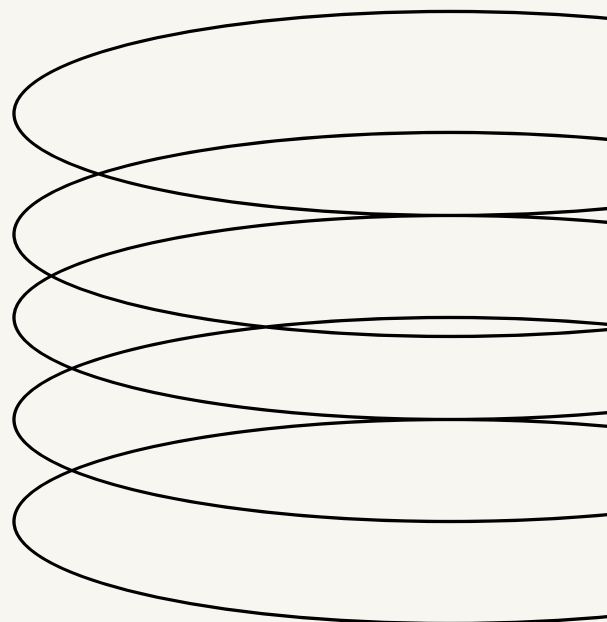


BECOME A 2 VIP influenceur



A STEP-BY-STEP GUIDE
BECOME A 2VIP INFLUENCEUR





Introduction

WHAT IS THE MAIN PURPOSES OF SOCIAL MEDIA?

In the era of technology and virtual communication, social networks are a major asset they offer many advantages. **On average we spend 2 and 24 minutes per day on social media.** We use them mainly for such as keeping in touch with family and friends, following the news, multiplying contacts, getting information, finding a job and much more! With social media you can develop your image and or the image of your company/NGO.

Interactions

Social media is typically used for social interaction, access to news and information, and decision making.

Communication

It is a valuable communication tool with others locally and worldwide, as well as to share, create, and spread information.

BECOME AN 2VIP INFLUENCER

CHAPTER N.1

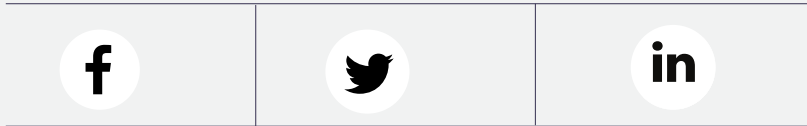
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Types of social media



- Social Networking
- Photo Sharing
- Video Sharing
- nteractive Media
- Blogging/Community Building

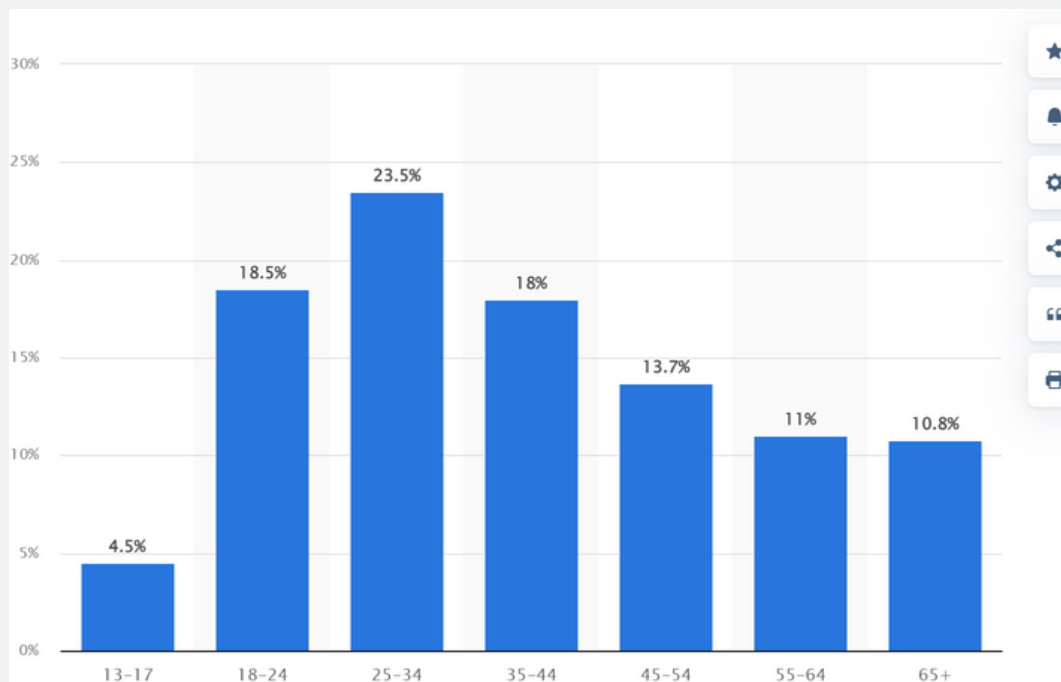
Social Networking



Platforms like Facebook, Twitter, and LinkedIn are often called “networking” platforms because they allow user accounts to interact with each other in a variety of different ways.

SOCIAL NETWORKING IS POSSIBLY THE MOST TRADITIONAL FORM OF SOCIAL MEDIA.

On all three networks, users can easily connect with others through simple actions such as tagging, hashtagging, commenting, private messaging, reacting to posts and sharing content. In addition to social interaction, news feeds on common social networking platforms are designed to feature a mix of text and visuals, rather than one main type of content. This flexibility makes social media platforms easy to start a social strategy with, as you can experiment with different forms of content before moving on to platforms that require more specific types of content.



For those who want to get into video or graphics, these platforms can be a great place to test out this new content. With the growth of video marketing, many have begun to launch more advanced features like Facebook Stories and Twitter live streams.

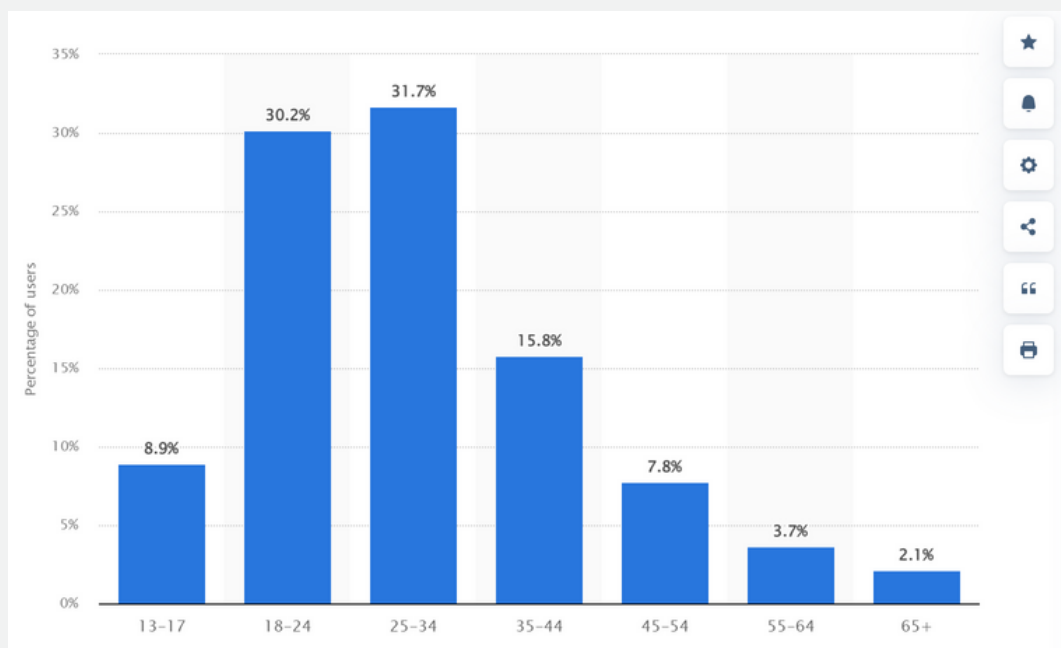
Photos sharing



PHOTOS SHARING PLATFORM PROVIDE AN OUTLET FOR SHOWING OFF VISUAL CONTENT OR PRODUCT SHOTS.

Two of the biggest platforms that specialize in photo sharing are Instagram and Pinterest.

They offers a visual feed with posts showing photos and short videos followed by a caption. Users can also post live video or create Stories that disappear after one day. Like the social networking platforms above, users can interact with others through tags, likes, comments, or direct message.



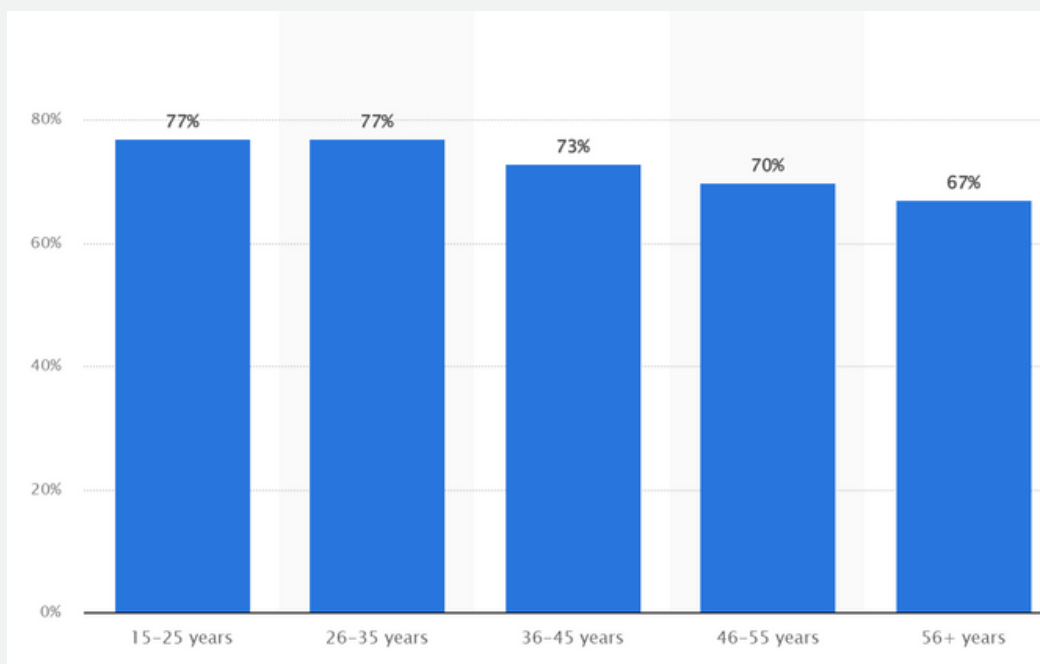
Before jumping on either or both of these platforms, you'll need to determine if your goal is to gain brand awareness or link-based traffic. While both Instagram and Pinterest can be useful tools for product photos and brand awareness, Instagram's active audience is much larger than Pinterest's. When choosing a platform, you may want to consider your content-related bandwidth. Both require visual imagery, but you may also need to include video creation .

Video sharing



VIDEOS SHARING PLATFORM IS EXCELENT FOR A SOCIAL STRATEGY IT COULD MAKE YOUR PRESENCE LOOK RELEVANT

When it comes to long-form video, Youtube ,Vimeo and Dailymotion are the leading platforms. While Youtube has the bigger audience base and better SEO capabilities, Vimeo's smaller platform is very community driven. Video can be helpful to a wide range of industries. While a restaurant could have a vlog with cooking tips, a technology company might focus its video strategy around product demos.



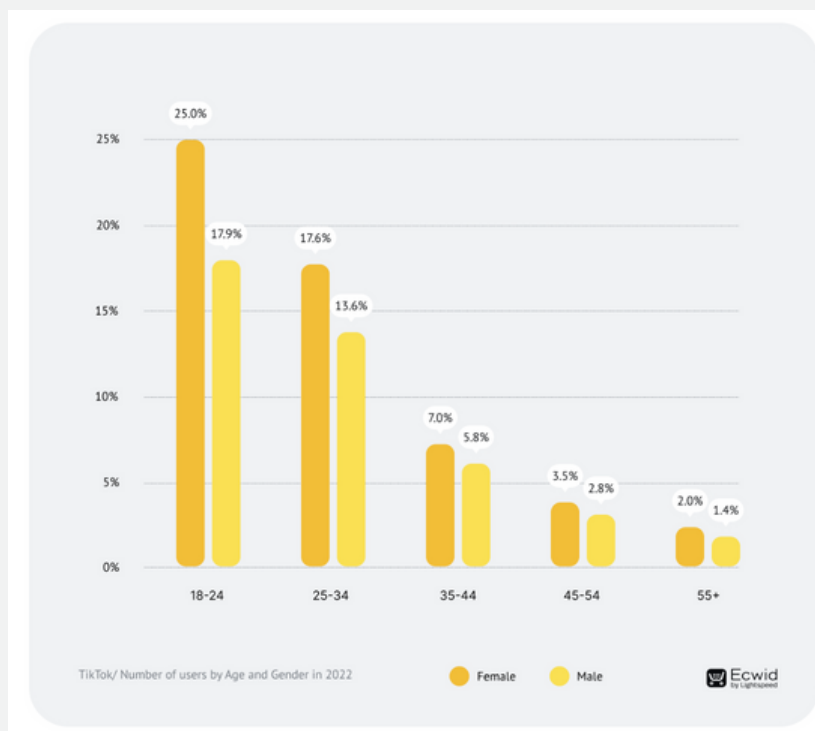
In addition to Youtube, Vimeo and Dailymotion, more traditional social media platforms have also begun to embrace video marketing more aggressively. In recent years, Facebook has launched Facebook Stories and Facebook Live, and added a dedicated video tab to its mobile app. Twitter, meanwhile, has allowed users to launch live video streams.

Interactive Media



MOST POPULAR SOCIAL MEDIA APP THAT ALLOWS USERS TO CREATE, WATCH, AND SHARE 15-SECOND VIDEOS SHOT .

Allow users to share photos and videos, they also have a variety of unique interactive and highly experimental features. These two apps include AR/VR filters, musical overlays, and interactive games. Their audience bases are also prominently Gen-Z.



If you are testing these platforms, make sure your industry and content are relevant to the youth age group. You should also try to properly evaluate the time and money needed to keep these accounts current and relevant.

Blogging/Community



ALLOW USERS TO POST ABOUT INTERESTING NICHE TOPICS, LIKE MEMES, EVENTS, POLITICS, AND POP-CULTURE.

Tumblr and Reddit both allow users to post about interesting niche topics, like memes, events, politics, and pop-culture. When users publish a post, these platforms allow other users to share them or add to the conversation with their own commentary.



By setting up a blog, you can write articles on topics related to your company's industry and link them to your product or site. While many people have a blog on their website, platforms like Tumblr can be helpful if you don't have this feature set up - or if you just want to see what others in your industry are writing on their blogs.

With a discussion site like Reddit, you can share a link or post about a specific topic in a discussion board related to your industry and see how users respond. You can also create your own forum if the topic you want to encourage discussion on doesn't already have one.

Both of these platforms specifically encourage web discussions and message sharing by users who are interested in the same topics.

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The most popular
platforms among
young people.



Millennials and Gen Z
10-38 years old

YOUTUBE

2 billion

Of the platforms covered in the new survey YouTube leads the online landscape for young people in 2022, being used by 95% of them.

TIKTOK

1 billion

TikTok is next on the list of platforms that were asked about in this survey (67%)

INSTAGRAM

1 billion

Instagram is third on the list with about 6 out of 10 young people..

Few Things to Consider

Before you start logging in and setting up your accounts on a bunch of platforms, make sure you consider these factors:

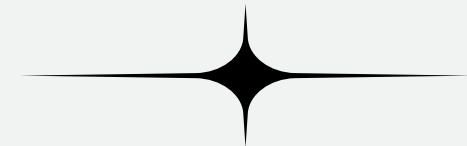
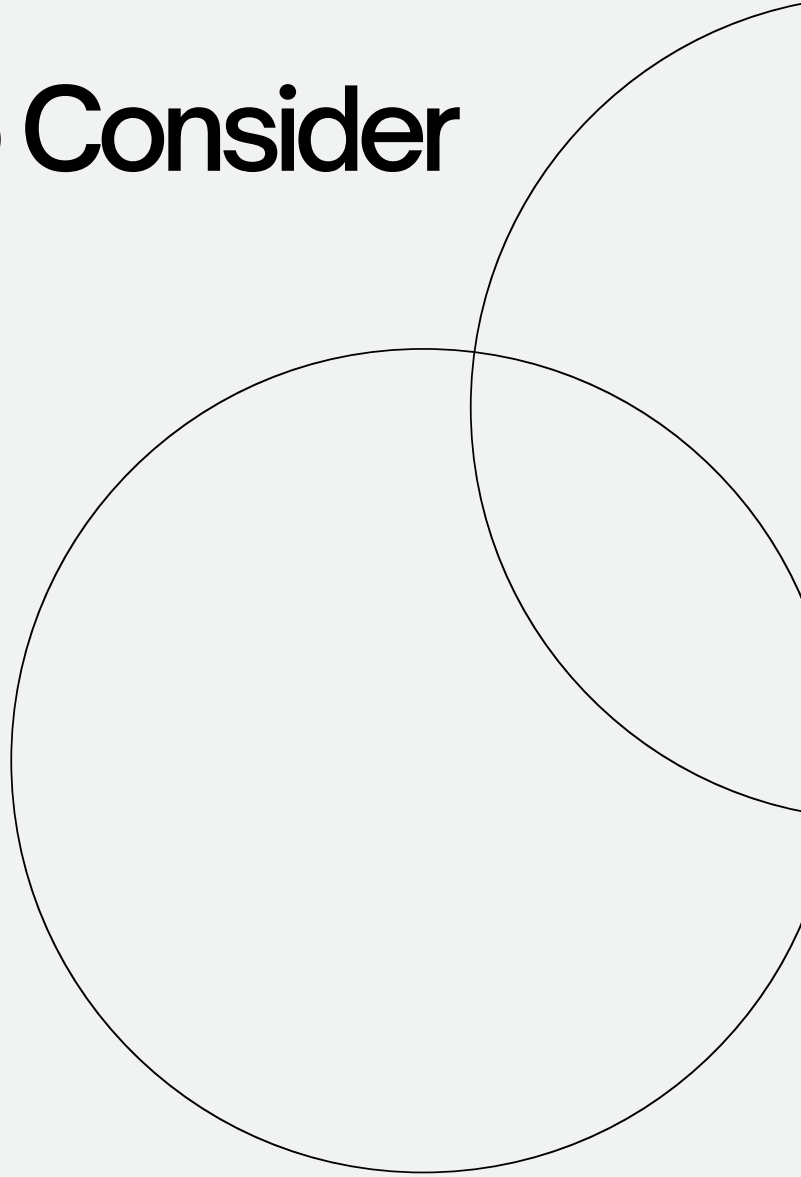
How much time do you have to devote to building a strategy around a social platform?

Do you have the resources to create graphics or videos?

Are your goals to increase brand awareness, traffic or revenue?

Will you need an additional staff member to manage this platform, or will it be easy to maintain?

Once you've chosen a platform or two, be sure to stay on top of their evolution and what marketers are doing.



How much time do you have to devote to strategizing around a social platform?



Do you have resources for creating graphics or videos?



Do your goals involve boosting your presence, or generate traffic and revenue?



Will you need an additional staff member to run this platform, or will it be easy to maintain?

CHAPTER N.2

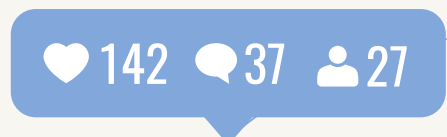
How To take advantage of social media



Benefits of Social Media

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained.

On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.



SOCIAL MEDIA AND YOUNG PEOPLE

Social media offers young people the opportunity to instantly connect with others and share their lives through photos, videos, and status updates. Young people themselves describe these platforms as an important tool for building and maintaining relationships, being creative, and learning more about the world.

Despite the risks, social media can offer children or young people valuable opportunities to develop skills and build a good digital footprint, see what other benefits it offers to help them get the best out of social media.



HOW TO TAKE ADVANTAGE OF SOCIAL MEDIA

Broaden connection and understanding of the world.

People can learn and appreciate different perspectives and worldviews to better understand the world around them and build up their knowledge on a range of topics. With so many ideas shared across a number of platforms, they can discover areas of interest and use the platforms in an educational capacity.

Develop communication and technical skills.

As social media is now a part of everyday life, it is important for people to learn how to communicate online to prepare them for future opportunities in the workplace and support them in interacting with friends and family.

Removing boundaries to develop connections


Social media removes the boundaries of meeting and maintaining people and forming bonds beyond borders. For people who may have a disability or may not feel they can connect with others within their community, it can be a great way to connect with other people who share their ideas and interests.

Strengthen relationships.

Having access to family members who may live miles apart or friends who have moved from a local area can help maintain relationships and allow them to stay in touch and share their lives with ease.

A place to seek support.

It can open up opportunities to offer support to friends and family that may be experiencing a particular issue. On the flip side for some young people, it can be a place where they can seek support if they are going through something that they cannot talk to those close to them about.



BECOME A 2VIP INFLUENCER

TIKTOK



Understanding TikTok

What is TikTok?

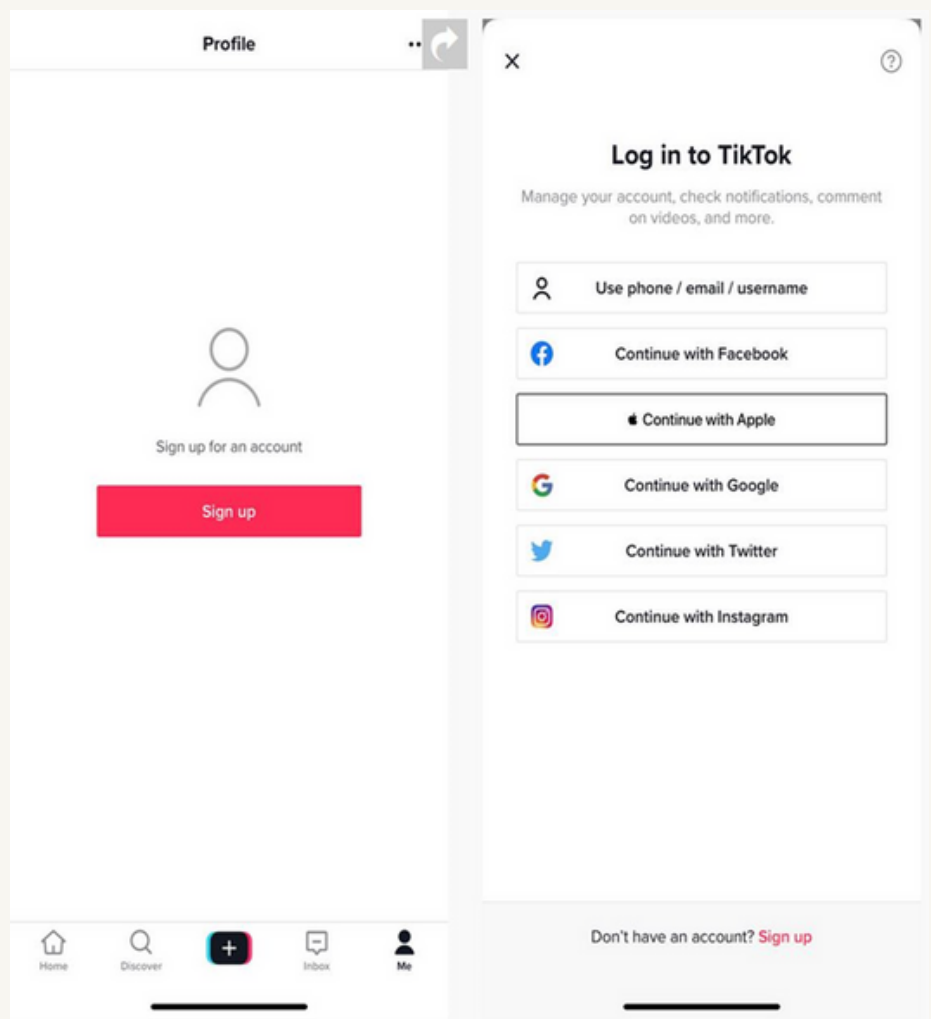
- Social network that belongs to a Chinese company called ByteDance
- 2014-2018: the app was called Musical.ly, then became TikTok
- Allows to create short videos with filters and effects, make stories, write with people
- It is used mostly by young people



How to register

Go to the App Store or Google Play and download TikTok. You don't need to pay for it.

When you open it, you have to sign up. You can instantly register with Facebook, Gmail, or Twitter, or add a standard username and password.



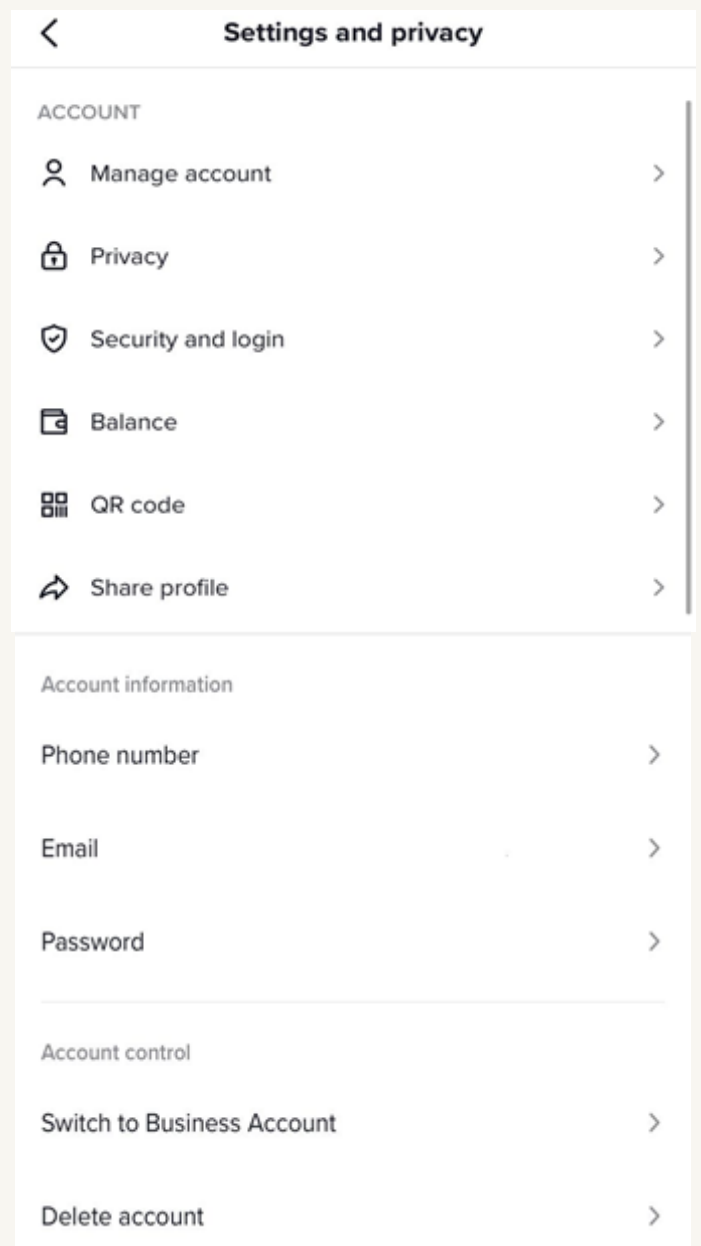
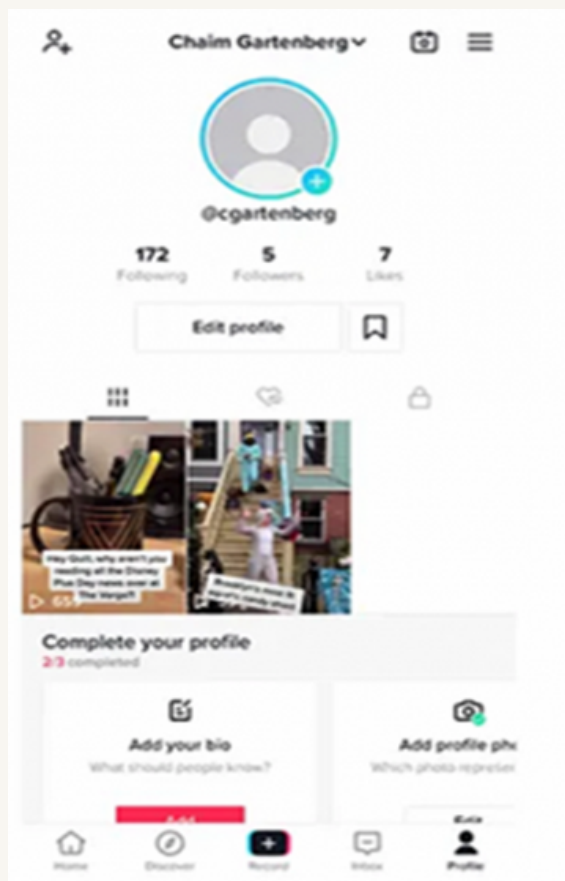
Set your profile

Tap the icon at the bottom right to see your profile

Settings are at the top right (three lines)

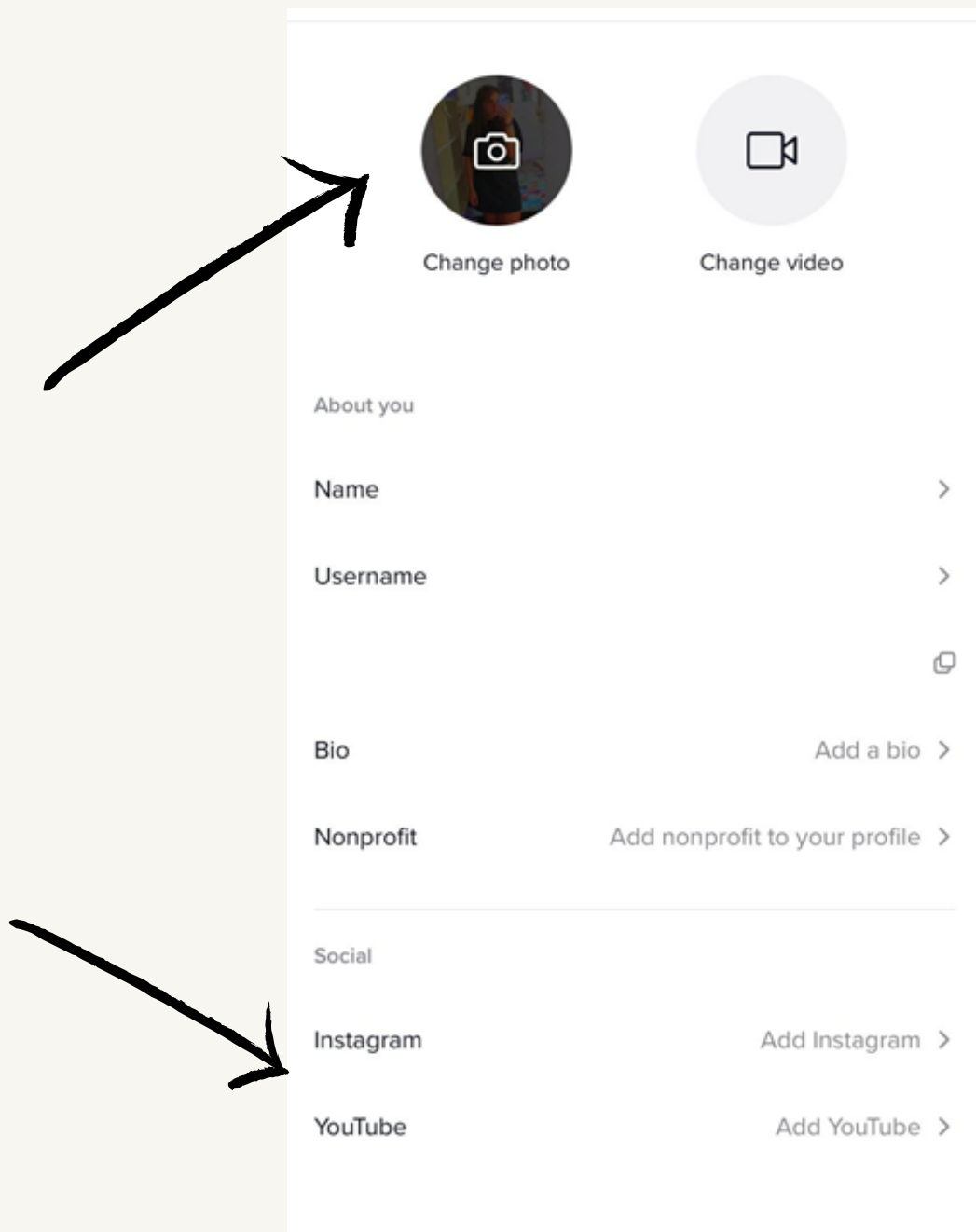
You can add restrictions on content and age

The profile can be private, public or a business



Set your profile

The profile photo can be a picture or a video
You can insert name, biography, youtube and instagram links



Like, comment, or share the videos you like

You can touch the heart-icon to like it or the comic-icon to comment on it.

To share the video, press the forward sign below the comment symbol to view the sharing options. If you really like a video and want to see if the user has multiple posts that you will like, swipe left to switch to their profile.



Report



Not interested



Save video



Duet



Stitch



Report



Account



Account



Account

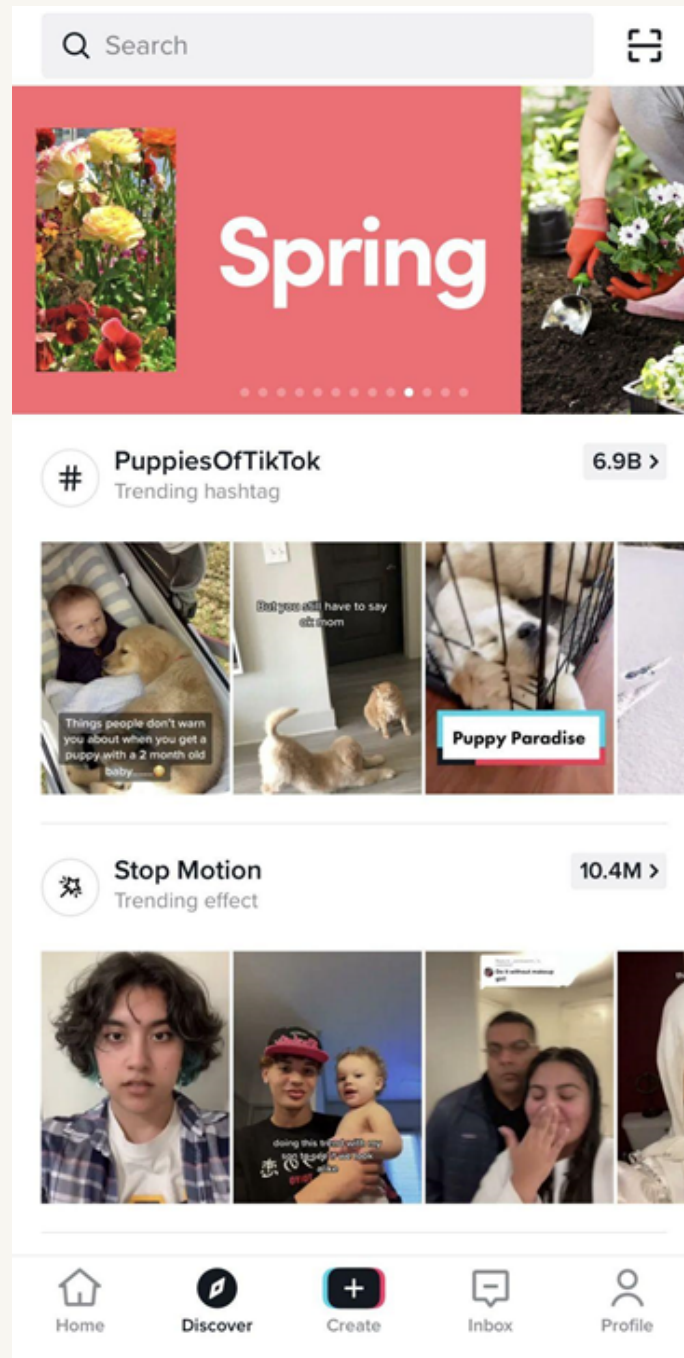


Account



Search for videos

Tap on the magnifying glass to access the app's search area. In this tab, you can search for accounts or videos or you can look under the search bar to see videos based on the trending topic. You can also find it by scanning a TikTokCode. To do it, go to the search tab and tap the square scan button next to the search bar.



Choose the special effects

Tap the center tab to access camera mode.

On the right side of the screen, you will see icons for the following:

Flip icon: to face the camera in the right directions

Speed: Allows you to record video in slow motion or accelerated.

Filters: Change the camera's color filter.

Enhance: an AR filter that can hide imperfections and smooth the skin.

Timer: Set a countdown for automatic recording

Library: allows you to use photos and videos from gallery

Q&A: you can answer the questions that followers asked to you

Flash

Record the video

Tap "Add a sound" to choose the music overlay or sound effect you want to work with.

Press and hold the red recording button. You can record your video all at once or in pieces.

You can use the timer to give you enough time to hold your phone and lay in front of it before it starts recording automatically.



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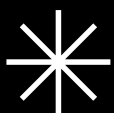
Tips to go viral

Have fun with the special effects: your video will become unique and exciting. Use music to attract audiences. Make some videos with more shots: it will be more interesting and active. Don't be afraid to be fun: people come on this platform to have fun. Use fashionable and video-relevant hashtags in the caption, in this way the video can be viewed when people are looking for it. Follow the trends and duet with the most famous tiktokers.



CHAPTER N.5

YOUTUBE



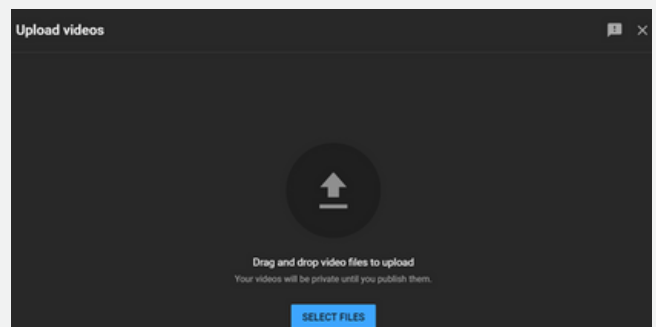
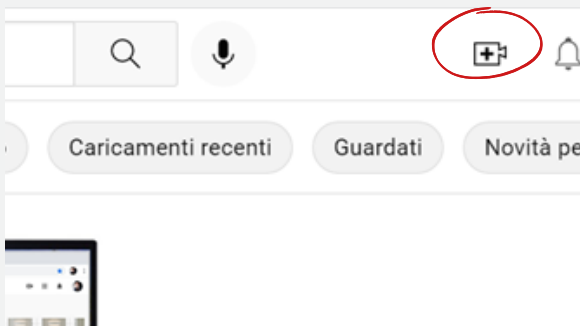
What is YouTube?

YouTube is a web 2.0 platform founded on February 14, 2005 and in October 2006 was acquired by the US company Google. It is the second most visited website in the world. It allows you to share and view multimedia content such as video clips, trailers, short films, news, live streaming.

HOW TO UPLOAD A VIDEO

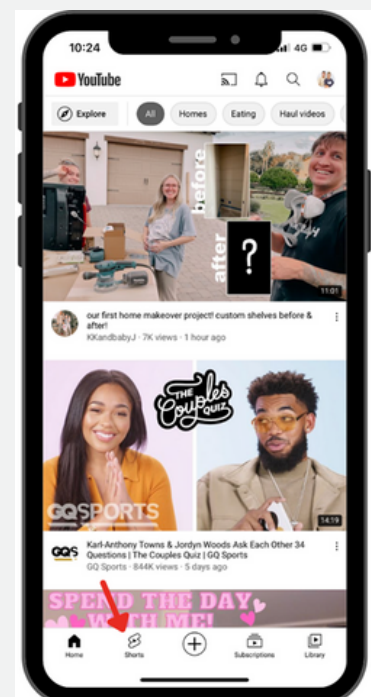
On the main page press the camera-shaped button with the "+" symbol at the top. Choose the "upload video" and "select file" items and the upload will take place automatically or press the "import" button "On the right to upload a movie from your google photo account. While uploading, you can enter: title, description, tag and upload an image as the video cover.

The uploaded video can be: public, i.e. visible to all, not listed, private, scheduled to set a publication date. The video can be inserted in a playlist through the "add to playlist" item.



SHORTS

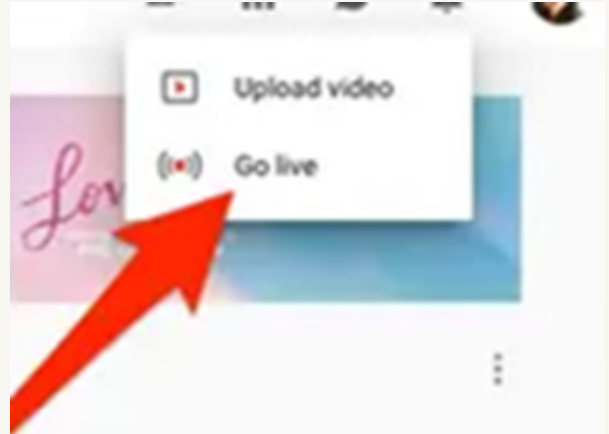
You can make short videos, called Shorts and up to 60 seconds, directly using the camera of your mobile device. Sign in to your YouTube account. Tap "+" and then the camera icon. Leave the default option of 15 seconds or tap the number 15 above the "Record" button to extend it up to 60 seconds. Record your video by tapping and holding the record button or tapping it once to start and once to stop. Tap the "Done" button to see a preview. Enhance the video with filters or change the speed to play it in fast or slow motion. Tap Next and then add the title, description, and other details. Tap Upload



Live streaming

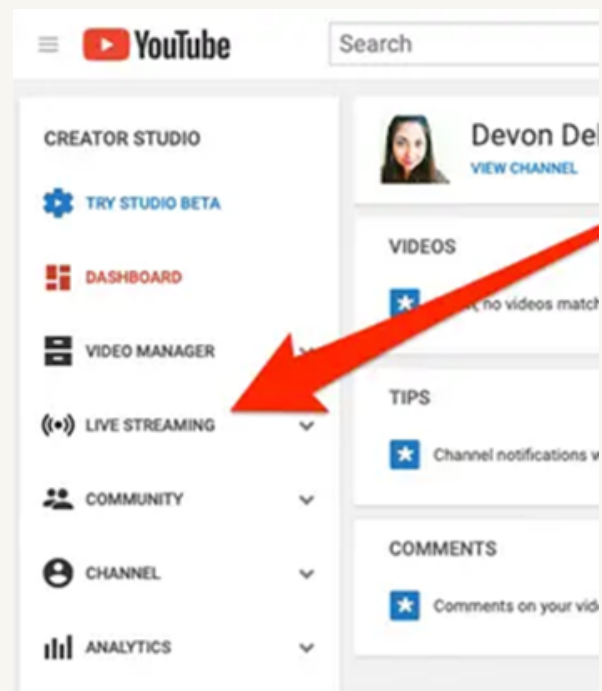
With YouTube you can broadcast live, so that people can follow it in real time.

Navigate to the “create” button in the top-right corner of YouTube’s main page. It's the camera icon with the "+" symbol. Select “Go Live”.



Choose a time to go live when you enter the “YouTube Live Control Room”. If you don't see this option, select “webcam” from the options on the left side. Choose a title, a stream description, a category, a thumbnail, if you want to put it on a playlist, and if it's suitable for children. If you want to monetize the stream, you can choose this option.

Choose settings for the live chat and if it is just subscribers or anyone. Decide how quickly the messages should be sent. You have the option of making the YouTube streaming private, unlisted, or public. After you've made your choice, click Done.



HOW TO EARN WITH YOUTUBE

To earn with YouTube you must apply directly to YouTube which is granted to those who have:

- 4000 hours of viewing
- 1000 subscribers
- an AdSense account
- respect for the community
- monetization policies
- live in a country where the affiliate program is active.



Google AdSense

TIPS TO GO VIRAL

Pay attention to the set in which you record the video: place the lights well and make sure the video has good quality

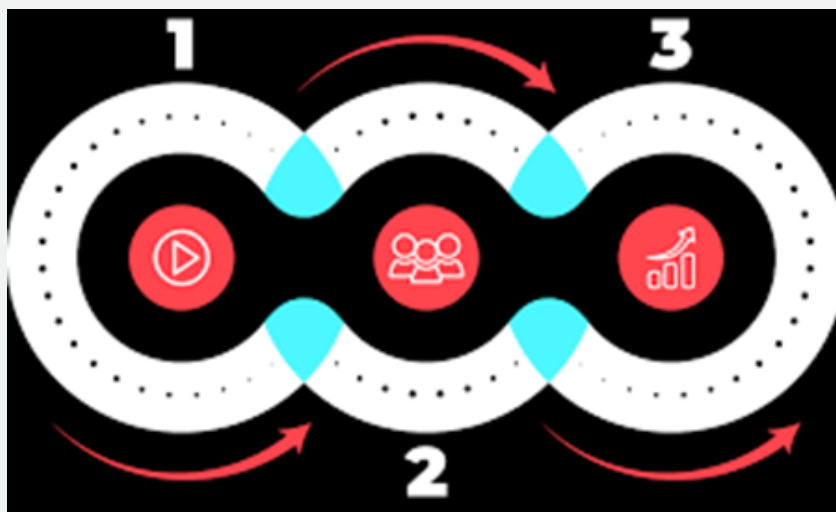
Follow the trends of the moment

Add music to your videos

Be original and be yourself, don't be afraid to express yourself

Collaborate with other youtubers or sponsor products

Interact with your followers while live streaming



BECOME A 2VIP INFLUENCEUR

INSTAGRAM

Understanding instagram

LEARN

What is Instagram?

Instagram is a free social network created in 2010

It allows registered users to take and share photos and videos on the network. It also lets you filter photos. The most popular feature is Stories. You can also chat with other people in direct, do live and look at the shop section. In 2012, the company was purchased by Facebook.



2010



2010 - 2011



2011 - 2016



2016 - 2022



2022 - now

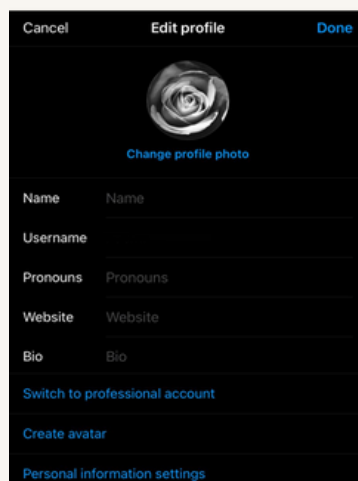
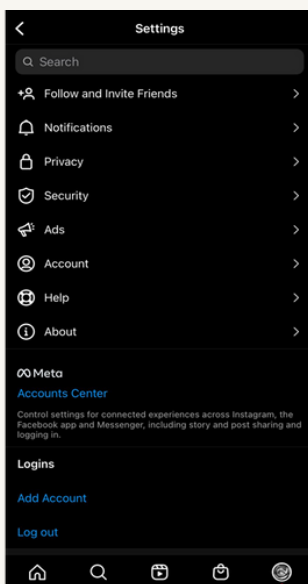
Set your profile

Create your new account by clicking Sign up or Create New Account.

Enter your mobile number or email (or log in directly with your Facebook account).

Enter your first and last name, a nickname and a password.

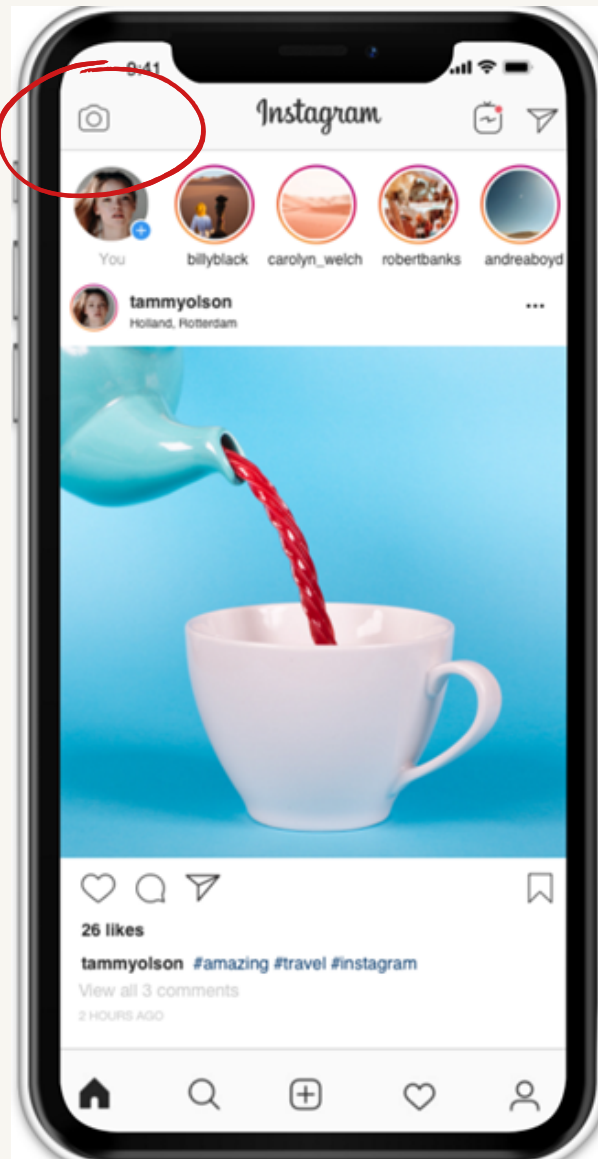
The image shows the Instagram sign-up interface. At the top is the Instagram logo. Below it, the text says "Sign up to see photos and videos from your friends." There is a blue button with the Facebook logo and the text "Log in with Facebook". Below this is a horizontal line with "OR" in the center. Underneath are four input fields: "Mobile Number or Email", "Full Name", "Username", and "Password". Below the fields, there is a small link that says "Learn More". At the bottom, there is a blue button with the text "Next".



Choose a profile photo.
Write a biography or add a website.
Your account can be private, public or business

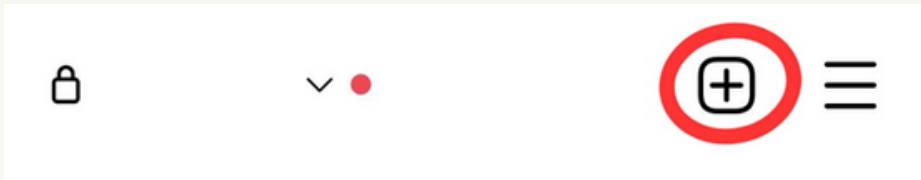
How to post stories

Instagram stories are visible to your followers for 24 hours. The first step is to click on "Your Story" in the top left.



How to publish photos or video

To post a photo or video, press the last icon in the bottom right after entering your profile, press the "+" button on the top right choose the option "post" upload photos from your gallery or make them at the moment, you can post multiple photos/videos in the same post



How to make a reel

Record and edit 15-second multi-clip videos with audio, effects, and new creative tools. You can share reels with your followers on Feed, and, if you have a public account, make them public.

Select Reels at the bottom of the Instagram camera.

Audio: Search for a song from the Instagram music library. You can also use your own original audio by simply recording a reel with it.

AR Effects: Select one of the many effects in our effect gallery, created both by Instagram and creators all over the world

Tips to have more likes and followers

- Use 5 to 10 hashtags.
- use hashtags that match the photo or video.
- High quality of pictures / videos
- Interact with people
- Use live
- Write a description
- Publish regularly



BECOME A 2VIP INFLUENCEUR

Social Media for nonprofit and individual

Pick Your Platforms

Most nonprofits don't need to be on every single social media platform.

Instead, the best social media platforms for nonprofits will depend on the kinds of content they want to share, the audience they hope to reach, and where their supporters are already active.

Facebook: Widely used by people of all ages (though teens are the smallest age group of users), Facebook is an excellent place to share events, fundraising, images, video, and text. Facebook's live streaming and story functions continue to gain popularity.

Twitter: Character limits make Twitter best for quick updates, discussions, and interacting with the media. Nonprofits that do a lot of advocacy or activism may also find Twitter a good platform for organizing and communicating about actions or running hashtag campaigns.

Instagram: Instagram is a highly visual platform, perfect for photos, videos, and impactful captions.

LinkedIn: Designed for professional networking, LinkedIn connects you with talent when hiring and can help reach out to corporate donors and learn more about your existing donors' careers and connections.

TikTok: A video-based platform popular with teens, users record and share 15-60 second video clips set to music. Users also participate in challenges and projects that benefit nonprofits by raising awareness and funds.



START WITH STRATEGY

You're much more likely to be successful with social media if you start with a strategy

One of the common mistakes nonprofits make with launching social media is jumping on a platform because they think they have to, then post things randomly. Then the social media doesn't really do anything for them, and they become discouraged or overwhelmed. You're much more likely to be successful with social media if you start with a strategy. It doesn't have to be incredibly complex.

A Clear Purpose and Goals

Why do you want to use social media in the first place?

What do you hope to accomplish?

Do you want to:

Once you know your purpose, you can begin to set goals. A "SMART" goal format can keep you on track. A **SMART** goal is:



Specific: Layout precisely what you're trying to accomplish.

Measurable: Instead of a vague target like, "be better at social media" try "post X times a week" or "increase our number of followers by X%."

Attainable: If you're a one-person marketing/fundraising department, you shouldn't have the same goals as someone with a staff of ten. Your time and budget will influence what you can get done, so set your goals accordingly.

Relevant: Is your goal in line with what your organization needs and your social media purpose? If your primary purpose is to educate your followers, your goal shouldn't be about fundraising numbers.

Timely: When will you know you've reached your goal? How long will you try a strategy before evaluating it? Your goal should have a calendar date on it.

A Target Audience

YOU MUST ANSWER SOME QUESTIONS

Who are you trying to reach? Look at your current followers and supporters, and consider their interests. What kind of content are they the most responsive to? Which platforms are they active on?

THE PERSONA

A persona is a character sketch of your ideal audience member that includes the demographics, interests, pain points, and involvement history. This fictitious person allows you to humanize and target your communications.







CREATING
PERSONAS WILL
HELP YOU
UNDERSTAND YOUR
USERS' NEEDS,
EXPERIENCES,
BEHAVIORS AND
GOALS.

Creating personas will help you to understand your users' needs, experiences, behaviors and goals.



- Name
- Gender
- Location
- Occupation
- Goals
- Challenge
- Lifestyle
- Active channels
- Content preferences
- Hashtags
- Influencers
- Hobbies

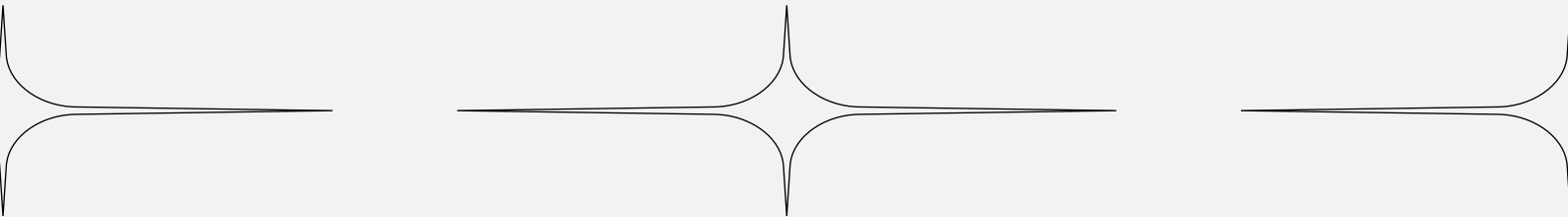
ELABORATE PERSONA

 <p>ETHAN SMITH Male, 25 years</p> <p>Location: Dallas, Texas Designation: Marketing Manager</p>	GOALS	SOCIAL MEDIA
	<ul style="list-style-type: none">• To start investing money• To start a side hustle• To have two to three streams of income	Active channels   
	CHALLENGES	Content preferences
	<ul style="list-style-type: none">• Not knowing where or how to start a side hustle.• Afraid that he will not be able to manage his expenses once he grows older or will not be able to clear student loans	<ul style="list-style-type: none">• YouTube videos• Instagram Stories• Instagram Reels
	BUYING TRIGGERS	Hashtags
	<ul style="list-style-type: none">• Reading success stories of side hustles• Watching how-to video interviews on social media• Testimonials from friends	<div>#football #fitness,</div> <div>#sidehustle #investing</div>
	LIFESTYLE	Influencers
	Lives alone in an apartment	<div>@sommerray @krisgethin,</div> <div>@cristiano @193countries</div>
		HOBBIES
		<ul style="list-style-type: none">• Horticulture• Reading• Watching TV shows and movies• Attending stand-up comedy events

A Schedule



How often do you want to post on each platform? There's no perfect number or frequency, and you'll need to experiment to see what is engaging to your audience and sustainable for your organization. In general, consistency and quality outweigh raw frequency—it's better to post high-quality content once a week than several random posts, followed by gaps of silence.



Social Media Identity

HOW DO YOU WANT TO PRESENT YOURSELF ON SOCIAL MEDIA?



- Roles and responsibilities (who will post what?)
- What kinds of content you share
- The voice and tone you aspire to
- Your policy on responding to comments
- How to handle conflicts on social media

Best Practices for Posting

What exactly should you post on social media? It will depend a lot on your mission and your audience. However, these five best practices will help you develop engaging content, no matter what kind of organization you are in.

MAKE IT VISUAL

Social media uses text, of course, but its real power lies in visual content.

Visual content includes graphics, videos, and photographs. It's the backbone of platforms like Instagram, but it's essential on other platforms, too. People are more likely to engage with, remember, and see content with some visual element.

Taking photos and video at events is a great source of visual content, but don't forget infographics, illustrations, and slides are all visual, too.

ASK QUESTIONS

Nonprofits using social media successfully don't just broadcast their news—they start a conversation. Ask your audience for their feedback, opinions, and ideas. Then, invite them to participate with your social media through questions, polls, and surveys. It's more engaging for supporters and helps you learn more about them.

Even a light-hearted conversation can point to your mission, like the Tree House Humane Society's questions for the long-haired cat lovers of the world.

PROVIDE VALUE

Why do supporters follow you? What do they "get" from interacting with you on social media? Pay attention to the kind of posts your audience interacts with, and give them more of those. Ask yourself, "What's the value to followers?" with every post.

As a general rule, 80% of your content should be inspiring, informative, or entertaining for your supporters, and 20% can be purely self-promotional.

This post from the World Wildlife Fund gives animal lovers the content they crave, reinforcing the reasons they follow WWF.

RESPOND TO YOUR AUDIENCE

Social media is interactive. When someone asks a question or makes a comment, they're hoping your organization will respond. So make an effort to respond promptly, even if it's just, "Thanks for your feedback!" or "That's so good to hear!"

BE AUTHENTIC

Social media allows you to showcase only your brightest moments. Like many Instagram influencers, some nonprofits keep their social media presence superficially flawless. It's tempting to do so, but if you never dig deeper, you'll miss out on authenticity.

Your nonprofit's social media is a chance to be authentic and give your followers a real inside look at your work, the people doing it, and the change you're making. While you should remain professional, don't be afraid to show who you are as an organization--talk about what's bringing you joy, driving you mad, and keeping you going. It's much more interesting and authentic than a perfect shiny image.



Types of Social Media Content

Here are different types of social media content you can use to help plan your post strategies and calendars:

- Animations
- Articles
- Behind-the-Scenes Content
- Blog Posts
- Participants Feedback
- Memes
- Quotes
- Tips and Tricks
- follower Content
- Company News
- Employees
- Events
- Country, city Content
- Frequently Asked Questions (FAQs)
- GIFs
- Giveaways
- News
- Infographics
- Live Videos
- Market Data



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