

# Social Media

Better Engagement, Less Effort

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Hi there! We're **52Eighty Creative.**

# Our Client Experience

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52Eighty Creative is an **AVA and Telly award winning** branding/creative agency and has experience working with large corporate brands, as well as local businesses and organizations to provide **brand-first, creative marketing solutions.**

- We develop **new brands and** reimagine **current brands**
- We create dynamic content with **graphic design, video, and copywriting** that cuts through the marketing clutter
- We provide strategies and solutions to help tell your **brand story**





# Brand Foundation

**Your Why = Your Brand**

WHAT  
HOW  
WHY

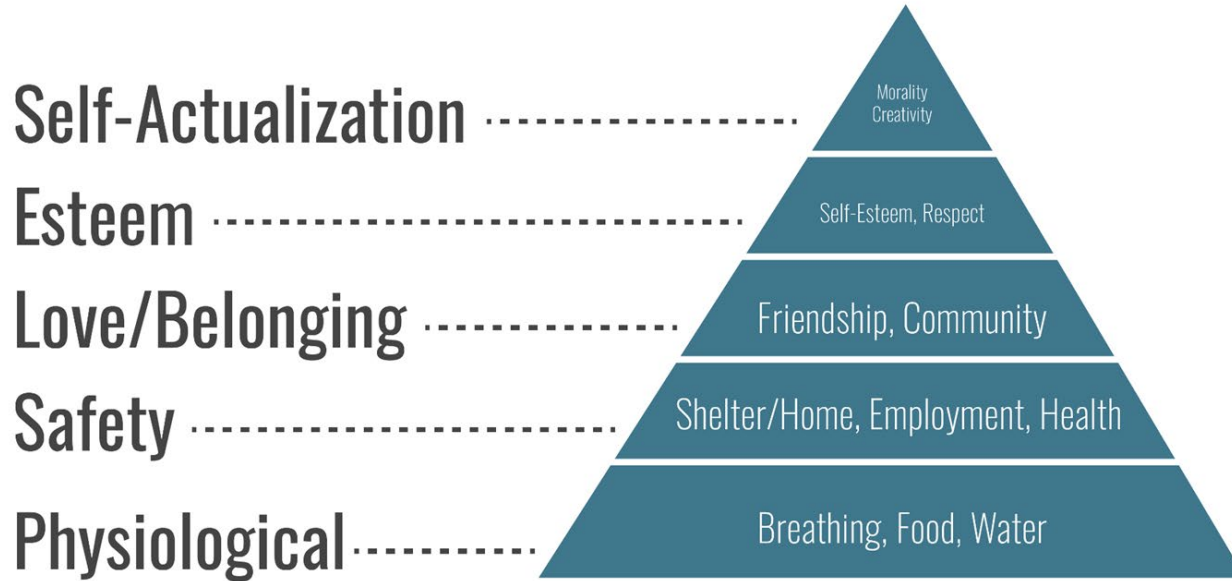
# Your *Why* Matters More Than Ever

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- *77% of consumers say they buy from brands that share the same values as them - Havas Group*
- *83% of millennials stress the importance of value alignment and they exercise that conviction when choosing a brand to purchase products or services from - Consumer Culture Report*
- *Consumers are four to six times more likely to buy from, trust, champion, and defend companies with a strong purpose - Zeno Strength of Purpose Study*

# Maslow's Hierarchy of Needs

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# Brand Exercise

## Brand Exercise

***What does your company do?***

*What product or service does your business provide?*

## Brand Exercise

# *How* does your company do it?

*How is your product/service different from the competition?*

## Brand Exercise

# *Why* does your company do it?

*Why does your company exist? Why does it matter?*

## Brand Exercise

# Refine your *why* to 1-3 words.

*Write a full page about your company's why. Take that page and fit it into one paragraph. Take that paragraph and fit it into one sentence. Take that sentence and fit it into 1-3 words. Rewrite the full page from that one to three words.*



# The Mystery of Social Media

# *No, You Won't Beat the Algorithm.*

At least not with any consistency...

- Always Changing
- Each Platform Is Slightly Different
- Different Audience Segments on Different Platforms
- Always a New Social Media Platform on the Horizon



# Make Quality Content

# Post Consistently

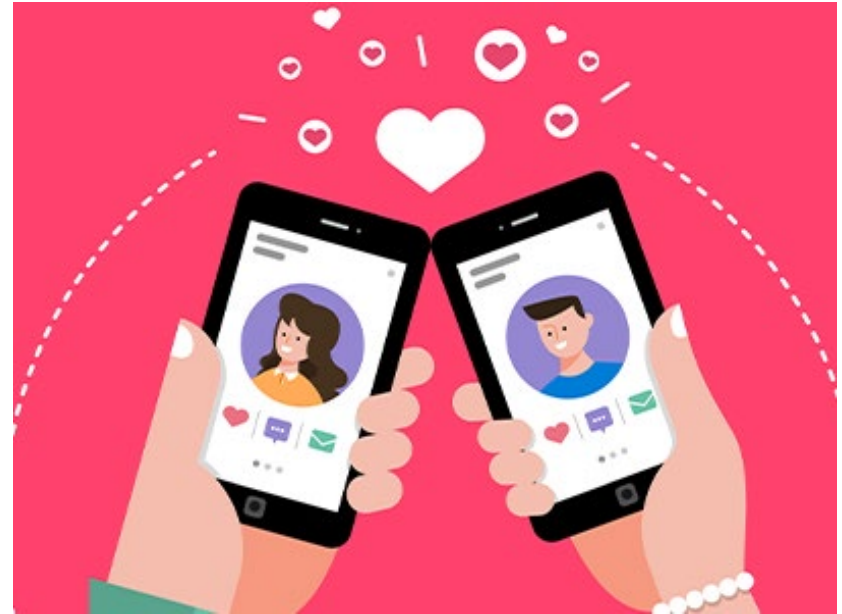
“Get rich slow.”

-Warren Buffet



# Social Media is a lot like dating. \*

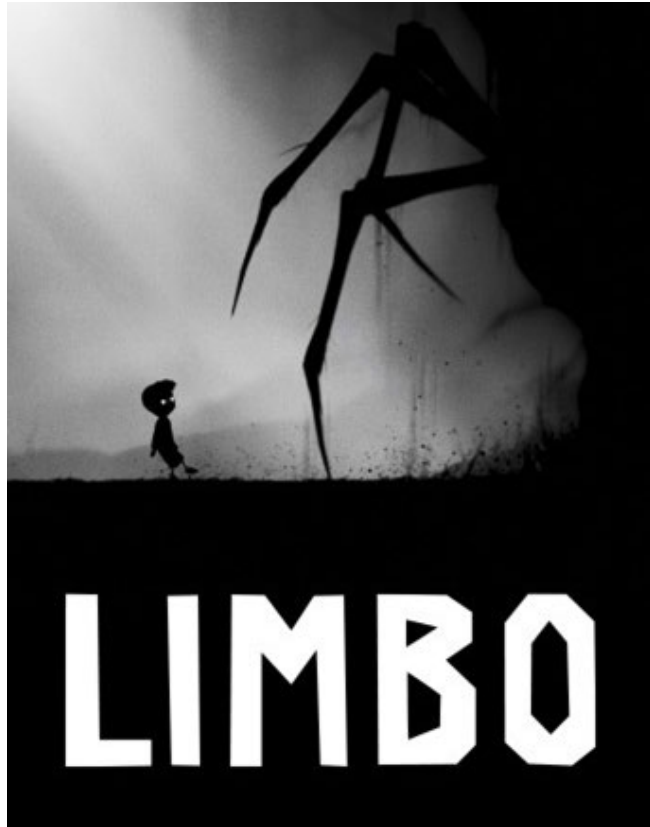
- Stop trying so hard
- Start being yourself
- Show up consistently and authentically



*\*Stolen from my friend Valerie  
Morrow*



# Trial by Death

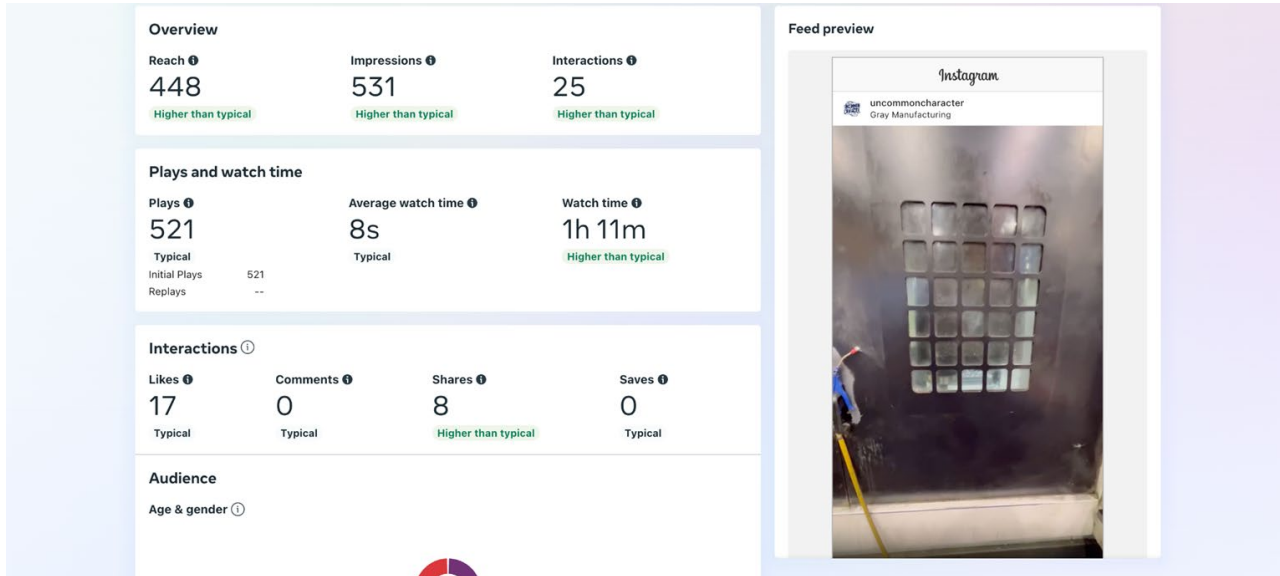


The developer built the game's puzzles expecting the player to fail before finding the correct solution. Playdead called the style of play "trial by death".



# Example: How It's Made

## High Effort, Low Results



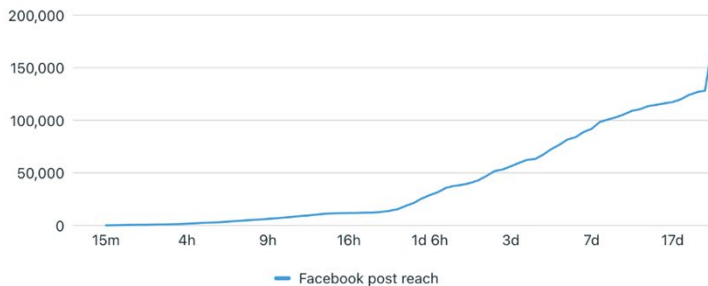
# Example: “Where’s That?” Wednesday

Low effort, High results

## Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
185,988	192,505	2,165	2
Higher than typical	Higher than typical	Higher than typical	Typical

## Reach

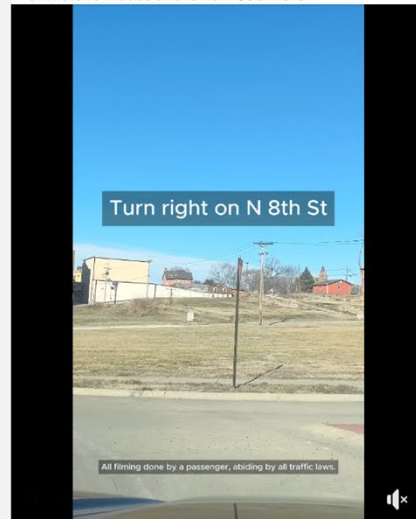


## Plays and minutes viewed

Plays ⓘ	Average minutes viewed ⓘ	Minutes viewed ⓘ
--	0:14	42,841
	Higher than typical	Higher than typical

## Feed preview

Hall Street Historic District is in the National Register of Historic Places and is ho... [See more](#)



Boost this post to reach up to 1848 more people if you spend \$42.

Boost



# Efficiency Tools

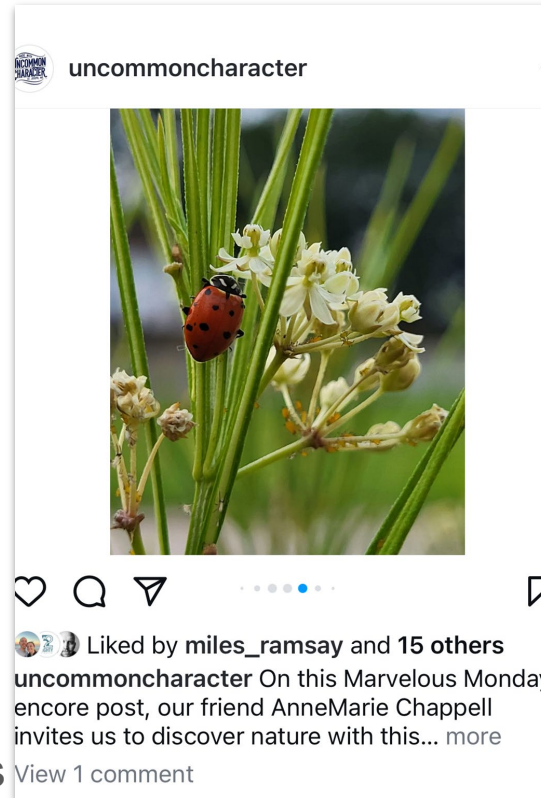
# Do MORE with LESS

<cue the collective groan>

# Anatomy of Social Content

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Photo/Image/Video/Graphic



Follow up through interactions

Copy/Caption

- Call to action
- Tagging (as needed)
- Hashtags (as needed)
- Link (as needed)

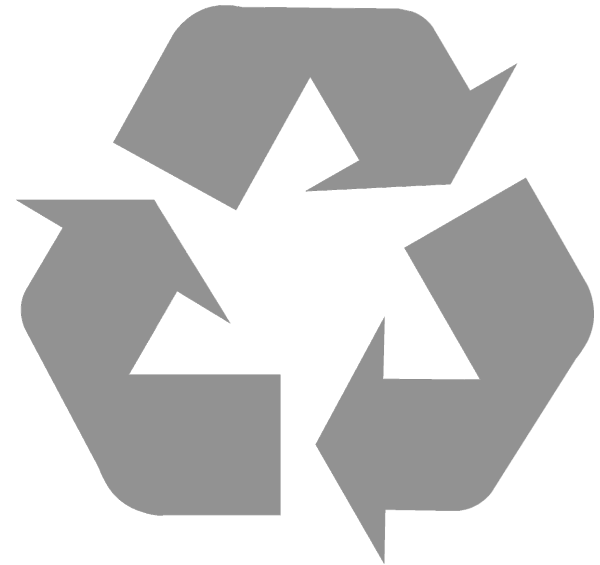
# Recycle & Reuse

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Creating content that can be used on multiple platforms without much (if any) adjustment and not being punished by the algorithm by doing so.

Lean into original photo based photos or reels to accomplish this.

Consistent voice and reuse of copy/features (within reason)



# Tools For Days!!!

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- **CapCut** - Video editing software with audio that doesn't trigger copyright violations built right into. Very easy to use. Premium subscription recommended.
- **InShot** - Video editing software, a little less functionality than CapCut, slightly cheaper.
- **Canva** - Great for occasional graphics generation, even better for helping to hone your captions using their AI writer.
- **PicMonkey** - Simple photo editing software with low barrier to entry.



# Leveraging Third Party Mgmt Platforms

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## BUFFER

- Has a FREE plan
- Post scheduling
- Free limited to 3 channels
- AI tools

Free plan is limited but easy barrier to entry to use the tools and get started since it's so simple.



## LOOMLY

- Plans start at \$32/mo
- Approval workflows
- Hashtag manager
- Access to interactions
- Tips & optimization built in

Great for teams where multiple people are working on the social.



## METRICOOOL

- Has a FREE plan
- Free limited to 50 posts a month
- Analytics on all plan tiers
- AI tools
- Competitor analysis

Next tier up only \$18/mo and has great reporting.

# Leveraging Third Party Mgmt Platforms

The screenshot shows a 'Post Creator' interface with a checklist on the left: 'Set Post Details', 'Select Social Channels', 'Define Generic Content', and 'Fine-tune Each Channel'. The 'Fine-tune Each Channel' section is active, showing a 'Facebook' tab. The main area displays a 'Facebook Desktop Preview' of a post featuring a sloth and the text 'Mondays... 🐾 🐾'. To the right, there are fields for 'Facebook Date & Time' (01/21/2019 10:28 PM) and 'Facebook Text & Media' (Mondays... 🐾 🐾). Below the preview, there are 'Custom Attachments (0)' and a 'Facebook Post Optimization Tips' section with advice on timing, length, engagement, format, readability, and image quality.

Post Creator

The screenshot shows a 'Dashboard' interface for 'Loomly' with the header 'Happy Monday, Kitty!'. The dashboard is divided into several sections: 'Calendars' with an 'Add New Calendar' button and a list of calendars including 'Master Calendar', 'Cat Training', 'Paw', 'Meow', and 'Cat Origami'; 'Post Overview' with a status distribution table; and 'On the Radar' with a timeline view showing pending and approved posts.

Status	Count
Draft	1
Pending Approval	2
Requires Edits	0
Approved	1
Scheduled	5
Published	1
Passed	1
Failed	0

Dashboard

# Pros/Cons of Third Party Mgmt...

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## PROS

- Time savings
- Can see all your posts in one place
- Makes reporting on multiple channels so much easier
- Gives recommendations for times/content/etc depending on the platform

## CONS

- It's not native
- Pricing can change at any time
- Analytics reporting can be lacking

# META Business Manager

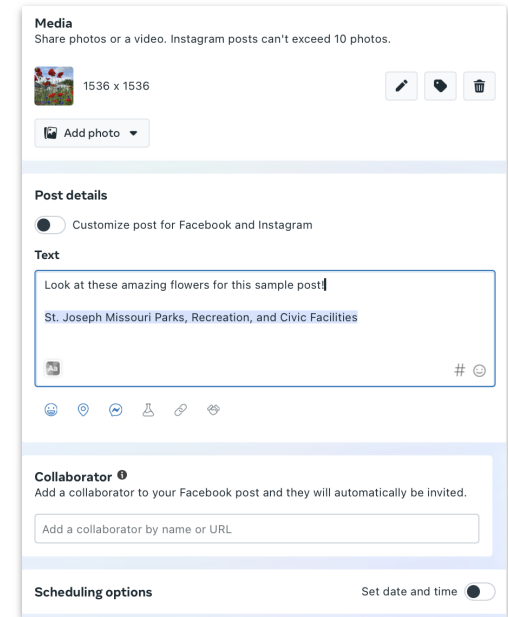
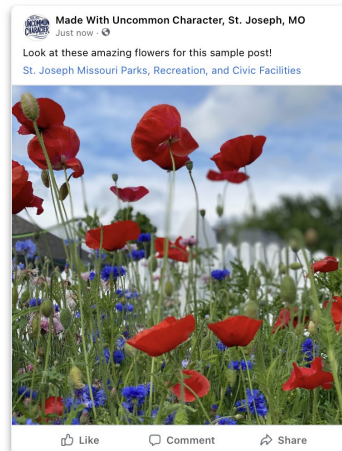
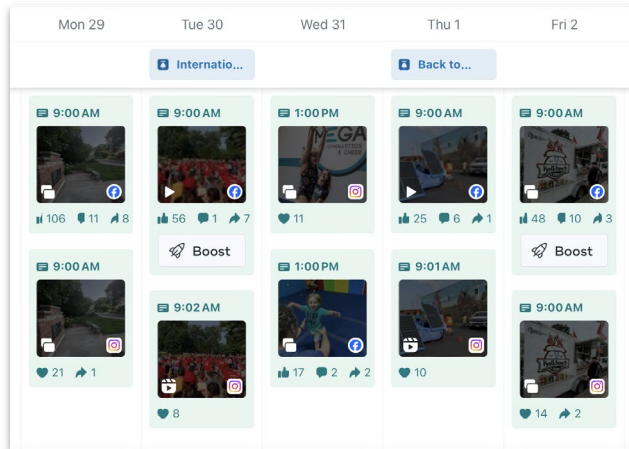
FREE

Coordinates Facebook and IG  
Previews & Scheduling

All follower interactions

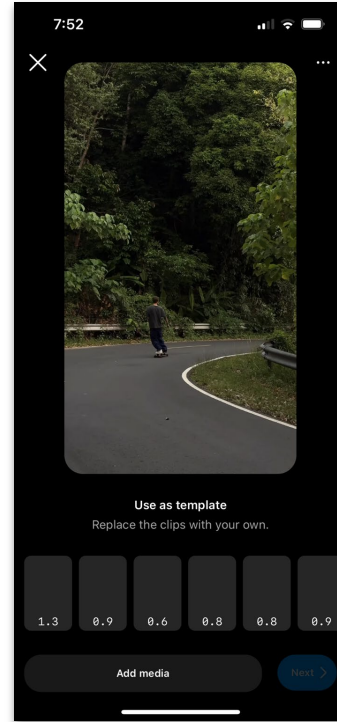
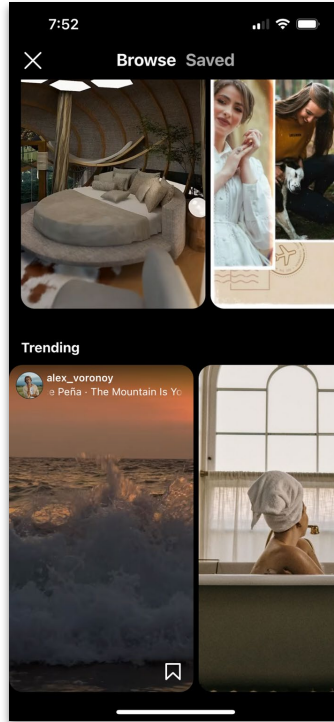
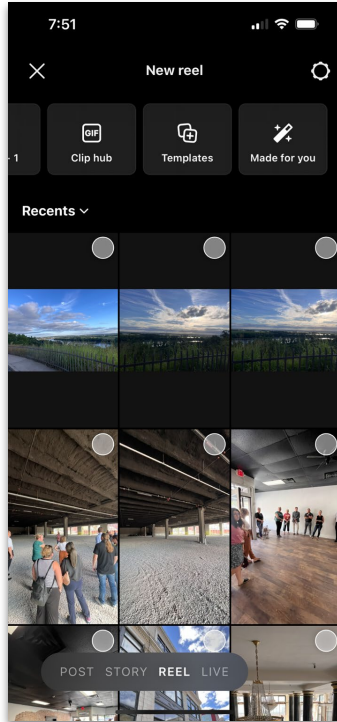
Lots of analytics

Can be finicky with formatting



# Templates

They're there for a reason. USE THEM!!!



# Do What Works

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- TAKE DETAILED NOTES ON SUCCESSES AND FAILURES
- DON'T DWELL ON FAILURES
- CONSTANTLY ENGAGE WITH THE COMMENTS
- ACKNOWLEDGE YOUR DEDICATED FOLLOWERS
- MISTAKES CAN ACTUALLY BE A “GOOD” THING
- YOU AREN'T GOING TO BE RIGHT FOR EVERYONE

# Analytics Thoughts

- **EVERY PLATFORM IS DIFFERENT**

Engagement metrics are not apples to apples. So it makes it difficult to compare between channels.

- **PIVOTING IS EASY ON SOCIAL**

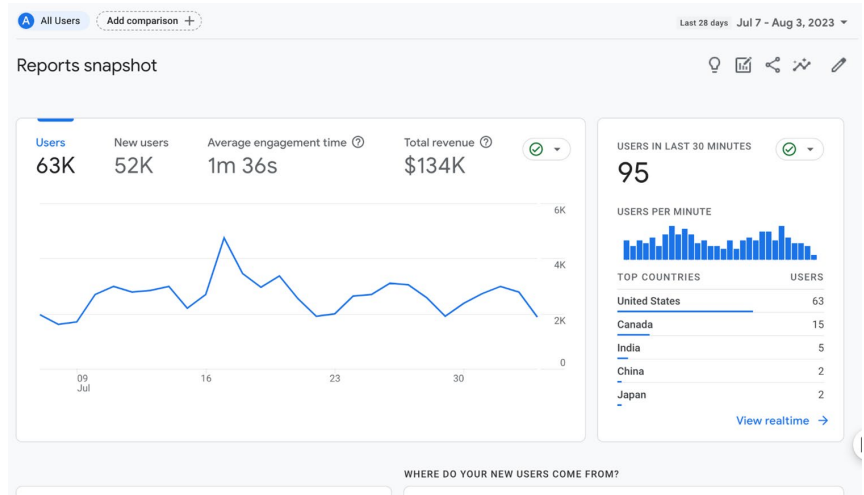
If something you are trying isn't working, you can change your approach very quickly on social media.

- **ALWAYS CLICK THE TOOLTIP**

In analytics reports there is usually a little icon (sometimes an "i" or a "?") next to the metric. Always hover or click this to get more information to explain what you are looking at.

- **AI FOR ANALYSIS**

Chat GPT is free to use the basic version and can provide valuable insights into any analytics you feed it.





**Steal These Ideas**

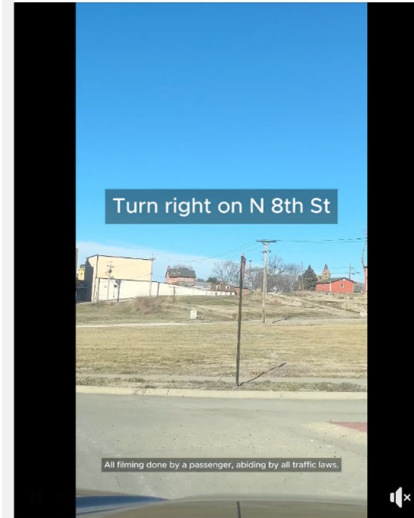
# “Where’s That?” Wednesday

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- Take a few quick video shots on the way to a trailhead, feature, viewpoint, etc.
- Add some captions with directions
- In the copy, you can list coordinates, and address, etc.

## Feed preview

Hall Street Historic District is in the National Register of Historic Places and is ho... [See more](#)



📣 Boost this post to reach up to 1848 more people if you spend \$42.

Boost

# Benchmarking

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- Familiarizes audience with specific type of content/name
- Creates an expectation of what the content will look like/information they will benefit from
- Great for focusing on a specific day of the week

Museum  
Monday

Thirsty  
Thursday

Miles on the Trails

Trail

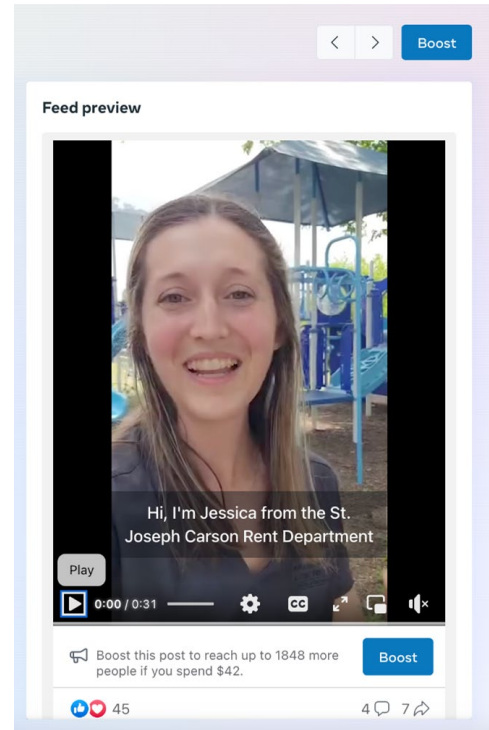
Foodie Friday

Dave Downtown

Tuesday  
History With Emily

# User Generated Content: Park Preview

- Engage your brand champions! They want to be a part of what you're doing - invite them.
- Have them take their own videos/photos and send them to you for editing
- Put faces to your brand



# Ideas That Go The Extra Mile

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