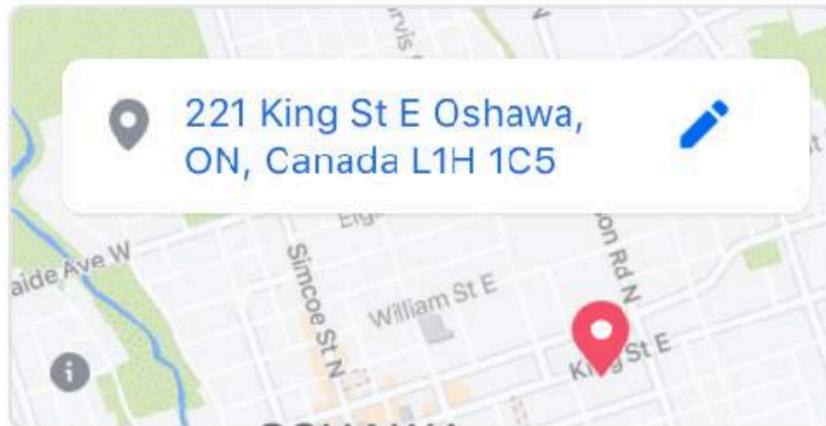
▲ 139%

Page Likes

7

▼ 36%

About



Promote your business locally to lead people directly to 221 King St E Oshawa, ON, Canada L1H 1C5.

 Our agents will use their extensive knowledge and world wide connections to ensure your travel 



Kemp Travel Group is at Tajmahal.

Published by IG Kemp Travel · February 11 at 2:47 PM · Agra, India · 

#tbt Throwback to Erin in front of the Taj Mahal on our hosted tour to India last spring. We love taking you to these far out places! After the success of our 3 South Africa groups for 2022 we've already confirmed details for a 2023 hosted adventure.

Can you guess where we will be going? Stay posted for full details next week 🗨️



507
People Reached

62
Engagements

Boost Unavailable

  You and 14 others

2 Shares

 Like

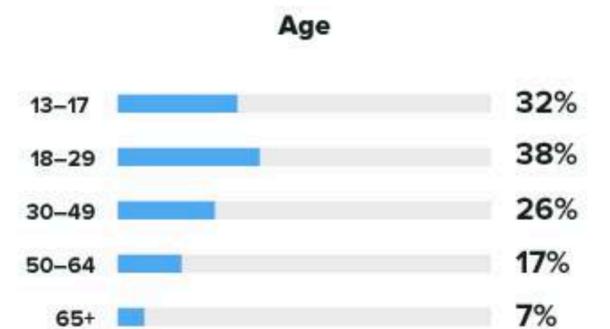
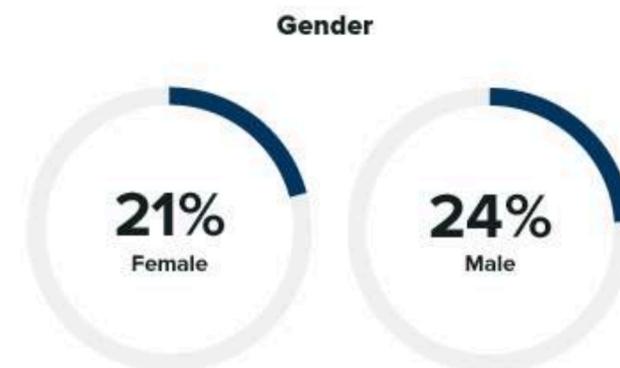
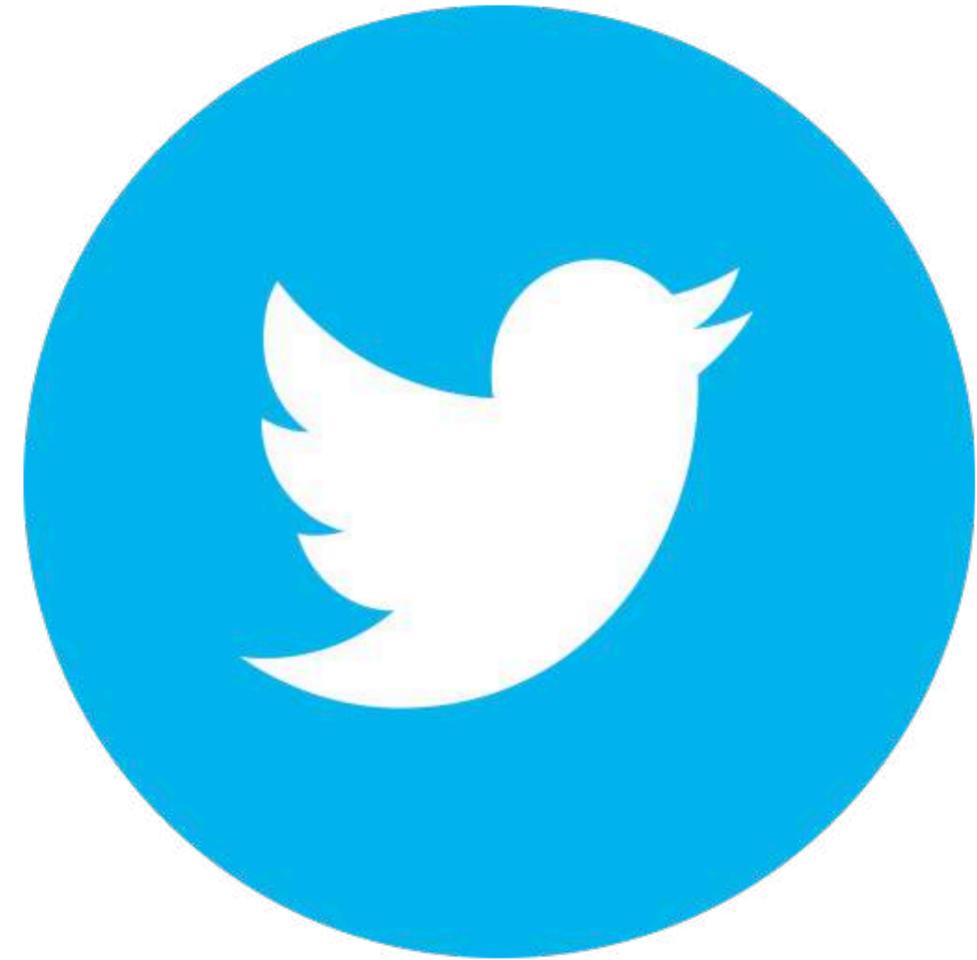
 Comment

 Share



Twitter

- Active Monthly Users: 330 million
- Microblogging - 280 characters
- Jump into threads, provide value, share your own content as well as others, and join the nonstop conversations
- Twitter has become a very popular medium to communicate breaking news, digest bite-sized content, and communicate directly with your users in real-time.
- 63% of Twitter users are between the ages of 35 and 65, with males making up nearly two-thirds of those people.
- Post regularly as Twitter can be fast and furious, the average lifespan of a tweet is roughly 15 minutes
- Experiment with a combination of content types ranging from educational videos, eye-catching visuals or headlines and discussion threads that offer advice and opinions.



This study doesn't currently include data on non-binary people.



Home



Explore



20+

Notifications



Messages



Profile



More

Tweet



Kemp Travel Group

1,281 Tweets



Edit profile

Kemp Travel Group

@KempTravel

Kemp Travel was established in 1982 and have offices in Oshawa, Whitby and Bowmanville. Our experienced agents specialize in vacation, group and business travel

📍 221 King St. E., Oshawa, Ont. 🔗 kemptravel.com 📅 Joined June 2009

416 Following 581 Followers

Tweets

Tweets & replies

Media

Likes



Kemp Travel Group
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Kemp Travel Group @KempTravel · 19h



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@Tzonecl... Follows you

Follow



Barton Hill & Armchair
@bartonhi... Follows you

Follow

Messages





Kemp Travel Group @KempTravel · Feb 1



We only have 3 spots remaining on our final South Africa tour for 2022!



Click the link below for more details or contact info@kemptravel.ca to speak with one of our travel experts!

kemptravel.com/south-africa/

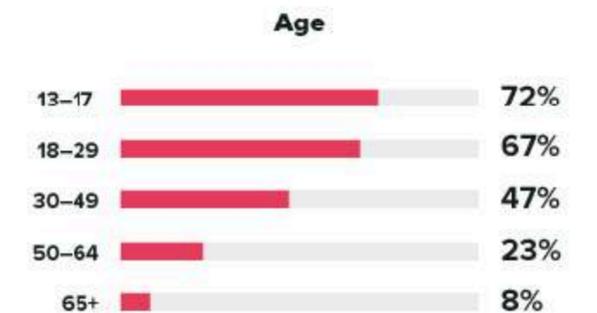


Instagram

- Active Monthly users: 1 billion
- Focus on photos and short form videos
- If your target demographic is under 35, Instagram is a gold mine: 63% of users are between the ages of 18 to 34, with virtually even split between male and female users
- Beautiful photography, stunning visuals, unique designs, selfie-style video that speaks directly to your audience and a cohesive theme to your content will help you stand out on Instagram.
- Find your style - keep with that style to create a visually appealing grid
- Stories (there for 24 hours then disappears) and Highlights
- IGTV - long form video
- REELS - the instagram algorithm favours these and pushes them to the top in an effort to compete with the fast growing TikTok. 15-30 Seconds
- Email or a phone number
- Set up a business account



This study doesn't currently include data on non-binary people.





kemptravel

Follow

1,038 posts

2,195 followers

3,207 following

Kemp Travel

🌐 Global Full Service Travel Agency

👥 20+ experienced travel consultants

📍 Bowmanville | Oshawa | Whitby

📷 Tag your photos #kemptravel to be featured!

linktr.ee/kemptravel



India 🇮🇳



St. Lucia 🇧🇱



Japan 🇯🇵



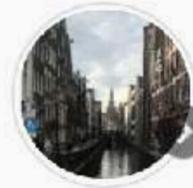
Peru 🇵🇪



Princess ...



Quotes



Rhine 🇩🇪🇳🇱

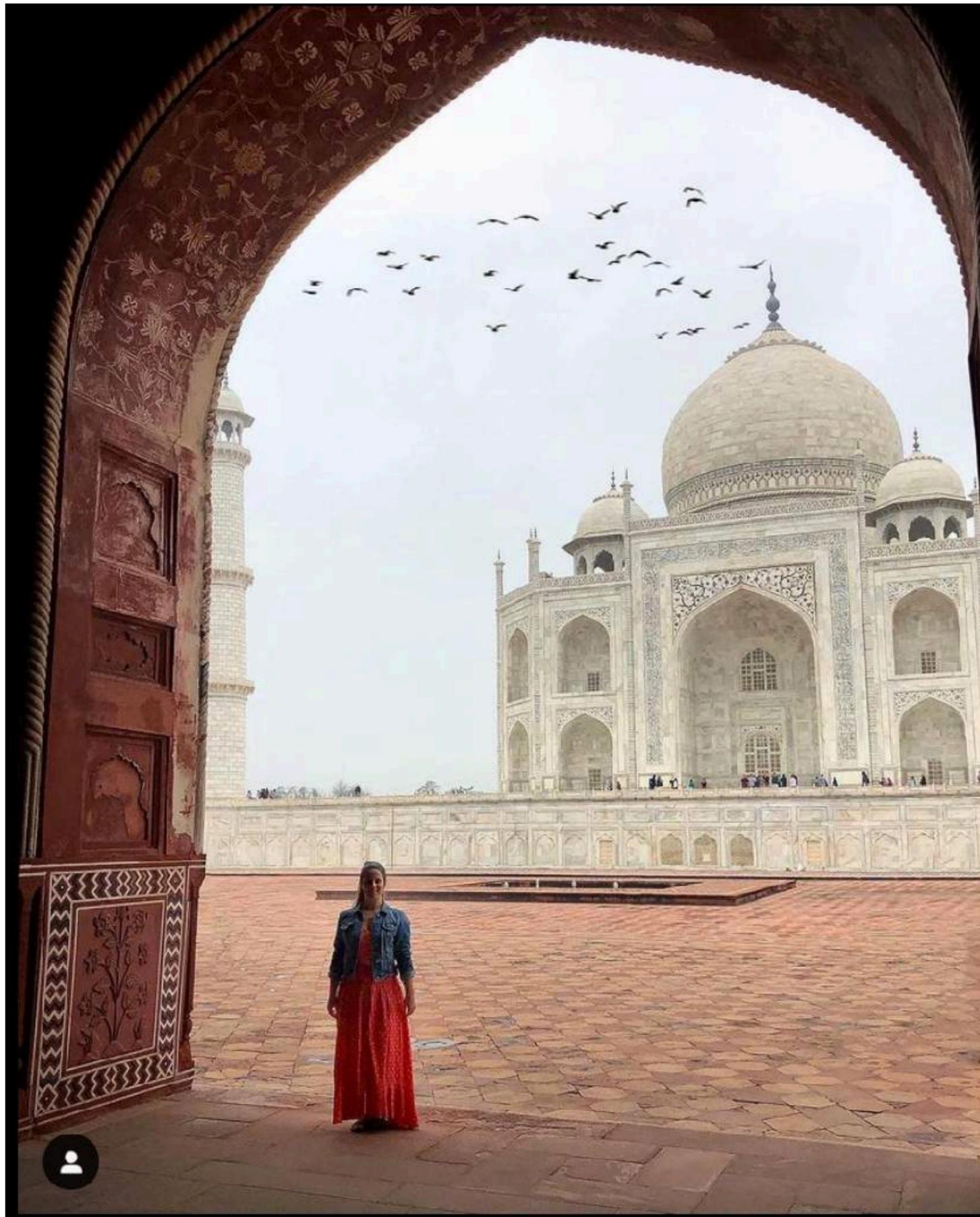
📅 POSTS

📺 REELS

📺 IGTV

👤 TAGGED





kemptravel • Following

Tajmahal



kemptravel #tbt Throwback to Erin in front of the Taj Mahal on our hosted tour to India last spring. We love taking you to these far out places! After the success of our 3 South Africa groups for 2022 we've already confirmed details for a 2023 hosted adventure.

Can you guess where we will be going? Stay posted for full details next week



6d



hairstylist_stacey 😊



6d 2 likes Reply



kemptravel #travel #kemptravel #clarington #ensembletravelgroup



Liked by **erinnirene** and 42 others

6 DAYS AGO



Add a comment...

Post

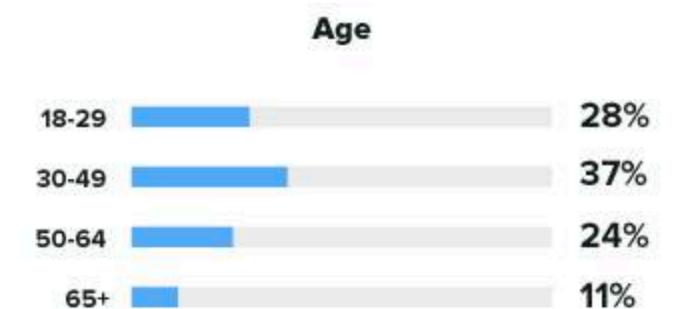
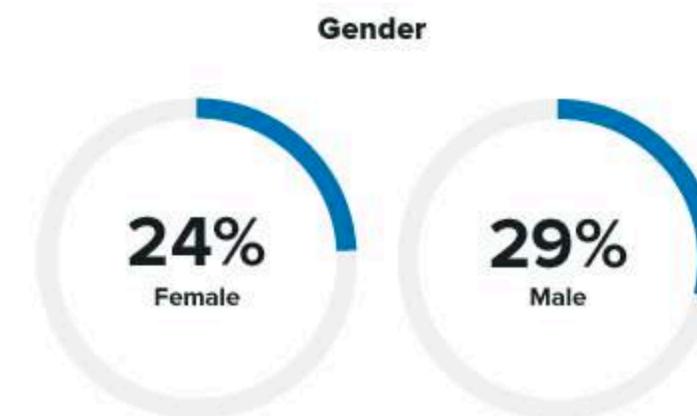
TikTok

- TikTok bills itself the leading destination for short-form mobile video
 - Videos up to 1 minute
- Ranked the #1 breakout app in 2020, TikTok is on pace to surpass 1.2 billion active users per month in 2021.
- Those users are highly engaged, too; as of January 2021, time per user spent on TikTok exceeded that for Facebook.
- In fact, time spent on TikTok has grown 325% year-over-year.
- 41% of their entire demographic is aged 16-24
- Think fun, catchy music-video style content
- You want to reach a young audience with fun video-based content that doesn't often have a direct connection to your products or services. Being overly self-promotional on this platform won't build you a loyal following, so be prepared to take the approach of entertaining first



LinkedIn

- Active Monthly Users: 310 million
- Within its massive network of professionals, you'll find more than 61 million users in senior positions on LinkedIn.
- If you're looking for decision makers who have the power to hire your company, or partner with you, LinkedIn is the place to be.
- 44% of LinkedIn users have an income above the national median and more than 50% of North Americans with a college degree use LinkedIn
- It might not be the flashiest social media network, but there's unlimited potential for connecting with an elite group of professionals who can make a difference for your business
- It is also a great place to find or attract prospective staff



This study doesn't currently include data on non-binary people.

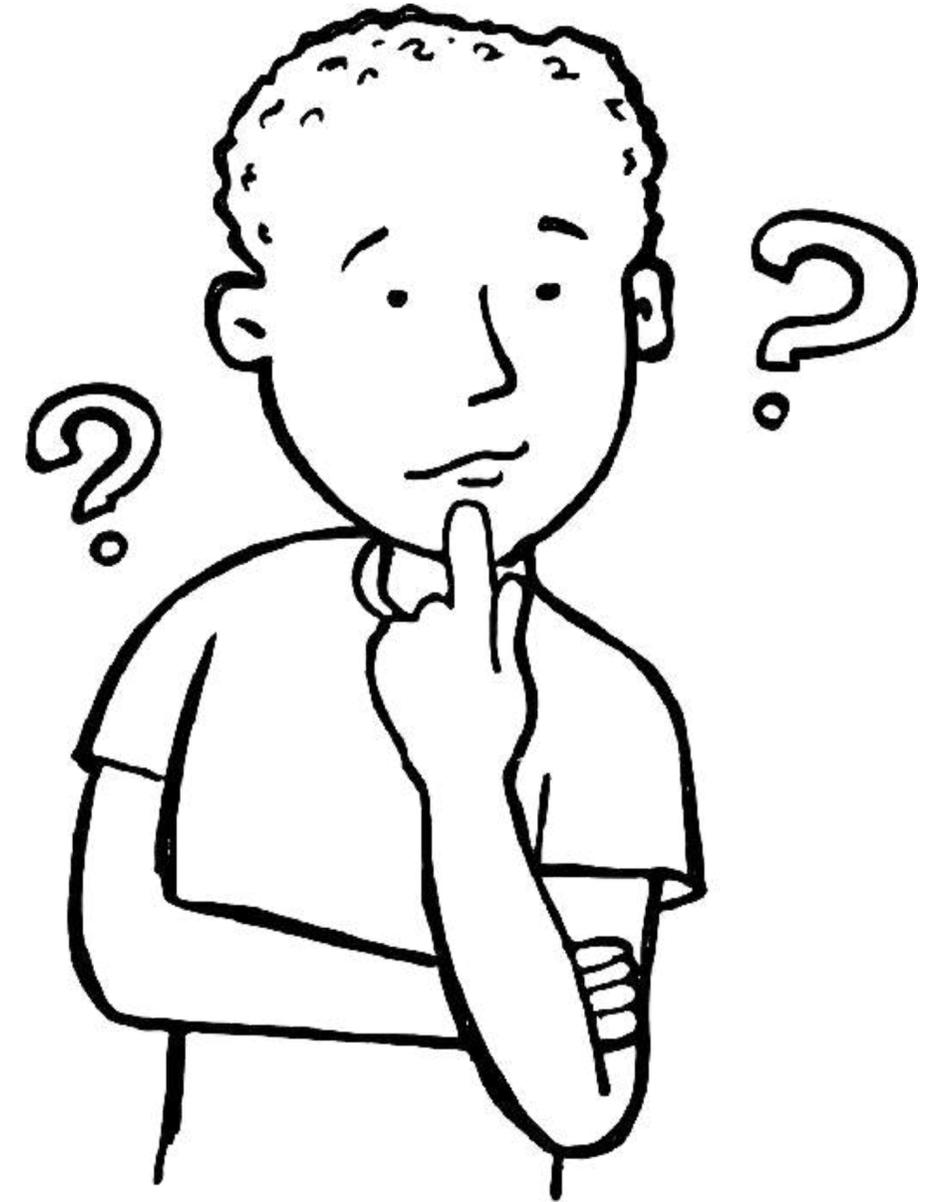
Others

We asked what else members were using for their business.

- YouTube 
- SnapChat 
- Pinterest 
- WhatsApp 
- Weibo 

How do I pick?

- Don't try to do them all - pick one or two and be really good at them. If you have the capacity for more after you've mastered a couple, by all means branch out
- Think about your brand and your clients and what fits with who you are trying to sell to
- Which content style are you most comfortable with?
- Facebook and Instagram are very easy and user friendly starting points with tons of tools available. They can also be linked to advertise across both platforms

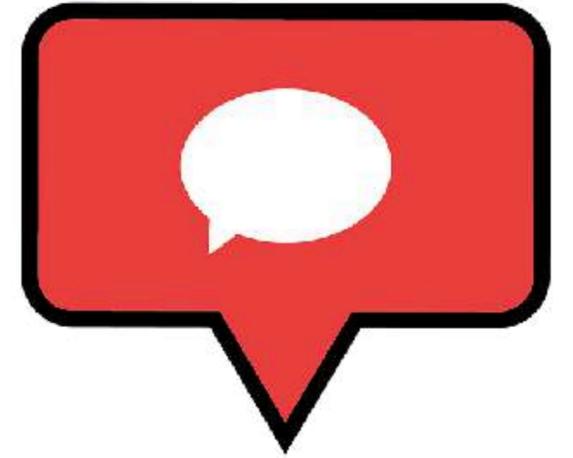
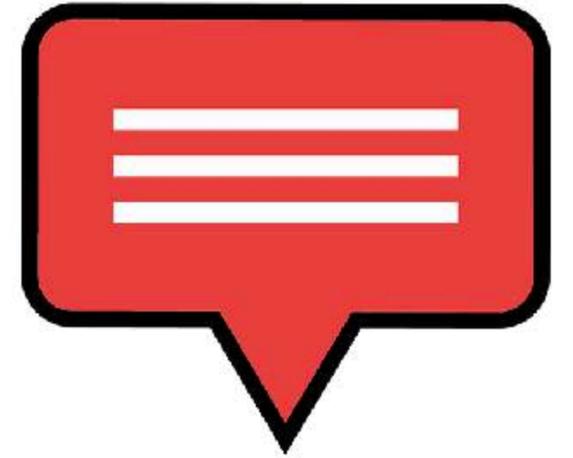
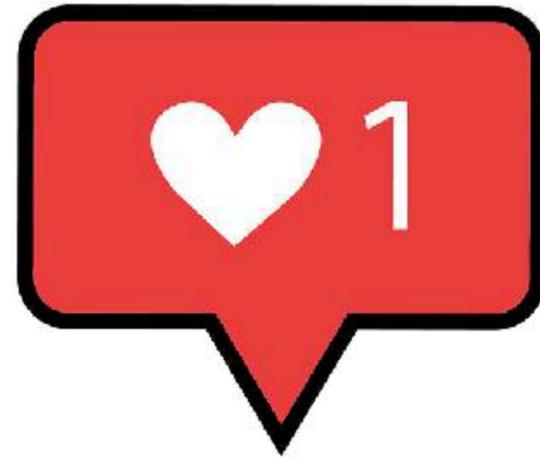


Building your Brand

- Uniformity & Cohesiveness
 - You can share different content and use a different voice across platforms if you're targeting different audiences
 - Keep things similar in style though so it is recognizable across platforms
- Cross-channel linking
 - Attach your website everywhere
 - Add email signup forms
 - Encourage others to check out your other platforms

How do I improve engagement?

- Establish yourself as an expert
- Be real
 - Don't always be selling - people see through that
- Create FOMO
- Ask questions (polls)
- Invoke emotion - ie. photos and memories of past trips
- Use Hashtags
- Run contests - ie. Like, Share, Comment to win
 - Be careful as these are not always the most engaged people who would be interested in YOUR brand, but rather just want free stuff!



Utilize Page Insights & Analytics

- Use these to create content
 - Go back and look at analytics from past posts - which posts were most popular, is there a common theme?
- You can also see demographics, where people are coming from, age etc.
- Look at who is engaging with your content the most and tailor it to them
- Build a “persona” of your ideal customer and market to that person

- Overview**
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- People
- Local
- Messages
- Instant Articles CTAs

Page Summary Last 7 days Export Data

Results from Jun 22, 2017 - Jun 28, 2017
Note: Does not include today's data

Organic Paid

<p>Actions on Page June 22 - June 28</p> <p>4 Total Actions on Page ▲100%</p>	<p>Page Views June 22 - June 28</p> <p>106 Total Page Views ▲19%</p>	<p>Page Likes June 22 - June 28</p> <p>34 Page Likes ▲0%</p>
<p>Reach June 22 - June 28</p> <p>46,423 People Reached ▲64%</p>	<p>Post Engagements June 22 - June 28</p> <p>1,897 Post Engagement ▲7%</p>	<p>Videos June 22 - June 28</p> <p>11 Total Video Views ▼8%</p>
<p>Page Followers June 22 - June 28</p> <p>35 Page Followers ▼3%</p>		

23:10 Signal Wi-Fi Battery

Insights

Content **Activity** Audience

Discovery ⓘ

52
Accounts reached from Aug 24 - Aug 30

Reach 52
+18 vs. Aug 17 - Aug 23

Impressions 118
+19 vs. Aug 17 - Aug 23

Interactions ⓘ

24
Actions taken on your account from Aug 24 - Aug 30

Home Search Add Like Profile

#HASHTAGS

What are they and how do you use them?

- Let's use a Niagara Winery as an example:
- #OurPinotGrigiolsHandsDownTheBestPinotGrigioInNiagaraVotedByOurCustomers
 - This is overly specific and unlikely there will be other people searching for that exact phrasing
- #Wine - maybe too vague as its likely there are millions of posts weekly
- #NiagaraWineries - specific but not too specific.
- Use things relevant to your post or your brand that are specific enough they won't get buried.
- Create and use a hashtag for your brand - ask people to share their photos using your hashtag

“The Algorithm”

- The set of rules a social network uses to automatically decide which posts come first in your feed. Each network differs. For the most part, gone are the days of a timeline.
- The longer you captivate audiences the higher you will rank in the algorithm
- These social networks make money from advertising - how do they make more? They keep people on the network
- Generally if you are creating content that is increasing peoples time spent on these platforms you will be rewarded
- Posts with good engagement that are edited can get “reset” as if it was a new post so be sure to proofread
- Like hashtags, social platforms with mass amounts of users will be harder to crack than those with less. Find a happy medium



How often should I post?

“If you post too infrequently, your audience will forget that you exist and you will quickly fade into the deep dark recesses of their minds. However, if you are posting too often, you will become a complete nuisance and they will dread seeing your posts overcrowding their feed”

- Neil Patel

- 50% surveyed said they post daily and the other half said they post sporadically to almost never
- Find the fine line between quality and quantity
- One of the biggest mistakes retailers make is to open up accounts on every social media platform they think is relevant and then leave them alone with no activity.
- Just post semi-regularly with good quality content
- Best time to post - again utilize your analytics



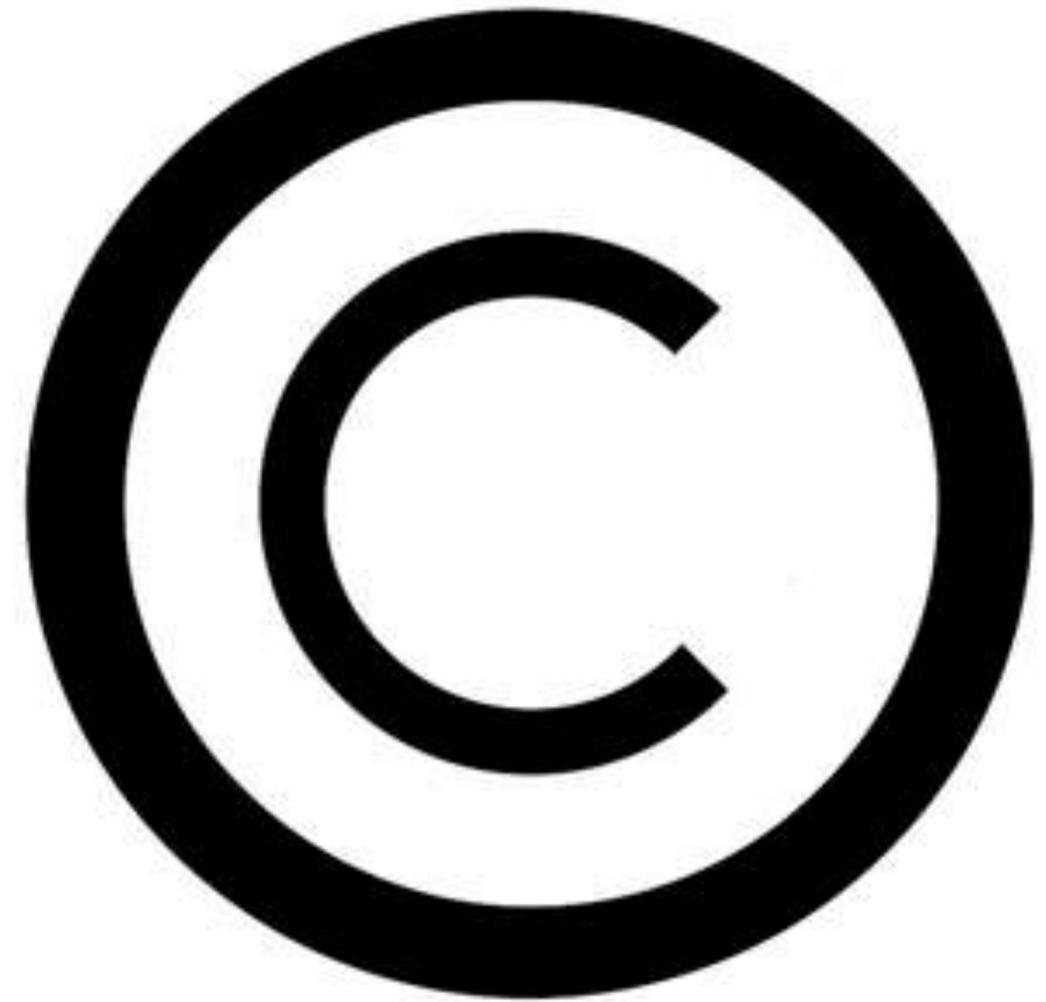
Sourcing Content

- One of the biggest struggles is finding something to post
- Think ahead - what do you have on the go, what's coming up? Have clients sent you photos recently you could use?
 - Think about it when you are having your morning coffee or winding down
- Sometimes in a pinch your daily post could be as simple as sharing someone else's post, don't over think it!
- Encourage clients to share their photos and stories with you to make your life easier.



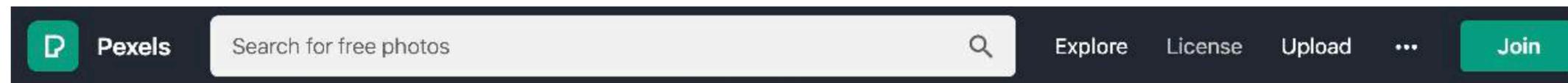
Copyright

- Avoid using images or videos that you do not have express permission to share
- Much like written work you cannot just take someones image and share it without credit
- Take your own photos, ask customers for permission to share theirs and connect with suppliers for images that are fair use
- If you aren't sure, play it safe and find something else



Creative Commons Zero

- Use Royalty Free images and give attribution when required
- Shutterstock & Getty Images - paid memberships
- Pexels and Pixabay - Free to Use, however more limited in available content than similar paid platforms



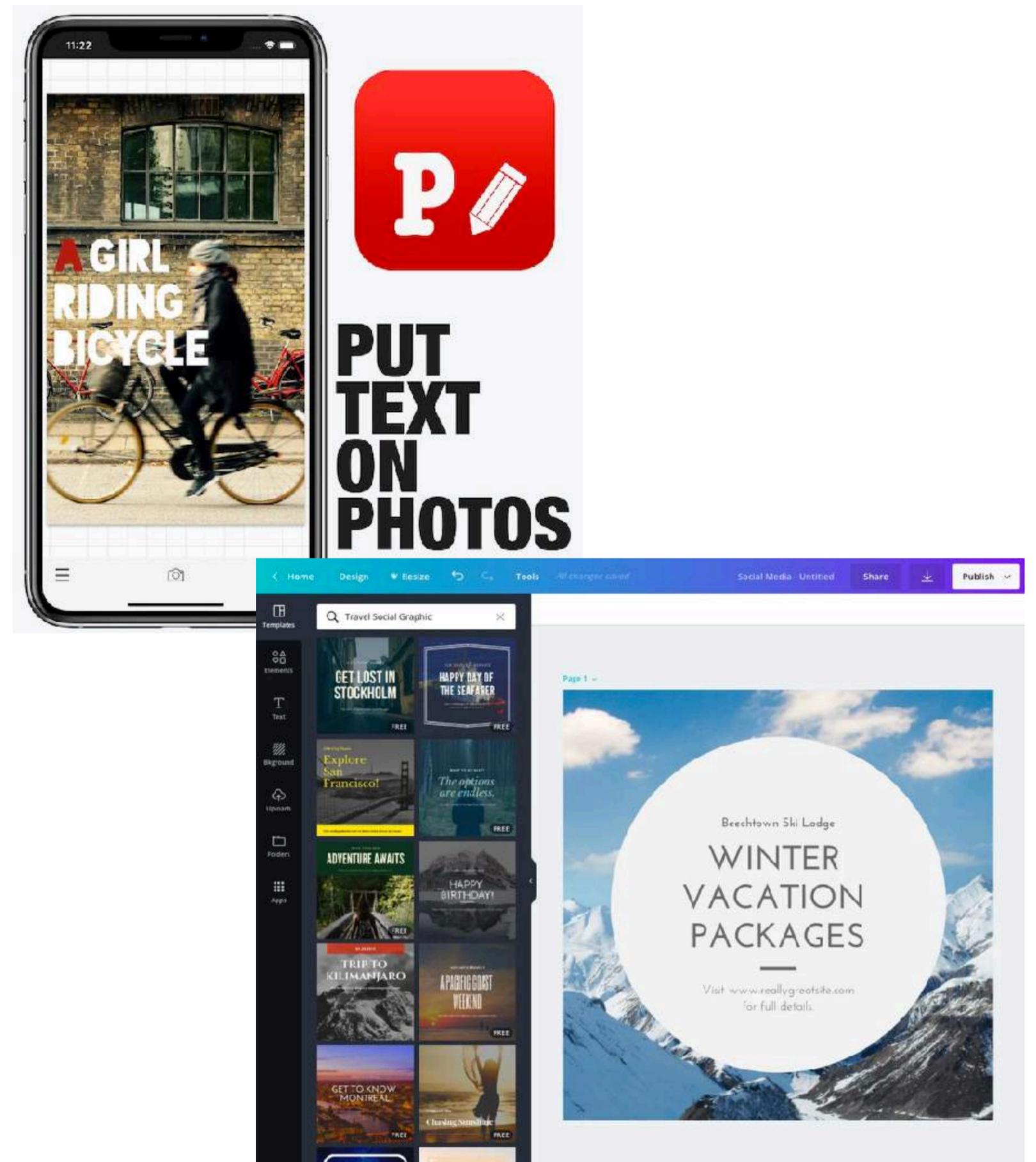
What is allowed?

We tried to keep the Pexels License as simple as possible.
Keep reading to find out more.

- ✓ All photos and videos on Pexels are free to use.
- ✓ Attribution is not required. Giving credit to the photographer or Pexels is not necessary but always appreciated.
- ✓ You can modify the photos and videos from Pexels. Be creative and edit them as you like.

Creating Content Tools

- Canva - Create visually appealing content
- Phonto - Add Text Over Photos
- Utilize tools within Instagram and Facebook. You can create reels or stories with text on top of video and download that video.

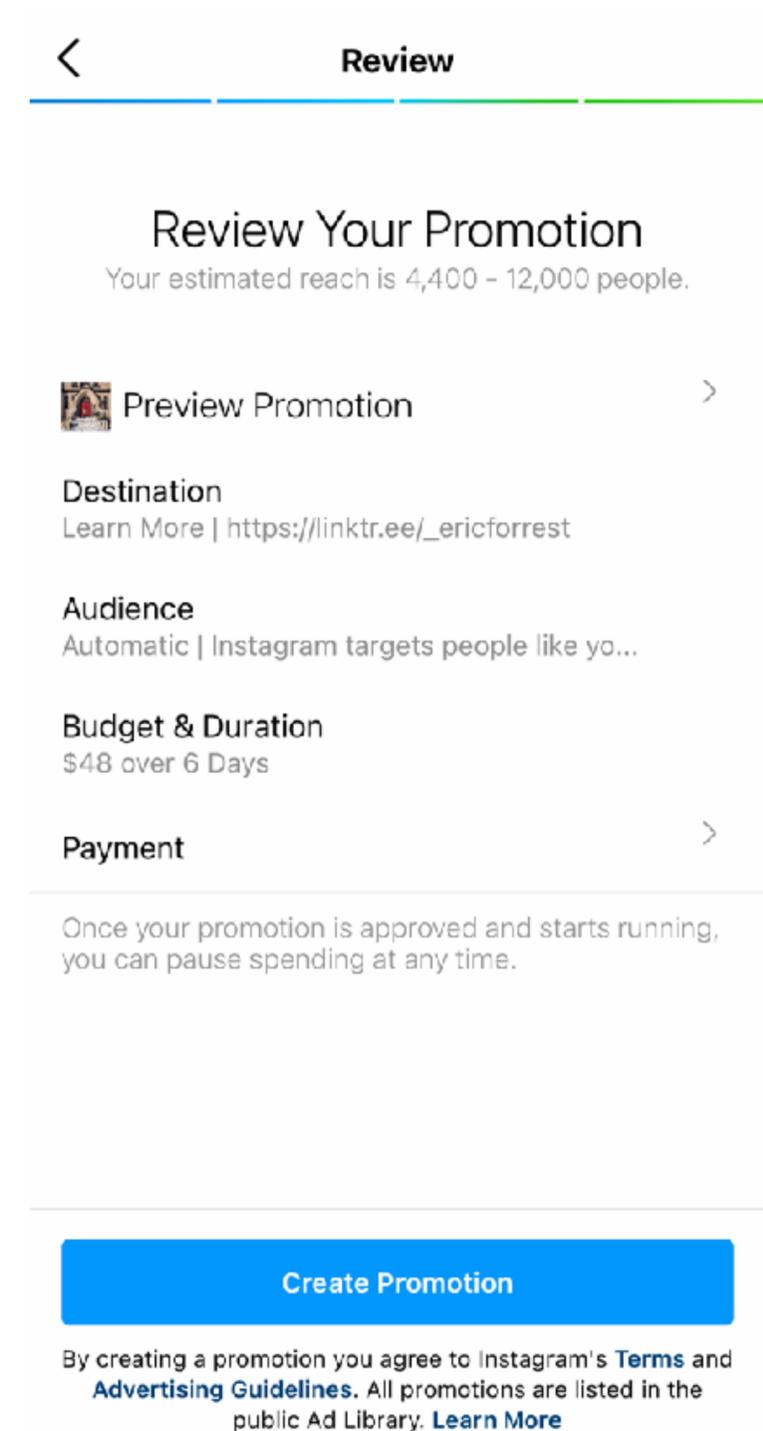


Staying on Top of Things

- SCHEDULE or Prepare ahead
 - Take a couple hours once a week and schedule things or create drafts for the week
 - When you start getting busy it can seem daunting to think of something to post, write out a witty caption and that's when things slip.
 - If you have posts ready to go it's a simple click of a button!
- Link accounts - share on Instagram, Facebook and Twitter all at once
- Use software that can put scheduling and analytics all in one handy place. Ex HootSuite
- Have members of your team help - give trustworthy employees editing access
- Don't get sucked in on social media - it's easy to get distracted so focus on your business and don't waste too much time overthinking things or scrolling endlessly

Advertising On Social

- Try boosted posts or promote current high performing posts to get a feel for how things work.
- Select where you want the ad to direct people
- Select Age, Sex, Location, and interests
- Set your budget and duration
- Monitor!



Questions | AMA

