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

By Madalyn Sklar
Social Media Marketing Strategist
About Madalyn Sklar

- Digital marketer for 22 years
- Social media marketing for 13 years
- Twitter chat host
- Podcaster
- Ranked #1 Social Media in Houston
- Named one of 50 Must-Follow Women Entrepreneurs by Huffington Post
What We’ll Cover Today

I’m going to share 11 effective ways to elevate your presence on social media using a variety of tactics, tips, and tools.
What We’ll Cover Today

1. Branding
What We’ll Cover Today

1. Branding
2. Consistency
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
6. How to Use Hashtags
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
6. How to Use Hashtags
7. The Importance of Images
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
6. How to Use Hashtags
7. The Importance of Images
8. Engagement
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
6. How to Use Hashtags
7. The Importance of Images
8. Engagement
9. Analytics
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
6. How to Use Hashtags
7. The Importance of Images
8. Engagement
9. Analytics
10. Live Streaming Video
What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
6. How to Use Hashtags
7. The Importance of Images
8. Engagement
9. Analytics
10. Live Streaming Video
11. Tools
1. Branding
1. Branding

- Be sure your logo, fonts, color scheme, and graphics are consistent on all your social media sites.
1. Branding

• Be sure your logo, fonts, color scheme, and graphics are consistent on all your social media sites.

• Your organization’s brand should be easy to identify.
1. Branding

• Be sure your logo, fonts, color scheme, and graphics are consistent on all your social media sites.

• Your organization’s brand should be easy to identify.

• Have great imagery on your sites – profile and header images.
1. Branding

  • Have a compelling bio.
1. Branding

• Have a compelling bio.

• Social media is crowded – how can you stand out?
1. Branding

- Have a compelling bio.

- Social media is crowded – how can you stand out?

- Look at what others are doing in your space. It’s a great way to get ideas.
1. Branding
1. Branding
1. Branding

American Institutes for Research (AIR)
@AmericanInstitutesforResearch

Home
About
Posts
Videos
Photos
Events
Job Openings
Pinterest
Community
Info and Ads
Create a Page

American Institutes for Research (AIR)

Our August 2018 Newsletter is out today, featuring our research and resources on the #Opioids crisis, building capacity in #Zambia, solutions for implementing state #ESSA plans, and more.

AIR NEWS

RESEARCH EVALUATION APPLICATION IMPACT
AIR.org
1. Branding
1. Branding

![Image of REV UP! Facebook page]

Register! Educate! Vote! Use your Power!

Make the DisABILITY Vote Count
1. Branding
1. Branding
1. Branding
1. Branding
1. Branding
1. Branding
1. Branding
1. Branding
2. Consistency
2. Consistency

- Consistency is key in social media marketing.
2. Consistency

- Consistency is key in social media marketing.

- Be consistent in the look and feel (branding) of your social media presence.
2. Consistency

• Consistency is key in social media marketing.

• Be consistent in the look and feel (branding) of your social media presence.

• Be consistent in the content your produce and share.
2. Consistency

• Your brand is reflected through –
  • Aesthetics of your profile (branding)
  • Content
  • Tone
  • Voice
2. Consistency

- Take your branding elements/style and share it consistently on social media so that people will easily recognize it.
2. Consistency

- Sue B. Zimmerman, aka “The Instagram Expert”
She uses pastel colors and the same fonts so consistently in her social media posts that you recognize her brand/style without having to see her name.
2. Consistency
2. Consistency
2. Consistency
2. Consistency

• Make your social engagement a habit.
2. Consistency

- Make your social engagement a habit.
- Post content daily.
2. Consistency

• Make your social engagement a habit.

• Post content daily.

• Share consistent content that relates to your industry and your story
2. Consistency

Association of University Centers on Disabilities shared a link.
August 23 at 8:19 AM · ☎️

FORBES.COM
How To Have A Meaningful Conversation About Disability At Work

7 Shares
2. Consistency

Association of University Centers on Disabilities is with Rylin Rodgers and Liz Weintraub.
August 22 at 1:59 PM -

What a morning! Our friends from Rooted in Rights stopped by with their equipment and talents, and spent the morning capturing the voices of some incredible women with disabilities and their feelings on the potential Supreme Court confirmation of Judge Kavanaugh. Watch for the full video... coming Tuesday!
2. Consistency

Madalyn Sklar
Published by Buffer [?] · 6 hrs · 🔄

10 Ways Twitter Can Help You Grow Your Brand
https://buff.ly/2uE2MQQ
2. Consistency

Madalyn Sklar
Published by Buffer [?] · August 11 at 11:15 AM · 🌐

6 Ways to Use Twitter for Business to Business Marketing
https://buff.ly/2KZGD6r
3. How Often Should You Post?
3. How Often Should You Post?

- What are your goals with social media?
3. How Often Should You Post?

- What are your goals with social media?
- What is your mission?
3. How Often Should You Post?

• What are your goals with social media?

• What is your mission?

• Know that no two companies or organizations are alike.
3. How Often Should You Post?

• What are your goals with social media?

• What is your mission?

• Know that no two companies or organizations are alike.

• There are so many factors to consider:
  • industry, demographics, time invested
3. How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

Source: Inc.com
3. How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

• Facebook: 1 post per day

Source: Inc.com
3. How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

- Facebook: 1 post per day
- Twitter: 15 tweets per day

Source: Inc.com
3. How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

- Facebook: 1 post per day
- Twitter: 15 tweets per day
- Instagram: 1–2 posts per day

Source: Inc.com
3. How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

• Facebook: 1 post per day
• Twitter: 15 tweets per day
• Instagram: 1–2 posts per day
• LinkedIn: 1 post per day

Source: Inc.com
3. How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

• Facebook: 1 post per day
• Twitter: 15 tweets per day
• Instagram: 1–2 posts per day
• LinkedIn: 1 post per day
• Pinterest: 11 pins per day

Source: Inc.com
3. How Often Should You Post?

Tip: Check your analytics regularly to see how your posts are doing and adjust accordingly.
4. Content Curation
4. Content Curation

- Content curation is the process of gathering information related to a particular topic or interest.
4. Content Curation

- Content curation is the process of gathering information related to a particular topic or interest.

- Share content to your social media followers that is organized and meaningful.
4. Content Curation

• Original Content vs. Shared Content
4. Content Curation

- Original Content vs. Shared Content

- Think about what percentage of your content will be original and how much will be shared.
4. Content Curation

Original Content

• Share your articles, press releases, information.
4. Content Curation

Original Content

- Share your articles, press releases, information.
- Blog posts
4. Content Curation

Original Content

• Share your articles, press releases, information.
  • Blog posts
  • Photos
4. Content Curation

Original Content

• Share *your* articles, press releases, information.
  • Blog posts
  • Photos
  • Videos
4. Content Curation

Original Content

• Share *your* articles, press releases, information.
  • Blog posts
  • Photos
  • Videos
  • Events
4. Content Curation

Shared Content

• Share articles and information from other sources.
4. Content Curation

Shared Content

• Share articles and information from other sources:
  • From relevant websites and social media
4. Content Curation

Shared Content

• Share articles and information from other sources:
  • From relevant websites and social media
  • From influencers and industry leaders
4. Content Curation

How to Source Content

• Re-share other social media posts
  • Retweet on Twitter or share on Facebook.
4. Content Curation

How to Source Content

• Re-share other social media posts
  • Retweet on Twitter or share on Facebook.

• Manual Research
4. Content Curation

How to Source Content

• Re-share other social media posts
  • Retweet on Twitter or share on Facebook.

• Manual Research

• Feedly.com
  • Content curation tool that aggregates the latest posts from publications, blogs, and RSS feeds
4. Content Curation

• Think about your message and goal for each post.
4. Content Curation

• Think about your message and goal for each post.

• Compose content with purpose.
4. Content Curation

• Think about your message and goal for each post.

• Compose content with purpose.

• Check your analytics regularly.
4. Content Curation

• Think about your message and goal for each post.

• Compose content with purpose.

• Check your analytics regularly.

• Repurpose your best and most popular content.
4. Content Curation
4. Content Curation

NDI @RealEconImpact • 6h

Through an ABLE account, taxpayers with disabilities can build tax-advantaged savings without affecting their access to benefits. #ABLEtoSave
creditkarma.com/tax/i/able-acc...
4. Content Curation
4. Content Curation

"I consider the ABLE Act to be the most significant law for people with disabilities since Congress passed the Americans with Disabilities Act (ADA) in 1990. It allows people with disabilities who have been depending on different resource-tested benefits like health care, Social Security and housing assistance to no longer be held back from becoming savers."

- Michael Morris, Executive Director, National Disability Institute

#ABLEtoSave

How tax reform affects ABLE accounts | Credit Karma

ABLE accounts are tax-advantaged accounts that help people wit...
4. Content Curation

Pinned Tweet

NCIL @NCILAdvocacy · Jul 23
MEDIA ADVISORY: Disability Rights Advocates to March on Washington
Tuesday, July 24 #NCIL2018

MEDIA ADVISORY: Disability Rights Advocates to March on Washington…
For Immediate Release July 22, 2018 Contact: Eleanor Canter, NCIL
Communications Coordinator – 231-755-5063 or eleanor@ncil.org This…
ad vocacymonitor.com

💬 5  🔴 85  ☣️ 101  ⌘
4. Content Curation

Example: Post on Facebook
4. Content Curation

4. Content Curation
4. Content Curation

Are you struggling to build a strong community for your business on Twitter? It’s easier than you think. My article walks you through 5 tips to success!

MADALYNSKLAR.COM
Top Tips For Successful Community Building on Twitter - Madalyn Sklar - Twitter Marketing Strategist
4. Content Curation

MADALYN SKLAR.COM
Top Tips For Successful Community Building on Twitter - Madalyn Sklar - Twitter Marketing Strategist

Available images Hide

Photo/Video Feeling/Activ... Write Note

News Feed
Posts are public and show up on your Page and in search results.

Share Now Public Boost Post

Now Schedule Backdate Save Draft
4. Content Curation

Are you struggling to build a strong community on Twitter? It’s easier than you think. My article will help you succeed!
4. Content Curation

Madalyn Sklar
Published by Madalyn Sklar [?] · 2 mins · 🌐

Are you struggling to build a strong community for your business on Twitter? It’s easier than you think. My article walks you through 5 tips to success!

MADALYNSKLAR.COM
Top Tips For Successful Community Building on Twitter - Madalyn Sklar - Twitter Marketing Strategist
4. Content Curation

Schedule using Buffer
4. Content Curation

- **Queue**: 15
- **For Review**: What do you want to share?
- **Content Inbox**: List, Calendar

**Today**

  - 12:18 AM (CDT) via Buffer for iOS

- **Twitter ends support for iOS 9 and lower**: [https://buff.ly/2wbiyEk](https://buff.ly/2wbiyEk)
  - #TwitterSmarter
  - 7:25 AM (CDT) via Extension
5. Evergreen Content
5. Evergreen Content

• What is evergreen content?

It’s information that does not expire.
5. Evergreen Content

• What is evergreen content?

  • Generic articles and information

It’s information that does not expire.
5. Evergreen Content

- What is evergreen content?
  - Generic articles and information
  - Lists

It’s information that does not expire.
5. Evergreen Content

- What is evergreen content?
  - Generic articles and information
  - Lists
  - How-tos

It’s information that does not expire.
5. Evergreen Content

- What is evergreen content?
  - Generic articles and information
  - Lists
  - How-tos
  - FAQs

It’s information that does not expire.
5. Evergreen Content

• What is evergreen content?

• Generic articles and information
• Lists
• How-tos
• FAQs
• Resources

It’s information that does not expire.
5. Evergreen Content

- What is evergreen content?
  - Generic articles and information
  - Lists
  - How-tos
  - FAQs
  - Resources
  - Reviews

It’s information that does not expire.
5. Evergreen Content

• What is evergreen content?
  • Generic articles and information
  • Lists
  • How-tos
  • FAQs
  • Resources
  • Reviews
  • Videos

It’s information that does not expire.
5. Evergreen Content

• Evergreen content Is NOT

• News articles about the latest trends
5. Evergreen Content

- Evergreen content Is NOT
  - News articles about the latest trends
  - Event announcements
5. Evergreen Content

- Evergreen content IS NOT
  - News articles about the latest trends
  - Event announcements
  - Stats or numbers that will go out of date

Fresh
5. Evergreen Content

• Evergreen content Is NOT
  • News articles about the latest trends
  • Event announcements
  • Stats or numbers that will go out of date
  • Seasonal information
5. Evergreen Content

• Why use evergreen content in our social media?
5. Evergreen Content

• Why use evergreen content in our social media?

• It should be interesting, relevant, and timeless.
5. Evergreen Content

- Why use evergreen content in our social media?
- It should be interesting, relevant, and timeless.
- This is content you can share again and again.
5. Evergreen Content

• Why use evergreen content in our social media?

• It should be interesting, relevant, and timeless.

• This is content you can share again and again.

• Set it and forget it.
5. Evergreen Content

- How to Create a Digital Brand Strategy for Optimal Growth
  https://buff.ly/2P6NKwt via @FreshSparks
  7:30 PM (CDT) via Buffer for iOS

- Guide to Using GIFs for Business: How to Find and Create Your Own
  https://buff.ly/2wADN3
  8:17 PM (CDT) via Extension

- Hear @kamichat and I share our top Communities That Convert podcast episodes from the past year:
  Best Ways to Create Content for Your Community https://buff.ly/2KYs1Nf
5. Evergreen Content

- How to Create a Digital Brand Strategy for Optimal Growth
  https://buff.ly/2P6NKwt via @FreshSparks

- Guide to Using GIFs for Business: How to Find and Create Your Own
  https://buff.ly/2wADN3

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  Best Ways to Create Content for Your Community https://buff.ly/2KYs1NF
5. Evergreen Content
5. Evergreen Content

The Best Time to Post on Instagram, Facebook, Twitter, and LinkedIn https://buff.ly/2lvy4ng

AUG, 4TH AT 03:49 PM (CDT) via Extension

1 Retweet  2 Likes  0 Mentions  122 Clicks  69.4k Potential

★ TOP TWEET


JUL, 22ND AT 07:25 AM (CDT) via Extension

8 Retweets  7 Likes  0 Mentions  117 Clicks  200k Potential
5. Evergreen Content
5. Evergreen Content
5. Evergreen Content

"Enjoying @MadalynSklar's #TwitterSmarter podcast. Such a helpful podcast for Twitter users!" -@janibowen http://www.madalynsklar.com/podcast

"Every good coach needs a coach. Madalyn is mine." ~Ryan Michael Galloway http://www.madalynsklar.com/hire

"Everything I've implemented based off of Madalyn's advice has amped up my social media game!" ~@MischleousMal

"I have found your podcast to be one of the best I have heard." -@thinkpitch Take a listen #TwitterSmarter podcast http://www.madalynsklar.com/podcast

"I learned more about Twitter in 20 minutes with @MadalynSklar than 20 months without her!" @nickpavlidis
5. Evergreen Content

- 8 Great Twitter Chats You Have to Join https://www.linkedin.com/pulse/8-great-twitter-chats-you-have-join-jeffrey-matthias #TwitterSmarter

- 8 Tweet Ideas for Twitter's 280 Character Limit https://www.socialmediatoday.com/news/8-tweet-ideas-for-tweeters-280-character-limit/510550/ great article by @DhariLo #TwitterSmarter

- 91 Free Twitter Tools and Apps That Do Pretty Much Everything https://goo.gl/4lsNN8 #TwitterSmarter

- 99 Things to Tweet About (Besides Yourself) [Infographic] https://goo.gl/gUe5Eu #TwitterSmarter

- A Complete Guide to Twitter Chat For Small Business Owners https://goo.gl/naUzIm #TwitterSmarter
6. How to Use Hashtags
6. How to Use Hashtags

• Be specific with your hashtags.
6. How to Use Hashtags

- Be specific with your hashtags.
- Make your hashtags relevant.
6. How to Use Hashtags

• Be specific with your hashtags.

• Make your hashtags relevant.

• Don’t make them too long.
6. How to Use Hashtags

• Be specific with your hashtags.

• Make your hashtags relevant.

• Don’t make them too long.

• Do not use too many hashtags in your posts or bio.
6. How to Use Hashtags

• Be specific with your hashtags.

• Make your hashtags relevant.

• Don’t make them too long.

• Do not use too many hashtags in your posts or bio.

• Monitor your hashtags with Hootsuite.
6. How to Use Hashtags

#DisabilityInclusion

Who to follow - Refresh - View all

- NFL @NFL
- UN Women India @un... Follow
- Kyle MacLachlan @Kyl... Follow

Search filters - Show

People

- Disability Inclusion @EMSSD
  Promoting Equality and Inclusion for people with disabilities: In Careers, Society and as Students: In School, Higher Educ and Profess...

- Ruderman Family Fdn @RudermanFdn
  National leader in disability inclusion. Strengthening israel-Jewish American relations. RFF Pres. is @JayRuderman.

Trends for you - Change

#Sweetener
@ArianaGrande drops her new album Sweetener

#IveNeverBeenGoodAt
@Stonestmguts and @ChamlShapiro are Tweeting about this.

#ArethaQueenForever
@ChristinaKontos and @sirpingpretty81 are Tweeting about this.

#PowerOutageAMovie
2,796 Tweets

#HabitsYouNeedToBreak
4,719 Tweets

#askmentor
2,182 Tweets

#LivePD
22,1K Tweets

Kenya National Association the Deaf(KNAD) @Knadinfo - Aug 12
We encourage actual participation and involvement of Deaf people on issues not just a well written paperwork on behalf, there has to be a genuine participation and contribution from Deaf people ourselves disabilityinclusion

GlobalDisabilityIncl @GlobalDisabilit - 11h
As your child heads back to school, remember that sometimes the most important lessons go beyond academics. DisabilityInclusion
6. How to Use Hashtags

ADA National Network @ADANational · 11h
Wonder what the ADA National Network has been up to lately? Check out our new #ShortSuccessStories! These short, easy to read, success stories share some of our favorite #ADA technical assistance accomplishments. Which one is your favorite? adata.org/short-success-... #ThanksToTheADA
6. How to Use Hashtags

Kate Nicholson
@speakingabtpain

Up from 50 million when the ADA was enacted, 1 in 4 Americans has a #disability, according to the CDC.

1 in 4 U.S. adults has a disability, CDC says
New government research finds 61 million U.S. adults have a disability that impacts a major part of their life
cbsnews.com
6. How to Use Hashtags

Walton Options @WaltonOptions · 14h
If you are in the Orangeburg area, don't miss this great opportunity to find out more about #DisabilityEmployment and how to make it work for you! The next workshop is on Wed Aug 29. There is still time to register for this FREE event. More info- ow.ly/iadH30l3Zq

Kelly Ostler-Coyle @SENSupportBucks · 22h
First Newsletter from @AustismForwardUK #autism #InclusionMatters #DisabilityEmployment

Autism Forward @AutismForwardUK
Our first Newsletter is out now! Lots of progress since our launch in April. Thanks to all our supporters and rapidly growing network of autism employment mentors which now includes @TRACKnnLtd @AutismBeds and @MatthewsHub
6. How to Use Hashtags

Welcome to the #DOnetwork chat on disability issues and organizing strategies!

This chat is co-hosted by @DOnetworkorg and @DisVisibility.

Full disclosure: @DisVisibility is a paid consultant for this chat.

5:00 PM - 15 Aug 2018

7 Retweets 15 Likes
6. How to Use Hashtags

Alice Wong
@DisVisibility

This concludes our #DOnetwork chat on disability issues and legislation.

Join us on 9/13/18, 3 pm Pacific for our next chat with California gubernatorial candidates on Long Term Services and Supports. Details coming soon!

6:00 PM - 15 Aug 2018

4 Retweets 11 Likes
6. How to Use Hashtags

Welcome to TweetChat!
where the world comes to chat...

Enter a hashtag to start
GO

To start chatting, enter your hashtag above & click go to login using Twitter - it's that easy!

Check out what's new in TweetChat

New Desktop Interface
We've gone ahead and brought the sleek mobile interface to the desktop. Things will feel cleaner but keep the same experience you are used to.

New Functionality
One-click user highlighting and blocking along with new stream buffering help limit super active hashtags to 5 tweets at a time, giving you more control over how you experience the conversation.
6. How to Use Hashtags

Easterseals Thrive @ability2thrive · Aug 15
Welcome to the Easterseals Thrive chat on inclusion in the disability community!

Our featured guest is Vilissa Thompson (@VilissaThompson), creator of Ramp Your Voice, a multimedia platform focused on intersectionality and advocacy.

#InclusiveDisability

#INCLUDIDVDISABILITY
6. How to Use Hashtags
6. How to Use Hashtags

**KTDRR Center** @KTDRR_Center · Aug 7
Join us Nov. 5, 7 and 9 for the 2018 Online KT Conference! The #KTDRR18 theme is “Engaging Ways to Engage Stakeholders,” and presenters will emphasize the importance of incorporating stakeholder participation into projects. Register for free at ow.ly/q6rR3iiYg.

**KTER Center** @kter_center · Aug 7
Join us Nov. 5, 7 and 9 for the 2018 Online KT Conference! The #KTDRR18 theme is “Engaging Ways to Engage Stakeholders,” and presenters will emphasize the importance of incorporating stakeholder participation into projects. Register for free at ow.ly/OLdS3iiizO.

**TREC** @TRECResearch · Jun 12
Save the date #KTDRR18
2018 Online KT Conference Nov 5,7,9 ktdrr.org/conference2018/
7. The Importance of Images
7. The Importance of Images

• We process visuals 60,000 times faster than plain text.

Source: Market Maven
hausmanmarketingletter.com
7. 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.

Source: Market Maven
hausmanmarketingletter.com
7. 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.
  • Facebook posts with images generate 2.3 times more engagement than posts without them.

Source: Market Maven
hausmanmarketingletter.com
7. 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.
  • 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.

Source: Market Maven
hausmanmarketingletter.com
7. 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.
  • 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.
  • Views of social media posts can increase by 48% if the post contain both images and videos.

Source: Market Maven
hausmanmarketingletter.com
7. The Importance of Images

- Images bring out emotions in us.
7. The Importance of Images

• Images bring out emotions in us.

• An image can convey a wide range of information, or it can focus on a single thought.
7. The Importance of Images

For Ali Stroker, the first actress in a wheelchair to perform on Broadway, having a disability has forced her to be creative, think outside of the box and solve problems her entire life.

Actress Ali Stroker Says Her Disability Was Perfect Training For A Theater Career
7. The Importance of Images

For the next 14 months, the NY Rangers will train Ranger (the pup) to become a service dog for those with autism. Ranger, a part of BluePath Service Dogs, was scouted by the Rangers because he was wearing a blue collar.

New York Rangers begin training puppy to become professional autism service dog
7. The Importance of Images

American Institutes for Research (AIR)
August 12 at 12:23 PM

Latin America and Caribbean (LAC) Reads Capacity Program es una iniciativa fundada por USAID, la cual fue diseñada para incrementar capacidad y sostenibilidad de alfabetización en América Latina y el Caribe. Vea nuestro video que examina los resultados de una revisión de literatura dirigida por AIR acerca de la lectura a temprana edad, la primera de su tipo en la región. http://bit.ly/2rNEfr1

See Translation
7. The Importance of Images

This year’s Condition of Education report examined the steep rise in #childcare costs since 2001. Researchers Susan Muenchow & Jijun Zhang discuss the AIR-authored early childhood care spotlight and more in a new Q&A: ow.ly/SH2Z30kCRvt #COE18

**Early Childhood Care Costs**

Between 2001 and 2016, the cost of center-based child care rose by 72 percent for children under 6 years old who were not yet enrolled in kindergarten, according to a new report from the National Center for Education Statistics (NCES).

![Cost Graph](image-url)

Source: The Condition of Education 2018, National Center for Education Statistics (NCES), U.S. Department of Education
7. The Importance of Images

#TBT to last month when #KTDRR’s Joann Starks was honored with the #NARRTC Commendation Award for her many contributions to advance the field of disability. Congratulations Joann, and thank you for all of your contributions to the disability and #KT fields!

12:25 PM - 26 Apr 2018
1 Retweet  9 Likes
8. Engagement
8. Engagement

8. Engagement

- Listen to your community.
8. Engagement

• Listen. Ask. Learn.
• Listen to your community.
• Ask them questions. Engage.
8. Engagement

• Listen. Ask. Learn.
• Listen to your community.
• Ask them questions. Engage.
• Learn about their needs and wants.
8. Engagement

- Listen to your community.
- Ask them questions. Engage.
- Learn about their needs and wants.
- You’ll uncover like-minded people.
  - Fans, followers, advocates
8. Engagement

YO! Disabled & Proud
@YODisabledandProud

Home
About
Events
Photos
Videos
Community
Reviews
Posts
Info and Ads

Hi Dr. Richard Pan! We wish we could have met you in person, but we know you'll be involved in our work to increase #disabilityrights and #accessibility for California youth!

.... See More
8. Engagement

Hi Dr. Richard Pan! We wish we could have met you in person, but we know you’ll be involved in our work to increase #disabilityrights and #accessibility for California youth!
8. Engagement

Hi Dr. Richard Pan! We wish we could have met you in person, but we know you'll be involved in our work to increase #disabilityrights and #accessibility for California youth!
8. Engagement

Important Tip:

Tag people you are talking to or talking about. They don’t know you’re having a conversation about them unless you tag them.
8. Engagement

Join us Sept. 5 from 3-5 pm ET to hear from social media expert @MadalynSklar to learn how social media relates to #KT and how to strengthen your social media management and audience engagement activities. Register for the free webinar at ow.ly/tWKy30lq9PV.

2:44 PM - 15 Aug 2018

2 Retweets 3 Likes
9. Analytics
9. Analytics

- Regularly view your statistics.
9. Analytics

- Regularly view your statistics.
- Google Analytics
9. Analytics

• Regularly view your statistics.

• Google Analytics

• Facebook Page Insights
9. Analytics

- Regularly view your statistics.
  - Google Analytics
  - Facebook Page Insights
  - Twitter Analytics
9. Analytics

• Regularly view your statistics.
• Google Analytics
• Facebook Page Insights
• Twitter Analytics
• Instagram Analytics
9. Analytics

- Your stats can help guide your posting and strategy decisions.
9. Analytics

- Your stats can help guide your posting and strategy decisions.

- Test. Analyze. Find what’s working.
9. Analytics

- Your stats can help guide your posting and strategy decisions.
- Test. Analyze. Find what’s working.
- Let the data guide your success.
9. Analytics – Facebook

[Image of a Facebook page with a highlighted section labeled "Access Your Stats"]
9. Analytics – Facebook

![Facebook Analytics Overview](image)

- **Page Insights**
  - **Page Summary**
    - Last 7 days
    - Results from Aug 10, 2018 - Aug 16, 2018
    - Note: Does not include today’s data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.
  - **Actions on Page**
    - Total Actions on Page: 1 (▲100%)
  - **Page Views**
    - Total Page Views: 55 (▼37%)
  - **Page Previews**
    - Total Page Previews: 10 (▲233%)
  - **Page Likes**
    - Page Likes: 4 (▼20%)
  - **Reach**
    - People Reached: 858 (▲19%)
  - **Post Engagements**
    - Post Engagement: 145 (▲113%)
  - **Videos**
    - Total Video Views: 177 (▼15%)
  - **Page Followers**
    - Page Followers: 6 (▲20%)
9. Analytics – Facebook

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/16/2018 8:56 pm</td>
<td>Are you struggling to build a strong community for your</td>
<td></td>
<td></td>
<td>47</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08/16/2018 1:23 pm</td>
<td>#TwitterSmarter &quot;after&quot; chat with guest Kristy Gillentine</td>
<td></td>
<td></td>
<td>1.2K</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>08/16/2018 11:15 am</td>
<td>10 Ways Twitter Can Help You Grow Your Brand</td>
<td></td>
<td></td>
<td>53</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>08/15/2018 11:15 am</td>
<td>I'm honored to be included in Dan Gingiss' article in Forbes!</td>
<td></td>
<td></td>
<td>237</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>08/14/2018 11:15 am</td>
<td>Optimize Your Twitter Profile Page – The Jab, Jab Right</td>
<td></td>
<td></td>
<td>56</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

See All Posts
9. Analytics – Facebook

Madalyn Sklar was live.
Published by BoLive [?] · 13 hrs · 🎧

#TwitterSmarter "after" chat with guest Kristy Gillentine talking about using social media to speak up. Kristy opens up about being sexually harassed by a man she met on social media and how she’s dealing with it.

Performance for Your Post

1,223 People Reached
353 Video Views
112 Reactions, Comments & Shares

<table>
<thead>
<tr>
<th></th>
<th>Like</th>
<th></th>
<th>On Post</th>
<th></th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Love</td>
<td></td>
<td></td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Love</td>
<td></td>
<td></td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Wow</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Angry</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>74</td>
<td>Comments</td>
<td></td>
<td></td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Shares</td>
<td></td>
<td></td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

59 Post Clicks

<table>
<thead>
<tr>
<th></th>
<th>Clicks to Play</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td></td>
<td>0</td>
<td>37</td>
</tr>
</tbody>
</table>

NEGATIVE FEEDBACK

0 Hide Post
1 Hide All Posts
9. Analytics – Twitter
9. Analytics – Twitter
9. Analytics – Instagram

Madalyn Sklar
#TwitterSmarter
Public Figure
9. Analytics – Instagram

- Original Photos
- Search History
- Cellular Data Use
- Language
- Switch to Business Profile
- Privacy and Security
- Account Privacy
- Blocked Accounts
9. Analytics – Twitter
9. Analytics – Twitter

Tweet activity

Your Tweets earned 1.5M impressions over this 28 day period

Tweets | Top Tweets | Tweets and replies | Promoted
--- | --- | --- | ---

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>39,535</td>
<td>120</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Engagements

Showing 28 days with daily

Engagement rate

1.0%
9. Analytics – Twitter

Tweet activity

Your Tweets earned 1.5M impressions over this 28 day period
9. Analytics – Twitter
### Tweet Activity

**Impressions**

- **28,116**

**Total engagements**

- **90**

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>21</td>
</tr>
<tr>
<td>Retweets</td>
<td>18</td>
</tr>
<tr>
<td>Detail expands</td>
<td>18</td>
</tr>
<tr>
<td>Media engagements</td>
<td>12</td>
</tr>
<tr>
<td>Profile clicks</td>
<td>7</td>
</tr>
<tr>
<td>Link clicks</td>
<td>5</td>
</tr>
<tr>
<td>Hashtag clicks</td>
<td>5</td>
</tr>
<tr>
<td>Replies</td>
<td>3</td>
</tr>
<tr>
<td>Follows</td>
<td>1</td>
</tr>
</tbody>
</table>
9. Analytics – Twitter

Most-Clicked Posts Past 30 days
Your latest posts are looking good, keep it up!

Recent Most Clicks Least Popular All Posts
30 Days Export

Tuesday 30th August

How to Rapidly Grow Your Twitter Following
http://buff.ly/2byyOX0 #TwitterSmarter

8:23 AM via Buffer for iOS

5 Retweets 4 Likes 0 Mentions 249 Clicks 85.9k Potential
9. Analytics – Instagram

Madalyn Sklar
#TwitterSmarter
Public Figure
9. Analytics – Instagram

Business Settings

...im your Facebook Page

Promotion Payments  0 New

Switch Back to Personal Account

Privacy and Security
9. Analytics – Instagram

**Interactions**

107

Actions taken on your account from Aug 08 - Aug 14
9. Analytics – Instagram

madalynsklar

3,145 followers
+20 vs. Aug 01 - Aug 07

Top Locations

<table>
<thead>
<tr>
<th>Cities</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td></td>
</tr>
<tr>
<td>Austin</td>
<td></td>
</tr>
<tr>
<td>Nashville</td>
<td></td>
</tr>
</tbody>
</table>
9. Analytics – Instagram

<table>
<thead>
<tr>
<th>Age Range</th>
<th>All</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>Less than 1%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td></td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td>25-34</td>
<td></td>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>35-44</td>
<td></td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>45-54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55-64</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Gender**

- **Men**: 45%
- **Women**: 55%
9. Analytics – Instagram

- **Insights**
  - Activity
  - Content
  - Audience

- **Followers**
  - Hours
  - Days

- **Wednesdays**

  - Men: 45%
  - Women: 55%
10. Live Streaming Video
10. Live Streaming Video

- Facebook Live – desktop and mobile
10. Live Streaming Video

- Facebook Live – desktop and mobile
- Twitter Live/Periscope – mobile only
10. Live Streaming Video

- Facebook Live – desktop and mobile
- Twitter Live/Periscope – mobile only
- Instagram Live – mobile only
10. Live Streaming Video

- Facebook Live – desktop and mobile
- Twitter Live/Periscope – mobile only
- Instagram Live – mobile only
- YouTube Live – mobile and desktop
10. Live Streaming Video – Facebook

Desktop:

Create Post  Live  Event  Offer  Job

Write a post...

Photo/Video  Feeling/Activ...  Write Note
10. Live Streaming Video – Facebook
10. Live Streaming Video – Facebook

Mobile:
10. Live Streaming Video – Facebook
10. Live Streaming Video – Twitter

What’s happening?
10. Live Streaming Video – Twitter
10. Live Streaming Video – Instagram
10. Live Streaming Video – Instagram
10. Live Streaming Video – YouTube Desktop:
10. Live Streaming Video – YouTube

Mobile:
10. Live Streaming Video – Facebook

Madalyn Sklar was live.
Published by beLiveTV • Yesterday at 1:23 PM • 🌐

#TwitterSmarter "after" chat with guest Kristy Gillentine talking about using social media to speak up. Kristy opens up about being sexually harassed by a man she met on social media and how she’s dealing with it.

Get More Likes, Comments and Shares
This post is performing better than 90% of other posts on your Page. Boost this post for $15 to reach up to 8,200 people.

Your video is popular in California

58 Comments 7 Shares 405 Views
#10. Live Streaming Video – Facebook

Madalyn Sklar was live. Published by BeLive TV. Yesterday at 1:23 PM.

#TwitterSmarter "after" chat with guest Kristy Gillentine talking about using social media to speak up. Kristy opens up about being sexually harassed by a man she met on social media and how she's dealing with it.

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Your video is popular in California

 camposl 11
11. Tools
11. Tools

Recommended apps and tools:

• Hootsuite
• Buffer
• Social Jukebox
• Feedly
• Nuzzel
• Canva
11. Tools

Recommended apps and tools:

- **Hootsuite** – hootsuite.com
- **Buffer** – buffer.com
- **Social Jukebox** – socialjukebox.com
- **Feedly** – feedly.com
- **Nuzzel** – nuzzel.com
- **Canva** – canva.com
11. Tools

- **Hootsuite** – hootsuite.com
- **Buffer** – buffer.com

Hootsuite and Buffer are social media dashboards that help you manage multiple networks and profiles.

They work with Facebook, Twitter, LinkedIn, Instagram, Pinterest, and Google+.
11. Tools

• **Social Jukebox** – socialjukebox.com

Social Jukebox is an automated social media management tool that lets you load content into a “jukebox” and schedule how often you want your social media posts to go out.

Works with Facebook, Twitter, and LinkedIn.
11. Tools

- **Feedly** – feedly.com
- **Nuzzel** – nuzzel.com

Feedly is a news feed aggregator that helps you organize, read, and share content.

Nuzzel is a news feed based on what your friends are reading and sharing on social media.
11. Tools

- **Canva** – canva.com

Canva is a graphic design tool that uses a drag-and-drop format. You can access over a million photographs, graphics, and fonts.
11. Tools

Recommended apps and tools:

• **Hootsuite** (hootsuite.com) – Free/Paid
• **Buffer** (buffer.com) – Free/Paid
• **Social Jukebox** (socialjukebox.com) – Free Trial
• **Feedly** (feedly.com) – Free/Paid
• **Nuzzel** (nuzzel.com) – Free/Paid
• **Canva** (canva.com) – Free/Paid
What’s Next for You?

ACTION PLAN
Your Call to Action

• Audit your social media profiles.
  • Check your profile image, header image, bio.
Your Call to Action

• Audit your social media profiles.
  • Check your profile image, header image, bio.
• Experiment with how often you post on the various sites.
Your Call to Action

• Audit your social media profiles.
  • Check your profile image, header image, bio.
• Experiment with how often you post on the various sites.
• Review your analytics – see what’s working and what is not.
Your Call to Action

• Audit your social media profiles.
  • Check your profile image, header image, bio.
• Experiment with how often you post on the various sites.
• Review your analytics – see what’s working and what is not.
• Experiment with live video.
Your Call to Action

• Audit your social media profiles.
  • Check your profile image, header image, bio.
• Experiment with how often you post on the various sites.
• Review your analytics – see what’s working and what is not.
• Experiment with live video.
• Try tools. They will save you time.
Questions?
Reach Madalyn Sklar at:

**Twitter:** @MadalynSklar

**Facebook:** Facebook.com/MadalynSklar

**Instagram:** MadalynSklar

**Website:** www.MadalynSklar.com

**Email:** madalyn@madalynsklar.com
Disclaimer

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