



VIRTUAL ELVES

Let go to grow

www.virtualelves.com.au

Social Media Management Training





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Managing of Data and Storage

Client Database

- This is Vital. Information from client is our initial reference about their business (demographics)
- Chat with the client over these, best to discuss over Skype rather than email for faster and thorough discussion. Practice weekly catch up or fortnightly meetings as you progress

Google Drive

- Your Brain
- Create and organise for the client for easier access & reference

Tools and Research

Graphics (Computer and Mobile)

- [Canva](#)
- [Wondershare Filmora](#)
- [Capcut](#)

Content Research

- Insights
- Competitor Analysis

3rd party resources

- [Feedly](#)
- [Google Alerts](#)

Tools and Research

Schedulers

- [Hootsuite](#)
- [Buffer](#)
- [Facebook Meta Business](#)
- [CoSchedule](#)

Content Creation

- [Content Marketing Plan](#)

Characters Limitations and Hashtags

Twitter

- 140 to 280 characters
- Go for **Longer tweets** at 240 and 259 characters
- [Mix visuals](#)

LinkedIn

- 3000 characters, including hashtags (cut down after 140 character)
- Ideal length for a LinkedIn post is between 100 and 140 characters

Characters Limitations and Hashtags

Facebook

- Up to 63,206 characters
- Ideal length for a post is 50 characters or fewer
- 1 to 2 hashtags

Instagram

- Up to 2,200 characters (cut down after 125 character)
- Ideal length for a post is between up to 50 characters
- 30 hashtags per post
 - 3 to 10 hashtags tend to drive more interactions
 - Use 1st comment to enter more hashtags

Characters Limitations and Hashtags

- Look into competitors and relevant accounts and follow their hashtags
- Use search bar
- [Hashtag generators](#)
- Follow relevant hashtags
- Create your own hashtags
- Beware: [Don't over use hashtags](#)

Types of Posts

1. Texts

- Short and direct. Catchy and funny

2. Video

- 240 minutes max on Facebook
- IGTV maximum length is 15 minutes when uploading via mobile and 60 minutes when from the web

3. Photos

- Free stock photos
- Clients stock photos

Types of Posts

4. Live Videos

- Personal, fun, informative

5. Stories

- 15 seconds IG/26second FB

6. Reels

- public (popular tp younger demographics)
- purely video-based

Ideas

- BTS
- Showcase your brand/products/service
- Tips & Ideas
- Feature clients/customer
- FAQs
- Product demo
- Weekly series

Optimise

- Email Marketing
 - [Mailchimp](#)
- Landing Pages
 - [Mailchimp](#)
 - [Clickfunnels](#)
- LinkedIn connections and messaging
- Join Groups/Events/Interviews
- Cross promote/affiliate
- Tag people and places; add location for more exposure
- Engage. Be human.

Q'ssssss

- What is brand awareness?
- What is social media analytics?
- Is there a best time to post on social media?
- How long does the average person spend on social media daily?
- What type of content should businesses post?
- Most used social media platform?
- Most engaging social media platform?
- What influences consumer's purchase? A simple text post? video?
- What does the website Bitly do?



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Thank you

