



Connect

with **VisitFortWayne**

MIKE NUTTER

FORT WAYNE TINCAPS



STEPHEN J. BAILEY

PH DIGITAL



<http://withaphdigital.com/instagram>

Instagram - Profile

Matching profile picture for branding.

Include overview in information.

Link to your website.

"Link in bio" option.

Don't list links in posts unless necessary.



Instagram

A photo is worth a thousand words.

Point. Click. Post. The easiest social media.

It's mobile & browser-viewable.

Now growing quicker than Facebook.

It's free! It's 24/7.



Instagram - Photos

Decide on the intention of your instagram before you take your first/next photo.

Take photos regularly. That may be several times a day or several times a month.

If you are selling products or food, Instagram is your golden ticket.

Video can now last a full minute. Try it!

Recommended apps: Layout, Boomerang, Hyperlapse, and Tadaa



Instagram - Connection

Follow other businesses

Use hashtags but use them correctly

Tag others in your photos

Feature your business in connection the community and other businesses



downtownfortw...
Fort Wayne Mus...

Following

1,115 likes

2w

downtownfortwayne Main Street never looked so good! #ChalkWalk2016

jgwigley I see @middlewaves , @a.gerardot

honorrnbrewjam Cool picture!

a.reidenbach Tonight! 🙌🏻 @neftnava

kibayman @thunderbob 🙌🏻

nichostetler @rebecca_curiale isn't this cool??

rebecca_curiale @nichostetler oooo that is v cool 🙌🏻

crwing Awesome photo! So much talent in Fort Wayne!

ejmarcano @aja_anna

missjoping @joe_clady

apegsimone @lovelucine

lovelucine LOVE @apegsimone

kellyecroot This is so pleasing to my soul.



Add a comment...



Social Media general rules

You can schedule posts (if you have to) but there are pros and cons.

Content calendars can be helpful.

Don't link accounts if you can stay away from it.

Spread out your content on channels.

Bring yourself into the branding if appropriate.

Kindness and connection.

Leave your personal beliefs for your personal Facebook friends.

You control the conversation. Be a positive voice in your community on both sides of the conversation.

THANKS!



@withaphdigital

ANDREW KARN

FREELANCE PHOTOGRAPHER



@jack_of_the_arts



1642

posts

5208

followers

1480

following

Edit your profile

Andrew

Portraits: @_jack_of_the_arts_

Dark Art: @jack_of_the_arts_sombre

jackoftheartsphotography.wordpress.com/



3



325

posts

2080

followers

1896

following

Contact

Edit Profile

club soda

Restaurant/Cafe

235 e.Superior, Fort Wayne, IN 260-426-3442.

Follow us on Twitter @ClubSodaFtWayne for daily updates and events!

www.clubsofafortwayne.com/

235 E Superior St, Fort Wayne, Indiana 46802



1. Tell A Story

- ▶ What makes a good photo
- ▶ The less advertisement looking- the better
- ▶ Try not to look like generic spam

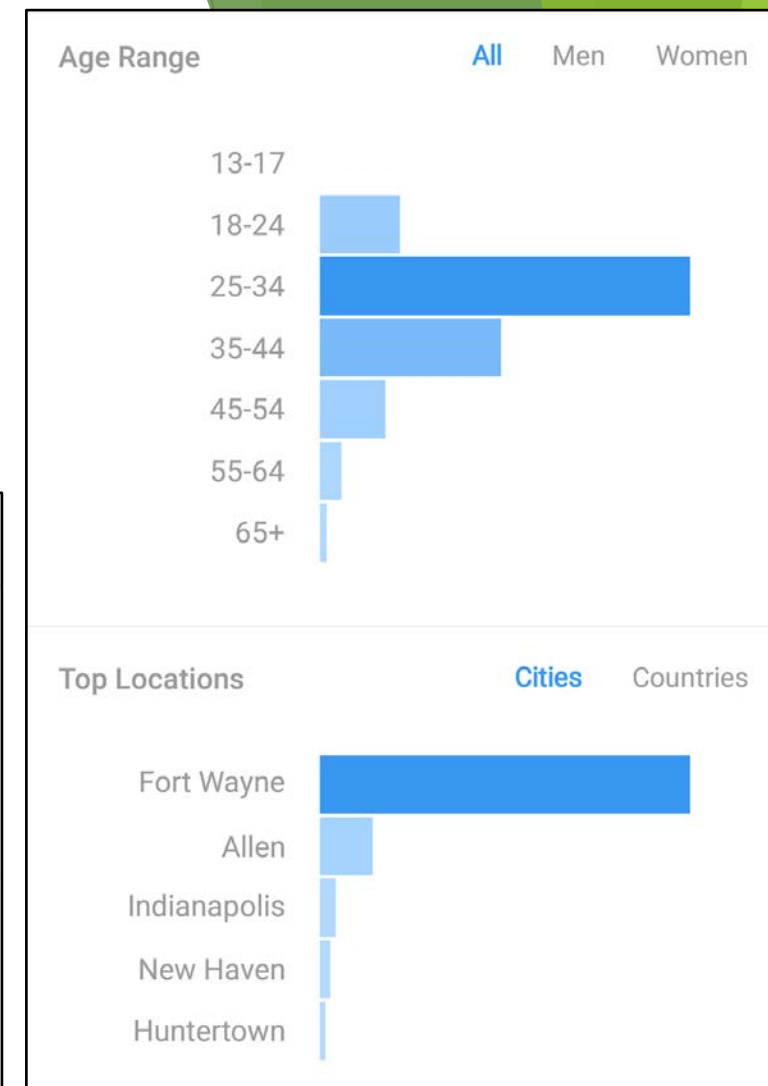
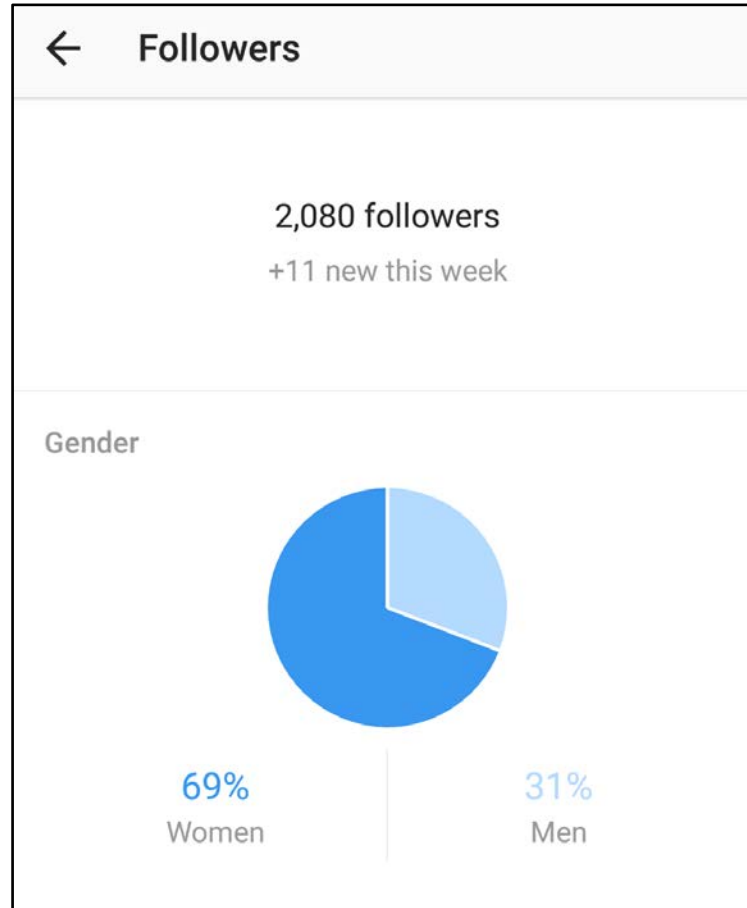
2. Get People Active and Involved

- ▶ Ask questions in your posts
- ▶ Give incentives to respond
- ▶ Repost and retweet content you are tagged in
- ▶ Give shout outs to other businesses you work with



3. Focus On Your Strengths

- ▶ Do what you are good at and keep it real
- ▶ Focus on your most popular network
- ▶ Market it to your target demographic
- ▶ Post to fit your business





   Peter Beckman and 10 others 2 Shares

 Like  Comment  Share

3,284 people saw this post >

Boost Post

Posted on Tuesday, February 21, 2017 4:16 PM

115

Likes

1

Comments

0

Saved

1199

Impressions

917

Reach

116

Engagement

[What do these mean?](#)



Impressions

The total number of times your post has been seen.

Reach

The number of unique accounts that have seen your post.

Engagement

The number of unique accounts that liked, saved or commented on your post.

Saved

The number of unique accounts that saved your post.

When and How Often?

▶ When and does it matter?

▶ How Often?

THANKS!



@jack_of_the_arts

BREAK

ANTHONY JULIANO

ASHER AGENCY



[Linkedin.com/in/anthonyjuliano](https://www.linkedin.com/in/anthonyjuliano)

A person is working at a desk. In the foreground, a laptop is open, and a person's hands are visible typing on the keyboard. To the right of the laptop, there is a small vase with a few flowers, including a purple one and an orange one. A smartphone is also visible on the desk. The background is slightly blurred, showing a person's face and another part of the desk with papers and a pen.

WHY CONTENT MATTERS—AND WHAT TO DO ABOUT IT

VisitFortWayne
INDIANA

PRESENTED BY ANTHONY JULIANO

**TODAY IS NATIONAL
CRABMEAT DAY**

**UNLESS YOU'RE A RESTAURANT, A CRAB
BOAT CAPTAIN, OR A PURVEYOR OF
THE FINEST CRABMEATS, YOU
PROBABLY SHOULDN'T BE TALKING
ABOUT NATIONAL CRABMEAT DAY.**

**IT'S EASY TO TALK ABOUT CRABMEAT. IT'S
HARD TO TELL YOUR STORY IN A
COMPELLING, SUBSTANTIVE WAY.**

**WHAT WE MEAN WHEN WE
TALK ABOUT CONTENT**

**YOUR ORGANIZATION'S UNIQUE
STORY, AS TOLD THROUGH...**



[Share](#)

SEARCH -

From: mm/dd/yyyy 

To: mm/dd/yyyy 

Keyword

SEARCH

AUTHORS +

ARCHIVES +

CATEGORIES +

[< Back To Blogs](#)

Other Things to Do During the Vera Bradley Annual Outlet Sale - Girlfriend Getaway Edition

Posted on January 31, 2017 at 8:00:00 am by [Jessa C.](#)



The Vera Bradley Annual Outlet Sale will be here before you know it! Starting





visitfortwayne

Following



1,938 posts

14.7k followers

815 following

Visit Fort Wayne Sharing all the amazing things about Fort Wayne, Indiana. Tag your photos with #MyFortWayne to give us permission to repost.
visitfortwayne.com



- Home
- My channel
- Trending
- Subscriptions
- History
- Watch Later
- Purchases 6
- Get YouTube Red

PLAYLISTS

- Liked videos
- Favorites
- The LinkedInstitute
- Now's the Time spots

SUBSCRIPTIONS

- ClassicMLB11 1
- LinkedIn 1
- Expos Classics 2
- DoctorOz 4
- Caliente, LLC
- Scott Stratten 2
- FastCompany 3
- enir boreh 2
- Common Craft 42
- MovementInitiative
- Indiana Tech
- Sam Roberts Band 1
- TRXtraining 2
- Turnstone Center



VisitFortWayne.com



Visit Fort Wayne

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Play in The Fort | Visit Fort Wayne, Indiana

1,806 views 4 months ago

Join us for a year in the life of Fort Wayne, Indiana.

Whether you live, work, or own a business in Northeast Indiana - or if you're just visiting for the first time - we invite you to Play in the Fort!

More info and contest at: <http://www.visitfortwayne.c...>

Want to know what's going on this weekend? Check... [Read more](#)

Tour Fort Wayne Series



Tour Fort Wayne: The Vera Bradley Outlet Sale in Fort Wayne
Visit Fort Wayne



Tour Fort Wayne: African Journey at the Fort Wayne Children's Zoo
Visit Fort Wayne



Downtown Fort Wayne
Visit Fort Wayne
4,285 views • 2 years ago



Visit Fort Wayne Festivals
Visit Fort Wayne
1,007 views • 3 years ago

More Great Fort Wayne Videos

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**AND DISTRIBUTED VIA SOCIAL MEDIA,
EMAIL, THE WEB,
AND NATIVE ADVERTISING**

**WHAT'S MISSING PIECES FROM
MOST SOCIAL MEDIA STRATEGIES:**





**OPPORTUNITIES TO
TELL OUR STORIES
USED TO BE RARE**

TODAY, THE
OPPORTUNITIES
ARE ENDLESS...

BUT THERE ARE
TWO CHALLENGES






IT TAKES TIME



COMPETITION FOR ATTENTION IS FIERCE

**SO, YOU NEED A PLAN TO MAKE CONTENT
MARKETING A PRIORITY**

HERE'S HOW TO GET STARTED



1. ASSEMBLE YOUR
TEAM AND EVALUATE
RESOURCES

WHO'S ON THE TEAM?

DO WE NEED OUTSIDE HELP?

DO WE HAVE THE RIGHT EQUIPMENT?

A close-up photograph of a person's hands writing on a document at a wooden desk. The person is wearing a light blue shirt and a black watch. On the desk, there is a blue coffee cup, a small purple jar, a wooden box, and some pastries. The background is bright and out of focus, showing a window and some greenery.

**2. DEVELOP A WRITTEN
CONTENT MARKETING
STRATEGY AND USE A
CONTENT CALENDAR.**

Indiana Tech Content Calendar



File Edit View Insert Format Data Tools Add-ons Help Last edit was made on January 25 by Indiana Tech Marketing

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	A	B	C	D	E	F	G	H	I
1	2017 Jan	Notes	Day Students	Day Prospects	CPS students	CPS prospects	Parents	Alumni	Community
30	Saturday, January 28, 2017	UG Session Deadline (2/3)-Reminder			x	x			
31	Sunday, January 29, 2017	USave Tuition Guarantee Program Trad		x			x		
32	Monday, January 30, 2017	UG Session Deadline (2/3)-Reminder			x	x			
33	Tuesday, January 31, 2017	School of Education Top 5 Promotion	x	x			x		x
34	Wednesday, February 1, 2017	Deadline for petition to graduate	x		x				
35	Thursday, February 2, 2017	Throw Back Thursday-Tech In Your Town (Repurpose Mag content)	x	x	x	x	x	x	x
36	Friday, February 3, 2017	Undergrad 6 Registration Deadline & Promote Library CPS Sessions			x	x			
37	Saturday, February 4, 2017	Family Discount	x	x	x	x	x	x	x
38	Sunday, February 5, 2017	Graduate Session 5 Classes start (Welcome Session 5 Warriors)			x				
39	Monday, February 6, 2017	Promote HS Engineering Camp			x		x	x	x
40	Tuesday, February 7, 2017	By the Numbers	x	x	x	x	x	x	x
41	Wednesday, February 8, 2017	Fast Track Degrees-3 to Degree & Music Box Event Promoted (event is on 15th)	x	x				x	x
42	Thursday, February 9, 2017	Throw Back Thursday & Day of Library CPS Sessions; Speak Out! w/Odd?Rod (event is 2-16)	x	x	x	x	x	x	x
43	Friday, February 10, 2017	CPS Program Promo				x			
44	Saturday, February 11, 2017	Virtual Career Fair Promo (RSVP)	x		x			x	



Editorial calendar

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A

fx 2/1/2017

	A	B	C	D	E
1	GFWBW column: Influencer borrowing				
2	Feb 2017 Notes		Blog	Linked n	Twitter
3	Wednesday, February 1, 2017			Jeremy EOM	Jeremy EOM
4	Thursday, February 2, 2017			IPFW SM class	IPFW SM class
5	Friday, February 3, 2017			IPFW SM class	IPFW SM class
6	Saturday, February 4, 2017			Evemote webinar	Evemote webinar
7	Sunday, February 5, 2017			IPFW SM class	IPFW SM class
8	Monday, February 6, 2017		Using social media to recruit employees	IAHHC	IAHHC
9	Tuesday, February 7, 2017	IAHHC		IAHHC	IAHHC
10	Wednesday, February 8, 2017			IPFW SM class	IPFW SM class
11	Thursday, February 9, 2017			IPFW SM class	IPFW SM class
12	Friday, February 10, 2017	GFWBW column		GFWBW column	GFWBW column
13	Saturday, February 11, 2017			GFWBW column	GFWBW column
14	Sunday, February 12, 2017			GFWBW column	GFWBW column
15	Monday, February 13, 2017			NICE	NICE
16	Tuesday, February 14, 2017			YPN Steuben	YPN Steuben
17	Wednesday, February 15, 2017	NICE		NICE	NICE
18	Thursday, February 16, 2017	YPN Steuben		YPN Steuben	YPN Steuben
19	Friday, February 17, 2017	IPFW Immersion		IPFW Immersion	IPFW Immersion
20	Saturday, February 18, 2017			Evemote webinar	Evemote webinar
21	Sunday, February 19, 2017			IPFW SM class	IPFW SM class

A person is seen from behind, holding a smartphone to take a photo of a red double-decker bus in a city street at night. The background is filled with out-of-focus, colorful bokeh lights from street lamps and buildings. The person's hands and the phone are in the foreground, with the phone's screen showing the bus. A red text box is overlaid on the right side of the image.

**3. GET CREATIVE,
BUT REPURPOSE
EXISTING CONTENT, TOO**

**CREATING HIGH-QUALITY
CONTENT TO TAKES SERIOUS
EFFORT. TAKE EVERY
OPPORTUNITY TO MAKE SURE
IT'S SEEN/HEARD**

**THIS PRESENTATION IS ALSO A
BLOG POST AND A COLUMN FOR
A MAGAZINE—AND
I'LL PROMOTE IT VIA
LINKEDIN AND TWITTER**

**(AND IT COULD ALSO BE A
VIDEO AND A PODCAST)**

4. MEASURE RESULTS—AND BE WILLING TO ADAPT.



**TRY STUFF. REPEAT WHAT
WORKS. DUMP WHAT DOESN'T.**

**A FEW
FINAL THOUGHTS**

**YOUR ORGANIZATION'S
STORY DESERVES TO BE
TOLD.**

**IF YOU DON'T DO IT,
YOUR COMPETITORS WILL.**

**DON'T WAIT UNTIL
YOU GET "MORE TIME."**

**CREATE MORE,
CONSUME LESS.**

GET STARTED NOW.

THANKS!

AJJULIANO@GMAIL.COM
(260) 615.3426

- Take Home Tips Sheet

- Presentation Available at:

VisitFortWayne.com/Connect



Take Home
TIPS

CONNECT with Content • March 9

PHOTOGRAPHY

Stephen J. Bailey - With a PH Digital @withaphdigital

1. Always **take more photos than you need**. Your photo library is your biggest asset.
2. **Photograph to inspire**: breaking news, kindness, people, connection, and more.
3. **Don't be intimidated** by expensive cameras. Your best friend is a smart phone and a filter.

Andrew Karn - Freelance Photographer @jack_of_the_arts

1. **Tell a story** - the less it looks like an ad the better.
2. **Get people active and involved** - repost and retweet content you are tagged in.
3. **Focus on your strengths** and post to fit your business.

CONTENT CREATION

Anthony Juliano - Asher Agency linkedin.com/in/anthonyjuliano

1. **Reserve time on your calendar time for brainstorming ideas and content creation.** Deciding what you want to post is a very different exercise than actually *developing* content—writing and shooting photos or video, that is. Give each its due and reserve the appropriate time on your calendar. These tasks are much more likely to get done if you prioritize them instead of waiting for “extra time” to magically appear.
2. **Consider “theme” days.** You can make the job a little easier and built rapport with your audience if you use recurring themes. “Throwback Thursday,” “Quick Tip Tuesday,” or even a monthly feature like a customer spotlight—it’s all about creating momentum and avoiding the need to always start from scratch. Just make sure your effort is sustainable and aligned with your audience’s needs.
3. **Create a content calendar to guide your efforts.** Your content calendar incorporates what you plan to share and when you’ll share it. The alternative—posting whatever content seems appropriate on a given day—might seem like less work, but it’s actually much more labor intensive. In addition, it’s ultimately less effective, since opportunities are often missed and gaps between posts are more likely to increase as social media managers scramble to find something to post (and as they often settle for uninspired content). If it seems daunting, start with one month only, adding high-priority events, holidays, and posts aligned with recurring themes as described above. Then, fill in with lower-priority content ideas for each channel and audience. Once that month is built out, work on subsequent months.

Visit VisitFortWayne.com/connect for a link to today’s presentation



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