



# social media guide

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# plan overview

## Objective

To reach out to more potential customers in the area

## Target Audience

Women of all ages, sizes and dance abilities in the Knoxville area

## Mission Statement

To provide a fun and welcoming environment for all women to dance and express themselves

**EDUCATION**

**EMPOWERMENT**

**ENTERTAINMENT**

**EVER EVOLVING**

**LIFE IS TOO SHORT...BUT WHILE WE'RE HERE...**

*let's  
Dance!*

**WWW.BLACKPANTSGIRL.COM**  
**865-888-0341**  
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**Black Pants Girl**  
*Live • Learn • Laugh*

# upfront analysis

## Facebook

The Facebook page is posted onto very actively, and has been given a great response time rating by Facebook. The posts do not always get a lot of reaction, and the page in general could be unknown by a lot of the potential customers.



## Twitter

The Twitter account has recent updates, but those seem to be mostly generated by Facebook. It does not get as much interaction as the Facebook account does, despite having a bigger following.



# best practices

## \*Sources

**Hootsuite:** Hootsuite is a social media management platform trusted by over 800 of the Fortune 1000 companies. It's used by businesses to support social media integrations.

**NI Business Info:** NIBI is an online service that contains essential information, support and services for both large organizations and those just starting up.

**Small Business Trends:** An award-winning online publication for small business owners and entrepreneurs. SBT covers issues of key importance to small business owners.

## Key Practices

**Consistency:** The sources emphasized the importance of consistency between all social media platforms. Consistency helps the audience to easily recognize the business on any social media platforms they use. Things such as the logo, color scheme and persona should be the same across platforms.

**Professionalism:** “Quality over quantity” when it comes to posting. Being sure to keep in mind that the social media platforms are an extension of the business, so consider how each post will make the brand look.

**Audience:** Getting to know the audience, figuring out what the target audience likes. Figure out what kind of posts they interact with most.

**Trial-and-Error:** Try different types of posts and see which ones are the most engaged with, try different times of the day to see which times seem to be the most active.

## Exclusive Tips

**“Be Interesting”** - Hootsuite: Make interesting content that could start a conversation between the audience, use graphics to bring more attention to posts.

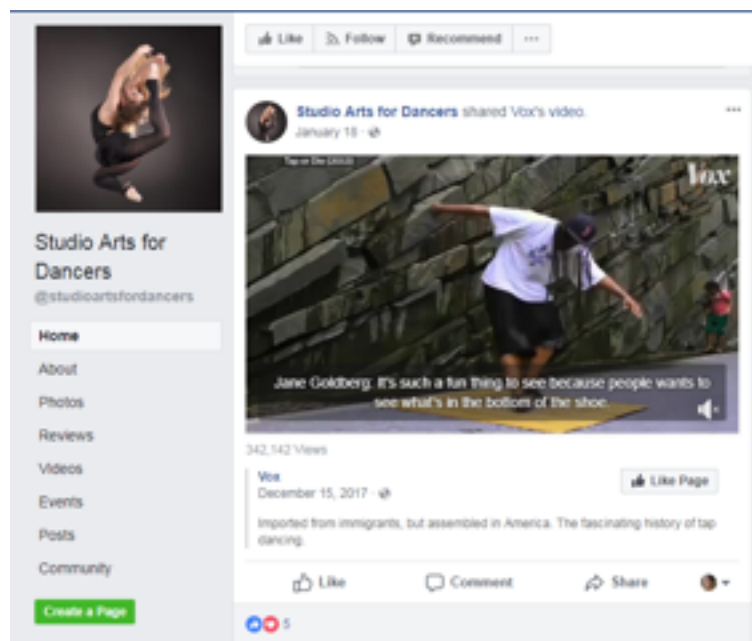
**“Let Others Know”** - NI Business Info: Mention the social media accounts on posters/flyers, in the signatures of business emails and on the website – to help and encourage people to find the accounts.

**“Check Out the Competition”** - Small Business Trends: See how competitors brand their social media, pay attention to what techniques seem to be working for them.

# local comparison

## Studio Arts for Dancers

This studio offers a variety of dance classes for different age ranges and levels of experience. Besides their website, they only have a Facebook account.



## Pros

**Knowing their audience:** they share relatable content that isn't their own on the page and it still gets as many likes as their original content.

**Interesting:** they use graphics or videos on most of their posts.

**Professionalism:** they post images and videos from some of their classes and rehearsals, which is the best way to show the audience their brand and message.

## Cons

**Consistency:** Their last update was in January, they have stopped their frequent posting without giving a reason why.

**Audience:** Having only one social media platform limits their audience reach, they could be missing potential customers by not having any other accounts.

# local comparison

## Circle Modern Dance

This business has been “providing fun and affordable adult class education in Knoxville for the past 25 years.” They have a Facebook and Twitter account.



## Pros

**Interesting:** They use adorable dance related graphics on each of their dance updates.

## Cons

**Audience:** Their most liked posts are of photos that were taken during dance sessions, however they hardly ever post those types of photos. They can only be found at the top of their page as their featured photos and were posted a long time ago. Their timeline is mostly weekly reminders of their schedule, and those posts only get about three likes at best compared to the other photos. If they don't have much to share, then they could learn from SAFD and consider sharing related content for their audience.

**Consistency:** Their consistency on Facebook is fine, but their Twitter hasn't been updated in over a year.

**Professionalism:** There is a spelling error in the bio of their Twitter account.





# local comparison

## Dance Fit with Jessica

Fitness is the goal, but the classes are made to make the workouts feel fun. She has a Facebook, Twitter and Instagram.



## Pros

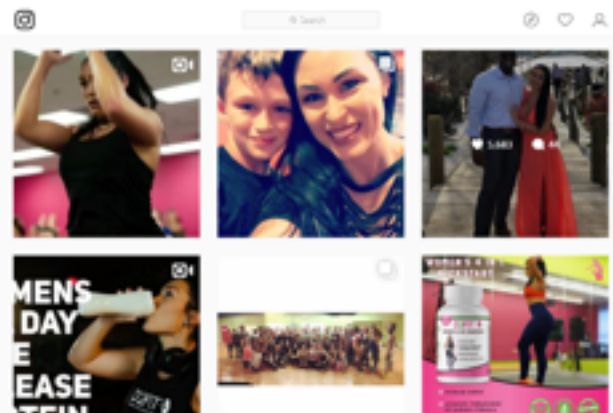
**Audience:** While her studio is in Knoxville, she has fans all over the nation thanks to her offering livestream classes. She is even verified on Facebook.

**Consistency:** She keeps all of her social media accounts very active.

**Interesting:** She posts a lot of photos and videos of her classes, as well as ones of her personal life – such as her diet, at home workouts and family.

## Cons

**None:** Hard to find any, she seems to utilize her social media to the fullest.





# recommendations

**Be Interesting:** Despite there being other dance studios in the area, Black Pants Girl has a unique edge to it because it is not just for those who are looking to become professional at the art. Continue to share posts that remind any viewers that all are welcome

**Let Others Know:** Consider placing flyers at each of the class venues that let people know about both of the social media pages

**Trial-and-Error:** Keep track of which time and types of posts get the most/best reactions, since a lot of the BWDC audience probably works during the day, see if later posts work better

**Twitter:** While the Facebook account thrives with content, the Twitter account feels neglected as the tweets are shared from Facebook and most of the time just show links as opposed to the content

**Professionalism:** Much like how there is a private and page version of Black Pants Girl/Anna that share different posts, consider keeping the non dance/positivity related posts on Twitter to a minimum so that the audience knows it is the public figure account and not a personal one

**Inside Looks:** Showing photos and videos of the classes work the best for the other local competition, as it gives the audience a great idea of what to expect from classes - so remember to keep posting content from classes and events, and to encourage members to share some of their pics as well - possibly with a special hashtag



# references

1. Hootsuite: <https://blog.hootsuite.com/introduction-social-media-best-practices/>
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3. NI Business Info: <https://www.nibusinessinfo.co.uk/content/ten-tips-using-social-media>
4. Studio Arts for Dancers: <https://studioartsfordancers.net/>
5. Circle Modern Dance: <http://www.circlemoderndance.com/#home-about>
6. Dance Fit with Jessica: <https://dancefitnesswithjessica.com/>