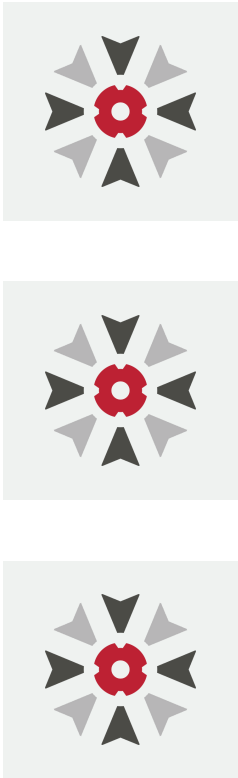


Social Media in the Downtown World, TikTok or Not



Hey there

Hailie Poppell,
Digital Content Manager at
NewTown Macon

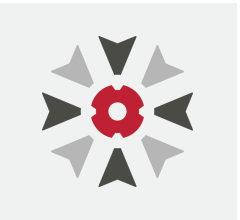


Mercer Grad

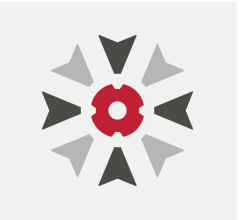
Hiking Lover

Social Media Queen

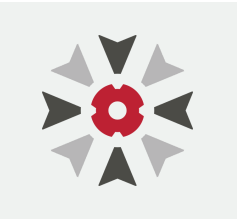
JSU Grad



Animal Lover



Social Media Queen

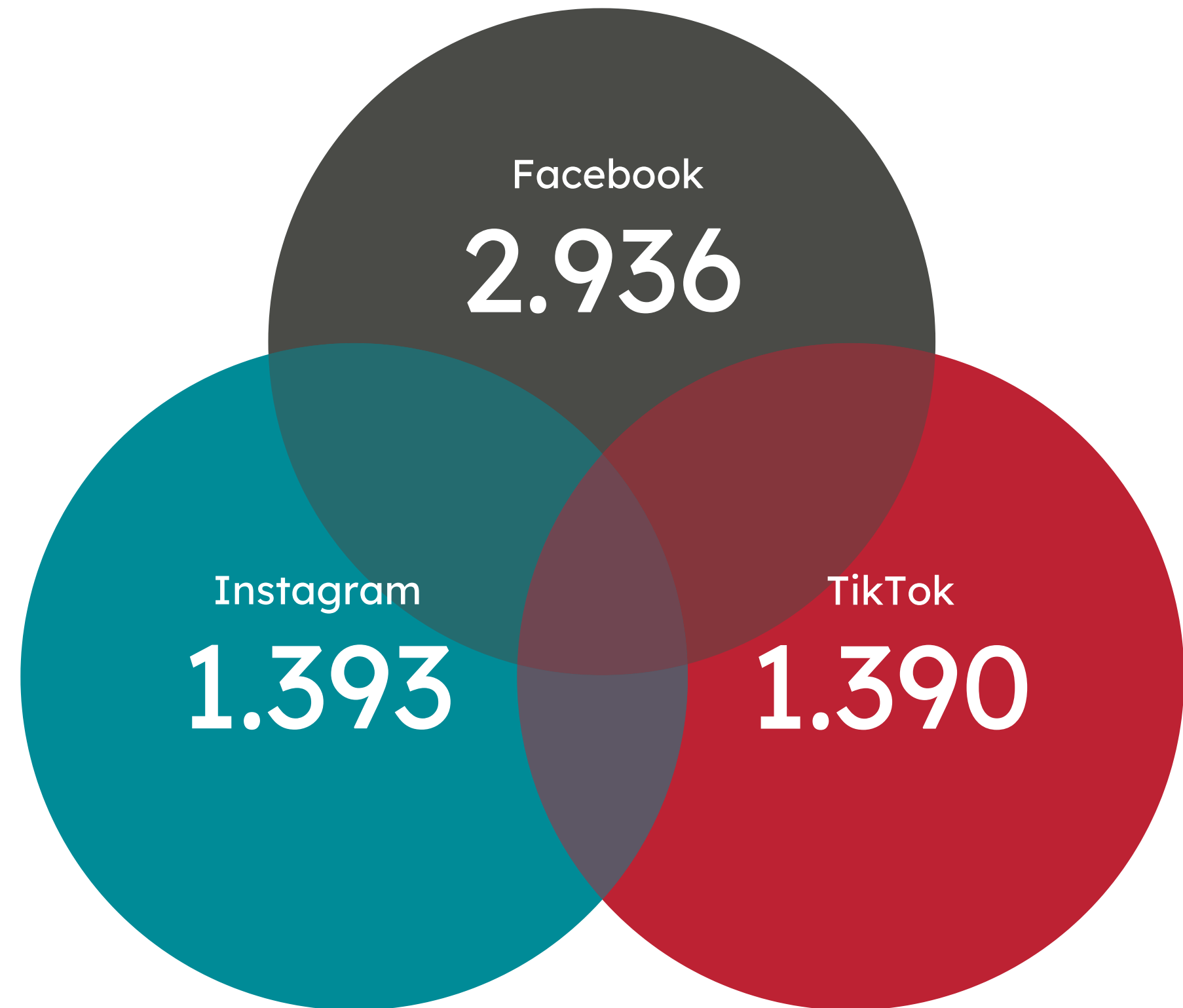


Megan Otwell,
Downtown Marketing &
Event Manager at the City of
Rome DDA

DID YOU KNOW....

82%

of Americans between 18 and 49 years old use at least one social media site.



Global Monthly Users In Billions



FACEBOOK

Benefits: Event page, groups, ads,
most used world wide



INSTAGRAM

Benefits: Stories, aesthetics,
"following" home page, explore page



TIKTOK

Benefits: Fastest growing platform, reach a
younger audience, very broad audience

**IN 2022,
YOU
SHOULD
FOCUS ON
THREE
PLATFORMS**



**How can you get
the most out of
your time with
social media?**

Who here is on social?

#Transp

Get on TikTok!

On average, Americans spend 80+ minutes a DAY on TikTok!



Tips & Tricks:

- **Post daily**
 - Videos only have to be 7 seconds long!
- **Follow the trends**
 - Look at the explore page daily
 - Follow pages similar to yours
- **Set your niche**
 - Use hashtags relevant to your niche
- **Be real! Act like yourself and show personality**

Post Daily



Videos only have to be 7 seconds to go viral!

- Get straight to the point
 - You have 3 seconds to get your viewer's attention or they will keep scrolling

Be consistent

- TikTok's algorithm rewards accounts that post daily
 - "3 times a day for 10 days = 10k followers"

Reuse content

- Posting a new video daily is overwhelming
 - Reuse clips from successful videos
 - Duet videos that match your brand
 - Add a new sound or different text and repost a video

Follow Trends

Look at the explore page daily

- Search for keywords in your niche
 - Ex: downtown, Georgia, travel, small business, small town, Downtown Macon

Follow pages similar to yours

- Great for inspiration and collaborative work
- Engage with their content to grow your reach

ACCOUNTS TO FOLLOW:

- Panama City Beach
- Auntie Annes
- Visit California
- Explore Georgia



Find Your Niche

YOUR NICHE IS THE KEY TO BEING SUCCESSFUL ON TIKTOK.

You will use your niche to:

- Set hashtags for your brand
- Show your personality through videos

Examples of a Niche:

- Small town
- Worlds largest chicken
- Hiking
- National Park
- Burger week
- Farmers



Grow your Instagram following

Instagram has 500+ Million DAILY active users!



Tips & Tricks:

- Post 3-7 stories daily
 - You can even reshare feed posts
 - Add interactive components to all stories
 - FYI: You can now schedule stories
- Post feed posts 2-5 times a week
 - Never more than once a day!
- Post reels 1-2 times a week
- Work with influencers

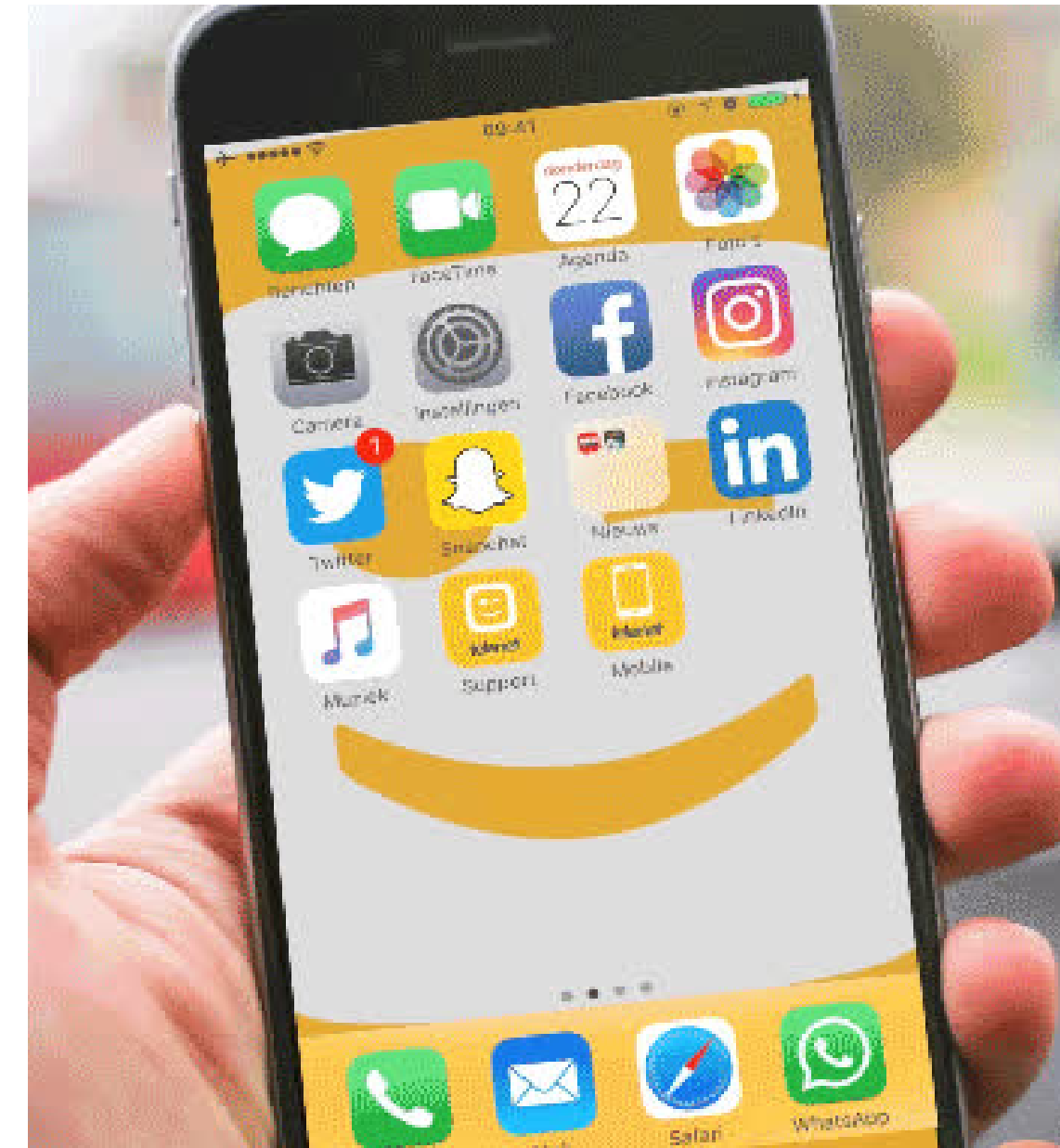
Stories are Crucial

You should post 3-7 stories daily

- Need content ideas?
 - Reshare your feed posts
 - Promote upcoming events
 - Highlight a business

Add interactive components to every story

- Adding a poll, sticker, or countdown pushes your story in the algorithm because it is proof viewers are engaging with your content



When to post?

2-4 FEED POSTS A WEEK | 1-5 REELS A WEEK

Feed posts:

- Use the 4x6 size; no more square
- Look at your analytics to find when your users are most active

Reels:

- These perform best in the later afternoon through evening
- Do not save a video from TikTok and post as a reel
 - IG has AI set up to detect this and will punish your account for doing so



Work with Influencers

IN 2022, INSTAGRAM IS FOR CREATORS, NOT BRANDS.

Why work with influencers?

- 71% of consumers trust advertising, opinions, and product placements from influencers
- Relationship building

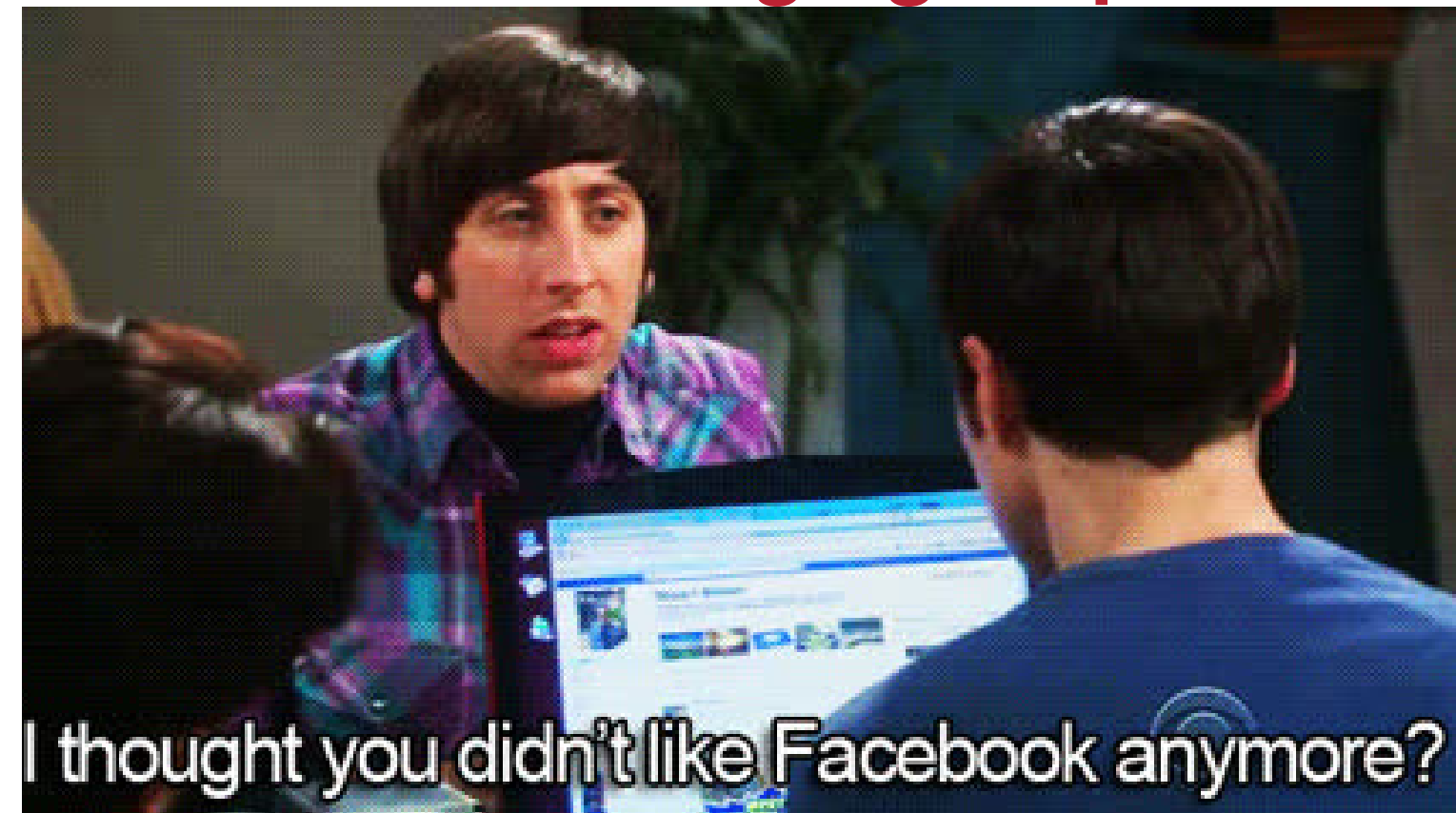
How can you use influencers in the downtown world?

- Reuse their content
- Reach their audience of followers



Make Facebook work for you!

Facebook is the most popular social media platform across all age groups.



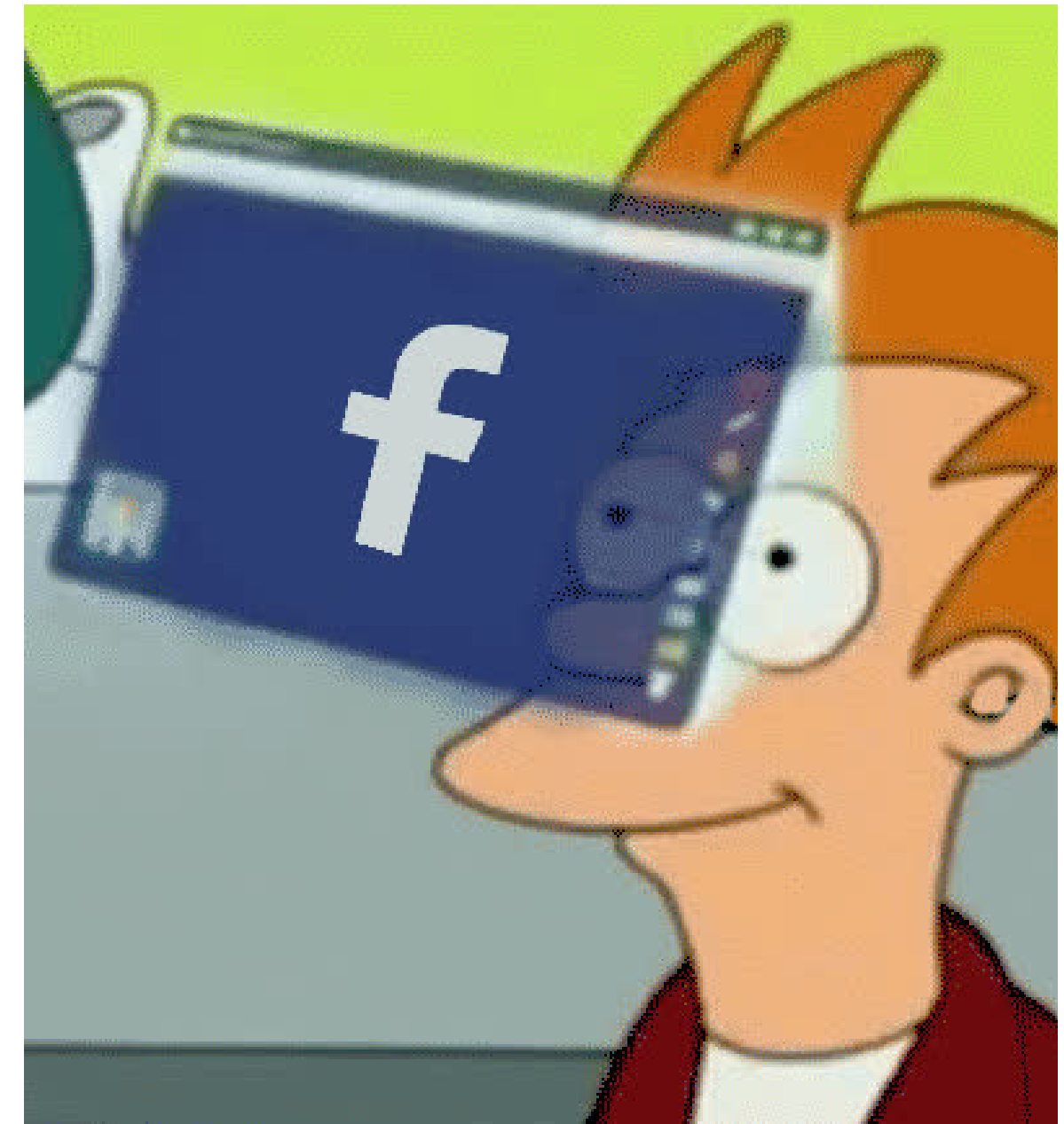
Tips & Tricks:

- **Only post 3-5 times a week**
 - **Never more than once a day!**
- **Create events and invite your followers digitally**
- **Run ads**
 - **At least one per month**
- **Use the groups feature**
- **Invite your friends and those who like your posts to like your page**

Facebook Events

Facebook events are a great way to promote your events

- Online events
 - Easy to register
- In-person
 - Gives you a head count
 - Allows your followers to invite their friends



Facebook Ads

It is worth your money to run Facebook ads once a month

- **Boost events or create new ads**

- **Do not boost posts!**

Make sure to adjust your ad every 3-4 days based on the suggested adjustments in Ads Manager

DON'T FORGET TO INVITE THOSE WHO LIKE YOUR AD TO LIKE YOUR PAGE!





What are we doing?

Tips & Tricks

TODAY I HAVE TO LOOK AT INSTAGRAM.



Sign up for Social Media Newsletters

Later

Channable

HubSpot Blog

DTC Team

Moz Top 10



Social Resources

Canva

Lightroom

MailChimp

Facebook Business Suite

Hootsuite, etc



Tips

Use the right size photo

Don't over word a graphic - use the caption

Tag your businesses/partners

Watch your analytics - see what works



What **not** to do

Use blurry photos or clip art

Posting from personal page & then sharing

Only sharing others content (no original)

Try to do too much - focus on where the
target market is



Follow us!

**Downtown
Macon**



**Downtown
Rome**