



Social Media Workshop



By
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01/08/2019 6:00p-9:00p



**Copy of Today's PowerPoint Presentation
Can Be Download at:**

<http://DFWWebsiteDesigners.com/>

Scroll to the Bottom & Click on Fred's Picture



What is Social Media?

Social Media Landscape



”Social Media is the ability to market, promote, draw attention to or educate potential consumers through repeatable and ‘opt in’ contacts. This process is usually free and accomplished through:

Podcast, Blogs, Instagram, YouTube, Pinterest, Facebook, Twitter or other online connections.”

- Fred Campos, Top Geek, SOSS



What is Social Media?





Social Media, a Part of the Answer

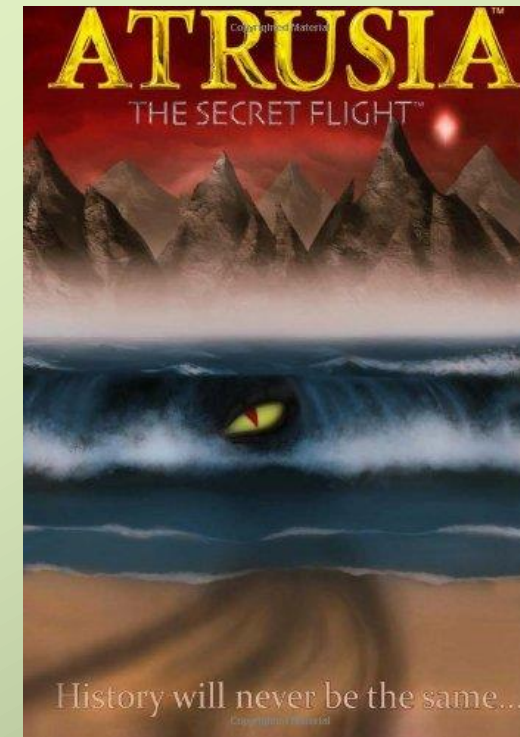
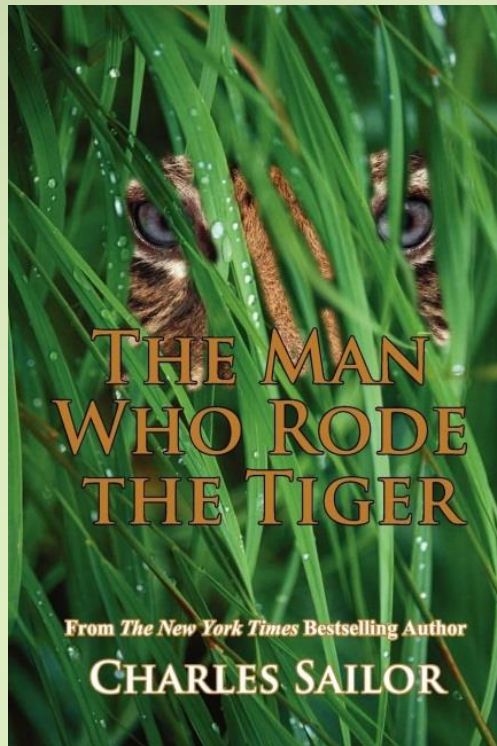
Social Media Broadcasts
the Message!



- Social Media is a tool it is not the answer in and of itself.
- Social Media exposes you to more people with your message.
- This can be very good and it also can be very bad.
- What is YOUR MESSAGE?



The Tale of Two Books (the Social Media Difference)



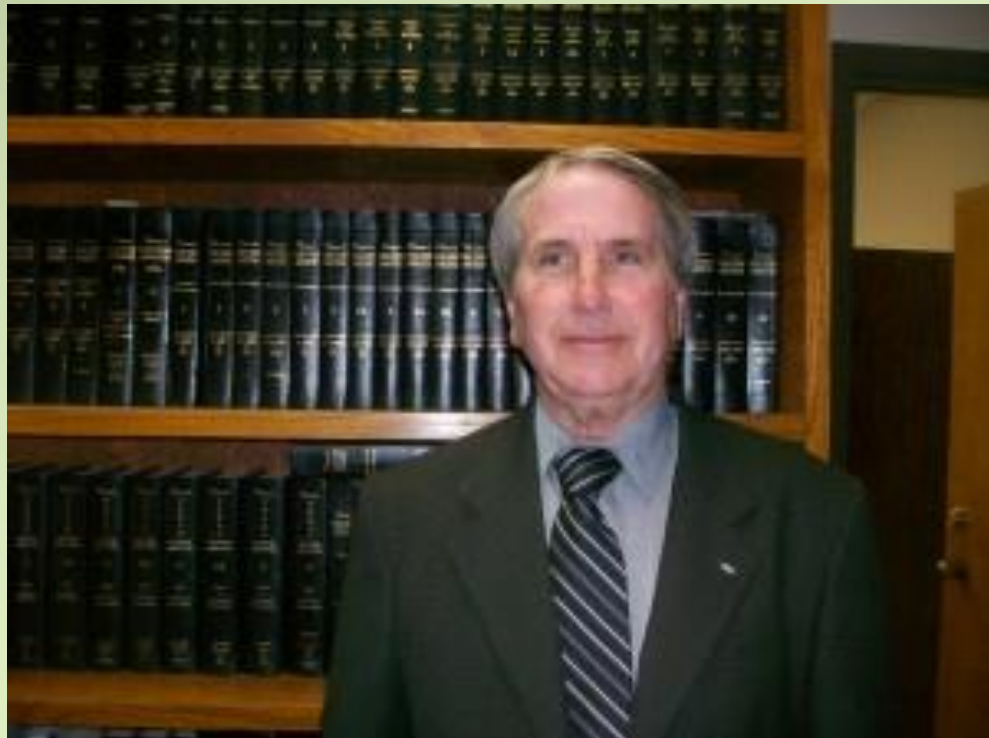


Who is the Real Competition of Destination Travel?

1. **APATHY** – the feeling of not having much invested in a cause or product, lack of interest or concern.
2. **INDIFFERENCE** – absence of compulsion to or toward a cause, product or service.
3. **TOP OF MIND** – is a brand or specific product coming first to mind when a customer has a need; historically accomplished through brand awareness or media exposure.



It's Time to Change with the Times



After 43 years of Litigation Refused To Get eMail.

- In 2014, He was Fined \$5000.
- Now He Has eMail.

- He Loves it.

- It's Time to Embrace Social Media!



What is the Opposite of Great?





Tweak & Geek Your Social Media



- They do what they do even if they are not paid to do it.
- Overly focused on a few things.
- Experts in their field or striving for it.
- Stand out, different, but yet successful.
- Memorable.



30 Tips & Tricks to Using Social Media

- 1. Have a meaningful social media brand handle/name.**
- 2. Have at least three pieces of social media with the same handle & URL.**
- 3. Follow people that matter in your target audience.**
- 4. Add social media buttons to your website.**



30 Tips & Tricks to Using Social Media

5. **SEO all pages on your website.**
6. **SEO all images on your website and point them back to your website.**
7. **Add social media to your business cards, product brochure, & marketing literature.**
8. **Fill out all the blanks and tags on your social media profiles.**



30 Tips & Tricks to Using Social Media

- 9.** Practice the 90/10 rule.
- 10.** Always comment back, even if it is a "Thank You."
- 11.** Run special on social media you cannot get elsewhere.
- 12.** If you're going to blog, update your post at least weekly and predictably.



30 Tips & Tricks to Using Social Media

- 13.** Make sure you fill out your tags and SEO each and every blog post.
- 14.** Release a press release about something in your business every other month.
- 15.** Create a Gravatar for your business with your logo and address on it.
- 16.** Comment on 3-5 other blog post a month.



30 Tips & Tricks to Using Social Media

- 17.** Update your business FB wall daily.
- 18.** Update Your FB Wall post with questions.
- 19.** Cross "Like" other business on Facebook.
- 20.** Encourage people to "Like" your page at checkout.



30 Tips & Tricks to Using Social Media

- 21.** Thank clients publically, first name, last initial.

- 22.** 10 times a month, write something nice on another targeted business Wall.

- 23.** Have Contact7 on your website, blog, or Facebook.

- 24.** Twice a year offer a Facebook special with OfferPop and an incentive.



30 Tips & Tricks to Using Social Media

25. Create and provide a special for your FourSquare account.

26. Tweet at least 2-4 times day.

27. Add a new picture to your business Pinterest weekly.

28. Create a YouTube video for your business quarterly.



30 Tips & Tricks to Using Social Media

- 29.** Recycle message: YouTube video, embed in blog, post on FB, Tweet it.
- 30.** Just Start on Social Media somewhere.



My Suggested Three Legged Stool:

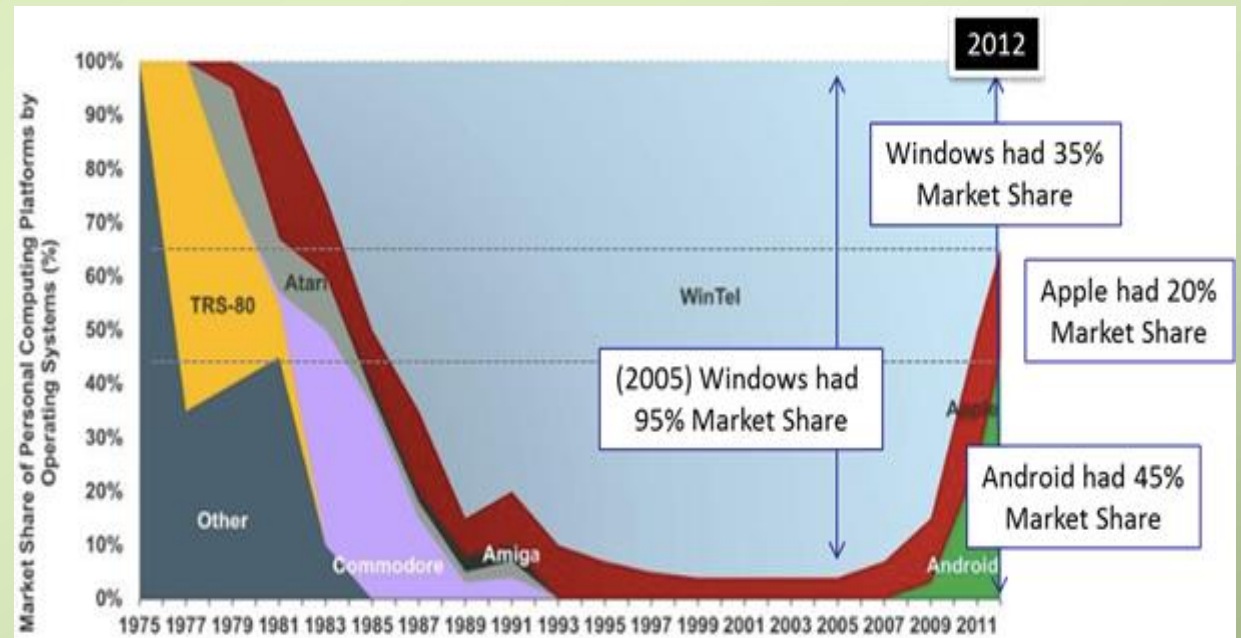
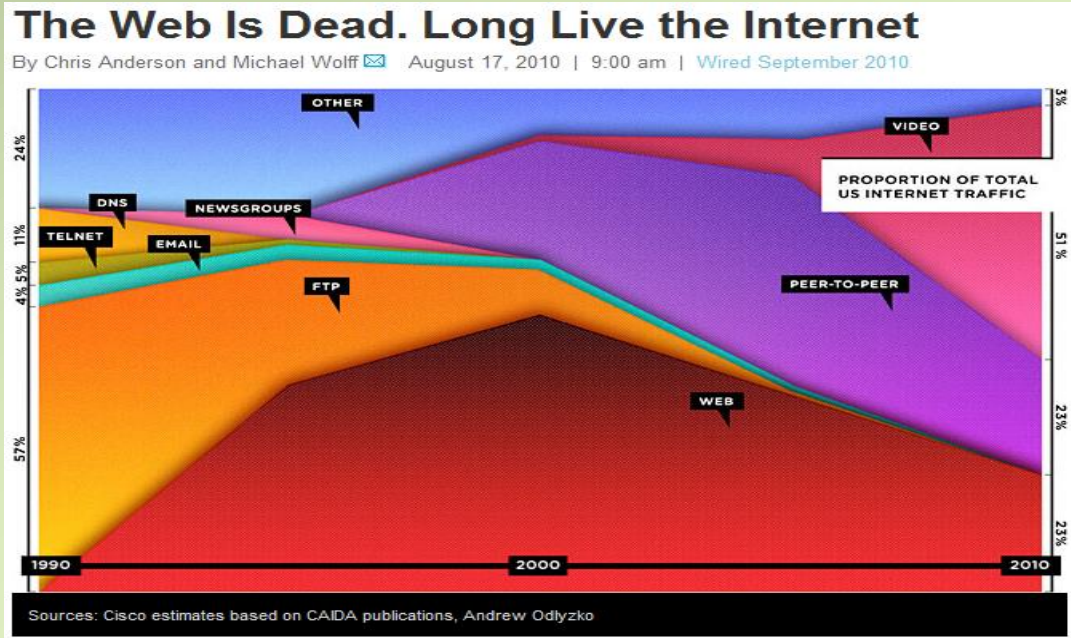
Pinterest
Podcasting
Facebook

What's Cool: vLogging!





Websites vs Video; PCs vs Phones





A Few YouTube Thoughts

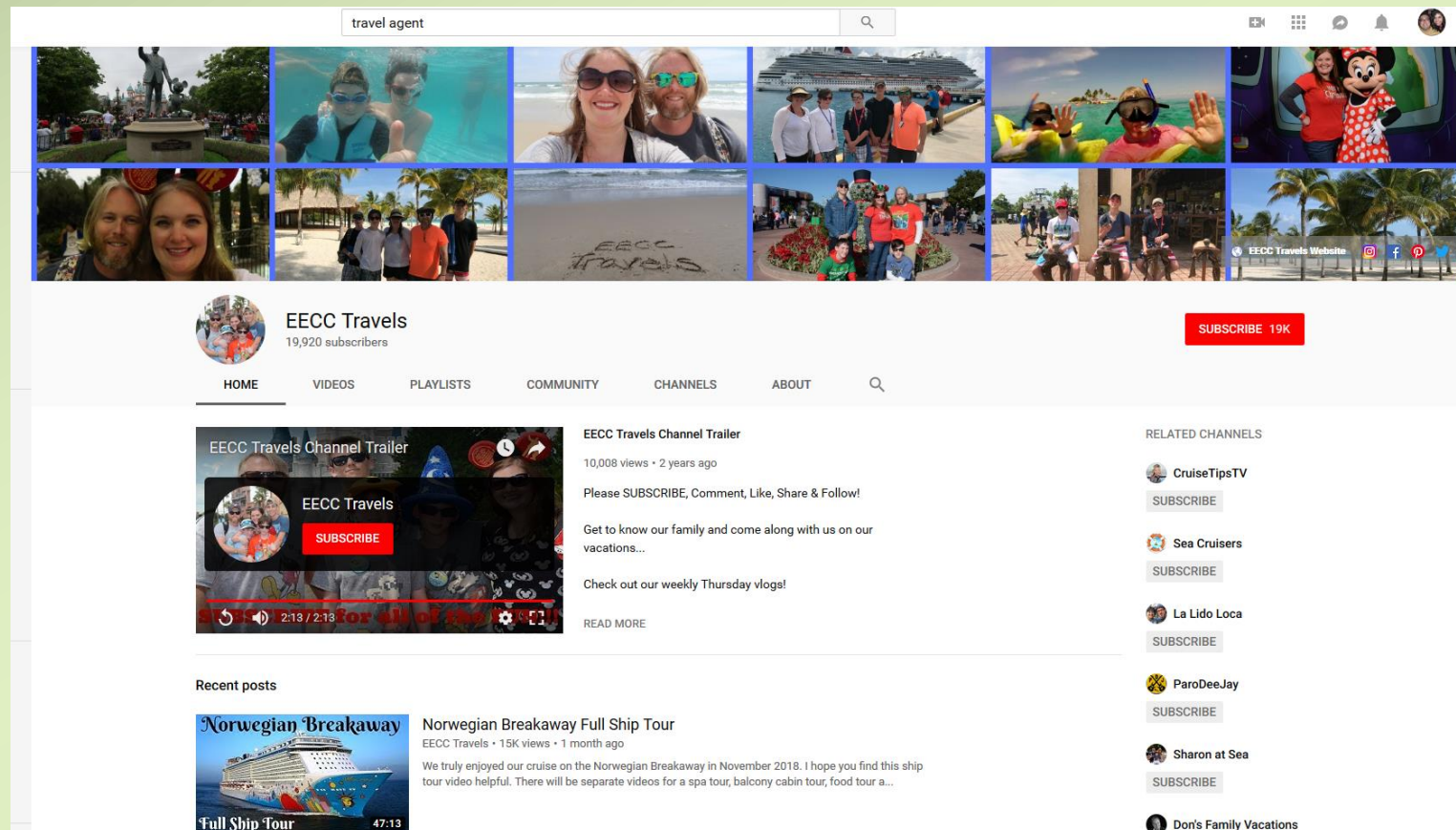
“As of 2013 there is now more video content online than text.”

YouTube is the 2nd most searched site, behind Google.

In an A.D.D. world, video is king.



EECC Travels



travel agent

EECC Travels
19,920 subscribers

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HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

EECC Travels Channel Trailer
10,008 views • 2 years ago
Please SUBSCRIBE, Comment, Like, Share & Follow!
Get to know our family and come along with us on our vacations...
Check out our weekly Thursday vlogs!

RELATED CHANNELS

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- Don's Family Vacations

Recent posts

Norwegian Breakaway Full Ship Tour
EECC Travels • 15K views • 1 month ago
We truly enjoyed our cruise on the Norwegian Breakaway in November 2018. I hope you find this ship tour video helpful. There will be separate videos for a spa tour, balcony cabin tour, food tour a...

<https://www.youtube.com/channel/UChmD8EWwltkAl4APZC9htOQ>



CruiseTipsTV

<https://www.youtube.com/user/CruiseTipsTV>



Don's Family Vacation

Don's Family Vacations
25,391 subscribers

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cruising with Don intro
5,089 views · 5 months ago

RELATED CHANNELS

- CruiseTipsTV SUBSCRIBE
- Sea Cruisers SUBSCRIBE
- La Lido Loca SUBSCRIBE
- Tips For Travellers SUBSCRIBE
- Mr Traveler SUBSCRIBE
- Cruising with wheels

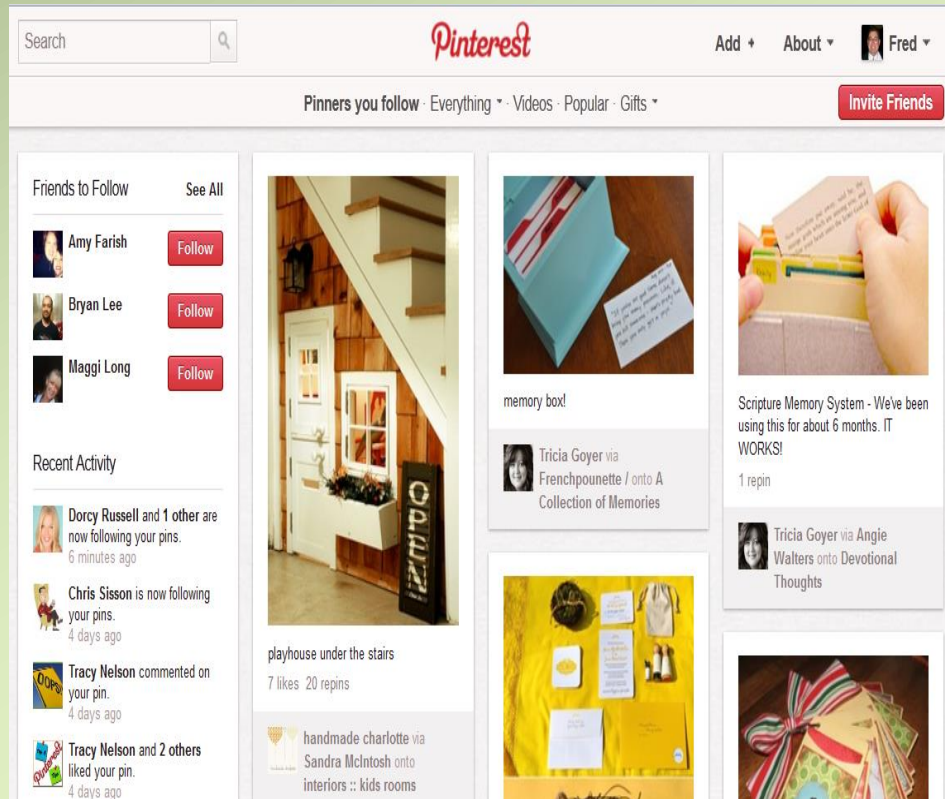
Uploads PLAY ALL

- Was the Judge Right? 6:41
- Why Were People Mad? 4:28
- So I need more Hours in the Day 10:19
- Is It Safe? 8:42
- Giving You Less for More 5:21

<https://www.youtube.com/channel/UCXI8D72GDxDww2oE9DPoG7A>



What is Pinterest?

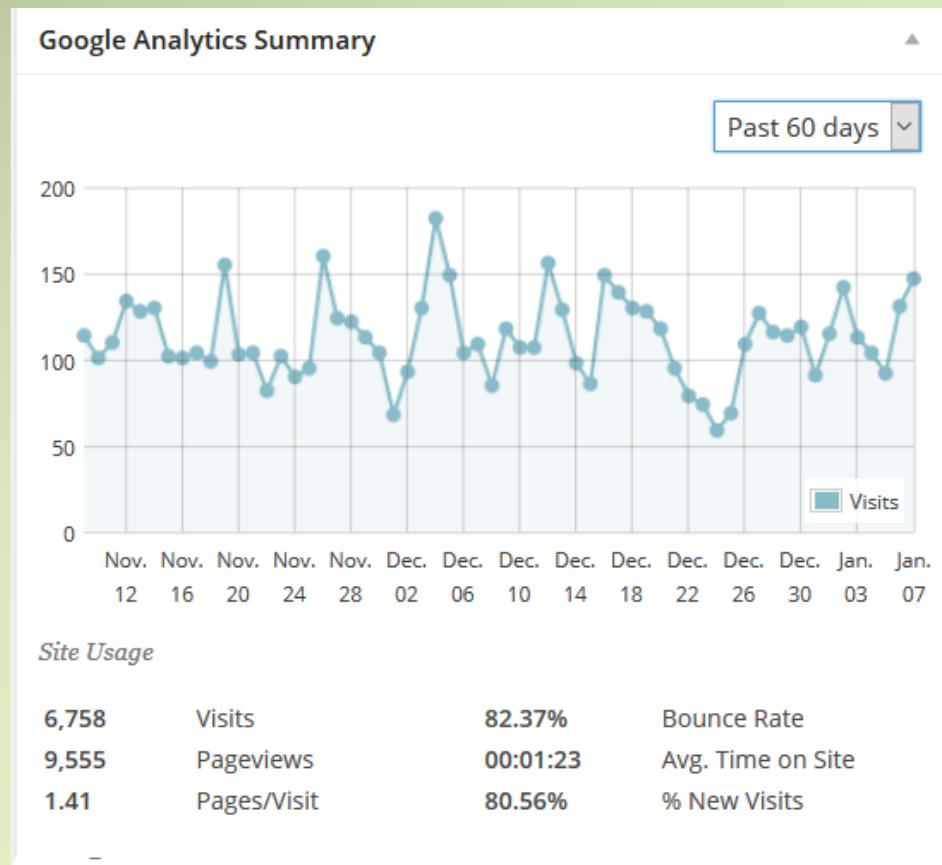


”Pronounced to rhyme with interest, is a vision board-styled social photo sharing website and app where users can create and manage theme-based image collections. The mission statement of Pinterest is to connect everyone in the world through shared tastes and the “things” they find interesting.”

- Fred Campos



Why Pinterest?



Top Referrers

1. [pinterest.com](https://www.pinterest.com) - 3,570 Visits
2. m.facebook.com - 56 Visits
3. [99-reasons-for-seo.com](https://www.99-reasons-for-seo.com) - 37 Visits
4. [krumblebyt-ads.info](https://www.krumblebyt-ads.info) - 26 Visits
5. [duckduckgo.com](https://www.duckduckgo.com) - 23 Visits



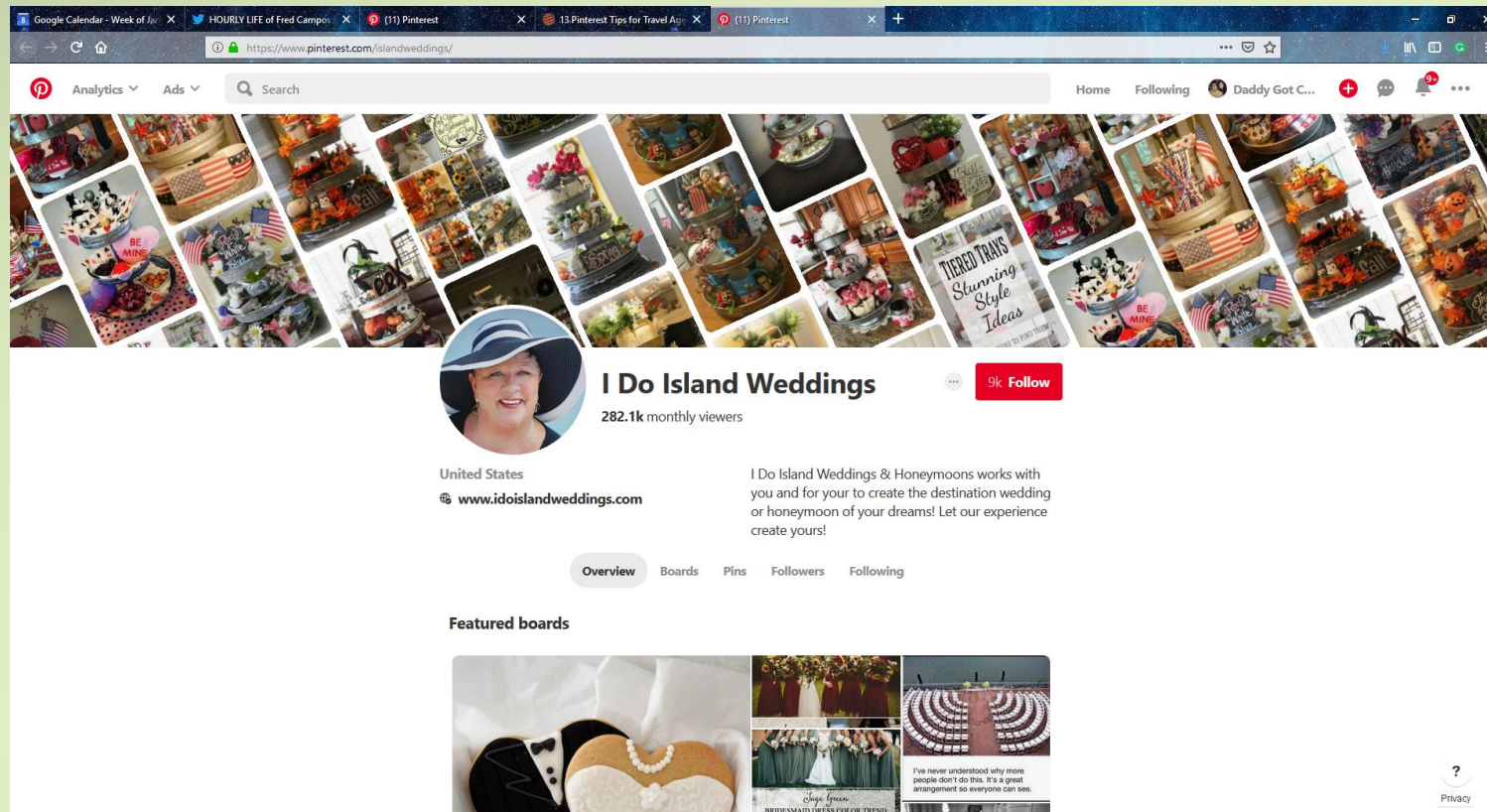
Travel Agent Tips

- 1. What are my top selling destinations? List 3-5**
- 2. What group departures do I have planned? (Focus on current & future)**
- 3. What activities do my clients enjoy?**
- 4. What specialty or niche do I serve?**
- 5. Feature board for your specialties.**
- 6. Pin pictures of those elements and link them to a call to action.**
- 7. Add associated boards.**

<https://www.cmsspeaking.com/13-pinterest-tips-for-travel-agents/>

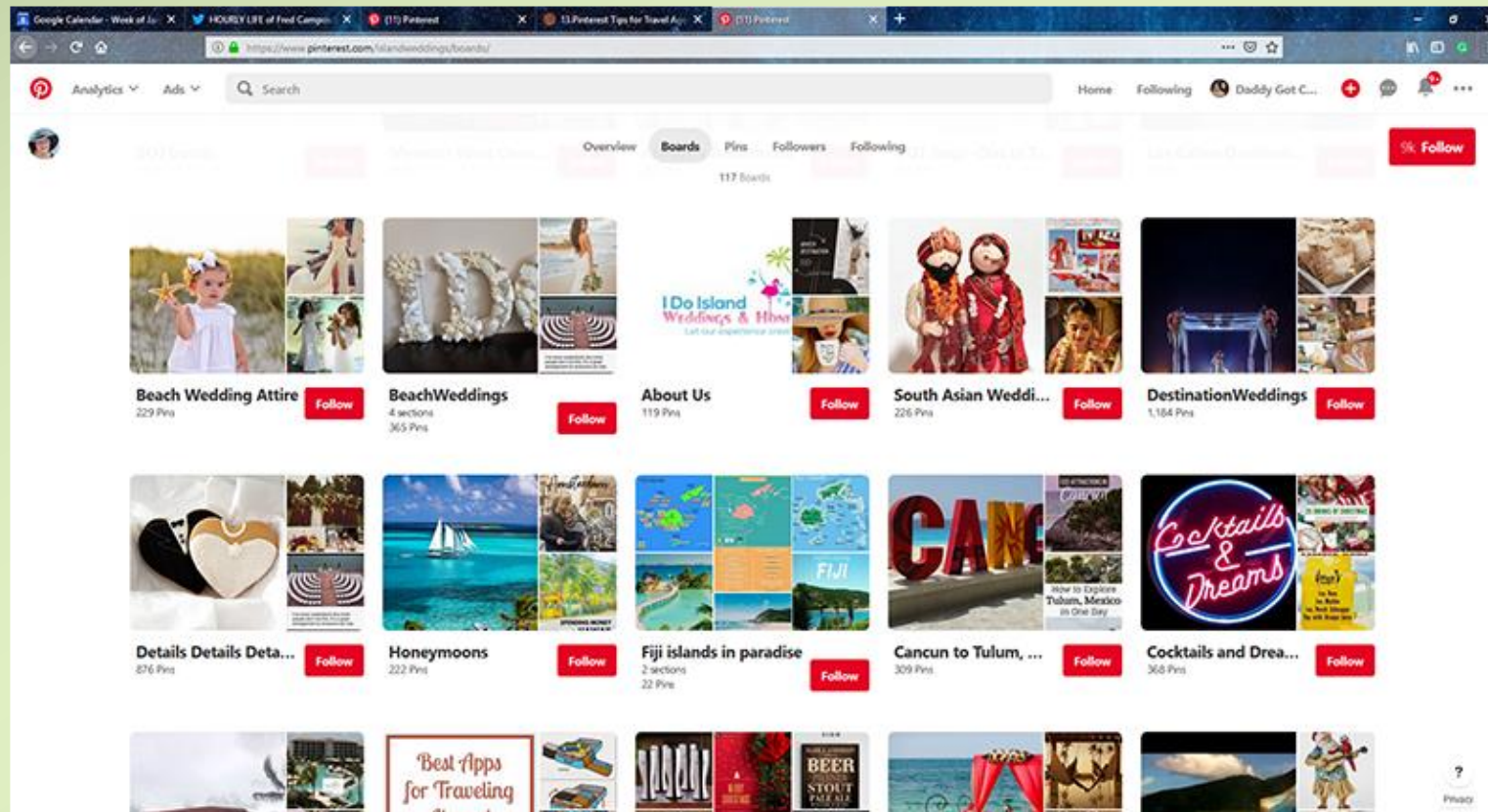


Example of Pinterest



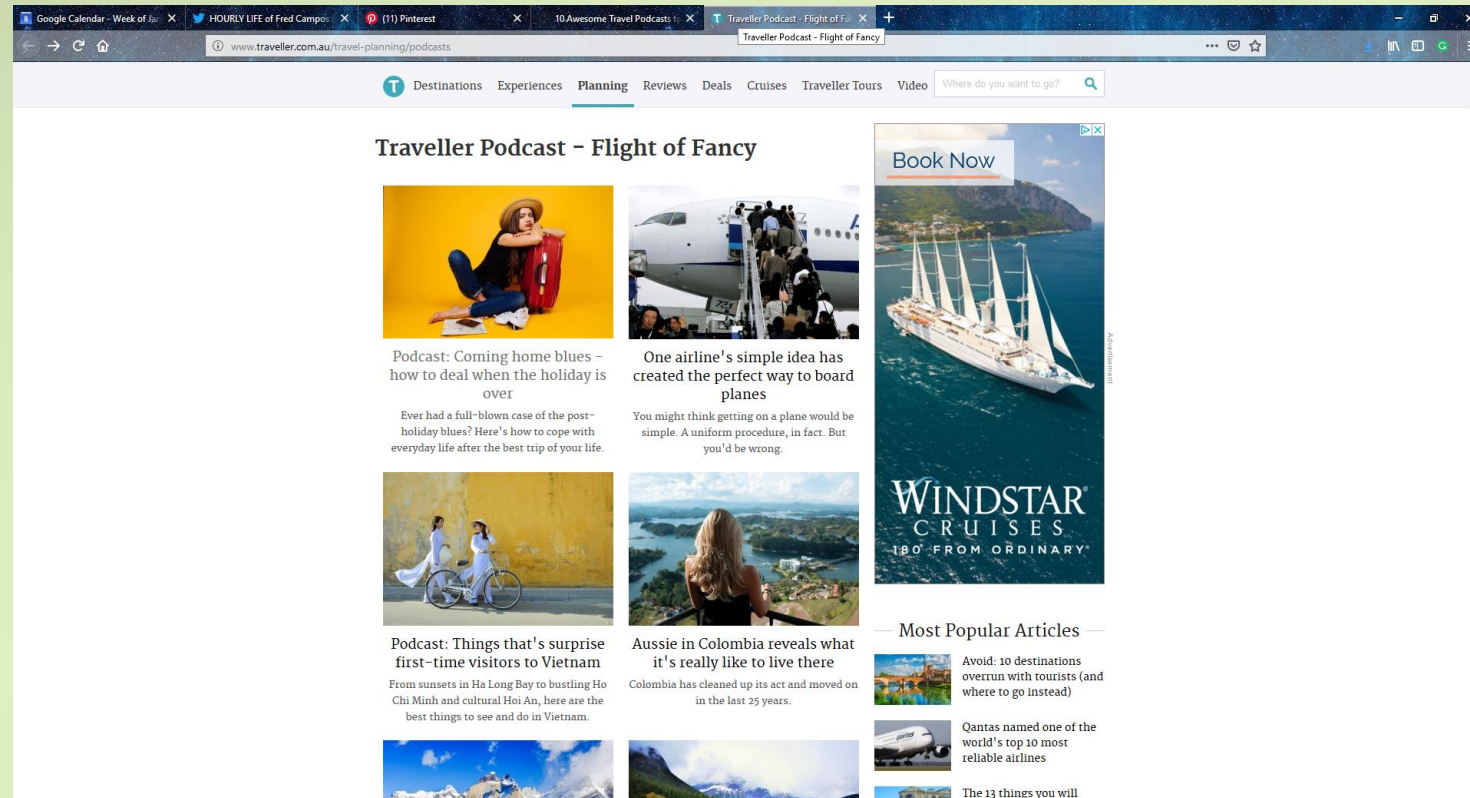


Example of Pinterest





Example of Podcasts



The screenshot shows a web browser window with the URL www.traveller.com.au/travel-planning/podcasts. The page features a navigation menu with links for Destinations, Experiences, Planning, Reviews, Deals, Cruises, Traveller Tours, and Video. The main content area is titled "Traveller Podcast - Flight of Fancy" and displays a grid of podcast articles. Each article includes a featured image, a title, and a short description. On the right side, there is a large advertisement for Windstar Cruises with a "Book Now" button. Below the main content, there is a section for "Most Popular Articles" with a list of related travel topics.

Traveller Podcast - Flight of Fancy

Podcast: Coming home blues – how to deal when the holiday is over
Ever had a full-blown case of the post-holiday blues? Here's how to cope with everyday life after the best trip of your life.

One airline's simple idea has created the perfect way to board planes
You might think getting on a plane would be simple. A uniform procedure, in fact. But you'd be wrong.

Podcast: Things that's surprise first-time visitors to Vietnam
From sunsets in Ha Long Bay to bustling Ho Chi Minh and cultural Hoi An, here are the best things to see and do in Vietnam.

Aussie in Colombia reveals what it's really like to live there
Colombia has cleaned up its act and moved on in the last 25 years.

Book Now
WINDSTAR CRUISES
180° FROM ORDINARY

Most Popular Articles

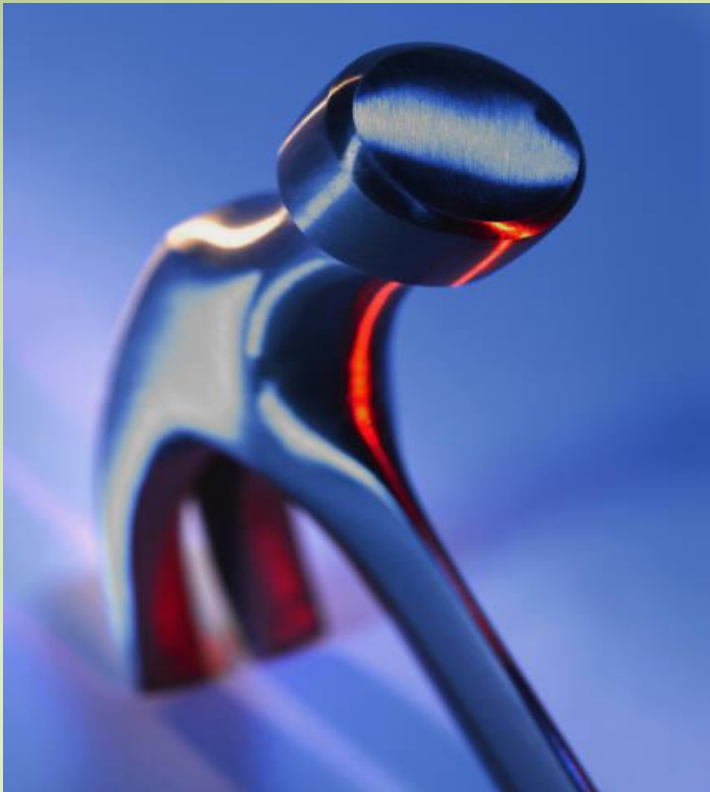
- Avoid: 10 destinations overrun with tourists (and where to go instead)
- Qantas named one of the world's top 10 most reliable airlines
- The 13 things you will



DFW WEBSITE DESIGNERS



Tools for a Social Media Campaign



- ***10 Hour Setup***
- ***2 Hour a Week***



DFW WEBSITE DESIGNERS



What do I want from Social Media this Q1 (Honeymoon)?



I want to...

Sell Destination Weddings
And Honeymoons

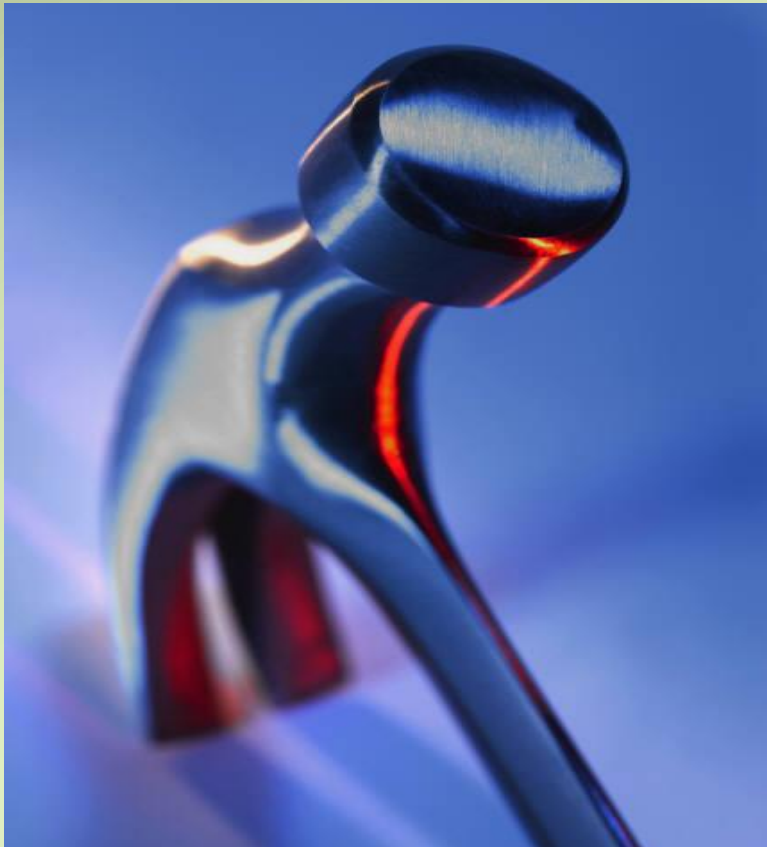


The Social Media Campaign:

- 50-100 Educational Wedding Tips
- 50-100 Honeymoon Tips
- 20-30 Questions/Answers
- 15 Good Titles
- 100-300 Pictures
- 12 Videos (Canned), 12-15 Video You Make



10 Hour One-Time Setup



- Build Pinterest Account and Pin Boards
- Start a YouTube Channel
- Start a Podcast
- Think of Your Titles



Educational Messages

DFWStuff.xls [Compatibility Mode] - Microsoft Excel non-commercial use

Home Insert Page Layout Formulas Data Review View

Clipboard Font Alignment Number Styles Cells Editing

C93 Tip: After exchanges, your kids should change their clothes. Just before drop off, change them back.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
62	20-Aug		Tip: The better parent is the one who doesn't speak ill of the other parent with his children. #fb																					
63	20-Aug		Tip: Ask 4 & keep copies of all court filing. Don't depend on ur attorney 2 always have everything. It's mainly ur case.																					
64	20-Aug		Tip: Live as close to your Ex as possible, within the same school zone is preferred.																					
65	20-Aug		Tip: Attend all parent teacher conferences, all doctor visits, & all your kids activities when possible. #fb																					
66	20-Aug		Tip: Practice having ur pics taken everywhere w/ur kids. Activity pics albums make great court evidence, if ur in them.																					
67	20-Aug		Tip: Keep a journal/notes of all conversations w/ur Ex. Dates, times & events r easy 2 forget, + becomes evidence.																					
68	20-Aug		Tip: Write a check and keep copies of all expenditures regarding school, activities, medical regarding your kids.																					
69	20-Aug		Tip: If conversation becomes volatile, start tape recording conversation. Include: date, time, who, where, @ the end.																					
70	20-Aug		Tip: Hire an attorney that you can work and communicate well with. Interview several b4 making a decision.																					
71	20-Aug		Tip: Kids should have their own clothes, bed, toothbrush, room, etc. at your place. #fb																					
72	20-Aug		Tip: Don't be the Disneyland parent. Custodial parents are parents, not friends to their kids.																					
73	20-Aug		Tip: Sometimes it is easier to communicate w/ur Ex via email or snail mail. However, sleep on it b4 u send it.																					
74	20-Aug		Tip: Everything you say, blog, email, and write about your Ex can be used against u. Think lst.																					
75	20-Aug		Tip: Co-parenting is hard. It's not about always being right, it's about what's best 4 your kids!																					
76	20-Aug		Tip: The only legitimate reason 4 primary custody: Are you the better parent? Be that parent! #fb																					
77	20-Aug		Tip: All things being normal, court favor moms over dads. So be an exceptional dad AND show that this case is not normal.																					
78	20-Aug		Tip: For whatever the reason for the breakup, make it awake up call for change in your life.																					
79	20-Aug		Tip: Starting today, do whatever it takes to be the better parent. usually goes to the better parent.																					
80	20-Aug		Tip: Who is the greatest parent u ever met? Learn to be exactly like that parent. #fb																					
81	20-Aug		Tip: Although not typical of long term GOOD parenting, courts favor kid centric parents.																					
82	20-Aug		Tip: Dress for a job interview ever time you go to court. You never know who is watching.																					
83	20-Aug		Tip: Be humble, the custodial parent must think outside of his interests and take everyls plans into consideration.																					
84	20-Aug		Tip: is not about getting even with your Ex, it's about what's in the best interest of your kids.																					
85	20-Aug		Tip: Take some parenting classes. should go to the best parent. Is that you? #fb																					
86	20-Aug		Tip: Top 5 Communication Mistakes Made with the Ex. http://ow.ly/gLmZ <-Don't do this.																					
87	20-Aug		Tip: Dads Get a School/PTA Volunteer Job. Be involved in their school! http://ow.ly/hSvY #fb																					
88	20-Aug		Tip: Re-assure your kids that Mommy & Daddy still love them. The Divorce is not about them.																					
89	20-Aug		Tip: Regardless of the divorce decree, change your lingo to "You Live with Both Your Parents."																					
90	20-Aug		Tip: Don't fight or discuss custody in front of your kids--ever! #fb																					
91	20-Aug		Tip: Learn two new words, "Perhaps" & "Probably So". In court these are neither a yes or a no.																					
92	20-Aug		Tip: Buy a two small calendars. Keep 1 in the car, 1 in the house by the phone, document everything.																					
93	20-Aug		Tip: After exchanges, your kids should change their clothes. Just before drop off, change them back.																					

Ready

DFW D Feed AUS A Feed SAT S Feed HOU H Feed CMH C Feed CHI BNA B Feed Doris Leads FCD FCr Chief Money Twitter WritersEdu Clients Class B Tips Jo

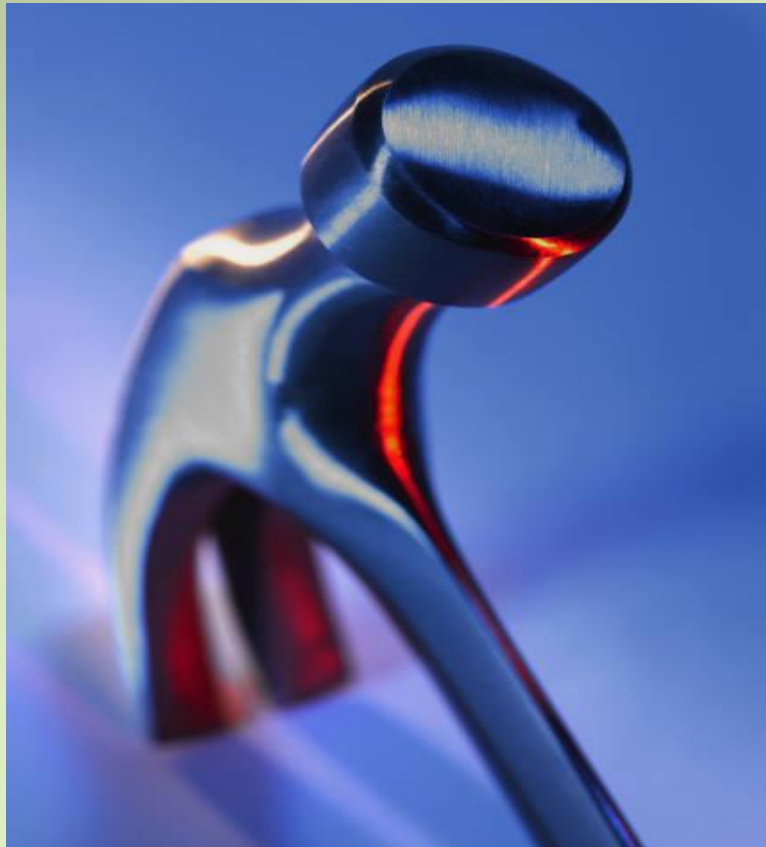
FunCitySocialMe... Skype™ - fullcust... Mozilla Firefox Inbox - Microsoft... How to Build a H... Using Social Med... Microsoft Excel n... 5:49 PM



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2 Hr a Week OnGoing



- ***Record Your Video***
- ***Record Your Podcast***
- ***Pin New Pictures***



Questions & Other Ideas?

- Do Something
- Outsource (OnlineJobs.ph)
- Be Consistent



We Build Responsive SEO Websites!

DFW Website Designers

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