

TABLETOP
M E D I A G R O U P

“Social Media 101”

Kristen Baughman, Founder
Stacey Sprenz, Photographer

Tabletop Media Group

We offer the following services:

- Social media
- Photography
- Graphic Design & Illustration
- Videography
- Events
- Website Design





Do YOU Use Social Media?

Blahh...What's The Point?

Networking!

Develops your brand

Targets niche audiences

Builds business profiles



Define Your Social Media Strategy

What are your goals?

Who is your target audience?

Which channels are appropriate?



Facebook, Twitter & Instagram



Facebook Pros

Over 1 BILLION active users!

Custom page design

Like, comment & share

Accessible information


Analytics

Facebook advertising & promoted posts

Facebook applications



Facebook Example



0:06

[Back](#)


GERALDINE'S PEACHES AND PRODUCE ROADSIDE MARKET
about 6 months ago · 🌐

Many of OUR peaches are still available! So exciting! 🍑
#grownhere #freshproduce #NCpeaches

👍 20 1 Share 204 Views

👍 Like 💬 Comment ➦ Share

Comments Up Next




0:31

Video from GERALDINE'S PEACHES AND PRODUCE ROADSIDE MARKET

GERALDINE'S PEACHES AND PR...

331 Views




1:34

Video from GERALDINE'S PEACHES AND PRODUCE ROADSIDE MARKET

GERALDINE'S PEACHES AND PR...

386 Views



1:04

Video from GERALDINE'S PEACHES AND PRODUCE ROADSIDE MARKET

GERALDINE'S PEACHES AND PR...

266 Views

Facebook Cons

Time & resources

Slow burn

Advertising budget

Voice of your company

Reputation management

Commitment



Amy's Baking Company Bakery Boutique & Bistro · 2,855 like this · 4 hours ago · 🌐

Like · Comment · Share 58

112 people like this.

Write a comment...

Cody Force You went full retard, man. Never go full retard
Like · Reply · 👍 651 · 4 hours ago · Edited

33 Replies

Jeff Flynn Oh, you guys are hilarious. Know what I have? A non crazy wife, three REAL children, and the ability to COOK. All unlike you and your wife.
Like · Reply · 👍 137 · 4 hours ago via mobile

11 Replies

Twitter Pros

Over 500 MILLION users

Followers get your message

Fast!

Going “viral”

#Hashtags

Easy interaction

Schedule tweets



Twitter Example



SUGARLOAF ORCHARDS

@nolie1953

Follow



Sugarloaf Orchards has over 100 years of FARMING EXPERIENCE .
[#ncstatefarmersmarket](#) with our [#ncpeaches](#).
[#gottobenc](#)



8:01 AM - 11 Jul 2017

2 Likes



Twitter Cons

Ads are limited

Not for everyone

Difficult to build a fast following



Instagram Pros

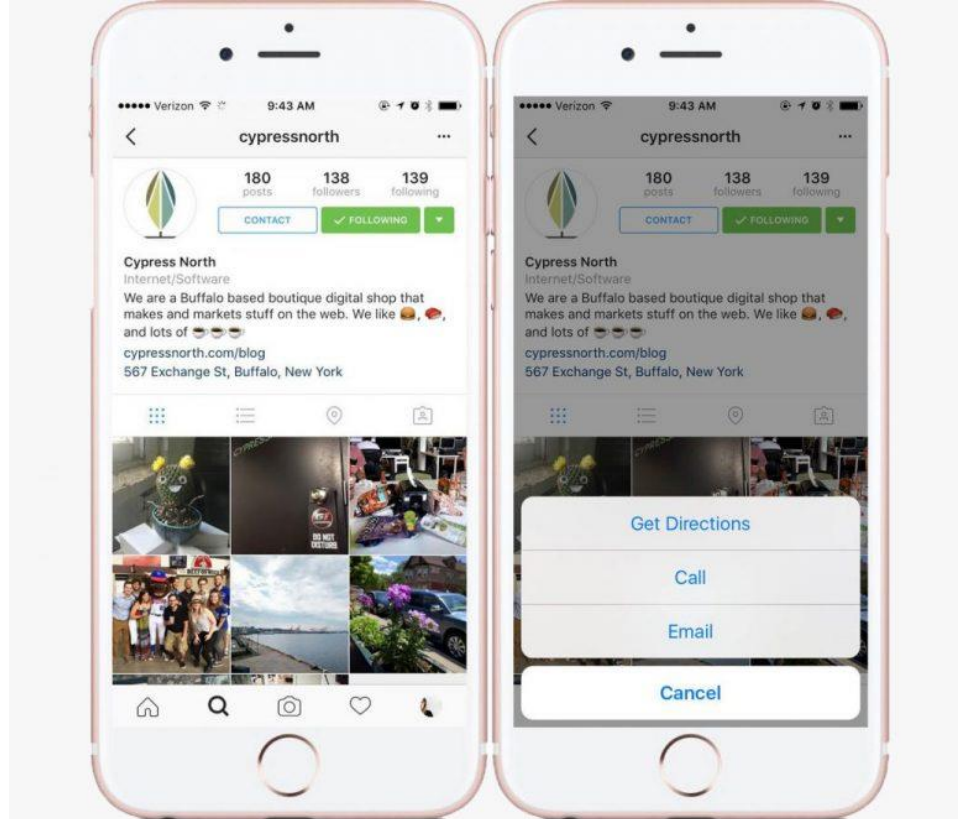
150 MILLION monthly active users

Ease of Contact

Simple Insights

Simplistic Photo Sharing

Simple Post Promotion



Instagram Example



georgiafreshpeaches • Follow

georgiafreshpeaches Peaches are here ya'll...Amazing 🍑🍑 @pearsonfarmga
#georgiapeaches #peach #pearsonfarms
#loveofpeaches #georgiafresh
@cypresscreekfarm
evegrayhome @kristymwood
@acclendenin @megfrench
cypresscreekfarm @loneriderbeer



beehanna89, kswood9, ginger.7.17, amanda_caldwell_, cypresscreekfarm, philipmeeker, lomomarket, evegrayhome, vollmerfarm and georgiafreshpeaches like this

JUNE 18, 2015

Add a comment...



Instagram Cons

No Desktop Feature

No Organic Social

Cannot schedule posts



Get Their Attention: Taking Great Images

Light, light, and more light, but maybe not a flash

Post editing apps

- Find the one that works best for the type of photos you are taking
- Helps correct exposure, white balance, clarity, and saturates colors that are washed out

Make it interesting!

- Shoot from different angles
- Use images to help tell the story





Are YOU Ready?