

Social Media Recipe for Awards and Personalization Businesses

Speaker: Eddie Hill, CRM

Date: January 13, 2022

Time: 1:00 pm CT



AWARDS and
PERSONALIZATION
ASSOCIATION

Reminders



If you have questions or technical difficulties, please email info@awardspersonalization.org



Today's presentation will be worth 0.1 CEUs.



All attendees are in listen only mode.



Please use the Q&A function on your menu to submit any questions.



A link to the recording will be available for members only on the website following this webinar.



Please provide your feedback and complete the survey after the webinar.

Registration is now OPEN!

February 22 - 25, 2022

Paris Las Vegas



New Member2Member Forum

GO TO M2M FORUM

- ▶ Log in to new M2M from awardspersonalization.org
- ▶ Create your own post.
- ▶ View, like and comment on fellow members posts.

The screenshot shows the homepage of the Awards and Personalization Association Community forum. At the top, there are links for "Terms and Conditions" and "Contact Us", a search bar, and a user profile icon. The main navigation menu includes "Home", "Communities", "Directory", "Events", "Browse", "Participate", and "Help/FAQs". The main content area features a large blue banner with the text "Welcome to the Awards and Personalization Association Community" and a sub-headline "Collaborate with peers to share strategic advice, solve challenges and develop new approaches." Below this is a "Learn More" button. At the bottom, there are three white cards with icons and text: "Explore" (Discover communities to enrich your experience and learning opportunities), "Connect" (Find others with whom you may seek advice and share common challenges), and "Engage" (Join in discussions with your peers and industry leaders to expand your knowledge). Each card has a "More" link with a right-pointing arrow.

Anti-trust

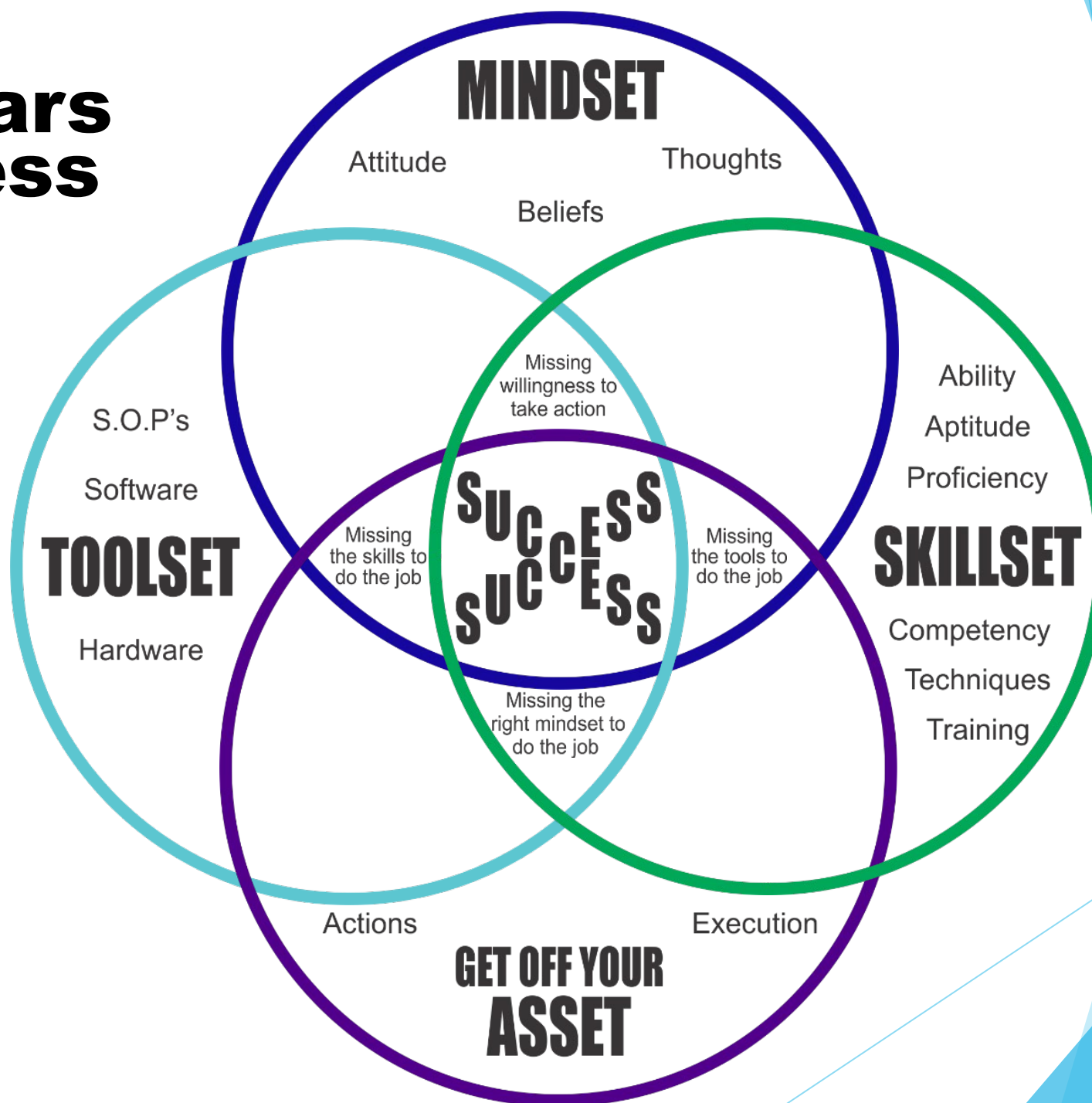
- ▶ As a friendly reminder, the Awards and Personalization Association is an association of suppliers and customers. Most supplier members compete with each other, as do many of their wholesale and retail customer members. As an association of competitors on the three levels of distribution in the awards, recognition and personalization products industry, The Awards and Personalization Association must act cautiously to ensure against violation of federal and state anti-trust laws. Topics prohibited from discussion during these webinars include those that could be constructed as tending to (a) raise, lower, or stabilize prices or fees, including credit terms; (b) regulate production or the availability of products or services; (c) allocate markets or customers; (d) encourage boycotts; or (e) foster uncompetitive prices.



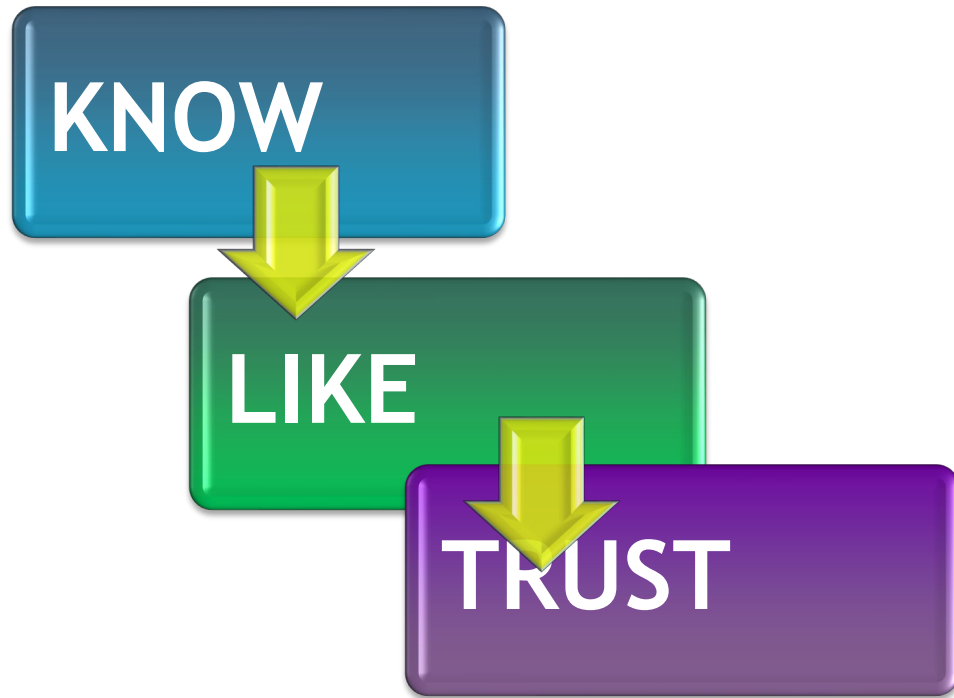
Presenter

- ▶ Eddie Hill, CRM
- ▶ Co-Owner of Award Masters Inc.

Four Pillars of Success



PEOPLE DO BUSINESS WITH **PEOPLE**



Our job is
to get more
people to
Know You,
Like You,
& Trust You!

How do you get prospects to **LIKE** you?

- Social Media



“like” us on
Facebook

And in real life too

Social Media Marketing & Monitoring



2023 This Is What Happens In An Internet Minute



Created By:
@LoriLewis
@OfficiallyChadd

Social Media Users By Generation



90.4%

Millennials



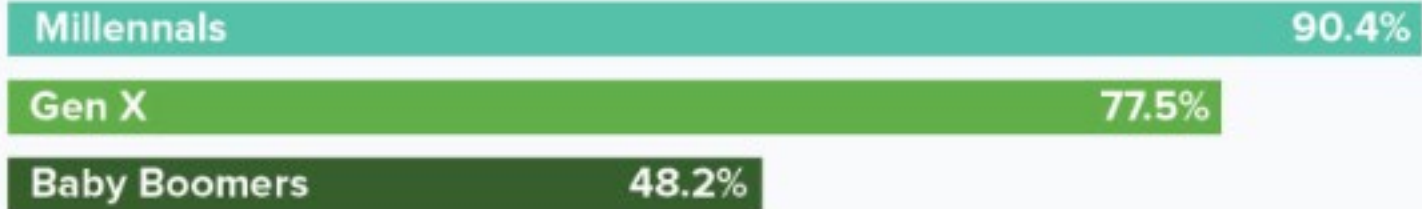
77.5%

Gen X



48.2%

Baby Boomers



(Emarketer, 2019)

TRUE Or FALSE?

Every Client We Could Ever Want
And Every Customer Our Client
Could Ever Want Is On Social
Media Right Now...

For Social Media To
Increase Sales An Get
Results



It Also Has To Be
A TOP OF MIND STRATEGY





Social Media Content Recipe

Can You Can See
How We Are
Getting
ENGAGEMENT
With Our
**RECIPE CONTENT
STRATEGY**



R

-  Funny
-  Jokes



E

-  Facts & Trivia
-  Trends & Research



C

-  Survey / Polls
-  Fill In Blanks



I



-  Quotes
-  Before / After

P

-  Discounts & Offers
-  Live Events & Demos

E



-  Behind The Scenes
-  Personal Life

-  Throwback
-  Holidays

Recreational



2-3

Educational

-  Tips Tricks
-  Case Studies



2-3

Conversational

-  This vs. That
-  Ask Advice Or Questions



2-3

Inspirational

-  Client Success
-  Inspiring Images



1-2

Promotional

-  Customer Reviews
-  Webinars / Training

1-2

Entrepreneurial

-  Featured Employees / Partners
-  Mission / Vision / Values

1-2

Social Media Content Recipe

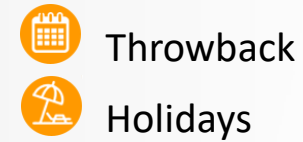
Content Needs To Be
Engaging And Focused On
Bringing Value To The Viewer.

We've Discovered A **RECIPE**
For Creating High Engaging
Content That Can Turn
Followers Into
New Customers.



Funny

Jokes



Throwback

Holidays

Recreational

2-4





- Funny
- Jokes

- Throwback
- Holidays

2-4

Social Media Content Recipe

Throw Back Thursday



Award Masters, Inc.

Published by Eddie Hill [?] · Just now · 🌐

Ancient trophy given to first marathon winner; Spyros Louis. Featuring scenes of ancient Greek athletes, it was one two prizes given to the local runner Spyros Louis for his unexpected victory at the 1896 games in Athens.



Award Masters, Inc.

Send Message

Happy Fathers Day

From All Of Us At Award Masters



Social Media Content Recipe

R

Funny
Jokes

Throwback
Holidays

Recreational

2-4



Social Media Content Recipe

R

- Funny
- Jokes

Recreational

- Throwback
- Holidays

2-4



Award Masters, Inc.
Published by Eddie Hill [?]
· April 8, 2019 · 🌐

Some days are harder than others. We should get awards when we push through 😊

🏷️ Tag Products 📍 Add Location ✎ Edit

176 People Reached 21 Engagements [Boost Post](#)

👍 😄 You and 7 others 2 Shares

👍 Like 💬 Comment ➦ Share 🌐

🗨️ Comment as Award Maste... 😊 📷 GIF 🗨️

Social Media Content Recipe



- Funny
- Jokes

- Throwback
- Holidays

Recreational

2-4



- Facts & Trivia
- Trends & Research

- Tips Tricks
- Case Studies

Educational

2-4



Social Media Content Recipe



Award Masters, Inc.

Published by socialCola [?] · February 6 at 3:15 PM · 🌐

If you were to win an event, would you rather receive a trophy or a medal?
Let us know in the comments.



This or That?



- Funny
- Jokes



- Facts & Trivia
- Trends & Research



- Survey / Polls
- Fill In Blanks

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SURVEY: 75% of Americans ADMIT to using their phone while in the bathroom. Do you admit it?



Social Media Content Recipe

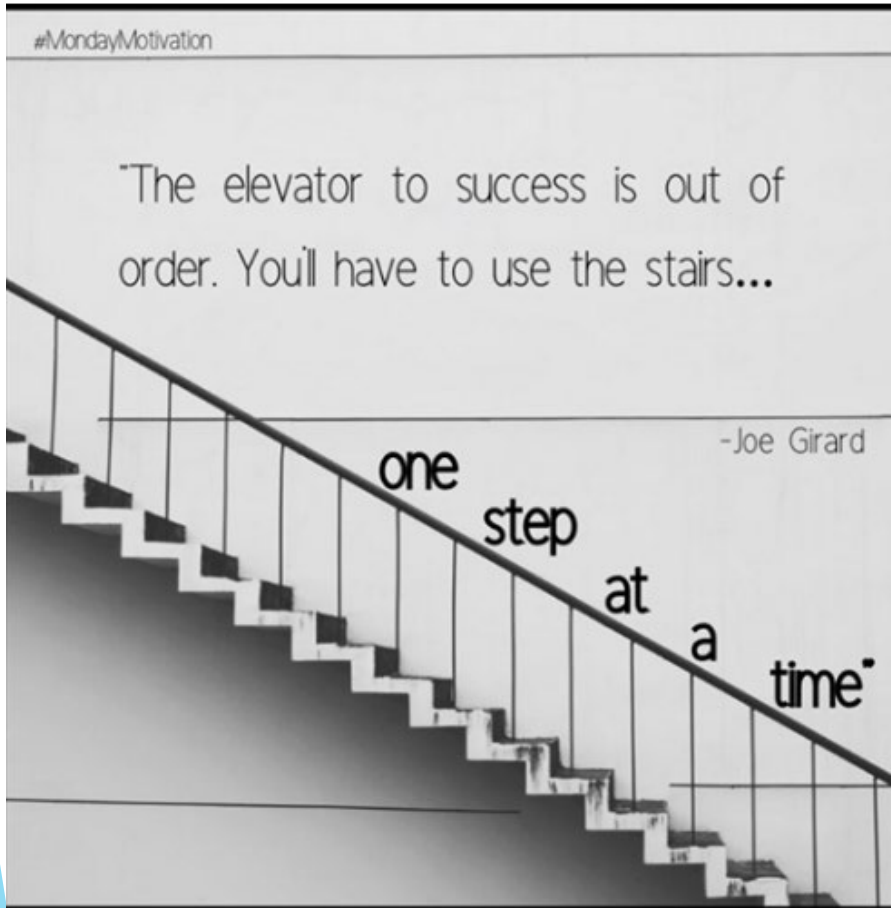


Award Masters, Inc.

Published by socialCola [?] · January 27 at 8:00 AM · 🌐

...

#MondayMotivation



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- Jokes

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Cat Country 98.7

December 17, 2021 at 8:17 AM



Congrats to Coach Lee Burt from Pine Forest High School. You've been named this week's Cat Pak Coach of the Week thanks to [Hill-Kelly Dodge Chrysler Jeep Ram](#). We are creating a plaque for you at [Award Masters, Inc.](#) to say thank you.

Mary said this of your nomination:
He is an amazing coach, husband, father, and Community member. Somehow he finds time for all of it! That Eagle Defense is the best in the area and one of the many reasons they will compete for the 6A state cha... **See more**



205

26 Comments 176 Shares



Quotes

Before / After

Client Success

Inspiring Images

Inspirational

1-2

Social Media Content Recipe



- “ Quotes
- ↻ Before / After

Inspirational

🎯 Client Success

🖼️ Inspiring Images

1-2

 **Award Masters, Inc.** Published by socialCola [?] · August 22, 2019 · 🌐

Chuck Marohn, the founder of Strong Towns, returned to CivicCon this week to present the 2019 Strongest Town Award to Pensacola!! Click here to read more! <https://bit.ly/33SXY4L>



PNJ.COM 

Chuck Marohn gives Pensacola Strongest Town award and 4-step process for smart growth

Social Media

 **Award Masters, Inc.**
December 9, 2021 · 🌐

End of year awards ceremonies are upon us once again. Wrap up the year right with personalized corporate awards for your top-performing employees!! 🌟



#CorporateAwards #AwardsCeremony #PensacolaFL





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Social Media Content Recipe



Discounts & Offers



Live Events & Demos



Customer Reviews



Webinars / Training

Promotional

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Award Masters, Inc.
Published by Eddie Hill [?]
· March 21, 2016 near Pensacola, FL · Edited ·

Dennis from Antler IT asked if we could cut out the antlers on his name tag. Why sure we can. If you can think of it we can probably do it.

Tag Products Add Location Edit

Boost Post

2 1 Share

Like Comment Share

Comment as Award Maste...

Social Media Content Recipe



Discounts & Offers



Live Events & Demos



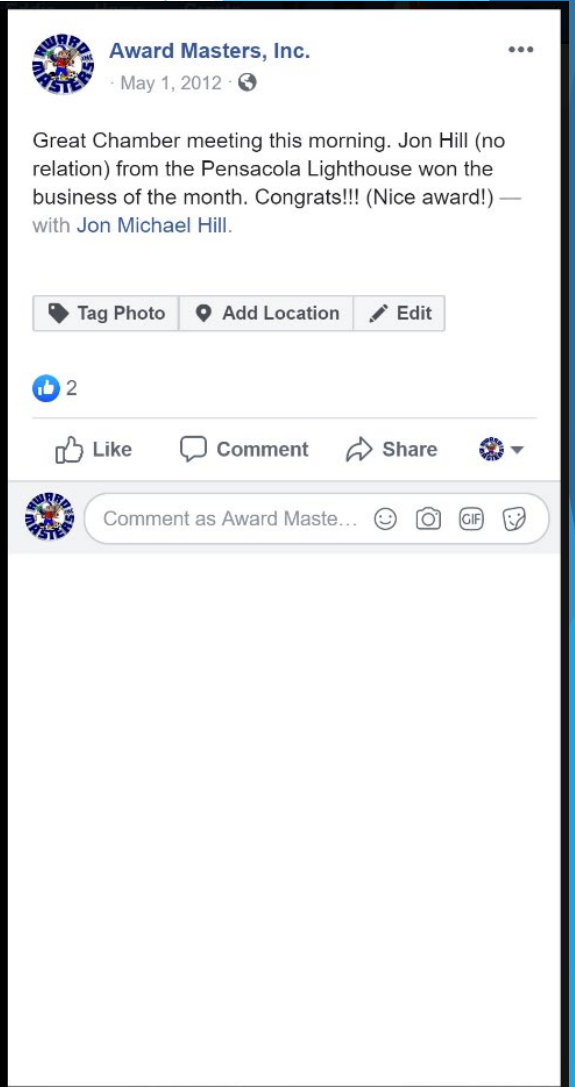
Customer Reviews



Webinars / Training

Promotional

1-2



Social Media Content Recipe



- Discounts & Offers
- Live Events & Demos

- Customer Reviews
- Webinars / Training

Promotional

1-2



Nickie Cosson Edge
April 18, 2017 · 🌐

Another happy customer!! Thanks again Award Masters for always providing exceptional service and quality workmanship!! The Baker Middle School Basketball team celebrated their season tonight and presented this plaque to Coach Valmus.

12 4 Comments

Like Comment Share

Most relevant ▾

Steven N Alisha Cadenhead
They do awesome work!! 🙌 ...

Like · Reply · 4y 1

Laura Krause Glodfelter
Superior Work! ...

Like · Reply · 4y 1

Stacy N John Wiggins
Yes they do! ...

Like · Reply · 4y 1

Comment as Award ...

Social Media Content Recipe



Discounts & Offers



Live Events & Demos



Customer Reviews



Webinars / Training

Promotional

1-2

Award Masters Inc.

By: Charlotte Monroe

★★★★★



This place is so amazing, being a bust mom, teacher, and soccer coach I got so busy and forgot to pick up the trophies I ordered for a party for 8 year old girls. I was devastated and my husband found the owners number and called him. He drove over on a Saturday and let me get my trophies which he did not have to do. I am very thankful for their great customer service and trophies.

Become Our Next Satisfied Client
Call Us Today At
(850) 438-2124



Award Masters, Inc.

Published by repfeeder [?]

· April 10, 2017 ·

5 Star: Charlotte M. "This place is so amazing, being a bust mom, teacher, and soccer coach I got so busy and forgot to pick up the trophies I ordered for a party for 8 year old girls. I was devastated and my husband found the owners number and called him. He drove over on a Saturday and let me get my trophies which he did not have to do. I am very thankful for their great customer service and trophies." <http://bit.ly/2nHLMWa>



Tag Products



Add Location



Edit

Boost Post



1



Like



Comment



Share



Comment as Award Maste...



Social Media Content Recipe

Award Masters, Inc. shared your post.
Published by Eddie Hill [?] · September 14, 2016 ·



Eddie C Hill
September 14, 2016 ·

So, this just happened. I was having a nice lunch with Bobby and about 1200 of my closest friends. When we were interrupted by Florida House of Representatives Clay Ingram who honored me with the Greater Pensacola Chamber Business of the Year!

R

- Funny
- Jokes

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- Fill In Blanks

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- Behind The Scenes
- Personal Life

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- Throwback
 - Holidays
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 - Ask Advice Or Questions
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Entrepreneurial

- Featured Employees / Partners
 - Mission / Vision / Values
- 1



Social Media Content Recipe

Can You Can See
How We Are
Getting
ENGAGEMENT
With Our
**RECIPE CONTENT
STRATEGY**



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#HASHTAGS

A post with at least one Instagram hashtag averages **12.6% more engagement** than posts without a hashtag.

A great way to find relevant hashtags is to use [Hashtagify.me](https://www.hashtagify.me),

Here is a list of popular hashtags that job seekers are encouraged to follow during their job hunt:

| | | | |
|-----------------------------|---------------|------------------------------|-------------|
| #recognition | 565,206 posts | #recognitiontime | 681 posts |
| #recognitionday | 48,212 posts | #nurserecognition | 423 posts |
| #employeerecognition | 54,291 posts | #recognitionmatters | 1,181 posts |
| #letterrecognition | 35,113 posts | #recognitionwrestling | 3,296 posts |
| #numberrecognition | 24,606 posts | #recognitionrites | 1,634 posts |
| #recognitionawards | 6,738 posts | #recognitiongift | 642 posts |
| #recognitionnight | 6,106 posts | #publicrecognition | 395 posts |
| #brandrecognition | 30,932 posts | #recognitiontrophies | 3,386 posts |
| #namerecognition | 10,720 posts | #recognitionceremony | 1,364 posts |
| #recognitions | 7,200 posts | #recognitionplaques | 619 posts |
| #imagerecognition | 6,668 posts | #recognitionawards | 616 posts |
| #recognitionplaques | 3,477 posts | #recognitiontrophies | 616 posts |
| #recognitionraw | 3,011 posts | #recognitiondinner | 1,650 posts |
| #recognitionaward | 2,882 posts | #recognitionday2022 | 2,351 posts |
| #recognitionprogram | 889 posts | #recognitionevent | 1,184 posts |
| #recognitionweek | 714 posts | | |

Where To Post

When To Post

How Often To Post



How Often to Post

| | | | | | |
|----------------|----------------|--|---------------|---------------|----------------|
| 2-10X per week | 2-10X per week | 10-30X per week including retweets & replies | 1-7X per week | 2-5X per week | 2-14X per week |
|----------------|----------------|--|---------------|---------------|----------------|

Best Day/Time To Post

| | | | | | |
|-------------------|-----------------------------|-----------------------|-------------------|----------------------------|-----------------|
| Wednesday 1p & 7p | Wednesday & Friday 11a & 5p | Wednesday & Friday 9a | Wednesday 2p - 4p | Thursday & Friday 11a - 4p | Saturday 8p-11p |
|-------------------|-----------------------------|-----------------------|-------------------|----------------------------|-----------------|

Worst Day/Time To Post

| | | | | | |
|---------------------------------|---------------|------------------|---------------------------|--------------------------|---------------------------------|
| Sunday Anytime or Any day 2a-6a | Sunday 2a- 6a | Saturday Morning | Saturday & Sunday Anytime | Monday & Tuesday Morning | Sunday Anytime or Any day 2a-6a |
|---------------------------------|---------------|------------------|---------------------------|--------------------------|---------------------------------|

Use of Hashtags

| | | | | | |
|-----------------------------|------------------------------------|-----------------------------------|--------------------------|---------------------------|-----------------------------------|
| Limited Search 1-2 per post | Strongly Recommended 2-10 per post | Strongly Recommended 1-2 per post | Recommended 1-5 per post | Recommended 1-2 per video | Recommended 5-25 per post per day |
|-----------------------------|------------------------------------|-----------------------------------|--------------------------|---------------------------|-----------------------------------|

Best Types of Content

| | | | | | |
|--|--|--------------------|--|---|----------------------------|
| Photos & Videos <small>EdgeRank will bump up Live Stories in the newsfeed</small> | Photos & Short Videos <small>Live bumps your content to the first position in Stories</small> | Questions Retweets | Current Events Updates Business Articles | How to Videos Product Reviews Educational | How to Food & Drink Beauty |
|--|--|--------------------|--|---|----------------------------|

Ideal Video Length

| | | | | | |
|-----------------------------|-------------------------------|------------|-------------|-----------|--------------------------|
| 1 Minute 5+ min for Live | 30 Seconds 5+ min for Live | 45 Seconds | 1-2 Minutes | 2 Minutes | Source Video 2-5 Minutes |
|-----------------------------|-------------------------------|------------|-------------|-----------|--------------------------|

Content Tips

| | | | | | |
|--|--|--|--|--|--|
| Use the RECIPE <small>respond to comments</small> | Use the RECIPE <small>respond to comments</small> | Use the RECIPE <small>respond to comments</small> | Use the RECIPE <small>respond to comments</small> | Encourage Action <small>respond to comments</small> | Inspiring Useful Ideas Use Rich Pins Use proper size |
|--|--|--|--|--|--|

Audience Building Tips







| | | | | | |
|--|--------------------------------------|--------------------------------------|---|---|---------------------------------------|
| Be Consistent Boost Posts Invite Friends | Be Consistent Clever Hashtags Engage | Be Consistent Clever Hashtags Engage | Be Consistent Make New Connections Daily Groups | Be Consistent optimize title & description for search | Be Consistent Searchable Descriptions |
|--|--------------------------------------|--------------------------------------|---|---|---------------------------------------|

Paid Ad Tips

| | | | | | |
|--|--|--|--|---|--|
| Hyper-Target your audience. Talk directly to them. | Hyper-Target your audience. Talk directly to them. | Hyper-Target your audience. Talk directly to them. | Hyper-Target your audience. Talk directly to them. | Hyper-Target your audience. Talk directly to them in the first 10 seconds | Hyper-Target your audience. Talk directly to them. |
|--|--|--|--|---|--|

social media CHEAT SHEET

2022 EDITION

| | minimum | minimum | maximum | |
|---|---|----------------|-------------|---------------------------|
|  | • Cover Photo | 400 x 150 | 1200 x 675 | see template ¹ |
| | • Group Cover | not specied | 1640 x 859 | see template ¹ |
| | • Event Cover | not specied | 1200 x 675 | see template ¹ |
| | • Profile Picture | 170 x 170 | 340 x 340 | crop sq. + round |
| | • Link Image | 600 x 314 | 1200 x 638 | (1.91:1) |
| | • Photo Post Widths for quality | 720, 960, 2048 | | (up to 2:3 ratio) |
| | • Photo View max | | | 2048 x 2048 |
|  | • Profile Photo | 180 x 180 | 600 x 900 | 600 x 600 |
| | • Pins | 600 x 600 | 600 x 900 | 600 x 1260* |
| | • Board Cover | 340 x 340 | 600 x 600 | (1:1 ratio) |
| | * Taller will be cropped in feed Wider will be scaled Clicked Pins 564 wide * | | | |
|  | • Profile Photo | 110 x 110 | 180 x 180 | crops round |
| | • Story Image | 1080 x 1920 | 1080 x 1920 | (9:16 ratio) |
| | • Photo Post | 1080 x 566 | 1080 x 1080 | 1080 x 1350 ⁵ |
| | 5 Larger sizes will work - these can be sized to the feed 5 | | | |
|  | • Header | 6250 x 2084 | 1500 x 500 | see template ¹ |
| | • Profile Photo | 400 x 400 | 400 x 400 | crops round |
| | • Tweeted Image | 600 x 335 | 1200 x 675 | any height when clicked |
| | • Twitter Card (link) | 600 x 314 | 122 x 628 | (1.91:1 ratio) |
|  | • Prole Banner | | 1584 x 396 | (4:1 ratio) |
| | • Profile Avator | | 400 x 400 | 20,000 any size |
| | • Update/blog post | 600 x 314 | 1200 x 628 | (1.91:1 ratio) |
| | • Company Cover | 1192 x 220 | 1536 x 768 | 2MB |
| | • Company Logo | 300 x 300 | 300 x 300 | 4MB |
|  | • Channel Art | 1546 x 423 | 2560 x 1440 | see template ¹ |
| | • Video Thumbnail | 640 x 360 | 1280 x 720 | |
| | • Channel Icon | | 800 x 800 | |
| | 1 Crops differently per device, see template 1 | | | |

Don'ts

- Don't get political
- Don't get religious
- Don't be a creep

Don't be
that
guy/gal!



Don'ts

- DO NOT post copyrighted images

<https://tineye.com/>

Do's

- Make a conscious effort to grow your following.
- Buy likes

Create new campaign

Use existing campaign



Choose a Campaign Objective

[Learn more](#)

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion

- Conversions
- Catalog sales
- Store traffic



Page likes

Get more Page likes, event responses, or post reacts, comments or shares.

Engagement type ⓘ

- Post engagement
- Page likes
- Event responses

Do's

- Make a conscious effort to grow your following.
 - Buy likes
 - Follow all local relevant pages
 - Ask your personal friends to like you page



Award Masters, Inc.

@AwardMastersInc · ★ 4.6 (20 reviews) · Gift Shop

 [Shop on Website](#)

 awardmastersinc.com

[Home](#) [Services](#) [Reviews](#) [Shop](#) [More](#) ▾

 Like

 Message

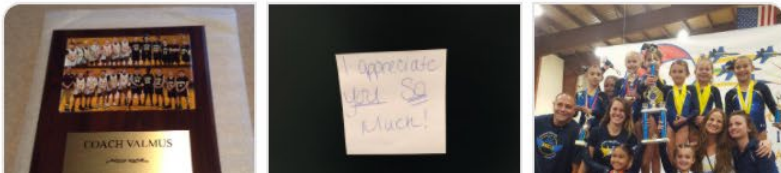


 1,415 total likes

 1,454 Total follows

Visitor photos

[See all](#)



Friends and Award Masters, Inc.










[Lexi Hill, Holly Tubbs and G...](#)
Award Masters, Inc.

Public posts at Award Masters, Inc.



[Cat Country 98.7](#) is v...
January 11 at 5:56 AM ·

-  Follow
-  Save
-  Share
-  Like as your Page
-  Unlike as your Page
-  Invite Friends
-  Block Page



Community

[See All](#)



Tami Hill and **185 other friends** like this or have checked in



[Invite Friends](#)



1,431 people like this



1,446 people follow this



28 check-ins

Do's

- Make a conscious effort to tag people
- Ask to be tagged
- Make a conscious effort to engage
- Make a conscious effort to be consistent



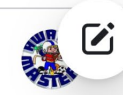
Award Masters, Inc.

@AwardMastersInc · ★ 4.6 (20 reviews) · Gift Shop

Edit Shop on Website

Home Services Reviews **Shop** More ▾

Promote



Set up shop



Showcase your products

Once you add inventory, you'll be able to group your products by theme to make them easy to shop at a glance.



Make it easy to buy from you

Customers can browse your products on Facebook or Instagram and check out right from there, or you can choose to direct them to your online shop to complete their purchase.



Customize your shop

Add your own visuals and branding.

You'll be taken to Commerce Manager to set up your shop.

[Go to Commerce Manager](#)

▶ <https://www.facebook.com/business/help/268860861184453?id=1077620002609475>



YOU CAN'T DO THIS!!!!