

Social Media Marketing Webinar – What to post and when to post it

In the last webinar, we covered the basics of social media marketing, how to get started on each platform and why it's important. This webinar is going to cover more in depth about what you want to post and when you want to post it. We will briefly cover how to read analytics, and then talk about using that information in a way to more effectively market to your audience.

AIDA

Attention, Interest, Desire, Action. (This is covered in-depth in the Webinar)

Most of your posts should include all of these key ideas, but you can also do individual posts that work together to create AIDA.

Quality of content = How your brand is viewed by others.

What does this achieve?

The better you get at doing all of this, the more people will see your content, and if you are using effective AIDA techniques, your social media platforms will start generating more business.

Blog

What: Content relevant to your business and to your industry. Long posts that are a few paragraphs long. Projects, class schedules, weekly info...

When: At Least once a week, people tend to read more blogs in the morning, but the most important thing is to be consistent and release the information on your social media platforms in a timely manner.

Analytics: Some platforms have their own analytics tool, but you may need to work with Google Analytics to see which blog posts are getting the most attention. You can somewhat reverse-engineer these numbers by seeing how many people are interacting with these posts via your Social Media Platforms.

Facebook

What: Relevant links to blogs, articles, current events.

When: 3-5 times a week. Most activity tends to happen around 5-6pm in the evening. You can use your analytics to better understand your own market. We see pretty consistent numbers throughout the day.

Analytics: When you are logged in as your page, you can click on the "insights" tab, which is where you can view a multitude of different stats.

What you want to look at is the "posts" section of the insights tab. You can see the views over the course of a week, the average time when people view the posts, and below that, the individual posts and their engagement. Use these trends to modify how and what you post. If you see that you get more

engagement on photo posts, post more photos. If you see a pattern in what subject matter is getting more attention, post more of that kind of content.

Instagram

What: Pictures of projects, new products, events.

When: Every day if possible, any time of day. People check Instagram whenever they can, and we haven't seen a rise at any specific time of day. Hashtags are important here, and are covered pretty well in this webinar.

Analytics: Instagram doesn't have its own analytics function, but you can easily tell which posts are most popular if you scroll through your feed. Which pictures get the most likes? Which ones get the most comments? Use this information to better adjust your posting habits.

Pinterest

What: DIY, how-to, project blogs, kits. Inspiration boards – if you have a product or yarn unique to your business, this is a good place to

When: When you have content. Similar to Facebook.

Analytics: To check your analytics for Pinterest, go here: <https://analytics.pinterest.com/>

The most important information is going to be located in the middle column "Your Audience"

Click on that link to get deeper insight into your audience demographics. You can see basic demographic information on that main page: gender, location, age. There is a second tab that has interest information. This set of information can guide further content development based on what the interests of other people are. Are there projects that you can make that coordinate with what your audience already likes?

Ravelry

What: Responses to comments/questions, current events, links to blog.

When: Whenever – people check Ravelry throughout the day.

Analytics: N/A

Twitter

What: New pins, blog posts, Instagram, and FB updates

When: Try to link these services up with your twitter account to get them to post for you.

Analytics: Twitter's analytics tool is actually quite powerful if you have a good following. This tool gives insight for the last 28 days, and each month prior, which allows you to more accurately see trends and behaviors of your audience and your content. These trends can help you see what kind of content is getting the best attention.

Further questions can be emailed to Benjamin at schacht@schachtspindle.com