

What to do AFTER you hit "Publish"

International Food Bloggers Conference
#IFBC
September 19, 2015

Who we are

BY THE NUMBERS

63% of online adults use **two or more** social media sites

1.5 Billion active Facebook users

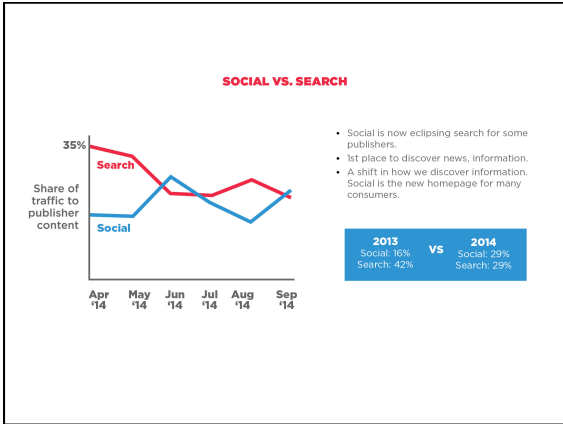
30% of all time spent in mobile apps is spent within **Facebook's** apps. *Forrester

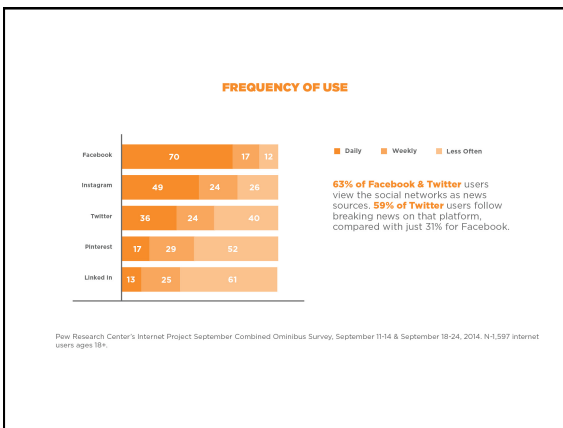
15 minutes each day is spent by users on **Facebook.**

1.5 Billion Monthly Instagram users

1 billion hours of video watched on YouTube each month

15 seconds: Average Attention Span of a consumer





WHY VISUALS MATTER

Images grab users first and will often be the deciding factor on whether or not they read or click.

Users clicking on **photos of real-life people are twice as likely** to convert to a sale. Avoid stock or overly staged photos to appeal to social users.

In the age of the selfie, people want something that speaks to them personally—**real, candid moments** from everyday life.

Best Mediums for Social Media:

- Video
- Photos
- Infographics

OUR BRAIN PROCESSES VISUALS 60,000x FASTER THAN TEXT

Building an Editorial Calendar

- Seasons
- Key Trends
- Holidays
- Food Holidays
- Events
- Everyday Cooking



Promotion Checklist

Create a checklist to go through every time you publish a new blog post

- Facebook
- Twitter
- Pin
- Instagram
- G+



For each blog post determine how many assets you have and how often you plan to promote the blog post. If you have your calendar established for the year or season, you can build your promotion calendar in advance for the post.

Optimizing Editorial

Monthly:

- New Content: Planned Posts
- Existing Content
- Content Swaps
- Create a timeline/calendar of what to promote on each social channel.

Facebook Marketing

- Videos: Upload Short Videos & link to full-blog post.
- Photo Posts
- Link Style Posts: Recommend for Traffic Driving
- Engagement increases reach



Twitter

- If you don't already, try to have the same @handle for Insta and Twitter
- Curate content to supplement your own
- Use tools like Hootsuite or Buffer
- Inspirational quotes (Pablo, Picmonkey, Brainyquote)
- Hashtags (popular or grow-your-own??)
- Tweet evergreen content



Food on Pinterest

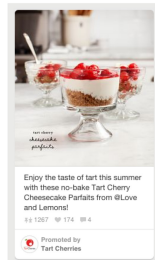
Pinterest helps millions of people discover inspiring food ideas and content

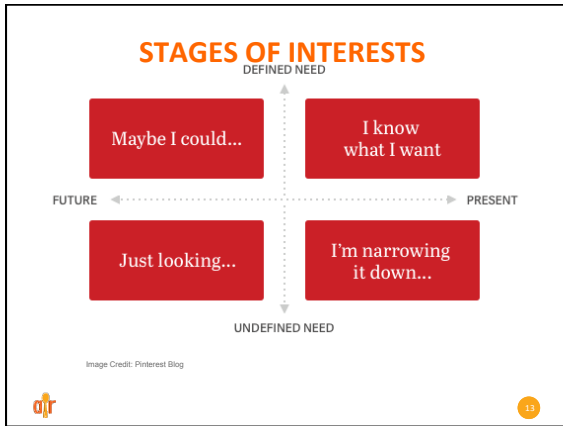
6.4B FOOD PINS **915M** RECIPE PINS **149M** FOOD BOARDS

Over 52M people have Pinned at least one recipe Pin

women on Pinterest are 78% more likely to be the primary grocery shopper than the average woman (comScore)

Source: comScore, Internal Pinterest data





Understand Your Category on Pinterest

According to Pinterest, people's interest around food falls into four categories:

- Everyday Dishes
- Entertaining
- Aspirational Ideas
- Eye Candy

Make sure the content you pin reflects the multiple categories people are interested in and engage with.

Hint: they are more likely to click on the everyday, but repin the aspirational or eye candy.

Identify the category that resonates best with your audience and do that well.

Image Credit: Pinterest Blog

Make Your Content Pinnable

Make it easy for pinners to share your content

Add Pin it button to your site (especially mobile), content and online marketing

Content should be **optimized for mobile** (image, description)

How do your Pins get discovered?

Image Credit: Pinterest Blog

Instagram



- Currently one of the fastest growing social networks, full of #foodporn
- Connect with other foodies, observe, comment and like (Insta is very karmic)
- Challenge: no clickable links, so more about building community than traffic per se
- The better the photo.... Get a good camera, learn photography skills; composition, lighting
- Hashtag, hashtag, hashtag!

Video

- Moving pictures are your friend!
- Vine (6 seconds—tweetable)
- Instagram (15 seconds)
- YouTube (4 B hits/day)
 - Can you demo something? Also embeddable on your blog
- Live-streaming: Periscope, Meerkat, Blab



Q & A

Empty box for Q & A content.
