NOTES

INTERESTING TIPS:

Tip: Use the right metatags, if you have an Internet site. These are elements used to provide structured metadata about a Web page and are helpful if people are searching on the Internet.

Tip: Use the right hashtags, that is a word or phrase preceded by a hash sign (#), used on social media sites such as Twitter to identify messages on a specific topic

Tip: Don't forget the time for the Google spider to come by. It can take a week to move you up the search list.

Tip: Tag photos of your friends for them.

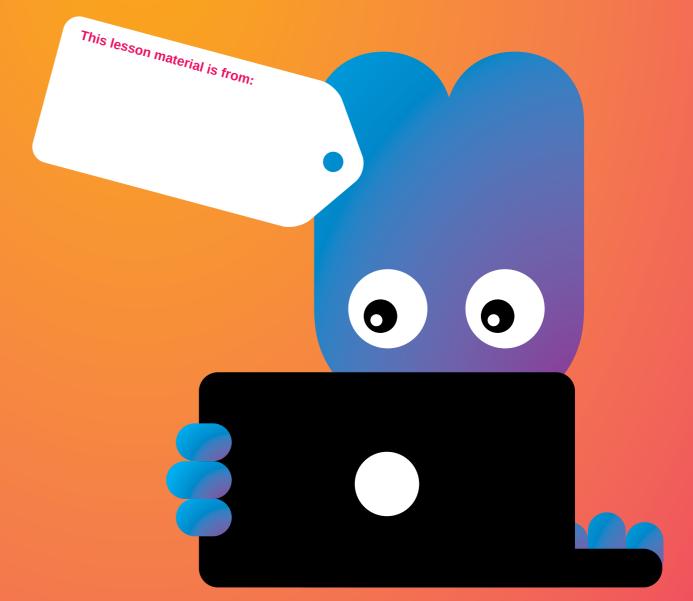**Tip: Ask everyone you know in a private message or in person to like and share your landing page.**

This lesson material is from:

WORKSHOP MANUAL
SOCIAL MEDIA CAMPAIGN

Introduction:
You have just made that nice beach party where all the local bands come. Now how do you get people to it? Or do you want to set up a campaign? How can you use social media for this purpose? Because it is still quite difficult to get noticed on Facebook. But for me as a game developer and artist, I teach you exactly how I use social media.

Objective:
To give children an opportunity to learn to use social media for promotion purposes.

Target Group:
from 8 - 80

Materials:
computers, camera, flipcharts, paper, markers, pens and colours

Duration:
3 hours

SOCIAL MEDIA CAMPAIGN

- The **objective** of the social media campaign is

  _____

  _____

- **Target audience** description.
  (Think age, demographics, interests, social media channels, social media behaviour)

  _____

  _____

- *Offering definition*. *(what, why, how is it unique, benefits, add logo and image if possible)*

  _____

  _____

  _____

- My **landing page** will be in the form of

  _____

  _____

  _____

- The **content** I will post for this campaign is *(titles)*

  _____

  _____

  _____

- I plan to **engage** with my target audience via ....

  _____

  _____

  _____

HOW TO DO IT

Set Objectives
- Define your objective. What are you trying to achieve? For example, you want to promote a beach party, raise funds for your local charity, or sell your yoga services?
- Try to be as specific as possible, for instance: my target is to have 100 people in the party or raise 1000 euros in one month.

Know your Audience
- Identify your target audience, for instance, school parents or Group 8 students.
- Think: which social media channels (facebook, twitter, linkedin, youtube, instagram) is my target group most likely to use? Create accounts in these channels.
- What is your target audience talking about? What are their interests? ex: pop music, sports, culture, science, etc.
- Consider your audience's social media behaviour. Does your market lurk, share or create social media content? What incentives will make them act?

Describe your offering
- If you do not already have a "brand" and an image, define it, and design it. Write down what you offer, why you offer it, how your offering is different and better, what makes you unique, and what are benefits of your offering. Try to keep it as simple as possible.
- Create a logo and an image. Be creative. It does not have to be complicated or expensive. Choose something that fits your brand.

Design a Landing page and call to action
- Create a page, a blog or an event invitation where you describe your offering in simple words to your audience. Make it visual: add pictures or images that fit your image. If all possible create a video that describes your offer or gives a feeling of what you are all about.
- Include a call to action, such as: Donate here OR Reserve your tickets by emailing x@y.com.

Create content
- Choose five topics that are relevant for your brand and your target.
- Brainstorm ideas of content around these topics.
- Make sure you include various content formats: video, photos, relevant information.

Engage
- Post the content you created, and always refer them to your landing page.
- Make it easy to share.
- Post it at a time when you're target audience is most likely to use. You can use Hootsuite to schedule your messages ahead of time.
- Try to find influencers, this could be a blogger, a company, an artist, etc, that is creating content of interest to your target audience.
- Listen to your audience and try to connect with them.