

Being great at social media

Niki Bezzant for ANA

The image features a central red speech bubble with a white outline and a downward-pointing tail. Inside the bubble, the text "All communication is storytelling" is written in a large, white, sans-serif font. Below this, the phrase "Find the story" is written in a smaller, white, sans-serif font. The background consists of several concentric, light gray circles and lines, some solid and some dashed, creating a sense of depth and movement. The overall design is clean and modern.

All communication
is storytelling

Find the story

Social media
secret 1:

- **No one really knows!**



■ It's not just about followers

Social media
secret 2:



Healthy Food Guide

Book & magazine distributor

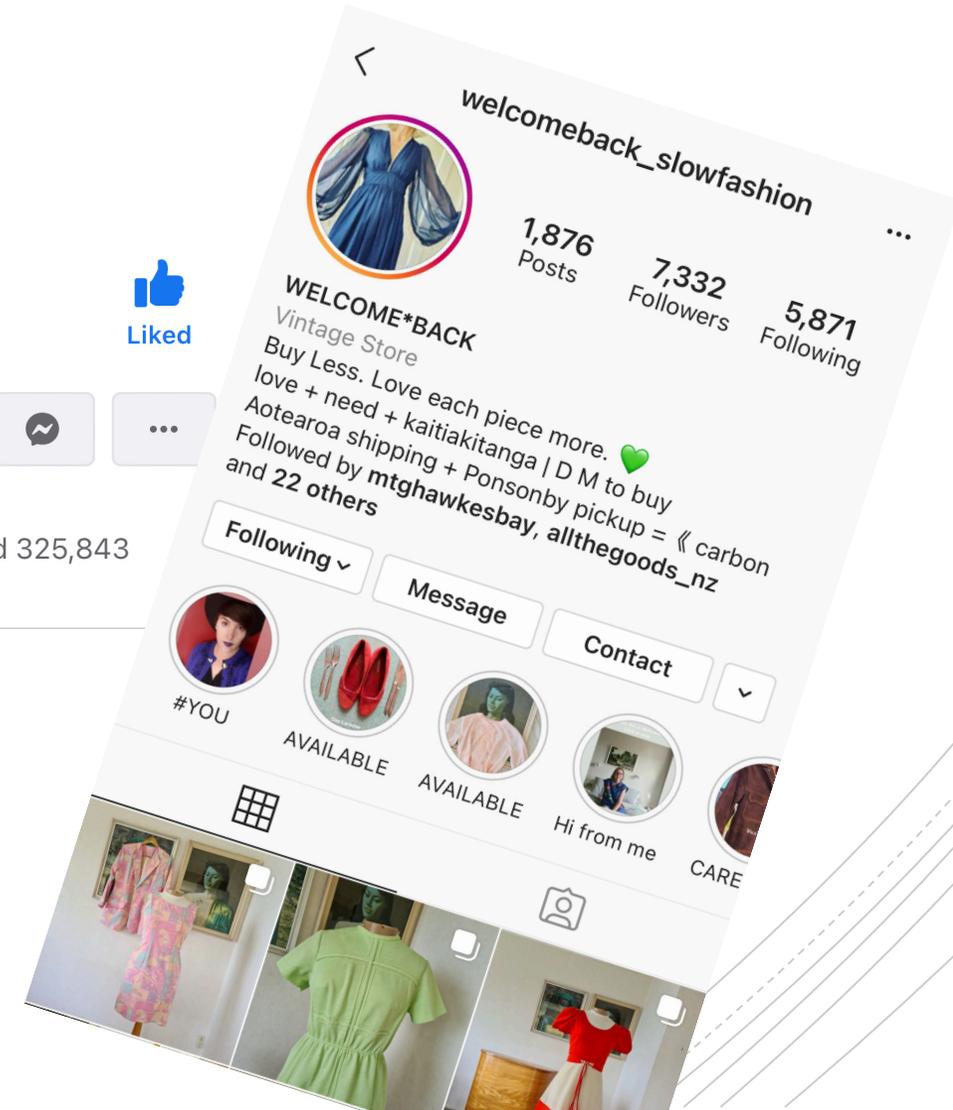


[Shop Now](#)

www.healthyfood.co.nz



Kath, Julia, Jennifer and 325,843 others like this



Social media
secret 3:

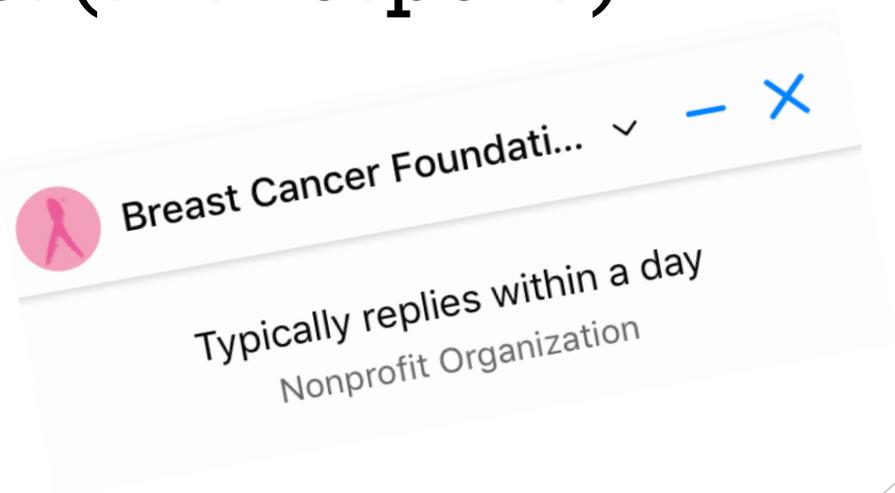
- **It can be a huge waste of time!**

SO:

- **Have goals in mind – what are you trying to achieve?**

How to build an audience

- **Start**
- **Keep going**
- **Interact (and respond)**



Know your
audience

- **What are they into? What do they want? Ask them!**
- **Social media is a conversation**
- **Keep an eye on trending topics**

Facebook

- NZ's favourite social media BUT getting harder to get engagement
- Do you want to be you? A page? Or a group?
- Be aware not everyone sees your stuff (esp with Pages)

Insights

[See All](#)

Last 28 days : Oct 4 - Oct 31 ▼

People Reached

683

▼ 19%

Post Engagements

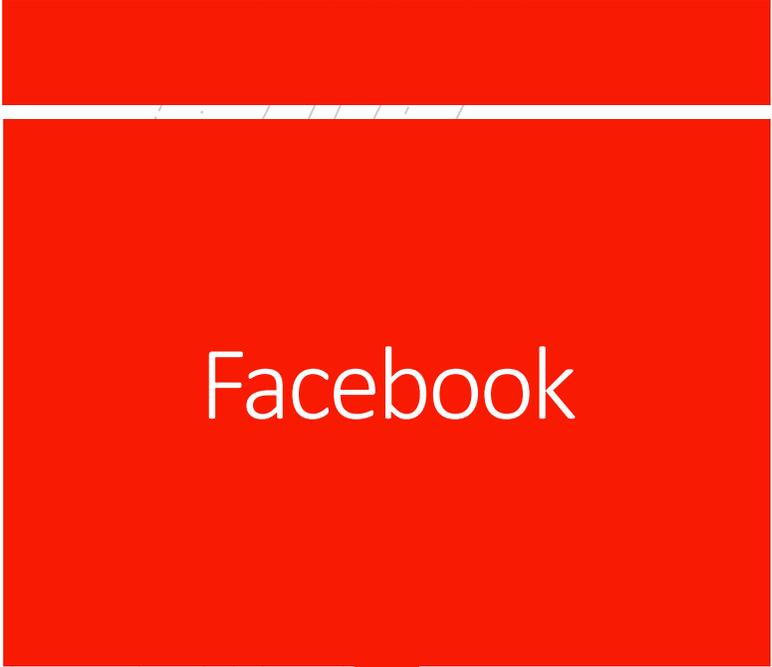
113

▲ 85%

Page Likes

8

▼ 43%

The Facebook logo is a red speech bubble shape with the word "Facebook" written in white, sans-serif font in the center. The background of the slide features decorative curved lines in the top-left and bottom-right corners.

Facebook

- **Shareable content is king**
- **Can be a good tool to drive website traffic**
- **Explore Groups – can be powerful**

- It's all about the image
- Aim for engagement

Instagram



■ Craft your captions

Instagram



nikibezzant Well this is a bit exciting. A new independent, NZ-made magazine by and for Kiwi women. I am in here, yes - I'm very proud to be contributing regularly on women's midlife health issues. I've spent a big chunk of my career in independent publishing and I am stoked to see this title emerge from the rubble of the post-lockdown magazine industry. It's from @sidokitchin and her talented team, and I reckon it's well worth your support. It is absolutely jam-packed with fascinating content: the stories of the strong, clever, creative and resilient women of Aotearoa. Step away from the screen and get yourself a piece of print; magazines are back and better than ever. Woohoo! #buynzmade #womanmagazine #nzjournalism #nzwomen #wahinetoa #nzpublishing @niciwikesfood @womanmagnz

View Insights

Promote



Liked by ladolcevitanz and others

nikibezzant Well this is a bit exciting. A new independent, NZ-made magazine by and for Kiwi women. I am in here, yes - I'm very proud to be contributing regularly on women's midlife health issues. I've spent a big chunk of my career in ...

Instagram

- Be clever with hashtags





Interesting new(?)
product I picked up at
supermarket



Yes. You could cook
yourself or buy a bigger
can - but this is a
great desk drawer option



You can get a lunch done
in 5 mins (or less)



a clever idea I reckon

Instagram
Use Stories

The LinkedIn logo is a red speech bubble shape with the word "LinkedIn" written in white text inside. It is positioned on the left side of the slide.

LinkedIn

- **Good for professional networking**
- **Business/professional content**
- **Aim for keeping it current**

Positive stories do well

LinkedIn



Niki Bezzant

Freelance writer; speaker; ambassador Garden...
9mo • 🌐



Fascinating to stop in to Countdown Supermarkets Ponsonby this morning at the start of a 10-week trial of a plastic-free produce section. It's one of three stores doing this; if it works, it could be nationwide. It's amazing to see naked cucumbers and lettuces and paper and cardboard on cherry tomatoes, beans, capsicums and potatoes. It'll take a bit of getting used to for customers I think. But who knows, it might even boost sales of fruit and veges, with everything looking so inviting. [#plasticfree](#) [#countdownponsonby](#) [#sustainableliving](#) [#sustainableeating](#) [#healthyfood](#) [#5adaynz](#)

👍 Like

📈 45,389 views of your post in the feed

Twitter

- Low users but they are noisy!
- Can post anything but tends towards news/politics



The Aunties @aunties_the · 18m



"There is a theory that, to become the best version yourself, you need at least one person to believe in you. A teacher, or an uncle, or a nana, or a friend."

I cannot say enough how this is at the heart of all our hurt kids. Who bc hurt adults.



Broccoli & Bedtimes - Michele A'Court

First published in the NZ Woman's Weekly 26

October 2020 Fish fingers and macaroni cheese. ...

micheleacourt.com



■ **Suck it and see!**

Youtube/Tiktok



Remember the tips for writing!

How to create
great social media
content



A screenshot of a Facebook post from the organization 'Everybody Eats'. The post is dated October 29 at 8:16 PM and is public. The text of the post reads: 'Our volunteers are the heart and soul of our operation. Without these incredibly generous people, we cannot exist. As we grow, so does our need for volunteers. If you're keen to come and join our family, hit the link in our bio. You can come once, regularly and everything in between. Shots by @flurogreyphotography'. Below the text are three photographs: the first shows two women in black shirts and orange aprons smiling and waving; the second shows two men in black shirts and aprons cooking in a kitchen; the third shows a group of about ten people in black shirts and aprons standing together for a group photo. The post has received 5 shares and is liked by Jamie Robert Johnston and 31 others. At the bottom of the post are buttons for 'Like', 'Comment', and 'Share', along with a small profile picture of the user who interacted.

Everybody Eats
October 29 at 8:16 PM · 🌐

Our volunteers are the heart and soul of our operation. Without these incredibly generous people, we cannot exist. As we grow, so does our need for volunteers. If you're keen to come and join our family, hit the link in our bio. You can come once, regularly and everything in between. Shots by @flurogreyphotography



👍❤️ Jamie Robert Johnston and 31 others 5 Shares

👍 Like 💬 Comment ➦ Share

The background features several sets of concentric, curved lines in light gray and white, some solid and some dashed, creating a sense of motion and depth. A prominent red speech bubble shape is positioned on the left side of the slide.

How to create
great social media
content

- **Think about the audience**
- **Think about your voice**
- **Don't bury the lead! (even more important here)**
- **Think of it as storytelling**

A red speech bubble graphic with a white outline, containing the text 'How to create great social media content'. The bubble has a tail pointing downwards and to the right.

How to create great social media content

- **Share as much of your work as you can**
- **Try video (incl FB Live & Instagram live)**
- **Think mobile**
- **Think 'brand' over time**

'Be authentic'

■ what does this mean?





‘Be authentic’

what does this mean?

Whatever the platform, don't be afraid to:

- show your expertise
- show your personality
- be yourself



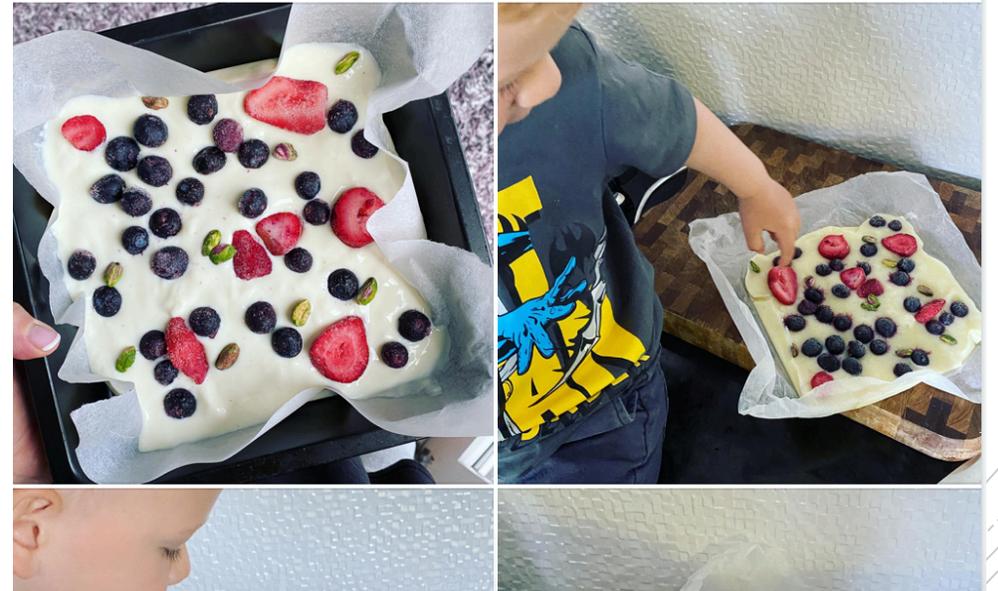
Claire Turnbull

October 22 at 9:31 AM · 🌐

🍓🌿 YOGHURT BARK 😊 The first time I've given this a whirl and albeit a very splash dash attempt (while washing dishes and dealing with screaming little people fighting over toy cars 🚗 😊)...it worked!

It's an easy summer snack or addition to breakfast as it was today lol 😊 mine was less like bark and more like a hunk but you can make as thick or thin as you like!!

Spread yoghurt onto a lined baking tray, sprinkle over any fruit/nuts/seeds you like...freeze and then cut into ch... [See More](#)



don't be afraid to weigh in on controversial topics



nikkiahartnutrition



National Party leader Judith Collins has described obesity as a weakness and says people should not "blame systems for personal choices". ***I can't even believe what I'm hearing...***

She was asked about her view on obesity during a radio interview yesterday. She today asked about it...

nikkiahartnutrition Really??? Judith Collins this smacks of Elitist Racism... 🙄😡👎 considering the inequalities in health outcomes in Māori & Pacific Island people - your oversimplification of 'Obesity' demonstrates a complete lack of understanding of food insecurity & food poverty in NZ

View all 18 comments

nikkiahartnutrition @emmathenutritionmill love your comment 🌟
actionnutrition.nz Thanks for posting Nikki & calling it out. Hard to believe this opinion still exists - regardless of political stance.

14 October

and others

nikkiahartnutrition Really??? Judith Collins this smacks of Elitist Racism... 🙄😡👎 considering the inequalities in health outcomes in Māori... more

Coping with trolls and idiots

📌 Pinned Tweet



Magda Szubanski AO 
@MagdaSzubanski



Ok here's the thing. Troll me much as you like I am NEVAH gonna close my Twitter account. Bring it Covid Deniers - let's see what you got. Let's bring you right out into the sunshine. Let's see your real names. And your real facts. Let's see the whites of your eyes 🙄🙄

12:09 PM · Aug 23, 2020 · Twitter for iPhone

1.5K Retweets **239** Quote Tweets **23.3K** Likes

Remember:

- **It's a conversation**
- **You get out what you put in**
- **If you don't speak, who will?**
- **It costs nothing to give it a try**