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Exploding Your Social Media Visibility

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Constant Contact
10-YEAR PARTNER

Award-Winning Digital Solutions
based near Asheville, NC

"Solution Provider of the Year" S.E.
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Local Business Person Of 2024

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Agenda:

Ways to explode your social media visibility

- → Going LIVE
- → Sharing Stories
- → Using Video – ie: Shorts aka Reels are the hot item right now and receive not only massive viewership but algorithmic preference
- → All formats are NOT given equal algorithm love: LIVE video (and all video) get priority often over photos and other content
- → Recent Updates to Instagram – getting added to FAVORITES
- → Tagging other users and adding your location + how to navigate and function as yourself vs. your business

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Going LIVE

You can go LIVE on many channels.

What is LIVE? Use your phone or any device to stream live directly onto one or more social channels.

The channels give the highest preference to LIVE content in most cases, blasting it up the algorithm into the feeds of your followers or even potential prospects who don't know about you yet.

This even includes "extra" notifications that are recurring or persistent in the app(s).

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Sharing Stories

What are Stories? Multimedia snapshots of anything and everything

1. Last 15 seconds each
2. Expire after one day (unless you save to highlights)
3. Can be daisy chained together
4. Can include posts, videos, reels, **anything** you'd like to include

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Sharing Stories

Why are they so powerful?

1. They appear at the TOP of the feed on both mobile and desktop
2. They are a highly engaged format
3. They are often candid, fun, and not intended to aim for “perfect” which takes the pressure off

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Using Video

Why Video?

1. Video is the most engaged format of content on the internet
2. Video receives higher algorithm preference than other content
3. Video builds rapport with the prospect at a much higher level

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Understanding Algorithmic Preferences

What is an algorithm?

"In social media, algorithms are rules, signals and data that govern the platform's operation. These algorithms determine how content is filtered, ranked, selected and recommended to users. In some ways, algorithms influence our choices and what we see on social media." – Sprout Social

So, what are the "rules, signals and data" ?

- User's engagement trends
- Volume of content at any given time
- **Physical location** ← THIS!
- **FORMAT of content** ← THIS!

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How do we beat the Algorithm?

We don't.

We surf it.

How?

By using the formats that it gives preference to.

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Algorithmic Preferences

Ranking Preference in order:

Stories - shown at top of newsfeeds for 24 hours – strength is placement

Live Streaming - “Going LIVE” - strength is up to 80%+ more notifications

Uploaded video as a post (including “Reels”) – strength is highly engaged and up to 50%+ more notifications

Images – this is the bread and butter for many users on FB/Insta etc (BUT beware that LINKS that ride along, drag it down)

Text

Links

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FYI - Instagram Updates

Control your Instagram Feed with Favorites and Following

Choose new ways to view your feed

Following
See the latest posts from accounts that you follow, in the order they were posted.

Favorites
Quickly catch up on the accounts you care about most, starting with the most recent posts.

https://about.instagram.com/blog/announcements/favorites-and-following

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Video Content

Uploaded video to Youtube, Facebook, X, Linkedin…

and of course Instagram

Instagram videos are called “Reels”

“A Reel is **an Instagram feature that allows users to film or upload video clips for up to 60 seconds that they can edit, sound dub, or add effects to before sharing on the app**. These short video clips let users publish creative content, showcase personality, market brands, or just have fun.” - Hubspot

Rolled out in 2020

https://about.instagram.com/blog/announcements/introducing-instagram-reels-announcemen

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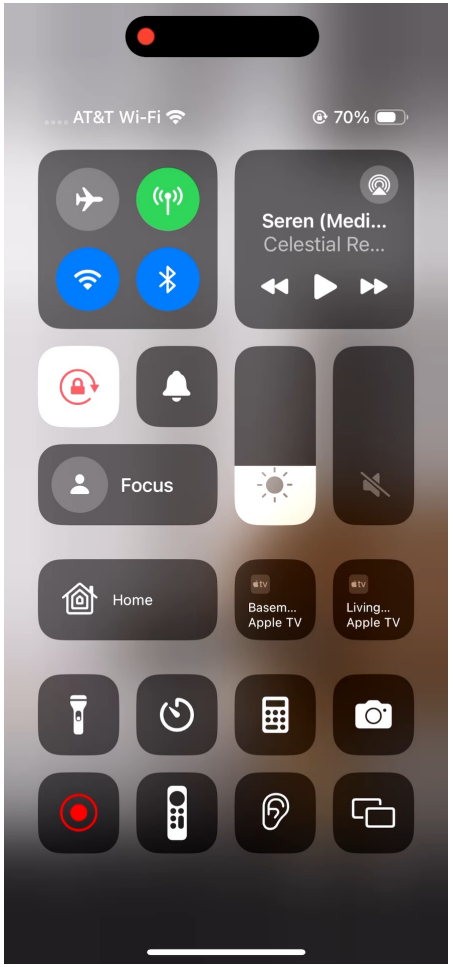

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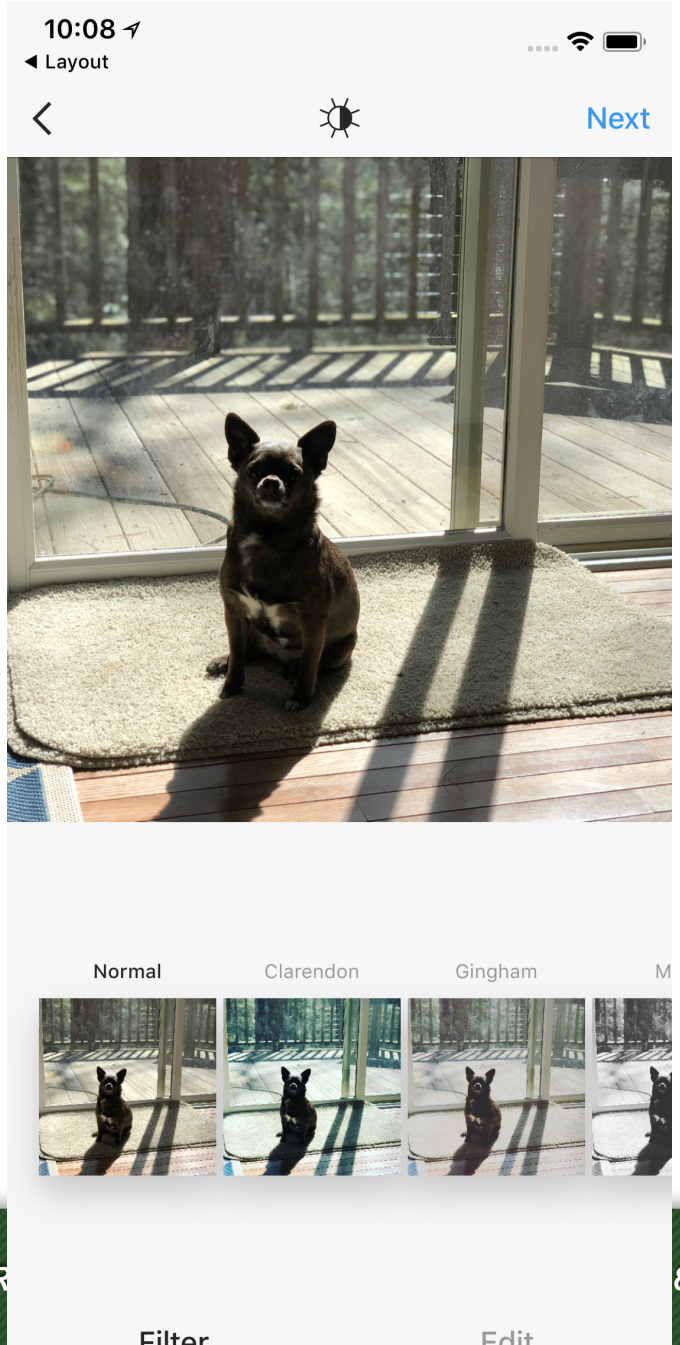

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Tagging other Users and Tag Your Location:

Sometimes we are so focused on getting our results we don't recognize that giving attention and engagement to other users triggers a win-win!

1. Use the @username and notice the link appear
2. Think about who you can shine a light on
3. Think about who you can partner with to share engagement
4. Who is local? Who is peripheral? Tagging your location helps the channel(s) intelligently "suggest" your page or posts to those who may not yet know you!

Tag **others** and tag your **location**! It unlocks so many opportunities to get seen by THEIR followers. This is a win-win… win… and it goes on

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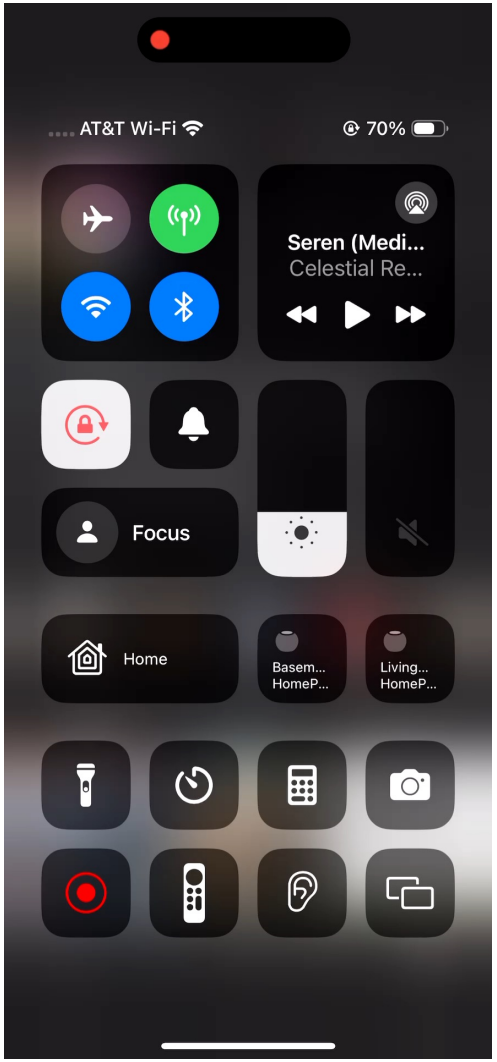
Tagging other Users:

How to Function as yourself vs. Your Business

Toggle between your personal account and your business account easily within each app

Tip: Use META's Businesss Suite app to manage your FB and Instagram in one place and monitor



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