

Social Media

Jennifer Bennett

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- Facebook vs. Instagram vs. Twitter vs. Snap Chat
- Facebook Algorithm
- What is important to raise your 'FB score'
- What are insights and how to use them
- Hashtags
- Trolls
- What Content & When?
- Useful scheduling tools
- Useful photo editing apps
- Best Practices
- Photo Skill Session & Boomerang



Facebook Usage Among Key Demographics

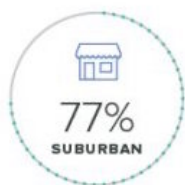
GENDER



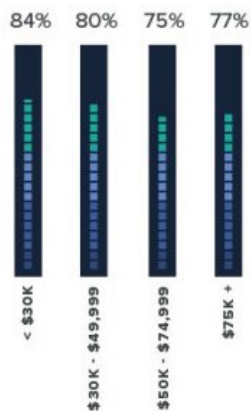
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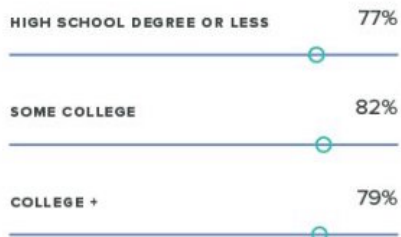
LOCATION



INCOME



EDUCATION



Instagram Usage Among Key Demographics

GENDER



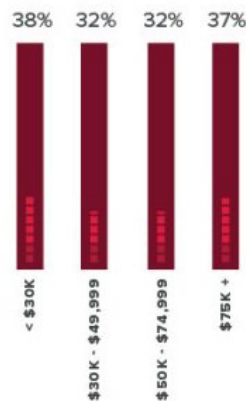
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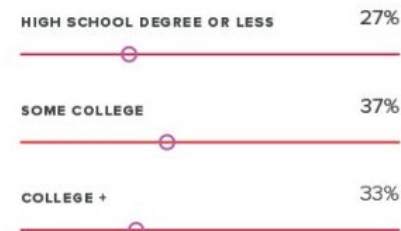
LOCATION



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Twitter Usage Among Key Demographics

GENDER



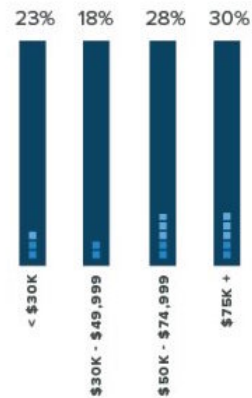
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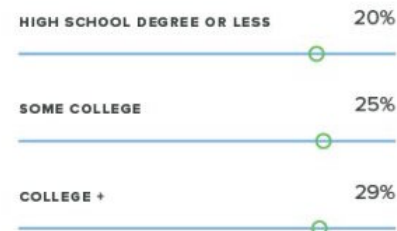
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Understanding the FB Algorithm

Adam Mosseri (VP, News Feed at Facebook) breaks it down:

- an algorithm is “a formula or set of steps for solving a particular problem.”
- He then presented a real-world problem to illustrate how it works; specifically, what to order his wife at a restaurant.
- To find a solution, Adam breaks this problem down into four steps:
 - He checks the menu to see what his options are
 - He considers all of the information at his disposal (e.g., what does his wife like to eat, is it lunch or dinner time, what’s good at the restaurant?).
 - From there, he makes lightweight predictions in his head (e.g., would she enjoy having salmon for lunch today, would it be weird if I ordered her a chocolate soufflé for breakfast?).
 - He then has to consider all of this information and place his wife’s order.

Similarly, Facebook’s algorithm uses four steps to help it decide how to rank your content in the news feed.

Do's - How To Raise Your Facebook Score?

DO: Post content your viewer wants to see. Facebook will show them content that they have been interested in before.

DO: Tailor the content as 'what can my business do for the viewer'

DO: Experiment with time of day that you are posting – it matters

DO: Keep on brand and maintain one voice for the channel. Consistency

DO: Show excitement!

DO: Look at post carefully – don't post it and forget it – edit as needed

DO: Schedule content and maintain consistency

DO: Respond to any messages, comments, tags quickly

DO: Ask questions to increase engagement

DO: Include an image

Dont's:

Don't: DO NOT like your own posts

Don't: Follow everyone

Don't: Delete any negative comments – respond to them quickly and politely.

Don't: Use a long post – shorter posts have better reach

Don't: Create a personal profile for a business

#Why

- Increase reach on all platforms – except Facebook
- Instagram posts with # have at least 12.6% more engagement (SproutSocial)
- Find & Connect with influencers who can share your content
- Helps to organize posts & allow people to find you
- Adding a # to a word or phrase turns it into a searchable link

#How

- #Word = #WORD - capitals don't matter – use to emphasize
- #thisisthelife vs. #ThisIsTheLife
- NO: punctuations or space in hashtag
- Check First! Always check your hashtag just in case...
 - Do this by using a # search engine, or clicking on the #

Like Vs. Follow

- When someone likes a Page, they're showing support for the Page and that they want to see content from it. The Page will show up as being liked in the **About** section of that person's profile.
- When someone follows a Page, it means they may receive updates about the Page in their News Feed.
- People who like a Page will automatically follow it
- Even if people like a Page, they can still choose to unfollow it, which means they'll stop receiving updates about the Page
- People can follow a Page, even if they haven't liked it
- The name or the profile picture of the person who likes the Page may be shown on the Page or in ads about the Page

When to post?

Instagram:

SproutSocial.com has done a lot of research:

Our data found that Monday through Friday were by far the best days to post to maximize engagement. Here are some of our other findings:

Mondays show the strongest correlation to engagement overall

3 p.m. is the least optimal time to post on any day

The most recommended times to post include 2 a.m., 8 a.m. and 5 p.m.

Facebook: According to your insights

Share photos, not documents

**Los Alamos Teen Center**
August 14 at 4:01pm · 🌐

Teens-

Join us for a welcome back to school/farewell to the Class of 2017 event on Tuesday 8/15 from 3-7pm.

The event is being put on by the Teen Center's Youth Mobilizers team with funding from our friends at JJAB. This is great opportunity to have some fun and get engaged with the Teen Center before the busy school year starts.



FALL BACK INTO SCHOOL

Back-to-School Welcome Event
LOS ALAMOS TEEN CENTER

Drop by the LA Teen Center to say goodbye to all of our graduated senior friends and celebrate the arrival of our incoming Freshmen. Make the beginning of the season one to remember with

- Nachos and ice cream floats
- A water fight
- A Just Dance Competition
- A scavenger hunt
- Karaoke
- A talent show with live music and more!

WHEN: Tuesday August 15th
TIME: 3p.m. - 7p.m.
LOCATION: LOS ALAMOS TEEN CENTER
475 20th St
505-695-7415
latc@laimca.org

 Like  Comment  Share 

 3

**Los Alamos Teen Center** added 6 new photos from June to the album: Summer Workshops and Classes — at  Los Alamos Teen Center.
June · 🌐 · 🌐

For summer the LA Teen Center is providing several classes and workshops free to teens. Check out what they've been up to here!

 +3

 Like  Comment  Share 

 10

2 shares

Share a Photo

- 1) Find a photo that works for your post
- 2) Message the person to ask for permission to use it
- 3) Tag the person / page using a live link – if on different platform, specify





Los Alamos History Museum

Published by Jen Landry Bennett [?] · July 20 · 🌐

Found in the Archives!

Do you remember the days when ashtrays were given out as promotional items?



794 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍 😄 Fran Sherr, Church Bird and 6 others

Chronological ▾



Piortland Oryloff Trump is an ashtray, we should give him away

Reply · Unhide · July 20 at 4:33pm



Steve Daly Or when we made them in elementary school shop class?

Like · Reply · Message · 👍 1 · July 20 at 5:29pm

What to do with a troll?

2 options: Hide or Block

Troll has been 'hidden'

Day of the Event – Drive traffic



wfmsiliconvalley
Runnymede Sculptu...

Follow

37 likes

18w

wfmsiliconvalley Heading to the Taste of the Coast with @peninsulaopenspacetrust - say hello to Gerard, our cheese specialist from the San Mateo store (and France!). We have @cowgirlcreamery Mt Tam, @cypressgrovers Humboldt Fog, and Lauren Chenel chèvre. #cheese #local #peninsulaopenspacepreserve #farmlandinitiative

friendincheesesjamco Where's the

berry1690 RIP GG 🙏 you will be missed !
You are missed already 😞💔



Add a comment...

...

Highlight Local Organizations & Their Resources



wfmsiliconvalley

Follow

63 likes

38w

wfmsiliconvalley Happy Friday! Where will the weekend take you? If you are looking for a hike nearby, head over to [@mrosd](#) (Regional Open Space) to search for a hike. Or visit [@peninsulaopenspacetrust](#) to find one of their protected lands to visit. Enjoy! [#optoutside](#) [#getoutside](#) [#hike](#) [#nature](#)

[bayareaopenspace](#) [@wfmsiliconvalley](#) You might like something we are leading: [@outdoorvoice](#)

wfmsiliconvalley Love it [@bayareaopenspace](#)! Thanks!



Add a comment...



Highlight YOUR support of the great things that Local Organizations do



wfmsiliconvalley
Trinity Church of Sun...

Follow

43 likes

31w

wfmsiliconvalley So grateful to live in the Silicon Valley where Project WeHope created Dignity On Wheels, a mobile showering and laundry unit to serve their homeless clients. We are honored to be here with hot breakfast burritos and coffee!!
#projectwehope #dignityonwheels
#wfmsiliconvalley

pretend_its_a_donut What a great way to help the community!!

gonzomalan Dignity would be a living wage job and reasonable cost of living, but this is a kind act.

pietro.nyc 😊

♡ Add a comment...

...

Connect with the viewer & inspire them –
This was posted during an incredible heat wave.
**Notice that we jumped on the #ThirstyThursday bandwagon



wfmsiliconvalley

Follow

68 likes

28w

wfmsiliconvalley Call them in from the yard. We've got a Thirsty Thursday treat that will satisfy everyone. Take advantage of the season and get creative. #wfmsiliconvalley #thirstythursday #bloodorange #blackberries

♡ Add a comment...

...

Take the time to get the right shot & use tools to edit it



wfmsiliconvalley

Follow

55 likes

29w

wfmsiliconvalley Do you like a luscious red wine? Lavonda suggests you try the Honoro Vera Garnacha. It's amazing, under \$10 AND has a wicked cool label. #thirstythursday #garnacha #Valentines #honorovera

joshmo7 @mcardenas87 !!

iatacissej @brooke_keating

brooke_keating @iatacissej oooo! Good find!

ruckustheeskie Wow

iatacissej Do you carry this at the SoMa store? @wfmsiliconvalley

wholefoodsmarketsf @iatacissej, just checked. We should have it at our SoMa store now!

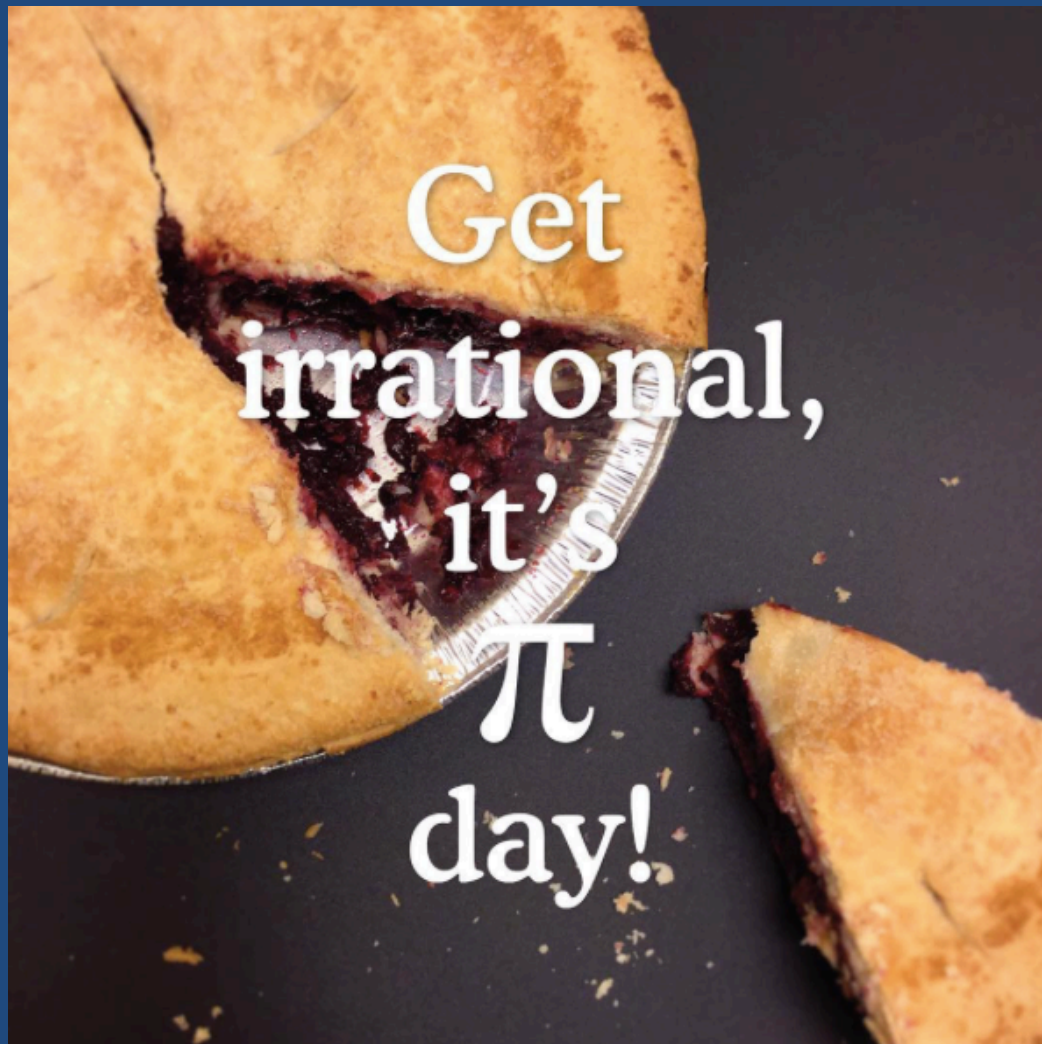
iatacissej @wholefoodsmarketsf thank you! You may see me soon...It's on my walk to work



Add a comment...

...

Sometimes it's OK to overlay Text
otherwise this is just Pie



wfmsiliconvalley

Follow

62 likes

25w

wfmsiliconvalley Happy Monday! We know it may be a tough one because of daylight savings, but you're in luck because today is [#nationalpiday](#) and all our made in house pies are \$3.14 off! [#eatpie](#) [#daylightsavings](#) [#piday](#)

glasklara [@anna_gramm](#) es ist π day!!! 🥰

samiferrini [@robj.photo](#) forgot to tell you... It's 🍰 3.14...

robj.photo Hahaha "pie day" lol
[@samiferrini](#) not key lime pie tho 😂😂😂😂

anna_gramm Wrong! Every day is pi Day!
[@glasklara](#) :)

daily.clean.eats I love this!



Add a comment...

...

Stop-Motion Animation Clips:

<https://www.instagram.com/p/BHutUoOjNSk/?taken-by=wholefoodssiliconvalley>

<https://www.instagram.com/p/BL3pudkjLI3/?taken-by=wholefoodssiliconvalley>

Simple Steps to create:

1. Take multiple photos in sequence from the same vantage point
2. Import all photos to iMovie
3. Select time between photos to your liking and allow iMovie to flow through them like a slideshow
4. Add music (bensound.com has great royalty free music clips)
5. Done!