



2018 SOCIAL MEDIA CHECKLIST

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Before you create a social media marketing plan, it's a great idea to first conduct a social media audit.

Don't worry – this isn't as hard as it sounds!!

Creating a list of your current social media accounts and networks, as well as the number and efficacy of users and owners, will help you understand what you are using, where to spend more time planning, as well as what is working. From there you can then re-assess any inactive accounts, groups and pages that you aren't using, and begin your strategy with a clean slate.

The first piece of the puzzle is to create your social media content and advertising schedule. Quite simply, this is a spreadsheet or document that outlines what you are putting out on each platform, each day –(ideally at least a month ahead of time. Click here to download our DSOA Marketing Plan which is perfect to use for your social media strategy planning.

Key Focuses For Your Social Media Strategy

	Network	Number of users	Demographic Information		More information
	Facebook	1.28 billion users	65% female / 35% male	48% of users aged 18-34, 31% aged 35-54	Social network leader with largest audience, large focus on interaction with friends and family
	Twitter	255 million users	62% female / 38% male	66% of users aged 15-34	Open network geared towards conversations via short messages (140 characters maximum)
	LinkedIn	300 million users	39% female / 61% male	60% of users aged 25-54	Social network geared towards building professional connections to aid career development
	Google+	1 billion users	30% female / 70% male	All users have Google accounts	Social network arm of Google's product offering, heavy visual focus.
	Pinterest	70 million users	83% female / 17% male	45% of users between 35-54	A place to build virtual collections of visual content pertaining to personal interests
	Instagram	300 million users	68% female / 32% male	90% of users under 35 years old	Platform for sharing visual content
	YouTube	1 billion users	Reaches more U.S. adults than any cable network	Predominant user base is 18-34 years old	Platform for hosting and sharing video content www.hootsuite.com

- Understand who your customer is and **Where** to find them online.
For example: *"Our audience of dance-moms is primarily comprised of women aged 25 to 45, so the primary social networks we should focus on (at least initially) are Facebook, Pinterest, and Instagram."*
- Create a **mission statement** for each platform's purpose, tying this back to your studio goals.
For example: *"We will use Instagram in order to promote and nurture community."*
- Set **goals** for each social profile and identify benchmarks for success.
For example: *"We aim to increase new followers on Facebook by 50 each month to amplify our brand"*
- Develop your content strategy for each profile. For example: *"We will post 2 unique images on Instagram each day to increase engagement and positive sentiment around our brand."*

Creating A Great Facebook Post

Facebook has changed over the years from primarily text-based communication to a mixture of all kinds of media.

Today, the most successful posts you'll see in your newsfeed (and those that will attract the largest organic and paid reach, use short, interesting teasers" of usually 2 or 3 sentences, along with colorful images, short videos, and links to quality content that followers will enjoy.

Stay positive.

The Facebook algorithm prioritizes ads and posts that convey positivity – (in fact, your ad may not even be approved if you use negative language or images.)

Facebook users also tend to share and interact with inspiring, funny, and life-affirming pieces.

You can get creative by building your own memes and branded posts with text overlayed onto your own studio's images – check out www.canva.com for a quick, free way to create effective images for social media.

You can pose questions, tell stories, and use language that encourages commenting and interaction with your page.

Tip: Images sized to 403 x 403 pixels or higher will look the best in the newsfeed column.

Make sure to interact with your followers and fans, as well as other people who comment on posts in your feed. Organic conversation is the best and most cost-effective way to increase engagement and build a loyal fan base.

Add comments to your older posts to bring it up in the newsfeed again, and remember that great posts can have more than one chance at viral appeal.

Tip: Post often, but not too often. 2 – 3 times per day is ideal, but only if you have something of value to share.

Use Facebook Analytics to research the perfect number of messages to post per day, and use the scheduling option to batch and publish them during optimal times.

Creating Great Instagram Posts



Pictures are the heart and soul of Instagram, but the trick is to tell a story rather than simply focus on selling.

Use block colors (blocks of bold, bright shades from a palette of two or more colors) to make your images stand out from the rest.

Develop your brand's own recognizable visual style. You can start by consistently using one or two filters that fits with your studio's image.

Tip: Hashtags are integral to promoting your product, service, or brand on Instagram. Aim to use at least 5 hashtags per post.

Use industry or location specific hashtags and do some research on which ones are popular. www.hashtagsforlikes.co is a great resource for finding what's trending in selected industries.

Start your own hashtag campaign by getting your dancers and followers involved.

Remember: you're posting about your brand, so share authentic, brand-specific "insider" photos for higher engagement rates

Creating Your Killer Facebook Ad



1. Keep your ads colorful, so that they'll immediately catch attention
2. Place your main offer in the ad image, so that people will read it right as they see your ad
3. Create ads that contrast with the newsfeed
4. Use the right image size (1200 x 628 pixels), so that your ad look good on every screen

Your **ad copy** is the second most important part of your Facebook ads, right after the ad image. The ad copy should first catch an ad viewer's interest and then convince them to take action, e.g. book a trial dance class. It's a good idea to have several different headlines and descriptions ready before you start creating your ad. This will make it easier for you to find something you like instead of making it up on the spot

Tip: Facebook's 'Call To Action' buttons have proven to be very effective to increase the click through rate – we strongly advise you to use them.

Remember, keep your ad copy short and extremely clear. Here, the goal isn't selling. It's about convincing users to click on the ad to discover more. Try to be catchy and clearly explain to users why they should click. Offering discounts and IFGs (Irresistible Free Gifts – like a free class pass) usually help.

Targeting Your Audience – The Basics

Facebook has three primary audience types:

- Saved Audiences
- Custom Audiences
- Lookalike Audiences

Each of these audience types gives you plenty of additional options for creating the perfect target audience for your Facebook campaigns.

Facebook Saved Audiences

Saved Audiences are the audiences that you can define by choosing people's interests location, age, gender, used devices, income level, etc. You can create Saved Audiences both in the campaign setup phase or in the Audience Manager.

Location-based targeting

Facebook allows you to target people in specific locations, including: Country, State/Region, Counties, DMA (Designated Market Area), City, Postal Code and Specific Address Radius

Demographics-based targeting

As you click on the Demographics tab, you'll get plenty of targeting topics to refine your audience based on many options. The basic 3 are: Age, Gender, and Language.

Interest-based targeting (recommended)

Interests are one of the best Facebook ads targeting options as they allow you to target people specifically interested in a subject related to your dance studio. For example, you could target people interested in your competitors, or magazines and blogs covering topics like health, fitness, and child-related products.

To target based on interests, you can either browse the menu with hundreds of interests or simply type in one interest, so that Facebook will suggest to you other related topics.

Simple Social Media Strategies To Drive Engagement

- Create dialogue with your customers by following up on comments on your published content. You can build a list of pages and users you've engaged with, and continue to build on those relationships and networks.
- There is always great potential to turn followers into customers.
- Engage in deep listening.
- Monitor for @ mentions and be timely. Did you know that according to research, 71% of consumers who receive a *quick brand response* are more likely to recommend that brand to others.?
- Listen to keywords relevant to your classes and offerings (for example, people looking for birthday party options), and pro-actively reach out to potential customers.
- Measure what content your audience is engaging with most to learn what works.
- Share, mention, and compliment other people's and studio's content that you like. You will create new relationships and add value to your own content by showing that you're engaged as well.
- Attach images to your posts to help improve engagement. Facebook posts with photos average a 35% boost in engagement!
- Short text posts are currently being favored by Facebook, which means they show up more frequently. However, the algorithm may change, and your audience may change how they interact with Facebook posts that use shorter amounts of text, so it's always necessary to test and adjust your engagement strategy as needed.
- Engage your audience by asking relevant questions and be sure to follow up on comments as soon as possible to keep the conversation going, whether the comments are on your studio page, in specific groups, or your published posts.
- Add links to your social profiles across your various platforms (website, blog, business card, signature, etc.)
- Find top influencers in your industry and interact with those who have previously shared your social content.



Social Media Trends For 2018

1. Live video streaming

We all know that Live Streaming isn't "new" to 2018, but now more than ever social media platforms have paved the way for the live video trend. Instead of using social media for posting pictures, videos and ads, you now have the ability to stream live content at the click of a button and without the need for fancy equipment, lighting or your own personal wind-machine.

If you weren't using live video to interact with your dance families and potential clients in 2017, it needs to be a priority for you in 2018.

Why?

Because the stats don't lie. Studies suggest 80% of social media consumers prefer watching a live video from a brand as opposed to reading an article or advertisement.

Some of the most popular and simple live video platforms that you can use in your marketing strategy include:

- Facebook live
- YouTube live
- Instagram live
- Twitter
- Periscope

Your customers LOVE it when you use live videos because it gives them a chance to interact with you directly. You and your studio suddenly become very real in their eyes, and you also get the added bonus of being able to communicate and get feedback from customers in real time.

Plus, it's not like your live video is gone forever once you stop streaming – you can save those videos and repurpose them in the future for your advertising, your brand awareness, website content and more.

Some Live Streaming ideas you can use for your studio may include:

- Delivering Q&A sessions
- Recital information
- A "what to expect in your first class" video
- Feature teachers or staff members
- A sneak peek into a dance workshop or event

2. Chat Bots

Artificial intelligence in the marketing world will continue to rise in 2018, and the biggest and best example you can use as a studio owner – which I'm sure you've seen in action before – is a chatbot.

Basically these are super-smart (and easy-to-use) computer programs such as ManyChat or ChatFuel that can have conversations with your customers without you even being there.

I'm sure you've been on a website where a "customer service representative" popped up to start an instant message conversation with you?

That's an example of a chatbot.

Now is the perfect time for you to educate yourself on the use of bots to improve different areas of your business, including your student attraction strategies, as well as providing great customer service by giving your current dance families a place to ask frequently-asked-questions (like, "what date is the recital?") where they can get an immediate and accurate response.

It will give you an edge over your competitors who aren't prepared, plus will save your sanity from answering the same questions over and over again.

Here is a very simple example of how you can use a Chat Bot to attract new students to try classes at your studio:

Step One: Your Facebook Ad includes a call-to-action "Type the word 'ballet' in the comments below to find out more.

Step Two: Customer types "ballet"

Step Three: Your Chat Bot is triggered, and sends the following messages (these are all customized by you)

Bot: Thanks so much for contacting us about our new ballet classes! Would you like to find out more about these sessions?

Customer: Yes

Bot: Great! Can you tell me how old you dancer is?

Customer: 8

Bot: Thanks for that – we have 2 different ballet classes available for 8 year olds, would you prefer a Monday or Tuesday?

Customer: Monday

Bot: Awesome, we have a 5-6pm class on a Monday and I have a couple of spots available to trial next week – we'd love to see you there! Would you like to come and join us?

Customer: Yes

Bot: Great, I'll lock that in now! So that we can secure your place and send you some information, can you tell me your best contact number?

Customer: Sends phone number

Bot: Thanks – and is there an email address I can also quickly get from you?

Customer: Sends email address

Bot: Thanks so much! We will be in touch with confirmation details within 24 hours and can't wait to see you next week! If you have any questions at all please don't hesitate to call our office on (phone number) and we will be happy to help!

Voila!

It's that simple – within minutes you have locked in a new trial student and responded to your new customer instantly. They have no need to look at competing studios while they wait for you to call them back, as your bot has done all of the legwork. Not all you need to do is record the customer's details, follow up, and you are all set.

3. Content marketing

Content marketing is all about providing your audience with value, and with such a saturated advertising and digital marketing world out there, creating valuable content is still trending upward.

Make sure your content is relevant and has a clearly defined audience. *Your content could include blog posts, articles, interviews, training videos and more.* Remember – it's about educating or entertaining your audience, not just trying to sell sell sell. If you engage people with your great content, then getting them to take the next step to inquire, trial and enrol is the easy part.

Content marketing is also great because it's typically not expensive, and a great reminder that you don't need to focus your energy on recreating the wheel for the year ahead. Share your expertise, become an authority, and create some great content that showcases what your studio is all about.

4. The Customer Experience

In this digital world, the personal touch is absolutely something that is taken for granted by businesses, and also something that is craved by customers. Put simply, you need to give your clients a personalized and extraordinary customer experience.

It's not only one of the best ways to increase engagement, enrollment and retention, but it's what your customers want.

Personalization strategies (*for example, giving potential dancers a virtual tour of your studio, sending a welcome pack via messenger, following up on their social media enquiries personally, sending birthday messages*) all add to the warmth and culture of your studio and ensure it is a welcoming place that they want to be.

Treat your dancers and their families like people, and not numbers and not only will you see the rewards when it comes to retention, but it also makes great business sense as it will make it easier for you to upsell and cross-sell to your customers.

It's far more cost-effective to retain and up-sell your current dancers than it is to acquire new ones.

5. Micro Moments

A Micro-moment is "Any moment that drives a customer to use their mobile device on the fly, whether they want to learn something, go somewhere, do something, or buy something."

In 2018, any dance studio who starts taking their marketing strategy to new levels and capitalizing on these micro-moments are going to see some very big success. Start to brainstorm about what moments will stop your dancers or dance families in their tracks to check on what you are doing on Facebook and Instagram.

An important announcement perhaps?
Some video footage from their child's class?
A photo of their smiling dancers?
A flash sale?

We LOVE DSOA member, Sarah Beth Byrum's Facebook costume reveals as a great example – see images here for inspiration!

In 2018, spend some time on incorporating this into your social media strategy.



28 DAYS OF SOCIAL MEDIA POSTS FOR YOUR STUDIO!

Are you struggling to find valuable content to post on your Facebook or Instagram page each day?

Ideally you should be posting at least daily - but only if you have something engaging for your audience! Here are 28 days of Facebook posts for your studio to use so that you'll never have to worry again about what you are going to share!

Day 1 - Meet The Team	Profile one of your teachers or staff members with a headshot and some fun information about them
Day 2 - Complete the sentence . . .	Ask your audience to complete a different sentence each month: "My favourite dance movie is...." or "You know you're a dance when..."
Day 3 - Backstage pass	Take candid snaps in the office, costume room, renovating studios to show what goes on behind the scenes in your business
Day 4 - Community love	Tag one of your partnering or local small businesses and why you love them!
Day 5 - Feel the Love Friday	Share one of your testimonials or reviews
Day 6 - Saturday Spotlight!	Highlight one of your most popular classes or products with an image and description of why it is in the spotlight!
Day 7 - #goals	Share your studio or student goals for the month
Day 8 - Motivational Monday	Share your favourite inspirational or dance quote!
Day 9 - Team Snapshot	Post a group photo or collage of your team. You could get photos of everyone as a child and create a fun collage!
Day 10 - Wacky Wednesday	Time to show some of the silly moments in the studio!
Day 11 - TBT	Throwback Thursday - post images or video of past dances in your studio
Day 12 - Fanday Friday	Who is a dancer, choreographer or teacher you admire? Share it with your audience!

Day 13 - Lessons from the week	What are some new things your students and staff learned this week?
Day 14 - Coffee Chat	How do your fans drink their coffee? Ask them in this fun chat - maybe you can treat someone to their favourite hot drink in the coming weeks!
Day 15 - Ask us anything!	Encourage your audience if they have anything they'd like to ask! You can reply in the comments or even through a Facebook Live video
Day 16 - LOL	Do you have any bloopers, funny costumes, or stumbled on a laugh-worthy meme lately? Share it!
Day 17 - Fan Photo	Post a photo of one of your biggest fans (a student) and post why they love your studio
Day 18 - Our Mission	Each month share an element of your studio mission. Eg - "We are committed to quality teaching" with an image of your teacher/s
Day 19 - Did you know?	Post a fact that your public may not know. Eg - "Did you know that Miss Mel started dancing when she was 8 when she tried (and hated) tap class for the first time
Day 20 - Through the Crystal Ball	Where do you see your studio / students / dance style in the future?
Day 21 - In the news	Find and share a feelgood news story about dance!
Day 22 - Competition time!	Get your audience to post their best dance picture, quote or video to win a prize
Day 23 - A day in the life	Show your followers what a day in the life of a studio owner is really like!
Day 24 - Impro time!	Select a short piece of music and ask your followers to share a video of them improvising to it.
Day 25 - Coming soon	Post your upcoming important dates, performance schedule and recital dates so that nobody misses out
Day 26 - Top 10	Everyone loves a list, so make the Top 10 snacks for dancers, Top 10 dance songs for 2017, Top 10 dance heros...anything you like
Day 27 - Discount Day	For the next 24 hours, offer a 10% merchandise discount for anyone who likes your post
Day 28 - Highlight reel	Share your highlights of the past month in a video or photo collage

Social Media Content Schedule Template

WEEK 1

Type	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

WEEK 2

Type	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Social Media Content Schedule Template

WEEK 3

Type	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

WEEK 4

Type	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday