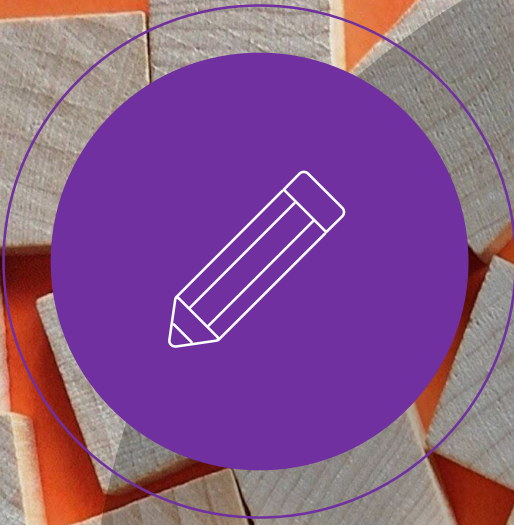




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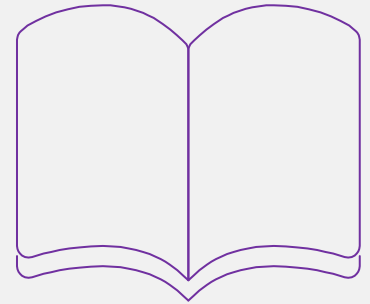


Tips and Tricks for Each Social Platform



Overview

In this course, we will be discussing tips and tricks for each social media.



A large white circle is centered on a purple background. In the top-left corner, there is a series of overlapping circles: a dark grey circle with a white number '1' inside, followed by a medium grey circle, and then a white circle. In the bottom-right corner, there are several concentric white circles of varying sizes.

1

Instagram

Utilizing Stories

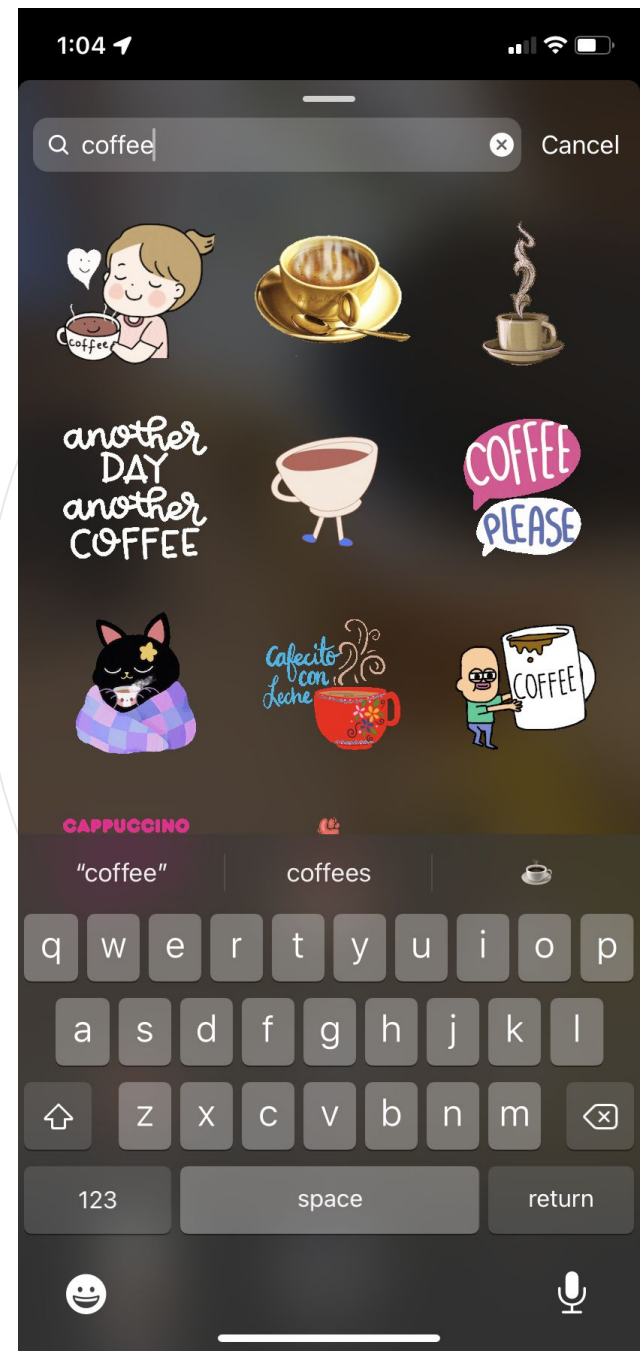
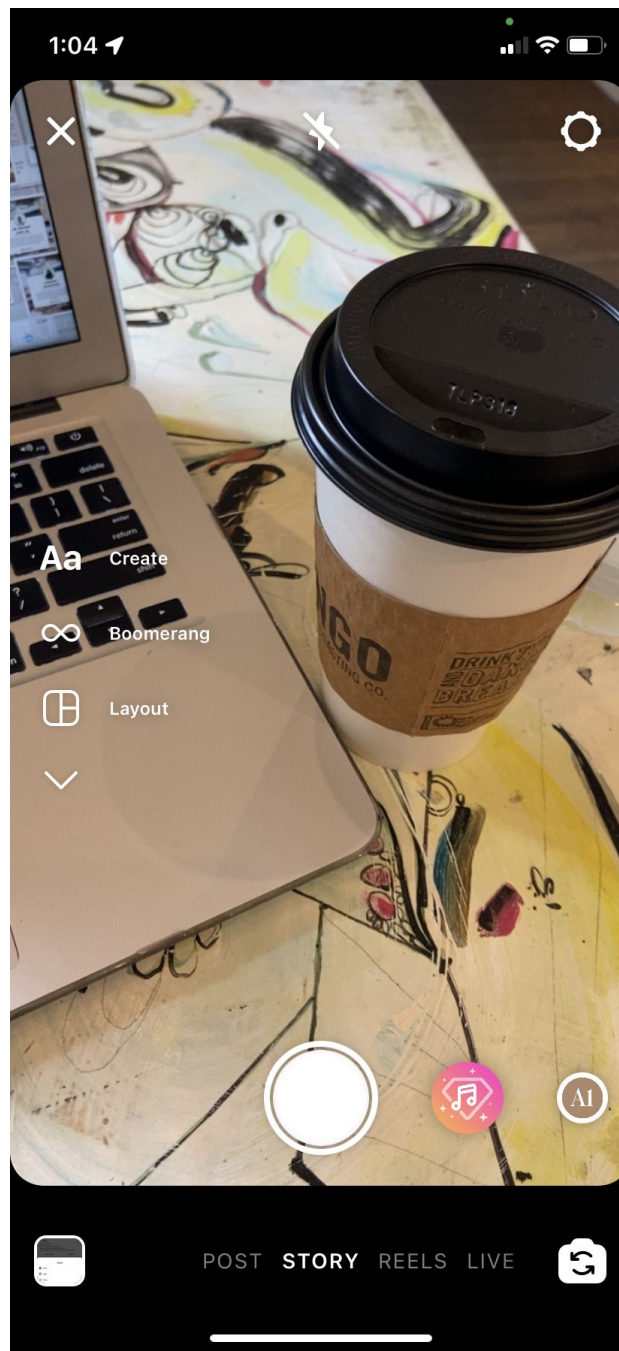
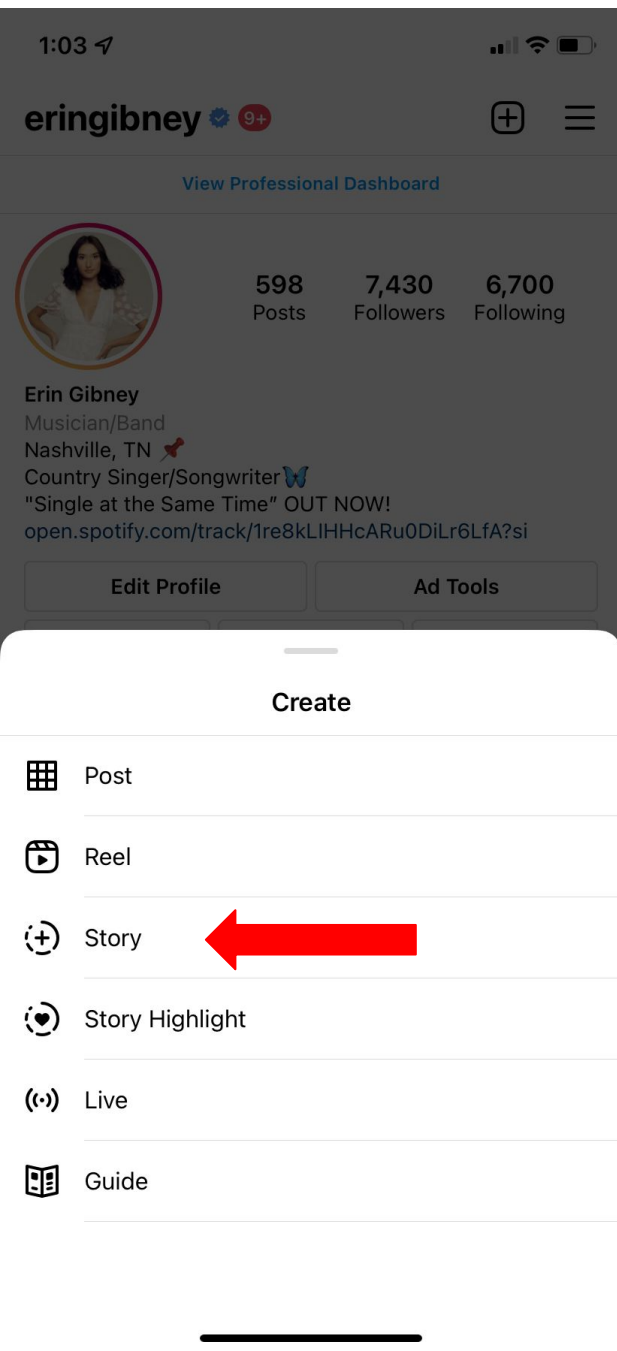
What are stories?

Stories are short, temporary posts that appear at the top of a users feed. They allow you to share moments in your day quickly and easily.

Why are stories important?

- Stories quickly remind your audience of who you are and what your brand is about
- Instant feedback on your product or service
- In 2019, 500 million people used Instagram Stories every day
- Instagram Stories account for 34% of Instagrams sponsored content
- You can highlight specific products or events





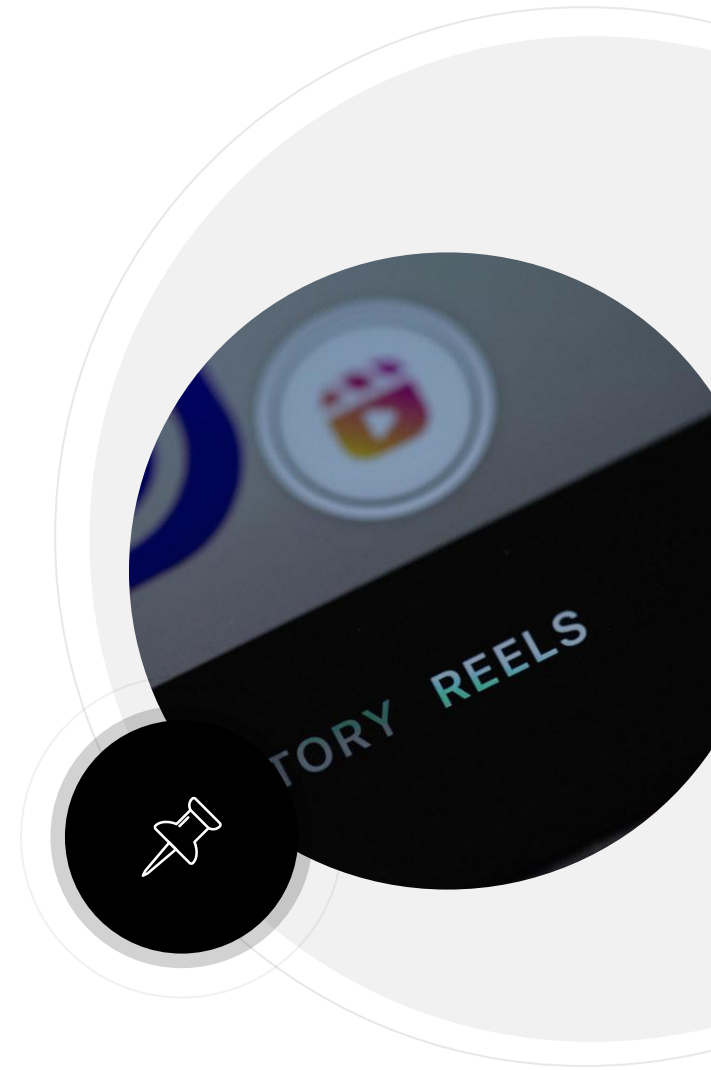
Utilizing Reels

What are Reels?

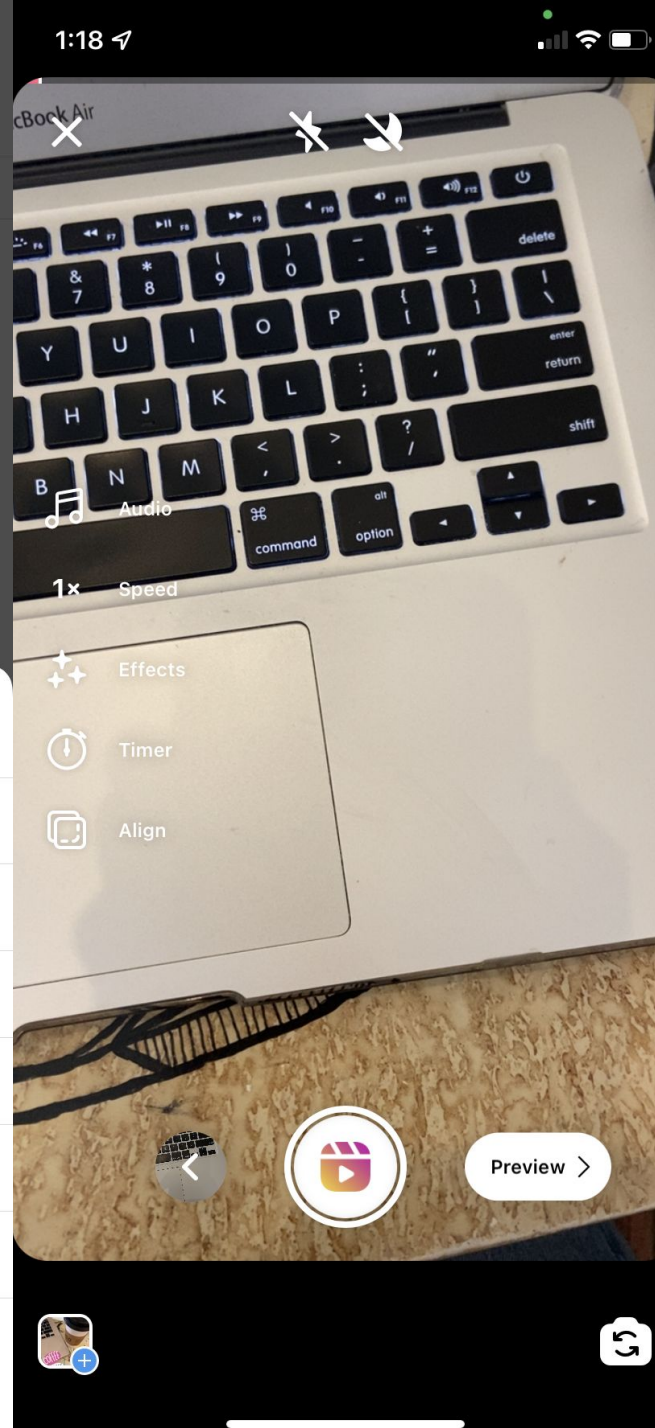
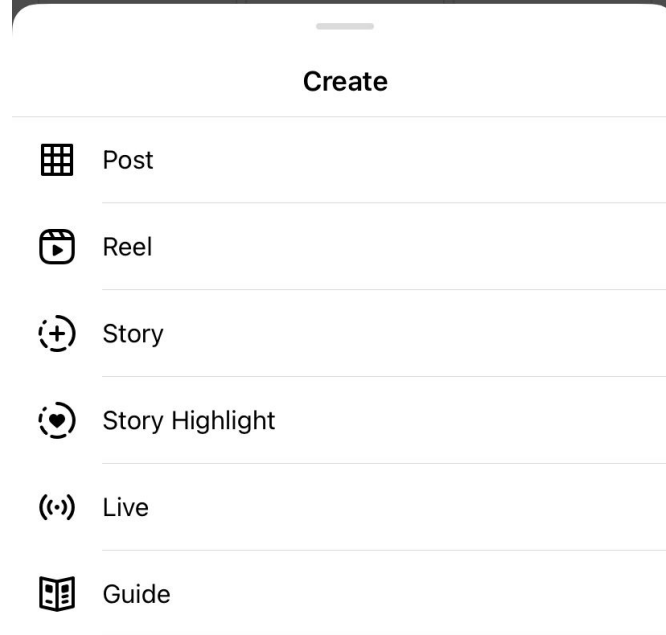
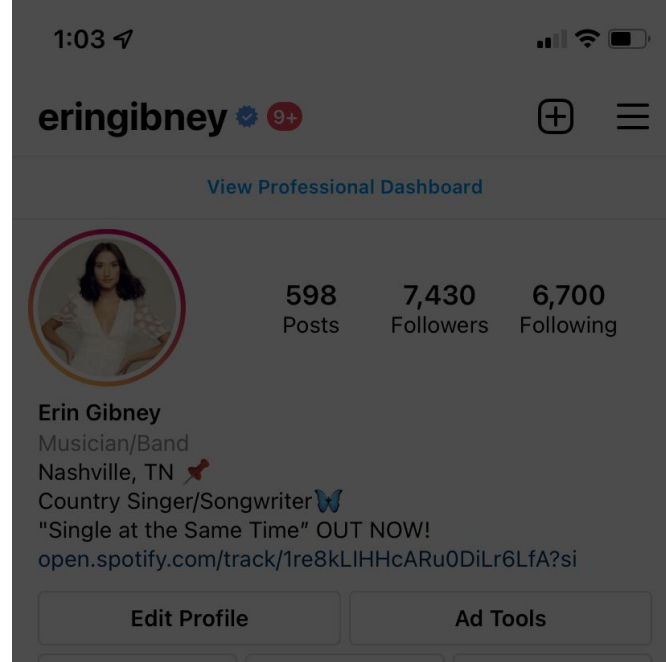
Much like TikTok, Instagram Reels are video shorts that allow you to quickly feature your brand to your audience.

These reels are pushed to non-followers as well, giving your brand an opportunity for greater reach.

These posts are permanent unless deleted and they are stored under the “Reels” icon on a user’s Home Page.



Utilizing Reels

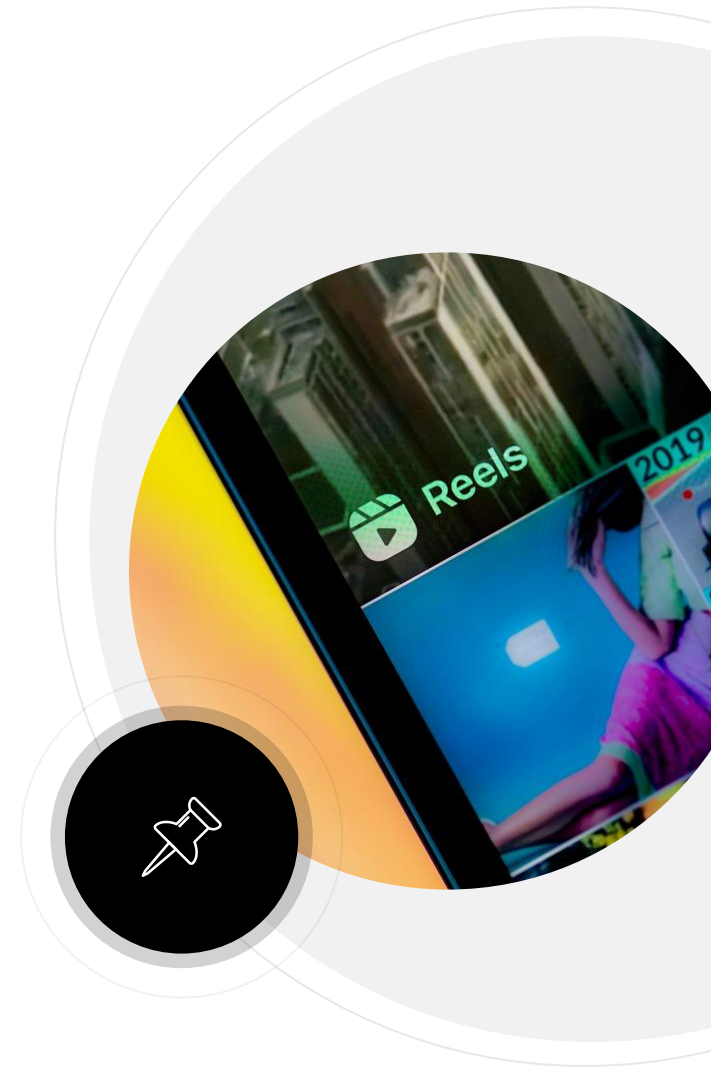


Using TikToks As Reels

You can use content you have already posted for TikTok as your Reels content!

Sites that allow you to save TikTok videos without a watermark:

- TikSave
- SnapTik
- SSSTikTok

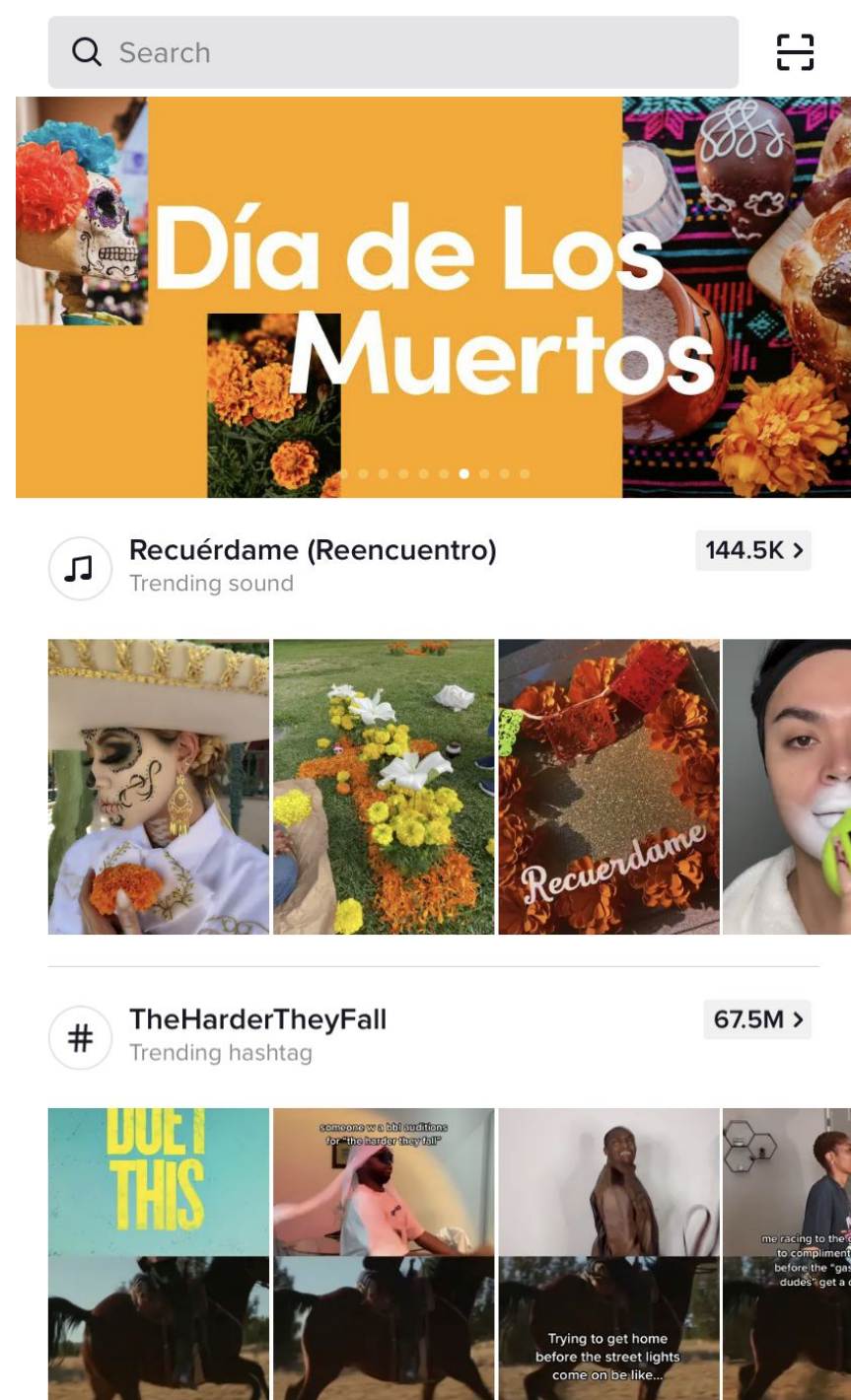


The image features a large white circle centered on a purple background. In the top-left corner, there is a series of overlapping circles: a dark grey circle with a white number '2' inside, a medium grey circle, and a thin white circle. In the bottom-right corner, there are several thin, concentric white circles.

2

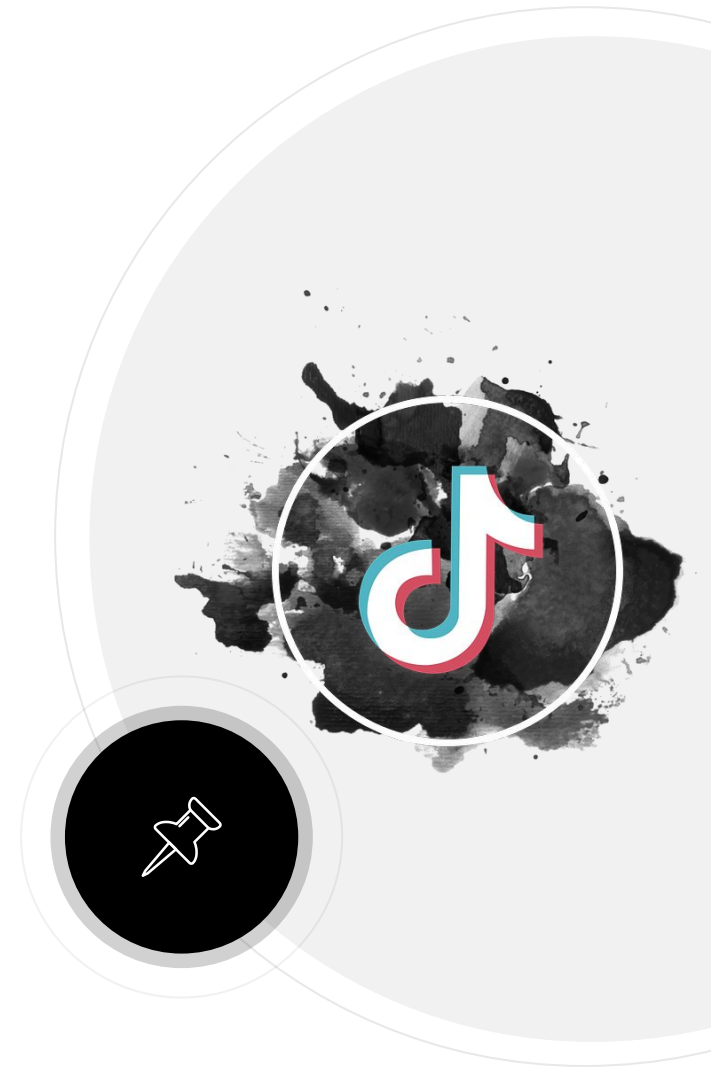
TikTok

The Discover Page



Using Trending Hashtags and Sounds

- Every day, TikTok features trending hashtags and sounds on their Discover page.
- Getting your video on the Discover page is essential for reaching a large audience.
- TikTok features trending hashtags from every niche.



The For You Page

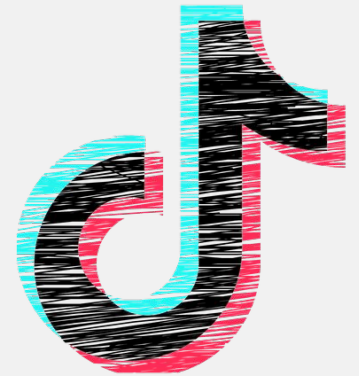


The For You Page

Getting on the For You page is the goal for virtually every creator on TikTok.

Here are some tips on getting your video on the For You page:

- Ask questions in your video to drive user interactions
- Tell a multi-part story so that users will keep coming back to your page.
- Keep videos 15 seconds or under



The image features a large white circle centered on a purple background. In the top-left corner, there is a series of concentric circles: a dark gray inner circle, a medium gray middle circle, and a white outer circle. The number '3' is centered within the dark gray circle. In the bottom-right corner, there are several thin, light gray concentric circles.

3

Facebook

Facebook Business

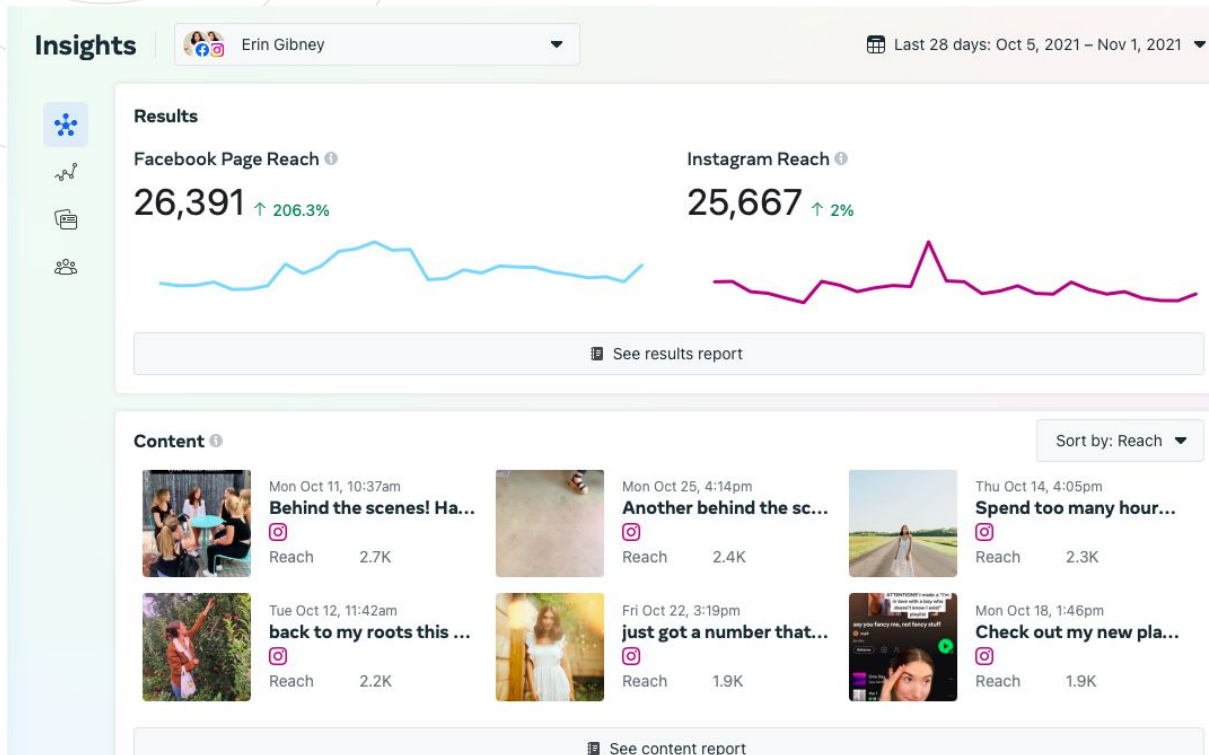
Making a Facebook Business account allows you to track your analytics and see which of your content is performing the best.

Facebook Business allows you to:

- Check your analytics
- Schedule posts
- Manage Ads
- Respond to your inbox
- And more!



Understanding Analytics



Facebook Business Suite

E Erin Gibney

+ Create Post

Home

Notifications

Inbox

Posts & Stories

Planner

Ads

Insights

More Tools

Settings

Help

Give Feedback

The image features a large white circle centered on a purple background. In the top-left corner, there is a series of concentric circles: a dark gray inner circle, a medium gray middle circle, and a white outer circle. The number '4' is centered within the dark gray circle. In the bottom-right corner, there are several thin, light gray concentric circles.

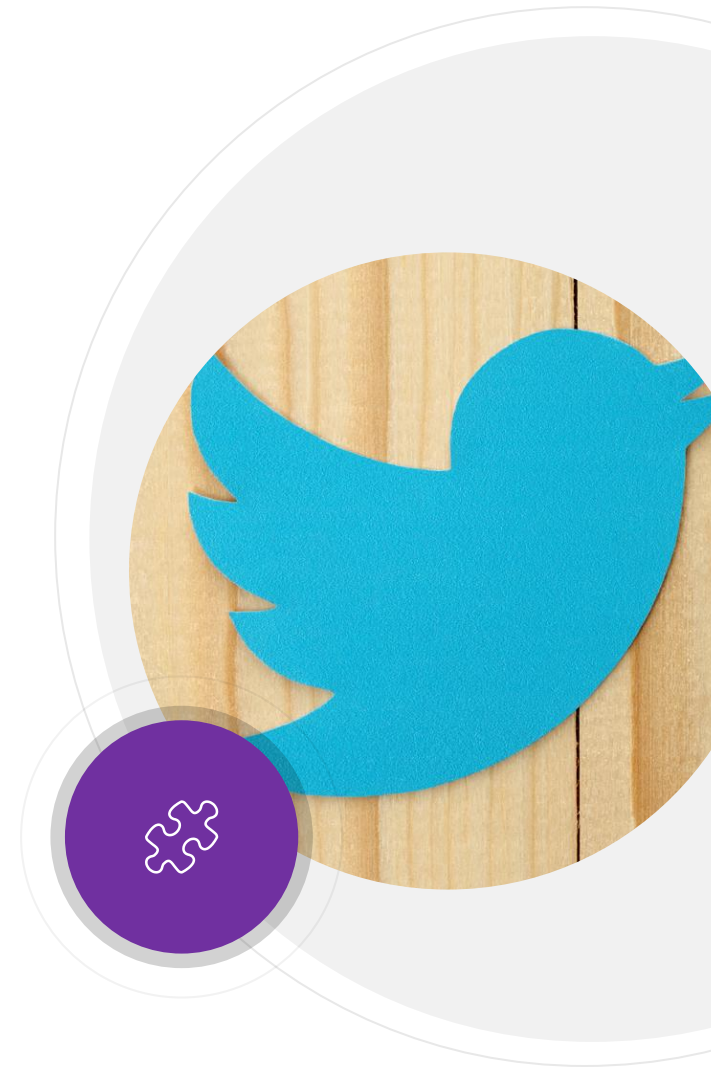
4

Twitter

Twitter Threads

When you want to say more in a post, but have run out of characters you can create a “thread” with yourself.

This is done by replying to your own post.



Tweets Tweets & replies Media Likes



Taylor Swift 
@taylorswift13 · 8/6/21

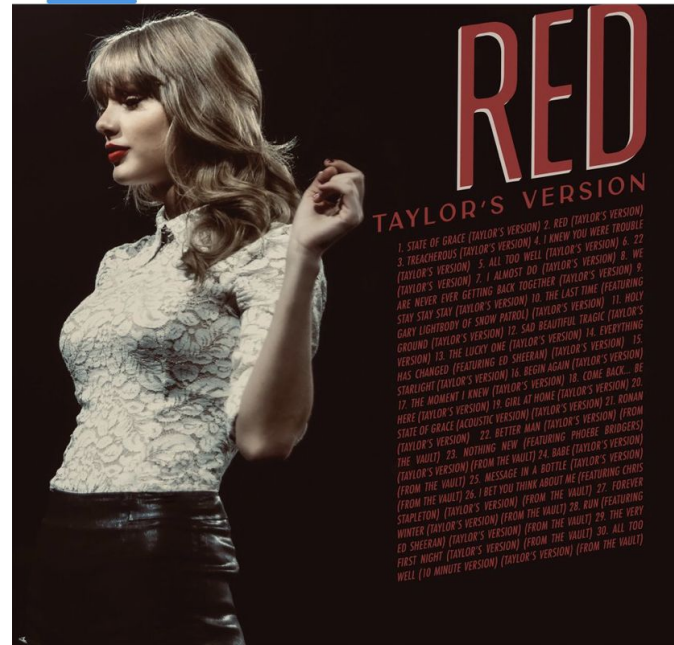
Congrats pals, you guessed the titles and ft. artists on Red (my version). The vault tracks will ft. [@ChrisStapleton](#), [@phoebe_bridgers](#), [@mistersmims](#) & [@edsheeran](#) ! I can't wait to dust off our highest hopes & relive these memories together. Pre-order now [Taylor.lnk.to/redtaylorsvers...](https://taylor.lnk.to/redtaylorsvers...)



12.7K 106K 363K



Tweets Tweets & replies Media Likes



12.7K 106K 363K



Taylor Swift 
@taylorswift13 · 8/6/21

We'll also be making a bunch of new ones too, since Red (Taylor's Version) includes so many songs you haven't heard yet. Till then, I'll be counting down and picturing it all in my head. In burning red.

3,365 29.9K 196K

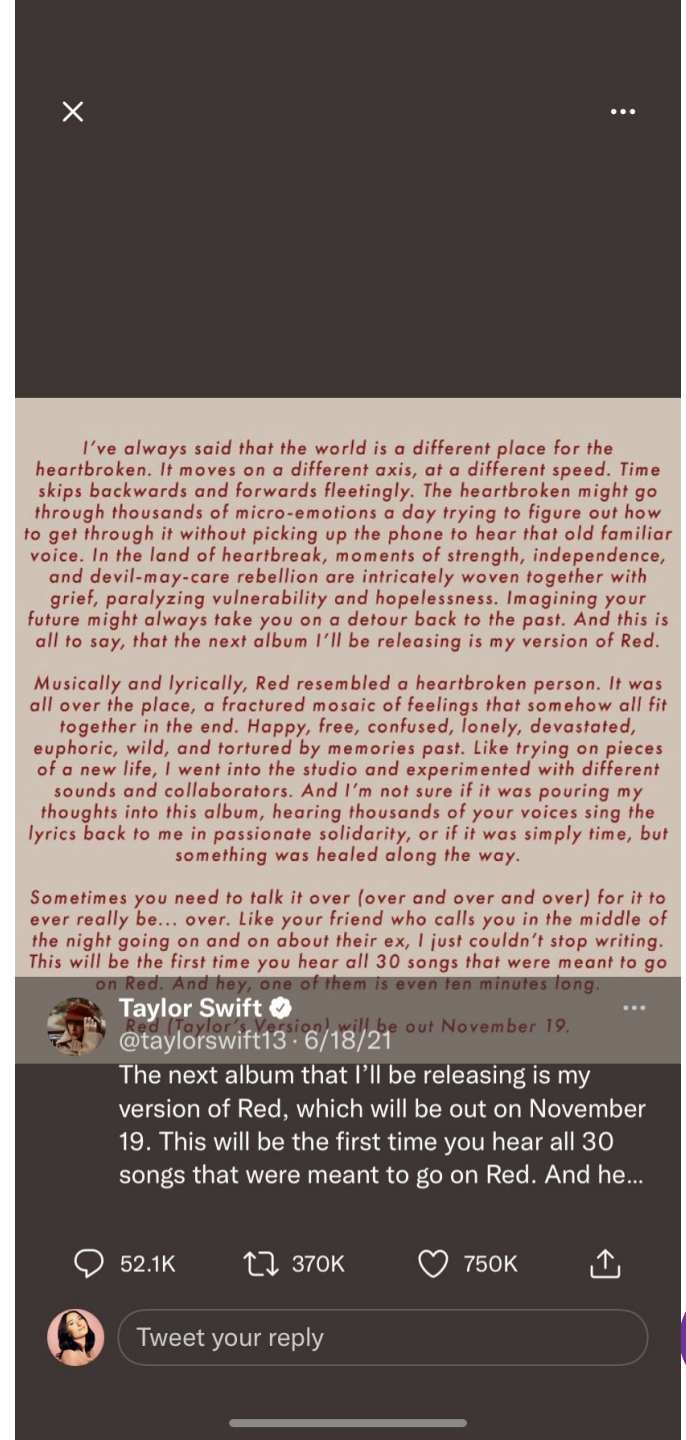


Taylor Swift 



Use Graphics With Text

Another way to use avoid running out of characters is to place your text on a graphic.



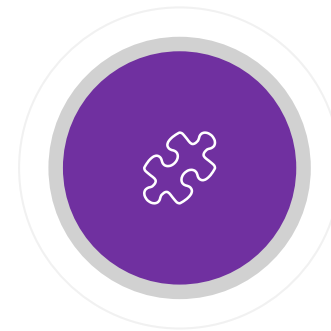


2

Tips and Tricks Quiz

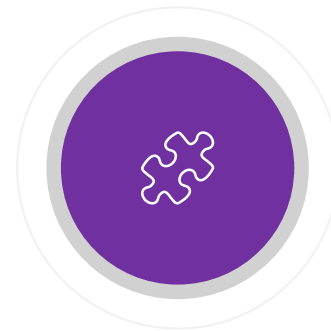
What is the difference between a Story and a Reel on Instagram?

A Story is a temporary, brief picture or video and a Reel is a permanent video that is stored under the Reels tab on a user's portfolio.



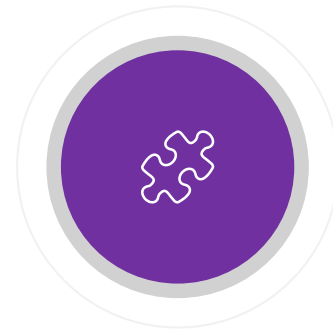
Why is it important to use trending hashtags and sounds on TikTok?

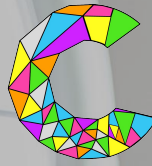
So that your video will end up on the For You page or Discover page.



How much of Instagram's sponsored content is promoted on Stories?

34%





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RESULTS-ORIENTED MARKETING

Thanks for Listening!

