

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 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

Buffer Publishing Analytics Engagement Start Page

Content (1) Calendar Campaigns

Queues

- Kristen Palana -Artist, ... 3
- Creativity is Contagiou... 0
- kristenpalana 0
- KristenPalana 4
- Kristen Palana 2
- kristen.palana_arts 1**
- Aura's House 0

+ Add Channels

Queue Past Reminders Sent Posts Approvals (1) Drafts (2) Settings

Set up Reminders to complete your Instagram post.

Due to Instagram limitations, we can't auto publish some of your queued posts. Set up Reminders to make sure all your content gets published on time. [Learn more here.](#)

Set Up Reminders

Today JUNE 5 America/New York Day Week Month Create Post

You created this June 4th at 11:15 AM (EDT)

Coming soon to @narrowcenter Remedy: How We Heal featuring artists @billaporter @kristen.palana_arts and @piwinski . The exhibition will run from June 10th through July 14th and there will be an opening reception on Saturday, July 1st from 1-3pm. Hope to see you there! ❤️

More info and let us know if you can make it here: <https://buff.ly/3WR88oo>

#massachusetts #fallriver #massachusettsartists #newenglandarts #art #exhibition #artevent #newenglandartist #bostonartist #heal #healing #energyhealing #reiki #meditation #spiritualart

Post scheduled for today at 11:02 AM (EDT). Delete Edit Share Now

SEO Focus

- **What to focus and not focus on.**

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 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

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.



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.



Create




Campaigns


All campaigns

Campaign Manager New

Email templates



Automations



Audience

Audience dashboard

All contacts

Signup forms

Campaigns

Kristen Palana's Newsletter

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

List View Calendar View

View by Status

 All

 Ongoing

You can also search by [all audiences](#).

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.

