**11 Tactics, Tips, & Tools to Leverage a Powerful Social, Media Strategy**

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A webcast aired on September 5, 2018, sponsored by AIR’s Center on

Knowledge Translation for Disability and Rehabilitation Research (KTDRR) [https://ktdrr.org/training/webcasts/webcast61/index.html](http://ktdrr.org/training/webcasts/webcast61/index.html)

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<https://youtu.be/dM39H1hVYwI>

>> DONNA MITRANI: Hello, welcome to today's webcast brought to you by the Knowledge Translation for Disability and Rehabilitation Research Center, KTDRR, at the American Institutes for Research. The Center on KTDRR is funded by the National Institute on Disability, Independent Living, and Rehabilitation Research known as NIDILRR. I'm Donna with the Austin office of the American Institutes for Research. I want to thank Ann Outlaw for helping with logistics and technical support. In today's webcast, Madalyn Sklar will cover social media marketing strategy.

Just a reminder, the webcast today is being recorded so we can make the archive available for later viewing. If you do not want to be recorded, be sure not to make any comments or ask questions in the chat box. Before we start, I want to point out we do have CART services available. The link is posted in the chat pod in the upper right corner of the screen.

Now, without further ado, I would like to introduce our speaker, who is a serial entrepreneur, community builder. She had 22 years of digital marketing experience and 13 years of social media marketing experience under her belt.

Each week Madalyn hosts a chat that brings people together in an active one‑hour discussion revolving around Twitter marketing. Since launching three years ago it has reached over 6 billion impressions. She hosts the weekly social ROI chat. Madalyn interviews social leading marketing experts and cohosts weekly communities. The Huffington Post named Madalyn one of the 50 must-follow woman entrepreneurs in 2017. Thanks everyone, now let’s get started. Madalyn?

>> MADALYN SKLAR: Yes, I am here, thank you so much for the wonderful introduction. I really appreciate that, and welcome, everyone, to the presentation. A big thank you to the Center on Knowledge Translation for Disability and Rehabilitation Research. I appreciate you all for having me and for all of you here attending. I'll show ways can elevate your presence on social media. We will be covering a lot of different things here. We will be talking about branding, content curation, engagement, analytics, live video and a lot more. So you already know a little bit about me, so we don't have to spend too much time on this. We will go ahead and jump right in.

I'm going to share Eleven Effective Ways to Elevate Your Presence on Social Media Using a Variety of Tactics, Tips and Tools. So before we start, let's take a quick review of these items. We are going to look at branding, consistency, how often you should post, content curation, evergreen content, how to use hashtags, the importance of images, engagement, analytics, live streaming video. I told you this is a lot of stuff we are going to look at, and tools.

So we are going to start with branding. As this is an extremely important part of your overall social media marketing strategy you want to make sure you have your logo, fonts, color screen and graphics all being consistent on social media sites. Your organization's brand should be easy to identify, and you want to have great images on your site. You want to have a great profile picture and a great header image. You want to have a compelling bio. People want to know who you are and what you do. So it's really important to have a bio that stands out.

And just know that social media is a crowded place. So you want to find ways that you can stand out from everyone else. Look at what others are doing in your space. It's always a good idea to take a look around. What are other people doing because this will give you really good ideas. Now, let's start with a worldwide highly visible brand like Coca‑Cola. We know it instantly the moment we see that red logo, right, they have a big presence on social media, but the great thing is you can too.

It's important to have your branding stand out on your social media sites. So in this example, we are looking at their Facebook page, and you can see that their logo and header image, that's the big image at the top, it really stands out. You can easily identify them. And then we look at their Twitter, same thing. It really, really stands out. Now, let's go look at some industry‑related sites.

When we look at social media profiles in the industry here, like we are looking at AIR, American Institutes for Research. This is their Facebook page. And they are doing a great job using their logo and their header image. You see the logo on the left side and the header image to the right of it. It pops on the page. It stands out. It's visually appealing. And then we go over to their Twitter, and you can see that their branding is really standing out here with the logo, with the header image. The header image is very similar to the Madalyn we just saw here on Facebook. They are using the same wording, the research evaluation application impact with different images, and that's okay to change up your images.

When it comes to your branding, it's good to have a good look and feel that you see across the board. So you can easily identify with the logo, with the header image, so I think this is really done well. I think this is a good example of doing your branding. And then we look at American Association of People with Disabilities. This is their Twitter account. And look at how this really stands out.

They have got their logo on the left side, but then on the right here, that's their header image. Sometimes you will see it referred to as a cover image and it just pops on the page. Know that you can change this up at any time. You can always change it with things that are going on with your organization, but this is a great example of utilizing their brand. And then this is their Facebook page. And same thing, you just easily identify, so when I'm surfing around and on social media, I go from Twitter to Facebook, that brand stands out to me. That's important. You want to look at your profiles. Are they matching your brand? Are they consistent with your brand?

Then we look at AUCD, Association of University Centers on Disabilities. I love this Twitter profile. It stands out. I don't know if anyone wants to take a guess. What stands out on here is the profile picture. Look at what they did. They converted their logo into a little Twitter bird, so I think this is very well done. They are having some fun with their logo. Now, I know not everyone can change up their logo, I understand that, but this is really done well. That is a really fun way to utilize their logo on Twitter, and then here is their Facebook.

So it looks visually appealing on their social media sites. It looks really nice. And now we are looking at National Disability Institute. This is their Facebook page, looks really good. Great logo, and then for their header image, they are doing something very interesting. They have a video in there. If you go to the profile, you will see this is a video that plays on here. So you can do this for your Facebook page only. You cannot do it for your groups.

You cannot do it for your personal profile, only for your page. And what you can do, you will see it with the arrow, at the bottom of the arrow, it says video. So in your navigation on the left side, if you click on that, you can get into your video section. Now, this is something that everyone can do, anyone that comes onto your profile, they can click on videos, and see all of the videos in here. You can create play lists in here. So you could take a group of videos, create a play list of just very specific, maybe you have some videos of a weekly show that you are doing, a weekly video show. You can put them all together in a play list, but what you see here is showing all of the videos.

So you can come in here, grab Madalyn of your videos, and make that part of the header. You can see this is already received 1900 views. That's amazing. You can get a lot of traction on your videos just by putting that over as your profile, profile video. And in this example here, I'm showing you this on my profile because you have got to be logged into your profile to do this. So if I put my mouse over the image here, over the big cover image, you can choose a photo or video. You can take Madalyn of the videos as already on your profile or you can upload Madalyn.

You want to spend time branding your social media profile so they really stand out, and so having a nice image like this, something that matches your brand can really help you stand out in the crowded space of social media. And now we will look at consistency. Consistency is really, really important. If you are going to stand out on social media, you have got to be consistent with what you are doing, and this is where I see a lot of people failing. Consistency is key in your social media marketing. You want to be consistent with the look and feel. We just went through that with the branding, so that's Madalyn part of consistency is the branding. How are you presenting yourself on your social media profiles? You also want to be consistent in the content you are producing.

What are you putting out there? What are you sharing on your social media? So when we are looking at our brand on here, we are looking at the esthetics of the profile, we are looking at the brand, but we are looking at the content, the tone, the voice, all of this is extremely important. With the content, you know, how are you expressing yourself on there? How are people seeing your message? What is your message? And what is that voice that you are putting out there. You want to think about these things as you really start looking at your social media and focus on consistency. Now, you want to take your branding elements, your style and share it, and when I say consistently, like start doing this daily. Start putting out your content on a very regular basis and put it out there so that people will easily recognize it. I want to show an example of someone I know. Her name is Sue B. Zimmerman, she is also known as an Instagram expert. And she uses pastel colors and the same fonts. She is very consistent with the way she is presenting her social media posts.

And it's really to the point where you see this, and you start recognizing her brand and her style without even having to see her name on it when you look at this, you see the pastels when you are going through the site, and you see these really nice colors and it's consistent the way she is doing this. So if you have brand colors, you know, colors for your brand, you may want to start putting together posts that reflect those colors, the brand, so that it really stands out. It's a great way to stand out on social.

And here's some more examples here, just going through her Instagram and seeing these really nice posts, these really nice consistent colors. You want to make your social engagement a habit. It's really important to engage with your community regularly. You don't want to just post and not do anything else. That's a Madalyn‑way street.

You want this to be a two‑way street. You want to post on social media, but you also want to engage, and you want to do this regularly. You want to get on your social media sites and see what are people talking about, what are they saying to you? So always check your notifications every single day, make that a consistent part of your strategy. So posting content daily, and sharing it consistently so that it relates to your industry, your story, you know, if you just post things that are not relevant to your industry, you are going to have a hard time getting people to connect to talk to you.

If it's related to your industry or relates to your story, that's when you will see things change. You will see that shift with your social media because people want to connect. They want to talk to you once they start seeing those posts. Here is an example here other than Facebook with the Association of University Centers on Disabilities, and I was looking at the different types of posts that they are putting out. They are doing a great job of posting good, relevant content every single day. They are being very consistent with this.

And here is a post very well done where they just took a photo and said what a morning, and our friends from Roots in Rights and you see it in blue because they tag that organization. And by tagging them, they will get a notification that they were tagged in this photo. And that's a great way to get more people to connect and to share. They got 12 shares on this post. They got 31 likes.

So little things like that, tagging the people you are talking about, that can go a really long way. Now, I'm known for social media marketing. That's my thing is social media and especially Twitter. So when I post on my social media, you are going to see articles and information about Twitter very regularly in my feeds. So you are going to see that. I'm being very consistent with the way I'm utilizing my industry and what I'm known for.

We are going to look at how often we should post. This is something that people are always asking about. It's like, okay, I'm ready to post regularly. I got lots of great content, but how often should I be doing this? Well, what are your goals with your social media? That's first and foremost. What are you trying to do? What are your goals with it? What are you trying to accomplish? What is your mission?

And always know that no two companies or organizations are alike. So when it comes to social media, it comes to what you are doing on here, you may find that posting on Facebook five times a day works great for you. And for someone else, it might only work best doing it once a day. So that's the thing is that when I show you in a moment here like how often to post on each social media platform, just know that it may work for you, it may not. It may work better for another organization in your industry.

So you have to experiment, and that's something that's always important to do. There is so many factors you have to consider here. What is your industry? What are your demographics? For your demographics is it primarily women age 30 to 65 or is it men and women age 18 to 35. You need to know what your demographics are and that will help you with where to best post and how often. And also how much time can you and your team invest in your social media? You want to try to make this so that you can be very consistent and post every day, but it depends on how much time you can invest into this.

Now, according to co‑schedule, and co‑schedule is a popular calendar tool, they looked at 10 data driven studies to see how often you should post. And they came up with a list of how often you should be posting on social media, and as I said before, I'm a fan of experimenting. You are going to have to experiment with this. Because you might find that these numbers work great for you, or you might find that you need to tweak it a bit and find your happy place. So let's take a look at this.

Facebook, Madalyn post a day. That is good. I have been doing that myself for quite a while, and I have found that to work very, very well, Madalyn post a day. This is on your Facebook page. We are not talking about personal profiles or your groups, we are talking about your Facebook page. And then there is Twitter. And they are saying twitter 15 times a day. Now, some of you may be going 15 times a day, that is too much. If you are new or just starting out on Twitter, I would start with five tweets a day and then work your way up. I think 15 is good if you can spend time every day on twitter and get on there and tweet and talk to people, engage and listen and see what's going on and use the hashtags and we will talk more about hashtags later. 15 a day could work very, very well. You could schedule some of your tweets. We will talk about that a little later.

So for some of you may be going 15 is way, way too much, but if you start using Twitter a little more regularly, you will find that 15 is actually not that many. I personally tweet anywhere from 25 to 50 times a day easily. I tweet a lot. I'm what they call a power user on Twitter. I use it a lot because it works great for me. And you might find that it doesn't work well for you and that's okay. You do not have to use all of these profiles and use them all every day., but find the ones that work best for you and works best for our demographics for your community, for your audience. Go to where they are at.

Instagram, you are saying one to two posts a day, and I think that posting on Instagram, I have seen changes in this, and so I'm not so sure that one to two times per day is really working anymore. What I'm seeing people do is they are slimming it down. They are doing one to two posts per week, not per day. But then on the flip side, you have got Instagram stories and Instagram stories is becoming popular and that's where you do these 15‑second videos. It's similar to Snapchat. That's something where people are posting throughout the day, they are telling stories throughout the day. Now, for this article that co‑schedule put out, they are talking about just your regular Instagram posts with a photo, one to two posts per day. Again, I'm seeing this to be more like per week.

It's something you would want to experiment with. LinkedIn, one post per day, I have been using LinkedIn in for quite a while, and I have been doing one post per day. That works for me as well, so I'm not surprised with that number here in this article. So if you are not posting on LinkedIn, you might want to rethink this, LinkedIn is not just for people looks for jobs, I know that's what a lot of people think when they hear LinkedIn. That's LinkedIn, that's the place I post my resume. It's a great place to go and be seen and connect with people. So if you are not using LinkedIn you may want to take a look at it because you might be surprised as how well it works for you.

And then in the article, they said Pinterest, 11 pins per day. Honestly, I have not been using pin Pinterest nearly as much as I used to, and if I was, I don't think I would be doing 11 pins a day. I think that's a lot, but if you are really big with using Pinterest, and I know a lot of power Pinterest users, they are doing like 20 pins a day.

So if you like using pin Pinterest and you find it works well for you, then I can see where 11 pins a day will work well, but Pinterest is one where you want to consider if you are not currently using it and I think there is a misconception as to what exactly Pinterest is. Pinterest is a site you hear about where there are recipes and bridal information, and travel photos of destinations that I would like to go to one day. It's a lot more than that.

Pinterest is a place where it's a photograph attached to a website. So Instagram is a photo you upload, but Pinterest is a photo that you already have on a website. So let's say you have a blog and you have got your photo on your blog, you want to post that on Pinterest and it sends people to your website. You know, all of these social media platforms, they want you to stay on their platform. Pinterest, on the other hand, sends you away, it's sending you to a web page wherever the photo originated from. So it's something to definitely consider for your social media marketing plan if you are not currently using it.

Now, here is a tip, check your analytics regularly, and it will help you see how your posts are doing so you can adjust it accordingly. When we are talking about how often you should post, knowing, you know, what is working can really help you there.

So definitely check your analytics, and we will talk more about analytics a little bit later. Now, we are going to look at the content we are posting on social media. We are going to look at content curation. Now, content curation is the process of gathering information that's related to a particular topic or interest. This is the post that you are going to be putting out on your social media site. We call that content curation. You share a content to your social media followers that you want it to be organized and you want it to be meaningful. You don't want to post just to post. You really want to think about what is it you are putting out there.

Now, original content is the content like your blog posts, your press releases, information about your organization. Shared content is other people's content. This could be blog posts from industry publications, it could be retweeting something that a colleague tweeted out, or maybe a Facebook post that is from a related organization. You can share a Facebook post. And you want to think about what percentage of your content will be original and how much of it will be shared. Some people say, well, you only want 20% of content to be your stuff that you are promoting, but there is a difference between what we are promoting and what resources and information we are sharing that's not necessarily promoting us per se, but really just, hey, we are a resource, and we want to share lots of original content.

If you have a site with lots and lots of content, then you should put out that content, and you may be doing that 90% versus the shared only being 10%. But if you want to be a resource, then you want to share other people's content in your industry. That's what I do with my social media with, if you go to my Twitter or you go to my Facebook, what you are going to see a lot of is articles related to my industry of social media. You are going to see a lot of that. I have become a resource. People know that they could go to my profiles and see lots of great content, but it's content I didn't write because I just don't have time. Sometimes it's like, okay, are you the blogger or can you just share other people's content from their blog.

So something to think about is your percentage of the content you are sharing. With your original content, this is going to be your stuff, your articles, your press releases, your information, so we got blog posts, we got your photos, these could be videos that you have, this can be from your events, and then with the shared content, sharing articles from other sources. So this can be from relevant websites, from other social media sites, you know, there are lots of great social media sites that are great resources with lots of information that is super helpful.

And also from influencers and industry leaders. One of my strategies is I have Twitter lists since I'm a big user of Twitter, I can organize my feed with Twitter lists and I put influencers and industry leaders into one list and I can just watch their tweets and when I see a great article they share, then I could go and share it out. I can go retweet them or I can go to that article and share it through my Twitter or through my Facebook.

So how are we sourcing all of this content? Well, resharing like I mentioned. You can go reshare from these posts. You can retweet from Twitter or share from Facebook, and then there is manual research. You could do a Google search. You could do what we call a Twitter advanced search. Twitter has an advanced search. When you are in Twitter there is a bar at the top to do a search, but you could actually do much more. You can do a very specific search of certain things, like exact words or a location. There is all of these different parameters. If you want to check that out, it's at Twitter.com/search‑advanced. It's so interesting, if you want to get to it, it's just best to know this link. Also there is a search bar at Facebook, so you could go into Facebook and do searching and you can surf around Pinterest.

So manual research is a good way to find content, and then there is Feedly, Feedly.com. This is a free tool, a free website where content curation is aggregated, which means it is grabbing all of this content from the latest post from, say, a publication or a blog or you might have heard the term RSS feed. You can put the RSS feed from a popular blog that you like, put it into Feedly, and then every time there is a new post, it will pull it in for you so you can read that content, and then you may want to turn around and share it on your social media.

When it comes to the content curation, you want to think about your message and goal for each post, and compose your content with purpose. You really want to think about what it is you are putting out there. And do check your analytics regularly. It is really important, as I mentioned before, your analytics can help you tremendously when it comes to your content curation. What you want to do is log into your social media sites, go into the analytics section and I will talk about that a little later on, go into greater detail, but your analytics will show you what's working and what's not. So you want to look for posts with the most likes and shares and clicks. It will help a lot. You can repurpose your best and most popular content. So you could take a piece of popular content, you go in your analytics, find what was popular, take that piece of content, maybe you have a Facebook live video you did, and you can actually cut that into shorter videos that can now be shared across all of your platforms..

So here is an example, a while back I was invited to be a guest on a local radio program. They had me come on and talk about social media. I said can I do Facebook live on my phone, you know, just basically live streaming the interview, and they said yes. So I propped up my phone. I wasn't planning for this so I didn't bring a tripod or anything, I propped my phone and hit the button to do a Facebook live video. Now, I have this hour long video of really good content. So I downloaded it from my phone, put it on my computer, used an editing tool, cut it up into ‑‑ I kind of took the best parts of it, and now I can share that on my other social media sites. I can share is on Instagram and Twitter.

I can even put it back onto my Facebook. So there is a lot you can do with repurposing your best and most popular content. Now, in looking around to see what are other people in the industry doing when it comes to their content, this is NDI, National Disability Institute. This is their Twitter, and in surfing around I was looking to see what is the content they are putting out there. Here is a tweet of them sharing an article, and then I go to their Facebook page and I also see they have it on there as well because you have more space you can fit a lot more text on there. It's okay to take one piece of content and share it in multiple places. So that's what they are doing, they are taking this article and they are sharing it both on their Twitter and on their Facebook.

And then this is NCIL, National Council on Independent Living, and they took a tweet of theirs of some good information, something that was, you know, they wanted to make sure people knew about it, it was a media advisory, and what they did is they pinned it so it would be at the top of their page. You do a tweet, and you can do the same exact thing on Facebook where you do a post, and then you can pin it so it stays at the top.

And this is a very popular strategy for when you want to have like your best post to live on so that people see it every time they go to your profile. So it's called a pinned tweet. That's what we are looking at, and you see at the very top of the photo it says pinned tweet and it shows the icon. I will show you the example of that for Facebook in just a moment.

Let's look at an example of posting on Facebook. When I go into Facebook and I want to go and share an article, kind of like what we just saw over on that site, let me show you, let's break it down a little bit on the how to, we go in to write a post, and what I do is I put in the link or the URL, and so what I did was I book a popular blog post that I did, I looked at analytics, saw that this was one of my most popular blog articles, I copy and paste the URL, that's the web address, put it into Facebook, and what Facebook does is they take the photo, they pull in the title underneath the photo you will see in bold, that's the title, and what I want to do now is I want to remove that URL because I don't want that there. I want to just type in text. So I will come in here now and you can see when I kind of back up for a moment that there is a lot of things we can do here on the screen.

So I will kind of break it up into two pieces. Let's start at the top. So what I'm doing here is I want to look at, at the post, and I'm going to just type in what I want to say. I don't want to be that link. I want to say something. So I typed in are you struggling to build a strong community? So I put in the text. That's what I want to say. And then when I scroll down, now it's showing me I got the image it pulled in, but what I can do, and I love this, I can remove that image and put a different one in.

Maybe that's not the best image. What it's going to do is pull in the image on the site where the article is. So let's say that you are using someone else's content. You grab the link, you put it in here, but it's not really the best photo, or maybe there is no photo at all. You can actually come in and add a photo. So I could remove this one and add another one. I can leave this one and add another. I get all of this flexibility, which is great.

Now, the other thing that I'm able to do here, and this is a great feature, is I don't have to share it now. I can actually schedule this and schedule it into the future. So you could come in here and schedule a whole bunch of posts for the next week, and this is actually a strategy that I'm a big fan of where, you know, we know our time is precious, we don't have a lot of time to spend on this, so a great strategy is to come in here and just schedule a bunch of these, and then you are done.

And that can be really helpful to you and you can have your team do this. You can have more than one person do this. Great strategy. It really will help tremendously. There are also tools out there, and I will show you tools. The other thing you can could do is pinning it to the top of the page, you can see where it says pin to top of page. When you do this, it will now stay at the top, and you will see the little icon. This is really a great feature. If you are not utilizing this on Twitter and Facebook, I definitely recommend you do this because you can take your best piece of content and put it at the top, and you can leave it there for however, long you like, maybe it's just for a week or just a few days or maybe you want it on there for months.

So something to think about is that really good piece of content to stay at the top of your profile. Now, there are tools to schedule. With Facebook I like that we can do all of the scheduling. There are also tools and I will show you one that I use, Buffer.com. And rather than doing the post directly into Facebook, I will come in here and I use it for Twitter, I use it for Facebook, LinkedIn and I will just share posts. And this is what it looks like. I schedule them in, and then I have a schedule in place, so like this shows you a post that's going to go out at 12:18, and the next one will go out at 7:25, so I can set the schedule to be what I want it to be.

The great thing about the tools that they work for both desktop and mobile. So maybe you are on the go or maybe you are not going to be at your desk today and you can't sit at your computer, you can actually do this from your phone. That's great. That's one of the benefits of using these types of tools. All right. So we have talked about content curation, how to put your content out, the different types of content, we call that fresh content. Now, I mean, that's like, you know, what is happening right now, or content that you are willing to share right now, but now we want to look at what we call evergreen content.

This is going to be information that does not get old or expire. So this is content that is good today, it's good tomorrow, it's good next month, maybe even six months from now. So this is your generic articles and information, this could be lists, maybe you have how‑to videos. You might have a list of FAQs on your website, or just some resources, maybe some reviews. And even videos, you know, a lot of us are doing videos now. Videos are becoming very, very popular. So go through your videos and see what content do you have that doesn't really expire? It's just good generic type of content that can be your evergreen content, now, evergreen is not news articles about the latest trends. It's not going to be event announcements.

It's not going to be about stats or numbers that are going to go out of date. It's not going to be seasonal information either. Evergreen content retains relevance. It's not about time sensitive, and this is going to be stuff that will continue to drive traffic even after it's been posted. So that's why we want to utilize our evergreen content. And you want to be sure that it's interesting, it's relevant, it's timeless, these are all important parts of this.

It's content that you can share again and again. And also what I like to refer to as set it and forget it. I will show you a tool in a moment where we are able to do that. So when we go back over to my buffer, this is what I prefer to use for scheduling. And I can go in here and find my best performing tweets that I could reuse again, you will see analytics at the top. What posts have the most likes, the most retweets, the most clicks. This can be very helpful in determining what I should consider reusing so I can have content that I can basically set and forget.

And if I'm just scrolling through my analytics here on Buffer, I can also see the little blue button that says top tweet. That helps me when I'm looking at the tweets I have done in the past and see, you know, which ones were popular. And those are ones I want to consider reusing. One quick thing about reusing content, Twitter came out earlier this year and said we don't want you sharing your same content over and over. They are trying to curb the spammers. It makes perfect sense, but I have talked to the people behind the third‑party tools that I use. The next one I will show you is social juke box, and I have talked to them about this and told them Twitter is saying we can't keep sharing the same good evergreen content. What can we do? What can't we do?

Twitter has told these companies and these companies are relaying it to us, the customers, that you can reuse some of the same content. Don't do it every day, of course, but as long as there is a buffer of, say, three days or more, or not three days or more, like three days or more where ‑‑ like not less than three days, easier way of saying it, so not something you just tweeted or just put out today or yesterday. Give it a little bit of time. Give it three days, five days, and then you can do it again.

I have been doing this, and I have not had issues with it at all. So if you have heard about this with Twitter and you are concerned, I mean, I have had three different CEOs of the third party tools say that it's okay as long as you are not doing the same tweets every single day. Now, when I go into my social juke box here, this is where I store all of my evergreen posts, what I call my set it and forget it.

I take the popular ones and I put them in here. This is what it looks like. These are just some different tweets I put in. I call this my promo, so this is like different things that promotes me and my brand. I will take testimonials, for example, and I have a bunch of them in here. I put it onto a schedule where I have, you will see in parentheses, you will see my promo and in parentheses, 157. I have 157 tweets stored in here because I have been accumulating them over time, and they are just different things that promotes me and my brand, and lots of testimonials.

And I have this set where something from this list will post once a day. Well, if I have 157 tweets in here, it's going to take 157 days to cycle through the whole thing before it starts over. So you can see where if you take, and I'm not saying you got to go do 157. That's a lot. I can't believe I have that many. That's crazy. But I have accumulated over time, and if you are putting in your best evergreen content into a tool like this, it makes it a lot easier to put it on auto pilot so that you can go focus more time on engaging with your audience. That is the reason I use these types of tools.

So I can free up my time because otherwise I would be doing this manually, and that's time consuming. Here is a close up so you can see what this is. So this has been a great tool that's helped me share good quality tweets on a regular basis. Now, before we dive into our next item here, hashtags, I think we have some questions.

>> DONNA MITRANI: Tha, thank you, Madalyn, so this question comes from Chantel. Her question is about buffer, she uses it but has not been able to tag people in scheduled posts. Is there a way to do that?

>> MADALYN SKLAR: So you are trying to tag people in your asked dial. You should be able to. I'm able to. I don't have problems with it. If you are having issues with it, number one, go to Twitter and copy and paste their user name, the @ and the user name and then put it into your buffer and see if that helps. If you continue to have problems with this, I would contact Buffer, but I do not have that issue. Are there any other questions? Are there any other questions.

>> ANN OUTLAW: No, it doesn't sound like it.

>> MADALYN SKLAR: Okay. All right. So now we are going to look at hashtags and I want to say this can be super valuable in your social media marketing. Hashtags are great. You will want to be specific when it comes to hashtags. You want to make sure they are relevant. You don't want to make them too long, because if it's too long, number one, it's too long to type, too hard for people to remember. You want to think about how long you make them.

Do not use too many hashtags in your post or bio. There is nothing worse than seeing someone's Twitter bio with every word or every other word as a hashtag. If you have a lot of hashtags, go and update your bio, because that's not going to help you having all of those hashtags in. It will not help you. Hashtags in the bio is simply to make a piece of text stand out. If you look at your bio, you will notice the hashtags are the color of whatever the hyperlink is for that profile. Let's say, for example, it's blue. Well, the blue will stand out over the black text, so that's one way of using a relevant hashtag makes that word pop. And that's one strategy, but also if, say, you have a branded, post things that are relevant to what I am doing. So that's what you want to think about is in your bio, but also in your posts as well you don't want to clutter it up with a bunch of posts. These days you could search for key words in Twitter, in Facebook without it being a hashtag. So that's just something to keep in mind.

And you want to monitor your hashtags. I use Hootsuite. In addition to it being a great scheduling tool, it's great for listening. So I have different Twitter lists, and so I will say my #TwitterSmarter hashtag, I actually, I can have my Twitter list, but I can also have a search so I will put in my “pound Twitter Smarter” as a search term and save that as one of the columns in Hootsuite and I can look and see who is using the hashtag along with me, so that can be helpful. Monitoring with Hootsuite is a great strategy to think about doing if you are not already doing.

I did some surfing around and looking at different hashtags in the industry, and it's very easy to start with one and have it lead to another and then another. I just started typing in different words and I found some really cool ones. I found this disability inclusion. I found a lot of great tweets in here. This is on Twitter. And then I found this one thanks to the ADA, and saw some really interesting tweets in here. And then just typing in a very generic key word that's relevant in your industry. So I typed in “pound disability” just to see what would come in.

Now, because it's a generic word, you know, and generic meaning it's just this one word is being used a lot. If you go into Twitter right now and typed in “pound disability”, you are going to see a lot of tweets in the past hour, because people are using it very regularly. It's generic. If it's a little bit more honed in to something specific, like, say, “pound disability chat,” maybe there is a chat, and it's called Disability Chat.

Well, you are not going to see as many tweets. So doing some searches, you will find some that are generic like this where there’s lots and lots of tweets and that could be a thing because you can meet a ton of people doing this, but then on the flip side if you are using this as a hashtag and your tweeting, just know that it's going to go, you know, it is popular, so maybe only a handful of people will see it. So that's the thing with hashtags with real general terms versus something a little bit more specific.

So looking on here, I found disability employment, I found some really interesting tweets in here and I found a Twitter chat. If you are not familiar, check this out. It's really cool. It's DONetwork, and they had a chat talking about disability issues and I thought this was interesting, and it's cohosted by @DOnetworkorg and @DisVisibility, and I saw that they actually have another chat coming up. I just want to say Twitter chats are one of the best ways to connect with like-minded people on Twitter.

I have been hosting Twitter chats for the last seven years and Twitter chats are just hands down the best way to connect with your community, with your tribe, with your people on Twitter. So I highly recommend checking them out. I didn't do a whole lot of searching for Twitter Chats, I just happened to stumble upon this one but if you spend time searching around and many times you find one chat and it will lead to another. So if you can find different Twitter Chats in your industry, it's a great way to connect.

If you want to check this out, it's next week on September 13th at 3:00 Pacific. Now, if you are going to get on a Twitter chat, I recommend using this website. It's free. It's just a website, TweetChat.com, and what you do is you come on here, you put in your hashtag, whatever the hashtag is you want to go to. For this one’s #DOnetwork. So you would type it in at the time that the chat starts and then you are going to watch the chat just unfold in front of you. I thought I had a slide.

So anyway, if you go and try this, I think you will be impressed with how cool it is where you can see all of the different tweets, and then I also found there was a Twitter chat with inclusive disability, but it looked like it was a one‑time thing, so you might find something that's already passed, that's already happened, but keep an eye out for these chats because they can be really awesome.

And ‑‑ oh, here it is. Okay. So this is the slide that goes with TweetChat.com. So you type in the hashtag and you can watch the tweets pop up, and it does it in real time. If the chat is happening right now, then in real time all of the tweets are going to come in here. Then, if you want to participate, you can see there is a box there that says tweet into and the hashtag. You type in your tweet. It will automatically put the hashtag in for you. That's what makes this tool so great because it takes care of that for you because it's hard to remember to put the hashtag in every time. So this takes care of that for you. So I definitely recommend checking that out.

A great use of hashtags is to promote an event like we have here with KTDRR. They are promoting the Online KT conference. Let me give you some advice when you are doing an event, have an official hashtag and tell everyone what it is, right now it's [#KTDRR18](https://twitter.com/hashtag/ktdrr18). That's the official hashtag, we know that because it's coming from the source. You want to let everybody know this is the official hashtag, use this hashtag, otherwise you will find that people make up their own. And what will happen is, and even if you announce and say this is our official, you will still find people making up their own, but it's always best to make sure people know this is the official hashtag, please use this, but I guarantee you you are going to find people doing #KTDRR2018 instead of just 18 or they might do #KTDRRconference. So just keep an eye out for that, that people will sometimes make up their own, but hashtags are a great way to connect with your community.

And now we are going to look at the importance of images. And images are something you really want to focus on with your social media.

>> DONNA MITRANI: Madalyn, before we move on to the next section, we have one more question I wanted to bring to your attention, and she is asking if there is a way to find a list of existing hashtags out there.

>> MADALYN SKLAR: You know, some people put those out, and what I do is I go and do a Google search. So I would recommend Google searching to see if you can find that. What's interesting when it comes to Twitter Chats, it can be difficult to find those as well, and what I recommend for that is putting in the keyword and then Twitter Chat on the end or chat. So, for instance, my chat, #TwitterSmarter, is simply a Twitter Chat about Twitter. We share Twitter marketing advice. If I was a fan of baseball and I want to find what are related Twitter Chats or hashtags, then you, you know, baseball hashtags, baseball chats try different key words into a Google search and you might find that help.

>> DONNA MITRANI: Thank you.

>> Sure, so we will move back over to the importance of images. We process visuals 60,000 times faster than plain text. Tweets with images get 150% more retweets than tweets without images. It's an interesting statistic. When you have an image on your tweet, you have 150,000 percent more chance of having it retweeted. Facebook posts with images generate 2.3 times more engagement than posts without them. Social media content will generate 94% more views if it contains visual elements.

This is something that's really important. We want to have our visuals in your social media. Views of social media posts can increase by 48% if it contains both images and videos. So it's something to really think about. Look at the types of posts you are putting out there. Do they have images? When the statistic came out about the 150% more years back, I really upped my game with images. I make sure every tweet I put out or just about every tweet has an image.

It really, really makes a difference. Images bring out emotion in us. It can convey a wide range of information or it can focus on a single thought. So images, I mean, that's why I have this photo here. That image says so much. You look at it and it's telling you so much. So I surfed around Facebook, and I found some posts that really stood out because of the images. Could you imagine the post without the image. It would be hard to connect without having the visual there. This one says so much because it's a cute dog. When I first saw this, I was like I have to read the article. I have to know what this is about. And it's a great story about training puppies to become professional autism service dogs.

So that image, this article would not have gotten nearly as many clicks and likes and comments and shares without having the photo. And then just looking around, here is a video I found. And, you know, it grabs your attention. It's very attention grabbing. And then here is a great image that says a lot. I had to share this picture with Joanne. What a great picture, great tweet, great use of hashtags here so really well done. Now, we will talk about engagement one of the most important things you can do on social media is to engage. You want to listen, you want to ask, you want to learn. You don't want to be on a one‑way street like we talked about before, you want to be on social media engaging with people.

If you are not engaging with people, you are not going to get much out of your social media marketing. You want to listen to your community, and believe me, they will tell you things that you want to know. On both Twitter and Facebook, you can do a poll, if you have not done a poll before, that's something you need to go do. Go try this out. It's available on Facebook and Twitter. I use this all of the time. I love to ask questions to my community. One of the things I do is I put out online training on how to do social media, how to do different things with Twitter. I will put out a poll asking what should I do next? Do you want more Twitter courses from me or would you like one about Instagram? Would you like one about LinkedIn and I listed different things and I thought I knew what the answer was going to be, and I was wrong. So listen to the community because they will tell you things they want you want to know and need to know. You can learn about their needs and wants from doing this, doing the polls.

You will also uncover like‑minded people. Discover your fans, followers and advocates. Now, I found this video from this Facebook profile, and it's a video where they tag the person that they are wanting to connect with, and they also use some hashtags here. Let me make it a little bit bigger here. They were able to get 13 shares and 838 views, and they also pinned it to the top of the page. You see the blue icon at the top. One thing to keep in mind is tagging people you are talking to or talking about, if you don't, they don't know you are talking about them. So by them tagging Dr. Richard Pan. They are letting him know they are trying to communicate with him. So it's really important to tag people. Big part of the engagement process. This tweet grabbed my attention because I was tagged in it talking about this particular presentation, and it was great. I liked it. You can see the blue heart there because I hit the like button.

Engagement will do a lot when it comes to your social media marketing. So you really want to spend time. It takes time to engage with your community.

Your analytics will show you how well your posts are doing, and we touched on this a little bit, but we will dive deeper. You can regularly view your statistics on all social media platforms. You have Google Analytics. This is for your website. We have got Facebook page insights. So this is where you get analytics on Facebook. We have Twitter analytics and Instagram analytics.

Now, these stats will help guide your posting and strategy decision. So you want to take time regularly to view these. You want to test, you want to analyze, and find what is working when it comes to your social media. And let this data guide you in your success. So let's look at the different ways we access. So when we are on Facebook and we are using, mine for the example, because you have to be logged into your account to see the things we are going to look at.

So I'm on my Facebook page, and at the top I see insights. When you are logged into your Facebook page, you will see insights at the top as well. No one else sees this, only the people that are logged in to your account that you give access to. Now, when I come in here, I can access not just the last seven days. It's showing me the last seven days here, but I can look at today, yesterday, and I can also look at the last 28 days. So this is great information that shows me the summary of everything. You see on the left side bar in the navigation there is lots of things to click on. If you have not done this before, spend a little bit of time and go through each one of these items. You will be really surprised at all of the great stuff that's in here.

Now, as I'm going through this, I'm looking to see what is standing out in my Facebook insights. And this is a video I did recently, and so you can see it jumps from a very low reach to a high reach and high engagement. So when I click on that, I can get all of the details. I can see how many people it reached, how many video views, I can look and see how many people liked it, how many people did the love. There is one that was angry. So you can get a great picture here of everything that's going on with your Facebook analytics. Now, when we switch over to Twitter, this is only available at Twitter.com, only for desktop. You can't do it on mobile.

So you go to your Twitter.com, you are logged in. In the pull down menu, you will see analytics. You click on that, and also below it, you will also see it says view your top tweets. You can also click on that. But either way that will get you into your Twitter analytics. And then there is also Instagram. We can go into our Instagram analytics. And you go into, because here is the thing about Instagram. They added analytics recently, and it's in the, you have to have a business account, and when we sign up for Instagram, you know, if you have been on Instagram for a while, you can actually come in here and switch it in the settings to a business profile, and you can always switch back if you don't want. Okay, these slides were a little bit out of place. Going back to Twitter for a moment, I apologize, I don't know what happened here, but back on Twitter again, when we first go into the analytics on Twitter, because I do have a few more slides to show real quick, you get a 28‑day summary here, and below that you get a month to month.

And you can scroll down and see month to month how you did. And then you can also see a 28‑day period with the impressions. These are the top tweets. You can scroll down. You can see how it's highlighted top tweets. You can get a lot of information here. And at the top right, you click on the last 28 days, and it's going to show you how you have done the last 28 days, but you can also do just the last 7. You can do a start and end date and look at something specific, a date range, or you can go back through the last five months.

Then you can click on one of the tweets in there and get a lot more information to see the impression, the engagement, and all of that information. And then also if I go into my Buffer because I use Buffer, I can go into the analytics there, and see, you know, how those tweets are doing. If I'm at Twitter.com, what I just showed you, I can see everything. It doesn't matter if I did Buffer. It doesn't matter where I posted. I can come over here to these analytics and this is everything I have posted no matter where the source, whether I did it at Twitter.com, or I did it through a third party tool. If I come over to my Buffer because I do use this regularly, I can look at just the tweets I had already posted here and look at see what were my top tweets and that can be really helpful. Now, we go back to Instagram, so with Instagram, we are looking at the analytics when you are on your profile at the top it shows you the number of visits.

And we saw how we could switch it to business. If you don't want to keep it as business, you can switch it back to personal, but you don't get the analytics if it's set for personal. So it's something to think about. Now, when you are in here, they give you a lot to look at. You get these insights with the interactions, you request see the locations, which is really helpful. You can see the age range, the gender. This can be helpful with your demographics trying to get a grasp for who is following and connecting with you on your Instagram.

And so I definitely recommend spending some time going through this very, very good information there. And now we are going to look at live streaming video. Live streaming is the hot thing now. It's becoming more and more popular because it's a great way to connect and engage with your community. This is something I highly recommend to do if you are not already doing so. And as of now, in 2018, you can pretty much live stream on every platform. Facebook live has it available on desk top and mobile. Twitter has Twitter live and Periscope. It's mobile only, but you are able to do it on Twitter. Instagram has Instagram Live, and it's becoming very popular. It's mobile only. YouTube has YouTube Live, and it's mobile and desktop.

So you can go onto all of these platforms and be doing live streaming video. So basically, you hit the button, you are going live, and people are able to come on, see you, connect with you, there is a chat box, they can chat with you. This is great for interviews. This is great if you want to do a commentary or some kind of monologue. There is so much you can do with live streaming videos. I highly recommend doing this.

So let's look at how we do this. If you are on Facebook and you are on your desktop, you will see the live button. You go in to do a post, you will see the life button, and you are live. I took a picture to show you this is what it looks like, and, yes, that's my doing lay on the sofa behind me in the office. It is as simple as clicking the button and you are ready to go live. It is so easy to do. When we do this on mobile, on your phone, when you go to do a post, you will see in the bottom here the option to do a live video.

And once you do that, you are ready to go. You are ready to go live. You can type in, I put going live on Facebook. You hit the button. You are now live streaming. On Twitter when you go to compose a tweet you will see there is the camera icon and then there is a live icon, and you click the live and you will be doing a live video that shows up in your Twitter feed. If someone is surfing Twitter and they see your tweet of this video, they can click on it and connect with you in real time. Now, with Instagram, Instagram Live is fairly new. You go into your Instagram, and this is for mobile only. At the top you will see a camera icon, and you will see a picture, your profile picture. You can click on either one of those, and you are now ready to live stream. At the bottom, you will see different options. You can hit tap on live.

This is also how you do Instagram Stories, and Instagram Stories is very, very popular is 15 second videos, and it's great for telling stories for sharing content, what you are up to, when you are at events, it can be a lot of fun to show what you are doing at events. Highly recommend using Instagram Stories, but the Instagram Live, is a lot of fun. The thing is about an Instagram Live, when you do this, it stays on your profile for 24 hours and it goes away. Same thing with Instagram Stories, they don't live on.

However, they do have a way for you, there is a newer feature called highlights, and you can add it to a highlight. It's a lot to get into, so I will not go into great detail, but if you check out highlights, it's a way to keep it going past the 24 hours. And then on YouTube, you go to desktop, you can live stream. You just click on the stream now and you are live streaming or you go on mobile and you will see the go live button, and you can go and start live streaming on there. Now, I'm going to show you Facebook live. I'm a huge fan of Facebook live because, number one, everyone is on Facebook. Everyone is on Facebook, so if you want to do live video, I recommend starting on Facebook because it's the easiest one to do. Everyone is on Facebook, so you already have a wider audience than, I mean, unless you are very big on Instagram, then, wherever you are very popular, but most of us are popular on our Facebook.

So you do a Facebook live. This is one that I did recently, and you can see down at the bottom here, I have gotten 58 comments, 7 shares, and 405 views. That is awesome. I got great engagement, love getting those shares. This is a great way to do live video. So if it's something you haven't done yet, I definitely recommend you give it a try. The great thing about doing a Facebook live is that it stays on your Facebook page. So if people miss it live, they can watch the replay at any time. It's not going to disappear in 24 hours, so it's going to stay on forever. And you can repurpose this video by downloading it and posting it onto your YouTube page. A lot of people do that.

They will download it and go and upload it to YouTube. You can edit the video and I mentioned this earlier when I did the Facebook live at the radio station. I edited the video into pieces and shared it throughout my social media. There is a lot you can do. You can get so much mileage from one live video. So it's definitely something to think about, and I see that we have some questions, so before we move on into tools, we will take some questions.

>> DONNA MITRANI: Thank you Madalyn. So our first question comes from one of our participants and they are asking about Twitch and whether or not Twitch has live video functionality.

>> MADALYN SKLAR: I haven't used Twitch personally, but my understanding for Twitch is right now it's for gamers. Gamers like to get on and have live video of playing video games. It looks like it's going to slowly start becoming a little bit more mainstream where everyone who is not a gamer will start coming on there, but right now, it's really just attracting the gamer industry. So I haven't really spent much time on it, but if it's something that, I definitely recommend when you see something and you want to try it out, go check it out. You might find it works great and it might be your best kept secret that no one else is utilizing but you over in your industry.

>> DONNA MITRANI: Thank you, Madalyn. The second question comes from Ann Outlaw. She is asking whether any of the live streaming platforms have captions.

>> MADALYN SKLAR: So the way the captions work is they are not doing them automatically, so if you want the captions, you have to get, you have to do it after the fact. You have to get the audio translated. So there are services, the one I have used in the past is called Rev, so the letters Rev.com. It is very popular. It's a dollar a minute. So if they are long videos, it could get pricey, but it's cool to try it out. They have a real person who goes and transcribes it, and then they give you a Word document with the whole thing and they have like 99.9% accuracy, and every time I have used them, it's been in perfect condition.

You take that transcription, and there is a way to load it into the video to get the caption. Facebook has their own way of doing it, they all have their own ways of doing it, so I recommend Googling to get the details or go to YouTube. I have found if you want to learn how to do stuff like this, you go to YouTube, you type in what it is, and you will find a bunch of videos of people showing you how to do it and it's all free, free information. Now, there is a, an iPhone app that is super cool that will actually put up the words as you speak them, which is really cool. It's called Apple Clips. It's strictly for iPhone or iPad, so Apple Clips is the coolest app because you turn it on, you start creating a video, and as you talk, it puts the words up.

And it's funny because you will start watching it while it's doing it, and it's very distracting, but it is really need because you don't have to go through a process of getting videos transcribed. If you are willing to do the video on an iPhone app or on an iPad, it can be a neat way to have it done quickly and easily. There are all of these different settings for different ways to have the captions look. So it starts off with no captions and then you go through the different settings and then you will see the different ones and like one will be that as you talk, they just kind of zoom up on the screen, and then you have one where it's like a bar at the bottom and it scrolls across the bar.

So I definitely recommend trying it out. It's a really neat cool and it can save you a lot of time of having to get the audio transcribed and put into the format for that. So I hope that helps answer the question.

>> DONNA MITRANI: Yes, thank you.

>> MADALYN SKLAR: Any other questions?

>> DONNA MITRANI: That was it for now in the chat box. So I think that we are good to continue on.

>> MADALYN SKLAR: Okay. Let's look at tools. Tools are a great way to help you save time. There are lots and lots of tools out there. I have tools that I use every day that I recommend, but it doesn't mean that there aren't others out there that you can use that you can try. So we are going to look at the ones that I'm using. I literally use these every single day, so we have got Hootsuite, Buffer and Social Jukebox. These are scheduling tools. Hootsuite goes above and beyond because as I mentioned earlier initial to scheduling you can use this to listen, so TweetDeck does the same thing, if you are using TweetDeck it's basically the same thing as Hootsuite where they have columns on the page, and you just look through the columns of information, and it takes a little getting used to.

It's a little different, but it is a really great way to stay connected with everybody, see what people are talking about. If you are looking for an all in one tool, Hootsuite is really great for that because it works with all of the social platforms, and you can post, you can listen, lots and lots you can do. And we will go into more detail about that in just a moment. Feedly and Nuzzel are content creation tools. When we were talking about content creation earlier, Feedly is a great tool for bringing in articles and information from blog posts, from different sources from RSS feeds, and then there is Nuzzel, and it has been a really neat tool that I have used that pulls in articles and stories and information, ones that your friends are reading and sharing. It's really interesting the way it works.

Then there is Canva which is a graphic design tool. All of them are basically the Buffer.com. So you may want to take a screen shot or photo of this. These are great tools, and we are going to dive in just a little bit deeper. I just want to give you a moment if you want to capture this. There are so many tools out there. It's crazy. I mean, I have tried just about everything that's out there. For me personally, I have found that these work really, really good with all of the different things we are talking about today. But, again, TweetDeck deck is basically the same thing as Hootsuite, so you may TweetDeck deck. I just happen to prefer Hootsuite so that's one I use and recommend. So let's look at Hootsuite and Buffer. These are social media dashboards that help you manage your social network. So basically dashboard meaning that it's one place you go, and it just has all of the information there, and it makes it so easy to manage.

I already showed you some screen shots of Buffer, so you saw how that looked. So that was the dashboard we were looking at with all of the different tweets in there and looking through the analytics. Hootsuite looks a little different because it's columns of information, but it's a great tool. They both work with all of the social media sites, Facebook, Twitter, LinkedIn, Instagram, Pinterest and even Google Plus, and I don't know anyone using Google Plus anymore, but if you like it, it works with it.

These are great tools that will do a lot for you. So it's something you want to look at if you are not already using them. And then we are going to look at social juke box, and that's the one I showed you with the set it and forget it. It's an automated social media management tool that lots you load in the content and they call them juke boxes but I refer to them as folders. It looks like the different folders on the page of the different things I am posting, like I showed you the one with my promo. So you call them whatever you want, I called that particular one my promo, short for my promotions, and it's things that are promoting my business. I set the schedule how often I want those to go out, I put it in one time and I'm done with it.

An example of how I use it is I have two podcasts, and when you do a podcast, you typically do what's called show notes and there is a blog post that has all of the information from the podcast, links to the things you talked about. You may have a summary of information. So when I have that post, I want to go put that into my social juke box because this is good evergreen content. This is something that is good now. It will be good next week. It will be good in six months from now. This is something I can set and forget.

Prior to using this tool, the old fashioned way is you had to repeatedly tweet the stuff out and over time it's not easy to juggle and, oh, let me go tweet out this podcast from two weeks ago. We are busy on the next thing. So that's what makes a tool like this so great that you can set it in there one time, put that important relevant information in there, now it's going to run on auto pilot. I have gotten lots of value from this one. This is ‑‑ if I had to pick one tool that's my absolute favorite, saves me time, saves me money, saves me everything, it's been this social juke box. And they are not paying me to say that. I love the tool.

I pay for it. I don't get it for free. I pay for it like everyone else. This works with Facebook, Twitter and LinkedIn. So the thing that I do want to stress is if you are going to automate posts, you know with Twitter we tweet a lot. We post a lot on Twitter, and that's the standard because the shelf life of a tweet is so short, but the shelf life of a Facebook book or a LinkedIn post is much longer, so because of that, we don't want to keep posting something over and over on Facebook and LinkedIn because it just doesn't work the same way as Twitter.

And when I say over and over, I mean spread out over time, not day after day, but I found this to work great with Twitter. I actually do not use it with Facebook or LinkedIn. If I did, I would make sure that those posts were stretched out over long periods of, maybe where it goes out once a month, really up to you with your discretion over the type of posts, but with Twitter, the thing is about Twitter, I could do a tweet right now and people see it, and then I could tweet it later tonight and catch a whole different time zone of people.

So Twitter just works a lot differently. It's not going to last because of the short shelf life, whereas if I post on Facebook right now, you are more likely to see it tomorrow. It's just the way the algorithm works. It's the way the life span of the post is. So this tool works great on Twitter. That is from my experience.

Then there is Feedly and Nuzzel. Feedly is a news aggregator that hopes you read, share your content. When I say an aggregator it's pulling the content into from a variety of sources, so being a social media marketer, I mentioned before it's a resource, people see me as someone that is always sharing good content relevant to my industry, so I use Feedly to go pull in all of this great content that I could go read which is helping me learn more and then I can take the good stuff from that and go share it out to my community whether that's Twitter or Facebook or whatever it is where I want to share it.

I do it primarily Twitch twitter, then there is Nuzzel, and I mentioned that before. It is a news feed based on what your friends are reading and sharing on social media. It is a really neat tool when you set this up, and these are free. When you set up Nuzzel, it works with your Twitter and Facebook. So what it does is let's say there is an article that a handful of your friends or profiles of organizations that you follow that they are all sharing. It will show you like here is an article that was shared five times by people that you follow. Here is one that was shared ten times. You will see what are the popular articles within your circle of the industry. This can be really helpful because one, it's giving you information you might miss.

I have found articles through Nuzzel that I would not have seen anywhere else. So it's been really helpful for that. So definitely recommend trying it out. It's a really great tool. You might find it really useful. Then there is Canva. Canva is amazing. I am not a graphic designer. I am not good when it comes to creating graphics, but with Canva, and they have a free and paid version. I use the free version. It is amazing. They have templates, they have different layouts, I can create something that looks really nice, looks really fancy that I could use on all of my social media.

They also give you access to over a million photographs and graphics. So, for instance, a couple of the slides here with some of the images I have used, some of those I found through Canva. I just do a search for the word and it pulls up different images and I can pick one and they charge you a dollar, and that's it. You pay one dollar and you have, so you are granted access to use that photograph however, you want to use it. And that is pretty cool because there is other services to get really nice images that you can use in presentations or use in your marketing and they cost a lot more.

Some of the images in my presentation today I paid a lot more through other sites, but through Canva it's amazing how many great photographs they have available that you can purchase for a dollar. So if you have a graphic designer, that's great. If you don't have a graphic designer, try using this tool. I think you will be really amazed at how great it makes you look as your own personal graphic designer. Here are the links to everything again, and I just want to let you know that all of these tools are free. There is a free version of all of these. They all have paid versions as well, but social juke box is the only one that's not completely free. They have a free 14‑day trial. So you can try it out. I'm using, I think it's the lowest paid, and it's $19.99 a month. It saves me so much time.

That's what makes tools great. It saves you time, which allows you to go spend more time engaging with your audience. That is really what you want to do. You want to spend time engaging with them. Are there any questions about tools? Because I have covered a lot of different ones and I'm curious if there were any questions about these?

>> DONNA MITRANI: I haven't seen any questions come up in the chat, but as a reminder to everyone, everyone participating in the webinar, if you have questions, either from, either about the tool section or any other section of the webinar, please feel free to post them in the chat pane so we can make sure at the end of the presentation that Madalyn is able to address your question.

>> MADALYN SKLAR: Okay. So moving from here is we want to have an action plan. I can share so much information with you all day, but what you got to did is you have got to make a plan with this. You have got to take this information and put it into practice, take this and use it, right? So I have some things I want everybody to do. The first thing, and this is easy, is to audit your social media profiles. So I want you to go to all of your social media sites, check the profile image and check that header image. Look at your bio. Those are three very important things. You want to look and make sure that everything is consistent, and we talked about the importance of consistency.

Have everything consistent across the board so when someone goes to your Twitter they know it's your organization because they know your brand. They know the logo. They know what everything looks like. Just like when I use Coca‑Cola as an example, we can easily identify that in moments because we know that brand. So we are all brands. Our businesses, our organizations, everything we do, we are a brand and we got to look at ourselves that way.

So when we are looking at social media profiles, there needs to be that consistency, you know, so it all makes sense that people know this is you. So look at your profile image, look at your header and really important look at the bio. On Twitter, your bio, you get 160 characters, so 160, 160 characters is really important to utilize that and not have a one‑liner. Sometimes people put in a cutesy one‑liner, but it doesn't tell who you are and what you do. It's important to use the 160 characters or however much of it you can use and share the information so that people can instantly know who you are, what you do, so they can identify with you.

So definitely spend time on that with all of your profiles, but especially with Twitter. You also want to experiment with how often you post on the various sites. We have looked at the different posting times. There are also articles and research that talks about what are the best days, what are the best times, okay. So it's not just how often. We focused on how often, but sometimes it goes even deeper with, okay, this day of the week is better than any other day of the week. Well, it's very subjective. So I'm just really big with experimenting, try different things, do some different tests and see, you may find that when you are posting on Twitter, you get the best engagement first thing in the morning.

You may find that your engagement is better in the midday. One interesting thing that I learned about, there is a colleague of mine who did some major testing on this with what time of the day, and this was really interesting. They found that by scheduling their tweets to be a few minutes before the top of the hour got them more engagement, more response because their thought was someone is getting ready to go to a meeting, maybe they are a few minutes early, they are sitting there and they are bored so they get on their Twitter on their phone. Maybe they are getting on Facebook and they are surfing around.

So you could capture them in that window. So I have done experiments with that as well. They found that this was like in my industry, in the social media industry, a very well-known keynote speaker like high level and he did this experiment and he was amazed at the results just by focusing in on that little window of time because we have all been there, right, we are sitting in a meeting, we are a few minutes early, we get our phones out. So experiment and try different things because you might be really surprised with what works best. And review your analytics.

We went through all of the different sites, how you can access your analytics. Start going through them, spend time to see what's working for you and what's not. I recommend going through your analytics at least once a month, if not more. So spend time doing this, because it will really help tremendously. And then I want you to experiment with live video. We talked about Facebook live. That's a great one to start with. Here is a things that interesting. Because a lot of people say to me I'm not comfortable. It always seems to be about confidence issues. Here is the thing, if you have not done a Facebook live yet but you are not feeling 100% confident, you can actually set it, there is a setting, normally you see public, your friends, scroll down, you will see one that says only me.

And just set it to only me. That means no one else will see it. You can do a Facebook live, get used to it, play around with it, don't share it with everyone, just to try it out. Or maybe share it with one friend, you could do that. Play around with it or if you are in a group with some friends because it is a smaller group of people, you are not doing it publicly or to a broader range of friends, but experiment with live video. Live video has gotten really popular. It is a great way to connect. I'm using live video twice a week. I host two different Twitter Chats each week, and what I do, this was an experiment, it was an experiment to see if people would want to go from Twitter after a Twitter Chat and come over to Facebook and watch me interview the guest.

And it worked. People loved it. So what I do is every week after my Twitter Chat, and like I said, I host two different chats, one on Tuesdays and one on Thursdays. After the one‑hour Twitter Chat, we move over to Facebook, and I interview the guest on live video. And all of this is free. That's what's so great. It doesn't cost anything to utilize the live video feature. Now, if you want to interview someone, you would need a third party tool, and those actually do cost money, but there are some low cost ones and if anyone is interested and want more information, I would be happy to send that to you so you can feel free to get in touch with me and I will get that to you. I would start experimenting with live video. This is where everything is going is video. So that's something you definitely want to spend time on.

If you want to see examples of it, just go over to my Facebook page, it is Facebook.com/learn with Madalyn, all one word, or you type in my name, Madalyn, I happen to be the only Madalyn in the world so if you type in my name on Facebook, you will find me. I am doing this on my business page, so you will see my personal profile. Go to my business page and you know how we saw on Facebook on the left side in the navigation, you will see videos, so click on videos. You can go back and see my different videos and it will give you an idea of how an interview works utilizing the live video feature.

And then also try tools. You will be amazed at how tools will save you so much time, and time is money. So it can really be beneficial. I love tools because it allows me to go spend more time connecting with my audience. As I mentioned before, before these tools came along, we were all having to do this manually. We couldn't schedule anything, so we were just tweeting something or posting something and there are plenty of people that say, hey, isn't that how social media should be. You should be scheduling things? I'm not scheduling anything that's engaging, while I'm engaging with someone. I'm simply scheduling an article or a piece of information to grab someone's attention that brings them to me so now I can engage with them. So I hope that makes sense. I'm basically casting that wide net, bringing people over, so now I can go and converse with them. So scheduling information has been super helpful. So check out those tools and see if any of those are helpful.

And if you have any questions on those, I can answer them now or you can get in touch with me later. And I'm definitely here for questions. Real quick though, here are links to, again, you type in my name, you will find me everywhere, but these are the links to my different social media platforms and also my website, MadalynSklar.com I'm happy to answer any other questions, don't be shy, and there is no question that is dumb or, you know, I'm not one of those. Ask me anything because we covered a lot. And hopefully at this point your brains are not exploding with all of this information, and you may have to go back through the recorded video to go back to some of these things, but if you have any questions, we are here live right now, I'm happy to answer anything you got.

>> DONNA MITRANI: Thank you, Madalyn. Let's see if the audience has questions. I see a few folks typing in the chat box. If you have questions from the last section Madalyn presented on or any piece of the webinar, feel free to type them into the chat box so Madalyn can answer them live now. I will give folks a minute to type in some questions.

>> MALALYN SKLAR: Thank you to LynnAnn for the nice comment. I appreciate that. If anyone wants to check out my Twitter Chats, Twitter Smarter, I have been running it the past three years. If you want to learn about Twitter, we share Twitter marketing advice. I bring a guest on every week. It's a lot of fun. It's Thursday at 1:00 eastern, 12 central. I also host Social ROI, so the pound Social ROI, and that's every Tuesday at 5:00 eastern, 4:00 central. That is a great chat where we talk about kind of the intersection of social media and the ROI side of things, so a lot of fun coming on the chats, you will meet lots and lots of really great people.

>> DONNA MITRANI: Thank you. So we have a question from Brittany Smith. She is asking why would I spend a dollar on images with something like Canva when you can download images for free off line? Is there a difference?

>> MADALYN SKLAR: So are you talking about downloading like going to Google and downloading free images just from doing a Google search? Because the only way you can could do an image for free, what we call royalty free, it doesn't mean free free, that that person gave you permission to use it in your marketing. So with Canva, it's a dollar. Now, there are some sites where you could get some free images. There is one called Pexels.com. The thing is, I have been doing this a very long time. I have been doing digital marketing for 22 years, social media as a business for 13 years. These free sites like Pexels, they are great, but the images are not high quality. They are okay quality, but they are not great. When I go to Canva and do a search, I find good images. I also use big stock photo.com. They are a little pricey, but those are the best images. I find amazing images there.

So that's the only thing. Okay. Google, let me tell you, Brittany, this is for everyone, probably my biggest piece of advice for the day, do not take something on Google that you found for free and use it anywhere. You can get sued for this. It is a serious deal. Do not put it on your blog. Technically, you could put it into a social media post. I have not heard of anyone getting sued or getting in trouble for just, you know, finding something for free in a Google search and putting it into a tweet. People seem to do that all of the time, but a blog post, you have potential of being sued for a lot of money.

They like to make examples out of people doing this. These photographers, you know, it's their art, and you are allowed to use it if you use these services that you pay this licensing fee to use, or a site like Pexels where they have free and you are given the permission to use it. I would be careful with the Google, you can get into a lot of trouble.

>> DONNA MITRANI: And then a follow‑up question from Brittany, once you buy an image from Canva do you have rights to them in perpetuity?

>> MADALYN SKLAR: Here is how Canva works. I see the image and let's say I'm doing a Power Point presentation and what's also great about Canva is they actually have the different layout, so I can click presentation and it's going to have the exact dimensions and then I go pick a photo and it pops it in there and I can make it bigger or smaller or whatever I want. When I'm done creating this graphic, I got my image, maybe text in there, whatever it is I'm putting together, I'm done, I'm ready to download this and have access to it, it will stop me and ask me to pay the dollar, and you have 24 hours to make any changes.

Once you download this, you have the right to use it, you pay the dollar. I mean, if you want, they will have the fine print giving you all of the details about the royalty‑free image and your rights to it. My understanding is you can use it forever, download it once, use it forever, but if you need to make a change to it. Let's say the 24 hours go by and you are like, oops I need to go back and make a change, you will have to buy it again for one dollar. So that's the thing that I know about that is, you know, get it exactly the way you want otherwise you will pay again. But a dollar is pretty reasonable.

>> DONNA MITRANI: Okay. So if there are no additional questions, our time is about up. I want to thank Madalyn Sklar for sharing social media insights today. We hope you will take a minute to give us a feedback about the webcast by [filling out a brief evaluation](https://www.surveygizmo.com/s3/4535086/Evaluation-2018-KTDRR-Social-Media-Training-Webinar). We will send the email to everyone who registered and you should expect to see that email later this week. Thanks to everyone for coming today, and I also want to thank the AIR staff that help helped with planning and logistics, and of course we want to thank NIDILRR for their support. We look forward to seeing you at future webinars and at our conference November 5-9th, 2018.