



# **Welcome**

**Training Will Start at 2pm**

**Please ensure your microphone  
is set to MUTE**

**Thank you**

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# Creating a Social Media Strategy



**Joanne O'Brien**

# We are not 'on' Social Media?!?

- It's too complicated
- I don't know how
- I don't have the time
- I have zero interest





# **Today let's look at ....**

Using Social Media – Best Practice





# Why Be Online?

## **It's very simple:**

Everybody is online

We 'Google' Everything

We 'hang out' on Social Media

We get our news there

We interact with friends there

We live through that smartphone

# Top Mistakes Made

Mistake Number 1 – Not being on social media

Mistake Number 2 – Trying to be on all of them

Mistake Number 3 – Not being consistent

Mistake Number 4 – Thinking as a person not a brand

Mistake Number 5 – Not being 'Social' on Social



# Who is your target audience?

What age, gender, demographic applies?

Are they in Ireland or worldwide?

What social media channels are they using?

What are they interested in?



# The Vital Question

What is the challenge  
that your product  
can solve for them?





# What's so special about you?

What have you got that is unique from all others?

What is your USP?

What is it about your product that is better than competitors?

What can you offer me?

Why do your customers come back again and again?





# Social Media Management

Have a plan

Don't be social only when it suits

Social is not selling

However, you are a business so 80/20 rule

Engage with your followers

Reach out to influencers, peers and those that will help



# What are you doing?

Engage

Educate

Entertain

# Getting Results

Vanity metrics – likes, follows, shares comments

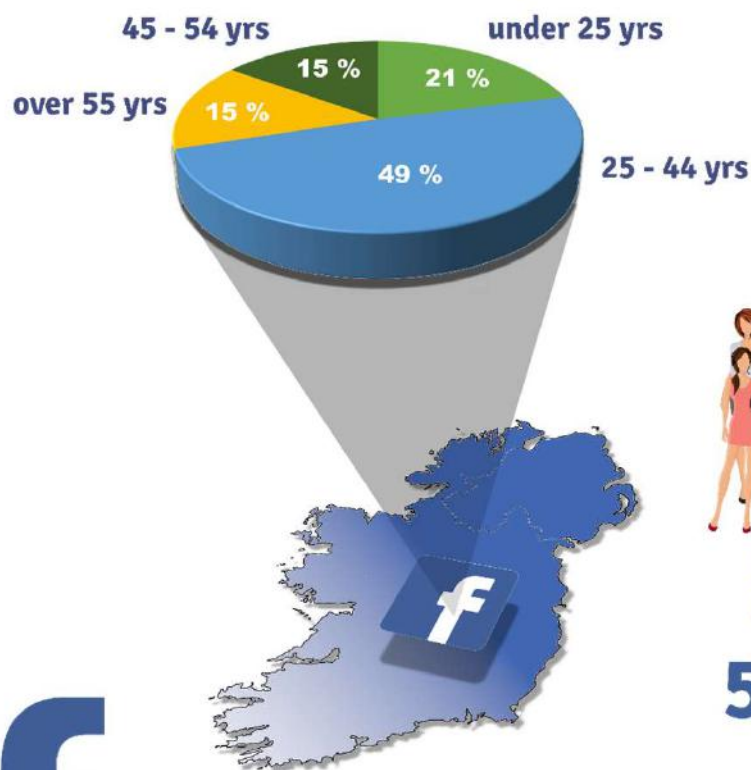
Sales metrics – cash and new customers







# facebook in Ireland



**2.6 million users**  
**58% of Total Population**



**6 out of 10 users are silent**



**53% of users are female**



# Instagram

A creative, visual and positive place

A young engaged audience

A place to show the brand personality

Build rapport, build relationships

Encourage potential customers to find out more

All about the hashtag

Huge reach potential – if you do it right!



Instagram



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# LinkedIn

66% of the Irish working population with accounts

Use to communicate with customers / potential customers

Build up the image of your business

Develop professional connections

Use to search for a new employee (or a new job)

A way of building your credibility and your profile



# Top Tip 1

Create a variety of engaging content for YOUR audience





# Top Tip 2

Make sure your message is social and engaging



# Top Tip 3

Have a plan – if you don't write it down it is just a wish



# Top Tip 4

Schedule it – save yourself time and stress



# Top Tip 5

Measure - Learn - Improve





# Summary

Know your audience

Know your message

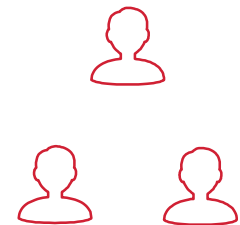
Be consistent in your activity

Engage – Educate – Entertain

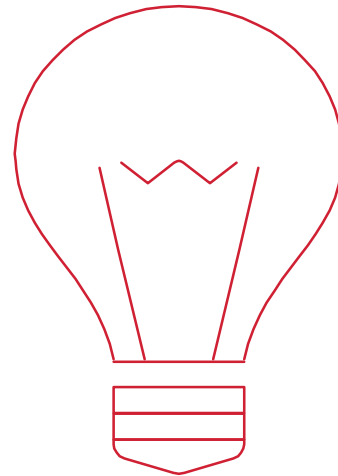
Have a plan

Measure for success

Enjoy the success



# Questions





**THANKS!**

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