

Website Transformation Workshop




Integrating Social Media and WordPress




with Christina Hills

Where to Find Video Replay and Downloads



Where to Find the Materials for Each Module



**Each Module
Has a PDF
Checklist**



Take Social Media Poll

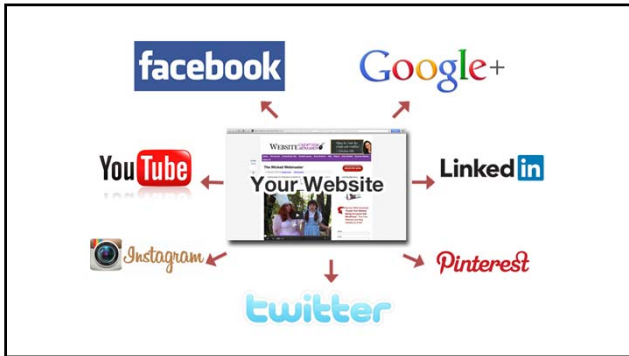
**Website Transformation Workshop
The "Cycle of Improvement"**

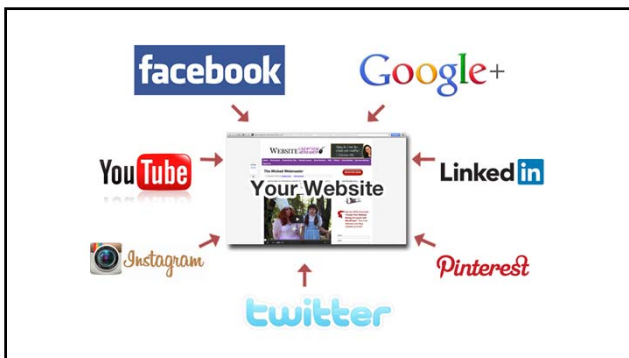


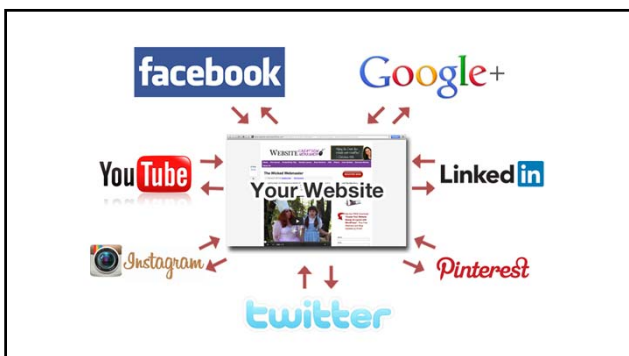
Why It's Important to Integrate Social Media to Your Site
















The Top Social Media Platforms



Who hangs out where?

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

Who hangs out where?



YouTube

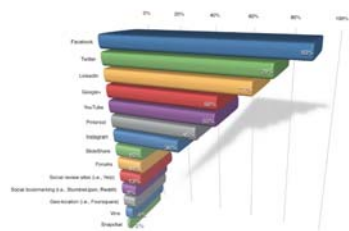
- entertainment industry
- "how-to" businesses
- people making money from YouTube views
- people with video-friendly content to share



Google+

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

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

WHAT ARE THE
BEST TIMES TO POST
ON SOCIAL MEDIA?



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! ”

- Bunkyo Media



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

<http://www.fanpagekarma.com>

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 1pm 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/>

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?

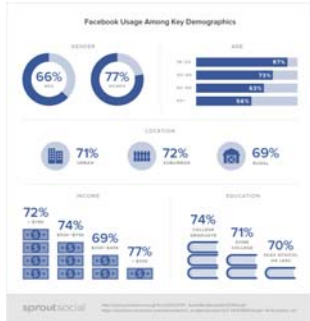
Look at your stats



Facebook Insights
(already in your Facebook Business Page)

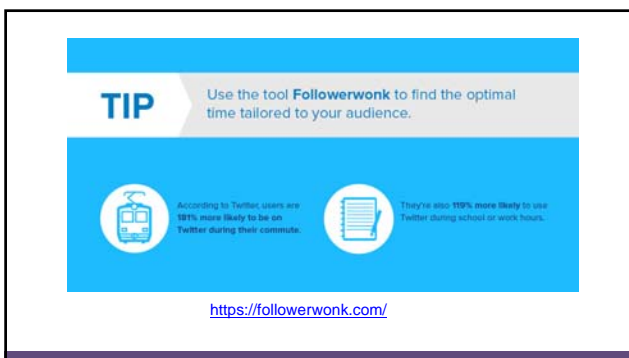


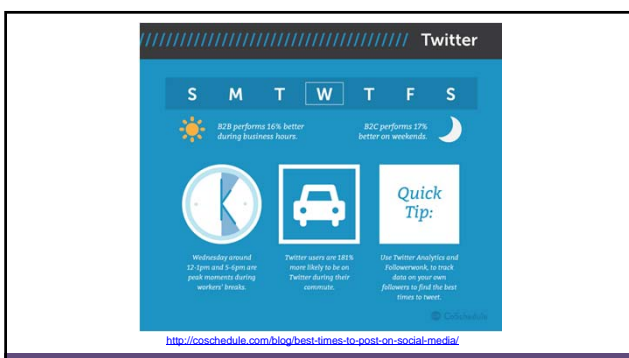
Fanpage Karma
(<http://www.fanpagekarma.com/>)











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?

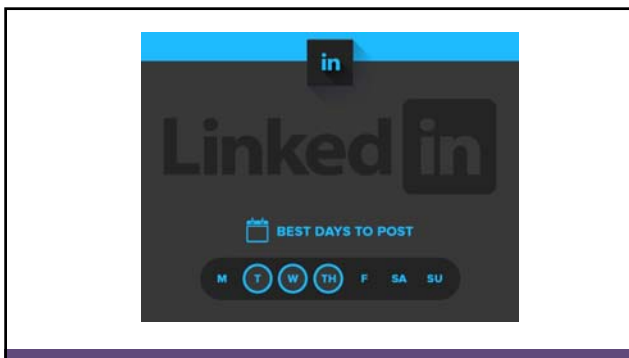
Look at your stats



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, Analyze, Export).





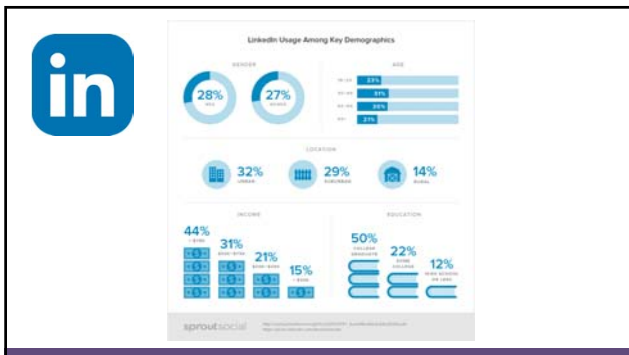


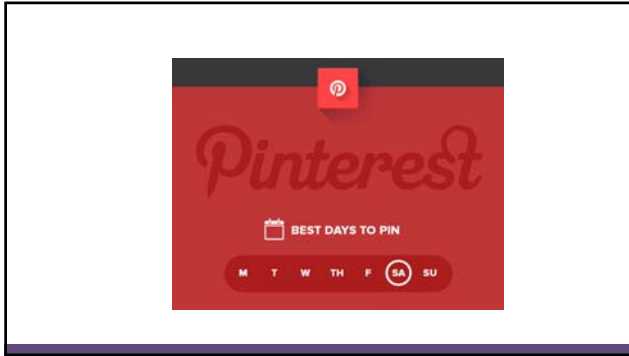


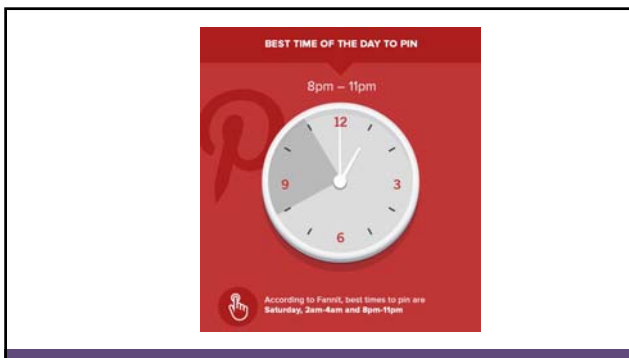


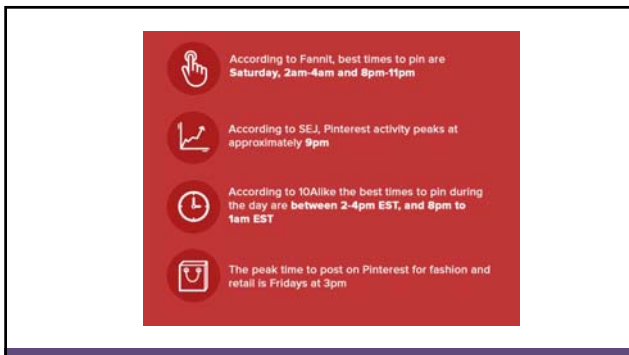
Best day/time to post to LinkedIn

- 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?





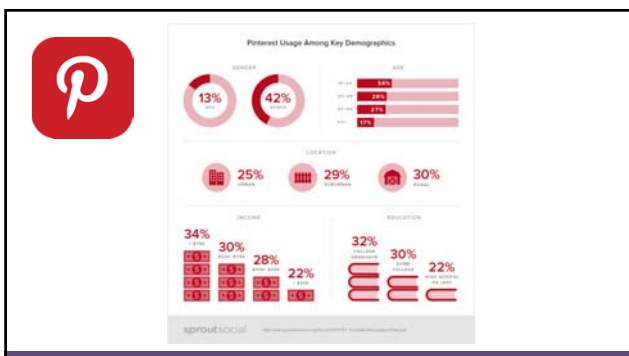


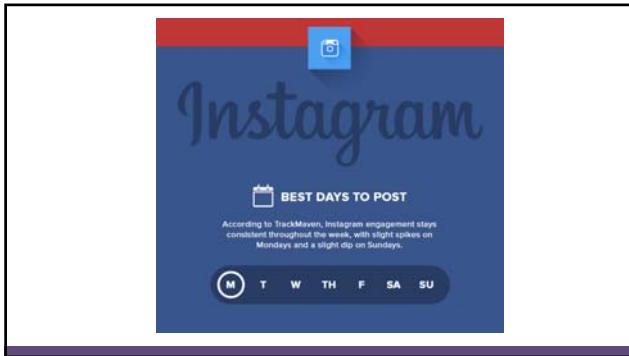




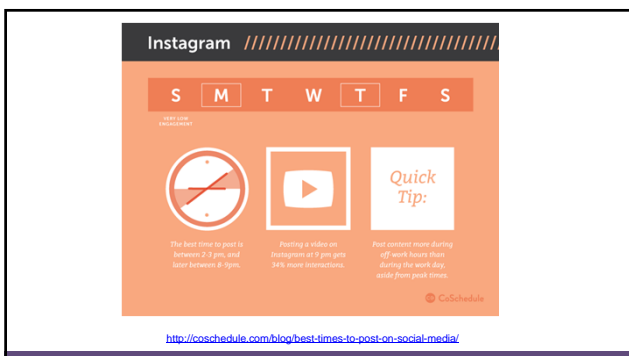
Best day/time to post to Pinterest

- 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?



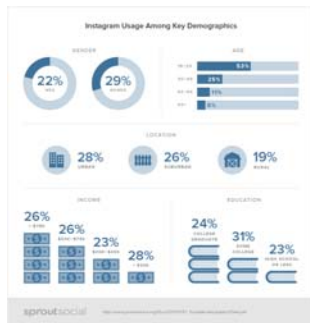


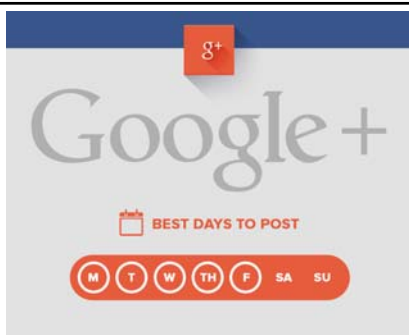




Best day/time to post to Instagram

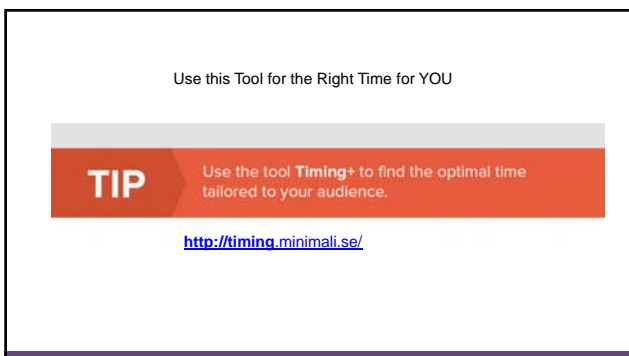
- Different statistics out there
(<http://coschedule.com/blog/best-times-to-post-on-social-media/>)
- In general...
 - Any time
- Depends on YOUR audience
 - When are they online at work?
 - When are they online at home?
 - Which time zone are they in?





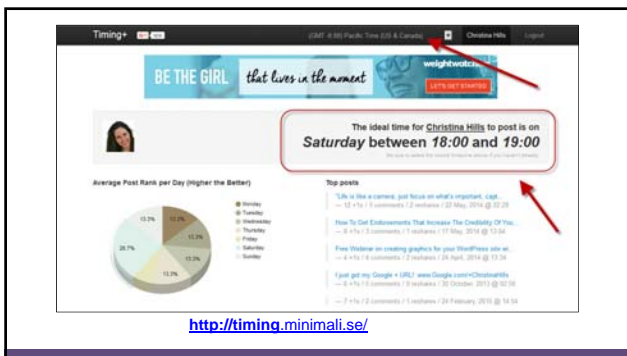


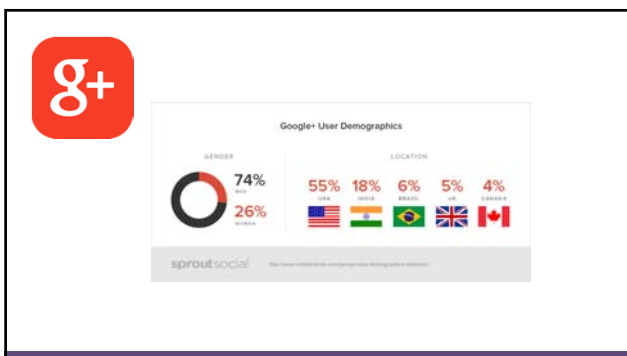




Best day/time to post to Google+

- 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?

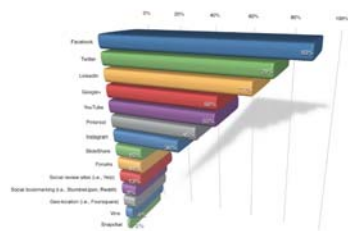




Notes on Google Plus

- 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

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

“Connect with Me”
vs.
“Share This”

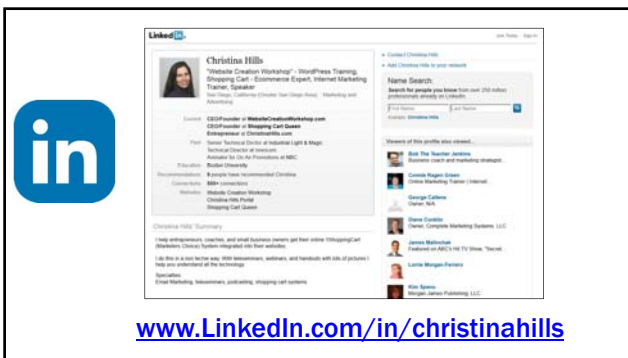


Give Your Visitors a way to find you on the different social media channels with a WordPress Plugin






www.Facebook.com/christinahillsbiz



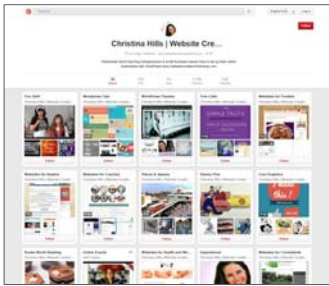

www.LinkedIn.com/in/christinahills



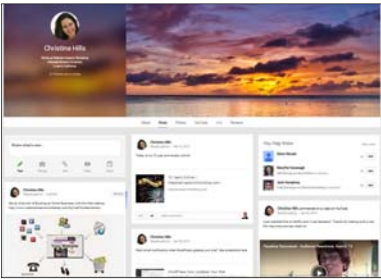

Twitter - @christinahills



www.YouTube.com/wcworkshop

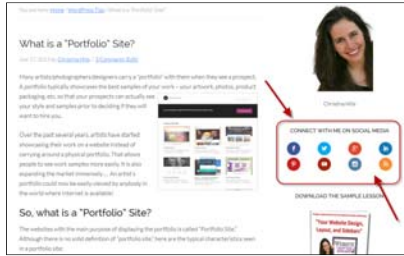


www.Pinterest.com/christinabiz



www.Google.com/+ChristinaHills

“Connect with Me”



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

“Share This”

Let Visitors Share Your Site On Social Media



Let Visitors Share Your Site On Social Media



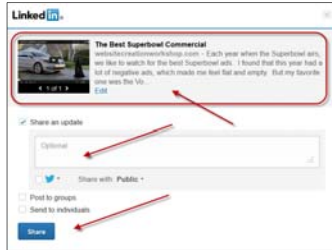
Share to Facebook



Share to Twitter



Share to LinkedIn



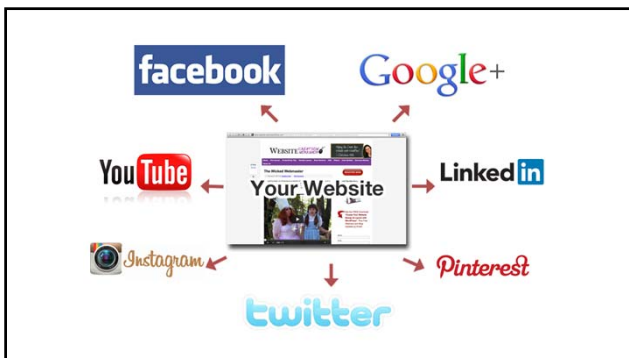
Share to Google Plus



Share to Pinterest



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



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

“Share This”



Free Social Media Plugins

<https://wordpress.org/plugins/>



Social Media Follow Plugin: Monarch

<http://ChristinasResources.com/monarch>





TIP: Don't Share Membership Sites!

The image shows a screenshot of a website with a purple header and several content blocks. To the right of the screenshot is a red octagonal sign with a hand icon and the text 'STOP MEMBERS ONLY'.

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."](#)

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



“Featured Image and Facebook”

Featured Image and Facebook



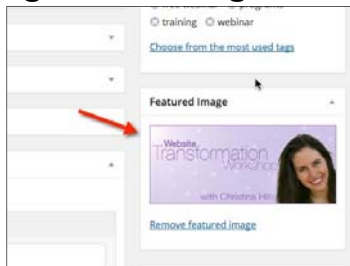
Featured Image Thumbnail Missing



Featured Image Thumbnail Choices



Setting Featured Image in WordPress



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/>)

Fetch New Scrape Info



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

Post Your Site to Our Private FB Group



**Social Media in the
“Cycle of Improvement”**



Pick What You Want



Relax Into It



Have Fun in the Process!



Website
Transformation
Workshop



with Christina Hills

Questions?
