

Award Winning Social Media Expert and International Speaker

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EXPERT
Ezine,
Articles
AUTHOR



sky NEWS

Sharon is an accredited member of the Association of Professional Coaches, Trainers and Consultants (APCTC), which was formed by some of the most well respected names in our industry to raise professional Standards and increasing awareness of the coaching, training, consulting and speaking industries.

**Sharon
Callix**



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THE DOS AND DON'TS OF SOCIAL MEDIA



What is Social Media?

Social media is the use of electronic and Internet tools for the purpose of **sharing** and **discussing** information and experiences with other human beings.

- Wikipedia



Over time... the web changed





Conversations are happening



If You Act Like You're Listening



ONLY **14%**
OF PEOPLE TRUST ADVERTISEMENTS.

ONLY **78%**
OF PEOPLE TRUST RECOMMENDATIONS FROM
OTHER CONSUMERS.

NIELSEN "TRUST IN ADVERTISING" REPORT, OCTOBER 2007

completely or somewhat trust recommendations from family, colleagues, and friends about products

84% of consumers





74% of consumers

identify word-of-mouth as a key influencer in their purchasing decision.





68% trust online opinions
from other consumers,

88% of people trust online reviews

written by other consumers as much as they trust recommendations from personal contacts.



Rules of the Road



Know Your Audience







Share Control





Trust



Participate



SOCIAL MEDIA IS
NOT....



Show and Tell





Send

Email Blasts





Magic Bullet



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Top 5 Tools





NOBODY READS
MY BLOG :(

Blogs Take Work



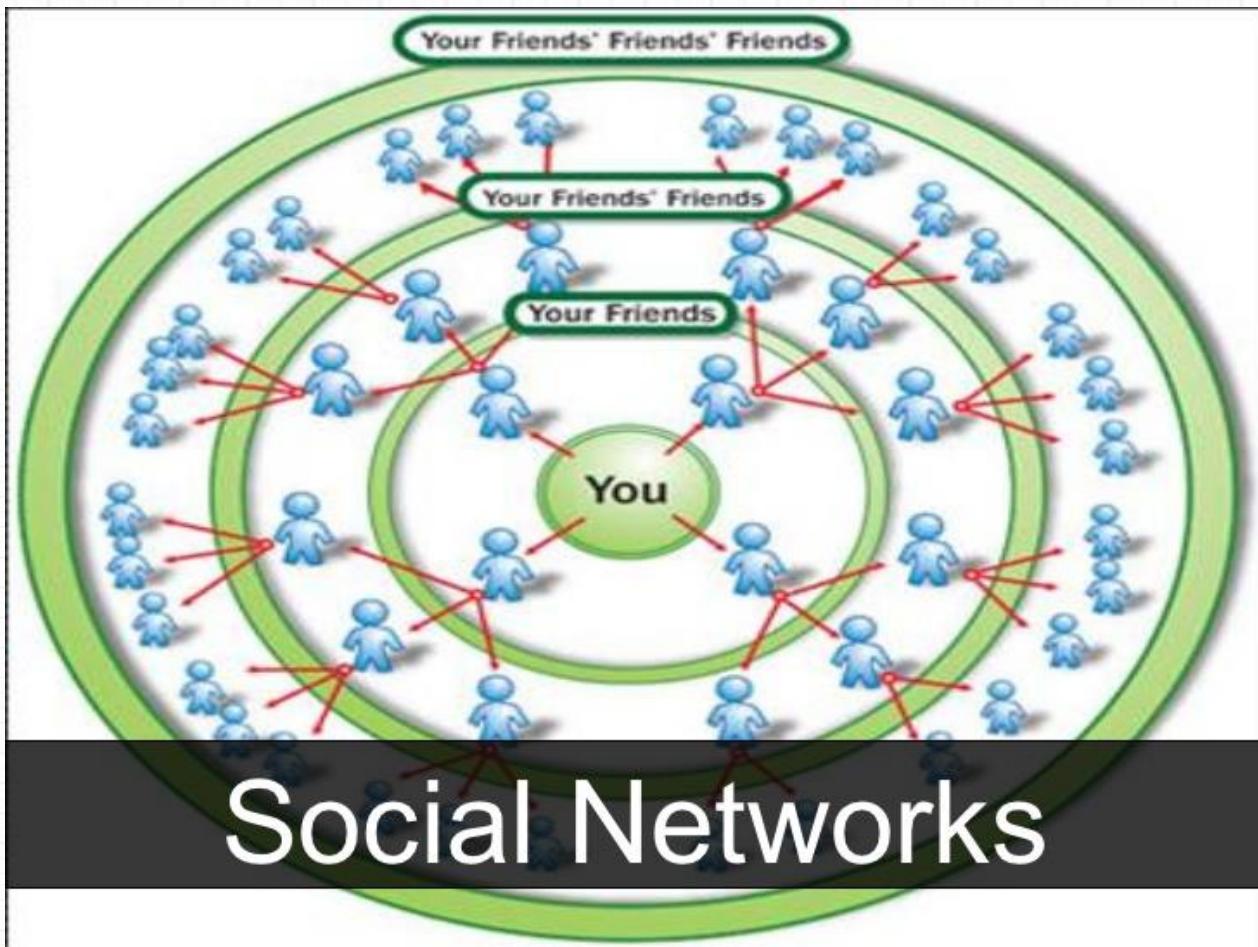
Blog Rules

- Don't think press release
- Think conversation
- Allow comments (share control)
- Consistent content
- Many free tools

WordPress

Blogger.com





Choose Another City: Louisville

Site | News | Companies | Jobs
Keywords Search Archive

HOME NEWS INDUSTRIES EVENTS COMMUNITY COMPANIES RESOURCES LISTS & LEADS CAREERS TRAVEL

Classifieds Email Alerts bizjournals Green Subscribe to Paper

Brought to you by Sprint

Louisville Community Network

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Maria Slivens



Barb Rogers



David Sharpe



Chris Lane



Kristine Beckman



Berlin Froneman

Method 1: Build One



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Method 2: Join Them!

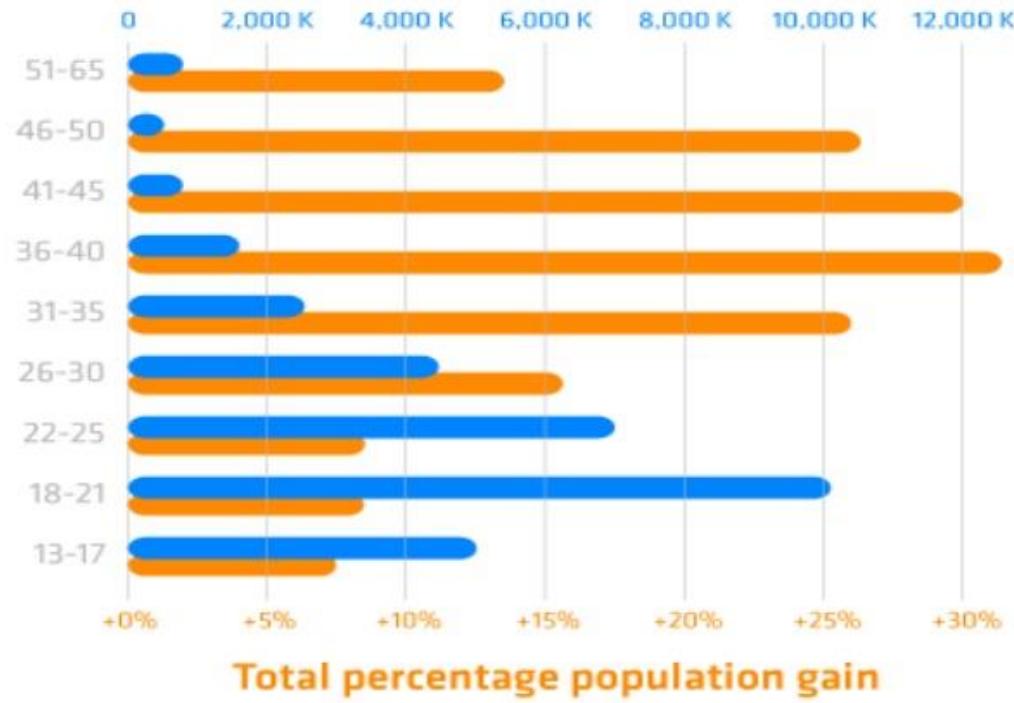




facebook

- More than just college students
- Fan/Brand Pages
- Creative Advertising

US Facebook Population



Total percentage population gain

Source: TheTrendWatch.com



Facebook Groups vs. Brand Pages

Feature	Group	Page
Visibility	Only FB Users	Public
Accessibility	Admin determined	Any FB User*
Searchable	Only in FB	Yes
Discussion Forum	Yes	Yes
Wall Posts	Yes	Yes
Video/Photo Sharing	Yes	Yes
Email Members	Yes	Sort of (Updates)
Event Creation	Yes	Yes
Event Invites	Yes	Sort of (Updates)
Customer Review Board	No	Yes
Social Ad Promotion	Yes**	Yes
Statistics/Metrics	No	Yes

* - Can edit viewing restrictions based on age and country

** - Corrected thanks to Collin Douma

Source: SocialMediaExplorer.com



Don't forget!

Use Email For Participation



*you think I'm
making this
stuff up?*



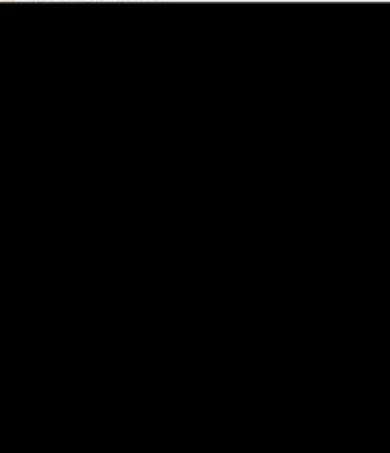
Photos of [REDACTED]

Photo 13 of 1957 | Photos of [REDACTED] | Profile

Previous Next



...taking the bowl 'o' Deer to the Table...



From the album:



...and up she goes

From the album:

Advertiser

Connie Bernick
Vice Chairman
Chief Financial Officer
SVP of Global
Finance

Help your business grow.

Eyes on Main, Inc.
Businesses in the
EYES ON MAIN CLUB, to see how
they're growing.

Scott Manly Settings Logout Search

Previous Next

Advertiser

Ford Inspire



Through honest
grew to love
graduated. Is
your team? Ra
and get in tou
w! [Get it](#)







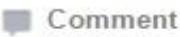
KANYE WEST: Wants This Photo Removed From The Internet, So Share It Around

For this Valentines Day, you can tell your special someone that **you** love them more than Kanye loves Kanye - that's true love.

CLASHDAILY.COM



Like



Comment



Share



yourname.com

SHAPE your brand



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Social Media Mantras

- Focus on delivering value, not taking
- Engage, don't push
- Measure results
- It's about people NOT tech
- Be authentic
- Don't expect immediate results



Start Slow



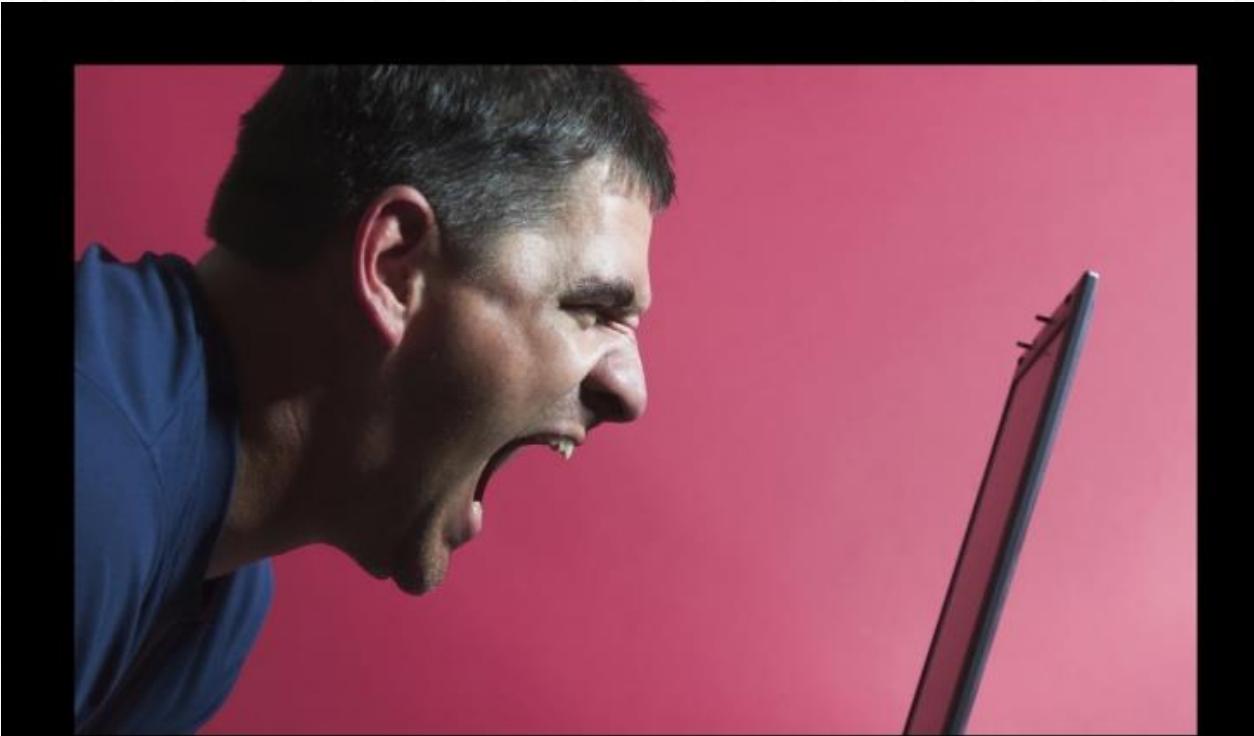


Share and Discuss





Let's Save the (Email) World



When You're Mad...





Like

Comment

Share



24 people like this.

2 shares

View 11 more comments



Hasitha Perumachandra FGM is different from female circumcision (which is a must in Islam). It is to cut the skin (prepuce) covering the clitoris (hoodectomy) and not mutilation. It is good for health and good for sex. It prevents Urinary tract Infections, AIDS and HPV through oral sex. See: <http://www.sailanmuslim.com/.../female-circumcision-the...>



Female Circumcision – The Hidden Truth
- By: Asiff Hussein - Sailan Muslim - The...

SAILANMUSLIM.COM

8 January at 13:35 · Like



John Valente Hasitha Perumachandra, that would be bullshit and in any case it is up to the individual to choose health actions for their own body NOT for you or your twisted tribal minded peers. Live and let live - a concept you people can't cope with. LEAVE WOMEN AND GIRLS ALONE! You sickos!

9 January at 07:50 · Like



!!!!!!

ALL CAPS



It's Very Clear!



There are too many social media websites, where do I start?



Which Social Media Channels Should I Use For My Business?

That is the **million dollar question** I get asked ALL the time.



Tip #1: Look into each social media channel and determine which will work best for your business.

Consider the following important factors with each:

- The product or service you are offering
- The available human and financial resources at your disposal.

Social media may be free,
but **think about the value of your time!**





Tip #2: Don't sign up for EVERY social media channel because they are new or popular. **Determine which is MOST relevant to your business.** Rather be excellent with one or two channels than mediocre at five or six.



Tip #3: Before deciding which social media channel to be active on, **work out a clear and implementable plan.** Many people lose their business focus while becoming social. It has a negative effective on the business due to the time lost trying to come to terms with social media. A plan really helps you to stay focused.

Tip #4: Don't get frustrated. Stick with it. Social media takes time and an investment of your time over a sustained period in order to achieve results.



Tip#5 Know where your audience is.

Plain and simple. Nothing more to it.

Don't get get sucked into wanting to be 'popular' and seen everywhere. Which results to being completely overwhelmed, unable to keep up, and ending up posting across every platform with no real strategy or content plan.



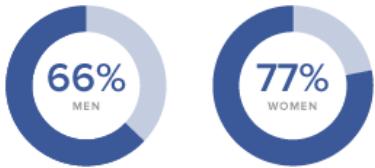
FACEBOOK

- Facebook is huge with over 1.591 billion users (and 1 million active users).
 - Best site that EVERYBODY should be on; where your audience is most likely on
- Both a PERSONAL and BUSINESS platform.
 - connect with friends and family around the world
 - build your personal brand
 - create a mini website via a Facebook page for your business



Facebook Usage Among Key Demographics

GENDER



AGE



LOCATION



71%
URBAN



72%
SUBURBAN

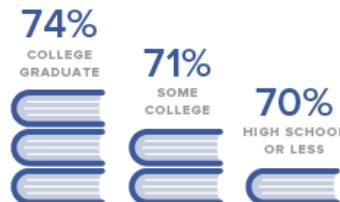


69%
RURAL

INCOME



EDUCATION



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http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf
https://business.facebook.com/ads/audience_insights/people?act=143038960&age=18-&country=US





Notifications 88

Insights

Publishing Tools

Last 7 days ▾

Reach

March 13 - March 19

26,292

People Reached ▲ 38%

5,083

Post Engagement ▲ 33%

Videos

March 13 - March 19

13,201

Total Video Views ▲ 41%



Page Likes

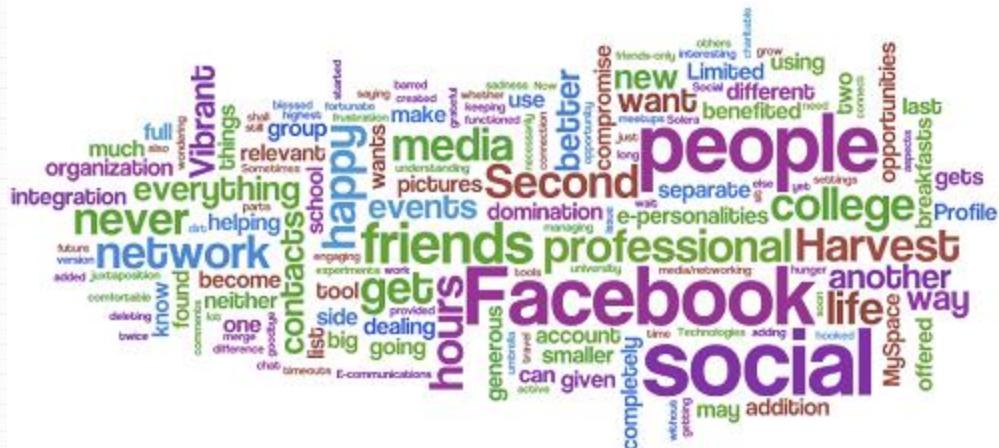
March 13 - March 19

79

Page Likes ▼ 18%



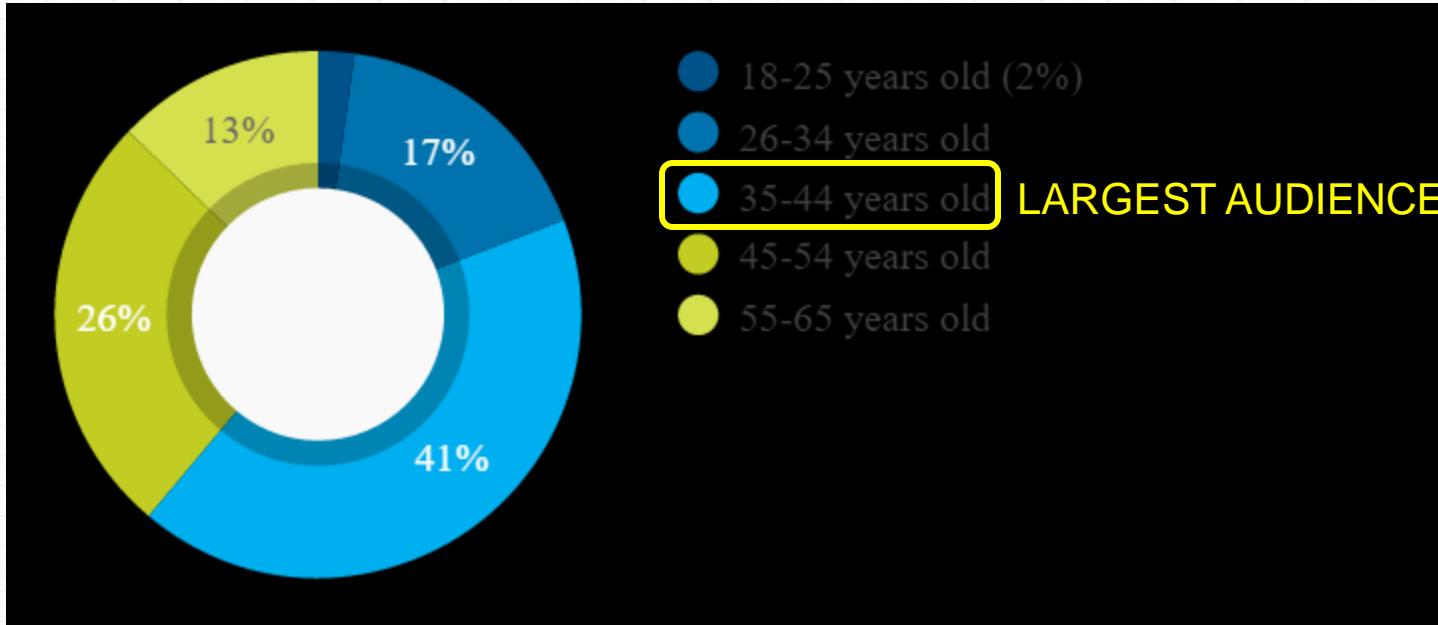
- for freelancers, entrepreneurs, brands, organizers, advertisers and anyone who wants to connect with people, engage and ultimately convert.
 - most versatile platforms where photos, videos, text and articles actually work really well in terms of engagement and conversion.
 - It's good for improving SEO, traffic to your site, brand exposure and customer engagement.



LINKEDIN

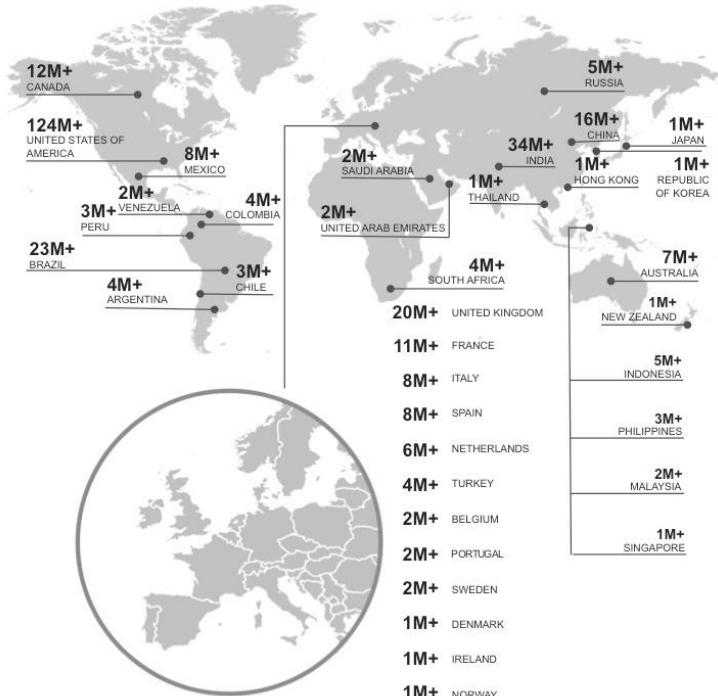
- Best for corporate, professional or employee related.
 - especially in the industry of coaching, consulting, copywriting, web development, business development, partnerships and recruitment.
 - photos, videos, articles and texts work well
 - It's good for improving SEO, brand exposure and customer engagement





414,000,000+

REGISTERED MEMBERS



LinkedIn is best used by adding value to conversations, answering questions and sharing great info that puts you as the 'go-to' authority



LinkedIn Usage Among Key Demographics

GENDER



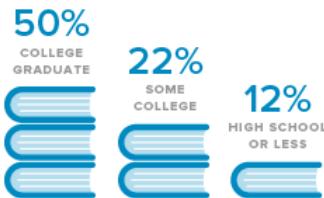
LOCATION



INCOME



EDUCATION



sproutsocial

http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate2014.pdf
<https://press.linkedin.com/about-linkedin>



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- Great for professionals in all industries; also useful for job recruiters and headhunters.
- Articles and texts work well on LinkedIn
- for improving SEO and brand exposure: it's a great tool for referrals and recommendations for your services.



TWITTER

- a practical, useful and fun way of sharing information using 140 characters or less; catchy & intelligent copywriting
- tweeting more often is actually a good thing; it helps to repeat yourself, and vary those messages throughout the day for personal and business.
- follow and engage with people who are key influencers or potential customers in your area of business.

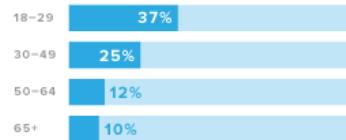


Twitter Usage Among Key Demographics

GENDER



AGE



LOCATION



25%
URBAN



23%
SUBURBAN

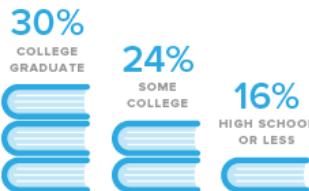


17%
RURAL

INCOME



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sproutsocial

http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate2014.pdf
<http://sproutsocial.com>

around 450 million users



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- News organizations, marketers, brands and advertisers use it well, and of course celebrities
- Photos, videos, and text are most effective on Twitter.
- Twitter is great for increasing your brand exposure, customer engagement and traffic to your website or landing pages.

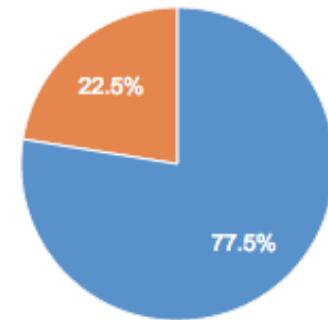
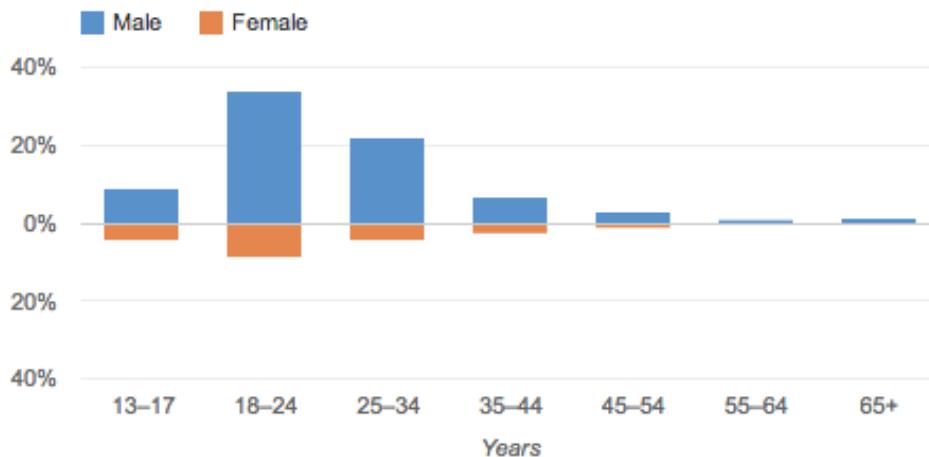
YOUTUBE

- 1 billion unique users visit the video-sharing website every month
- a perfect storytelling tool.
- great for mediapreneurs (brands and entrepreneurs who want to establish their authority and knowledge online), video production, vlogging, movie-making and music sharing plus cat and baby videos
- Video is the most effective media to use on YouTube (obviously!)
- great for SEO (it's owned by Google!) and brand exposure.

ALL
100%

MALE
78%

FEMALE
23%



Top locations by views	Views	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Gender
United States	27,520,939	15%	41%	26%	11%	4.9%	1.4%	1.5%	
United Kingdom	6,169,441	16%	46%	23%	8.6%	4.2%	0.9%	1.4%	



PINTEREST

- This visual tool originally attracted a bunch of artists and creatives but has proved to be a powerful tool for people selling their products and services. Not just Etsy artists, jewellers and image consultants, but mediapreneurs, authors, speakers and service providers, too.
- Creating boards of interest that highlight your knowledge in an area as well as your interests allows you to build a personal brand and company people can really resonate with. Aside from pinning photos and videos, you can pin blog posts, articles and even products for sale.

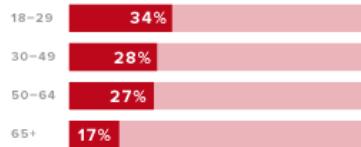
- great for mediapreneurs, entrepreneurs, artists, creatives, service providers and e-commerce related brands.
- All the media formats work, but photos and videos are especially effective.
- great for increasing your traffic and brand exposure.

Pinterest Usage Among Key Demographics

GENDER



AGE



LOCATION



25%
URBAN



29%
SUBURBAN

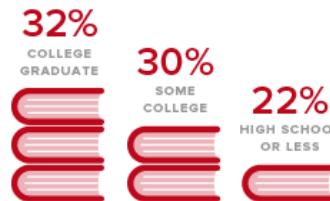


30%
RURAL

INCOME



EDUCATION



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http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate2014.pdf



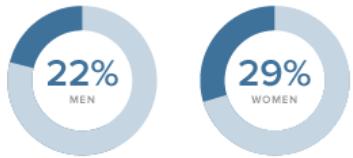
Instagram

- a photo-sharing program
- a free app which can be downloaded onto iPhones and some Samsung and Android devices
- enables users to apply a variety of filters to pictures with a simple press of a button
- great for products, pictures of staff and developments within your business, and using this social media channel can add the ‘we’re just human’ factor to your business

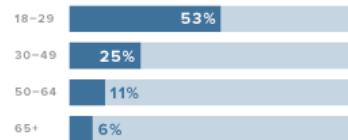


Instagram Usage Among Key Demographics

GENDER



AGE



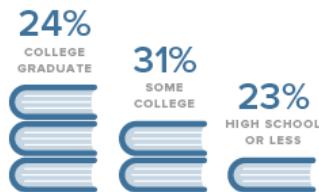
LOCATION



INCOME



EDUCATION



sproutsocial

http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate2014.pdf

over 300 million users





How to Save Time on Social Media



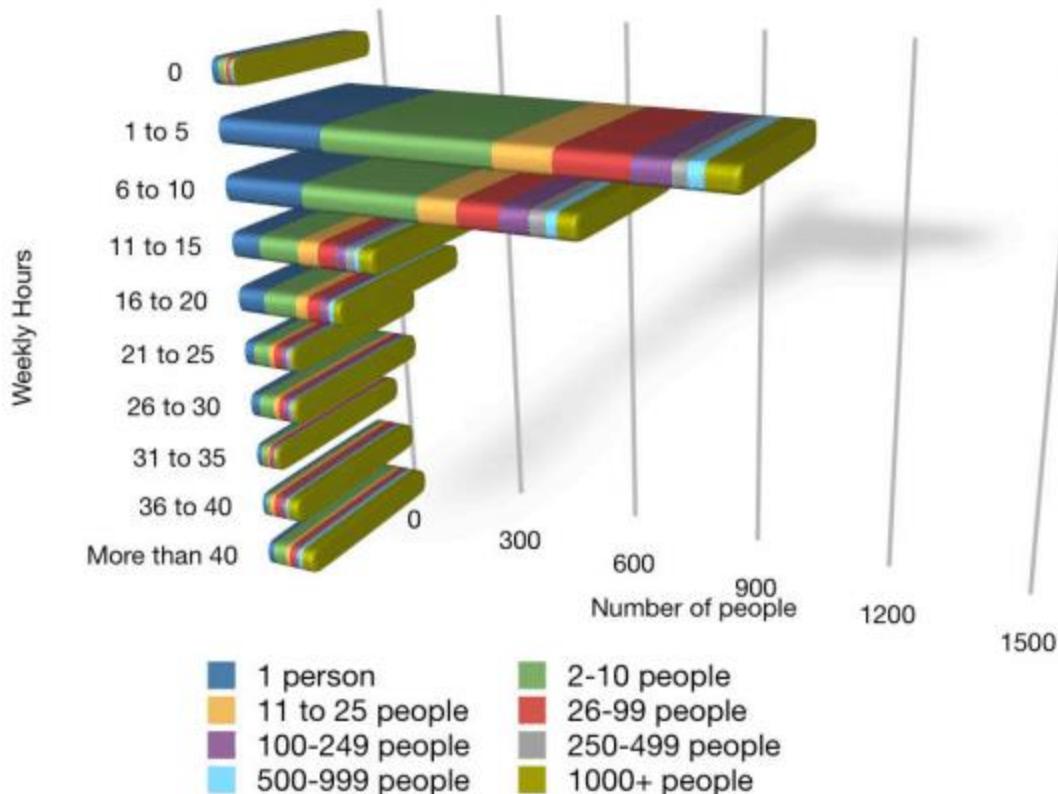
We're all too busy to afford this wasted time. **Social media shouldn't be a time waster. It should be a money maker.**

We spend lots of time on social media—3 hours a day or more.

- Business owners spend 50% more time on social media than non-business owners.
- Senior executives and business decision-makers spend 40% more time on social media than those not in such positions.



Those who spend the most time on social media are marketing professionals.



Smaller companies, including many entrepreneurs and startups, spend a disproportionately larger amount of time on social media due to smaller staffs and lower budgets.



We spend a lot of time on social media. But how much of this is truly **time invested vs. time wasted?**

A full third of CEOs, businesses owners, and proprietors want to spend less time on social media.



- Small businesses spend more time on social media, but many struggle with the added workload.
- Small businesses realize the value of content – but, again, time is an issue.

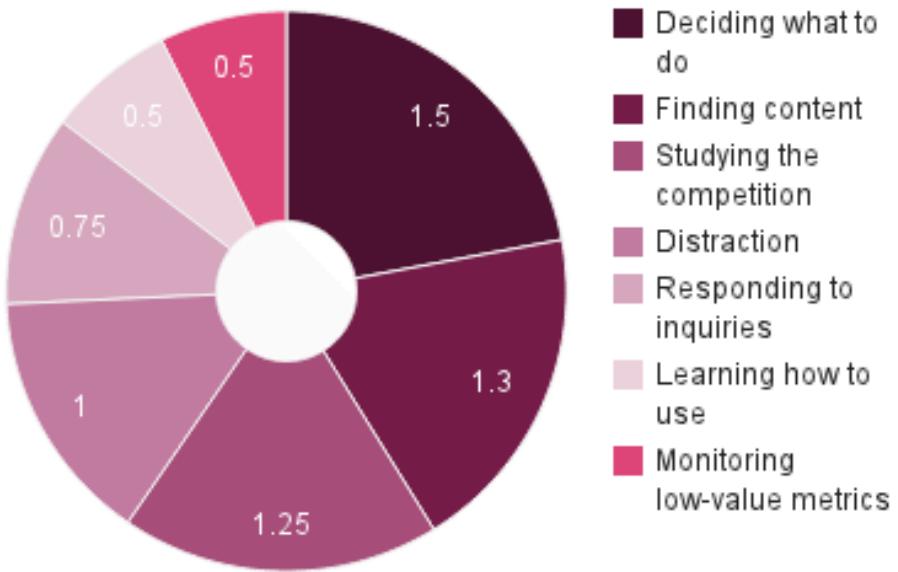
We waste time on social media, because of the following factors:

- We don't know exactly what social media actions to do or what has the highest ROI. **Estimated time wasted each week: 1.5 hours.**
- We have trouble finding content to post. **Estimated time wasted each week: 1.3 hours.**
- We spend time trying to learn the social media platform, rather than expertly using it. **Estimated time wasted each week: .5 hours.**

- We take time trying to figure out what our competitors are doing. **Estimated time wasted each week: 1.25 hours.**
- We respond to inquiries and questions rather than using social media for true marketing. **Estimated time wasted each week: .75 hours.**
- We spend time monitoring followups/likes/retweets, even though this has little ROI. **Estimated time wasted each week: .5 hours.**
- We get distracted and start trolling through meaningless discussions or visiting clickbait junk. **Estimated time wasted each week: 1 hour.**

Total time wasted: 6 hours, 48 minutes

Time Wasted on Social Media Each Week



The time is wasted not because we're on social media, but because we're using social media the wrong way.

Tips for Saving Time on Social Media



Focus

The biggest waste of time in social media happens when you operate without any real plan or focus.

1. Tie Closely to Your Strategy

Step back, look at your marketing plan, and pick two or three ways that social media can fit into that plan.

2. Limit to Two or Three Platforms

Target and master a couple of platforms, rather than dabbling in many. Social media has become complex. Each social platform has more features and the learning curve is steeper.

Focus on the platforms your customers spend the most time on or that fit your industry. The 80/20 rule applies here. By focusing on just two or three, you use your time efficiently and you'll have a bigger impact on the platforms because you can learn more about how to use them.

3. Measure — but Only What Counts

Social sites like Facebook and Twitter keep adding increasing amounts of social analytics. But you can waste hours obsessing over pretty graphs showing your follower growth.

Instead, pick a few metrics that directly impact your business. For example, track which types of posts get the most click-throughs to your product pages or lead capture form. When deciding which metrics to track, ask yourself: how does this benefit my business?



4. Experiment and Revise, Ruthlessly

Social media is continually evolving. So it pays to experiment and try new approaches. For example, try out several styles of posts. Create some with videos, some with pictures, some with just links in them. Or you could test the use of hashtags in tweets or which types of images work best in Facebook.

Change one thing at a time so you have a controlled test and can tell what works. Give each change enough time to measure the effect. Double down on what works. Ruthlessly drop anything that doesn't. Eliminating low-value work will help you by saving time on social media in the future.



Schedule

You can save considerable time just by making sure you are doing the right things at the right times.

5. Put it on a Calendar

Make time for social media and organize activities into a social media calendar. Once you put your plan on paper (or in a digital document) you will be able to more quickly execute because it's all laid out.

6. Batch It!

Jumping in and out of social media sites all day eats up more time than you realize. Science tells us it can take up to 30 minutes to return your attention to whatever you were doing before an interruption.

Organize your work in batches to minimize interruptions. For example, prepare tweets and LinkedIn updates at the beginning of the day. Then later in the day check all your social channels in one 15-minute block of time, to see what your followers are posting and respond to any comments and messages.



8. Be Consistent and Persistent

Strike a balance. Your efforts will backfire if you overdo it. Remember, the more you post, the less engagement you may get on each update. Also, you want to avoid being branded a spammer by followers tired of getting self-promoting posts from you.

9. Post at the Right Time

Post when the maximum numbers of your followers are looking at social media. For many businesses that will likely be mornings & evenings depending on your industry and audience.) Social analytics and Google Analytics can help you narrow down when your business gets the most engagement and traffic from social media.

10. Perform Regular Maintenance

Don't forget add a quarterly calendar reminder to test all buttons, plugins and other social features on your site. Also, check the official blog or developer center for your social platforms of choice to stay up to date on new features and changes.



Delegate and Automate

Most social media activities can be delegated by the business owner or manager. Delegating incorrectly, however, can actually waste time, not save it.

Automation also is a huge time saver.



11. Delegate with Clear Boundaries

There's a difference between delegating and abdicating. **Before you delegate, make sure you've assured yourself the person is up to the task and has the right training.**

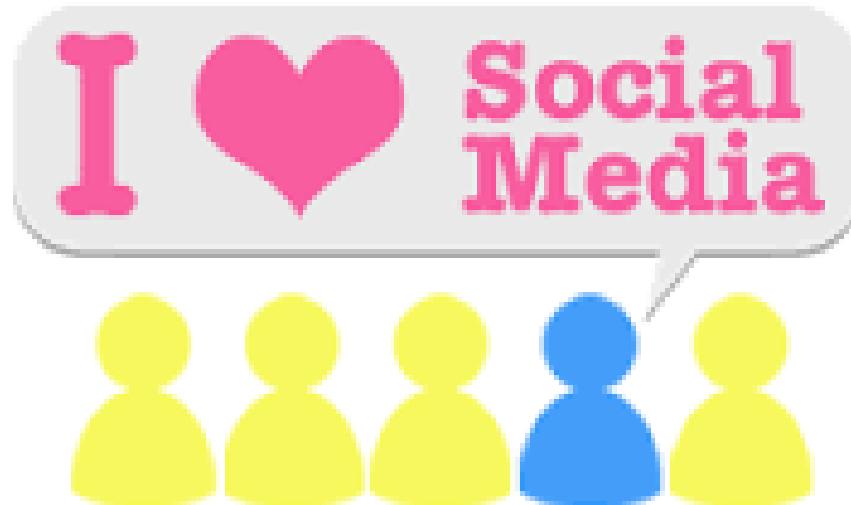
Establish a few clear objectives. Communicate guidelines for what's acceptable and what's not when representing the business on social media.

Also, make sure your help knows there are scenarios where you need to be brought personally into the mix right away. Let's say you have an exceedingly angry customer venting on your social channels. Being informed early will help you with saving time on social media. Taking steps to avoid a public relations crisis is less time consuming than having to clean up a mess later.

12. Pick a Social Media Enthusiast

Try to delegate to someone who just loves social media (other qualifications being equal). Does he or she have an active Facebook, Twitter or LinkedIn account? Do you sense excitement?

Someone enthusiastic about social media won't need a long learning curve.



13. Outsource — but Don't Forget Even that Takes Time

Outsourcing to an outside agency or contractor may save you time. But as some business owners have discovered, it can be a costly. Why? Business owners sometimes underestimate how much time it takes to successfully deploy an outsourced resource. If you don't put enough time into it to do it right, you'll waste money and get poor results.



14. Follow Hashtags

For those who use social media to keep tabs on developments in your industry or field of interest, set up a list of popular hashtags to search on in your platforms of choice.

15. Set Up Brand Alerts

If you want to keep very close tabs on when, where and how your brand is mentioned, set up alerts so you're notified via email. Many people use the free Google Alerts service, although it has a reputation of spotty service. Mention.com is a paid service that tracks social media and Web mentions. Hootsuite and other tools also track some social mentions and will email you.

16. Set up Weekly Reports from Google Analytics

Set up Google Analytics to send you and others on your team a report showing which social platforms are sending traffic to your website. Then you don't have to remember to visit Google Analytics and manually run a report periodically.

The first step is to set up social analytics. Then set up the report you want to receive on a regular basis. Click the “Email” button at the top of the report page to set a weekly schedule for the report to arrive in your inbox.



Google
Analytics

17. Halt Minor Email Notifications

As valuable as email notifications can be, getting too many will bury you. For example, do you really need an email each time someone new is following you on Twitter? Social media platforms often default to sending notifications for every little thing because it is in their financial interests to get you to visit multiple times a day.

Go into your settings on each social media platform. Uncheck the boxes for most email notifications. You can better monitor most activity through periodic reports instead.



18. Use Lists and Don't Try to Consume Everything

Social media has become a fire hose of information. Pick a few followers whose updates you **ALWAYS** want to see (such as friends, family or important clients). Make use of lists such as Twitter lists, or lists on Facebook for sharing and monitoring.

Also check all comments, mentions and other direct interactions from followers. As for everything else, just scan your stream periodically for interesting items.

19. Use Knowem to Reserve Social Profiles and Handles

Protect your company from brandjacking, by reserving your brand name on popular social sites. With Knowem.com you can easily search for and reserve your name as a vanity URL on social media platforms. Knowem saves times by doing the search in one place, and completing your initial registration for you, on up to 300 social sites.

 Remember me

RESERVE YOUR NAME
ON HUNDREDS OF SITES

Need Help?
Have Questions?
(800) 691-KNOW
(5669)



Check Your Brand, Product or Username

Search over 575 popular social media networks to instantly secure your brand across the social web.





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Robert Holden and more!

Personal Development
for everyone – everywhere

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Design



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Check

check vanity urls for: domains facebook twitter

- find alternative domain names
- find alternative Facebook names
- find alternative Twitter names

0

5

Tweet



4

+ Share

G+

in Share

Like

Domains

Facebook

Twitter

makingmoneyusingsocialmedia.com

facebook.com/makingmoneyusingsocialmedia

@makingmoneyusingsocialmedia

makingmoneyusingsocialmedia.info

vanity url is available vanity url is not available/already taken vanity url is not valid

[World's Largest
Registrar -
GoDaddy.com](#)



20. Create a Tweet Bank

A Tweet Bank is simply a collection of standard tweet verbiage that you can pull out and adapt when you are composing tweets or other social media posts. Despite the name, it may contain more than sample tweets — it may contain sample Facebook updates, Google+ updates and more.

Compile standard language for various situations, such as a sample Facebook post about your latest special offer, or a tweet announcing you will be holding a webinar, and so on. Keep these templates in a Word document, an Evernote or One Note app, or other digital file. You will save time on social media by not having to reinvent the wheel when composing future updates.

21. Get Your Own URL Shortener

Large companies create their own vanity shortened URLs. Think “pep.si” for Pepsi or “movi.es” for Netflix. You too can have your own branded URL shortener. Start by registering a shortened domain name at a domain registrar. Then install the free Yourls.org software on your server. This way you never have to worry about a shortened URL service that goes kaput – because you will be hosting your own.

Yourls has built-in analytics and an API that will allow you to create short links automatically. For instance, your site could be set up to autotweet each blog post using your own branded short URL.



22. Keep Track of Your Most Shared Content for Decision Making

Do you know which of your blog articles or website pages have been shared most?

Content





Ashif Uz Zaman

19 Jul 2015 at 15:45 • 0

5 Reasons Every Parent Should Be Aware Of Instagram

By Sharon C Callix | Submitted On May 29, 2014

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5 Factors Each and every Mother or father Should know Instagram

December 19, 2013 • Social Media

ANY KIND OF MOTHER AND FATHER might really feel they've a reasonable concept of their own kid's actions on the internet since they're conscious of that they make use of social networking systems such as Myspace.

The simple truth is, Myspace isn't any lengthier the greatest pattern with regard to teenagers. The most recent trend originates from using the applying known as Instagram even though it appears in the beginning view this is just an easy as well as useful method to reveal pictures together with your buddies, presently there is really a much more into it compared to which.

It is as an expansion associated with Myspace.

Myspace really purchased Instagram with regard to 1 million bucks as well as the simple truth is this software is actually just like a program with regard to children in order to expose these phones social networking social networking. This enables individuals to reveal pictures as well as such as, remark and look for exactly what their own connections tend to be performing simultaneously.

Probably the most amazing point regarding Instagram is actually that lots of children stated they do not actually treatment a lot regarding Myspace anymore because Instagram provides all of them every thing they need as well as require.

1. INSTAGRAM IS ACTUALLY EXTREMELY QUICK

The procedure associated with discussing a photograph upon Instagram is actually method quicker compared to what you will need to do to talk about this on the normal social networking website for example Myspace. Along with Instagram you are able to have a picture in your telephone as well as instantly submit this in your Instagram accounts. Should you 'like' a photograph submitted through somebody a person adhere to, just about all you need to do is actually provide this the dual faucet as well as you have 'liked' this! This is actually the type of severe ease of

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- » Internet Marketing
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Making Money using
Social Media

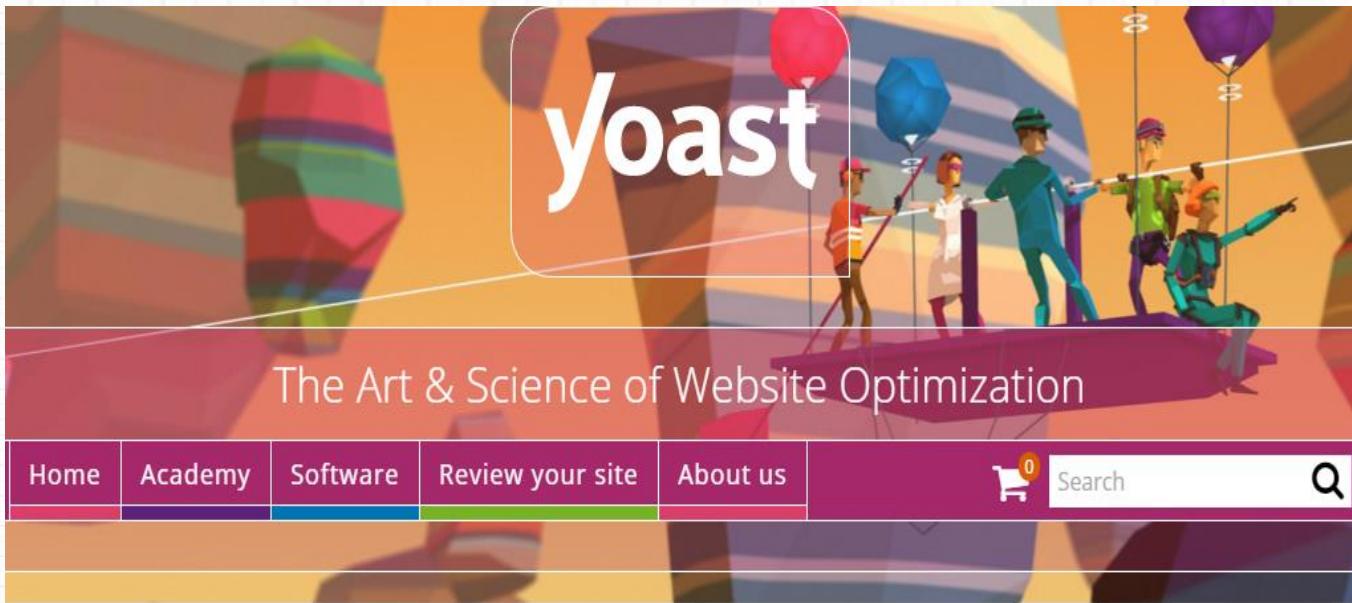
www.makingmoneyusingsocialmedia.com

23. Optimize Your Site for Social Media with a Plugin

Use the Yoast SEO plugin if your blog or website is built on WordPress.org software, to optimize your site for Twitter, Facebook, LinkedIn, Google+ and Pinterest. By filling in your social profiles all in one convenient place, the plugin will integrate with each social site.

That way, if someone shares content from your blog with Facebook, for instance, the plugin tells Facebook the correct picture and other information to pull from your page.

If you don't use WordPress but instead use another website builder tool, check there for apps or plugins. For example, Wix offers a marketplace of social media apps to add social media features to Wix websites.



SEO Blog »

We write about Search Engine Optimization, Analytics, Usability and

eBooks »

Want to learn to optimize your website? You can read all about Content SEO, UX,

WordPress Plugins »

Yoast offers several plugins for WordPress to optimize your WordPress SEO, built around one core SEO plugin for WordPress. Plugins



Tools To Save Time on Your Social Media Marketing

Save Time On Content Curation

Sharing helpful information from around the web is a social media best practice. The practice of sorting through the massive amounts of content on the web and sharing it with your audience in an organized and meaningful way is called content curation. The process of content curation can seem overwhelming, but there are ways to save time on it, which saves you time overall on your social media marketing.

There are some really useful tools you can use that will allow you to effortlessly curate content and will save you time on the process.



Feedly

Finding content sources that publish frequently is great and you can bet that you'll find a ton of content to share, but searching the web to find the sources that publish frequently can be time consuming.



Once you get that part out of the way and find some sources you enjoy that publish content often, you can then put those sources into Feedly, which is a news aggregator website and application for various web browsers and mobile devices running iOS and Android.

Once you put your favorite sources into Feedly, you can spend approximately 15 minutes each day looking through your feed and you'll be sure to find a ton of content to share with your social media audience.

Flipboard

Flipboard is a wonderful way to create online magazines filled with curated material. The tool has an easy-to-use mobile app as well as a desktop version.

Using Flipboard, you can find interesting articles, videos, photos, and more on specific topics. You can then make collections of that material and share those collections via Flipboard or another social media site. The magazines you create can focus on whatever topics make the most sense for your business.



Facebook

Add your Facebook account...

Facebook

Add your Facebook account...

FlipTech

“ Support @ablegamers, a charity for videogame accessibility, by

GameLife UNDY can GAME

FlipStyle

“ Fab Ad: Gisele Bündchen for Roberto Cavalli: Hip, hip, hooray!

FabSugar Australia

FlipPhotos

“ Oil spill in Dalian, China – <http://b.globe.com/bLqKU7>.

The Big Picture

FlipEats

“ Sometimes in life you have to choose, even though the decision

Adam Roberts

FlipTip

“ TANDIN' ON THE CORNER PARK, WINSLOW, ARIZ.

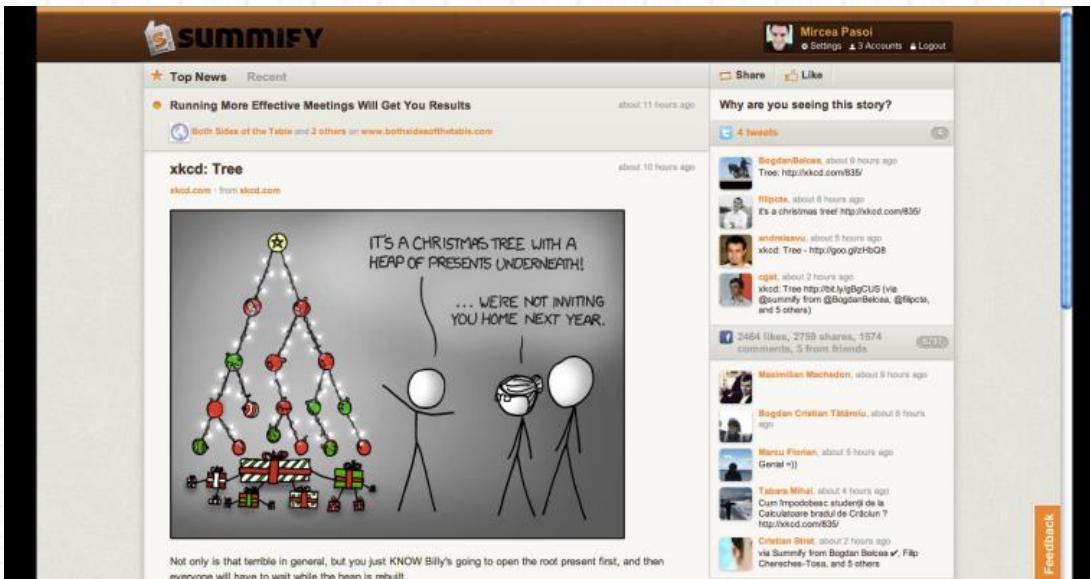
“ RT @TravelWriting: It's a girl my lord in a flatbed Ford.... RT

Gadling

Add a Section

Summify

When you signup for an account with Summify, you have the option of adding your Twitter, Facebook and Google Reader accounts to receive a e-mail digest of the top five stories that have been shared in your social network. The e-mail also gives you information on network sharing, comments and engagement.



Save Time on Creating Graphics

Another social media best practice is the use of images in your posts. You can choose to include the featured image from the third party source you are sharing with your audience, choose a cool stock photo from your library, or you can create your own images, which can be fun and the best part is that you don't have to have some fancy degree in graphic design or be a professional graphic designer to create incredible images for your social media.

Here are some stock photo sites and a graphic design tools you can use to save time on creating and finding aesthetically pleasing images to share on social media.

Canva

Canva is a free graphic design tool that allows you to upload and design with your own images. You can also choose from the thousands of free illustrations and images in the Canva library.

They have different templates you can choose from such as a cover photo for Facebook template and an Instagram post template. Your work saves automatically and becomes ready to download so you can share the end result on social media. Another cool feature is being able to use custom dimensions if you want to use an image that doesn't fit a Canva template.



A simple new way to design



Flyers



Presentations



Facebook covers



Blog graphics



Business cards



Posters



Invitations

Death to Stock, Unsplash and Snapwire

Death to Stock, Unsplash, and Snapwire are favorite stock photo sites that were created with the intention to help amazing brands and creatives find high-quality photos to use for free.



Snapwire

Onlypult

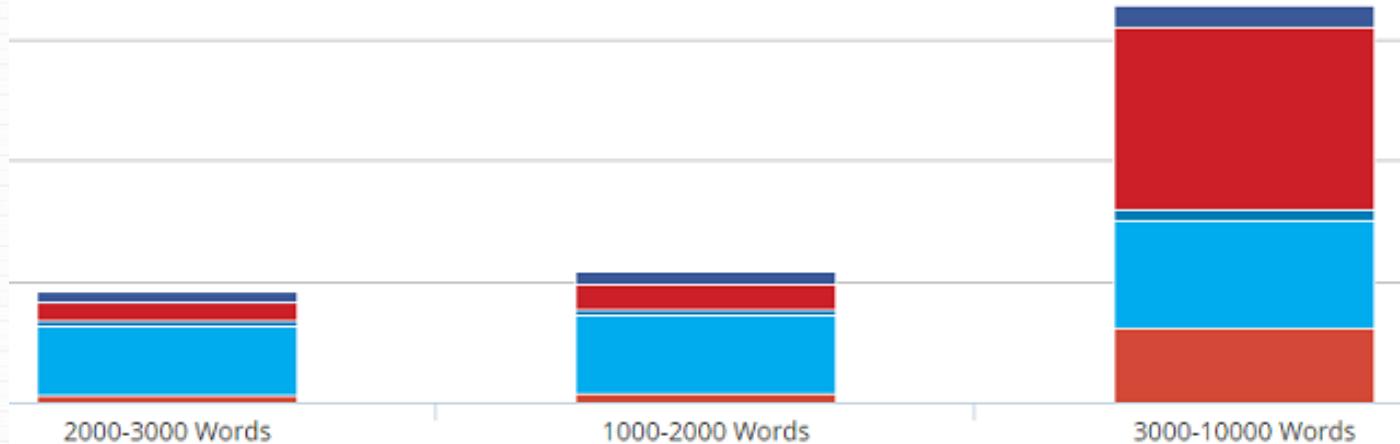
If Instagram is included in your social media marketing, then Onlypult may come in handy for you. It allows you to manage multiple Instagram accounts and invite other administrators to post. You can upload single images only, but it is great for scheduling your images. Onlypult also gives you the ability to edit your images and apply filters.



Techniques to Get More Social Media Attention

Technique #1: Write an in-depth Post to Provide Value

Surely you would have “content length is strength”. So go deep on a topic and be thorough. Make the content ultra-useful. Include examples, tips and how-to. Here is a graph that shows content length vs social media sharing for a popular blogging site.



Technique #2: Create an Amazing Infographic

Infographics get more social shares than any other form of content. The content in the Infographic has to be good and useful. The added advantage of using an Infographic is you can get backlinks and traffic to your site

© 1 min read

Let Go, Keep it Simple, Move Quickly: Secrets to Being a Productive Entrepreneur (Infographic)

CATHERINE CLIFFORD
ENTREPRENEUR STAFF
Frequently covers
crowdfunding, the sharing
economy and social
entrepreneurship.

JANUARY 04, 2014

Time is [money](#), especially if you are launching a business. As you kick off the new year, let go of old habits and [focus](#) on becoming more efficient.

From figuring out the perfect sleep temperature to dumping the clutter from your desk and learning how to let go of "perfect," streamlining everyday tasks can lead to a more productive lifestyle, according to San Francisco-based startup organization [Funders and Founders](#).

Entrepreneur
FRANCHISE

FIND THE BUSINESS
THAT'S RIGHT FOR YOU.

TUTORING + RETAIL + HEALTHCARE
RESTAURANTS + HOTELS + HOMEBASED + PETS
FITNESS + AUTOMOTIVE

GET STARTED

Technique #3: Provide a Bonus for Sharing Content

You can provide your readers an incentive like bonus content or a checklist to share the content.

🔒 THIS CONTENT IS LOCKED! 🔒

Please support us, use one of the buttons below to unlock the content.

 Tweet 120

 +1 378



Technique #4: Conduct an Expert Round-up

Everyone wants to learn from experts but it can be time consuming. So, what if you pulled together a group of experts and share their opinion on a topic? Surely that will get some social media attention. You can also get some social shares from the experts. See the total shares of this expert round-up on bufferapp.com

buffersocial

Thoughts on sharing, creating, analyzing and converting with social media.

Save time on social media with Buffer. Schedule your first post now!

16 Top Tips from Blogging Experts for Beginners



By Belle Beth Cooper
July 30, 2013

113 Comments

I've heard blogging referred to a couple of times recently as a mixture between an art and a science. If this is true (and I think it is), there's no 'right way' to approach blogging if you want to be successful. There are plenty of people who've done a great job of it though, and I thought it would be useful to learn from them.

These 16 bloggers shared one important tip each for blogging beginners. No doubt, even if you're not a beginner these tips will probably prove to be useful.

1. Get ideas from your audience

Create blog posts that answer the most interesting questions from people you engage with on social media.

Dave Larson, founder of @tweetsmarter



Technique #5: Do Interviews Regularly

Conducting interviews of top bloggers or upcoming bloggers can bring ongoing social media attention and a stream of quality content. Meet the Bloggers Interview Series here on bloggingtips.com



Meet the Bloggers Interview Series

You are here: Home > Meet the Bloggers Interview Series

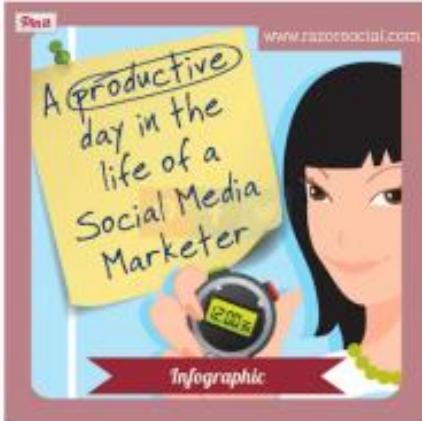
One of the main goals at BloggingTips.com is to allow bloggers and online marketers connect with each other and learn from other people's success stories. Every weekend we will be featuring two new bloggers who will share their stories, provide us with their favorite web sites, resources and tools and advice for succeeding in the world of blogging.



1. [Meet Barnidele Onibalusi of YoungPrePro.com](#)
2. [Meet Rahul Kuntala from LearnBlogTips.com](#)
3. [Meet Francisco Perez from iBlogZone.com](#)
4. [Meet Anil Agarwal from BloggersPassion.com](#)
5. [Meet Kevin Muldoon from KevinMuldoon.com](#)

Technique #6: Create a List of Resources

Everyone in your niche needs a list of tools and places to go. What if you create a one stop shop of a mighty list of resources? You will be saving time for everyone.



15K FLAHERS
f
t
g+
in
y
p
+

• Ian Cleary
Created: November 20, 2011
Updated: June 9, 2011

Do you find that you are using more and more marketing tools and you need more knowledge of **technology in marketing** than ever before?

The demands on us to market our products and services using social media is constantly increasing and the technology/tools required to support this is also increasing.

We start early morning and we finish late at night. How many of you check your Twitter or Facebook account last thing in the evening and first thing in the morning?



Technique #7: Include Quotes that are Tweetable

Embed tweetable quotes in your content that are tweetable without the need for any text copying. This could be a quote, tip or statistic. Brian Dean from backlinko does this to encourage social media sharing.



Technique #8: Ensure Your Headline is Attention Grabbing

In social media people see your heading first and if that is not going to get their attention then they will simply keep scrolling right past your social update.



Technique #9: Make a Habit of Sharing Others Content

If you want more sharing then you have to share others content. Share only good content and share others content more than you share your own content.

← Q sharon callix X

TOP LATEST PEOPLE PHOTOS PAG

 Making Money Using Social Media shared [How to Build a Brand's photo](#).
22 Nov 2013 at 01:30 • 2

Have you read this?

 How to Build a Brand at [How to Build a Brand](#).
21 Nov 2013 at 17:52 • 2

<http://www.brandbrainmagazine.com/> If you don't yet know the power of YouTility, you really must put some time aside to learn about this powerful tool. It is so powerful that it has the potential to help you increase your business and profit in so many ways when used correctly! In Issue 3 of Brand Brain Magazine, our social media Guru, Sharon Calli... [Continue Reading](#)

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1 like

 Like  Comment  Share

Technique #10: Increase Engagement with Pictures

The two factors that matter the most in getting more action in social media are an irresistible heading and an eye catching image. Images are shared more than plain text updates in social media.

Technique #11: Ask Your Readers to Share

Some people don't have a habit of sharing content but if you ask politely in your post they will. This technique also works in social media updates as words like 'please' and 'retweet' are the most retweeted.

Technique #12: Share Content in Peak Sharing Times

You can use a tool like Tweroid to find out the peak activity times for your followers and leverage that time. This provides better exposure for your content.

Technique #13: Use Content that Creates an Emotional Reaction

Content that connects with the reader emotionally has a higher chance of being shared in social media. The content could make the reader laugh, sad, empathise, angry etc. You can use the heading and the body of the content to create an emotional reaction. Source (QuickSprout)

Technique #14: Ensure Post is formatted so Scanners can become Sharers

Did you know the majority of visitors to a website are scanners? If your blog post is well formatted with small paragraphs and headings there is a good chance they will take note of the content. The quality of the content matters of course!

Technique #15: Include Mobile Sharing (and Test it works!)

There are plenty of people who use mobile devices to surf and we need to make sure our sharing buttons work on mobile devices.

Technique #16: Use Online Communities

Use online communities like BizSugar and Triberr. There is a give and take in these communities so you have to share others content first. Getting 100 social shares for a new blogger can be daunting but with these communities it can be a breeze.

Technique #17: Leverage Your Email Signature and Include Social Sharing Buttons

I bet you use your email often. Do you have social buttons in your email signature? What about automatically including your latest blog post in your email signature? This is a great trick to cross promote your blog and get more social media action. Head over to WiseStamp it is free!

Cent

Blogger / Entrepreneur

Email: cent@yourescapefrom9to5.com

Website: <http://yourescapefrom9to5.com/>



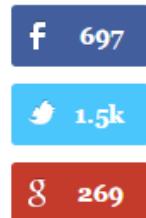
Latest Blog Post: [A Visual Guide to Finding Free Images Online – INFOGRAPHIC](#)

Technique #18: Use Social Sharing Buttons that Scroll along the Page

Scrolling social media buttons get the best results without a doubt. Why? Because they are always visible and easy to use as users don't have to scroll up or down to find the sharing buttons.

Technique #19: Don't Use All the Social Sharing Buttons You can Find

There are quite a few social media sites and you can't possibly include a button for every one of them in your blog. Be selective and pick the platform that best fits your brand. You want to build your presence in a few social platforms first.



Technique #21: Approach Influencers in Social Media

Identify influencers in your niche and follow their social media profiles. Try to build a relationship by liking and re-sharing their content. Hopefully your content and the relationship can do the rest.

Technique #22: Take Advantage of Groups and Hashtags

Did you know you can use hashtags in Facebook and Google+ as well and not just Twitter? Take advantage of the numerous groups in Facebook, Google+ and LinkedIn. These will not only increase traffic and visibility of your content but also can bring in more social media shares.

Most people that are browsing social media platforms are in “Focused Attention” gear. The attention span for this level is very brief, with a maximum span that may be as short as 8 seconds.

You've got 8 seconds or less to attract someone from what they're doing on social media to come to your site, become a reader, make a sale, etc.



Attraction Words

The Law of Attraction states that “like attracts like,” so start by creating something people want or like.

Some of the most popular words that can be used to gain attraction in social media and in blog titles are the 5 “W’s”:

Who
What
When
Where
Why

Who, what, when, where, and why all direct the user to ask themselves a question. Blog titles and social media descriptions alike, these words dictate whether or not a reader will take that next step and advance to your site.

Social marketing is a science. It's more than most people think it is, which is simply pasting their link on a social network. It's complicated, and you have to understand your reader to learn what they like, what interests them, and what grabs their attention.

How Small Businesses Keep Up with Facebook Changes



facebook.[®]
ch-ch-ch-ch-changes...

What do these changes mean for small businesses that don't have the budget to spend on Facebook advertising?

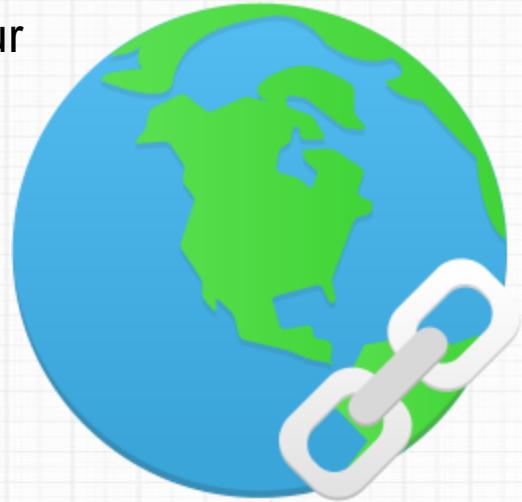
Few suggestions to help you move forward:

1. Evaluate your Facebook marketing strategy and create content that will be seen on Facebook.

Content should provide value to your audience- content they can learn from, share, and engage with.



2. Use the correct link format when posting links on your Facebook page
3. Run a Facebook posting test to see what kind of posts gets the most engagement.
4. Post images and videos on Instagram and cross-post to Facebook
5. Use a social media content calendar to organize posts on Facebook



8 Steps To Master Twitter Instantly & Discover How To Optimise Your LinkedIn Profile At No Cost

www.MakingMoneyUsingSocialMedia.com

May 21st 2016

£20.00 for today...



Facebook marketing tips to expand your Facebook Organic Reach



Know your Facebook audience

Use **Facebook Insights** to find out the demographic breakdown of your audience

- content that resonates the most with your audience
- what communication style your audience responds to the best



Don't focus on selling on Facebook

One of the main reasons why Facebook is changing its algorithm is because more and more businesses are posting sales-driven content, as opposed to resourceful content that will provide value to their audience

Post your best content on Facebook

- choose content that has been successful on other social media channels or your business' content marketing platform



The best content is the content that provides your followers value

Empower your employees to engage with your Facebook page

The more engagement, likes, shares, clicks, your Facebook posts receive the more you can increase your Facebook organic reach.

Don't forget to respond

- Engage with your audience



**ENGAGE
YOUR TARGET AUDIENCE**

How to Find Hashtags to Market Your Business



1. Find out what influencers are using.

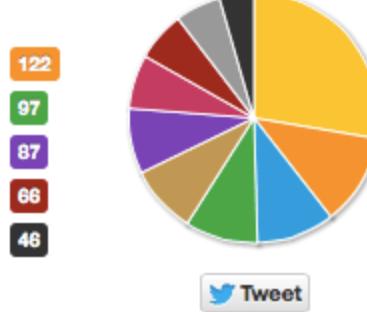
There are many tools (like Twitonomy) you can use to figure out which hashtags influencers in your niche are using.



Type the Twitter handle and see which hashtags they have found effective with their audience

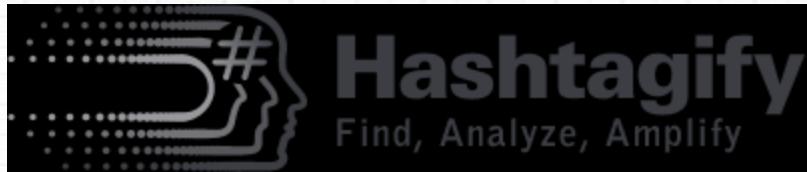
Hashtags most used

#facebook	285	#youcandosocial	122
#biztip	104	#twittertip	97
#socialmedia	91	#smtip	87
#instagram	72	#howto	66
#smmw14	61	#google	46



2. Find trending hashtags in your niche.

- identify which topics are trending in your industry



A great tool for this is **Hashtagify.me**, as it shows you the top 10 hashtags related to a particular keyword.

e.g. These are the top 10 related hashtags for "social media".

	Hashtag	Popularity	Correlation	Weekly Trend	Monthly Trend
1	#socialmedia	75.8	100%	-0.7	-1.3
2	#marketing	74.2	7.3%	+0.1	-2.0
3	#Facebook	75.5	4.6%	+1.3	-3.0
4	#Twitter	76.8	4.0%	+5.7 ▲	-0.6
5	#srudukfollow	61.8	3.8%	+1.0	-0.6
6	#news	86.0	3.0%	-0.9	-0.0
7	#SMW	62.7	2.8%	+0.3	-2.4
8	#SEO	72.2	2.7%	-1.9	-0.2
9	#Infographic	63.3	2.6%	-0.5	-1.2
10	#business	74.1	2.3%	-0.5	-2.2
11	#SM	65.0	1.8%	-2.1	-1.0



3. Find relevant cross-platform hashtags.

- Tagboard is great in looking for relevant hashtags for Facebook, Instagram, Google+
 - doesn't provide a way to find new hashtags; it will keep you in the loop in terms of what's relevant in your niche across the whole social web

#tagboard

4. Drill down to find more specific hashtags.

- One tool that can help in this process is Tweet Binder

Simply type in a general hashtag (like #socialmedia, for instance), and, among other info, you will receive a list of hashtags related to your query. If you want to see what's being tweeted about the suggested terms, simply click on the hashtag to see the most recent tweets.



Tweet Binder

Trends · Change

#parenting

#CHUMFMBARBADOS

Vancouver

#Canucks

TED

Indian Ocean

UBC

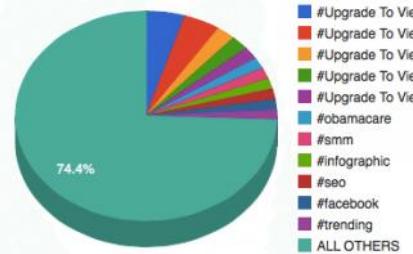
X-Men

#bbloggers

#MH370

#socialmedia Related Hashtags

Upgrade Your Account To See Tag Names



5. Use Twitter's tailored trends.

- tailored trends gives you a list of topics and hashtags based both on your location and on whom you follow on Twitter.

6. Use Hashtags.org to find trending hashtags and more.

- Enter a hashtag into the search box, and you will receive a wealth of information including a 24-hour graph trend, and the most prolific users for that hashtag.

Note: to see the full list you will need to upgrade your account.

7. The low-tech option: brainstorming

Don't forget that YOU ARE the expert when it comes to your niche and audience



KEY POINTS

When Starting Your Own Hashtags

1. Uniqueness

- investigate whether this hashtag is being used and under which context

2.Easiness

- specific enough and easy to remember and understand

3.Cross-promotion

- Cross-promoting your hashtags across different social media channels gives more exposure and makes it even easier for your audience to remember it.



Did you miss #NMEU 2015? No worries – we've got
downloadable MP3 audio files of every session!
<http://newmediaeurope.com/2015/vt15>



5 Hashtag Tracking Tools for Facebook, Twitter and Beyond

#1: RebelMouse: Embed Your Campaign on Your Website

RebelMouse

- your best friend if you're running a cross-platform campaign.
- it fetch hashtag conversations happening anywhere on social media
- it also offers integrated Google Analytics, social sharing, RSS feeds and content moderation.
- a custom domain feature with customizable designs and CSS capabilities that let you embed RebelMouse on your website
- a one-stop shop for your social storytelling.



#2: Tagboard: Get the Complete Conversation

Tagboard

- gathers text, video and image posts to give you an overall picture of what's being said around a hashtag.
- After grabbing relevant conversations from Facebook, Twitter, Instagram, Google+ and Vine, Tagboard puts them in a user-friendly interface where you can interact with the results.



#3: Talkwalker: Analyze Hashtag Campaigns

Talkwalker

- more than a hashtag tracking tool. Its capabilities go far beyond letting you listen to and engage with conversations around hashtags.
- gives you data for gender distribution, geographic distribution and sentiment analysis on your own hashtags, as well as your competitors' hashtags.



All the data are easily filtered, sorted, analyzed and charted using their tool. The insights can be seamlessly exported into Excel, PowerPoint and Word so you can manage and present results easily.

#4: RiteTag: Find the Perfect Hashtag

RiteTag

• optimizes updates for Facebook, Twitter and Google+ with the best possible hashtags for your post, then analyzes them to let you create a library of hashtags to use.

The screenshot shows the RiteTag homepage. At the top, there's a purple header bar with the RiteTag logo. Below it, a large heading reads "The Social Media Marketing Toolkit". Underneath, a sub-headline says "Actionable analytics, social crafting and automation. Right where you post. *". To the left, there's a text block about publishing easier with the extension. On the right, there's a central graphic of a white cardboard box with various social media icons (Twitter bird, GIF, user profile, chart, location pin, image) floating around it. Below the box are three buttons: "Sign in with Twitter" (blue), "Sign in with Facebook" (dark blue), and "Install Chrome extension" (light blue). A small note below the extension button says "Start here. This works fast." At the bottom right, there's a "Rectangular Snip" watermark.

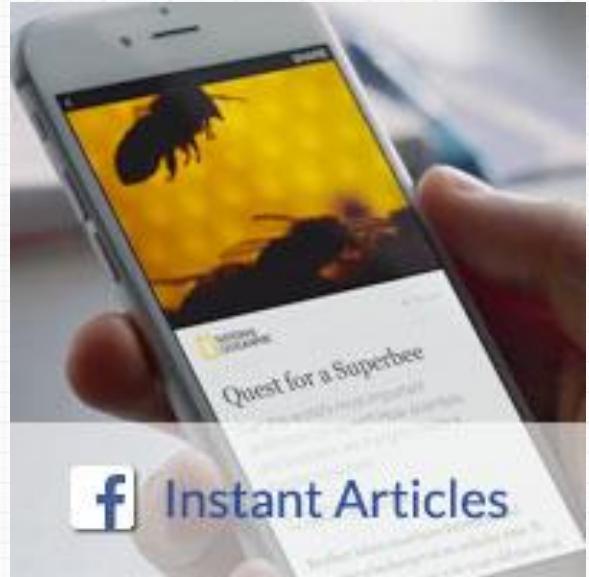
To make publishing easier, RiteTag has an extension you can add to your web browser. Use the extension to schedule updates with your optimized hashtags from wherever you are.

* in Twitter, Facebook, Buffer, TweetDeck, Hootsuite, Sendible and on mobile

Major Changes Facebook Has In Store For 2016

1. Instant Articles.

- Designed to keep users in the app for as long as possible and maximize exposure for publishers
- a mutually beneficial feature that served as a win for everyone; readers get faster content, publishers get more readers, and Facebook gets more users to stick around
- The only problem is, many publishers felt Instant Articles wasn't robust enough, and the advertising options didn't make up for the lack of inbound traffic



2. Virtual Reality.



- Facebook acquired Oculus, the leading competitor in the recent resurgence of virtual reality (VR) technology
- Oculus Rift is one of the hottest anticipated gadgets of 2016
- more VR-enabled content and interactions on the Facebook platform, such as 360 panoramas, and rewarding users and businesses who contribute such content for the masses.

3. Facebook M.

- a Messenger-based digital assistant.
- a digital/human hybrid—it uses an algorithm similar to those of Siri and Cortana (but with a blend of features unique to Facebook); also relies on a team of human assistants operating in the background to handle more complex or ambiguous tasks.



4. Advertising Changes.

- The platform saw a number of updates in 2015, including a “call now” button, carousel-style ads, and mobile ad management.
- Facebook will include more social/e-commerce hybrid functions for its businesses, and an even more robust ad management platform in 2016.



5. Organic Visibility.

- Organic visibility has dropped on Facebook consistently over the years.

Lower organic reach → more pressure for businesses to use paid advertising options

6. Customer Service.

- businesses can harness the power and convenience of Facebook Messenger to reach certain members of their audiences or respond to inbound inquiries, but this functionality is somewhat limited for now.

7. Greater Video Emphasis.

Apps like Periscope and Meerkat are surging in popularity, and mainstream apps like Facebook and Twitter have already included auto-playing videos in news feeds. Facebook also recently announced plans to release a live streaming video function, which will grant Periscope-like functionality to users and businesses.

8. Turn Off Messages on Business Page.

The screenshot shows a Facebook Business Page dashboard. At the top, there's a blue header bar with the Facebook logo, a search bar, and user information for 'Sharon' (Home). Below the header, there are navigation links: 'Page', 'Messages 89+', 'Notifications 89', 'Insights', and 'Publishing Tools'. A 'Notifications' dropdown menu is open, showing options like 'Settings' and 'Help'. In the main content area, there's a message from a user named 'Turn off messages for [REDACTED]?' with a red notification badge. The message text reads: 'You haven't responded to messages in a while and the people who sent them may be wondering why. If you don't have time to respond to private messages at the moment, you can turn them off so that people know that this isn't the best way to reach you. You can turn them back on at any time in your Page's settings.' To the right of the message, there's a 'Promote' button and a 'THIS WEEK' status indicator. The overall interface is dark-themed.

9. Create New Group.

Create New Group

Group name

Members X

Add people you know by entering their names or email addresses. X

Favourites Add this group to your favourites.

Privacy  Public
Anyone can see the group, its members and their posts.

 Closed
Anyone can find the group and see who's in it. Only members can see posts.

 Secret
Only members can find the group and see posts.

[Learn more about groups privacy](#)

10. Create a QR Code for Your Event.

The Global Goddess Gath...
tomorrow at 10:00

Pre Valentines Dance
Saturday at 9:30

Anita's Angels Valentines...
Sunday at 12:00

CLASSIC LOVERS ROC...
Sunday at 19:00

28 February
28 February at

ExCel London
One Western C

Tickets Avai
thebestyouexh

Subscribed

Create a QR code for your event

Cancel Download





Page

Messages 8

Notifications 99

Insights

Publishing Tools

Settings

Help ▾

I am Speaking at:
THE BEST YOU EXPO
27th to 28th of February ExCel London

MICHAEL NEIL KELLY BRYAN CLIVE WOODWARD ROBERT HOLDEN
MARINA DE ANGELIS DANIEL PRESTLE JASON VALE JANET LES GANCE

Sign Up

Now you can save an event as a draft and schedule when it's published

Events

7 Subscribers + Create Event Share Events

NEXT WEEK

28 FEB The Best You EXPO Feb 28 - Feb 29 · 5 friends are going

ExCel London London Boost Event Edit

Promote ▾

THIS WEEK

39,007 Post Reach

1,698 Post Engagement

2 Sign Up

0 Website Clicks

1 of 8 Response Rate



11. Promote Call to Action and Get More People to Sign Up.

The screenshot shows a Facebook page for 'ExCel London'. At the top, there's a blue header bar with a search icon, a profile picture of a woman named Sharon, and a 'Home 1' button. Below the header, there are two menu items: 'Insights' and 'Publishing Tools'. The main content area features a large image of a crowded event. Overlaid on this image is a blue speech bubble containing the text: 'New! Promote your Call to Action and get more people to Sign Up.' To the right of this text is a white 'X' icon. At the bottom of the page, there are several interactive buttons: 'Sign Up', 'Liked', 'Message', and three vertical dots. The URL 'www.makingmoneyusingsocialmedia.com' is visible at the very bottom of the screen.



12. Facebook Live.

Live broadcast that's posted to the News Feed, watch comments overlaid in real-time on their stream, and then make the recording permanently available for viewing.



13. Facebook Profile Video.

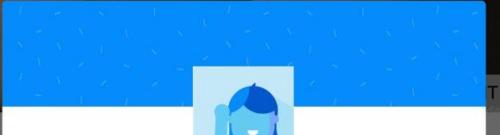
- A 7-second looping video as your profile pic.
- Profile videos appear at the top your profile just like a profile picture.



Jerer



← Q Sharon Cadore



Introducing Profile Videos

Bring your profile picture to life
by adding a short video.

NOT NOW

TRY IT

+ ADD INFO ABOUT YOU

PHOTOS ADD FEATURED PHOTOS

ABOUT

PHOTOS

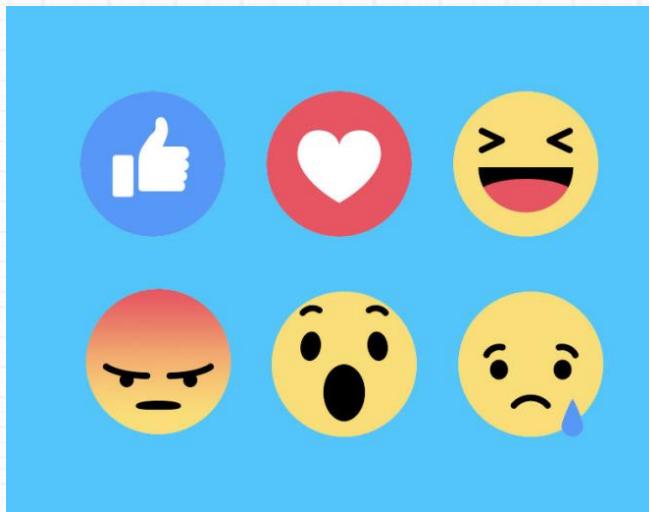
FRIENDS

10 Facebook Updates



Facebook Reactions

Facebook launches Reactions globally – a new way for users to express empathy (like, love, haha, wow, sad, angry) in the form of emoticons. Businesses will have access to new insights at some point to dive in to more granular analysis of how their audience is responding to content.



Facebook Live Video

Facebook Live video is rolling out to all users globally. Facebook wants to become the ‘live television in your pocket’ and one of the best tools for doing so is to broadcast Live video to your friends, fans and followers. This ‘instant TV’ tool lets you break news, share behind the scenes situations, do product demos, host Q&A sessions, conduct interviews, showcase unboxing and much more.

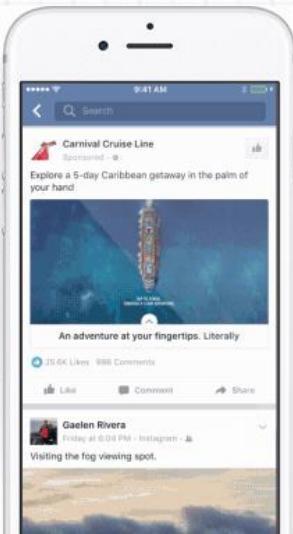
360 Video + Virtual Reality

Along with 360 video available on Facebook and in ads, Facebook recently announced 360 streaming video in the Samsung Gear VR (virtual reality). Virtual reality is Facebook's 'next big thing' with much emphasis and investment in this growing area. Forward-thinking businesses need to stay up to speed with these advancements



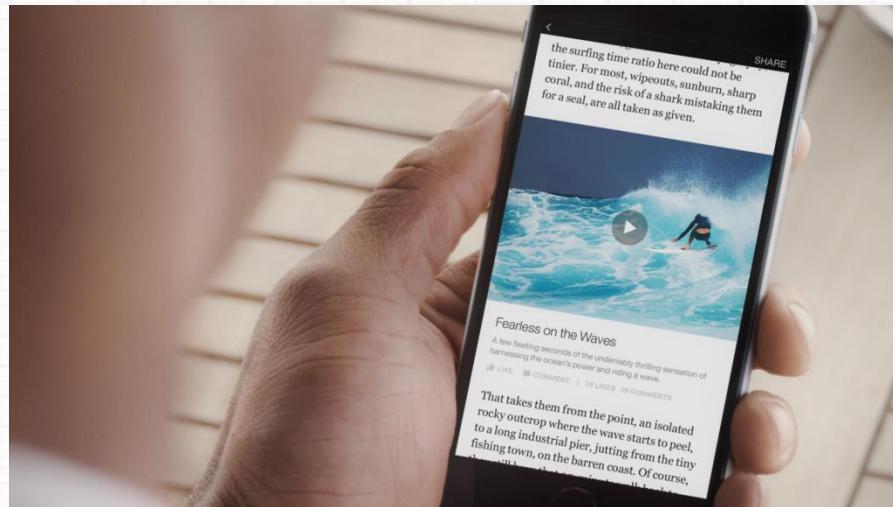
Canvas

It is full screen ad to help bring products to life on mobile. Approximately 90% of all Facebook users access the platform primarily via mobile. Therefore, you'll want to make your content more immersive and fast-loading using features such as Canvas and Instant Articles.



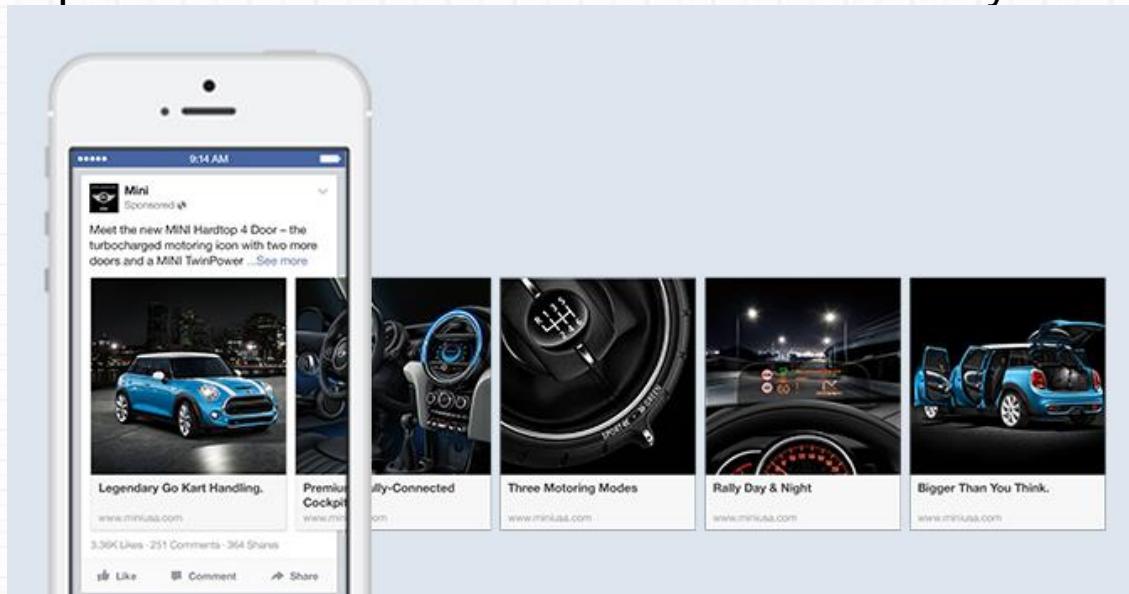
Video Captions

Automated captions are coming to Facebook video ads. (With the sound-off autoplay feature on all videos, captions can help draw viewers in and encourage them to consume more of your video content. So far, captions are proving to get a 12% increase in views.)



Carousel Ads

Carousel Ads offer more advanced features for savvy Facebook marketers, including using a mix of photos and videos and directing traffic to multiple links. Facebook recently allowed business Page Admins the ability to post organic, native carousel posts which can then be turned into an ad by boosting the post.



Instagram Video Ads

Instagram now offers 60-second video ads, and video views are coming to Instagram. (The max length videos for users is 15 seconds. Previously, Instagram allowed up to 30-second video ads. This new longer 60-second ad brings us closer to television style ads.)



Messenger for Business

Facebook Page Admins have improved features for responding to messages. Pages can now respond to any comment through a private message, allowing sensitive or difficult situations to be taken offline quickly and effectively.

Messenger for Business is the new 1-800 number. Businesses will need to deploy more highly trained, social customer care experts to properly handle the incoming private messages and dramatically improve:

- i) customer care
- ii) lead generation
- iii) sales



Search + Local Directories

There's also the new search feature on Facebook Pages, and the quiet roll out of local Professional Services and Places directories.



How Do I Get More Engagement on Facebook Posts?

Tactics for Driving Facebook Engagement

- 1. Think about being a specialist, not a generalist.** When crafting your posts, try to go an inch wide, and a mile deep.
- 2. Sign off with your first name.** Being personable in your posts reminds your fans that there's a person behind the computer.
- 3. Consider posting less content.** Though it may seem counterintuitive, posting less can actually increase your reach on Facebook. That means that more people are likely to see your content, and therefore, more likely to engage with it. It's all about quality, not quantity.
- 4. Dive into those Insights.** Pay attention to the free Insights on your page—they are there to help!

How to Boost Engagement on Facebook with Visual Media



As one of the fastest growing social networks with over 400 million active users, Facebook clearly saw Instagram's value back in 2012 when it purchased the company for \$1 Billion.

Facebook's 8 Billion video views a day- visual content is important for marketers

Visual content – both images and videos – gets the highest organic reach on Facebook and is set to be even bigger in 2016

Tips and tools for creating eye-catching visual content

- ✓ Choose images and scenes with vibrant colors. Include everyday people, especially women (regular women NOT super models), in your ads because they are the best performing ads according to Consumer Acquisition.
- ✓ Less is more when it comes to text overlays. You cannot have more than 20% text on images. Same goes for your video thumbnail.
- ✓ Shorter videos tend to perform better than longer ones.
- ✓ Consider animated videos and video montages. Try Animoto for creating video professional looking video montages.

5 ways to stand out with your images and videos



1. Fit in- They are “home grown,” shot with a smartphone and feature everyday people doing everyday activities.

- images should be enticing; needn’t be overly professional.
- as human and delightfully imperfect as anyone

2. Get creative- you’ll see more engagement on your posts if you reduce how much you “sell” to your audience.

- your social pages should be extensions of your brand, in which you promote a certain kind of lifestyle, and naturally integrate your product or service as an answer to living that lifestyle

3. Tell stories- Create short videos that tell a story, ideally with an emotional, human element. Get together with your team and come up with all manner of stories that illustrate your company, its founders, the team, your brand, what you stand for, your company culture, and more. Spotlight customers – tell their stories.

4. Crowd source – get your customers to submit their photos and videos by providing incentives. Or, interview them on Skype, Google Hangout or Blab. Don't be afraid to ask what they love about your company and its products and services.

5. Captioning - add captions to the bottom of your video throughout or to highlight key points. Given videos on Facebook automatically play without sound, you want to draw your viewers in within the first few seconds

How to Fail at Facebook: 10 Things to Stop Doing Now



#1: Tagging People Randomly

You must never tag unknown people in your photos. People upload photos and tag numerous people (both known and unknown) to gain as many 'Likes' as possible.

#2: Cross Posting from Other Social Platforms

We post variations of the same content on various social platforms, but never make the mistake of posting automatic updates on Facebook through social platforms like Twitter, etc. This indicates that you are least engaged on Facebook or are not capable to producing valuable resources for your audience.

#3: Liking Your Own Posts

There is no point liking your own post. You share a post because you like it.



#4: Invites for Facebook Pages

You don't need to send invites to increase its following. Keep posting valuable and informative content and share it on your profile page; people will automatically find it and if interested they will follow it as well.

#5: App Invites

Post an update about the app on your Facebook page or profile page.

#6: Adding People to Groups Without Prior Notice

Adding people to random groups without permission is the biggest red flag when doing Facebook marketing.

#7: Mass Messaging

This is another No-No when Facebook marketing.

#8: Event Invite

Invite people who are interested and people who are within the geographic limits to attend the event.

#9: Too Many Like Buttons

Write compelling content so that people like it automatically. Make sure the content is clearly visible and well formatted.

#10: Stop Poking People

Poking is never acceptable no doubt what your intentions are.



New Facebook Messaging Tools

Facebook recently rolled out an array of improved communication tools to aid businesses in providing real time customer support.

The screenshot shows the Facebook Business Manager interface for a page named 'Mari Smith'. The left sidebar lists various page settings under 'Messaging' (Messages, Notifications, Insights, Publishing Tools). The main content area is titled 'Response Time' and includes sections for 'Your Response Time' and 'Instant Replies'. In the 'Your Response Time' section, there's a list of response time options with a red arrow pointing to the 'Typically replies in a few hours' option, which is selected. In the 'Instant Replies' section, there's a checkbox labeled 'Use Instant Replies to quickly respond to initial messages.' with a red arrow pointing to it. Below this is an 'About Instant Replies' section and a 'Your Reply' text input field containing a greeting message. A character count of 'Characters remaining: 132500' is shown at the bottom of the reply area.

Such tools include setting your own typical Response Time, setting an Away status, creating Instant Replies and Saved Replies and private messaging people who comment publicly on your page.



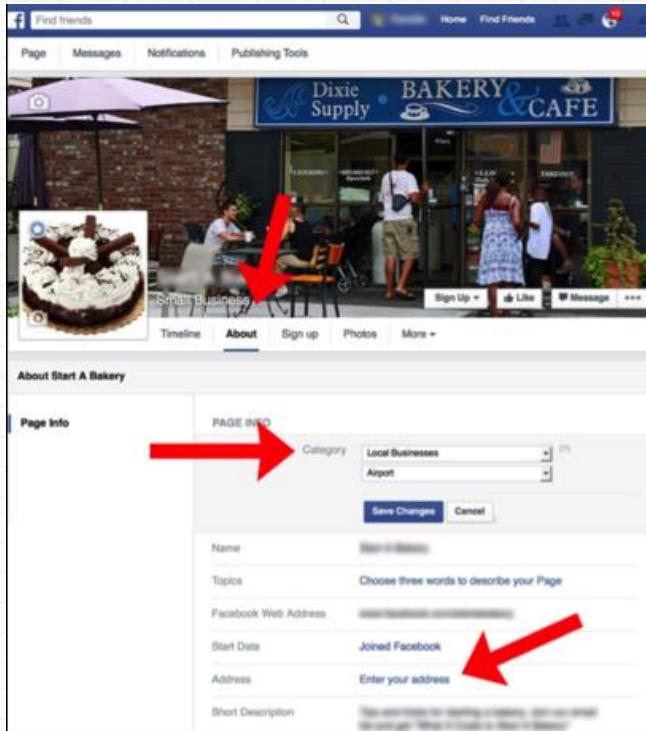
7 Cool Facebook Tricks You've Never Heard Of



1. Enable Reviews on Your Facebook Page

Online reviews make a big difference for small businesses. It's one of the major ways consumers decide whether a company is worth doing business with.

80% of consumers are likely to purchase from a local business if there are positive user reviews



To set up reviews on your Facebook page, confirm that your page is set up under the category, "Local Business." Then make sure you've got a physical address entered for your page.

Once you've made this change, you'll see the Reviews tab right below your cover photo.



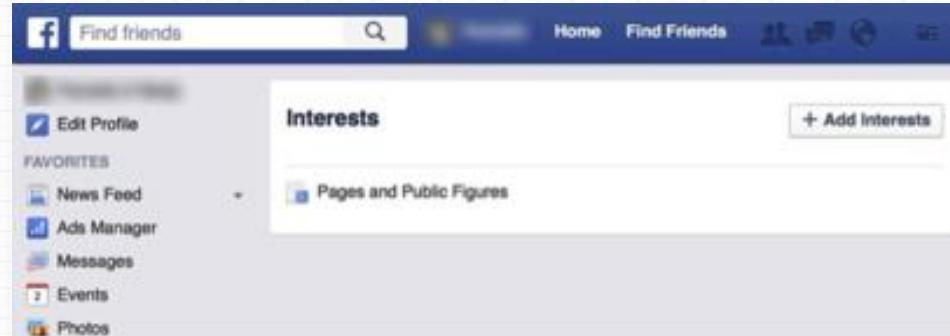
2. Create an Interest List

Interest lists let you:

- Clean-up your newsfeed.
- Automatically gather posts on topics into a feed known as “content curation.”
- Track your competitors’ Facebook activity.
- Control whether anyone besides you can see your interest lists.

Here's how to create an interest's list:

- Go to this page: <https://www.facebook.com/bookmarks/interests>
- Click the “Add Interests” button.



You can follow other peoples' interest lists or create your own.

The screenshot shows the Facebook interface with the search bar at the top. Below it is a sidebar with links: Edit Profile, FAVORITES (News Feed, Ads Manager, Messages, Events, Photos, Browse), and a 'Saved' section. A modal window titled 'Keep Up With Your Interests' is open, describing how to subscribe to interests. Below it is another modal titled 'Add Interests' with a search bar and a '+ Create List' button.

This screenshot shows the same Facebook interface as above. The 'Add Interests' modal is open, showing the search bar with 'inventory management' typed in. Below the search bar is a button labeled 'Create a list named "inventory management"' with a right-pointing arrow. At the bottom of the modal, there's a thumbnail for 'Inventory and Asset Management software...FREE by Mike Warter' with a 'Follow' button next to it.

If you choose to create your own list, in the next page you'll see thumbnails of every page you're currently following. Add any of those pages to your interest list or go find new pages.

4. Add More Security With Login Approval and Trusted Contacts

A login approval will require you to enter a code on your cell, and will ask for that code again if you login from a different location. Trusted contacts are a similar security measure. It's a list of 3-5 people who are pre-authorized to help you get back into your account if something unforeseen happens.

Here's how to create a login approval:

- Make sure you have the latest version of the Facebook app installed on your smartphone. If you don't have a smartphone, don't worry, there is a workaround.
- Go to Settings > Security > Login Approvals.
- You'll be asked to check a box to, "Require a security code to access my account from unknown browsers."

- You'll be walked through a series of screens, which will show you what to do on your smartphone and what to do on your desktop.

The screenshot shows the 'Security Settings' page on Facebook. On the left, there's a sidebar with options like General, Privacy, Notifications, and Trusted Contacts. The main area is titled 'Security Settings' and contains sections for 'Login Alerts', 'Login Approvals', 'Code Generator', 'App Passwords', 'Trusted Contacts', 'Your Browsers and Apps', 'Where You're Logged In', 'Legacy Contact', and 'Deactivate Your Account'. The 'Trusted Contacts' section is currently selected and has a blue border. It contains instructions: 'Trusted contacts are close friends that you can call for help if you ever have trouble accessing your account.' and 'Your trusted contacts should make sure it's you before giving you security codes.' There are also checkboxes for 'Enter the codes from your trusted contacts, and you'll be able to access your account.' and 'Choose Trusted Contacts'.

Here's how to add trusted contacts:

- Go to the same Security settings page as you did before. Find the "Trusted Contacts" option. Click "Edit."

This screenshot shows a modal dialog box titled 'What Are Trusted Contacts?'. It contains three items with checkboxes:

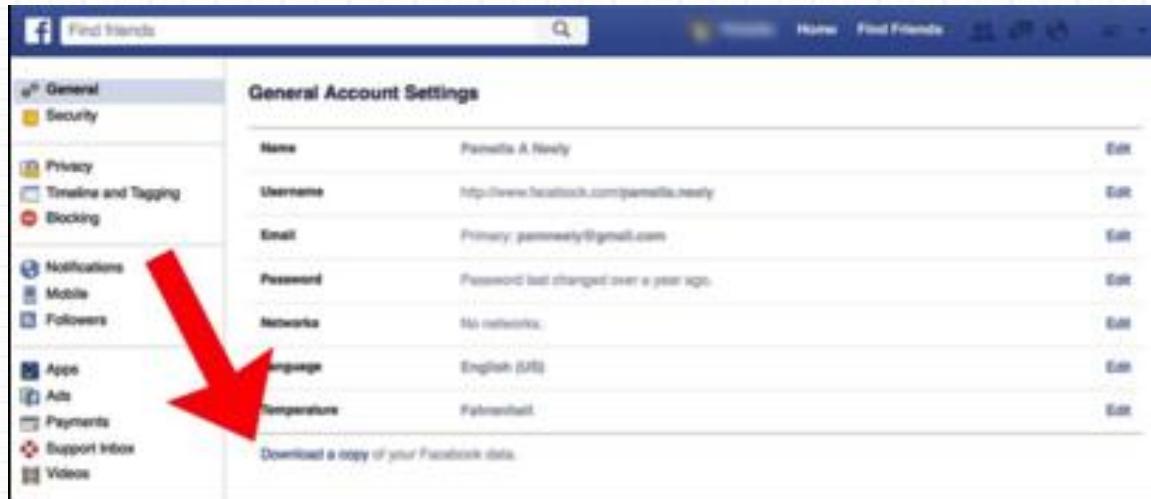
- Trusted contacts are close friends that you can call for help if you ever have trouble accessing your account.
- Your trusted contacts should make sure it's you before giving you security codes.
- Enter the codes from your trusted contacts, and you'll be able to access your account.

 At the bottom right of the dialog is a blue button labeled 'Choose Trusted Contacts'.



5. Restore Deleted Facebook Content

To restore deleted content, go to your Facebook settings page. Click “Download a copy of your Facebook data” near the bottom of the page.



On the next page
you'll see this:

The screenshot shows the 'Download Your Information' section of the Facebook interface. At the top, there's a search bar with 'Find friends' and a magnifying glass icon. To the right of the search bar are links for 'Pamela', 'Home', 'Find Friends', and other navigation icons. Below the search bar, the main heading is 'Download Your Information' with the sub-instruction 'Get a copy of what you've shared on Facebook.' A large green button labeled 'Start My Archive' is prominently displayed. To the right of the button is a graphic featuring a profile picture, a lock, and a large green downward arrow. Below the button, a section titled 'What's included?' lists several items: Posts, photos and videos you've shared; Your messages and chat conversations; Info from the About section of your profile; And more.

Click the “Start my archive” button. You’ll be asked for your password. The system will then begin gathering up all your activity and it will send you an email with a link to download the file.

6. Sell to Groups

Groups are very popular on Facebook.

If you've started one of your own, there's a feature you should know about: there's a way to have your group members offer sales.

The screenshot shows a Facebook group interface. At the top, there are three buttons: "Sell Something" (with a green checkmark icon), "Start Discussion" (with a blue checkmark icon), and "Ask Question" (with a blue question mark icon). Below these buttons is a text input field labeled "What are you selling?" with a character limit of 100. Underneath the input field is a section labeled "Add a price". Further down is a section labeled "Provide pickup or delivery instructions (optional)". Below that is a section labeled "Describe your item (optional)". At the bottom left of the post area is a dashed square placeholder for "Add Photos", featuring a camera icon and a plus sign. To the right of the post area is a small profile picture of a person and the group name "Freedom Leapers". On the far right, there is a blue "Post" button.

If you manage a niche group that might occasionally want to sell things to each other, this is a game-changer.

7. Create a Call to Action Button

It's great to have a healthy following on Facebook. It's better to be generating actual leads and sales. The best way to accomplish that is to add some strategic call to action buttons to your Facebook page.

These CTA buttons are free to set up and they let you send Facebook visitors anywhere you want.

As of now, there are seven different CTAs available:

- 1.Book Now
- 2.Contact Us
- 3.Use App
- 4.Play Game
- 5.Shop Now
- 6.Sign Up
- 7.Watch Video



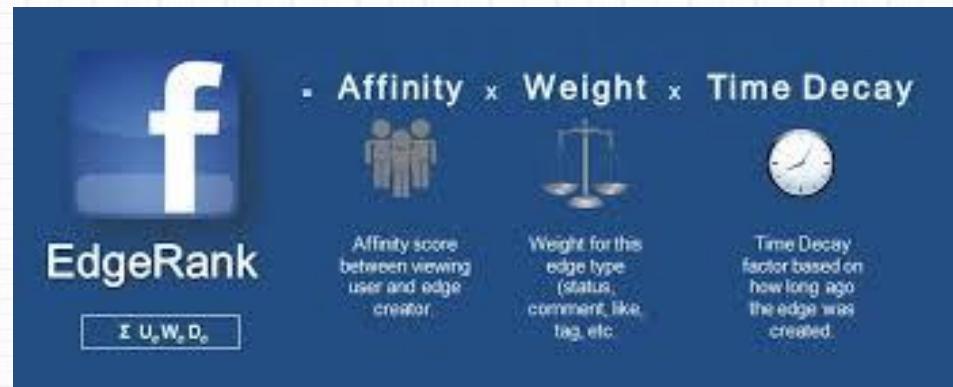
Latest Changes on Facebook's Edgerank



Quantity is not the most important thing, as Qualitative posts and content are now rewarded from Facebook.

Edgerank,

The Edgerank used to focus/ measure the Affinity (Likes, comments, shares and clicks), Weight (e.g. a comment “weights” more than a like) and Time Decay (e.g.the older the post, less chances to be shown on newsfeed).



Facebook believes that Newsfeed Algorithm will eventually increase the interaction rates.

People read the top 57% of stories that appeared on their Newsfeed, without scrolling far enough to see the other 43%

The first consequence was for unread stories to reemerge and the amount of readstories increased to a significant 70%!

With the new algorithm, Facebook believes that:

- **More people will have the chance to read more posts**
- **More users will have the opportunity to interact with the resurfaced posts**

Content Marketing Tools You Can't Live Without



Content Discovery

1. Quora

- provides the "the best answer to any question"

Content marketers can use the popular social network to identify trends, communicate with others, and provide high quality answers to establish themselves as an authority on almost any subject.

Feed View All >

Answer written • Content Marketing • 2013

What will be the top content trends in the next five years?

 Kristin Tynski, is responsible for dozens of highly successful viral campaigns driving many m...
3.4k Views

I think there are a few content trends that will happen over the next few years. These include:

1. New short-form mediums that allow for quick consumption of other more chunky mediums. We've alrea... ([more](#))

2. Reddit

- a “go to” service for content marketers

With more than 36 million user accounts and billions of comments, Reddit is the stuff content marketers dream about

The screenshot shows the Reddit homepage with a light blue header featuring the Reddit logo and navigation links: hot, new, rising, controversial, top, gilded, wiki, and promoted. A prominent banner at the top reads "Calling all foodies, treat lovers, and morsel connoisseurs! The 2016 F" with "promoted by reddit_exchanges". Below the banner, there's a cartoon character holding a cupcake. The first post listed is a trending subreddit entry: "trending subreddits /r/AskHistorians /r/NeutralPolitics /r/HybridAnimals /r/NarutoNinjaStorm /r/EAF 26 comments". The second post is a link titled "A crane collapsed in the middle of the street in New York City today." with a thumbnail image of a collapsed crane, 7781 upvotes, 2589 comments, and a share link. The third post is a link titled "Good Guy Tom Haverford" with a thumbnail image of a group of people, 4776 upvotes, and 109 comments.

Rank	Upvotes	Post Title	Thumbnail	Comments	Link
1	7781	A crane collapsed in the middle of the street in New York City today.		2589	share
2	4776	Good Guy Tom Haverford		109	(i.imgur.com) share



3. Alltop

- the most popular stories on a variety of topics
- This can serve as ammunition for blog posts and give you an overall idea of what is

Joe Pulizzi – Content Marketing Institute

One Thing Is Killing Content Marketing and
This Week in Content Marketing: Stop It! Content
This Week in Content Marketing: The Coming
Content Marketing – It's Going to Get Weird
This Week in Content Marketing: How Native

Online Marketing Blog - TopRank®

Online Marketing News: Facebook Algorithm
Is Content Marketing a Viable Lead Generation
Influencer Content Marketing: The Art of
Social Media Images Part 2: Creating Brand
Book Review & Interview: Meaningful: The Story of

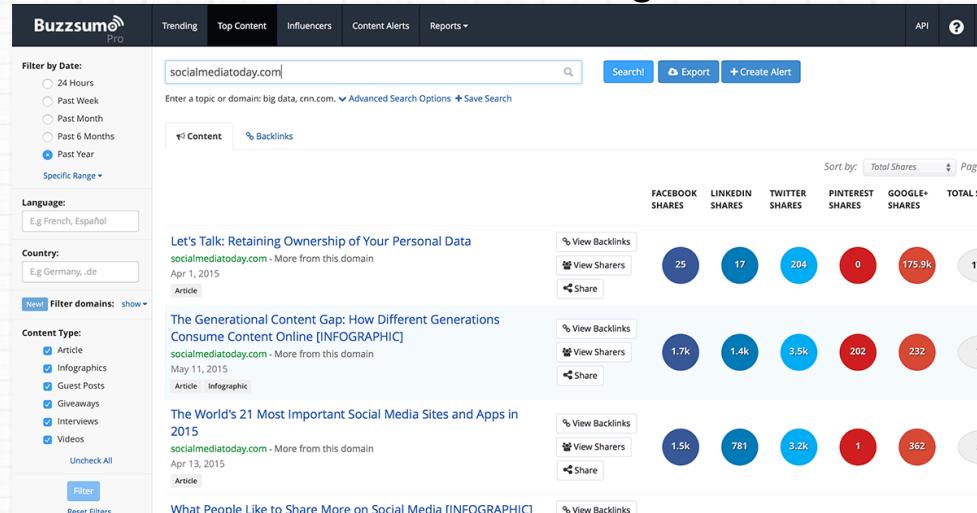


HOTTEST TOOLS FOR CONTENT PROMOTION



BUZZSUMO

- ✓ What to love about it:
 - the Top Content tab
 - put in a competitor blog's URL and quickly figure out what the best content is for that blog that my ideal audience is sharing
 - the ability to quickly find who the Top Influencers are for a certain subject
 - the ability to keep track of when each new article goes live and how many shares it has



ZEMANTA

add your articles to their feed and they promote them on contextually relevant sites, blogs, other articles, and help find places where your customers are hiding

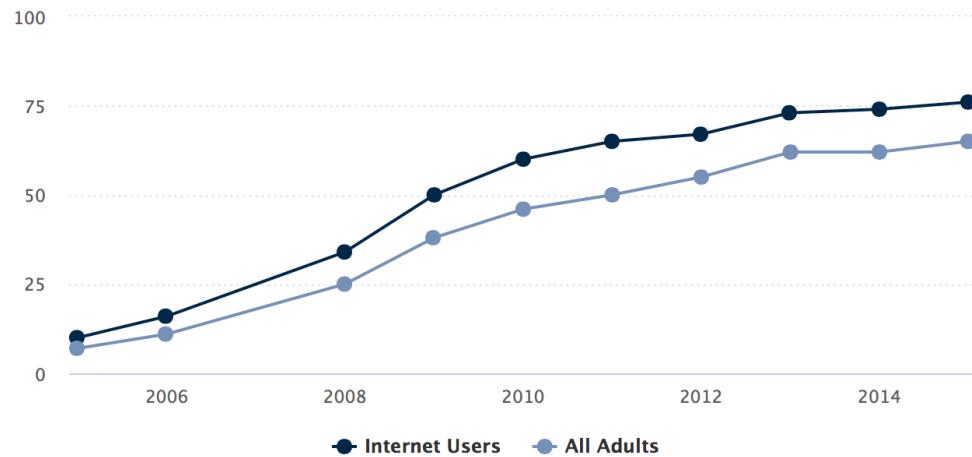
The landing page for Zemanta has an orange background with a pattern of floating digital screens and icons representing various content types like images, videos, and documents. In the upper left corner, the Zemanta logo is displayed. Along the top edge, there are two buttons: "WHY CONTENT ADS?" and "PARTNER WITH". In the center, the headline "Content Ads, Amplified & Optimized" is prominently displayed. Below the headline, a descriptive text block states: "Your content marketing should be performance driven. Zemanta's Content Ad DSP provides access to unlimited supply and campaign analytics through one dashboard." At the bottom of the page, there are two more buttons: "WHY ZEMANTA?" and "WHY CONTENT ADS?".



6 Major Insights From 10 Years Of Social Media Use

1. Use Of Social Media Has Increased Tenfold In 10 Years

% of all American adults and internet-using adults who use at least one social networking site

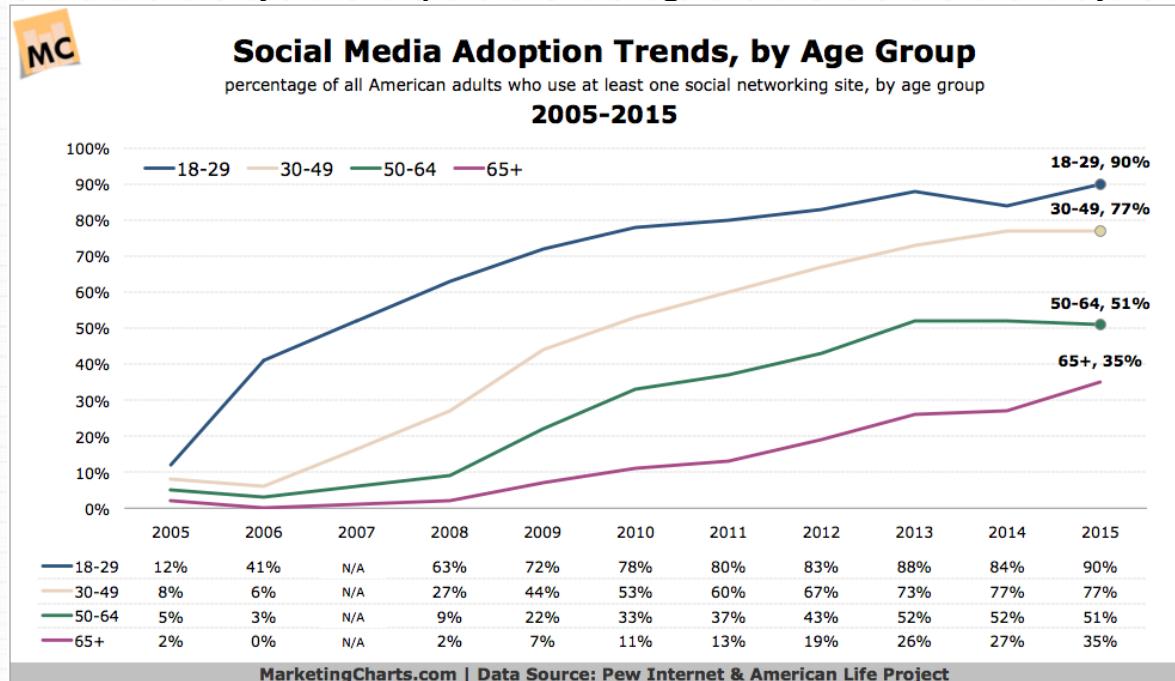


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

The percentage of American adults who use social media is now 65% – almost 2/3 of all American adults. This is an increase of 58% in ten years, as only 7% used them back in 2005.

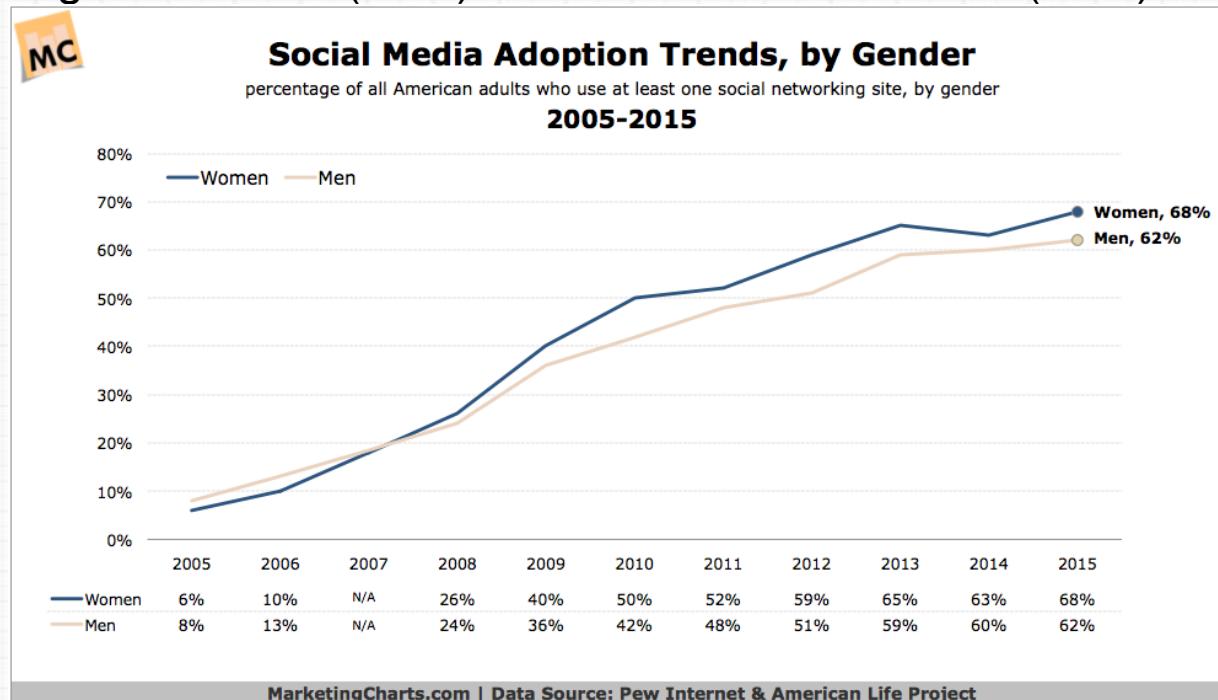
2. Seniors Are A Growing Percentage

Groups of older adults (65+) have grown a lot in since 2010. Back then, only 11% used social media. In 2005 only 2% reported using social media. Today it's 35%.



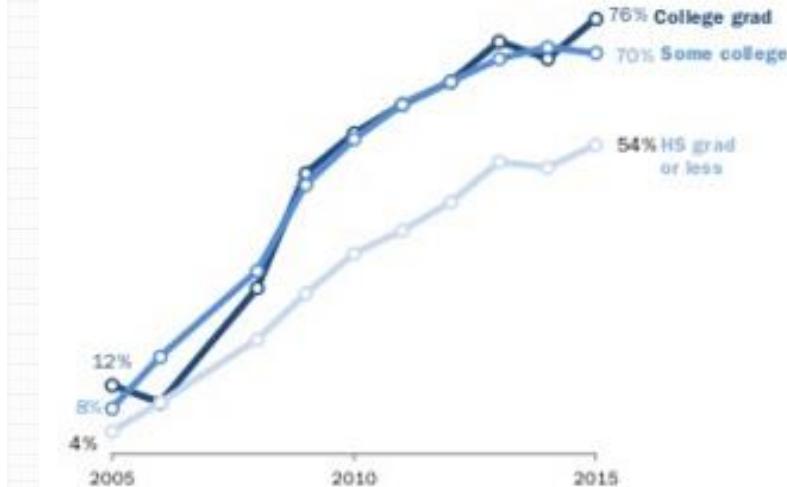
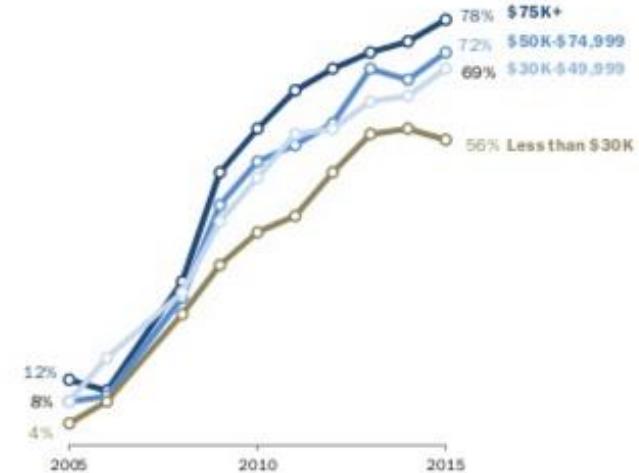
3. Men And Women Use Social Media Almost Equally

The report found that men and women use social media almost equally – but what has changed in 10 years is that men were more likely to do so in 2005. In 2015, a bigger percentage of women (68%) use social media vs men (62%)



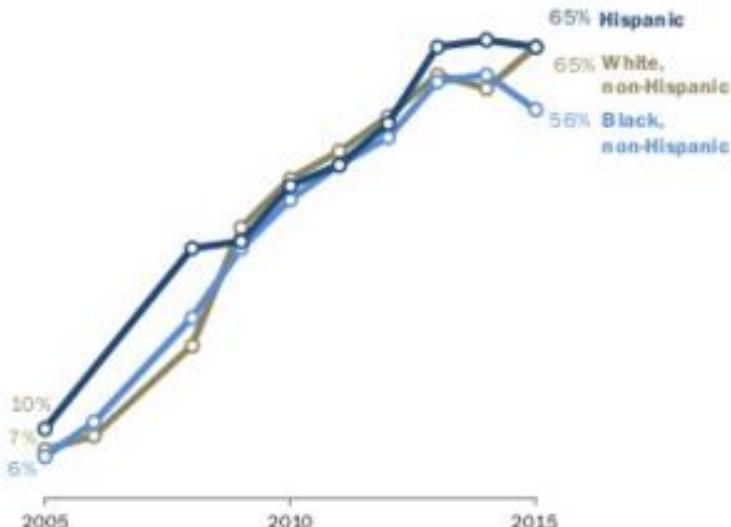
4. More Educated? More Likely To Use Social Media

56% of those living in the lowest-income households now use social media. Those with at least some college experience have been consistently more likely than those with a high school degree or less to use social media over the past decade. 2013 was the first year that more than half of those with a high school diploma or less used social media.



5. Balanced Racial Or Ethnic Groups Representation In Social Media Use

No evidence that one racial or ethnic group is more likely to use social media more than another. 65% of whites, 65% of Hispanics and 56% of African-Americans are using social media today.

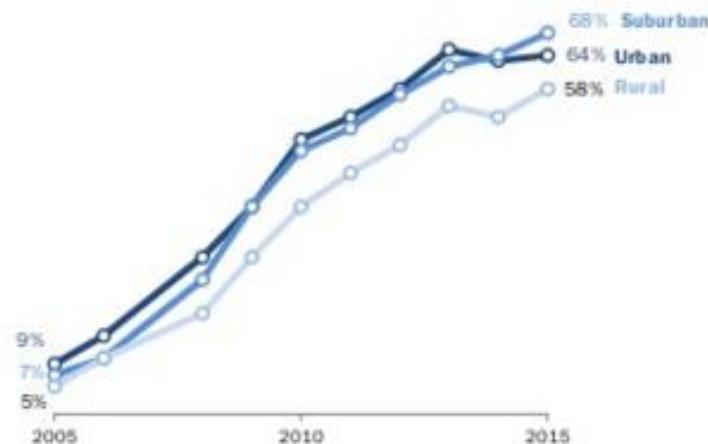


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

6. Social Media Users Are Mainly Urban Or Suburban

“Those who live in rural areas are less likely than those in suburban and urban communities to use social media”. This is a pattern which has remained consistent for the past decade.

At this time, roughly “58% of rural residents, 68% of suburban residents, and 64% of urban residents use social media”.



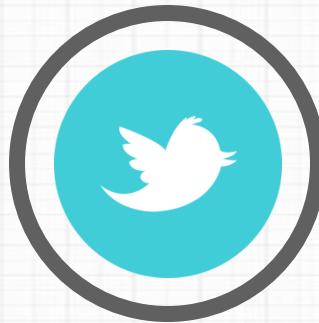
Source: Pew Research Center surveys, 2005-2006, 2008-2015; No data are available for 2007.

Questions?

CONTACT



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THANK YOU!

