



Social Media for the Creative Professional

Presented by
The Writers Cooperative of the Pacific Northwest

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Today's Presenters!

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- And at the door – TONI KIEF

Who We Are

- The Writers Cooperative of the Pacific Northwest:
 - a collaborative group of professional, independent writers
 - Work together to effectively market ourselves digitally
 - Development of an on-line presence as a group and individually
 - Focus on physical creation of books

Purpose of this class

- Clarify your mission statement
- Identify your target audience
- Gain an understanding of which social media platforms are best suited to your business

Before we begin

- Please fill out your name and email so that we can send you presentation documents and additional resources
- Please briefly introduce yourself to the people beside you and tell them the focus of your business.

Social Media Platforms to be covered

- Websites
- Facebook
- Twitter
- Pinterest
- Instagram
- LinkedIn
- Etsy

Your Mission

- On the 3 x 5 card, write a one sentence mission statement for your business (the elevator pitch)
 - For example: The artists of Tiffany Designs create and sell one-of-a-kind, hand-made beaded jewelry that everyone can afford.
 - Or: My young adult mysteries, The Adventure Games, are a thrill ride for every teenage reader.
- Share with the person next to you.

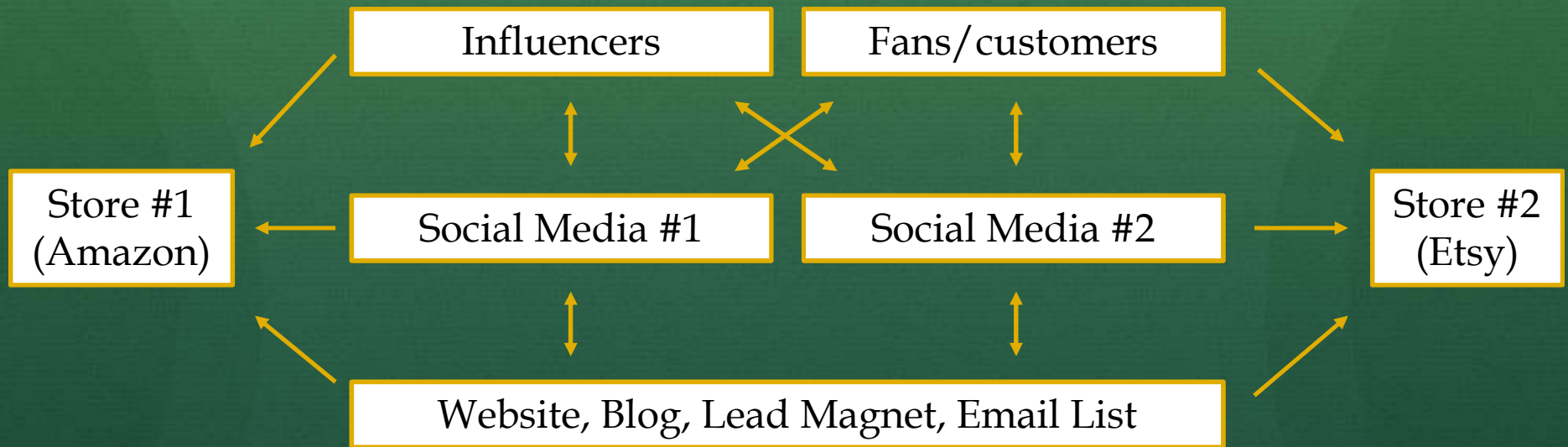
The Platforms:

- Social media is not an advertising platform – not suitable for a hard sell for your products
- Opportunity to create a community around a shared interest

10,000 Foot View

- Focus on the 80/20 rule
- Overall Strategies – Why am I doing this?
 - Connecting with Fans (building trust) and Market Influencers (social proof)
- Tactics – Specific way to do something
- Tools – What is the best tool? (mailchimp)

Digital World



Biggest Mistake

- People use Social Media in their business like they use it at home
 - No professional feel.
- Work vs. Fun
 - Having fun on Facebook or twitter is not doing work.
- X person sells Y dollars worth of stuff and they have Z followers on Facebook/twitter: I must have Z followers on Facebook/Twitter.
 - Using the tool to get an outcome. No strategy, shot in the dark

Myths

- Growing your social media following does not equal growing your fame
 - Follow for a Follow on Twitter is useless. 99% of feeds are useless.
 - Facebook pages are locked down so you are forced to spend (\$\$)
- There's a way to grow your social media you just haven't figured it out.

Ways to use Social Media

Connect with Individuals directly

- Social Media -> One to one
- Connect with gatekeepers
- Take relationships offline
- Small groups, great way to connect with likeminded people
- Connection, Connection, Connection

Ways to use Social Media, continued

It's a lot easier to leverage other people's followings than build your own

- 1 contact to 10,000 is hard
- 1 contact to 1000 who contact 10 people easier
- Get other people to market for you
- Sharing economy

Digital Real Estate is your Home

Do I need to pay a web development company \$3000 to build and host my website? NO!

- Free route: Wordpress, Blogspot, Weebly, Facebook, etc
- Paid Hosting with Prebuilt Template: Weebly, Wix, Squarespace (~\$80-100 per year)
- Do it yourself, URL + Hosting + Wordpress (\$80-150 per year)
 - Bluehost, GoDaddy, etc
 - Free or paid Wordpress themes
- Which one to choose? Gauge your technical skills and how specific you are in your creative endeavor.

Key Requirements for a Webpage

- Showcase your portfolio (books, art, courses, etc)
- Blog (more on this later)
- Opt-in for your mailing list/lead magnet
- Connecting to you
 - Contact forms, how to find you, social media links, bio

Pit Falls

- Too many fonts
- Too many colors
- Confusing design
- Too many nested pages
- Buried content
- Hard to find the things I want to see

Keys to a successful page

The goal of your webpage is to get the user to perform an action

- Most webpages place all necessary information on the front landing page
- The cost of your product will determine how prominent your lead magnet is
- Embedded video to sell your products.
- High resolution images
- Easy buttons, links to buy your products
- Be judicious

Why does everyone talk about “Your List”?

Why an email list?

- Mailing Lists are the most powerful tools we have
- Email is personal
- Email helps drive new customers to perform and action
- New products, new announcements, early review, promotions directly to your list

Lead Magnet

- It is expected to give away something for free to build your list
- Value for value (Free thing for the Email)
- No one wants your ramblings, they want to taste the soup.
- Free items
 - Book, 10 ten reasons to do X, starter course, coupons, promotional materials, etc.

Blogging

- Like all social media platforms, Blogs have to have purpose
 - Strategy
 - Focus - Don't meander across topics
 - Are you a:
 - DIY – Teaching people to do what you do
 - Journey blogger – Your life through the art is your story
- Blogs can be a massive, enormous, tremendous waste of time. Don't do it unless you are committed
 - Are you ready to post once a week for years?
 - Are you ready to post 2-3 times a week for years?
 - Consistency is key, otherwise it's a hobby

Blogs

(Or everyone has something to say...)

- non-fiction opinion pieces
- can be a description of what you're creating, about your creative process, a sales tool, how-to's.
- There is no limit.
- Should be linked to all your other social media outlets
- Don't deluge people...find a good rhythm for blog timing and maintain it so that people can rely on it

Business Blogs

- 20+ times a month get 5X more traffic than those blogging less than 4 X a month
- traffic increases by 30% after 21-54 blog posts
- Posts with images get 94% more views
- Shorter posts (less than 200 words) do better in engaging readers than longer posts

Blog Stats

(Or did you know...)

- 90% of consumers find custom content useful
- 78% believe that companies behind content are interested in building good relationships
- 55% of readers will spend 15 seconds or less
- Good titles hook readers
- <http://journal.neilgaiman.com>
- <http://whatever.scalzi.com>
- <http://www.robinhobb.com>

Creating a great blog

A lot of “how-to” content is available on-line

How to improve your connection with readers:

- Have good content that is unique to your business
- Determine which audience you intend to reach
- Pay attention to comments
- Monitor mentions and shares

FACEBOOK

- The monster in the room. 1.79 Billion active users.
- 41% of Small business on Facebook.
- Constantly changing. No longer cat photos.
 - Get comfortable with video-newest trend.
 - YouTube's biggest contender

FACEBOOK - 2

- Be sure you are in an appropriate category
- Your page should have a descriptive and memorable username
- Convey your topic and full business name
- Use high quality photos that look professional
- Live videos get a boost in Facebook's algorithm

FACEBOOK - 3

- On your Business Page, add call to action. It sits on the bottom right-hand corner of your cover photo. These buttons make it easy to make contact
- RESPOND to messages- Facebook is tracking
- Join appropriate groups. Can set yourself up as an expert and gain followers and name recognition

FACEBOOK - 4

- Balance posting between informative and annoying. Depends on product
- Most important content first
- If you want to increase your reach, commit to being personal - talk about what you know and your experiences, and have FUN
- Paid ads - Always use a targeted audience
- https://www.facebook.com/Bergsma.TV/?hc_ref=NEWSFEEED
- https://www.facebook.com/Shadowscapes/?hc_ref=NEWSFEEED&fref=nf

Pinterest

(A picture of your product is worth a lot of words...)

- Pinterest is a digital cork board – you can create as many themed boards as you wish.
- A user ‘pins’ a photo, with text on one of their ‘boards’ -- like pinning photos on a cork board.
- These pins may show up on the main Pinterest page - Popular pins.
- Other users will pin things they like, or simply ‘heart’ your pin.
- User may travel to links attached to your photo (your website – ideally)

Pinterest Stats

Who Uses Pinterest? Mostly Women Under 40

- 81% of users are women ; 45% of online women use Pinterest

Disposable income

- 50% of users make \$50,000 or greater/year
- 10% of those make \$125,000 or more
- 93% of active pinners use Pinterest to plan for purchases, 83% said they've bought something because of Pinterest
- Average time spent on Pinterest is 14.2 minutes

Tips for Pinterest:

- Pin often, best is scheduling 5X throughout the day
- Make guest boards and invite influencers to pin on it

Making Pins:

- Title your boards creatively
- 150-300 word descriptions for images
- use a call to action, include prices

Photos:

- Upload photos with links to your website
- Portrait photos rather than landscape
- Light rather than dark images

- <https://www.pinterest.com/sunnysidemsvl/>
- <https://www.pinterest.com/darcypattison/>

So Far...

- Do you use these platforms?
- Turn to the person beside you and tell them one thing from Blogs or Pinterest that will help your business
- If you have concerns or questions please note them

Instagram – Facebook for Images

- Instagram is a phone app made for sharing photos and videos, privately or publicly.
- Like Facebook, you can follow, tag and comment on other people's photos.
- This is a great place to show off your brand. And run the occasional special.

Instagram Stats

Who uses Instagram?: Women and men under 40

- 55% of all online 18-29 year olds are using Instagram
 - 28% of 30-49 year olds
 - 11% of 50-64 year olds
 - 4% over 65
-
- Average amount of time spent is 15 minutes

Tips for Instagram

- Include a link to your website
- Make your photo square - 612Pixels
- Add text to your images with Over (phone app)

- Be consistent in what and how you're posting
- Research keywords that fit your work and use them with hashtags
- <https://www.instagram.com/sarahaddisonallen/>
- <https://www.instagram.com/neilhimsel/>
- <https://www.instagram.com/davidperryphoto/>

Twitter – why use it?

Micro-blogging platform popular with cell-phone users, nearly 80% are non-US citizens. 62% are between ages 18-49.

- Short snappy comments, photos, videos., animated GIFs
- Tell your followers about new projects you are working on or new things and ideas you find interesting
- Direct your followers to your website or blog
- Only follow people you would want to read about daily

Twitter

- Think Dorothy Parker instead of War and Peace
- 140 characters (including hashtags and pics) and you have to say something to interest the folks scrolling by
- Straight up selling on Twitter doesn't work
- What does work is positioning yourself as an interesting, approachable person that people will want to support. In time they will support you with sales.

Best Practices for Twitter

1. Keep it short -- a concise Tweet makes an impact.
1. Include graphics
2. Focus on a single message. Include a link to a blog post or website if you have a longer message to convey.
3. Use relevant hashtags #
 - Topic specific
 - No more than 2
4. Use a mixture of blogs and normal tweets
 - <https://twitter.com/EmmaWatson>
 - <https://twitter.com/Cadigan>
 - <https://twitter.com/StephenKing>
 - https://twitter.com/jk_rowling
 - <https://twitter.com/AshiLabouisse>

LinkedIn

- LinkedIn is Facebook for professionals
- A digital resume
- connect with other professionals looking for your services
- Newer features have made it much more flexible
- Update about every 2 months

ETSY.COM – ebay for hipsters

- Giant store
- Completely focused on arts and crafts
- Emphasis is on cottage industries and art

ETSY.COM

- a peer-to-peer e-commerce website focused on handmade, vintage and unique factory-manufactured items.
 - 54 Million members
 - 25 Million shoppers
 - 1.6 Million sellers
 - 83 Countries
 - 86% of the sellers are women
 - 65% purchases on a mobile device
- <https://www.etsy.com/shop/earthangelsarts#items>
- <https://www.etsy.com/uk/search?q=hannah%20willow&ref=auto3>

Test Case – Craft-maker

Social Media Targets: Facebook, maybe Instagram, Etsy, Mailchimp

Strategy	Tactic(s)	Tool(s)
Build brand awareness	<ol style="list-style-type: none">1. Share media2. Connect to Fans3. Connect to Influencers	<ol style="list-style-type: none">1. Facebook/Instagram2. Promotions if people share3. Blog Writing or guest posting4. Facebook Groups
Build a community	<ol style="list-style-type: none">1. Share media2. Promotions3. Drive People to Facebook	<ol style="list-style-type: none">1. Facebook/Instagram2. Lead Magnet on Facebook and website3. Easy click to share on website
Increase sales	<ol style="list-style-type: none">1. Promotions2. Build Email List	<ol style="list-style-type: none">1. Etsy shop2. Mailchimp/Lead magnet

Test Case - Author

Social Media Targets: Facebook, Twitter, Mailchimp

Strategy	Tactic(s)	Tool(s)
Build a community	<ol style="list-style-type: none">1. Drive people to email list2. Promotions	<ol style="list-style-type: none">1. Lead Magnet on Facebook, twitter, and website2. Facebook groups
Increase sales	<ol style="list-style-type: none">1. Drive people to amazon2. Build email list	<ol style="list-style-type: none">1. Email List2. Facebook groups3. Facebook ads4. Lead magnet5. Amazon ads (AMS)

Wrap-up

- Questions?
- Please fill out the feedback form to help us better focus for what you need
- If you need additional information on a topic, note it on the feedback form and we will get back to you

Thank You!

Writers Cooperative of the Pacific Northwest

Writers-coop.com

RESOURCES

- writers-coop.com
- lynda.com - sign in using your Sno-Isle Library card for free use!