

# OPEN DIGITAL

21<sup>st</sup> December 2017

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## PURPOSE

Designing a social media experience depends on how well you understand the social media environment. The success of it purely depends on the path/plan/way you create for its survival.

**OPEN TILL** is an approach to make you work on live projects to understand the same.

Digital medium gives you opportunities to make your presence felt in different ways.  
*The first and foremost step is to realise the driving passion in you and the interests you have.*

# STEP 1: WORKSHOP

UNDERSTANDING THE BASICS

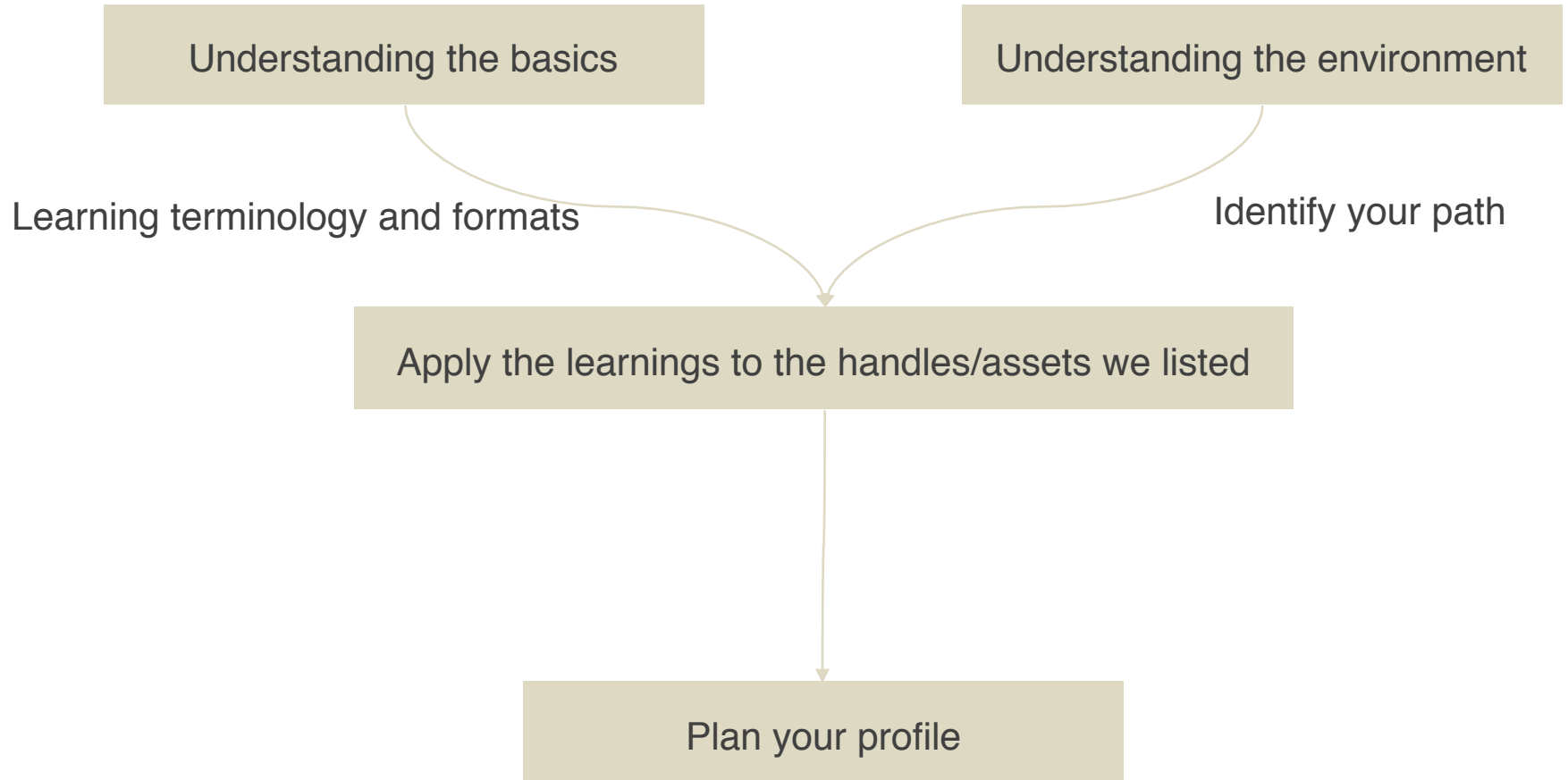
**OPEN**

First of all

**OPEN**

Leave, will ask you later....

# FLOW OF WORK SHOP



## UNDERSTANDING THE BASICS

### FACEBOOK

#### ASSETS

Pages  
Groups  
Locations  
Videos  
Apps

#### FORMATS

Ads  
Posts  
Cross posts  
Canvas  
Product Catalogue

#### COMMUNITIES

Collaboration  
Public Hashtags  
In news content

## UNDERSTANDING BASICS

### INSTAGRAM

#### ASSETS

Handle

Hashtags

Blog

#### FORMATS

Ads

Posts/Tiles/Stories

#### COMMUNITIES

Collaboration

Public Hashtags

In news content

Follower & Followed  
relationship



## UNDERSTANDING BASICS

### TWITTER

#### ASSETS

Handle

Hashtags

#### FORMATS

280 characters

Posts

#### COMMUNITIES

Collaboration

Public Hashtags

In news content

Follower & Followed  
relationship

First of all

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Homework kiya na?

What's your Instagram list?

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Accha kya laga?

Do you think they are successful ?

What's your Instagram list?

What's your Facebook list?

Accha kya laga?



Do you think they are successful ?

What's your Instagram list?

What's your Facebook list?

What's your Twitter list?

Accha kya laga?

Do you think they are successful ?

What's your Instagram list?

What's your Facebook list?

What's your Twitter list?

Any other list?

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Thank  
god  
lists  
khatam  
ho  
gaye!

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## STEP 2: WORKSHOP

UNDERSTANDING THE ENVIRONMENT

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# DIGITAL MENTORSHIP PROJECT

OPEN TILL

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Digital medium gives you opportunities to make your presence felt in different ways.  
*The first and foremost step is to realise the driving passion in you and the interests you have.*

## UNDERSTANDING THE ENVIRONMENT

Let's think you are going to be part of this play, now go by the steps:  
There are 5 characters in this play

## UNDERSTANDING THE ENVIRONMENT

### STEP 1: CHOOSE YOUR CHARACTER

#### 1. The Maker

# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

### 1. The Maker

She/He has ideas, talent and passion to create their own content with right mind to find opportunities.

#### Qualities

Passion, Originality, Creativity, Inquisitive



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# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

1. The Maker
2. The Curator

# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

### 2. The Curator

She/He has ideas, passion and have great taste in they have their analogies to what content has to be curated and what to shown etc.

#### Qualities

Passion, Great taste, Inquisitive, Keeper



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Most of the popular  
fashion, food and sports  
blogs are **Handler type**

- #1. Akanksha Redhu
- #2. Fashion Oomph
- #3. Vanity No Apologies
- #4. Purushu
- #5. Guilty Bytes
- #6. Gia Says That
- #7. Let's Espresso
- #8. Shalini Mehta
- #9. Stilettos Diary
- #10. Style Inked
- #11. Colorific
- #12. Tashiara



# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

1. The Maker
2. The Curator
3. The Dealer

# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

### 3. The Dealer

She/He has functional and profitable analogies to curates and identifies Brands and uses her/his tools to showcase.

#### Qualities

Passion, Grip on social tools, Updated with latest happenings in a field, Business understanding

**I SELL MY JOINTS**



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Those who have grown  
from Maker or Curator to  
Influencers with substantial  
amount of following.

# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

1. The Maker
2. The Curator
3. The Dealer
4. The Community Manager

# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

### 4. The Community Manager

She/He has all the qualities as a dealer and the silver lining is the skill to crowd source content, partner with others, know whom and where to connect.

#### Qualities

Excels in branding his/her social handles,  
Makes apt business connections



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Those who handle crowd  
sourced Facebook pages,  
groups, blogs

**The LAD BIBLE etc..**

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## UNDERSTANDING THE ENVIRONMENT

Let's think you are going to be part of this play, now go by the steps:

### STEP 1: CHOOSE YOUR CHARACTER

There are 5 characters in this play

1. The Maker
2. The Curator
3. The Dealer
4. The Community Manager
5. The Community Developer

# UNDERSTANDING THE ENVIRONMENT

## STEP 1: CHOOSE YOUR CHARACTER

### 5. The Community Developer

She/He upgrades to community developer once they prove their metal in the platforms.

#### Qualities

Passion, Need fulfiller



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social  
samosa



STORYPICK.



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**I MAKE MY OWN WEED**



**I MAKE MY OWN JOINT**



**I RUN THE SHOW**



**I HAVE MONOPOLY**



## UNDERSTANDING THE ENVIRONMENT

So now we know the various characters we can play and may you have now identified yourself with one of them.

### STEP 1: CHOOSE YOUR CHARACTER

There are 5 characters in this play

1. The Maker
2. The Curator
3. The Dealer
4. The Community Manager
5. The Community Developer

**WHICH ONE YOU CONNECT WITH ?**

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## UNDERSTANDING THE ENVIRONMENT

Now lets decide on the script

**STEP 1: CHOOSE YOUR CHARACTER**

**STEP 2: PICK YOUR THEME**

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Art

Travel

Food

Fashion

Sports

## UNDERSTANDING THE ENVIRONMENT

Let's think you are going to be part of this play, now go by the steps:

### STEP 2: PICK YOUR THEME

Decide a theme for your project which you are passionate about and you are confident of generating/curating content for the same.

**WHATS YOUR THEME?**

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## UNDERSTANDING THE ENVIRONMENT

Let's think you are going to be part of this play, now go by the steps:

**STEP 1: CHOOSE YOUR CHARACTER**

**STEP 2: PICK YOUR THEME**

**STEP 3: SELECT YOUR SOCIAL MEDIA PLATFORM**

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## UNDERSTANDING THE ENVIRONMENT

Let's think you are going to be part of this play, now go by the steps:

### STEP 3: SELECT YOUR SOCIAL MEDIA PLATFORM

Now the fun begins, develop your handle by generating/curating content for it.

Your handle will be evaluated every week for the 1<sup>st</sup> month and then once every month. By end of 2<sup>nd</sup> Month a full evaluation of the handle will be done and a winner is chosen.

**WHATS YOUR HANDLE?**

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## ESSENTIALS AND CONSIDERATIONS

### SOCIAL MEDIA HANDLES TO CHOOSE FROM



1. Use Bitly links for videos to track and sharing on other channels sharing
2. Use Giphy for gifs with proper hashtags
3. Videos and gifs have higher priority as per FB algorithm
4. For higher reach use not more than 20% text on you post and use ideal FB sizes.

#### **Best days to post**

Monday, Thursday, Friday

#### **Time of the Day**

Most shares 9 to 10 am & around 1pm

Most likes around 3pm

Highest level of activity is observed from 9am to 7pm on weekdays & 12 to 2pm on weekends

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# ESSENTIALS AND CONSIDERATIONS

## SOCIAL MEDIA HANDLES TO CHOOSE FROM



1. Grow audience naturally
2. Tag influencers in your posts when relevant
3. Use popular trending hashtags to slid in the wave in that category

### **Best days to post**

Monday, Tuesday & Wednesday

### **Time of the Day**

Peak time 3-4 pm

Instagram has consistent engagement all through out the week and a slight dip on Sundays

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## ESSENTIALS AND CONSIDERATIONS

### SOCIAL MEDIA HANDLES TO CHOOSE FROM



1. Use Bitly links for images to track retweets and sharing on other channels
2. Include #Retweet hash tag in you post for 4x time feed views
3. @mention influencers in tweets
4. Ride on the trending hashtags

#### **Best days to post**

Wednesday, Saturday & Sunday

#### **Time of the Day**

Peak time to post 1pm to 3pm

Peak time for retweets/clicks 12pm to 6pm

Highest level of B2B activity is observed during weekdays and B2C activity on weekends and Wednesdays.

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THANK YOU

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