




# NC Main Street Social Media: Lead by Example

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# **My Story**



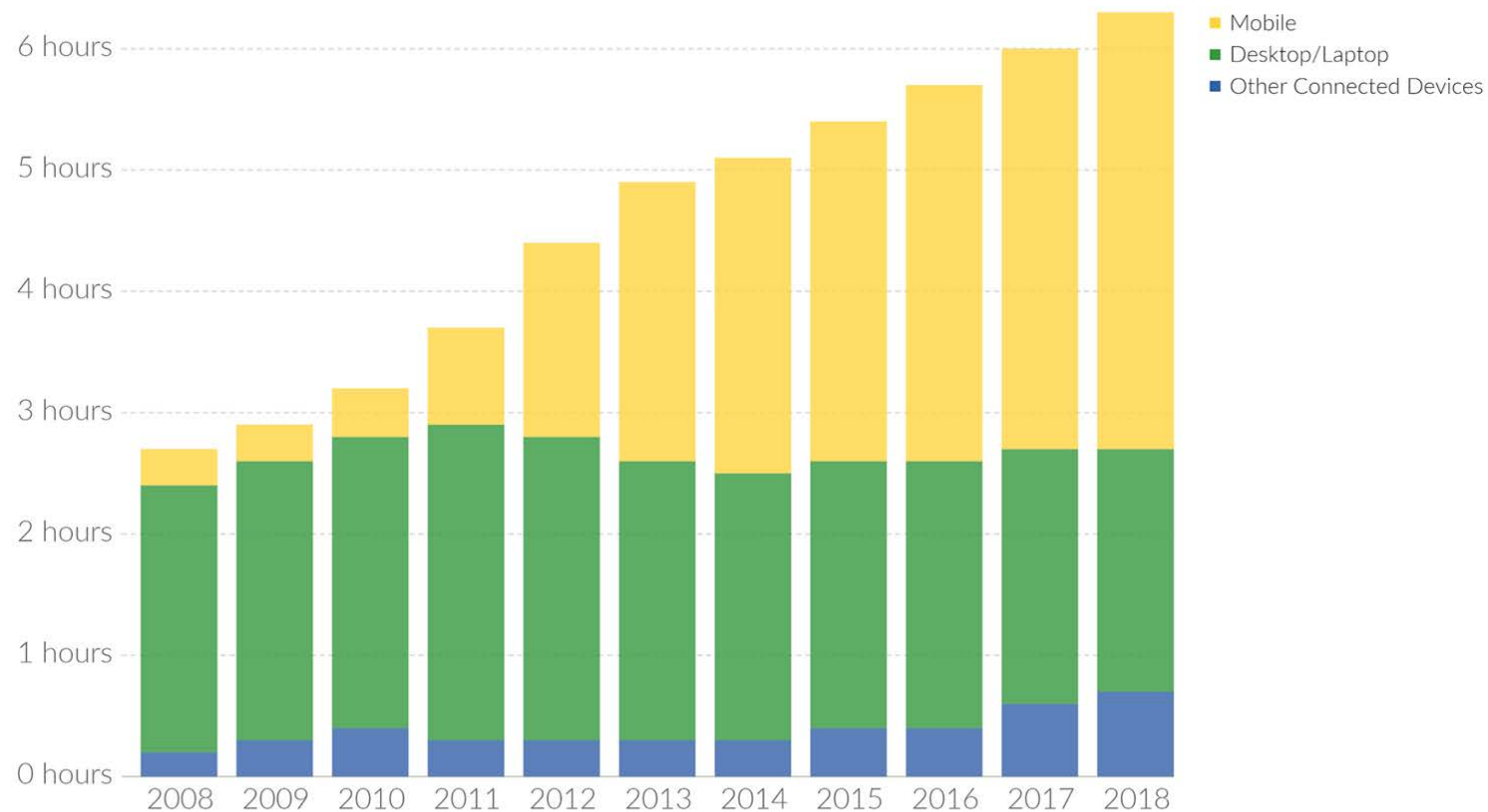


**Where is your cell  
phone at 3:00 a.m.?**



# Daily hours spent with digital media, United States

Average hours per day spent engaging with digital media (e.g. digital images and videos, web pages, social media apps, etc.) The data for 'other connected devices' includes game consoles. Mobile includes smartphones & tablets. All data includes both home & work usage for people 18+.






**If you scroll through  
Facebook, Instagram or  
LinkedIn, what are some  
typical posts?**






# Social Media Philosophies

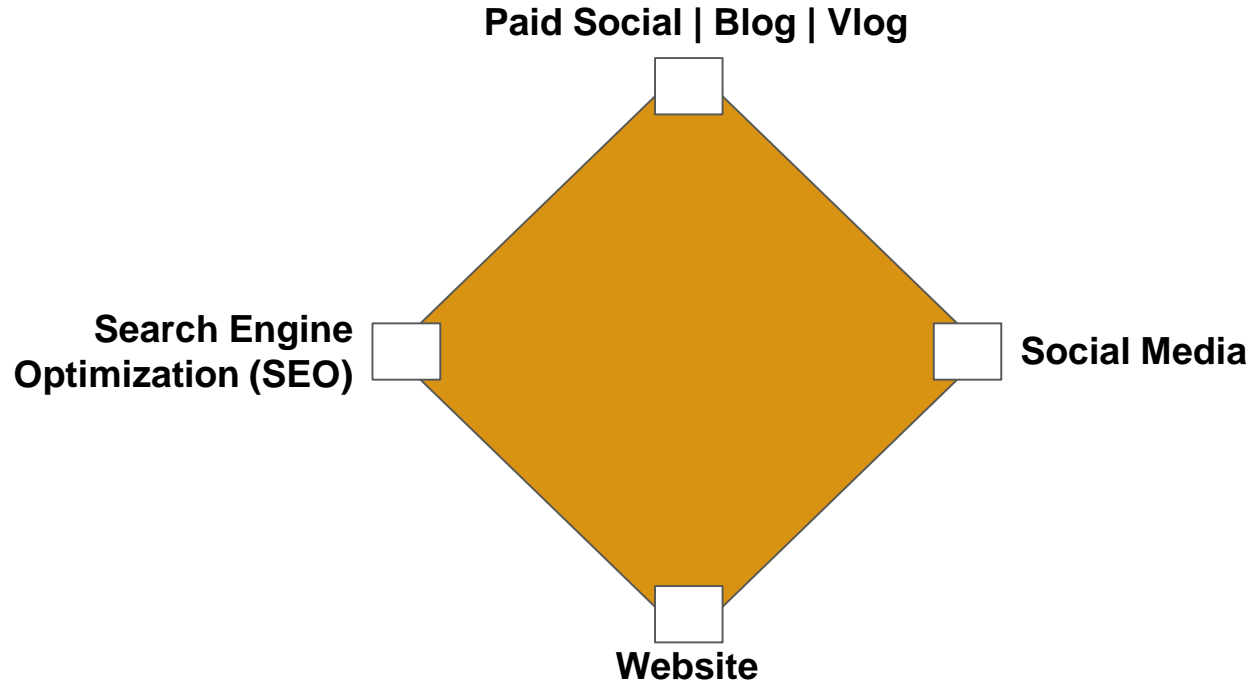
- Puppies and Babies
  - Ebb and Flow
  - BBQ Stain on a White T-shirt
  - Give, Give, Give, then Ask
  - Like, Know and Trust
- 



# Types of Posts

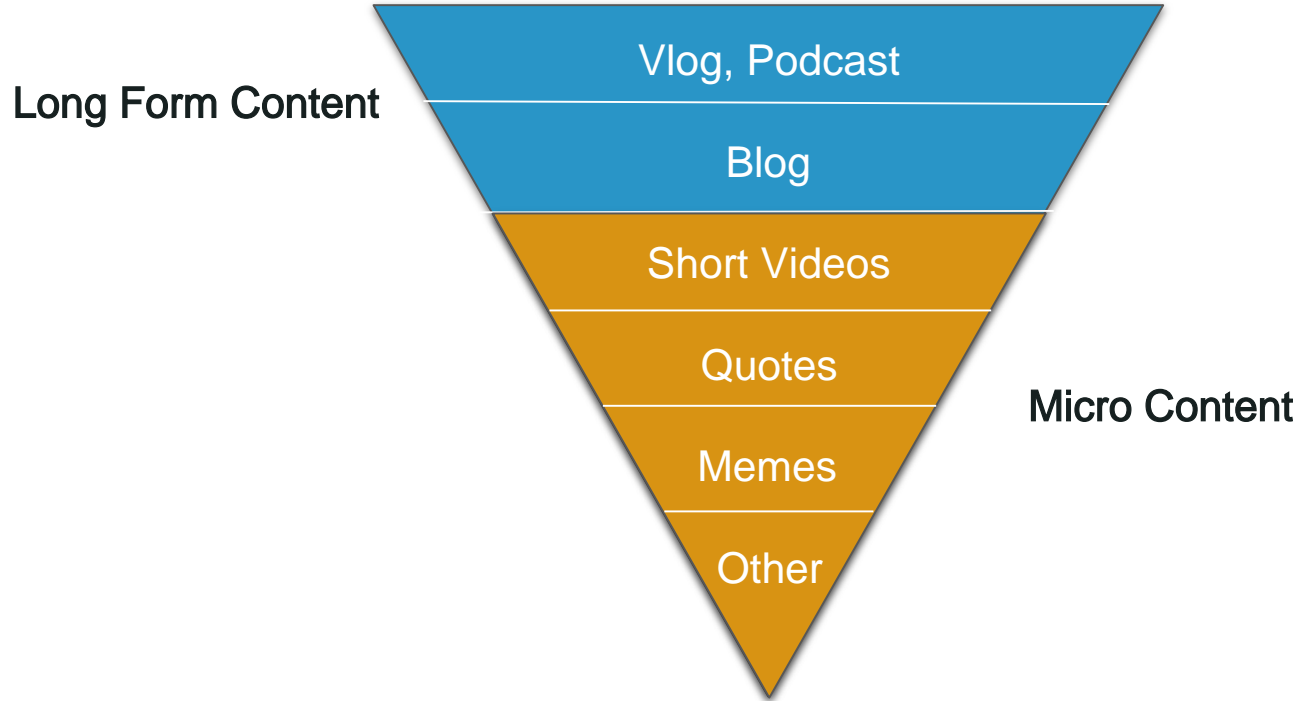
- Live Video
  - Video (edited or unedited)
  - Images/Graphics
  - Links (articles, blogs)
  - Text
- 

# Baseball Diamond for your Digital Presence



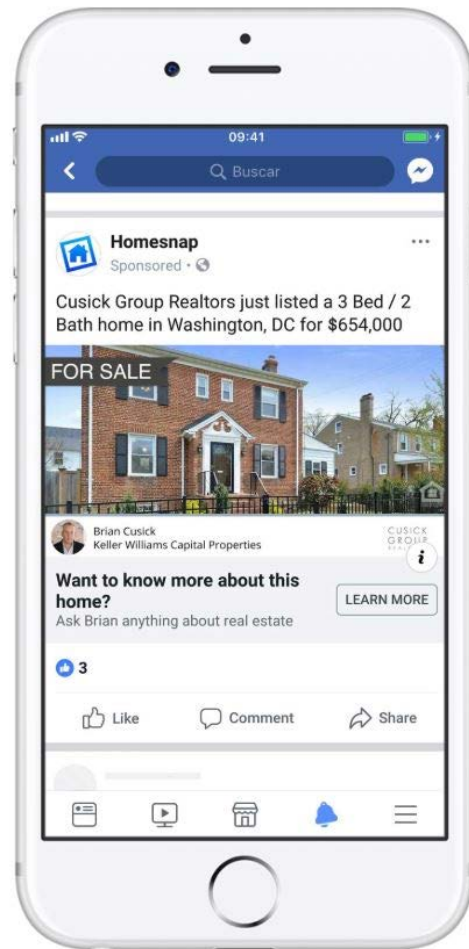



# Content Model



# Why Facebook Lead Ads?

**Newsletter | Whitepaper Download |  
Market Property | And More**





# Common Objections

Don't have the **time** to do it well

Don't have the **money** to invest

Don't have the **skillset**



**Thank you!**  
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