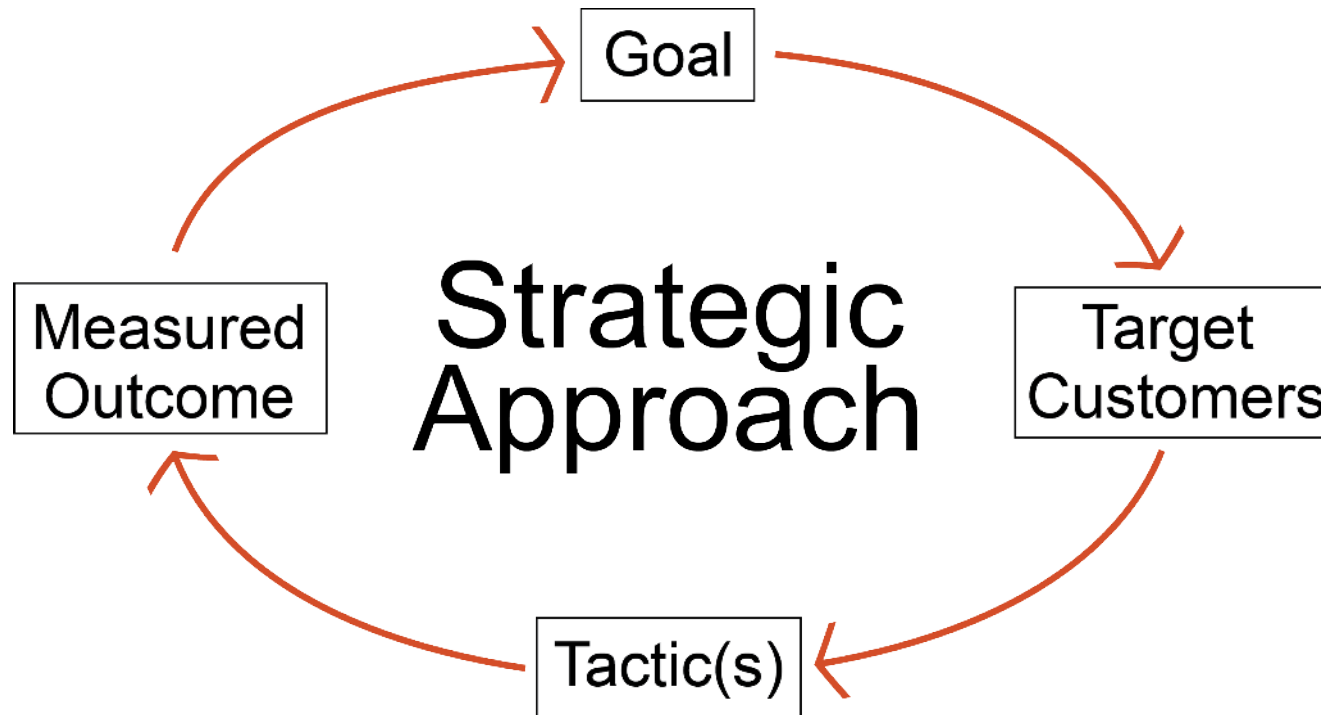


Social Media Tips & Tricks



Social Media is a Tactic, Not a Strategy



Set Specific Goals

- Drive attendance
 - Increase attendance from x to y
- Get attention from journalists
 - Get coverage from at least 5 new outlets
- Promote your vendors and sponsors
 - Spotlight each one 3 times



Online Directories & Review Sites

The Big E

tripadvisor The Big E, West Springfield: Hours, Address, Top-Rated Attraction Reviews [Review](#) [JOIN](#) [LOG IN](#) [\\$](#) [US](#)

West Springfield [Hotels](#) [Flights](#) [Vacation Rentals](#) [Restaurants](#) [Things to Do](#) [Forum](#) [Best of 2016](#) [More](#)

Find: Things to Do Near: Springfield, Massachusetts [Search](#)

[United States](#) [Massachusetts \(MA\)](#) [West Springfield](#) [Things to Do in West Springfield](#) [The Big E](#)




hotwire

Windsor 3-Star Hotel
★★★★☆
Free breakfast. Free parking.
Free Internet.
\$52
[SEE DEALS](#)

Hartford 3-Star Hotel
★★★★☆
Free Internet
\$63
[SEE DEALS](#)

The Big E
★★★★☆ 482 Reviews | #1 of 6 things to do in West Springfield [Certificate of Excellence](#)
Cultural Events, Events

[Overview](#) [Reviews \(482\)](#) [Q&A \(4\)](#) [Location](#) [Save](#) [Write a Review](#)



Does this attraction involve animals?
☐ Yes ☐ No ☐ Unsure

[Get directions](#)

[All visitor photos \(238\)](#)

[Sponsored by:](#)

[Map data ©2016 Google](#)

Address: 1305 Memorial Avenue, West Springfield, MA 01089

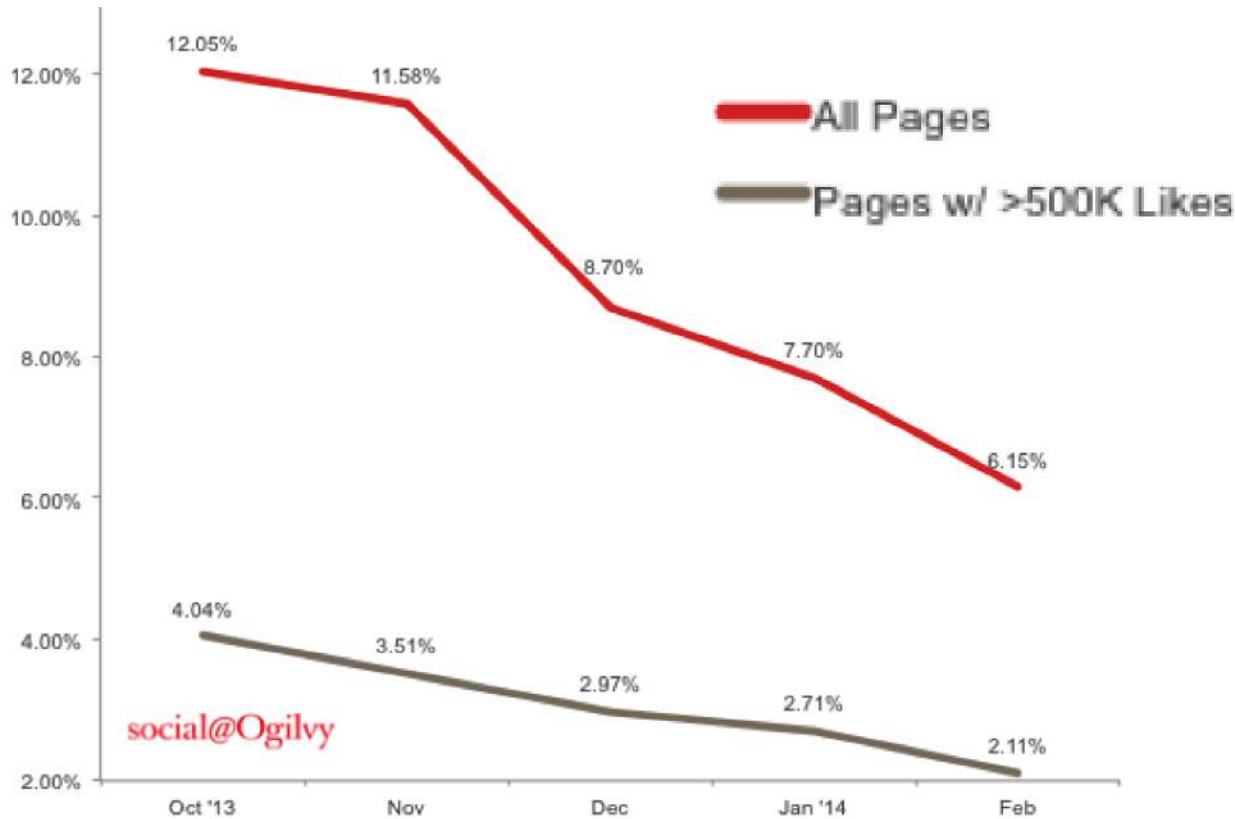
TripAdvisor Reviewer Highlights [Read all 482 reviews](#)

Certificate of Excellence

482
Reviews



Decline in FB Organic Reach



Try Audience Optimization

The screenshot shows the Facebook Audience Optimization tool. The 'Preferred Audience' tab is active, displaying a list of interests. 'Organic food' is selected and circled in red. A red arrow points from the 'Organic food' selection to a callout box on the right. The callout box contains the following information:

- 140,916,096 people**
- Description:** People who have expressed an interest in or like pages related to *Organic food*
- [Report this as inappropriate](#)

The background shows the Facebook page for 'Good Egg Marketing' with a post titled 'Bring Out the Best: Descriptors vs. ...'. The Windows taskbar at the bottom shows the date as 5/6/2016 and the time as 11:58 AM.

Ask for Likes

It never hurts to ask for Likes!

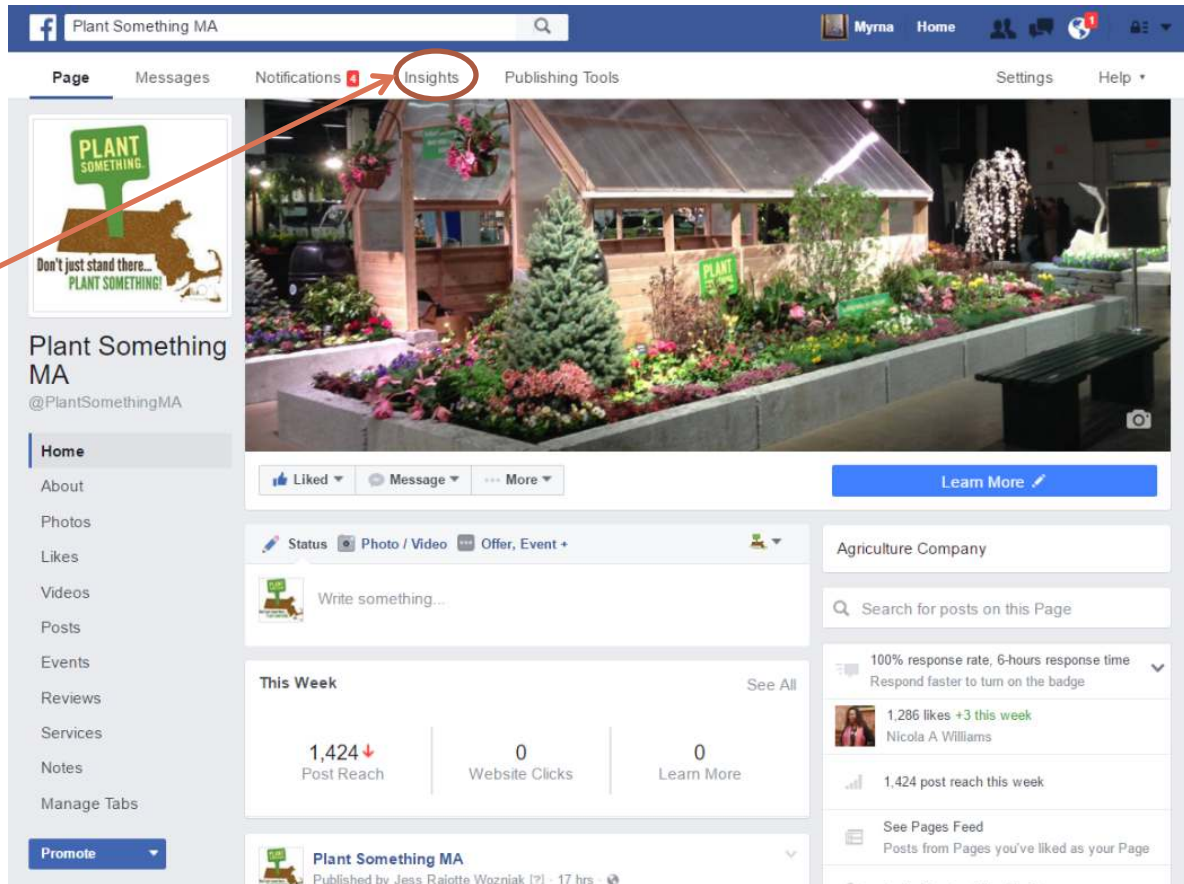


Try Facebook Live



Facebook Insights

Facebook Insights can be accessed from the top menu of your page.



Pay to Boost Some Posts

The screenshot shows the Facebook 'Boost Post' interface. A red callout box highlights the 'AUDIENCE' section, which includes three radio button options: 'People who like your Page [?]', 'People who like your Page and their friends [?]', and 'People you choose through targeting [?]' (which is selected). Another red callout box highlights the 'Default Audience' section, which includes a table of pricing options and a 'Choose Your Own' option.

AUDIENCE

- ☐ People who like your Page [?]
- ☐ People who like your Page and their friends [?]
- ☒ People you choose through targeting [?]

Default Audience

Price	Estimated Reach
✓ \$20.00	460 - 1,200
\$60.00	1,100 - 2,800
\$200.00	3,400 - 9,000
\$1,000.00	16,000 - 41,000
\$1,500.00	23,000 - 60,000
Choose Your Own	

\$20.00

Good Egg Marketing

Spiced -

Confused about the differences between descriptors and taglines?

Bring Out the Best: Descriptors vs. Taglines

One of the most powerful ways to market your business or organization is to create a short phrase to help it stand out. Whether you're using a descriptor or a tagline, a few well-chosen words can h...

GOODEGGMARKETING.COM

Like Comment Share Buffer Hootlet

Terms & Conditions | Help Center

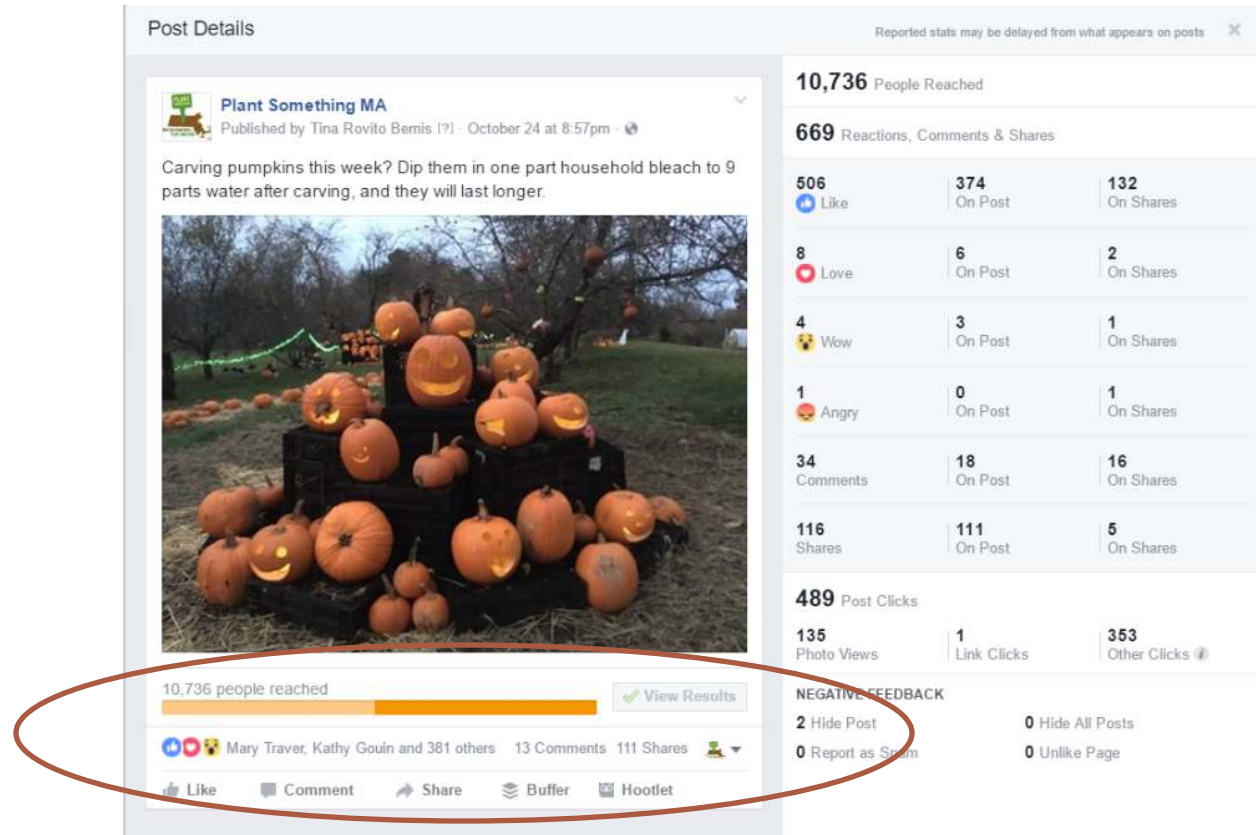
Cancel Boost

Impact of Boosted Post

10,736
people
reached:
5,327
organic,
5,499 paid.

489 clicks to
website

669
reactions,
comments
and shares.



Boosting Posts Can Be Cheap

Recent Promotions on Plant Something MA

[+ Create New Promotion](#)



Boosted Post

Completed

Carving pumpkins this week? Dip them in one p...

Promoted by Tina Rovito Bemis on 10/24/2016

5,499

People Reached

516

Post Engagements

\$30.00

Spent of \$30.00



Boosted Post

Completed

Plant Something MA added a new photo.

Promoted by Tina Rovito Bemis on 10/23/2016

210

People Reached

21

Post Engagements

\$1.66

Spent of \$10.00



Boosted Post

Completed

Time to begin planting daffodil bulbs. Plant thes...

Promoted by Tina Rovito Bemis on 09/22/2016

540

People Reached




































33

Post Engagements

\$5.00

Spent of \$5.00

Engagement Matters

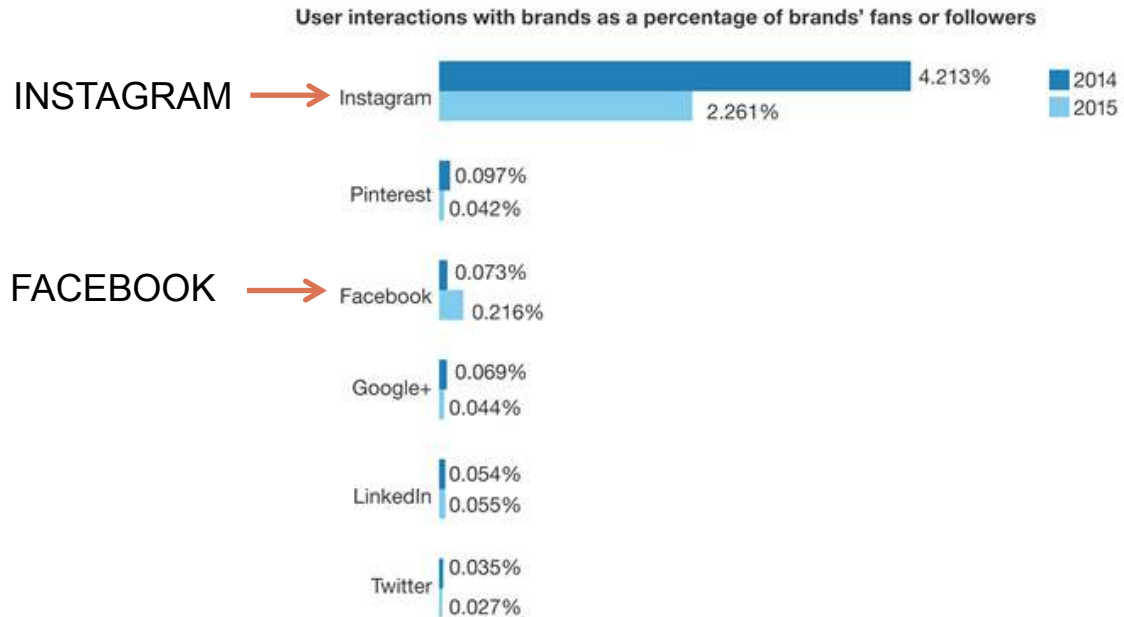
Page	Messages	Notifications 2	Insights	Publishing Tools	Settings	Help ▾
Overview		10/26/2016 12:48 pm	 There is something very sweet about those late-season blooms that persist past frost. This is Alstromeria, which ca	 	621 	0.483% 
Promotions		10/26/2016 7:00 am	 Dig trenches in gardens to bury leaves and garden debris if you do not have or want a compost pile. The leaves and	 	577 	3% 
Likes		10/25/2016 9:02 am	 Check out this tip from our friends at Plant Something. What do you think? I'm going to try it!	 	100 	7% 
Reach		10/25/2016 7:00 am	 Time to remove annuals and vegetable plants that have been affected by frost and place these on the compost pile.	 	539 	3% 
Page Views		10/24/2016 8:57 pm	 Carving pumpkins this week? Dip them in one part household bleach to 9 parts water after carving, and they will last	 	10.7K 	7% 
Actions on Page		10/24/2016 9:03 am	 It's Monday - you know what that means! Our weekly gardening tips are up! This week's tip concentrate on some gar	 	617 	3% 
Posts		10/23/2016 8:00 am	 Timeline Photos	 	963 	6% 
Events						
Videos						
People						
Local						
Messages						

7% engagement

Instagram Rocks!

Instagram Engagement has decreased, but is still highest of all social media.

Facebook engagement has increased, probably due to increased advertising, but is still much smaller



Base: 27 to 48 large brand pages on social sites

Source: Forrester's Q1 2014 US Top 50 Brands Social WebTrack and Forrester's Q1 2015 US Top 50 Brands Social WebTrack

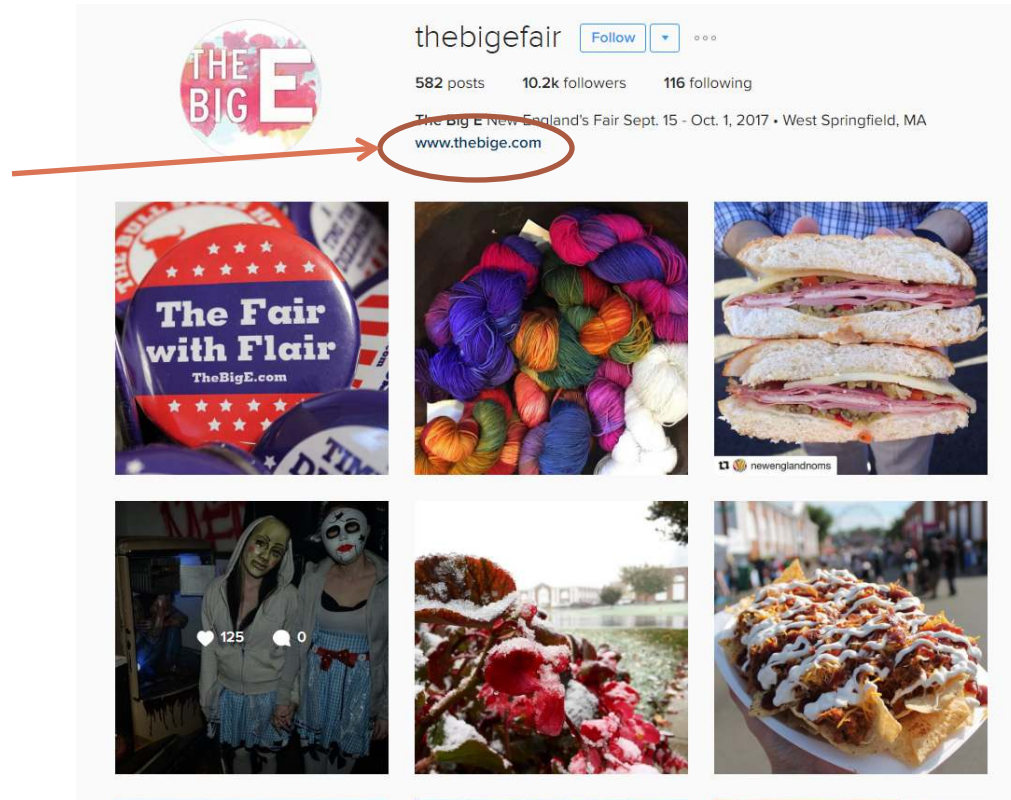
127843

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

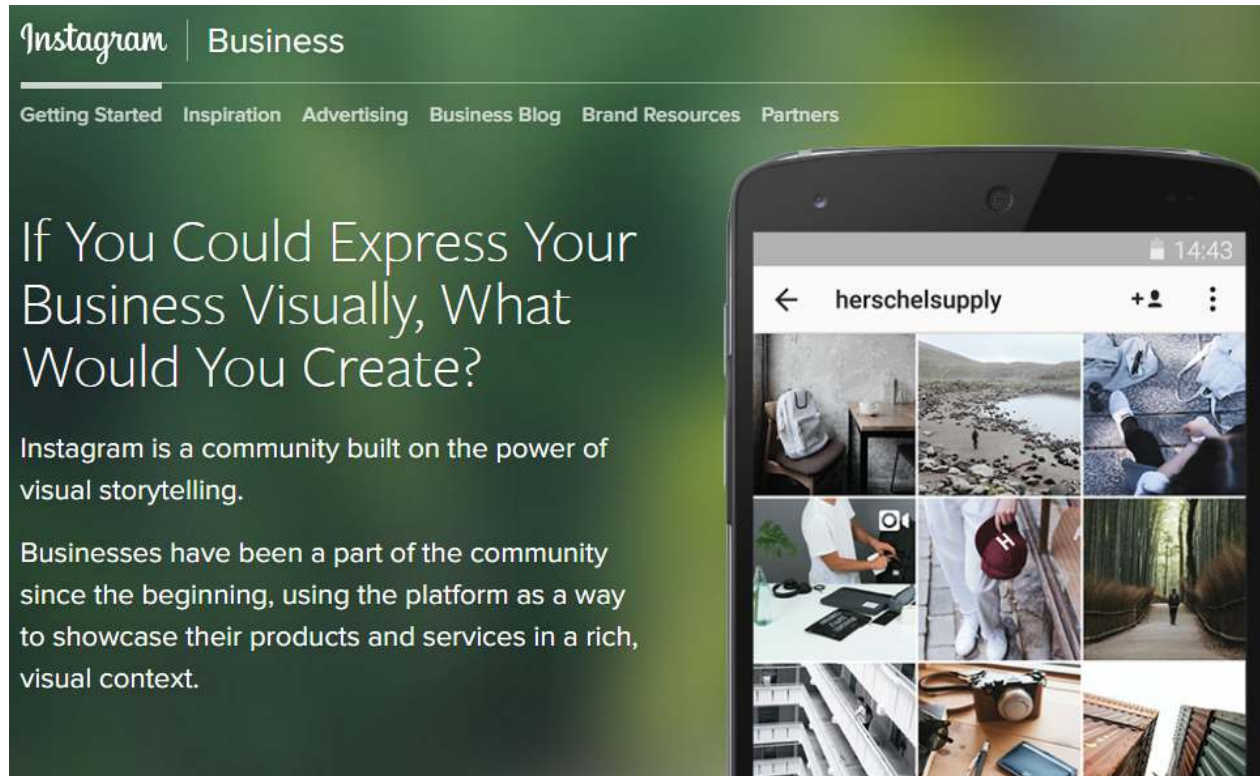
Put a Link in Your Bio

The only place Instagram lets you put a clickable link is in your bio.

Many people use the words “link in bio” in their captions to encourage people to visit their website.



Instagram For Business



Tips For All Social Media



Promote Your Partners

Topsfield Fair promotes their performers and acknowledges their funder.



77
likes

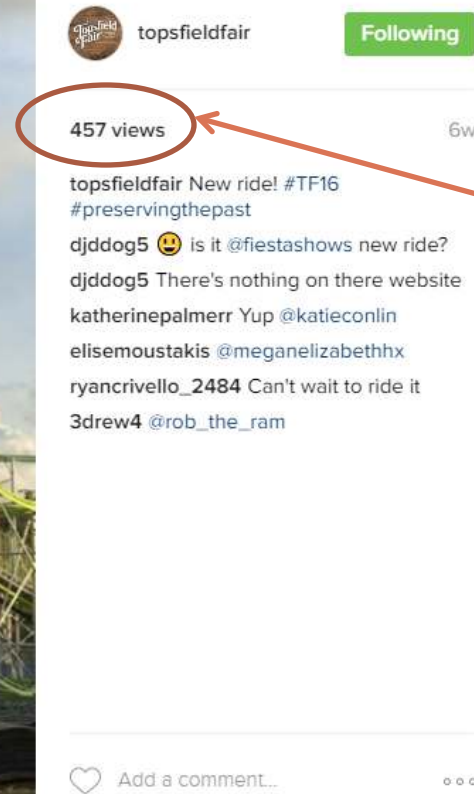
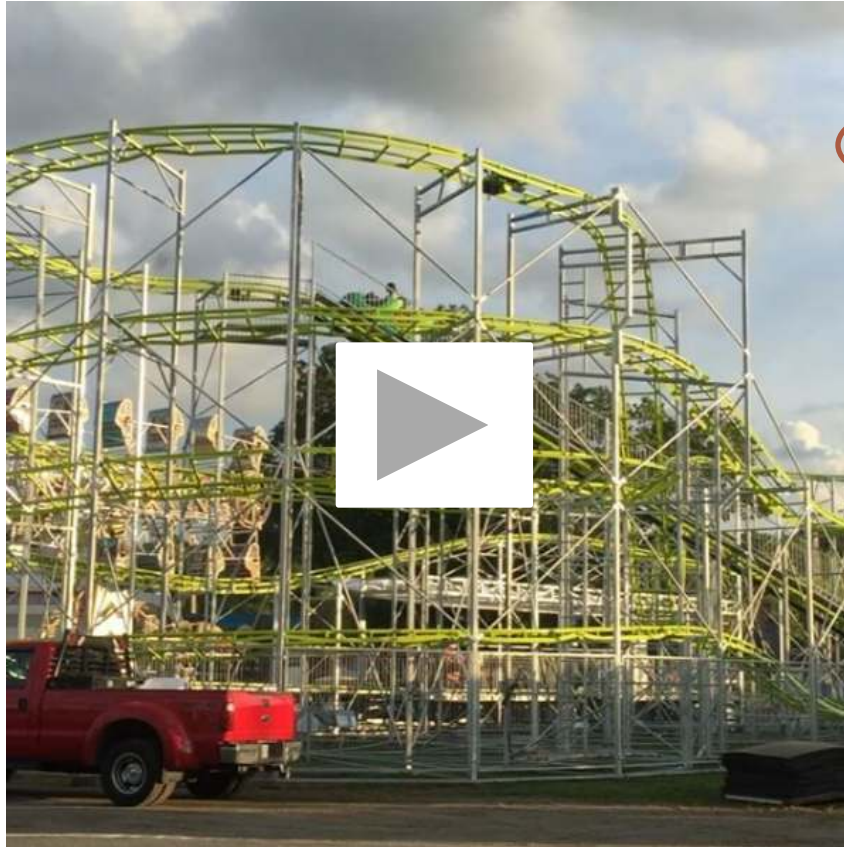
Offer Special Deals

This promo would be perfect for an Instagram Story (which disappears after 24 hours)



105 likes,
74 shares

Vary Your Type of Posts



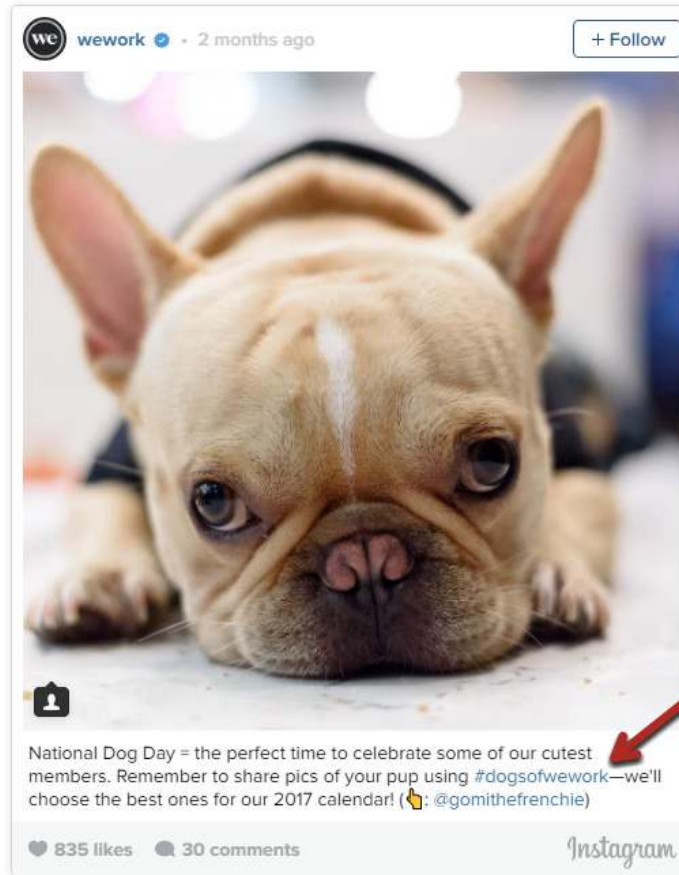
Videos
tend to
get more
views
than
photos –
this one
got 457
views

Try a Giveaway

This contest invited people to share a favorite fair memory in exchange for a giveaway.



Calendar Photo Contest

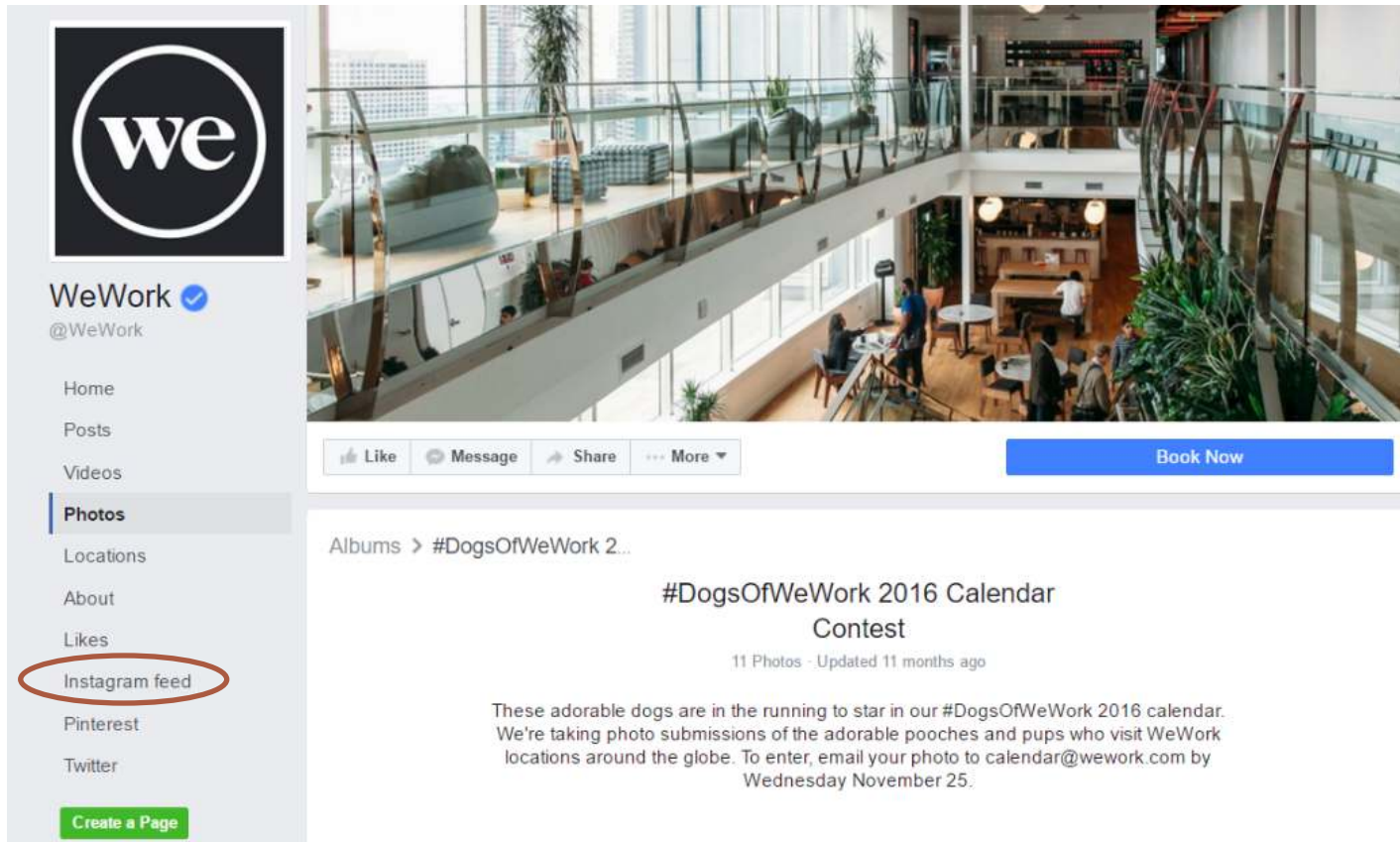


WeWork tied their photo contest into a current event – National Dog Day.

They created a unique hashtag for their contest: #dogsofwework.

This contest generated 1835 posts from users, including a video that attracted 39,500 views.

Use All Channels



WeWork promoted their #DogsOfWeWork contest on all their social media channels.

Note the link to their Instagram feed on the left.

Submissions had to be emailed.

Comment on Shared Content

Don't just post a link to something of interest that you share – add your own spin on why it matters.

This post got 1,000 likes, 54 comments and 122 shares!



Use Emojis



Instagram

Search



myrnagreenfield

Edit Profile



53 posts

76 followers

96 following

Myrna Greenfield Expert marketing #🎀 for good food #🍉 & good causes #🌍.
#localfood #jamaicaplain #bostonfood goodeggmarketing.com



Track your links



Use a link shortener like ow.ly or bit.ly so you can track where your website traffic is coming from.