

## **Social Media Crash Course**

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### **Winning Over Millennials**

- Reflect their personal brand, style and personality.
- Appeal to life stages and backgrounds.
- Create a unique experience and invite them to participate.

### **Social Media Strategy**

#### **Ground Rules**

1. Have a strategy. (I'd follow \_\_\_\_ on social because \_\_\_\_.)
2. Know your audience. (Is this something you want to post or something your fans want you to post?)
3. Plan ahead. (Does it make sense in your feed?)
4. Keep it short. Use images and videos to catch people's attention.
5. Be human, not a robot. (Read your copy out loud. Does it still sound natural?)
6. It's a conversation, not a billboard.
7. Don't ignore your critics. Do ignore the trolls.

### **Creating a Persona**

1. Would they be a guy or gal?
2. How old?
3. Where do they live?
4. What do they do?
5. Are they married, single, or dating?
6. What do they do on the weekend?
7. Do they have pets? If so, what kind?
8. What websites do they like? Social media sites/apps?
9. What do they do after work?
10. What would you name him/her?

### **What to post**

Drumbeat • Announcements and Updates • Behind the Scenes and Insider Comments  
Trending Topics • User Generated Content (UGC) • Reshares • Clever Replies

### **A bit of advice**

- Read twice. Post once.
- Know when to take the conversation offline.
- Don't feed the trolls.
- Get permission before using other people's content.
- Don't publish people's personal info.
- Create an approval process.
- Use common sense.
- Be authentic.