



Let's Talk About:

SOCIAL MEDIA

What do you guys have access to?



Twitter

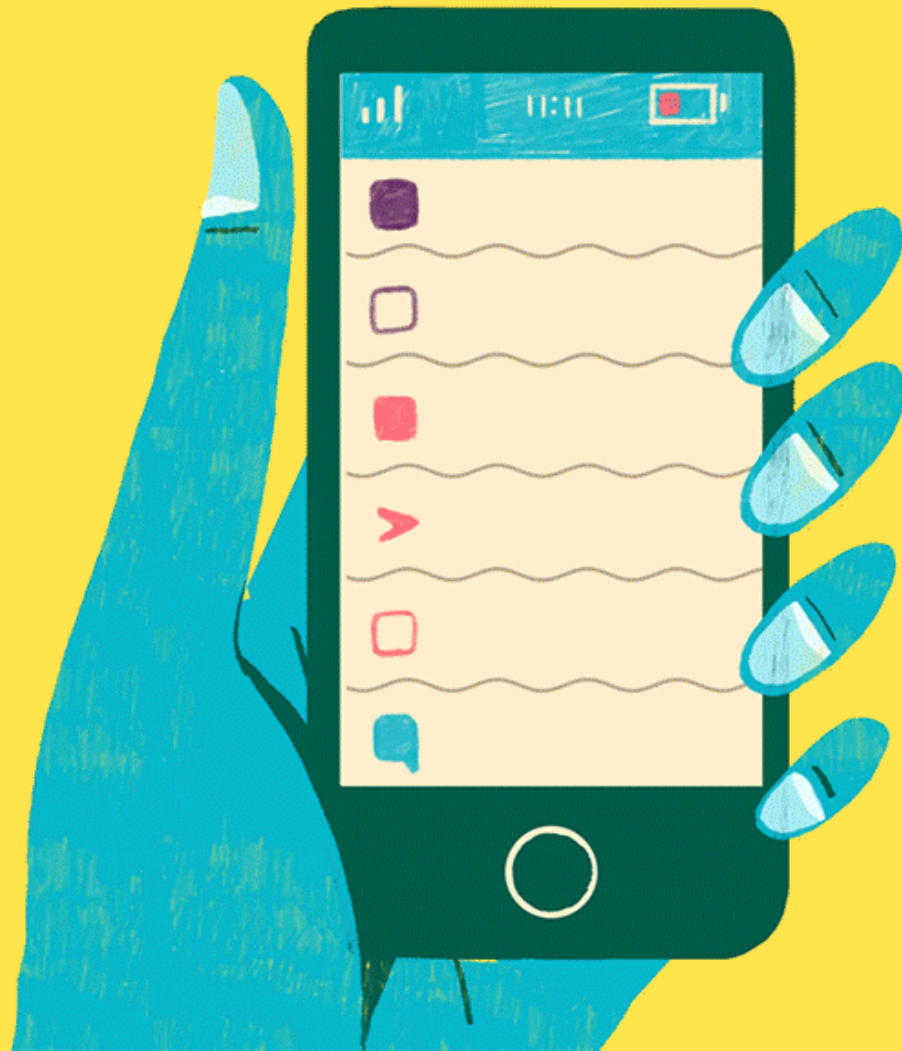


Facebook



Instagram

Let's start playing



1

Know your medium, Know your tools

- Visual content = Instagram
- Writing = Facebook or your own blog
- Quick quippy writing = Twitter
- Visual content + Writing = Facebook

2

Know your message Know your audience

- Ask yourself: Who do you want to reach? What do you want to convey?
- Imagine your most ideal follower - What are they doing? How do they think?
- Knowing who your ideal audience allows you to create better content with language that your audience can empathize with.

3

Play with your posts

- Start small — Post once every two days and observe what your audience responds to.
- Notice the time, language, and content you use.
- What do they respond to? What do YOU respond to?
- Play! Play! Play!

Sample Insta-posts



4

Pick your best photos

- Use the “rule of thirds” when composing a shot: If you divide the picture into a grid of nine squares, line up people’s faces or key elements you want the viewer to see on where those gridlines intersect.
- Try shooting the same scene from different angles, wider shot / closer shot, etc.
- Pay attention to the light source.



✓ **Movement**

✓ **Direction**

✓ **Energy**

✓ **Story**



5

Be in control of your narrative

- You are the experts of your lived experience.
- Be true to yourself and the story you're sharing.
- Be comfortable in your story and yourself.
- Share what you want to share.

What's our hashtag?

#####