

Demystifying Social Media & Making it Work for You

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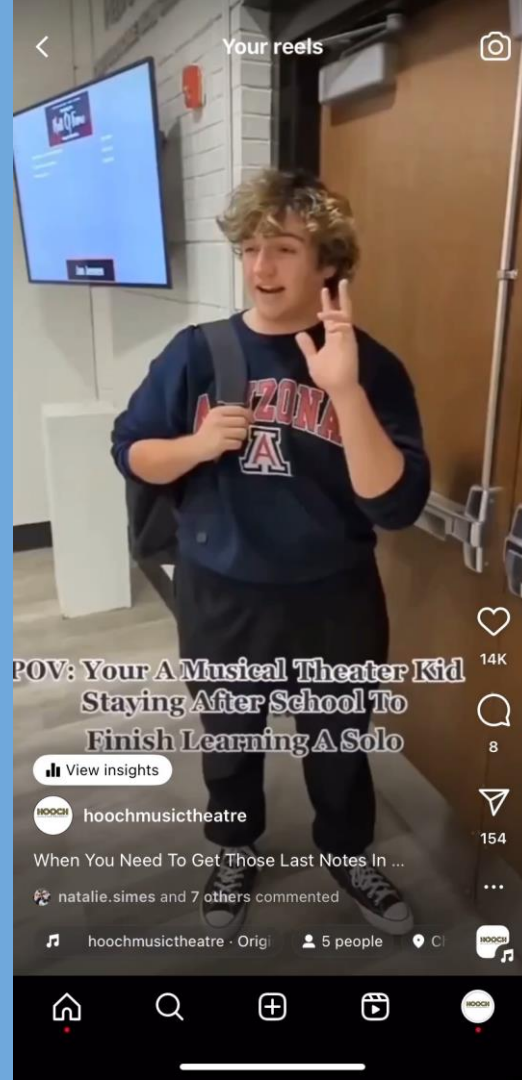
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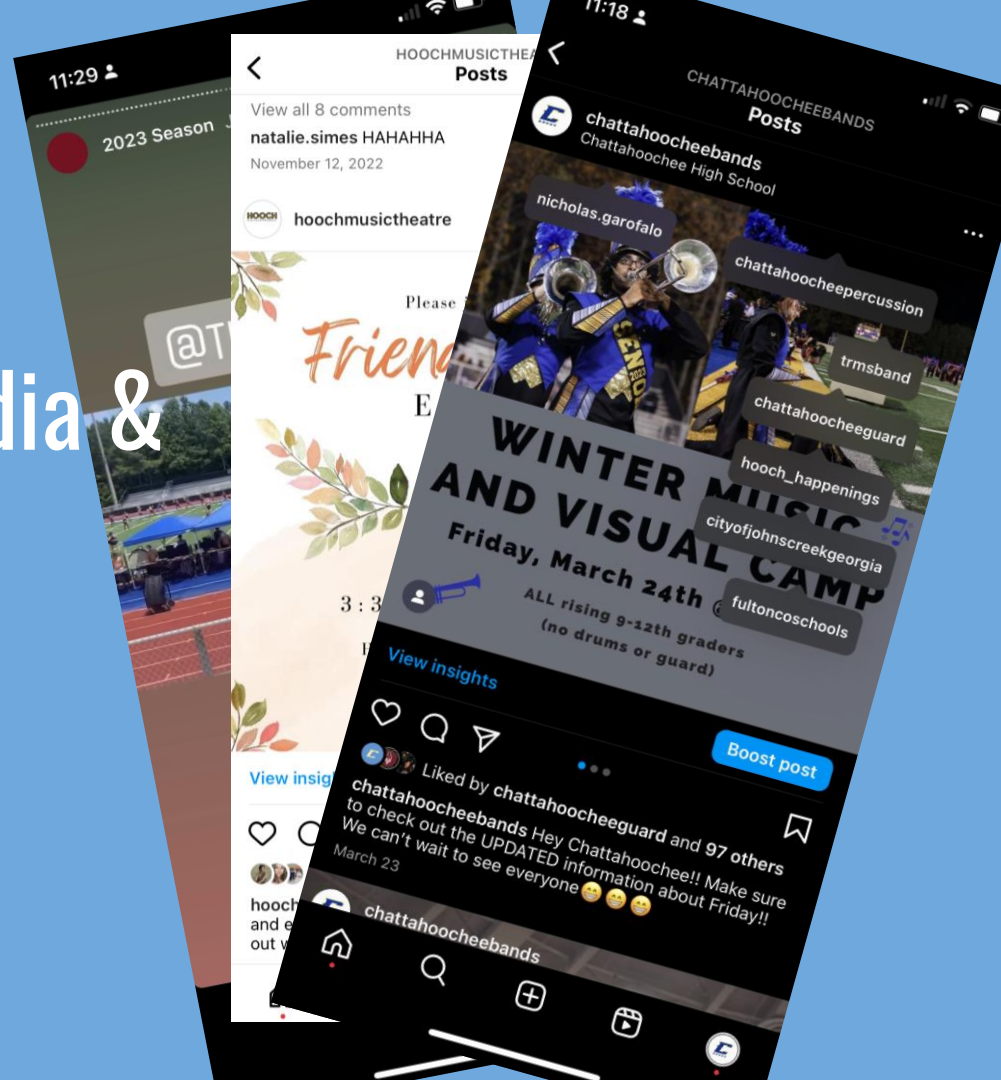
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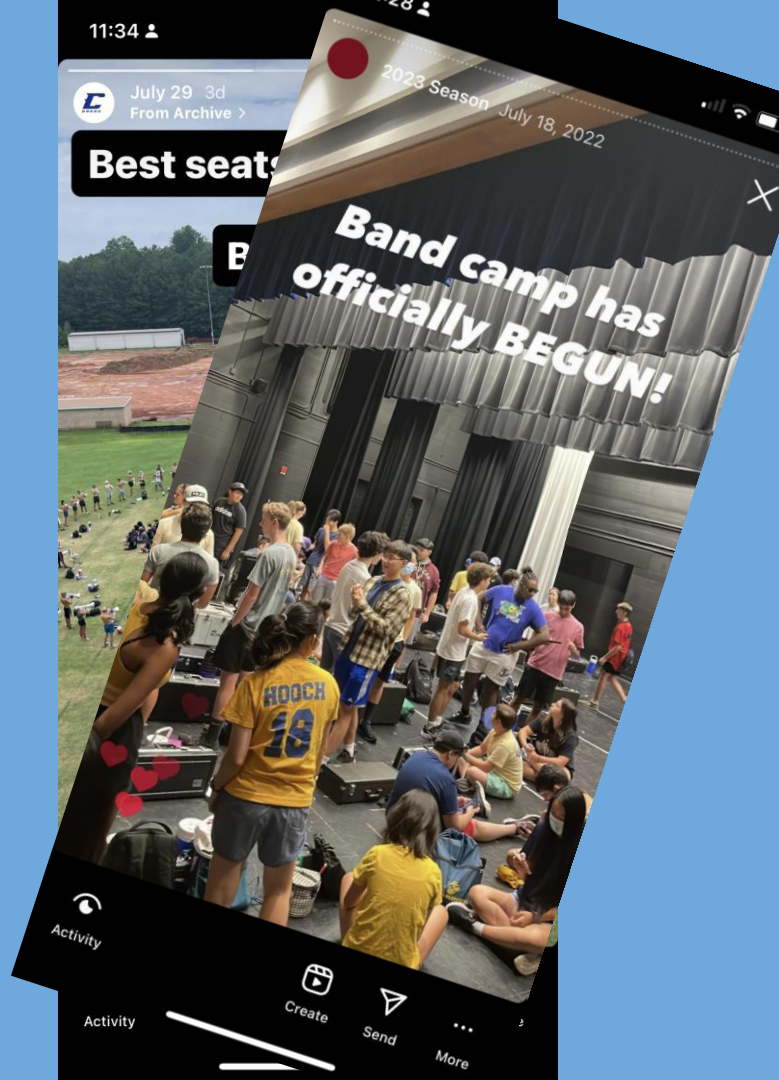
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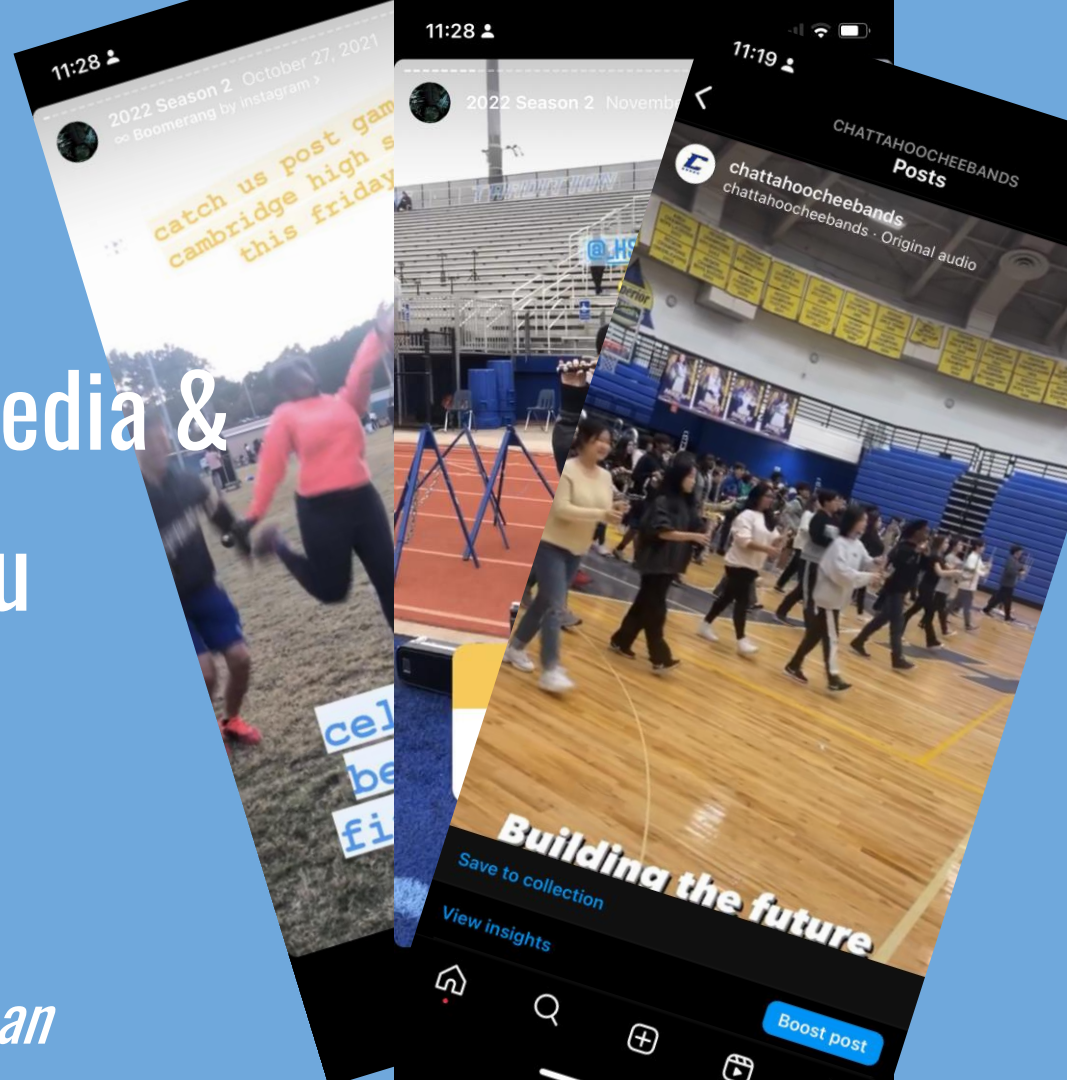
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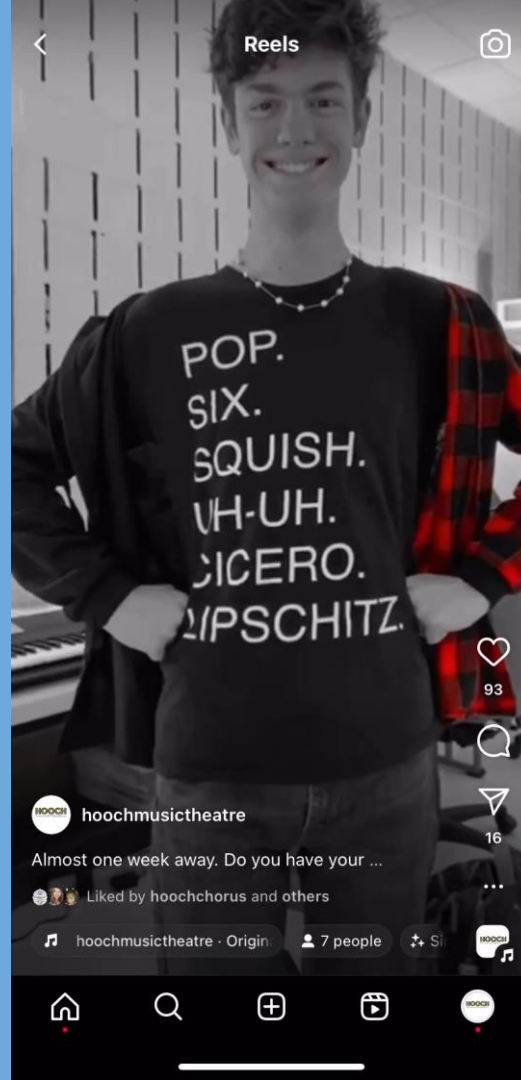
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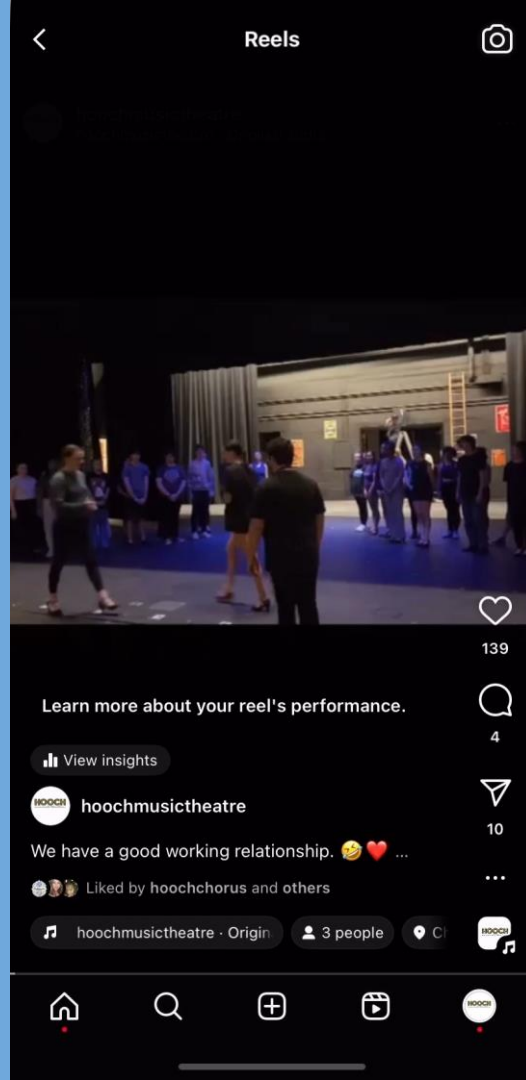
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Beyond Basics

Know your goals

→ Mission

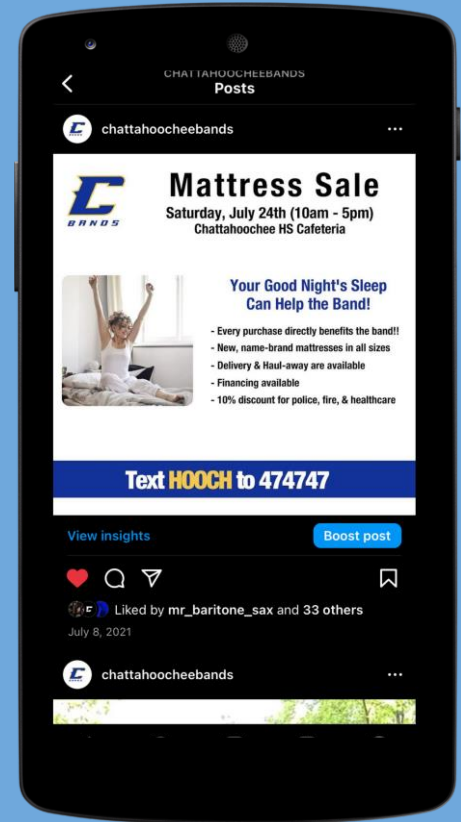
What do I want to do?

→ Platform

What do I need to use & when?

⇒ Aesthetics

What should it look like?
What should it look like?



Basic Do's & Don'ts

How to get out there
and stay employed

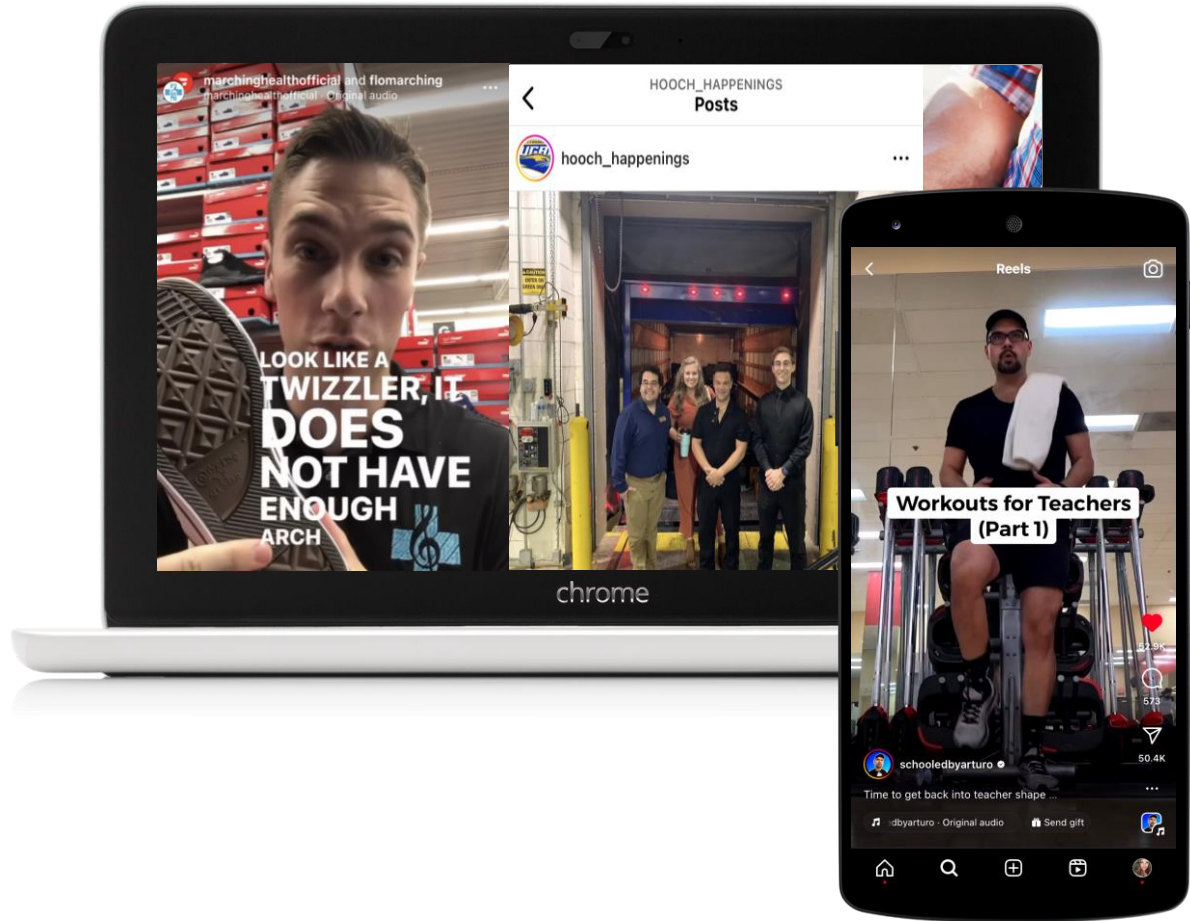
THE MORE YOU KNOW

Screen Time/AI

Who to Follow

Size Matters

#Professionalism
#MATTERS



A few things. A big difference.

(With a little help from your smartphone)



Posts

@ vs. #

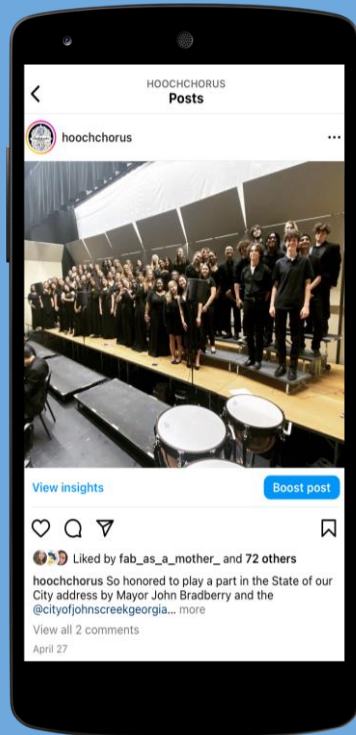
Stories

Takeovers

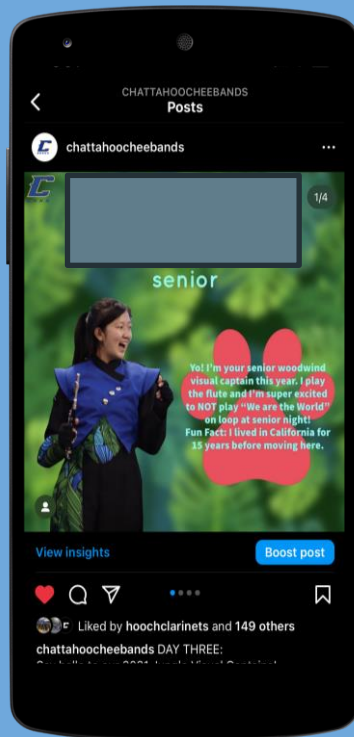
Reels

Trends

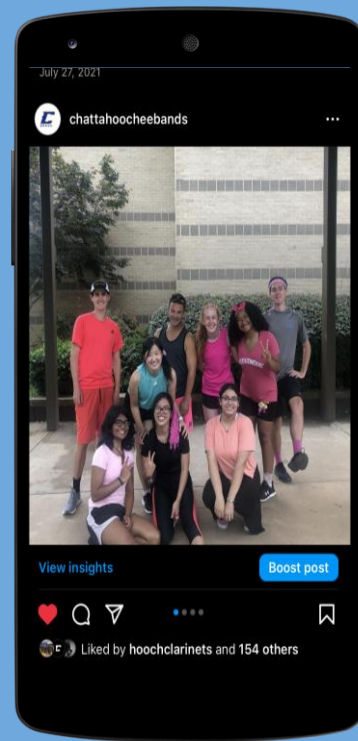
Built-in audience & participants



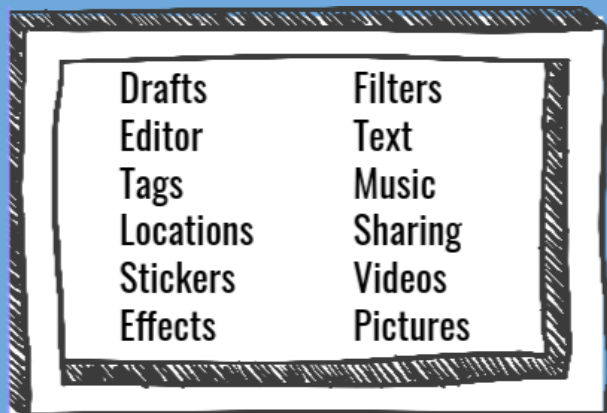
Creative Assignments



Class, Ensemble, or Club Leadership



Universal
+
Truth



Two Apps
—
One
Goal

Posts

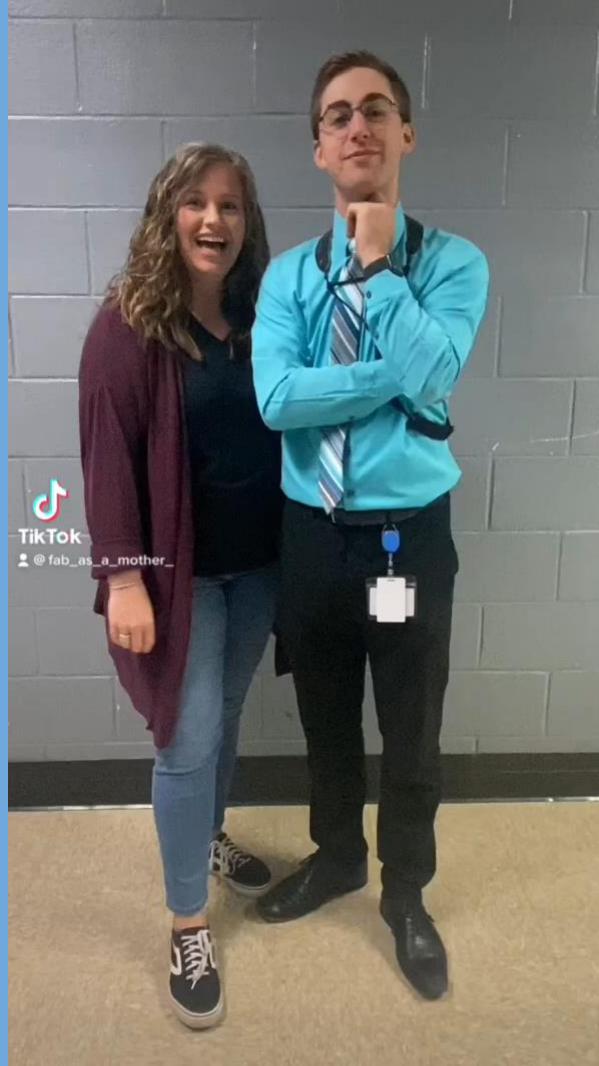
Stories

Reel

Permanent
Vertical Feed
Profile Grid

24 Hours
15 Seconds

Also Permanent
Full Screen



Need to Know

A few tidbits that will help you take your content to the next level.



Content Takes Time



Comments VS Likes



“How To” Videos



Trending vs Stealing



#themorethemerrier



Fun, Forward & Fearless