



#THEMAKERCITY

Instagram

ooo

# SOCIAL MEDIA REFRESHER

Trends



New  
Features

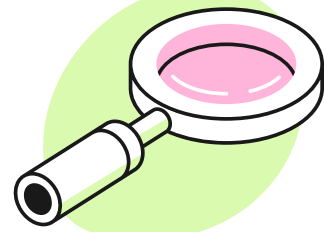
Presented by Holly Rainey



Facebook

# AGENDA

## NEW FEATURES & TRENDS



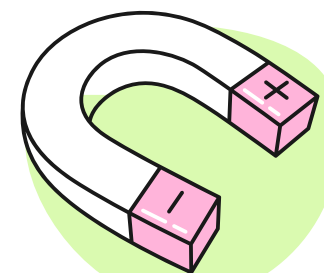
Subscriptions  
Shopping  
Inspiration  
+++

## TOOLS



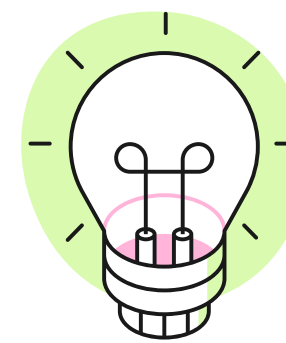
Meta  
Canva

## SECURITY



Email Access  
2-Factor  
Authentication

## Q & A



Submit questions  
in the chat!

**@HOLLY\_\_RAINEY**

**Documentary  
Photographer  
& Social Media  
Expert**

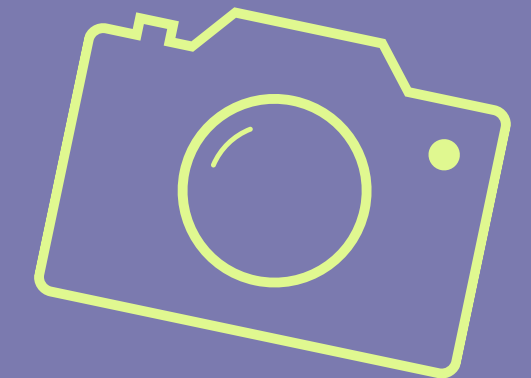


# SOCIAL MEDIA & PHOTOGRAPHY



**The Maker City**  
**Knoxville Entrepreneur Center**  
**Big Ears Festival**  
**Knox Brew Hub**  
**Belleza Salon & Spa**  
**Downtown Grill & Brewery**  
**Tootsie Food Truck**

**HGTV**  
**Downtown Knoxville**  
**Nourish Knoxville**  
**Centro Hispano**  
**The Love Kitchen**





# GETTING STARTED

## GOALS

Generate Sales  
Build Community  
Reach a New  
Audience  
Event Turnout  
Brand Recognition  
Increase Credibility  
Online Portfolio



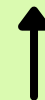
# GETTING STARTED

## GOALS

Generate Sales  
Build Community  
Reach a New  
Audience  
Event Turnout  
Brand Recognition  
Increase Credibility  
Online Portfolio

## PROFILE

Optimize Name  
Fill out bio  
Contact Info  
Add website links  
Story Highlights  
Pinned Posts



# BUILDING YOUR PROFILE



crochetbyariana.w



82 Posts   417 Followers   443 Following

**Ariana Weidner**  
Product/service

Crochet designer and maker based out of East TN  
Get notified of market dates and drops  
Helping wildlife one stitch at a time  
shop on etsy!  
Knoxville, Tennessee

sevierblumen



1,065 Posts   2,621 Followers   100 Following

**Sevier Blumen**  
Agriculture

Flower farm nestled in the foothills of the Smoky Mountains.  
[sevierblumen.com/](http://sevierblumen.com/)  
Sevierville, Tennessee 37864

# GETTING STARTED

## GOALS

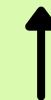
Generate Sales  
Build Community  
New Audience  
Event Turnout  
Brand Recognition  
Increase  
Credibility  
Online Portfolio

## PROFILE

Optimize Name  
Fill out bio  
Contact Info  
Add website  
links  
Story Highlights  
Pinned Posts

## QUALITY CONTENT

Take the time to  
make sure you have  
pictures and videos  
with good lighting  
and sound.



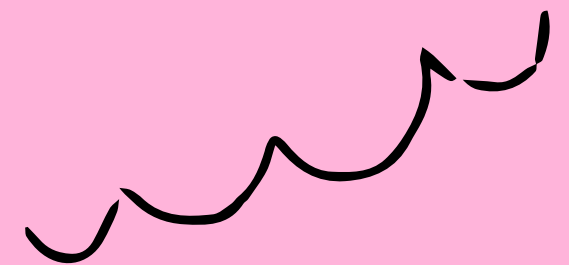
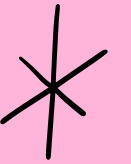
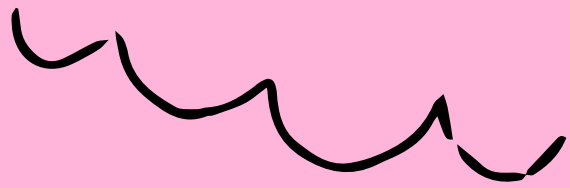
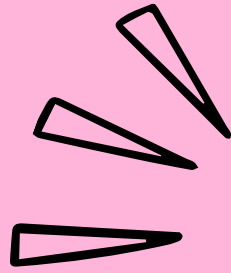


# ACCOUNT TYPES

**Personal**

**Business**

**Creator**





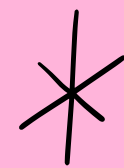
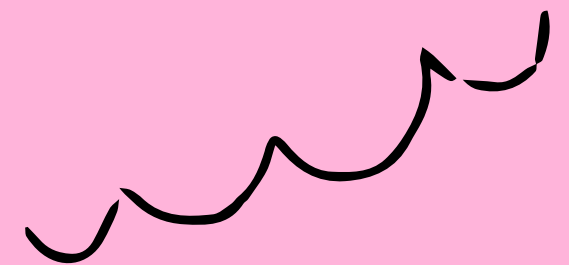
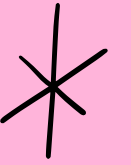
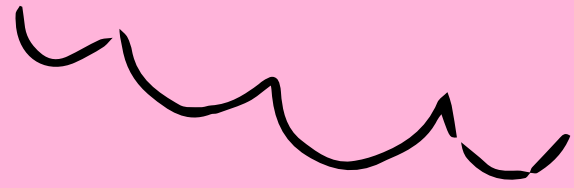
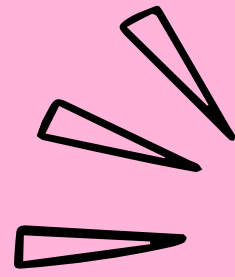


# ACCOUNT TYPES

**Personal**

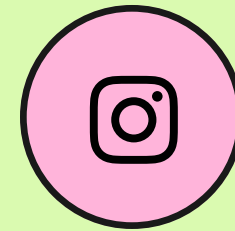
**Business**

**Creator**



# NEW (ISH) TRENDS & MUST USE FEATURES

**STAY UP TO DATE!**



## Instagram

Shoppable Posts  
Stories  
Multiple Links in Your Bio  
Event Reminders  
Get Messages  
Subscriptions  
Trending Audio  
Inspiration




## Facebook




Reactions  
Facebook Events  
Groups




# SUBSCRIPTIONS

 **662** Posts   **48K** Followers   **2,578** Following

**Daniel Clay**  
Woodworker • Woodcarver • Knoxville, TN  
📌 Knives, Kits, Books, Classes  
[linktr.ee/danielclay](https://linktr.ee/danielclay)

Followed by    **makerexchangeknox**, **matepopup** and **43** others

[View shop](#)

Following ▾   Message   **Subscribe** 

@danielclay







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\$0.99 monthly · Cancel anytime

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By tapping **Subscribe**, you agree to the [Subscription Terms](#)

**You'll get access to:**

-  **Subscriber badge**  
Get a special badge next to your username whenever you direct message danielclay or comment on their posts.
-  **Exclusive content**  
Enjoy danielclay's story, posts, reels and live videos that are only visible to subscribers.
-  **Subscriber social channel**  
Chat with danielclay when they start a social channel with a small group of subscribers.
-  **Subscriber broadcast channel**  
Read and react to messages that danielclay only sends to subscribers.



# STATUS BUBBLE

Central cinema  
TONIGHT! 7:30



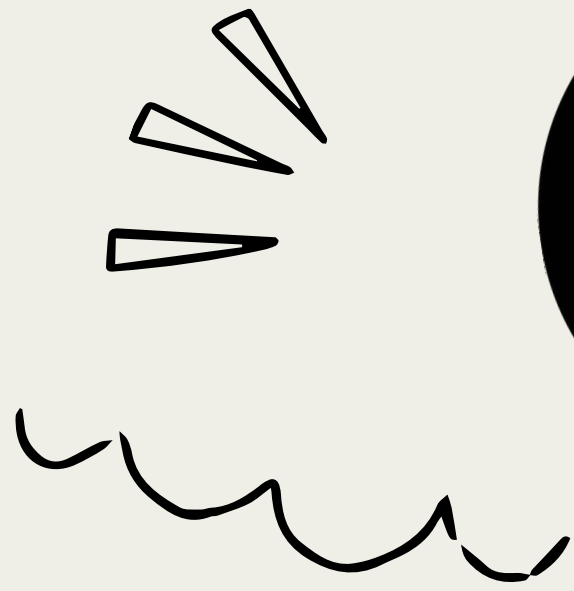
Brandi Michele A...



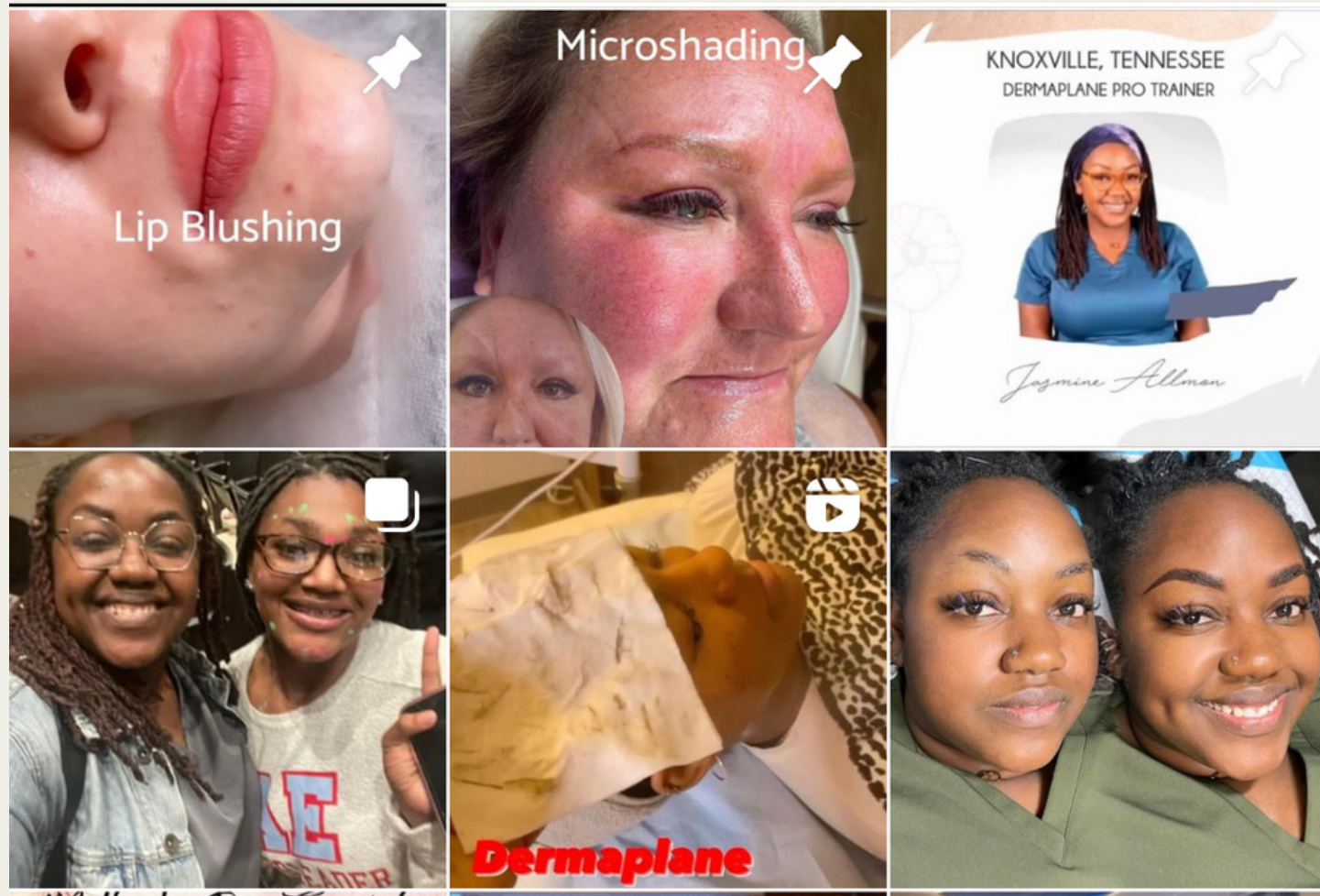
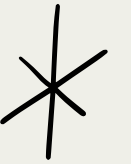
What is your  
favorite  
season?

Shamir Peshewa

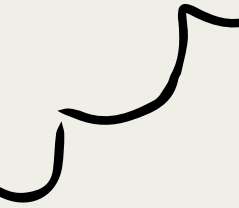




# PINNED POSTS



**UP TO 3 POSTS!**



[@estiebestiejaz](#)

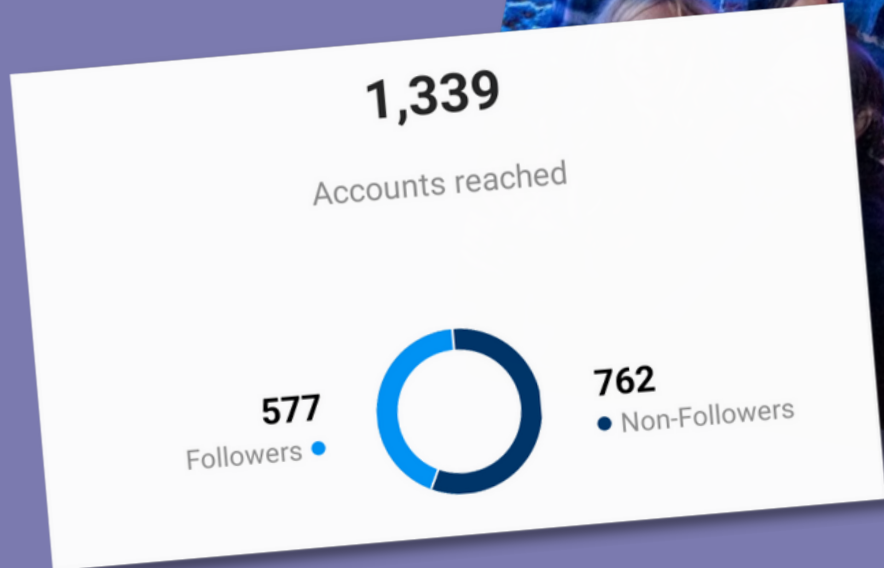
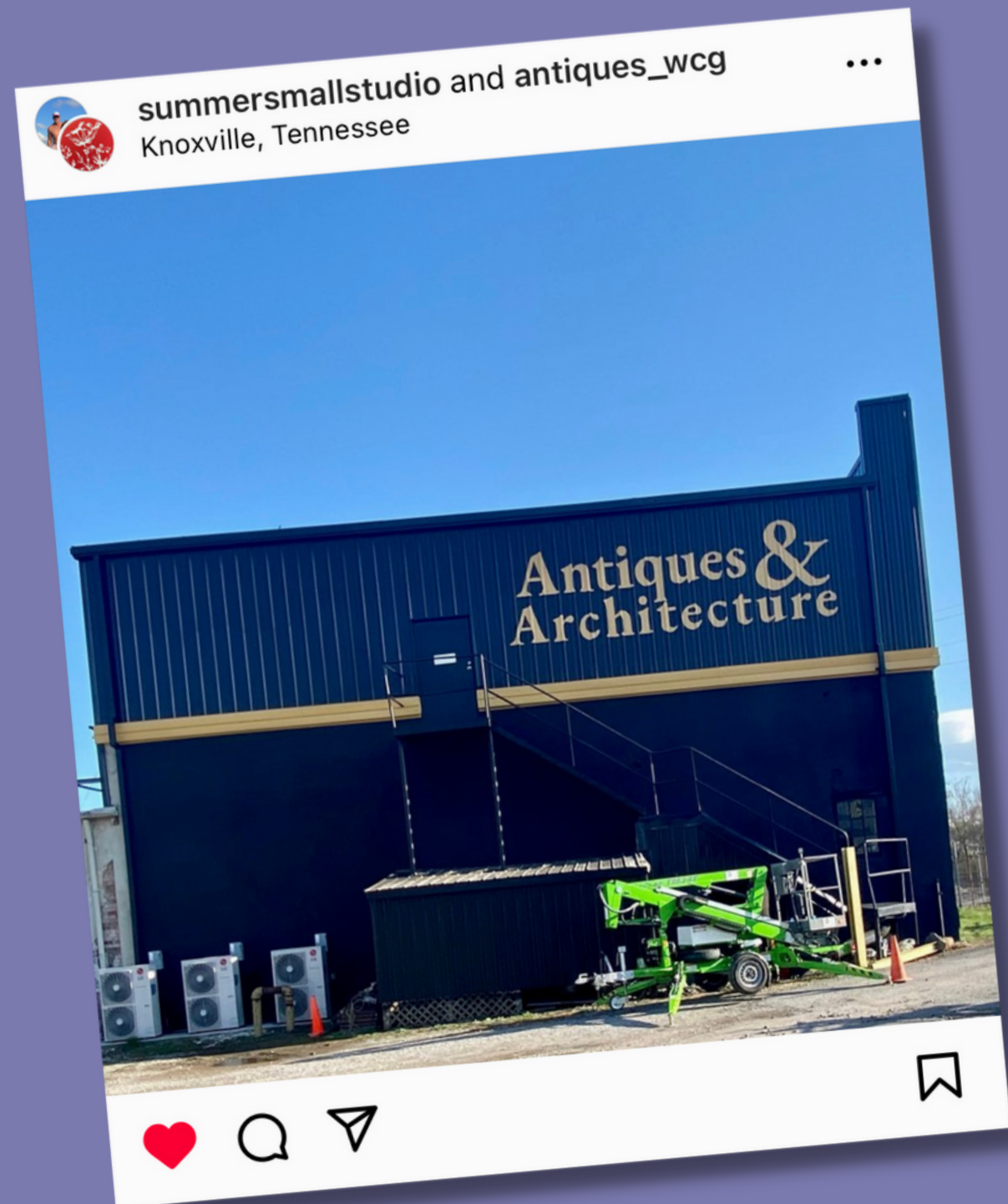


[@themakercity](#)





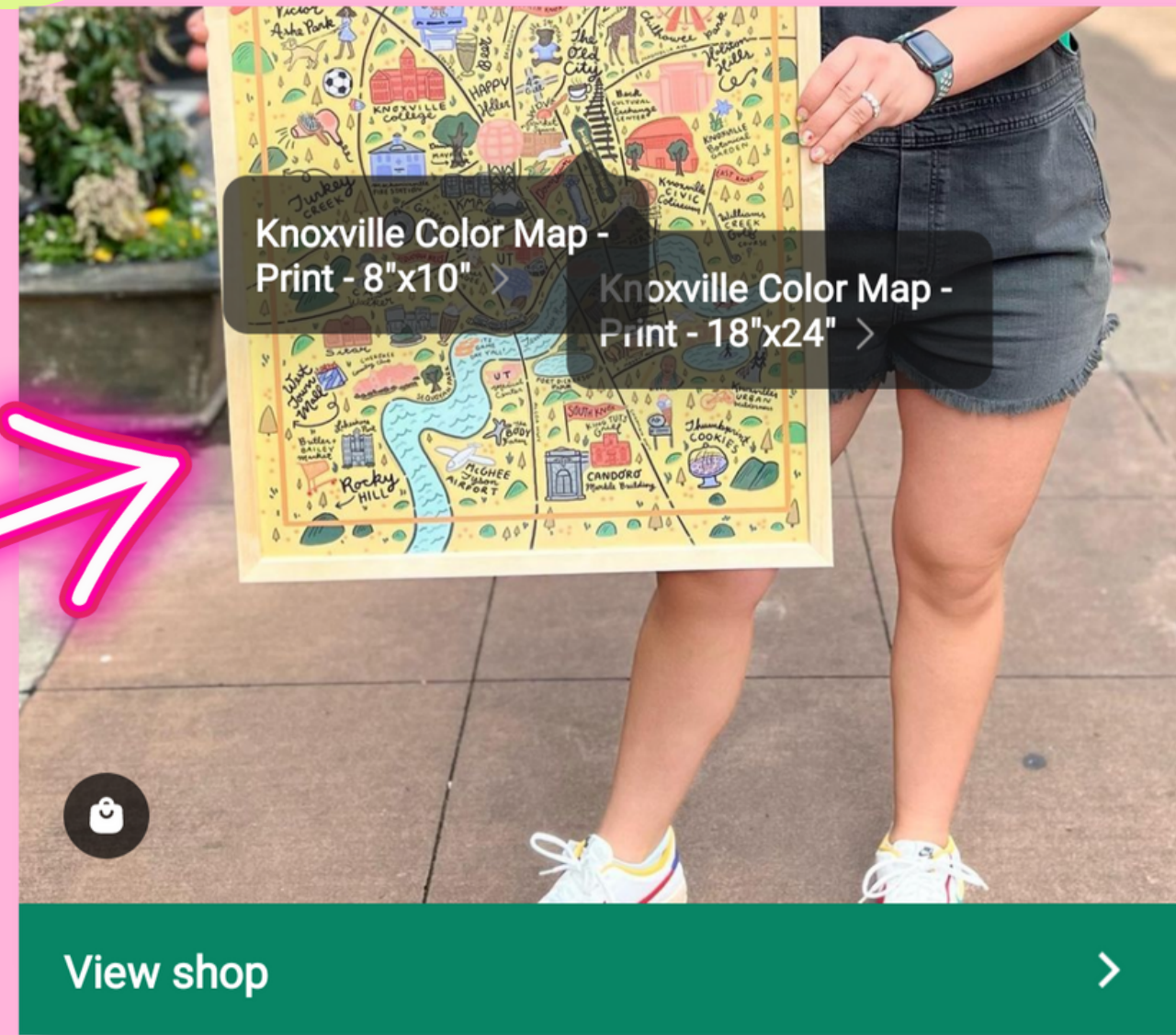
# COLLABORATION POST







# SHOPPABLE POST



Knoxville Color Map -  
Print - 8"x10" >

Knoxville Color Map -  
Print - 18"x24" >

View shop >

@pariswoodhull





# EVENT REMINDER

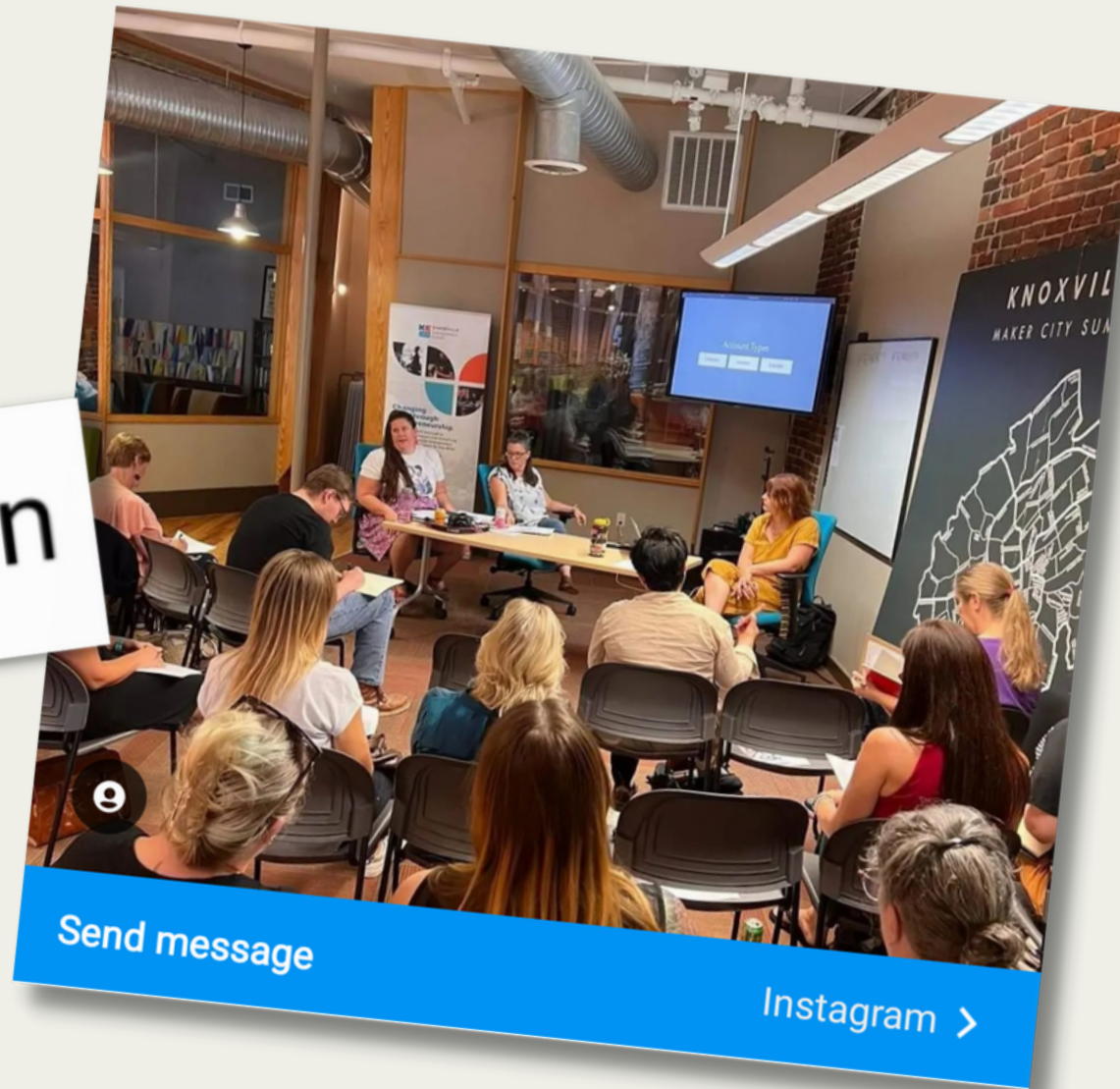


@dogwoodarts



# GET MESSAGES

Add message button







# STORIES



**ADD  
STORIES TO  
HIGHLIGHTS!**

**STICKERS:  
POLL, QUIZ,  
COUNTDOWN,  
MUSIC &  
MORE!**



Recipes



Honey



Market



Busy Bees



# REELS

Use short clips to show your process of making!

**Inspiration:**

[@kelseytiaraphoto](#)

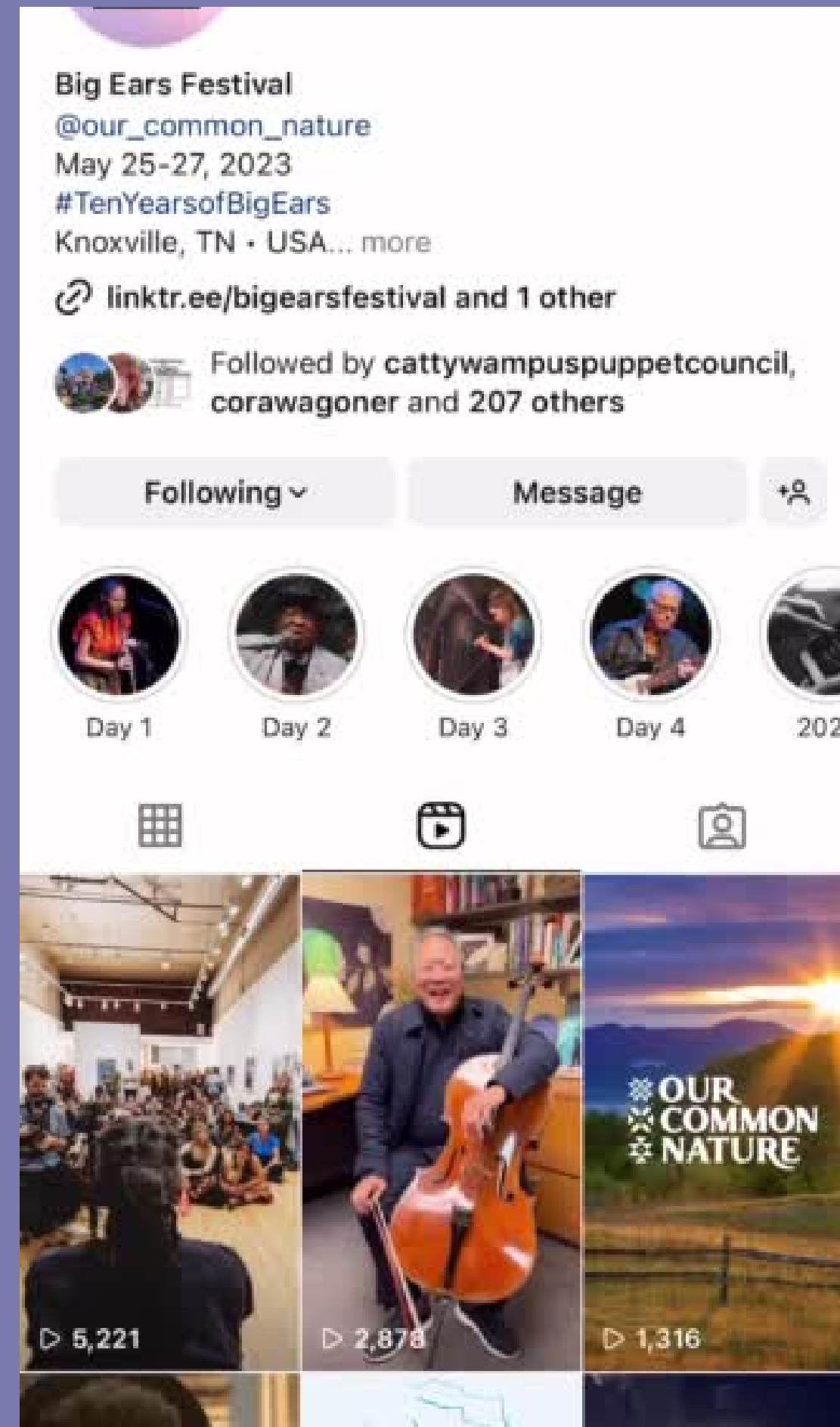


# REELS

Use videos AND photos to make captivating reels!

Inspiration:

[@bigearsfestival](https://www.instagram.com/bigearsfestival)



# REELS

Find trending audios by scrolling through reels.

Click on the name of the audio at the bottom of the screen. Near the top of the page, click the bar that says 'Save Audio'

**Inspiration:**


[@diahnott](#)





# INSPIRATION


**themakercity** 9+ + ☰

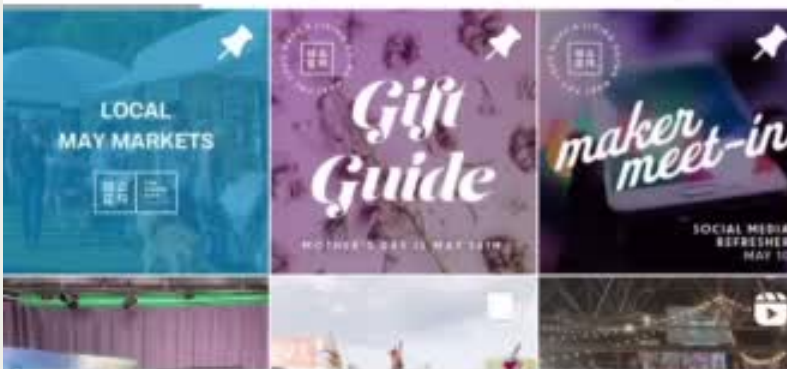
 1,754 Posts 10.7K Followers 6,082 Following

**The Maker City**  
Knoxville, Tennessee  
#TheMakerCity  
We help makers make an independent living doing what they love!  
[linktr.ee/themakercity](https://linktr.ee/themakercity) and 1 other

**Professional dashboard**  
12K accounts reached in the last 30 days.

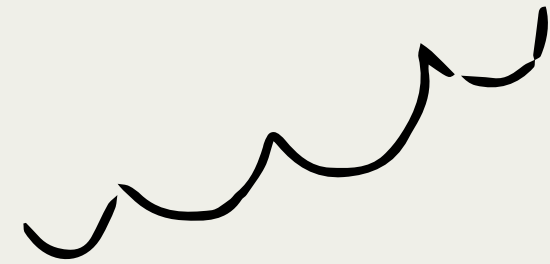
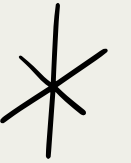
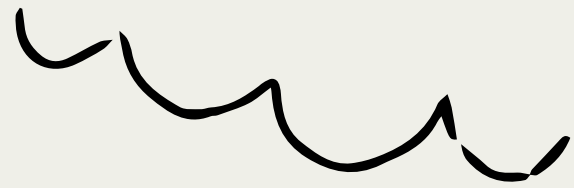
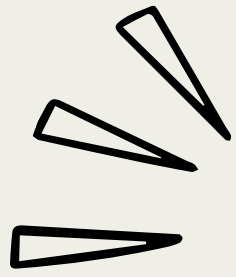
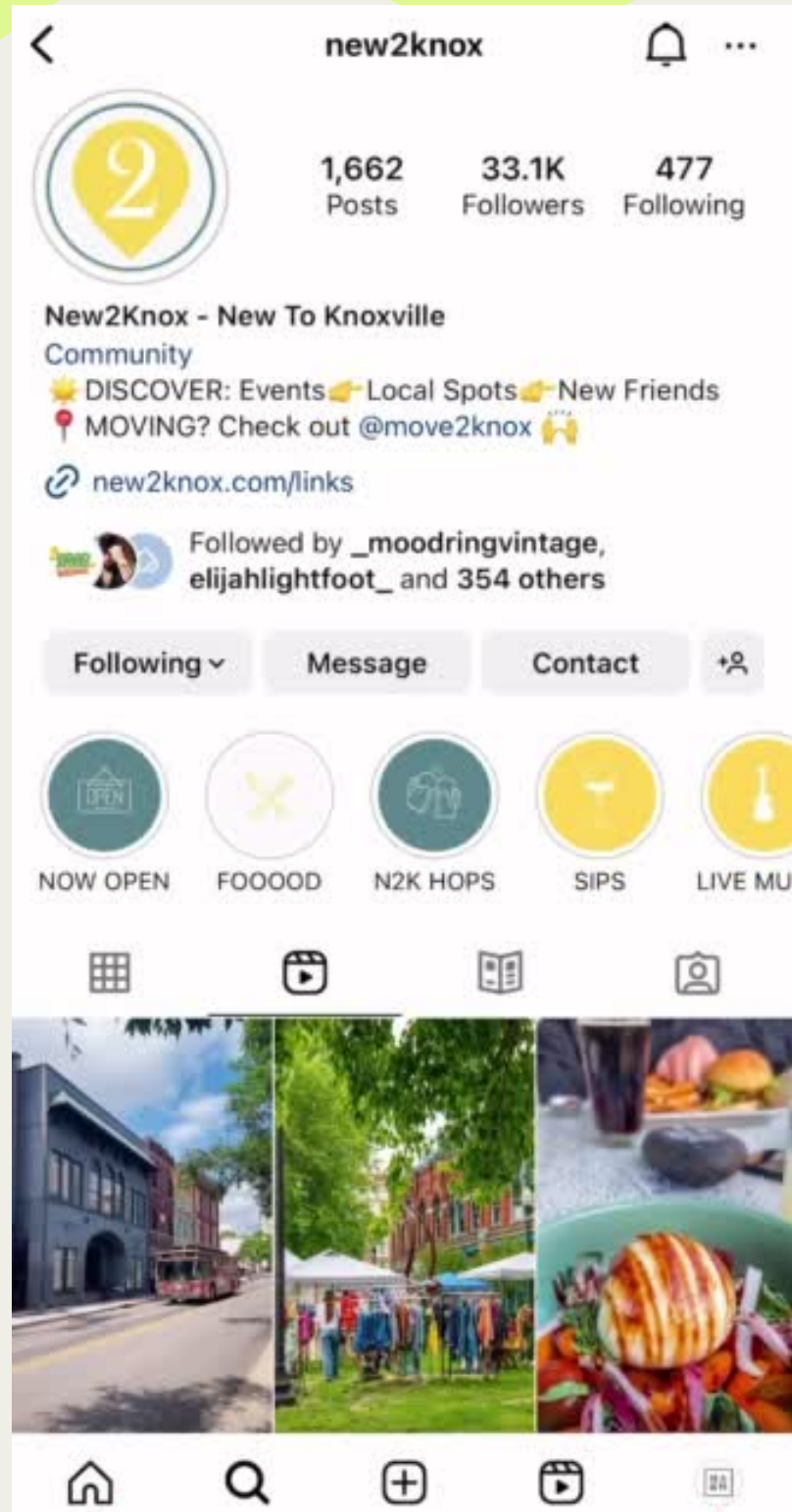
[Edit profile](#) [Share profile](#) [Contact](#)

  
Dogwood A... 2022 SUM... 2022 SUM... MakeLearn... First Fric

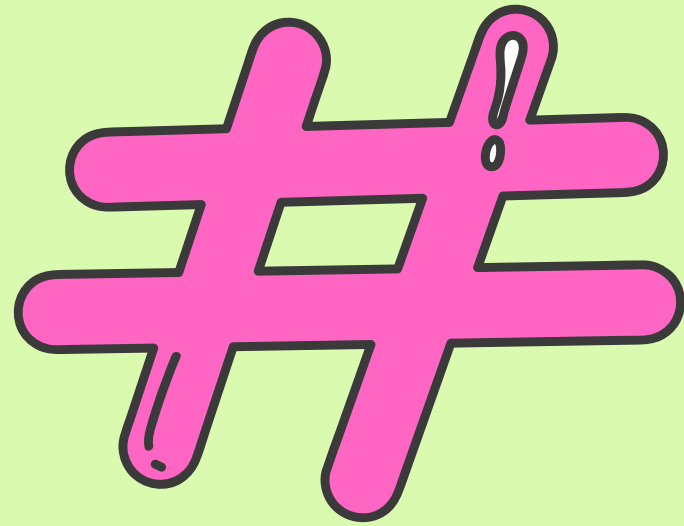
  
LOCAL MAY MARKETS | Gift Guide | maker meet-in | SOCIAL MEDIA REFRESHER MAY 10



# LOCAL INSPIRATION



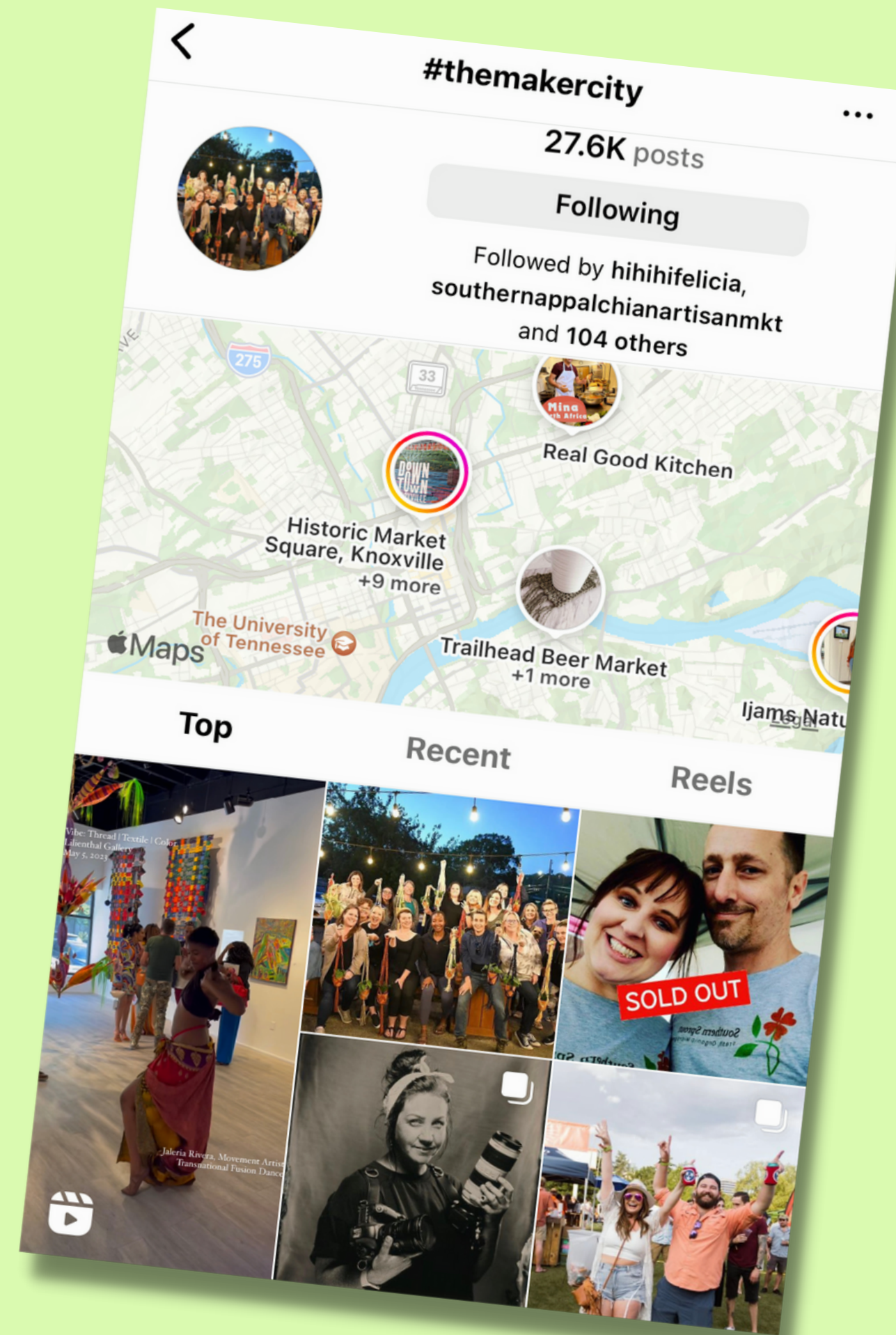




# HASHTAGS

#TheMakerCity  
27,687 Posts!!!

#MadeForKnoxville  
#Knoxville  
#EastTennessee  
#KnoxRocks  
#MadeinTN

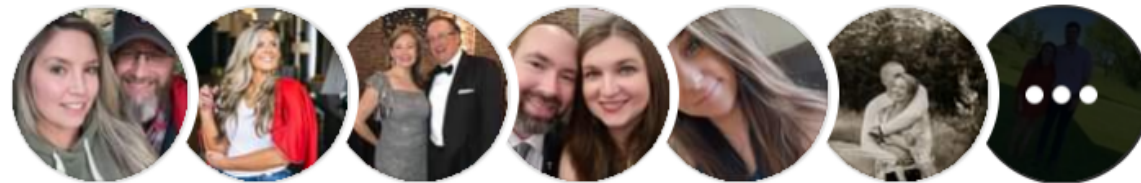





# GROUPS

## Women in Entrepreneurship Knoxville >

Private group · 2.4K members



 Joined ▼

 Invite



You

Featured

Topics

Photos

Ev



# EVENT PAGE



**Knox Writes**

2d · 🌐

We'll see you in 10 days at [Knoxville Entrepreneur Center!](#)

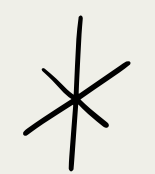
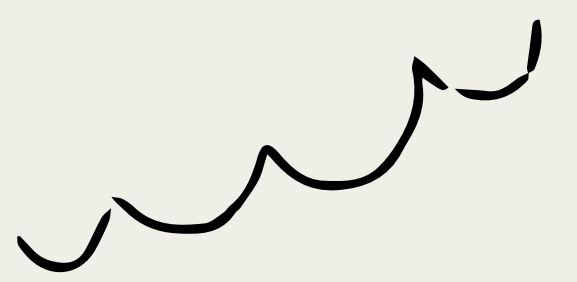
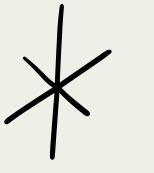


WED, MAY 17 AT 9 AM

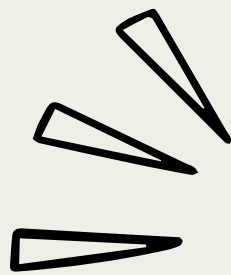
**Knox Writers Presents: May Write-in**

17 Market Square, #...

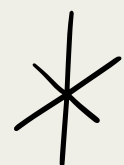
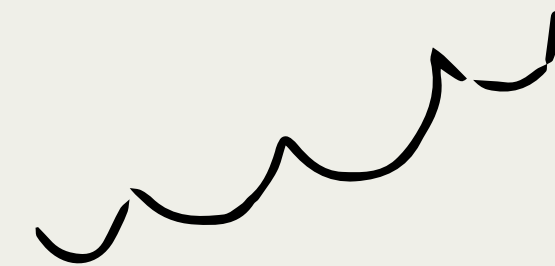
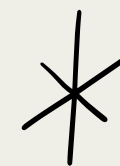
[Get Tickets](#)



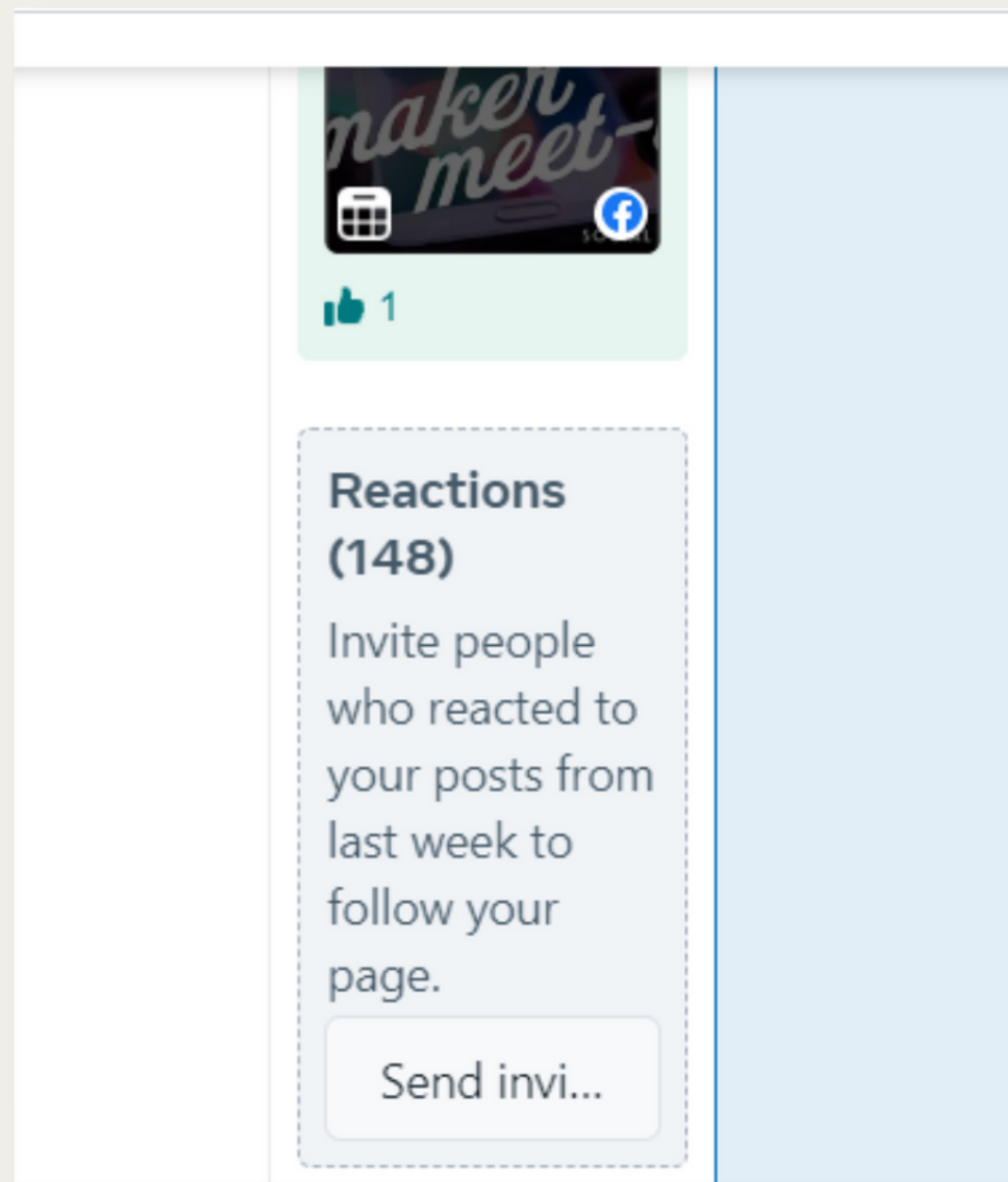




# REACTIONS



Increase your  
Facebook  
following with  
just a few  
clicks!



# CREATING CONTENT

- + Special Events
- + In the Studio
- + Local News
- + Trending Topics
- + Meet the Team
- + Tutorial / How-to
- + Giveaway
- + Shipping Orders
- + Day-in-the-Life
- + Polls & Surveys
- + User Generated Content



# CREATING CONTENT

- + Special Events
- + In the Studio
- + Local News
- + Trending Topics
- + Meet the Team
- + Tutorial / How-to
- + Giveaway
- + Shipping Orders
- + Day-in-the-Life
- + Polls & Surveys
- + User Generated Content

**KEEP A BANK OF CONTENT  
FOR SLOW TIMES!**



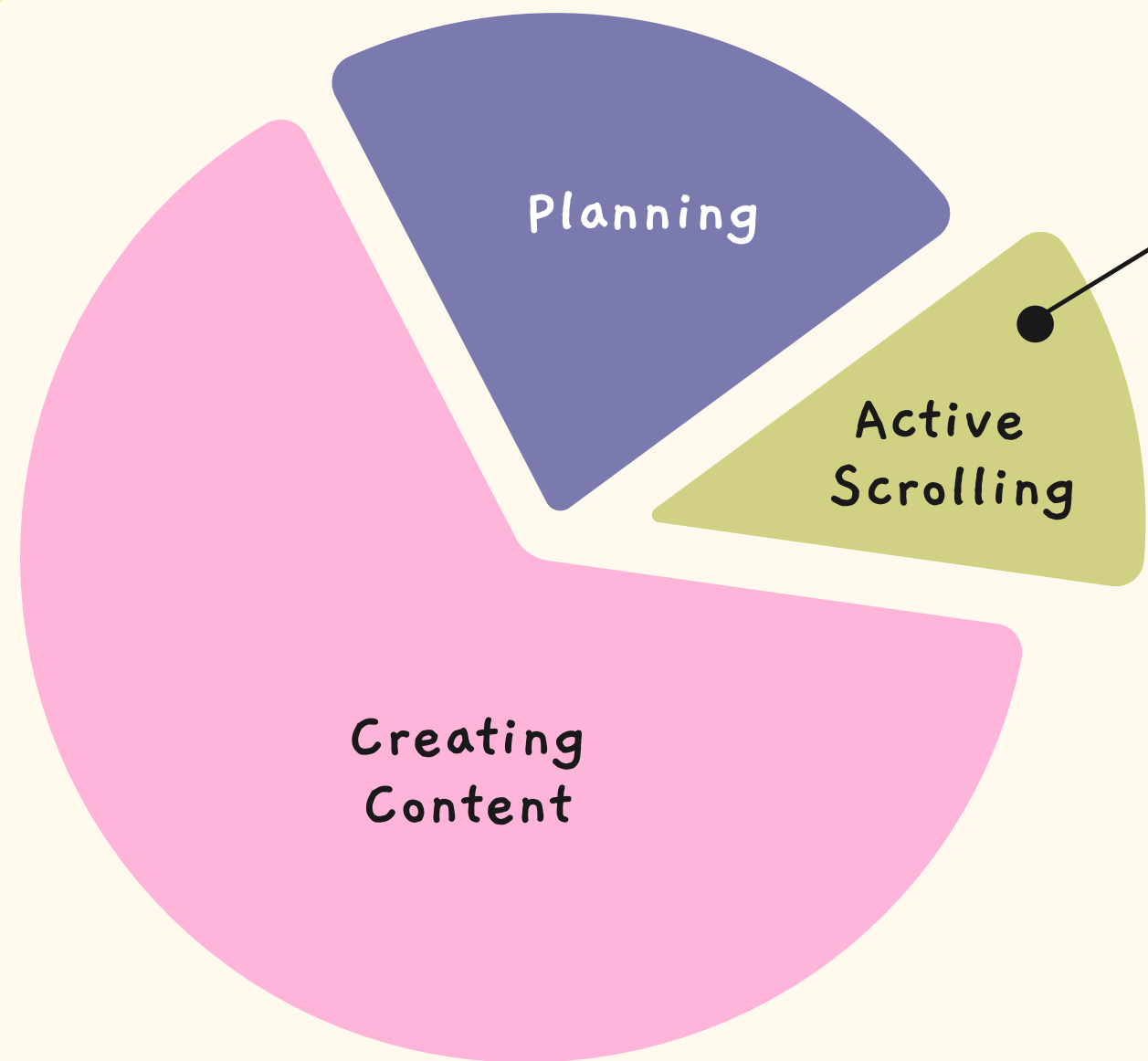


# TELL YOUR STORY!



@themightywig





**WORK SMARTER**

**META**  
**CAPCUT**  
**CANVA**  
**LINKTREE**



# SOCIAL MEDIA TOOLKIT

1

**META**

Notifications  
Planning  
Insights  
Ads

2

**CAPCUT**

3

**CANVA**

4

**LINKTREE**





# META FOR PLANNING

Week Month < Today >

May 2023

Sun 30

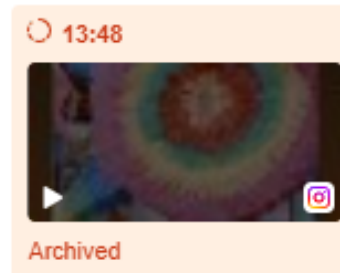
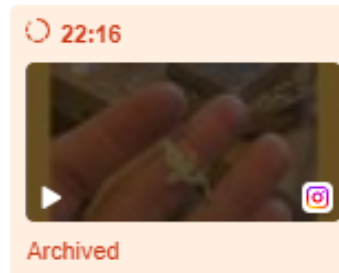
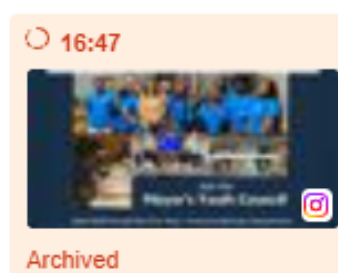
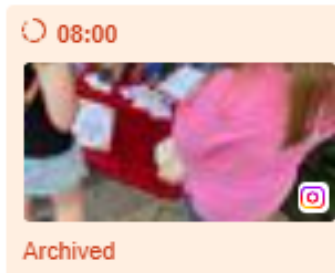
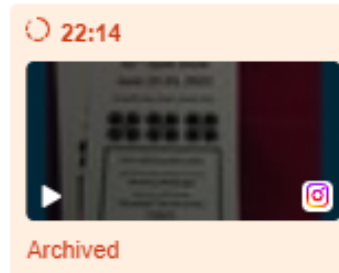
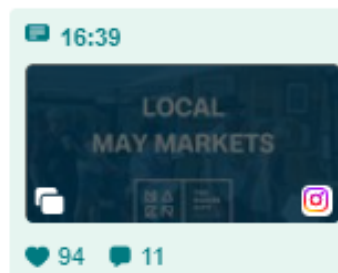
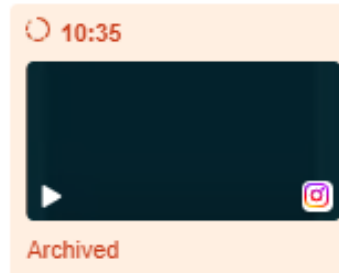
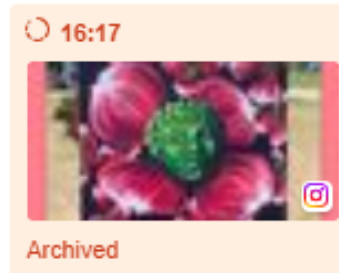
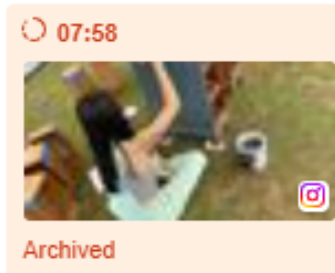
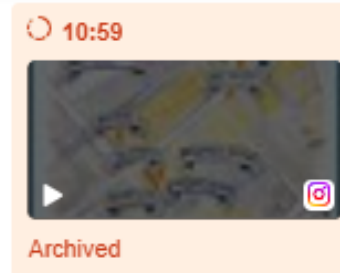
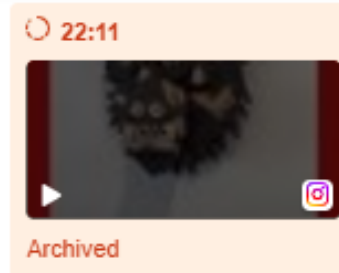
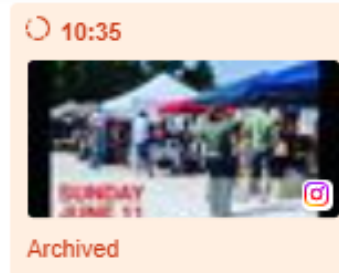
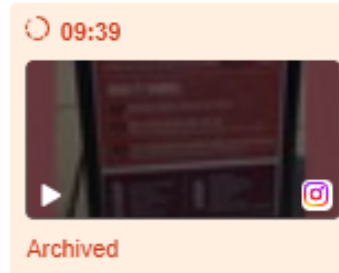
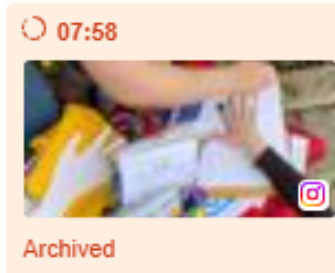
Mon 1

Tues 2

Wed 3

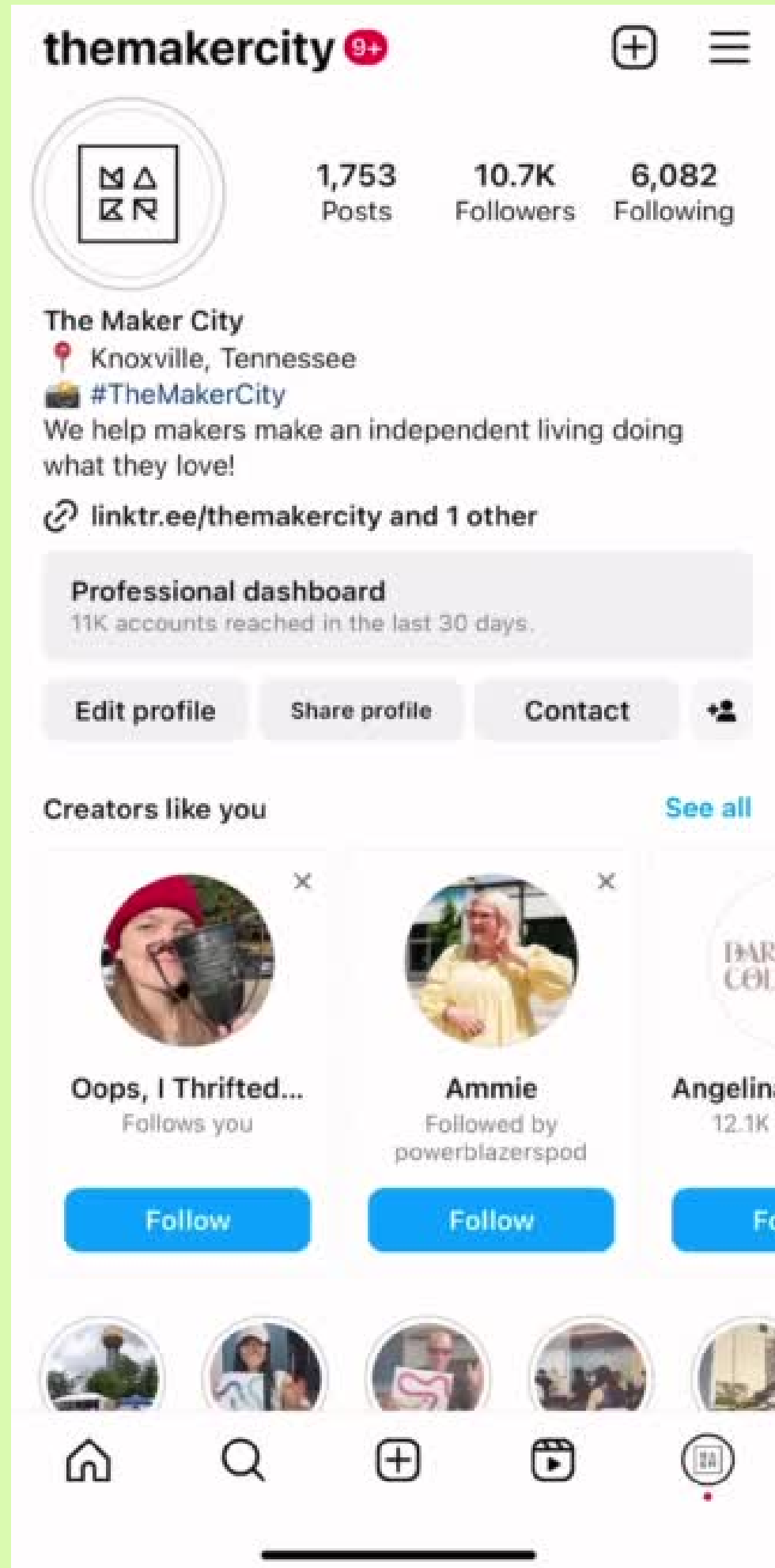
Thurs 4

Fri 5



Plan Content & Schedule  
for Consistency





## SCHEDULING ON INSTAGRAM

You can now schedule up to  
25 posts a day.

Content can be scheduled up  
to 75 days in advance.

### Schedule content

Schedule this post



Some features, like cross-posting to other accounts, are unavailable for scheduled content.

# SOCIAL MEDIA TOOLKIT

1

**META**

Notifications  
Planning  
Insights  
Ads

2

**CAPCUT**

Video Editing  
Transitions  
Adding Overlay Videos + Photos

3

**CANVA**

4

**LINKTREE**



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**META**

Notifications  
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2

**CAPCUT**

Video Editing  
Transitions  
Adding Overlay Videos + Photos

3

**CANVA**

Graphic Posts  
Instagram Stories  
Info Graphics  
Facebook Event Cover Photos

4

**LINKTREE**

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1

## META

Notifications  
Planning  
Insights  
Ads

2

## CAPCUT

Video Editing  
Transitions  
Adding Overlay Videos + Photos

3

## CANVA

Graphic Posts  
Instagram Stories  
Info Graphics  
Facebook Event Cover Photos

4

## LINKTREE

Add more than five  
inks to your bio.

# SOCIAL MEDIA TOOLKIT

5

## CHAT GBT

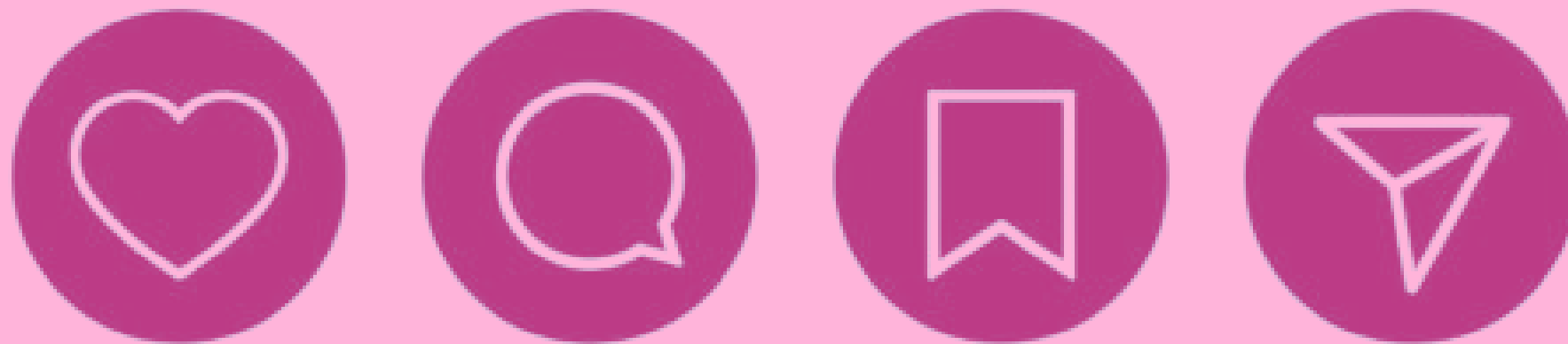
Idea Generator  
Content Calendar  
Post Captions  
& so much more!

Has anyone  
experimented with AI?

Share what you have used it  
for in the chat!



# INSIGHTS & ANALYTICS



See what's working & what's not!



# INSIGHTS

## PROFESSIONAL DASHBOARD

Post Insights

Impressions

Content Interactions

Page Visits

Most Active Times





# SECURITY

## Email Access







## **SECURITY**

**Email Access**

**2-Step  
Verification  
(Cell #)**



**QUICK HELP + CONSULTING**

**@HOLLY\_\_RAINEY**

**HCRAINEY@GMAIL.COM**

Get In Touch!





# SECURITY

## Review Recent Login

Someone recently tried to log into your account from an unrecognized computer or mobile browser. Because you set up two-factor authentication, your account is temporarily locked. Please complete the following steps to regain access to your account.

Continue

English (US)  
Français (France)  
Português (Brasil)  
Italiano

Español  
中文(简体)  
Deutsch  
+



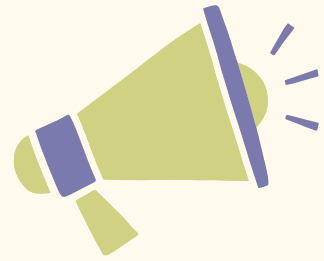
Q & A

# SOCIAL MEDIA REFRESHER

Presented by Holly Rainey

Instagram

ooo



New Features

Trends



Facebook