

MKM LIVE: Monday, July 2

- Navigating your Insights
- First:
 - “Info and Ads” button now on Pages
- July Workshop: Two Gingers’ Tavern, Cascade
 - Monday, July 9: Free overview 6:00-7:00
 - Monday, July 16, 23, 30: themed workshops 6:00-8:00
 - 16: It’s ALL about the Content
 - 23: Facebook 101
 - 30: Intro to Insta and Keepin’ it Real



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- Insights
- Why are they important?
 - Social media marketing is more about providing value to your audience than what YOU think is important
 - How do you know what is valuable if you aren't measuring your audience's response?
 - BUT...
 - There is SO. MUCH. DATA.



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- Where to check #1:
 - Page Summary/Dashboard
 - Reach
 - Engagement
 - Video Views
 - Actions
 - NOT likes/follows?



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- Where to check #2:
 - Posts > When your fans are online
 - Overview of times your people are on facebook
 - Average trends
 - Daily breakdown
 - Tells me when to schedule my posts



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- Where to check #3:
 - Posts > All Posts Published
 - ALLLL the posts you've made
 - Establish Trends
 - More engagement at certain times?
 - More engagement with certain types of posts?
 - Love the video breakdown



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- Where to check #4:
 - People
 - Who is following you
 - Who is engaging with you
 - Does this match your target audience?
 - Especially helpful when designing ads



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- Where to check #5:
 - Local
 - When is there traffic around you?
 - Breakdown of local/traveling
 - Breakdown of age/gender
 - Use this especially if you are a brick and mortar



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- Where to check BONUS:
 - Insights on your other platforms
 - Instagram
 - Your website/blog
 - YouTube
 - Keep asking “Am I serving my audiences’ needs?”



MKM LIVE, Monday, July 2: Events

- Mondays live at noon CST
- Next Monday, July 9: Planning and Organizing for your Home-Based Small Biz
- Social Summer Nights
 - Monday nights in July
 - At Two Gingers'
 - Start with a free session
 - 3 weeks of paid workshops
 - Register at www.mollyknuthmedia.com/events
- Small Heroes, Mighty Cause
- Cascade Heart & Soul

