

# Advanced Social Media Practices

MAC Meeting: November 3, 2016





Social Media has become THE place to interact with your customers/audience. It is a chance for you to develop a relatable voice, get creative with content and be involved with viral conversations and topics. Here's a few new and creative ways people are doing this:

- Instagram Stories
- Snapchat Stories
- Facebook LIVE
- Facebook Canvas Ads





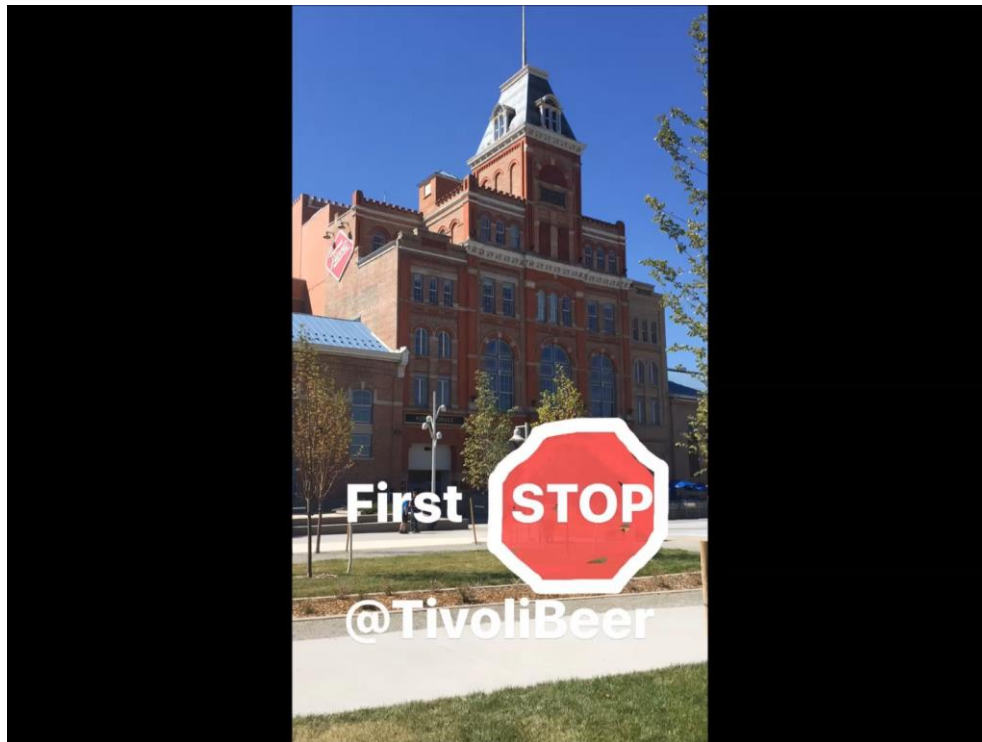
## How to Use as a Business

Instagram stories are meant to be playful, informative and provide 'snackable content' for your user. They are not meant to be perfect and they should be short & sweet!

- Deliver Special Offers (10% off if you screenshot this photo and show us etc.)
- Introduce your staff! This makes you relatable & trustworthy.
- Influencer marketing/takeovers (partner with a competitor or customer!)

## Businesses to Follow:

Use other business for content ideas and to see what is working for them!



- Winter Park Resort
- 303 Magazine
- Colorado Avalanche
- Denver Broncos
- Wholefoods
- Frontier Airlines
- Denver International Airport



## How to Use as a Business

Snapchat is the big, less professional brother of Instagram stories. A lot of businesses will need to create an audience from scratch (cross-promotion) on Snapchat. This audience is rapidly growing but only slowly getting older. From Jan-June 2016, 50% of all new users were over the age of 25 but the audience is still majorly millennials.

- Fun, easy and engaging videos. Don't be afraid to put a face behind a brand!
- The best platform for trial and error. Be fun and creative and try to show your brand in a different way than any other platform.
- Use filters, be funny, be relatable.



## Businesses/Brands to Follow

Follow these businesses/brand/influencers for ideas and inspiration

- Disney: “WaltDisneyStudio” “DisneyParks”
- Aer Lingus: “aerlingus”
- Ben & Jerry’s: “benandjerrys”
- Banana Republic: “brsnaps”
- Lowe’s: “lowesdiy”
- New York Times: “thenytimes”





## How to Use as a Business

In today's social media, video is everything. When you are LIVE, the video is automatically pinned to the top of your page and Facebook is pushing this content farther organically than any other post type. They are also notifying any of your fans that are following your page.

- Facebook LIVE is a great way to organically reach your audience and show them the “here & now” of your business.
- The videos are meant to be “selfie style”, easy, minimal production videos that give your audience a peek into your business.
- Any equipment you do buy is typically affordable! ([tripod](#), [stabilizer](#), [microphone etc.](#))
- These videos allow real-time conversation and interaction with your audience while you are streaming



## Businesses/Brands to Follow

Follow these business/brands for ideas and inspiration. You will also be notified when they are LIVE so you can follow along as they stream!

- Airbnb ([video 1](#), [video 2](#))
- The Metropolitan Museum of Art, NYC ([video 1](#), [video 2](#))
- Target ([video 1](#), [video 2](#))
- DEN Airport ([video 1](#))





## Why You Should Use These

Canvas Ads are Facebook's newest and most interactive type of ad unit available to all. These ads can be simplistic or highly involved, but overall create a better user experience for the viewer. When a user clicks on the ad, the ad becomes a full screen ad but keeps the user within Facebook.

- They are no more expensive than any other ad unit. They can run as a website click ad, video ad or a carousel ad.
- They mix mediums (Tilt to Pan photos, carousel photo reel, videos & more)
- They can be created under "[Publisher Tools](#)" on Facebook and depending on the level of detail or design, can be made in house or with the help of an agency.
- MOBILE ONLY

# Facebook Canvas (cont.)



## Learn More About Canvas Ads

It is hard to see examples of specific Canvas ads unless you are served one. However, there are Facebook groups you can join and also great online resources to help you get started!

- [Canvas Examples Facebook Group](#)
- [Facebook Help: Canvas How-To](#)
- Tell Stories w/ Canvas ([article](#))
- Our most recent Canvas





**THANK YOU!**



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