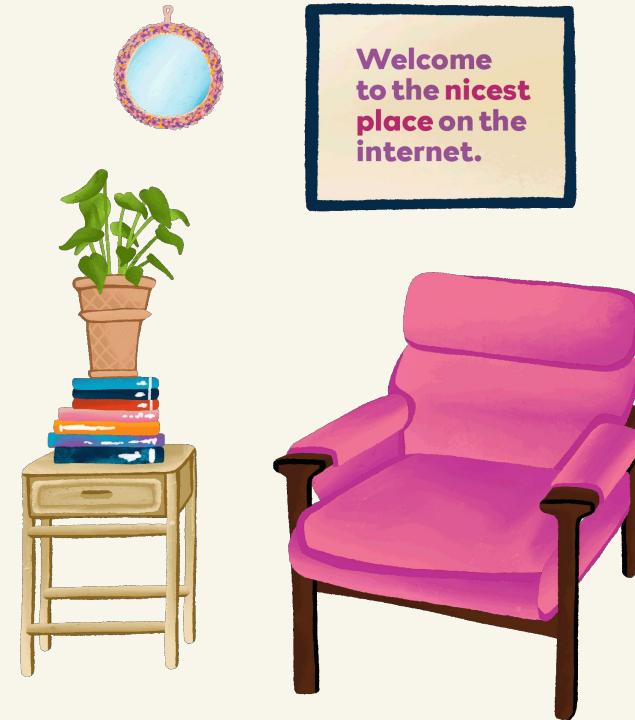


One Day Strategy Deep-Dive

Yarra Ranges Tourism

the
digital
picnic®



Wominjeka

We here at TDP respectfully operate on Kulin Nation land, and we would like to take this opportunity to acknowledge that we live, work and play on the lands of the oldest living culture known to the world.

We honour this privilege and responsibility with respect, humility and curiosity.

We acknowledge the wisdom, diversity and innovation of Aboriginal and Torres Strait Islander ways of seeing and being, and their elders past, present and emerging.



Meet Cherie

- Founding Director, TDP
- Law school drop out
- Former Copywriter
- 'Accidental Strategist'
- Content Specialist
- Australia's Best SM Manager, 2014
- Mum to Max + Frankie Jean



Facebook

and its flippin' algorithm

Get on the two-week train!

The Algorithm.

There are many different ways of analysing the Facebook algorithm and a host of different factors that go into the machine learning that determines what's relevant to each individual.

Possibly the best explanation and way of looking at the algorithm is through the two-week train.

Every time you grow your channel and get a new person following your page, you have two weeks to generate an engagement with that user before you start to fall off their feed.

The Facebook algorithm takes more than 100,000 factors into account to determine whether something's likely to appear in your 'top news' stream. Let's have a look at a few of them.

Good content plan



Bad content plan



How does one get on the two-week train!

So, let's just get our heads around that, i.e what snags us all another x2 weeks in our followers "2 week trains"?

- Simply stopping their scroll
- Liking, commenting on or sharing your content
- Giving any emoji as a reaction to your content
- Clicking 'read more' on a caption
- Viewing one of your videos [see also: dwell time]
- PM'ing your content to a friend
- 'Saving' a post
- Searching for your account
- Basically? ... almost any interaction



And for IG? What we've mentioned, as well as;

- Watching your IG stories
- Interacting with your IG stories [e.g polls etc.]
- DM'ing a content to a friend

Did you just realise you've been snagging 'x2 week train' action without even realising it?

What can you do to secure more 2 week train hits?

Idea no. 1	Idea no. 2
<ul style="list-style-type: none">• Founder content	<ul style="list-style-type: none">• BTS [behind-the-scenes], Instagram Stories
Idea no. 3	Idea no. 4
<ul style="list-style-type: none">• Branded memes	<ul style="list-style-type: none">• Video

So, how does the algorithm prioritise content

There are thousands of factors that influence how you perform against Facebook's algorithm, but today we'll be focusing on the 'Big 3' - **Affinity**, **Level of interaction**, and **Timeliness**.

Affinity

An object's affinity score is based on the regularity of interaction you have with the friend or page who published a particular piece of content. Friends or pages with whom you regularly interact and engage receive a higher affinity score. Each time you visit a business page, click the "like" button, comment on a user's status or look at a picture, you increase the affinity score with that person or business.



What are your affinity pieces?

Idea no. 1

Idea no. 2

Idea no. 3

Idea no. 4

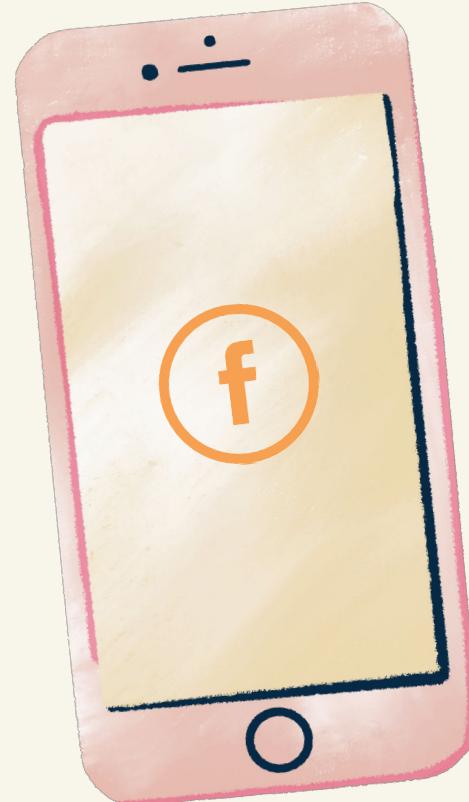
So, what do we know about the Facebook algorithm?

Level of interaction

Different types of interactions are weighted differently by Facebook.

Activities that require higher levels of user engagement get a higher score than those that don't. For example, leaving a comment on a photo takes more effort on the user's part than clicking the "like" button.

Objects that receive **higher** levels of interaction are more likely to show in a user's newsfeed.



Where do you clock up the most interaction?

Idea no. 1

Idea no. 2

Idea no. 3

Idea no. 4

So what do we know about the Facebook Algorithm?

Timeliness

Most people don't want to read yesterday's news. Newer objects have a better chance of showing up in your news feed than older ones. It's important to maintain a regular posting schedule [with content that's varied and interesting to different niches within your main audience] in order to keep your content as visible as possible.

Armed with an understanding of these three elements, we are now going to go through our top tips on how to increase engagement and increase the likelihood that your content will appear in the news feeds of people who like your pages [and their friends]



Facebook

and your growth strategy

But first, let's take a look at the latest trends

1) More shifts to private channels	2) A group centric redesign	3) Upgrades to Messenger	4) No more like counts [just like on IG]	5) AR and VR driven AD formats
6) FB Stories is picking up [a little]	7) Livestream ain't going anywhere	8) Video is still king	9) The future is chatbot marketing	10) More paid ad spending

FB best practices: Content strategy

You've heard it all before, but what really matters in the end is the content. Think about your favourite Facebook pages, and whose content you actually look forward to having served up in your personal news feed?

You've heard it all before, but what really matters in the end is the content. Think about your favourite Facebook pages, and whose content you actually look forward to having served up in your personal news feed?

Truly though, who do you love seeing on Facebook, and why? For us, we love Humans of New York because he takes exquisite photos of everyday people, & then he uses an incredible digital storytelling ability to narrate their story.

Now, the thing about digital storytelling is that Facebook loves it, & so it rewards any Facebook user who steers away from overly promotional content like "buy this" or "shop this now", and more towards a more subtle, digital storytelling approach to selling content.

For us, high quality, consistent, gentle organic content is our favourite approach, because it builds this incredible momentum to help us slay it at FB Ads. #truestory #moreonthatlater



Pay attention to frequency

How much is enough? How often is too often?

Really, it all comes down to **content**. Your content should always have your audience's needs at top of mind. It should always aim to create value or solve a problem, from giving someone a chuckle to inspiring a bright idea.

We usually recommend **3-4 posts** to start with, increasing from there posts per day if you've got enough high-quality content to share.

Keep an eye on your engagement rate in the insights tab - a dropping engagement rate is a good sign you're posting too much.

The key takeaway - **add value, not noise!**

Aim for
3 to 4
Posts /week

Create content your followers want to see

**Share content your fans want to see
[not just what you want them to see]**

- Everything you do on social should start with a commitment to your audience and delivering the type of content that's useful/educational/interesting/entertaining for them.
- If you want people to engage with your posts, you need to share content they want to see. Often, brands assume that just because they're in a certain industry, all of the content they serve to their audience has to be directly related to that field.
- Remember that there will likely be niche audiences within your main audience, so make sure you're creating broad, diverse content to appeal to each of them in turn.



What posts do your audience want to see?

Idea no. 1

Idea no. 2

Idea no. 3

Idea no. 4

FB best practices: Know when your people are online

Organic reach may have been reduced, but it's not dead!

One of the reasons Facebook changed the way content is displayed in News Feeds is due to the growing amount of content being published. As more brands and people started joining Facebook, the number of posts went up as well. That creates a lot of competition. It's vital to post at the right time to make sure your content is as visible as possible.

The trick is to **post when engagement is the highest**, not necessarily when the most users are logged in. Although most people tend to check their Facebook during the day time, the most engagement [and consideration, and purchasing] happens at night. If you're catering to an audience of insomniacs? Chances are you may see your peak times a little later.



FB best practices: Know when your people are online

Make your content as relevant as possible to the time that your audience will ideally be seeing it.

For example if you know your audience is on the train during their morning commute, your content should be appropriate for that moment in time. If you're posting at midnight, think about what they'll be doing, and try to create your content around a] their experience and b] the action you'd like them to take.



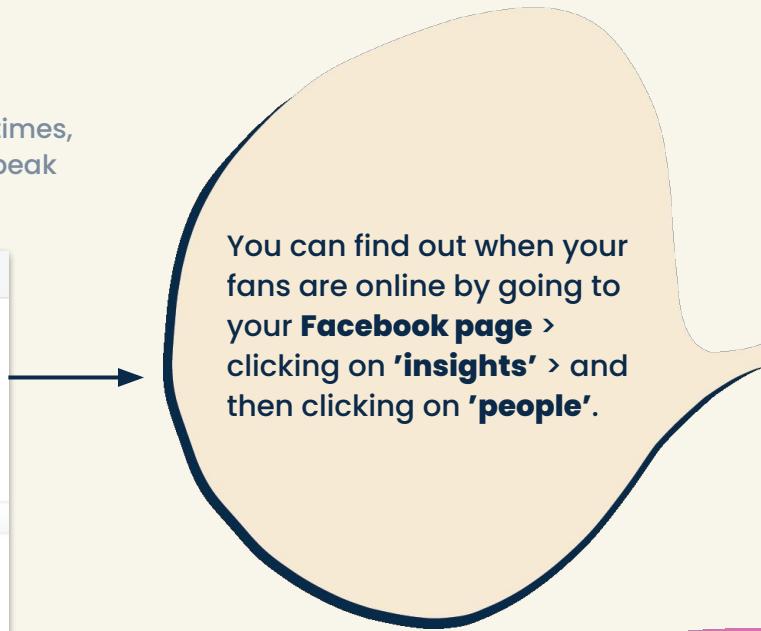
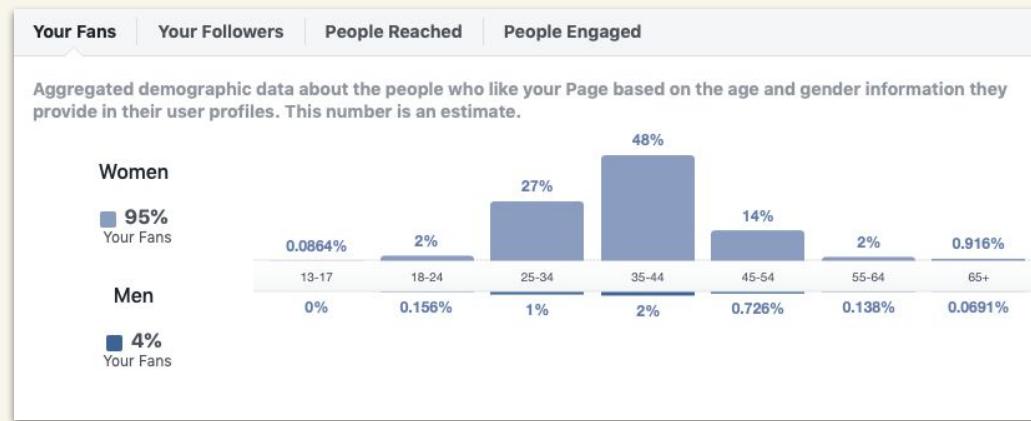
You can find out when your fans are online by going to your **Facebook page** > clicking on '**insights**' > and then clicking on '**posts**'.

Now it's time to do yours!

Monday Peak Times	Tuesday Peak Times	Wednesday Peak Times	Thursday Peak Times	Friday Peak Times	Saturday Peak Times	Sunday Peak Times

FB best practices: Know who you're talking to online

There's no point strategisin' content, creating content, reviewing your peak times, & then subsequently auto-scheduling content to go up at aforementioned peak times if you don't actually know who you're talking to.

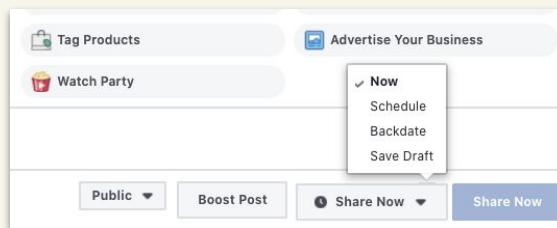


How to auto schedule a post on Facebook



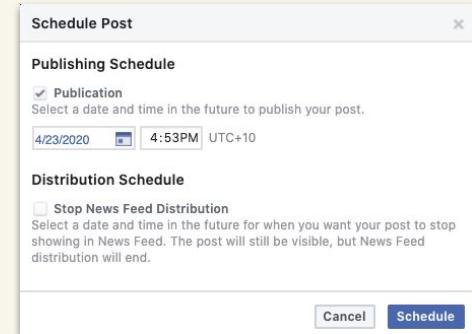
Step 1:

Go to Facebook creator studio [<https://business.facebook.com/creatorstudio/>] account and click the 'create post' button and select 'create post'.



Step 2:

In the dialogue box on the right hand side of your screen, type your copy and upload your creative. Then select 'schedule' from the pop up menu



Step 3:

Click on the date + time you want, & hit 'schedule'. Your post is now scheduled.

FB best practices: Responding to engagement

When anyone comments on your Facebook content, be sure to 'like' their comment, and then reply to it for increased engagement scores from Facebook.

Facebook loves to see a Facebook page that is highly engaged with its audience, and so this means Facebook will reward you with improved reach if you are that highly engaged Facebook page.

Of course, we also want you to have a life outside of Facebook, so please know there are options when it comes to maintaining good engagement on your FB page, e.g social media engagement officer, chatbots, auto-responders etc.

You've got options, folks! ;)

FB best practices: Paid advertising

At this point, most businesses are aware that social media can have some great benefits for their business. Yet, we're often surprised at how many business owners are still in the dark about what all can be done with Facebook Advertising.

Facebook Ads run on the same pay-per-click/pay-per-impressions idea as most online ads [i.e Google AdWords]. However, thanks to the amount of personal information in Facebook's database, they allow you to get ridiculously detailed with your targeting. Anything a user can put into their profile—age, sex, location, education, religion, interests, politics, job title, marital status, etc. — can be used as a filter for your ads.

But, the best part? Facebook Ads are surprisingly affordable.

TDP believes in; Strategic, considered FB Ads to drive engagement, awareness and conversion.

An organic-first content strategy that lends credibility and social proof to any paid campaigns that are run. Organic and paid social should be designed to compliment, not compete.

Instagram

and your growth strategy

But first, let's take a look at the latest trends

1 Meet the new 2021 scoring system: in terms of content	2 A shift in focus with Instagram eComm tools	3 Short-form video content *takes* the lead	4 IG reels and carousel posts are [currently] most engaged posts	5 More authenticity: less curated, less edited, less polished content
6 Long-form captions FTW – length has doubled since 2016	7 And so on that? Instagram has pivoted to “microblogging”	8 Brands are wearing their values on their [online] sleeves	9 Influencer marketing, but make it relatable, yea?	10 Branded AR effects are ON.THE.RISE

So on this platform? Visuals are key



Every image you post should tell a small part of the larger brand story.



Your images need to represent the nature of your brand. Tie into the look and feel of your branding at every opportunity possible.



Branded memes are a great way to improve the layout of your feed as they break up different colours and show off your branding.

VIBES

People will very quickly make a decision on whether or not to follow your account. With a great looking feed, you're much more likely to attract their attention and drive engagement.



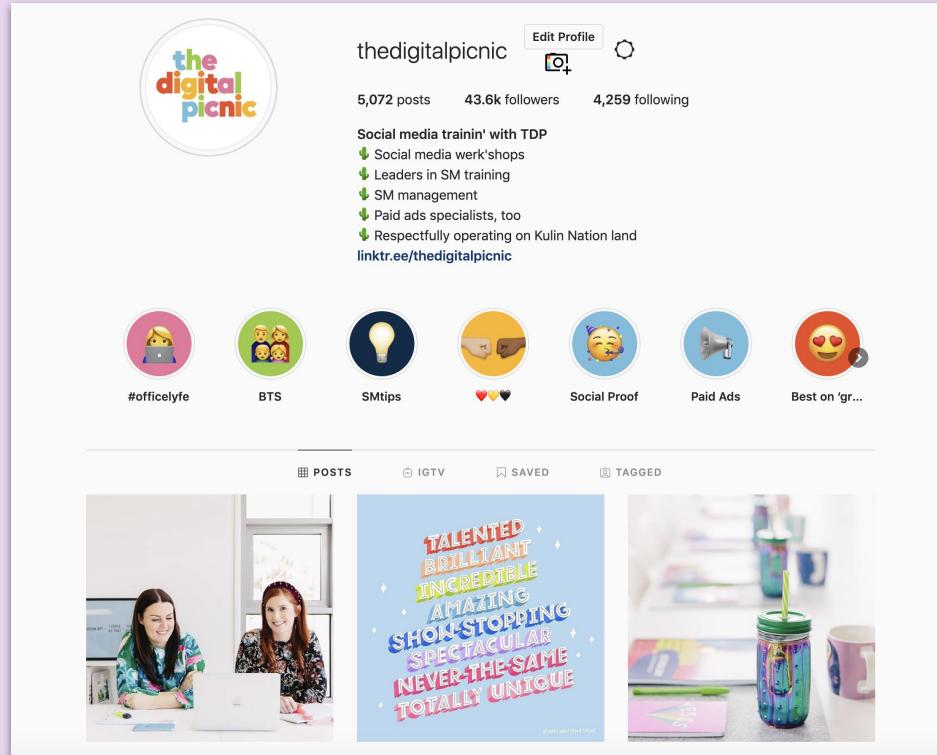
Be strategic about your content mix. Your posts need to look good together in your feed as well as delivering on different content themes and multimedia types.



Remember; quality matters! Images that aren't quite high quality enough for the feed are great to share in stories.

First? Let's explore the anatomy of an optimised account

Let's kick this all off with some live walk-through's of well-optimised accounts?

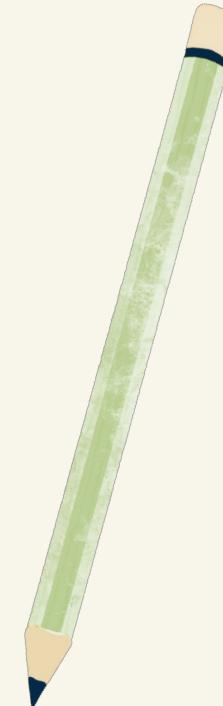


Experiment with your captions

Not every description has to include a call-to-action. You can win your audience over with a clever caption on your Instagram image.

You can spice up your Instagram captions by:

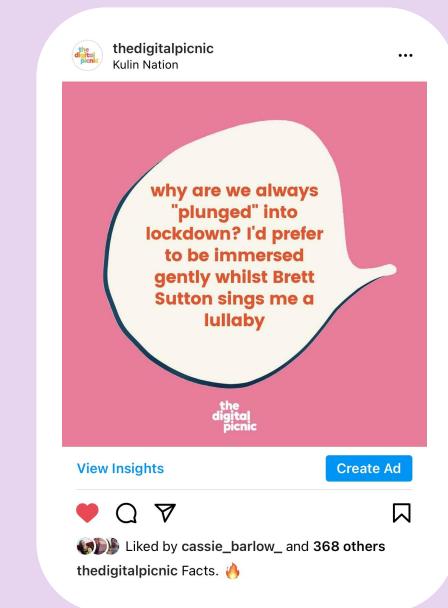
- Making them more humorous or clever
- Using longer form digital storytelling
- Switching between shorter CTAs/emotive captions/humorous captions/educational etc.
- Including more personal posts within your content marketing mix
- Doing your best to write something memorable [!!!]



A few caption examples



A product post minus being overly salesy



Short, sweet and highly engaging



Authentic and completely real

Meet Our Caption Burger. #NomNom



Want to practice writing some improved captions?

Founder content [it's about YOU!]

Product or services push [s'ok to promote!]

Behind-the-scenes content

A day in the life of you

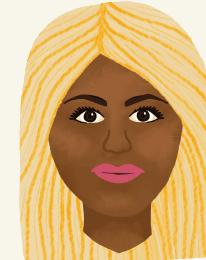
Interact with other users

* Let's think about what your engagement strategy looks like?

Don't just post and run. Reply to the people who have taken time to comment, answer questions that users have asked, comment on and 'like' other users photos, and just generally be a good person on Instagram.

I mean, sure, if you have 10 million users following you, this may not be something you can do, but for as long as it's manageable? Those replies are important [& should be manageable].

But also? *Initiate engagement.*



What does your engagement strategy look like?

E.G Inspirational/Aspirational

E.G Top Followers

E.G Perfect Demographic Folk

Other: You need to think of this one

Werk' that influencer strategy

You've seen influencer campaigns in the form of bloggers, Twitter etc. – but Instagram puts them to shame.

Influencers on Instagram have bigger audiences, generate more engagement and they cost a fraction of what other influencers charge.

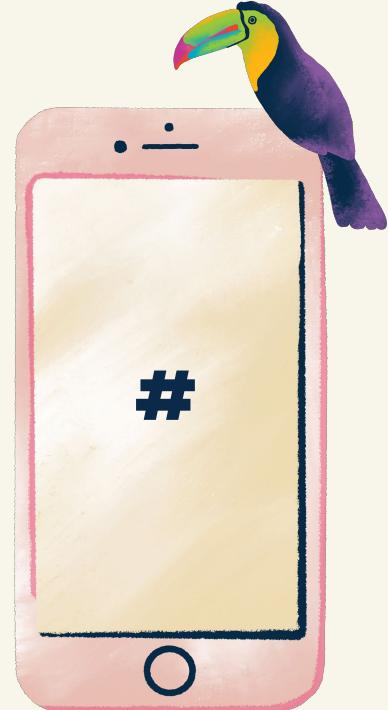
Don't be afraid to approach influential Instagram users in order to help spread the word about your business!

Go on	Geddit
Seriously, tho	Geddit

Think about some great hashtags

When it comes to getting your content seen on Instagram, there's no better way than a great hashtag strategy.

- Create a hashtag set for each content theme.
- Including your hashtag sets in the first comment makes it searchable [and effective] without taking up that prime space in the caption.
- Utilise your brand hashtag in all of your posts.
- Create campaign/project specific hashtags where relevant to encourage users to get involved in also posting content.
- Check in with your hashtag sets quarterly to edit and optimise based on trends and changes.
- You can also follow highly relevant hashtags so you're delivered content that may inspire or inform you when it comes time to create your own content.



Your new and improved hashtag sets, legends!

Hashtag Set 1	Hashtag Set 2
<ul style="list-style-type: none">• Hashtagify	
Hashtag Set 3	Hashtag Set 4
	#TDPGraduate [just sayin'].

Think about some great hashtags

When it comes to getting your content seen on Instagram, there's no better way than a great hashtag strategy.

- So, there's a little feature on Instagram that many people either don't know about, or don't really understand how to use. This feature is geotags. And the benefits of using geotags on Instagram can be really valuable to your business if you learn how to use them properly!
- As a user, if you choose to add your location to a photo, when you click the slider to activate the geotag [the Add Location button on the upload screen], you have the option to choose the location of your photo.
 - When you tap the "Add Location" option, a list of local businesses, events, locations, and attractions will appear. You can select the option that represents where you are and that location will now appear in your post when uploaded to Instagram.

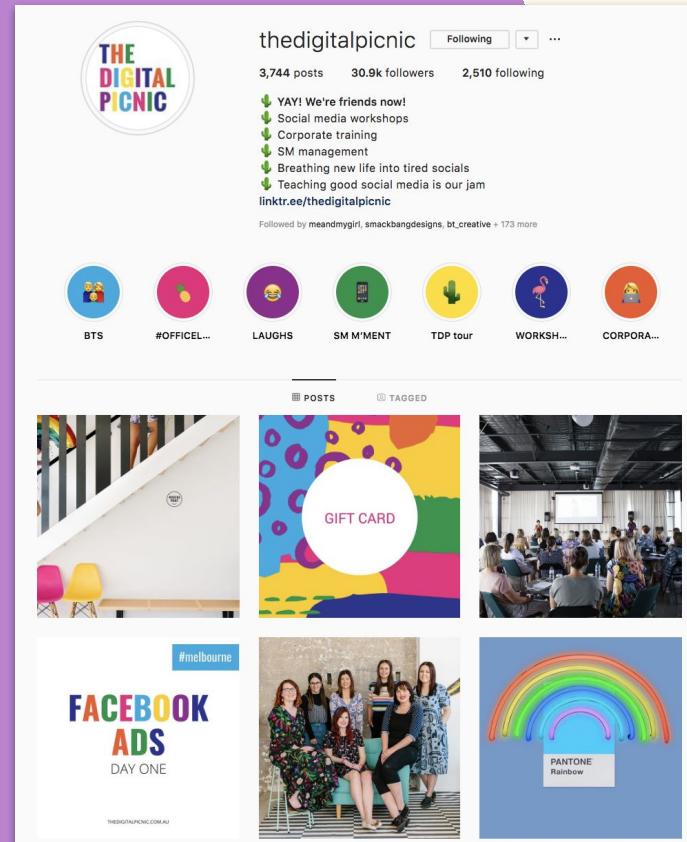
What does your geotag strategy look like?

Set 1	Set 2
Set 3	Set 4

Post to the feed and to stories

With Instagram stories becoming popular, we've noticed that there is a split now between people who go straight to the *Instagram story circles* to start watching stories and, people who still scroll the feed. Thus, it's really important that as a business you are present on both! You want to capture both those audiences, otherwise you won't reach a large part of your audience.

Instagram stories disappear after 24 hours, but we have the option to keep them. Host your best stories in the story highlights. It's a great way when people land on your feed to quickly get a glimpse of what your business is all about.



A few more best practice tips:



Plan in advance

Being successful on Instagram doesn't happen by accident, it comes from planning and scheduling your content tactfully to hit peak times and best engage your audience.



Use Canva

A great option to build out and design branded graphics / memes that tie your feed together nicely.



Remember frequency

Aim to post once to twice daily for the best traction on your content and to ensure your giving your account the best chance of drawing engagement from your followers



Not posting hurts

Avoid long periods without posting - you run the risk of losing your audience's attention and becoming irrelevant.



Apply account maintenance

Keep your following list relevant and within reason. It's great to be following other accounts and individuals but you don't need to be following every spam account under the sun.

| Day |
|-----|-----|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Instagram Analytics

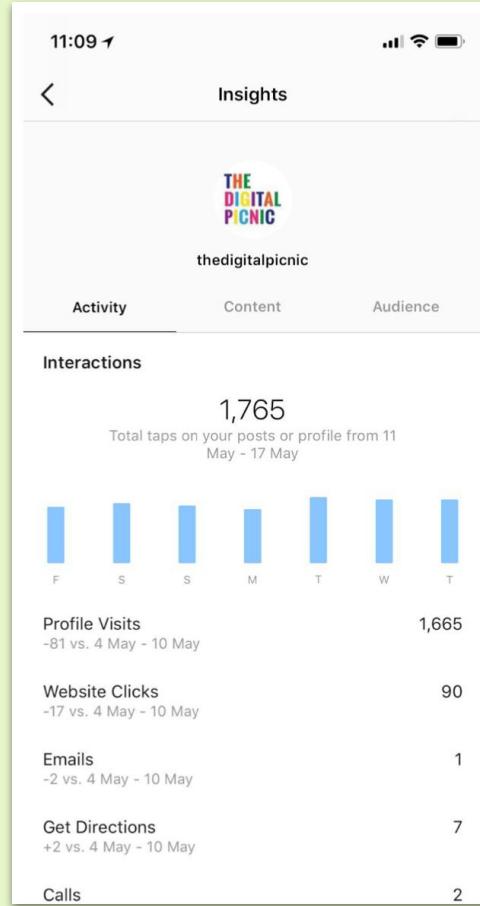
because, digital marketers
are **#competitiveAF**

Instagram Analytics

Activity: Interactions

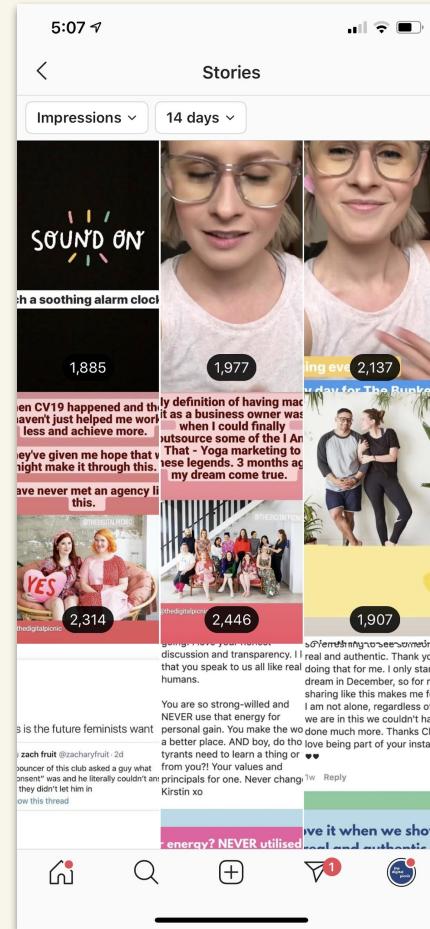
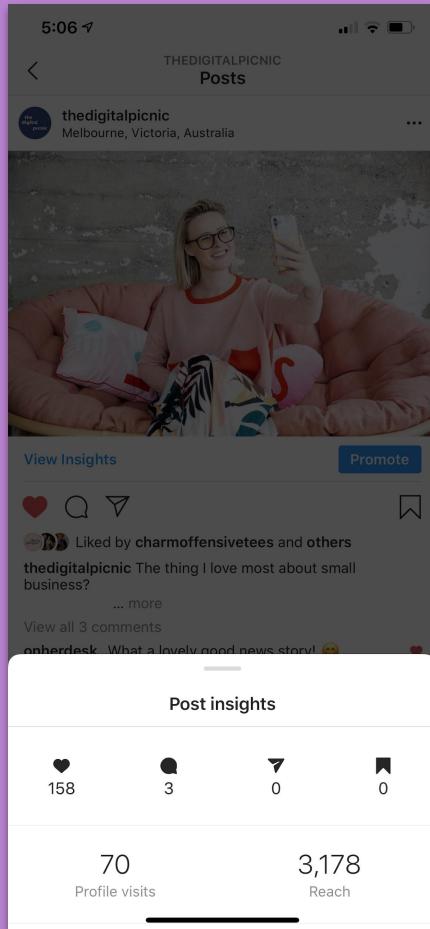
To upgrade to a business profile... or not? It's a question we hear a lot, but if you're a #DigiGeek like us you'd be lost without the account insights that an Instagram for Business account provides. Let's walk through what Instagram insights will allow you to view; [All data shown is from the most recent 7 day period - no filtering of dates available currently :(]

- Total taps on your posts
- Profile visits
- Website clicks
- Emails
- Get directions
- Calls



Discovery

- Accounts reached
- Reach
- Impressions



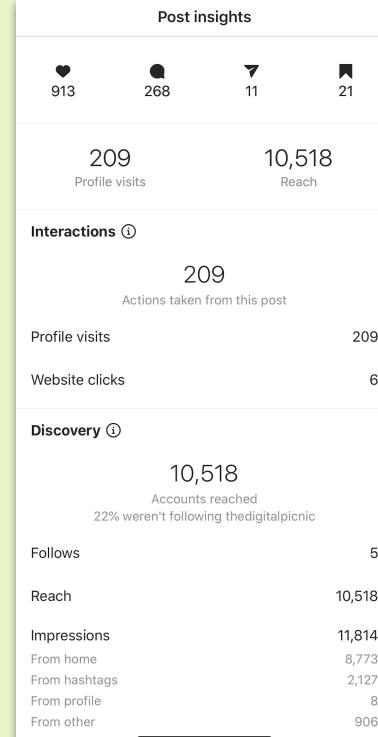
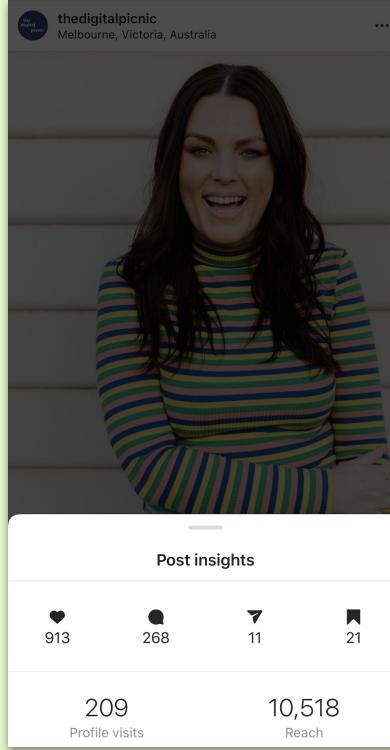
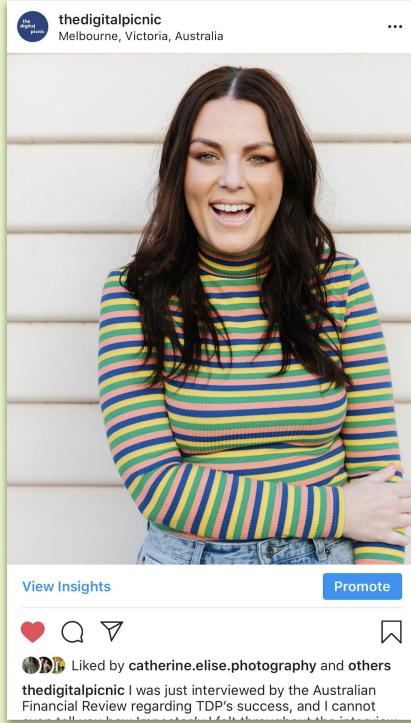
Content

Number of posts this week.

Feed – with reach of each post.

Click 'view all' to see all posts in the feed in the past year, sorted by impressions.

Our best post in the last 2 years



Community

Due to our **#datasnobbery**, we find this section of IG analytics thoroughly disappointing.

Instead, we recommend Squarelovin', which shows you exactly when to post to IG. **#datasnobs #overandout ;)**



Questions?

Please. srsly. we live for them.

Thank you

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