



SOCIAL MEDIA MARKETING INTRO

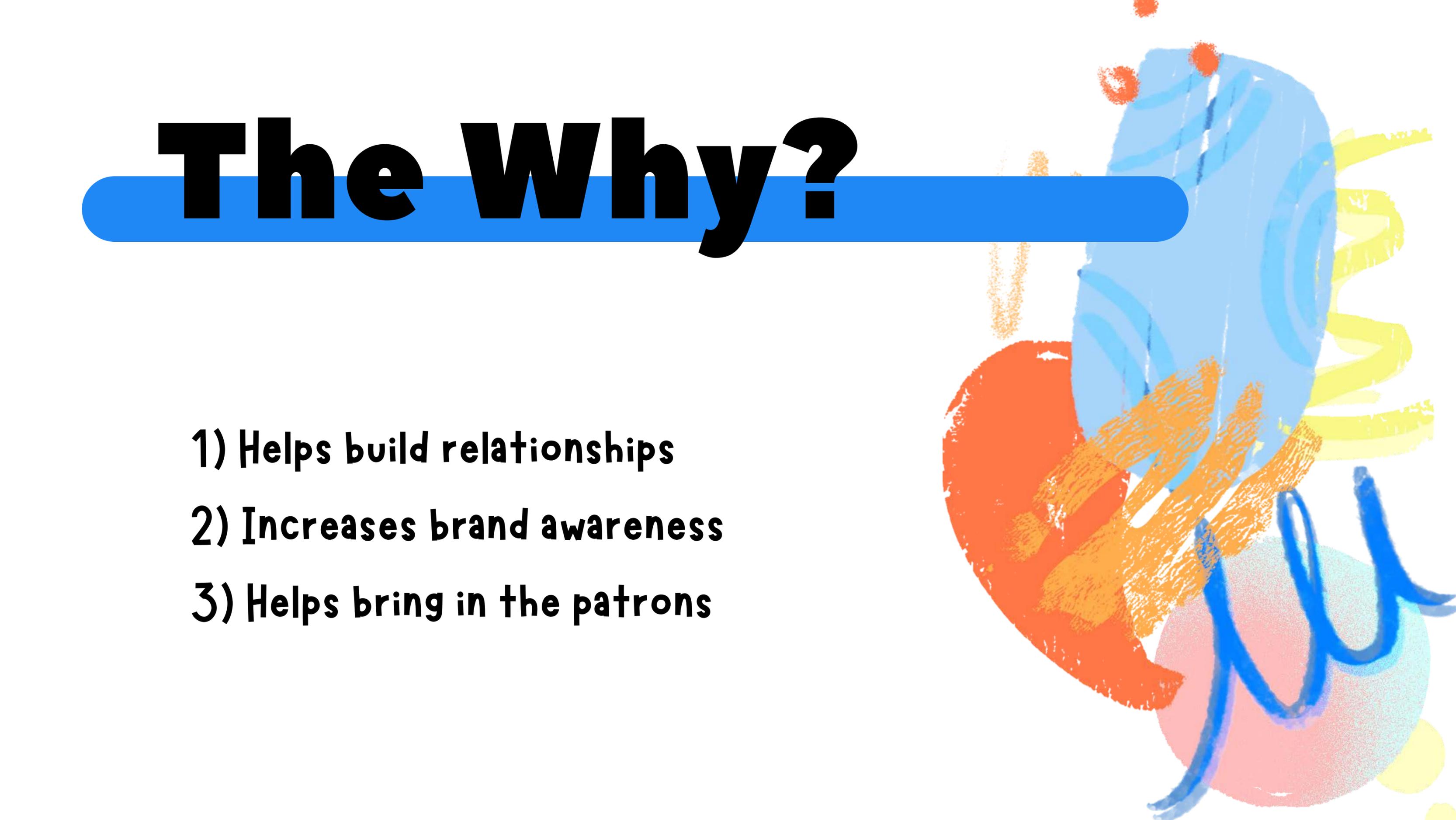
By: Christopher

The background features a stylized green figure with a yellow dotted head and a purple flower-like shape. Below the figure is a large cyan brushstroke. At the bottom left, there are orange and pink brushstrokes. The word "Introduction" is written in large, bold, black letters across the center, with a light orange horizontal bar behind it.

Introduction

**SWKLS – Christopher
Technology Trainer**

The Why?



- 1) Helps build relationships**
- 2) Increases brand awareness**
- 3) Helps bring in the patrons**

Relationships



- 1) Excellent way to connect directly to your patrons.**
- 2) Gives you an avenue to create connections.**
- 3) Great way to promote your brand**

Brand Awareness



- 1) Helps people find you when searching the internet.**
- 2) Puts your brand right in front of prospects.**
- 3) *Free* marketing for your business.**

The Plan



(1) Planning

Media Type

Time

Goals

(2) Be Consistent

Post Regularly

Be creative

Interact with content

(3) Analytics

Post Regularly

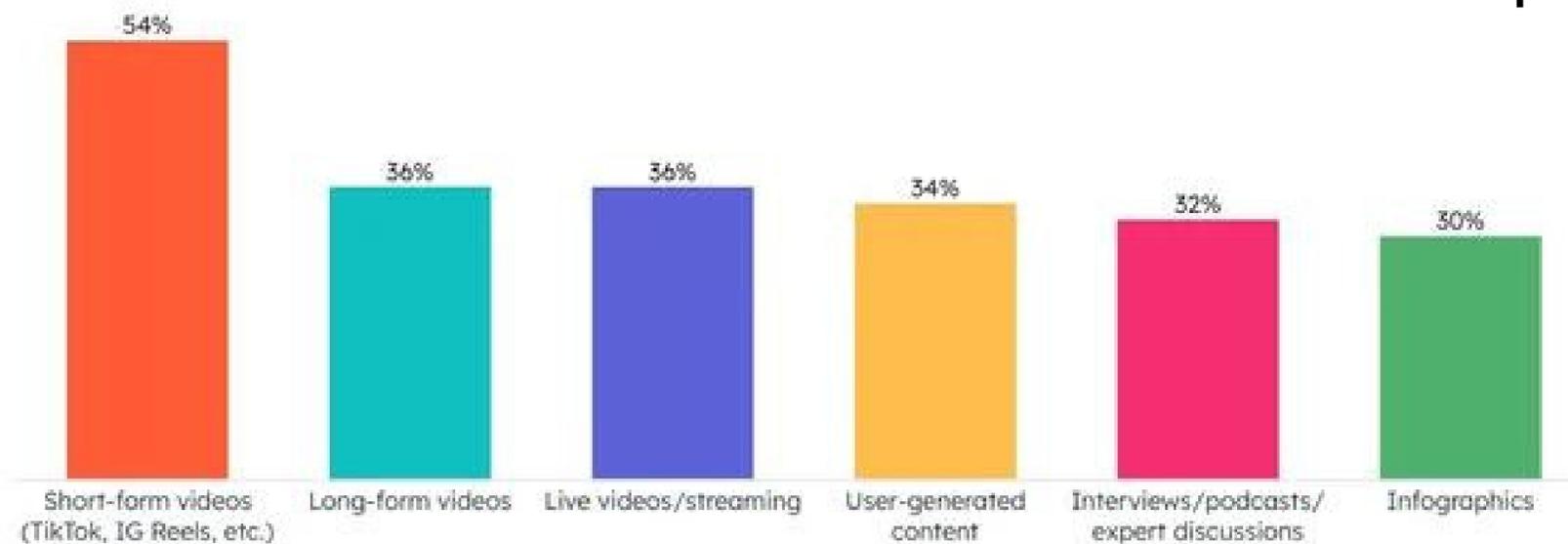
Be creative

Interact with content

See or Not to See

Which formats do social media marketers use (top 6)?

hubspot.com



HubSpot Blog Research, Social Media Trends 2023 Report
Global survey of 1,000+ social media marketers in Jan. 2023.

One Last Thing

Copyright

Copyright is a type of intellectual property that gives the creator of an original work, or another right holder, the exclusive and legally secured right to copy, distribute, adapt, display, and perform a creative work, usually for a limited time.

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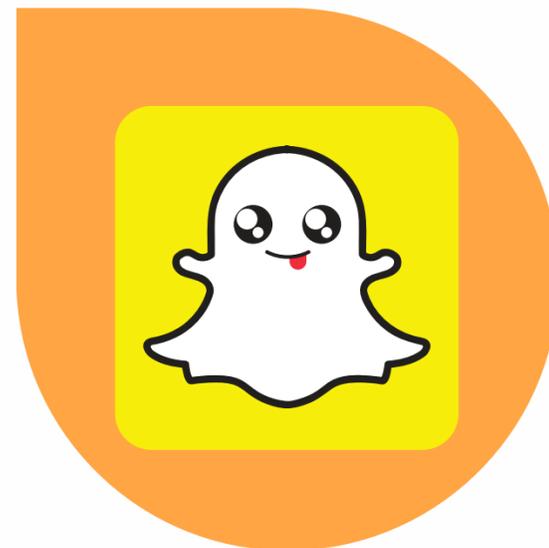
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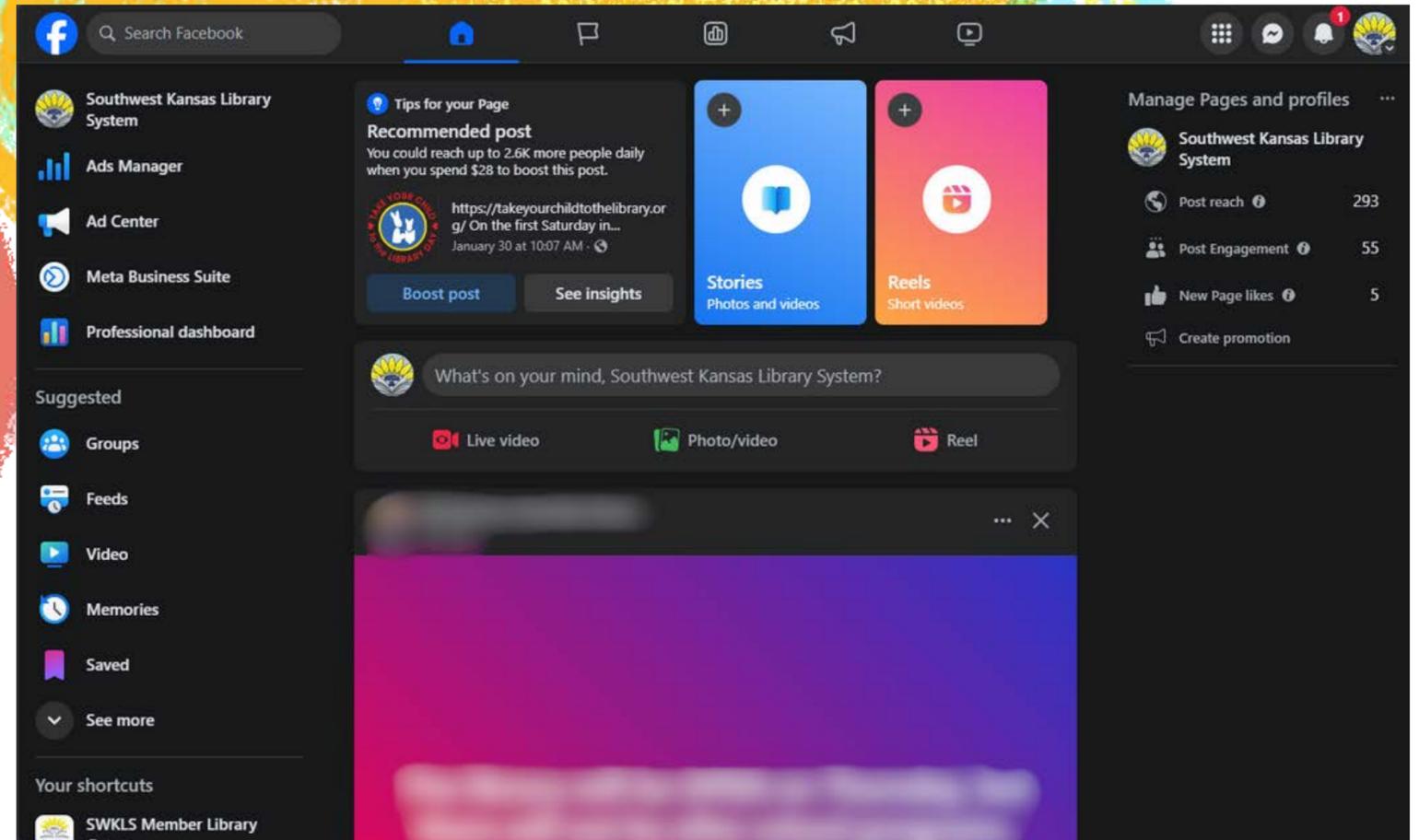
Mockuptree

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The Team



Facebook



Usage

- 1) 2 Billion active users
- 2) WP Integration
- 3) General use is free

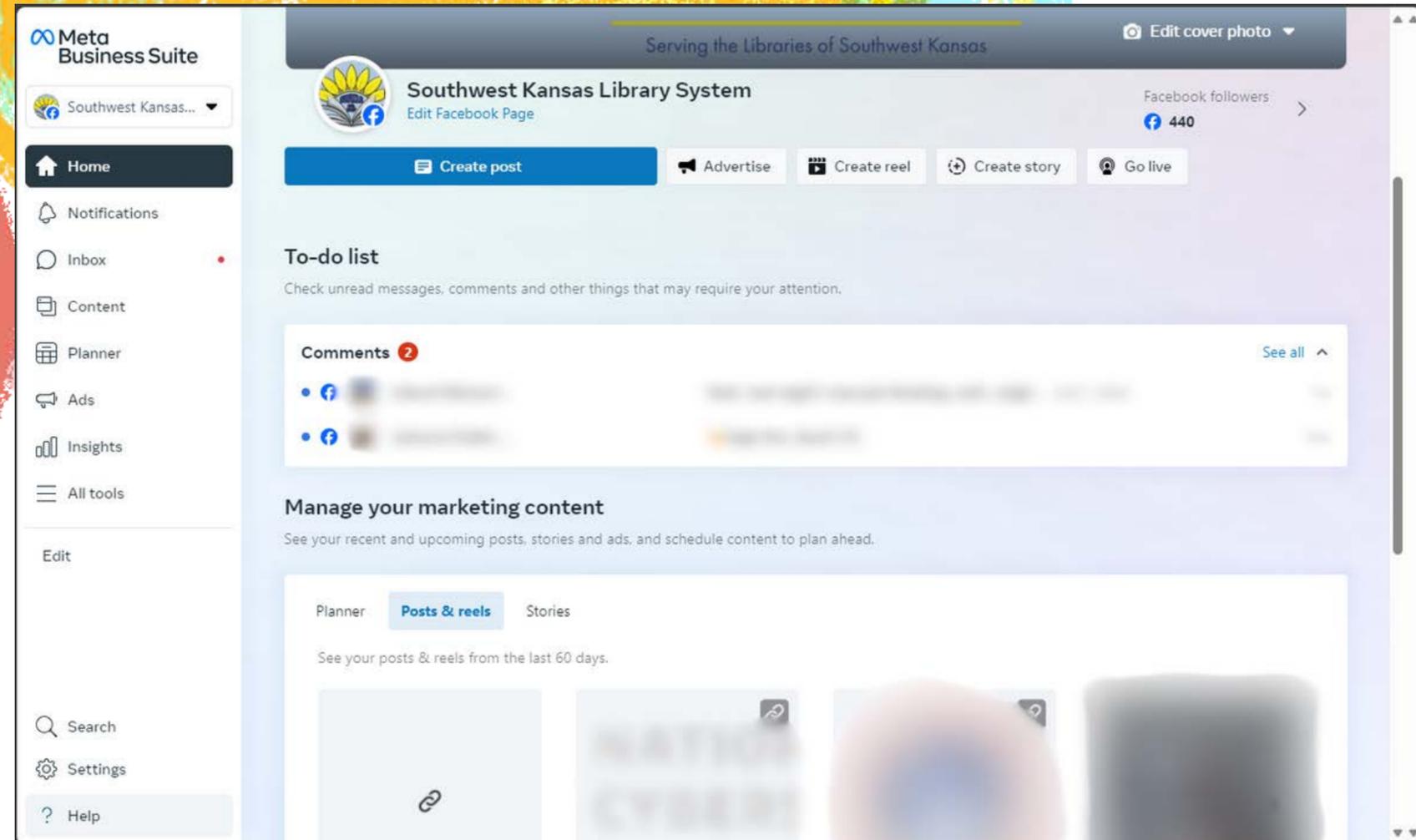
Multi-Content

- 1) Photos
- 2) Videos
- 3) Events

Meta Suite

- 1) Analytics
- 2) Scheduler
- 3) Engagement

Facebook



Pages

- 1) Require a standard user account as an Admin
- 2) Multiple admin's
- 3) Admin can limit contributors

Instagram

Usage

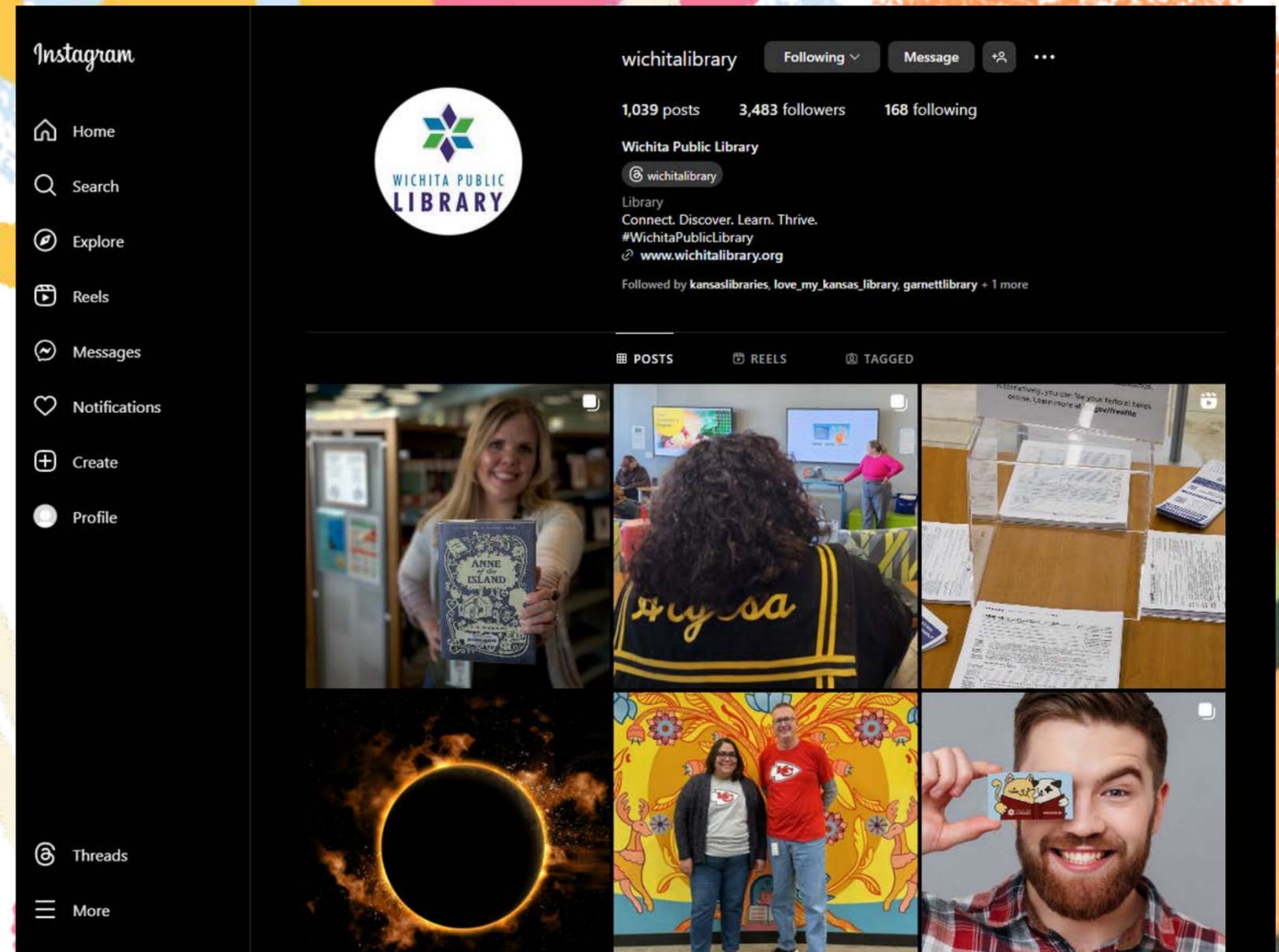
- 1) 1 Billion active users
- 2) WP Integration
- 3) General use is free

Multi-Content

- 1) Photos
- 2) Short Videos
- 3) Text

Meta Suite

- 1) Analytics
- 2) Scheduler
- 3) Engagement



TikTok

Analytics

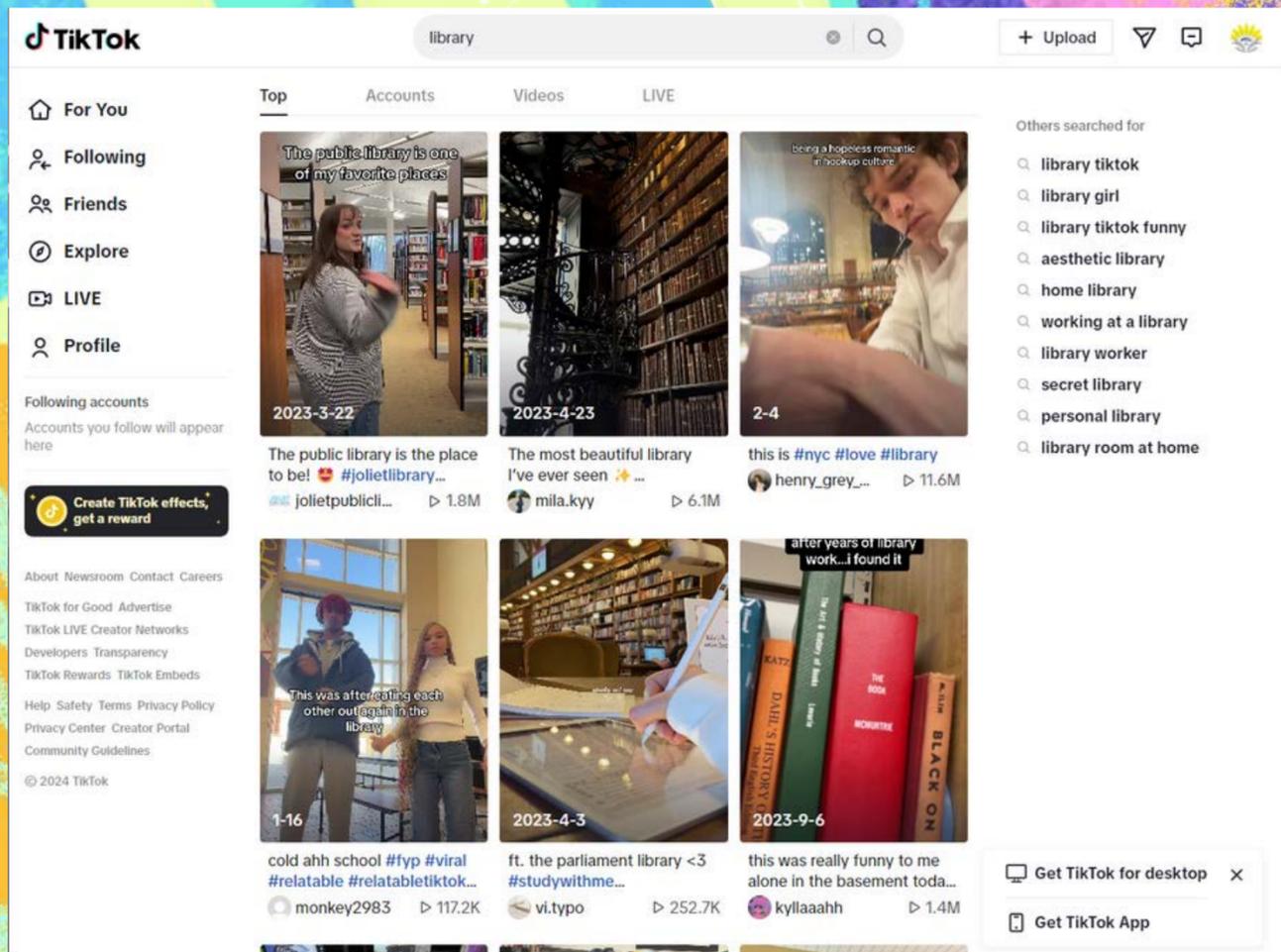
- 1) Marketing analytics
- 2) Target audiences
- 3) Usage Tracking

Content

- 1) Photos
- 2) Videos
- 3) Captions

Popularity

- 1) 1 Billion active users
- 2) Fastest growing
- 3) Free



TikTok

Business Account

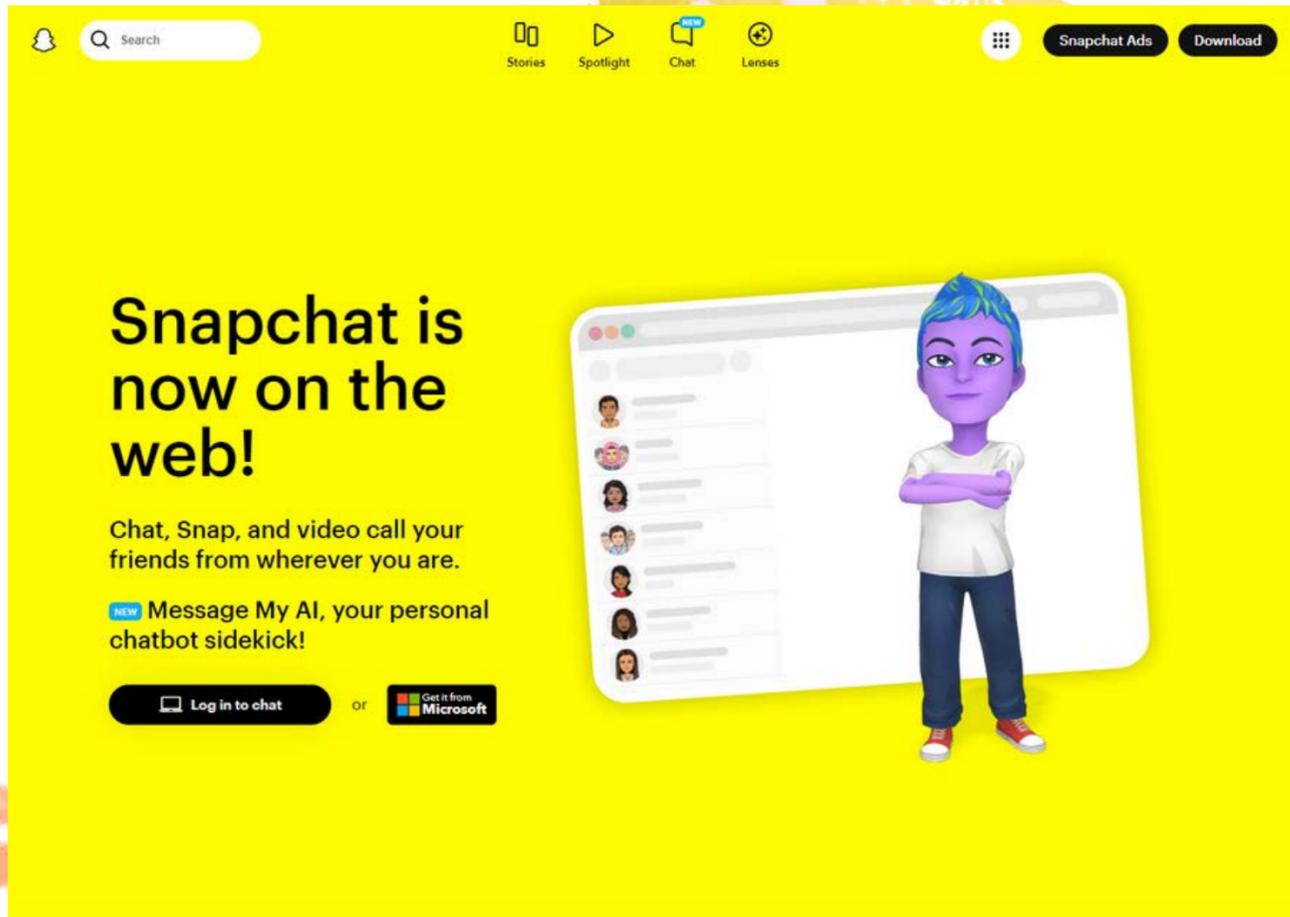
- Analytics access
- Limited access to built-in content
- Custom URL
- Third-party tools

Creator Account

- Analytics access
- Eligible to join Creator Fund
- No custom URL
- Native-only account management

<https://sproutsocial.com/insights/tiktok-marketing/>

Snap Chat



Business Suite

- 1) Location-Targeting
- 2) Age-Targeting
- 3) Free (Limited)

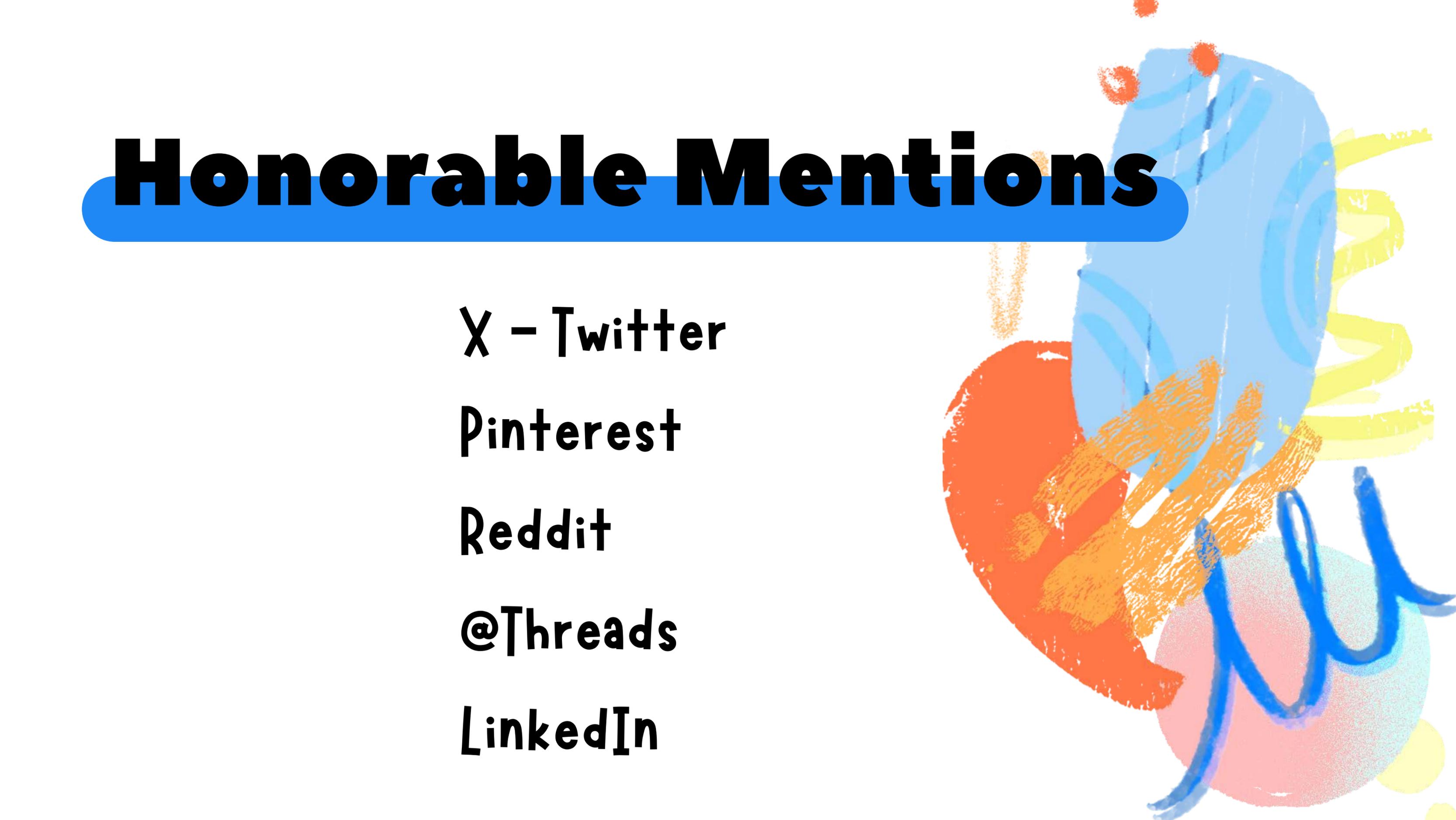
Multi-Content

- 1) Photos
- 2) Videos
- 3) Direct Messaging

Popularity

- 1) 75% active users Ages 13-34
- 2) Engaging with younger audience
- 3) Free

Honorable Mentions



X – Twitter

Pinterest

Reddit

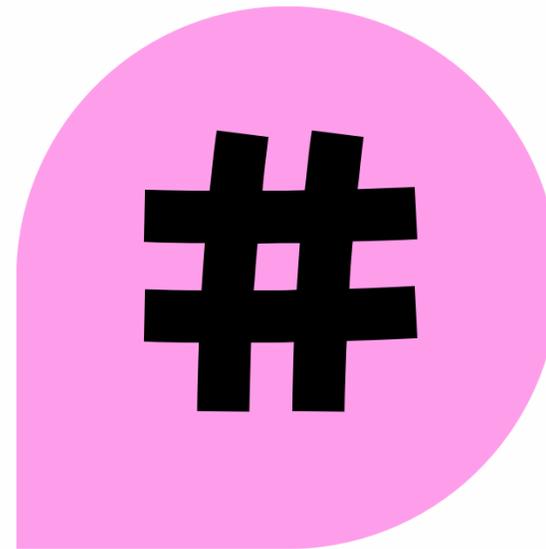
@Threads

LinkedIn

The Tools

Social Media Manager

Used to help you post to multiple social media platforms in one place.



#Hashtags

#Hashtags are a good way to put your content into a searchable category.

WordPress

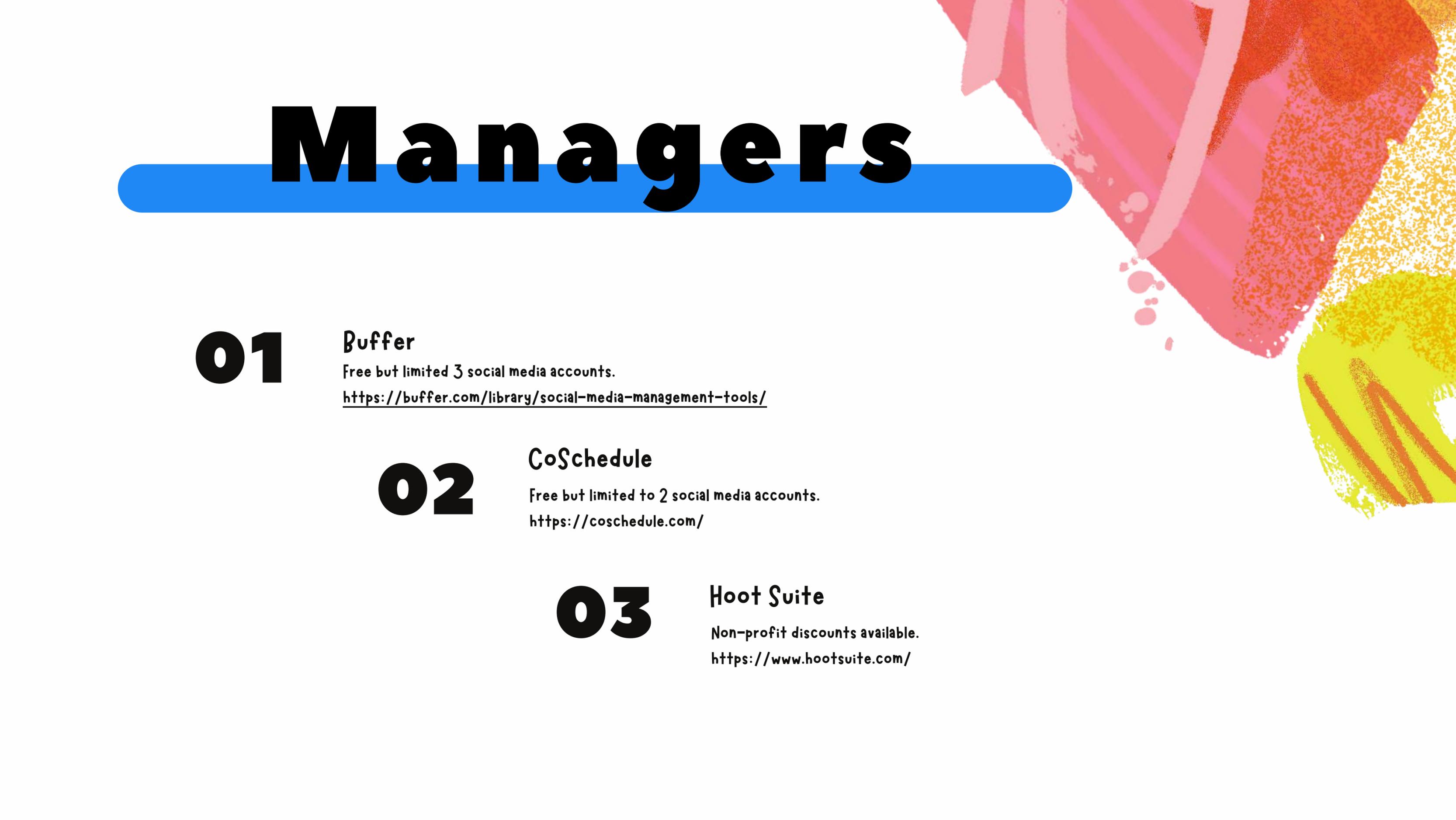
Use WordPress plugins like FeedThemSocial to integrate your social media on to your website.



Canva

Loaded with templates and easy to use graphics to help you create tangible and digital marketing materials

Managers



01

Buffer

Free but limited 3 social media accounts.

<https://buffer.com/library/social-media-management-tools/>

02

CoSchedule

Free but limited to 2 social media accounts.

<https://coschedule.com/>

03

Hoot Suite

Non-profit discounts available.

<https://www.hootsuite.com/>

#Tag It

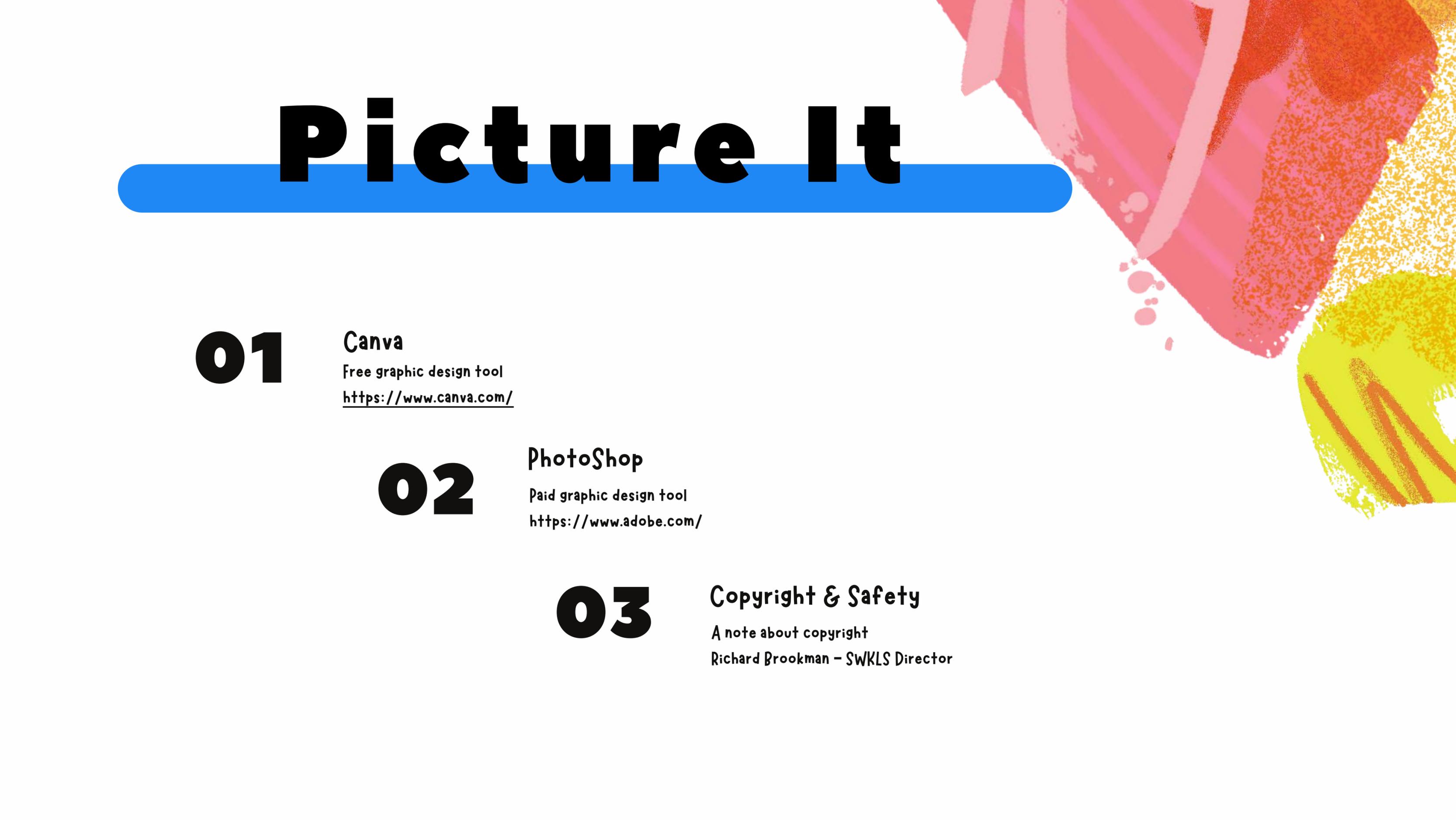
The

1) Makes your content Searchable

2) Try search #BookTok, #

3) <https://sproutsocial.com/>

Picture It



01

Canva

Free graphic design tool

<https://www.canva.com/>

02

PhotoShop

Paid graphic design tool

<https://www.adobe.com/>

03

Copyright & Safety

A note about copyright

Richard Brookman – SWKLS Director



Feed Them

01

Word Press Plugins

Look for way you can integrate social media into your website.

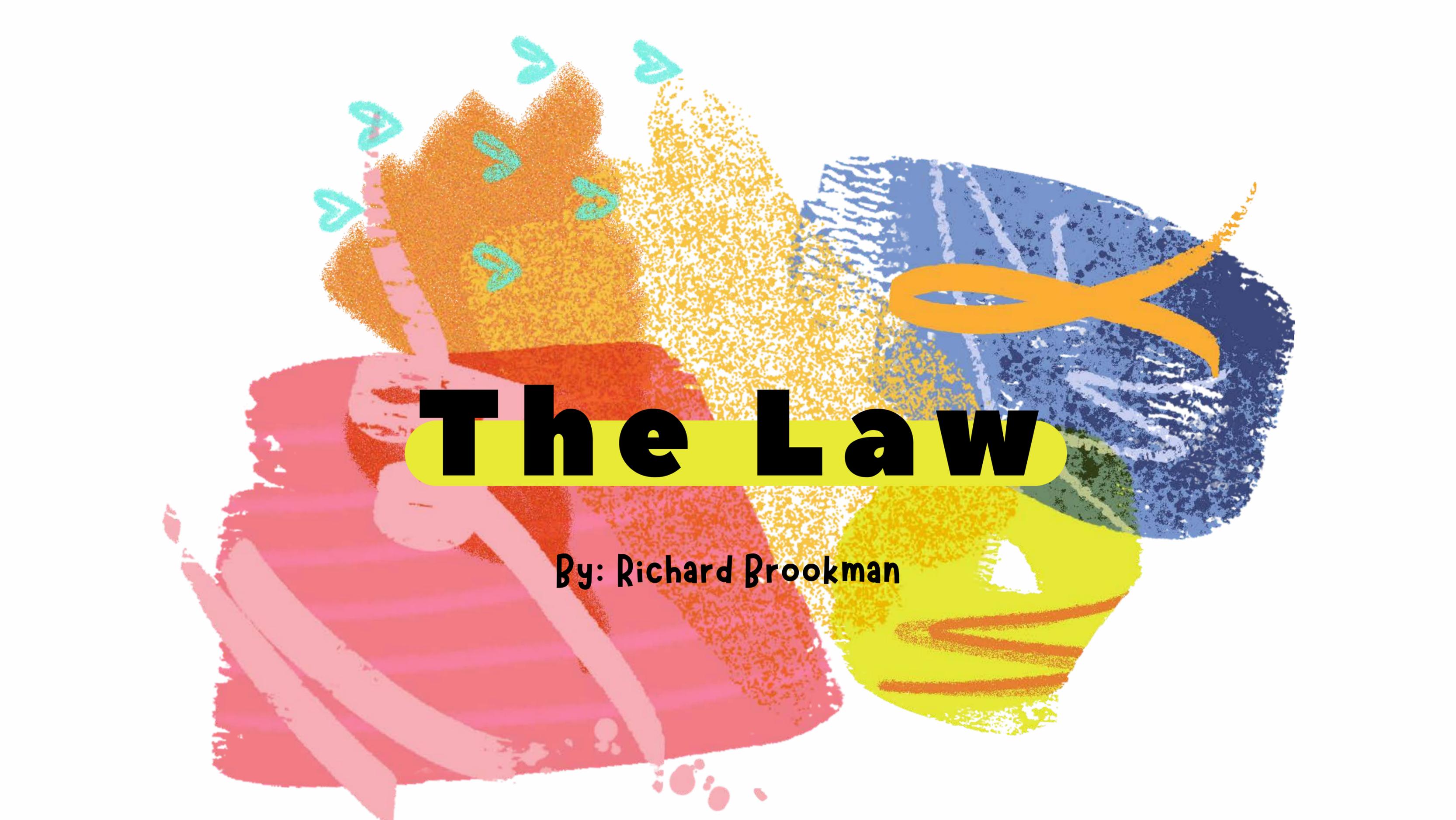
<https://wordpress.org/plugins/>

02

Feed Them Social

Free but limited to 2 social media accounts.

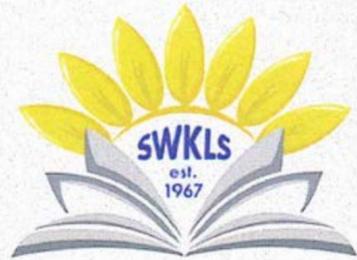
<https://wordpress.org/plugins/feed-them-social/>

The background is a vibrant, abstract composition of various colors and textures. It features large, overlapping brushstrokes in shades of orange, blue, red, and yellow. There are also smaller, more delicate elements like teal hearts and a yellow infinity symbol scattered throughout. The overall style is artistic and expressive.

The Law

By: Richard Brookman

Get to know us!



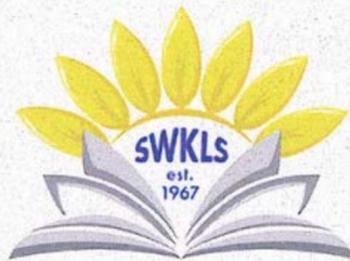
www.swkls.org

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