

GROW SMARTER ON SOCIAL STRATEGY, ANALYTICS & CONTENT PLANNING

How to build a clear **content plan**, **interpret key analytics**, and
create posts that **drive engagement**

GISELLE GENOVA

SOCIAL MEDIA PLATFORMS

FACEBOOK



INSTAGRAM



PINTEREST



TIKTOK



LINKEDIN



WHAT IS CONTENT?

Pictures



Videos



Stories

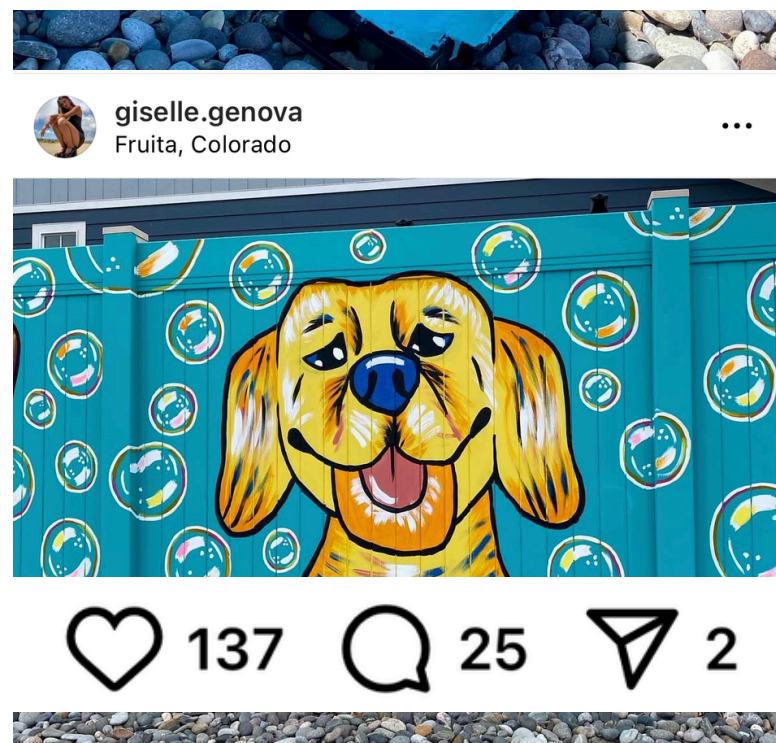
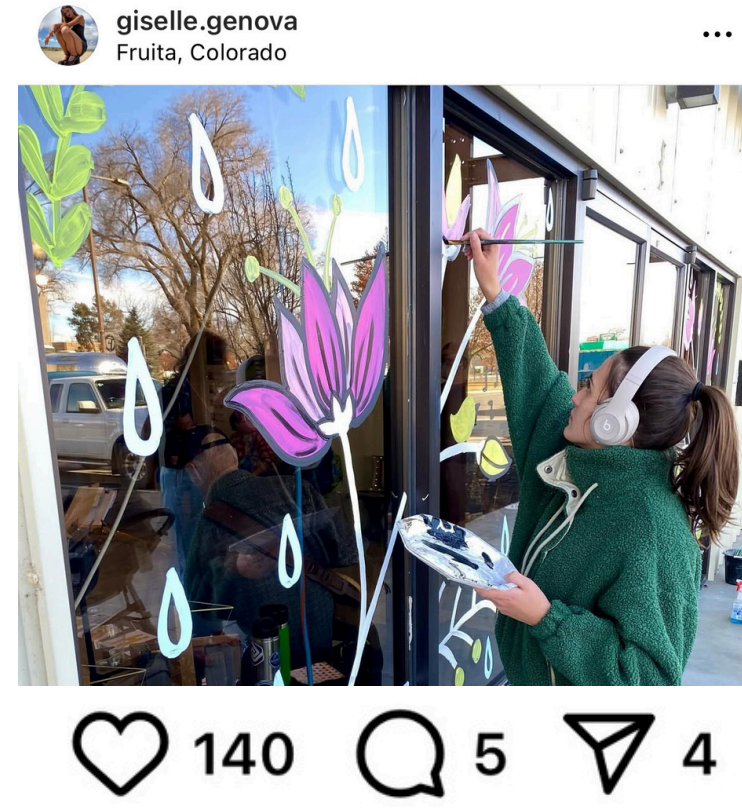


Words



INSTAGRAM

I want to make a **variety** of types of content



47%

68%

44%

Photos with faces typically get 38% more likes than photos without

FACEBOOK

I want to **connect with people** in my **local area**

My business has a **physical location**

Posts About Photos More ▾

Details

- Page · Women's clothing store
POLLUX is responsible for this Page.
- 321 Main St, Grand Junction, CO, United States, Colorado
- (970) 242-8050
- info@polluxstyle.com
- polluxstyle.com

Promote Website

Open now

Price Range · \$\$

92% recommend (298 Reviews)

See Pollux Clothing Company's About Info



I am **hosting events**

GVCA
GRAND VALLEY CREATIVE ALLIANCE

Modern Marketing For Creatives
with Giselle Genova

February 26, 2025
6 PM - 7:30 PM

CMU University Center Room 221

\$25 - GVCA Members
\$35 - Non-Members

Wed, Feb 26 at 6 PM
Modern Marketing for Creatives Workshop
Debi and 3 friends



Colorado Mesa University
811 N 12th St, Grand Junction, CO 81501-3220, United States · 12 mi

5 going · 9 interested

Tickets
givebutter.com

Public · Anyone on or off Facebook

Go with friends

- Carlee Burnett [Invite](#)
- Kayla Bowers [Invite](#)
- Brooklyn Reuwsaat [Invite](#)

[About](#) [Discussion](#) [Invite friends](#)



My business has **loyal customers**

Reviews [See all](#)

92% recommend (298 Reviews)

Kathy Pritzl ★ recommends **Pollux Clothing Company**.
6 months ago · 🌐

Owner/staff and beautiful, affordable clothing!!! I'll be back 😊

The girls w sweet and wish the cl

TIKTOK

I want to create **video content**

TIKTOK
Music Charts
February 14, 2025

Top 50 | **Viral 50**

- 1 Not Like Us**
Kendrick Lamar
01:00
- 2 Sweet Heat Lightning**
Gregory Alan Isakov
01:00
- 3 luther**
Kendrick Lamar & SZA
00:59
- 4 Abracadabra**
Lady Gaga
01:00
- 5 peekaboo**
Kendrick Lamar
00:59

I enjoy **music & viral trends**

Duolingo
@duolingo

292 Following | 16.1M Followers | 415.2M Likes

Follow | Message

Free language education for the world.
just an owl tryna vibe

<https://store.duolingo.com> and 2 more

Shop

Pinned videos:
- 56.9M views: 'duo died... this is a sad song'
- 15.5M views: 'WELCOME TIKTOK REFUGEE!'
- 14.5M views: 'omw to remind everyone to do their spanish lessons'
- 3.8M views: 'A message from Luis von Ahn Duolingo's CEO'
- 4.4M views: 'STORE.DUOLINGO.COM'
- 6.7M views: 'CAUSE OF DEATH: No bidet'

duolingo

2.4M Likes | 48.5K Comments | 119.8K Shares | 440.4K Reposts

Duolingo · 3d ago

UPDATE: Reward for whoever can identify the driver. Please post a... more

original sound - duolingo

Search · New Duolingo Owl Design

Add comment...




My business/ organization has the ability to have a **playful tone**

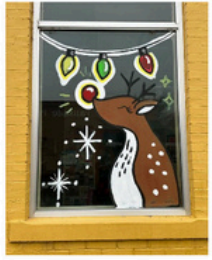
PINTEREST

My business is in a **creative field**



I want to **increase visitation to my website**

<  **Post insights**



November 27, 2024 at 12:48 PM


50 0 0 0


Overview ⓘ

Views	575
Interactions	50
Profile activity	5

I want to post content that is **primarily pictures**



<  **Pin Stats**



No Pin description

Comments 0

Reactions 0


Engagement summary ⓘ

Last 30 days (12/16/24 - 1/15/25)

Impressions	3.4k	>
Pin clicks	39	>
Saves	15	>

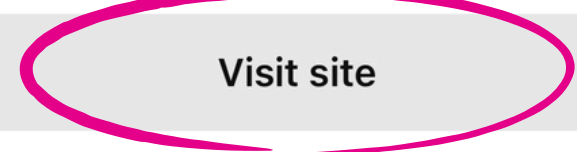


20 0 0 ... **Saved**

 **Giselle Genova**

Ice cream Window Painting
Ice cream window painting for the... **See more**

Visit site



LINKEDIN

I want to post **informative content**

FRUITA AREA CHAMBER OF COMMERCE
CONNECTION. ADVOCACY. EVENTS
FRUITA AREA CHAMBER OF COMMERCE

Fruita Area Chamber of Commerce
Your Community Connection.
Non-profit Organization Management • Fruita, Colorado
• 604 followers • 2-10 employees

Kayla & 1 other connection work here

Message Following

Home About Posts **Jobs** **People**

I am hiring

I want to **connect** to **professionals**

FRUITA AREA CHAMBER OF COMMERCE
BUSINESS AFTER HOURS
Hosted by
CMU TECH
Thursday, April 11th / 5:30 PM - 7:00 PM
2508 Blichmann Ave, Grand Junction
Register at events.fruitachamber.org

Business After Hours: CMU Tech

Event by Giselle Genova

Apr 11, 2024, 5:30 PM - 7:00 PM MDT

Western Colorado Community College, 2508 Blichman Ave, Grand Junction, Co, 81505, US...

1 attendee

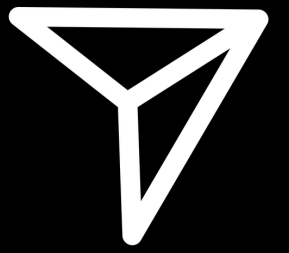
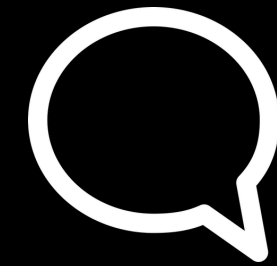
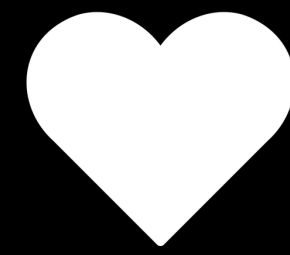
Manage



I want to get the word out about **a professional event** that I am hosting

Post as little as 2 times a week to be in the top 10% of users on LinkedIn

SOCIAL MEDIA DEFINITIONS



CONTENT-

Photos, videos, or words shared on a platform for others to see/engage with

REACH-

The amount of accounts that your content appeared for

ENGAGEMENT-

The amount of accounts that interacted with your content (likes, comments, shares)

“THE ALGORITHM”-

A unique system that determines how content is promoted across a social media platform

REACH VS ENGAGEMENT

Why do these posts have similar reach but different engagement?



Post insights

Overview ⓘ

Accounts reached	630
Accounts engaged	34
Profile activity	26

Reach ⓘ



Impressions 805

Home	263
Profile	170
Hashtags	28
Other	344

View shop >

34 2 2

Liked by stack_kayla_ and others

polluxboutique Emerald and leopard vibes in

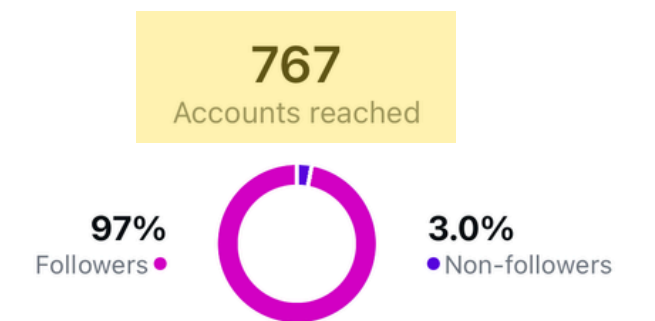


Post insights

Overview ⓘ

Accounts reached	767
Accounts engaged	140
Profile activity	12

Reach ⓘ



Impressions 935

Home	907
Profile	25
Other	3

137 4 1

Liked by stack_kayla_ and others

polluxboutique The Pollux Glow-Up is officially a work in progress!!! The team has been here working

THE CHAIN OF REACH & ENGAGEMENT

Post

reaches around 20% of your followers

Initial Reaction

Your followers give the initial engagement

IF your post engages Non-Followers, you will increase Followers

IF you use hashtags, mentions, etc, then...

IF your followers are engaging with your post, then...

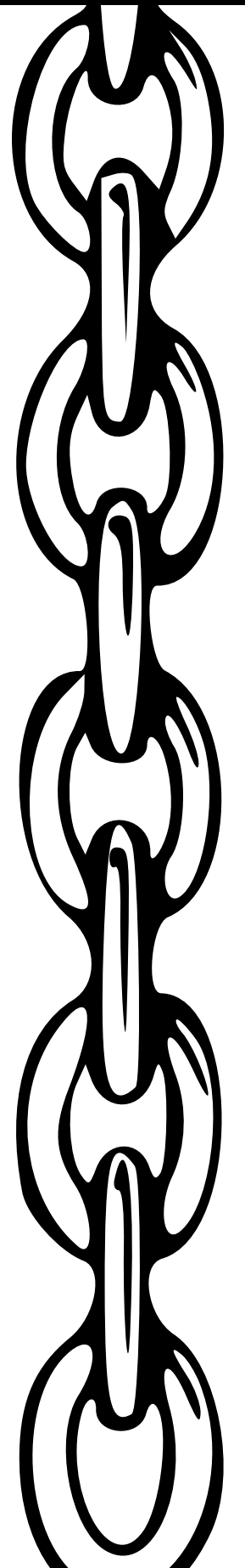
Increased Reaction

Gain engagement from both followers and non-followers

IF your non-followers are engaging with your post, then...

Increased Promotion

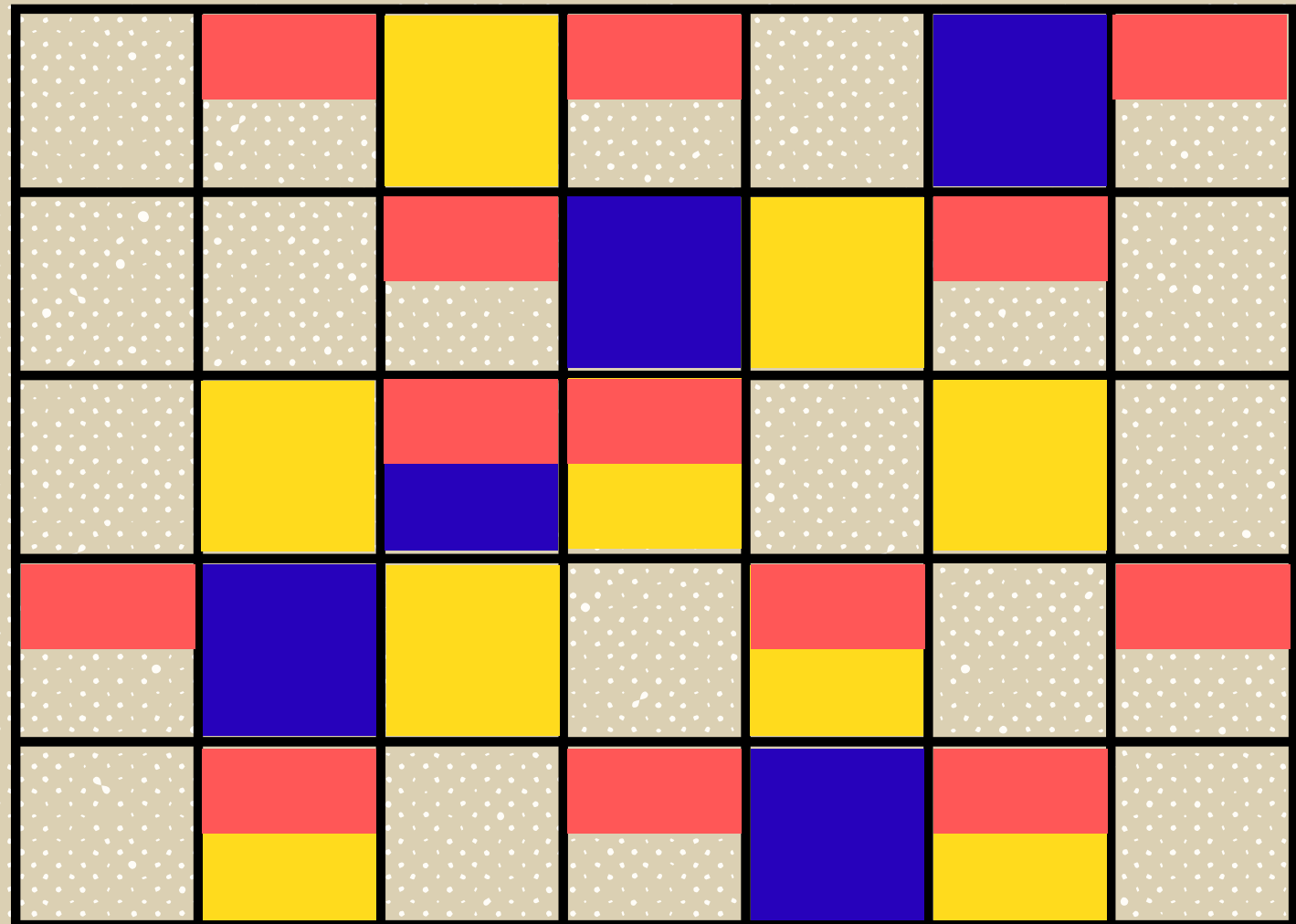
Your post starts to reach non-followers



CONTENT PLANNING

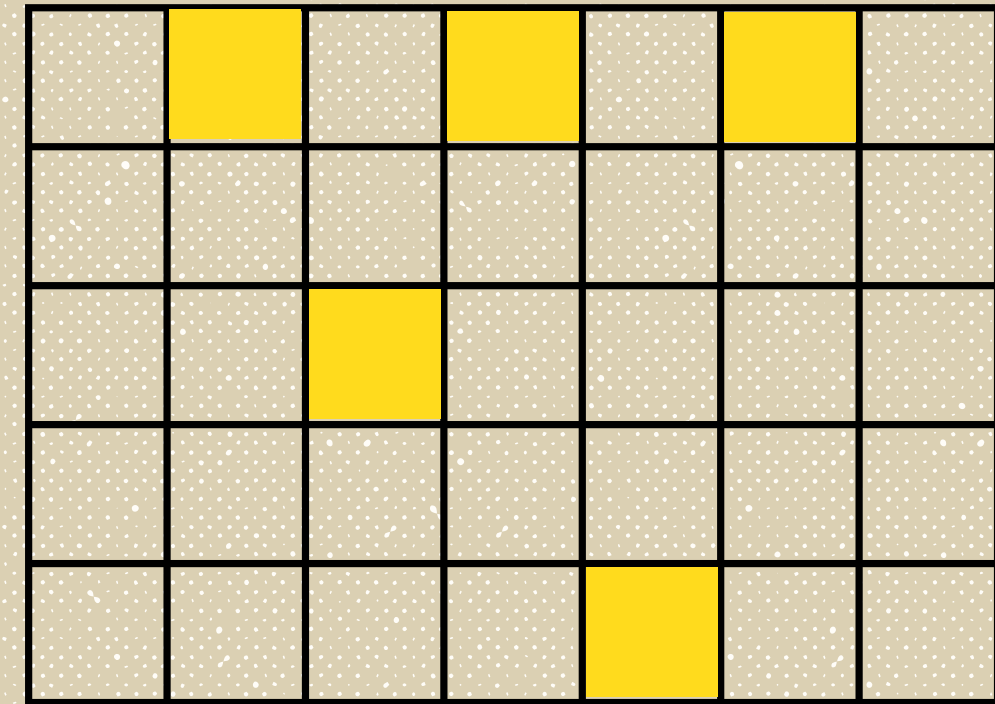


SUCCESSFUL



- Story
- Video
- Post

NOT SUCCESSFUL



Large gaps in between posts

Lack of post **variety**

Not **prioritizing reach**, which is with **video**

LINKING CONTENT ACROSS PLATFORMS

Instagram

Automated Publishing when accounts are linked



Resharing Content when you download through a third-party app



Pinterest

Facebook

(Threads)

TikTok

Instagram Account Claiming Settings

Connected to:
 giselle.genova Unclaim

Selected board for Instagram posts
Private Instagram posts will be visible to everyone, including non-Pinners, when auto-published. If your Pinterest account or board is private, posts will not be visible to others.

 **Social** >

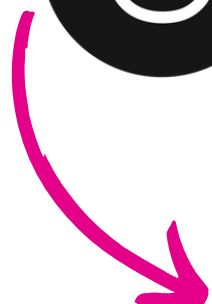
If your board is private, Pinners won't be able to view your content.

Disable Auto-publish 

 **giselle.genova**
Threads · Public

 **Giselle Genova**
Facebook · Public

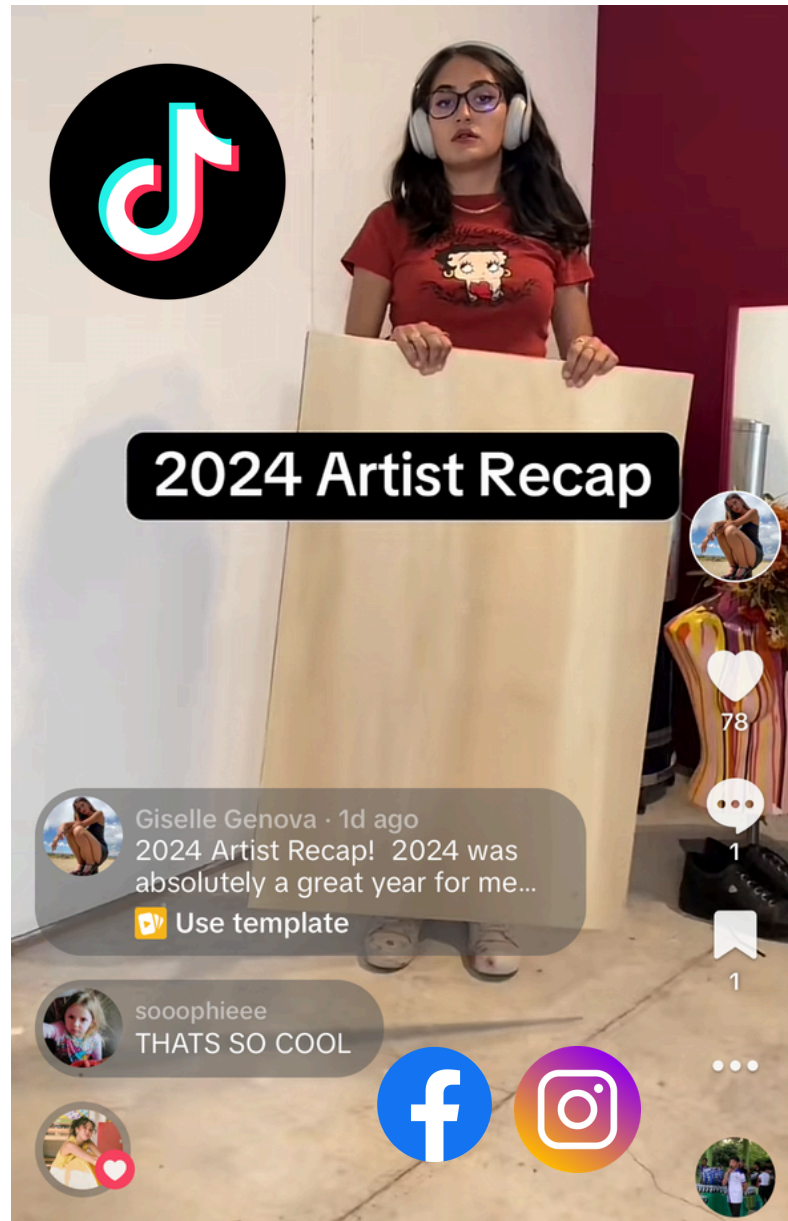
Share to



“TAKE-HOME” CONTENT IDEAS



Meet The Team
Recap



How did you do that?
Work In Progress



CONTENT SIZE RATIOS

Profile Pictures



Photo Posts



TikTok, Stories, Reels



Facebook Event Graphic, Youtube Video



BIG TAKEAWAYS

Faces = Engagement

Consistency is key

Video content is the current trend

LET'S CONNECT!



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



[Giselle Genova](https://www.facebook.com/GiselleGenova)



[gisellerosegenova](https://www.pinterest.com/gisellerosegenova)



[@giselle.genova](https://www.tiktok.com/@giselle.genova)



[Giselle Genova](https://www.linkedin.com/company/GiselleGenova)
