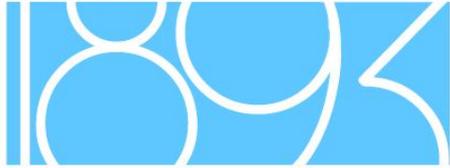


EIGHTEEN NINETY-THREE



BRAND STUDIO

STORYTELLING  
STRATEGIES FROM

*The Daily Tar Heel*

## **Social Media Toolkit**

*James Quigg*

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# General Social Media Analysis

**Goal Statement:** To increase your overall fan base by improving your Facebook, Instagram and Reddit presence.

**Measurable objectives:** Since we currently do not have any of your social media analytics, creating a measurable objective in terms of new followers, likes, views, etc., will be more difficult. In the **Facebook additions** section, we have outlined some actionable items that you should be doing to grow your audience and test which tactics work best for you.

## SWOT analysis of current presence:

<p><b>Strengths (positive things you can control):</b></p> <ul style="list-style-type: none"> <li>● Strong ideas about what should go on social media (i.e.: thanks to those who have helped you, meal planning &amp; equipment photos, etc.)</li> <li>● Very consistent with the kinds of posts you are putting out</li> <li>● Posts convey a strong, clear sense of personality and brand</li> <li>● Strong sense of what hashtags to use based on the post</li> </ul>	<p><b>Weaknesses (negative things you can control):</b></p> <ul style="list-style-type: none"> <li>● Sometimes photos are blurry, don't take advantage of lighting. Quality is inconsistent.</li> <li>● Too many re-post photos that promote friends/products (some of this builds followers, but should not be a regular strategy)</li> <li>● Still listed as amateur on your gym's website.</li> <li>● Your personal Facebook page is more prominent than your professional one.</li> </ul>
<p><b>Opportunities (things you can capitalize on, but are out of your control):</b></p> <ul style="list-style-type: none"> <li>● Some followers are responding to your posts! Be aware and responsive to those followers</li> <li>● You're giving credit to brands you are buying. Wear/use the items instead of just posting pictures of them             <ul style="list-style-type: none"> <li>○ (See Instagram improvements)</li> </ul> </li> <li>● Instagram has a story function. Consider taking advantage with projects like "a day at the gym."</li> <li>● Facebook Live gives your followers an opportunity to see what you do.</li> <li>● Interest in MMA is on the rise and more media outlets/brands are in the MMA space.</li> </ul>	<p><b>Threats (things to be aware of that are outside of your control):</b></p> <ul style="list-style-type: none"> <li>● Changes to Facebook algorithm may affect your visibility; requires regular attention and shifts.</li> <li>● The overall interest in MMA in this area may fluctuate, and that might affect your followers</li> </ul>

## Strategies and Tips based on social media platform:

*Based on your target audience, we recommend focusing on these three social media platforms:*

### 1. Facebook

- a. Why this should be your focus
  - i. Based on your Friends list, you already have a 1,300-person fan base. With more promotion of your professional page, you could easily grow this base and reach beyond your personal Facebook connections.
  - ii. Facebook groups are great connecting places for high-engagement communities. Rather than starting your own, becoming a regular adviser/contributor to those spaces will extend your brand and fan base.
- b. What you're already doing right
  - i. **Tagging people:** You do a great job of engaging your current audience (friends, coaches, teammates, etc.) by tagging them in your posts
  - ii. **Linking** to good third-party articles
- c. What you could improve (Strategy detailed in the **Improvements** sections.)
  - i. Making your professional Facebook profile more prevalent than your personal Facebook profile.
  - ii. The title of your professional page needs to be changed
  - iii. Your professional page profile picture needs to be changed
  - iv. Using Facebook to link to your other social media.
  - v. Your post captions need to be more engaging, and you need to pay attention to your grammar.
- d. New ideas and strategies you should implement in order to achieve your goals
  - i. Facebook Live
  - ii. Creating your own video content
  - iii. Actions to help you expand your growth and develop metric objectives

### 2. Instagram

- a. Why this should be your focus
  - i. You already have a solid presence that does a great job at balancing your personal life with promoting your MMA career.
- b. What you're already doing right
  - i. Lots of good ideas (meal planning, equipment, product promotion)
  - ii. Good mix of personality / personal life photos and fight promotion.
  - iii. Great use of hashtags in the bottom of your posts
- c. What you could improve (See page 4 for more details.)
  - i. Overall photo quality
  - ii. Re-posting and original posts

- d. New ideas and strategies to implement
  - i. Go Live feature
  - ii. Instagram stories

### **3. Reddit**

- a. Why this should be your focus
  - i. There is a big MMA and Brazilian Jujitsu presence on Reddit. By becoming an active member in this community, you can expand your base and generate traction to your other social media sites.
- b. What you're already doing right
  - i. N/A
- c. What new ideas and strategies you should implement in order to achieve your goals
  - i. Create a Gentleman Brawler account, and engage with the communities that share your professional interest.
  - ii. Focus on sharing expertise and resources, and cross-pollinate your Reddit and other social activities.
  - iii. Conduct an "Ask Me Anything" thread that is focussed on a particular achievement, failure, or expertise.

# Facebook

## Improvements

### 1. Making your professional more prevalent than your personal one.

- You've already started that process, but in order to move it along here are a few suggestions:
  - Make a post that distinguishes your personal account and your professional account. You already have some posts that mention and encourage your friends to like your fighter page, but they aren't very effective seeing as you have about 1,300 Facebook friends and your page only has about 25 likes.
  - An example of this:



Instead of the caption you used, you should write a post that says something along these lines: **“Hey everyone! As most of you know I have my professional fighter page up and running. Moving forward, if you want to keep up with my fighting progress, interesting articles, photos and events, please like my page. I’ll still be sharing a few posts to my personal page, but eventually all of my fighting updates will come from (tag your professional page here). Thanks for**

**your support!”** You should attach a link to your professional page with this post as well.

## 2. The title of your professional page: Using your fighter name

- Rather than: “James Quigg aka The Gentlemen Brawler,” consider using just “The Gentleman Brawler.” In your bio you can introduce your name along with more information about yourself.



## 3. Your profile picture

- Your current personal Facebook profile photo is great! In fact, it should be your professional one, too. This is a great photo to have on your page, we’re just recommending a profile picture that shows you practicing your craft. An action photo, where you are winning, immediately lets the viewer know that this is a fighting page and gives you credibility.

## 4. Using Facebook to link to your other social media

- Instead of just using the same pictures, link to your other accounts! You’ve already done this a few times, like in the example below, but this is something you should do more often.



## 5. How to improve post captions

- You're linking to some great articles and third party content; however, the captions could be improved a little. For example, in the post pictured below, you could have captioned the article: **"Events like these are what remind me of how quickly MMA is changing and how far it has already come"**. This caption improves upon your caption mainly because it is easier to read. You're original caption has grammatical errors and takes a couple tries to completely understand what you're trying to say.
- An effective caption that links to an article or other third-party content should have the following qualities:
  - Simple sentences
  - Correct grammar
  - Exclamation points and other punctuation marks that truly express how you feel about your subject.



- Your current photo and event captions are well done! We found that you tag and engage other users really well, it is just that your captioning when you link to other users' posts and content needs some work and should follow the above guidelines.

### **Some final thoughts:**

- It is better to post either in the morning, around **9 a.m.**; in the late afternoon, around **5 p.m.**; or in the evening around **9:30 p.m.** You should be posting **everyday** at one or two of these times. It is better to post articles in the **morning**, because that is when people are most open and are searching for news. If you are sharing training or fighting events -- which you have done in the past and are good examples of posts! -- you should post them in the **evening** when people are no longer distracted with work.
- To help with your post consistency, schedule out some time to make a list of articles that are interesting to you, photos you want to post, events you want to share, etc. You can organize it all on **Hootsuite**, which is discussed more in the next section.
- Remember that Facebook uses an algorithm that pushes certain content to the top of people's feed. Currently, Facebook favors and pushes any video content (as long as it is not originally Youtube -- they don't favor those) and especially Facebook Live videos. We'll go into more detail on that in the **Facebook additions** section.

## **Additions:**

### **1. What you're not doing and need to add:**

- a. There are a lot of similarities between what you need to add to your Facebook and your Instagram presence. Both sites use an algorithm that favors video, as mentioned earlier. Also, you need to be measuring and planning out your social media posts. In this section we have linked to Hootsuite, an online tool that will help you plan and track your social media accounts. It is important to make a schedule so that you are consistent and you are posting at the most popular times.
- b. In regards to Facebook specifically, in order to make the most of the video-favoring algorithm, you should start using Facebook Live and creating your own video content.

### **2. Facebook Live**

- a. Timing is everything! Think of when most people would tune in to watch TV -- evenings between 7pm and 10pm. That's when you should go live. People are less likely to watch a live video when they're at work or busy in the morning.
- b. Make sure your first live video is engaging and gives viewers a glimpse of what else they might see in later videos. We also recommend posting about your first live video before you actually go live, so that people know when to tune in.
- c. A good opportunity for Facebook Live would be when there is a big fight on TV! Or even better, if you're at a fight in real-life, you can add your comments about the fight and whatever else is happening around you. Perhaps you could also have a coach or friend record your fight live to your channel!
- d. Topics / events to cover during live videos:
  - i. Fights (on TV or live)
  - ii. Q&As
    1. Maybe at first you have some friends submit some questions to make sure the ball gets rolling.
  - iii. Meal-planning and nutrition advice and prep
  - iv. Other events that you think are relevant to your career, brand, social media presence.

### 3. Your own video content

- a. Posting training video “how-to’s” or videos testing out new products are a great way to tag and engage with other users. The videos should be **social media compatible**. This means that there should be sub-titles, or at least words on the screen that describes the moves (if you were doing a how-to video, for example). Also, according to [marketing studies](#), videos with the top engagement averaged out to be **one-minute in length**. However, if you are creating a food video, the most popular times are around **30-45 seconds in length**.

### 4. Actions to help you expand your growth and develop metric objectives

- a. **Hootsuite, Hootsuite, Hootsuite!** There is a free option that you can find under the “plans” dropdown menu option. This is a great way to start out and is crucial for measuring your progress.
  - i. **Link to Hootsuite:** <https://hootsuite.com/plans/free>
- b. Conduct one content experiment per week. Examples include:
  - i. Writing an article for a related blog / website and share it on Facebook with direct requests for feedback.
  - ii. Ask people a question or conduct a Facebook poll
  - iii. Ask some people to take action and share their results, or respond to a question / post / blog by posting on their own wall or to your professional page timeline.
    1. It is crucial to remember that you need to comment, like, and/or share any replies and posts you are tagged in. **Show your followers the love!**
  - iv. Follow and comment on five new brand-aligned accounts each week and monitor if they follow back or not. This can be for Facebook or Instagram, just be consistent.

# Instagram

## Improvements:

### 1. Overall Photo Quality

- Currently, your photo quality is inconsistent. Below, we have listed a few aspects that you can improve on.
  - **Lighting:** In the photo below, you had a great idea! We'd actually like to see **more** gear posts in the future! However, this post couldn't reach its potential because the lighting was not that great. To improve this, you should download VSCO or SnapSeed -- two great and easy to use photo editing apps. If you don't have time to set up and find great lighting in the gym, use one of these apps to create it artificially.

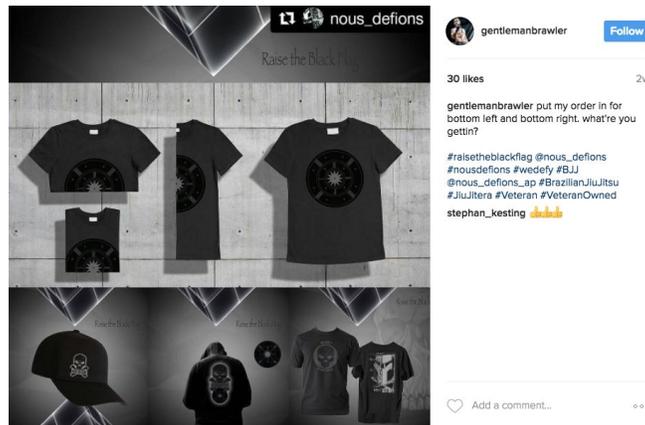


- **Captions:** Most of your captions are spot on with tagging other users and making the most of popular hashtags. That being said, there were a few posts without a caption. At this point in your social media growth journey, that's not going to cut it. You don't always have to have super long captions, they can be as simple as a short sentence. Specifically in regards to the photo below, there needed to be a caption to give users some context and content to engage with and reply to.



## 2. Re-posting:

- We **love** that you are sharing others' content (especially the White Belt Videos). However, to more effectively boost the visibility and engagement of the re-posts, instead of simply re-posting, you should take a picture with the product or person that you are sharing. This will create a stronger connection between you and the brand, while providing your followers with a picture that they would be more interested in seeing. For example, in the picture below, instead of just reposting the photo and saying you got a shirt, take a photo of yourself wearing it and saying why you love it.



- On the flip side, if someone takes a photo with you or of you and is promoting your fighting, feel free to directly re-post their photos. Make sure you include your own short caption above theirs that thanks them for the shout-out.

## **Additions:**

### **1. What you're not doing and need to add:**

- a. Currently, you aren't making the most of the Instagram stories feature or the Going Live option. Like Facebook, Instagram uses an algorithm to decide what should be at the top of people's feeds, and what types of content get notifications. To make the most of the video-favoring algorithm, go live and post some Instagram stories!

### **2. Going Live**

- a. As with Facebook, timing is everything! Think of when most people would tune in to watch TV, evenings between 7pm and 10pm. That's when you should Go Live. People are less likely to watch a live video when they're at work or busy in the morning.
- b. A good opportunity to go live would be when there is a big fight on TV! Or even better, if you're at a fight in real-life. You can add your comments about the fight and whatever else is happening around you. **Experiment between this and Facebook Live to figure out which one gets you the most traction.** With either one though, make sure your first live video is engaging and gives viewers a glimpse of what else they might see in later videos.
- c. Topics / events to cover during Live videos:
  - i. Fights (on TV or live)
  - ii. Q&As
    1. Maybe at first you have some friends submit some questions to make sure the ball gets rolling.
  - iii. Meal planning and nutrition

### **3. Instagram Stories**

- a. Much like Snapchat stories, Instagram stories allow users to post videos, boomerangs, and images to their profile for 24 hours. Users can also take the photo directly from the Instagram camera, or they can upload an earlier photo (as long as it was taken in that past 24 hours).
- b. A good opportunity for Insta-Stories would be when you are training! This allows people to get an even more personal view of how you train. Insta-stories are also useful because you can tag other users, locations, and products in them.
- c. Topics / events to cover in Insta-Stories:
  - i. Training sessions
  - ii. Meal prep (a series of photos of how you make your meals)
  - iii. Walks with your dog

# How to create and establish your Reddit presence

## 1. Create an account

- If you are unfamiliar with Reddit, this step can be kind of daunting. Here are some tips when you are just starting out in the community:
  - i.* **References:** If you are unsure of what someone is saying/talking about in a post, they might be referencing a previous post, meme or something popular from the site.
  - ii.* **Comment, Comment, Comment:** This is one of the most important aspects of the site, but beware. Just because a post is up-voted, it's not necessarily legitimate.

## 2. Engage with relevant communities

- The key here is **authenticity**. While being authentic and remaining true to yourself and values should be practiced across all social media platforms, Reddit users are even more aware of unauthentic people just using the site to generate sales and promote themselves.
- You need to **genuinely** connect with other users, offer expertise, and ask questions. If you don't do this, then your comments will be downvoted.

## 3. "Ask Me Anything": What do you uniquely know, have experienced, or understand that will be useful or intriguing to the community?

- Good AMAs are highly specific or achievement-oriented -- people want either information that they can apply or the story behind the story. Depending on how you want to present your brand, you could offer AMAs on:
  - i.* I made \$XYZ per year and quit to become a pro fighter. AMA
  - ii.* I did [genuinely unusual/difficult thing] and [outcome]. AMA
- This is a tactic that should be used once you have already established your credibility in the Reddit MMA community. You can also reach out to other communities, like ones who are also huge fans of Legend of Korra, Avatar, Spiderman or other comics you're interested in.

# Conclusion

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**James,**

With this toolkit, we have outlined the steps you need to take in order to build a better social media presence. Your current social media status is at a great starting point, but there is always room for improvement. Our team believes that if you utilize Hootsuite to measure and plan your posts, create a Reddit account, and create more video content, you have a lot of potential for growth. We hope you keep these suggestions in mind as you work to grow your social media presence.

If you have any further questions, please get in touch -- and if you'd like coaching and hands-on help launching this strategy, let's talk about a Social Media Bootcamp.

Sincerely,

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