



AKC Education Webinar Series: Social Media Resources

Buffer:

What Is It?

Buffer is a software application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, and LinkedIn, as well as analyze their results and engage with their community.

Web Address: <https://buffer.com/>

Hootsuite:

What Is It?

HootSuite is a social media management tool that allows users to schedule and post updates to any page or profile for Facebook, Twitter, LinkedIn, Google+, Instagram, WordPress, and other platforms from one place

Web Address: <https://hootsuite.com/>

Bit.ly:

What Is It?

Bitly is a URL link shortener and click tracker. Bitly is a powerful online marketing tool used to track clicks, see site referrals and get an idea of which geographical locations most clicks are coming from.

Web Address: <https://bitly.com/>



Social Media

HOW TO USE IT TO BENEFIT YOUR CLUB AND EVENTS

3/27/2019

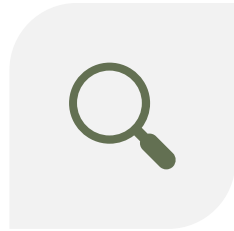
In Today's Webinar We Will Cover



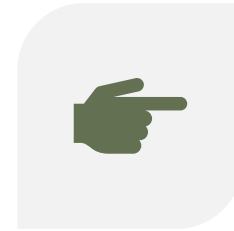
WHAT SOCIAL MEDIA
IS...AND WHY
SHOULD USE IT.



VOICE VS. TONE



HOW TO FIND WHAT
PLATFORM WILL
WORK BEST FOR YOU



HOW TO NAVIGATE
THE BIG 3



HOW TO MANAGE
SOCIAL MEDIA ON A
CONSISTENT BASIS

What is Social Media?

Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)



Why use social media?

- ❖ It can help you establish a brand identity.
- ❖ It helps you directly reach the desired audience and engage with them.
- ❖ It can help you manage your reputation.
- ❖ It can be used as an educational tool.





SOCIAL MEDIA-WHY IS IT A BIG DEAL?

Because almost every person on the planet uses it in some form....

- ❖ There are approximately 7.7 billion people on the planet; there are 3.397 billion active social media users.
- ❖ On average, people have 5.54 social media accounts
- ❖ The average daily time spent per person on social media is 116 minutes
- ❖ From 2017-2018, social media gained 320 million users; which is about a new user every 10 seconds.
- ❖ 81% of small and medium sized businesses use some form of social media (many of them use FB, LinkedIn and IG)

But First...Social Media is Public...



Someone can see your posts without following your social media accounts.



Nothing on social is actually deleted, so you must be mindful of the content you are posting.



Building a following takes time, be patient.



Do not argue on social media, it will bring negative attention.



This is your time to educate the public directly, so you must be clear in your message.



It is helpful to only have 1 or 2 people doing your social media to keep the voice and the content consistent.



Remember intent and perception are not the same thing.

VOICE VS. TONE

Voice: Your brand/club personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional.

Tone: A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.





HOW TO FIND YOUR VOICE

Tone – What is the general vibe of your club?

Language – What kind of words do you use in your social media conversations?

Purpose – Why are you on social media in the first place?

#Traffic is nice but conversation and engagement are nicer.



THE BIG THREE

(no you don't have to use them all)

WHICH PLATFORM IS RIGHT FOR MY CLUB?

There is no correct or incorrect formula to the platforms that you choose to promote your club or breed. Each is unique and has its own algorithm (it can be a headache to figure this out).



Twitter is good for short form content, 280 characters or less; sharing video is harder on this platform as it is mainly done via links and it moves quickly which is ideal for news but not easily seen.



Instagram is highly visual. This platform is photo and videos only. This is great for promotion of an event and educational opportunities; captions can be longer with hashtags incorporated and video is 60 or shorter (unless you set up an IGTV channel which gives you 10+ min)



Facebook works better with video and images; easily sharable content. Lends itself to longer captions and more content. Allows you to create event pages and public and private groups. Livestreaming can be incorporated easily.

TWITTER



45% of Americans use Twitter.



There are 500 million tweets sent per day.



326 million active users per month; there are 1.3 billion accounts.



Great tool for customer service as you can provide real time responses and resolutions.



Works great for real time events.



Geared towards younger adults and is a form of microblogging; 280 characters or less.

TWITTER BEST PRACTICES

Join in	Join in on relevant topics and news: this is the best way to get your tweet notices but make sure you are bot
Post	Post at least five times per day: you can use a scheduler to maintain this standard.
Include	Always include a visual unless you are just replying: Visuals are key. Though Twitter is not the most visual of the big 3, they do enhance your tweets.
Use	Use hashtags with a purpose: Twitter is not heavily hashtag related, they mine keywords from tweets.
Interact	Interact with followers: tweets, replies, likes, retweets and shares are all interactions.

A screenshot of the American Kennel Club's Twitter profile page. The header shows the profile picture, name, and bio. Below are several tweets, each with a small image and text. The right sidebar contains 'You might like' and 'Trends for you' sections.

American Kennel Club @akcdoglovers
 For the Love of All Things Dog 🐾 #ThisIsAKC
 New York, NY | akc.org | Joined June 2008
 10.3K Following 110.9K Followers

Tweets | Tweets & replies | Media | Likes

American Kennel Club @akcdoglovers · 10h
 The best tip for early success in the Dog Fancy? Find a mentor!

American Kennel Club @akcdoglovers · 13h
 Steve is a 63-year-old commercial airline pilot who has put 53 performance titles on his Norwegian Elkhounds since the 90s.

American Kennel Club @akcdoglovers · 17h
 Happy #NationalPuppyDay! Does your pooch need more hydration than he's getting?

Example of a Twitter feed

A screenshot of a tweet that has been retweeted by the American Kennel Club. The original tweet is by Marissa Sarbak, dated March 22. It includes a video of a man interacting with a dog at a show.

American Kennel Club Retweeted
Marissa Sarbak @MarissaSarbak · Mar 22
 I met and interviewed an incredible amount of bright, talented and hardworking people in Orlando this week. By far, my favorite interview was Joe Worley. Joe is a Navy veteran who lost his leg in Iraq in 2004, and this is his service dog, Galaxie! @akcdoglovers @AmericasVetDogs

0:09 617 views

Example of Retweet

A screenshot of a tweet from the American Kennel Club. It features a video of a dog in a field with confetti, celebrating National Puppy Day. The video has 558 views.

American Kennel Club @akcdoglovers · 18h
 Happy #NationalPuppyDay! How are you celebrating?
 Here are some tips on how to throw an epic doggy party: bit.ly/2UL6ML4

IT'S NATIONAL PUPPY DAY

0:01 558 views

Tweet with a video

FACEBOOK



68% of American adults use Facebook.



Facebook adds 500,000 users per day.



Facebook is cited as the #2 place to watch videos online (behind Youtube).



The average user spends 35 min on Facebook per day.



Half of Internet users who do not have FB live with someone who does; 24% admit to looking at posts or photos on that person's account.



Facebook accounts for 53.1% of all social media log ins.



Simply.....FACEBOOK IS A **BIG** DEAL

FACEBOOK BEST PRACTICES



Add text, captions, or graphics to videos-if people are watching your video on mute, the message is not lost. FB actually has a captioning option that can help when it comes to video



Post five times per day-here is where you can use a scheduler like Buffer or Hootsuite, they are easy affordable options (think "set it and forget it")



Avoid links or hashtags in post text-they rarely work; however, tagging other pages (i.e. you feature a dog, event site, or sponsor) does work.



Track your links with Bit.ly or another tracker-this applies if you are linking to your club's page, or an event/ticket page; it will give you a clear indicator if your audience is following you or not.



Interact with followers- the key word is social media is the word SOCIAL; talk to you followers, answer questions, do not argue with someone on your page. If someone happens to be difficult or having issues, direct them to a contact person.

The background is a dark grey color filled with various question marks in different colors (black, teal, orange, and white) and sizes. A thin white horizontal line is positioned below the text.

OK...BUT HOW DO I USE
IT TO PROMOTE BY
CLUB, BREED OR CLUB??

START WITH ENGAGING CONTENT

- ❖ You need images or video with every post; YES! Every single post! Try a meme like the one seen here. This easily done online.
- ❖ Use call to actions: have something you want them do, whether it is going to a page, watching a video, taking a survey, etc (ex. Tune in NOW, WATCH xyz, GO TO www.ilovedogs.com)
- ❖ Frequency is key: content is king but so is consistency. Social media users are content consumers, so develop a schedule that is manageable and includes communicating with your followers.
- ❖ Create an event page or a group: this is where FB really shines; you can create a page dedicated to your event or events, that can be changed as often as you like; OR you can create a group to create a personalized experience which can be either public or closed.



9:32 ↗



AKC Sports

Yesterday at 3:30 PM · 🌐



Tune in NOW for live coverage of the 2018
Montgomery County Kennel Club - Terrier Show!
Visit our website, **AKC.TV**, or download our app on
Roku, Amazon Fire TV, and Apple TV.



**Terrier Show
2018**

AKC.TV

**Montgomery County Kennel Club - Terrier Show
2018 | AKC.TV**



Like



Comment



Share

Call to Action
Post



BUT....
WHAT ELSE
CAN I DO?

Create Post | Live | Event | Offer | Job

Write a post...

Default: English ▾

Language: Select ▾ · Cancel

- Photo/Video
- Feeling/Activity
- Add directions
- Poll
- Add a milestone
- List
- Advertise Your Business
- Get Messages
- Check in
- Tag Product
- Write Note
- Support Nonprofit
- Watch Party

Public ▾ | Boost Post | Publish ▾

A FEW MORE OPTIONS

- ❖ Running ads or boosting your page to a target audience; FB is very helpful with this and can help you with this.
- ❖ Build up your group: Those are your people, a dedicated audience and they are in the group because they are interested in your content.
- ❖ Interact with other pages and invite your personal friends to like and follow your event or club page.
- ❖ Pay attention to what FB allows you to do on your posts
- ❖ Geo-target posts and ads: you can be as specific or broad as you want.



2018 AKC National
Championship
Presented by Royal
Canin

@akcnationalchampions
hipbyroyalcanin

Home

About

Events

Photos

Videos

Community

Reviews

Posts

Info and Ads

Create a Page



Liked Following Share ...

Send Message

Create Post



Write a post...



Photo/Video



Tag Friends



Check in



Photos



4.8 4.8 out of 5 · Based on the opinion of 96 people

Community

See All

Invite your friends to like this Page

5,190 people like this

5,411 people follow this

Jessica Rice D'Amato and 5 other friends like this

About

See All

Orange County Convention Center
Orlando, Florida 32819

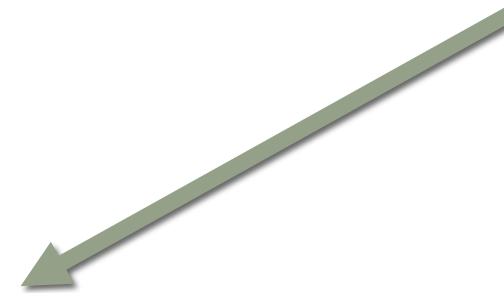
Send Message

akc.org

Sports & Recreation · Event

Suggest Edits

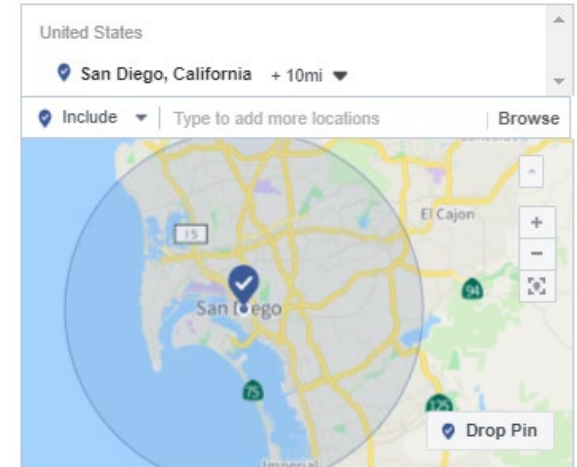
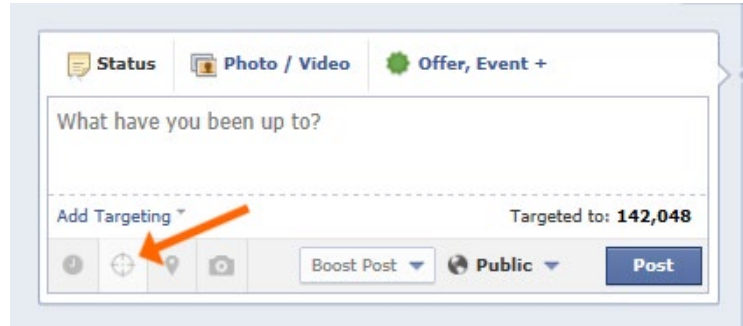
Related Pages



Example of an event page

Call To Action (optional) ?

- Learn More ▾
- No Button
- Apply Now
- Book Now
- Contact Us
- Donate Now
- Download
- ✓ **Learn More**
- Shop Now
- Sign Up
- Watch More



Add Locations in Bulk

Age ? 25 ▾ - 65+ ▾

Gender ? **All** Men Women

What targeting looks like



INSTAGRAM

INSTAGRAM



Instagram leans towards a much younger audience than Facebook but can be shared to FB and Twitter, appealing to teens and young adults with its photo-centric design. It is the only platform that shared to the others easily.



35% of all American adult social media users use Instagram



1 billion monthly active users



Instagram Stories have 400 million daily active users



Stories can capture an event, make a special announcement, go behind the scenes, share content from others, and more.

INSTAGRAM BEST PRACTICES



Use hashtags (but don't go crazy): research the best ones to include (i.e. #dogsofinstagram) but don't be excessive. Experts suggest 9-11 max. Hashtags also allow you show up on user's explorer page which shows them posts pertaining to hashtags they follow or posts they like.



Post 1-2 times per day on feed: it tends to return the best results.



Avoid including links within post copy: add the link to your bio but otherwise avoid it. If you create a business page or run an ad through FB there are call to actions that can be added



Don't forget your stories!!: These work great at shows and events for BTS content, fun moments and candid content.



Interact with followers: this applies to all platforms but here is where people tend to comment the most so you want to engage



Tag other pages that are similar or cover your types of breeds or events: it is another way of interacting with other users and introduce them to your content.



briggsthecav



31 likes

akc.tv Missing summer on this cold, rainy day ☁️☀️

#Repost @briggsthecav . . .

🎵 When you're weary, feeling small. When tears are in your eyes, I'll dry them all. I'm on your side, ohh 😞, when times get rough And friends just can't be found 👁️ Like a "Briggs Over Troubled Water" 💧 I will lay me down (and float, of course) 🎵. -Paul Simon ❤️🎵❤️. Happy Retirement to @paulsimonofficial. I was named after one of his many great hits! #likeabrineovertroubledwater

TUXEDO PARK KENNEL CLUB



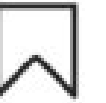
FRIDAY, SEPT. 7TH

12:45 P.M. ET
11:45 A.M. CT
9:45 A.M. PT



38 likes

akc.tv @akc.tv will be LIVE tomorrow from the Tuxedo Park Kennel Club dog show. Remember to download @akc.tv on @rokuplayer, @appletv, or @amazonfiretv!



32 likes

akc.tv Lazy Sunday's have us like... 🙄

- .
- .
- .
- .

#dachshundsofinstagram

#akctv

#akc

#dogs

#doglife

#pups

#puppies

#dogsofig

#dogsofInstagram

Example of
Using Hashtags
on Instagram

 **akc.tv**
AKCTV

Following

 **goldenloutriever** 
Louie | The Golden Ret...

Follow

 **ddalgi_o**
🍓 김딸기 🍓

Follow

 **gsd_maxie**
MAXIE

Follow

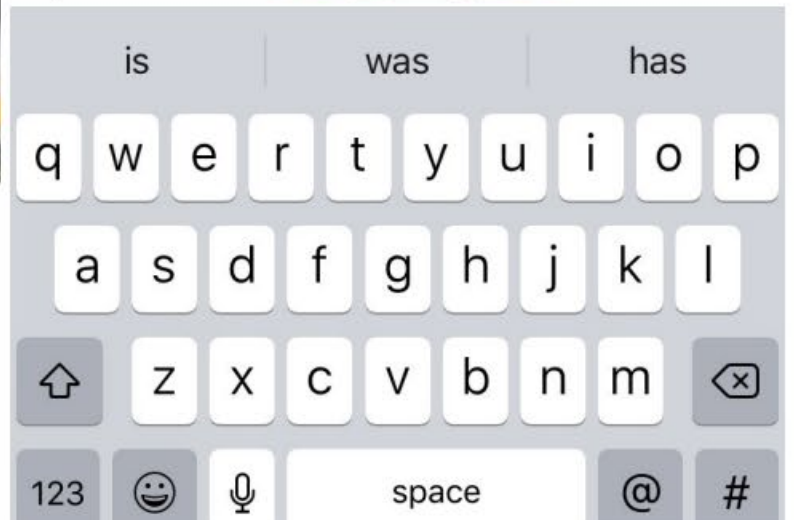


We are at the Tuxedo Park Kennel Club and will be Live streaming the groups and Best in Show starting at 12:45 pm ET! @akc.tv .

#akctv
#akc

Talos • Followed by akcsports

Live streaming the groups and Best in Show starting at 12:45 pm ET! @TYPE ACCOUNT NAME TO TAG

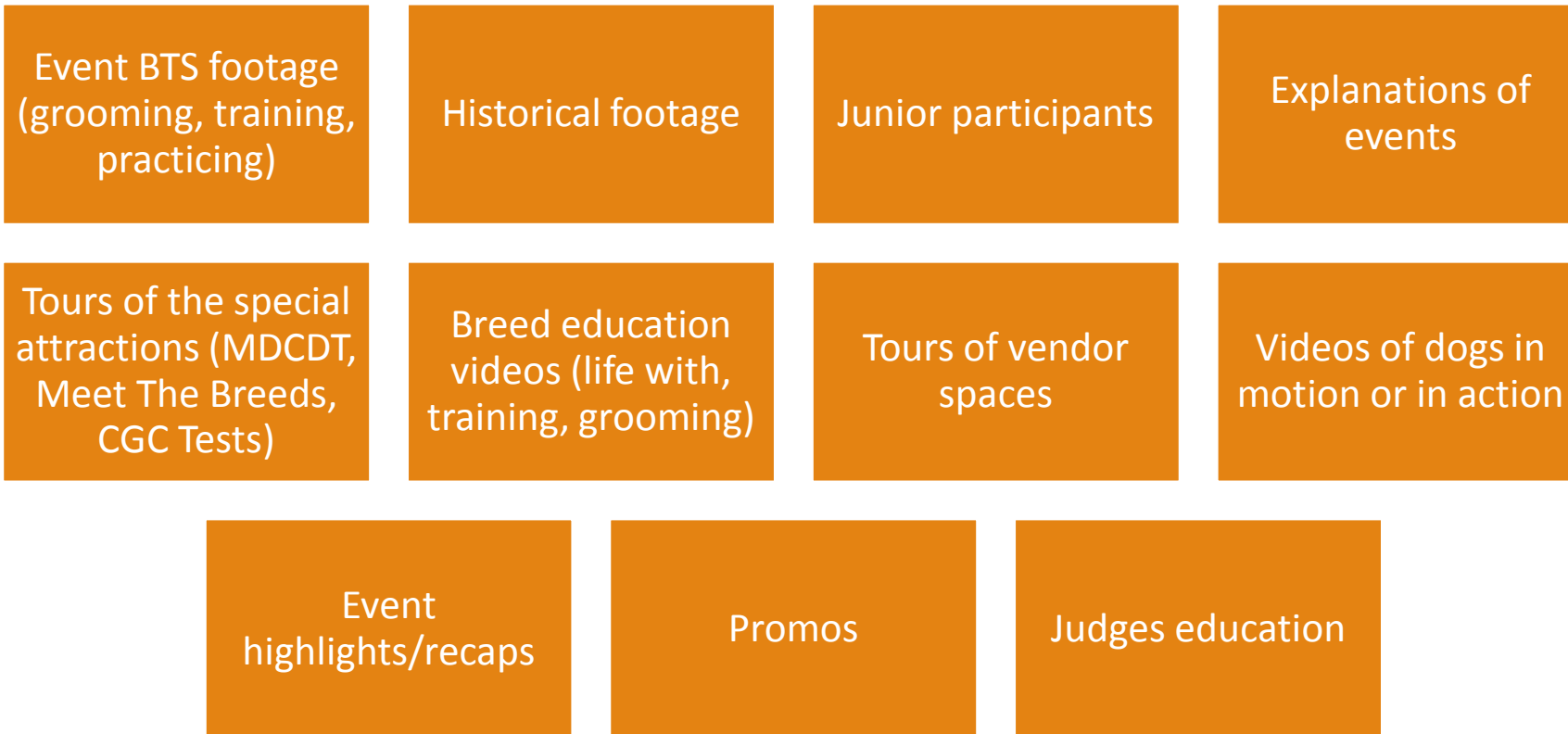


Active Engagement With Other Pages



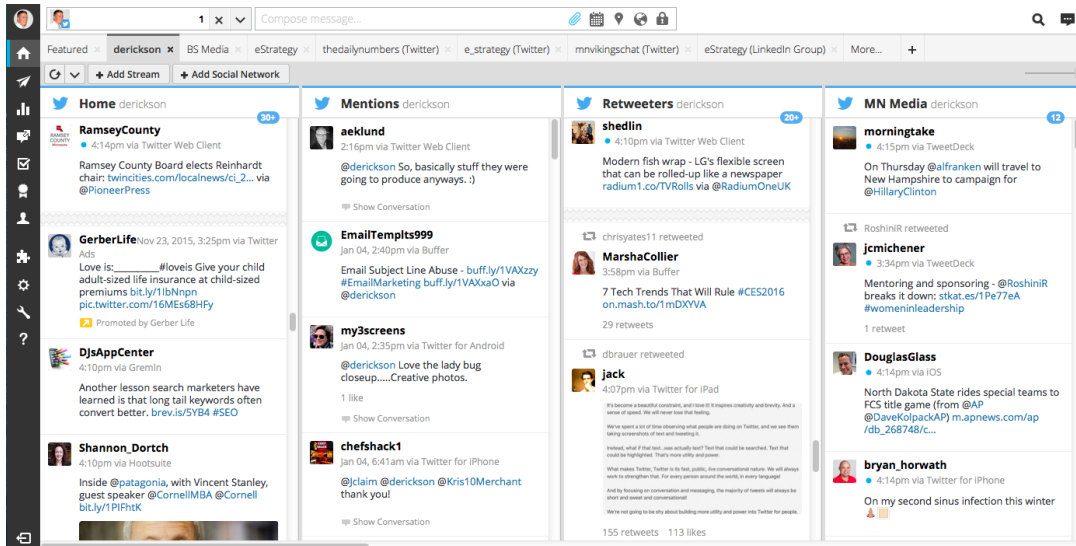
LETS TALK CONTENT

What can I post?

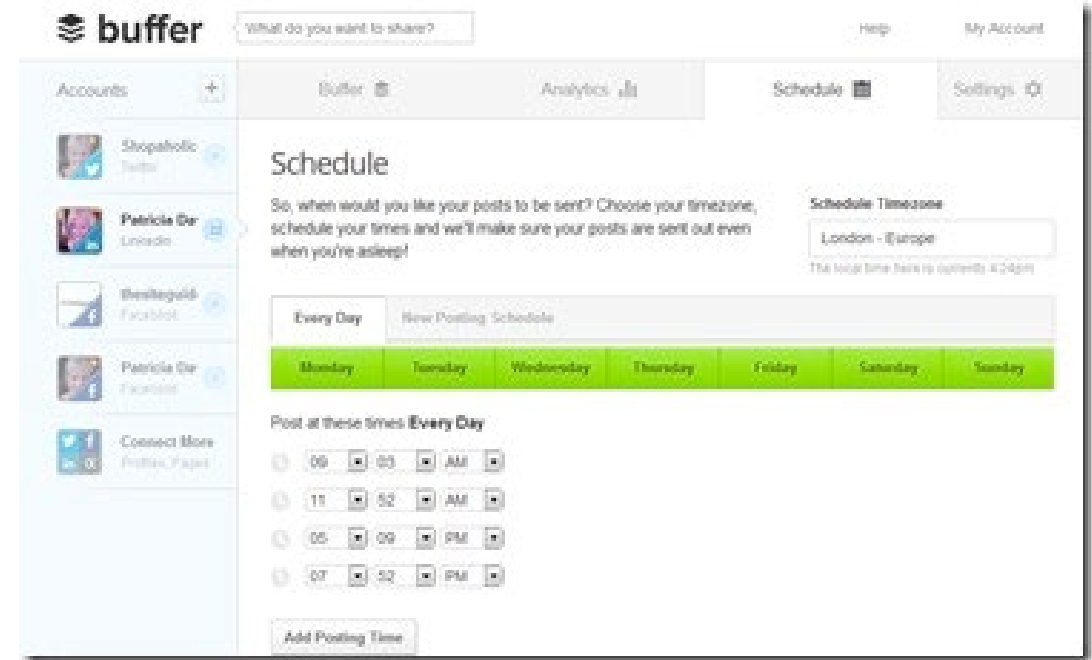


**LAST BUT NOT LEAST....
SCHEDULERS**

Hootsuite



Buffer App




Note: Facebook does have the ability to schedule your posts

TAKE SOME OF THE WORK OUT OF IT

Photo / Video  Offer, Event +



Boost Post

Publish 

Schedule

Backdate

Save Draft