

Peacock Arts Trail 2021

Social Media Training – Intermediate

Creating Content That Works

Creating a strategy

Why have a strategy?

Without a strategy, content is just ‘stuff’. Your marketing on social media needs consistency and planning and you need to know your audience.

In the long term, a good strategy will save you time and effort and support your overall business objectives. Social media isn’t everything for your business, but it is an important element in selling and promoting your work. You need an overall business/marketing strategy with social media built in.

Strategy isn’t about planning every detail of every post, but committing to a goal, e.g. post on your grid every Tuesday and on your stories every Friday. What you say is not pre-planned, but the action is planned. The aim is to be enthusiastic without being robotic.

You should review your strategy around every 6 months to incorporate any new online opportunities – with new platforms appearing all the time, is what you wrote 6 months ago still valid?

The basics of creating a strategy are as follows –

1. Audit –

Internal analysis –

Using Insights on Instagram and Facebook you can see view your reach, engagement, followers and comments. How many posts/videos are you putting out there? What content is working well and what isn’t? Is one social media channel getting more engagement than another? Which days/times get the most engagement?

TIP: to use Insights you have to be set up as a business account.

Audience analysis –

Who is following you? And are they your target audience? (age/demographic, etc) Do they follow similar accounts to yours?

Competitive analysis –

Research businesses similar to yours, or who you aspire to be like. What are they doing that works for them? What’s their follower numbers/engagement? Don’t compare yourself and feel bad – consider what they’re doing that you like and think how you could apply similar tactics to your business.

2. Objectives and Goals –

Your objectives will vary depending on your business. If you are new to social media, it is best to

focus on increasing your followers. As that relationship develops with followers you can start to direct people to a website or newsletter.

Over time, you will notice that, X number of comments/messages lead to a sale. To increase your sales, you need to increase your leads.

This is why you need people to more than just 'like' a post – active engagement with comments and shares rate much more highly in the algorithm and will be seen by more users.

It is also beneficial if you can encourage followers to mention your brand by tagging you and sharing your work. The arts trail is a great opportunity for this! By doing this, your followers are doing your marketing for you, free of charge!

Your focus should be on increasing followers to increase reach and exposure, and then push them towards a sales channel via your 'call to action'.

Call to action –

It's important to have a call to action in your posts/stories/profile. What this action is will depend on your audience – it may be a link to a shop or newsletter. Or if you are more interested in enquiries about commissions, your call to action might be to ask followers to message you directly.

Tip: it's not advisable to put a call to action in every single post. This comes across as being pushy sales – perhaps have one every third post, or whatever feels right for you.

Example goals –

- Increase engagement – this is your primary goal, e.g. gain 10 comments per post
- Aim to increase traffic to your website by 20% in 6 months
- Gain more brand mentions, e.g. 5 profile tags each month
- Generate new leads/gain more sales, e.g. 30 leads per quarter

All this helps you to understand what you're aiming for. By checking Insights regularly, you can start to develop meaningful goals and targets.

3. Tactics and Tools –

Which channel?

Your preferred social media channel will be down to your objectives and audience. Some comparisons:

- Instagram is very visual, whereas Twitter is great for connecting with other businesses.
- Facebook penalises you for putting links in your posts. Twitter doesn't and therefore is better for driving traffic to your website. Instagram won't even let you add a link to a post.
- Twitter requires a great deal more time and resource than Instagram – you have to be very active on Twitter to make it work for you.
- Younger users have tended to leave Twitter, other than to follow celebrities.
- It is much easier to be found and discovered on Instagram than Facebook.

Which is better for the content you want to share? Which will help you to build trust and loyalty?

Some stats!

- Facebook is the world's most popular social network.
- In Jan 2021, Instagram had 31 million users, up from 24 million 12 months ago.
- Tik Tok is the third most downloaded app in the UK (behind the NHS app and Whatsapp)

- 61% of Facebook's global users are under 35.
- LinkedIn has 727 million professionals – tend to be older/male/affluent audience
- 77% all users on Pinterest are female. 45% of total users are aged 25-44. Pinterest is best for SEO and driving traffic to your website as content has a longer shelf life. Pin your posts to 'boards' (like folders) – each time you do this it bumps the post back up algorithm.
- Snapchat is the UK's fourth largest market with 21 million users. 60% under 24.
- The more followers you have on Instagram, the lower your engagement! This applies to accounts with over 10k followers.
- Tik Tok is most popular with Generation Z, aged 13-20.
- Clubhouse is a new social media app that's growing incredibly quickly - from 30,000 to 2 million users in 1 month.

When new app's come along, the old giants like Facebook will create their own versions. So 'Stories' are Facebook/Instagram's version of Snapchat. Twitter has 'Fleets'.

Frequency of posting –

You don't need to post everyday – this is a common misconception. The key is QUALITY over quantity. The algorithms remember how successful your content is every time you post, so if you generate a lot of engagement then it will remember and reward you next time you post. You could choose to post to your grid one day, then Stories the next day, and so on.

Only 1% of your total audience will be shown your content at any given time. However, by increasing engagement, your post will be pushed out to more and more people. This is why it's crucial that you regularly comment/like/share other exhibitor's content during the trail as by doing this, you're telling FB/Insta that this content is meaningful and should stay high up the feed.

Stuck in a rut?

If your follower numbers and/or engagement has plateaued, it's worth trying a new style of post – different words, content. It's important to get your voice across, but sometimes less is more – a quick post that is enjoyable will fare better than a long formal post/text.

Ultimately people's attention span has shrunk! Celebratory posts tend to get more attention.

4. Content Creation

Think about what followers and potential customers respond to. Your aim is to **educate, entertain and inspire**. A blend of all 3 is social media gold!

The order of priority for the algorithms, from lowest to highest, is:

1. Text
2. Images
3. Pre-recorded video (under 3 minutes is best on stories/reels; over 3 minutes better on grid)
4. Live video

Videos are increasingly popular on social media. This is not to say that images aren't still very important. The key is getting your message/brand across without formal sales posts every time you post.

Your grid - is for your beautiful images. Think of it as your shop window.

Your stories - are more for behind-the-scenes images and videos. You can use these to document your processes and how you get to that beautiful grid image. As long as you keep adding to them,

Instagram will keep you at the top of people's feeds so you get in front of people much more quickly, rather than users having to scroll a long way down their feed to find a post.

If you'd like to save your stories, click the little heart when in the story to highlight, then choose a circle/folder to display in at the top of your grid.

You could also use Reels, but for Peacock artists Stories are more useful – Stories push your content to more people.

Tip: it is not advisable to use automated replies or jump on trends to sell something unless it is absolutely relevant to your business.

Paid Content

Can be used successfully, but you really need to understand your objectives for it to work. Otherwise, it will be a waste of money.

Hashtags

Hashtags are clickable links for people to search and see all of your work. They are mainly used on Instagram and Twitter, a lot less so on Facebook.

For example, on Instagram you can click on the hashtag **#peacockartstrail2021** and you will see all of the posts with that tag. You can then choose to follow that hashtag, so that you will see any posts with that tag in them, regardless of whether you are following that users account or not.

When you start to write a post in Instagram and use a '#', Instagram will show you suggested hashtags to use that might be relevant for your post. Alternatively, you can use the search button, enter 'Corsham' (or whatever you're interested in) and view the top Accounts, Tags and Places with that keyword. From there you can go to the actual posts using those hashtags and check if people are actually engaging with it.

Instagram lets you add up to 30 on each post, but around 10 hashtags that are really relevant to your content is plenty. The aim is not to use hashtags that are either too broad or too niche. A mix of tags about your work along with community or industry hashtags will help to build local brand awareness.

Hashtags are great for creating 'user generated content', i.e. when someone uses your branded hashtag, e.g. peacockartstrail2021, they are in effect doing your marketing for you. If all 70 exhibitors on the 2021 Trail posts with this hashtag, and each of those exhibitors has 100 followers, the reach exponentially increases.

Tip: don't tag business/galleries unless your post is directly relevant to them. If you tag them every time you post in the hope of being seen, they will consider it spam and are likely to block you.

5. Measuring Success

Always measure your success by looking at engagement, not reach:

Reach means how many people saw your post.

Engagement tells you how many people actively engaged, i.e. liked, shared, commented. Anything more than a 'like' is better weighted as someone has to stop and react; it's easy for a follower to just hit 'like' without having engaged.

Go back to your original analysis and update - who is looking at your posts? Age range? Gender? Length of post? Time of day? Key words used? Hashtags used?

Tools and tips

Some Instagram accounts to check out - @zarialynn @alexameadart – some of the things they do that make them successful are:

- *Post pictures of themselves*
- *Use a simple colour palette*

You may want to investigate the following:

Business Suite – use for scheduling posts

Canva

Hootsuite

Buffer

Lightroom

i-movie

Time lapse

Boomerang

Layout

Hashtag Expert

Creator Studio

Pixabay – free, licenced stock photography. Don't download from google and use as not licenced!

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@peacockartstrail

#peacockartstrail2021

These notes have been written by Peacock Arts Trail 2021. All mistakes/errors are the responsibility of Peacock Arts Trail, not www.natruallysocial.co.uk who provided the training.