

SOCIAL MEDIA MARKETING FROM YOUR MOBILE DEVICE

BE ON THE GO WITH MOBILE IN HAND

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MOBILE & ON-THE-GO

We have to be everywhere all at once, all the time.

So, what do we do?

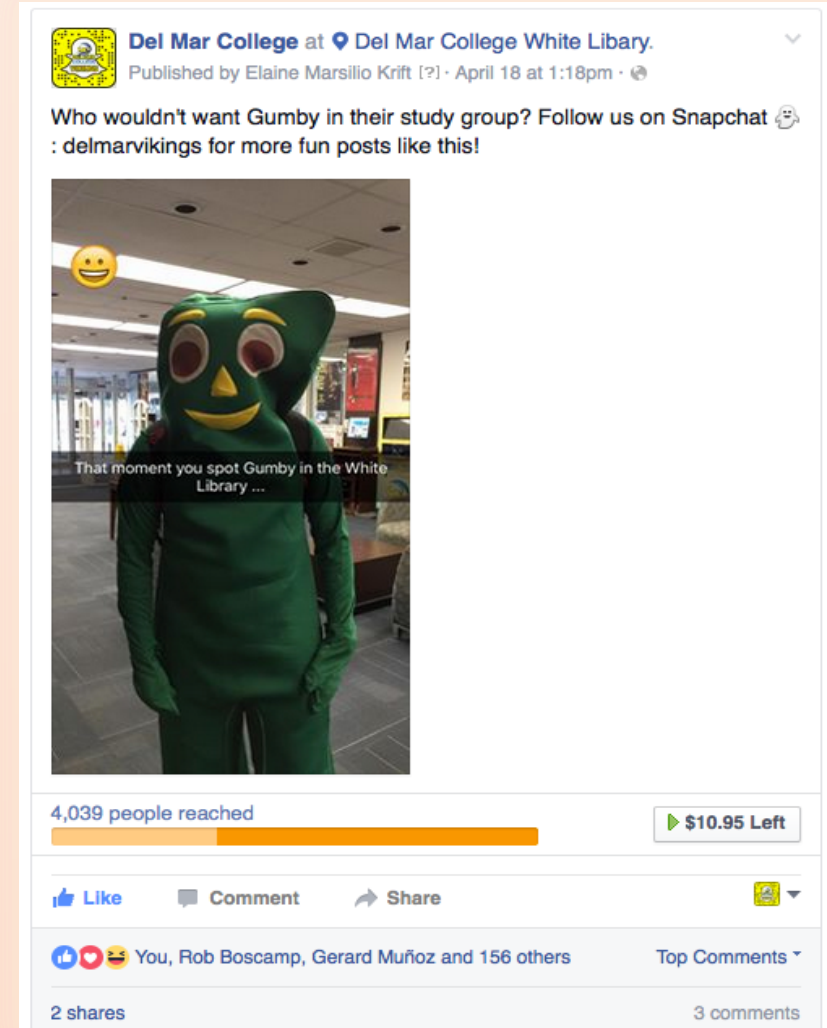
We use our tools!

- Smartphone
- Tablet
- Apps
- Programs



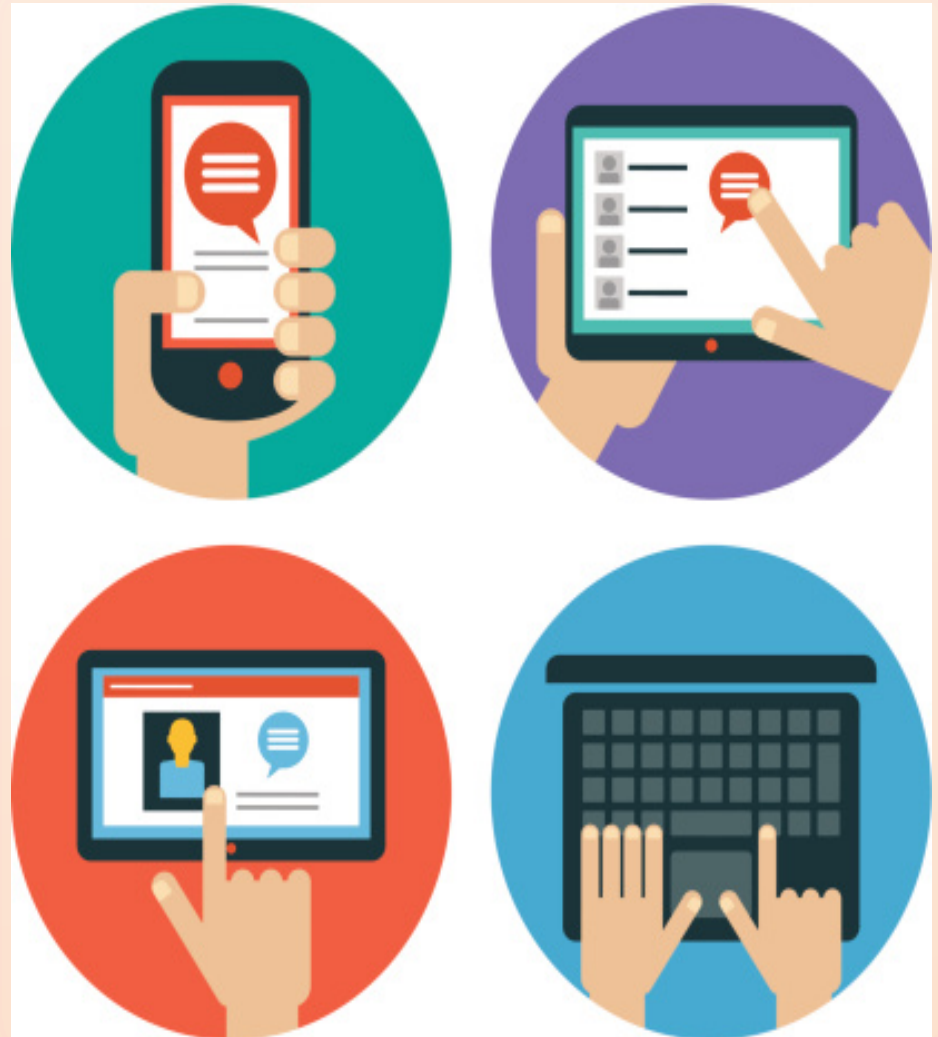
BE “SMART” ABOUT THE SMARTPHONE

- Know your device, and its capabilities.
- See what works for you.
- Don't be afraid to try something new
- See what “sticks”
- The most off-the-wall post may be the best



DEVISE A PLAN FOR YOUR DEVICE

- Which device do you primarily use for posting on social media channels?
- What platforms do you need at your fingertips?
- What apps would make your life easier?



BEST PRACTICES

If your College is on certain social media platforms, have the app on your device.

•Snapchat

•Twitter

•Periscope

•Facebook

•Instagram

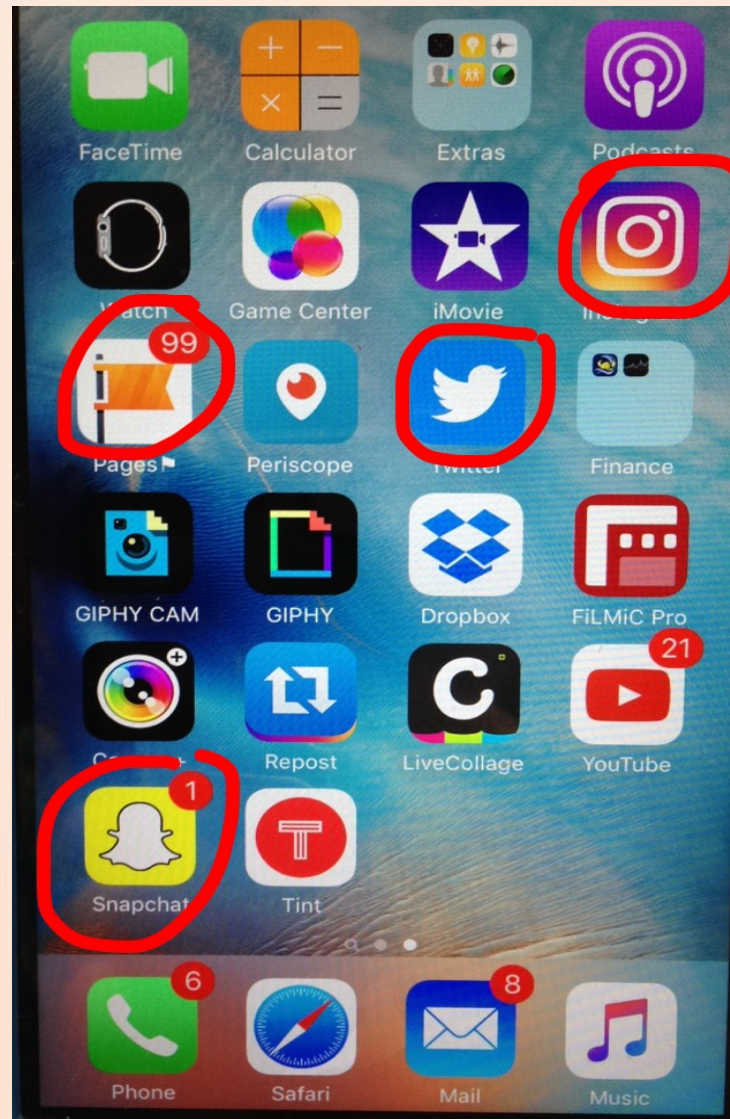
•YouTube



THERE'S AN APP FOR THAT!

- *Facebook Pages Manager*

- *Snapchat*



- *Instagram*

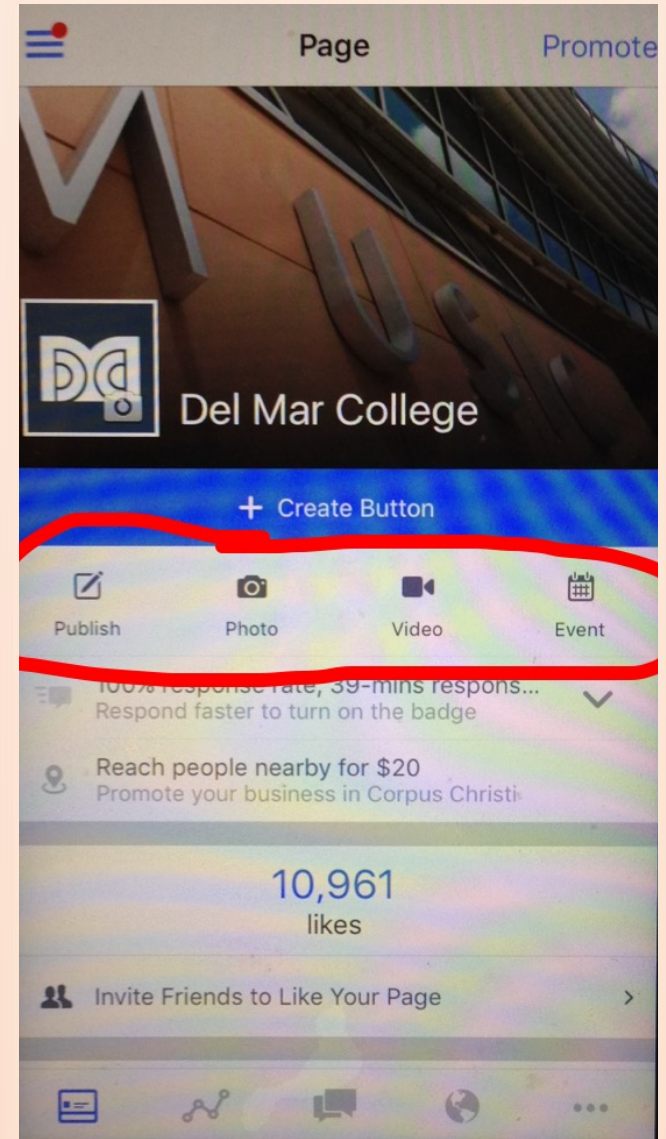
- *Twitter*

- *Periscope*

FACEBOOK PAGES MANAGER

Allows you to:

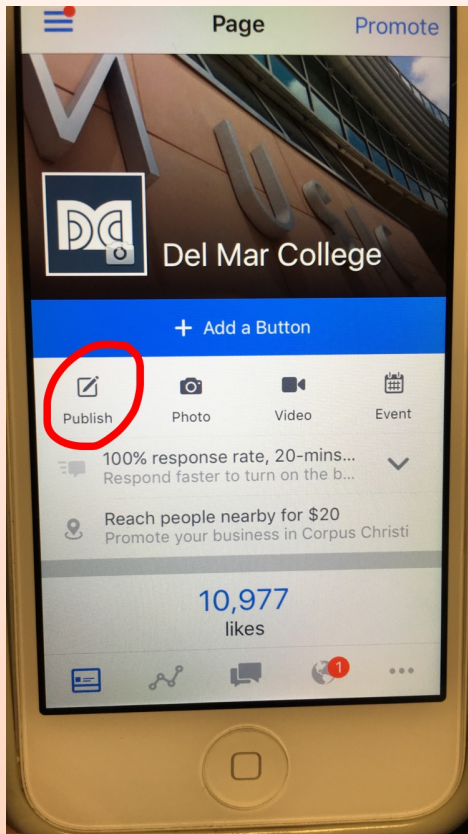
- Directly access your College Page.
- Post photos, videos, GIFs, memes directly from your camera roll/photo gallery.
- Change Cover Photo and Profile Pic



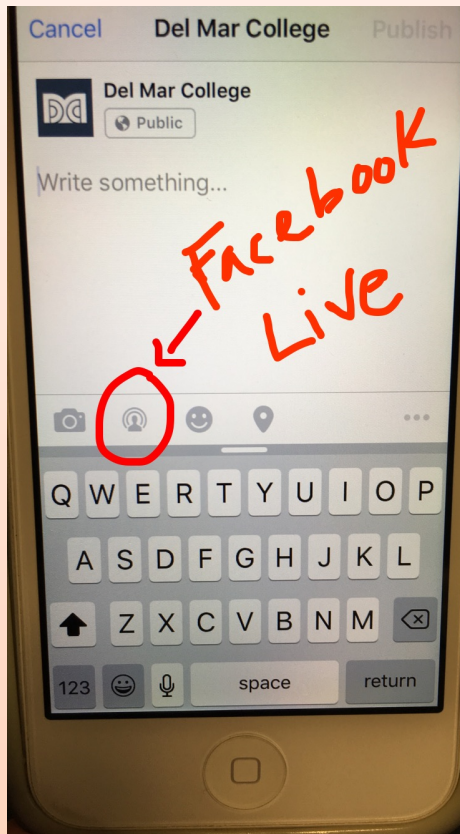
FACEBOOK LIVE

Facebook Live available for live broadcasts

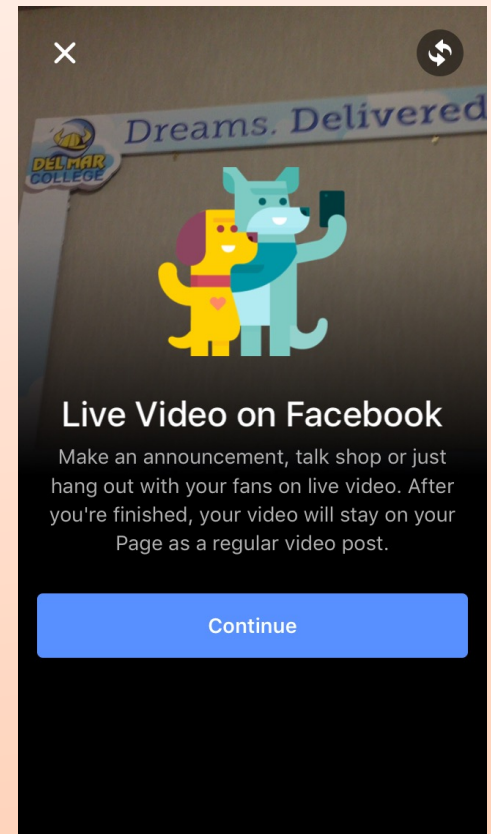
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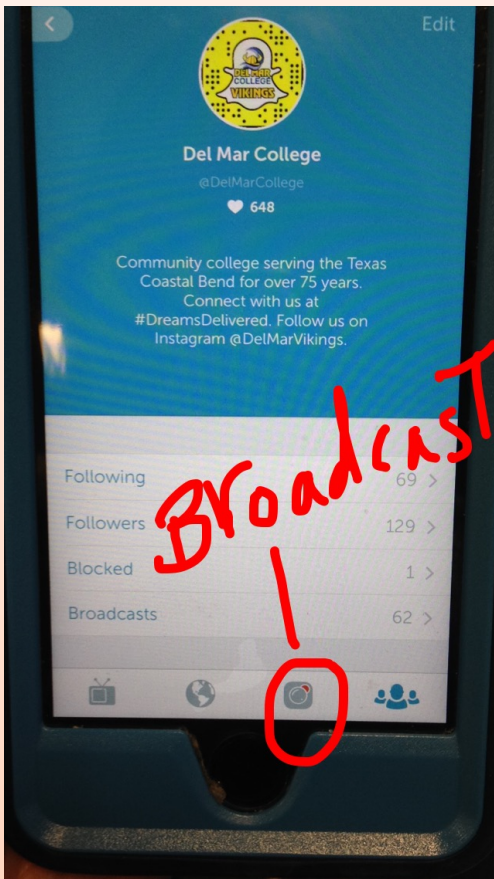
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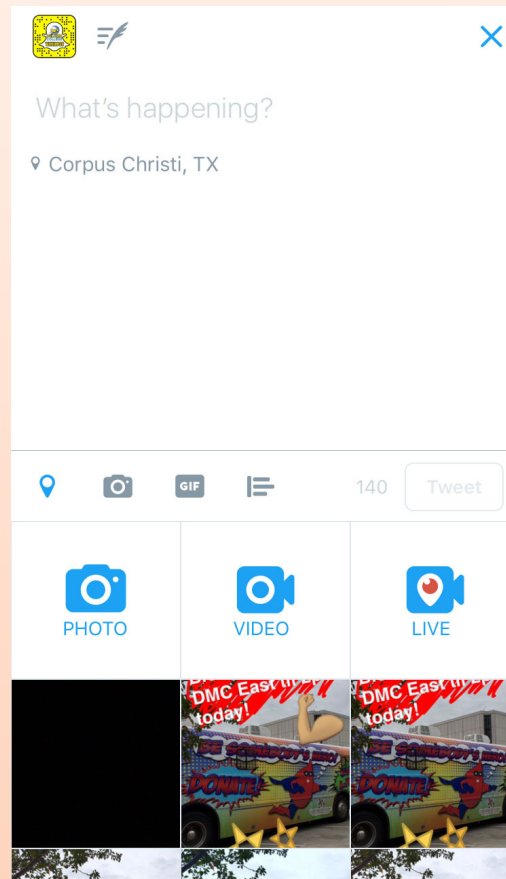
PERISCOPE

- Twitter app for live broadcasting
- Immediately post to Twitter
- Autosave broadcasts

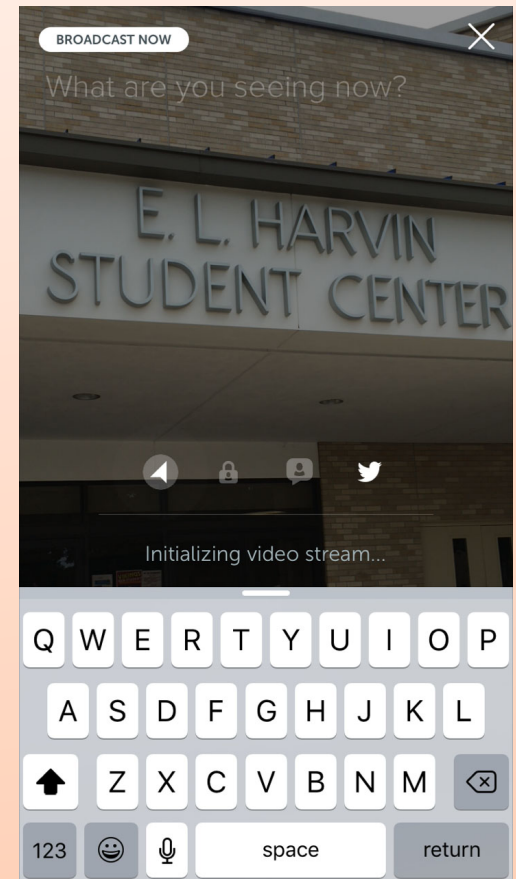
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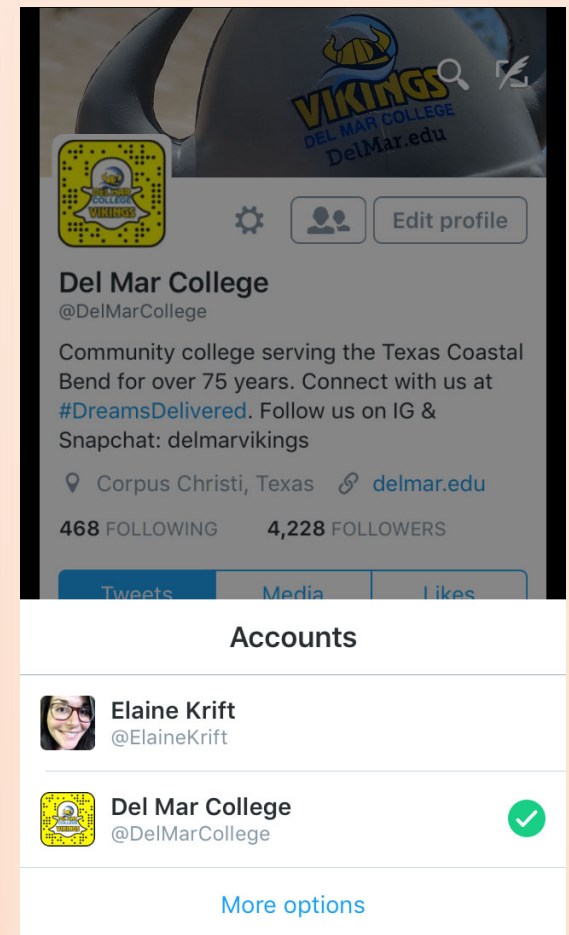
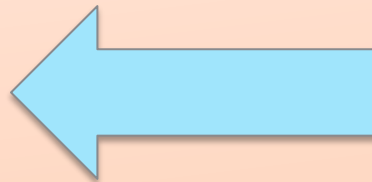
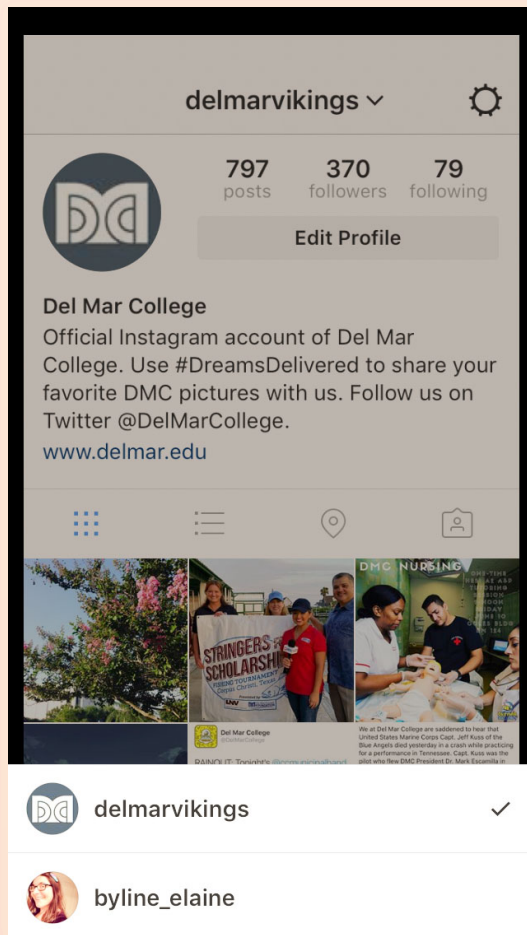


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TOGGLE BETWEEN ACCOUNTS

Instagram & Twitter offer best toggling capabilities for mobile, on-the-go postings



SNAPCHAT

- Real-Time
- Snapchat “Stories”
- Use photos/video, filters, stickers, emojis



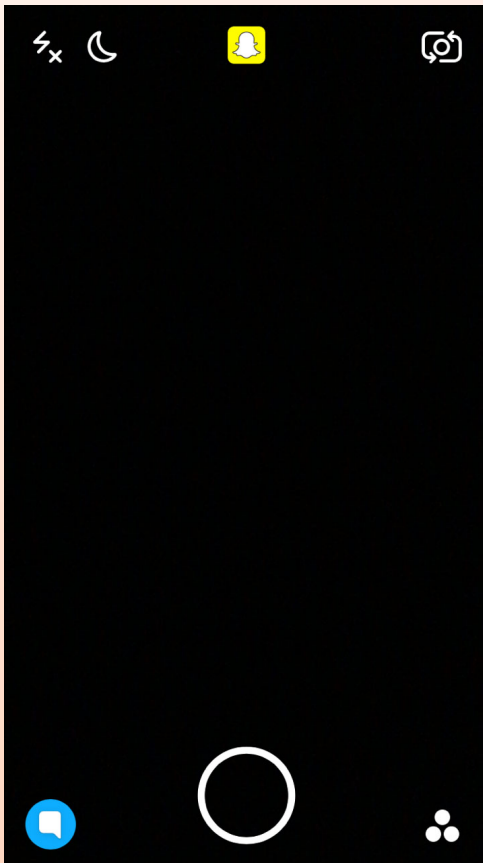
- 24 hours
- Save/download stories to your device
- Difficult analytics



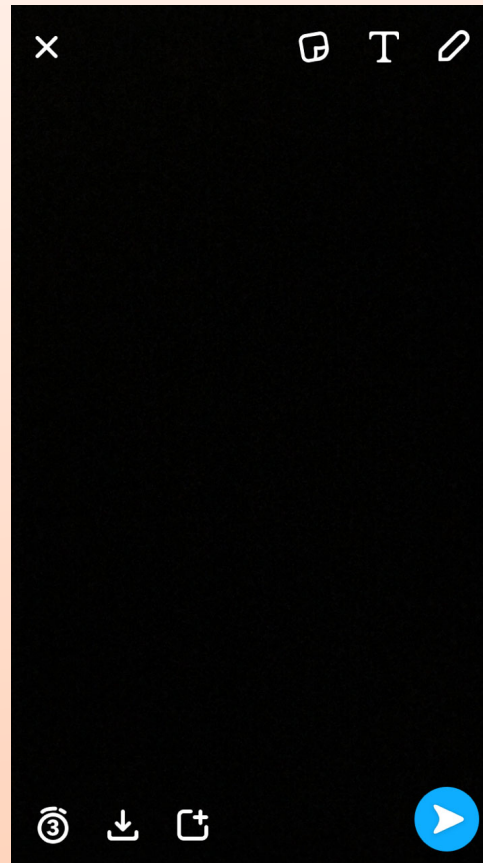
SNAPCHAT BASICS

Snap to it! How to create a snap in Snapchat

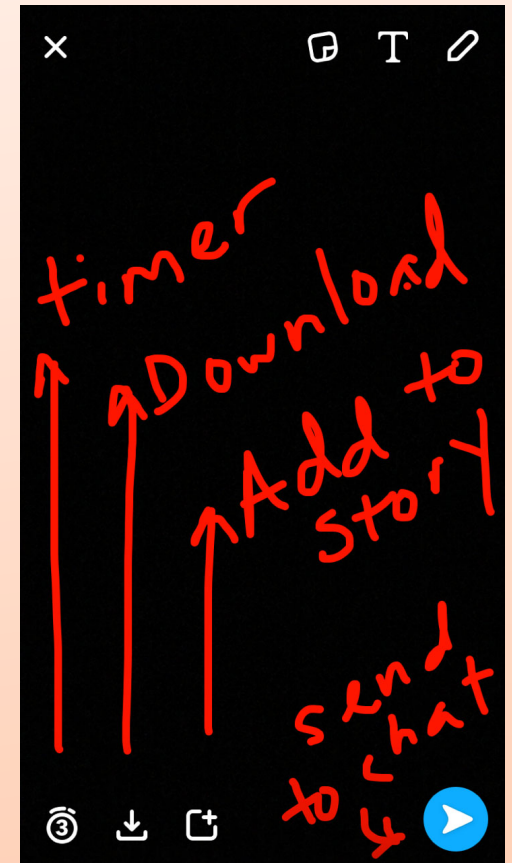
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SHARE ON OTHER PLATFORMS

Use Snapchat filters, text, scribbles, stickers for posts on other platforms & share fun vibes across platforms.



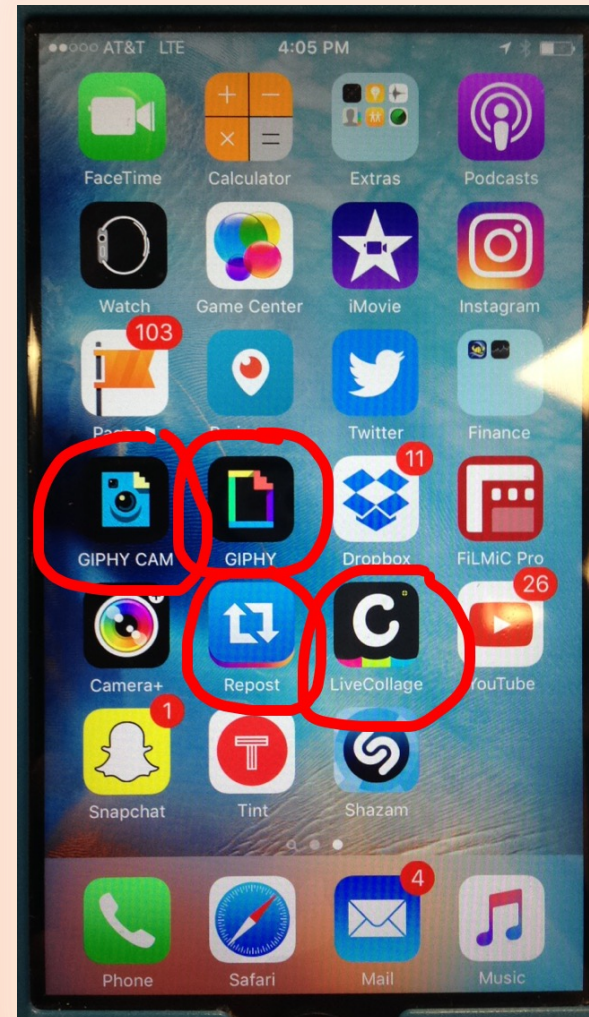
“APP”- ETIZERS

Apps can help make your life easier

What capabilities does your device have already?

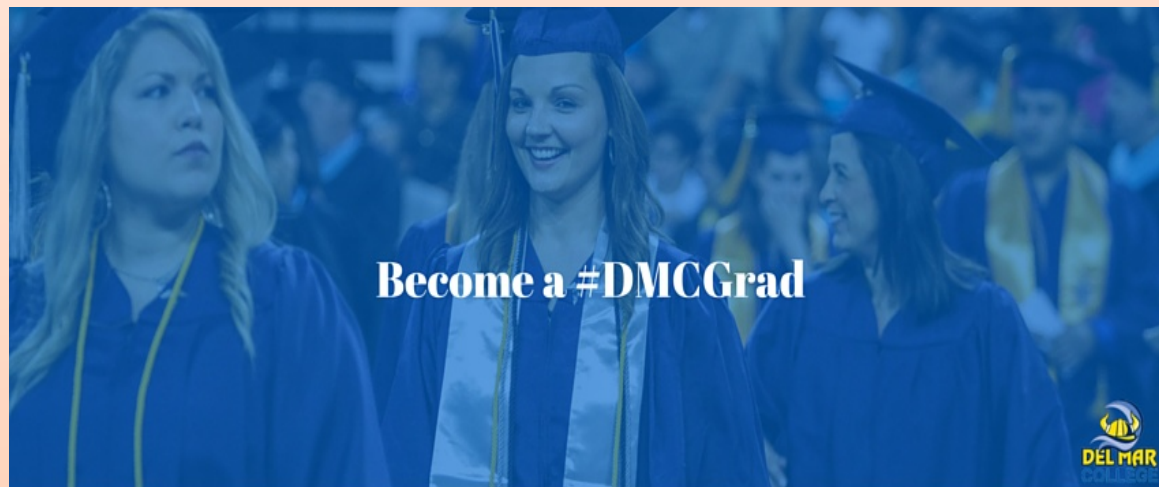
- iMovie
- LiveCollage
- Giphy & Giphy Cam
- Meme Generator (Android)
- Camera +
- Filmic Pro
- Repost app

**** Repost = Gain followers**



GRAPHIC DESIGN/ DATA VISUALIZATION SOFTWARE

- *Canva* (web browser)
- *Fotor* (web browser)
- *Pixlr* (iOs, Android)
- *Infogr.am* (web browser)



HASHTAGS (HOLIDAY OR NOT)

Research hashtags before you jump on the #GIFParty bandwagon.



#THANKYOU

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