

## Social Media:

Websites and applications that enable users to participate in **social networking**, content creation and sharing.

# Effective, Efficient S.M. Ninja

Your adventure land!  
**CALAVERAS**



## Efficiency:

Achieving maximum productivity with minimum wasted effort or expense.

# Today's Focus:



The **TOP THREE** most effective social media tips for efficient Small Business Owners

# Today's Focus:



## Top Three Tips:

1. Focus on FB\*
2. Leverage Best Practices
3. User Generated Content

# Today's Focus:



Tip 1:  
**Focus on FB\***

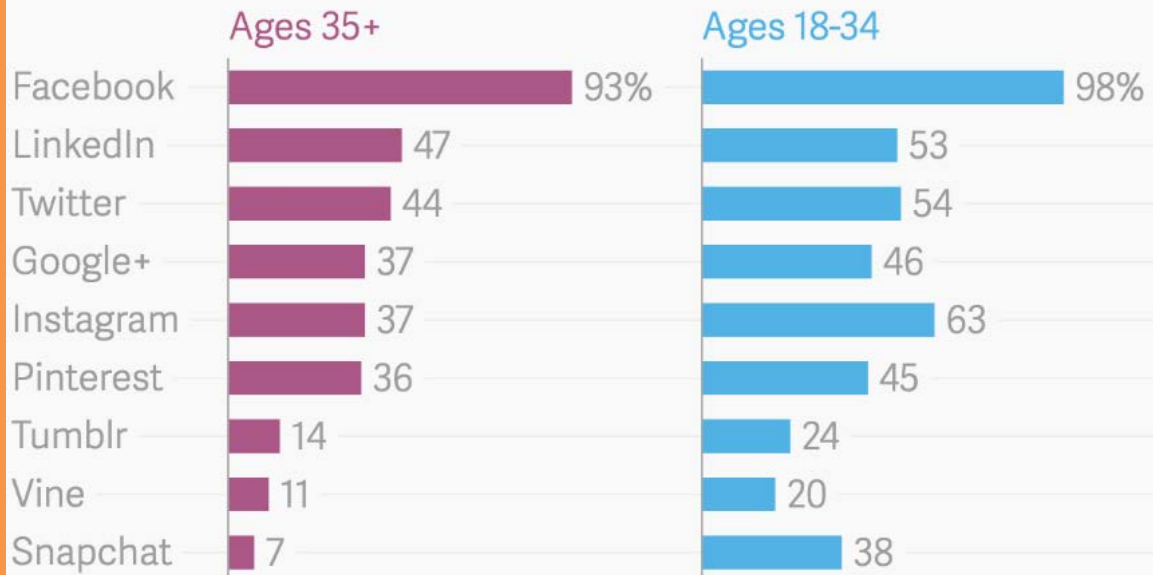
# 1. Why Focus on Facebook? Your adventure land! **CALAVERAS**



# Why Facebook?

Go where your customers are!

Reach of social media networks by age group, 2016

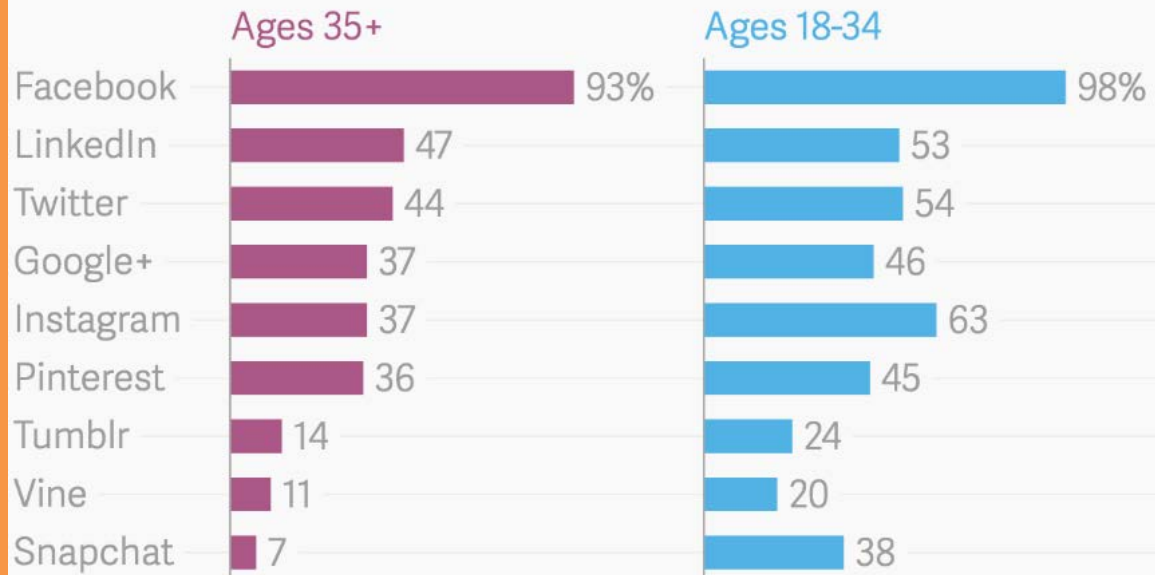




# Why Facebook?

Master  
**FB Ad Manager:**  
Data Data Data

Reach of social media networks by age group, 2016



Today's Focus:



Tip 2:

**Leverage Best Practices**

## 2. Leverage Best Practices

You don't have to be a mind reader...



## Best Practices:

A technique or method that has proven to reliably lead to a desired result.

# Leverage Best Practices

A peek behind the curtain...



# Leverage Best Practices



Tip 1: How to get noticed.

# Leverage Best Practices

- **Disappearing Vantage Point**
- **Rule of Thirds**
- **Blue**
- **Water**
- **Reflection**



# Leverage Best Practices

- **Disappearing Vantage Point**





# Leverage Best Practices

- **Rule of Thirds**



Source: Joel Metzger

# Leverage Best Practices

- **Disappearing Vantage Point**
- **Rule of Thirds**
- **Blue**
- **Water**
- **Reflection**

## Indoors?

- **Natural Light**
- **Nature Elements (Ex: wood, etc.)**
- **Uncluttered Background**



# Leverage Best Practices



# Leverage Best Practices



- **Funny**
- **Helpful**
- **Inspiring**
- **Enriching**

# Leverage Best Practices

**Know your brand to know your target audience...**



Tip 3: Work Smarter, Not Harder

# Leverage Best Practices

**What is unique about YOUR bike company?**



**ACTIVE**

**COLORFUL**

**CONFIDENT**

**WHIMSICAL**

**Hint: Compare industry neighbors**

# Key Take Aways



1. Using Best Practices will **save time and money.**
2. Using best practices will help marketing **dollars go further.**
3. Start today: Schedule time to learn **one best practice** skill each week (or month).

How to steal the show with pictures.

How to engage potential customers.

How to keep 'em coming back for more.

# UGC



Today's Focus:



Tip 3:

**User Generated Content**

# 3. User Generated Content



Ecommerce

## How to Curate a Stunning Instagram Feed with User Generated Content

Leveraging user generated content on Instagram is the key to curating a beautiful Instagram feed,...

[Read More >](#)



Instagram

## How to Legally Repost User-Generated Content on Instagram

Wondering how to repost user-generated content on Instagram...legally? Before you start curating a pretty Instagram feed using user-generated...

[Read More >](#)

# User Generated Content

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UGC results in **29% higher web conversions** than campaigns or websites without it.

UGC-based ads get **4x higher click through** rates and a **50% drop in cost-per-click** than average

UGC is **35% more MEMORABLE** than other media, and **50% more TRUSTED**.

**98%** of [users] are **more likely to engage** with a friend's post over a brand's post.



## UGC Resources:

[www.later.com](http://www.later.com)

[www.getchute.com](http://www.getchute.com)

<https://www.gocalaveras.com/free-social-media-tools/>

- Get Social with the CVB
- Free Social Media Audits
- Free Resource Network
- Free Online Resources

**#lovingcalaveras**

- [kaedence@gocalaveras.com](mailto:kaedence@gocalaveras.com)