



Managing Your Social Media Expectations

Canadian Freelance Guild

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Raise your hand if...

- “You should be on social media!”
- “You can reach a huge audience!”
- “It’s easy and free!”





Yes, you should be on social media...

- To build your brand
- To put yourself out there
- To connect with your community
- To have examples of your work available
- SEO
- To learn more about and understand your audience



But it needs to be sustainable



MAKE A PLAN



SET SOME GOALS



MONITOR YOUR
ANALYTICS



DON'T FALL FOR VANITY
METRICS, CREATE
ENGAGEMENT



MONITOR YOUR
COMPETITION



WHO'S YOUR AUDIENCE?



DON'T SPREAD YOURSELF
TOO THIN (QUALITY OVER
QUANTITY)



TOOLS FOR CONSISTENCY

Owned vs Borrowed Media

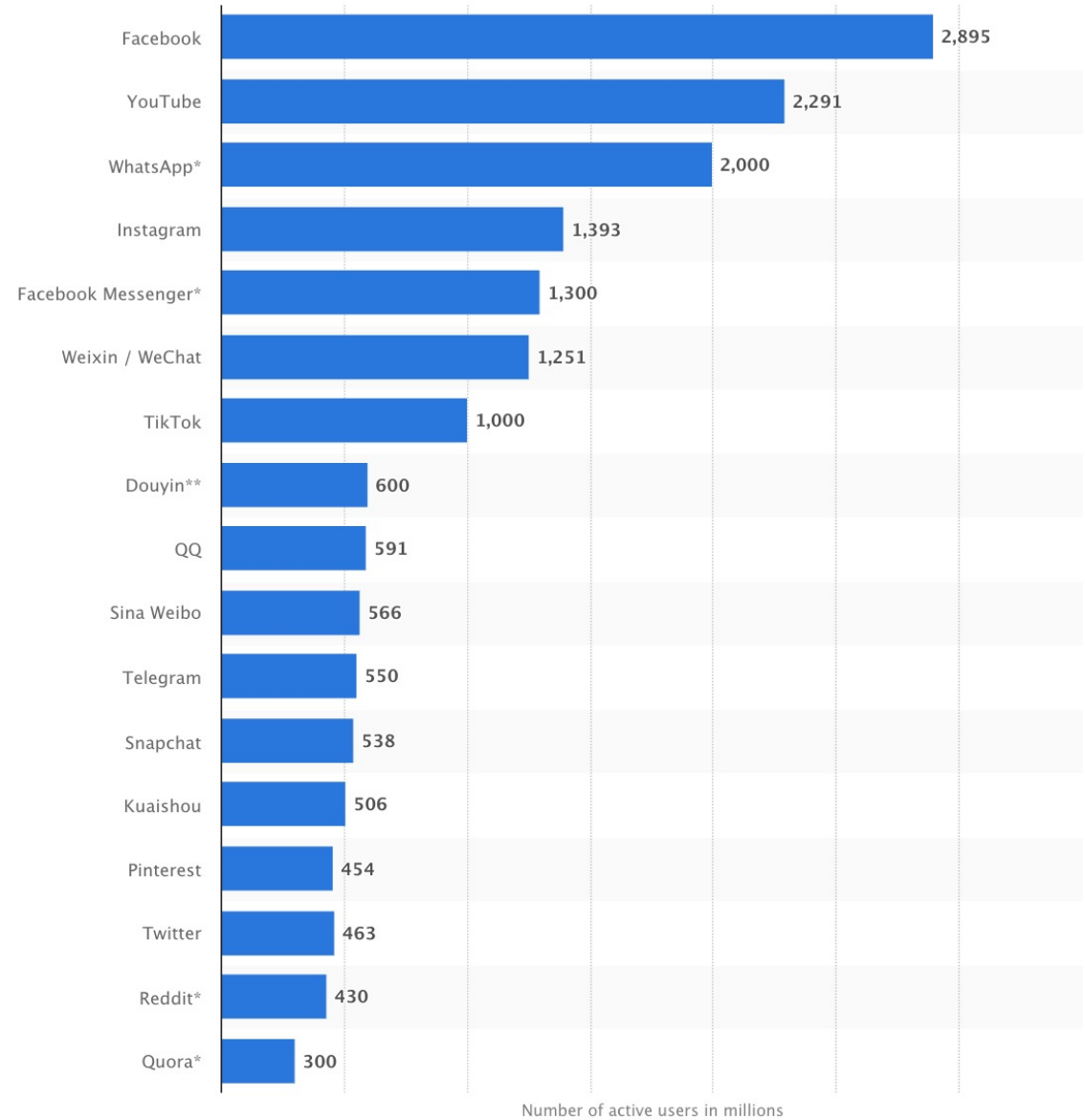
Owned Media (pointed)

- Blog
- Newsletter
- Website
- Videos, graphics, photos
- Podcasts

Social Media (passive)

- Facebook
- Instagram
- YouTube
- TikTok

By the
numbers...



Demographics of top social networks

Facebook

- 54% F, 46%M
- 18-44
- All industries
- Pay to play

Instagram

- 56% F, 44%M
- 18-34
- highly visual businesses

YouTube

- 32% F, 68%M
- 15-35
- DIY, tech, beauty, food

Twitter

- 30% F, 70%M
- 25-49
- service
- news

Demographics of top social networks

LinkedIn

- 43% F, 57%M
- 25-34
- Professionals
- B2B

Pinterest

- 80% F, 20%M
- 20-39
- food, beauty,
home, kids

Snapchat

- 61% F, 38%M
- 15-25
- Beauty,
fitness, food,
influencers

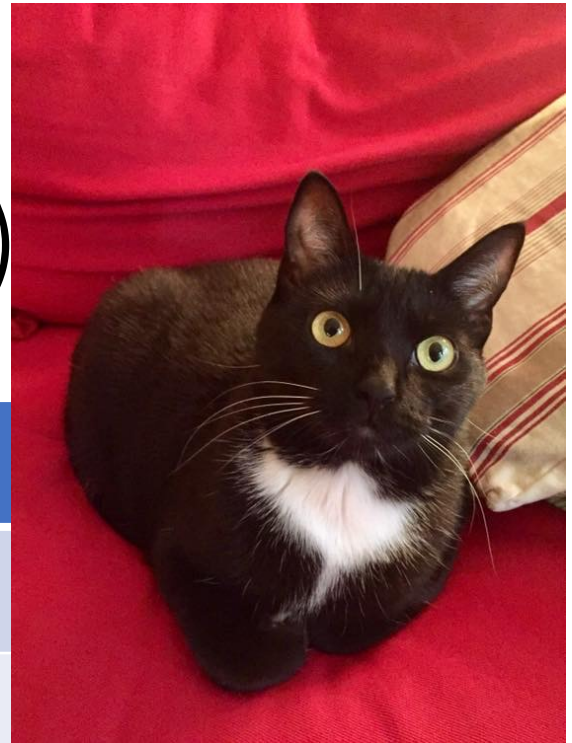
TikTok

- 40% F, 60%M
- 10-29
- politics,
gender, LGBTQ

The 3 C's of Content

Curated	Created	Cultivated
Content that is related to your brand, but didn't come from you/your brain. Ideally, do not share from direct competitors.	Content that is created by you, from your brain—words/images.	Content about your work that is created by others, Influencers or UGC.
Facebook & LinkedIn	ALL – especially Instagram	ALL– especially FB & LI

Content ideas (map out on calendar)



DIYs, tips, how-tos (thought leadership)	Work in progress
Inspiration	Your work
BTS	Promoting causes/charities
Projects & process	Questions
Business life	TBT
Funny stuff/memes	Timely/calendar posts
Personal stuff	Faces!

Tools

- Snapseed
- Hash me
- Adobe Creative Cloud
- Canva
- Pablo by Buffer
- Creator Studio/Business Suite
- Later
- Linktree



Contact

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