



# SOCIAL MEDIA FOR ANGLOPRENEURS

A presentation  
by Clotilde Dusoulier  
@clotildenet <http://cnz.to>

# TWITTER



TWEETS  
9,302

FOLLOWING  
562

FOLLOWERS  
59.8K

LIKES  
258

LISTS  
1



Edit profile

**Clotilde Dusoulier** ✓  
@clotildenet

I am a Paris food writer, author of the blog Chocolate & Zucchini. Tag your C&Z cooking with #cnzrecipes or #frenchmarketcookbook ! Join me on Periscope too. ^^


Paris, France.  
chocolateandzucchini.com  
Joined October 2008


1,099 Photos and videos




Tweets Tweets & replies Photos & videos

 Pinned Tweet

**Clotilde Dusoulier** @clotildenet · Mar 12  
I just wrapped up my Instagram takeover of One Woman Shop! Want to see what a typical day in my life look like?  
[instagram.com/onewomanshop/](https://www.instagram.com/onewomanshop/)

 7

**Clotilde Dusoulier** @clotildenet · 1h  
Thought-provoking piece by @ChristineMuhlke On All the Ways To Write a Recipe [bit.ly/1MAAtGil](http://bit.ly/1MAAtGil) on @TheMADFeed



Your Tweet activity


Your Tweets earned 6,460 impressions over the last 24 hours





5PM 5PM

View your top Tweets

Who to follow · Refresh · View all

**Auriane Velten** @AurianeVel...  
Followed by Ezéchiél Zérah ...  
[Follow](#)

**Xena WorrierPrincess** @ma...  
Followed by Katie Quinn an...  
[Follow](#)

**Matt Duckor** ✓ @mattduckor  
[Follow](#)

# TWITTER PRO & CONS

## + BEST PRACTICES

- + For quick, bite-size updates and links
  - + Easy to interact
  - + Networking tool
  - Not much growth
  - Contents have a short life span
- 
- ✓ Use images
  - ✓ Schedule updates and repeats
  - ✓ Respond to mentions, like, RT
  - ✓ Forge relationships
  - ✓ Quotes

# FACEBOOK

Chocolate & Zucchini

Clotilde Home 20+ 9 85

Page Messages 1 Notifications 99 Insights Publishing Tools Settings Help

CHOCOLATE & ZUCCHINI

C&Z

Chocolate & Zucchini

Health/Wellness Website

Sign Up

Like

Message

...

Timeline

About

Services

Likes

More

Search for posts on this Page

76% response rate, 21-hours response time

Respond faster to turn on the badge

59K likes +608 this week

Jean-Paul Dusoulier and 165 other friends

48,930 post reach this week

View Pages Feed

See posts from other Pages

Boost Your Post

"So many av..." is performing better than 80% of your recent posts.

Invite friends to like this Page

Boost Your Page for €90

Reach even more people in United States

Promote Page

Status

Photo / Video

Offer, Event +

Write something...


Chocolate & Zucchini

Published by Edgar (?) · March 15 at 6:38pm ·

You need those easy sweet potato flatbreads in your life! They go really well with avocado, or a coconutty curry. (Grain-free + Vegan.)

RECIPE: <http://bit.ly/1WmA6lw>

PINT IT: <http://bit.ly/1Udecn3>



Promote

THIS WEEK

48,930 Post Reach

3,654 Post Engagement

11 Sign Up

7 Website Clicks

0 of 1 Response Rate

21 hours Response Time

Recent

2016

2015

2014

2013

2012

2011

2010

2003

# FACEBOOK PROS & CONS

## + BEST PRACTICES

- + High engagement
  - + Lots of click-throughs
  - + Facebook Live for approachability
  - Mystery algorithm
  - / + Older audience
- 
- ✓ Mix of written posts, images, discussions, videos, fun stuff
  - ✓ Heartfelt works well
  - ✓ Engage
  - ✓ Schedule
  - ✓ Use analytics

# INSTAGRAM



clotildenet

EDIT PROFILE

...

Clotilde Dusoulier Parisian food writer, author of the blog [Chocolate & Zucchini](#).

📷 Snaps: [@clotildenet](#) Tag your C&Z cooking with [#cnzrecipes](#) or [#frenchmarketcookbook](#) ! [cnz.to/rawchocolate](#)

393 posts

9,372 followers

439 following



# INSTAGRAM PROS & CONS


## + BEST PRACTICES


- + Brand building
- + Discoverability
- + Engagement
- Need strong visuals
- Little traffic generation
- Not a great place to sell


- ✓ Consider your feed
- ✓ Try videos
- ✓ Behind the scenes
- ✓ Leverage hashtags
- ✓ Space out postings
- ✓ Interact




# PINTEREST


 Search

 Clotilde Dusoulier 155

 Clotilde Dusoulier Edit profile ⚙️




Create a board


Recipes from Chocolate & Zu...  
  
₹ 315

Beef Cheek Stew


FRENCH TO ENGLISH FOOD DICTIONARY




Edit

Pintastic Recipes!  
  
₹ 194


Jerusalem Artichoke Soup with Bacon




Edit

French Dinner Recipes  
  
₹ 40

Amazing Chicken in a Bread Crust




Edit


Vegetables & Grains Recipes  
  
₹ 254

Easy Roasted Onion Quiche


Quiche





Edit

[FRENCH] Recettes de C&Z  
  
₹ 78


Flatbreads de Patate








Salads & Soups Recipes  
  
₹ 75

SHRIMP











Meat, Fish & Tofu Recipes  
  
₹ 93

Meat & Veg Lasagna











Easy Dinner Recipes  
  
₹ 106

Quiche










Chocolate Recipes  
  
₹ 100

Crunch Bars









# PINTEREST PROS & CONS

- + Communicate visually
- + Traffic driver
- + Snowball effect
- + Practical/inspirational content
- Need strong visuals
- Slow-going at first
- No engagement

- ✓ Think « mood board »
- ✓ Leverage keywords
- ✓ Create long pins for top posts
- ✓ Schedule pins
- ✓ Use the analytics

# SNAPCHAT



# SNAPCHAT PROS & CONS

## + BEST PRACTICES

- + Low expectations
  - + Fun, approachable
  - + Still small circle
  - + No analytics
  - No clicks
  - Content disappears
  - / + Younger audience
  - No analytics
- 
- ✓ Behind the scenes
  - ✓ Leverage your location
  - ✓ Be goofy

# HOW NOT TO EXPLODE

- ✓ Know your why
- ✓ Pick one
- ✓ Study what others are doing
- ✓ Batch process
- ✓ Schedule
- ✓ Monitor/analyze
- ✓ Consider outsourcing

# HOW TO GROW

- ✓ Create content worth sharing
- ✓ Use graphics that pop
- ✓ Work on teaser texts
- ✓ Engage
- ✓ Call to action
- ✓ Experiment, see what works, do more of that
- ✓ Cross-promote
- ✓ Be patient

# USEFUL TOOLS & RESOURCES

- [Edgar](http://meetedgar.com/) (scheduling + insightful newsletter)  
<http://meetedgar.com/>
- [Hootsuite](https://hootsuite.com/) (scheduling)  
<https://hootsuite.com/>
- [Tailwind](http://shrsl.com/?~ar3l) (Pinterest scheduling)  
<http://shrsl.com/?~ar3l>
- [Canva](http://canva.com/) (create graphics)  
<http://canva.com/>
- [Color Story](http://acolorstory.com/) (photo retouching app)  
<http://acolorstory.com/>
- [Simple Pin Media](http://www.simplepinmedia.com/) (Pinterest resource)  
<http://www.simplepinmedia.com/>
- [The Nectar Collective](http://thenectarcollective.com/) (social media and emailing resource)  
<http://thenectarcollective.com/>
- Tips for using Facebook Live  
<https://www.facebook.com/facebookmedia/best-practices/live>
- My post on Snapchat and Facebook Live  
<http://chocolateandzucchini.com/blogging/snapchat-facebook-live-for-food-bloggers/>





# QUESTIONS?

Find me on social media: @clotildenet

Download this presentation at:

<http://cnz.to/anglopreneurs>