SOCIAL MEDIA ABRACADABRA

Lee Burke González

16/04/24

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Planning is key

- Content planner
- Plan ahead
- Scheduling
- Possible validation

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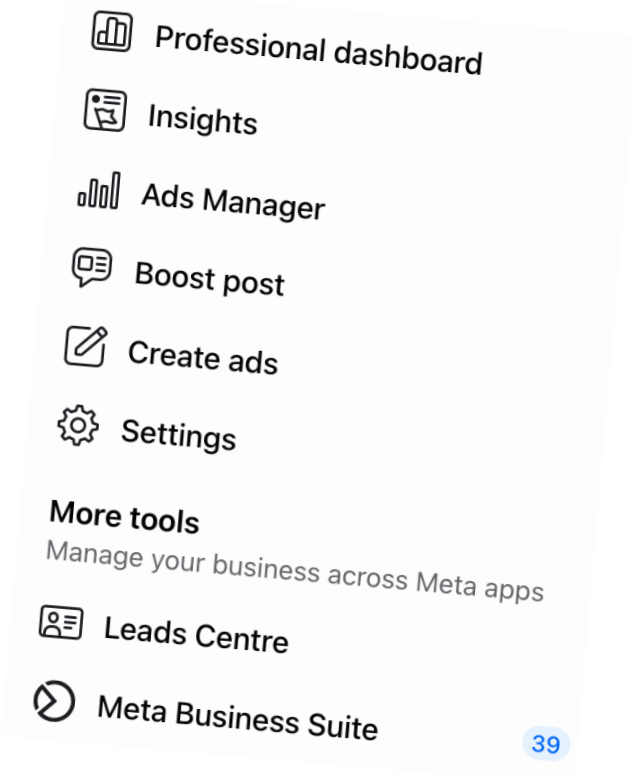
Data for the win!

- Go to the insights and analytics natively
- Shining stars v duds
- Posting times
- Frequency
- Experimenting
- Monitoring



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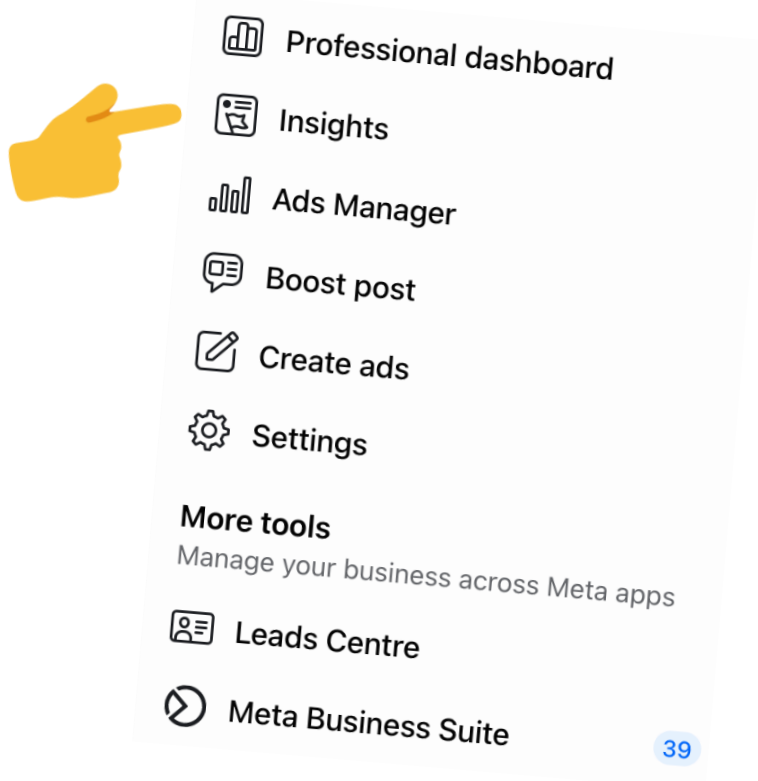

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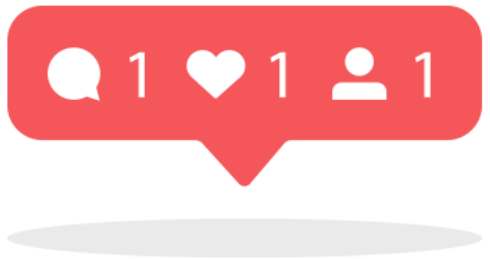
To whom are you speaking?

- Monitor follower growth
- Meta Business Suite: Insights > Audience
- Instagram mobile app: Insights > Total followers or Accounts engaged
- LinkedIn Analytics
- Gender split
- Age
- Professions
- Interests



Ask yourself

- What are the main objectives you should achieve with social media?
- What are the platforms to prioritise and why?
- How to adapt content strategy to each platform?
- Where to put resources?

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08:40
Reels
I'm an EU citizen,
of course
139 k
5.901
2.110
europeanparliament
I'm an EU citizen, of course I will use my vote ...
sheikhyerbootii and 4.175 others commented
Zimmer90 · What Love Is
Send gift

Strategy and tips

- Tell us why it matters
- Tone of voice
- Narrative
- Diversify types of content
- Different angles
- Focus
- Consistency
- Recognisable branding
- Mobile v desktop

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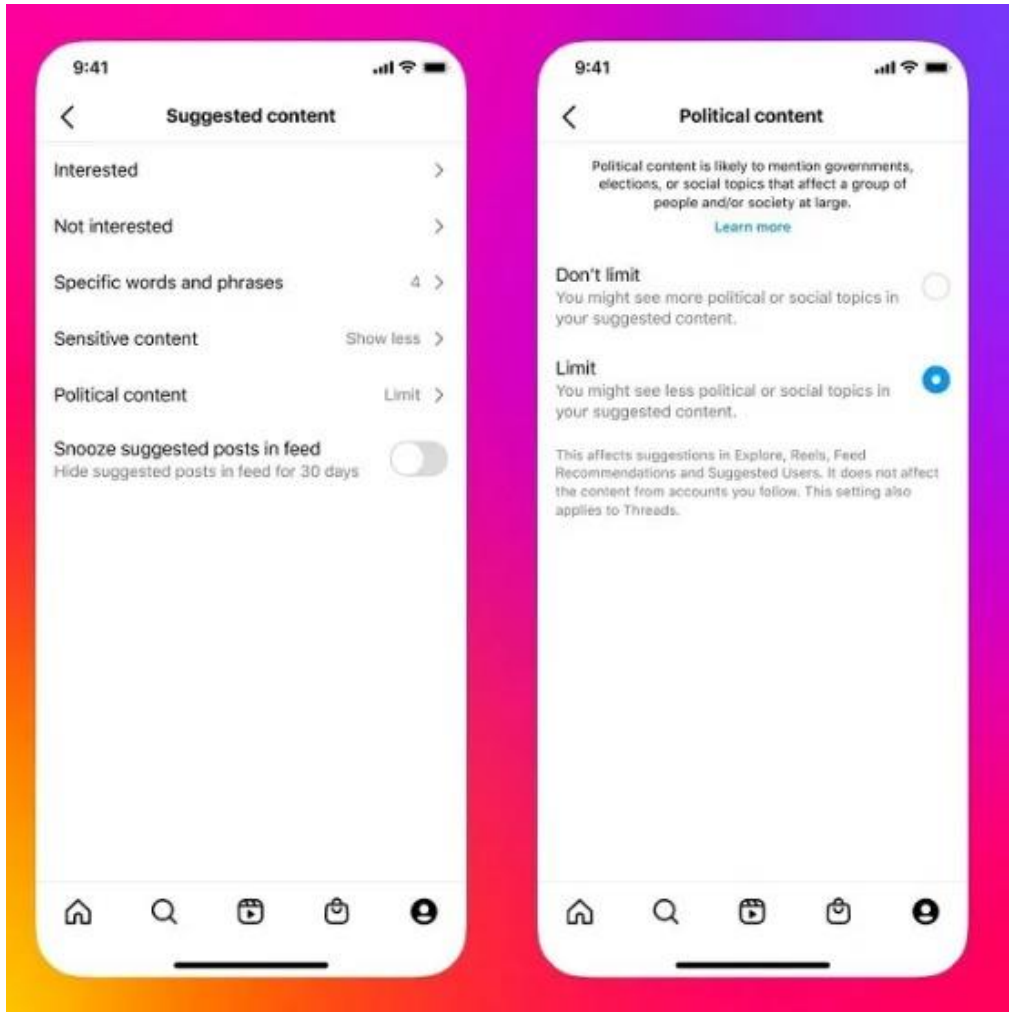
Meta limiting political content

- Algorithm favours lighter content
- Political content won’t be actively shown
- Opt-in via settings
- Follow accounts to see their content



09:09
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Boost this post to reach up to 3527 more people if you spend €10.
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Visuals

- Lighting
- Flattering images
- Dimensions
- Adapt dimensions
- Think vertical as well as square
- Respect copyright
- Canva

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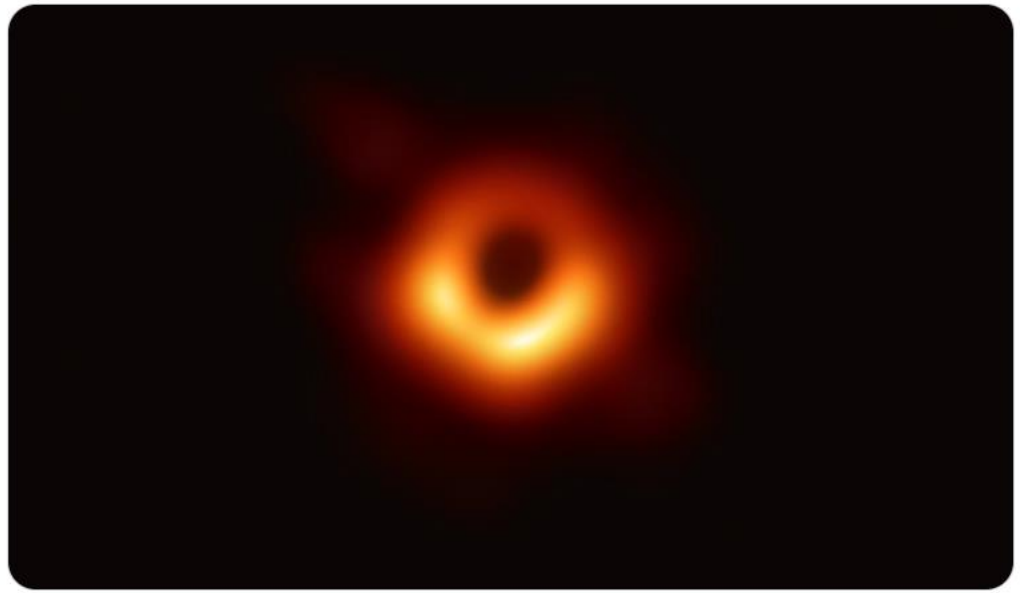
European Commission
@EU_Commission

The first ever image of a black hole.
Taken by Event Horizon Telescope. #EUFunded.
#RealBlackHole.

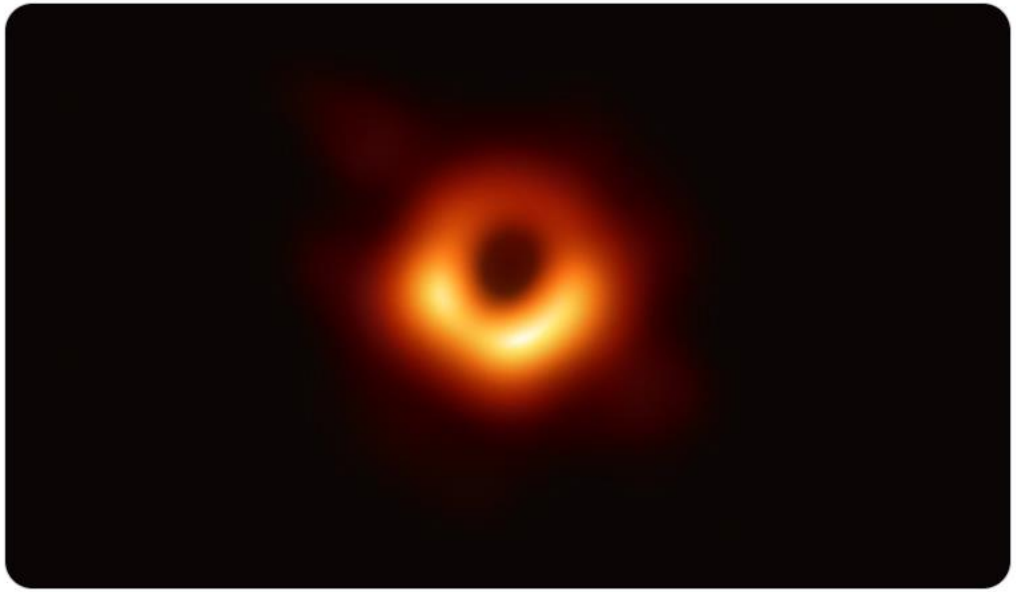


3:07 PM · Apr 10, 2019

356 10K 17K 99

European Commission
@EU_Commission

The first ever image of a black hole.
Taken by Event Horizon Telescope. #EUFunded.
#RealBlackHole.



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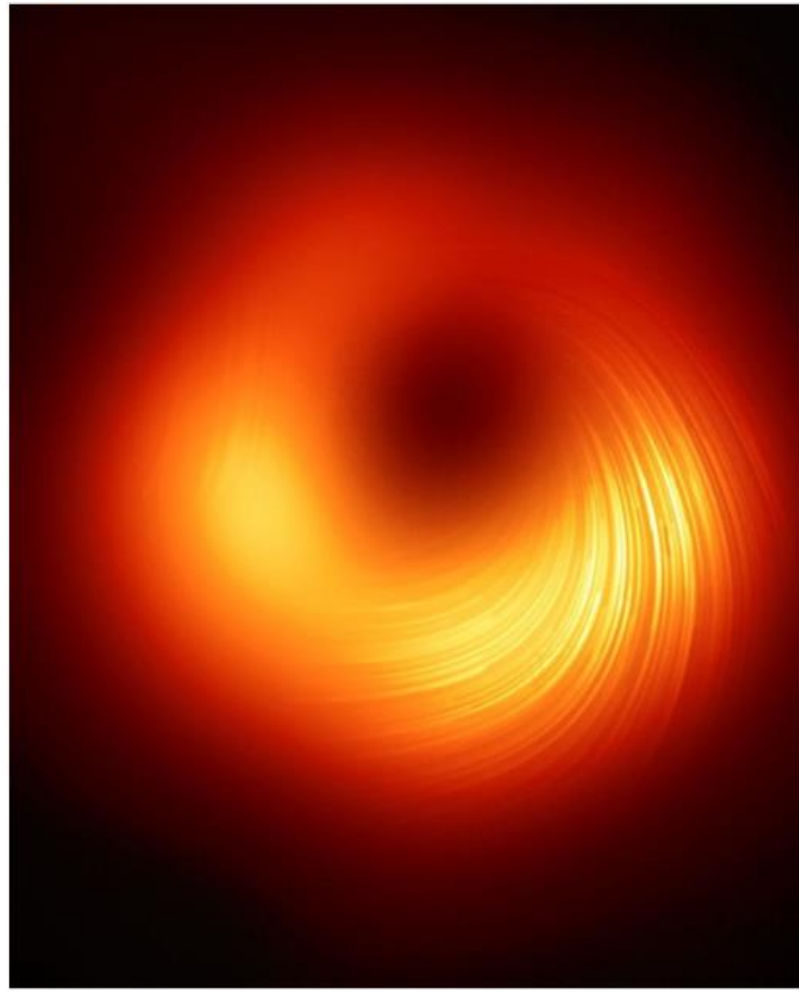
356 10K 17K 99

europeancommission

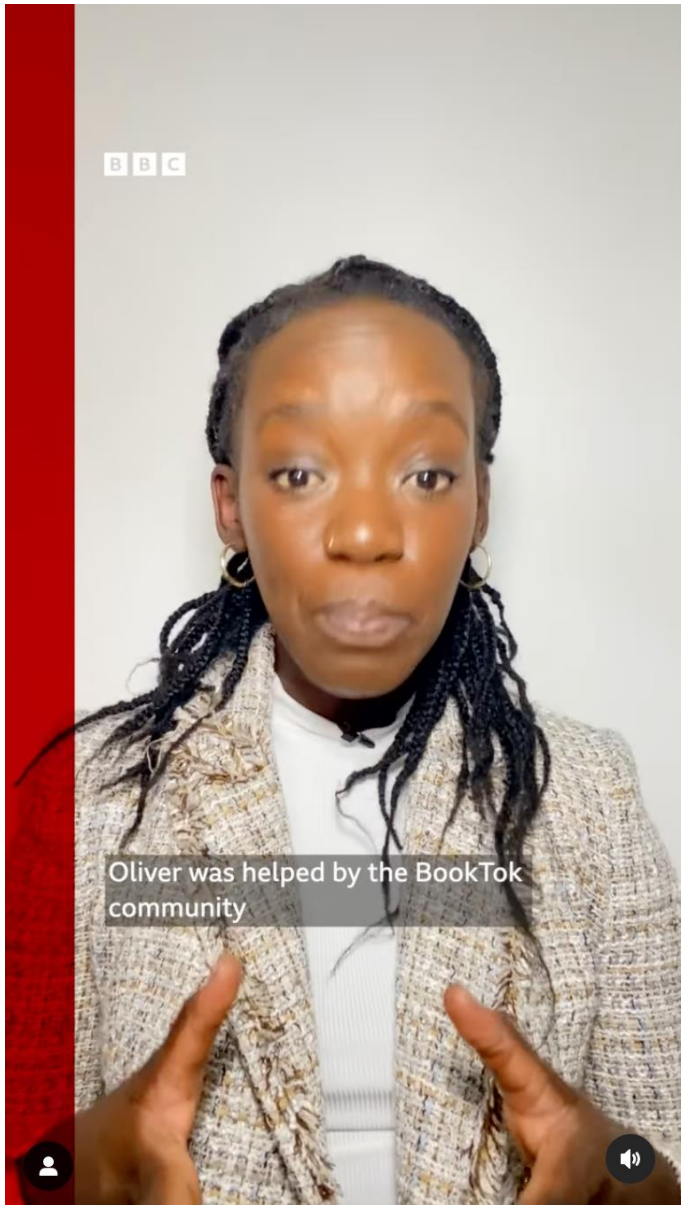


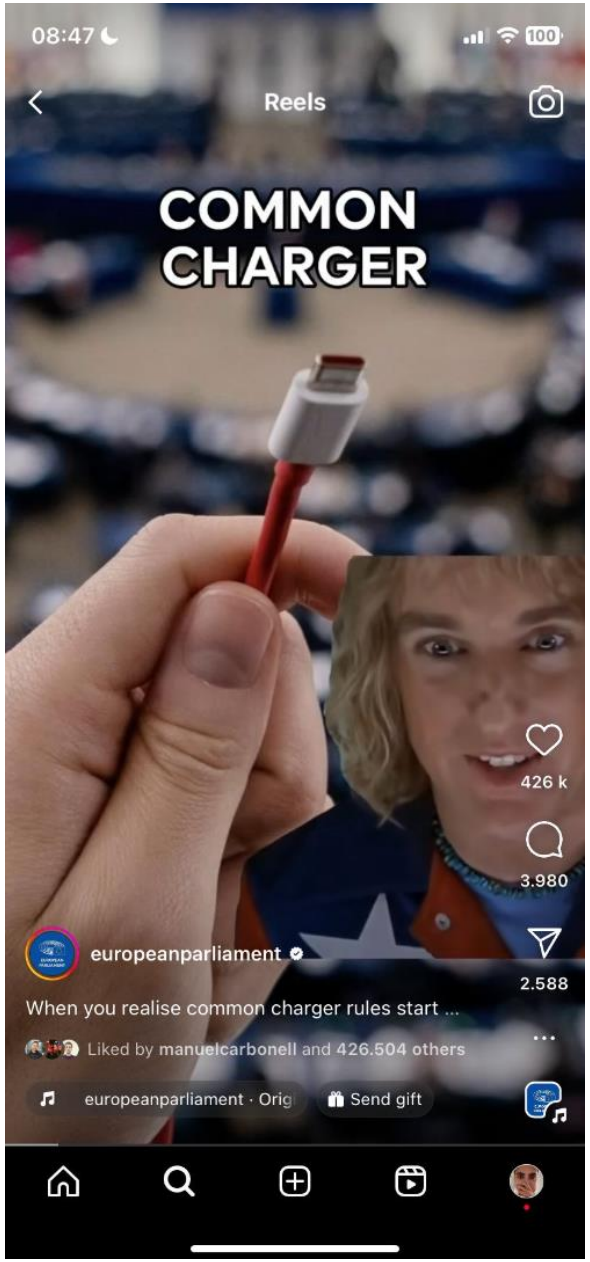
Liked by **sarahlamarrr** and **4.992 others**
europeancommission 🤔 Do you remember this image?

5️⃣ years ago today, the EU-supported Event Horizon Telescope captured the first-ever image of a black hole.

Video

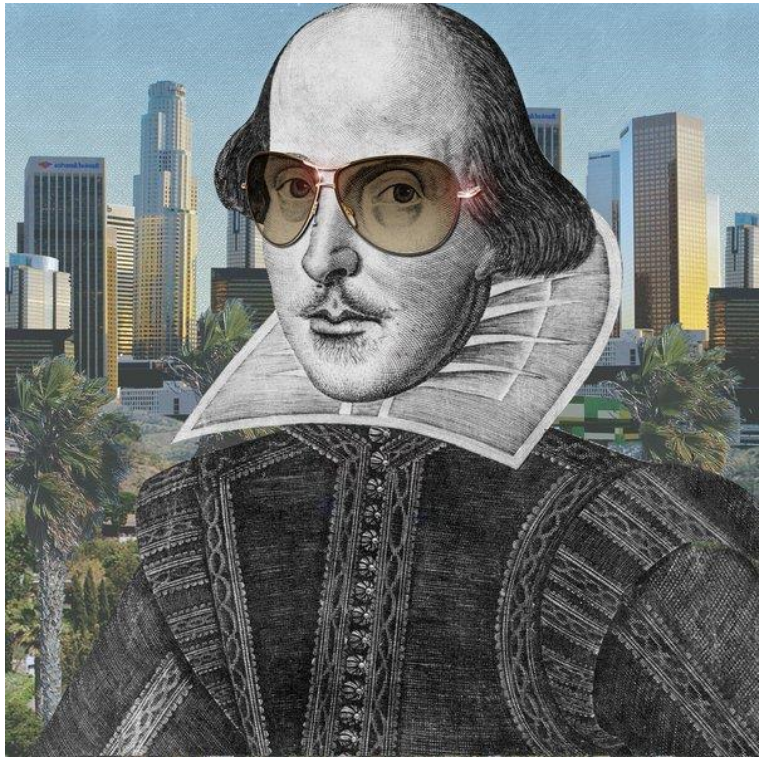
- Lighting
- Sound
- Deliver in the first 3 seconds of video
- Condence the message into 15 seconds or less
- Subtitles
- Clarity
- Dimensions
- Thumbnails




08:47
Reels
COMMON CHARGER
426 k
3.980
2.588
europeanparliament
When you realise common charger rules start ...
Liked by manuelcarbonell and 426.504 others
europeanparliament · Orig
Send gift

Copywriting: to be or not to be

- Don’t be boring
- Grab our attention
- Have the cut-off in mind
- Match the tone
- Line breaks
- Emojis
- Hashtags
- Proofread x3



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Community management

- Clear moderation policy
- Hide spam and abusive content
- Like and thank
- Empathy
- Reply to genuine questions
- Don’t shy away from hard questions
- Shape new content
- Set up automatic replies

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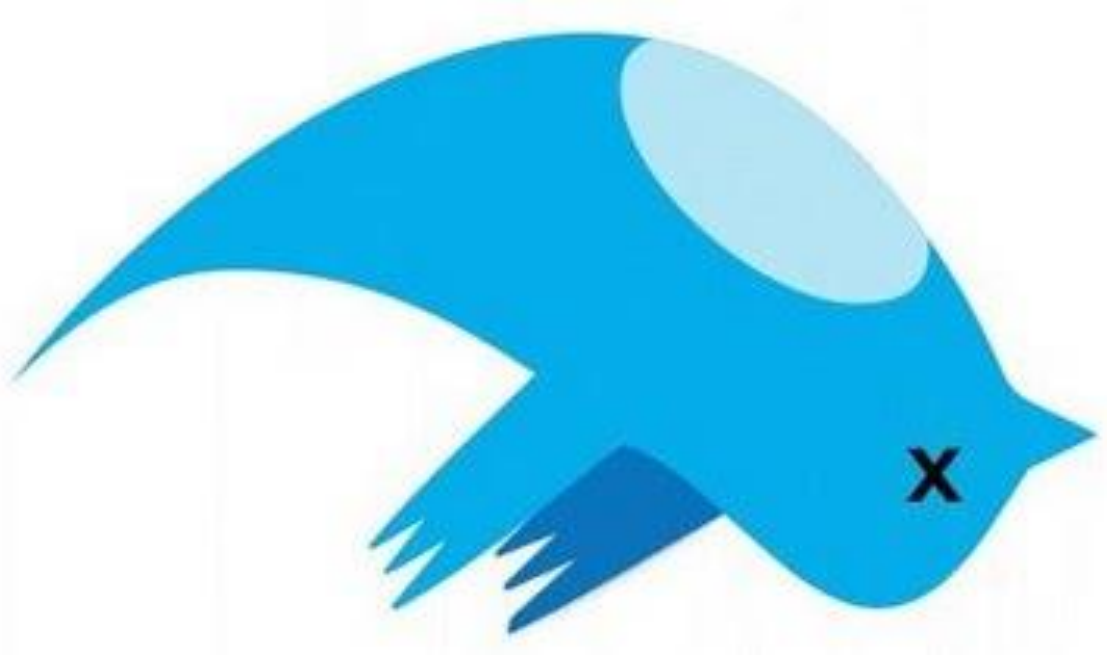
X (Twitter)



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X (Twitter)

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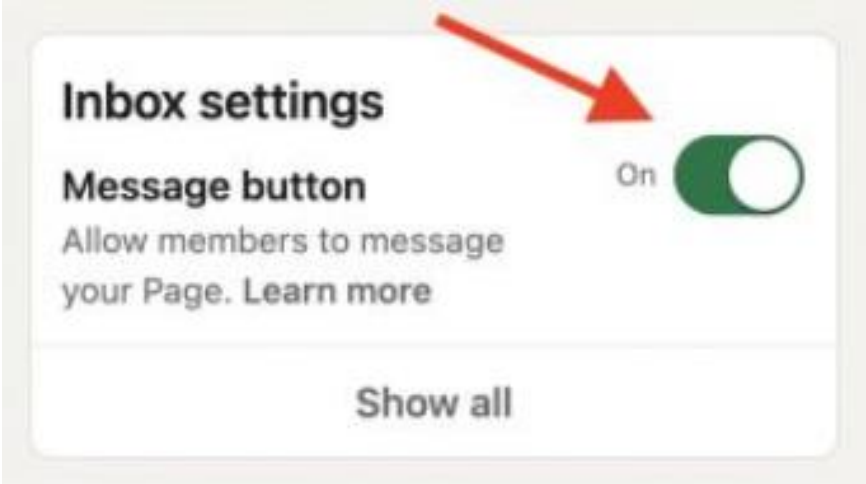
LinkedIn


Inbox settings
Message button
On
Allow members to message your Page. Learn more
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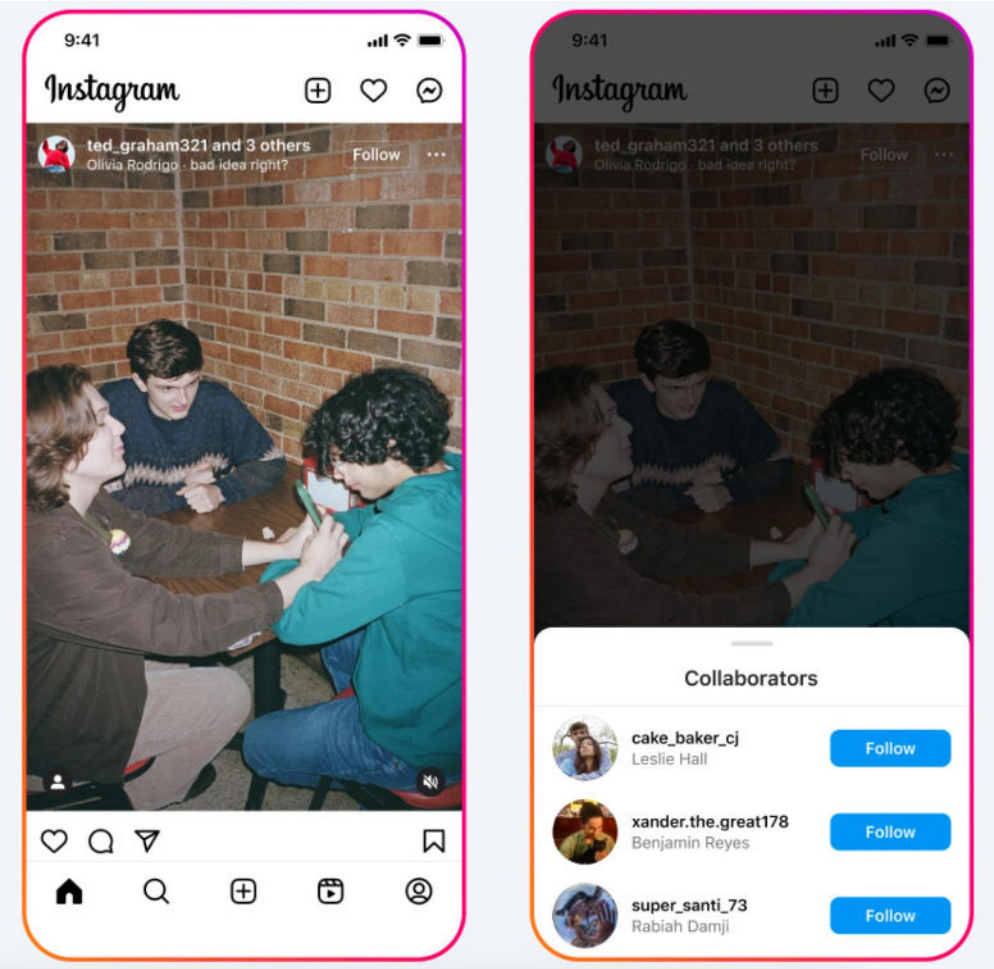
Instagram


9:41
Instagram
ted_graham321 and 3 others
Olivia Rodrigo · bad idea right?
Follow
9:41
Instagram
ted_graham321 and 3 others
Olivia Rodrigo · bad idea right?
Follow
Collaborators
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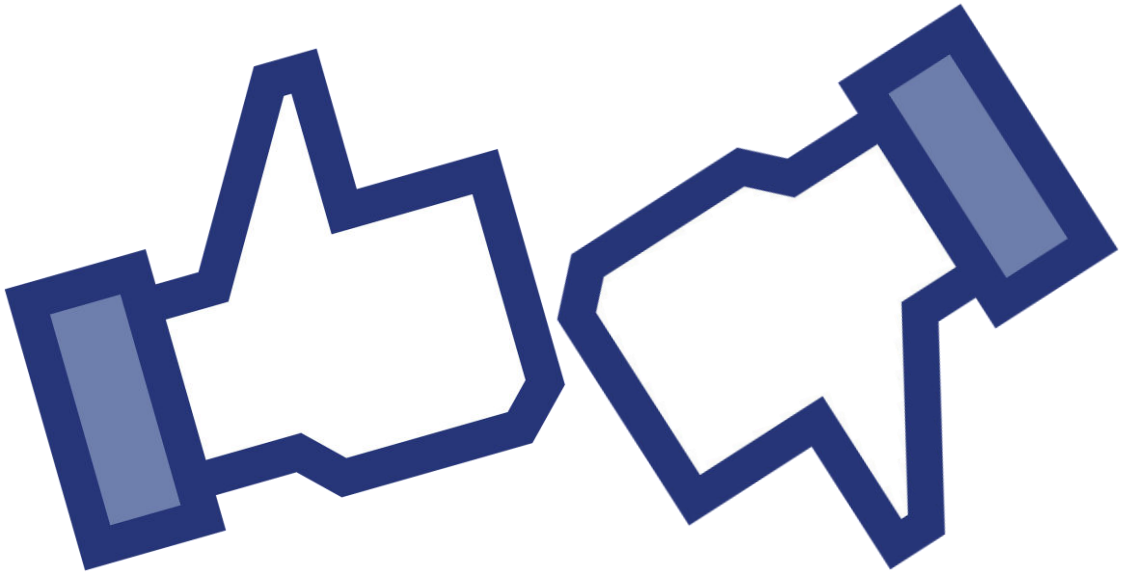
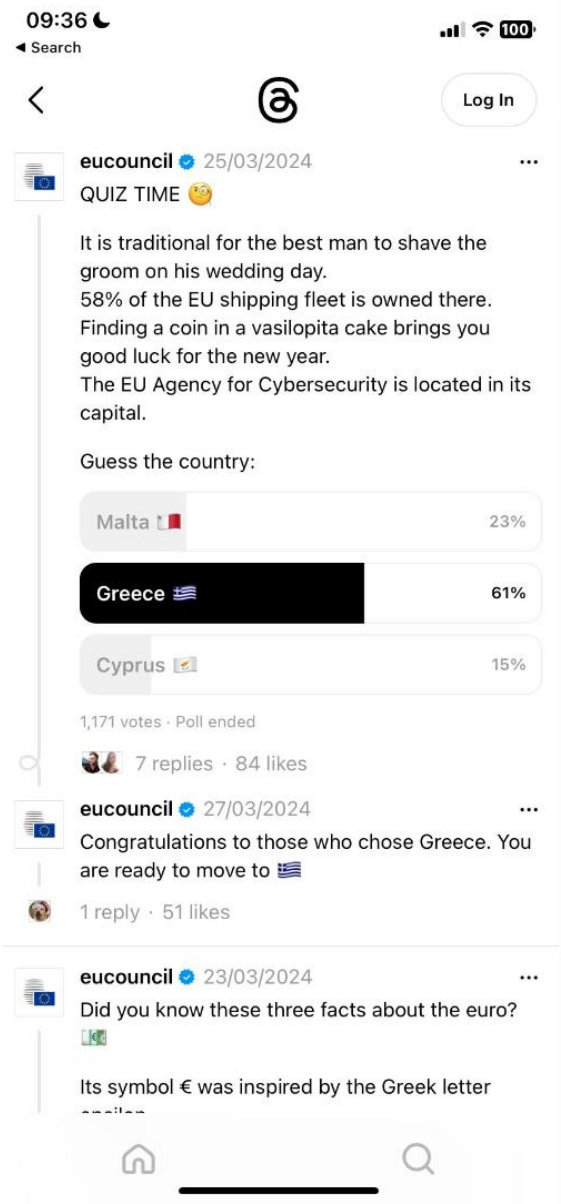
Leslie Hall
Follow
xander.the.great178
Benjamin Reyes
Follow
super_santi_73
Rabiah Damji
Follow

Facebook



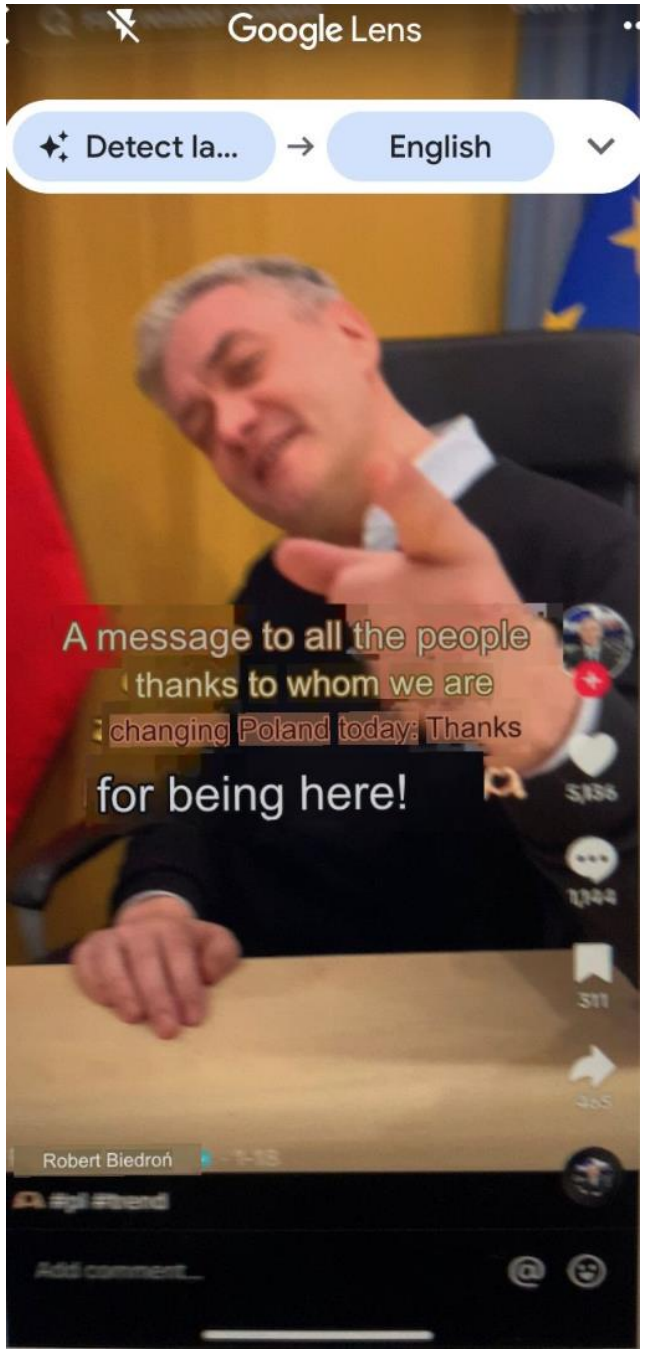
Threads


09:36
Search
Log In
eucouncil 25/03/2024
QUIZ TIME
It is traditional for the best man to shave the groom on his wedding day.
58% of the EU shipping fleet is owned there.
Finding a coin in a vasilopita cake brings you good luck for the new year.
The EU Agency for Cybersecurity is located in its capital.
Guess the country:
Malta 23%
Greece 61%
Cyprus 15%
1,171 votes · Poll ended
7 replies · 84 likes
eucouncil 27/03/2024
Congratulations to those who chose Greece. You are ready to move to
1 reply · 51 likes
eucouncil 23/03/2024
Did you know these three facts about the euro?
Its symbol € was inspired by the Greek letter

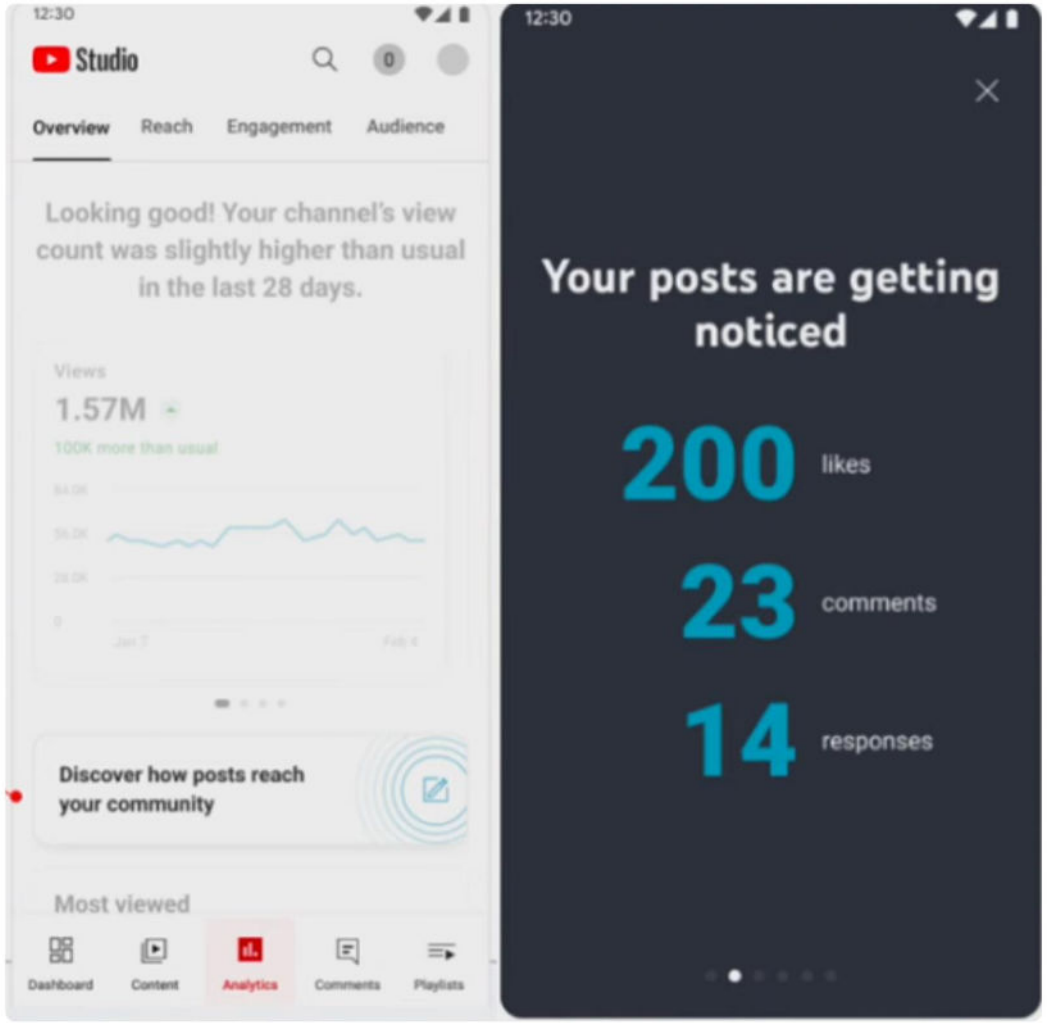
TikTok

Find related content
Search
Wiadomość do wszystkich osób, dzięki którym zmieniamy dziś Polskę:
Dzięki, że jesteś!
5,136
1,144
311
465
Robert Biedroń · 1-18
#pl #trend
Add comment...

TikTok


Google Lens
Detect la...
English
A message to all the people
thanks to whom we are
changing Poland today. Thanks
for being here!
Robert Biedroń

YouTube



Retrieved from YouTube on February 16, 2023

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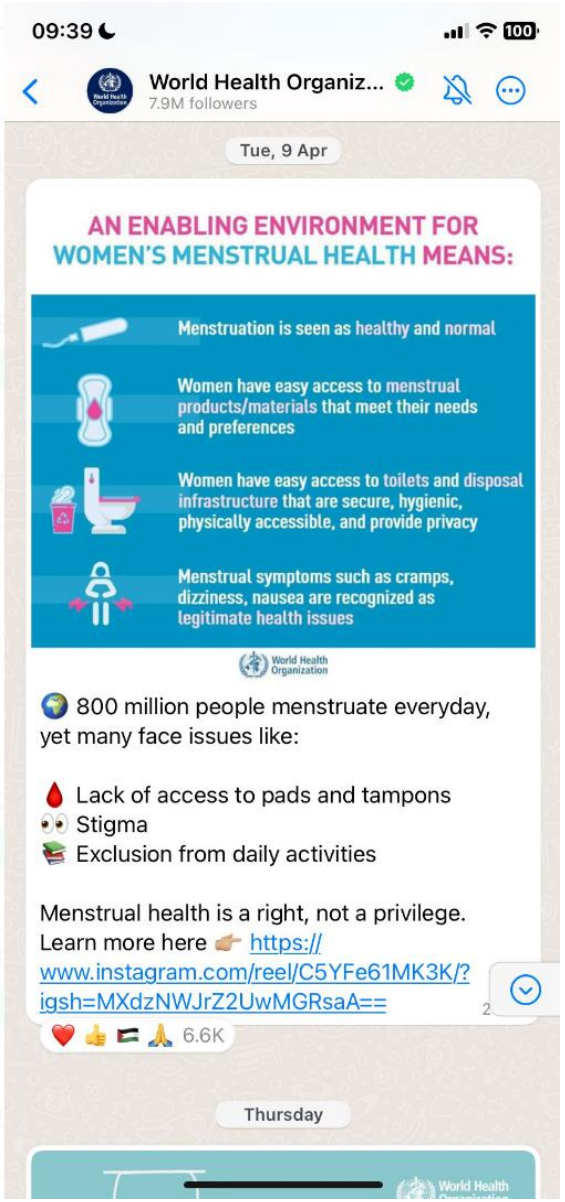
09:39
World Health Organiz...
7.9M followers
Tue, 9 Apr
AN ENABLING ENVIRONMENT FOR WOMEN'S MENSTRUAL HEALTH MEANS:
Menstruation is seen as healthy and normal
Women have easy access to menstrual products/materials that meet their needs and preferences
Women have easy access to toilets and disposal infrastructure that are secure, hygienic, physically accessible, and provide privacy
Menstrual symptoms such as cramps, dizziness, nausea are recognized as legitimate health issues
World Health Organization
🌍 800 million people menstruate everyday, yet many face issues like:
🩸 Lack of access to pads and tampons
👀 Stigma
📚 Exclusion from daily activities
Menstrual health is a right, not a privilege.
Learn more here 👉🏽 https://www.instagram.com/reel/C5YFe61MK3K/?igsh=MXdzNWJrZ2UwMGRsaA==
❤️ 👍 🇵🇸 🙏 6.6K
Thursday

Safety

- Two-factor authentication
- Authentication app
- At least three people with full admin access
- Do not click on links in your DMs

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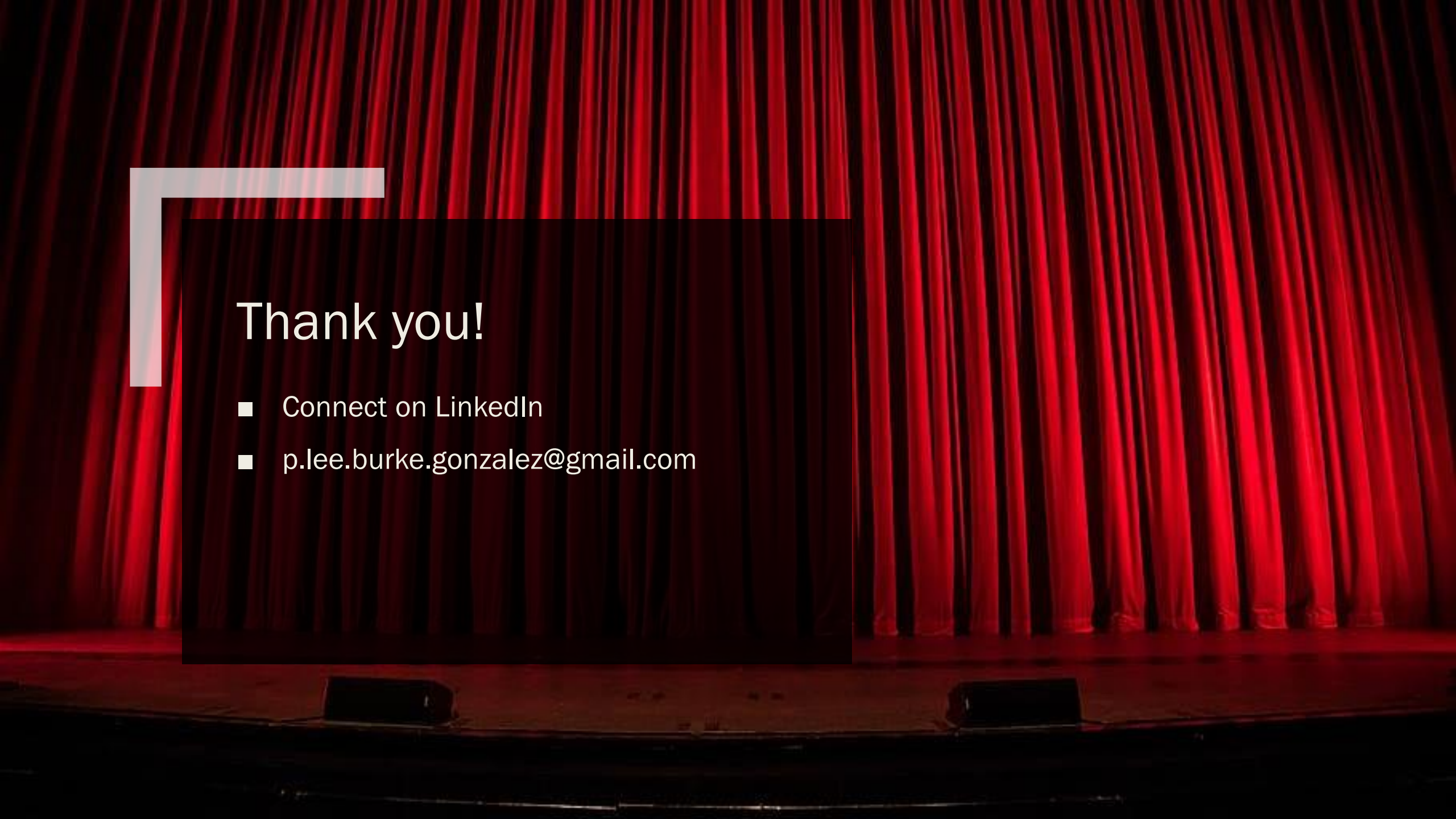
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