



**WELCOME**

Thank you for joining social media  
webinar 2

We will begin at 1 p.m. EST

Please stay muted for the entirety of the presentation.  
This presentation will be recorded.

Use the Zoom chat function to submit questions for our Q&A.





# The Beaches of Fort Myers & Sanibel Social Media Boot Camp

Webinar 2: New & Emerging Trends and  
Content Strategy 101  
October 1, 2020

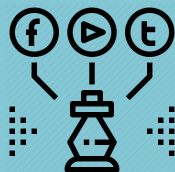
**Without strategy, content is just  
stuff, and the world has enough  
stuff.**

- @arjunbasu



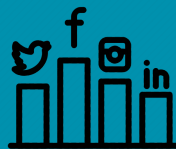
## Stay Informed

Social media evolves constantly, but not all updates require action. Determine what trends and updates are right for you.



## Make a Plan

Outline your objectives and build your content strategy based on what you can realistically manage.



## Test, Test, Test

Not everything can be a home run. Track channel performance and make realistic adjustments to your content.



## Listen

Pay attention to your audience and how they're interacting with your content and plan ahead with their feedback in mind.



## Stay Informed

Social media evolves constantly, but not all updates require action. Determine what trends and updates are right for you.



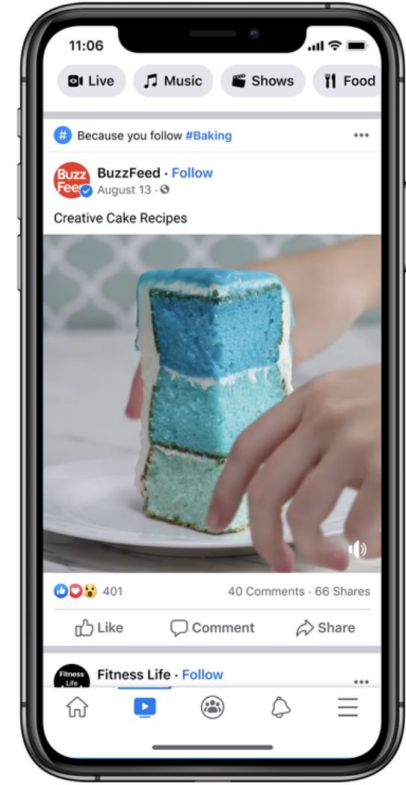
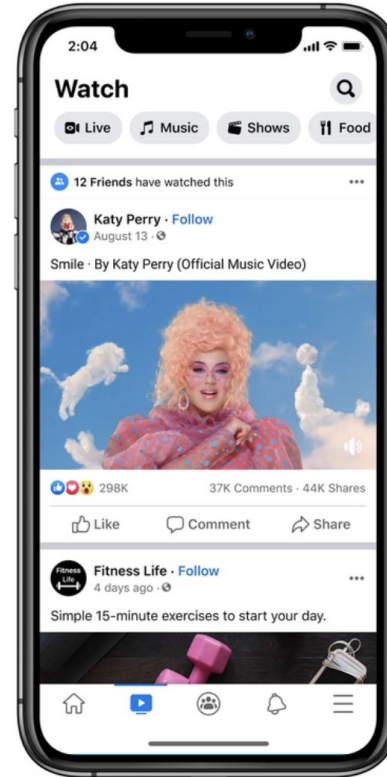
# What's Trending: Facebook

## Video

Today, more than 1.25 billion people visit Watch every month. If your video is uploaded via a brand page, it will appear in the Watch section.

## Live Content

Facebook has brought back their "Live With" feature, which allows users to add a guest speaker to their video as well as integrations with Facebook Events.



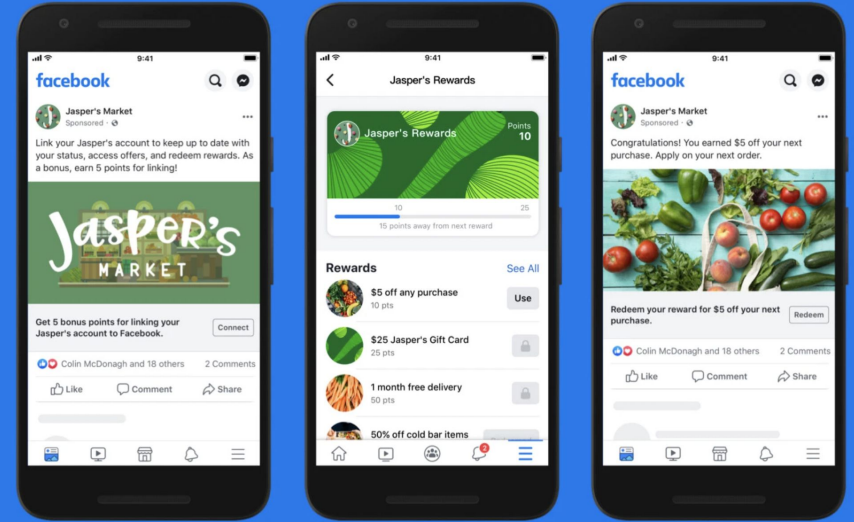
# What's Trending: Facebook

## Small Business Support

Launched in May, Facebook Shops allows businesses to set up free online storefronts on Facebook and Instagram, allowing users to directly purchase from the app. Facebook Business Suite was introduced in September, designed to better allow small businesses to manage their pages across both apps in one place.

## Messenger

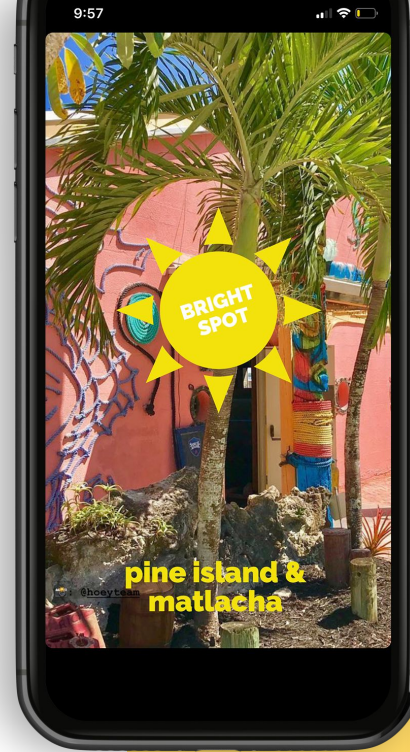
Watch Together, released this month, allows you to enjoy Facebook Watch videos with friends and family over Messenger video calls.



# Facebook Considerations

Don't expect your videos to automatically show up in Watch. Remember these tips to help your videos show up in the Facebook Watch tab:

- **Don't use excessive promotion:** Don't upload videos that play like advertisements for your business or product. Make sure they are informational and entertaining.
- **Create polished-looking videos:** We understand most video content won't feature movie-worthy editing, but do ensure you are taking time to include steady, clear assets and graphics.
- **Produce several videos:** If you have a series of videos ready to go, Facebook Watch is more likely to include your videos. *Take time to develop a strategy.*





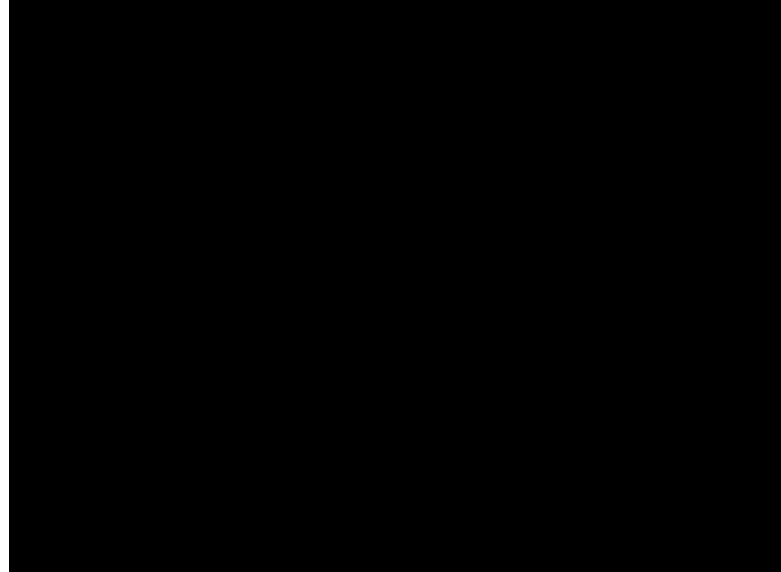
# What's Trending: Instagram

## Reels

Launched in August, Instagram Reels focuses on short-form video, similar to TikTok. Reels are a maximum of 30 seconds and appear both on their own section of users' profiles and in Instagram feeds.

## Stories

Users continue to spend more and more time using Stories. Additionally, 62% of users report being more interested in a brand after seeing its Stories, demonstrating the importance of using the feature to its fullest to spark interest.



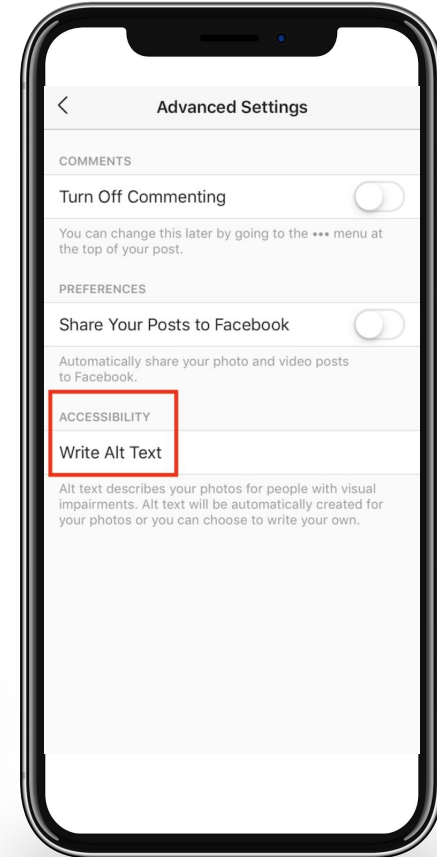
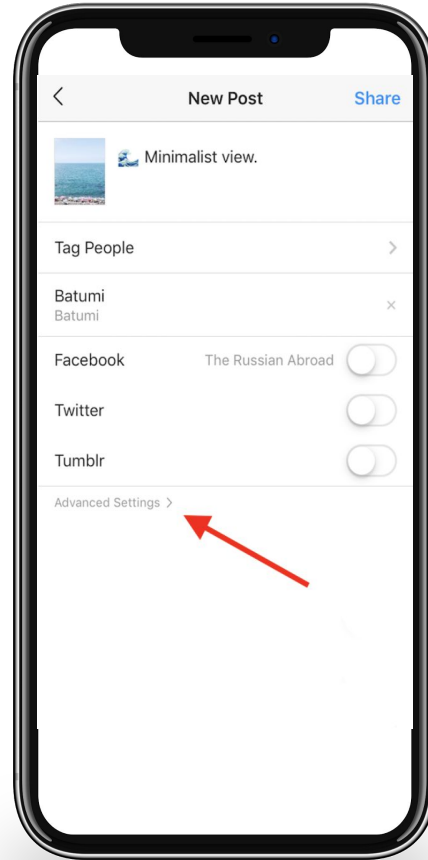
# What's Trending: Instagram

## GIFs

Facebook acquired Giphy in May, highlighting Facebook likely has an interest in amplifying usage of GIFs across FB and IG. Currently, 50% of Giphy's traffic comes from Facebook platforms, which demonstrates the wide adoption of GIFs on social media platforms.

## Alt Text

Aimed to describe, with utmost accuracy, what your image is all about. Adding alt text makes your content more inclusive, sends clues the algorithm can pick up on and expands your content's discoverability.

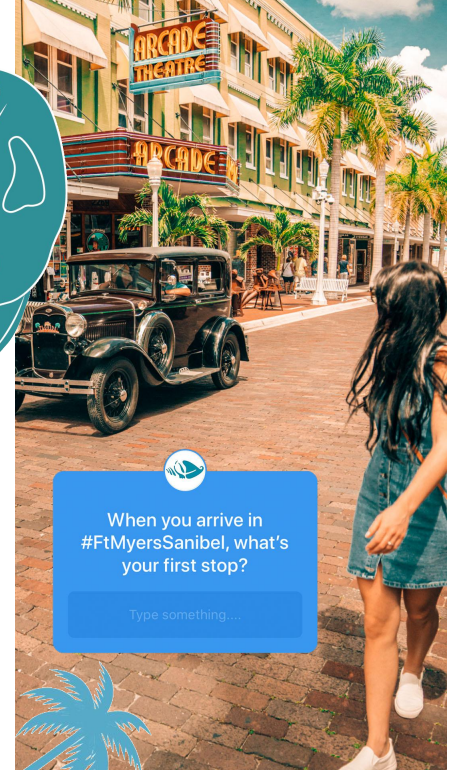




# Instagram Considerations

Provide content that aligns with what your audience cares about and consider the length of your message when determining how to share on the platform.

- **Embrace different content formats:** Try short, clever captions for in-feed posts, use Stories for storytelling, or test out IGTV with any video assets that have performed well on Facebook.
- **Focus on user-generated content:** Now more than ever the authentic lens UGC provides is very relevant. Utilize UGC to showcase changes in the travel experience, but always make sure you're asking permission first!
- **Incorporate GIFs and emojis:** Used right, both features will help insert your personality and fun into your content, building a more emotional connection with your audience.



  
When you arrive in  
#FtMyersSanibel, what's  
your first stop?





# What's Trending: Pinterest

## Travel Trends

For travelers, Pinterest is often the first place they go when starting to plan their next adventure. Cross-country road trip, up 89%, and road trip routes, up 248%, are two strong content focuses to take advantage of when creating pins for the platform.

## Responsible Travel

People are looking to lessen their impact, but keep the fun. Searches for zero-waste travel essentials are up 48%, travel stories up 125%, eco-friendly travel up 73% and agritourism searches are up 57%.



© trend  
2020

**Take it all in**  
Yosemite National Park

Fly to  
San Francisco (SFO)  
Oakland (OAK)  
San Jose, CA (SJC)

Southwest

Book now



# What's Trending: Pinterest

## Finding Balance

Solo Journey searches have increased by 49% and art therapy activities have increased 444%.

## Positivity

Searches for positivity have increased by 64% in 2020. Users are turning inwards, both physically and mentally, in order to focus on the areas in which they have the most control. Photo shoot ideas is searched **56x** more in 2020.



# Pinterest Considerations

- **Make sure you have the content to back up your Pins.** You won't keep your audience if they're not finding relevant information on the other side of each pin.
- **Pick an eye-catching image.** Vertical imagery will stand out in the feed, Pinterest recommends a 2:3 aspect ratio.
- **Give context.** Your Pins should help people understand why your service, product or content is the right fit for them.
- **Keep text concise.** Make it easy to read and include top search keywords to grab attention.
- **Don't rely on audio.** Unlike Facebook and IG, videos are played with sound off. Make sure your video does not rely on audio but text.

## Vegan friendly food



 trend  
The travel report

## The long weekend



 trend  
The travel report

## Secret spots



## Small towns







# What's Trending: Twitter

## Time Spent

Twitter is the only major social network whose audience and ad revenues are expected to decline in 2020 as a result of the pandemic.

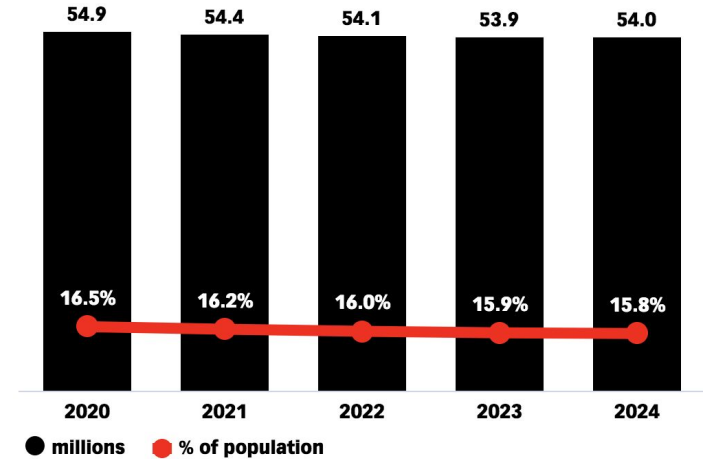
## Video

Unsurprisingly, video is the best performing content type across all social platforms, and Twitter is no exception. According to research, Tweets with video see 10x more engagement than those without. Promoted Tweets with videos save more than 50% on cost-per-engagement.

Source: eMarketer

## Twitter Users

US, 2020-2024



Source: eMarketer, August 2020 (see below for notes and methodologies).

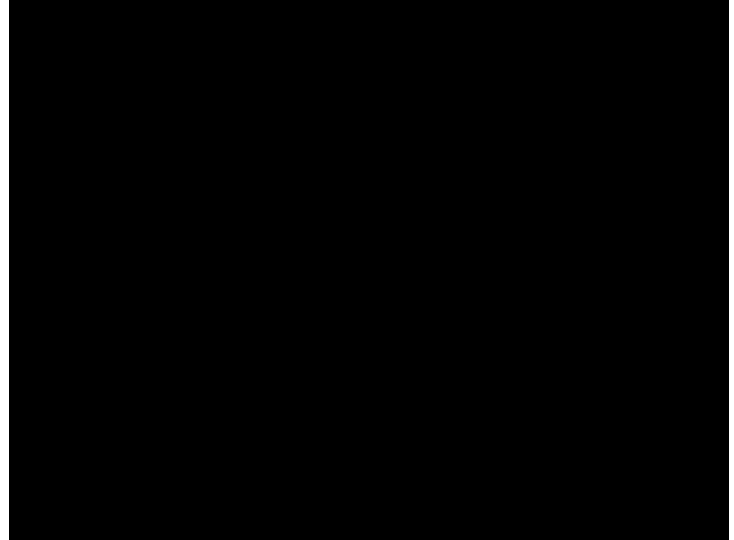
[www.eMarketer.com](http://www.eMarketer.com)





# Twitter Considerations

- Cultivate your voice. Twitter is a chatty platform and allows you to let your personality shine through.
- Twitter is focused on conversation, you won't find as many creative options but they do offer Twitter polls.
- Always add an image, video or a GIF to boost performance - GIFs can result in a 55% increase in engagement when done right





# What's Trending: TikTok

## App Uncertainty

As of today, TikTok remaining in the U.S. is still uncertain. While a deal with Oracle is in place, security concerns have led to a potential ban of the platform.

## Authenticity

Should the app not be banned, brands do best when they can have the same experiences, connections and engagements as an equal part of the community. Ensure content is aligned with the TikTok community just as much with the brand.

## Trend Culture

Unlike other platforms, it takes time to zone into popular trending topics. While original, creative video concepts can work well, the best performing TikToks are often those that are easy to replicate by the masses.

## Don't Focus on Followers

The algorithm takes into account interactions on individual videos, rather than your profile as a whole.

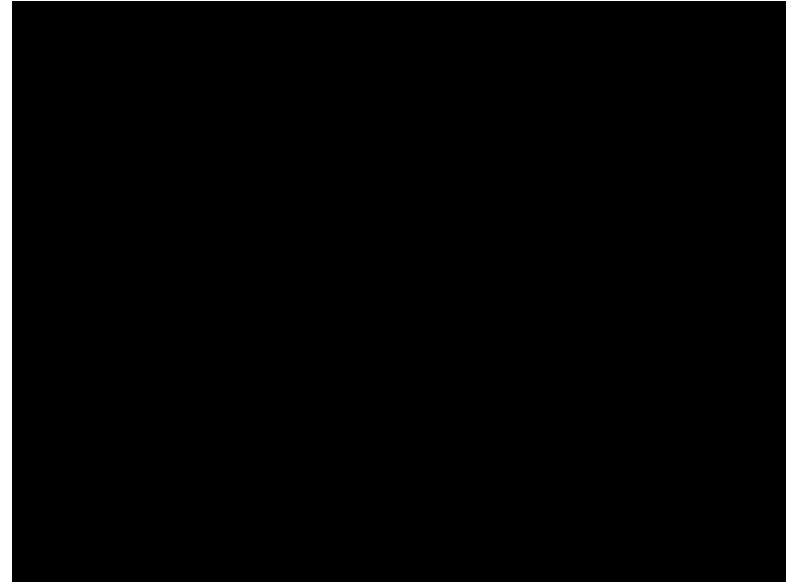






# TikTok Considerations

- Storytelling > promotion. If creating content for TikTok it needs to be specific to the platform and not promotional in nature
- How-To's perform extremely well. Think about your services and what could be quickly conveyed or explained in under 60 seconds
- Music and sound effects are huge on the platform and your videos should appropriately capitalize on current music or sound trends, avoiding any popular music that might be offensive in nature





# Creative Resources



Free

Easy, simple interface for quick build

Can source free, royalty-free images if needed

Limited image customization



Free & paid subscriptions

Best for template-based graphic creation

Can be used to resize assets to ensure channel optimization



Free & paid subscriptions

Allows you to edit and create videos with a simple, easy-to-use design

Can use your own imagery or search for free images within platform



# Creative Resources



< Home File Resize *All changes saved*

Untitled design - Animated Social Media Gra...

Try Canva Pro

Share

▶ 6.4s



Download Video



Templates

Q travel X



Uploads



Photos



Elements



Text



Music



Videos



Bkground



Templates Pro

The perfect launchpad for your next design: 60,000+ premium templates.



6.4s

Animate



+ Add page

58%



Help ?





# What to Read?

The best source for updates? The platform's blogs! For creative inspiration, follow each of their own social handles.

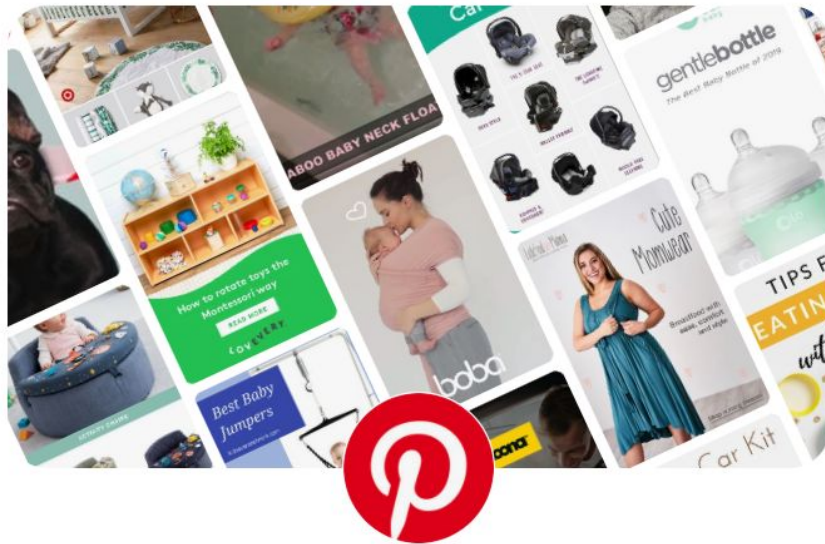
**Facebook Newsroom:** [about.fb.com/news/](https://about.fb.com/news/)  
@facebookbusiness

**Instagram:** [business.instagram.com/blog](https://business.instagram.com/blog)  
@Instagramforbusiness + @creators

**Twitter:** [business.twitter.com/en/resources.html](https://business.twitter.com/en/resources.html)  
@Twitter

**Pinterest:** [business.pinterest.com/](https://business.pinterest.com/)  
@PinterestCreativeGallery

**TikTok:** [newsroom.tiktok.com/en-us/](https://newsroom.tiktok.com/en-us/)  
@tiktok



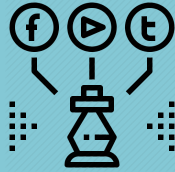
## Pinterest Creative Gallery

[business.pinterest.com/en/make-great-pins](https://business.pinterest.com/en/make-great-pins) · @PinterestCreativeGallery · Inspiration to help you picture what success looks like on Pinterest. Curated by the Pinterest Creative Strategy team.

16k followers · 49 following

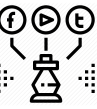
26.7k monthly viewers





## Make a Plan

Outline your objectives and build your content strategy based on what you can realistically manage.



# Content Strategy 101

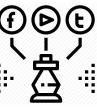
**Step 1** Identify and set goals

**Step 2** Plan your social content by conducting an audit of the content you've created so far

**Step 3** Take inventory of your time and the content available to determine posting cadence

**Step 4** Distribute and promote

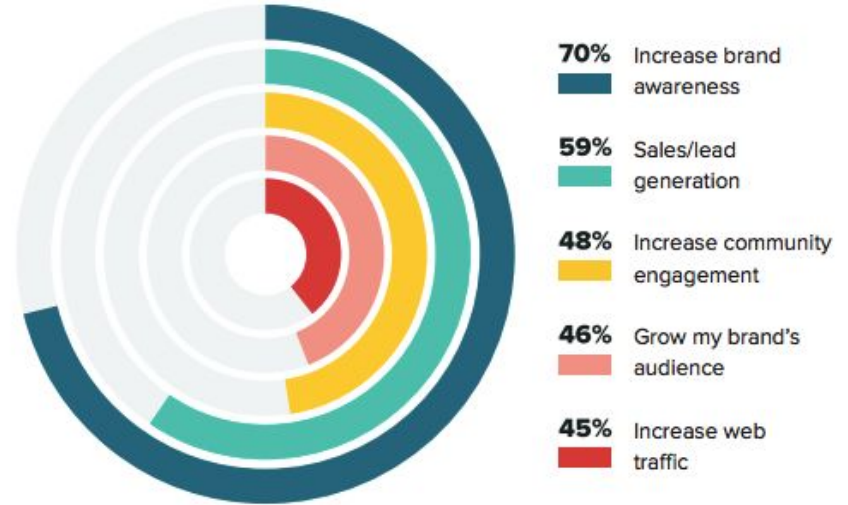




# What Are My Goals?

**GOALS** are the outcome you intend to achieve. Start by getting a clear understanding of your overall marketing goals and how you want social media to help serve those goals. A few points to remember:

- Prioritize business needs and de-emphasize vanity metrics
- Don't go overboard: having one or two clear, measurable goals is stronger than outlining many
- Select goals that can be built upon quarter to quarter or year over year





## Reach or Impressions

Recommended if you're looking to increase brand awareness

## Web Traffic

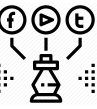
Recommended if you create a lot of blog content or informational pieces that live on your website

## Engagements

Recommended if you are looking to increase the quality of the content you share, establish goals around video performance or want to increase brand sentiment

## Revenue or Bookings

Recommended if you have a booking engine on your site and are looking to increase room nights, ticket sales, etc.

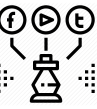


# What Are My Objectives?

**OBJECTIVES** are actions that help you achieve a goal. Objectives should be built to provide a quick highlight for your team to understand how you'll achieve your goals.

Objectives can change as your goals progress.  
Examples include:

- Develop and share one new video asset per month highlighting activity offerings [Goal: Engagement]
- Drive 500 visits to our website by sharing a minimum of 5 posts including website links [Goal: Web Traffic]

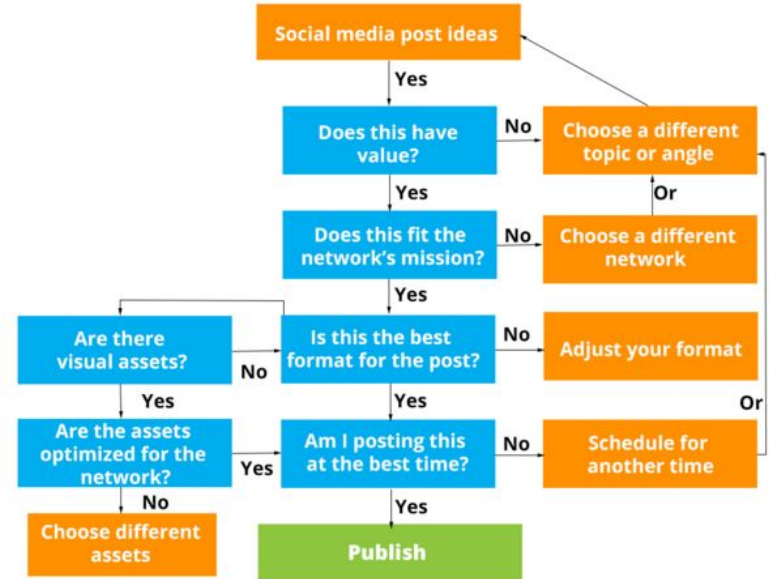


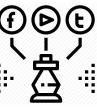
# Social Content Planning

Once you're clear on goals, conduct a quick audit on the content you've shared for the past few months and make note of:

- What performed well
- What didn't perform as expected
- What content received a lot of comments – were there certain words included in those posts that can be considered a trend?
- Pay attention to posts you thought would do well but didn't -- look closely at tone and language
- Take note of which platforms your content succeeds on and allocate resources accordingly

## Think Before You Post



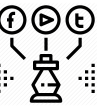


# Where Should I Share?

<b>FACEBOOK</b>	Information and updates, video, long-form campaigns, traffic driver
<b>INSTAGRAM</b>	Discovery, inspirational photography and video
<b>STORIES</b>	Real-time updates, audience engagement, traffic driver
<b>TWITTER</b>	News, events, customer service
<b>PINTEREST</b>	Travel planning, inspiration, traffic driver
<b>TIKTOK</b>	Awareness, creative video, interaction







# Develop Content Buckets and Cadence

Utilize audit findings to determine what you should focus on by channel.

## Events & Happenings

3x/month Facebook

5x/month Twitter

2x/month IG Stories

## Travel Inspiration

2x/month Facebook

2x/month Instagram

1x/month Twitter

## Community Highlights

2x/month Facebook

1x/month Instagram

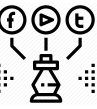
1x/month IG Stories

## Deals & Offers

1x/month Facebook

1x/month Twitter

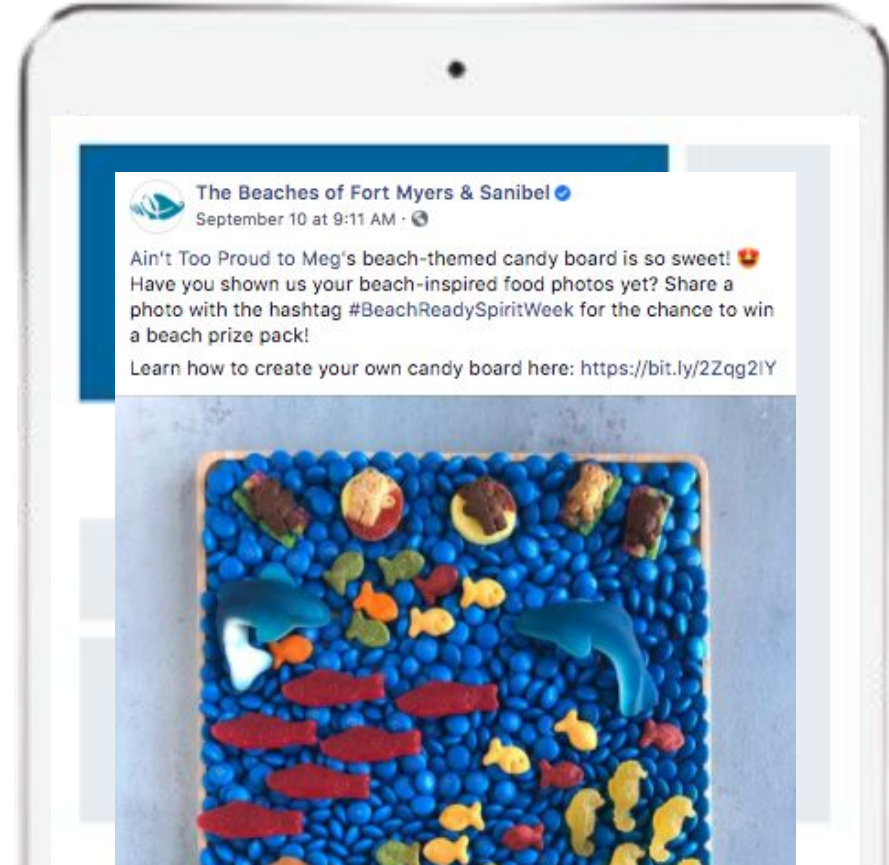


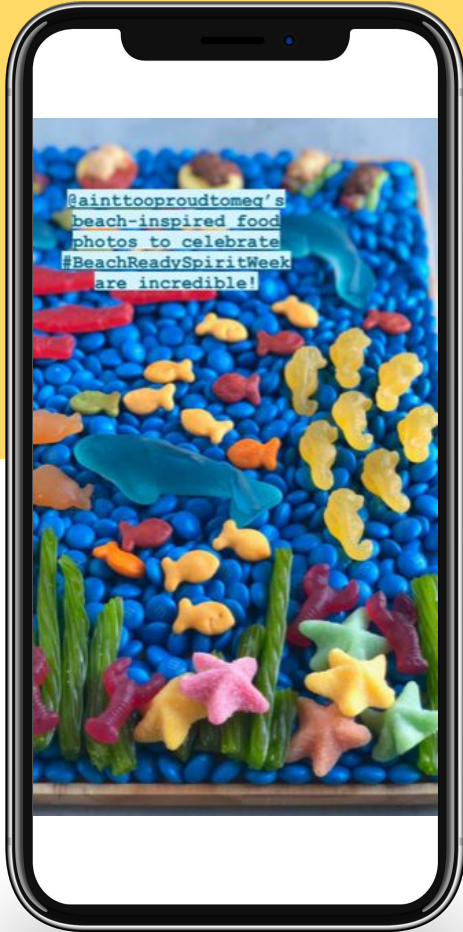


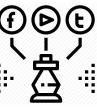
# Diversify Content by Platform

Key message points can be the same but utilize learnings to keep content fresh and optimized for the channel it will be shared on.

- Drive to additional information on channels that allow links
- Utilize hashtags when and where appropriate
- Use native tools to each platform: Facebook polls, Instagram Story Question box, etc.









# Stay Organized

Spend time building an organized method for storing content and sharing with internal teams. Building a content calendar will help you stay organized and visualize your ideas in order to simplify execution.

Day/Time	Week 1 (9/28-10/4)	Image	Link in Bio	Alt Text	Location Tag
Tuesday	<p>With great wildlife viewing opportunities all around, what is your favorite animal sighting in #FtMyersSanibel?</p> <p>Head to the link in our bio to learn more about the wildlife you could spot when you're here!</p> <p>📷: @travelswitht</p> <p>Photo: <a href="https://bit.ly/33KeuLw">https://bit.ly/33KeuLw</a></p>		<a href="https://bit.ly/2D1t3R1">https://bit.ly/2D1t3R1</a>	A flamingo at the Everglades Wonder Gardens.	Everglades Wonder Gardens
Wednesday	<p>#FtMyersSanibel views come in all shapes and sizes. 😊</p> <p>📷: @tara923</p> <p>Photo: <a href="https://bit.ly/355W1Q">https://bit.ly/355W1Q</a></p>			A triangle-shaped vacation rental on Sanibel Island.	Sanibel Island



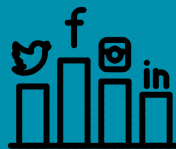
## DO

- Share thoughtfully
- Prioritize your channels. Take a look at your capabilities and realistically what you can accomplish before jumping on a bandwagon
- Stop and think. Ask yourself if this trend is right for your goals and objectives
- Prioritize quality over quantity
- Post regularly: shoot for 2-3 times a week

## DON'T

- Get overwhelmed! Social media can change every day but you don't necessarily need to do it all
- Go overboard: set a realistic cadence and do not spam your audience with too many posts, reshares or updates
- Post without proofing. Mistakes happen, but try to give your content a second look to avoid any errors
- Get hung up on the numbers. Building a social presence takes time





## Test, Test, Test

Not everything can be a home run. Track channel performance and make realistic adjustments to your content.



# Resources

## Native Platforms

Free

Provides audience and performance metrics

Requires more time to gather cross-channel data as you will need to visit each platform



Paid subscription

Cross-channel social media analysis

Includes customizable reports that can show a quick overview of all channel performance



Paid subscription

Cross-channel social media analysis

Allows for both individual and group reports for all social media profiles

Pricing includes both monitoring and reporting features



Reports Home

Your Reports +

Build Report

Twitter Engagement

Barista Profiles

Facebook Pages

Audience Growth Report

Group Report

Internal Reports +

Cross-Channel +

Twitter +

Facebook +

Instagram +

LinkedIn Pages

Customize Branding

## Sprout Coffee Twitter Engagement

cancel

SAVE

Engagement Overview for May 2017

### Twitter Activity Overview



### Your Content & Engagement Habits

SENT MESSAGE CONTENT



YOUR TWEETING BEHAVIOR



### Add Widgets

Twitter

Overview

Audience Growth

Posts & Conversations

Your Content & Engagement Habits

Audience Engagement

Top Tweets

Audience Demographics

Stats by Profile

Facebook

Instagram

LinkedIn

Groups



# Elements of Successful Report

**Progress to Goal** Include a snapshot of monthly or quarterly progress to your goals. Highlight social performance that aligns with overall business goals.

**Performance by Channel** Prioritize engagement rate or % of audience engaged over total followers. See if there are trends in the type of content that performs well on each channel.

**Insights and Recommendations** What have you learned that can help improve content strategy and process? What simple, actionable items can be put into place to quickly adjust your strategy.





## DO

- Track your progress. Month-over-month performance is a great way to see if you're pushing your content forward
- Focus on the bigger picture. Not every post will be a home run
- Prioritize your recommendations based on how well they support your goals
- Summarize a plan of action with defined roles, responsibilities and target deadlines

## AVOID

- Thinking that your platforms will grow overnight - building a strong social media presence takes both time and energy
- Making sweeping changes week over week. Take some time to analyze channel performance, especially if you're posting around 2-3 times a week





## Listen

Pay attention to your audience and how they're interacting with your content and plan ahead with their feedback in mind.



# Track Sentiment

$$\text{Net Sentiment} = \frac{[\text{Positive} + \text{Neutral Mentions} - \text{Negative Mentions}]}{\text{Total Mentions}}$$





# Track Sentiment

$$\frac{[30 + 30 - 40]}{100} = 0.2$$

Positive Mentions

Neutral Mentions

Negative Mentions

Total Mentions

Net Sentiment will vary between -1 to 1. Aim for a score of .5 to 1.



## **Realize your social journey is never over.**

While this might sound daunting, social media is constantly growing and evolving – becoming more and more important in the marketing ecosystem. Just like all marketing channels, your social accounts require constant care. Set priorities and focus on your top-performing channel.



Questions?







# Next Steps + Resources



# Partner Resources

Email [Jlambert@leegov.com](mailto:Jlambert@leegov.com) to be added to our *This Month in Social Media* emails and to receive information about our upcoming boot camp sessions.



# Dates to Remember

**OCTOBER 15**

Social Media Advertising  
Deep Dive





An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, with several white wakes from speedboats crisscrossing the surface. On the right side, a curved peninsula features a residential development with several large, light-colored houses, a green lawn, and a tennis court. On the left side, a sandy beach is visible, with a few small boats anchored near the shore. The overall scene is bright and sunny, suggesting a warm, tropical environment.

**Thank you!**