

SOCIAL MEDIA FOR CONTENT CREATORS

TUESDAY, JANUARY 12

Instructors Mairé Walsh & Staci Baird

9:00 - 9:20 INTRODUCTIONS *with Mairé*

- Instructor & participant introductions
- Overview of three days

9:20 - 9:40 SOCIAL MEDIA TRENDS *with Mairé*

- Showcase trends and graphs how audience dynamics are changing
- Understanding the demographics of each social media platform with visuals

SOCIAL AUDIT

- Undertake an audit of your audiences and uncover opportunity
- Exercise- create a breakdown of each social media platform by the numbers by platform to uncover opportunity

9:45 - 10:45 *with Staci*

- Setting social media goals aligned with organizational goals

10:45- 11:00 BREAK

11:00 - 12:00 *with Staci*

- Defining your social media strategy

12:00 - 1:00 LUNCH

1:00 -2:00 *with Staci*

- Engagement metrics, understanding terminology and how to measure against goals, plus what metrics matter

2:00 - 3:00 *with Mairé*

- Your social media strategy and why it makes sense to consider paid Tweets, sponsored updates and more
- Big-picture on six social media networks
- Overview of owned, earned and paid strategy and how each fits within a social media strategy
- Case studies
- Exercise on identifying owned, earned and paid

3:00 - 3:15 BREAK

3:15 – 4:00 MOBILE VS. DESKTOP IN 2015 *with Mairé*

- Highlight trends and mobile vs. desktop reach of each platform
- How this impacts your social media engagement and reach
- Case studies

4:00 - 4:30 *with Mairé*

- Overview of the day and what to expect tomorrow

WEDNESDAY, JANUARY 13

Instructor Mary Polizzotti

9:00 – 9:15

- Overview of day two

9:15 - 10:45

- Facebook best practices and how to increase engagement
- Brand attributes and how to apply these to all social media platforms
- Activity on brand attributes

10:45–11:00 BREAK

11:00 – 11:30

- Pinterest best practices for posting, understanding content that resonates on this platform

11:30 - 12:00

- Curating content
- Balance of promotion and basic general information /4:1:1 rule
- Where to find content to share

12:00–1:00 LUNCH

1:00 – 1:30

- Instagram best practices, how to get followers on Instagram
- Creating visual content with tools on your mobile device

1:30 - 2:00

- Look at newer platforms that address a niche demographic, look at the data and content used for medium, tumblr, vine, SnapChat

2:00–2:15 BREAK

2:15– 3:15

- YouTube best practices, SEO, why video resonates, is there a perfect length for video
- Case studies

3:15- 4:00

- Editorial calendars overview, when to use one, how to use it and why it's important when working with groups or as an individual, examples of editorial calendars
- Workflow and planning to get ahead of the curve when producing content for social media

4:00-4:30

- Overview of the day and what to expect tomorrow

THURSDAY, JANUARY 14

Instructors *Mary Polizzotti & Vicki Hammarstedt*

9:00 - 9:15

- Overview of day three

9:15 – 10:30

- Twitter best practices, crafting the perfect tweet,
- What are trends? choosing hashtags, adding visuals to twitter, stats on engagement with visuals on this platform

10:30 – 10:45 BREAK

10:45 – 12:00

- Tools for finding advocates and influencers to increase reach and engagement
- Exercise

2:00 - 1:00 LUNCH

1:00 – 1:45 *with Vicki Hammarstedt*

- Periscope, how to use it, best practices, when it works, case studies, examples of when periscope is good for your organization/company
- Live demo

1:45 – 2:00 BREAK

2:00 - 2:45 *with Vicki*

- Using a social media dashboard, why to use one and a brief introduction to Hootsuite, and a look at advanced social relationship management platforms

2:45 - 3:45 *with Vicki & Mary*

- Bringing it all together, goals define the strategy and in turn the editorial calendar is the task for carrying out the strategy
- Exercise, each person (can work in groups) to create an editorial calendar using large white paper and post-its

3:45-4:15

- Presentations of each editorial calendar by individuals or groups

4:15-4:30

- Wrap up, Evaluation and Certificates

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