

Social & Newsletter Things to Keep in Mind

Hannah R. Conway | hannahrconway.com

Facebook

- Wide reach, and very deep—they are all about connecting
- 7 out of 10 adults have FB
- Algorithms are changing—they limit our reach to viewers, hard sell posts being hidden/removed, remove or hide other posts, and decide who sees what post & when based on the readers viewing habits and what they react to | how long they stay on a post | Time of day to post doesn't seem to be as important anymore

Instagram

- Sharing Pictures/Stories that invite people into our world & message
- Likes aren't being counted | some likes are being hidden from viewers
- Stories are very popular right now | post pics, polls, questions, use text, video, limit you just talking

Combat the Algorithms

1: The 1 in 5 rule

Only 1 in 5 of our posts should be blatantly advertising/marketing a sell

- Constant Self advertisement is annoying; it doesn't show the viewer you care about them; & algorithms are against them | We build a relationship with the readers/members
- When it's time to be a bit blatant and say "I've got a new book out," we can, because we've built a relationship with them not built on asking, bombarding, and annoying them.

2: Hashtags

Facebook: fewer hashtags is better, 1-3; 1 or 2 for links for people to connect/find things, and the others are more tongue in cheek ex: #nowihavetoomanycoffeemugs #thatsmylife

Instagram: More hashtags; it's how people find things/connect on insta; some say use 11-13, some say minimum of 19, some say 21-15; I honestly will do a mix

3: Repeat Equals Defeat | You WANT TO STOP THE SCROLL | How? Design, color, fact, questions

The longer you can get them to look at your post, FB & Insta note that & give your post a little further reach and will more likely share your posts with them in the future and those that like similar things

4: Respond: react, don't just like; and comment even if it's an emoji; & respond to ALL comments. FB & Insta are looking for connection & engagement. If they see you responding/reacting/others doing the same, your post goes farther

5: Use their mediums: graphics/backgrounds, FB Live SHORT Videos, polls etc

6: Limit Selfies: show life from your pov; it gives the viewer an experience; so yes show them all the awesome things your doing, and of course take a few selfies along the way, but show them what you're doing from your pov

7: REMEMBER: Social Media Changes! It's changing right now! Here's what the data is showing...

Traditionalist & Baby Boomers: On Facebook, some on Insta

Gen X: On FB & Insta | Millennials: on FB & Insta > Both like more filtered, polished, staged look BUT That's changing

Gen Z: On Insta, but mainly SnapChat & moving to TikTok > They like unfiltered, raw, real, even "ugly" posts

8: Have a Newsletter: Social Media changes, but your newsletter list is YOURS! Email continues to be a top way to market.

Newsletter Overhaul: I've found one that works for me and it's LIBERATING!

- Make it shorter, more conversational
 - 3 paragraphs, MAX; preferably shorter
- Think “I’m writing to a friend”
- Break up long paragraphs—it helps the readers eyes
 - Use shorter sentences. One word sentences.
- Use good ad copy to keep your reader reading...
 - Examples:
 - Wow...can you believe it?
 - Incredible...
 - Oh. My. Gosh.
 - Have you heard?
 - Stop.
 - What?
 - Guess what?
- Provide one call to action
 - What’s the one thing you want your reader to do, and then ask them to do it
- Keep your template/email plain
 - Stats show fewer picture, less sales-y approach—remember, you’re writing to a friend
 - Including a picture or two or even a gif is fine, but remember you’re writing to a friend
 - Keep text as plain as possible
- Have a P.S.
 - The P.S. is the most read part of an email
 - The P.S. will reflect your one call to action
- Include 1-2 hyperlinks to the same location: 1 within the body of your email & the other in the P.S.
- Blogging: stats are showing a decline in blogs; BUT many people are using their blogs as their newsletter...to keep their readers updated...consider using your blog as “updates”

Resources:

- ProChurchTools | Podcast | YouTube
- Canva | Make awesome graphics to share
- *Generational IQ: Christianity Isn't Dying, Millennials Aren't the Problem, and the Future Is Bright* Book by Haydn Shaw

Writer's Marketing Course: 6 Weeks & 2 Individual Sessions | \$229 Value for \$69 | hannahrconway.com/course

Marketing Overview & in depth look at Communication Strategy, Building Relationships, Newsletter, Social Media & Algorithms, Creating Graphics, and Creating Your Own Marketing Plan

Each Monday | Aug. 17th-Sept. 28th | 2pm CST