# Social Media, Marketing & Online Presence

**Liberty Center** 

**Prof. Kristen Palana** 



### **Learning Objectives for Day 3 (out of 3 Sessions)**

- Settling In/ Housekeeping
- LinkedIN Headline Tip
- Social Media Calendars and Post Planners
- SEO Focus
- Mailing Lists- Quick Set Up
- Continuing to Improve Our First Websites
- Individual Help/ Work in Class Time
- Follow Follow Each Other
- Certificates! You did it!



# **LinkedIn Tip**

Change to creator's account.

Write your headline as:

I help specific target audience to thing you help them with/problem you solve through thing you do or product you sell

Add keywords and hashtags



### Kristen Palana

Artist • Professor • Consultant -I help weary idealists to keep striving for a better world through art & design that uplifts, informs, and empowers.

Talks about #art, #design, #artbusiness, #socialimpact, and #colorpsychology

Lilongwe, Central Region, Malawi, Malawi · Contact info

https://kpalana.com

1,315 followers · 500+ connections

### Using a Post Planner

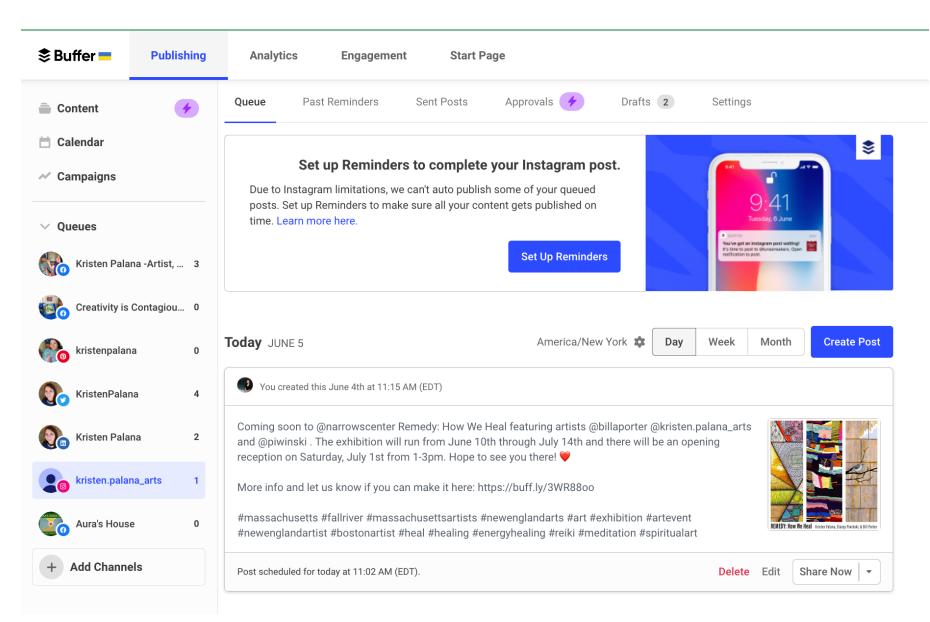
**Buffer** 

**Hootsuite** 

Facebook's Post Planner

**Tekmatix** 

**Post Planner** 



## SEO Focus

• What to focus and not focus on.

i INFO AVAILABLE SIZES AVAILABLE OPTIONS AVAILABLE MEDIA SEO OPTIONS SCRIPTS CONNECTED PRODUCTS DELETE

#### Seo Options

#### Seo Title 🔞

Connected: Crown Chakra Meditation Malawian Baobab Tree Art Painting

#### Meta Description ?

Connected is a meditation on being in balance with one's own connection to the entire universe. This baobab tree symbolizing the crown chakra, can help inspire transformation, spiritual awakening, and a connection to the divine.

#### Meta Keywords (Optional) ?

tree, print, baobab, earthy, spiritual, connection, crown, chakra, wisdom, transformation, divinity, universe, prints, chakras, purple, white, art, concept, background, design, vector, illustration, abstract, kristen palana, wall art, artlover, artgift, gift idea, interior design, home decor, home design, home deco, ma kalulu studio, artist, manifest, power, seventh, law of attraction, secret, block, unblock, open, balanced, transcend, holy, Sahasrara, yoga, enlightenment, wellness, self, trees, chitenje, chitenge, pattern, Malawi, Malawian, Africa, African

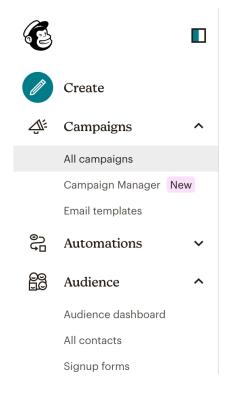
#### Smart Url ?

baobab-tree-malawian-african-crown-chakra-meditation-art-p

# Mailing Lists

My recommendation is to start with Mailchimp.

Your first 500 subscribers are free. You can always download your list and change providers later if you find a better service. You OWN your list and can take it with you.



### Campaigns

Kristen Palana's Newsletter

Your audience has 3,781 contacts. 3,700 of these are subscribers.

List View Calendar Vie	₽W
View by Status	Q Find a campaign by name or type
All	You can also search by <u>all audiences</u> .
(X) Ongoing	

# Follow!

Let's take a moment to exchange links and follow each other on social media so we can stay in touch but also cheer each other on even after the course is over.

Post your links on the WhatsApp Group and make sure to also follow your classmates.

