



**Social Media for
dummies
Olive Oilers**



PRESENTATION OVERVIEW

Foundations

Strategy

Content

Questions

The image features a light gray background with three horizontal, overlapping brushstrokes in shades of purple and blue. The strokes are textured and have irregular, feathered edges. A white rectangular frame is centered over the middle stroke, containing the text "A little about me" in a bold, white, sans-serif font.

A little about me



Foundations

What social networks should I be active on?

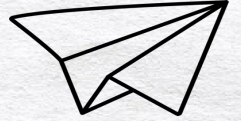
- Facebook
- Instagram
- TikTok

Make sure your accounts are set up well:

- Correct contact details
- Centred profile photo
- Captivating cover image

Do you have a website?

Why do I need a strategy?



Why do I need a strategy?





Basic Strategy

Goals - what's the purpose? What do I want to achieve?

Audience - who is going to help me achieve these goals?

Content - what content can I post to encourage my audience(s) to achieve those goals.

The image features three horizontal brushstrokes in shades of purple and blue, creating a layered, artistic background. The top stroke is a dark blue-purple, the middle is a medium purple, and the bottom is a lighter, vibrant purple. A white rectangular frame is superimposed over the center of these strokes, containing the word "Content" in a bold, white, sans-serif font.

Content



Content purpose

What's the point/value?

- Storytelling
- Connection/Building Community
- Education/Inspiration
- Entertainment
- Call to action

Pareto Principle of value to sales.



Chat GPT

I manage an olive grove that produces oil to sell to the public. Give me 10 different social media content ideas for my social media channels.



Chat GPT

Behind-the-Scenes Farm Tours: Share videos or photos of the olive harvesting process, from picking the olives to pressing the oil.

Olive Oil Recipes: Post delicious, easy-to-make recipes featuring your olive oil, like salad dressings, marinades, or Mediterranean dishes.

Health Benefits of Olive Oil: Educate your audience about the health benefits of using olive oil, such as heart health, antioxidants, and its role in a balanced diet.

Olive Oil Tasting Sessions: Host virtual or live olive oil tastings and explain the nuances of flavor, texture, and aroma in different batches of your oil.

Customer Stories: Share testimonials or stories from satisfied customers. You could also feature them using your olive oil in their favorite dishes.



Chat GPT

Meet the Team: Introduce the people behind your olive grove, from the farmers to the production team, showing the care and passion they put into their work.

Sustainability Initiatives: Highlight your grove's eco-friendly practices, like water conservation, organic farming, or zero-waste production.

Seasonal Promotions and Gift Ideas: Offer special discounts during the holidays or create gift packages featuring your olive oil and other local products.

Culinary Pairing Tips: Teach your audience how to pair olive oil with different foods, such as bread, cheeses, or vegetables.

User-Generated Content: Encourage your followers to share how they use your olive oil, and feature the best posts on your channels.



Content tips

- You're a visual business!
- Avoid stock photos – authenticity is key!
- Push purpose-driven themes: shop local etc.
- Incorporate video content
- Smiling faces
- Engage with your community
- Be professional, but have fun



Understand the algorithm

What content does Facebook prioritise?

1. Engage – it's not enough just to get Likes. Facebook rewards engagement by showing your content to more users. Start conversations, and always respond.
2. Video – Video content is gold because it's engaging and prioritised by Facebook & Instagram. Use it as much as you can!
3. Consistent posting – pages that post regularly are ranked higher.



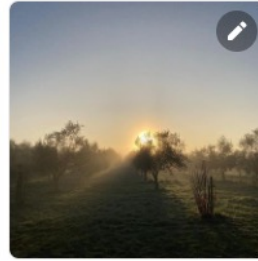
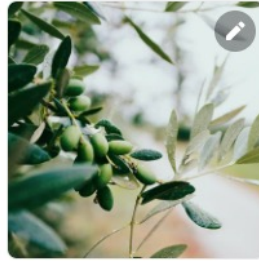
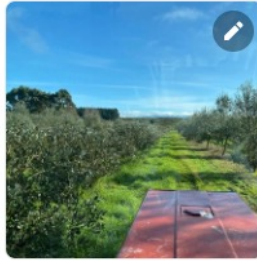
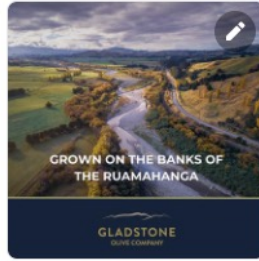
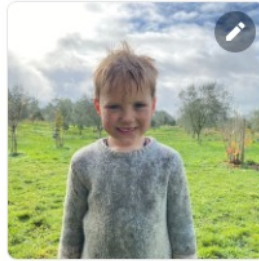
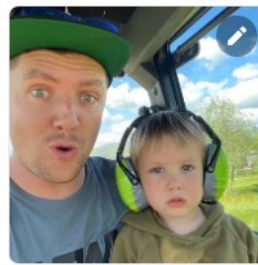
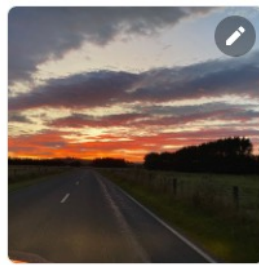
Develop a strategy


Even a simple plan is better than flying blind!

1. Set some goals – what do you want to achieve?
2. Determine how many times you'll post content each week.
3. Create a calendar or schedule to plan out your posts so you're not coming up with content on the fly.
4. Schedule content.
5. Monitor and respond to interactions on your content.



**What's the only truly
unique thing about
your olive grove?**





How do I measure success?

Set some targets and goals.

Social Media questions to ask:

- Is my audience growing?
- Is my content generating engagement?
- Are we getting more traffic to our website?
- Are we selling more oil?



What can we do for you?

The Classroom – www.theclassroom.co.nz

- Courses
- Membership
- 1:1 sessions

Tailgunner Digital – www.tailgunner.co.nz

- Social media advice and management
- Website design
- Branding & design
- Digital marketing (Google Ads, Email marketing etc.)