



# EDUCATION SERIES

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STEVE FROM BLUEWIRE MEDIA

SPEAKING THE LANGUAGE

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**TODAY**



# EACH SOCIAL OUTLET HAS THEIR OWN LANGUAGE





## FACEBOOK

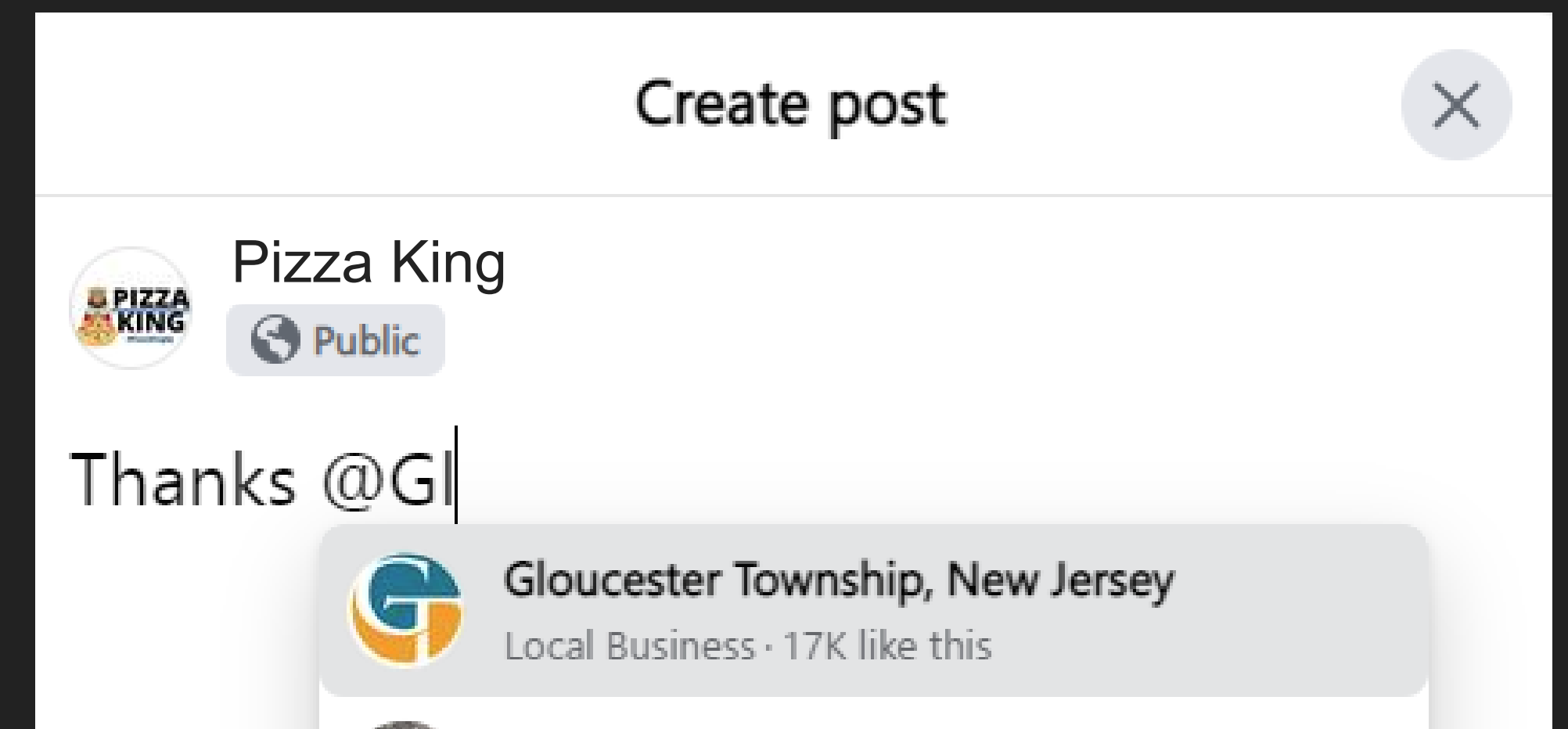
- ▶ Use straightforward communication. Talk about what you are doing, connect with a 4-1 ratio of on-topic and social content.
- ▶ Use photos and video.
- ▶ Mention others which means tag others in your posts
- ▶ Never, ever post with text only.
- ▶ Use Facebook's advertising as an advertising resource





## TAGGING

- ▶ Tagging someone means you've mentioned them and lets them and their followers know.
- ▶ Type @ symbol and start typing the page's name and it should automatically come up in a selection box.
- ▶ This creates a clickable link in your post that will take the reader to the tagged person's page.
- ▶ Don't force it. Tag only when appropriate and have the other user's consent.





# T / I / P



- ▶ Many social media outlets use hashtags (#) to index content.
- ▶ On these outlets, your posts should include Hashtags.
- ▶ You can be 'on-point' with messaging but also think about using hashtags outside and around our brand.



# WHAT THE HECK IS A HASHTAG





## HASHTAG: WHAT

A hashtag is simply a word or phrase that has a “#” prefix at the front. For e.g. #microsoft or #apple. Primarily, the main purpose of using a hashtag is to make sure that a conversation around a specific topic or word can easily be tracked.





## HASHTAG: WHEN WHERE WHY

- The most important benefit of using hashtags is to create awareness for your brand. By using this tool, you can make it easy for people to re-use it and mention your brand or company in their own conversations and posts online.
- Hashtags allow you to reach a wider audience and increase your exposure.
- Use the correct hashtags, including topical ones.
- Use hashtags as part of your message, rather than listing them separately.
- Track the progress of your hashtags to see if it's effective for your marketing goals.



# HASHTAG: WHEN WHERE WHY



**Pizza King** @pizzakingnj



This weekend, Pizza King has a special event. Come join us for our takeout extravaganza! Each order you pick up comes with a free gift, and our parking lot will be full of fun family games by Party Rental Express and a petting zoo from Zoos To Go! Bring the kids!



**Pizza King** @pizzakingnj



[#ThisWeekend](#), [#PizzaKingNJ](#) has a special [#event](#). Join us for our [#takeout](#) extravaganza! Each [#order](#) you pick up comes with a [#free](#) [#gift](#), and our parking lot will be full of [#fun](#) [#family](#) [#games](#) by [@PartyRentalExpress](#) and a [#PettingZoo](#) from [@ZoosToGo](#)! Bring the [#kids](#)! [#Pizza](#) [#Food](#)





# VALUE OF POSTING

Each time you post on one of your social media accounts, in simplified terms, you earn a search engine point. The more points you earn, the higher you appear in non-paid search engine searches.

Google search results for "pizza king". The search bar shows "pizza king" and the Google logo. The results include:

- <https://www.pizzaking.com> : **Home - Pizza King - Ring the King**  
Pizza King. Find Us. Find us on YouTube Find us on Instagram Find us on Twitter Find us on Facebook · Careers · Menu · Pizza · Pasta · Subs · Wrap Ups ...  
Locations · Shipping Info · Gift Cards
- <https://www.pizzaking.com> > Menu : **Menu - Pizza King**  
Your classic ,thin style, **Pizza King** pizza cut in our easy-to-share square pieces. Available in: Personal (8") Small (10"), Medium (12"), Large (14"), and XL ( ...
- <https://www.pizzakingschenectadymenu.com> : **Pizza King Schenectady - Schenectady - Menu & Hours ...**  
Pizza King Schenectady. 124 Jay St, Schenectady, NY 12305. SAVE 10% - Place your order online! Order ahead. Top Menu Items. 1. Eight Cut 16" Cheese Pizza, ...
- <https://pizzaking1101.com> > our-menu : **Our Menu – Pizzaking**  
Meat. Beef, Canadian Bacon, Sausage, Pepperoni, Ham, Chicken, Tomato or Barbeque Sauce, Anchovies, Bacon Strips · Cheese. Cream Cheese, Extra 100% Whole Milk ...
- <https://theoriginalpizzaking.com> > location-avon : **Pizza Locations - Pizza King | Avon, Indiana**  
Come visit Avon Station's **Pizza King!** Fresh pizza, salads, pasta, and sandwiches are available. You can even order online!
- <https://www.pizzakingevansville.com> > east-side : **East Side – Pizza King**  
Your top Evansville, Indiana pizza, strombolis and wings destination for great flavor and great food since 1966! **Pizza King** Evansville Newburgh has embodied ...
- <https://www.facebook.com> > ... > Restaurant > Pizza place : **Pizza King - Home - Brookings, South Dakota - Facebook**  
Pizza King · Brookings, SD 57006. Get Directions · See Menu · Rating · 4.8. (164 reviews) · 1,009 people checked in here · (605) 692-4226 · pizzakingbrookings@gmail.  
★★★★★ Rating: 4.8 · 164 votes · Price range: \$



# SOCIAL LANGUAGES / HOW TO SPEAK ON VARIOUS PLATFORMS

	HOW TO SPEAK
Facebook	We use Facebook to talk about community events, roll out new info, become a resource for local “news” and happenings, tout our accomplishments (awards, new ads, involvement in community, etc) along with promoting our other social outlets. FB is a 1/4 :1 ratio on post to searchability.
Twitter	Tweeting is good. Re-tweets (which is when others share your message) are good too. Followers are helpful for re-tweets but not necessary for success. We want to use hashtags (# before a word) on posts to help others find what we are discussing. Twitter is almost a 1:1 ratio.
Instagram	We want to share select photos here with hashtags as descriptors. We also want to geotag our location on most every appropriate image. Instagram is almost a 1:1 ratio
YouTube	YouTube is our most searchable way to get our videos out to the public. We will have our commercial but our hope is to continually have new content as the bank is involved in more events. YouTube is almost 1:1 ratio