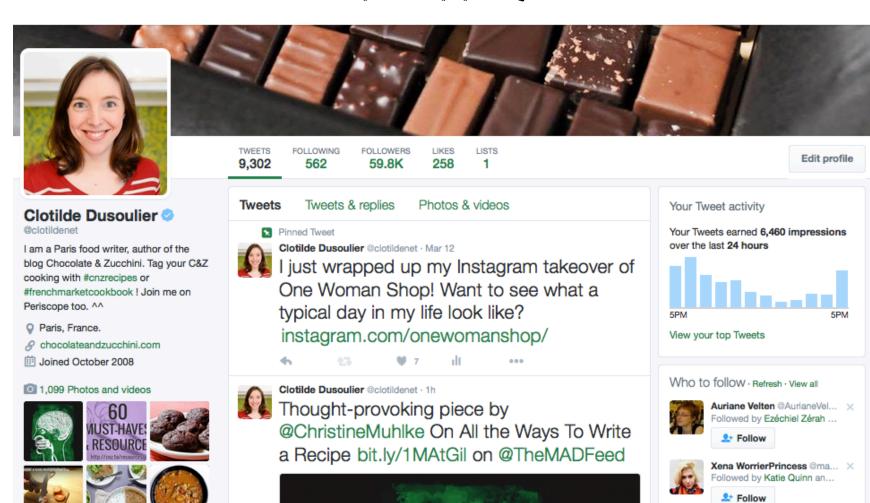


SOCIAL MEDIA FOR ANGLOPRENEURS

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

TWITTER



Matt Duckor @ @mattduckor >

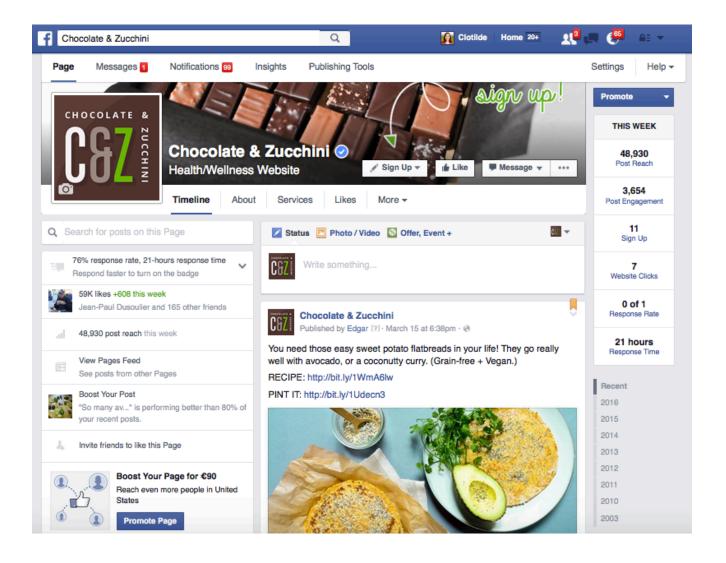
TWITTER PRO & CONS + BEST PRACTICES

- + 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



FACEBOOK PROSECONS + 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











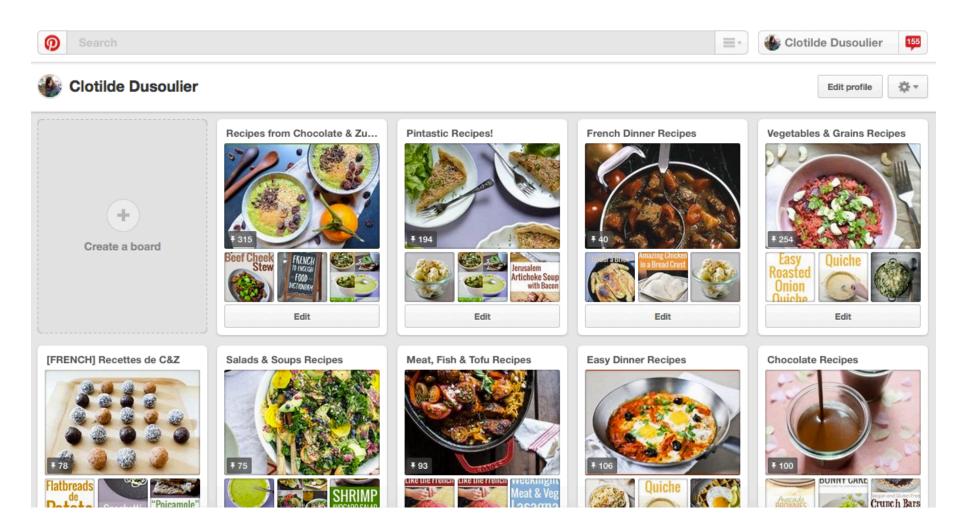


INSTAGRAM PROSECONS + BEST PRACTICES

- + 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



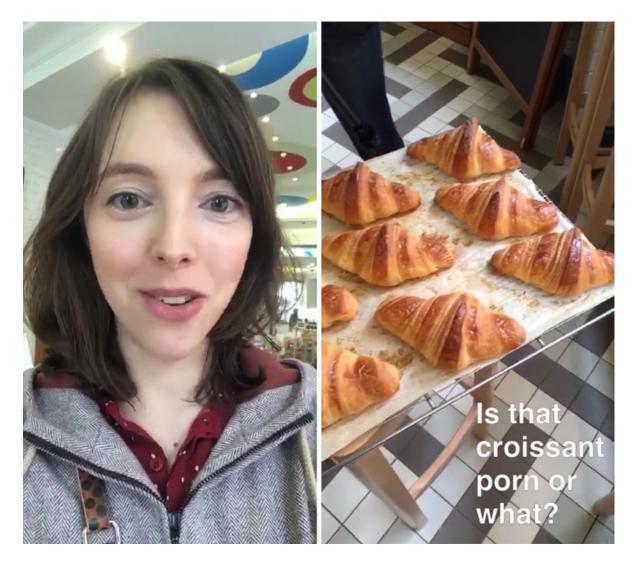
PINTEREST PROSECONS

- + 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 PROSECONS + 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

- <u>Edgar</u> (scheduling + insightful newsletter)
 http://meetedgar.com/
- <u>Hootsuite</u> (scheduling)
 https://hootsuite.com/
- <u>Tailwind</u> (Pinterest scheduling) <u>http://shrsl.com/?~ar3l</u>
- <u>Canva</u> (create graphics)
 http://canva.com/
- Color Story (photo retouching app)
 http://acolorstory.com/

- Simple Pin Media (Pinterest resource)
 http://www.simplepinmedia.com/
- The Nectar Collective (social media and emailing resource) http://thenectarcollective.com/
- Tips for using Facebook Live <u>https://www.facebook.com/</u> <u>facebookmedia/best-practices/live</u>
- My post on Snapchat and Facebook Live
 http://chocolateandzucchini.com/blogging/snapchat-facebook-live-for-food-bloggers/



GUESTIONS?

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