



Sandra Hucker
CONSULTING

Social Media 2.0

Likes, Shares, Memes & More

A SHC Workshop -

Presented by Sandra Hucker, Liz Pedraza & Todd Hogan

Managing Social Media Platforms - Marketing, Advertising & Monetizing

Focus - Facebook, Twitter, Google +, Instagram, Pinterest & LinkedIn

SHC – The Austin “A” Team

Our Team is always looking for opportunities.

We look at your business as a whole, not just "our part" of the picture. Our strengths lie in our talents but also in our communication with clients and our people.

Working together is how we become truly successful and provide our best level of service. “A Team” is more than a name tag, it's how we do business.

What We're Going to Cover

- Social Media - Facebook, Google+, Instagram & More
Which is Right for Your Business & Bottom Line?
 - Engagement & Advertising - Your Opportunity to Shine
"Target Your Audience"
 - Bringing It Home - Maximizing "Vines" & Maintaining "Big Picture" Focus
 - "Likes" & ROI - Tracking & Understanding Your Efforts
-

Social Media, Understand Before You Begin

Which Social Media Platforms are BEST for YOUR Company?



Understand the platform and your target demographic and focus your efforts there.

THESE Social Media Platforms - OVERVIEW

Targets/Goals – Adults? Demographics? SEO? Brand Recognition?

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Social Media Explained in Donuts

Social Media is simply Online Networking:

- LISTEN to your most loyal customers
- Get information from other business owners and influencers
- Share information B2C & B2B

There are a lot of options.

It's important to have a basic knowledge of each and then prioritize which platforms will create the most desired effect for your business.



Think of LinkedIn as the
Ultimate Online Networking Group



Todd Hogan

Creator of My Own Destiny

Austin, Texas Area | Marketing and Advertising

Current Freelance Marketing & Media Consultant, Sandra Hucker
Consulting - Austin A Team

Previous Entercom, Univision Radio, Border Media

Education Saint Cloud State University

Send a message

500+
connections

- Create and maintain an “All Star” profile
(there is LOTS of help online if you don’t know what this means)
 - Your profile is your new resume
 - Headlines, titles, skills and endorsements matter
(they help you connect with the right people)
 - Tell your story!
-



Groups, Discussions & Networking:

- There is a group for just about Any Business Interest – join groups that you can utilize as an online resource to Ask Questions & Gain insight
- Discussions aren't discussions if You Don't Participate
- Networking isn't networking if You're Only Talking – Listen and Engage





Content Archetypes:

- Creator – The Originator; Takes ownership and shows up consistently
 - Curator – Finds and shares the best content for the target audience
 - Journalist – Blend of first two; a thought leader people come to for answers
 - Instigator/Critic – “Entertainer” plays devil’s advocate, sparks debates, stirs controversy
 - Case Study – Teach others by first testing it yourself
 - Regular Person – Someone who is good at being interesting and is relatable (Topless Baker, Rodan & Fields, Rideshare Guy)
 - Industry Expert – Someone with a proven track record whose opinion is highly respected and sought after
-

Google+



Not the most popular (social media platform) BUT VERY Important for SEO, Crawling, Feeds & Search Cross Platform

We recommend to err on safe side and keep COHESIVE Structure. Google's Algorithms are a Mystery so BE Prepared & Consistent Still Google, So I'd be on the safe side – Always CLAIM

Brand Your Company & Label Your Photos

Google+



Mmm, Mmm
GOOD!



“JAMBOS Texan” Labels and Tags to Identify

Google+



Piranha Killer Sushi “Marry Me” Roll – Tagged & Unique Name

Google+



LTZA Texas Longest Zipline, Best Zipline Texas, Texas Fun, Austin Zip

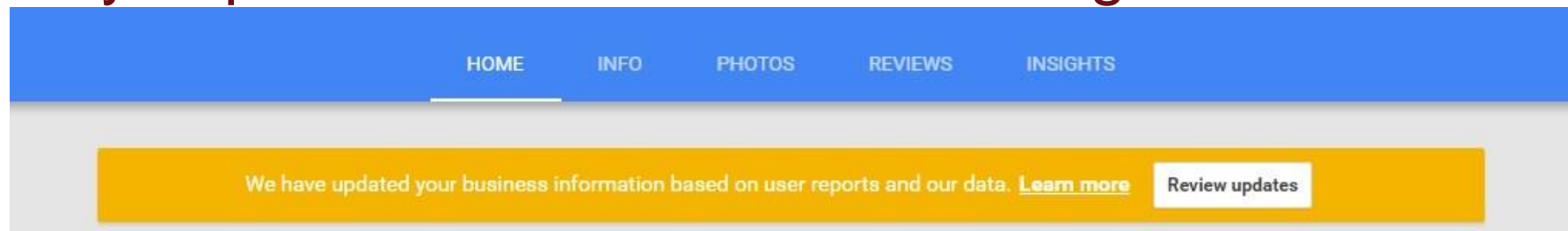
Google+



Analytics, Insights, Views, Reviews

Take a Quick Look @ Insights at least Quarterly if not Monthly

Very Important to KNOW what is being said



Very Important to MAINTAIN ACCURATE INFORMATION



Fast Paced / Limited Characters / Gone Quickly
Great for Events, Celebrities, Politicians, Businesses w/Activity

Current Events – Spotlight & Informative

Understanding Lead Backs, Responses & #Hashtags

What are “Trends” & “Trending Topics”

Advertising/Promotions & Analytics



Instagram

VISUALLY STIMULATING & #HASHTAGS

Great for Restaurants, Events, Fashion, Etc
Also for Businesses with Visual Activities



Pinterest

Good for Collections & Telling a “Story”
ie Photography, Food, Life Events (Weddings, Caterings)

Showing “Your Business Style”

How Does It Work?

Making a Board

Leading Pins” Back Home

Fill Out ALL Information





ALL VIDEO

Tied to Google
Have Your Own Channel
Dripping & Consistency

Businesses that have Powerful,
Exciting or Informative Video
“How To”



facebook

#1 Social Network

Your Demographic Likely Utilizes Regularly
(Exception of Tweens - SC)

How to Connect with Your Specific Key Audience
(People, Groups, Businesses, Events, Pages)

Structure Your Message and Deliver to YOUR Target





Find us on
Facebook

How Easily are you “Found”



Business Page vs Personal vs Location
Search Your Business Name & Claim/Merge/Delete

Verify Business Page and Update ALL information

Getting Vanity URL

facebook

Posts Can Be In The Form of
TEXT, PHOTOS, VIDEO & LIVE STREAM
Virtually Every Demographic has FB presence



facebook



Creative? Fun? Professional? Informative? Entertaining?

Austin's

 **HAPPY HOUR** 



**VETERAN OWNED & OPERATED
LIVE MUSIC NIGHTLY
DOWNTOWN AUSTIN'S LIVE
MUSIC & DINING DESTINATION**

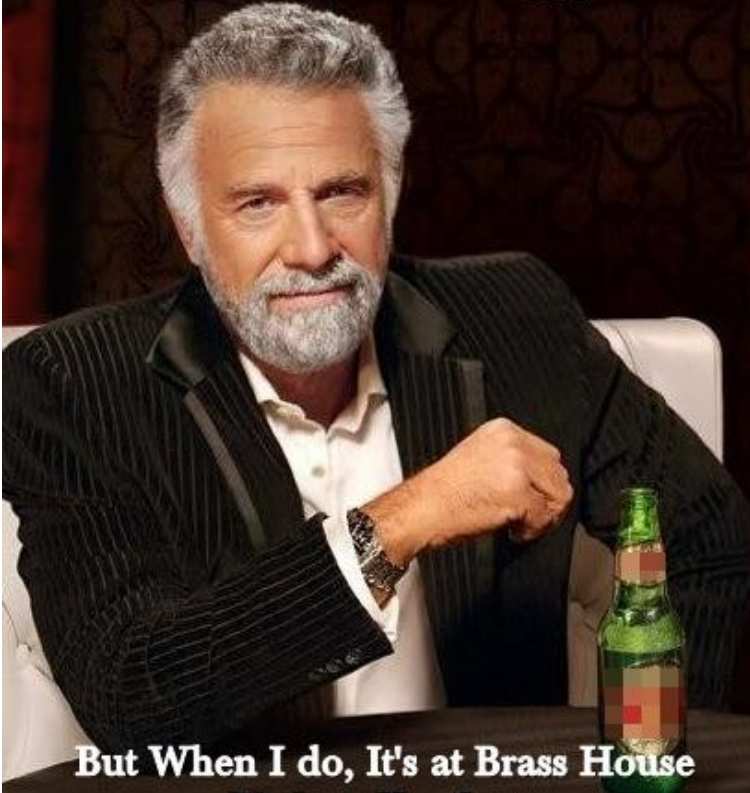
"All The Single Ladies"



Brass House Ladies' Night

facebook

I Don't Always Attend Happy Hour



But When I do, It's at Brass House

I'D LIKE A STEAK WITH A SIDE OF STEAK

2-FOR-1 ON SELECT ENTREES EVERY TUESDAY
WWW.BRASSHOUSEATX.COM

RUN LIKE IT'S NOT HAPPY HOUR ALL DAY!

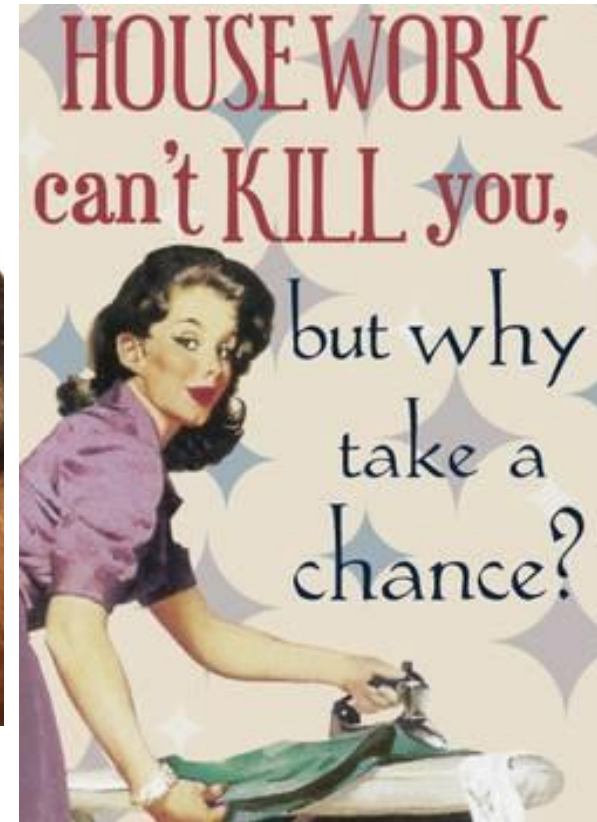
WEDNESDAYS AT BRASS HOUSE
BRASSHOUSEATX.COM

imgflip.com

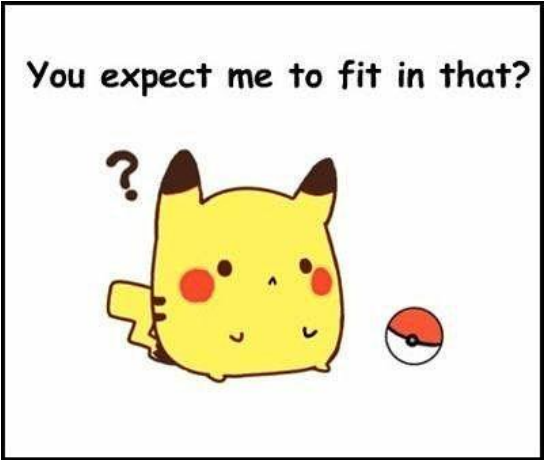
facebook



You love your pets
...we do too!



facebook



facebook

Special Events
Promotions
Sweepstakes & Contests

Sharing vs Copy/Pastes
Tagging” Sharing” Credits

Leading Home –
Your Page, URL Etc.



Nail &
Beauty
Bar



512-562-2444
3801 S. CONGRESS STE 104
AUSTIN, TEXAS 78704

THE GRAND BEAUTY BAR

Enjoy a complimentary manicure and aperitif
featuring **Grand Marnier Raspberry Peach**
cocktail creations and small bites

WHERE: WET CANVAS NAIL & BEAUTY BAR
3801 S. Congress, Suite 104
Austin, TX 78704

WHEN: WEDNESDAY, SEPTEMBER 7TH
6 p.m. – 8:30 p.m.

RSVP: (512) 562-2444



#BLENDOUT
MUST BE 21+

INVITATION IS NONTRANSFERABLE AND ADMITS ONE.

DRINK WITH STYLE. DRINK RESPONSIBLY.
Grand Marnier® Raspberry Peach Liqueur, 40% alc./vol. (80°) ©2016 Campari America, San Francisco, CA.

WCNB SPECIAL EVENT!

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

STAY ACTIVE TO STAY RELEVANT – Example

Advertising/Boosting to Audience(s) & Testing Campaigns

Understanding Insights –

“Likes” “Shares” “Comments” “Reviews”

Call to Action & Gauging ROI

Bringing Audience “Home”
