

# SOCIAL MEDIA 101

SSG ELIZABETH DILLEY / @LIZDILLEY\_

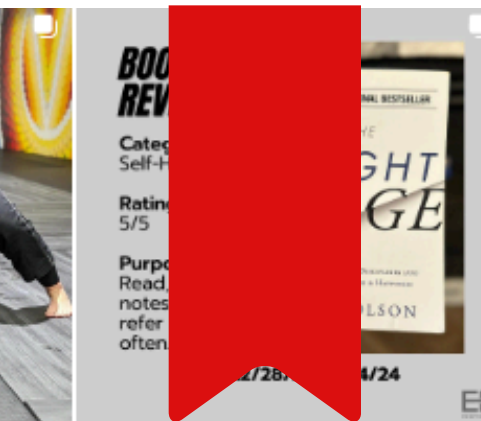
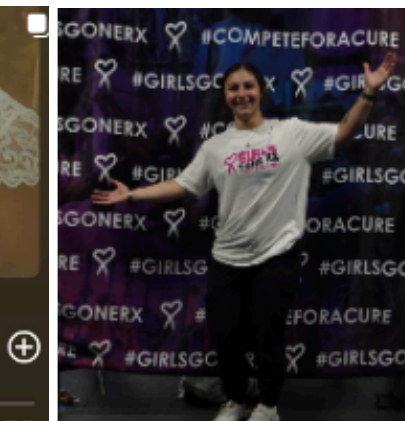
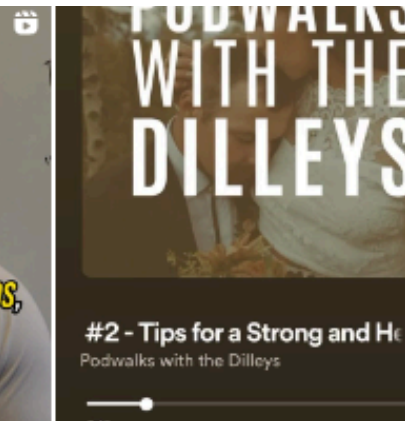
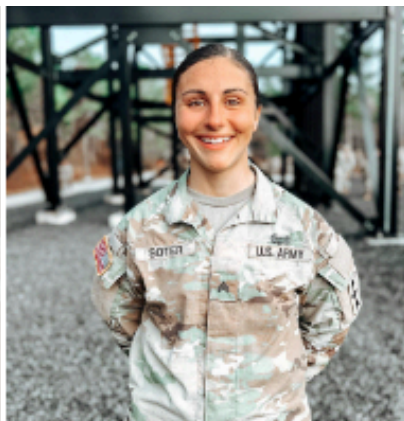
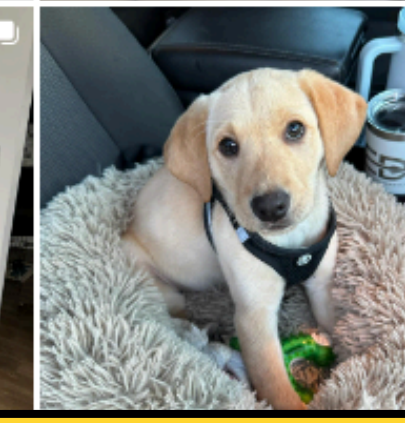
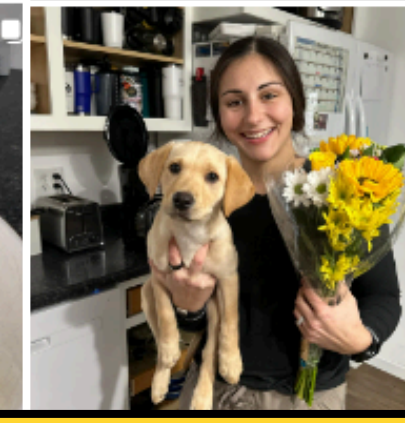
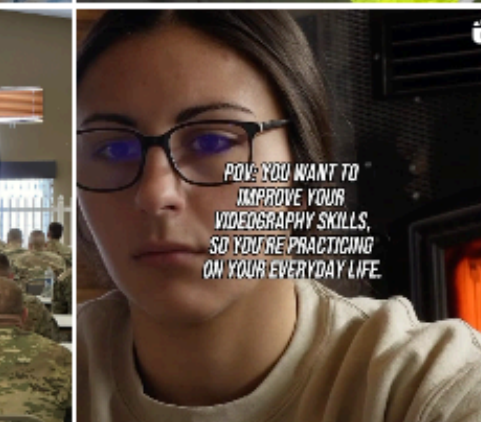
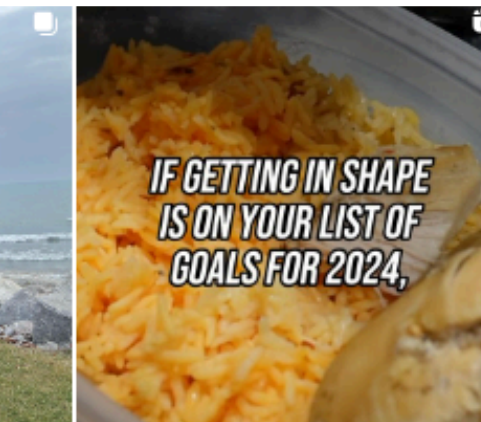
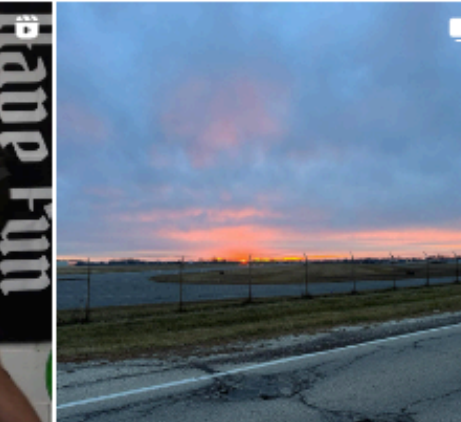
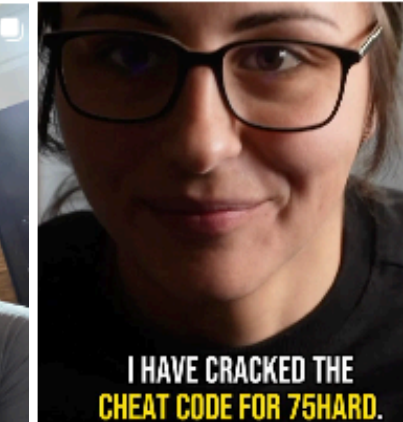






# WHO IS SSG DILLEY?

PODWALKS  
WITH THE  
DILLEYS  
#1 - MEET THE  
DILLEYS








**BLUF: YOUR PAGE SHOULD TELL YOUR  
AUDIENCE WHO YOU ARE WITHOUT  
YOU HAVING TO SAY A WORD.**



# OVERVIEW

- DIFFERENT PLATFORMS
- NEED TO KNOWS
- BEST PRACTICES
- MISTAKES TO AVOID
- QUANTIFYING SUCCESS
- TOOLS & RESOURCES
- QUESTIONS
- ACTION ITEMS 

You can  
access the  
presentation  
here:





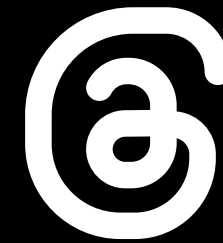
# DIFFERENT PLATFORMS



FACEBOOK



TWITTER (X)



THREADS



INSTAGRAM



TIKTOK



LINKEDIN



YOUTUBE



SNAPCHAT



# OUR MAIN FOCUS AREAS



**FACEBOOK**

**SHORT-FORM CONTENT  
TARGETING  $\geq$  30 AGE GROUP**



**LINKEDIN**

**SHORT-FORM CONTENT  
TARGETING  $\geq$  30 AGE GROUP**



**INSTAGRAM**

**SHORT-FORM CONTENT  
TARGETING  $<$  30 AGE GROUP**



**YOUTUBE**

**LONG-FORM CONTENT  
TARGETING ANY AGE GROUP**



# NEED-TO-KNOWS

1. YOUR MISSION, MESSAGE, AND INTENT
2. YOUR TARGET AUDIENCE
3. YOUR CAPACITY
4. YOUR SCHEDULE



# BEST PRACTICES

## CONSISTENCY

- If nothing else, be consistent. This is the BIGGEST key to growing on any social media platform.

## CREDIBILITY

- If you can't back up what you're preaching, people will see through you very quickly. You have to be able to speak with your actions, not just your words.

## RELATABILITY

- A perfectly curated and edited feed looks aesthetically pleasing, but it's not relatable for the majority of social media users. In order to build a connection, you have to show the messy parts of life and be RELATABLE as well.



# CHOOSE YOUR ADVENTURE

## INFORMATION / EDUCATION

- Consider a topic that you are a subject-matter-expert in and bring that information to your audience on social media.

## INSPIRATION / MOTIVATION

- If you have a story of overcoming obstacles, a knack for speaking and influencing people, and a desire to help other people grow, this might be a good path for you.

## ENTERTAINMENT

- If you like to make people laugh and find ways to entertain audiences, your social media platform is a great way to broaden that reach.

## COMBO!

- Pick any two, or all three, categories and rotate through what you bring to social media from day to day.
- This may be a good way to *find* what works best for you and your audience.
- Once you have data to show what is working best, you may want to shift your attention primarily to that route.



# MISTAKES TO AVOID

- **BEING INCONSISTENT**
- **OVER-ARMY-ING YOUR ACCOUNT**
  - **BE GENUINE AND RELATABLE HUMANS**
  - **REMAIN RELATABLE AND CREDIBLE**
- **ASKING FOR TOO MUCH AND TOO FREQUENTLY**
  - **JAB, JAB, JAB, RIGHT HOOK CADENCE**
  - **GIVE MORE THAN YOU ASK FOR**
- **FOCUSING ON ONLY ONE PLATFORM**
- **NOT USING A SCHEDULE/PLAN AND JUST POSTING RANDOMLY**



# QUANTIFYING SUCCESS

## PLATFORM METRICS

- **INSTAGRAM**

- FOLLOWERS
- ACCOUNTS REACHED
- ACCOUNTS ENGAGED

- **YOUTUBE**

- SUBSCRIBERS
- TOTAL WATCH TIME
- LIKES/DISLIKES

- **FACEBOOK**

- FOLLOWERS
- REACTIONS
- COMMENTS

- **LINKEDIN**

- CONNECTIONS
- POST IMPRESSIONS
- PROFILE VIEWS

## OTHER MEASURES

- STUDENTS ENROLLED IN COURSES
- FUNDING APPROVED
- ETC.

# TOOLS & RESOURCES

- CANVA
- CAPCUT
- TRIPOD
- LIGHT RING
- LAVALIER MICROPHONE
- OTHER ACCOUNTS THAT I ENJOY
- LINKTREE
- IMOVIE



# QUESTIONS?

COMMENTS, CONCERNS, SUGGESTIONS, ETC.





# ACTION ITEMS

**LET'S GET YOU ON TRACK FOR SUCCESS.**

**Feel free to print the next 2 or 3 slides out and  
write down your answers.**



# NEED-TO-KNOWS

MISSION, MESSAGE, INTENT

TARGET AUDIENCE(S)

YOUR CAPACITY

YOUR SCHEDULE

# PLATFORMS

Which platform(s) will most allow me to spread my mission, message, and intent?

- Instagram
- Facebook
- LinkedIn
- YouTube
- Something else?




Which platform(s) will best allow me to reach my target audience(s)?

What does a good starting cadence look like for my chosen platform(s), based on my capacity?



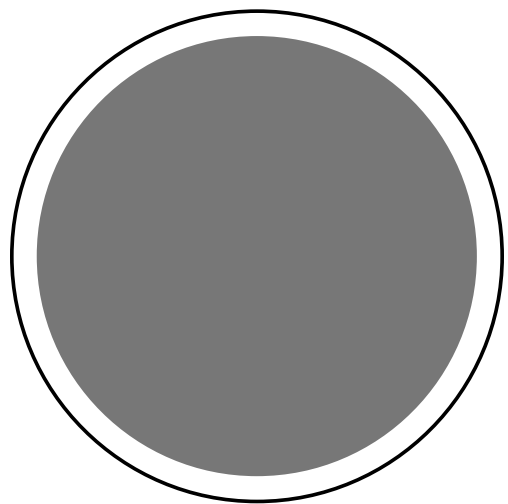
# SCHEDULE & AESTHETIC

## EXAMPLE

 <b>Intro Post</b> tells the audience about who you are and what your message is	 <b>Significant Event</b> something that the audience can relate to	 <b>Subtle Flex</b> something that demonstrates credibility				
<b>Educational Resource</b>	<b>Testimonial</b>	<b>Day-to-Day Office Event</b>				

# SETTING UP YOUR PROFILE (INSTAGRAM)

**your.username.here**



**1,000**  
Posts

**1,000**  
Followers

**1,000**  
Following

## YOUR ACTUAL NAME

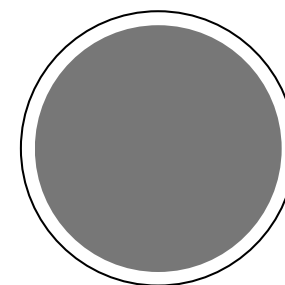
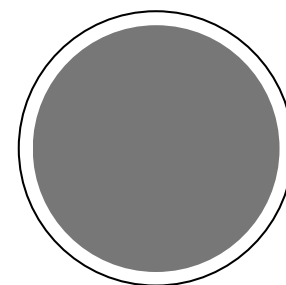
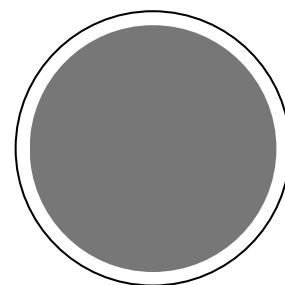
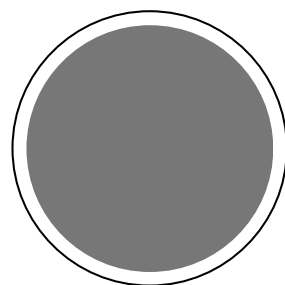
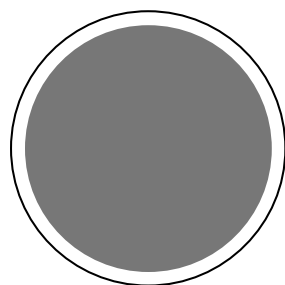
Title (if you choose)

WIARNG Recruiter - YOUR CITY/AREA HERE

1-2 Lines about you/your niche

**\*NOT DoD ENDORSED\***

**\*Link in bio\***



Set your account to a PROFESSIONAL account type.

Your username should be about YOU, not your job or area you cover.

Your profile picture should be a CLEAR photo with your face.

Use your actual name, with or without your rank,  
*recommended without.*

Use your bio space to list the area you work out of and a few niche details about you and your page.

- A good thing to include is the demographic of people you are looking to serve/help/reach.
- **MUST include something along the lines of \*NOT DoD Endorsed\*.**

A link in your bio is a valuable tool, recommended to set up a *LinkTree*, so that you can use this space for multiple links.

Utilize HIGHLIGHTS to easily reference specific categories of posts. Examples include:

- Enlistment highlights
- Personal/niche posts
- MOS highlights

