

# Social Media, Marketing & Online Presence

Liberty Center

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## Learning Objectives for Day 2 (out of 3 Sessions)

- Settling In/ Housekeeping/ Course Traffic
- More on Taking Better Images
- Color Psychology
- More Web/ Social Media Content Dos and Don'ts
- SEO Intro
- How to Focus Your Limited Time
- Make Your Content Go Further
- When to Post on Social Media
- Building Our First Websites
- Follow Follow Follow Each Other



# Online Media Best Practices

## Responsible, Ethical Content Creation

**How Color Choices Influence the User's Perception of Your Brand.**



# Online Media Best Practices

## Being Responsive and Up to Date

### Be Prepared to Answer and Respond to Comments When Traffic is High

- For social media posts that are of high interest to the public, checking for comments once a day is not enough.
- Have a dedicated person that is able to check in more frequently throughout the day and even have the ability to answer comments and questions immediately when necessary.



# SEO Focus

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

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

# What To Focus on Daily and Weekly: Best practices

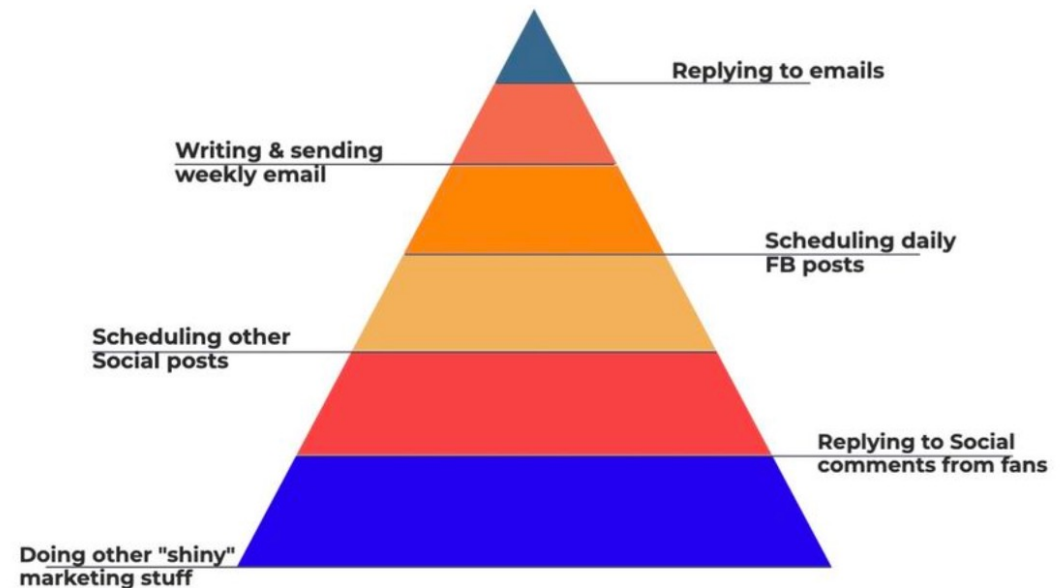
Pyramid by John Lechner of *Lead Generation for Artists*

Free Resources:

<https://www.facebook.com/leadgen4artists>



## WHERE TO FOCUS YOUR LIMITED TIME



## Make your content go further:

Take a good or embarrassing story, a new artwork you made, your studio setup, a photo of your “studio buddy” (aka a pet), etc. and make the post stretch across different channels and platforms.

For example: A **new drawing**...

- Can be shared as a post on your Facebook profile, page, and groups, Twitter, Instagram, LinkedIn, Pinterest, etc.
- Can be the main topic of your weekly newsletter
- Can then become a blog post on your website
- Is there a way to make it also a reel, story, or YouTube video? Link between website/newsletter and social media platforms. Synergy!
- In a few months, you can reshare this post (with or without changes to the text or image) and add to your post planner to give it more visibility.
- How about making it interactive and have people name the drawing for more engagement? Other ideas are... ask a question, start a poll, do an A/B comparison, before and after, etc. Get people talking. It then makes your post go further and increases visibility.
- Niche focus. Sharing to groups on Facebook, Reddit, IG, etc.



# A Bit About *When* to Post

## Frequently Asked Questions

### How often should you post on social media?

The posting frequency is different for every social media platform.

**Instagram:** 3-7 times per week.

**Facebook:** 1-2 times a day.

**Twitter:** 1-5 Tweets a day.

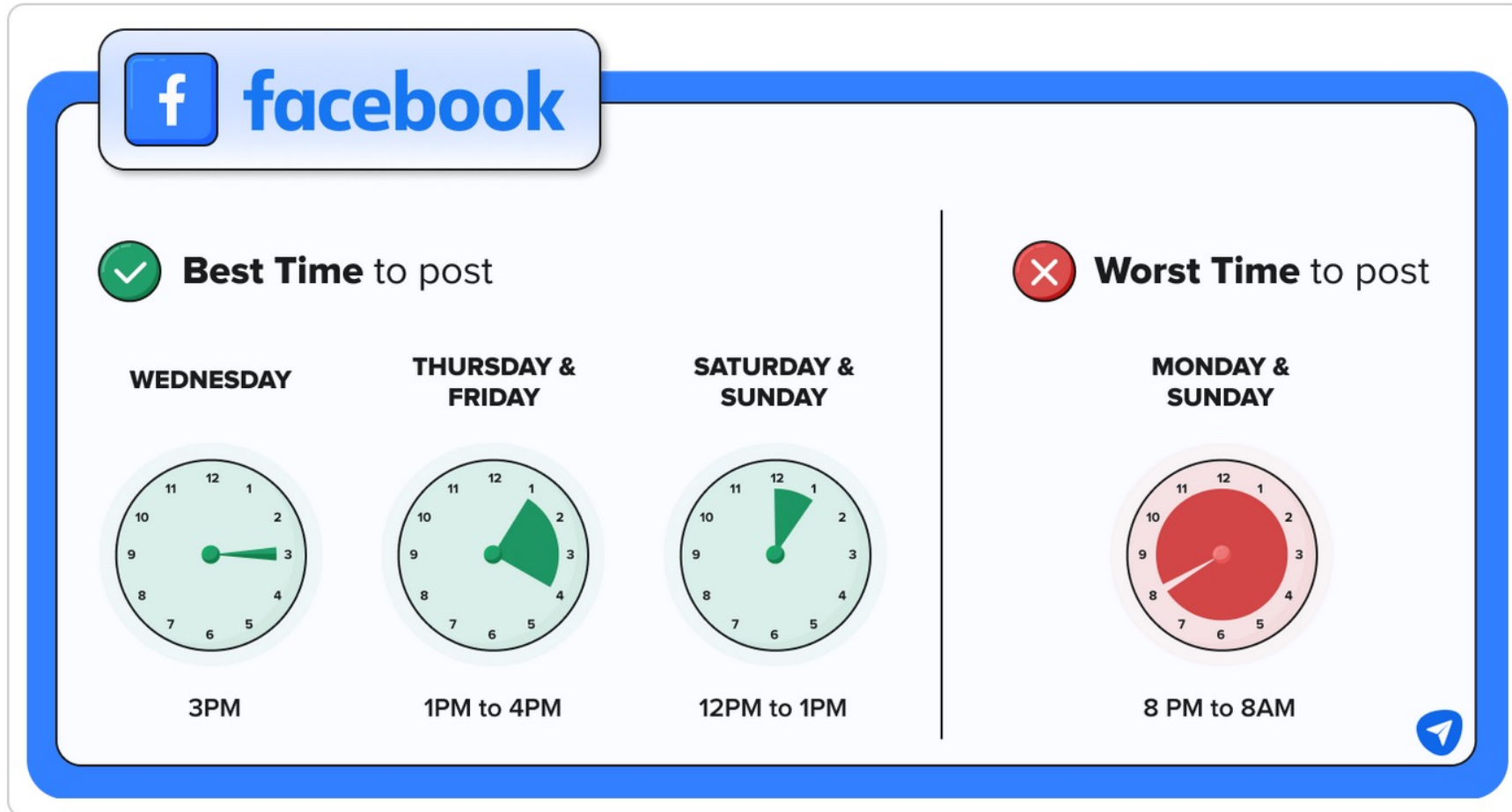
**LinkedIn:** 1-5 times a day.

From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>



# A Bit About *When* to Post

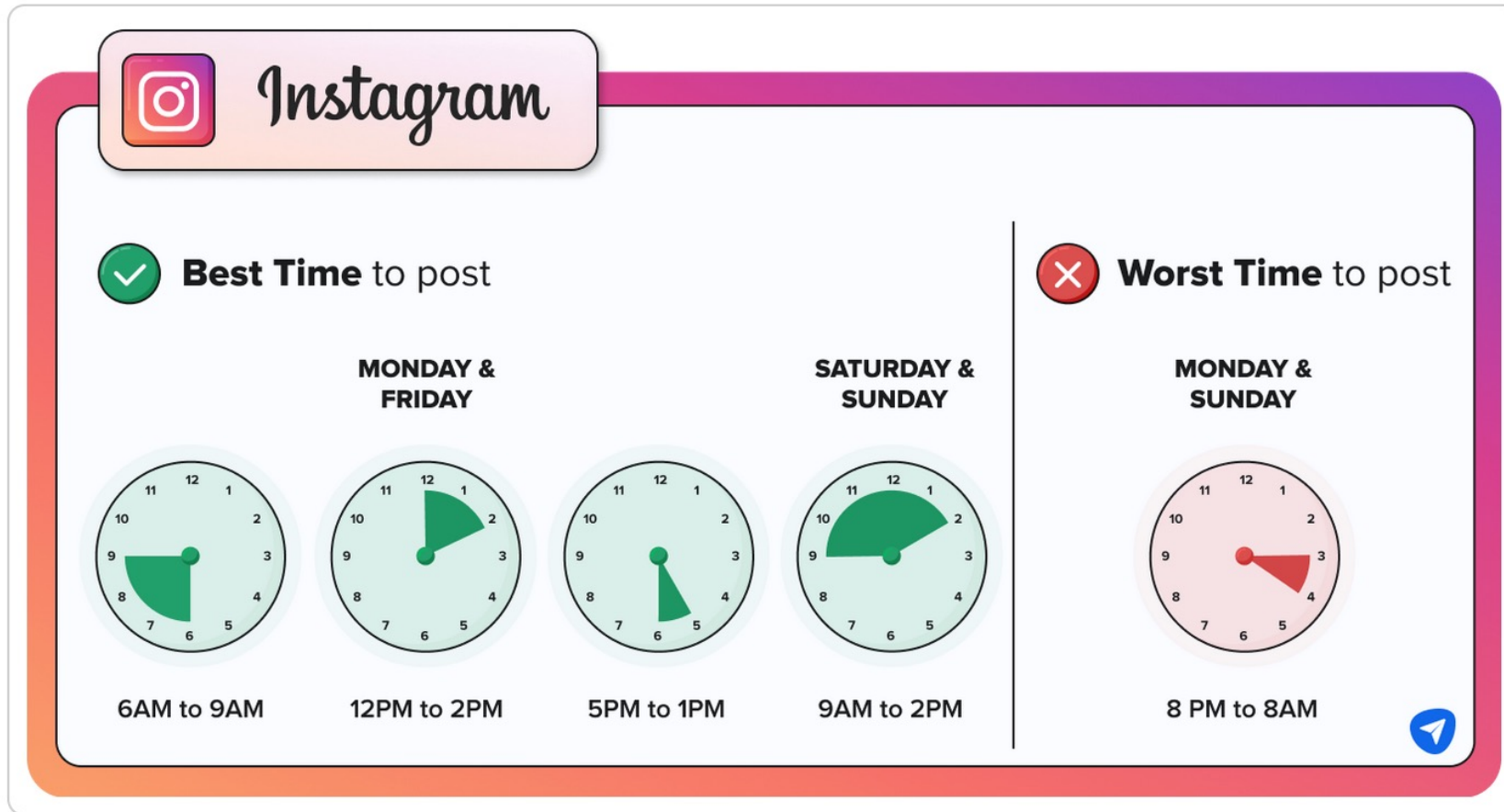
## What are the Best Times to Post on Facebook?



From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>

# A Bit About *When* to Post

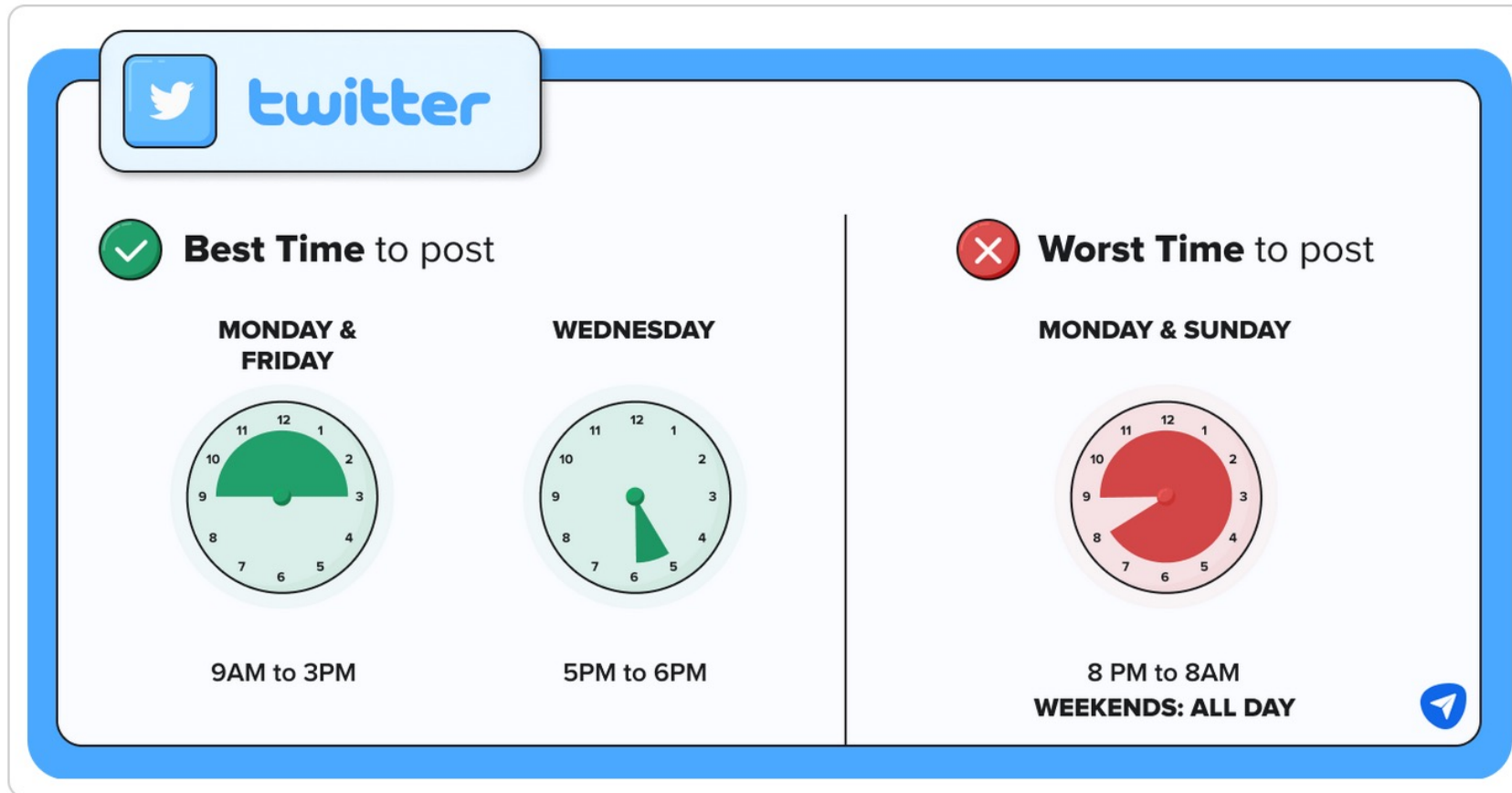
## What are the Best Times to Post on Instagram?



From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>

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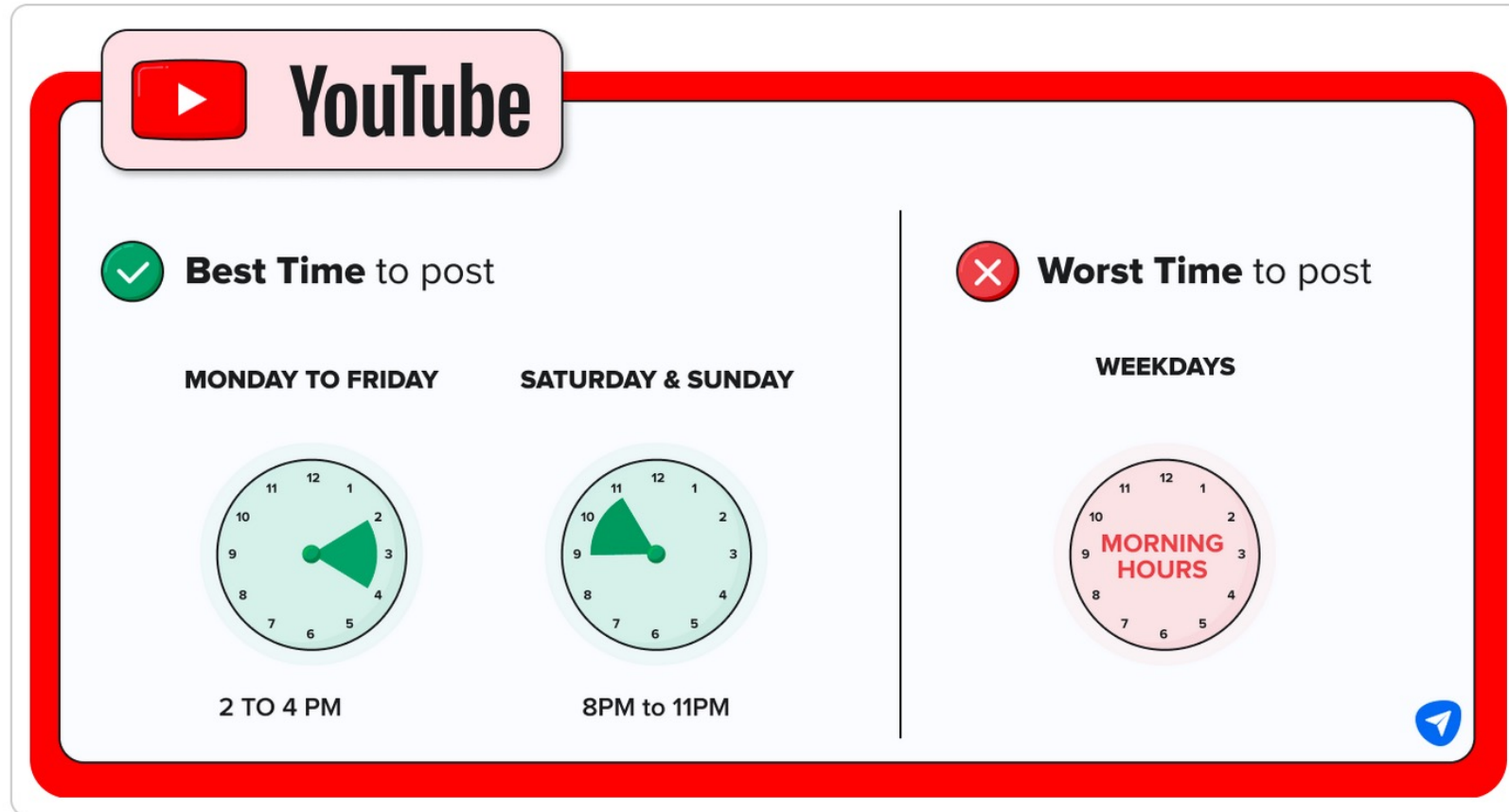
## What are the Best Times to Post a Tweet?



From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>

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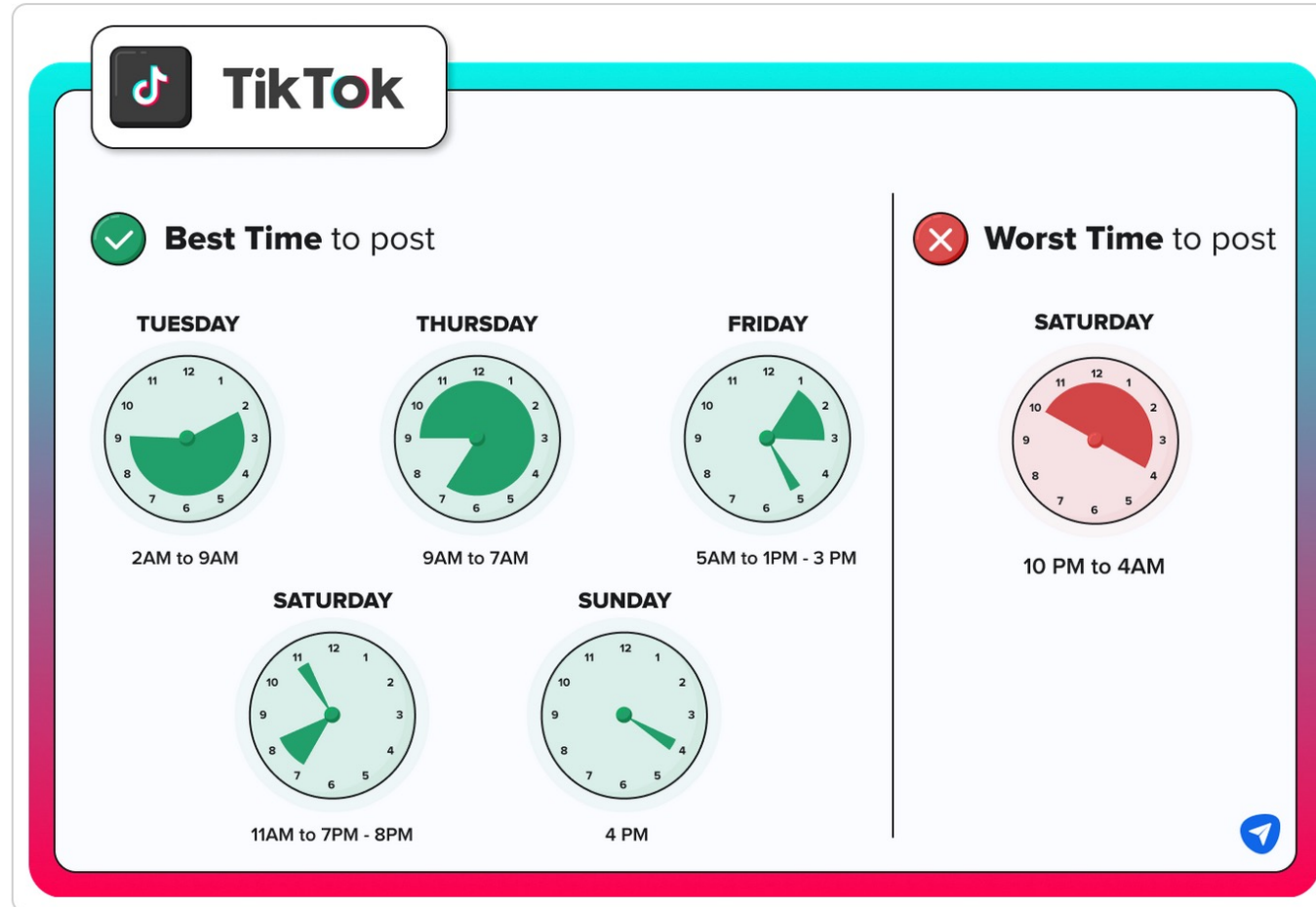
## What are the Best Times to Post on Youtube?



From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>

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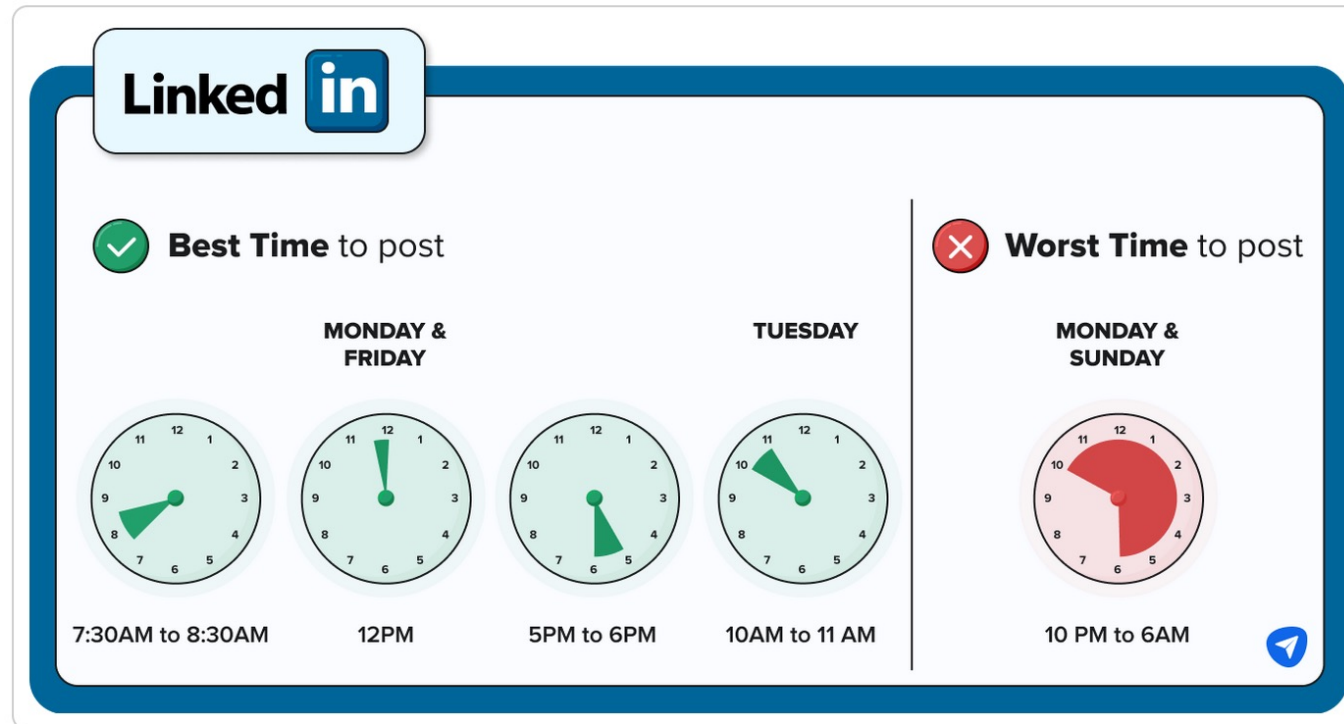
## What are the Best Times to Post on TikTok?



From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>

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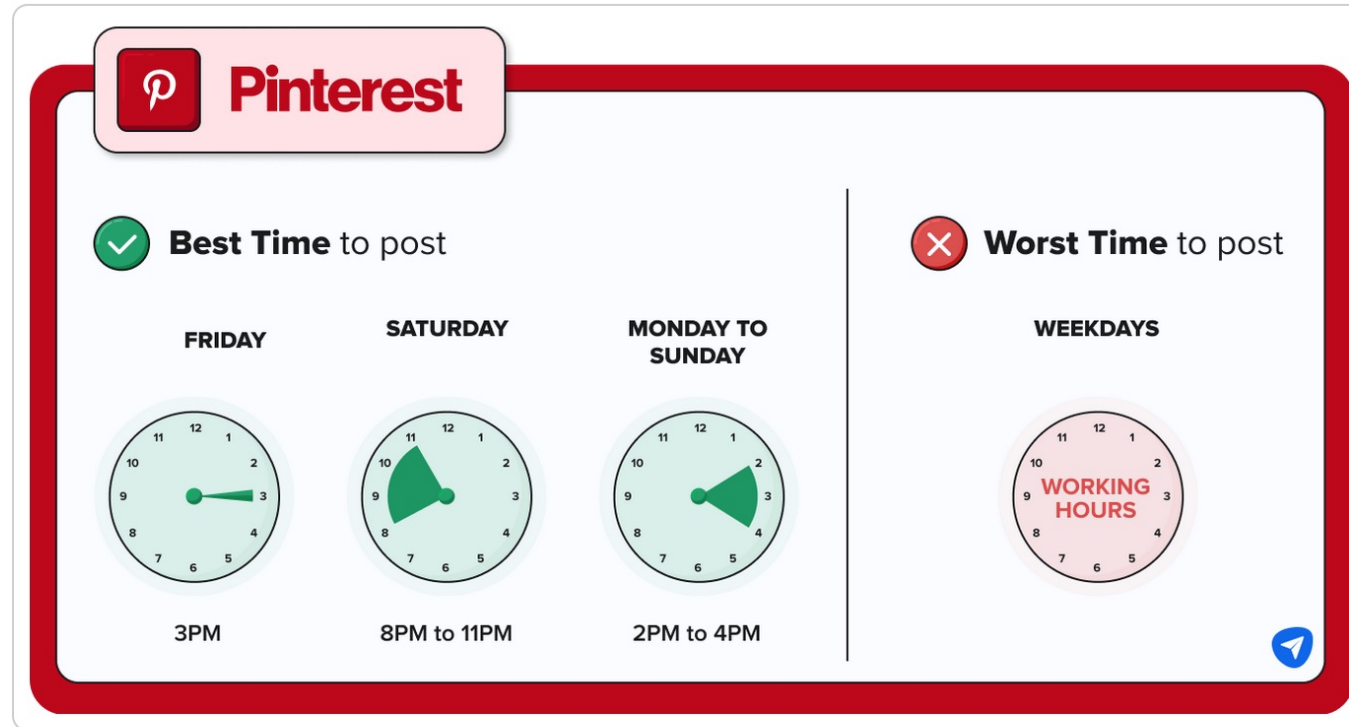
## What are the Best Times to Post on LinkedIn?



From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>

# A Bit About *When* to Post

## What are the Best Times to Post on Pinterest?





From <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>


# 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.

