Sarah Benoit

http://www.jbmediagroupllc.com/wnchealthandsafety/

Co-founder and Lead Instructor of JB Media Institute

www.JBMediaInstitute.com
sarah@jbmediagroupllc.com
@SarahDBenoit on Twitter
Sarah Deborah Benoit on Facebook

Demystifying Social Media

Building Strong Systems for Community Outreach and Communication

Stories Inspire Emotion & Feeling

Different Types of Stories

The "Story of Self"

What desires motivate you? What experiences inspired you to work in your field or pursue your line of work. What values do you have as a professional and why? Where did those values originate from? How did you arrive at this moment in the business?

The "Story of Us"

Are you part of a community or team that shares your values? How do you work together towards a common goal? How can others work with you? What kind of experiences challenges, and resources do you all share?

The "Story of Now"

Is there an urgent challenge to face that is calling you and your team or community to action? What path will you take to achieve our goals? What can people do in the moment? What is the outcome if people act now?

Copyright 2016 JB Media Institute LLC

Emotion Drives Action

Decisions are Made with the Emotional and Rational Sections of Our Brains

Antonio Damasio professor of neuroscience at the University of Southern California, Adjunct Professor at the Salk Institute, author of several books and head of the Brain and Creativity Institute has spent decades exploring the relationship between the brain and consciousness. His research in neuroscience shows that emotions play a central role in decision-making.

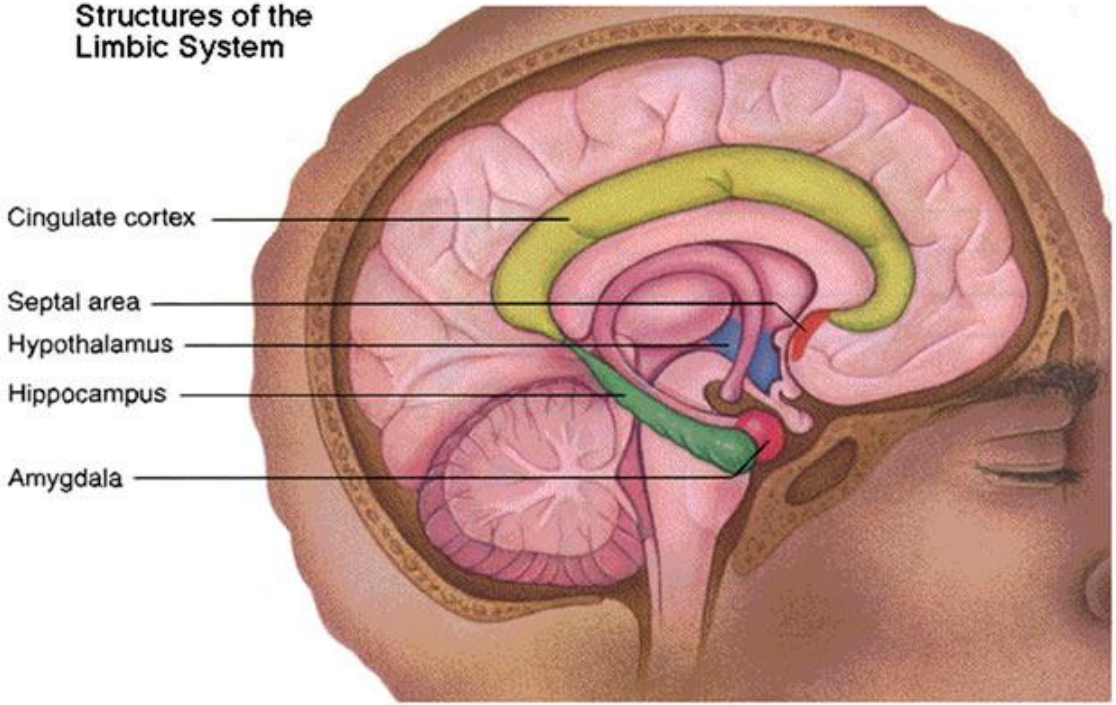
In his patient studies he shows that people with injuries or illnesses that affect their ability to have emotions, and therefore feelings, are no longer able to make decisions.

Copyright 2016 JB Media Institute LLC

How Emotion Affects Memory

According to scientific studies and brain research, emotions have a powerful affect on the human memory.

The limbic system of the brain controls emotions and motivation.



http://mercercognitivepsychology.pbworks.com/w/page/32235621/Emotion%20and%20Memory

Copyright 2016 JB Media Institute LLC

Social Media Pro Tips for Growing Your Networks

Social Media News Feeds = Social Media Algorithms

Copyright 2016 JB Media Institute LLC

Growth = Higher Newsfeed Rankings

The vast majority of people using social media spend most of their time in the News Feed. Every social media site has an algorithm that helps produce what it believes the person wants to see most at the top.

Example: Facebook's algorithm has between 1000 and 2000 factors that it uses to decide what content should be at the top of any one person's feed. No two people's news feeds are the same!

Facebook Tip: If possible post, schedule, and upload videos and photos directly to Facebook and not through a third party like Hootsuite, Buffer, or Instagram and your posts will get more traction in the News Feed.

Copyright 2016 JB Media Institute LLC

User Experience is Top Priority

Copyright 2016 JB Media Institute LLC

What is UX/Usability?

It is the art and science of generating positive emotions through product interactions and a commitment to building products [websites] with the customer in mind.
UX design is about delighting users by anticipating their needs and giving them something they didn't think to ask for.
https://www.usertesting.com/blog/2015/09/16/what-is-ux-design-15-user-experience-experts-weigh-in/

Web usability is the ease of use of a website.
In web design this generally relates to the presentation of information and the layout of the calls to action that generate site conversions.
https://www.nngroup.com/articles/usability-101-introduction-to-usability/

Copyright 2016 JB Media Institute LLC

Usability requires a deeper understanding of the people using the Internet:

Needs, Values, Abilities, Limitations, & Expectations!

Social Media Etiquette

Don't talk AT people. Always respond to comments.

http://www.usability.gov and http://www.uxmag.com

Copyright 2016 JB Media Institute LLC

Social is Mobile

Copyright 2016 JB Media Institute LLC

by 2016 | World Population vs Mobile Device

Copyright 2016 JB Media Institute LLC

Video Communication is IN!

Copyright 2016 JB Media Institute LLC

Video Content is on the Rise

In July 2015 Youtube announced that 400 hours of video were being uploaded every minute. In November of 2015 Facebook announced that they are generating 8 billion video views per day.

http://blog.hubspot.com/marketing/video-marketing-statistics

Copyright 2016 JB Media Institute LLC

Educate, Entertain, & Engage

- How to
- Explanations
- Tutorials
- Product demos
- Interviews
- Tours
- Real time coverage

- Humor
- Inspiration
- Answering questions
- Solving problems
- Testimonials
- Tell a story - share the WHY
- Customer service information

Copyright 2016 JB Media Institute LLC

Video Styles

- Talking head
- Infographic
- Animation
- Whiteboard
- Photo montage
- On site footage
- Drone camera footage

- Screen capture
- Live streaming
- Webinar
- Animated GIF
- Documentary
- 360 Video/Virtual Reality

Copyright 2016 JB Media Institute LLC

Location Matters

Copyright 2016 JB Media Institute LLC

Local/Mobile Search

- 50% of consumers who conducted a local search on their smartphone visited a store within a day, and 34% who searched on computer/tablet did the same.
- 67% of smartphone users want ads customized via city and ZIP code.
- 61% want ads customized to their immediate surroundings.
- 61% use the address or phone number in the ad.
- 68% use the "Get Directions" or "Call" buttons.
- 88% Of Consumers Trust Online Reviews As Much As Personal Recommendations
- 18% Of Local Mobile Searches Lead To A Sale Within One Day

http://searchengineland.com/6-local-seo-stats-every-online-marketer-needs-know-226562

Copyright 2016 JB Media Institute LLC

Geo-Targeting

Social media is made to help people navigate their local region or their current location.

This helps reach people in your area and people visiting your area.

Make sure if you have a location you have claimed and verified your location on Google My Business. Make sure your Name, Address, and Phone Number (NAP) are accurate and the same on all social media sites and any other listings you create online.

Copyright 2016 JB Media Institute LLC

Social Advertising Builds Highly Qualified Audiences

Copyright 2016 JB Media Institute LLC

Reasons to Advertise

1. You can grow a highly targeted and qualified network faster.

2. Native advertising means you can promote your best content.

3. Social advertising is highly affordable.

Copyright 2016 JB Media Institute LLC

Strategy = Success

Make a Plan

Step 1 = Goal Setting

- What do you want to accomplish?
- Who are you targeting?
- What calls to action and conversions are most important for your organization or company?
- How do you define success?

BE SPECIFIC!

Copyright 2016 JB Media Institute LLC

Make a Plan

Step 2 = Choose Your Tools Wisely

- What role does your website play?
- Where do your audiences hang out online? What matters to them?
- Can your website or blog help you deliver great content?
- Do you have time to learn new tools?

IT'S BETTER TO USE ONE TOOL REALLY WELL, RATHER THAN MANY TOOLS POORLY!

Copyright 2016 JB Media Institute LLC

Make a Plan

Step 3 = Track, Report, Evaluate, Adapt, Repeat

- What tracking tools will you have in place?
- How often will you review reports?
- Are any of your tools producing results? If so how can you recreate that approach?
- Can you refine your approach if you are getting results, but not reaching all your goals?
- Are you realistic about workload and results?

USE THE DATA TO MAKE BETTER DECISIONS!

Copyright 2016 JB Media Institute LLC

Copyright 2016 JB Media Institute LLC