



SOCIAL MEDIA SUMMIT

August 22, 2024





CATHERINE BRENNER

Youth & Teen Program Manager, Fishers Art Center

FishersArtCenter.org

WELCOME

From today's hosts





GABBY BLAUERT

Communications Manager, HCT

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INTRODUCTION

Your social media guide for the day

AGENDA

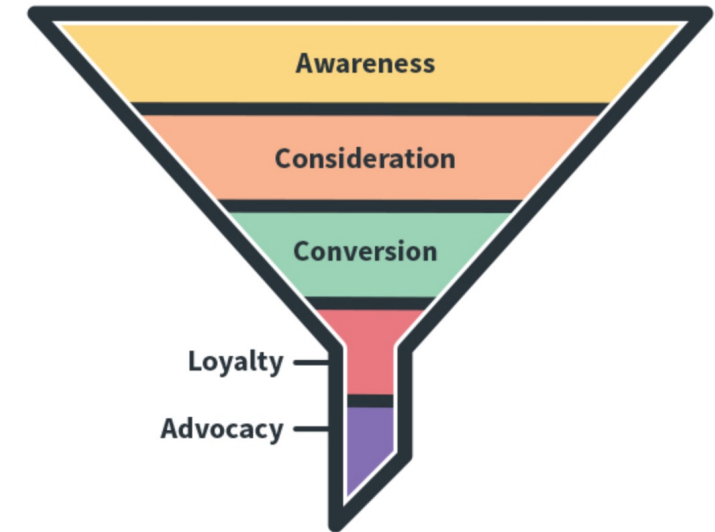
- 9:00AM Social Media Presentations
 - State of Social Media
 - Content Creation Tips
 - Influencer Relations Best Practices with Chelsea Kopelman
- 10:00AM Break
- 10:15AM Panel Q&A
 - Chelsea Kopelman, Hannah Kiefer, Dan Myers, Madi Brooks
- 11:00AM Networking Time
- 11:30AM Event Conclusion

STATE OF SOCIAL MEDIA

Recent trends & statistics

VIDEO IS KING

- Consumers say short-form video is the most engaging type of in-feed content
- However, long-form videos are becoming popular
- Different content length is good for different parts of the marketing funnel



GRAPHIC COURTESY OF SPROUT SOCIAL

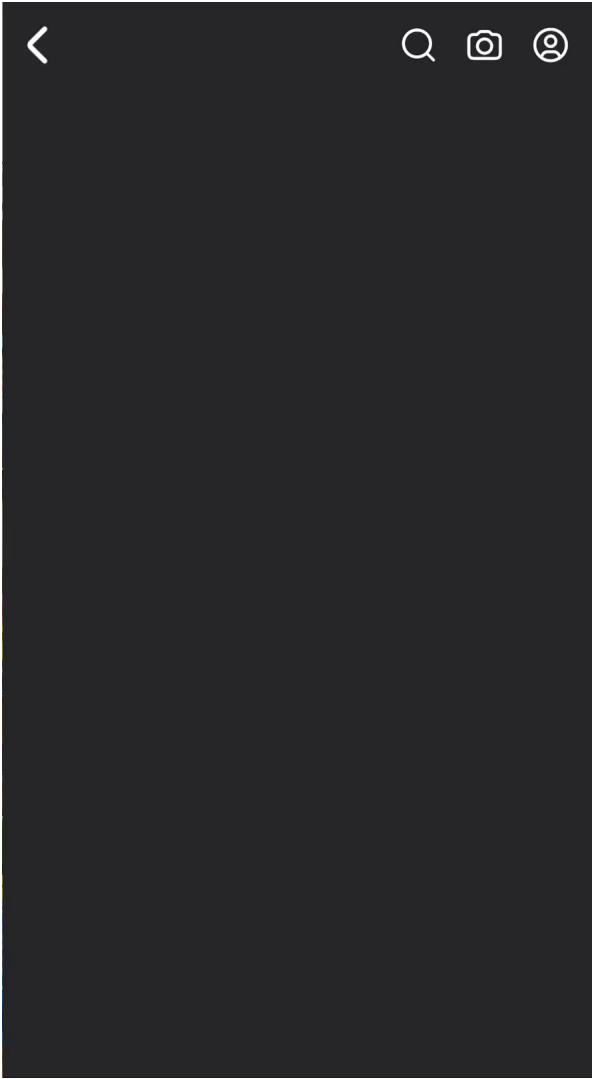
EXPLAINER VIDEO



PRODUCT TEASER



BEHIND THE SCENES



UGC / POV

SOCIAL AS SEO

What percentage of [Gen Z prefers TikTok over Google](#) when searching for information?

6%

22%

40%

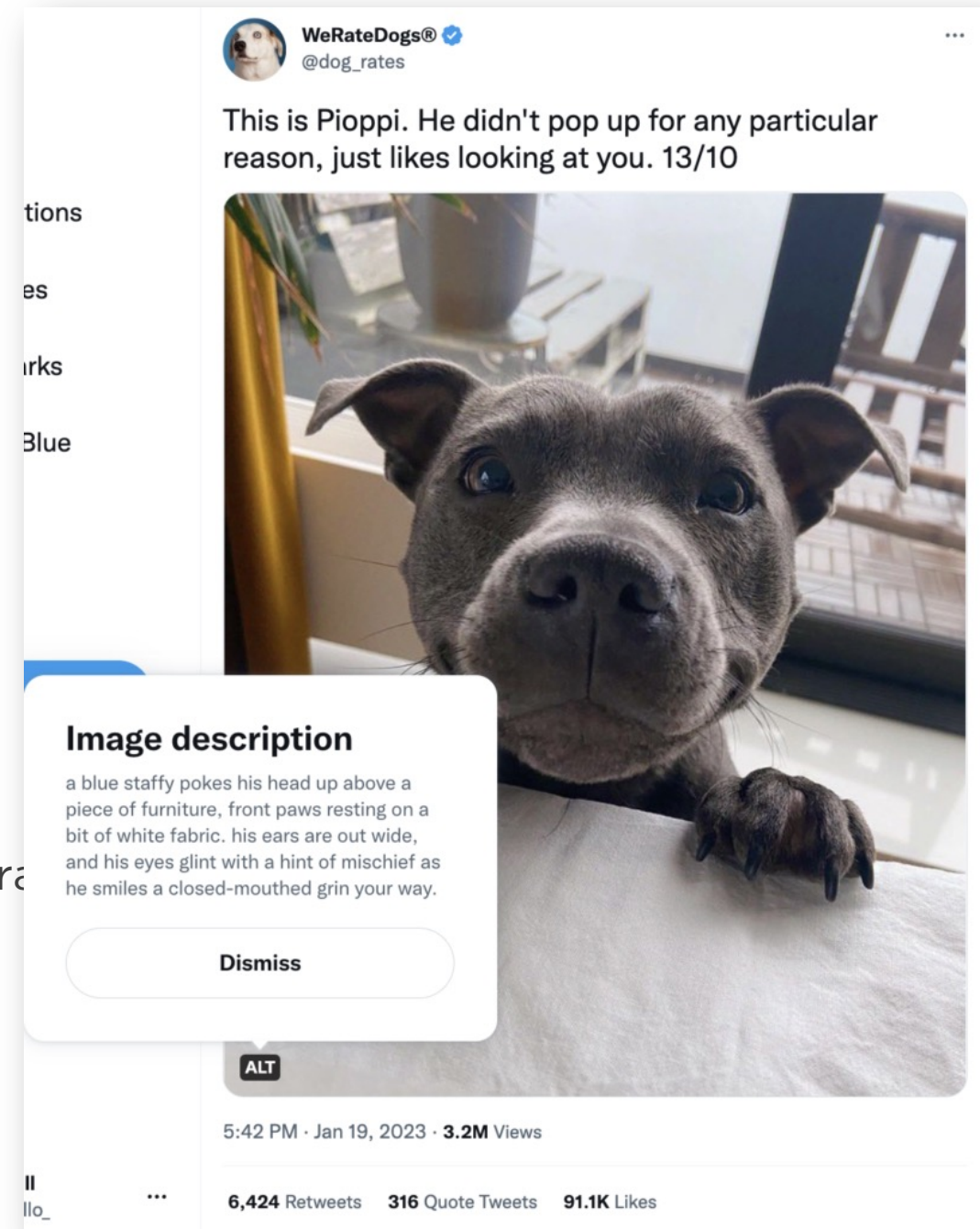
76%

- Tips for optimizing discoverability
 - Use keywords in your captions & your profile bio
 - Link to the same website, address, phone, and email across social media profiles
 - Use subtitles



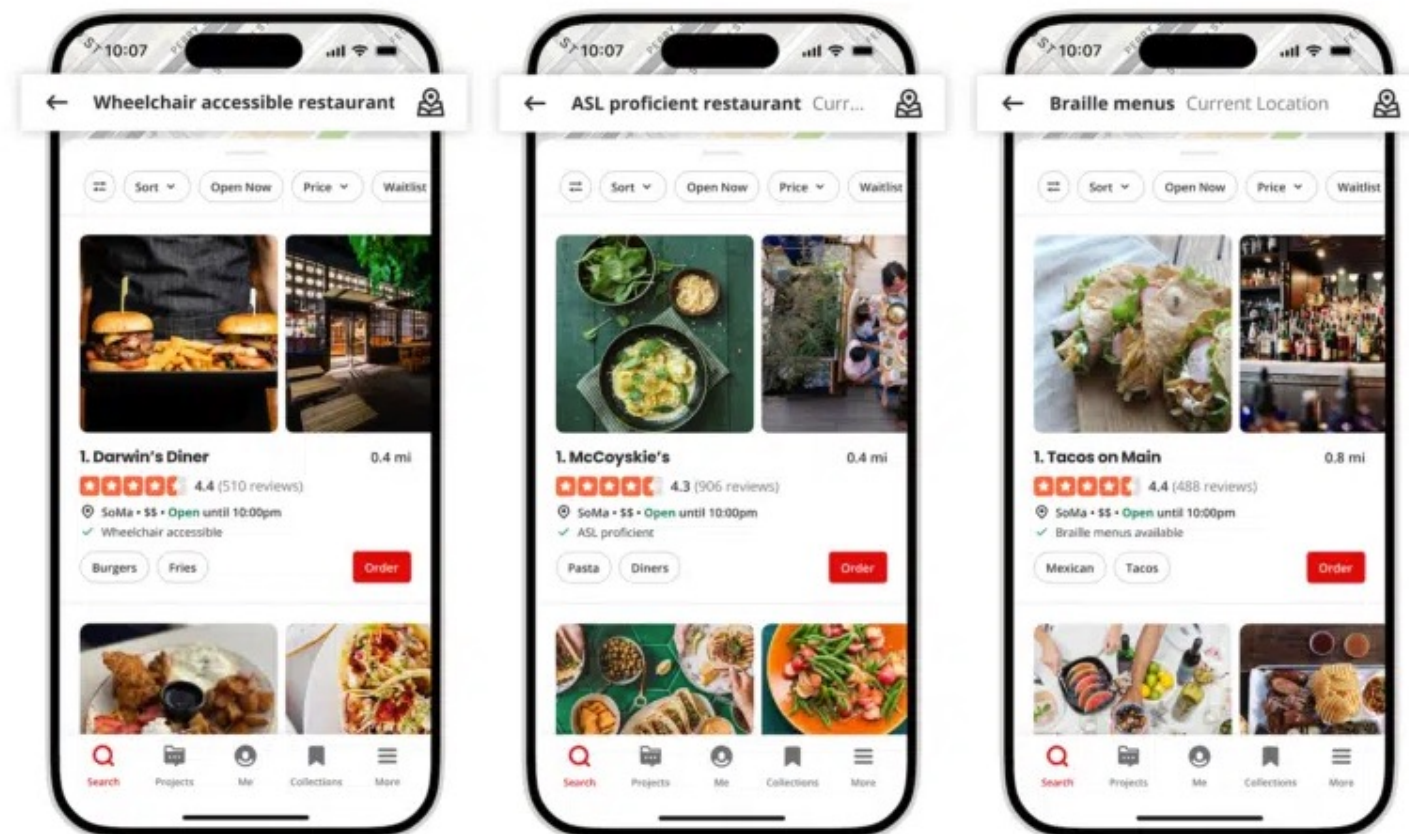
SOCIAL MEDIA ACCESSIBILITY

- Tips via [Hootsuite](#) & [Sprout Social](#)
 1. Use Alt-Text
 2. Use closed captions / subtitles
 3. Use inclusive language
 4. Be mindful of emojis & memes
 5. Make accessibility a part of your routine & embrace it



SOCIAL MEDIA ACCESSIBILITY

Take advantage of tools on different platforms, like [Yelp](#)!



QUESTION TIME!

How do you stay up-to-date on social media trends/best practices?

Join at menti.com | use code 66211472



SOCIAL MEDIA CONTENT CREATION

Process & Tools

Profiles Viewing all Post Types Viewing all Tags Viewing all [Clear All](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
EOS	Local Parks	Happy Hours Various / Collaboration	Back to School / Shopping	OPEN	Book Lovers Day Various	Ruoff Accessibility Blog Noblesville
<div>10:37 am</div> <div>Prepare to be dazzled by EOS from the City of Carmel, Indiana...</div> <div>...</div>	<div>10:13 am</div> <div>This one is for the nature lovers</div> <div>...</div>	<div>9:13 am</div> <div>Happy Hour is back in Indiana! Discover deals on food & drinks...</div> <div>...</div>	<div>8:36 am</div> <div></div> <div>...</div>	<div>8:48 am</div> <div></div> <div>...</div>	<div>11:02 am</div> <div></div> <div>...</div>	<div>12:55 pm</div> <div>Did you know that Ruoff Music Center has an Accessibility...</div> <div>...</div>
<div>4:26 pm</div> <div>Prepare to be dazzled by EOS from the @CityOfCarmelIn</div> <div>...</div>	<div>11:24 am</div> <div>"Now I think the sky's the limit in how we can help. We have..."</div> <div>...</div>	<div>5:34 pm</div> <div>#HappyHour is back in Indiana! Discover deals on food & drinks...</div> <div>...</div>	<div>9:19 am</div> <div>Get ready for the new school year with a Hamilton County shoppin...</div> <div>...</div>	<div>8:49 am</div> <div>@CITYOFWESTFIELDIN @CARMELCLAYPARKS...</div> <div>...</div>	<div>11:54 am</div> <div>It's National Book Lovers Day! Find your next read and support...</div> <div>...</div>	<div>2:48 pm</div> <div></div> <div>...</div>
	<div>4:18 pm</div> <div>This one is for the nature lovers</div> <div>...</div>		<div>1:57 pm</div> <div>Congratulations to all Hamilton Co. Athletes who participated in...</div> <div>...</div>	<div>6:38 pm</div> <div>It's National Pickleball Day!</div> <div>...</div>	<div>2:01 pm</div> <div>It's National #BookLoversDay! Find your next read and support...</div> <div>...</div>	<div>3:07 pm</div> <div>Did you know that @ruoffmusiccenter has an Accessibility Coordinator?</div> <div>...</div>
	<div>6:45 pm</div> <div>Meet the Team!</div> <div>...</div>		<div>2:09 pm</div> <div>Get ready for the new school year with a Hamilton County shoppin...</div> <div>...</div>	<div>6:38 pm</div> <div>It's National Pickleball Day!</div> <div>...</div>	<div>2:08 pm</div> <div>What a great morning at Colts Training Camp! Thank you to...</div> <div>...</div>	
	<div>6:55 pm</div> <div>Meet the Team!</div> <div>...</div>				<div>2:13 pm</div> <div>Your next great read is waiting Celebrate National Book Lovers...</div> <div>...</div>	
	<div>View 1 more</div>				<div>View 6 more</div>	
11 Labor Day Weekend	12 10Best Various	13 OPEN	14 Things to Do with Kids Various	15 Music - Contests Various	16 Fall Themed Train Rides	17 OPEN
<div>10:30 am</div> <div>The 12th Annual Fishers Blues Fest returns to Nickel Plate...</div> <div></div>	<div>1:08 pm</div> <div>Hamilton County, Indiana has been nominated as a Best Place to Vis...</div> <div></div>	<div>5:15 pm</div> <div></div> <div></div>	<div>9:38 am</div> <div>Family fun is waiting in Hamilton County! Read our guide for...</div> <div></div>	<div>11:05 am</div> <div>CONCERT GIVEAWAY! Enjoy a free show at one of Hamilton County's amazing...</div> <div></div>	<div>4:17 pm</div> <div></div> <div></div>	

Home In

Paste

E3

	A
1	Date To
2	1-Aug-24 O
3	
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8	

Share

Analyze Data

F	



HELPFUL APPS/PLATFORMS FOR CREATING

- Scheduling Platforms
 - Sprout Social, Hootsuite, Later.com
- Editor Tools
 - Adobe Premiere Rush, CapCut, InShot, Canva
- ChatGPT / Artificial Intelligence!

QUESTION TIME!

How do you feel about Artificial Intelligence?

idea generation
great for a first draft
hesitant
risk not authentic
convenient
helpful
inspired
starting point
interested
obvious
idea generating
helpful for starting

ARTIFICIAL INTELLIGENCE

- 81% of marketers have already seen the [positive impact of AI](#) on their work
- Ways to use AI
 - Sentiment Analysis
 - Content Generation
 - Multimedia
 - And MORE!



Adobe Firefly Prompt: An oil painting of someone doing an oil painting of a cheeseburger.

GRAPHIC COURTESY OF THE DAILY CARNAGE

ARTIFICIAL INTELLIGENCE (CONT.)

- How to [work smarter with AI](#)
 - Know your audience and how they feel about AI
 - Decide which tasks to keep on your plate, and which to delegate
 - Know what prompts to ask
 - Create AI policies and best practices for social media

RESOURCES FROM HAMILTON COUNTY TOURISM

- Partner Facebook Page
- Tag [#VisitHC](#) & [@VisitHamiltonCo](#)
- Collaborations



INFLUENCER RELATIONS

Tips for successful collaborations

Introduction

Hi! I'm Chelsea.

Founder of Keeping Up In Carmel. Marketer & Photographer. Mom & Wife. Proud Hoosier.

Keeping Up In Carmel

Founded In 2022, Keeping Up In Carmel (KUIC) Is the largest organically grown social platform catering to the North Indy area.

KUIC connects central Indiana Hoosiers with the best local businesses, events, and things to do--so that they feel connected to and happy where they live.



Influencer Marketing Is the new “word of mouth.”

Raise awareness, tell stories, build brands through a trusted source with wide digital audience.

keeping up IN *carmel*



Why should I collaborate with an Influencer?

BRAND/EVENT
AWARENESS



STORYTELLING
(POSITIONING)



DIGITAL/SOCIAL
GROWTH



NETWORK
CONNECTIONS



Driving business goals
(increase sales, foot traffic, online orders,
etc.)

keeping up *IN* *carmel*

How do I collaborate with an Influencer?

- **Make contact and ask to connect**
Send a message on the primary platform, send an email if one is listed, and ask to set up a time to talk/meet.
- **Share your BUSINESS goals**
What is Important to you as a business owner right now? What goals are you trying to hit?
- **Let the Influencer make a recommendation**
After hearing what is Important to you as a business, default to the Influencer to propose a plan for how to utilize their platform to support those goals
- **Be open minded to the proposal**
The proposal may have ideas that are new to your business and there are likely costs associated with promotion. Not all deals are open to a trade basis.



How to choose an Influencer to work with

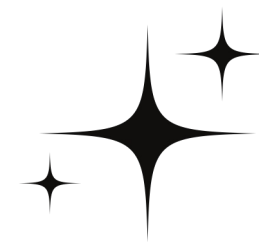
- Find someone aligned with your target market
Have a good understanding of who your Ideal customer is, and work with an Influencer whose audience overlaps with your target. Ask the Influencer for metrics on this!
- DON'T BE FOOLED BY FOLLOWER COUNTS
Big following must mean big business, right? Not always. Following is one of the easiest metrics to fake. As a small local business, you care about organic engagement.
 - Is your following and engagement organically earned?
 - Do you pay or have you ever paid for engagement or followers?
 - Do you participate in national giveaways, loop groups, or follow for follow groups?
- Ask for work examples or references
Ask for a media kit, previous partnership metrics, or references to other collaboration partners



Collaboration Examples



- Social videos (reels, TikTok, IG Stories)
- Still photos (carousel posts, IG Stories)
- Blog posts
- Giveaways
- Sponsorships
- Discount Codes
- Event Promos
- IG Lives
- In-Person appearances



Let's Work Together

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✉ keepingupincarmel@gmail.com

🌐 www.keepingupincarmel.com

📷 [@keepingupincarmel](https://www.instagram.com/keepingupincarmel)



PANEL DISCUSSION

Your social questions answered



CHELSEA KOPELMAN

@Keeping Up in Carmel



HANNAH KIEFER

*Carmel Christkindlmarkt/
HSK Consulting*



DAN MYERS

Three Sixty Group



MADI BROOKS

Three Sixty Group

INTRODUCTION

Social media experts

NETWORKING TIME!

Connect with those around you