



SOCIAL MEDIA NOTES

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WHY YOU NEED A SOCIAL MEDIA MANAGER?

- Establish a consistent online presence
- Drive customers to your website or storefront
- Create a fan-base (followers)
- Acknowledge sponsors, events and notable clients

WHAT DOES A SOCIAL MEDIA MANAGER DO?

- FACEBOOK & INSTAGRAM CONTENT MANAGER – planned posting of graphics, information, events, sharing to groups, managing follower comments
- TIK TOK/REEL/STORY CREATION – creating and posting reels and stories from your high quality content
- ROUTINE WEBSITE UPDATES – (certain website platforms may be excluded)
- SYNCING VIDEO CONTENT TO YOUTUBE CHANNEL – posting relevant content to youtube

WHAT WE NEED FROM YOU

- ACCESS TO YOUR BUSINESS SOCIAL MEDIA PLATFORMS – facebook, instagram, tiktok, youtube, website (*please inquire if you only have a personal facebook page*)
- MEDIA – high resolution video and photos
- CONTENT – text and information
- SCHEDULE – any events or important dates

DOES SOCIAL MEDIA CONFUSE YOU? Here are definitions of some common terms

- **FACEBOOK BUSINESS PAGE** – specifically designed for businesses or public figures (i.e. stallions) with advanced tools and abilities
- **POSTS** – static content sharing information or thoughts
- **REELS** – short format videos, less than 90 seconds
- **STORIES** – brief photo or video content that disappears after 24 hours
- **LIKES and FOLLOWERS** – users who "like" your posts or page and engage in following your content
- **REACH** – number of unique users who see your posts and page
- **INTERACTIONS** – action users take in response to a post, such as liking, commenting or sharing
- **VIEWS or IMPRESSIONS** – the number of times a post or video has been displayed to a user for more than 3 seconds
- **MESSAGING CONTACTS** – statistic-based tally of people who have messaged you regarding a post
- **CLICKS** – when a user clicks a sponsored ad (in reference to paid facebook ads)
- **SPONSORED AD** – paid facebook ads charged on a user basis, able to target specific audiences

Contact us if you need to generate fresh photos or video content!

We do that too!