



Social Media **Workshop**

February 13



When crafting social media content, shift your mindset towards initiating conversations rather than broadcasting messages. Content that addresses your audience's pain points and preferences while offering genuine assistance will consistently captivate them. Therefore, it's essential to scrutinize social media conversations, mentions, and trends to understand how your audience interacts with content.

A night scene of a beach with a large rock formation in the background and a campfire in the foreground. The sky is dark with many stars visible. The rock formation is a large, dark, triangular shape. The beach is dark, and the water is dark. In the foreground, there is a campfire with a bright orange flame. There are some people sitting around the fire. The text "STEP 1: Understand Your Audience" is overlaid on the image in white, bold, sans-serif font.

STEP 1: Understand Your Audience

Understand Your Audience

- Evaluate past platform performances.
- Identify engagement patterns.
- Seek audience input through polls, comments, or threads.
- Experiment with post types if audience preferences are unclear.



A wide-angle landscape photograph of a grassy hill at sunset. The sky is a mix of soft orange, pink, and blue. A person in a green jacket is visible in the distance on the right side of the hill. The foreground is filled with dry, golden-brown grass.

STEP 2: Craft a Strategic Content Plan for Each Platform

Craft a Strategic Content Plan

- **Define goals (brand awareness, sales, followers).**
- **Utilize insights from Step 1 to shape content plans.**
- **Conduct a brainstorming session for creative ideas.**
- **Narrow down ideas for the coming months.**
- **Think innovatively to bring value to your audience.**



A golden retriever is running across a wet, reflective beach at sunset. The dog is carrying a large, dark stick in its mouth and has its tail wagging. The background features a calm ocean with waves and several large, dark rock formations under a hazy, orange-tinted sky. The overall scene is peaceful and scenic.

STEP 3: Take Stock of Your Content

Take Stock of Your Content

- **Centralize content in one or two accessible locations.**
- **Leverage user-generated content (UGC) effectively.**
- **Ensure up-to-date photos of your business/locations.**
- **Establish a system for asset storage and access.**
- **If lacking assets, collaborate with photographers and videographers.**





STEP 4: Formulate Your Posting Strategy

Formulate Your Posting Strategy

- **Understand past audience interactions.**
- **Align content with your mission and goals.**
- **Prioritize consistency in posting.**
- **Aim for at least one daily post on social platforms.**
- **Engage with your audience and others in your industry.**





SOCIAL MEDIA TRENDS AND BEST PRACTICES FOR 2024

Remember - engagement is the game.

01 Create Videos/Reels Frequently & Consistently

02 Post Stories Daily - Facebook/Instagram

03 Use Hashtags Wisely

04 Post Carousels Instead of Single Photos

05 Write Good Captions/Content

06 Respond to Your Comments

07 Reply to Your DM's

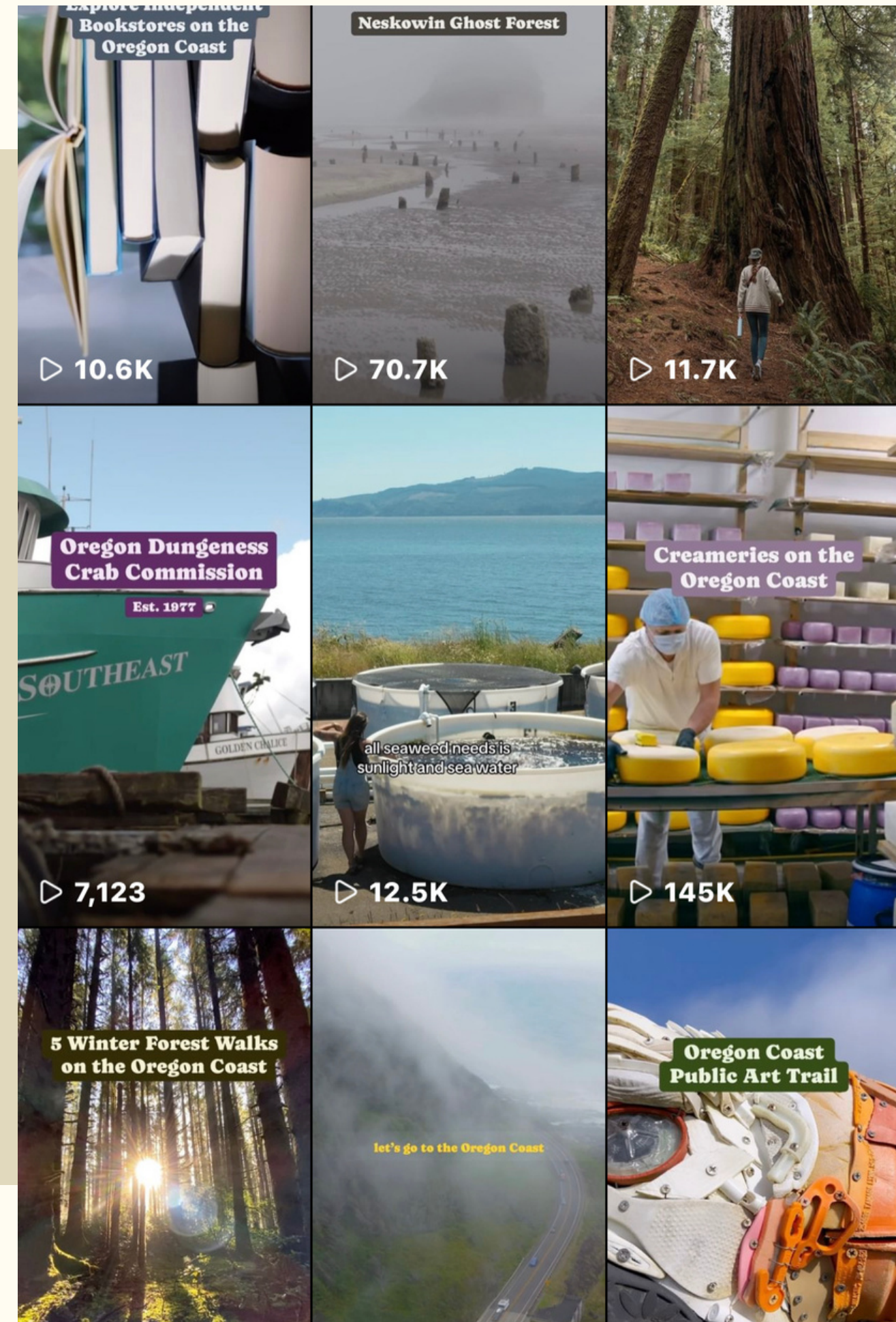
08 Engage With Accounts You Follow

09 Collab With Other Creators

10 CONSISTENCY IS KEY

Create Videos/Reels Frequently & Consistently

- Knowledge sharing: Videos should be brief, essential, and easy to understand.
- According to TikTok, the critical message appears in the opening 3 seconds of 67% of the best-performing videos. Hence, how can you keep the audience's attention in the first three seconds?
- Be straight to the point, clearly expressing this video's benefits to viewers.
- Ensure the opening frame has text.
- Begin with an intriguing question that makes viewers curious and eager to find the solution.
- With the completion rate being such an essential feature in the TikTok algorithm (and most video-driven platforms), The shorter your video, the easier this achievement will be.



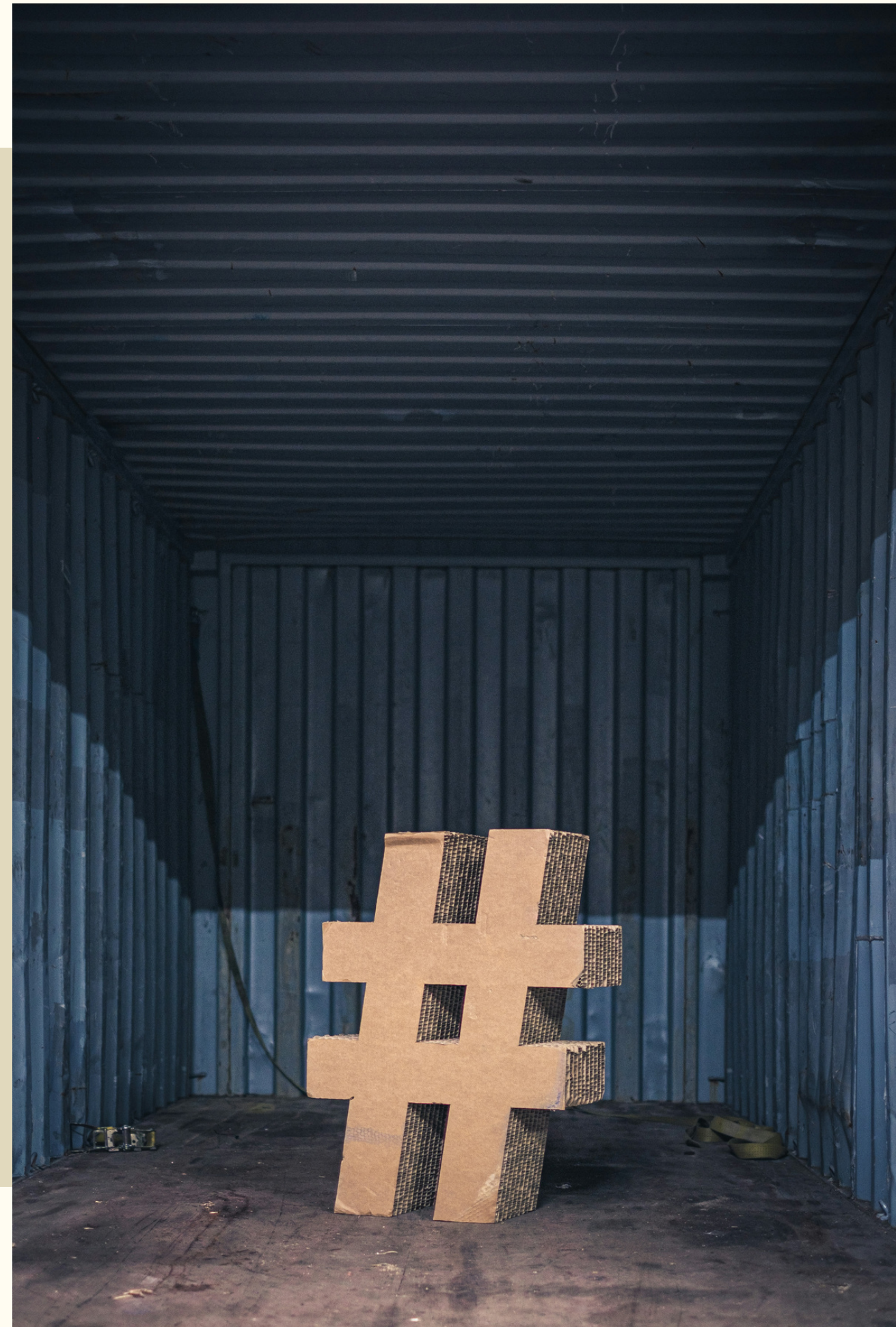
Post Stories Daily - Facebook/Instagram

- **Posting a story is a fantastic way to step away from your carefully curated, on brand feed and show off a different side of your personality. It's freedom, whimsy and spontaneity all wrapped into one neat package.**
- **2-5 Daily**
- **Keep them fun, informative, and relevant**
- **Stories can be a great way to create engagement.**
- **Use Stories to stage a promotion or tease the release of a special product exclusively to your followers.**
- **Think there is a great event coming up they might enjoy? Share the link with a video or photo.**
- **Ask people a fun question (people love to give their opinion on EVERYTHING)**
- **Host a Q+A in your stories**



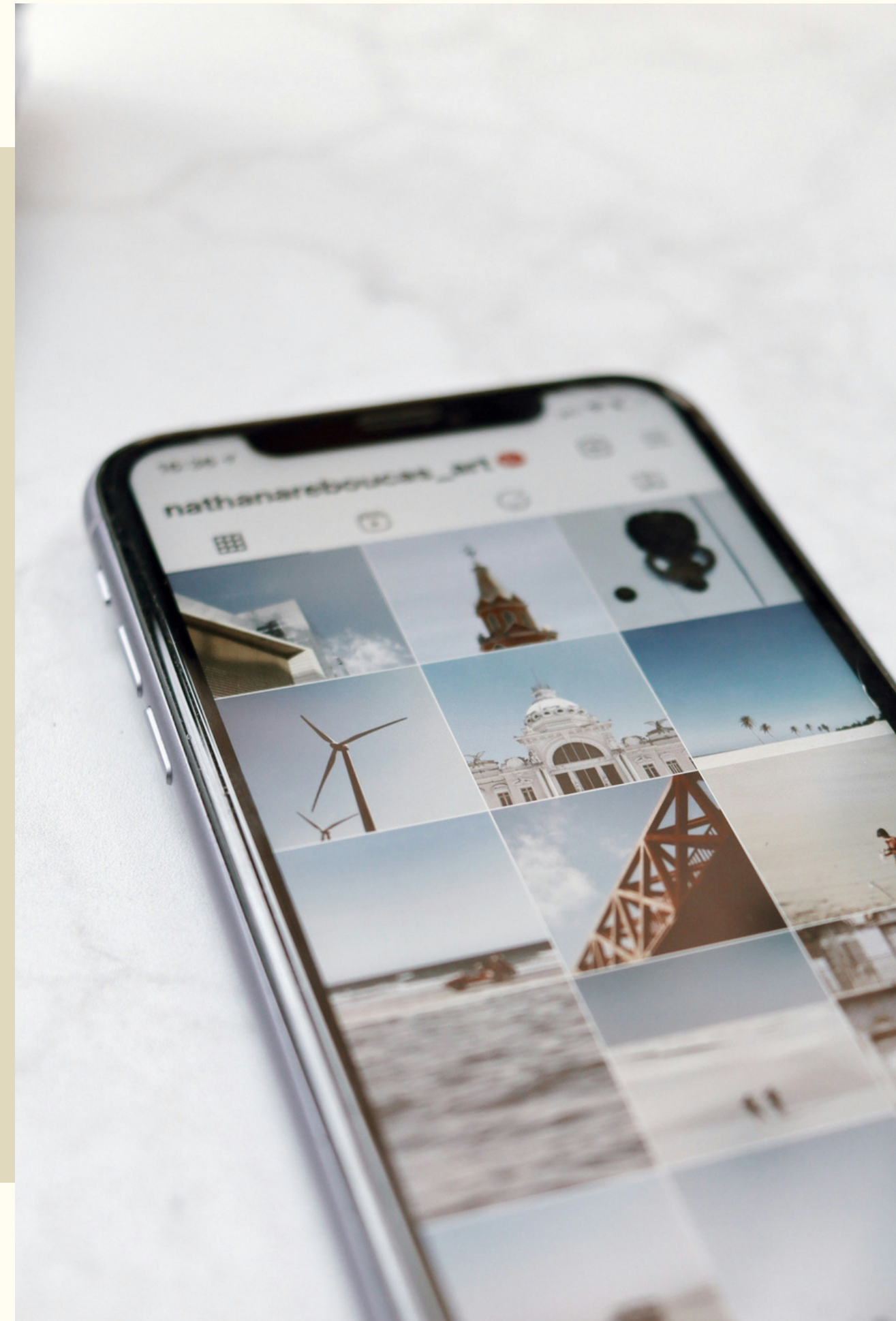
Use Hashtags Wisely

- **Hashtags, while not a thing of the past, do not have the same effect as they did 5 years ago.**
- **Limit your hashtag usage to 3-5.**
- *Don't overthink this one*




Post Multiple Photos/Carousels Instead of Single Photos


- **Remember, we want our followers to spend more time looking at what we post, so the algorithm favors us. When we share a carousel, our followers naturally spend more time looking at it. And generally speaking, they're more engaging.**
- **Carousels are a great way to bring some attention to your work. Because you can post multiple slides as part of a Carousel, you can tell the story behind your work in more detail than a single image or video post.**





Write Good Captions/Content


- Remember, engagement is the goal in 2024
- In Order to create a lively comment section, you need to write copy that naturally invites it.
- Whether it's by asking a question, making a bold statement, or using humor - being conversational is key.
- A good social media caption has the power to grab a user's attention, convey a message, and evoke emotion.
- Create Captions That Match Your Goals - do you want people to comment? Are you sending them to a link? Are you solving a problem? Are you asking a question?
- Know what are you providing them
- Simplify and make it easy to read and digest - Steer clear of long paragraphs with no breaks.
- Include a clear CTA (Call To Action)

thepeoplescoast Do you know what to look for when buying fresh local fish from the market? It can be a bit daunting to walk up to the seafood counter at your local grocery shop, so we've made a short list of things to look for so you can buy like a pro! Here are some tips from @oregonseafare 

 **Season:** Ask your fishmonger what is in season in Oregon right now and what they would recommend. Different times of the year are better for different fish, so the fastest way to know what direction to go is to just ask! If you are wanting to cook something in particular, say a whole pan-fried fish or ceviche, be sure to share that info so they can point you in the right direction.

 **Smell:** It should smell fresh like the ocean, but not "fishy." A strong smell could indicate the fish is old.

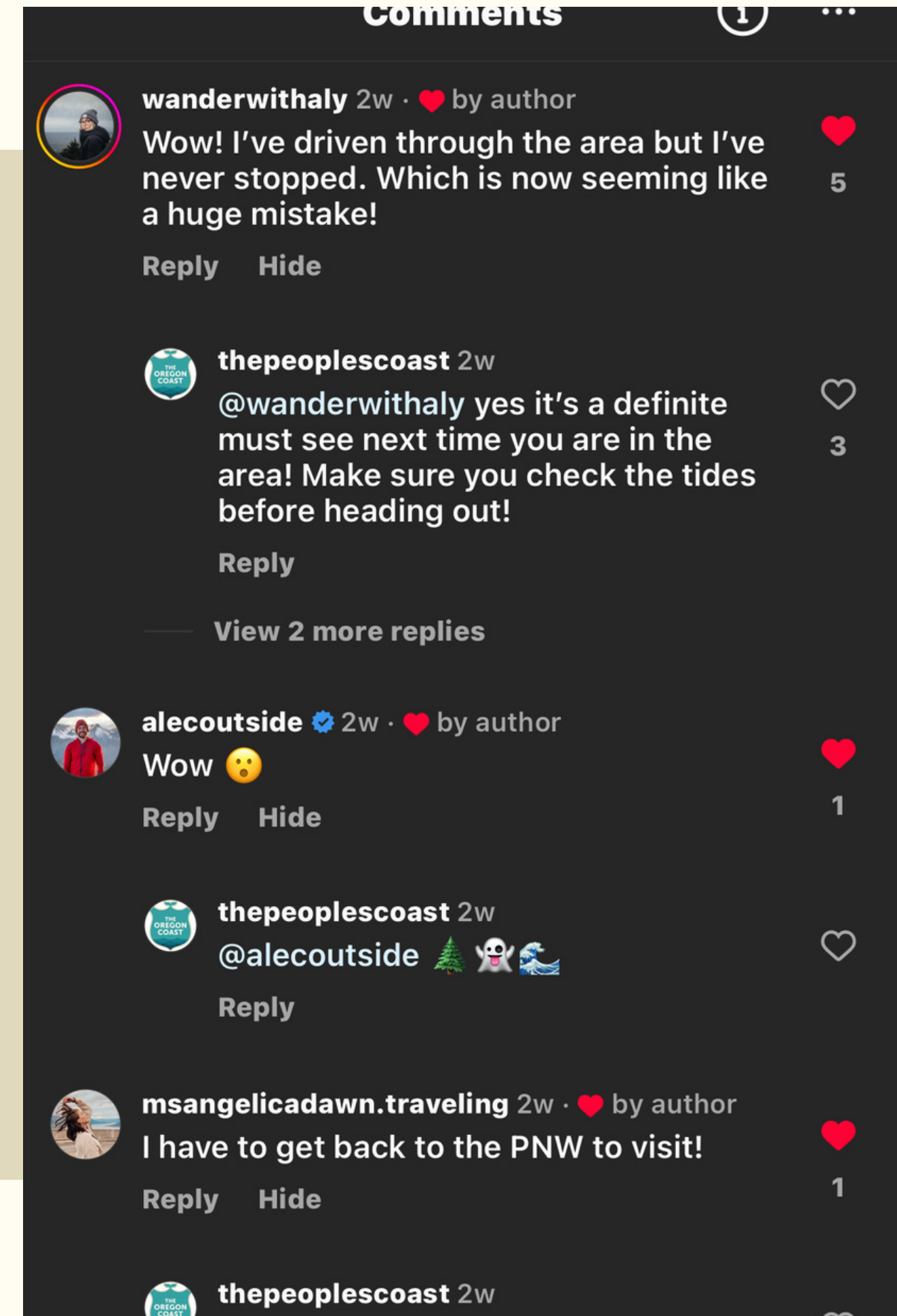
 **Skin:** Whole fish should be checked for skin damage, due to improper handling. Some scales missing is fine, but large swaths of damaged scales is a red flag. Also, be sure to check skin-on fillets, such as salmon, to make sure they are in good condition.

 **Color:** The flesh should have a brightness to it, regardless of the color. Not sure what the flesh should look like? Just type in the type of fish and cut in your favorite search engine and compare what you are seeing on the screen with what is in the case.

Looking for a market near you? Checkout the link in our bio for a list compiled by our friends @oregonseafare

Respond to Your Comments

- If we want to beat the 2024 Instagram algorithm, we need to engage! Your followers want to interact with you. But when you engage with your audience, this helps increase the number of interactions they have with you.
- When that happens, Instagram will begin to see you two have a “relationship,” and, therefore, your content will be recommended to them more.



Reply to Your DM's

- Because the algorithm aims to show off the most engaging pages/content, you should be looking for the best ways to interact with your audience!
- You want the Instagram algorithm to sense that your followers care about your page.



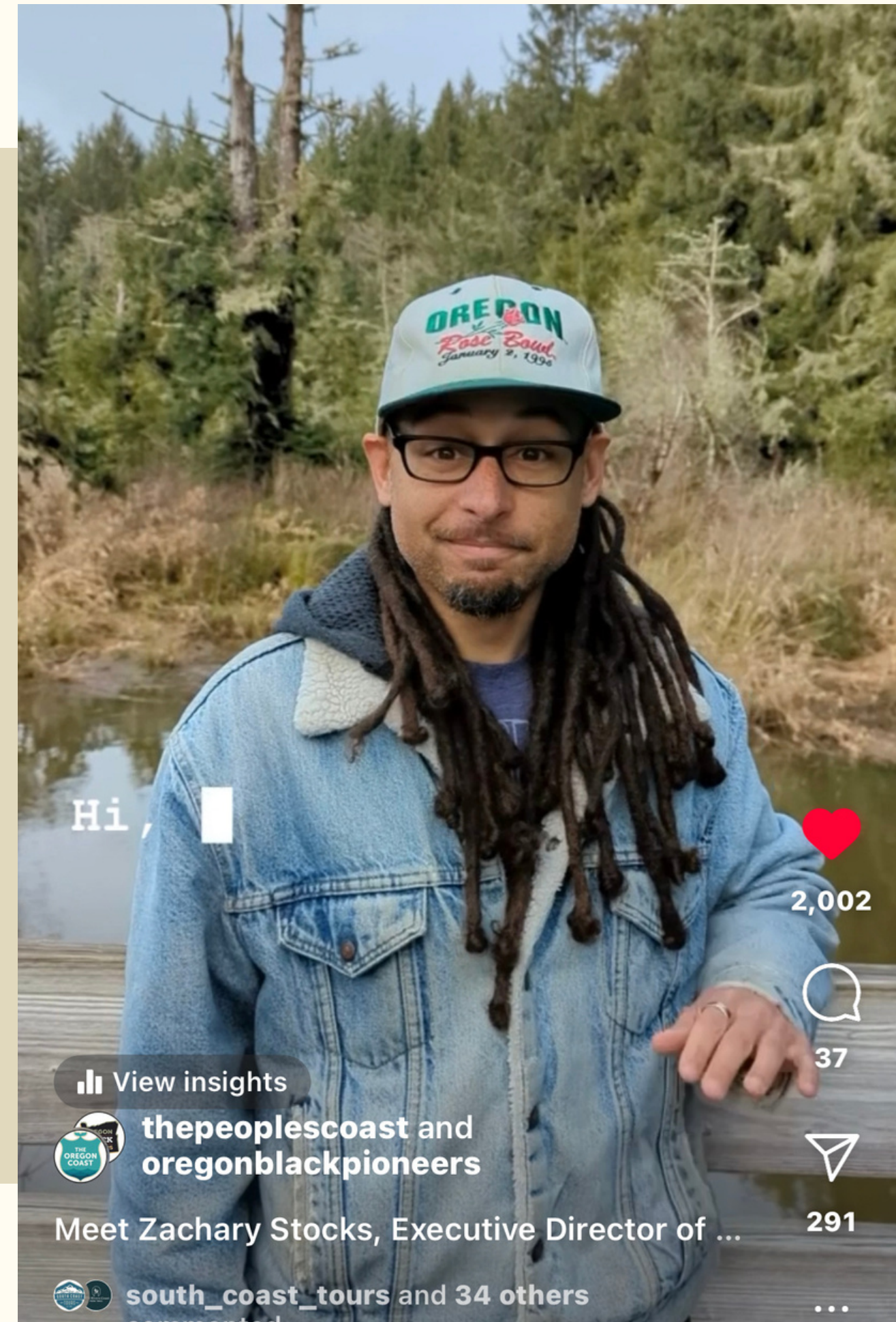
Engage With Accounts You Follow

- Engaging with accounts you follow will not move the needle for you, but it's good practice to be active on the app and interact with other accounts. There are no specific amounts of accounts you need to comment on, but overdoing it will look spammy.
- Build a community. Work hard to network online and build a community of trusted users. Remember, the key is engaging your audience on social media.
- When a quality influencer in your industry follows you, it's an open door to start a conversation with them and build a relationship. Engage with their posts, ask them questions, and get to know them. Seek out opportunities to help these influencers; they just might do the same for you, reposting your content to give you additional exposure.



Collab With Other Creators

- One of the fastest ways to beat the new Instagram algorithm and get exposure to new followers is to connect with others. Instagram is a social network, so you'll benefit from being social. Try to collab with other creators and find ways to share your audiences! This is even easier with the new Instagram Collab Post feature.
- Can cross promote on other platforms as well.



CONSISTENCY IS KEY

- Social media is fast-paced by nature, and content becomes obsolete quickly. That's why posting regularly is so essential: if you go weeks between posts, it's unlikely that your audience is seeing your message frequently enough for it to be memorable and make an impact.
- It's also true that you don't want to overwhelm your audience with posts, which can lead them to unfollow or block you.
- We recommend a happy medium to start; post several times per week (depending on the platform and your audience) and spread posts between social channels. It will take a bit of trial and error, but once you determine a posting cadence that is effective for reaching your target audience, stick with it!
- Don't forget consistency in your aesthetics and voice as well!





AI - How to Start Using it for Social Media



01 Content Suggestion/Creation

02 Grammar Check

03 Video Editing

04 Social Listening

05 Social Planning



AI for Social Media

01 Chat GPT

02 Hootsuite

03 CapCut

04 Dall-E

05 Heyday