

Website Transformation Workshop



with Christina Hills



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Integrating Social Media and WordPress



with Christina Hills

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**What We Will Cover:**

- Why it's important to integrate Social Media into website
- Demographics for Social Media Sites
- Best Times to Post
- How to add "connect with me" buttons
- How to "share" your site on Social Media
- Facebook and Featured Image



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## Why It's Important to Integrate Social Media to Your Site

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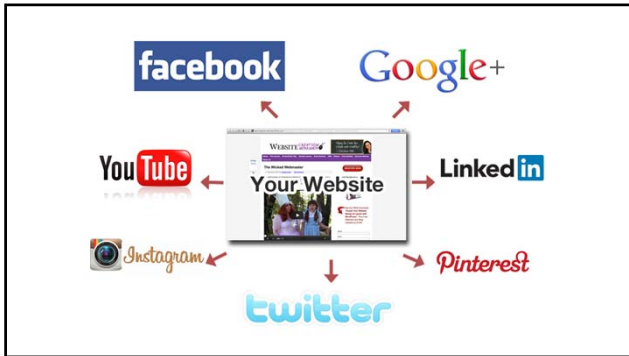
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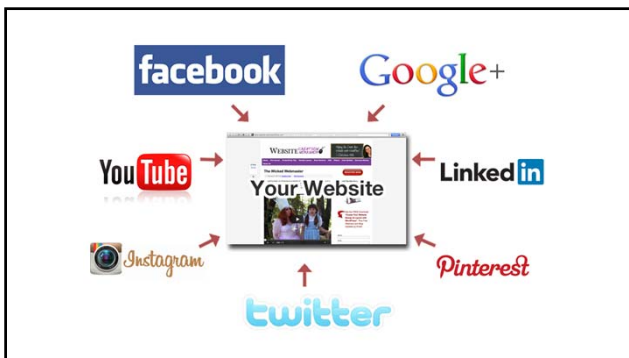
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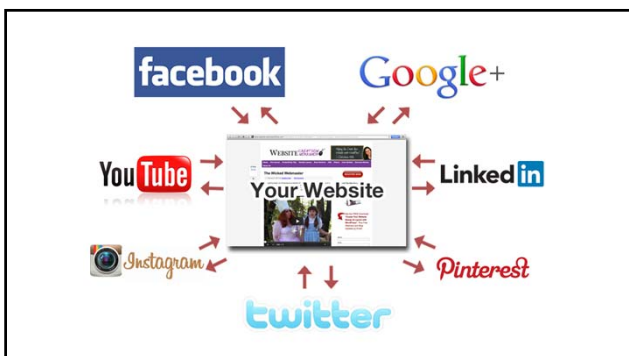
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## Social Media Platforms

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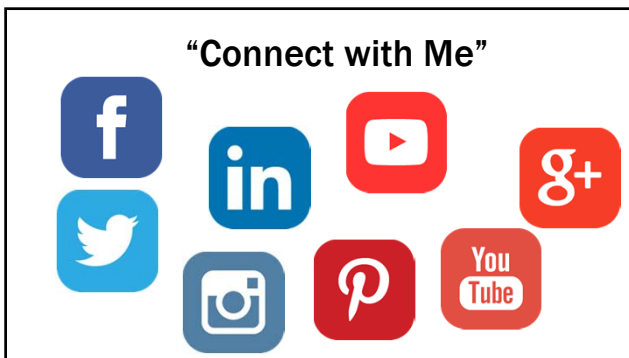
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### Who hangs out where?

 <b>Facebook</b> <ul style="list-style-type: none"><li>• everybody</li></ul>	 <b>Pinterest</b> <ul style="list-style-type: none"><li>• visual-oriented people</li><li>• Female</li><li>• Crafters, photography, food, fashion, fitness, beauty</li></ul>
 <b>Twitter</b> <ul style="list-style-type: none"><li>• customer service</li><li>• News media</li></ul>	 <b>Instagram</b> <ul style="list-style-type: none"><li>• Personal</li><li>• visual-oriented people</li><li>• younger generation</li></ul>
 <b>LinkedIn</b> <ul style="list-style-type: none"><li>• corporate networkers</li><li>• Recruiters</li><li>• B to B</li></ul>	

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## Who hangs out where?



### YouTube

- entertainment industry
- "how-to" businesses
- people making money from YouTube views
- people with video-friendly content to share



### Google+

- techie people (IT, engineers)
- self-employed
- decision makers
- mostly male
- people who use Google hangouts

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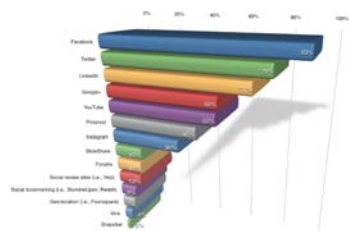
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## Commonly used social media platforms



Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and Instagram were the top seven platforms used by marketers, with Facebook leading the pack by a long shot. All of the other platforms paled in comparison to these top seven.  
From SocialMediaExaminer.com

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WHAT ARE THE  
**BEST TIMES TO POST**  
ON SOCIAL MEDIA?

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**NOTE**  
Specific indications vary slightly, but most spike towards the end of the week.

“ the less people want to be at work, the more they are on Facebook! ”

— Bunkle Media

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**TIP** Use the tool **Fanpage Karma** to find the optimal time tailored to your audience.

<http://www.fanpagekarma.com>

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**Facebook** //

S	M	T	W	T	F	S
32%				18%	18%	32%
POSTED ENGAGEMENT				POSTED ENGAGEMENT	POSTED ENGAGEMENT	POSTED ENGAGEMENT

**FRIDAY**

And people seem to be happier on Friday (small wonder), so being an upbeat content will fit right in to that "happiness index."

Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.

**Quick Tip:** Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

<http://coschedule.com/blog/best-times-to-post-on-social-media/>

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### Best day/time to post to Facebook

- Different statistics out there  
(<http://coschedule.com/blog/best-times-to-post-on-social-media/>)
- In general...
  - Saturday and Sunday at 12–1 p.m.
  - Thursday and Friday at 1–4 p.m.
  - Wednesday at 3 p.m.
- Depends on YOUR audience
  - When are they online at work?
  - When are they online at home?
  - Which time zone are they in?

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Look at your stats



Facebook Insights (already in your Facebook Business Page)



Fanpage Karma (<http://www.fanpagekarma.com/>)

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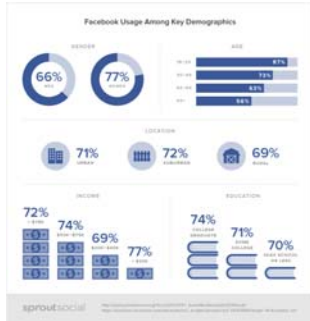
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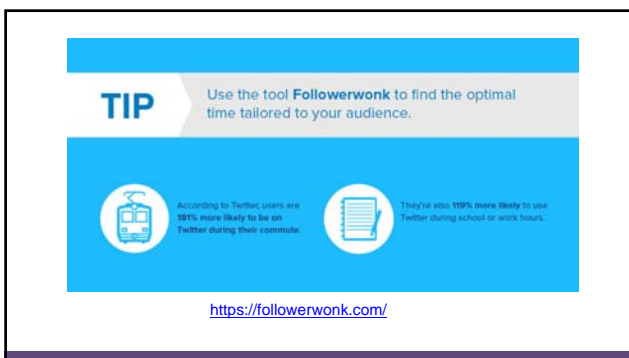
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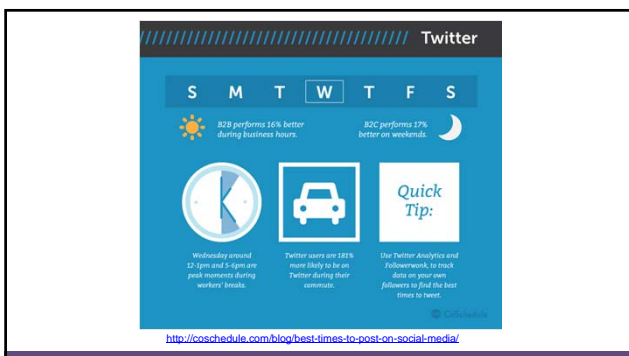
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## Best day/time to post to Twitter

- Different statistics out there (<http://coschedule.com/blog/best-times-to-post-on-social-media/>)
- In general...
  - Wednesday at noon and 5-6 p.m.
  - Monday-Friday at 12-3 p.m. and 5 p.m.
  - Experiment with 2-3 a.m., 6-7 a.m., and 9-10 p.m.
- Depends on YOUR audience
  - When are they online at work?
  - When are they online at home?
  - Which time zone are they in?

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## Look at your stats



The image shows two screenshots of social media analytics tools. The top screenshot is for Twitter Analytics, with the text "Twitter Analytics (already in your Twitter account: <https://analytics.twitter.com/>)". The bottom screenshot is for Followerwonk, with the text "Followerwonk (<https://followerwonk.com/>)". The Followerwonk screenshot includes a sub-header "What can Followerwonk do for you?:" and three columns: "Find" (Search, Filter, Export), "Analyze" (Analyze, Compare, Export), and "Optimize" (Monitor, Export, Export).

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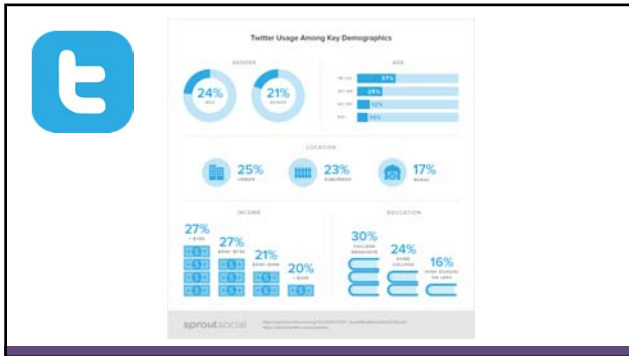
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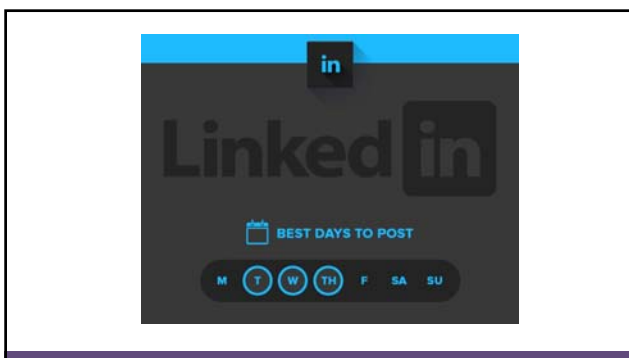
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### Best day/time to post to LinkedIn

- Different statistics out there (<http://coschedule.com/blog/best-times-to-post-on-social-media/>)
- In general...
  - Tue - Thurs between 5-6 p.m.
- Depends on YOUR audience
  - When are they online at work?
  - When are they online at home?
  - Which time zone are they in?

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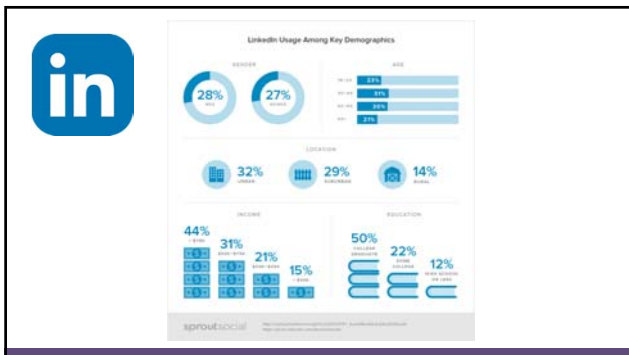
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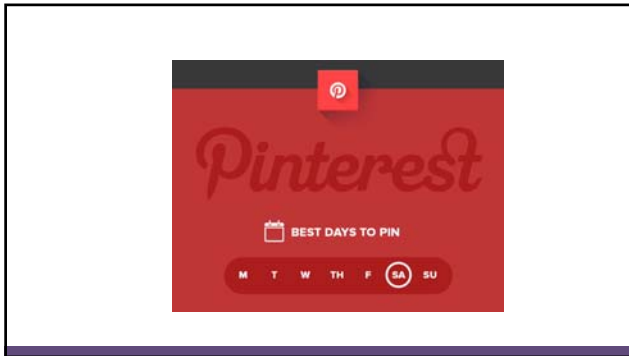
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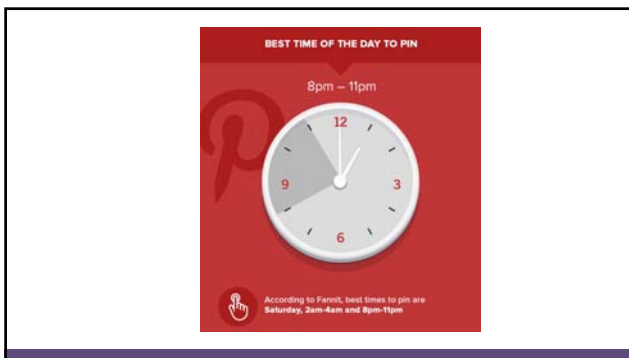
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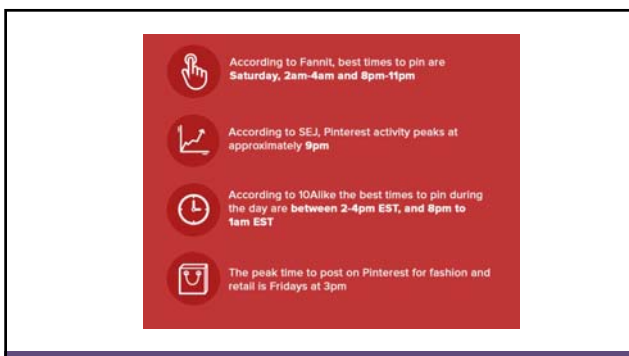
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### Best day/time to post to Pinterest

- Different statistics out there (<http://coschedule.com/blog/best-times-to-post-on-social-media/>)
- In general...
  - Saturday evenings
- Depends on YOUR audience
  - When are they online at work?
  - When are they online at home?
  - Which time zone are they in?

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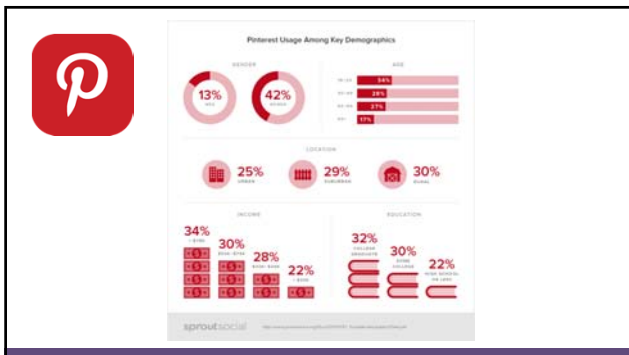
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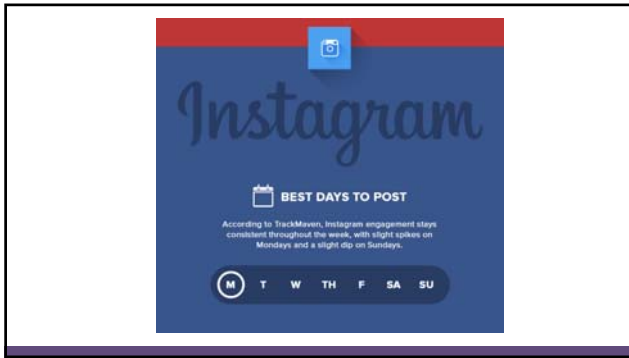
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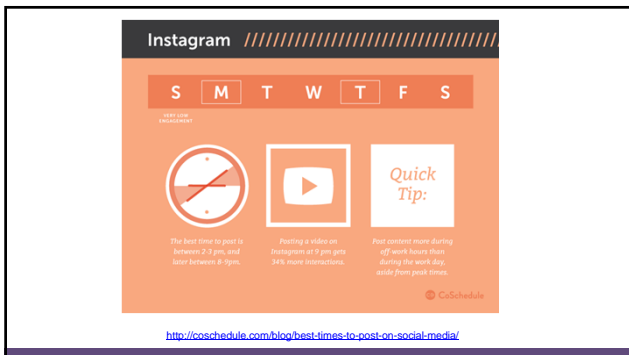
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## Best day/time to post to Instagram

- Different statistics out there  
(<http://coschedule.com/blog/best-times-to-post-on-social-media/>)
- In general...
  - Any time
- Depends on YOUR audience
  - When are they online at work?
  - When are they online at home?
  - Which time zone are they in?

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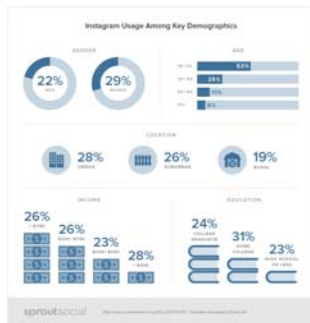
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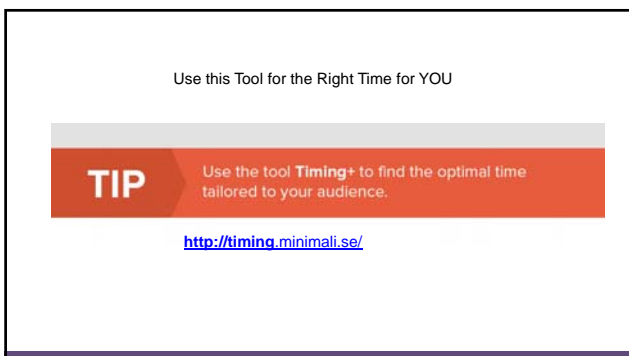
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## Best day/time to post to Google+

- Different statistics out there (<http://coschedule.com/blog/best-times-to-post-on-social-media/>)
- In general...
  - Weekday in the morning
  - Majority of Google+ users do not interact
- Depends on YOUR audience
  - When are they online at work?
  - When are they online at home?
  - Which time zone are they in?

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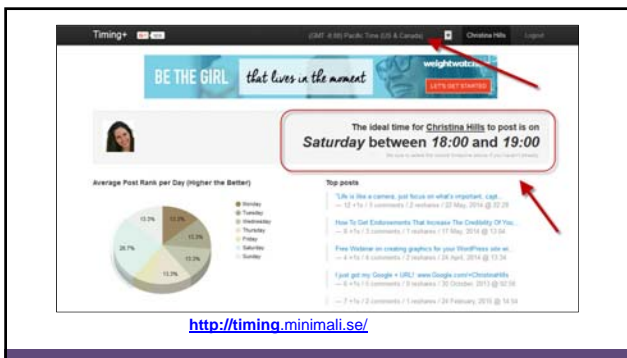
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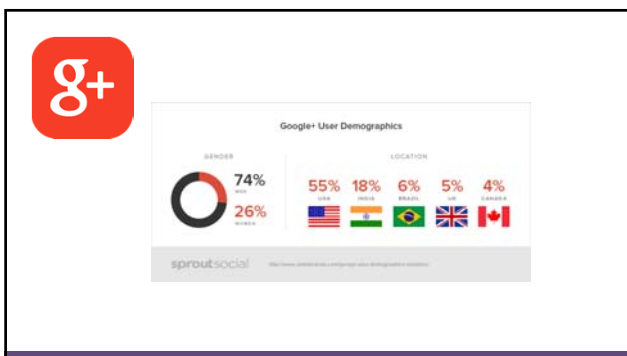
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## Notes on Google Plus

- There have been rumors that the service will be discontinued soon
  - <http://www.hngn.com/articles/29805/20140426/google-to-discontinue-google-as-a-product-rumors-swirl-after-creators-resignation.htm>
  - <http://techcrunch.com/2014/04/24/google-is-walking-dead/>
- 90% of Google+ users are said to be lurkers and don't interact

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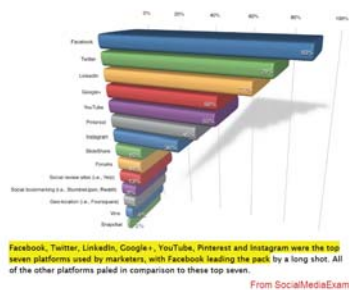
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## Commonly used social media platforms



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**“Connect with Me”**  
**vs.**  
**“Share This”**

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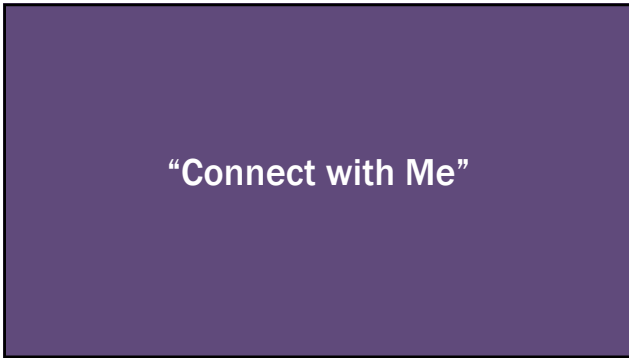
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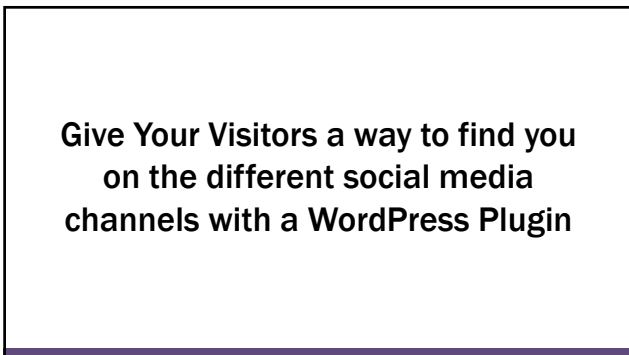
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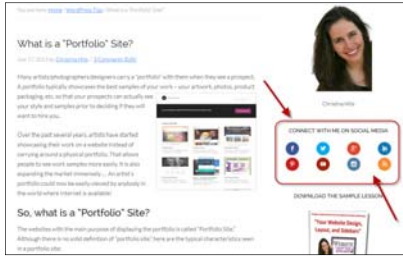
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## “Connect with Me”



<http://christinasresources.com/monarch/>

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[www.Facebook.com/christinahillsbiz](http://www.Facebook.com/christinahillsbiz)

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[www.Linkedin.com/in/christinahills](http://www.Linkedin.com/in/christinahills)

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The image shows a screenshot of the Twitter profile for Christina Hills (@christinahills). The profile picture is a woman with dark hair. The bio reads: "Passionate about teaching entrepreneurs & small business owners how to get up their online businesses with WordPress." The main tweet is titled "Using the Monarch Plugin for Social Media follow and share" and includes a link to christinasresources.com/monarch. The Twitter logo is visible in the top left corner of the screenshot.

**Twitter - @christinahills**

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The image shows a screenshot of the YouTube channel for "The Website Creation Workshop". The channel banner features a group of people. The main video thumbnail shows a woman speaking. The channel name "The Website Creation Workshop" is visible. The YouTube logo is in the top left corner of the screenshot.

[www.YouTube.com/wcworkshop](http://www.YouTube.com/wcworkshop)

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The image shows a screenshot of the Pinterest profile for Christina Hills. The profile name is "Christina Hills | Website Cre...". The board displays a grid of various images related to website creation, including screenshots of websites and design elements. The Pinterest logo is in the top left corner of the screenshot.

[www.Pinterest.com/christinabiz](http://www.Pinterest.com/christinabiz)

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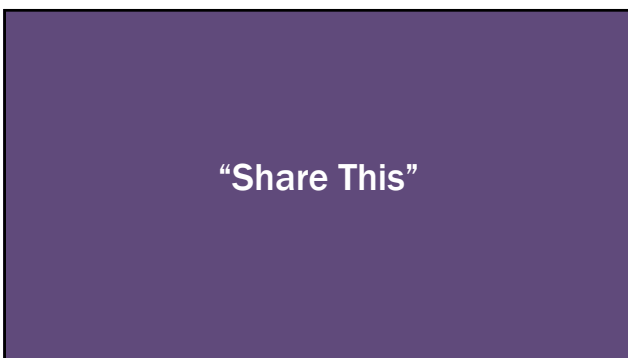
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## Let Visitors Share Your Site On Social Media



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## Share to Facebook



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## Share to Twitter



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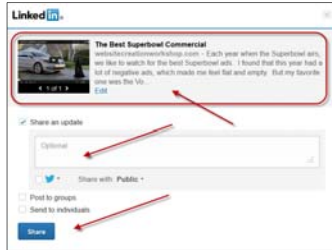
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## Share to LinkedIn



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## Share to Google Plus



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## Share to Pinterest



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**TIP: Use Your Blog to Create Content to Share Easily on Social Media**

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**TIP: Use Simple Social Share Plugins and not Complicated API Plugins**

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## “Share This”



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## Share Your Site Onto Social Media



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## Social Media Follow Plugin: Monarch

<http://ChristinasResources.com/monarch>



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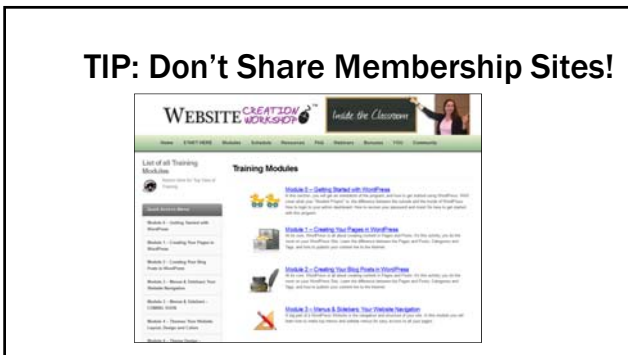
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### TIP: Don't Add Share Buttons to Thank you/Download Pages

#### Thank You! Here's Your Download...

Click here to get your free report, ["5 Rules for Successfully Choosing a WordPress Design That Will Grow Your Business."](#)

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### TIP: Don't Have Scrolling Twitter Feeds on Your WordPress Site (It can Slow Down Your Site)



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### "Featured Image and Facebook"

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### Featured Image and Facebook



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### Featured Image Thumbnail



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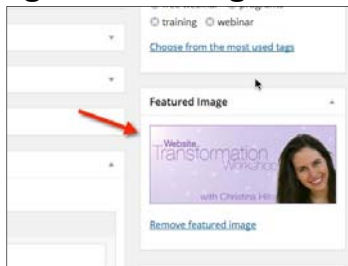
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### Setting Featured Image in WordPress



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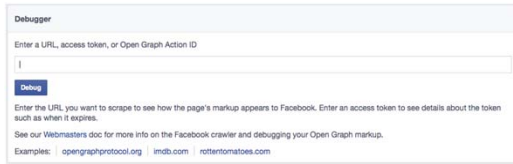
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### What to do when Facebook is pulling in an old (cached) image



User **Facebook Debugger** to have Facebook re-fetch the latest content (<https://developers.facebook.com/tools/debug/>)

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### NEW SLIDE: Fetch New Scrape Info



User **Facebook Debugger** to have Facebook re-fetch the latest content (<https://developers.facebook.com/tools/debug/og/object/>)

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### QUICKSPROUT

- marketingprofs.com // bit.ly/1GFLWP
- socialmediatoday.com // bit.ly/1DyGQj3
- business.linkedin.com // linked.in/16rph7b
- blog.bufferapp.com // bit.ly/13566Et
- blog.kissmetrics.com // bit.ly/15jz2xY
- blog.bufferapp.com // bit.ly/16rpppeu
- mashable.com // on.mash.to/16nQY5o
- danzarrella.com // bit.ly/16npulj
- blog.bufferapp.com // bit.ly/1356xPj
- addthis.com // bit.ly/17mG4vy
- blog.bufferapp.com // bit.ly/1uKLVqY

<http://sproutsocial.com/insights/new-social-media-demographics/>

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