

# Which social media channel should I be using?



VISIT  
ISLE OF MAN

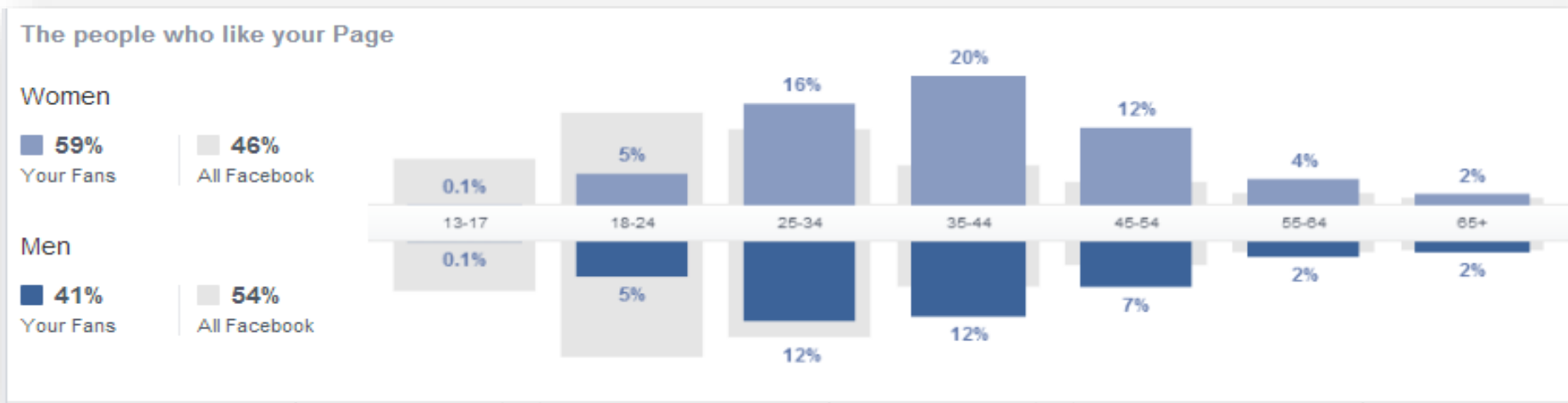


# Not enough hours in the day?

Question:

- Should I use social media
- Which one
- Why

# The Facebook lifecycle

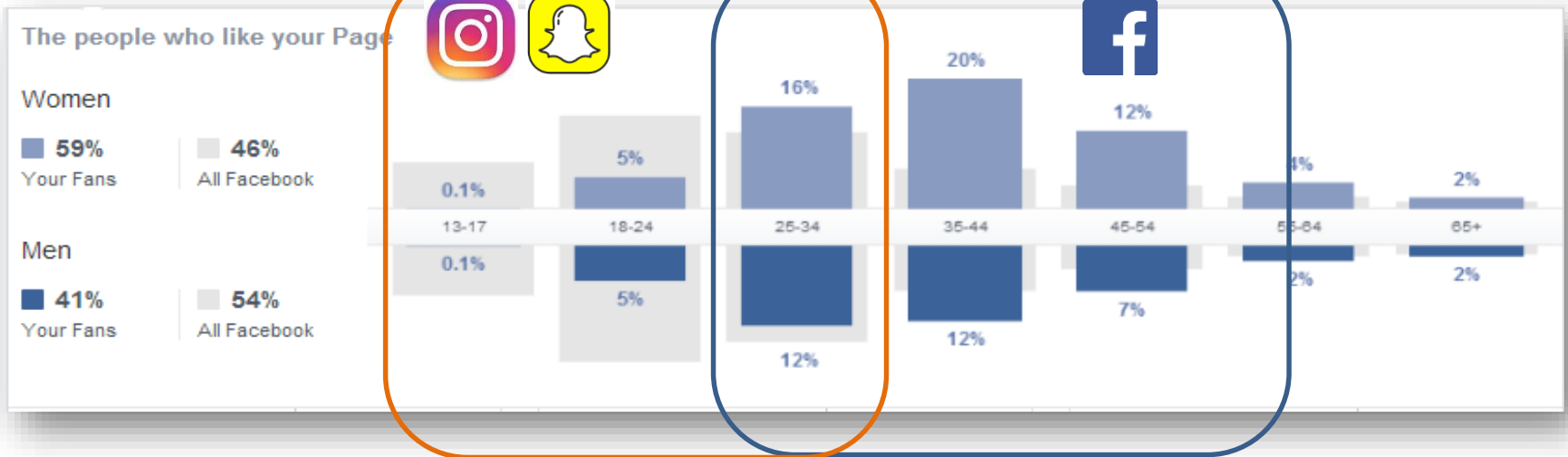


# Are you in the right place?

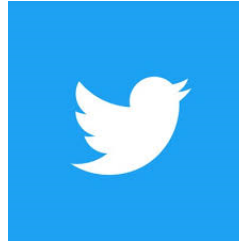
WEBSITE – WEBSITE - WEBSITE

Viewer ...

How to ...



# You are in the right place



Hospitality

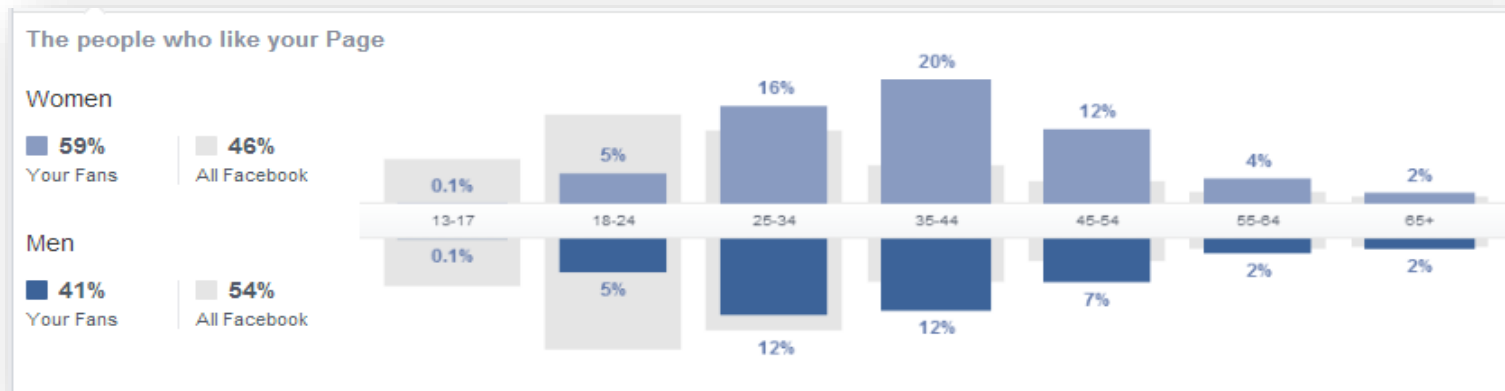
Agriculture

Sports

Journalist

Academics

Entertainment



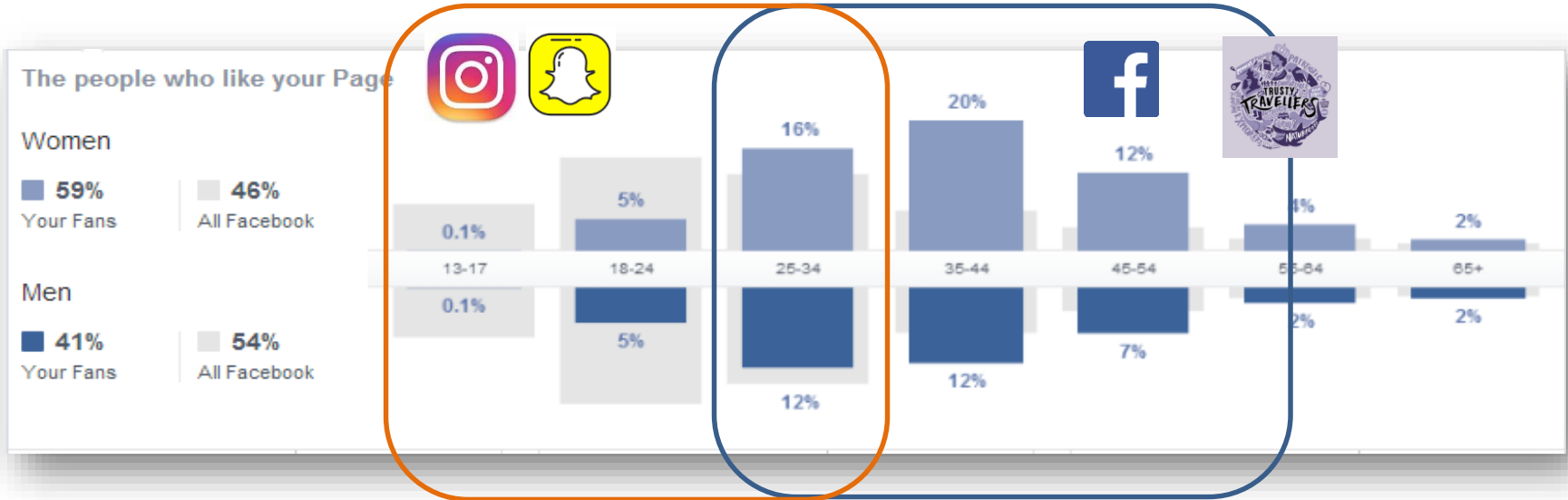


# Trusty Traveller



WEBSITE – WEBSITE - WEBSITE

Viewer ...  How to ...

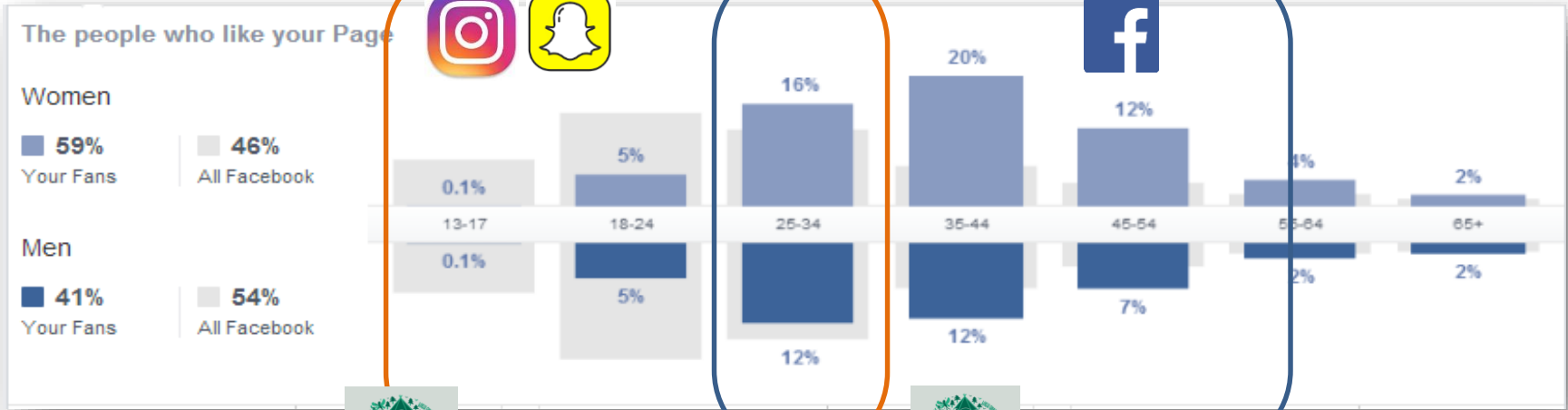


# 2.4 Explorers



WEBSITE – WEBSITE - WEBSITE

Viewer ... How to ...





# Work hard – Play hard

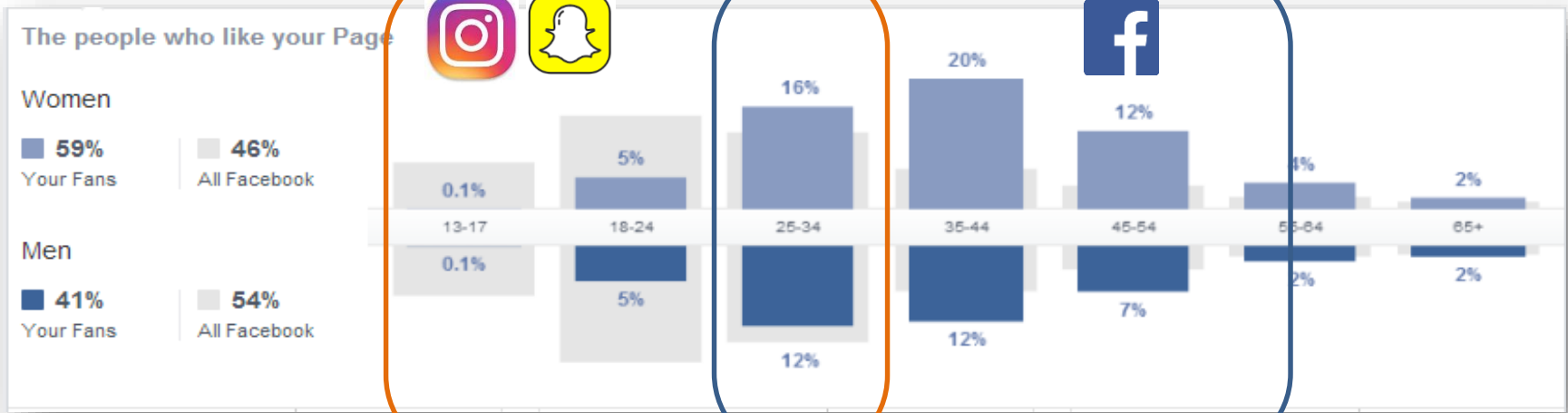


WEBSITE – WEBSITE - WEBSITE



Viewer ...  How to ... 



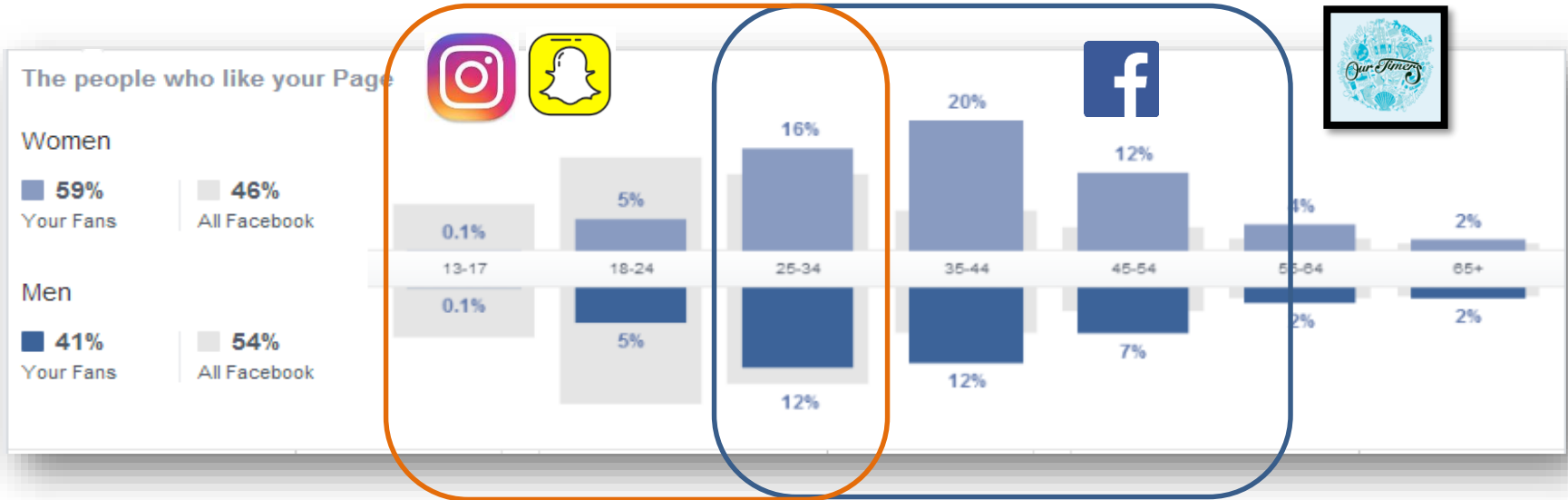
 

# Our Timers



WEBSITE – WEBSITE - WEBSITE

Viewer ...  How to ...



# Having a strategy



## Who did we want to talk to:

- Decision makers in agri-business sectors
- Rural business owners



# What did we decide ...

WEBSITE – WEBSITE - WEBSITE

Viewer ...

How to ...



in



The people who like your Page

Women

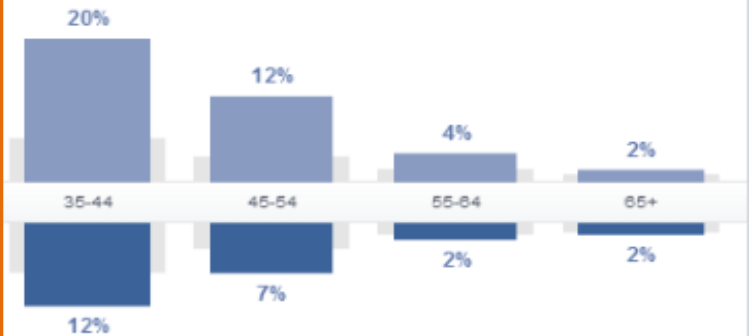
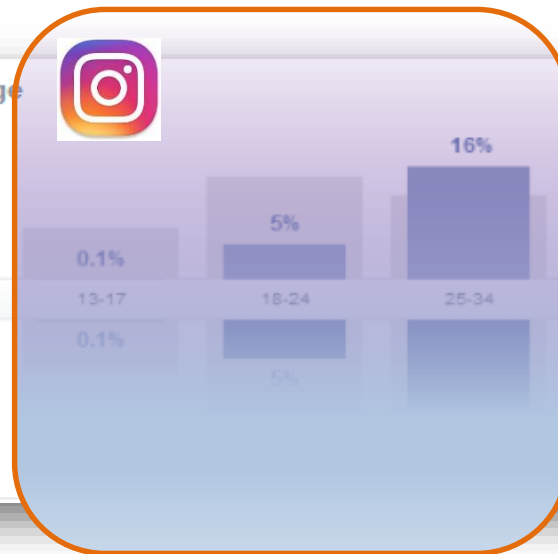
■ 59%  
Your Fans

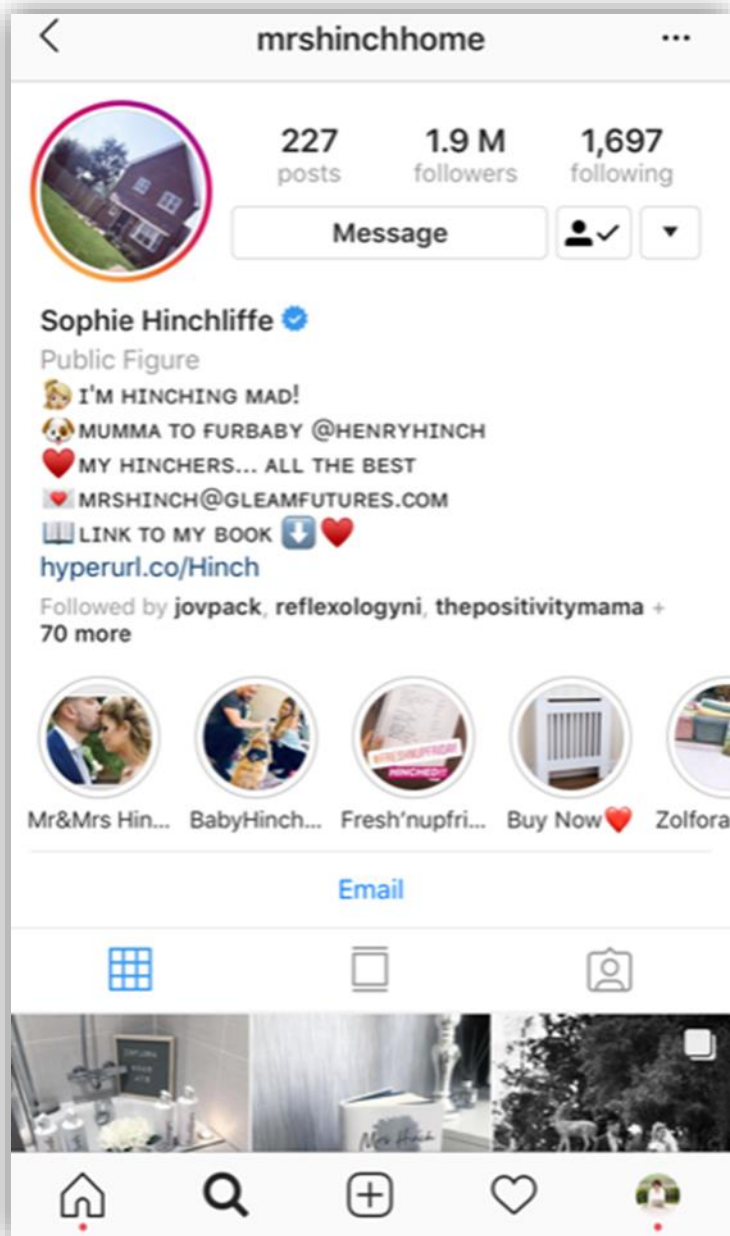
■ 46%  
All Facebook

Men

■ 41%  
Your Fans

■ 54%  
All Facebook





# What is an influencer



Do you need a large following

## How much value ...



24 hours  
posts  
12 hours  
stories



24 hours



24-72 hours



Weeks/Months  
/Years



Posts –  
days  
Articles -  
Years



12-24  
hours

# Everyone needs a strategy

- What is your why?
- Who do you want to attract?
- WHERE WILL YOU FIND THEM
- How will you attract them?



## What now ...

- Choose one platform to start with
- Be consistent
- Practice
- Be present

# Why not ...



## Register for one of the training session