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**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

**Moderator 1: Welcome to you all on this stormy Tuesday. We are really lucky to have Debbie Rymer with us today again. Debbie is a chartered marketer, a CIM fellow. She's founder of Sand Marketing and also CMO for Zymplify so she's a really busy woman and she's an expert in consumer behaviour and brand development and she's really great at getting businesses to dig deep into the heart's and mind's of their target audiences and I'm going to hand over to Debbie very soon but before I do that, I'd like to say that today the session Debbie's going to talk to us probably for about 25, 30 minutes and then we've got a chance to ask her some questions. So, what I would recommend is that as we go through please do put your questions into the chat and myself and my colleague Amanda will pick those up as we, as we go through the session and then we'll put those questions to Debbie at the end. So, make them nice and hard for Debbie. So there'll also be a copy available of the slides and those will be sent out to everybody that has registered this afternoon and there'll also be an evaluation form of the event so we'd be very grateful if you could complete that as well because it really helps us to keep improving these sessions. So, I am now gonna hand over to Debbie and I hope everybody enjoys the workshop.**

Debbie Rymer: That's great Sharon. Thank you very much for the introduction and for inviting everybody to ask me really hard questions. That's wonderful, but hopefully you won't have loads of hard questions guys because I aim for this session that you'll walk away with lots of practical tips for designing your content, so I wanna say thanks very much to Invest NI for having me back again here today. In the last session we talked about content strategy and today is all about designing content for your online platform. So lots to get through and you will get a copy of the slides afterwards. Just wanna say that please make sure and join the conversation today on social media across Facebook, LinkedIn and Twitter. You can see the hashtags at the bottom of all of my slides, just in case you forget, and they're also in the chat. So we'll be looking at how you can design your content to create an impact, implement a content plan, have a quick look at the different social platforms to see, you know, like, which, which type of platform for which type of audience and what type of content works best and then we'll also be looking through, throughout as well, at visual content and video content and giving you some tips and tricks and then we'll do some Q&A at the end. In case you're not already following InvestNI on the social media platforms, on Twitter it's @InvestNI, Facebook it's InvestNI and LinkedIn is Invest Northern Ireland. So, let's get stuck straight in. So, whenever you come to plan your content, I like to follow the, the four C's because your content needs to speak to the hearts and minds of your target audience. So, first and foremost, you need to think about what your core idea is and the core idea needs to speak directly to the audience that you're wanting to communicate with and should address their challenges and their, and their goals. Secondly, you want to make sure, as you'll see I've done in my slides today, that your images, your fonts and your colours are consistent across all your different channels. Your channels being, like, your, your, your website, your e-mail, your different social media platforms and, and whenever your creating video as

well.

So whenever you're creating any kind of content, have that consistency and we'll have a look at how you, you get good complimentary colours to go with your logo later on. But keep it consistent across all of your channels because then that way your audience always recognises your content as being yours. In terms of whenever your creating different types of content from ads to social media posts to blog posts, to e-mails, landing pages etc. videos, make sure that they all connect to each other. So you found out about today maybe via e-mail. Maybe you found out about it on LinkedIn, Facebook, Twitter. And that image that, that you've seen in that e-mail or in that social media post, when you clicked on it and you went over to the landing page to book your place for today, it was the same image on that landing page and that is the image that I opened the slides with today. So, make sure they all connect with each other and you've got the links. So, like from your social media content or e-mail, you're driving them to a landing page on your website. Maybe that's a blog and on the blog then you've got all your social media icons, you're telling them to follow you on social media or maybe if you're doing a fan only event, you're saying, 'Follow us on Facebook for fan only offers.' That sort of thing. Just think about how all the different bits need to connect with each other. And that means that they should all be complimentary. So, they're all going to work together to compliment each other and improve your chances of success and really drive up your conversion rates. So, let's have a look at this in action. Examples from a couple of different types of companies. So, first and foremost, you're so Money Supermarket. One of my favourites of all time. The epic strut. This campaign resulted in more traffic to the website than any other point in history for Money Supermarket, and their sales in that first year grew by 38% as a result of this man up here. The, the, the builder and then of Dave as well as we see down here and the epic squad strutting his stuff in his denim hot pants.

I remember the year actually this campaign came out. I went on to Money Supermarket, I was going on holiday, do you remember those days? We used to do that sort of stuff. I was going on holiday and I was looking to book my holiday insurance and I was looking across a number of different sites and I was like, 'I must look on Money Supermarket.com.' I saved £234. See, still sticks in my head, on the insurance for, for my family and I actually took to social media and said, 'Debbie, feels epic. She saved £234 on her travel insurance.' So people were using it all over social media. So that's one example. Different, different actors, different people through time but sticking with the same core premise that, 'You're oh so Money Supermarket' and having that, that humour element to it as well. Love it or hate it. I love Marmite, personally, myself. I think I'm the only person in my house that does, everybody else hates it. But it's been dividing the nation since 1996 when this campaign first started and you can see now that they actually have got themselves a day which is the 31st of January, which is National Love It or Hate It Day for Marmite. We can see their new limited edition there for their Christmas campaign. Love it or hate it this Christmas. The key things that you'll see here is that that 'Love it or Hate It' message is carried across absolutely everything and that they're using those same really-, the, the same fonts and the same really strong colours with the reds and the yellows etc. which are taken from their logo and then they're carrying that across into all of, all of their, their visual posts then. When it comes to price comparison sites, another really popular one and one of the longest running campaigns is Compare the Meerkat and that has been running since 2009 and I've said here, 'The secret of their success is very simple.' They follow the

four C's that I was talking to you about earlier. So if you follow those four C's and you have that core idea and you've got the consistency and the connectedness and all the bits are complimented, you too will also enjoy that sort of success.

And start to look at then how they run it across you know like their advertising both outdoor, on social media, on Google display, etc. and all their print ads and then they've even gone live on social media because they do a lot of stuff for the 2 for 1 cinema tickets where they've then done their own spoofs live on social media, More Murders on the Orient Express and the characters have their own social media pages. We see the consistency carrying across on to their website, so you can design these sorts of heroes yourself on your website and again bringing into play the movie characters whether it's Indiana Jones there with, you know like with the, the travel insurance etc. So the different images, always using the little meerkats and carrying that across everything they do. And one of my favourite pages on their website is their 'About Us' because they have a little section totally dedicated to the Meerkats and each of them has their own (mw 09.36) profile and you might be thinking, 'Oh that's a big organisation and they're really well recognised.' Well, I can tell you guys that Wilson's Agri and if you've got time, look them up after this, Wilson's Agri just (inaudible 09.48) just outside of Coleraine. They actually have a couple of their cows featured on their About Us page which I absolutely love and they've got them in as their product testers which is, which is really humorous. A local one from 2017, I was successful in securing the contract for Go For It for the Causeway Coast and Glens region. You can see the bus shelter ads here on the left hand side. The social media visuals then on the top right and then the pop-up banners that we then used and the PR and events all around the place here down at the bottom and I just wanna say that whenever we launched the first video, which was (mw 10.28) at (inaudible 10.30) travel, within an hour of that video going live on Facebook, the website got 2,438 hits and normally it would have been about 160 hits in a day. So 2,000, nearly 2,500 in an hour. That's pretty phenomenal. If you want to watch the videos, I have given you a link on the slides, you should be able to watch them afterwards.

They're in my Dropbox and the key thing here is that they featured people here that actually started up in business in that year, in 2017 and to inspire then other people to come through the Go For It programme. So very important that we looked at, you know, like big companies as well as smaller, local organisations. In 2014, a campaign that I featured in the last session as well, I really, really love this one from Land Rover. Their sales in the year whenever they launched that campaign, which was 2014, were up 9% and that was their biggest ever growth in one year and this campaign continues to run in all sorts of different formats and they work with local garages all around, all around the UK and the core idea with this is that the British love to complain about the weather in winter or at any time of year. And we're certainly all feeling that way today, it's not nice out there at all today and Land Rover would encourage you not to hibernate but to hibernot and to get out and enjoy it and they were encouraging people to join the conversation on social media and upload their favourite walks and trails. And again, in the first week of this campaign, over a, a million walks and trails were uploaded on to the platform. So, think about how you can use your content to get your target audience engaged with you then on your social platforms and to help to spread the word. One of my favourite more recent ones then, and this time using TikTok, is, is Ryanair and they are now one of the most successful brands on social media. So, in 2021, they are one of the top brands of social media. You can see here they've over a million followers on TikTok. I've just got

wee screenshots of, of the images but these are actually all videos. If you don't follow them, I do encourage you to jump on over, onto TikTok and follow Ryanair because they really are, they're, they're very, very funny and they poke a lot of fun at themselves and they poke a lot of fun at other airlines who have started to copy what they are doing and I love what they do because it, it's very, very simplistic and uses a really simple filter that's not overly sophisticated or overly designed.

So, very, very humorous, so definitely jump on over and have a look at what they are doing and that'll give you some inspiration. So, in terms of creating your content for, I mean I've said for blogs and social here but also, you know, like for your e-mails and, and for your landing pages, you really do want to have a strategy and my tip is to think about different themes throughout the year that you can build your content around and this way you're kind of, like, ever bringing, like, content and stuff that, you know, that you'll have a real strategy around. Then week to week, as things happen, you can organically post stuff around this but this is the kinda stuff that you can schedule your content on. So, for your own industries, think about key times of year and key things that happen in the year. So if you're a florist, it might be there's a lot of proposals that happen around Christmas time, Valentines Day, again, there's a lot of proposals, a lot of people send flowers on Valentines Day so that would be one of your themes. Mother's Day then is March so that would be your theme in March. Easter is typically end of March, you know, to the end of April. So, Easter flowers then. Doing it around Autumn, you might do a sort of like a gothic theme to tie in with Halloween or whatever. Other industries, so you know if you're a business consultant or you, you work in retail, we've just had Small Business Saturday. They'll be World Mental Health Awareness days. Think of all the things that happen throughout the year that you could then build in to, a theme then for your organisation and chose a theme either for each month of the year or bi-monthly or quarterly. And then, armed with that, I've put a wee table in for you here so you can put your, your month in December, your thing might of been Small Business Saturday say, for example, if you were a retailer, and then you can create different types of content for each day of the week. So, again, I've plotted a wee infographic here of a twenty day social media challenge because that can really help you that once you've decided on your, your theme, that then you can re-purpose content into, into different types of posts like asking questions, running polls, doing behind the scenes photographs or even better still, videos.

Running polls and the one at the bottom, ICYMI is in case you missed it the first time around so an old piece of content that you created that got a lot of engagement, you know like you can update it and you can share it again. And I just find it really useful to have the strategy for the year and, and then your themes for each month and then you can create different types of content around that theme. And not just limited to social media. You know, you can have e-mails around it, you can have your e-mail newsletter, you can write blogs around that theme and that's what brings us on to COPE because you're thinking, 'How can I cope with creating all this content?' Well COPE stands for Create Once, Publish Everywhere. So, once you have that core idea, then you can start to repurpose it into lots of different things. So, here, I've got like create a story or experience and transform it into different pieces of content like make a 360 video, add it to your website, Repurpose, you know, into a blog, share that on your website. Create video ads for Facebook, create an infographic, share that on social media. Summarise your highlights in a post, record an interview, publish that. Film one of your team talking about the experience and just schedule lots of little bite sized elements then to share across all your different channels. This is one that I had done

this year with my own organisations, Zymplify. One of our platforms is a marketing automation platform for, for small businesses. You can build landing pages, send e-mails, create a social media and our brand promise and our logo is, 'It's marketing, just better.' And I thought, 'How do you help people do marketing just better?' You give them helpful tips and advice. And we do that through our blogs, our live classes and social media and I was like, 'Well, if you're teaching somebody, you know, when you're teaching and you're teaching children, what do you start with?' We start with our-, we start with the alphabet. So, I came up with a concept of A through Zym. So, on our social media then we have the letters of the alphabet and they'll talk about different things in marketing like automation and blogging, e for e-mail marketing. That sort of thing. So, you can see the social posts there.

They're all, like, there's consistent styling and then they'll drive the audience over on to the website to read the blog, you know like, how do you write the perfect blog? What length is the perfect blog? That sort of thing. And there you can see them filtered through like on to the website. So then, in terms of scheduling your content, one of the biggest challenges is knowing, you know, what type of content to share and when. So, let's take a, a, a look at scheduling first and there's just a reminder to join the conversation, talking about social media, join the conversation on social. So the very first thing you need to think about is why people use the different social media platforms and I tend to talk about them in terms of being a bit like parties with Facebook being the, you know, like the family when, the big family get together, all age groups, all genders, everybody is there, people use it predominantly to connect the family and friends. So brand your content and keep it really friendly and conversational. People go to Instagram for, for inspiration. I say that's the party that you want to be invited to, it's the party to be seen at. So tell really visual stories so keep it really, really visual so that's why I say it's the one to be seen at. In terms of Snapchat then, people go there, same as TikTok, to follow influencers and to have fun. So, keep your content fun and give lots of behind the scene footage. People really, really love that. Then if we move over to the more B2B platforms, well, LinkedIn is like a, a networking conference, like an Invest NI conference or event or Women in Business conference, that sort of thing, your Chamber of Commerce event. People go there to connect with other professionals and to get lots of, of tips and thought leadership that helps them to do their job better. So that's the sort of content that you should be posting there. And then, with Twitter, Twitter is like a news conference. People go there to find out what's happening in the world so keep it nice and short. And again, visuals work really great to help you stand out from the, the crowd.

Look, we can see that social media right across the world, now, you know, 53%, nearly 54%, of all adults over the age of 16 use social media and a very important thing to remember here when you're designing content for social media is that 98%, nearly 99% of us, as you can see here, access it via mobile devices. So, don't be putting too much text into your visuals otherwise it can be very hard to read. In terms of the UK then, we can see that we're now sitting at nearly 78%. So 77.9% of people in the UK use social media, and that's up over 10% from January of last year and these statistics, guys, this is Global Research. It's the biggest global research into online behaviour, comes out every January and no doubt that will up higher again this January. In terms of, you know, the internet users, use, social media, we can see there that's sitting at 40% and the most popular platforms, no surprises here I'm sure, are Facebook, YouTube, WhatsApp, Facebook Messenger then followed by Instagram but then we can start to see things like

TikTok really climbing here in popularity and then the likes of WeChat there and QQ. Those are ones that are used in China where we don't have the likes of YouTube and Facebook etc. So, how long are we spending on social media every day? Yes, you can see it is younger audiences that spend the most time there but right across all age groups we're spending more than an hour, which means that you can't afford to ignore it and in fact after Google Search, social media is the platform that people go to to find out information about brands, about businesses. And if you're targeting sixteen to 24 year olds, they find out about it first, they go to social media first before they go to Google Search and I'm not just talking about digital here, I mean that that's where we go before we're even influenced by TV, outdoor, press or radio. Google ranks number one, social media then is second. So, let's take a look at the different channels and the age groups. Facebook, we can see, I don't know if they'll be any surprises here, but it is dominated by the boys at 56%. In terms of the age groups, a lot of people think that Facebook's dominated by older audiences.

Well, you are wrong. The facts speak for themselves. It's those younger audiences aged eighteen to 34 who dominate Facebook, but a good, a good spread there across all the age groups. So, remember, keep it conversational, best times to post, guys, are week days between 1:00 and 3:00 and the best days of week are Thursday and Friday when engagement rates are 18% higher and the worst day to post on Facebook is a Saturday, particularly if you're working in retail or you run a retail business and you're wanting to encourage people to come out and go shopping or you're, you know, you've got a café or a coffee shop or whatever and you want them to come in and, and enjoy your food at the weekend. You wanna be influencing them in the week, so schedule your posts for those Thursdays or Fridays. Instagram then, fairly even split between the males and the females. Slightly higher on the female side and again, look at that, it-, the age groups there are very, very similar to Facebook. Again, dominated by the eighteen to 34 year olds and, again, you know, a fairly-, you know, a good, a good spread across all, across all age groups. Best times to post, best days to post on Instagram are Wednesday at 11:00 and Fridays between 10:00 and 11:00 and the best day out of both of those is a Wednesday and the worst day is a Sunday and we've said that Instagram, you know, you use it to, you provide inspiration so again if I, you know, I, I was a designer maker and I wanted people to come and buy my stuff or I wanted them to come and, and enjoy my outdoor facilities or whatever it might be, I'd be wanting to give them that inspiration early in the week so that they come out on a Sunday when they are spending time with family and friends and they spend that time in my premises, in my business. Looking then at LinkedIn, dominated by males, and remember people go to LinkedIn for professional networking, so it's also a place where we tend to find younger audiences then who are climbing their career ladder. So, no surprise that it is dominated by the 25 to 34 year olds who are, are really aggressively climbing up the career ladder at that time. The best times to post then on LinkedIn are Wednesday mornings and again at lunchtime, Thursday mornings and at lunchtime and then on a Friday morning with the best days being Wednesday and Thursday.

Worst day on LinkedIn, no surprises there, is a Sunday. Who wants to be working on a Sunday? Not, not, not me. And you tend to find that those early mornings and the lunch times work best because it is a professional networking platform, so the rest of the time people are busy doing their job and, and they're not hanging out on social media and, and, and surfing the channels. Twitter, very, very heavily used by males at 62%. This sort-, these sorts of research and statistics are very helpful to you in deciding where to

publish your content. For example, I had worked with a t-shirt company, a classic t-shirt company in Belfast, last year, I was mentoring them and armed with this sort of information, we were able to talk about and do further researches to why Twitter is so popular among the males and why it would be such a good platform for them and basically, it's great and particularly at weekends when the football is on because this audience is then keeping up to date with all the results etc. So, it was a great time for them then to schedule their posts. A good spread of the age group then. Best days Wednesdays and Fridays and the worst day is a Saturday unless you are, like, in sports apparel. Snapchat then is very much for the girls at 61% and we can see, we don't have a breakdown of all the instances of over 25 because it's very much dominated by young audiences. Best times to post 9:00 'til 1:00am. That's 9:00pm until 1:00am, so unlike the other channels and every day is a good day, there are no bad days. And like people go onto, to online, you know, like, to be entertained, to watch videos, to get educated, so, so keep your, keep your content educational and useful and entertaining. YouTube, second biggest search engine in the world. Again, dominated by the males. Best time to post is five o'clock. Best day is Sunday. Do plan ahead, it does take a wee time, bit of time for your video to get, get rated so you need to be scheduling two hours ahead of time. And last, but by no means least, TikTok, fairly even split between the males and the females. Keep it fun. We don't have, this, this is, there's no bad day. As you can see here, you should be posting everyday on TikTok if it's the right-, you know, if it is the right platform for you and keep it humorous.

So, select the platforms where your audience hang out, adapt your content for the, the, the different platforms and use a content scheduler and a design tool. And that brings me on to the design element. So, what do you need? And these are things to ask your designer for if you don't already have them. So whoever designed your logo. You are going to need your logo as a transparent PNG. So you can see here that this Zym logo is white and I've shown it against a, a, a gradient background so that you can see it because if it was against my white slide, you wouldn't see it. You can see it down here, and these are the coloured versions. So all of them have nothing in the background so you're not gonna get a horrible white square or anything whenever you use it over photographs. You'll need your Hex code with your brand colours which your designer should be able to give to you, if not, I can show you a tool of mine in a second where you can get those. And you'll also need your brand fonts. Again, your designer should be able to give them to you but if not, I'm gonna show you where you can-, where you can get them at. So my favourite content tools, Canva. Love Canva for designing everything and, of course, our own platform then, the Zym platform where you can build e-mails, landing pages and schedule your social media content and it's also fully integrated with Canva so you can design all your e-mail headers and your blog headers and your landing page headers directly within the platform with the Canva integration. If you can't get your hex codes, no problem at all. If you go to [imagecolourpicker.com](https://imagecolourpicker.com), this will be on your slides so you'll have it for afterwards, you can see I uploaded the image from today provided to me by InvestNI and then do you see this wee circle here? That is on the, the colour picker itself. If you hover over the picture then, it will bring you up with your hex codes here on the right hand side and then it gives you all your complimentary colours that are gonna work really well. With this image, you can see it down there on the right hand side. Where can you get your fonts?

Google supplies you with all Google fonts for free. You can get them at [Fonts.Google.com](https://fonts.google.com). If you've got custom fonts, you can buy them off of the fontshop but ideally, do ask your designer first. They should be

able to give them to you but if not, like, you can pick up your fonts from anything from about £20 and they're, they're yours and then you can import them into Canva. And then Canva itself has loads of amazing fonts that, that, that you can use but my tip to you is don't get carried away. Choose a font for your headers and chose a font for your sub-headers and your body text and stick rigidly to that, so you've got that consistency across absolutely everything. You can see here, this is for one of our other products, Lead Onion, all of these we created in, in Canva so again, the same consistency in terms of using the colour palette for that particular product and the fonts consistently across absolutely everything that we designed then in Canva. My favourite video tool of all time has to be Quik. I mean, Canva has got videos in it as well and lots of you will shoot your videos natively in your phone which is amazing but this is like, if you wanna edit your videos afterwards, you wanna add filters, you wanna add music, you wanna add subtitles, you want to add titles, then you can use the Quik app on your Android or on your iPhone. I, I absolutely love it so I definitely recommend that you go away and have a play with it after today. And just to finish up to say that the importance of visual content is that you can see here 90% of information that is transmitted to our brains is visual. So you need that, just remember when people are scrolling through, you know, scrolling through their, their, their social media, or scrolling through their e-mails etc. looking at different websites, that you wanna really capture their, their attention and a picture speaks a thousand words, so use visual content and 40% of people will respond better to visual information than they will to text. So, don't underestimate the power of it but the key is, remember that if you have the core idea, keep it consistent across all your different platforms in terms of your colours, your fonts, the types of photographs that you use and your message.

Keep it really consistent across any channels you're using. And finally, I just wanted to highlight there is a, a, a programme that's coming out, it's launching in, in the new year but you can pre-register for it now. Any of you that are a small business employing five to 249 people, you can register your interest in Help to Grow Digital and that's a government scheme that's coming out to help businesses like yours with their digital marketing and with the cost of using digital marketing platforms then and that'll be coming out probably January time because it's getting so close to Christmas, I don't think they'll launch it ahead of Christmas. Other useful content tools, I've just included a slide on that in terms of where you can go to get music, where you can go to get free photographs, other design tools that you can use such as Pagemodo and tools that you can use then to, to research content. So, that brings me to the end. Gosh, that is so short and there's so much that I would love to show you but that brings me to the end of, of my presentation, of my slide deck and I'll now take any questions.

**Moderator 1: Thank you, Debbie. That was really, really good and so, as you said, quite a lot of ground covered in such a short time so we're just gonna scan back through. Amanda, are you ready to go with the questions there? You've probably got one ready.**

**Moderator 2: Yeah. lots of questions, Debbie. So, you'll be glad to hear. No, just one from a little bit earlier on, Orla is asking, we were talking about-, you were talking about consistency and fonts and colours and she said from a small business perspective, you know, if you're not consistent at the minute, is it best to, kinda, hit the re-start and delete that material that isn't consistent and, and sort of get it right going forward?**



Debbie Rymer: Orla, absolutely not. Don't delete it. Yes, get it right going forward and let me tell you, you know, Canva for example. You can get it for free. You can use the basic stuff for free but to import your brand tool kit, you can get Canva Pro for under £100 a year. Don't delete anything you've done before. If you were to go back and look at one of the most successful people ever on social media, Joe Wicks, the Body Coach, and if you go back and look at his posts six/seven years ago, you'll have a good laugh. Just like you or I, we made mistakes, he would drop his phone over, all the rest of it. So, don't delete it but just make a conscious effort that from now, you're, you know, like, you're gonna be consistent in your brand and in your message and then going forward. Nobody gets it right first time.

**Moderator 1: Okay, we're going to fire on because we've a few to get through here. Next one is from Liam. What sort of posts would you recommend for LinkedIn? Updates about the company or general posts like Facebook and Instagram?**

Debbie Rymer: Updates about the company Liam, for sure, and also any updates about the industry, so any changes in your industry is always really good to share so that it's not always just you talking about your company and promoting your company but giving people useful information that it helps them to, to do their job is, is really good as well and if you've done any research or you've got any reviews, share those on LinkedIn for sure.

**Moderator 1: And how often, as well, would you recommend?**

Debbie Rymer: It really depends on, on your organisation, do you know, but I wouldn't, for-, if you're business to business for example, two, three times a week on LinkedIn, unless you've got something important to say or really useful to say, don't post, you know, don't post for the sake of posting is, is what I would say.

**Moderator 2: Here's a technical one for you Debbie which I'm sure will be not a problem. Catlin is wondering, how do you remove a personal profile from a Facebook business page?**

Debbie Rymer: Oh, you would have to go in to your account settings. So, into your admin and into your account settings, manage users and then you remove the user there. If that's the question that you're asking from a business page point of view. If someone has got-, you know, somebody has connected to it through their personal account and you want to remove them, that's where you do that.

**Moderator 1: Debbie, we've got a couple more here that are LinkedIn themed and I think we might've covered them already but I'll just scan through them quickly and if there's anything else you wanna add, what's the best type of content to post on LinkedIn? How often should posts be put up? I think we've kinda covered that. That was from Pauline. Jackie says how many times per week**

**would you recommend posting on LinkedIn and again, you've covered that as well. So, we will move on to Karen's question which is, for desktop, what video editing would you recommend and best software for reducing background noise and adding subtitles automatically?**

Debbie Rymer: I really like, so I'd already mentioned Quik which is the Go Pro one, which is fantastic for mobile. I've also used the, the desktop version of it and I really like it as well. Adobe Premier or Adobe Spark, or any-, if, if you, you can get Adobe for about £26 a month. You're not gonna get absolutely everything in it but you can certainly do video editing in that on desktop and it's, it's quite easy to use as well and the great thing about both of those and with Canva and (mw 38.34) too is they've it's got loads of videos in their help section about how to do things. In terms of cancelling background noise, well you can see, like, I'm doing-, like, I've got my headset on today but I've got different microphones and things. That's more detailed, more detailed but it depends on the situation whether you're filming in outdoor or, or whether you're, you're doing indoor, whatever. Noise cancelling, you can get noise cancelling mics on Amazon and for about £25 even for your phone where you can have two ones with a splitter if you've got two people talking.

**Moderator 1: Anything for adding subtitles? Did I miss that?**

Debbie Rymer: Yeah, so any of those ones that I talked about, the likes of Quik and Adobe you can add subtitles. Whenever you're uploading a video into YouTube you can also get it to automatically add subtitles, that will take it from the speech but you do need to go in after-, you can go in afterwards and edit, just in case it's picked up any of your words wrong.

**Moderator 2: Just a question on that Help to Grow scheme, Debbie, what size of businesses can avail of that?**

Debbie Rymer: Okay, so it's for small businesses who are registered at Companies House and are employing from five to 249 people. So, there's two strands to it. There's help to grow management and help to grow digital. Help to grow management's open at the minute, digital's gonna open in January but you can go on now and it only takes a couple of minutes. You can go in and you can pre-register your interest and then what happens is, as soon as the digital element opens, they will get-, they will send you an e-mail and let you know it's open and then you can go on to their website and chose from you know, like whatever software is listed there in terms of what you'd like to use for your, for your digital and it will be CRM sales and marketing and also accountancy, online accountancy, you know, like for like doing your bookkeeping and stuff.

**Moderator 1: Okay, we've got a few more here to try and rattle through before, sort of, finishing up time. It's great to see so many questions coming through. From Martina, as a small business, how often would you post on Facebook? Once a week or twice, just to stay visible?**

Debbie Rymer: Again, well, I had put there was two days there that were really good for Facebook, Wednesday and Thursday. You know, if you've got good content to do on both the days, you could use the twenty, you know, the twenty days social media planner that I had on earlier of the twenty different post types. That would give you enough that you could be posting five days a week, five of the seven, so you could be posting every other day or whatever but again, just make sure you've definitely got something to, to say and don't make it a, you know-, what's the word I'm trying to think of? Don't make it really difficult for yourself. Do you know when you spend so much time thinking about, 'What am I going to say?' You know, make sure it's valuable but definitely once a week to get yourself visible but don't be doing it too often that people are like, 'Oh, for goodness sake, this is never off my feed.' So a couple of times a week.

**Moderator 2: Here's one for Sarah, how many hashtags would you limit yourself to on LinkedIn?**

Debbie Rymer: On LinkedIn, probably three. I would recommend three. Whenever you start to see a whole wall of hashtags and people are using loads of different ones, it's just, you know, it, it, it doesn't-, it becomes meaningless. It just becomes a game of like, 'I'm putting all these hashtags here because I'm just trying to get every single follower, you know, that's talking about that particular subject to look at my post.' Make it relevant to the piece of content that you are-, that you are posting about and I know I mentioned it in the last one, it is on my final slide, but if you're looking to find out what hashtags you should be using, use Ritetag. R-I-T-E-T-A-G. If you put in words that are related to your business, it'll tell you which hashtags are trending right now across LinkedIn and, and Instagram.

**Moderator 1: Thank you. From Jackie, tips on getting your audience to take part in conversation and comments on social?**

Debbie Rymer: Ask them, would be the key thing, is, is to ask them. So, the reason, for example, that hibernot worked so well is that they asked people, upload your favourite walks and trails. What do you love doing on a winter's day, outdoors? Upload it. Share your content with us. So, get the-, social media is social which means it should be a conversation, so you wanna get people having the conversation so ask them, ask them questions. I don't just mean, gosh, if I see another poll, polls are driving me bonkers at the minute, like, everybody is doing polls on LinkedIn. Ask an open question, get people, you know, like, involved in the conversation. Polls are good because they do spark conversations as well but don't just rely on polls to get conversations going, invite people, you know, upload a photograph of you, you know, like, enjoying a walk in our park at the weekend or, you know, share your picture of you enjoying food at our restaurant on, you know, Facebook, LinkedIn or whatever. Get them to tag you in it and reward them for it. Say that everyone that does that, that once a month you're gonna pick a winner and treat them to dinner or, or whatever it is that you're selling. Reward people for getting involved.

**Moderator 2: Here, maybe, maybe we'll finish off and this was the last one but I think it's quite relevant because you were talking about visual and Rachel was asking, you know, what is a good**

## ratio for image posts versus video posts?

Debbie Rymer: That's a very good question Rachel. Probably about well, 75, yeah 75 to 25. It kinda depends because for some businesses, you know like especially clothing companies and things. Video posts work incredibly well whenever you're letting people see the, the, the clothes that you are, are wearing but otherwise I would sort of go 75% to 25% videos. Video takes, takes longer but you will get like lots more traction from it and lots more engagement from it. And I do just wanna say one other thing, sorry, on visual posts, just talking about percentages is, make sure that text on visual images is never more than 25%. That's a good rule that they use for advertising on the social platforms and just apply it to your organic visual posts then as, as well unless it literally is a post just with text on a, on a solid, solid background.

**Moderator 1: Brilliant. Debbie, we have rattled through all of the questions I think and there was one just little query from Pauline, had asked about removing an old LinkedIn page where the administrator details are not known. That's one that she has sort of put to the, to the, to the panellists. So that's something that maybe we could, maybe answer in a, in a second there if that would be-**

Debbie Rymer: Yeah, it is one-, I don't know about anybody else but whenever I've had to do that myself in the past, or to do it for clients in the past, you do have to go through the help, put in a support ticket to LinkedIn themselves and ask them to remove it. All they'll ask for is proof that you either own the business or that you work in the business, so that's usually like something like a letterhead or your Companies House number or, or whatever. Just your proof that this is my business and then you can remove the, they'll remove the old page for you.

**Moderator 1: Yep, so just raise a help ticket then. We've got loads of thanks from everybody. Thanks from Valerie, love these courses. You always reassure, reassure that I'm doing the right thing. Martina, thanks very much. Very useful and speedy, loved it. Great as always Debbie, from Nicola. Thanks so much and, yeah, Liam, thanks. Lots of thanks coming in for you Debbie there, so just want to finish by saying thank you from us. It's been a really brilliant workshop today, really useful. Loads of things to-, for people, really practical tools for people to actually put in to practice in their businesses and hopefully everybody can take at least one thing away and start to implement it, so thanks to everybody for joining. Apologies we ran over by a minute or two, but I think it was really worth doing that just to pick up those last questions and, and just mind Debbie's knowledge that little bit more so, yeah, thanks everybody. The slides-, the recording will be available. The slides will be available and the evaluation survey will also be available so that will all be coming out to you this afternoon, so thanks again everybody and I'll let everybody go.**