

ESTABLISHING A PRESENCE

USING SOCIAL MEDIA



AT A GLANCE

When establishing a social media presence it is important to have certain elements in place prior to the creation of content and publishing content as a social media post.

Paint & Sip with Synthea LLC is a start-up company that was in its abstract stages when L.E.A.D. MEDIA was brought on board to establish and manage their social media presence.

Paint & Sip with Synthea holds art classes every month that features a nude model, art instructor, and refreshments. While women enjoy a night of drinks and painting.

ESTABLISHING INITIAL BRAND ELEMENTS

Before, establishing Paint & Sip with Synthea on social media, we ensured that a clear and concise brand name, logo, and message was developed and established. This foundation laid the ground work for the creation of content to reflect the brand.

SOCIAL MEDIA PLATFORM

When establishing a social media presence, it is key to determine the social media platform that will be best for attracting and engaging the target audience. For Paint & Sip with Synthea, we setup a Facebook and Instagram page and posted content on both platforms for one month, to generate demographic and performance statistics.

CONTENT CREATION

Specific content must be created to reflect the brand's image and message. The content created should be optimized for the platform it will be published on. Since we were using Facebook and Instagram to establish Paint & Sip with Synthea's social media presence. High quality photos and videos were the mediums used to create the content.

INSTAGRAM PERFORMED BEST!

78 followers gained on Instagram
500 Profile views on Instagram
624 Engagements on Instagram
Posts were seen 1,119 times on Instagram

