



# Capacity Building Training

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ETHNOCULTURAL COUNCIL OF  
MANITOBA-STRONGER TOGETHER INC.

# Navigating Social Media

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# Introduction: The Use of Social Media

- ▶ Social media has changed the way we all interact globally
- ▶ Social media continues to evolve over the years
- ▶ Individuals and businesses of various sizes are using social media in different ways for different purposes
  - ▶ To recruit employment candidates
  - ▶ To reach new clients/customers
  - ▶ To connect with existing clients/customers
  - ▶ To build brand and loyalty

# Social Media Platforms

- ▶ Facebook
- ▶ Instagram
- ▶ Twitter
- ▶ LinkedIn
- ▶ WhatsApp
- ▶ YouTube
- ▶ Snapchat
- ▶ TikTok





# facebook

Link to Facebook: <https://www.facebook.com/>

- ▶ Privacy: Facebook settings can be adjusted to control who can see your profile and information
- ▶ Personalizing your Facebook: This helps to differentiate yourself or your business from others with similar name. Tool include profile/cover photos and completing basic profile info
- ▶ Familiarize yourself with Facebook terms – liking and following pages, tagging accounts, inviting friends, updating your timeline, creating events, analytics, etc

\*\*Beginners guide: <https://www.youtube.com/watch?v=xu8rh9Ref4Y>



# Instagram

Instagram link: <https://www.instagram.com/>

- ▶ Profile: Create a distinct, self explanatory profile
- ▶ Stay Active! Engage with your followers and like-minded pages.
- ▶ Quality: Upload quality images and videos, and use good captions.
- ▶ Scheduling: Plan your posts and use scheduling tools like Hootsuite
- ▶ Visibility: Ads/sponsored posts and hashtags can increase visibility!
  - ▶ Use special hashtags wisely
- ▶ Keep track of what's working!

\*\*How to use for beginners: <https://www.youtube.com/watch?v= wo5C9qh4xE>



Twitter link: <https://twitter.com/>

- ▶ Develop a twitter strategy
- ▶ Create a strong twitter profile
- ▶ Understand how to use twitter hashtags and trends
- ▶ Know when to post – Friday mornings (9am-12pm) is a very good time!
- ▶ Be engaging and have a human side
- ▶ Use images, videos, memes & gifs to boost engagement
- ▶ Monitor your performance and what works for you!

\*\*For beginners, watch this: [https://www.youtube.com/watch?v=E2\\_em-1gCp4](https://www.youtube.com/watch?v=E2_em-1gCp4)





YouTube link: <https://www.youtube.com/account>

- ▶ YouTube is a useful video sharing platform, which can be monetized
- ▶ Some Tips for using YouTube include:
  - ▶ Plan your content
  - ▶ Commit to posting regularly
  - ▶ Share links to your posts on as many other social media platforms as possible
  - ▶ Start small, using simple video editing apps if needed

\*\*How to use YouTube for beginners:

<https://www.youtube.com/watch?v=6o7qODwjEz8>



# Other Social Media Platforms:



- ▶ **LinkedIn:** Employment-oriented, mainly for professional networking (<https://www.linkedin.com/>)
- ▶ **WhatsApp:** Messaging platform, includes allowance for creating groups, video calls and broadcast messages (<https://www.whatsapp.com/?lang=en>)
- ▶ **Snapchat:** Multimedia messaging app (<https://www.snapchat.com/>)
- ▶ **TikTok:** short video sharing app (<https://www.tiktok.com/en/>)



# How to get the best out of social media:

- ▶ Figure Out Your Audience
- ▶ Be Consistent
- ▶ Let Things Build Naturally
- ▶ Make Time for Social Media Tasks
- ▶ Do Your Research
- ▶ Stay Involved



# Questions.....





For additional resources or more  
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