

Let's Talk Social Media

Three types of social media we'd like to discuss:

- Facebook
- Twitter
- Instagram

Which ones should you be on?

All three!

Why?

All three have different audiences, different strengths, and different weaknesses. A balanced strategy should include all three. It's easy to just use the one you have the most followers on or feel the most comfortable with, but to reach new customers, branch out.

What are some of the differences?

- **Facebook:** Great for event invitations, photos, links, allows the most written content. But algorithm has made it harder to reach people. Paid option worth exploring.
- **Twitter:** Algorithm less intrusive, but fewer people using the platform. Info must be concise.
- **Instagram:** Very visual medium, young audience. Tougher to link, add text.

Good practices that apply to all three platforms:

- Be interactive! No one wants to follow a robot. Have a conversational, friendly, on-brand tone. Like customers' comments, respond back, invite dialogue. You may be surprised how much a follow or an interaction from a favorite place can mean.
- Use the proper hashtags... but not too many. For instance #UFC212. Keep it simple!
- Be visual. Use properly sized art, embedded video. Customize art.
- Give people a reason to follow: they may follow because they enjoy your place, but what else are you offering? Information? Entertainment? Even better: exclusive offer through social media.
- Post early and often. Several times a week, starting two weeks or 10 days out from event. Vary times, working.
- Post during and after events, not just before.
- Advertise social media accounts in location and in any advertisements.

Should I link my accounts?

Linking Instagram to Facebook is OK because same owner, lot of compatibility. Otherwise, no. Avoid if possible.

Why not?

- The best content is native to the platform. A movie is designed for the movie theater. A symphony for the concert hall, etc. There may be carryover, but quality diminishes.
- Convenience. If Twitter is just a stream of links to something else, who is going to take the time to leave app, let it come back? What if I don't have other account?
- Redundancy. What reason do I have to follow you on this platform?
- Timing. Best times to post on one platform may not be the same on others.

Facebook

Use Facebook Events

Why Facebook events?

- Events are indexed on Google search. If someone searches, for example, "Louisville UFC 212," it will show up.
- Facebook sends notifications of reminders/updates to those who are sent the invitation. They will get these when you update the event and then periodically as event approaches.
- Facebook will alert others nearby when their friends are going or interested in going to an event. "____ is going to an event near you tomorrow."
- When an event becomes popular, Facebook will notify those nearby.
- RSVP function can help you judge popularity of the event and set staffing levels accordingly.
- Compatibility with services such as Eventbrite.

A Facebook event is only as good as how widely it's shared!

- Ask your staff to send the invitation to all of their friends. Send it to people who like your page.
- Share to your wall and encourage others to do the same. Create an incentive to share... raffle, prize, discount, etc.
- Post link on other social media/website, use it an email blast.

Consider "boosting" content or paid advertising

- Changes in algorithm have made this more necessary than before.
- Experiment, start small and increase investment. Can be a few dollars a day.
- Paid content can help you target right audience.
- Fight poster in style guide exceeds 20 percent rule, so can't be used for paid content. Use either Facebook cover page or poster background image. We can help you find these.

Other Facebook suggestions:

- Pin post to the top of your wall.
- Make fight poster your profile picture.
- Use cover photo from style guide.

Twitter

Best practices:

- Pin a Tweet to your profile page.
- Use fight poster as your default picture.
- Use correct event hashtag: usually just the event name: i.e. #UFC 212. This will help people find you.
- Use key words people might be searching for, such as fighter's name, your location area, #UFC, etc.
- Keep clickables (i.e. usernames, hashtags, links) to three or fewer. Keeps it less cluttered.
- Use appropriately sized art.
- Use a programming app, such as Tweetdeck, to schedule Tweets in advance. Vary times.
- Check mentions.

Instagram

Best practices:

- Pictures have to tell the story, not the caption. So best quality action or custom art.
- If you need to link to something, use caption to say "link in bio," and put it there.
- If you are going to use more than a few hashtags, try to use periods or emojis to push them down to the point where they don't appear on feed.
- Use stories to show off what your place looks like on event night.