



GUESS AGAIN!

Think Organic Social
Media is Dead?



N8017

Think Fast



I'LL TAKE A SIDE OF...

(It's Complicated)

Everything?



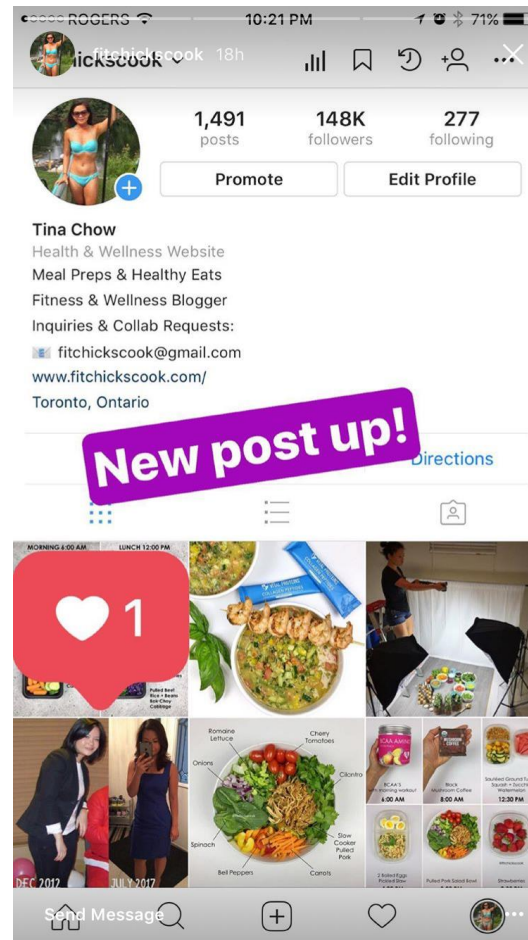
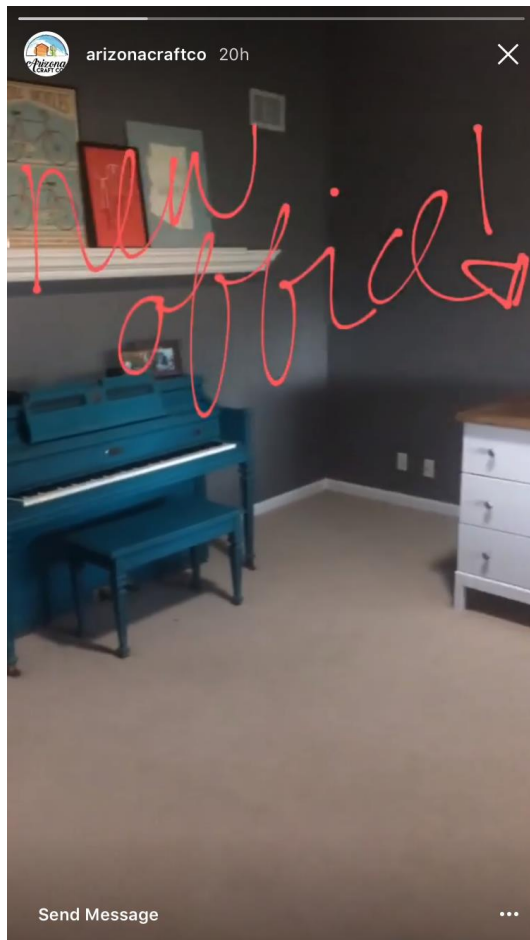
Let's Start Ordering



SHINY & NEW

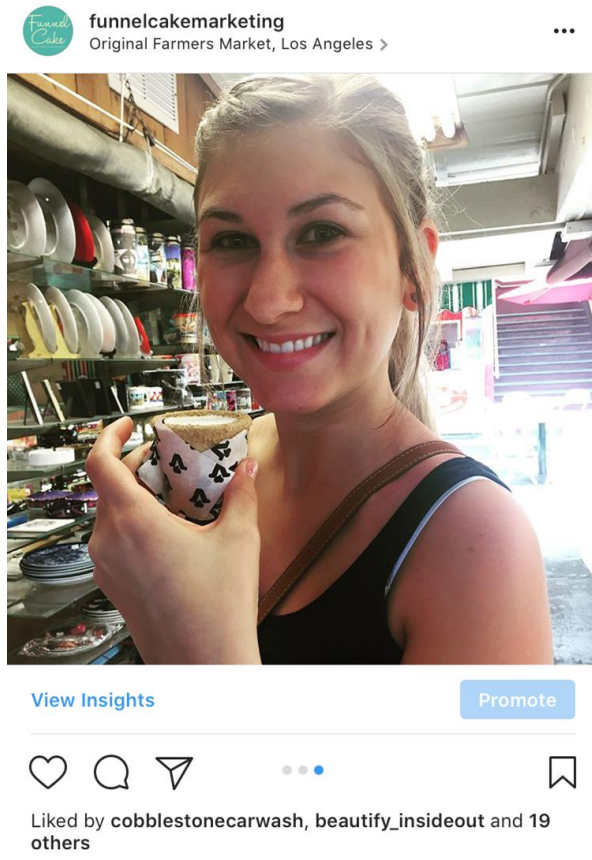
Features For Fun & Function

Instagram: Stories



What is it?	24-hour Snapchat-style photo/video option
Pros	Visibility, candid content, links & tagging
Cons	Content generation, competition
Best Practice	Experiment
Blog Tactic	Highlight posts or excerpt, URLs, hashtags
Hacks	Content overflow, day in the life, tag partners, download Stories

Instagram: Albums



What is it?	Ability to add multiple photos/videos to a single post
Pros	Eliminates multiple posts
Cons	Attention span
Best Practice	Remind to swipe, compelling content
Blog Tactic	Share excess photos not included in your original blog post (exclusives) or teasers to encourage link in bio clicks
Hacks	Recipes, demonstrations, how-to

Instagram: Collections



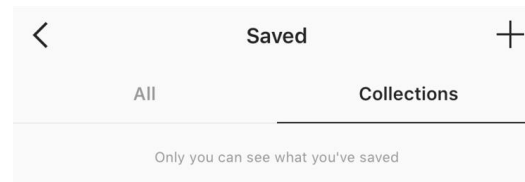
[View Insights](#)

[Promote](#)



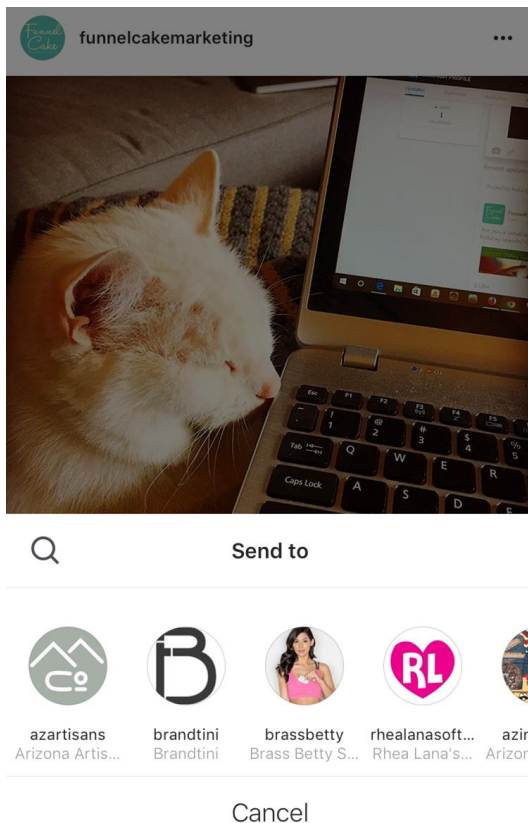
Liked by [azartisans](#) and **16 others**

[funnelcakemarketing](#) "I love creating, but I don't ____ to



What is it?	Pinterest-style private save
Pros	Content shelf life
Cons	Private, non-trackable
Best Practice	Provide "need-to-save" content
Blog Tactic	Use a how-to/recipe album (link in image at the end) & encourage saving
Hacks	Build a timely series & encourage fans to save all

Instagram: Direct Message




What is it?	Alternative to publicly tagging a friend in comments
Pros	Content pass-along
Cons	Private, non-trackable
Best Practice	Relatable, nostalgia, lifestyle content
Blog Tactic	Encourage sending to a friend
Hacks	“DM a friend the link” contest

Facebook: Layout

Templates


Templates

Choose a template with default buttons and tabs designed to help your Page.



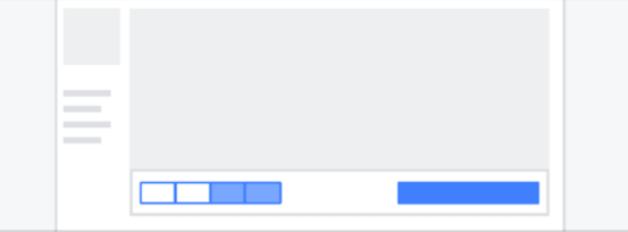
Services [View Details](#)

Recommended



Buttons on Page

Buttons encourage people to take actions that you've selected

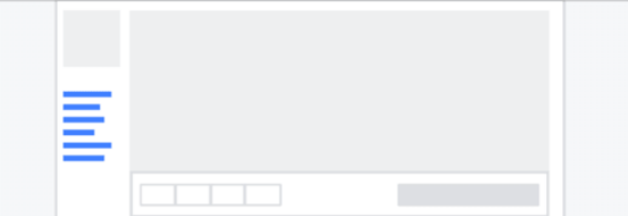


Buttons on Toolbar

Like, Follow, Recommend, Save

Tabs

Tabs give you a space to feature your photos, business details and more



Current Template: **Services** [Edit](#)

Tabs

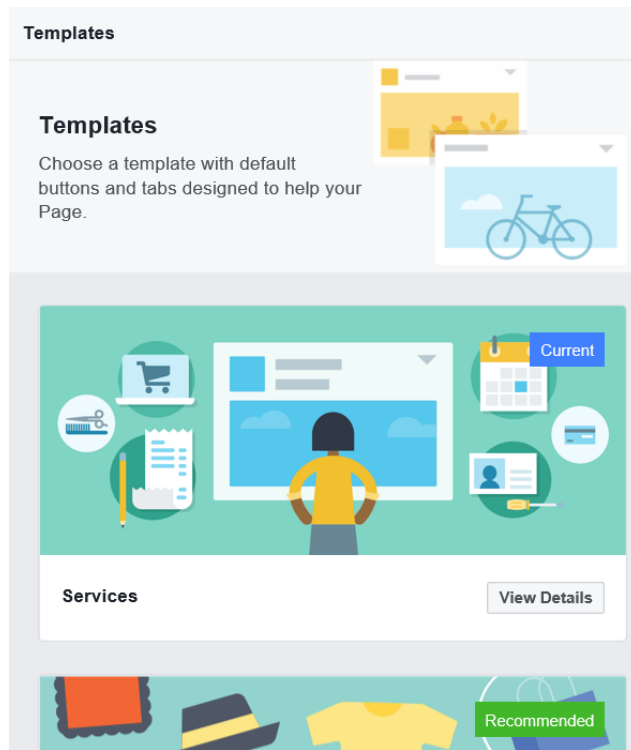
Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

Use default tabs ☐ **OFF**

Turn on default tabs to use the tabs we think will be most successful for your type of Page.

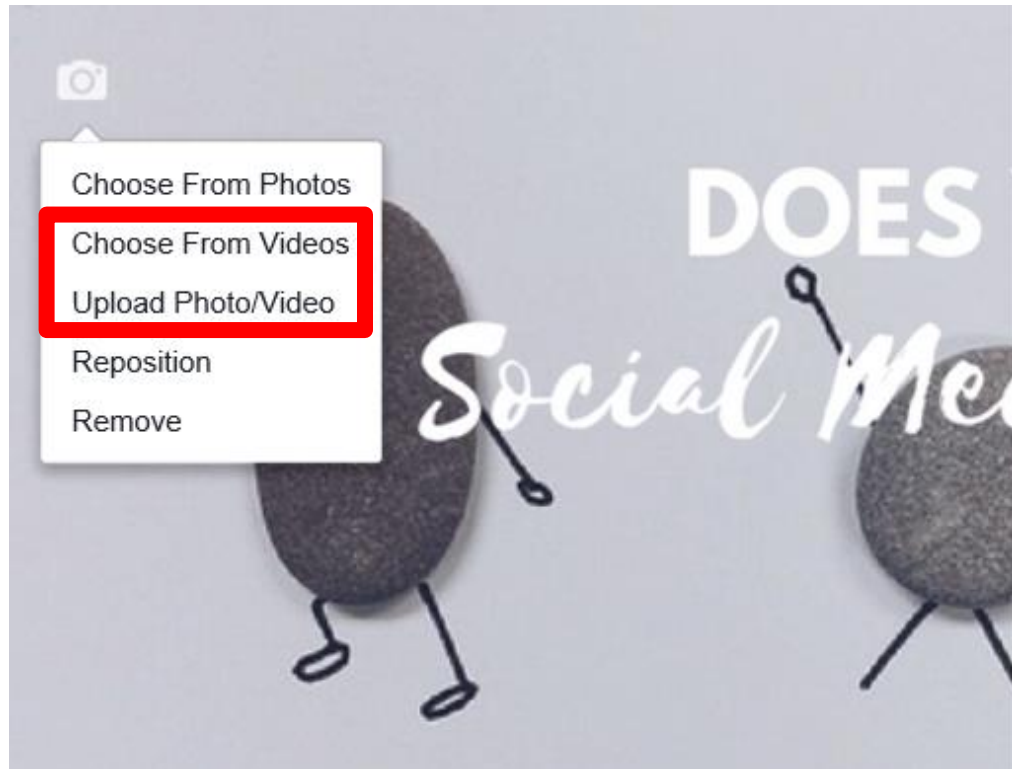
Home	Settings
Services	Settings
About	Settings
Offers	Settings
Photos	Settings

Facebook: Layout



What is it?	Facebook Page format options
Pros	Feature highlights
Cons	Feature loss
Best Practice	Check for updates periodically
Blog Tactic	Website CTAs & service/content highlights
Hacks	Leverage non-industry format

Facebook: Cover Videos



What is it?	Video versus photo cover photo
Pros	Auto-play
Cons	Another video option
Best Practice	Good quality video
Blog Tactic	Website CTAs & service/content highlights
Hacks	Swap out to promote special posts/events

Facebook: Live

Schedule Live

- Select a date and time when you want to go live. You can also add a custom image.
- When you schedule your live video, an announcement will be published immediately.
- Verify your live video feed at least 20 minutes before the scheduled start time. To verify it, preview the feed by opening the scheduled video in your Video Library.
- LIVE** People following your event will be notified about your scheduled broadcast, and some may be waiting for you at the scheduled start time. The live video will begin automatically at the scheduled start time. You must go live within 10 minutes of the scheduled time or your video will be canceled.

Scheduled Start Time

8/2/2017


1:00 PM

MST


Custom Image

Upload Image

News Feed Announcement Preview



FunnelCake: Social Media Architecting plans to go live.
Just Now



Wednesday at 1:00pm
FunnelCake: Social Media Architecting plans to go live.

Get Reminder

Cancel

Schedule

What is it?	“Impromptu” video
Pros	Rewarded in newsfeed
Cons	Time investment
Best Practice	Have a plan
Blog Tactic	Multipurpose video
Hacks	Schedule feature

Facebook: Groups

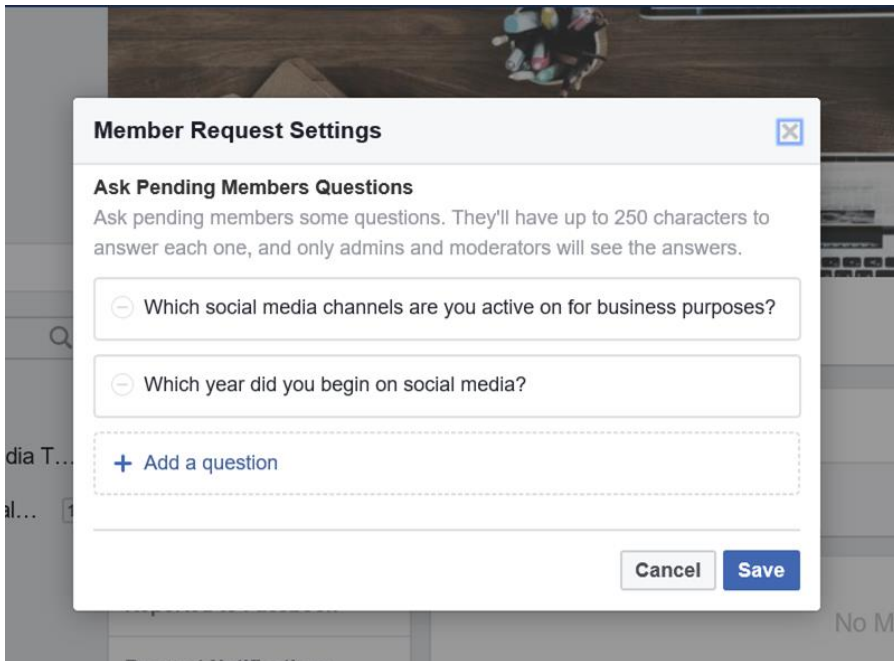
Facebook interface showing the 'Building Social Media Together' group page. The page header includes the user's name 'Anna' and navigation links like 'Home', 'Find Friends', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a large blue button labeled 'Request Time' and a section titled 'Build Community Around Your Page' with a sub-header 'Build community around your business, brand or organization with Facebook groups.' Below this, there's a circular profile picture of a laptop and the text 'Building Social Media'. At the bottom, there are buttons for 'Create Group' and 'Link Your Group'.

Facebook group sidebar for 'Building Social Media Together'. The sidebar shows the group name, a lock icon indicating it's a 'Closed Group', and a list of options: 'Discussion', 'Members', 'Events', 'Photos', and 'Manage Group'. To the right of the sidebar is a large image of a desk with a laptop, glasses, and a notebook, with the 'Funnel Cake SOCIAL MEDIA ARCHITECTING' logo overlaid.

ADD MEMBERS

Invite
Cancel

Facebook: Groups



Member Request Settings

Ask Pending Members Questions
Ask pending members some questions. They'll have up to 250 characters to answer each one, and only admins and moderators will see the answers.

Which social media channels are you active on for business purposes?

Which year did you begin on social media?

+ Add a question

Cancel Save

What is it?	Your community's gathering place
Pros	Additional outlet
Cons	Management/facilitation
Best Practice	Have a plan
Blog Tactic	Cross-sharing content between blog & group
Hacks	Use polls, join questions, etc. to gather data, grow e-mail list

Pinterest: Lens

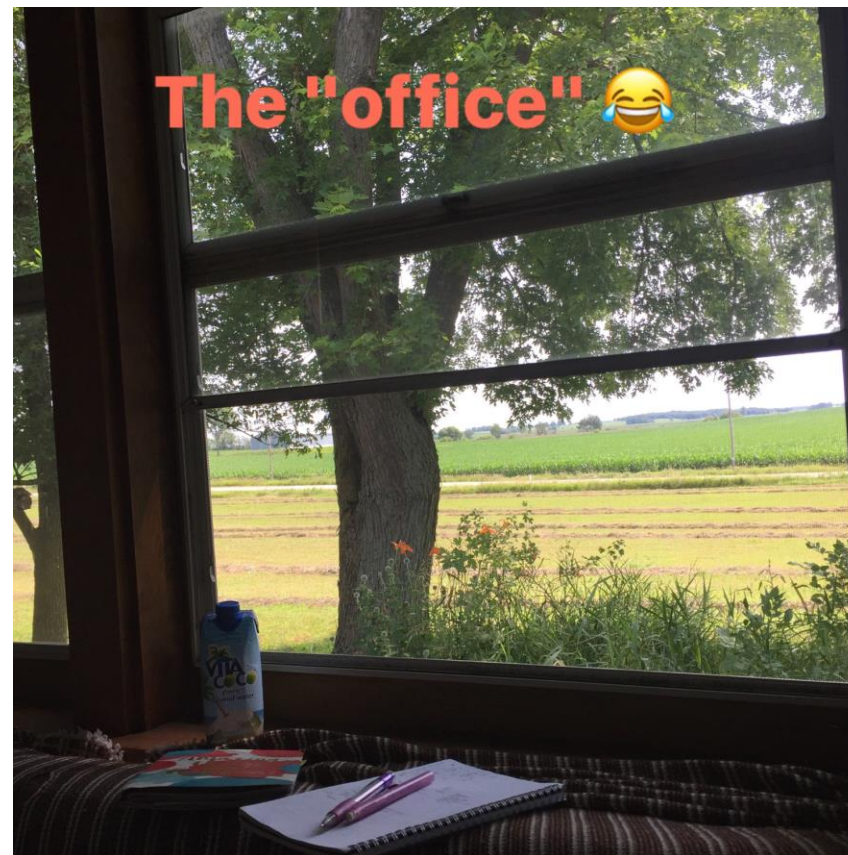
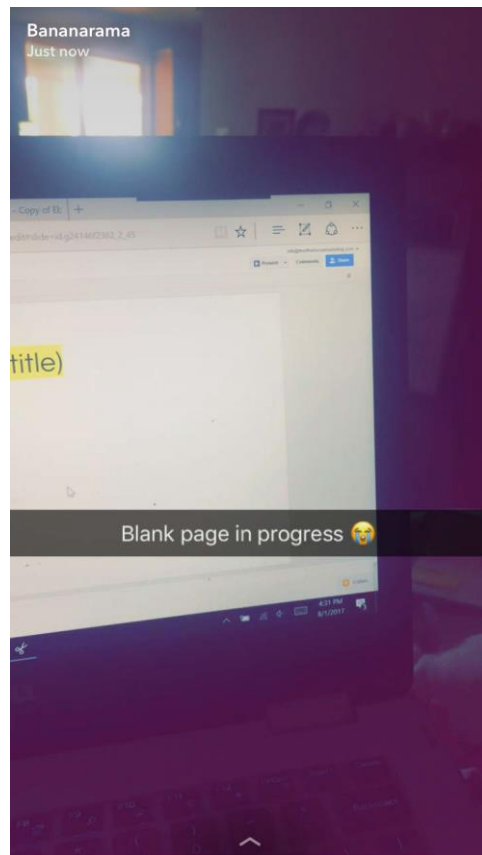


What is it?	Visual search/match
Pros	Content visibility
Cons	Competitor/rabbit hole opportunity
Best Practice	Clear images
Blog Tactic	Pinnable blog images
Hacks	Trending topics

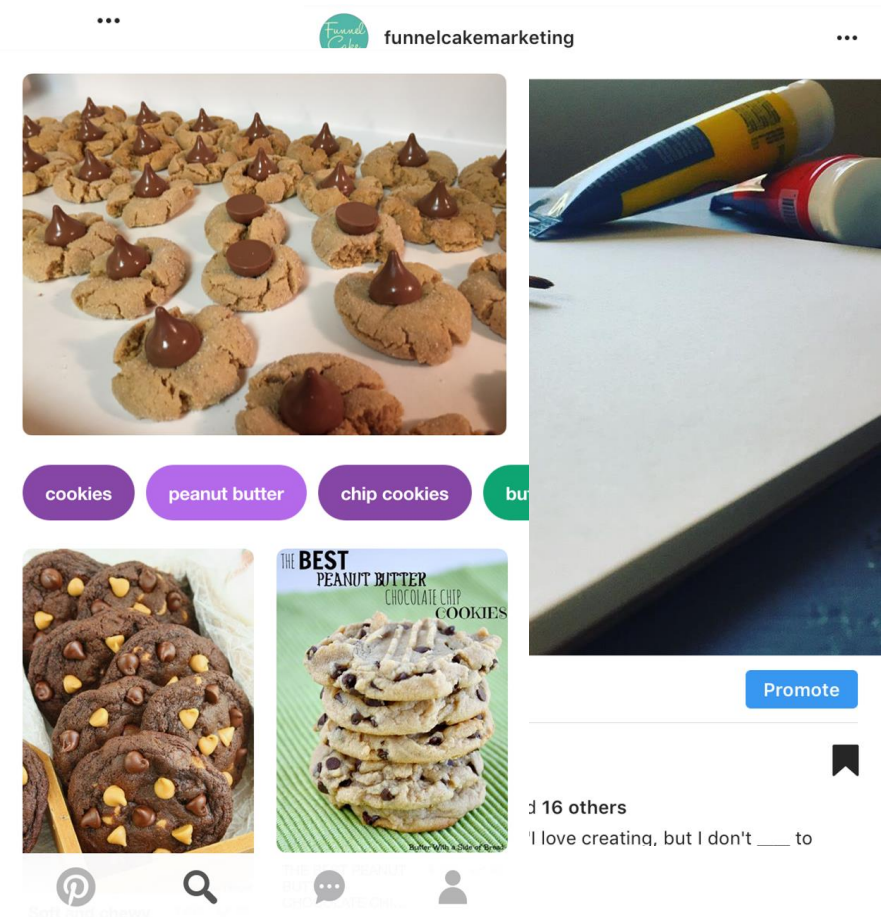
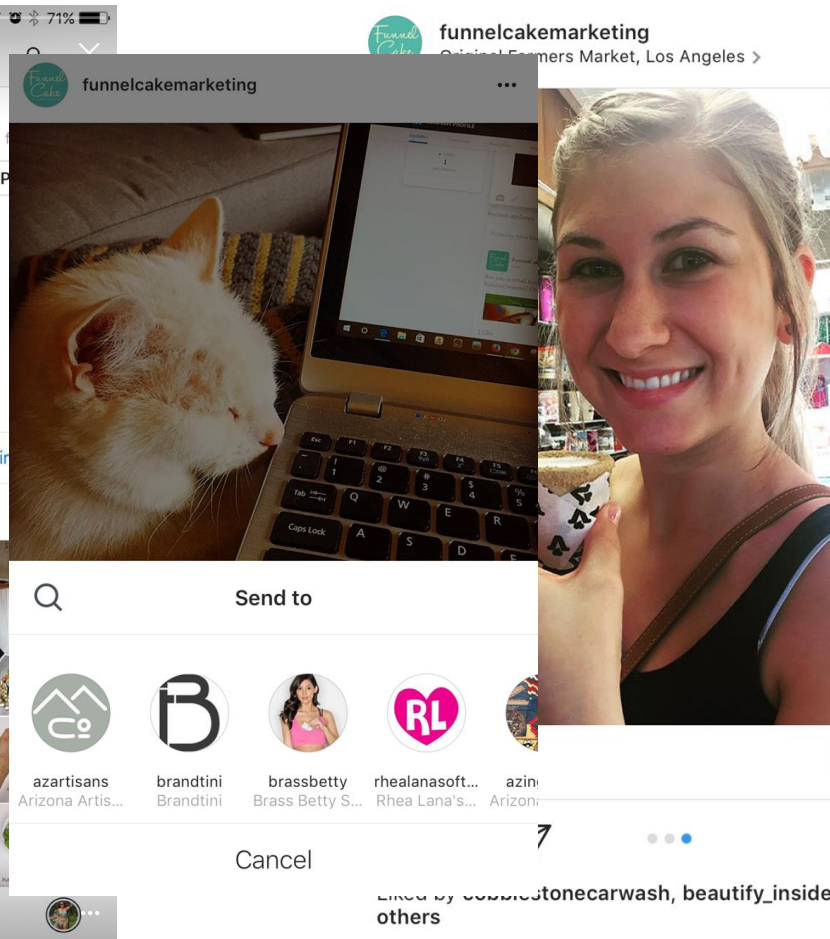
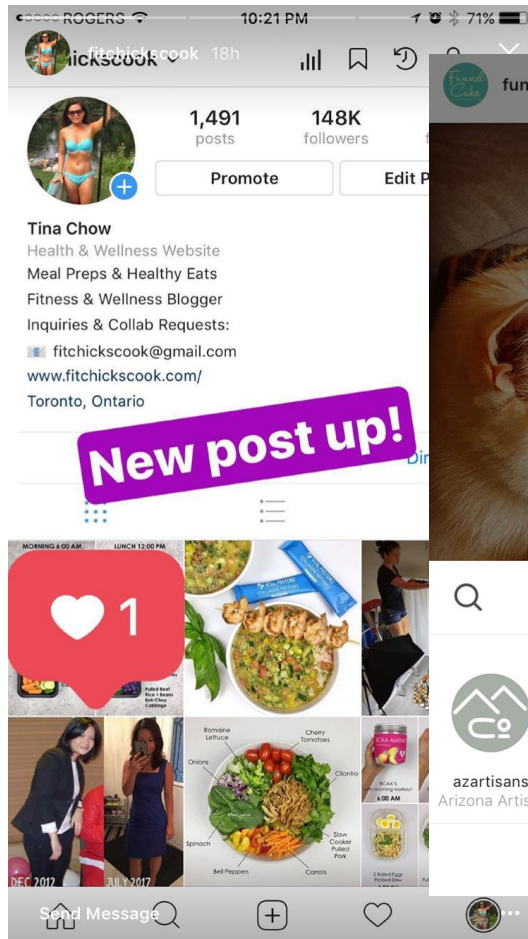
ARE YOU THE HUNTER?

Blog & Strategy

So, Which Platform Will Win?



You Don't Need Them All But



YOU GOT THIS!

Like Wonder Woman's Got
Her Gold Lasso

OLD FAVORITES

Ice Cream Sundaes are the
Best

Oldies But Goodies

Old Trick	Why?	2017 Update Tip
Hashtags	Increasing your reach & access to new followers	Periodically update your core hashtags for new trends & audit your hashtag strategy across different platforms
User-generated Content	Peer-to-peer engagement	Establish a clean sourcing process
Partnerships	Increased reach with groups	Revisit sharing terms to best reach audience
Quality Images	So many visual platforms in competition	Review your post data & overall industry trends
Third-party Content	Credibility & topic expert	Determine viral or under-the-radar stance
Varied Content Strategies	Remain audience-relevant	Continue experimenting with new styles & emojis

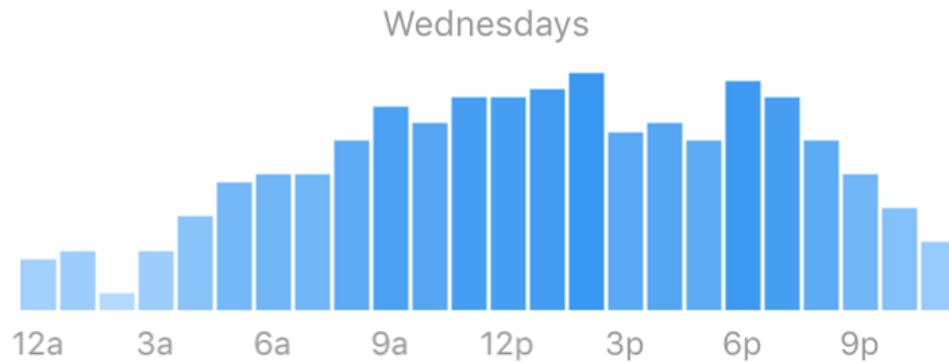
MEASUREMENT

What gets measured gets managed. -Peter Drucker

TIPS & TRICKS

FOLLOWERS

[See More](#) >



Top Pin impressions from the last 30 days

Impressions

	One Pot Cheesy Zucchini Rice	76
	Crockpot Cheesy Chicken and Wild Rice C...	2
	Grilled Cheese Roll Ups	2
	Healthy Lunch Ideas	2
	Breakfast Grilled Cheese	1

Your Fans

People Reached

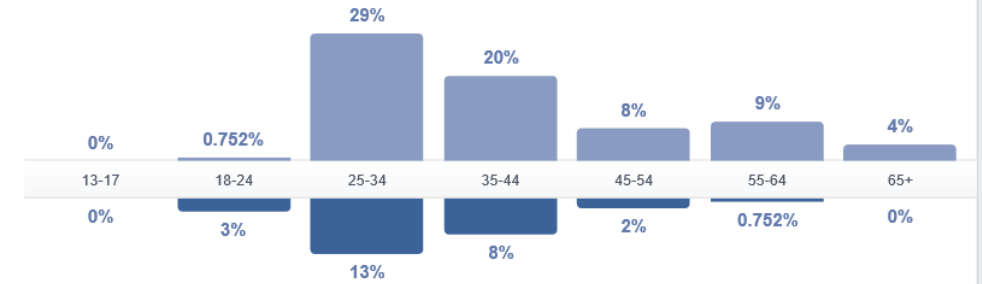
The people who like your Page

Women

70%
Your Fans

Men

27%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	121	Phoenix, AZ	23	English (US)	124
India	4	Mesa, AZ	4	English (UK)	6
Costa Rica	1	Waunakee, WI	3	Arabic	1
Egypt	1	Scottsdale, AZ	3	Welsh	1
United Kingdom	1	Tempe, AZ	3	Russian	1

Audience: One Size \neq All



Time-Savers



THE WHOLE SHABANG

Organic is Alive!

Just Remember



Thank You



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Tweet now for an exclusive spot to chat about your social media this weekend!



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