



THE MARTLET

PO BOX 3035
University of Victoria
Victoria, B.C.
V8W 3P3

Workshop: Social Media Marketing

Kate Korte - Web Editor, web@martlet.ca

Aim of this workshop - At the end of this hour, you will know the limits and constraints social media places on enabling you to tell your story, how to get your message across to the appropriate audience, and basic knowledge of how social media impacts journalism..

How does social media work: The basics

Algorithm - Learns from your actions on social media and filters all the other posts on social media to show you a feed of people you follow in an order that it thinks you'll like. The algorithm calculations are designed to keep you on the app for longer.

>No one knows exactly how to get more likes and engagement.

>Having a brand and strategy behind an account is important, beyond followers/reach.

How to manage a brand on social media

Niche - Specific idea of what audience your brand is targeting. Having a clear idea of your niche and applying that to content will lead the algorithm to direct your content towards those profiles.

Reach - How many users see any particular post or page goes up with increased engagement

Engagement - How many users actually click on your content in some way. This is the key metric used by marketers to measure success, as it is less dependent on the algorithm than reach.

>Increasing Engagement - 10% rule, Hashtags, Engagement Pods, Facebook Groups/Membership

Helpful tools

Hootsuite + their blog, Canva, SharedCount, Sumo, and Yoast for WP, Adobe Lightroom (mobile is free), Social Bluebook, CoSchedule (especially Headline Analyze), Animoto (fb video), Tailwind (pinterest)

Social media for content creators/journalists

Why young people around the world consume news (BBC via NewsWhip): update, educate, offer perspective, divert, be on trend, inspire

Key takeaways

1. Social media doesn't determine the worth of a product, idea, or person - be conscious of that. The real secret to grow your followers is to develop a clear brand strategy and meet people in the offline world.
2. Social media should be used as a tool! It should be used concurrently and strategically, alongside other marketing plans.
3. Social media is constantly changing. Learning how to reach audiences is a lot of trial and error because it is so new, but that's also wildly exciting.

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