

Nicholas County Social Media Workshop

Presented by: Jessica Bledsoe
River City Networks, LLC



Introduction to River City Networks

- **Who we are:**

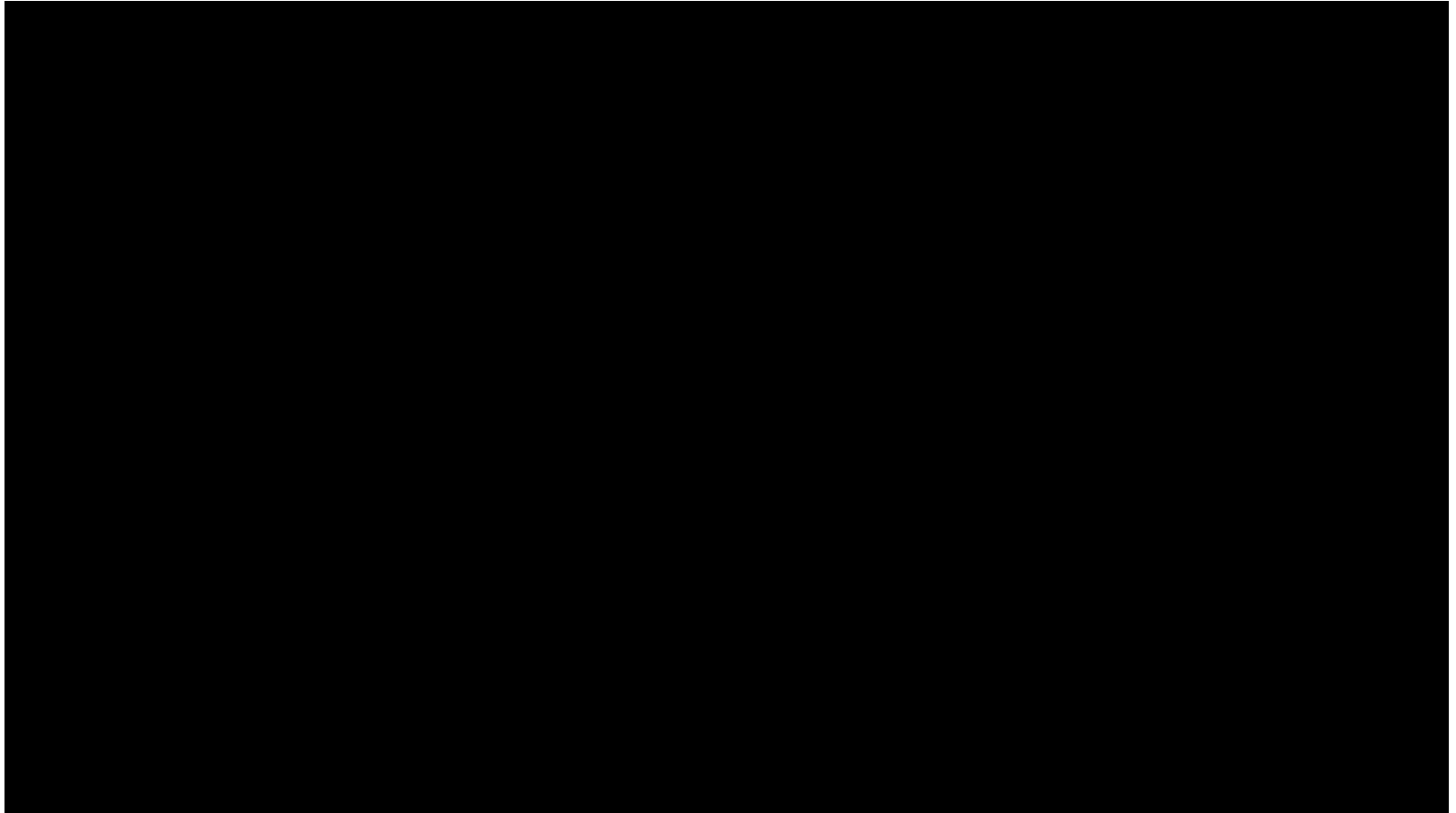
- Adam & Jessica Bledsoe
- River City founded in January 2013
- Bachelors Degree in Communications from University of Louisville

- **What we do:**

- Tech Support
- Social Media Management
- Web Design
- Google Partners



Why is Social Media Important?



Questions to Consider

- Who is my audience?
- What are my goals?
- What is my budget?
- How much time do I have to commit?
- What channels are best for my business?





- Who should use Pinterest?
 - Products vs. Services
- Setting up your account
 - <http://business.pinterest.com/en>
- Building Pin Boards
 - How to Pin from your site
 - <http://business.pinterest.com/en/pin-it-button>
- Analytics
 - See who is repinning your products
 - Track website visits from Pinterest



- Short burst of information several times per day
 - Limited to 140 characters, but recent study suggests 100 characters or less receive 17% more engagement
- Rule of 1 / 3
 - $\frac{1}{3}$ of your social content promotes your business, converts readers, and generates profit.
 - $\frac{1}{3}$ of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses.
 - $\frac{1}{3}$ of your social content should be based on personal interactions and build your personal brand.
- Hashtags
- Response times
 - Most consumers expect a response in 1 hour or less



- Business vs Personal Accounts
- Content generation
 - How often should you post?
- Know your audience
 - What do they respond to?
 - What days/times are you getting the most reach?
- Spend money on Facebook ads
 - Increase your likes & reach
 - Target specific audience
- Analytics
 - The important numbers

Make the Most of Your Time!

- Social Media Dashboards
 - Schedule posts
 - Detailed analytic reports
 - Manage multiple accounts
 - Free & paid versions



Word of Advice

- Define your goals
- Don't take on more than you can commit to
- Treat social media like any other aspect of your job and dedicate time to it each day
- Respond and engage with your customers
- Let your customers know where to find you
- Create your own voice
- Know when to ask for help

Questions???

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