

# WELCOME



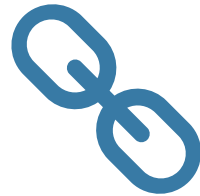
## Where, When and What to Post on Social Media

June 15, 2023

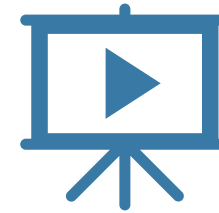
# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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**Get in touch with our network of digital marketing strategy experts.**

# PRESENTER

Ingrid Deon:

- CEO of word-craft inc., a social media marketing agency headquartered in Yarmouth.
- Started her career as a journalist but caught the social media bug when she worked at a digital marketing agency.
- word-craft inc. specializes in organic social media strategy, content creation and community management, and works with clients such as Nestlé Canada, Manulife and King Cole Tea.



# Where, When and What to Post on Social Media

Ingrid Deon



**Where should you post?**

# Don't spread yourself too thin . . .

*Think about where your ideal customer spends their time*

- Market research -- ask your top customers
- Look at your competitors
- Focus on one or two social media platforms



# General demographics



Largest audience  
Skews older (Gen X, Boomers)



Skews male, educated, wealthy  
Interests: news, sports, celebrity



Millennials, Gen Z  
Users are more active than Facebook



25% of users are aged 10-19  
Becoming more popular with older audience



B2B professionals  
Great for lead generation if your target audience is other businesses



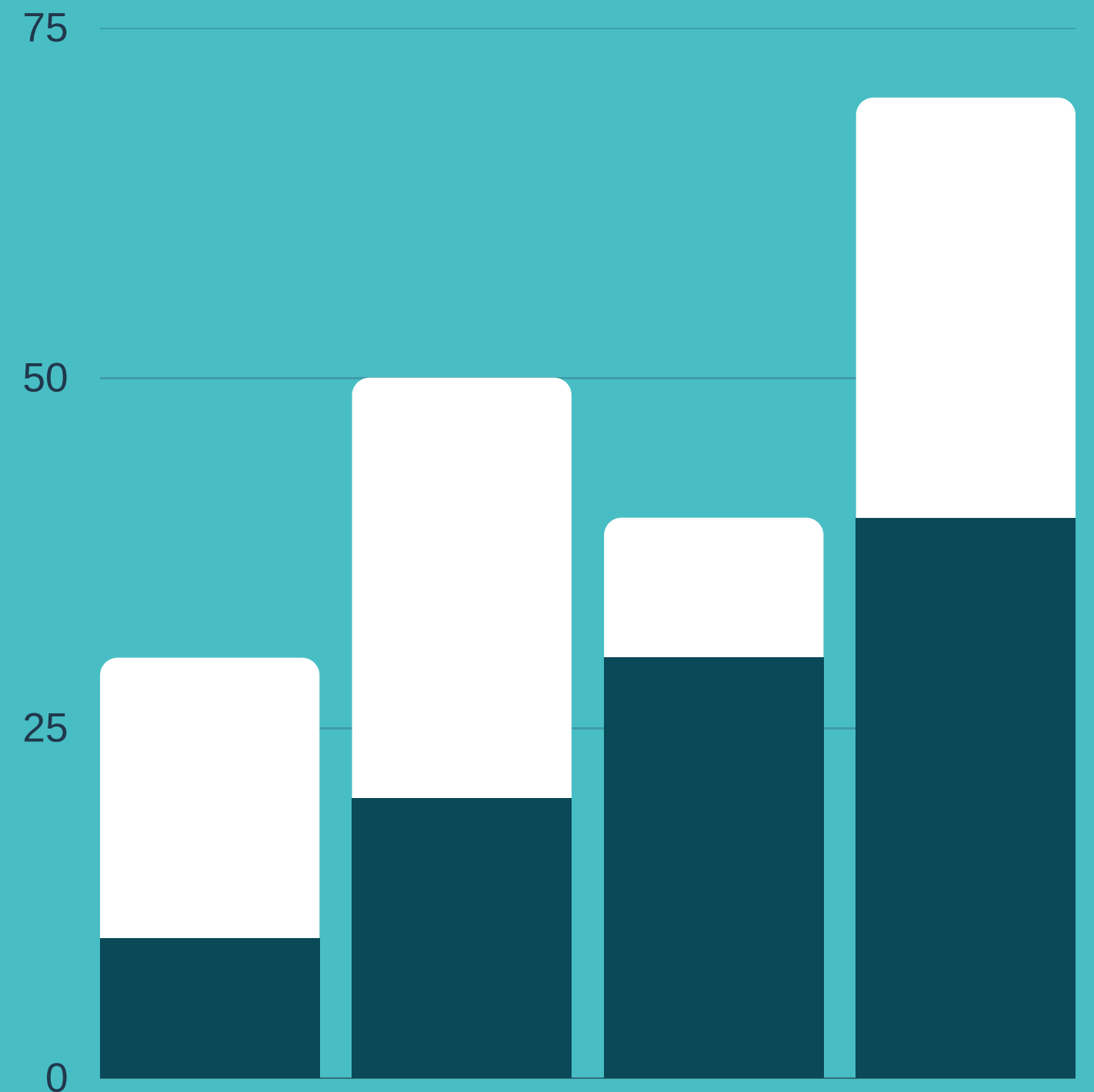


**When should you post?**

# It depends on your actual followers

## Check your analytics

Find out when your followers are online





# How often should you post?

*Post most often on the platform your ideal customer uses the most*

**What should you post?**

# What performs best per platform



Questions  
User-generated content  
Funny stuff, Edutainment



Links (news, blog posts)  
Trending topics, trending hashtags  
GIFs



Video (Reels, Stories)  
Very beautiful, high quality photos



It's all video, all the time  
Putting your own spin on trends, using trending sounds



Job postings  
Company news and stories, showcasing your employee culture

# Keep it short and simple

## *Simple language*

No higher than an 8th grade level

## *Use bullet points*

Easy to read

## *Check your spelling*

Read out loud or get a second opinion

## *Post about people*

People like engaging with people

# **Add a Call To Action (CTA)**

*Tell your audience what you want  
them to do*

# Avoid promotional CTAs

***Instead of "Comment below"***

Use "Let us know what you think"

***Instead of "Like this post"***

Use "Double tap if you agree"

***Instead of "Tag a friend"***

Use "Drop an emoji below"





# Posts that start a conversation get more engagement

*Should . . .*

*Would . . .*

*Which . . .*

*Who . . .*

*What . . .*

# Answer everything

except spam and trolls!

*Treat social media comments  
as you would treat an in-person  
interaction*

And hide, don't delete

# Proactive engagement

- *Engage with influencers in your industry*
- *Engage with other businesses in your local area*
- *Follow relevant hashtags*
- *Like/comment on 5-15 posts/day*
- *Offer freebies to fans of competitors*

# Share your posts to groups

## Facebook Groups

Business Groups

Industry Groups

Event Groups

Promotion Groups

Groups that your ideal customer belongs to

# Thank you

**word-craft** 

*Ingrid Deon*

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# SPRING TUNE UP: *Weekly Webinar Series*

- **Thursday, June 22 at 10:00 am** – *Email Marketing: Best Practices to Boost Your Business.* Presented by Mariia Souchko (Playground Creative).
- **Thursday, June 29 at 10:00 am** – *How to Use Google Ads to Promote Your Business.* Presented by Liam Tayler (SME Solutions).



See recordings of previous webinars and related tip sheets:  
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\* NO WEBINARS JULY & AUGUST.  
WEBINARS WILL RESUME IN SEPTEMBER.

# EXPORT Travel Trade Program

Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

## **Application deadline:**

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>



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- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
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- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
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