SOCIAL MEDIA CHEAT SHEET

To help make navigating the world of social media a bit easier, we have put together the following guide to help you get more out of Facebook and Instagram. We hope you find it useful!

We have not, for ethical and environmental reasons, covered the use of generative AI. Currently, Highlights does not use AI to produce content. Please can you also avoid using AI to create any content related to Highlights.

For reference, Highlights is **@highlightsrural** on Facebook and **@highlights_rural** on Instagram.

THE BASICS

The most common question we receive in relation to social media is 'how do I increase ticket sales?'. There is, unfortunately, no quick fix for this as building an audience and trust takes time, but here are 4 easy ideas to get you started/keep you moving – and these are relevant to both Facebook and Instagram.

1. **All you need is love.** Giving really is the key to growing a loyal following. All social media responds to your interaction - if you put little in, you will receive very little in return. **Liking, sharing and commenting** on relevant posts helps push your content towards the people who might be interested in what you have to say.

2. **A little help from our friends.** When posting, whether a photo or a video, you can **tag** relevant people / organisations in your post so they can also help with the **liking, sharing and commenting**. This could be the artist, Highlights (obviously!) and/or another member of your team.

   To tag, just type @ followed by the username of who you would like to include.

3. **The long and winding road.** Neglecting social media for weeks or months then jumping on board with a one-off, seemingly random post is unlikely to help you gain any loyalty, and you are therefore less likely to see any results. There is a lot of pressure out there to post-post-post, and daily feels frankly unnecessary, but if you can handle a steady-ish weekly schedule this is usually enough.

4. **Here comes the sun**. No one likes sell-sell-sell and it rarely works! Keeping your content friendly and personal, eg. Posting the occasional photo of your hall in the sunshine, or (our personal favourite!) homemade cake can help to break up the sales pitch.

DIGGING A LITTLE DEEPER



Facebook - what's new:

Reels - you may have noticed a trend towards posting vertical videos known as Reels. Facebook now posts all videos as Reels as standard. This means that landscape videos display badly, as Facebook will shrink them to fit its vertical 'Reel' sized container. If you do have the time to make a bit of video content, try to film vertically and keep the overall length to around 10-15 seconds.

What Facebook is good at:

Events – Facebook is still the easiest way to create, invite and share an event. We create a Facebook event for every single performance and workshop of the season. We always invite the respective venues to 'co-host', as this adds the event to the venue's page as well as Highlights. This means you don't need to do any more than accept the co-host request, but if you would like to create your own event, the photo needs to be landscape – anything portrait will be cropped (hacked would be a better word) horribly when you publish it.

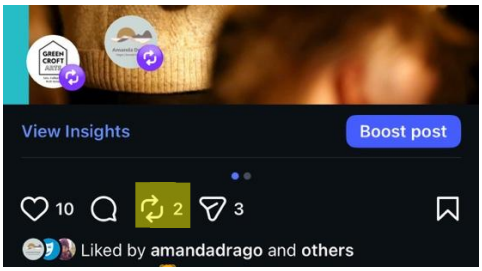
Remember **All you need is love**? Facebook Events can be **liked, shared and commented** on in the same way as posts, and you can also **invite** people (friends, family, colleagues). All of these are excellent ways to reach new audiences.

Links – you can add clickable links to Facebook posts, which makes including a booking link very easy. Instagram is more limited, the only link you can click on is the one in your profile - you might have seen the phrase 'link in bio' in our Instagram posts, that is there to help direct people to the clickable link in our profile.

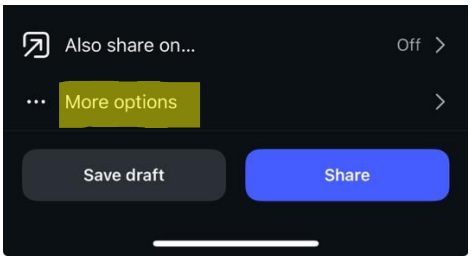
Keeping your existing audience happy – Facebook favours meaningful interactions such as likes, shares and comments.

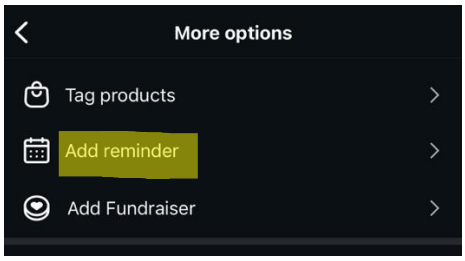
Instagram – what's new:

Reposts – previously, sharing content on Instagram was limited to Stories (these are temporary posts with the lifespan of a mayfly, but nevertheless are an excellent way to reach people). The new repost tool allows you to share other people's posts very easily, you just tap the 'repost' icon – it lives next to the 'like' and 'comment' icons – and that's it. Done!



Add Reminder – this is a relatively new and nifty little tool. If you start a new post, it lives under 'More Options' at the bottom of the screen**.** If your post is about an upcoming event you can add the date here, and anyone who likes your post will receive a reminder as the day approaches.





What Instagram is good at:

Reels – Instagram LOVES Reels (don't ask us why!), so you could try mixing up your photos with some video content. As with Facebook Reels, you will need to film vertically. The mobile version of Instagram includes a decent editing tool where – if you felt the urge - you can crop out unwanted footage and add text.

Connecting you to potential new audiences – Instagram favours reach (the number of people who view your content at least once), especially for Reels and Stories.

Mobile friendly - Instagram is very much geared towards smartphones and has an impressive range of features within its app, although a (more limited) desktop version does exist.

AND FINALLY



BlueSky

Highlights also has a BlueSky account. This alternative to X (formerly known as Twitter) tends to be more about making connections and creating community, and is not a sales channel in the same way as Facebook and Instagram. If you are a BlueSky user or become one, then please do give us a follow.

Highlights is **https://bsky.app/profile/highlightsrural.bsky.social** on BlueSky.