TAYLOR LANOIE CREATIVE CORPORATION

Inclusive Story Telling

& Things We Don't Do

THE FOUNDATION OF EVERYTHING

The Never Ending Algorithm Battle

And how to work with it

How to: Kill Your Own Content

ATTRIBUTES OF LOW QUALITY AD CONTENT

Withhold Information

to entice people to click. Clickbait is bad and puts your ad account at risk.

Sensationalized language

Using exaggerated language or commands

Engagement Bait

Asking people to like, comment, share. Get creative with your calls to action.

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WITHHOLDING INFORMATION

to entice people to click. Clickbait is bad and puts your ad account at risk.

SENSATIONALIZED LANGUAGE

Using exaggerated language or commands

ENGAGEMENT BAIT

Asking people to like, comment, share. Get creative with your calls to action.

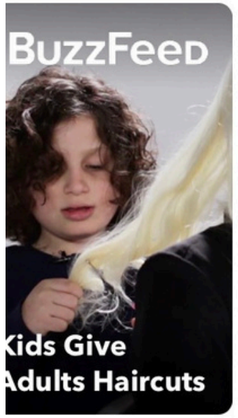
Which title would be acceptable on Facebook?

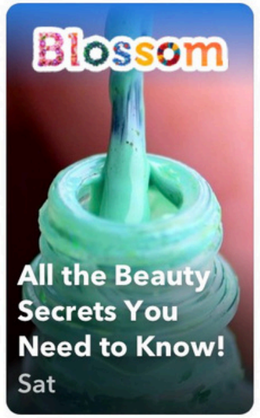
How to Achieve Results Using This One Weird Trick

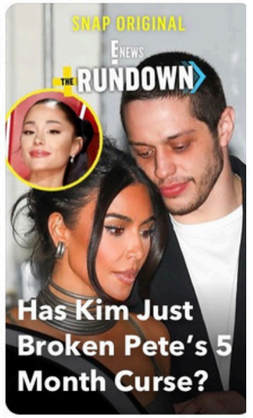
You'll Never Believe What Happened to Kim Kardashian

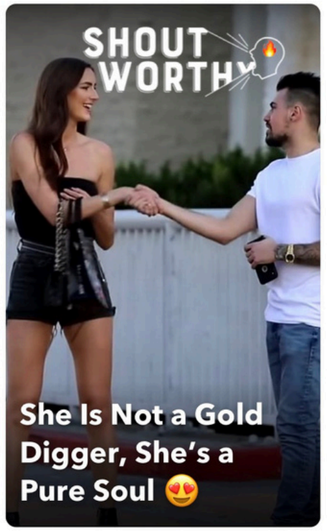
Seals Keep Getting This Stuck Up Their Noses...
And No Body Knows Why

Clickbait Rules Don't Apply to Snapchat









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Secrets you need to know about the algorithm

Work with the newsfeed, not against it

You can't hack it. Constantly changing
ex: Instagram & Facebooks new timeline

Better connecting you with people and things you care about

Algorithm has over 100,000 things that impact it.

Signals that matter (in this order)

Saves and shares (including in messenger),
Multiple replies to a comment
Engagement with a brands post shared by a friend
Reactions

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MORE ALGORITHM SECRETS

ANGRY REACTIONS

Are not considered negative feedback

MORE REPLIES

says, "This is something people really care about"

NEGATIVE FEEDBACK

hide the post, hide all posts, mark as spam, unlike page

1 NEGATIVE FEEDBACK

Cancels out 100 pieces of positive feedback.

INTEGRITY

Facebook monitors how closely a comment relates to the content

SHARING

The holy grail of positive feedback. But don't ask for it.

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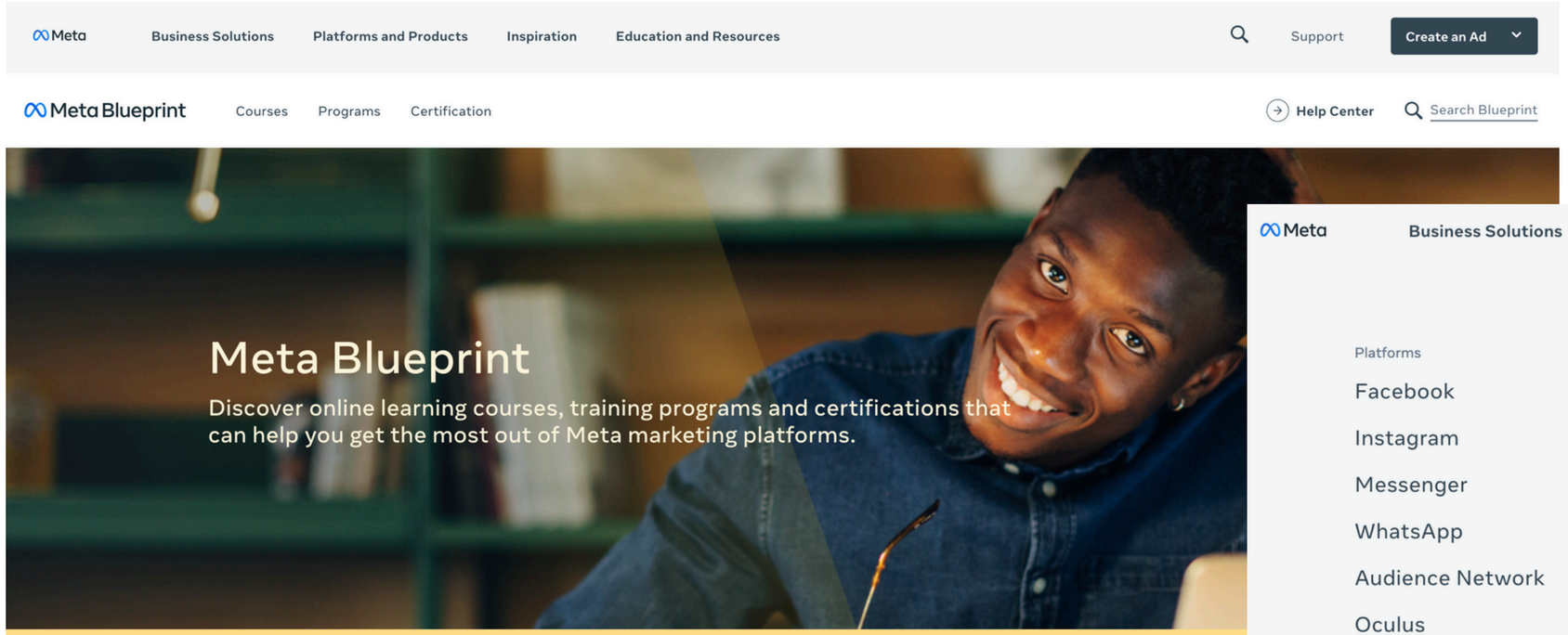
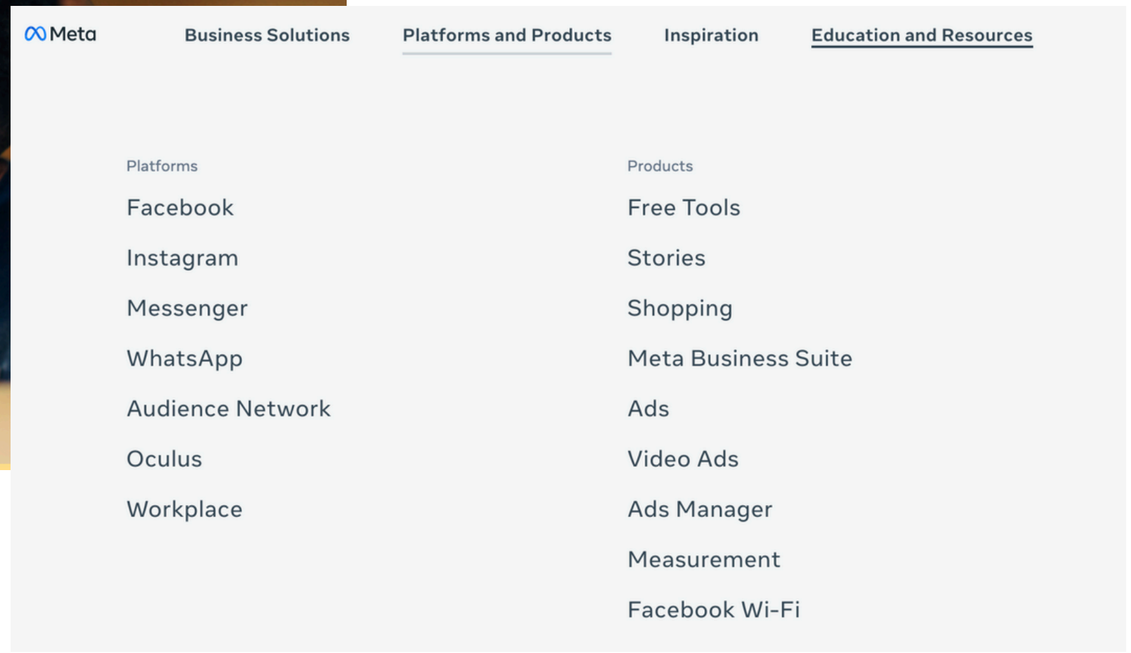
Learn directly from Meta

Free online resource to help you learn about the algorithm and how to market better

Meta Blueprint





The goal is to keep people on the platform!
(Including your paid Social Media Ads)

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taylor.lanoie, here's your Instagram Foundational Plan.

Based on what you told us, we recommend:

Stage 1 – Get your business discovered.

01 Get set up for success with a profile that attracts and welcomes visitors.

0/3 Complete

- Complete your profile — Start
- Add your contact information — Start
- Create your first post — Start

Stage 2 - Build a loyal community.

02 Next, focus on attracting the right people and find accounts you want to follow.

0/3 Complete

- Invite people to follow you — Start
- Follow similar businesses — Start
- Learn from your insights — Start

Stage 3 - Create meaningful connections.

03 Now that you have an audience, use photos and videos to keep them interested.

0/3 Complete

- Create 3 posts — Start
- Respond to followers — Start
- Share a story — Start

Stage 4 - Turn connections into customers.

04 Finally, inspire people to take actions that lead to business results.

0/3 Complete

- Inspire action — Start
- Reach more customers — Start
- Test and learn — Start

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100% OF THE BEST STORIES IN 2024 ARE

Inclusive

"You're welcome here"

Who are you talking to?

Marketing 101: If you're talking to everyone, you're talking to no one.

Diversity: making sure everyone feels represented (gender, race/ethnicity, age, sexual orientation, etc)

Inclusion: making sure everyone feels welcome

You can make everyone feel welcome in your content without talking to everyone.

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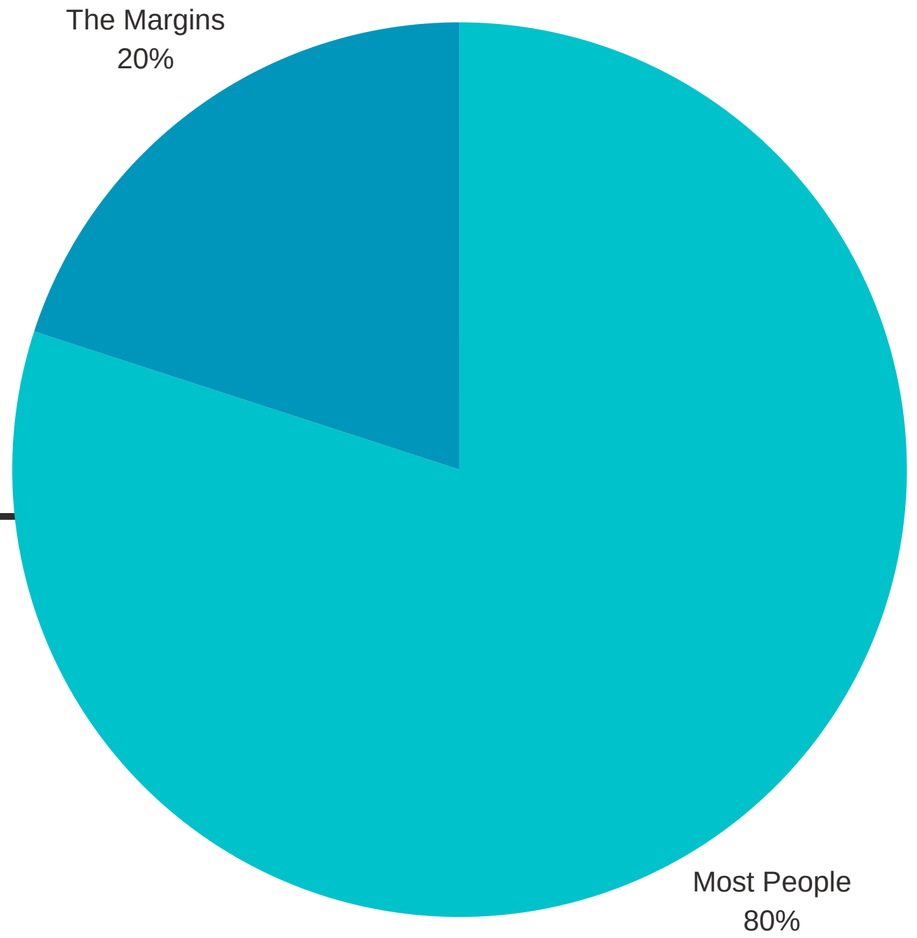
Who are you writing for?



THE MARGINS WANT TO FEEL SEEN

"When I'm sharing my perspective what portion of my audience is left out?"

Things you need to know about the margins

ACKNOWLEDGE THAT YOUR READERSHIP IS MADE UP OF ALL KINDS OF PEOPLE

Be Open

Consider people who are not like you in your writing.

Be Aware

Be mindful of the language that you use.

Be Courteous

There's no shame in asking how they want to be represented.
Ex: Do you know their preferred pronouns?

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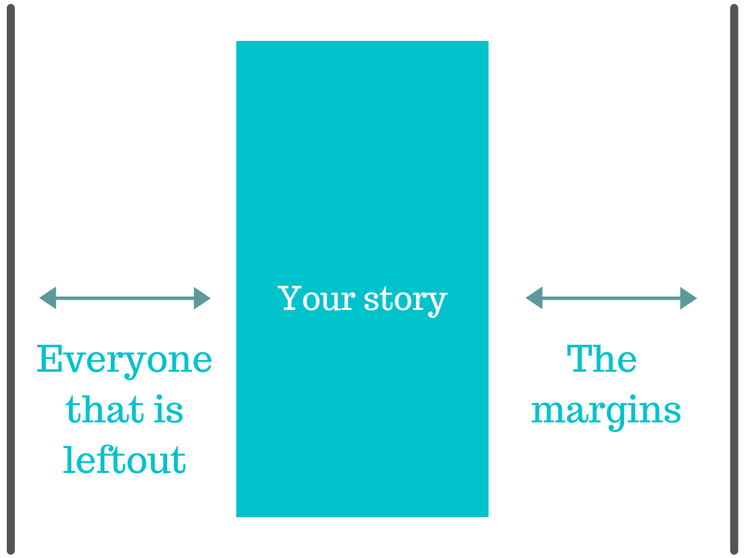
It's about the margins

"How husbands can support their pregnant wives"

What is wrong with this line?
How could we make it more inclusive?



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MY BELIEF

Inclusive story telling begins with an inclusive reality.

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How to be inauthentic

IN YOUR INCLUSIVITY

Your brand is actually exclusive

You target one kind of person, your brand is made up of a similar type of person, etc.

You don't walk to walk and talk the talk

It's not enough to go on social media and say happy _____ day.

You're writing from preconceived notions

Talk to the people you're trying to represent. Personal experiences.

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Inclusive design

IS JUST GOOD MARKETING IN 2024

Inclusive design

Closed captions in video content

15% of the world has some form of disability. 71% just leave when content is non-inclusive.

Limit emoji use.

Screen readers will read "Pile of poo" in your caption

Avoid special characters.

Example in next slide

Use an adequate font size.

Ensure text legible or stop putting text in images...

Put hashtags and mentions at the end.

Punctuation marks are read by the screen reader

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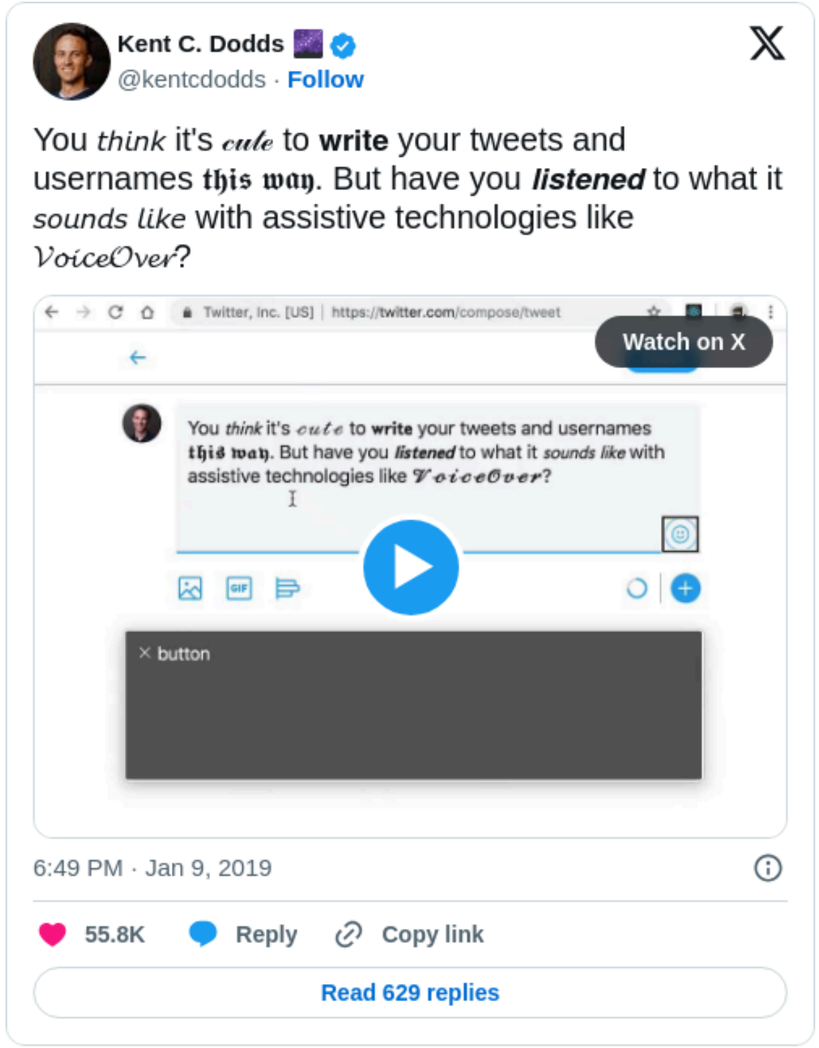
Inclusive design

Avoid special characters.

It looks "cool" but makes your content inaccessible to any who uses a screen reader.



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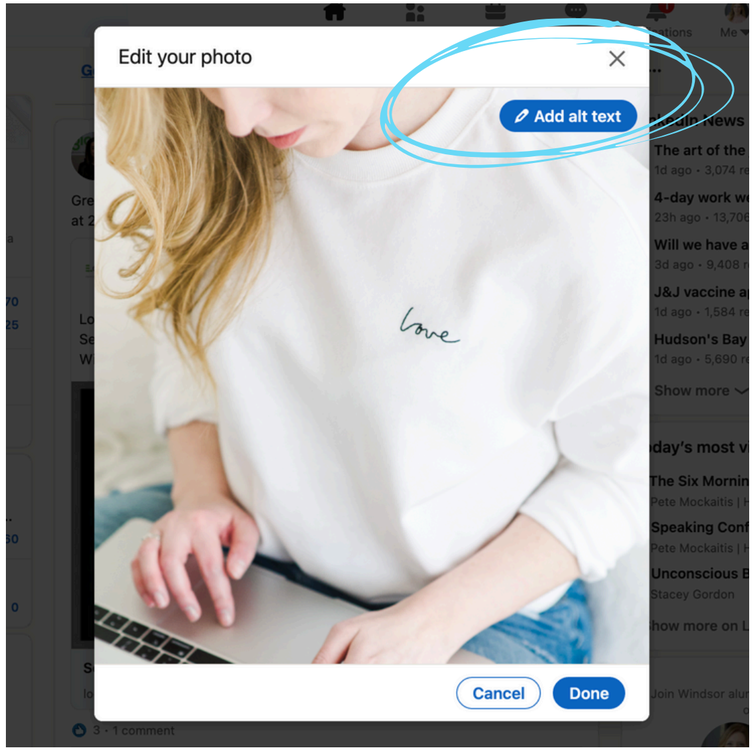

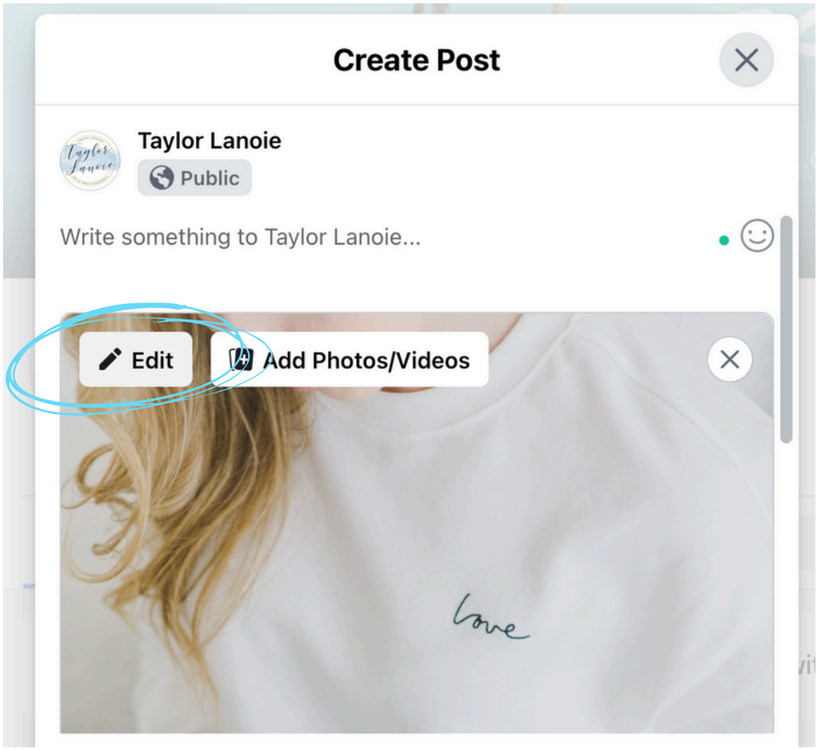

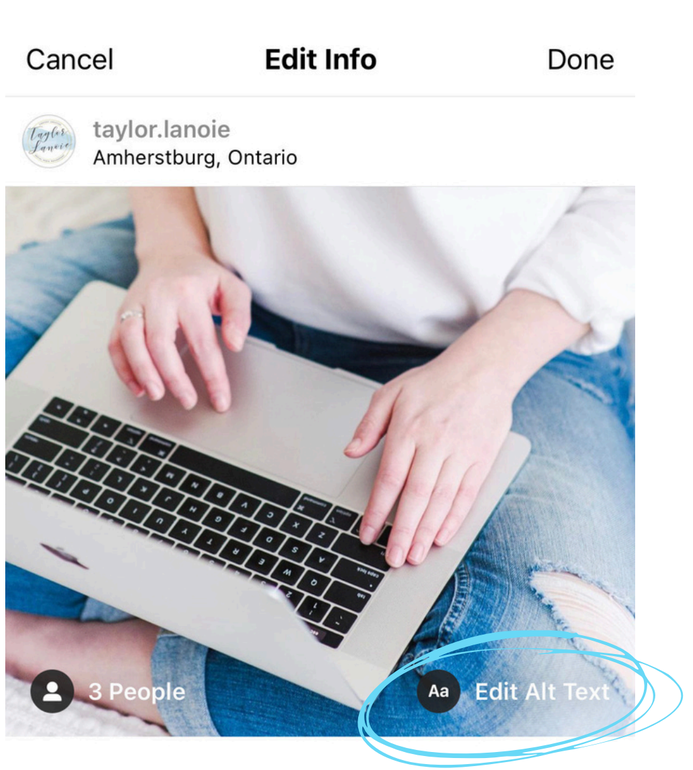

Visually Inclusive

ALT TEXT HELPS PEOPLE IN THE MARGINS

Improves web accessibility
Displayed in the place of an image that can't load
Great for search engines

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Tips for better Alt Text

Don't say "picture of" or "image of"

Go right into the description of the image.

Fewer than 125 characters

Screen reading tools will stop reading text after this point.

Be descriptive

Describe not only the subject but also the context of the image.

Use keywords sparingly

Keywords help search engines, alt text helps people.

ALT TEXT 1

A dog in the grass

ALT TEXT 2

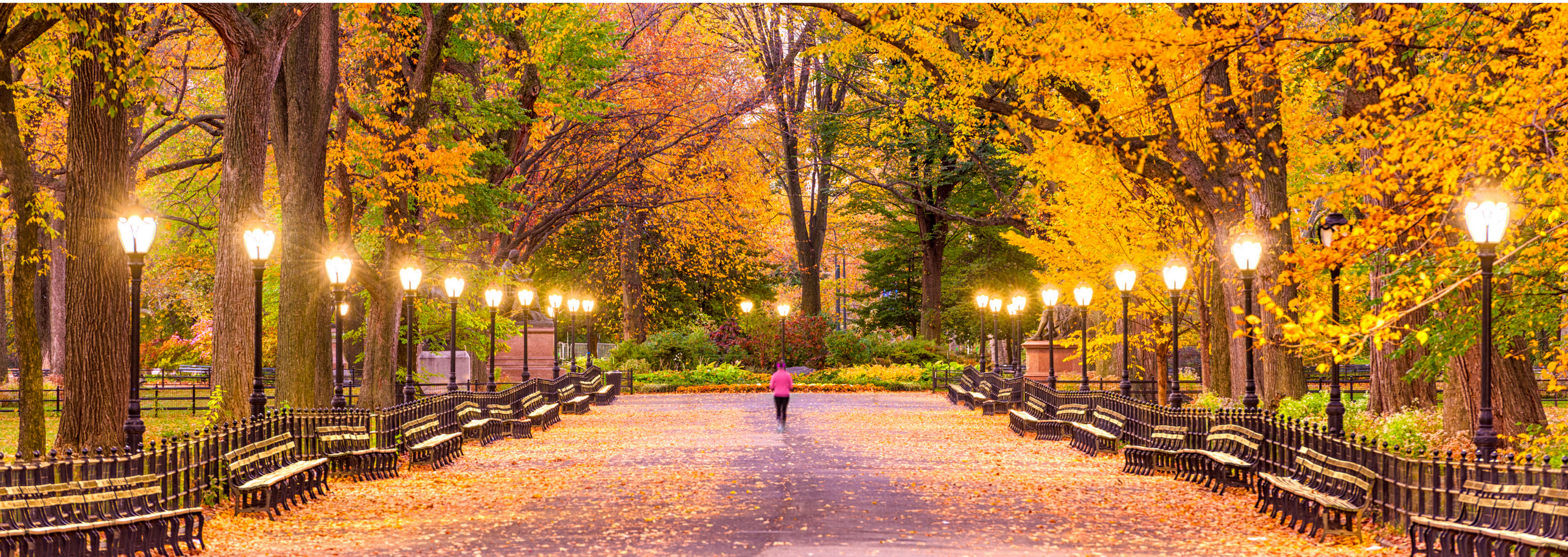
A golden Labrador laying in the park on a sunny day.

ALT TEXT 1

Picture of college student running through Central Park at dusk in the fall.

ALT TEXT 2

College student running through Central Park at dusk in the fall.



ALT TEXT 1

Stack of pancakes on a plate, placed on a white wooden table. Drizzled with syrup and topped with a variety of freshly picked blueberries and raspberries.

ALT TEXT 2

Stack of pancakes with syrup, topped with blueberries and one raspberry.

YOU SHOULD KNOW

Not all hashtags are created equal

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#Amazonshitcarshow

What do you see?

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#AmazonsHitCarShow

What do you see?

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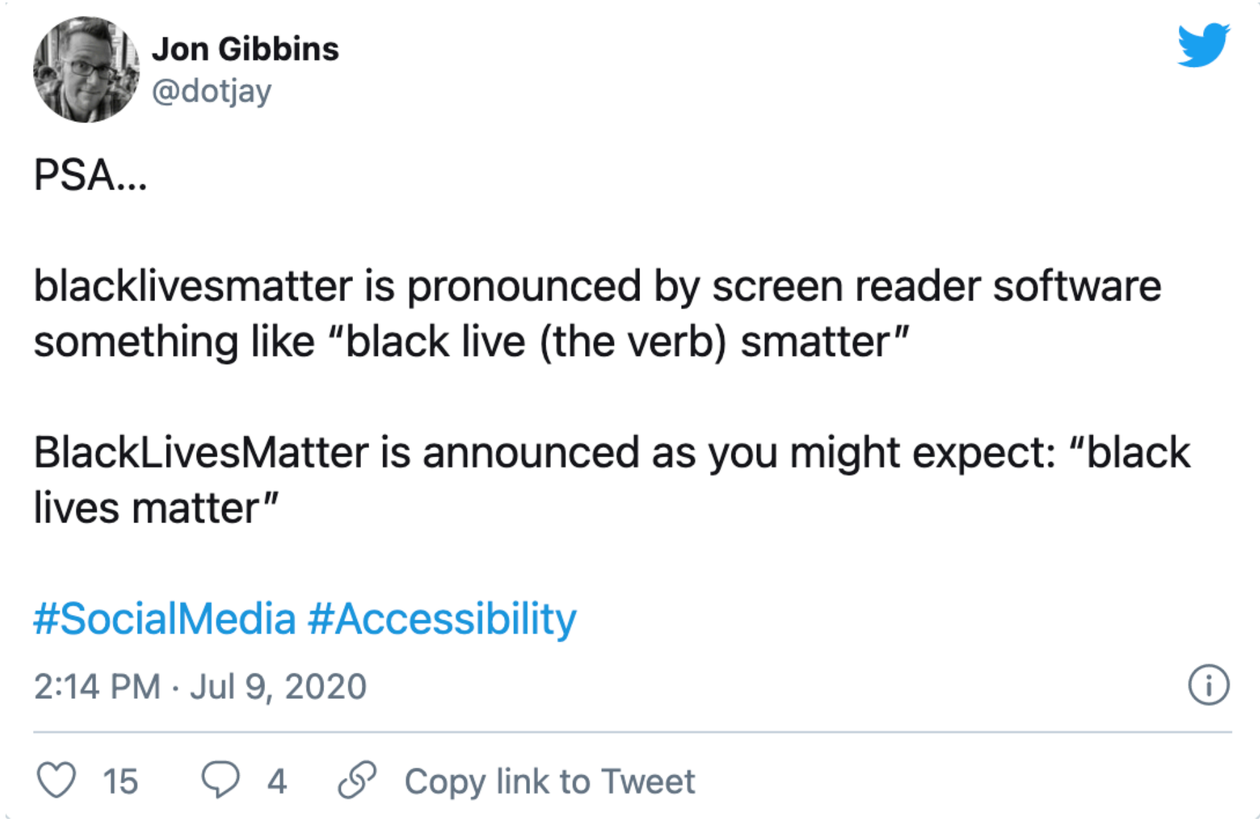
USE CAMEL CASE FOR MULTI-WORD HASHTAGS

Capitalize the first letter of each word to make hashtags more legible and prevent screen reader errors.



Do it for the 1 in 7

Capitalize

the first letter of each word in hashtags.

Alt Text

Make your content more inclusive and accessible

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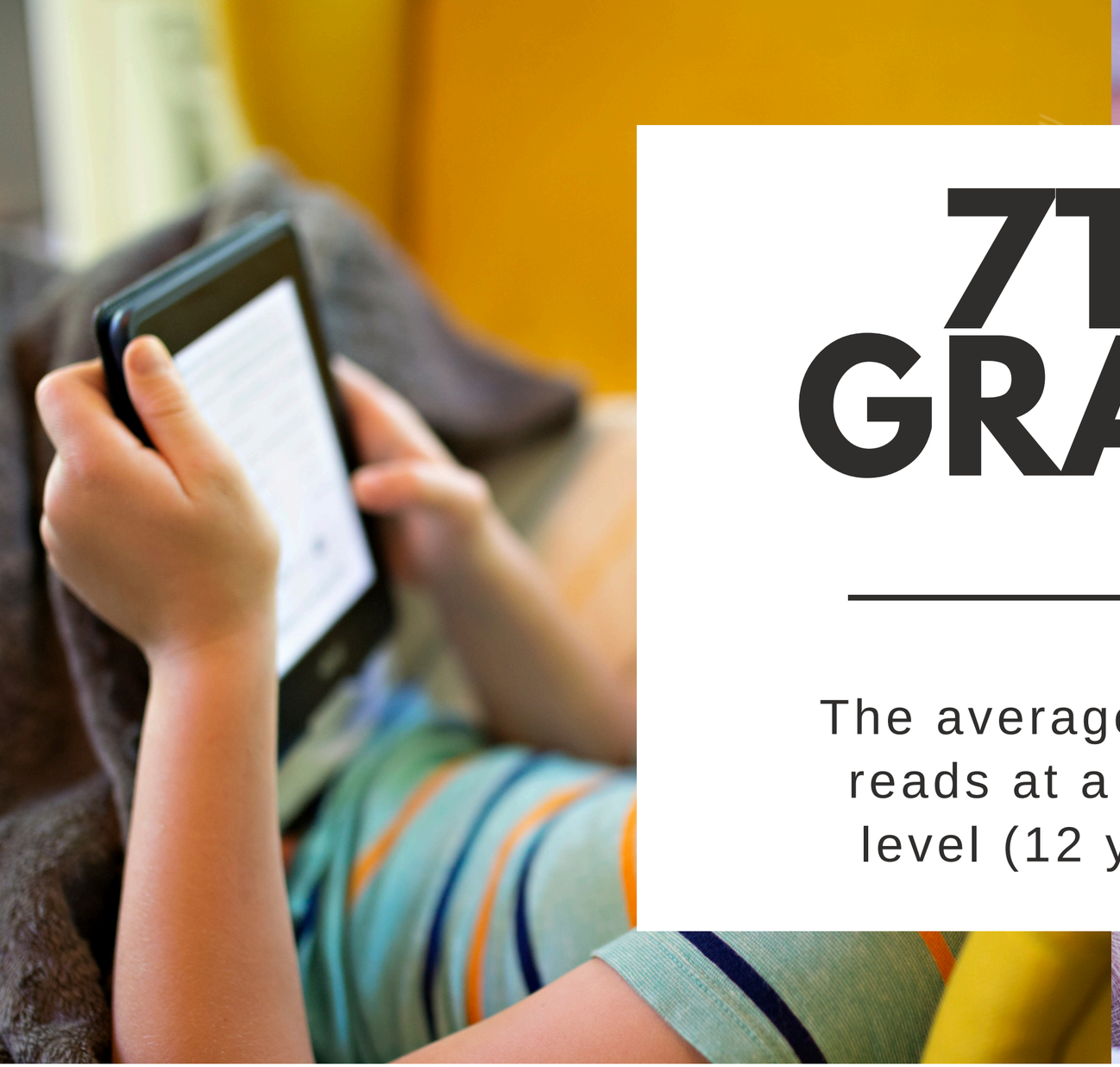

7TH GRADE

The average American reads at a 7th grade level (12 years old)

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Will my content be understood?

TOOLS

PaperOwls: Thesis Generator

Grammarly

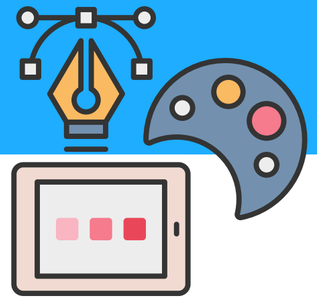
Hemingway

Readable

Resources to help you make better content

Headlines

Help to write eye-catching headlines for your blogs



Canva Pro

easy manage your brand and create your own graphics without fear of copyrights

Preview App (iOS)

Organize your Insgram fee

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Resources to help you make better content

YouTube Studio

Royalty-Free music for YouTube. Caution Read the attribution rights.

Facebook Sound Collection

Music and sounds you can use on Facebook legally.

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Resources to help you make better content

Answer the public

Help to find content and blog ideas

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Free for commercial use

No attribution required

Do you need to give credit? Look for this disclaimer with the text.
(highlighted in yellow)

Pexels

Pixabay

UnSplash

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Thank you

ANY QUESTIONS?

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