OUTSTANDING TEACHING, LEARNING AND ASSESSMENT TECHNICAL SKILLS NATIONAL PROGRAMME

Social Media as a Business
Created by: Franklin Boateng for The College of Haringey, Enfield and North East London (CONEL)
January 2019

This presentation was delivered to creative media learners. The presentation includes examples of the Master Technician's online presence and the aspects that need to be developed and managed to create an effective online presence. This presentation could be used by educators who teach within creative industries, business development or entrepreneurial skills.

The College of
Haringey, Enfield
and **North East London**

FRANKLIN BOATENG
SOCIAL MEDIA CONSULTANT AND TRAINER
Computing, Creative and Media
Social Media Marketing

THIS IS ME! ☺

Geeky grin
tweets more :) than :(

Social Politics
based on tweets

Likely Obsession
based on circumstantial
evidence

Twitter Trailblazer
over 10,000 followers

kingoftrainers [Follow]

11,549 posts   **126k** followers   **3,629** following

King Of Trainers King & UK Sneakernews Channel FB:TheKingOfTrainers
Twitter:@KingOfTrainers SnapChat:@KingOfTrainers Periscope:@KingOfTrainers
YouTube:KingOfTrainersTV **bit.ly/LastSKAirOnFootlocker**

Tweets	Following	Followers	Likes	Lists	
52K	6,326	10.6K	325	4	Following

FAB

@FABSNETWORK Follows you

The First Black British Billionaire
#StateOfMind Official
Twogger=TwitterBlogger CEO, Also
follow @KingOfTrainers & visit
kingoftrainers.com

Tweets   **Tweets & replies**   **Media**

FAB @FABSNETWORK · Oct 11
HAPPY BIRTHDAY TO MY KING! RAINE KING KWAME BOATENG!!! Aka
princeoftrainers !! No DNA tests… instagram.com/p/BaGW6PzHMxw/

💬   🔁   ♡ 2   ✉

FAB @FABSNETWORK · Oct 9

Who to follow · Refresh · View all

Google

Franklin Boateng

About 335,000 results (0.51 seconds)

Franklin Boateng aka @fabsnetwork gives 5 tips for using social media
www.bfmmedia.com/frankin-boateng-5-tips-for-using-social-media/ ▾
Franklin Boateng attributed to starting the #TottenhamRiots will be giving a seminar on Social Media
Marketing Saturday 4th July 15:30. Here are his top 5 tips ...

A social media mind | Franklin Boateng | TEDxTottenham - YouTube
https://www.youtube.com/watch?v=LsKtixzMK5s ▾
5 Jan 2015 - Uploaded by TEDx Talks
This talk was given at a local TEDx event, produced independently of the TED
Conferences. **Franklin** ...
▶ 11:20

Franklin Boateng | HuffPost
https://www.huffingtonpost.com/author/franklin-boateng ▾
Social Media Expert and Consultant, Twitter Teacher and Twogger (Twitter Blogger). Built his own
social-networking site in 2010 called www.fabsnetwork.com ...

marvel • Following

marvel AfroPunk shows us their #WakandaStyle. Share your own look using the hashtag! #BlackPanther

Load more comments

xii_ventriliquist My king

bennett.c Who is that

darthdano Those are sick! Such a good movie story and wardrobe. Just beautiful! Wakanda forever!

mizell.h That outfit

estebansc7 Jazz

tyler_ortega_ WAKANDA FOREVER

rodolfoazevedooo @giovanni_fazzio começa a se vestir assim, vai ficar atípico

necessary_p 👊🏾 ❤️ ❤️ ❤️ 👊🏾 🔥 🔥 🔥 🔥

theultimatecyberman WAKANDA forever!!!!

felicia_mid This isn't wakanda style. It's

123,451 likes

MARCH 4

Add a comment…

marvelstudios AfroPunk shows us their #WakandaStyle. Share your own look using the hashtag!

Load more comments

joyyaholm Wowwww African style indeed

faroukfit Oh no! Please that first outfit is our regular outfit for weddings in many west African countries. Don't trivialize them because of a comic movie

lewis1motion Lol

_cauaprado @albertonetos

art.music.dance247 Love the colors 💙 💙 💙 💙

darish_malik why he is floating

falling_edge11 #Falling_Edge11

afam_jo @mynameisuju Wakanda style?

mynameisuju @afam_jo see what I was

71,001 likes

MARCH 4

Add a comment…

blackpanther AfroPunk show us their #WakandaStyle. Share your own look using the hashtag! #BlackPanther

Load more comments

majinleflip @rivera.edmund Puerto Rico still has no power but you worried about us lololol

nana.chagas see the post of @jeh_chagas on her profile, please !!!! It's very funny 😂 😂

chocolaate.doll if im honest, u should make another black panther after infinity war where nakia n t'challa have a kid and that kid is me. yes. we shall consult marvel about the comic version but yes. iconic

ric4rdojr @_maer14 💜

chrissaintjohn black panther hit a billie!!

steffortless312 Please check my page!! Another Sandra bland situation occurred to

41,444 likes

MARCH 4

Add a comment…

Social Media
The
Introduction

Think, Think & Think Some more…

What Are You Selling?
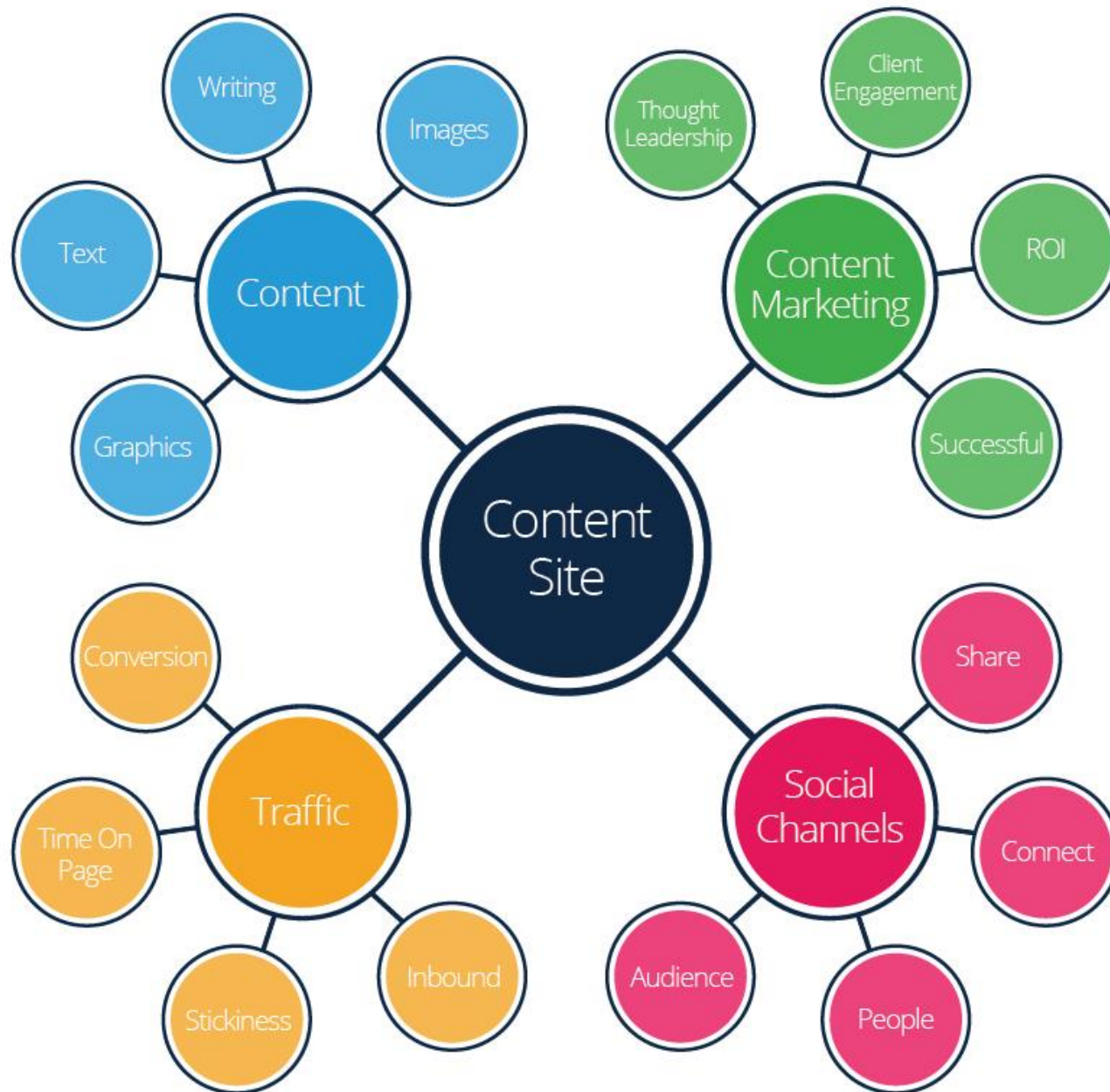## A Product?
A Brand?
A Service?
Influence?
Information?
Image?
Yourself?

Brainstorming in Writing: Mind Map

Things to think about…
1.What is the product
2.Target Audience
3.Which Social Media you will use
4. Voice and mission
5. Outcomes

Registering...

SOCIAL MEDIA MARKETING PLAN

Step 1: Choose your social networks

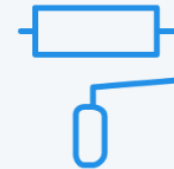*You don't have to be on them all---just the ones that matter to you and your audience.*

Consider...

Audience

Where do your potential customers hang out? Which social network has the right demographics?

Time

How much time can you devote to a social network? Plan on at least an hour per day per social network, at least at the start.

Resources

What personnel and skills do you have to work with? Do you have the resources to create what's needed?

Websites

ACQUIRING...
WEBSITE DOMAINS...

Step 2: Fill out your profiles completely

A completed profile shows professionalism, cohesive branding, and a signal to visitors that you're serious about engaging.

Visual

Aim for consistency and familiarity with the visuals (profile and cover photo) you use on social media

f Facebook Cover Photo
820px x 462px

🐦 Twitter Header Photo
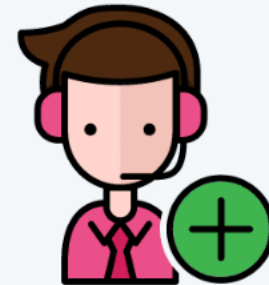**1500px x 500px**

Text

Creating a professional social media bio can be broken down into six simple rules:

- Show, don't tell: "What have I done" often works better than "Who I am"

- Tailor your keywords to your audience

- Keep language fresh; avoid buzzwords

- Answer the question of your potential followers: "What's in it for me?"

- Be personal and personable

- Revisit often

Step 3: Find your voice and tone

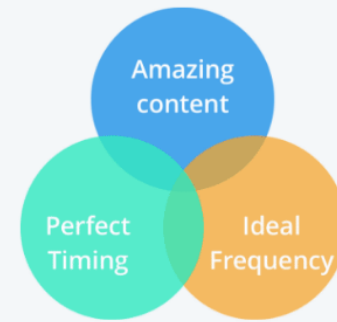*Voice is the mission statement; tone is the implementation of that mission*

Ask yourself...

- (?) If your brand was a person, what kind of personality would it have?

- (?) If your brand was a person, what's their relationship to the consumer?

- (?) Describe in adjectives what your company's personality is not.

- (?) Are there any companies that have a similar personality to yours?

- (?) How do you want your customers to think about your company?
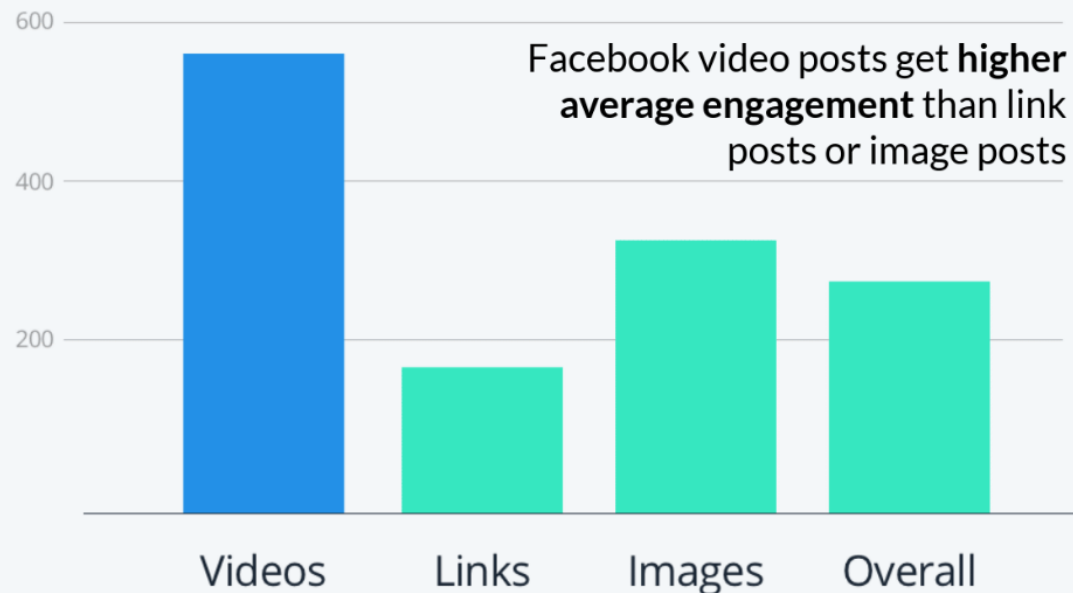
Step 4: Pick your posting strategy

What's the ideal amount to post per day? How often should you post? When should you post? What should you post?

It depends.

Amazing content

Perfect Timing

Ideal Frequency

What should you be posting?

Videos are ideal for engagement.

Facebook video posts get **higher average engagement** than link posts or image posts

Twitter videos are 6x more likely to be retweeted than photos and 3x more likely to be retweeted than GIFs

How often should you be posting?

If people love your updates, you can typically always get away with posting more.

f 8 - 15 per week

in 8 - 15 per week

Instagram 5 - 10 per week (posts)
(8 - 16) x 2 per week (stories)

Pinterest 35 - 70 per week

Twitter 21 - 70 per week

Snapchat 5 - 20 per week

When should you be posting?

*For someone just starting out on these social networks, with no audience and no history, experiment with **best practices**.*

f 1 - 4pm

in 7 - 8:30am & 5 - 6pm

Instagram 5-6pm

Pinterest 2 - 4pm & 8 - 11pm

Twitter 1-3pm

Once you have been posting a while, you can use your own data and tools like Facebook Insights, Instagram Insights, and Followerwonk to find your brand's best time to post and refine your posting strategy.
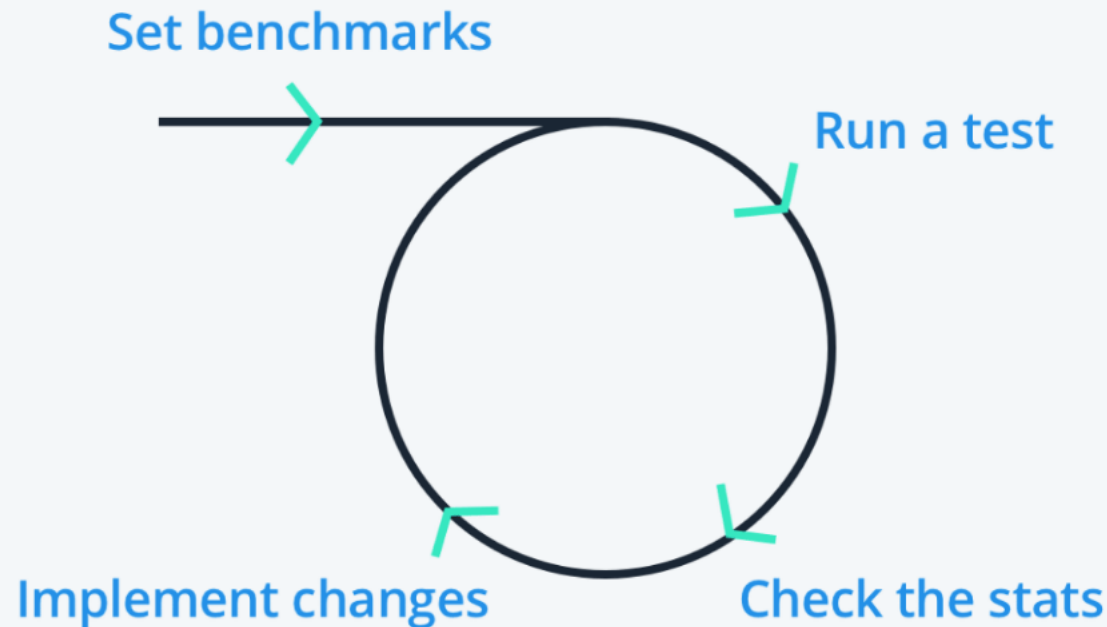
Attention!

Step 5: Analyze and test

The more you post, the more you'll discover which content, timing, and frequency is right for you.
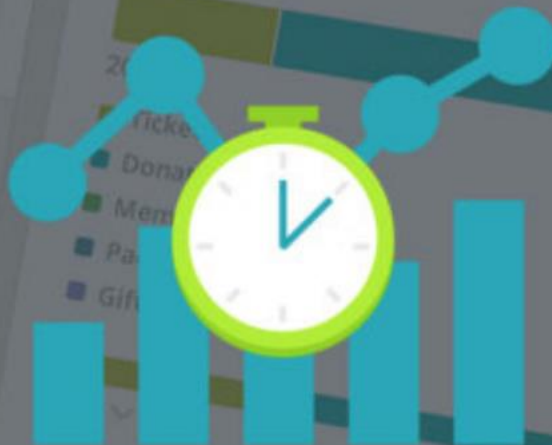
Social media analysis

Set benchmarks

Run a test

Check the stats

Implement changes

Tools

HOW TO MANAGE YOUR DIGITAL STRATEGY?

Monitor – Plan - Act

HOW TO COMBAT NEGATIVE COMMENTS / PRESS

Donald J. Trump ✓
@realDonaldTrump

&+ Follow

An 'extremely credible source' has called my office and told me that @BarackObama's birth certificate is a fraud.

RETWEETS   LIKES
22,179   17,333

9:23 PM - 6 Aug 2012

↩ 5.3K   ♻ 22K   ♥ 17K   ✉

TAKE IT OFFLINE...

How Blogs & Articles Increasing Website Traffic.

CONTENT
CONTENT
CONTENT

GOOD CURATION VS.	BAD CURATION
HONOR	DEGRADE
STUDY	SKIM
MANY SOURCES	FEW SOURCES
CREDIT	DON'T CREDIT
TRANSFORM	IMITATE
REMIX	CUT & PASTE

How To Distribute Content...

Products/services with social media communications.

CLICK TROUGH RATE

Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.[1][2]

Click-through rates for ad campaigns vary tremendously. The very first online display ad shown for AT&T on the website HotWired in 1994, had a 44% click-through rate.[3] Over time the overall rate users click on webpage banner ads has decreased.

Make Money Online

QUESTIONS?

SEE YOU NEXT TIME!