



#### INTRODUCTION

01

Share a little bit about what this session is all about and its' importance.

#### TECHNIQUES

02

AGENDA

Dive into five different techniques to potentially improve your social media management and practices.

#### FINAL TIPS

03

Discuss some additional information that might be helpful for further improvement of your social media.

## HEY

# THERE!

I'm Rob, and I'll be sharing with you five techniques and some tips and best practices to keep your social media profiles off the "it sucks" list.



## **TECHNIQUE #1**

### **GET PEOPLE'S ATTENTION**

# STEP BACK AND LOOK AT YOURSELF

Why do you go on Facebook or Instagram

or other platforms?

# WHY GO ON SOCIAL MEDIA?

#### BORED

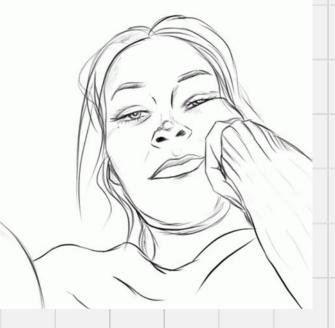
You are bored and are looking for something to kill the time. OVERWHELMED

You are overwhelmed by life and work and need some sort of escape.

#### DISTRACTION

You need a distraction because you're not having a good time in life (big or small).

## **THUMB-STOPPING CONTENT**



It's usually a **continuous scroll** and you only stop when you see something that grabs your attention. If something doesn't grab your attention, you will keep scrolling.

As content creators we have to stop the thumb!

We want to grab people's attention in the first three seconds using some sort of hook and try our best to retain that attention throughout the video.

### **GET PEOPLE'S ATTENTION**

What grabs people's attention is a spectrum of things:

- 1. It mainly starts with your **interests**.
- It can be either something that offers useful information or a solution to a problem you're having.
- It's something that's just bizarre, pretty funny or entertaining.

# **TECHNIQUE #2**

### **HONOR THE PLATFORM**

## **HONOR THE PLATFORM**

What does that mean???

Honoring the platform is like bringing that thing you said you'd bring to a potluck. NOT honoring the platform is like bringing desserts when you said you're bringing appetizer. People will still eat it but they won't be as happy because they're expecting appetizer.



## **HONOR THE PLATFORM**



The same sort of thing goes for social media platforms.

Each platform expects us to post content in a certain format.

You may post something different but it might not be as valuable or

effective.

## **HONOR THE PLATFORM**

	CONTENT  ~ Photos  ~ Stories  ~ Reels	DIMENSIONS 4x5 (vertical) 9x16 (vertical) 9x16 (vertical)	
INSTAGRAM	~ Stories	9x16 (vertical)	
INSTAGRAM	~ Stories	9x16 (vertical)	
INSTAGRAM			
	~ Reels	9x16 (vertical)	
	·		
2 FACEBOOK	~ Photos	1x1 (square)	
	~ Infographics	1x1 (square)	
	~ FB Watch	16x9 (horizontal)	
	~ FB Reels	9x16 (vertical)	
YOUTUBE	~ Full Videos	16x9 (horizontal)	
	~ Shorts	9x16 (vertical)	
		FACEBOOK ~ FB Watch ~ FB Reels ~ Full Videos	FACEBOOK ~ FB Watch 16x9 (horizontal) ~ FB Reels 9x16 (vertical) ~ Full Videos 16x9 (horizontal)

## **TECHNIQUE #3**

### HAVE A GOOD PROFILE

They say you never get a second chance to make a first impression. That's why making sure you've nailed your brand's social media profile isn't optional — it's critical.

Your social media profiles are possibly the first encounter that someone is going to have with your brand, and you want that first impression to make the visitor interested in knowing more about you.

It's easy to take your social media profile for granted or think your posts will speak for themselves. But crafting a strong social profile will boost your engagement and strengthen your brand. Below are a couple of things that you might need to pay more attention to in order to have a good profile.



A GOOD

PROFILE



#### **@ROBKACZMARK**

In honor of #FathersDay, we are sharing the fatherhood episode of @kofc\_official's #IntotheBreach series that was originally produced for Lent 2020.





#### **@ROBKACZMARK**

Reflecting back to my amazing time working on the @jenniferfulwiler Naughty Corner Comedy Special that was distributed on @amazonprime



#### **@SPIRITJUICESTUDIOS**

In imitation of the earliest disciples, men in formation for the diaconate in the Diocese of Austin bring the gospel to the streets. In our video for the Diocese their personal ministry of prayer, healing, and solidarity with those they encounter is told through interviews and footage of their work.

 $\Box$ 





#### @SPIRITJUICESTUDIOS

The Warriors to Lourdes program allows military service members from around the world to experience the spiritual consolation and healing found at the Sanctuary of Our Lady of Lourdes.



#### **@SPIRITJUICEKIDS**

Light of the Sacraments is an interactive book for readers ages 4–12 about each of the seven Catholic sacraments. It features engaging illustrations and hidden images that are revealed by shining a light on the back of the page.





#### **@SPIRITJUICEKIDS**

Ever wondered what it would be like to be swallowed by a whale? 🐋 This week we are sharing the story of Jonah!



#### **@SPIRITJUICE**

Watch for #HotTakes, or maybe more accurately "Lukewarm Takes", from the friars in this week's episode of the #pocoapocopodcast! #catholicreels

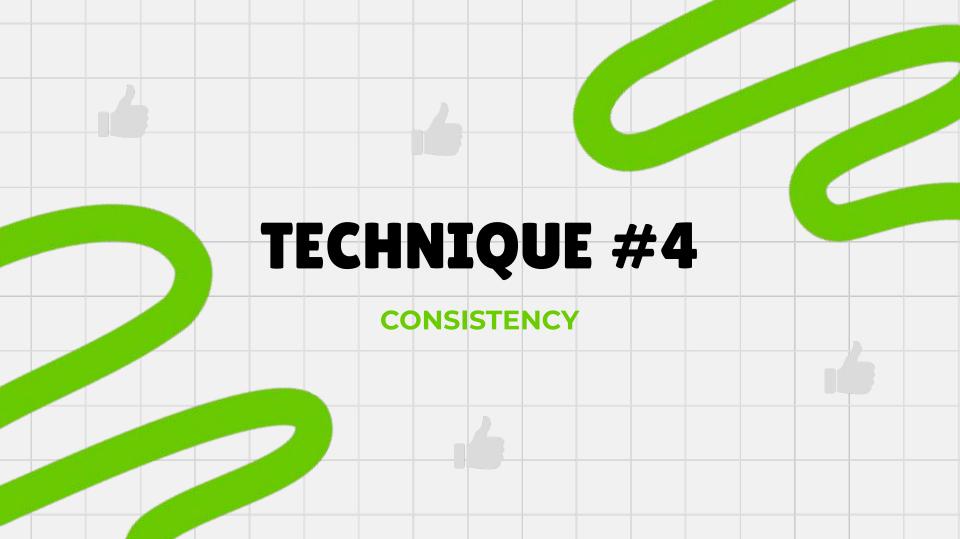
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#### **@SPIRITJUICE**

We're called to be small so that we can be GREAT! #ReelHomilies #catholicreels



### CONSISTENCY

**Posting consistently** is one of the few factors that will differentiate your social media from

everyone else.

#### Meta and Google like when you post regularly,

this shows them that you are creating content regularly so they're probably gonna put you up and you would show up more often. If you post only once in a great while, you're likely not gonna show up on people's algorithms.



### CONSISTENCY

#### SAMPLE SCHEDULE

#### **EVERY 2 WEEKS**

If you don't have much time and content available, you can regularly post every two weeks.

It's not very ideal but it will still give your page a sense of being active.

#### SAMPLE SCHEDULE



#### **ONCE A WEEK**

This is a good route to take as it gives enough time to prepare your content, having content released every week gives a good sense of activity to your audience giving them something to look forward to each week.

# SAMPLE SCHEDULE

#### 2 OR 3 TIMES A WEEK

This is a more fast paced route to take in posting on social media. Which requires lot more time and resources than the weekly schedule. This is mostly suitable for organizations with a small social media team.

#### SAMPLE SCHEDULE

04

#### DAILY

If you have the time, resources and enough content to post, this would be the ideal posting schedule for you. This is mostly suitable for larger organizations with a huge social media team.

## **TECHNIQUE #5**

### **COMMUNITY MANAGEMENT**

## **COMMUNITY MANAGEMENT**

You want people to like your page and be engaged with your content, but you're not responding to them??

That's kinda absurd.

So if you post content and you don't react or respond to every single comment as much as you can.

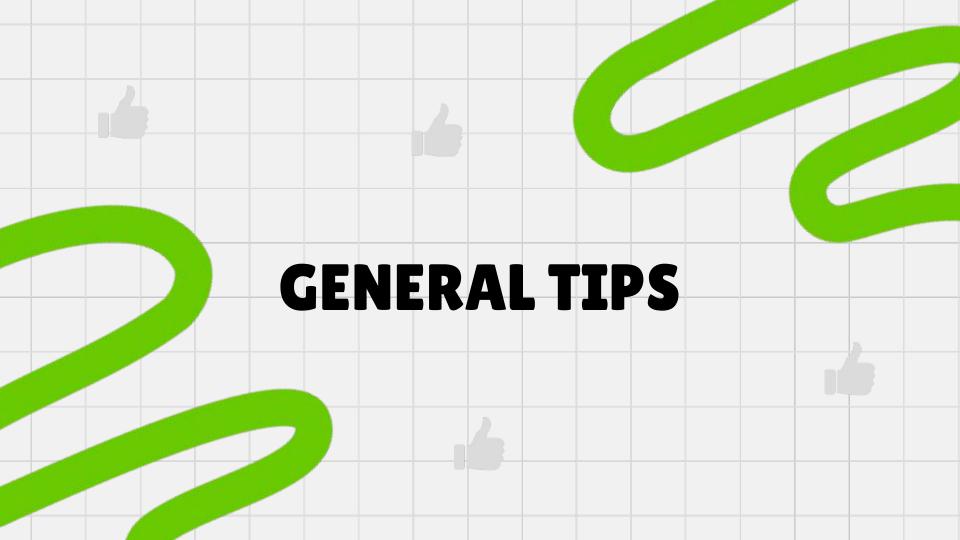
You're an idiot.

## **COMMUNITY MANAGEMENT**

Responding to every single comment shows engagement, shows the interaction, and also shows that you care about your audience!

It's like when someone notices your cool shirt, you don't just walk away, you at least say thank you and this is very important.

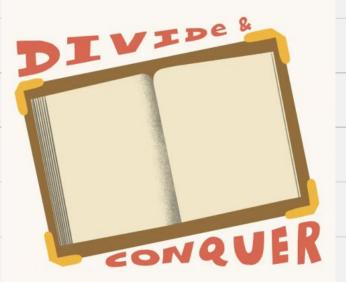
This is why we need Community Management.



## **DIVIDE AND CONQUER**

You'd want to divide and conquer this. If you only have one person creating the content, posting the content, and responding to the content. That would be a lot for one person to handle, so **break it up.** This way you could have a little bit of separation,

You would have one person focusing on the creation of the content. Then you have someone who's posting the content, creating good titles and descriptions, and tagging the right people. And lastly, you need someone to respond to comments and messages about your content.



### PERSON 1

Person who would be in charge of **creating** content

### PERSON 2

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Person who would be in ( charge of posting or **scheduling** content

### PERSON 3

Person who would be in charge of **responding** to content.

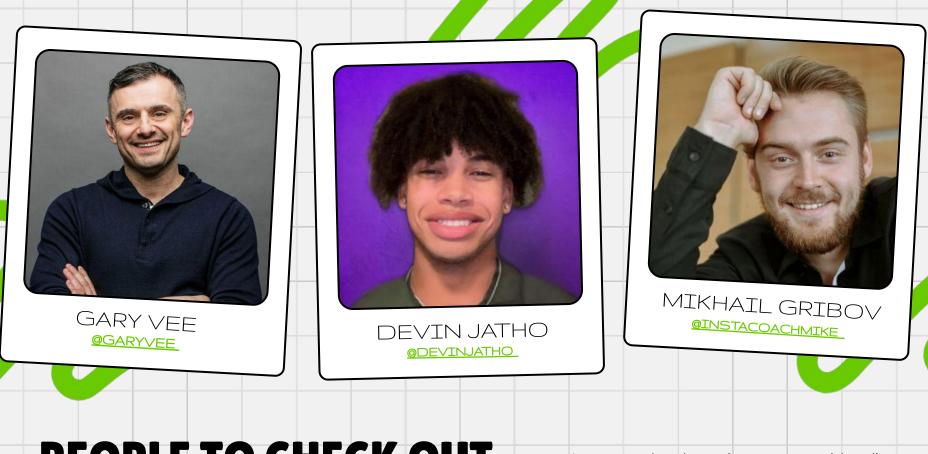
## **YOU ARE UNIQUE**

Each of you have something unique, special, and interesting to say.

The field is full of competition if you're trying to copy someone else, that is why **you should lean into what makes you different** and **try to avoid what you "think" people want.** The field of opportunity for that is wide open.

**People want real people** and the only way to sustainably do that is through your own voice.

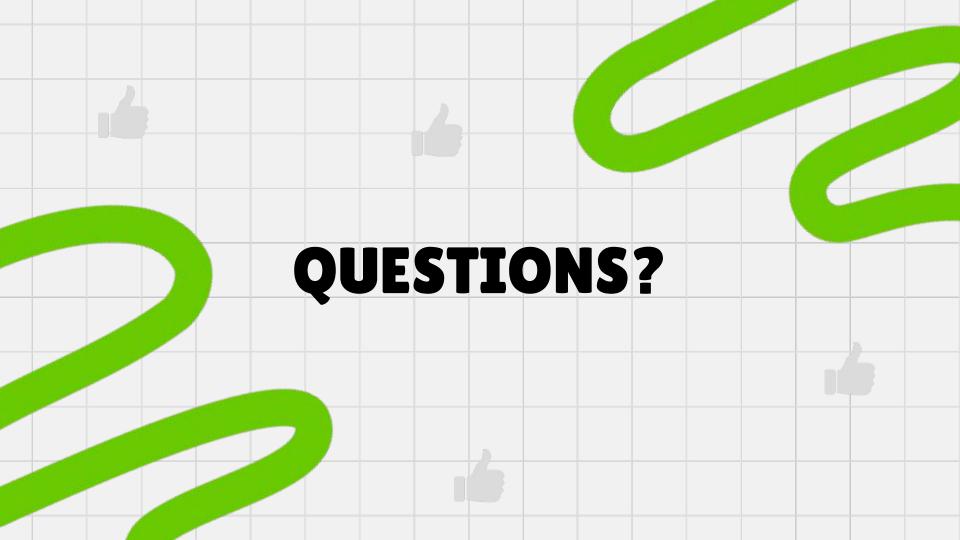




### **PEOPLE TO CHECK OUT**

Learn more about how to improve your social media









## **GET IN TOUCH WITH US!**

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