

# SOCIAL MEDIA FOR BUSINESSES AND ORGANIZATIONS

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WITC - SUPERIOR

Offered by:



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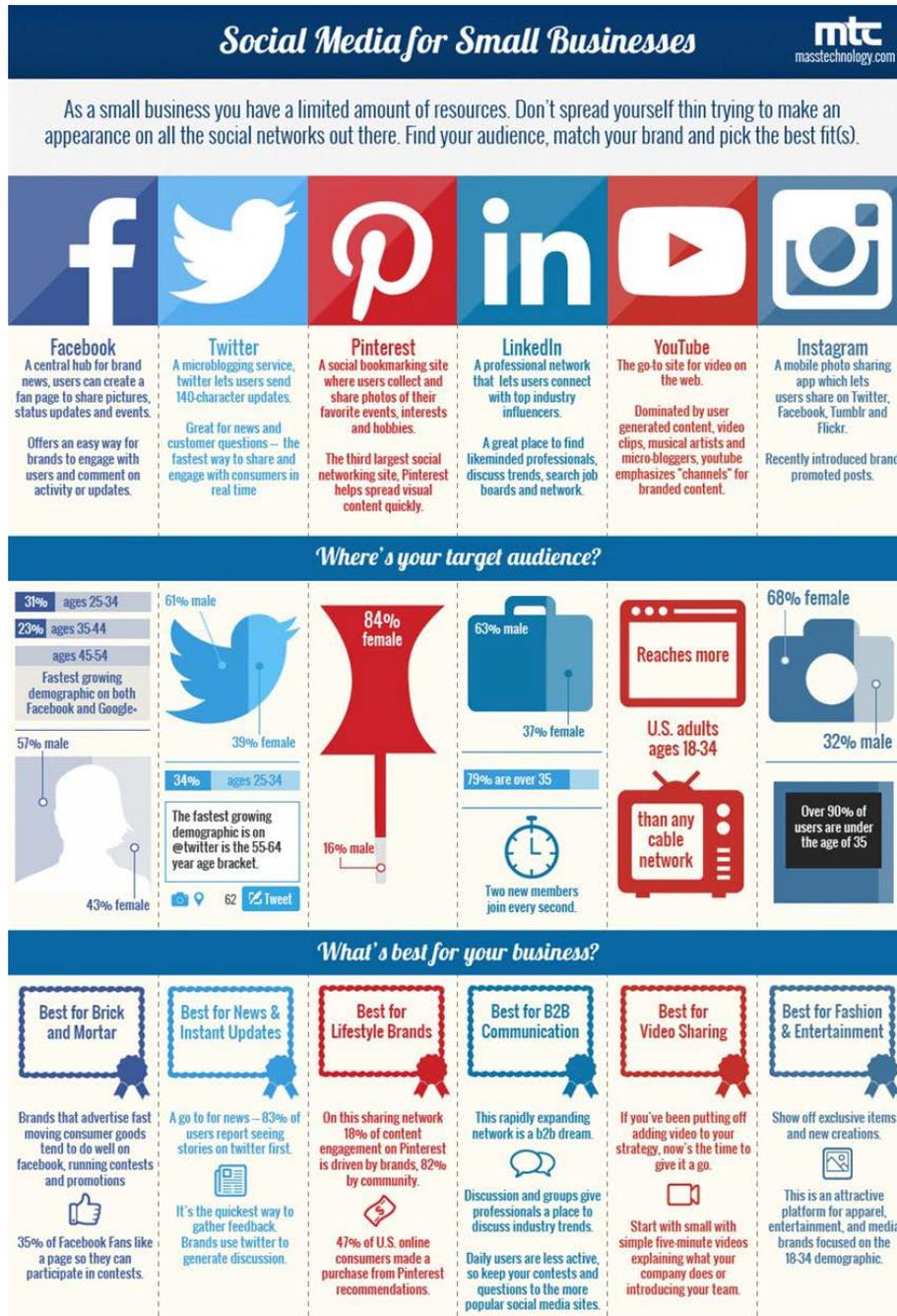
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## WHY SOCIAL MEDIA?

Regardless of age, your customers or clients are likely using social media. Facebook has over 1.15 billion daily active users. Slightly more women use most social media platforms than men. Utilization of Facebook, the most popular social media platform has nearly equal utilization regardless of residence – urban, suburban, or rural.

Per *Entrepreneur Magazine* (April 2017), "...the average person spends around an hour and 40 minutes browsing social media every day, and the number of internet shoppers in the US will reach 217 million this year."



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## PLATFORMS

There are a variety of platforms for social media as a user or a business. Some of the most popular include:

- Facebook
- Instagram
- Twitter
- Snapchat
- LinkedIn
- Pinterest

While we cannot cover all of these, today's session will focus on two of the most popular – Facebook and Twitter.

## FACEBOOK

Think your customers don't use social? Think again! Based on Pew Research analytics from spring 2017:

- 88% of 18–29 year olds use Facebook.
- 84% of 30–49 year olds use Facebook.
- 72% of 50–64 year old use Facebook.
- 62% of 65+ year old use Facebook.

Facebook users are general well educated; live in rural, suburban, and urban areas; and used nearly equally by men and women. Facebook income demographics:

- 84% of adults who make less than \$30,000 use Facebook.
- 80% of adults who make between \$30,000–\$49,999 use Facebook.
- 75% of adults who make over \$75,000 use Facebook.
- 77% of adults who make between \$50,000–\$74,999 use Facebook.

## TWITTER

Twitter users are different from Facebook users. There are far fewer users, with only about 25% of the online population indicating they use it, nearly equally divided between women (24%) and men (25%). Who uses Twitter by age:

- 36% of 18–29 year olds use Twitter.
- 23% of 30–49 year olds use Twitter.
- 21% of 50–64 year olds use Twitter.
- 10% of 65+ year olds use Twitter.

Twitter users skew slightly more urban than Facebook, which has a more even distribution. Twitter use also increases by income bracket:

- 30% of adults who make over \$75,000 use Twitter.
- 28% of adults who make \$50,000–\$74,999 use Twitter.
- 23% of adults who make less than \$30,000 use Twitter.
- 18% of adults who make \$30,000–\$49,999 use Twitter.

## TOOLS FOR SOCIAL MEDIA

A variety of tools are available to support your social media strategy. Tools like Canva help your page and profile look great. Hootsuite is used to automate posts and cross post between platforms. Bitly helps you track the performance of advertising campaigns. And a variety of mobile apps for iOS and Android allow you to manage your social presence from your phone.

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### CANVA

Is a software as a service (SAAS) that provides pre-built layouts, and pre-sized canvases so you can create all of your social media images. Canva offers a robust free service. In addition, some images can be purchased if you need stock photos, and a paid version of Canva offers a much more robust experience.

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### HOOTSUITE

Hootsuite allows you to manage your posts across multiple platforms, including: Twitter, Facebook, Instagram, LinkedIn, Google+, YouTube. Hootsuite offers a free version, where you may connect up to three accounts, and a paid version.

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### BITLY

Bitly is a URL shortener. What a lot of people don't realize is that Bitly also offers analytics, so every time a person clicks a shortened URL that interaction is counted. This lets users track the performance of posts.

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### MOBILE APPS FOR MANAGING FACEBOOK AND TWITTER

To fully manager your social media accounts, Facebook and Twitter offer iOS and Android apps or applications for phones and tablets. Facebook offers the Facebook app, which is a user application. For people who have *Fan Pages*, the Pages Manager and Ad Manager apps are necessary to access these features. Twitter users have it a bit easier, with just the Twitter app.

## FACEBOOK FAN PAGES

If you are creating a Facebook page for a business or organization, a Fan Page is the correct way to do it, and it is also consistent with Facebook policy!

### PROFILE PAGE VERSUS FAN PAGE

From a user or customer perspective, a person just needs to “like” a fan page to follow it, instead of becoming your friend. This minor distinction will protect the privacy of your followers, and potentially yours as well. Further, customer can follow your business without requiring your moderation or approval.



Some additional ways a Fan Page is different and more appropriate:

- Fan Pages also offer additional features compared to a profile page.
- Fan Pages can post and promote posts in ways that profile pages cannot.
- The “About” tab is tailored for businesses, with hours, website links, and other information appropriate for a business.
- Customer reviews.
- Post job opportunities.
- Profile your businesses services.
- Conduct contests with 3<sup>rd</sup> party applications.
- Create and manage offers to attract customers.
- Email signup, and other *calls to action*.

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### VERIFIED ACCOUNTS

Every wonder what that **blue checkmark** is to the right of some Facebook account names? That is a Facebook verified page, “it means that Facebook confirmed that this is the authentic Page or profile for this public figure, media company or brand. Keep in mind that not all public figures, celebrities and brands on Facebook have blue badges.” Facebook offers no way to purchase this service.



A **gray checkmark** “means that Facebook confirmed that this is an authentic Page for this business or organization.” You may verify your fan page by phone call or business documentation at no charge.

### SUGGESTED IMAGE SIZES

To make your images look the way you intend, paying attention to image size is important. If you don’t watch image size, your image could become distorted or partially displayed.

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## COVER PHOTOS

Displays at 820px wide by 312px high on computers and 640px by 360px on smartphones. **Recommendation to size the cover photo over 2-times this to accommodate “retina” displays 1640px wide and 624px high.** Facebook allows you to crop and position the photo, once uploaded.



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## COVER VIDEOS, MAYBE

Facebook is testing Cover Videos; this feature comes and goes during the beta testing. If you see it as an option here are the guidelines:

- 820px x 312px
- 20-90 seconds in length
- Cover videos may contain audio

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## PROFILE PHOTOS

Displays at 170px by 170px on computers and 128px by 128px on smartphones. If you upload a photo that is not square, Facebook will allow you to choose what part of the photo is displayed. To avoid your photo being distorted after uploading, **a profile photo of 340px by 340px is recommended.**



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## POST IMAGES

Posts with images and video gain much more attention from viewers than text alone. How images display, depends on the orientation (portrait or landscape) or the image, and the number of images uploaded. Here are some guidelines:

- Portrait or vertical images are a 3:2 ratio, and a thumbnail will be created that is 476x by 714px for your timeline and your followers newsfeeds.
- Landscape or horizontal images are scaled to be 476px wide and the vertical is scaled based on the image.
- Square images (like Instagram) are 476px by 476px.

You may upload multiple photos to a single post. How these images will be displayed depends on the image type, for example:

- Two portrait images will be displayed side-by-side.
- Two square images will be displayed side-by-side.
- Two landscape images will be displayed one over the other.
- A mix of sized will display as a grid of images.

## URL / LINK THUMBNAILS

If you post a URL in a post, Facebook will pull one image from the post (you might be able to select of multiple are available), and displays as 476px by 249px. If you select multiple images for a carousel effect they are displayed as 300px by 300px.

Single 476px by 249px:



Carousel 300px by 300px:



## PHOTO SIZE SUMMARY

	Width	Height	Notes
<b>Cover Photo</b>	820px	312px	
<b>Profile Picture in Header</b>	170px	170px	Must be uploaded at 180px by 180px
<b>Profile Picture on Timeline</b>	40px	40px	Same image as main Profile Picture, automatically downscaled
<b>Shared Link Thumbnail</b>	476px	249px	Only for single thumbnails. Multiple thumbnails are cropped to squares 300px by 300px.
<b>Uploaded Timeline Photo Thumbnail</b>	476px	714px	See exceptions above for multiple images.
<b>Event Header Image</b>	500px	252px	16:9 aspect ratio only. For best results, upload 1920 x 1080 px image.

## SETTING UP A FAN PAGE

To set-up a fan page, you need to have a Facebook profile page. The good news is:

1. You don't need to be actively engaged with your profile page, unless you want to be; and
2. Your profile page is not linked to your fan page at all from a viewers perspective.

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## FAN PAGE CONTENT

It is best to take a little time before you start creating your page to think about your brand and the information you want to include on the page. Here are some things you may want to consider and gather before starting:

- Business or Organization Name
- Category or Type of Business
- Address
- Phone Number
- Website Address
- Other Social Media Accounts
- Branding
  - Profile Photo
  - Cover Photo
- Short Description of Your Business
- "Impressium," which is any legal disclaimers you may need to include (not required)
- Hours of Operation

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## PLANNING YOUR FAN PAGE

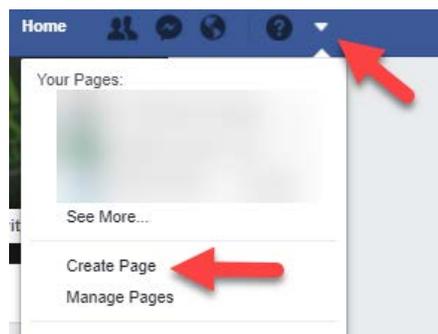
See **Appendix: Fan Page Planning Worksheet** for a planning sheet to creating your Fan Page.

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## CREATING YOUR PAGE

In order to create a fan page, you need to have a personal Facebook account, and thus a profile page (although it doesn't need to be filled out or actively engaged with). **Important note:** if you should get locked out of your personal account, and you are the only admin for your page – you will lose access permanently. Facebook is often not helpful for restoring access to account.

Start at [www.facebook.com/pages/create](http://www.facebook.com/pages/create) to create a fan page, or:

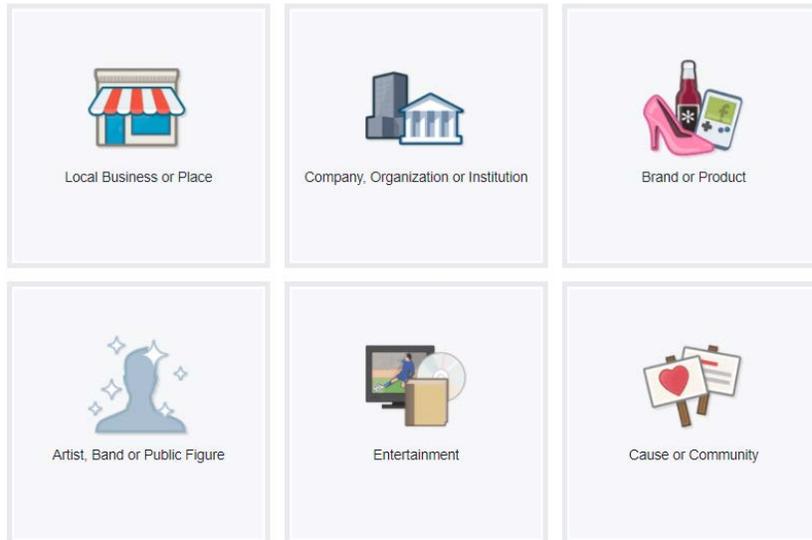


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## SELECT THE TYPE OF PAGE TO CREATE

### Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.

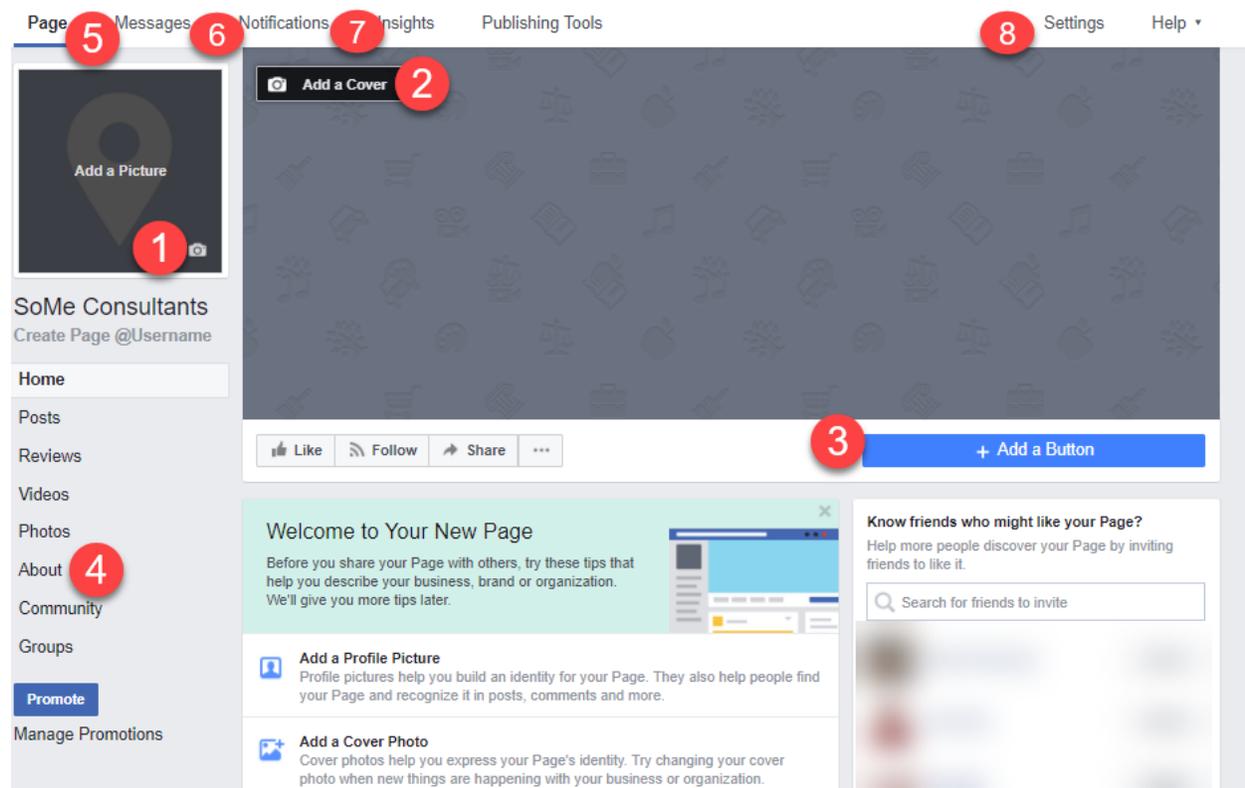


The type of page you create will determine the type of information you need to provide to establish your page. Below are examples from Local Business or Plan. Company; Organization, or Institution; and Cause of Community.

Local Business or Place	Company, Organization or Institution	Cause or Community
<input type="text" value="Page Name, for example, Pat's Cafe"/>	Join your supporters on Facebook.	Join your supporters on Facebook.
<input type="text" value="Page Category, for example, Coffee Shop"/>	<input type="text" value="Choose a category ▼"/>	<input type="text" value="Cause or Community Name"/>
<input type="text" value="Street Address"/>	<input type="text" value="Company Name"/>	By clicking Get Started, you agree to the Facebook Pages Terms.
<input type="text" value="Superior, Wisconsin"/>	By clicking Get Started, you agree to the Facebook Pages Terms.	<input type="button" value="Get Started"/>
<input type="text" value="54880"/>	<input type="button" value="Get Started"/>	
<input type="text" value="Phone"/>		
By clicking Get Started, you agree to the Facebook Pages Terms.		
<input type="button" value="Get Started"/>		

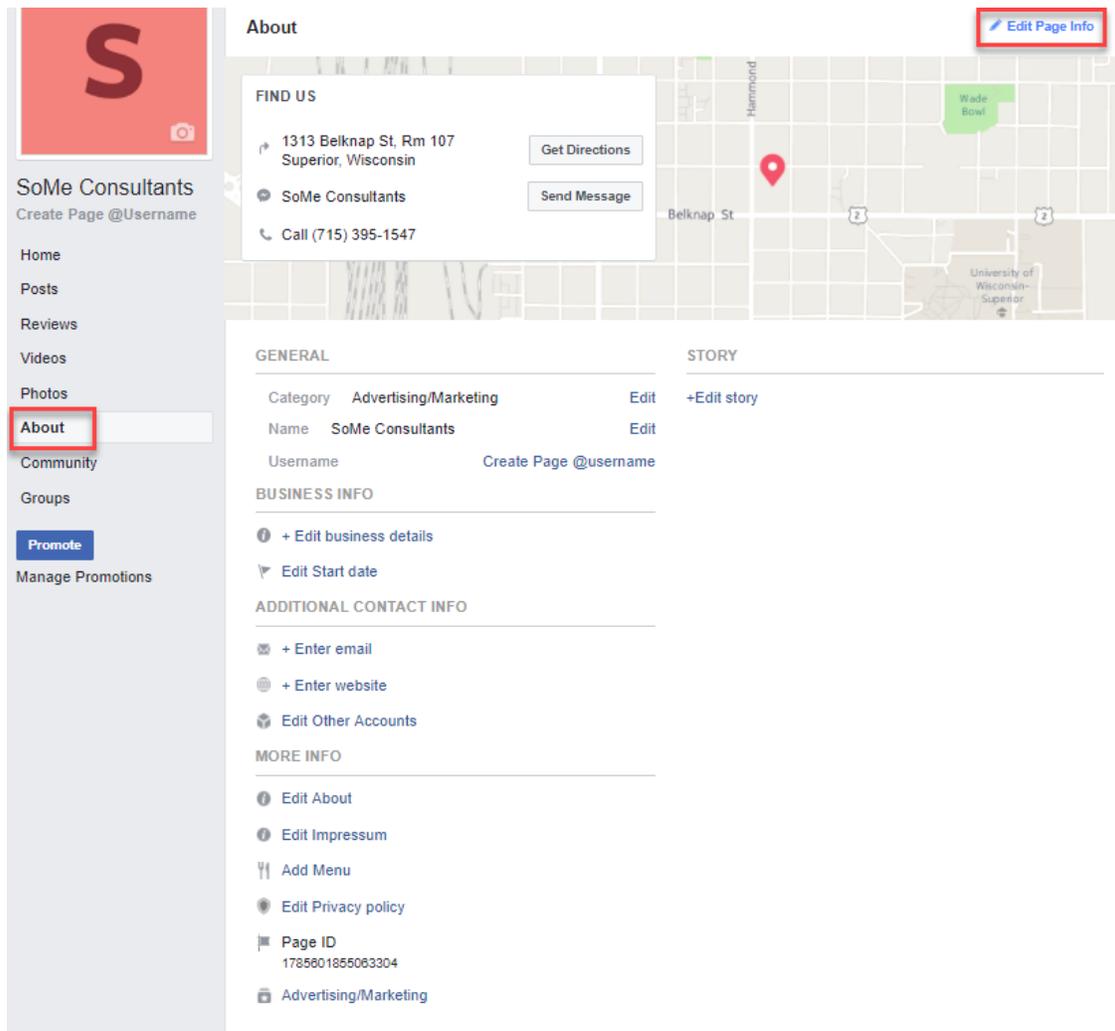
After clicking *Get Started* your page will be displayed, and you are ready to start filling in content.

## ANATOMY OF A FAN PAGE



1. Clicking the profile **camera icon** will allow you to upload a profile photo (or select a photo if you have photos already uploaded to the page).
2. Clicking the **Add a Cover** button will allow you to upload a cover photo (or select a photo if you have photos already uploaded to the page).
3. Facebook fan pages allow one call to action button to be displayed under the cover photo. Examples of a button include:
  - a. Calling business
  - b. More information, direct to a webpage
  - c. Making a purchase
  - d. Directing to a download, for example a mobile application for the business
4. The **About** option from the left sidebar will take you to the About your page section. A variety of information will need to be filled in here, most of it optional. This information includes: description of business, hours of operation, address, etc.
5. **Messages** is where you will see any messages a user sends the business. Facebook messages are a hybrid of chat and email. Information exchanged in messages should not be considered private or confidential, never exchange credit card numbers, social security numbers, bank account numbers, or other confidential data.
6. **Notifications** will display information about interactions people have with your page, including: user comments on posts, post shares, people who liked your page.
7. **Insights** will provide analytics (utilization data) for your page.
8. **Settings** allows you to manage your page, including: what tabs and sidebar options are present, manage administrators and editors, and even delete your page (only administrators).

THE “ABOUT” TAB CONTAINS MOST OF THE FIELDS THAT NEED TO BE COMPLETED



USING YOUR PAGE

Now that you have a Facebook Fan Page, you need to do two things:

- (1) Attract followers and Fan Page *likes*; and
- (2) Engage your users with content.

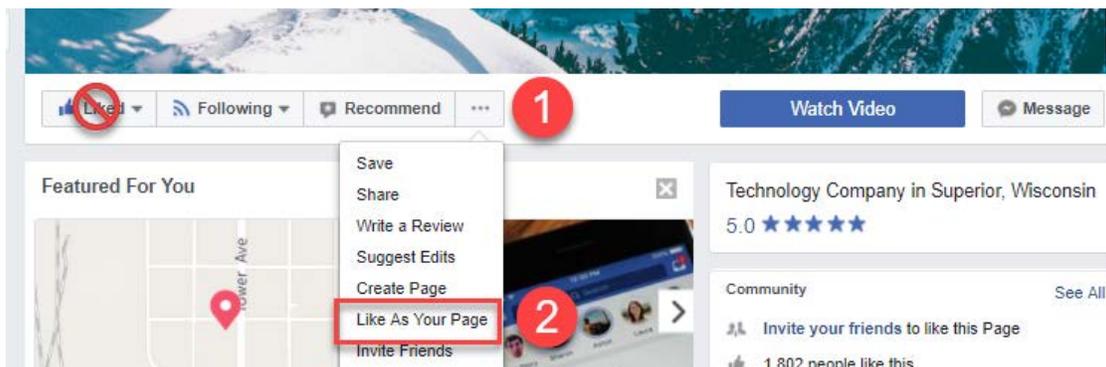
Initially, you might be “talking” to very few people as your page gathers a following. But this period of time can be used to help create your brand voice online, and get a feel for what types of posts are working for you and your business, and which ones are not representing your brand well.



Tip: How to “Like a Page” by Your Fan Page:

Do not use the “Like,” button, that is strictly for your person page.

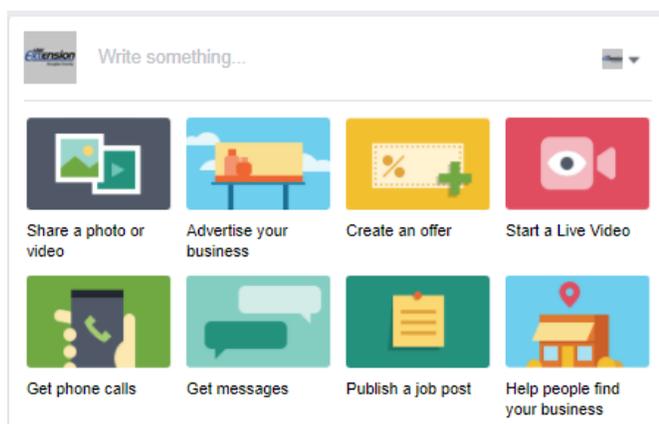
1. Find the ellipsis, to the far right of the Like Button, and click it.
2. Select “Like As Your Page” from the drop-down menu.
3. Select your page (not pictured) from the list, if you manage multiple fan pages.



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## POSTING AND SHARING CONTENT

Now it is time to start communicating, and Facebook provides a number of ways to do this.



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## POSTS, WRITE SOMETHING

Generally speaking, for greater engagement, the text in the post should be shorter, not longer. Fast Company in the April 29, 2017 issue reported that engagement for Facebook posts was greatest in the 80-character range, with sharp drop-offs with longer posts. While Facebook allows well over 63,000 characters (maximum) in a post, this is not recommended.

Also, note that after 477 characters in a post, Facebook will truncate the post and display a “Read More” link to display the full post.

### Some additional tips about the basic Facebook post:

- Research into Facebook post engagement shows that users engage with a text only post the least.
- Video posts offer the greatest level of engagement, followed closely by posts that include photos.

#### ***Planning to Promote a Post?***

Facebook promoted posts with photos should contain text **and** logos that cover no more than 20% of the photo in a promoted post. Promoted posts that exceed the 20% coverage threshold will either be denied or will publish at a rate more expensive per impression than one that complies with the 20% or less standard.

Facebook offers a tool to check photos for compliance:

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

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## LINKS

When you include a hyperlink in a post, Facebook will automatically include a preview of the page being linked. The preview content will depend on the content of the linked page.

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## LINKED CONTENT WITH PHOTOS

When a linked page includes readable text and photos, a part of the text from the page will display as well as a photo. The preview and the URL in the post are both clickable to the external web page.

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## LINKED CONTENT WITHOUT PHOTOS

When linking to a page with readable text, but no photo, a preview of the text will appear below the post. The preview and the URL in the post are both clickable to the external web page.

*Post (left) with a URL that contains a photo and readable text, and a post (right) with readable text and no photo.*



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## LINKED CONTENT WITH OWN PHOTO

There might be times when you want to include a URL in a post, yet want to include your own photo and not the preview photo and/or text (or maybe no preview is available because of the content type). To do this, after including the URL:

1. If a photo preview appears, click the “x” in the upper right corner of the preview.
2. Add a photo by clicking the photo button.

**Note:** If you add your own photo to a post containing a URL, the photo is not a hyperlink to the linked content, only the URL displayed in the post is an active hyperlink.

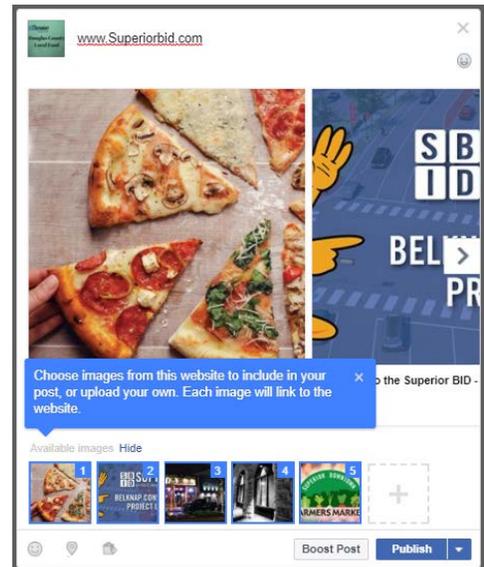


*(left) Click “x” to remove a photo preview, if you want to add your own, or maybe include no photo.  
(right) Example of a post where a photo was manually added.*

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## LINKED CONTENT WITH MULTIPLE PHOTOS

The final common situation you may run into is having multiple photos for linked content. When this happens, the photos will display as a carousel in your post. However, the preview of the post will include each of the photos that will be included, and by clicking the number in the upper right of each preview, you may turn off that photo from being included in the post. In the example below, there are 5 photo previews available, and you may select all, some, or none of the photos to be included.



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## EVENTS

If you are hosting an event related to your page, you may include an event page. The event page is linked to your fan page. Event pages can be promoted, and the promotion can be created to promote awareness or ticket sales.

Content for an event includes:

- Event photo, minimal text and logos recommended, especially if you are promoting.
- Event name (64 characters max).
- Location, optionally links to location Facebook page.
- Event start and end dates and times.
- Category.
- Description, can be lengthy, but recommended to be concise.
- Keywords, helps people find your event if they are searching for it.
- Classifications: free admission and/or kid friendly
- Tickets, URL to ticket sales site, like EventBrite.
- Co-Host, tag a co-host fan page if someone is co-hosting.

Event pages allow users to engage by posting to the event page, and indicating their intent to participate, including: interested, attending, not attending.

You may share event pages on other Facebook pages, and Facebook user timelines. In addition, users can share an event with selected friends.

Events can be boosted, just like Facebook posts.

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## OFFERS

If you are running a special offer, sale, or promotion – you can use Facebook Offers to communicate this. Elements of an offer include:

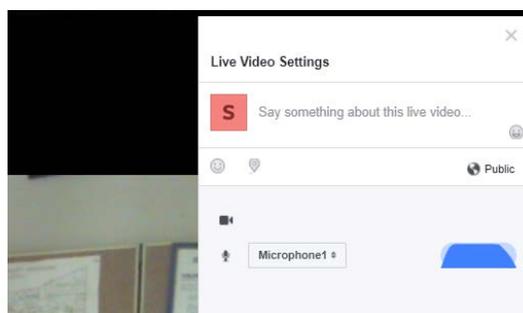
- Description of the offer.
- Expiration date and time.
- How do people redeem? In-store, online, or both.
- Promo Code (if applicable)
- Terms and conditions (if applicable)

Offers can be boosted or promoted.

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## LIVE VIDEO

Facebook *Live Video* allows users to broadcast video and audio content live on their Facebook page. Depending on how a user is following you, and their alert settings – they may receive a notification when you begin broadcasting. Facebook Live Video events can be archived and will be posted to your page, allowing users to view the content after the recording has ended.



Before you start live broadcasting, you will be asked to describe what you are broadcasting, who can see it (most likely public), set a location (optional), and test your video and microphone.

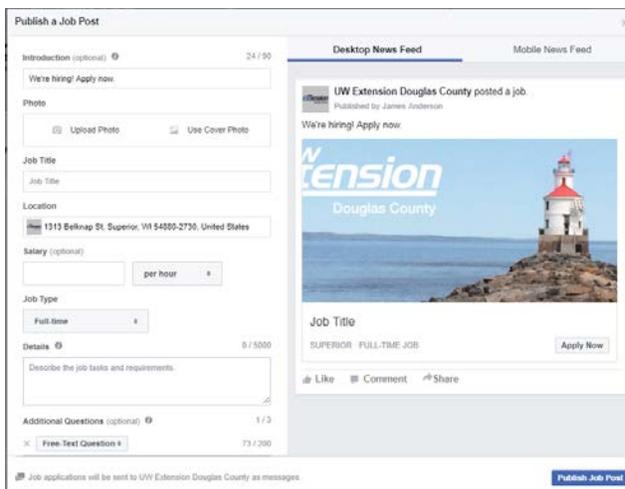
Facebook Live Video streams can now be initiated from a mobile device (phone or tablet) or a computer.

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## JOBS (HELP WANTED)

A relatively new feature on Facebook is the ability to post job openings. Information that can be included in a job posting includes:

- Introduction (text will appear at the top of the ad).
- Ad photo (20% text rule applies, if a promoted post).
- Job title.
- Location, defaults to your fan page address.
- Salary/wage information (optional).
- Type (full/part-time, internship, volunteer, contract).
- Details about the job.
- Custom questions... ask, open text questions, yes/no questions, and multiple choice questions to gather information about the applicant.
- Email address (optional) for where you want job applicant information to be sent.
  - By default, applicant information will be sent to the fan page Facebook Messenger account.



Facebook job postings automatically expire after 30-days. Page administrators can still see the posting after expiration, and can renew the posting, if necessary, without re-entering the information.

Job postings can be boosted or promoted.

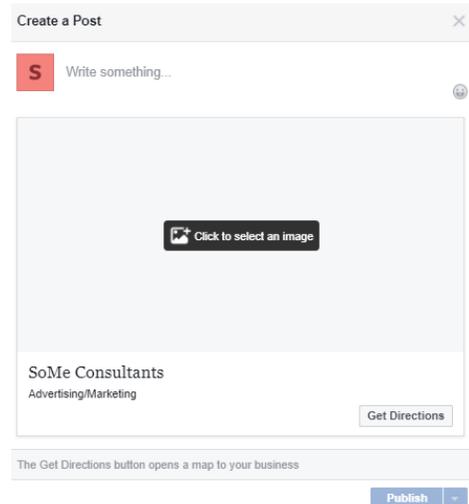
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### HELP PEOPLE FIND YOU (BY PHONE AND LOCATION)

If you want to create a post that will help potential customers find your physical location, the “Help People Find You” post will do just that.

- Write/share something, like a standard post.
- Include an image.
- Facebook will insert a call to action button “Get Directions” which will open the mobile device default map, and help guide the customer from their current location to the location that is on your fan page “About” tab. On a desktop browser, a new window will open to a map.

These posts can be promoted or boosted.



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### FACEBOOK MESSAGING

People compare Facebook Messages to email and to chat applications, they are a hybrid of the two platforms. The important thing to remember is that Facebook Messages **should not be considered a private or confidential way to communicate**. Avoid sending credit card numbers, social security numbers, and other private and personal information over the Facebook Messenger platform.

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#### WHAT CAN BE SENT IN MESSENGER:

- Text
  - Including “Saved Replies” for canned responses to common questions
- Photos
- Short video
- GIF’s
- Attachments
- A “Thumbs Up”

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## ACCESSING MESSENGER:

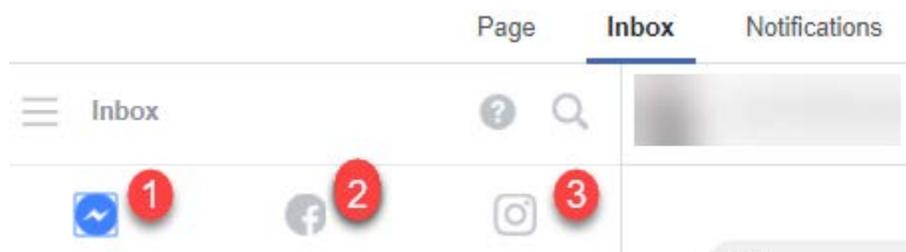
To access Facebook Messenger from an Internet browser, visit your page, and click the “Inbox.”



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## WHAT CAN YOU DO IN MESSENGER

1. Read and respond to people that message your page
2. Read comments that users make on Fan Page posts
3. Access a linked Instagram account to read photo comments



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## FACEBOOK MESSENGER LIMITATIONS

Facebook Messenger will not allow Fan Pages to initiate a conversation in Messenger, only to respond to messages; this is a significant difference from what people experience with Facebook People/Profiles pages.

## PROMOTED POSTS (ALL TYPES)

Facebook posts appear on user news feeds. Facebook changes to what is in a user newsfeed is a controversial topic, and is sure to incite an interesting discussion amongst Facebook users. Newsfeeds theoretically include posts from friends, fan page follow posts, and promoted posts (whether you follow the promoter or not). Facebook uses predictive technology, where it thinks it knows what a user wants to see – therefore, a lot of content is often not getting to users.

The reason for this? Facebook is trying to drive promoted posts as a source of revenue.

The basics of a promoting or “boosting” a post”

- A credit card must be attached to the user account that is boosting or promoting a post.
- Billing occurs on the last day of the month, unless certain billing thresholds are exceeded.
- The minimum to boost or promote a post is \$1/day and 1-day in length.
- Targeting ads:
  - Boost to people that already follow your page
  - Boost to specific demographics, including any mix of:
    - Age
    - Gender
    - Geographic area
    - Interests / key words
  - Facebook will estimate approximately how many people will be reached based on your budget (days X dollars per day).
- Facebook Insights will show:
  - Boosted post impressions
  - Clicks and Interactions

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## PROMOTED POSTS TO DRIVE ‘CONTACT US’ VIA FACEBOOK MESSENGER

In promoted posts, you can add a “Contact Us” button that directs customers to contact you via Facebook Messenger.

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## MESSENGER APPS, NOW AND IN THE FUTURE

Facebook Messenger app on iOS and Android now includes integrated applications. These apps, mostly games can be played by the single user, or with friends over Facebook Messenger. Analysts are predicting this app space will be opened up to apps built on marketing products in the near future.

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## COMING SOON: FACEBOOK MESSENGER ADS

Facebook will begin rolling out new targeted ads in Facebook messenger in late 2017, as an alternative advertising tool.

## FACEBOOK INSIGHTS (ANALYTICS)

If you want to monitor how your page is performing, use the “Insights” tab on your Facebook Fan Page. Here you can monitor the performance of your page, and any promoted content.

The screenshot displays the Facebook Insights interface for the page 'SoMe Consultants'. The 'Insights' tab is selected and highlighted with a red arrow. The main content area shows a 'Page Summary' for the period 'Last 7 days' (July 30 - August 5, 2017). Below the summary, there are several metric cards, each with a calendar icon and the text 'We don't have data to show you this week.' The metrics include: Actions on Page, Page Views, Page Previews, Page Likes, Reach, Post Engagements, Videos, and Page Followers. A left sidebar contains navigation options like Overview, Promotions, Followers, Likes, Reach, Page Views, Page Previews, Actions on Page, Posts, Events, Videos, and Messages. The top navigation bar includes Page, Messages, Notifications, Insights, Settings, and Help.

## TWITTER

Titter offers text (140-characters) and multimedia posts. Twitter is a very different social media platform compared to Facebook. Like any social media platform, whether you should engage in Twitter depends on if your customers use the platform. Nearly any list of reasons people use Twitter, aggregating news is at or near the top of the list. Twitter also provides unique opportunities for consumers and brands to engage each other.

### SETTING UP A TWITTER ACCOUNT

To create an account on the web:

1. Go to <http://twitter.com> and find the sign-up box, or go directly to <https://twitter.com/signup>.
2. Enter your full name, phone number, and a password.
3. Click Sign up for Twitter.
4. In order to verify your phone number, we will send you an SMS text message with a code. Enter the verification code in the box provided.
  - a. Connecting your phone # to a Twitter account is optional.
  - b. Benefits (according to Twitter) in connecting a phone number:
    - i. Access to security features like login verification, which helps keep your account secure.
    - ii. Connecting with contacts who are already on Twitter.
    - iii. Allowing your friends to find you.
5. Once you've clicked Sign up for Twitter, you can select a username (usernames are unique identifiers on Twitter) — type your own or choose one we've suggested. We'll tell you if the username you want is available.
6. Double-check your name, phone number, password, and username.
7. Click Create my account. You may be asked to complete a Captcha to let us know that you're human.

#### ***Tip:***

Twitter only allows an email address to be associated with one Twitter account. Use Gmail, Yahoo, or other webmail provider if you need additional email accounts for Twitter account creation.

### ACCOUNT SET-UP TIPS

#### ADVANCED OPTIONS, PROTECT YOUR PRIVACY

An easy setting to miss is the “Advanced Options” when setting up your Twitter account. Click the Advanced Options hyperlink, if you do not want:

1. Users to be able to find you by email address; and/or
2. Users to be able to find you by phone number.

Both of these settings are set to on by default.

#### Join Twitter today.

Personalize Twitter based on where you've seen Twitter content on the web. [Learn more.](#)

Sign up

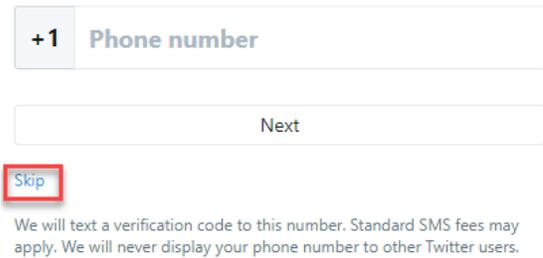
By signing up, you agree to the [Terms of Service and Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

- Let others find me by my email address  
 Let others find me by my phone number

## SKIPPING PHONE NUMBER

If you don't want to include your phone number as part of your account, there is a small Skip link at the bottom of the *Enter Your Phone* screen. An advantage of linking a cellphone is that it can be used for account verification if you get locked out, or someone hacks into your account.



## @USERNAME

Here are some tips on creating a good Twitter @username:

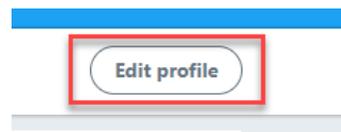
- Use a relevant name, related to you or your business. Be consistent with your brand image.
- Don't use numbers, especially at the end... as this is often a sign of a spam account.
- Keep the Twitter name short, it is easier for you and your followers.
- Consider making your @facebook\_username and your Twitter @username the same for branding.
- Make it easy to remember, and easy to read.
- Take it easy on special characters and limit to dashes (-) and underscores (\_).

### Choose a username.

Don't worry, you can always change it later.

## CREATING YOUR PROFILE AND TWITTER BRAND

Now it is time to start creating your profile. If not directed automatically to the edit profile screen, click the person icon in the upper right corner, click profile, and then look for *Edit Profile* below the header image placeholder on the right side of the screen (example images below for each step).



Once in edit mode, there are 8-items to be completed, **all items are optional**:

1. Upload a Header Photo.
2. Upload a Profile Photo.
3. Edit your name, if needed.
4. Enter biography or about information.
5. Enter a location (City, State).
6. Website URL.
7. Set a theme color, from the default Twitter blue.
8. Birthday, or business started date.



---

## PROFILE PHOTO

Optimum size: 400px by 400px, although it is displayed at 200px by 200px. Maximum file size is 2MB, and should be a JPEG, GIF, or PNG file. The Twitter profile photo is also displayed in a circle, so if the content is set to the right or left, the content may not display the way you would like.

---

## HEADER PHOTO

Optimum size: 1500px wide by 500px high. Maximum file size is 5MB, and should be a JPEG, GIF, or PNG file.

---

## BIO

The Twitter Biography is one of the first things people see if they visit your profile page. The bio should be consistent with your brand, pithy, free of spelling errors, and provide something unique about your business. The Twitter bio is limited to 160 characters. Note that special characters, emoji's, and icons may be inserted.

## TWITTER CONTENT

The "Tweet" is the communication method in Twitter. You craft a tweet to the whole world, or you may direct it by tagging another user with the @username method; either way, anyone can see your Tweets.

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## ANATOMY OF A TWEET

Twitter is about perfecting your branding and messaging into a concise 140-character or less message. Twitter analytics research also shows that users engage more with tweets that contain photos and videos, compared to a text only tweet.



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## TWEET IMAGES

Image guidelines (from SocialSprout):

- Images 440 x 220px (a 2:1 ratio), although might be scaled smaller depending on viewers timeline.
- Can tweet up to 4 images at one time.
- Can edit images if tweeting from Twitter iOS or Android app.
- Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.

---

## VIDEOS

Twitter also supports video, per Twitter the following are the basic video specifications:

- Duration should be between 0.5 seconds and 30 seconds (sync) / 140 seconds (async)
- Dimensions should be between 32x32 and 1280x1024
- Aspect ratio should be between 1:3 and 3:1
- Frame rate should be 40fps or less
- Audio should be mono or stereo, not 5.1 or greater

---

## LINKS

When tweeting a post that includes a URL, the URL portion of the tweet will count towards 23-characters of your 140-character limit, no matter how long the actual URL is. If a page preview is available, it will be displayed below the tweet (similar to Facebook).



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## #HASHTAGS

Hashtags exist in Facebook, but they rule the Twitter-verse and Instagram. A hashtag is “a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.” (dictionary.com). Some common hashtags in the Twin Ports and Wisconsin include:

#discoverwisconsin

#LakeSuperior

#TravelWI

#Duluth

#perfectduluthday

#WeAreSuperior

#exploreshore

#SuperiorWI

#Wisconsin

#GreatLakes

#TravelSuperior

---

## DIRECT MESSAGES

Twitter also has a “private” messaging platform, which is a hybrid of email and chat. Similar to Facebook, this means of communications should not be considered private or secure. Twitter messages are limited to text, photos, videos, and gifs. *Attachments are not supported.* Some users do not accept messages unless you follow each other.

## TWITTER PROMOTED POSTS

Twitter advertising is more complex than advertising on Facebook. Twitter allows for promoted tweets, promoted accounts, and promoted trends. Further, the cost of advertising can be much more expensive than Facebook. Promoted tweets ad accounts cost between \$0.50 - \$4.00 per engagement, and a trend can cost in excess of \$200,000 per day.

Because of the complexity of Twitter paid or sponsored tweets, this session will not cover this topic in-depth.

## GAINING TWITTER FOLLOWERS

Many of the same strategies for growing Facebook followers on page 16 can be used with Twitter.

## TWITTER ANALYTICS

Twitter offers basic analytics to users, but is not turned on by default, like Facebook does. Access Twitter Analytics at: <https://analytics.twitter.com> and turn on for your account.

## TOOLS

A variety of tools exist that can make it easier to create content for social media, track content and engagement, and post content. The three tools we may touch on in this class all offer free and paid versions, here we will only discuss the free versions of Canva, Hootsuite, and Bitly.

## CANVA

Canva is an online content creation tool, primarily for social media graphics. The free version includes basic templates for header, profile, and post image sizes for all major platforms. In addition, brochures, posters, and other content can be created as well. The tool uses a drag-and-drop interface, with pre-set templates and objects to help speed design.

### CREATING AN ACCOUNT

Canva can be accessed at [www.canva.com](http://www.canva.com) and accounts can be created on Canva or linked to your Facebook or Twitter account for quick account creation and login.

### CREATING LAYOUTS

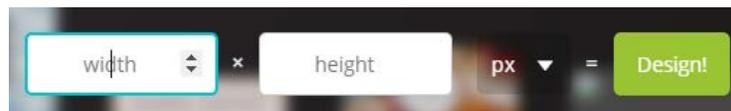
When you login, you will be greeted by “Create a design” at the top of the screen. The most common layouts are displayed (1). Click a layout and you will enter design mode in a new window or tab. Click “More” (2) to see additional custom layout options. You may also create a design with your own custom dimensions (3).



### CUSTOM SIZING

If you want to create a custom size, no problem! Once you click “Use custom dimensions” you will see two input fields for width and height. The default entry is pixels (px), but can be easily changed to imperial inches, or metric millimeters – if you prefer.

**Tip:** Once you select a size custom or template, you cannot change the size in the free version of Canva.



### NAMING YOUR LAYOUT

Once your design window opens, name your design by editing whatever default text Canva places in the name field.



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## CANVA LAYOUT TOOLS



The left sidebar of the Canva editor will contain all of the tools that Canva provides for creating and editing your images.

Select: layouts, elements, text, background, or uploads. Once you select an item, the picker area to the right of the menu will change and customize for each menu option.

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## LAYOUTS

If you select a standard layout (e.g., Facebook Post) you will be offered a variety of pre-designed layouts that you may optionally use. These pre-designed layouts typically include the following elements, which can all be customized: background photo or color, text (size, font and color), and icons. Layouts denoted with a “\$” in the lower right corner require a licensing payment, starting at \$1 when you download the image (it is free to use the layout for design). Pre-designed layouts denoted with “Free” in the lower right corner are free to use in their current form, or modify.



Click the “i” icon to the lower left of any paid layout to see what elements contain a charge, and how much the licensing fee is. Some layouts can have the licensed elements removed in editing mode. Licensing starts at \$1 per elements for one-time use, and a higher fee for unrestricted use.

To select a layout, click the layout preview, and it will populate the design area. To change the layout, choose a new layout option.

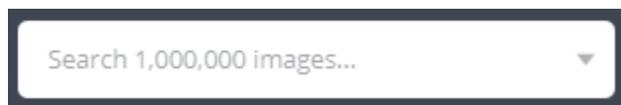
---

## ELEMENTS

Elements contain a variety of options for designing your layout. Each element will be briefly described below. Again, there are many free elements, however, some require licensing. Licensing starts at \$1 per elements for one-time use, and a higher fee for unrestricted use.

## PHOTOS, FREE AND PAID

Photos are clip art images that exist in the Canva database. There are free and licensed photos. You may



search for photos using keywords. More images available in the paid version of Canva. You may also restrict your search to free images only.

## GRIDS

---

Grids are templates that will fit your design size. Each area of a grid may be filled with a background image or color, or a photo. Text and images with transparent backgrounds may be placed on top of grids.

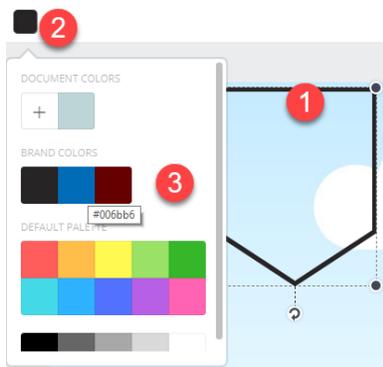
## FRAMES

---

Frames are similar to grids, but they only take up a portion of your layout. Grids are designed to take up the entire layout area, where a frame just occupied the specified area. There are free and licensed frame options, in addition the paid or “pro” version offers additional frames.

## SHAPES

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Shapes are pre-set geometric shapes and outlines that may be placed on a layout. Shape sizes can be adjusted, as well as the colors. Some shapes are solid, others are outlines. Once a shape is inserted, click on the controls at the corners to adjust the size.

To change a shape color:

1. Click on the shape
2. Click the color icon to the upper left
3. Select the color from the palette

## LINES

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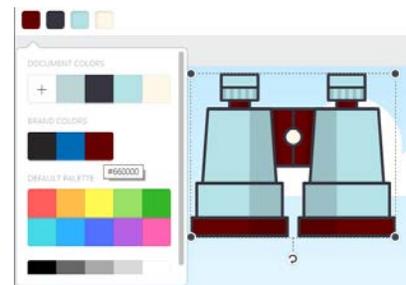
Lines are similar to shapes, in that many are free and others are licensed. Most lines have one or more colors that may be customized once dropped onto a layout.

## ILLUSTRATIONS

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Illustrations are free and licensed clip art drawings. Most illustrations have colors that can be adjusted, and illustrations can be resized.

If multiple colors can be adjusted, you will see multiple color selections in the color palette area, as pictured to the right.



## ICONS

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Icons are similar to Illustrations, in that they are simple drawings, which can have their color changed. Icons are very basic line drawings.

## CHARTS

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Charts allow you to insert and create basic bar charts, Venn diagrams, and other basic charts to help explain data and complex ideas. Similar to other elements – colors and sizes can be adjusted.

---

## TEXT

Canva has a variety of text layouts, fonts, and colors. The “Text” tool allows you to select basic line text, or text in a variety of different layouts. Text size, color, and supporting elements may all be customized. Free and licensed versions of text are available.

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## BACKGROUNDS

A layout may have solid colors (white is the default) or a pattern.

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## DOCUMENT COLORS

When selecting a color, you will see all of the colors that are in your current layout or document.

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## BRAND COLORS

If you create “Brand Colors” as part of your account, these will be seen anytime the color selector displays. If you have specific colors as part of your branding you may set these once, and they will always be available.

To set your brand color palette, select “Your Brand” from the home screen. Free accounts are limited to three brand colors.

**Tip:** Custom colors can be selected with the color wheel tool, or type in the known Hex Color Code.



---

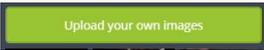
## UPLOADS

The Uploads menu option allows you to:

- Upload images to your account and use in multiple layouts.
- Access any images you purchased a license to use
- Access your Facebook photos, if your Canva account is linked to Facebook

---

## UPLOADING AN IMAGE

Option 1: Click the “Upload your own image” button , or

Option2: Drag photos from your computer into the images preview panel of Canva.



When an image is uploading, you will see a progress bar display over the image thumbnail. Once the image is uploaded, it will remain in the uploads area and may be placed in any number of layouts. If you delete the image from the uploads area, it will be lost in any layouts in which it has been inserted.

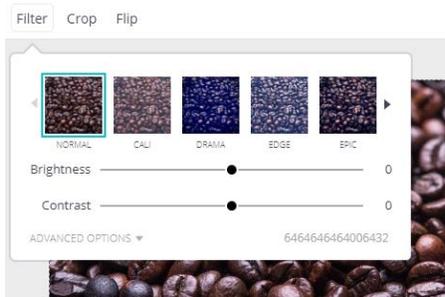
---

## WORKING WITH PHOTOS

When working with photos, whether Canva Photos from the Elements menu or photos you upload, you may:

- Resize the photos
- Set image filters
- Crop
- Flip
- Set transparency level (for entire image)

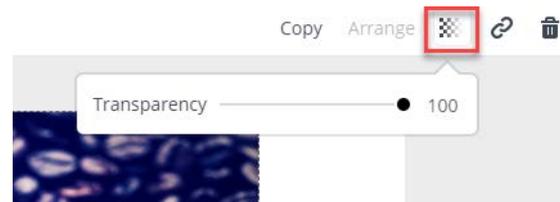
### FILTERS



Canva offers a variety of filters, similar to Instagram, Facebook, and other social tools that will enhance your photo or emphasize different lighting or color schemes. For each filter, you may adjust the intensity. In addition, the contrast and brightness levels may be adjusted using the filter settings.

### SET TRANSPARENCY

When an image is placed in a layout it is set at no transparency or a setting of 100 by default. You may set an image to be transparent and the level of transparency by using the transparency tool. By making an image transparent, you will allow any items in the background to be visible (including the background color or pattern).

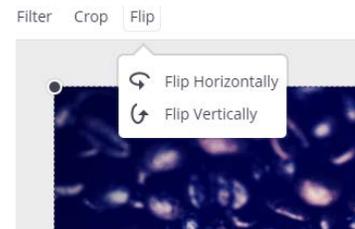


### CROPPING

To crop an image, click on the image and select the “Crop” tool. You will then be able to set the visible area of the image.

### FLIPPING

Images can be flipped vertically or horizontally. To do this click on the image, click the “Flip” tool and select vertical or horizontal flipping.



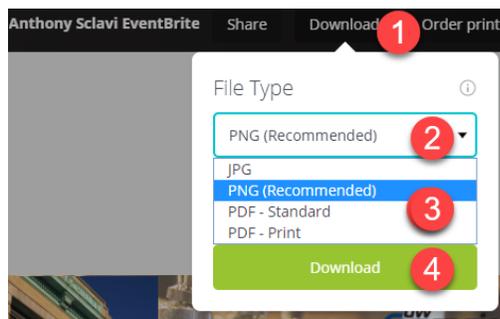
### WORKING WITH TRANSPARENT IMAGES

Images that are PNG or GIF that contain a background that is transparent may be placed over other images. Images with no transparent background will automatically attempt to set themselves as a background image or part of a frame or grid.

Images with a transparent background cannot be set as either background images or elements in a frame or grid.

---

## DOWNLOADING YOUR LAYOUT



To download a layout:

1. Click the download button, near the top right of the screen
2. Click the down arrow to select the download type
3. Select the type of file to download
4. Click download

Once the image is created it will download to the default location set by your browser, likely the Downloads folder.

**For the Web:** Download a PNG or JPEG file. PNG is generally accepted as the best option.

**For Printing:** Using the “PDF – Print” option to download a file at a resolution that will create the best file for home, office, or commercial printing.

If your layout has multiple pages:

- Images will download as a zip folder containing each file in the layout.
- PDF will download with multiple pages for each page or image in the layout.

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## EDITING YOUR SAVED LAYOUT

To edit an existing project, click on the thumbnail preview on the Canva home screen.

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## DUPLICATING YOUR LAYOUT

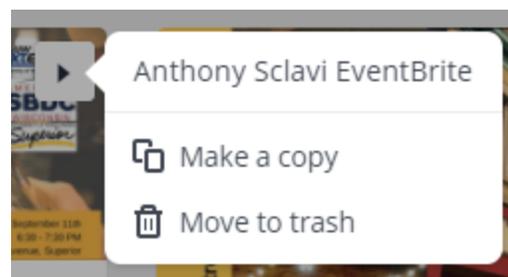
If you have an existing layout that you want to retain, but use as a template or starting point for a new design:

Step 1: Hover over the project preview.

Step 2: Click the down arrow in the upper right corner.

Step 3: Select “Make a copy”

Step 4: Open the copied project preview and make edits. **Remember to: create a new file name, once you start editing.**



---

## OTHER TIPS

- Uploaded images and projects can all be deleted. They will move into the trash, temporarily, for recovery purposes. The trash will automatically empty after 30-days.
- Create “Teams” of multiple users to share designs, if you need to share with co-workers.
- Canva Pro, is a paid upgrade, typically with a free 30-day trial period.

## HOOTSUITE

If you are looking for an easy way to cross-post information between social media accounts, Hootsuite is a popular solution. Hootsuite supports all of the major social media platforms, allows for multi-media posts, and the ability to schedule posts into the future. Hootsuite offers free and paid SaaS versions of their platform.

---

### ACCOUNT OPTIONS

To sign-up for a free Hootsuite account, access the free sign-up at: <https://hootsuite.com/plans/free>

The free account includes:

- Connect up to 3 social media accounts
- Basic analytics
- Schedule content

---

### MOBILE APP

Hootsuite also offers a free (to download) mobile application for iOS and Android, so you can manage your Hootsuite account on the go.

## BITLY

In short, Bitly is a URL shortening service. There is no fee to use the basic Bitly service, and it can be accessed at [www.bit.ly](http://www.bit.ly)

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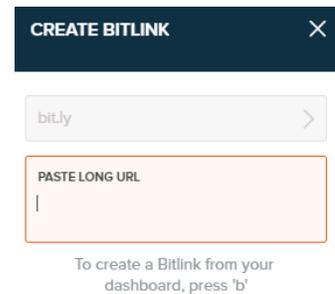
### CREATING AN ACCOUNT

You can create an account on [bit.ly](http://bit.ly) or link a Facebook account to create an account. You sign in using the method that you used to create an account.

---

### SHORTENING A URL

Paste a URL in to the in the Create Bitlink box, once logged in. Bitly will automatically create a shortened URL consisting of letters and numbers.

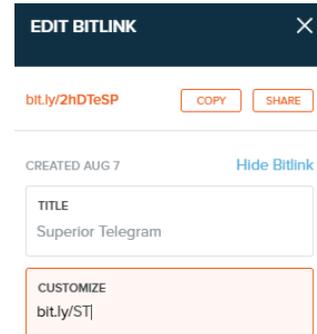


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### CUSTOM URL NAMES

You can then edit the shortened URL name and make it a custom name, as long as that name isn't being used by another shortened [bit.ly](http://bit.ly) URL.

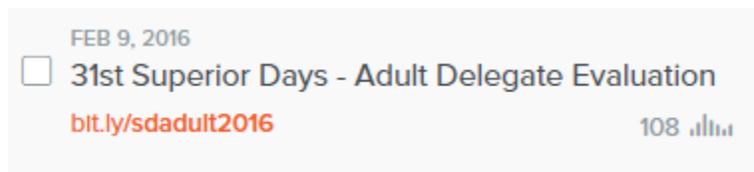
**Note:** shortened URL's do no expire with Bitly.



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### BITLY ANALYTICS

For each shortened link you create, you can see how many times the link has been accessed. Further, you can drill down and see the dates users clicked, how users accessed the link, and other information about users accessing the shortened URL.



## MOBILE APPS FOR MANAGING FACEBOOK AND TWITTER

Managing your Facebook personal profile and fan pages is easy to do on a mobile device. Each of the apps below are available for iOS (Apple App Store) and Android (Google Play Store) for free.

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### FACEBOOK



The Facebook app for iOS and Android will allow you to post, edit posts, send live video, and interact with your profile page as well as any of your fan pages.

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### MESSANGER FACEBOOK APP



To use Facebook Messenger on a mobile device, the Messenger app is now required. If you are responding to customer fan page messages, you need to Pages Manager app.

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### PAGES MANAGER APP



The Facebook Pages Manager app is the most effective way to manager your fan pages on a mobile device.

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### FACEBOOK ADS APP



If you are using Facebook ads for promoted or boosted posts, the Facebook Ads Manager is an essential application to have on your mobile device. The app will allow you to run ads, edit ads, and view analytics.

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### TWITTER



Twitter has one application for mobile devices – the Twitter app. The Twitter application allows you to be simultaneously logged into multiple accounts, and you switch between them to see tweets, post tweets, and access messenger. It is important to pay attention to which account you are logged into... as personal posts on business accounts can be awkward.

## APPENDIX: PREPARING FOR WORKSHOP

Before attending this workshop, having the following items will help us proceed smoothly through the content of the workshop:

1. Have an email address that you can access in the workshop classroom. You may need to access your email to verify account creation on Facebook, Twitter, and Canva (the platforms we will be using).
2. Have a Facebook account. You do not need to have anything on your profile, but an individual account is required to create fan page.
3. Create an account on Canva.com, by creating a user or linking to your Facebook account.
4. Knowing your username and passwords for Facebook and email (and where to access your email).
5. Having your cellphone, if you use two factor authentication. If you have no idea what this means, you probably don't use it 😊.
6. Place any images (logos, photos, etc.) online where they can be accessed from the workshop classroom, or on a USB drive. We will use these to create Facebook and Twitter Covers/Banners and profile photos.
7. Complete the Fan Page Planning Worksheet in advance. This will help in know what you want to put on your Facebook Fan Page.

## APPENDIX: FAN PAGE PLANNING WORKSHEET

### FAN PAGE

Page Name: \_\_\_\_\_

Page @Username\* (no spaces): \_\_\_\_\_

\* The username is a short name that will become part of your URL for your Facebook page.

Cover Photo: \_\_\_\_\_

\_\_\_\_\_

Profile Photo: \_\_\_\_\_

\_\_\_\_\_

Call to Action Button:     Email  Send Facebook Message  Call  Learn More / Weblink  Watch a Video  
 Shop Now  See Special Offers  Contact Us, *send to web form for email or contact*

### ABOUT PAGE

*All items are optional*

Address: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

Business Hours: \_\_\_\_\_

About Business (short paragraph, what do you do?): \_\_\_\_\_

\_\_\_\_\_

Story (history or narrative you might want to share): \_\_\_\_\_

\_\_\_\_\_

Impressum (legal language you might be required or want to share): \_\_\_\_\_

\_\_\_\_\_

Company Privacy Policy (URL): \_\_\_\_\_

Tabs to Show / Activate:    User Reviews  Videos  Photos  About  Community  Events

Notes  Offers  Services  Shop