

A Focus on Social Media

AAPA Public Relations Workshop
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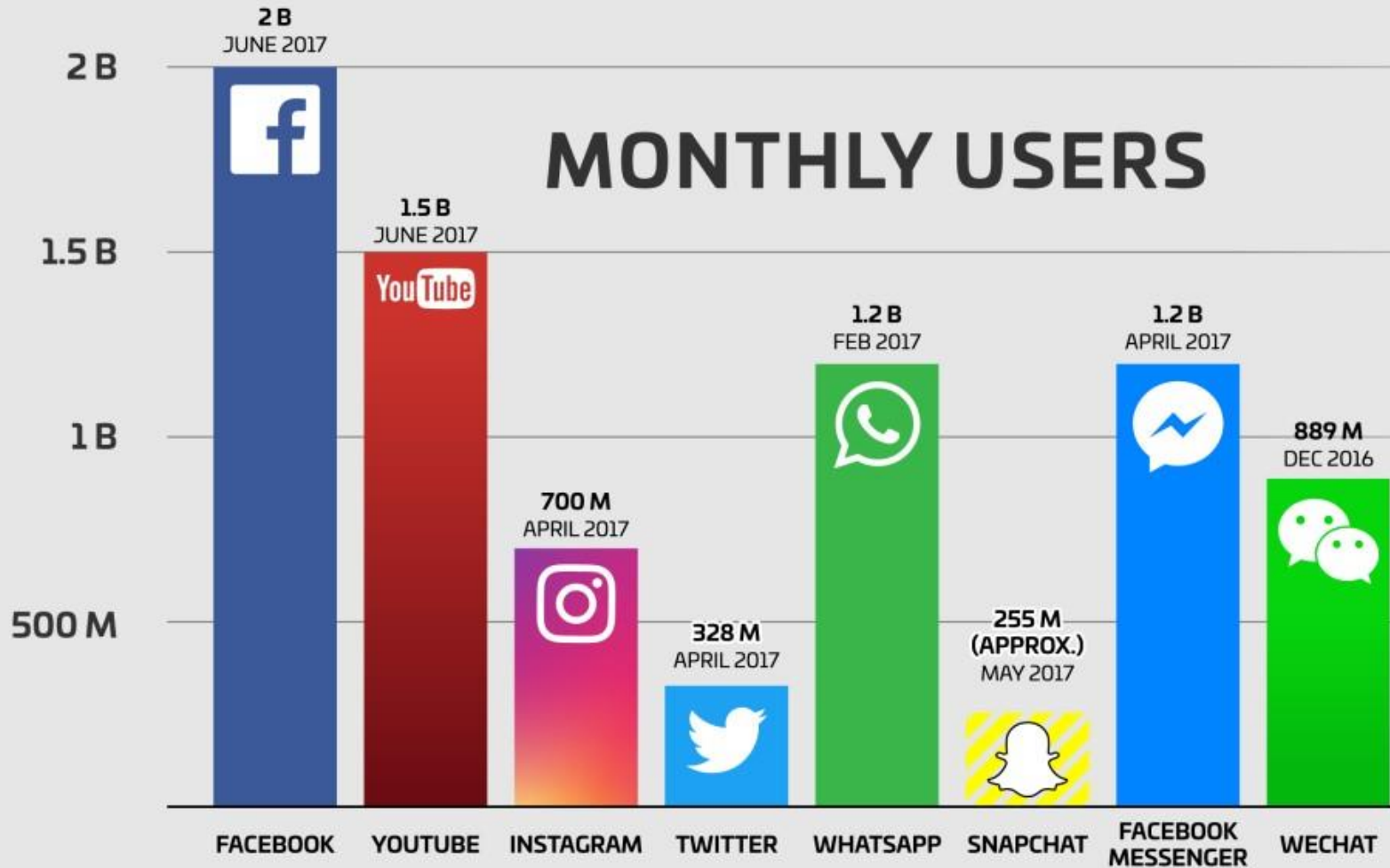
public relations • social media • web design

**NO MATTER
WHAT YOU DO,
YOUR JOB
IS TO TELL
YOUR STORY**

GARY VAYNERCHUK



MONTHLY USERS



Know Your Optimum Post Frequency



Focus on content, not time of day or day of week. 2-5x per week.



More is better. Focus on content, not time of day or day of week.



1-5x per week. Business hours on Tues, Wed or Thurs.



1.5x per day. Mon & Tues are best. Evenings & weekends too.



Video is King

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- 79% internet traffic will be video content in 2018
- Online video revenue is growing at 110% annually more than any other form of advertising.
- Posts with videos attract 3x more inbound links than plain text.
- Ideal video length for Facebook is two minutes or less.



Be Active on Facebook

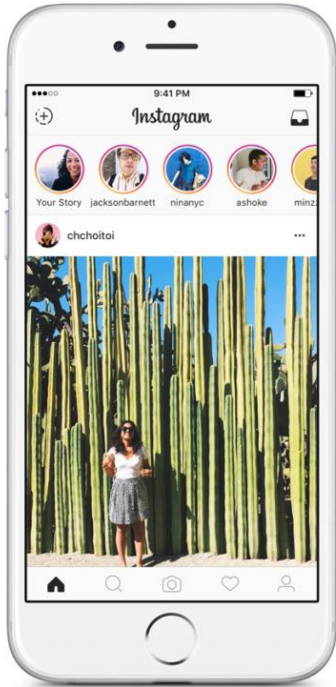


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- Shows leads and potential customers that you're actively in business
- Add an image or video to your post for 2.3x more engagement
- It's easier to go viral on Facebook
- Facebook ads offer some of the highest ROI of social ads you can buy



Instagram Stories



- Average time spent on Instagram per day grew to 28 minutes since the launch of Stories.
- > 1 million advertisers actively use Stories each month
- 1 in 5 Stories from brands see at least one direct message from a consumer
- Facebook now has Stories on mobile
- Instagram Stories → Facebook Stories



Social Media Management Tools



Social Media Management Tools

The screenshot displays the Sprout Social interface. At the top, a navigation bar includes tabs for Messages, Tasks, Feeds, Publishing, Discovery, and Reports, along with a search icon and a 'COMPOSE' button. Below this, a calendar view shows the 'Week of February 7' with a grid of dates from Sunday to Saturday. Each date cell contains a list of scheduled posts, each with a preview image, text, and social media sharing icons. To the right of the calendar is a sidebar with 'FILTERS' and 'TAGS' sections. The 'TAGS' section lists various categories like 'Monthly Fundraising Event', 'Press', 'New Volunteer Sign-Up', and 'Holiday Gala', each with a green checkmark. Below the tags, there's a 'MESSAGE TYPES' section with 'Queued Messages' and 'Scheduled Messages', also marked with green checkmarks. At the bottom of the sidebar is a green 'EXPORT PDF' button.

