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VIDEOCAST NOTES #010

HOW TO DEAL WITH THE LATEST FACEBOOK UPDATES, SNAPCHAT CHANGES & MORE

CONDENSED NOTES & KEY TAKEAWAYS

FACEBOOK TAKEAWAYS

- With the new Facebook changes — you need to boost and prioritize your content that needs to reach a broader audience.
- How do you adapt and continue building your social platforms? You have to strategize with your content regardless of your brand or popularity on Facebook to continue to have increased engagement and conversions. When changes happen, we restructure, and move forward.
- Tie in other aspects of your marketing with your social media. Leverage it in your email marketing, mass text messaging, or even cold-calling. You always want to keep your social media top of mind so that there are several opportunities to drive users to the intended platforms.
- Always make sure you're talking about your social media to ensure pages like Facebook get organic boosts. All printed collateral should have your social media on it as well.

Q&A

Last time, we talked about the changes in the Facebook social feed. Do you have an update or any insight into what's been happening since we last talked?

Organic reach is becoming a bit of a challenge. If there is content that marketers want to more people, to broader audiences, definitely boosting / advertising needs to be tied into the process. If you're posting your typical inspirational quote, #funfactfriday, your #throwbackthursday these are fine to just be out there organically. But, if you're promoting a new product line, launching a new service, if there's a new product that came in and your posting it on social media— you 100% conclusion is you have to boost it. Even if it's just fifty dollars, twenty-five dollars, you'll need to boost because this is now the only way to reach a broader audience. That's mostly what we're seeing with these recent Facebook changes. The next steps would be prioritizing your content. So choose which pieces of content need to reach a broader audience and choose which ones do not.

This week's special guest:
**Caro Collazos, CEO/Founder
of Bee Social Group**

Bee Social Group is a social media company who strives to bring businesses and individuals social media trends to the next level and more. Beyond crafting and managing their clients' social media strategies, The Bees at Bee Social Group are also activists. Bee Social Group founded Bee Pawsitive, a sanctuary where elder, abandoned, abused, or unwanted dogs (and other animals in the future) can live a healthy, happy, and worthy life. Check them out at <http://beesocialgroup.com/>.