

WELCOME!

Building Connections with your Customers through Social Media – Part 1 -

Thursday, May 14, 2020



Ingrid Deon, Owner, word-craft

- Ingrid Deon, owner of word-craft, specializes in social media strategy and content creation.
- Started career as a newspaper and radio reporter but made the switch to social media five years ago, working for the digital agency, Colour.
- Started her own business in 2019 and currently works with clients such as Nestlé Canada, Manulife Bank, Excellence New Brunswick and Bêche Nutraceutical.

Building connection with your customers through social media (Part 1)

Ingrid Deon **word-craft** 



Offer a "painkiller" instead of a "vitamin"

Charles Kirkland



There are more people than ever on social media

*Concentrate on maintaining a trusting
relationship with your audience*



*If you don't already have a
social media strategy*

START BY SETTING GOALS





Specific



Measurable



Actionable

Set goals

Creating a content plan





Don't plan too far ahead

Stay nimble. Things are changing all the time.

What to post and where?



Facebook

- *Videos*
- *Live videos*
- *Links to your blog posts*
- *Links to third party content*
- *Events*

Live videos receive

3x

higher engagement than prerecorded video

Instagram

- *Beautiful photos*
- *Inspirational quotes*
- *IG Stories*



Facebook Live & Instagram Live

Answer questions

Get followers to send in questions and do an "Ask Me Anything"

Do an online demo

Show off artifacts

Do a virtual tour

Offer some virtual experiences

Entertain

Music from your local area

A chef cooking a signature dish

7 MINUTES IN SAINT LUCIA



YOGA AT THE PITONS

THURSDAY MARCH 26TH, 2020

11:00AM - 11:07AM EDT



SAINT LUCIA FLAVOR COOKING CLASS

TUESDAY MARCH 31ST, 2020

11:00AM - 11:07AM EDT



LIVE DJ PARTY

THURSDAY APRIL 2ND, 2020

5:00PM - 6:00PM EDT
(SPECIAL EVENING TIME)



BEACHY, BREEZY MEDITATION

TUESDAY APRIL 4TH, 2020

11:00AM - 11:07AM EDT

8 AM PST 11 AM EDT 3 PM GMT

#7MinutesInSaintLucia

Destination Saint Lucia

Using the kinds of things people are doing anyway while social distancing — cooking and working out — to promote the island.

Makes it feels less sales-y and more generous

Twitter

- *News*
- *Jumping on trends*
- *Links to your blog posts*
- *Links to third-party articles*
- *GIFs*



LinkedIn

- *Job and career info*
- *Industry news*
- *Professional content*



**Keep your
destination
top of mind**



Ask your customers to help you out

Shop online

If you're set up for online sales

Buy gift cards

To use when you reopen

Write a positive review

It's easy and free!

Order delivery

Or curbside pickup

Post memories

Ask past visitors to share photos

**Share the
latest news
about your
business or
organization**





Feature other local businesses

*Encourage your audience to
support them*

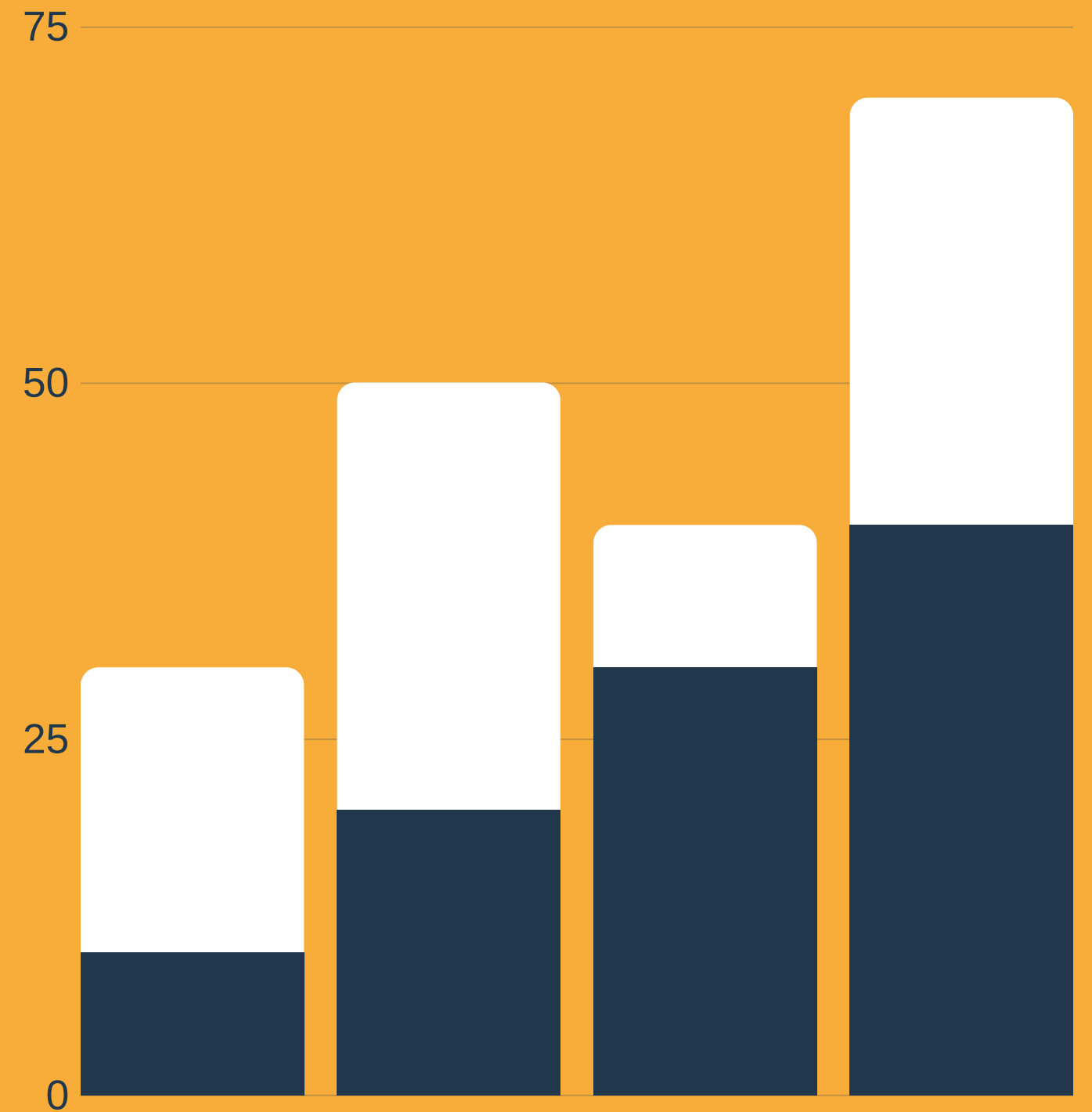
Best time to post?



It depends on your actual followers

Check your analytics

Find out when your followers are online



Best time to post during COVID-19

Facebook

Monday, Wednesday and Friday at 1 p.m. AT

Instagram

Monday, Tuesday and Friday at 1 p.m. AT

Twitter

Friday between 9-11 a.m. AT

LinkedIn

Wednesday at 5 p.m. AT

Thursday between 12-1 p.m. AT

Friday at 1 p.m. AT



Content Pillars

Our Story

- Sharing the company story
- The people behind the business
- Highlighting anniversaries
- Showing off swag
- Company growth and milestones
- Employee profiles

Product

- Showing products
- Announcing new product releases
- Highlighting ingredients
- Manufacturing process
- Asking fans for opinions on products
- Educating about the product

Promotions

- Giveaways and contests
- Partnering with other local businesses to increase exposure
- Sales and specials

Pro Tips

- Tips for operating in the tourism industry
- Best practices that you've learned
- Ways to travel responsibly


Content Pillars

Tips

- Add weight to pillars
- How often will you post?
- Start mapping it out
- Schedule your posts

Tone

*Be careful, kind, considerate, warm and
vulnerable*



"Be more human. No matter what happens next, if we use that as our constant guide and filter, we'll be okay. The most human company wins."

Mark Schaefer, "Marketing Rebellion"



Avoid making jokes

*Before you post, ask yourself,
"Is this appropriate? Is it
possible for someone to take
this the wrong way?"*

Hashtags

Instagram

- 9-12 hashtags per post
- In caption or first comment
- High-performing and niche
- Relevant to your ideal customer
- Reuse some
- Try new ones
- Check your insights



Hashtags

LinkedIn

- Less than 5 per post
- What are others in your industry using?
- Recommended hashtags

Twitter

- 2-3 per tweet
- Trending hashtags
- Make sure they're relevant

Thank you

Ingrid Deon



www.word-craft.ca

STAY CONNECTED!

- **Contact Business Development**
TNSBusiness@novascotia.ca
- **Newsletter**
Sign-up for *inTouch*
- **Twitter**
Follow @TourismNS
- **LinkedIn**
Follow Tourism Nova Scotia
- **Website**
Visit tourismns.ca
- **COVID-19 Resources**
tourismns.ca/coronavirus

