

Module 19, Lesson 2 Handout:

Creating and Analyzing Your Social Media

Social media is an incredibly powerful marketing tool. It takes dedication and consistency, but when used effectively, it can have a big impact on your brand and audience development.

Top tips and tools:

1. **Be consistent:** All handles, logos, banners, voice and cadence of posting should be consistent across platforms. Visual branding should be similar across your website and your social media handles. Your brand style, colors, and fonts can all play a role in quality, effective branding.
2. **Establish your social media personality:** Similar to how you share your visual branding, your personality, tone, and voice should be consistent across platforms, even if the type of content you share on each is different. Much like the 'About' page on your website, your 'bio' sections on your social media platforms should state directly who you are, what you do, and include a call to action for your viewers to engage with you.
3. **Utilize your Creative Toolbox:** In an ideal world, being proficient in professional, creative software like Adobe Suite would be the best way to edit your content— photos, videos, or otherwise. Thankfully, you don't have to have professional software to be able to create visually stunning and on-brand content. There are plenty of amateur, DIY options that don't have a steep learning curve or high price.

Some of our favorite apps and design tools include:

- [Canva](#): Save brand colors, fonts, and templates for creating images, banners, infographics, instagram stories, pinterest covers...you name it.
- [Over](#): Design and edit photos and videos from your phone
- [Spark Video](#): Adobe Spark's free online video maker
- [Mojo](#): offers different templates to help you edit your stories in new and engaging ways for Instagram Stories, Facebook Stories and Snapchat.
- [Canva](#)

- [Picmonkey](#)
 - [Snappa](#)
4. In addition to using the in-platform analytics, the use of a third party analytics and scheduling tool is not only super helpful for knowing more about your content and your audience, but for scheduling and planning that content in advance. It's also largely sought after for the capability to actively link posts on Instagram to numerous off-platform pages via the well-known URL 'link in profile'.

Some of our favorite scheduling and analytics tools:

- [LinkTree](#)
 - [Lnk.Bio](#)
 - [Linkin.bio](#)
 - [LikeShop.me](#)
 - [Iconosquare](#)
 - [Link In Profile](#)
 - [Sked Social](#)
 - [Tailwind](#)
5. **Measure your social impact:** The metrics you'll want to be keeping track of will change based on what social platforms you are using, but it is a good idea to keep tabs on what your overall metrics look like. You always want to have a general understanding whether or not what you're putting on there is resonating with your audience.

Metrics and MoM growth:

	Followers	Engagement Rate	Impressions	Reach	Interactions	Clicks
Total						
% Change						