



I HAVE DREAMS DAMMIT! PODCAST

Social Media Strategy Guidebook

GET YOUR DREAM OUT THERE SO YOUR TRIBE CAN FIND YOU!



TWITTER

Every business, every person, every artist, every everything should be on Twitter. Anybody can access your Twitter feed. Hashtags!



FACEBOOK

Groups & Going Live are the strongest points. People being able to spread the word about you to their family & friends is best on Facebook.



INSTAGRAM

Hashtags! Hashtags! Hashtags! Oh, and did I mention Hashtags? Going Live. Stories. Highlights. Private Messaging. IGTV.



YOUTUBE

Why not have a presence on the SECOND LARGEST SEARCH ENGINE IN THE WORLD?!



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TWITTER

292 Million Users

It is a news feed for anybody with a computer or smartphone to see

The ultimate "message in a bottle" vibe!



Strengths



Twitter is accessible everywhere and by anyone. Unless your account is set to "private", anyone can find you and comment or retweet your tweets.



People can READ your entire feed and click on links even if they don't have a Twitter account. (However, to interact with you, they need an account.)

Explore

Find...

People: [#ChrissyTiegan](#)
Events: [#Grammys2020](#)
Causes: [#fcancer](#)

Using #Hashtags

[#SLAY](#)

HASHTAGS!
#TRENDINGhashtags
#BASICHashtags
#CUSTOMhashtags



Mentions



INTERACTING:

- People can comment on or Like one of your Tweets
- People can RETWEET one of your Tweets
- You can comment on or Like someone's Tweets
- You can RETWEET someone's Tweets



ReTweet

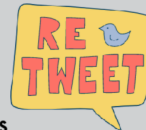


Conversations



CONVERSATIONS:

280 Character Limit
Short "feed" makes for better "conversations" between users



GO VIRAL

A message can "go viral" if enough people "re-tweet" your Tweet

Lists



LISTS:

Create lists for the accounts you follow: "Filmmakers", "Podcasters", "Inspiration" - You name it!



Find Accounts based on location

"GEO TAGGING" Is Marking Your Location



Private Messages



- People can send you a DM ("direct message"/ private message) only if you follow them
- If someone wants to send you a message, and they don't follow you, they need to publicly send a tweet with your handle - for example, "@lisamurray, what do you think about my new website?" - if you reply to that Tweet, your reply will be public



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FACEBOOK

Friends & Family
Community
Interactive within known friends

Wish your friends & followers a Happy Birthday!



Strengths

- With Reviews & Likes, build brand loyalty
- Accessible on a computer, laptop, tablet or smartphone
- Target ads to your exact demographic by age, location, type of device they use, interests and more



GEO TAG POSTS & "CHECK IN" at Locations

Live Video & Stories



"GO LIVE" on video to your entire feed, or in a Group
Live video is a great way to build trust with your followers

Stories show up on the very top of the screen/feed
You can post photos or videos to your Stories



Groups

Groups is the best way to gather your "Tribe" (the people who "get you")
People in a Group are notified whenever there is a new message
Groups can be Private or Public
The Group Owner can set the Rules for the Group and Go Live to interact with members



Marketplace & Reviews



Sell right from Facebook's Marketplace!



Customers' reviews of your products or services are visible to anyone viewing your page

Interaction

React to Posts



Like
Love
Laughing

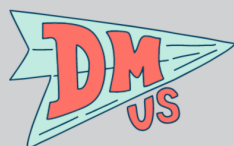


Surprised
Crying
Angry



Comment & respond to comments

Messages



Anyone with a Facebook account can send you a DM ("direct message"). If you are "Friends" with them, their message will show up in your normal inbox. If you are not friends with them, their message will show up in a "Message Requests" folder. You can ignore their message or reply to it.



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INSTAGRAM

1 BILLION monthly active users
500 MILLION daily active users
Owned by Facebook

External Links from a Story available



Main Feed



POST:
Photos (1-10)
Videos (1 minute maximum)



GEO-TAGGING
Tag the location of your photo

Stories Highlights

STORIES
Photo or videos
Add GIFS, handwritten notes, emojis, links, more



Short videos or photos
People "swipe through"
Quick consumption

Going Live



GO LIVE
from your phone or tablet
Increase engagement with your peeps

Hashtags!



Hashtags!
#POPULARhashtags
#BASIChashtags
#CUSTOMhashtags



Find Your Tribe!

Interacting Private Messages

COMMENTS & Likes

Respond to comments to increase engagement which lifts your account's visibility in the algorithm
Like other accounts photos, Send/Review Private Messages



igtv



IGTV - Video
Vertical Video
Upload longer videos (up to 60 min!)
Preview IGTV video on Main feed



Vertical YouTube



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YOUTUBE

2nd Largest Search Engine in the WORLD
Globally recognized platform
User-Friendly

Strengths

SECOND LARGEST SEARCH ENGINE IN THE WORLD?!

Build a loyal following
User-submitted content



Compensation for Creators



If your channel meets certain
requirements, your channel
may earn you money!



Video Quality



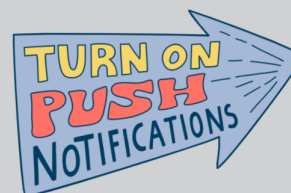
Landscape mode videos

You can upload a video as
long as 11 hours!

Community



Viewers subscribe to channels
and set their notifications to
their liking





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Follow Us!

Use this hashtag so we can find you! #IHAVEDREAMSDAMMIT



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@DreamDammit

@LisaMurray



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@IHaveDreamsDammit

@LisaMurray



Instagram.com/

@IHaveDreamsDammit

@SkyGirlPics



YouTube.com/

@LisaMurray



Don't let fear of learning something new stop you from getting your dream out there!

You can do it, dammit!

Lisa
Murray