



# CLAYFOLK

INTERNET PROMOTIONS &  
SOCIAL MEDIA WORKSHOP

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# THE WHY & THE HOW OF SOCIAL MEDIA MARKETING

## PART I – THE WHY

- Social media goal-setting: understanding how it can work FOR you
- Creating and maintaining a consistent brand voice
- Developing a six-month social media content calendar

## PART II – THE HOW

- Using Pinterest, Etsy, Instagram and Facebook for promotions and sales
- Best practices for posting, tagging, sharing and re-posting
- Using a social media management tools (such as Hootsuite) to schedule and streamline posting



# THE WHY

PART I

# SOCIAL MEDIA GOAL SETTING – STEP 1

- Why use social media? (identify YOUR specific goals)
  - ☐ Build audience
  - ☐ Spread word about upcoming event
  - ☐ Sell your product
  - ☐ Build a community around your brand
  - ☐ Communicate with others in your industry, make connections
  - ☐ Drive traffic to website or blog
  - ☐ SEO boost
  - ☐ Re-brand or update brand
  - ☐ Customer support

# EXAMPLES OF HOW STRATEGY CAN DIFFER DEPENDING ON YOUR GOALS

## I WANT TO...SELL MY PRODUCT ONLINE

- Create a library of high-quality product images
- Add items to SHOP category on Facebook
- Boost Instagram posts for access to the SHOP NOW button
- Share links back to product pages on website

## I WANT TO...ANNOUNCE UPCOMING EVENTS

- Build audience leading up to events
- Target posts to people in proximity to events
- Post events leading up to a main event, so you become an authority and build trust
- Tag other vendors/participants in event to spread word
- Develop a unique #hashtag for your event

TAKE 5 MINUTES TO THINK ABOUT  
AND WRITE DOWN YOUR  
SOCIAL MEDIA MARKETING GOALS



# CREATING YOUR BRAND VOICE...AND STICKING TO IT.





## WHEN DEFINING YOUR BRAND, REMEMBER:

- You are your brand...make sure it reflects YOU
- Consistency is key. Your audience will trust and engage with you when they know what to expect from you.
- Define your audience AFTER you've defined your brand

# BRAND VOICE EXAMPLES

- Friendly
- Helpful
- Expert
- Silly
- Playful
- Warm
- Feminine
- Masculine
- Fun
- Technical
- Educational
- Arrogant
- PG
- PG-13
- Romantic
- Knowledgeable
- Humble
- Entertaining
- Insightful
- Thoughtful
- Inspiring
- Casual
- Formal
- Sassy
- Conservative
- Worldly
- Imaginative
- Strong
- Peaceful
- Calm
- Quirky
- Stoic
- Clinical
- Scientific
- Witty
- Clever
- Spiritual
- Adventurous
- Healthy

# TAKE 5 MINUTES TO THINK ABOUT AND WRITE DOWN THE NATURE OF *YOUR* *BRAND.*

USE BRAND VOICE EXAMPLES IF NEEDED, AND WRITE DOWN SAMPLE  
PHRASES YOU MIGHT USE IN POSTING

## **Energetic**

- We're so excited!
- Come see us today at...!
- Can't wait for...

## **Luxurious**

- Come indulge yourself...
- We invite you to relax and luxuriate in...
- Treat yourself to something special...

## **Educational**

- Did you know...?
- Here's a fun fact:...
- Studies show that...

## **Humble**

- We're honored to serve you...
- You're the reason we are here...
- We couldn't have done this without you

# EXAMPLE OF POOR BRANDING –

## **MONDAY FACEBOOK POST:**

“Had a wonderful time at last weekend’s Artisan and Crafters Show in Eugene. Thank you to the organizers and all the talented vendors for putting on this beautiful event!”


*Articulate, grateful, thoughtful, community-minded*

## **WEDNESDAY FACEBOOK POST:**

“stayed up late last nite cant get out of bed to make last piece before the show this wknd. Uggghhhhh...here’s to hoping coffee + sugar can get me thru next 4 hrs.”

*Casual, informal, slang, very personal*

# EXAMPLE OF GOOD BRANDING

 **King Estate Winery**  
May 1 · 🌟

King Estate's commitment to sustainability is as evident in the kitchen as it is the vineyard, orchard and garden, and even in how Chef Sean Winder creates the Restaurant menu. Read more about the [King Estate Restaurant & Tasting Room](#) on the King Estate blog.



**King Estate Winery | Blog | What's Cooking at King Estate**  
What's Cooking at King Estate  
KINGESTATE.COM

[Learn More](#)

 **King Estate Winery**  
May 18 · 🌟

Rosé wines are more popular than ever. Learn about the history and casual deliciousness of Rosé on the [Acrobat Wine](#) blog.



**So you think you know Rosé?**  
Summer is the season of rosé – and we're not just talking the sweet fruity concoction that is a to the infamous wine cooler. Led by premium brands, rosé consumption has on the rise in the U.S. since the early 2000s, but its...

ACROBATWINE.CO

[Learn More](#)

Educational, articulate, friendly, food & wine-centric, visually pleasing

# THE PLAN: CREATING YOUR SIX-MONTH SOCIAL MEDIA CONTENT CALENDAR



# WHY TAKE THE TIME TO FILL OUT A CONTENT CALENDAR?

- It'll save you time in the long run
- Keep you on track for posting consistently
- Organize your thoughts, mission, brand and goals
- Serve as a reminder/resource when you just don't feel inspired
- It's great to do as a group and share ideas!

# MONTHLY CONTENT CALENDAR

## START BIG, AND WORK YOUR WAY DOWN

MONTH	THEME	THEME DESCRIPTION	WEEK 1	WEEK 2	WEEK 3	WEEK 4
March	Announcement	Award rollout				2017 Oregon Winery of the
April	Events	Happenings @ DANCIN & local	First Saturday Yoga	Wine Marketing Roundtable (behind scenes)	Live Music Fridays	New website!
May	Culinary	Pairings, Suggestions, Menu	New summer hours	Photo/highlight Chef Keller	Upcoming Winemaker Dinner	Chef & chickens (dynamic c
June	Touring/Visiting	Tour ideas, promote local sights	Wineclub (photos of release party)	Father's Day - treat Dad	Vineyard Tours available upon req.	Farandole Pinot Noir (danc
July	Cont. Visitng	What you'll find on-site	First Saturday Yoga	Live Music Fridays	Danseur Syrah (dance)	Groups/reservations
August	Sustainability	At the vineyard, biodiversity	Oregon Wine Experience	Owl boxes/bat houses	Chickens	Capriccio Chardonnay (dar
<i>Italics = DONE</i>						
	<b>PHOTOS</b>			<b>HASHTAGS</b>	<b>NOTES</b>	
	Saturday Yoga	Rachel		#travelmedford	Eleve - grapes from highest point in vineyard, dancer goes up on	
	Wineclub Dinner/handing out bags	Dan		#oregonbloggersfeature	Pas de Chat - dance of the cat	
	Live music	Arielle - guitar in vineyard, Dan artists		#pnw		
	Boxes of wine to be picked up/shipped	Dan		#traveloregon		
	Wine and Food Pairings	Dan		#northwestisbest		
	Pizzas	Chef Tim		#youroregon		
	Owl boxes	Rachel		#travelsouthernoregon		
	Different seating areas	Dan		#exploreoregon		
	Nighttime lights	Rachel		#riedel		
	Blending trials with winemaker	Dan				

# DAILY CONTENT CALENDAR

## IDENTIFY DAYS OF THE WEEK, PLATFORMS AND POSTING TOPICS

June 2017						KEY:
						Facebook
						Instagram
						Monthly meeting
						Twitter
						Blog Post + Sharing
						Pinterest
						Experiment
						Other
PAZAR				Thursday 6/1	Friday 6/2	Saturday 6/3
					<b>\$10</b> Blue Wolf Bazaar	Blue Wolf Bazaar
					Blue Wolf Bazaar	Blue Wolf Bazaar
					Blue Wolf Bazaar	
Sunday 6/4	Monday 6/5	Tuesday 6/6	Wednesday 6/7	Thursday 6/8	Friday 6/9	Saturday 6/10
Spring ski photo	<b>\$25</b> Sale: F Sudsy Mt B	Supergirl photo		Hat styles	Mt Shasta photo	
Spring ski photo	<b>\$25</b> Sale: M Sudsy Mt B	Supergirl photo		Hat styles	Mt Shasta photo	
Spring ski photo	<b>\$25</b> Sale: F Sudsy Mt B	Supergirl photo		Two dads photo	Mt Shasta photo	
	<b>\$25</b> Sale: M Sudsy Mt B			Hat styles		
	Sale: Sudsy Mt B					
Sunday 6/11	Monday 6/12	Tuesday 6/13	Wednesday 6/14	Thursday 6/15	Friday 6/16	Saturday 6/17
Sunday Funday repost	<b>\$50</b> Sale: LP Cascade	<b>\$25</b> Trifecta		FFNW Team Rider		Two dads photo
	Sale: LP Cascade	<b>\$25</b> Trifecta		FFNW Team Rider		Two dads photo
	Sale: LP Cascade	Trifecta		FFNW Team Rider		
				FFNW Team Rider		

# CLAYFOLK SIX MONTH SOCIAL MEDIA CALENDAR (GROUP IDEAS FROM WORKSHOP)

THEME	THEME DESCRIPTION	Week 1	Week 2
Garden Art	Planters, feeders, totems, chimes	Planters	Feeders
In the Shop	Behind the scenes	Packaging	Clay store, buying materials
Background/Stories	Personal spotlights, workshop pets	Workshop pets	Mentors
How To/ Uses	Functions, decorative	Empty Bowls	Wall art
The Show!	Promoting, returning location	Kids area/demo	Vendors
Gifts	Gift giving, for family, studio sales, where	Shops with pieces	Gift wrapping/shipping

Week 3	Week 4	EXTRAS + NOTES
Totems	Chimes	
Loading kilns	Mixing glazes	Feature: S. Oregon Clay Distributors
Studio visits	Clayfolk	
Dining pieces/tableware	Harvest	
Features (free and trolley)	Gratitude	New location!!!
"For the cook in the family"	Recap of year: Year in Review	Add invitation for new potters to join

# LINKS TO CONTENT CALENDAR RESOURCES + TEMPLATES:

“How to Create a Social Media Content Calendar: Tips and Tricks”

<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/#how>

Annual Content Calendar Template + Social Media Strategy Plan Template  
(download - good!)

<https://www.smartsheet.com/social-media-templates>

Daily Social Media Content Calendar Template from Hubspot (download)

<https://offers.hubspot.com/social-media-content-calendar>



# THE HOW

PART II

# twitter

- 140 character limit
- Uses @tagging and #hashtags
- Retweeting news gives lots of options for content
- Good for establishing self as an expert
- Effective for B2B marketing
- Compare to RADIO

# Instagram

- Primarily used on mobile
- 100% visual, must have an image
- Can repost others who tag you or use your #hashtag
- When promoting a post, you can add a Shop Now link under image
- No character limit, use #hashtags
- Compare to a PHOTO ALBUM

# facebook

- Use image and videos to capture attention, no character limit
- Tag other users and businesses to help posts go viral
- More about community outreach than B2B outreach
- Excellent segmenting options for ads
- Compare to NEWSPAPER



- Visuals are key
- Shoppers browse with intent to buy, so prices and product descriptions are key
- Create boards for both marketing and person use
- Users are mostly women
- Compare to a MAGAZINE



# PINTEREST

## Quick Overview

- Typically DIY oriented
- Very visual, with text overlays a bonus
- High quality images are key
- Remember to show HOW your product can be used
- Top posting times are usually on weekends
- Include prices in item descriptions
- Include keywords in your bio, board descriptions, and pins



# GOOD POST EXAMPLE

- Clear product description
- Show possible uses
- Price included in post
- Description of product and company full of keywords that occur naturally in the content
- “Add to Bag” button available for users with BigCommerce or Shopify online stores

Ceramic Wind Chime Mobile



\$45.00  
In stock

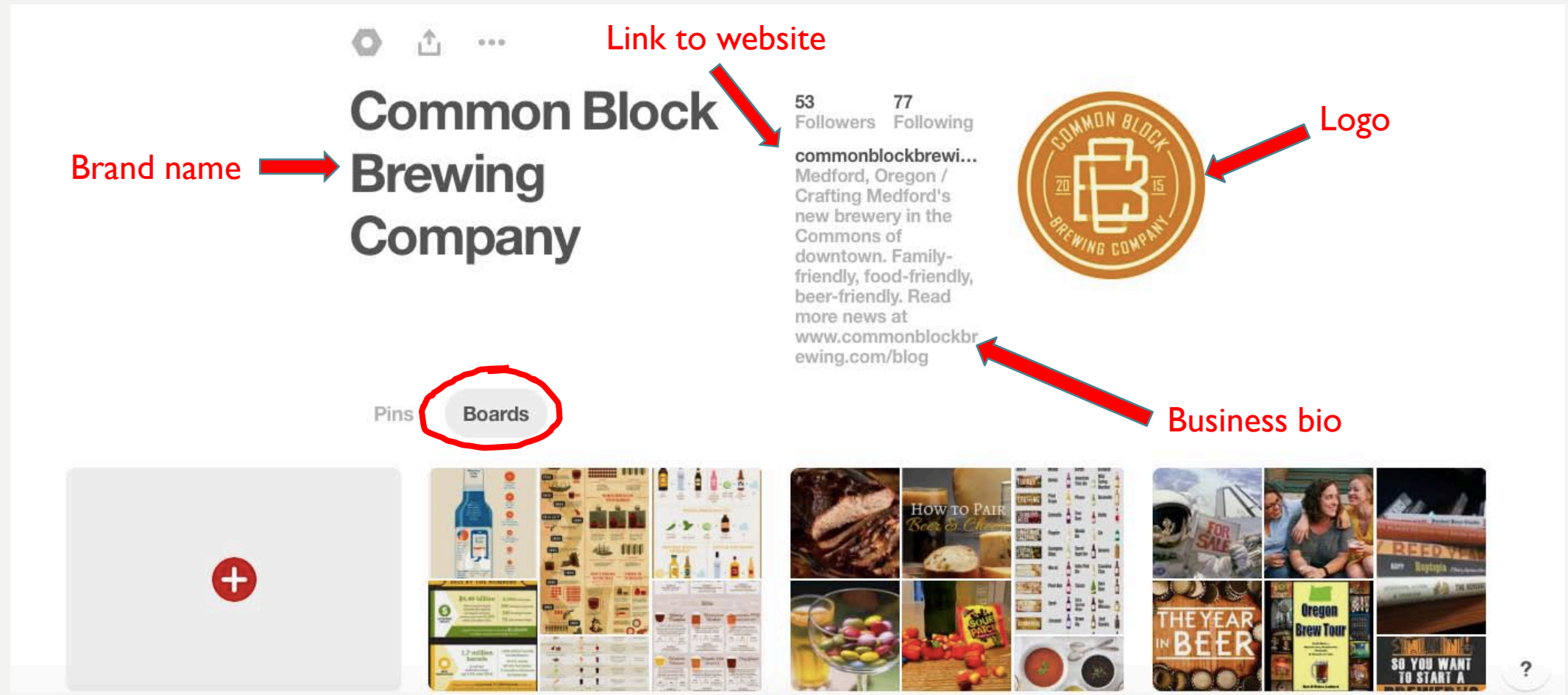
Add to bag



Sold and shipped by  
Celebrate Local, Shop The Best Of Ohio

This dramatic strand of individually crafted pottery discs fired in earthy glazes is a very striking piece of art. This unique mobile brings a real artisan's touch to your home when hung by a doorway or displayed as a wall accent. - Color combinations will vary. - Approximate size: 2.5' long by 3" wide. The Sunapple program helps to change assumptions about the abilities of people with disabilities. A true community is one that values diversity; that all people deserve a living wage, and that everyone has something important to contribute. Sunapple Studio artists participate in gallery exhibits, community art events, and all aspects of art design, production and sales. Teach-Reach workshops are the vehicle by which Sunapple artists share the skills they have learned, by leading classes for members of the community. Sunapple is a division of ARC Industries, Inc. that provides unique employment and job training opportunities to Franklin County adults with disabilities. Sunapple's mission is to connect people with sustainable skills and marketable talents (who just happen to have disabilities) with the greater community, enabling both to flourish and grow. [Less](#)

# PINTEREST PROFILE PAGE



# ONLINE TOOLS FOR PHOTO EDITING

PicMonkey: ← This is a good one!

<https://www.picmonkey.com/>

BeFunky:

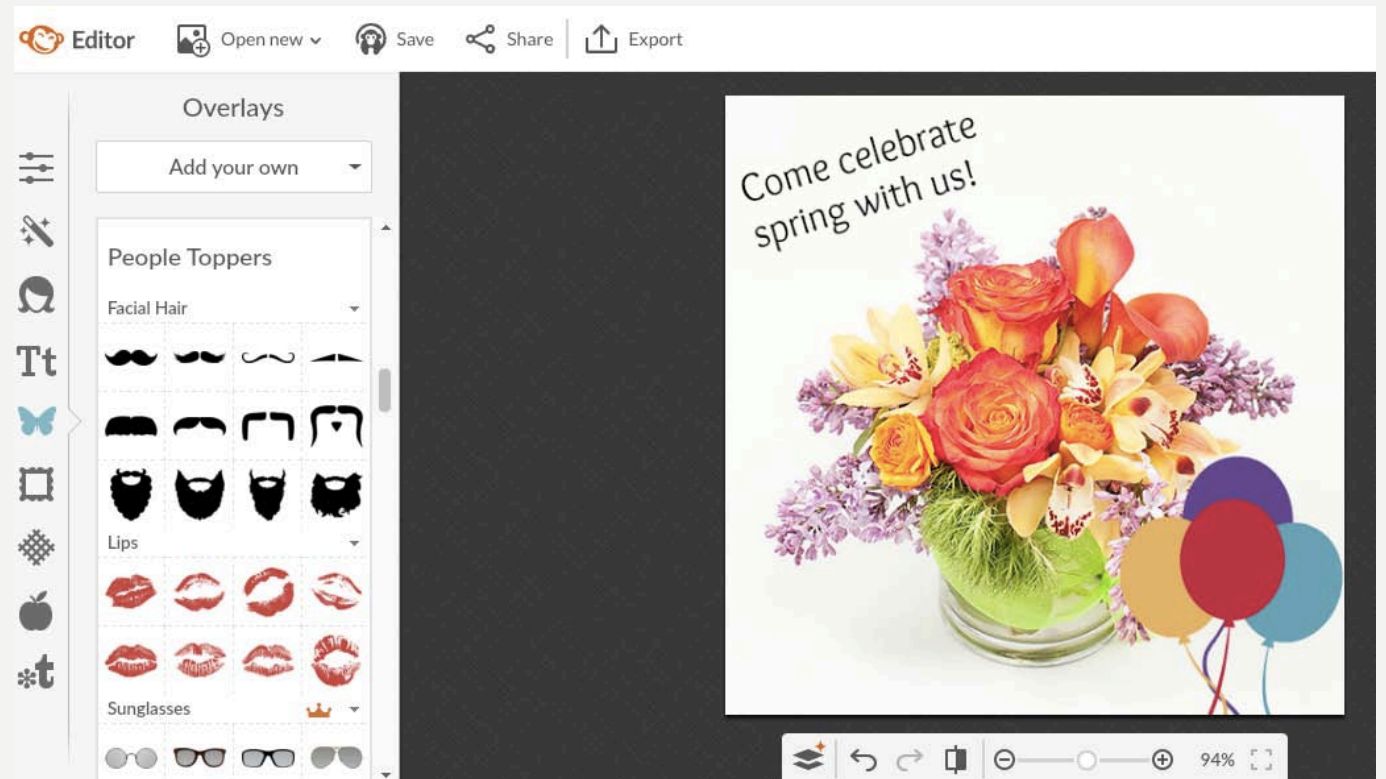
<https://www.befunky.com/features/photo-editor/>

Canva:

<https://www.canva.com/>

Fotor:

<http://www.fotor.com/>





# INSTAGRAM

## Quick Overview

- Images are mostly square, filters available to enhance photos
- Can only post from mobile devices
- Can reply and like posts on desktop, but may not like individual comments or use automatic tagging in comment replies
- Insights are available to track audience (age, gender, location, time of day your followers are active on Instagram)
- Instagram Stories lets you post more informal photos in sequence to tell a story or share quick moments from an event
- You may add multiple photos to scroll through within a single post



# INSTAGRAM

High  
quality  
images are  
still best,  
though  
filters can  
help



Tag other  
users when  
applicable  
to get their  
attention

Use  
hashtags to  
grow  
following  
based on  
people's  
interests

# A QUICK NOTE ON #HASHTAGS



**2X**

Tweets with hash-tags get two times more engagement than tweets without



**↓ 17%**

When you use more than two hashtags, your engagement drops by an average of 17 percent.



**11+**

Interactions are highest on Instagram posts with 11+ hash-tags.



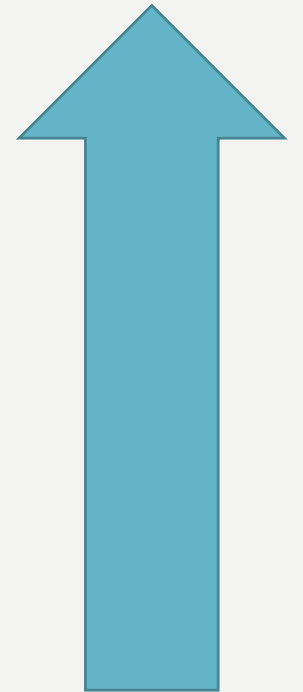
**NO #**

Facebook posts *without* a hashtag fare better than those with a hashtag

(Image source:  
<http://gemmasands.co.uk>)

# BUILDING YOUR INSTAGRAM FOLLOWING

- Use popular hashtags that relate to your products, as well as your own that you create
- Find your competitors, or accounts similar to yours. Follow their followers to appear on their notifications
- Tag other users and businesses to increase engagement
- Like others' photos, comment if you have something to say
- Find influencers who will post your product and tag you
- Post frequently – give people who peek at your page plenty to look at and good reason to follow you
- Promote posts to a target audience



# HASHTAGS FOR CLAYFOLK? LET'S BRAINSTORM



Think about:

- Events
- What is unique to Clayfolk
- Hashtags that people will WANT to use
- Practical, easy to think of (don't get too complicated)
- Typically, 1-2 fun ones and 1-2 practical ones
- Look up other popular ideas using the auto-fill function on Instagram

Examples: #clayfolk #pottery  
#potteryshow #ceramics  
#keepcalmandglazeon



# FACEBOOK (STILL THE KING OF SOCIAL MEDIA)

Use a Facebook Business page to:

- Post photos, videos or slideshows
- Promote your page or boost your posts
- Create events and/or groups
- Message with users who have questions about your product
- Get reviews



Share a photo or video



Advertise your business



Create an offer



Start a Live Video



Get sales



Get messages

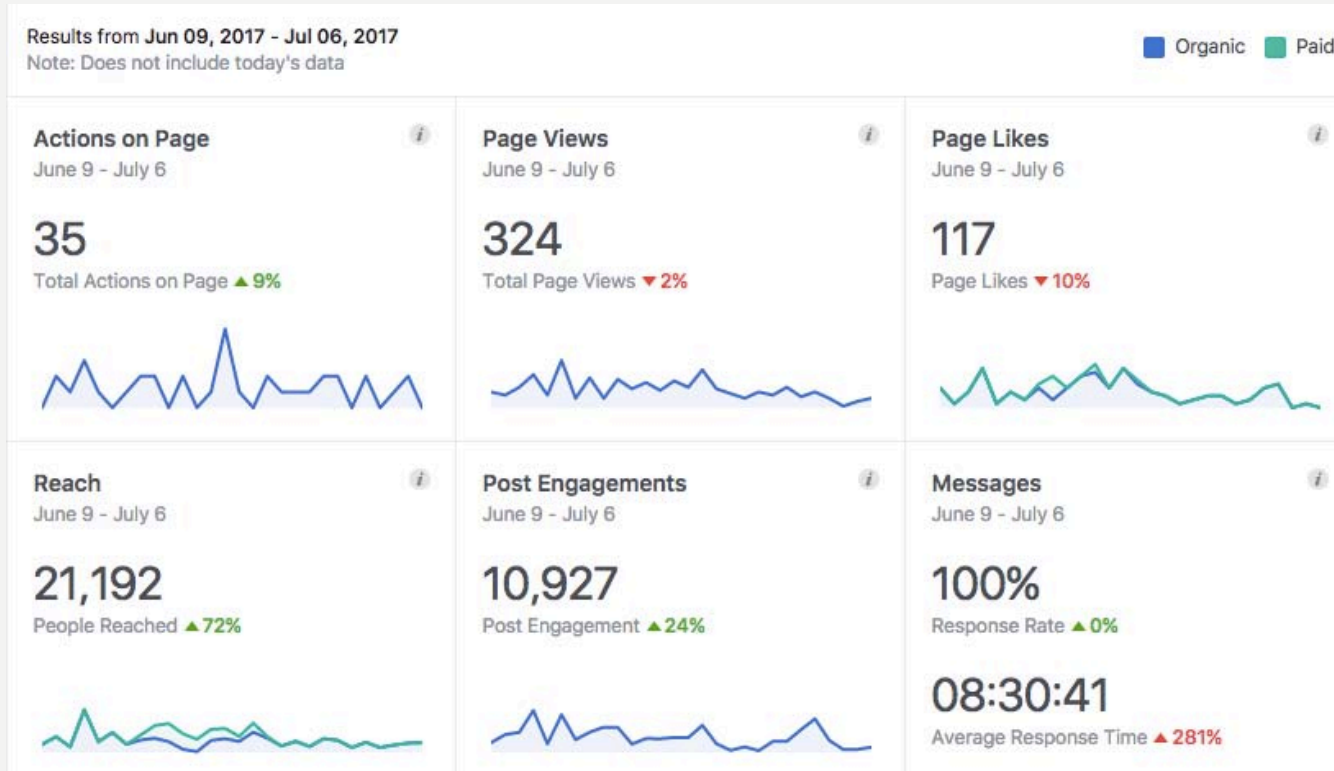


Create an event



Publish a job post

# WHY CREATE A FACEBOOK BUSINESS PAGE?



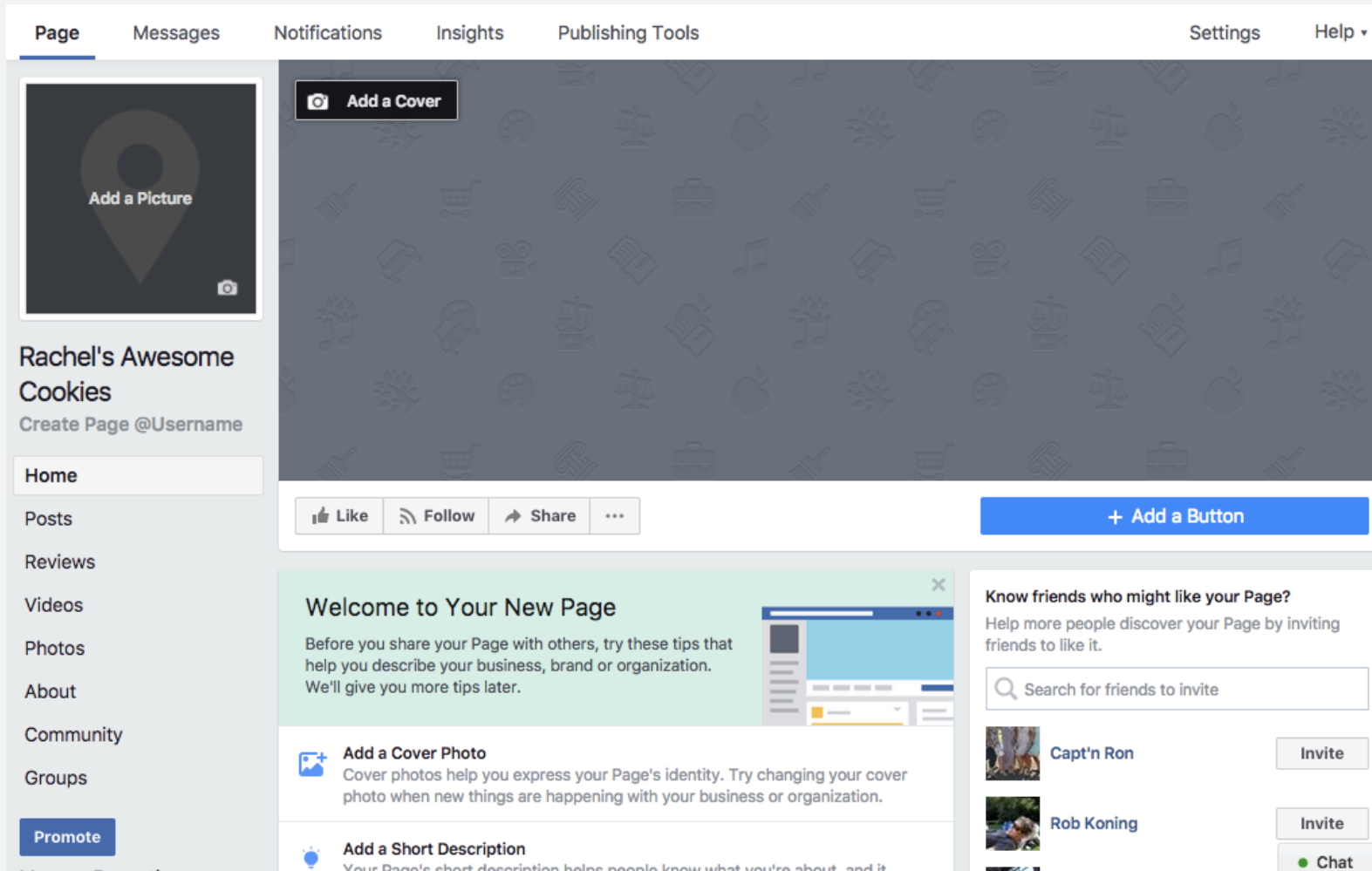
Get valuable insights into your followers' behaviors and page trends (when people are engaging, average age, which posts are working and which are not)

Access the Boost Post feature and create Facebook Ads

Create a Shop with your products right on your page

If you're looking, behaving and posting like a business on Facebook, they require you to be a Business Page on Facebook

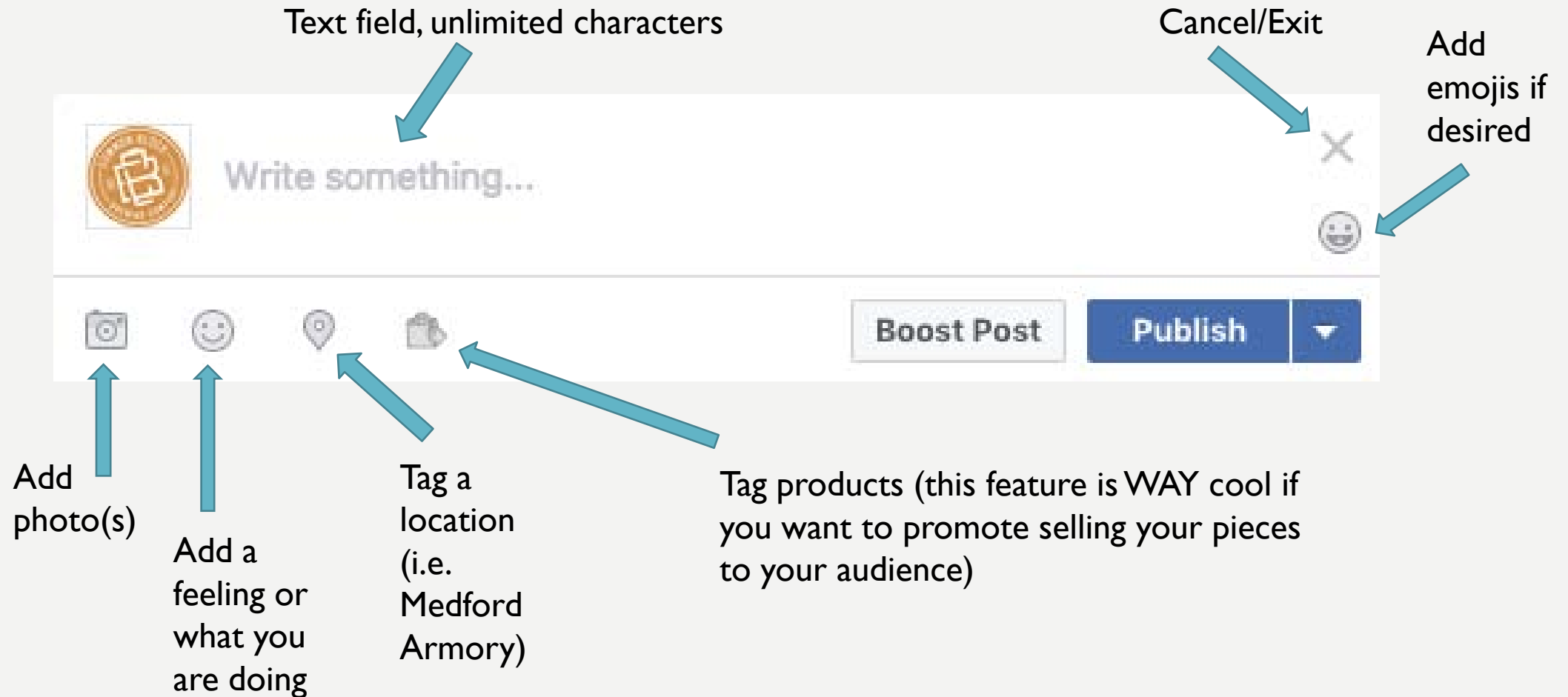
# CREATING YOUR BUSINESS PAGE



## What you'll need to do:

- Add cover photo
- Add profile photo
- Give a short description/bio
- Create a username for your unique URL
- Customize main button
- Complete the About section
- Publish your first post!
- Invite your friends

# ADDING A POST

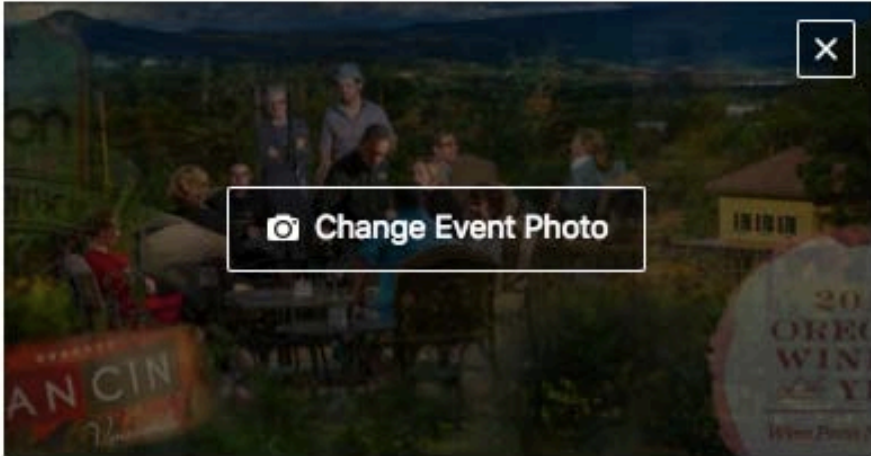


New Event by DANCIN Vineyards

Basic Info

This info will also appear in News Feed and any ads created for this event


Event Photo



Event Name

Add a short, clear name0 / 64

Location

 DANCIN Vineyards

Start

7/7/20176:00AMPDT

End

7/7/20179:00AMPDT

Event Tips Website

CancelPublish

## CREATING A FACEBOOK EVENT

What you'll need:

Photo

Event Name

Location

Time

Category (Art or Shopping)

Description (unlimited characters)

Keywords

# BOOSTING YOUR POSTS

## WHY?

- To grow your audience (new “Invite” feature available)
- To reach your target demographic
- To show up on more of your followers’ News Feeds

*Your budget can be as little as you want (\$1 min.), or as big as you want, and you choose the timeframe for your boosted post.*

### Boost Post

Total budget ⓘ

\$5.00 USD

Estimated People Reached ⓘ

580 - 1,500 people of 1,200,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day

7 days

14 days

Run this ad until Jul 8, 2017


TRACKING CONVERSIONS

☐ Facebook Pixel ⓘ


By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel


Boost



**Bella Vita Swimwear**  
Sponsored ·

 Like Page

Sunday...



# SOME FACEBOOK IDEAS FOR CLAYFOLK

- Members create Business pages to promote own products AND Clayfolk and related events
- When Clayfolk creates an event, Business pages can tag, share and boost
- Clayfolk can tag and promote members with Business pages
- Members can broadcast Live posts from events to their audiences

*Remember, your social media presence is stronger  
when you work together*



# SOCIAL MEDIA PHOTO SIZES CHEAT SHEET (2017)

**Profile photo** 170 x 170  
**Cover image** 820 x 312  
**Link image** 1230 x 627  
**Shared image** 1200 x 630



**Profile photo** 150 x 150  
**Square image in feed** 1080 x 1080  
**Landscape image in feed** 1080 x 566  
**Portrait image in feed** 1080 x 1350



\*Facebook Ad image: 1200x628 pixels

**Profile photo** 400 x 400  
**Cover image** 1500 x 500  
**Shared image** 440 x 220



**Profile photo** 150 x 150  
**Pins in the feed** 192 x scaled height  
**Expanded pins** 600 x scaled height  
**Board cover** 800 x 800



# MAIN TAKEAWAYS



- Use your social media goals and brand as your guide when posting online.
- Take the time to develop your content calendar...you'll be happy you did when you're feeling lost or uninspired.
- Consistency is key – pick a posting frequency that you feel comfortable sticking to, and then stick to it (1x per day, 3x per week, every Wednesday and Friday, etc.).
- We get further when we work together! Team up with other members, find influencers, tag other users and collaborate on hashtags and campaigns.
- Social media is a moving target. If you ever have a question, just Google it😊

# ADDITIONAL RESOURCES:

## WEB TOOLS

**Hootsuite:** <https://hootsuite.com/>

*For scheduling, seeing all your social media streams in one place, shortening links for Twitter*

**Sprout Social:**

<https://sproutsocial.com/>

*Schedule posts, monitor your social media streams, access performance metrics*

**Grammarly:**

<https://www.grammarly.com/i>

*Makes sure everything you type is clear, effective, and mistake-free.*

## USEFUL APPS

**Layout for Instagram**

*Lets you add multiple photos to one frame, with several layout options*

**Boomerang for Instagram**

*Allows you to create mini videos that loop over and over*

**Patch**

*Portrait editing app that lets you blur the background while keeping the subject crisp. Gives a professional look to photos*

**Crowdfire**

*Find new followers based on keywords, notification at best time to post to Instagram*

**THANK YOU  
CLAYFOLK**

**RACHEL KONING  
SOCIAL MEDIA MARKETING | COPYWRITING  
ASHLAND, OREGON  
RACHELWKONING@GMAIL.COM**