# Creating Social Media Content

Overview

As part of the Develop Social Media Content Hackathon, the business owner will learn what comprises an ideal social media post as well as learning the tools needed to set up the creative material. The deliverable is 8-10 social media post images and captions. This session will include an introduction to a free version of Canva and its basic functions. If you are not familiar with Canva, you may view introductory videos here.

Step-by-Step Instructions

Get Started Using Canva

Canva is an online graphic design platform that enables you to create social media post images, documents and other visual content. They offer a free version and you may set up an account here.
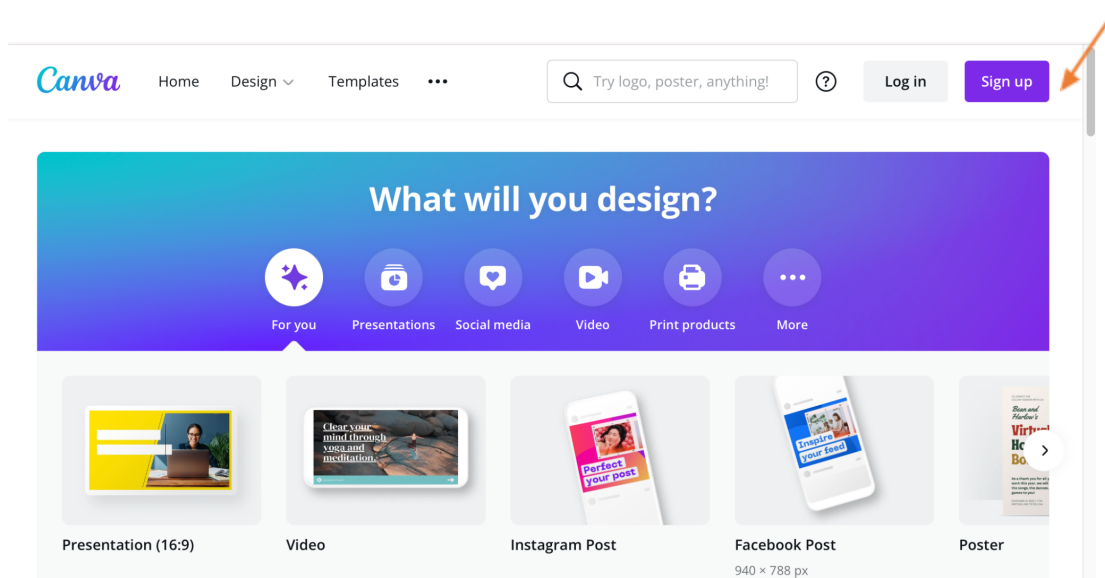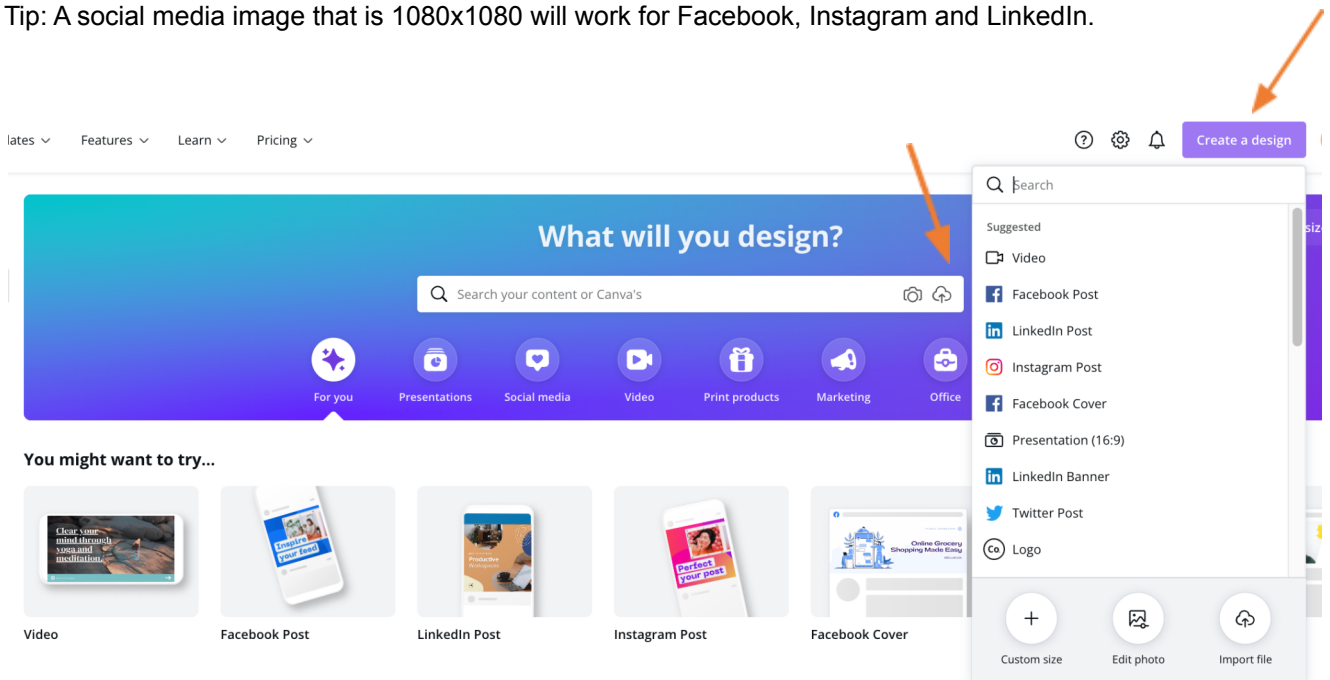

If you need continued assistance with this, please fill out this form here>> Once completed, someone from the IFEL Team will reach out to you.

You may create your account using your email address.
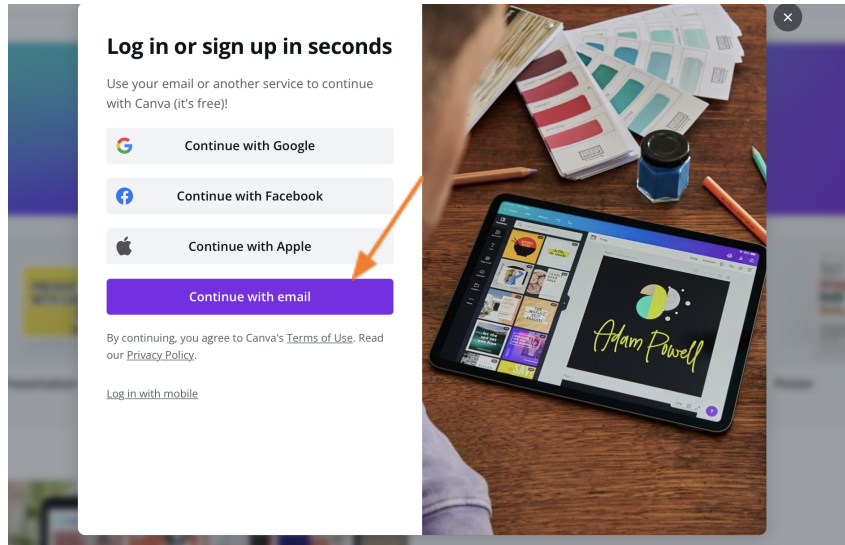
To set up your first post, select Create a Design and you may choose from a variety of blank templates sized for the application such as Facebook post, LinkedIn post, etc.
Tip: A social media image that is 1080x1080 will work for Facebook, Instagram and LinkedIn.
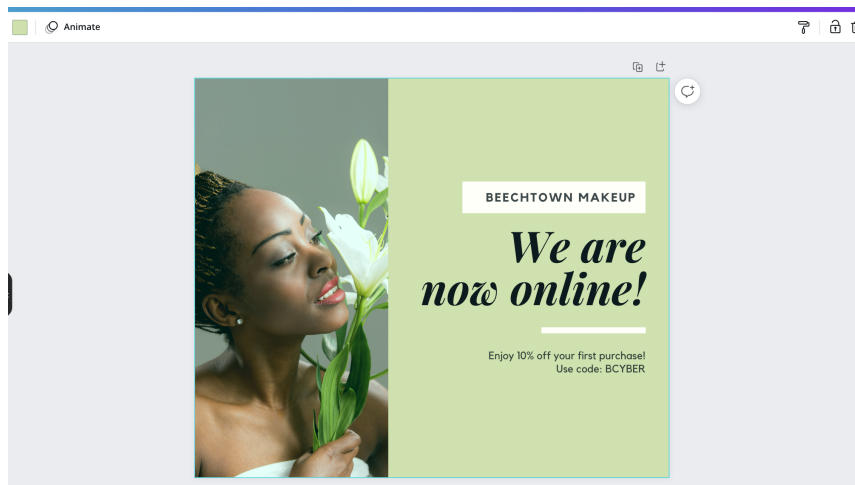

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Once you select your template size, a blank canvas will appear. You will see ready-made templates listed on the left-hand side for you to choose from.
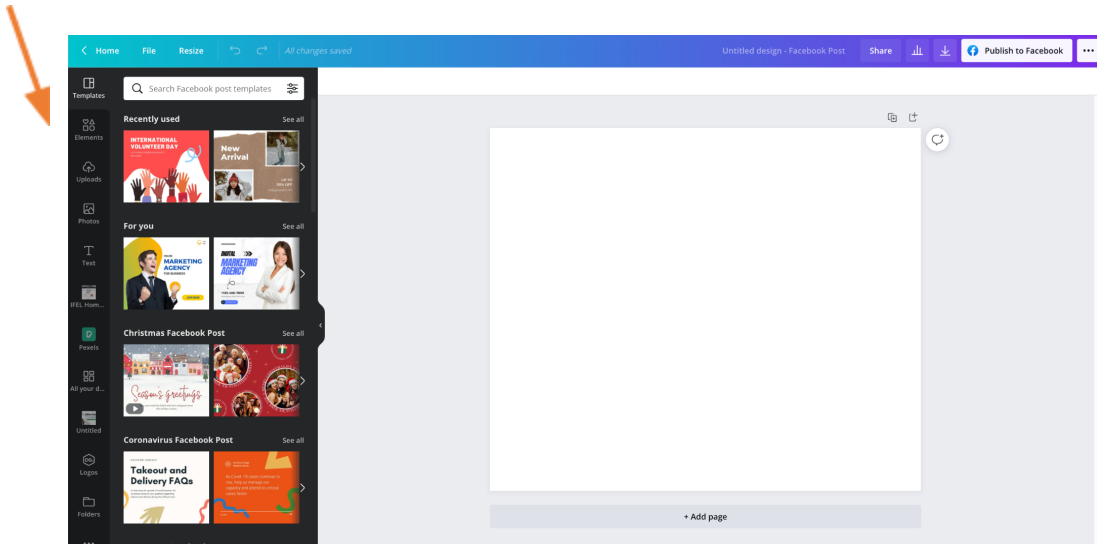
Click on your selection and it will add that template to your design canvas where you may edit colors, images, text, font styles, etc.

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To add shapes, new text, lines or other features, select the Elements option or from the menu items listed.

Notes:

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You may upload your logo or your own photos using the Upload option.

Canva Features
- Canva offers many features to enhance your design. A few examples:
- Include your specific brand colors.
- Add an animated feature to your post such as arrows that move to highlight specific wording in your post image.
- Type style effects such as an animated typewriter style.

In addition, you may use Canva to schedule your social media posts as well as edit videos. A list of Canva's features with instructions may be found here.

Canva also includes a printing feature where you may print documents such as note cards or forms and have the items mailed to your home or office.

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Social Media Review

If Needed, Set Up Social Media Accounts

Facebook Business Page - https://www.facebook.com/business/pages/set-up

Twitter - https://help.twitter.com/en/using-twitter/create-twitter-account

Instagram - https://business.instagram.com/getting-started

LinkedIn - https://www.linkedin.com/help/linkedin/answer/710/create-a-linkedin-page?lang=en

Background

- What services or products do you provide?
- Describe your brand. What do you want people to know about your brand? What is your elevator pitch?
- Who is your target audience?
- Who are your competitors?
- What are some unique qualities about your company that makes you different from competitors?
- What is the main problem your target audience has that your product/services fix?
- What is your best offer available to customers? What's included?
- What social media channels do you use? Any you want to begin using?

Social Media Planning

Post Anatomy Review

Caption: Describe your visual, or draw attention with a statement, question, or headline. Research shows that an average of 150 characters, or about 15 words, gets the most clicks. However, there are times when longer content is warranted.

Emoji: If applicable to your business, consider including a relevant emoji to add tone and visual interest.

Call to action: Ask a question to encourage comments, or share a link to invite your audience to learn more, try, or buy.

Mentions: Mention other accounts (yours or others) for added visibility and reach.

Hashtags: Add topical and relevant keywords for added reach.

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Images or videos: Include one or more (depending on the social network) compelling, high-quality photos, GIFs, or video clips, tailored to your brand and the tastes of your audience.

(Source: Hootsuite)

Hashtags

Hashtags are words or phrases combined together and preceded by the # symbol. You can use them to identify content, brands, themes, trends, and campaigns. They're immediately searchable on social media as soon as you publish, so they can help make your post more discoverable and pull your brand into trending topics.

Hashtags are clickable, and anyone who clicks on a hashtag or conducts a hashtag search on a social network sees a page showing all the posts that contain that hashtag.

Here are some of the most common types of hashtags.
Note that including up to 4-5 hashtags is appropriate for Facebook, Twitter and LinkedIn while up to 10 are frequently used on Instagram.

Type of Hashtags	Examples
Product or Service	#bookkeeping #wellness #coffee
Industry or Community	#smallbusiness #shoplocal
Event, Holiday or Season	#thanksgiving #smallbusinesssaturday
Location	#NJ #Bronx
Day	#tuesdaytips #SundayFunday
Social Acronym	#TBT #YOLO

Content Types

Educational - News you can use that relates to your business, i.e. blog article

Inspirational - Success stories, quotes/positive affirmations

Interactive - Contests/polls, infographic, lead generation

Connecting - Thank customers, shout out to employee, behind the scenes look, share your favorite cause

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Post Frequency

This is just a guide - many owners may not have time to create content and post this frequently, but the key is to post consistently to keep platforms current, even if you post only 3 times per week.

	Facebook	Twitter	Instagram	LinkedIn	Pinterest
Frequency	1-2 times/day	1-5 times/day	3-7 times/week	1-3 times/day	20-30 pins/day

(Source: Hootsuite)

Free Stock Photography
- Pexels
- Unsplash
- Pixabay

Scheduling Posts
- Schedule within the platform (exception is LinkedIn - only third party sources may be used to schedule on LinkedIn)
- Facebook Creator Studio - Free tool to post on Facebook and Instagram
- Canva - Scheduling Tool
- Hootsuite, Later.com and others have free introductory plans

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Tools & Resources

DIGITAL MARKETING	SOCIAL MEDIA
• Blog.hubspot.com/marketing • Digital.com • Similarweb.com • Google Optimize • CoSchedule	• Facebook.com/Facebookmedia • Business.instagram.com • Business.Pinterest.com • Blog.buffer app.com • Canva
SEO	EMAIL MARKETING
• Moz.com/blog • Searchenginejournal.com • Yoast.com • MajesticSEO.com • Google Keyword Tool • Google Search Words	• Verticalresonse.com/blog • Blog.marketo.com • Milled.com • Sleeknotes • Dojo Mojo, Viral Sweeps • Glock App / Google Postmaster

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