

how to create engaging social media content on a budget

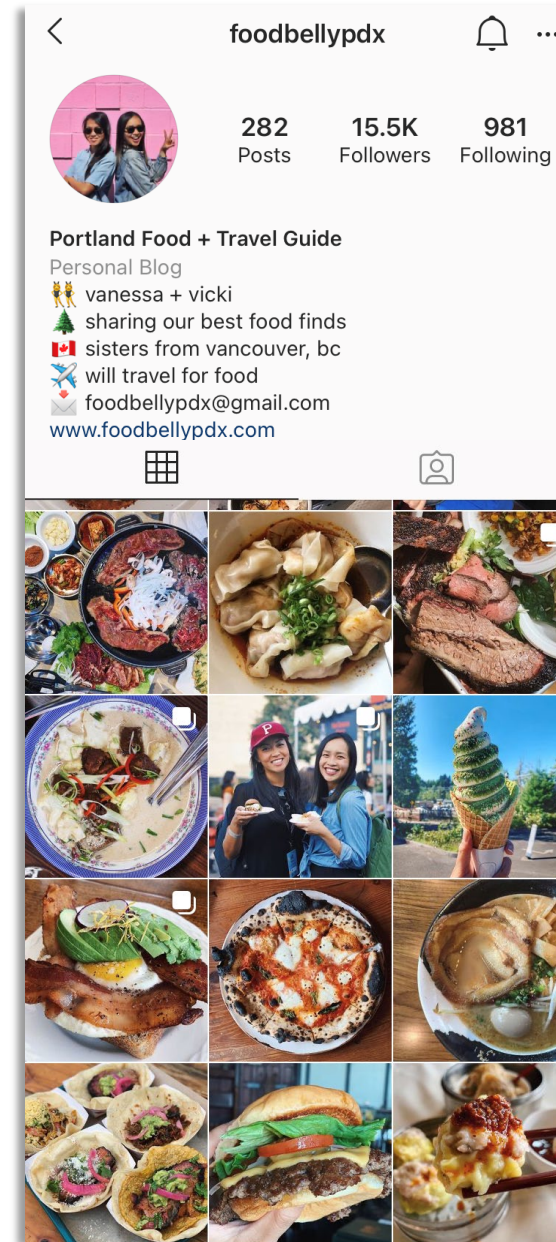
foodbellypdx x



TRAVEL
OREGON

who we are

- Sisters!
- Portland Food & Travel Influencers
- Second-generation Chinese Canadian
- Both have full-time jobs in recruiting
- Started @foodbellypdx Instagram in 2017
- Partnered with: Travel Oregon, Visit McMinnville, FEAST Portland, Kimpton Hotels, Visit Seattle, McMenamins, Zupan's Market and more!



agenda

- Who we are
- What consumers are looking for
- Tools to capture & edit your own content
- How to take & edit photos on your phone
- How to create & edit Instagram stories
- Running a social media account
- What are influencers & how you can partner
- Summary



social media landscape



Quality > Quantity. It's all about the engagement rate, not the number of followers.

$$\frac{\text{\# of likes} + \text{\# of comments per post}}{\text{\# of followers}} = \text{Instagram Engagement Rate}$$

1-5% is a strong engagement rate**

*“71% of social media users are more likely to purchase products and services based on social media referrals.”**

* “How social media influence 71% consumer buying decisions”, <https://www.searchenginewatch.com/2020/11/20/how-social-media-influence-71-consumer-buying-decisions/amp/>

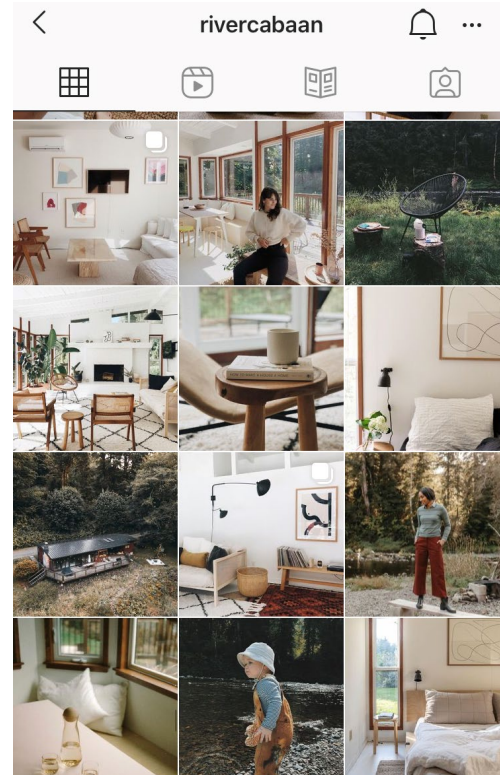
**“22 Simple Ways to Increase Instagram Engagement”, <https://blog.hootsuite.com/instagram-engagement/>

what consumers are looking for



Authenticity

A personal and real voice to your account



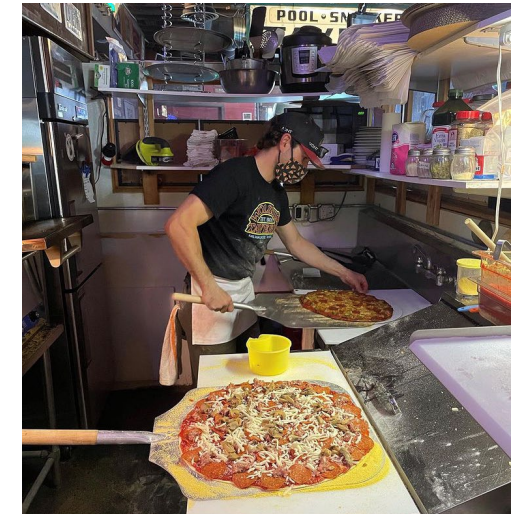
Photos of the Product or Service

To enable a quick and easy decision and desire to purchase



Updated and Clear Information

To ease frustration and ensure consistent information about hours of operations and specials across platforms



Liked by **jerryspizzapdx** and 1,356 others

jerryspizzapdx I wasn't lying when I said the kitchen was small. And yes, I'm wearing a headlamp so I can see when pizzas are done. Happy Friday Portland! Love, Jerry.

Behind-the-Scenes

To connect to your business and learn something new

tools to capture + manage your own content



Portable Phone Video Stabilizer



SD Card Camera Reader



VSCO – Photo & Video Editor



Adobe Lightroom – Easily Edit Your Photos



Unfold – Toolkit for Storytellers



Preview: Instagram Feed Planner



Portable Camera Light



Selfie Tripod Stick with Remote



Snapseed – Online Photo Editing App



Instagram Layout – Collage App



Linktr.ee – The Social Bio Link Tool



Hootsuite – Social Media Marketing & Management Dashboard

Physical Tools

Editing & Management Tools

how to take good photos on your phone

- Natural lighting is your best friend
 - *Tip: Shoot next to a window or outside on a cloudy day*
- Move around
 - *Tip: Move your product around and make it dynamic*
 - *Tip: Move yourself around and take many photos at different angles (i.e. flat lay, hold it up, use a chair, bend down)*
- Use your camera features
 - *Tip: Hold to focus in camera mode (iPhone), slide up and down to adjust brightness*
 - *Tip: Take photos without zooming in. Crop later.*



A noodle pull is a great example of making your product dynamic

editing photos



Original Photo



Final Version

Using VSCO to edit photos

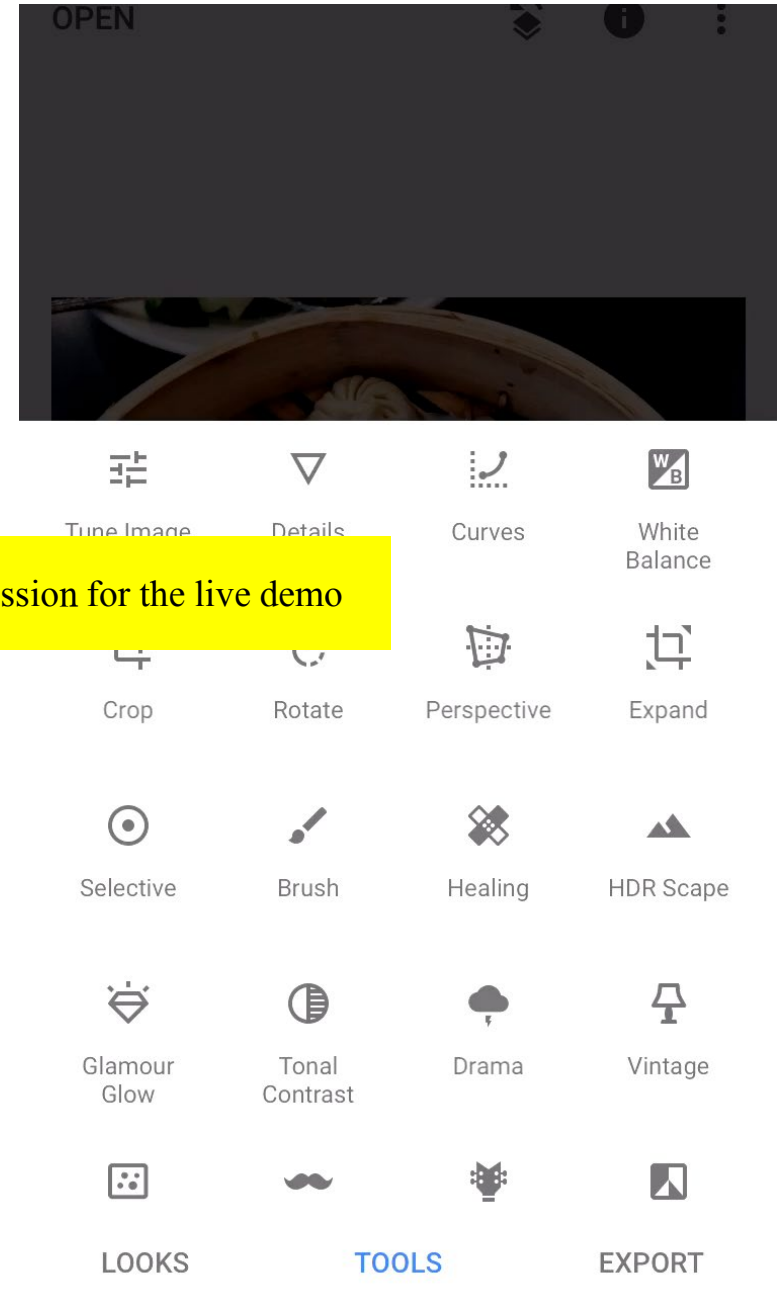
Using Snapseed to edit photos

demo

Using VSCO and Snapseed to edit photos



Please refer to the recording of the session for the live demo



running an instagram account

instagram algorithm

The Instagram algorithm's ranking system considers*:

- **Relationship**
- **Interest**
- **Timeliness**
- Frequency of Use
- Following
- Session Time

do's

- Do use a Business account. Complete your bio with the basics (address, hours of operations, contact/website)
- Do post consistently and frequently
- Do respond to every DM and comment (yes, it's time consuming but is the key to bonding with your audience)
- Do use Hashtags and try out new features (ie: Reels, Shoppable Tags)
- Do repost User-generated content (USG) with credit
- Do post when your followers are most active
- Content that does well: real, vulnerable, triggers a reaction, aesthetically pleasing, smart copy, people-centric, celebrations

don't

- Don't try to game the system (ie: buying followers, Instagram "pods", automatic likes)
- Don't use generic or stock photos
- Don't be defensive about feedback
- Don't overdo the hashtags
- Don't air out your dirty laundry
- Don't use Instagram solely for promotions
- Don't forget to measure your content's performance using data insights

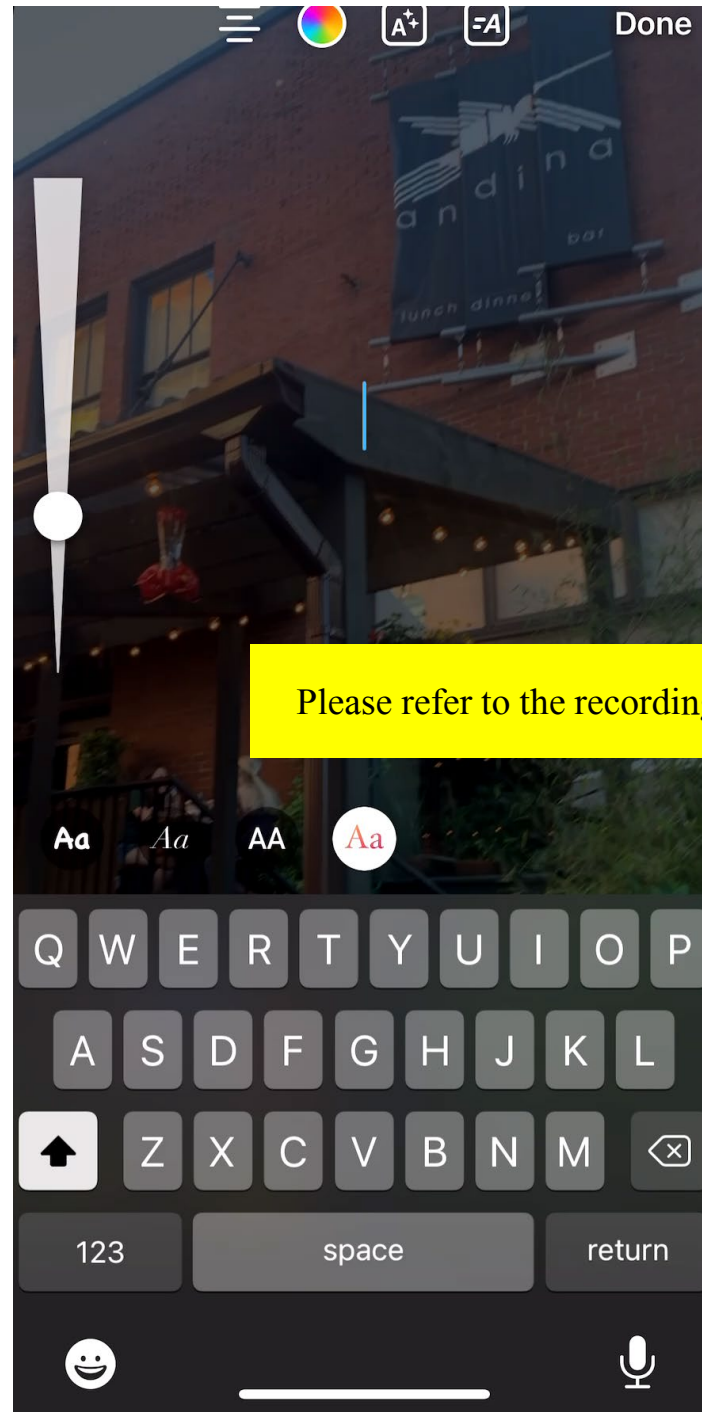
* "The 2021 Instagram Algorithm Breakdown: How to Get Your Content Seen", <https://blog.hootsuite.com/instagram-algorithm/>

creating instagram stories

Demo on how to create stories and understand insights & analytics

Tips:

- For best sizing, capture content using the in-app camera (rather than using the camera directly on smart phone)
- Take and save 2-3 photos or videos so you can select the best one to edit/post
- Always add a location tag, and be sure to tag the business featured in the Story
- Don't be afraid to experiment with polls, quizzes, trivia which drive engagement!



creating instagram stories, pt 2

Example of storytelling a
getaway stay on Instagram
stories



Please refer to the recording of the session for the live demo



what are influencers

influencer

/ˈɪnflʊənsər/

noun

a person or thing that influences another.

"he was a champion of the arts and a huge influencer of taste"

• **MARKETING**

a person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.

"influencers can add serious credibility to your brand"

“71% of marketers say the quality of customers & traffic from influencer marketing is better than other marketing sources”*

* “2019 Influencer Marketing Survey”, <https://mediakix.com/blog/influencer-marketing-effectiveness/#gs.8tczun>

+ how you can partner

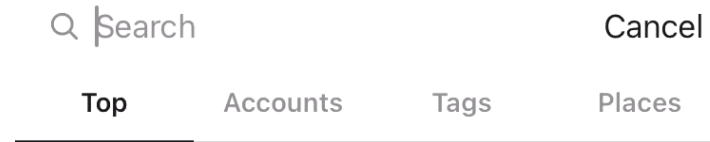


Example of a giveaway post in partnership with Travel Portland and Kachka

- Sponsored post or story
- Takeover
- **Giveaways**
 - Follow your account
 - Share the post
 - Save the post
 - Tag as many friends as possible!
- Media event
- Unboxing video
- Try new menu, free visit

influencers: how to find

- Look at who they follow and comments
- Ask for recommendations
- Hashtags
- Geotag top posts
- Ensure mutual fit



how to reach out

- Personalize your note
- Be sincere
- Check engagement quality
- Make the offer and wait to hear back
- Do not expect “post for product”

Please refer to the recording of the session for the live demo

resources

- Travel Oregon – [Content Strategy Tips & Tricks for 2021](#)
- Skillshare – [Context is Key: Social Media Strategy in a Noisy Online World](#)
- Skillshare – [Analytics & Authenticity on Instagram: Crafting Your Digital Presence](#)
- Tap Lab – [How to Edit Instagram Bio – Multiple Lines Tips & Tricks](#)
- Skillshare – [iPhone Photography: How to Take Pro Photos On Your iPhone](#)
- Tina Dao – [How to Edit Like a Pro in Snapseed in 7 Steps](#)
- Pieces of Onye – [How to Use Instagram Reels](#)
- Hayls World – [10 Instagram Story Ideas You Didn't Know Existed](#)
- Hootsuite – [The 2021 Instagram Algorithm Breakdown](#)
- Forbes – [12 Ways to Determine an Influencer's Trustworthiness and Brand Fit](#)

Physical Tools:

- [Portable Camera Light](#)
- [Selfie Tripod Stick with Remote](#)
- [SD Card Camera Reader](#)
- [Portable Phone Video Stabilizer](#)



Found the "Oregon is Magic" mural in Forest Grove in 2019!

summary

- Social media and influencers are powerful marketing and PR tools for your business
- To increase brand awareness, don't over think it
- Frequency is more important than perfection
- Leverage the abundance of tools & resources
- Find your brand voice and keep it real



Sister selfie with the Alpacas at Marquam Hill Ranch

thank you! questions?

foodbellypdx x



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