

Managing & Creating Social Media Content (Part 1)

Overview of this webinar series

PURPOSE

OBJECTIVES

PARTNERS

Webinar Series on E-Marketing

SCHEDULE

February 9: Managing & Creating Social Media Content (Part 1)

February 23: Managing & Creating Social Media Content (Part 2) - Videos!!

March 9: Navigating E-Commerce and Driving Online Sales (might be on March 23 - stay tuned)

March 23: Public Relations Best Practices (might be on March 9 - stay tuned)

April 6: Traditional Marketing Methods

April 20: Customer Service (online & in-person)

May 4: Open Q&A with subject matter experts (breakout rooms)



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Working for a Better Future for All, Since 1926

- The world's largest association for ED professionals, established 95 years ago, with 5,000+ members and network of 30,000+
- Non-profit based in Washington DC
- Mission is to help people involved in economic development at all levels to do their jobs more effectively
- When we succeed, economic developers help improve the quality of life in their communities

Sandy Dubai

PLATINUM PR

Twitter: @Platinum_PR

LinkedIn: Sandy Dubai

Instagram: @Sandy.Dubay

Instagram: @Platinum_PR

Facebook: @PlatinumPRFirm



Ramone Reid

CULTURED NATURALS BODY CARE

Instagram: @Cultured_Naturals_BC

Facebook: @CULTURED NATURAL SBC

LinkedIn: ramone-reid-bsn-mba-4b441733/



Presentation Guide

TOPICS TO BE COVERED

Setting social media goals

Which social sites are right for your business (-- to reach your audience)

Creating a content calendar

Website review - to blog or not to blog?

Social Media Goals

1

CONVERSATION

Share information that others would want to consume

2

DRIVE TRAFFIC TO WEB

Help people find your website and ALL of your information

3

PROMOTIONAL/SALES

Special event promotions

4

BUILD AWARENESS

Reach a new or expanded audience



Know Your Audience



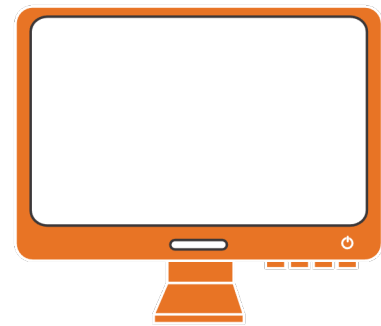
Creating Customer Avatars (Personas)

A large steel arch bridge spans across a body of water. The bridge has a prominent arch structure supported by multiple vertical pillars. In the foreground, there is a rocky shoreline with several dark, vertical posts protruding from the water. In the background, there are some buildings and trees along the far shore. The entire image has a semi-transparent purple overlay.

Creating Valuable Content

Storytelling

HOW IS YOUR STORY BEING TOLD?



YOUR WEBSITE



PARTNERS



MEDIA



VISITOR



SOCIAL MEDIA

A large steel arch bridge spans across a body of water. The bridge has a prominent arch structure supported by multiple vertical pillars. In the foreground, there is a rocky shoreline with several dark, vertical posts protruding from the water. In the background, there are some buildings and a clear sky. The entire image has a semi-transparent purple overlay.

Creating Content

Creative Assets / Tools

PHOTOS

Capture photos from all seasons. File and catalog them so you can quickly and easily access. Be sure to give photo credit when appropriate.

VIDEOS

Professional and amateur videos - there's a place for both.
Did someone say drone?

BLOGS

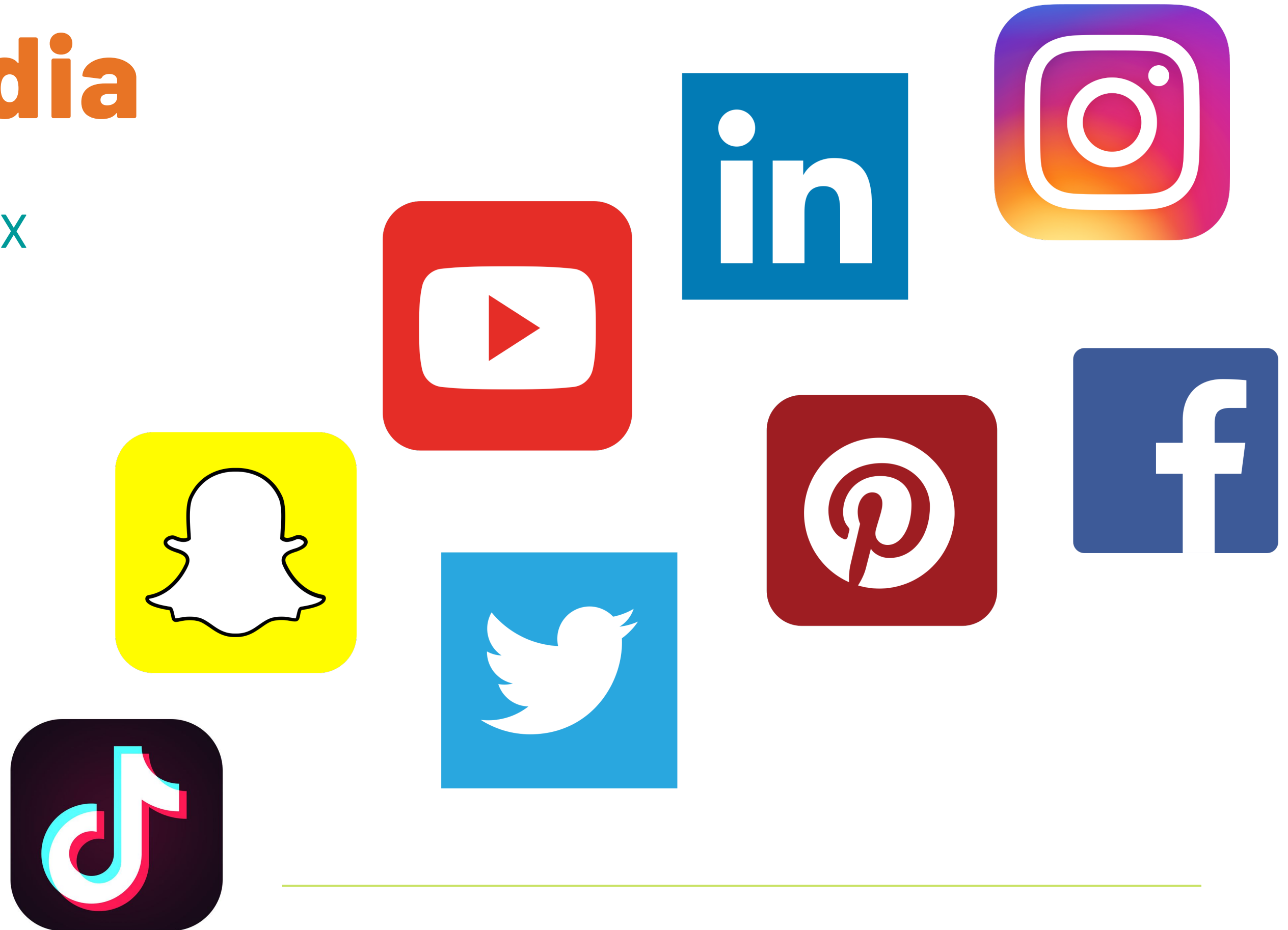
Often the easiest way to tell a story, but might not be the most engaging. Write to your audience and incorporate photos and videos when possible.

ADS

All formats - traditional print, digital, billboard, broadcast, email, social media, text...

Social Media


FINDING THE RIGHT MIX
FOR YOU AND YOUR
CUSTOMERS



Social Media Content Calendar

| January | Date | Theme | Topic | Subject of interview | Who's conducting interview and/or writing the article | URL | Status |
|---------|--------|---------|------------------------|----------------------|---|-----|---------|
| | 1-4-21 | Profile | New program | | | | Drafted |
| | 1-6-21 | Event | Business Startup Class | | | | Drafted |
| | 1-8-21 | Article | | | | | Drafted |

| | MONDAY | TUESDAY | WEDNESDAY |
|--------------|------------------|--------------------|----------------|
| | 1 | 2 | 3 |
| Facebook | Original Content | Business Spotlight | Community News |
| Twitter | | | |
| LinkedIn | | | |
| Blog | | | |
| News Release | | | |
| Newsletter | | | |
| Event | | | |



Cultured Naturals Body Care

 Wishlist

HOME

SHOP



ABOUT US

CONTACT US



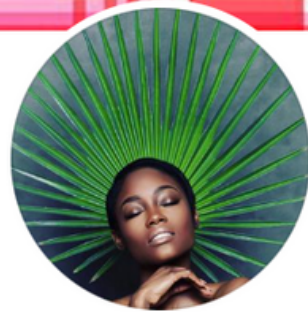
SPA Body Wash

← Prev

Next →

A large steel arch bridge spans across a body of water. The bridge features a prominent arch structure supported by multiple vertical pillars. The water below is calm, reflecting the bridge and the sky. In the foreground, there are several dark, vertical posts protruding from the water. The background shows a shoreline with some buildings and trees. The word "Facebook" is overlaid in the center of the image in a bold, white, sans-serif font.

Facebook



Cultured Naturals Body Care

@CULTURED NATURALSBC · Health/Beauty

[Shop Now](#)

culturednaturalsbodycare.com

[Home](#) [About](#) [Reviews](#) [Photos](#) [More](#)

[Liked](#)

[Message](#)



About

[See All](#)

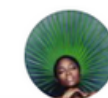
55 Company Street 00820
Christiansted, US Virgin
Islands, US Virgin Islands

Create Post

[Photo/Video](#)

[Check in](#)

[Tag Friends](#)



Cultured Naturals Body Care is at **Cultured Naturals Body Care** ...

Yesterday at 7:00 AM · Christiansted, US Virgin Islands · [🌐](#)

All Videos



Big things will be coming from CNBC's Wellness & Beauty Bar 🌿☀️...

3 days ago · 68 Views



Follow link below and pay via event brite <https://fb.me/e/1fHtwm3xp>

4 days ago · 63 Views



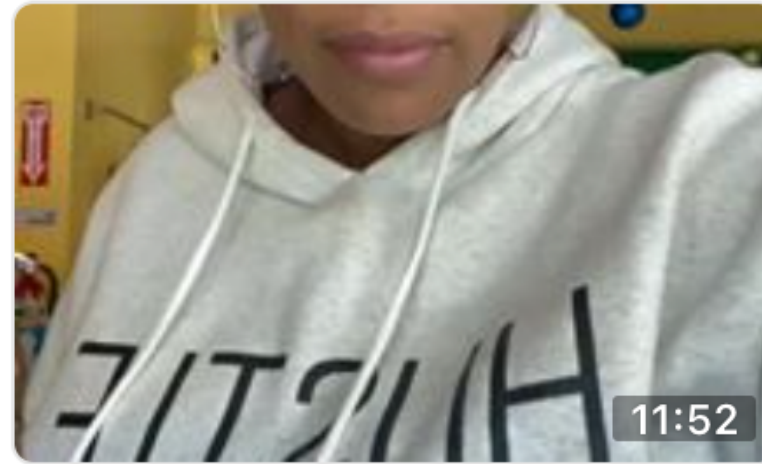
Escape the everyday toil, light your CNBC Soy Candle and create a self...

4 days ago · 38 Views



Have you tried our Ocean Breeze & Driftwood line of products?...

a week ago · 94 Views



LUXE BODY CREAMS Scents:
☀️Lavender ☀️Pink Sugar ☀️Ethereal...

a week ago · 286 Views



🥭 Organic Mango Butter 🥭

2 weeks ago · 54 Views

Upcoming Events



FRI, FEB 12 AT 11 AM EST

Cupid is at Cultured , Candle Event #1

Cultured Naturals Body Care - Cultured Naturals Body Care

☆ Interested

🕒 Going

✉ Invite



SAT, FEB 13 AT 9 AM EST

CUPID IS ON COMPANY STREET

Cultured Naturals Body Care - Cultured Naturals Body Care

☆ Interested

🕒 Going

✉ Invite



SAT, FEB 13 AT 11 AM EST

Cupid is at Cultured , Candle Event #2

Cultured Naturals Body Care - Cultured Naturals Body Care

☆ Interested

🕒 Going

✉ Invite



[See More](#) ▾



FRIDAY, FEBRUARY 12, 2021 AT 11 AM EST – 2 PM EST

Cupid is at Cultured , Candle Event #1

Cultured Naturals Body Care

About Discussion


☆ Interested
🕒 Going
✉ Invite
➦
⋮

Details

- 👥 7 people responded
- 🚩 Event by Cultured Naturals Body Care
- 📍 Cultured Naturals Body Care
- 🕒 Friday, February 12, 2021 at 11 AM EST – 2 PM EST
75–82°F Sunny
- 🎫 Tickets
www.eventbrite.com/e/cupid-is-at-cultured-candle-event-tickets-139347340647
- 🌐 Public · Anyone on or off Facebook

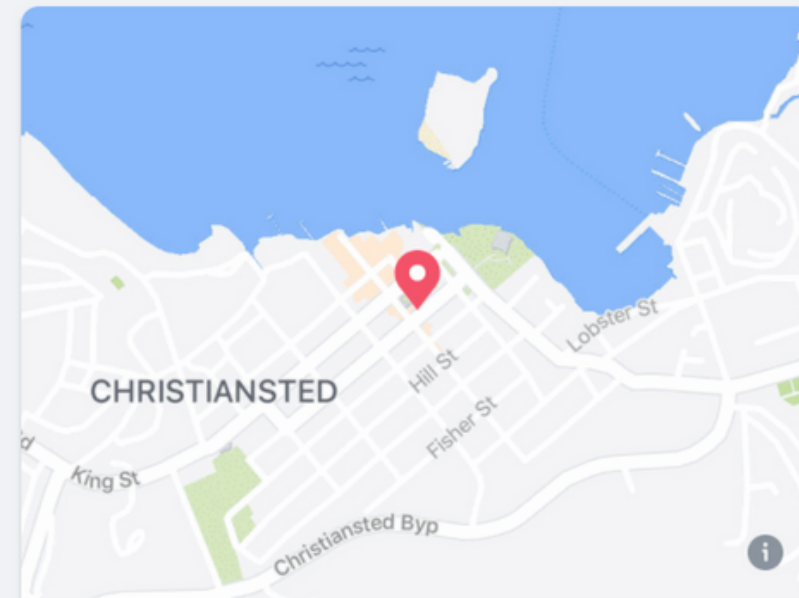
Crafts

Host


Cultured Naturals Body Care
 Health/Beauty

Tickets

🎫 Find Tickets



Cultured Naturals Body Care
17.745649, -64.703582

A large, arched steel truss bridge spans across a body of water. The bridge's reflection is visible in the calm water below. In the foreground, there are several dark, vertical posts or pilings protruding from the water. To the left, a rocky shoreline is visible. In the background, a white building with a gabled roof is situated on the far bank. The entire image has a semi-transparent purple overlay, and the word "Instagram" is written in a bold, white, sans-serif font across the center.

Instagram

6:56



cultured_naturals_bc



2,151
Posts

2,968
Followers

4,038
Following

Cultured Naturals Body Care

Health/Beauty

Created by a Registered Nurse

Plant Powered Body Care & HomeScents .

🌸🌿🌺 MADE In The U.S Virgin Islands 🌿🌸

Marrying Nature With Science

www.culturednaturalsbodycare.com

55 Company Street, Christiansted

View Shop

Following ▾

Message

Contact



Highlights



Photoshoot



Love



Highlights



Hair



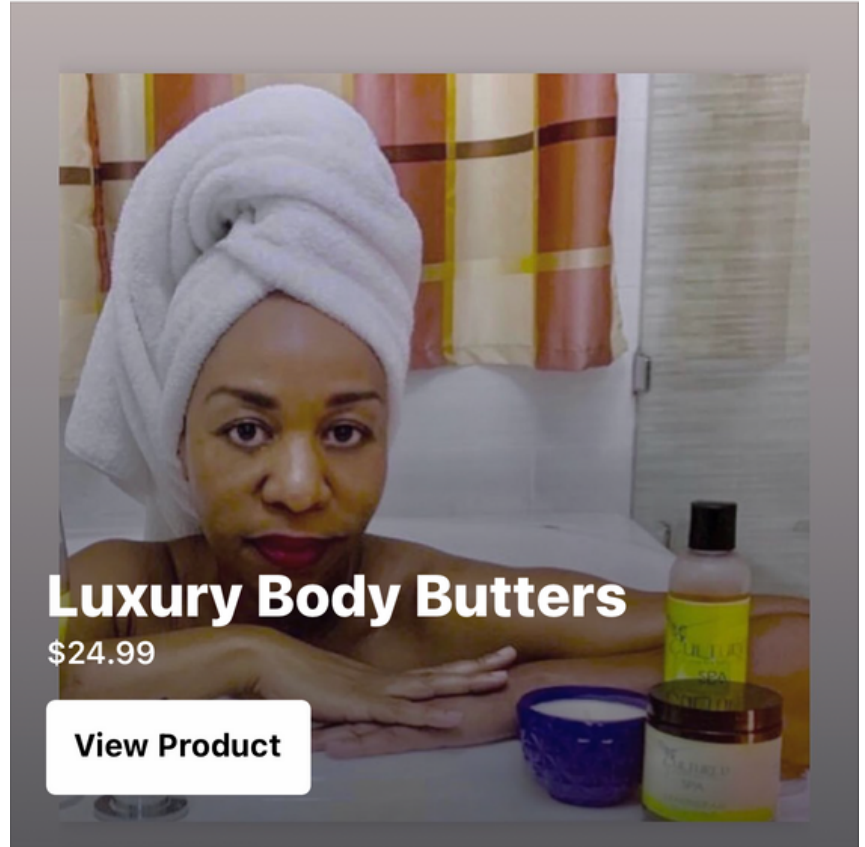
6:56



cultured_naturals_bc
2,968 followers · Following



Search this shop



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[See All](#)



Body Wash
\$14.99



Baby Butter
\$24.99




6:56



Shop



 cultured_naturals_bc



Baby Butter

\$24.99

[View on Website](#)

Description 

 Shop cultured_naturals_bc
2,968 followers 

More from this shop



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Etsy

Register

Sign in to continue

Email address

Password




Stay signed in


[Forgot your password?](#)

Sign in

[Trouble signing in?](#)

OR

 Continue with Google

 Continue with Facebook

 Continue with Apple



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LinkedIn



Search



Pending Message More...

Ramone Reid BSN, MBA · 2nd Entrepreneur
Christiansted, St Croix, US Virgin Islands · 500+ connections · [Contact info](#)

- Cultured Naturals Body Care
- University of the Virgin Islands

Highlights

2 mutual connections
You and Ramone both know Shanell Petersen and Kamal I. Latham, MPP

About

I have accrued approximately twenty (20) years of work experience in international and multicultural organizations from sectors specific and related to business operations, general administration, higher education, the health arena and the entertainment industry. I maintain considerable initiative and resourcefulness in doing quality ... see more



Website / Blog

Ready to blog?

CONTENT

FREQUENCY

MEASURING RESULTS





Measuring Results

Best Practices

1

QUALITY CONTENT

Share information that others would want to consume.

2

SHAKE IT UP

Freshen up your content and tactics frequently.

3

ENGAGE

Encourage discussion

4

#TRENDS

Stay on top of trends as much as possible / appropriate.

Best Practices (cont.)

1

HAVE A POLICY

It protects all members of the team, especially if you have new employees and/or interns.

2

COLLABORATE

Work with your partners to amplify your messages.

3

MEASURE

Review and track your progress.

4

EVOLVE

Nothing lasts forever. Don't be afraid to STOP doing something that isn't working.



Q & A



Thank You!

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Final Updates from the USVI EDA