An aerial photograph of the Atlanta-Hartsfield Jackson International Airport, showing the terminal, runways, taxiways, and surrounding landscape. The image is slightly faded to serve as a background for the text.

# ATL *Behind the Scenes*

TRAINING SESSIONS

PRESENTED BY



BUSINESS  
DIVERSITY

# Welcome



# Presenter

Charlette Wynn, PgMP PMP  
President & CEO P<sup>3</sup> Delivery

Montina Young Portis, MM, CBCP  
Founder & CEO CIA Media Group LLC

Agenda

**What is Social Media Strategy?**

**Social Media Marketing**

# Audience question

Do you have a Social Media strategy and/or plan **documented**?





**What is a social media strategy and  
why is it **so** important?**

# Social Media Strategy

## What is it?

A **social media strategy** is a summary of everything you plan to do and hope to achieve on **social media**. It defines how your organization will use social media to achieve your communications goals and the supporting platforms.



# Social Media Strategy

## Why is it important?

- Lack of a strategy hands the advantage over to the competitor
- It helps to build brand and reach your audience
- Save/make more \$\$\$s
- Just to name a few



# 10 Steps to Reaching Your Audience....

## A Social Media Strategy Checklist

1

### Document your goals

Make sure they are SMART (Specific, Measurable Achievable, Relevant and Time-Bound)

2

### Develop and commit to a budget

Figure out what works best for our business and devote more of your budget to those areas.

3

### Establish your target audience

Align your content to the customers you want

4

### Know your competitor's social media presence

What do their profiles/websites etc. say?

5

### Be selective in choosing your platforms

Decide which and when a social media aligns best with your goals

# 10 Steps to Reaching Your Audience....

## A Social Media Strategy Checklist

- 6** **Ensure consistency across social media platforms**  
Same username, profile, photo, post format, etc.
- 7** **Establish a calendar to plan activities**  
Automatic reminders to trigger specific posts in alignment with special events.
- 8** **Create social media guidelines**  
For engaging with customers, setting up and monitoring pages, use of photos, logos, titles, etc.
- 9** **Audit periodically**  
Determine if strategy is working and what needs to be refined.
- 10** **Adjust your strategy as required**  
Evolve with your customer's needs, trends and other factors





## What is a social media strategy and why is it **so important**?

<https://www.dropbox.com/scl/fi/9ee7ucbbikpiygztmprzx/Social-Media-Strategy-Template.pptx?dl=0&rlkey=6stfahg91xphjdmhx0kjitptn>



## Social Media Marketing



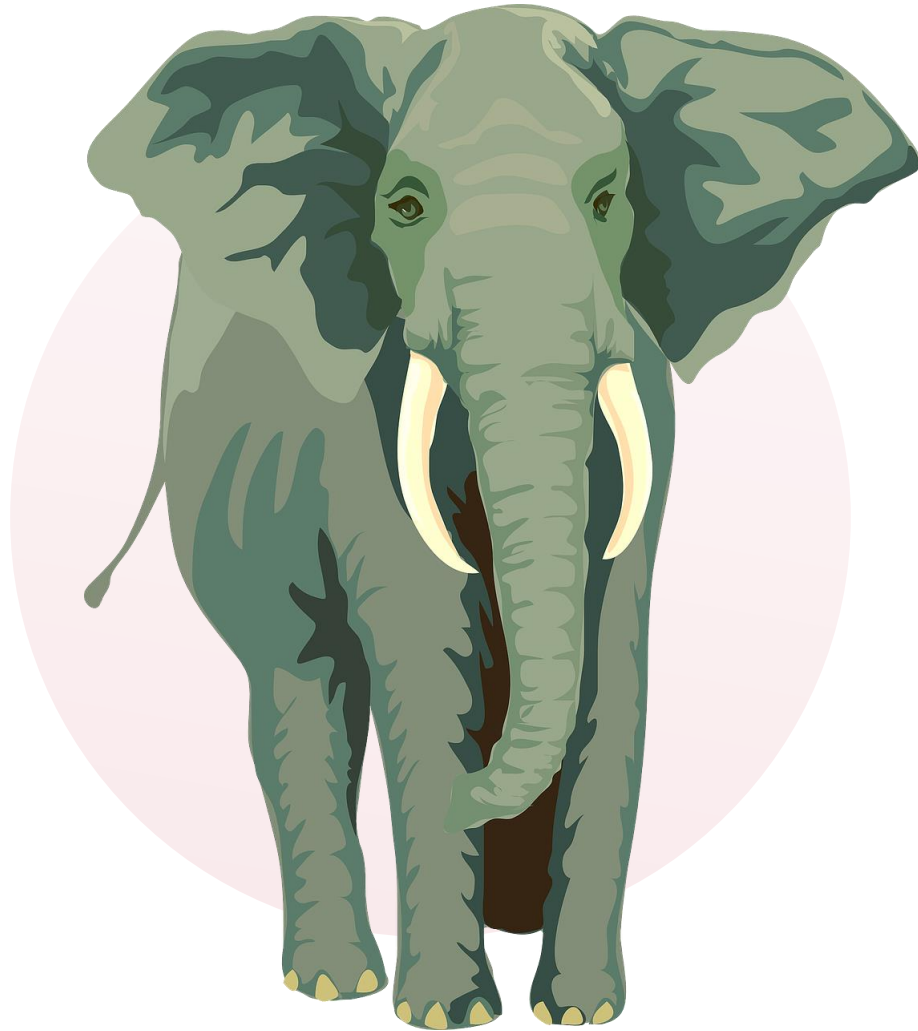
# Why Social Media Marketing?

- ✓ Positions you as an expert, authority and thought leader
- ✓ Free Word of Mouth Marketing
- ✓ Promote Your Business
- ✓ Backlinks add credibility
- ✓ Builds awareness



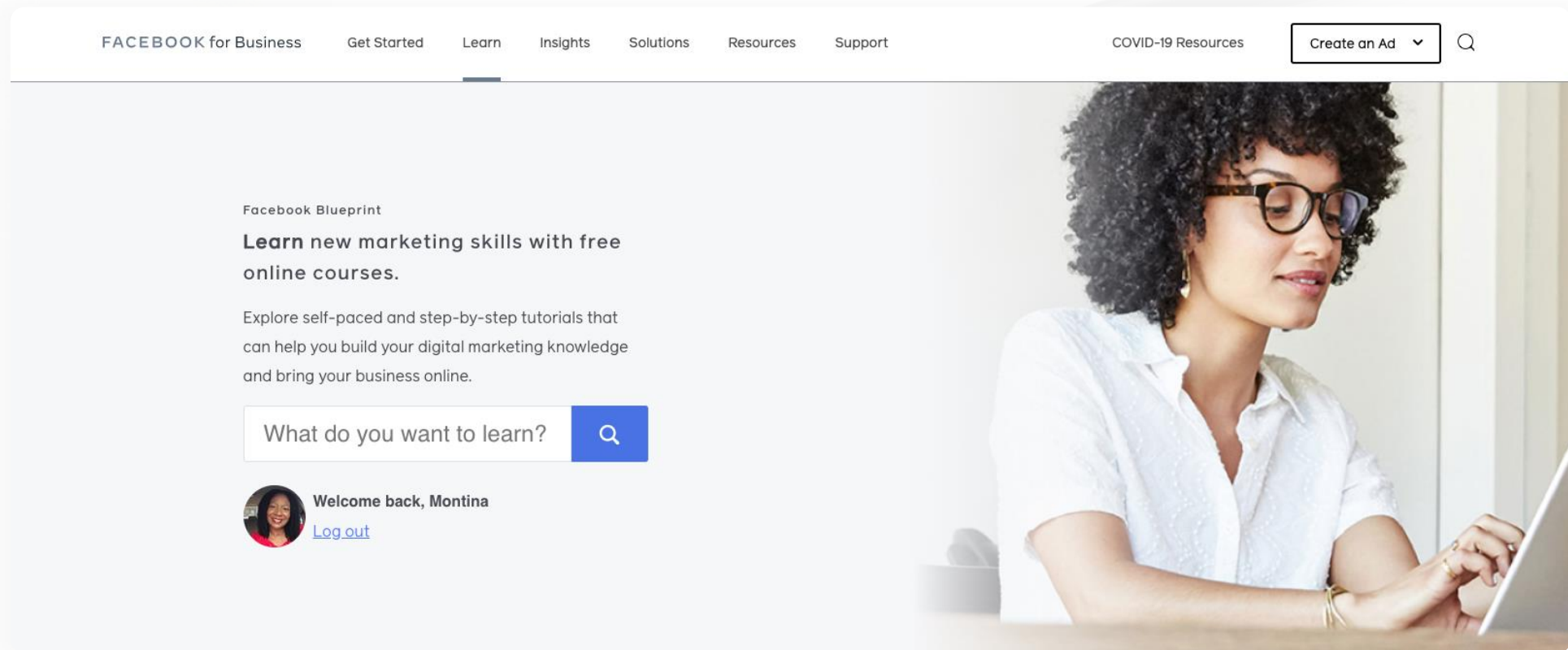
## Why is Marketing Important?

*If you're not **consistently** communicating how you help your clients, how you're different and what you do, they will choose someone that is.*



- ✓ *My clients aren't on social media...*
- ✓ *I don't have anything to post...*
- ✓ *I don't have enough time...*
- ✓ *I hate social media...*
- ✓ *I have enough customers...*
- ✓ *Social media is a waste of time...*
- ✓ *Everyone already knows us...*
- ✓ *My business doesn't work online...*

# Facebook





**Facebook**

***Friends***






***Fun***


***Family***

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# Twitter

 **Business**

Basics ▾ Advertising ▾ Resources and guides ▾ Ads Help Center ▾   [Start a campaign](#)



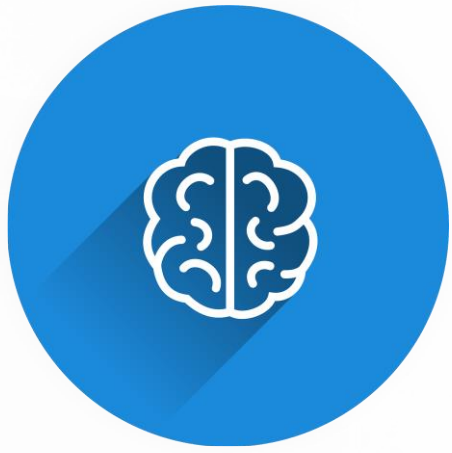
## Why use Twitter for business?

An introduction to Twitter for business

[Make an impact with Twitter Ads](#) [Learn more](#)

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# What are the benefits of Twitter for business?



*Stay in the  
Know*



*Free Business Promotion*

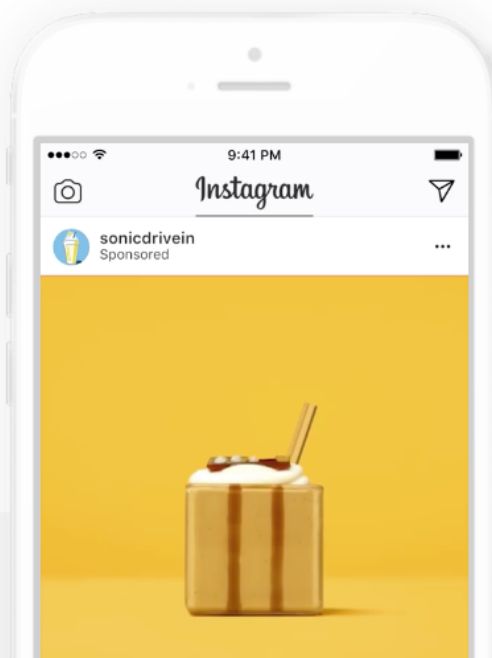


*Reach New Audiences*



*Start a Conversation  
or a Movement*

# Instagram



## Why Instagram?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.

**60%**

of people say they discover new products on Instagram.<sup>1</sup>

**200 Million+**

Instagrammers visit at least one Business Profile daily.<sup>2</sup>

**80% Increase**

in time spent watching video on Instagram.<sup>3</sup>

**1/3**

of the most viewed stories are from businesses.<sup>4</sup>

**Starting an account is quick and easy**



# YouTube

## Company Info

**URL:** <https://www.youtube.com>

**Founded on:** February 2005

**CEO:** Susan Wojcicki

**Headquarters:** San Bruno, CA

**Employees:** 2,000+



## YouTube Statistics

### Total Number of Monthly Active YouTube Users:

2 billion ([source](#))

Last updated: 10/20/20

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### Total Number of Daily Active YouTube Users:

30 million ([source](#))

Last updated: 9/4/19

YouTube



Montina aka SPARKWISDOM

39.5K subscribers

CUSTOMIZE CHANNEL

YOUTUBE STUDIO

CSV EXPORT

HOME

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What to Expect from the SPARKWISDOM Channel (2020)

378 views • 5 months ago

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# LinkedIn

**URL:** <https://www.linkedin.com/>

**Founded on:** May 5, 2003

**CEO:** Jeff Weiner

**Headquarters:** Mountain View, CA

**Employees:** 16,000 ([source](#))



## LinkedIn Statistics

### Total Number of LinkedIn Users:

766 million ([source](#))

Last updated: 10/3/20

---

### Total Number of Monthly Active LinkedIn Users:

310 million ([source](#))

Last updated: 2/3/20

---

### Total Number of LinkedIn Users from the US:

171+ million ([source](#))

Last updated: 10/10/20

---

### Percentage of LinkedIn Monthly Active Users:

46.97% ([source](#))

LinkedIn is for  
**Leaders**







"If you don't have a plan to **SCALE**  
you have a plan to **FAIL.**"  
— MONTINA YOUNG PORTIS

Helping companies rethink business for the digital age.



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Montina Young Portis, MM, CBCP


★ Digital Strategist | Founder & CEO CIA Media Group - We put your marketing dollars to work | Award-Winning Digital Marketing Agency | DBE, MBE, WBE, ACDBE, WOSB, F/MBE, CBCP ★

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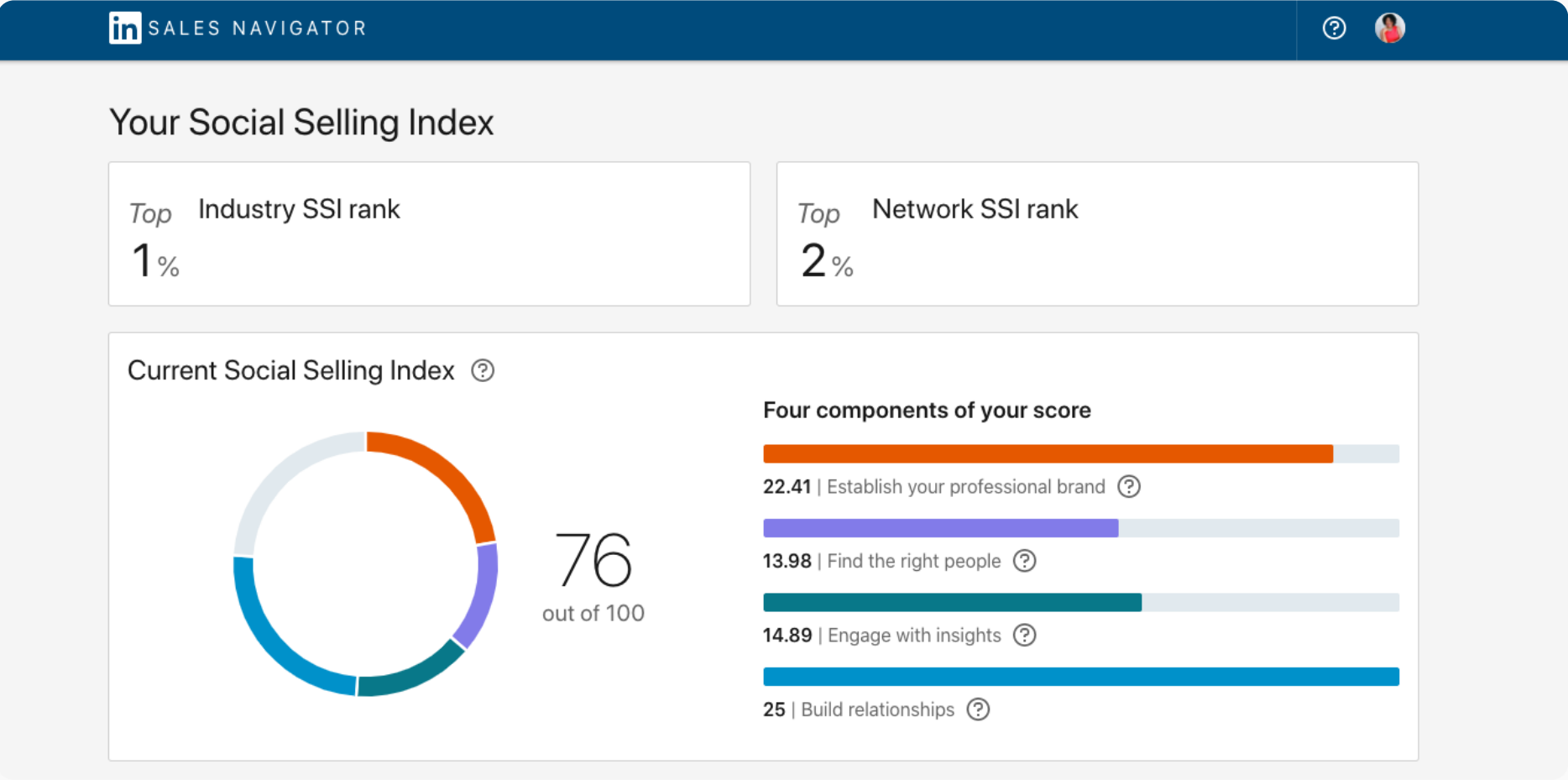
People You May Know



**Jonathan Cox**  
WSP Atlanta  
Environmental...



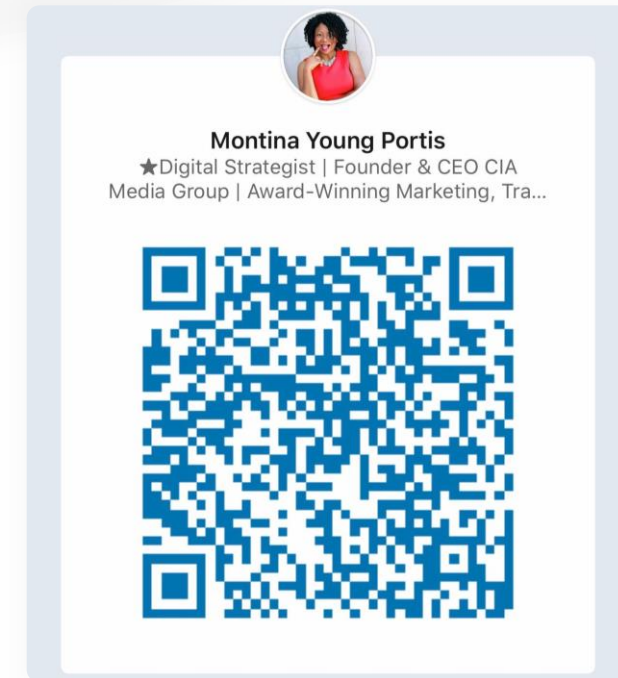




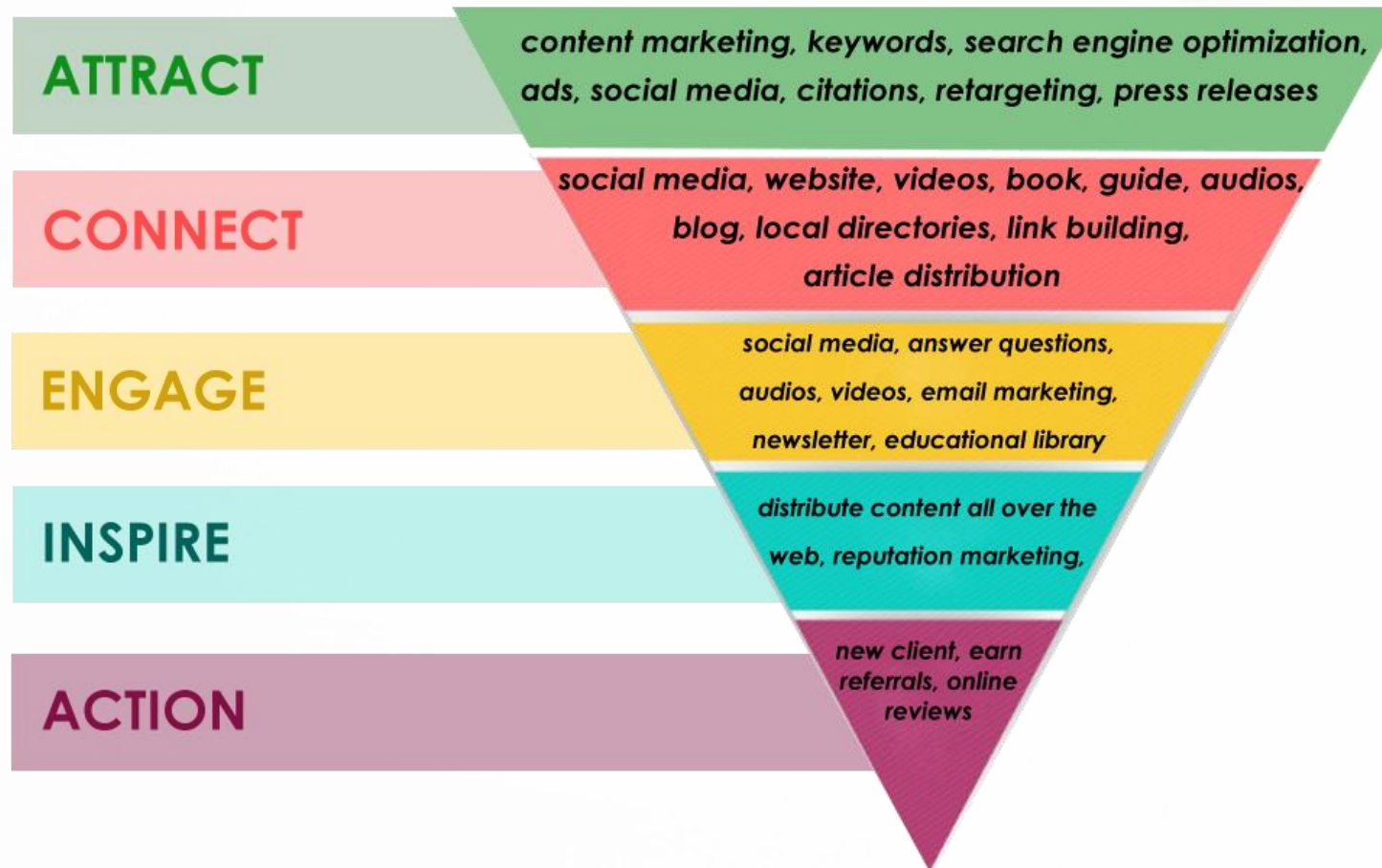
# LinkedIn

LinkedIn is the world's largest online business networking platform with more than 350 million users in over 200 countries and territories.

- **Leverage Relationships**
- **Identify New Opportunities**
- **Navigate the Platform Effectively**
- **Know When to Connect**
- **Educate Your Audience**
- **Determine the Best Times to Post**
- **Improve Engagement**
- **Narrow down new opportunities**



# Social Media Strategy – it's a **LOT** of work





## Content Marketing Tips

- ✓ Leverage Certifications
- ✓ Share New Hire Announcements
- ✓ Highlight New Projects/Clients
- ✓ Answer Frequently Asked Questions
- ✓ Distribute Seasonal Content
- ✓ Share COVID-19 Updates & Info
- ✓ Share Holiday Hours and/or Info
- ✓ Announce Company Awards & Highlights
- ✓ Create custom hashtags
- ✓ Don't Treat All Platforms Equally
- ✓ Videos – HERO, Educational, Authoritative, Thought Leadership, Testimonials, Interviews, How to, FAQs



“ The essence of strategy is choosing **what not to do.**”

Michael Porter.

# Which Social Media Profile is Right for Your Company?

- ✓ Are you B2C, B2B, or both?
- ✓ Do you have capacity to scale?
- ✓ Who's your target audience?
- ✓ What's your overall goal?
- ✓ Is your product/service targeted at corporations, retail, and/or government agencies?
- ✓ Do you understand how to market your services to the government or Fortune 500 companies?
- ✓ What challenges do they face, and what problems do they want to be solved?
- ✓ How do they get their information (are they tech-savvy or more traditional)?
- ✓ Do you have the time, energy and money to manage your social media?



**DO. THE. WORK.**

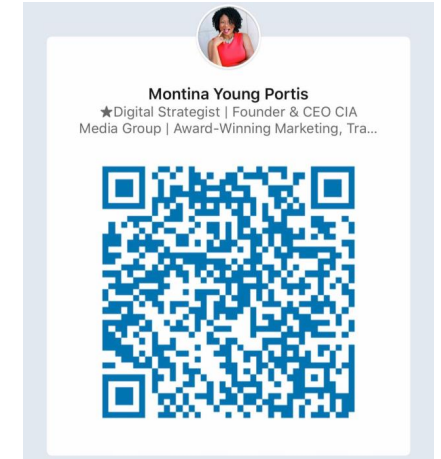
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# Contact Info

Whether you have a question about marketing, leveraging certifications, a specific strategy, or just want to learn more about digital strategies with us, we're here to help.

Access FREE training -  
<https://CIAMediaGroup.com>



GA, OK, IA, MA, MN, SC



# question

a Bane

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For information, Contact

**Montina Young Portis, MM, CBCP**

Founder & CEO

760 Old Roswell Road

Suite 220

Roswell, GA 30076



770-580-2765



Montina@CIAMediaGroup.com



[www.CIAMediaGroup.com](http://www.CIAMediaGroup.com)



For information, Contact

**Charlette Wynn, PgMP, PMP, CSSB**  
**President & CEO**

Headquarters:

160 Clairemont Avenue

Suite 200

Decatur, GA 30030

DUNS: 088308353

CAGE: 51AE3



404 294-7774

678 362-8633



[cwynn@p3delivery.com](mailto:cwynn@p3delivery.com)



[www.p3delivery.com](http://www.p3delivery.com)

[contactus@p3delivery.com](mailto:contactus@p3delivery.com)





Thank you  
for attending  
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