

SOCIAL MEDIA

Strategy & Presence

CONNECTING WITH AUDIENCES ONLINE

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Presented by: DigitalMani.in

What is Social Media?

- A platform for digital interaction, engagement, and content sharing
- Used for communication, marketing, brand building, and customer service



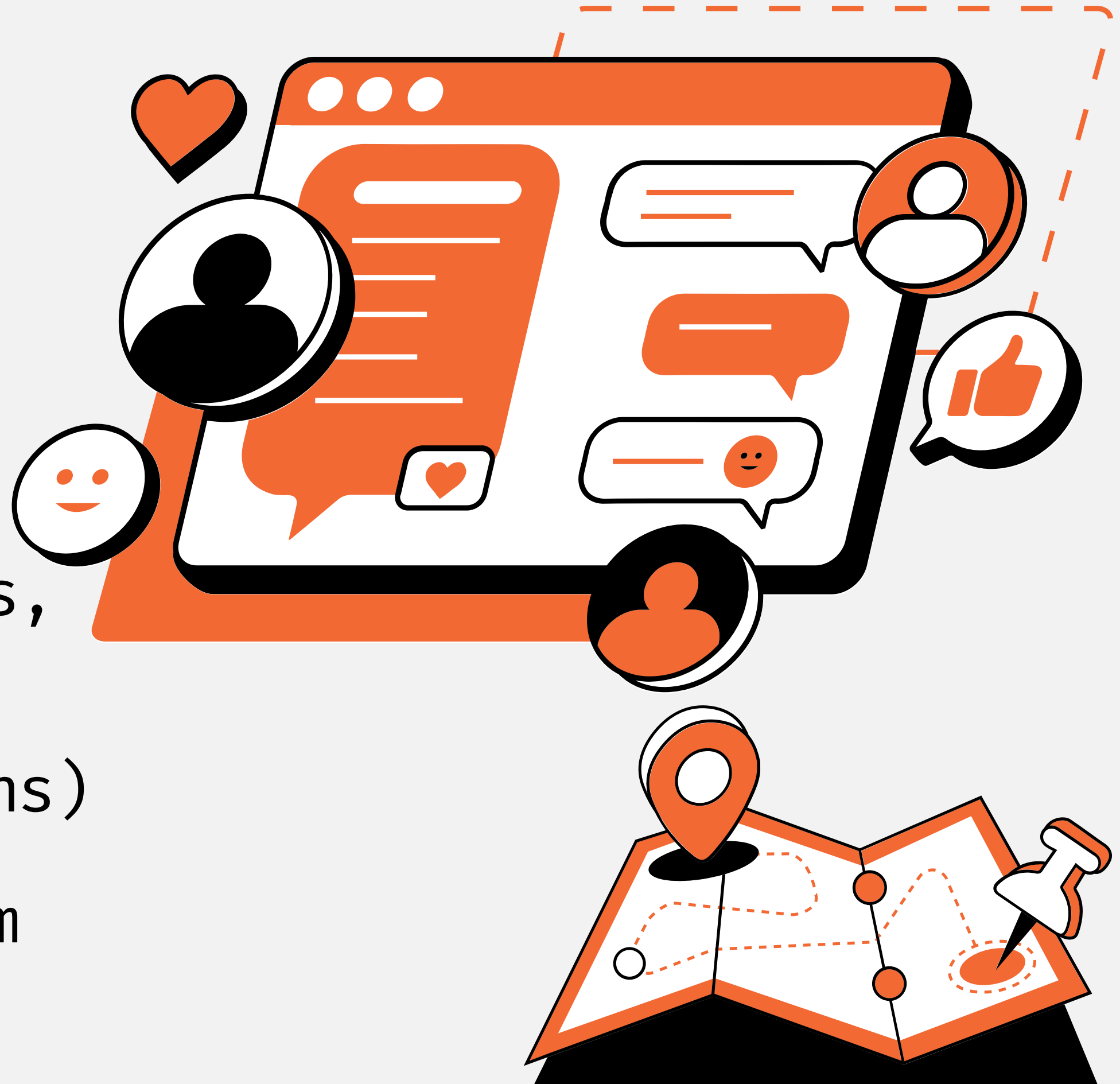
WHY Social Media matters?

- Reach billions of users globally
- Real-time engagement with audiences
- Powerful tool for storytelling and conversion
- Cost-effective marketing for businesses of all sizes



TYPES OF Social Media Platforms

- Visual-based platforms (photos, videos, stories, reels)
- Text-based platforms (threads, blogs, captions)
- Professional networking
- Short-form vs. long-form content platforms



Content Pillars

- Educational
- Inspirational
- Promotional
- Behind the scenes
- User-generated content
- Entertainment or humor



Content Types

- Static images
- Carousels
- Stories
- Reels/Shorts
- Live sessions
- Polls and quizzes



Goals & KPIs

- Engagement (likes, comments, shares, saves)
- Follower growth
- Reach & impressions
- Website clicks
- Conversion (DMs, sign-ups, bookings)



Posting Schedule

- Best times and days to post
- Frequency (daily, 3x/week, etc.)
- Story highlights & feed planning



Engagement Strategy

- Responding to comments and DMs
- Asking questions in captions
- Collaborating with other accounts or creators
- Using interactive tools like polls and stickers



Hashtag Strategy

- Use a mix of broad and niche hashtags
- Create or follow community hashtags
- Stay updated with trending tags



Analytics & Performance

- Monitor post reach and engagement
- Track content performance over time
- Adjust strategy based on data



Thank You!

Presented by: Borcelle Group

