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How To Use Social Media to Reach Your Audience

- Marketing Plan
- Grow Your Audience
- Facebook Fan Page & Events



Marketing Plan

- Does your organization have a marketing plan which outlines your target audience(s).
 - Confirm that your target audiences are being reached by the social channels you're currently using. If not, re-evaluate your social channels.
 - <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>
 - Visit the Insights pages your social channels offer to confirm your target audience is being reached by your efforts

Grow Your Audience

- Social media needs an audience to work
 - Post original, relevant content
 - Periodically channel your email subscribers to your social media accounts
 - Actively find and follow others
 - Use relevant hashtags
 - Post viral content
 - Link to your social media accounts everywhere
 - <http://www.inc.com/jayson-demers/39-ways-to-get-more-social-media-followers.html>

Facebook Fan Page & Events

- Create a public Facebook event from your Facebook Fan Page
 - Add the link to register
 - Add any co-hosts to the event page
 - Invite your friends to attend
 - Share the event on your Fan Page
 - Notifications
 - Why should people attend?
- Add social share buttons to your event registration page
- Add event details to your cover photo
- Pin your event to the top of your Fan Page's news feed
- Encourage Fans to Subscribe to Your Events
- Post status updates to get fans interested in your event
- Consider using a Facebook ad to increase awareness and attendance

