

Making Social Media Easier in 55 Minutes

› the summary

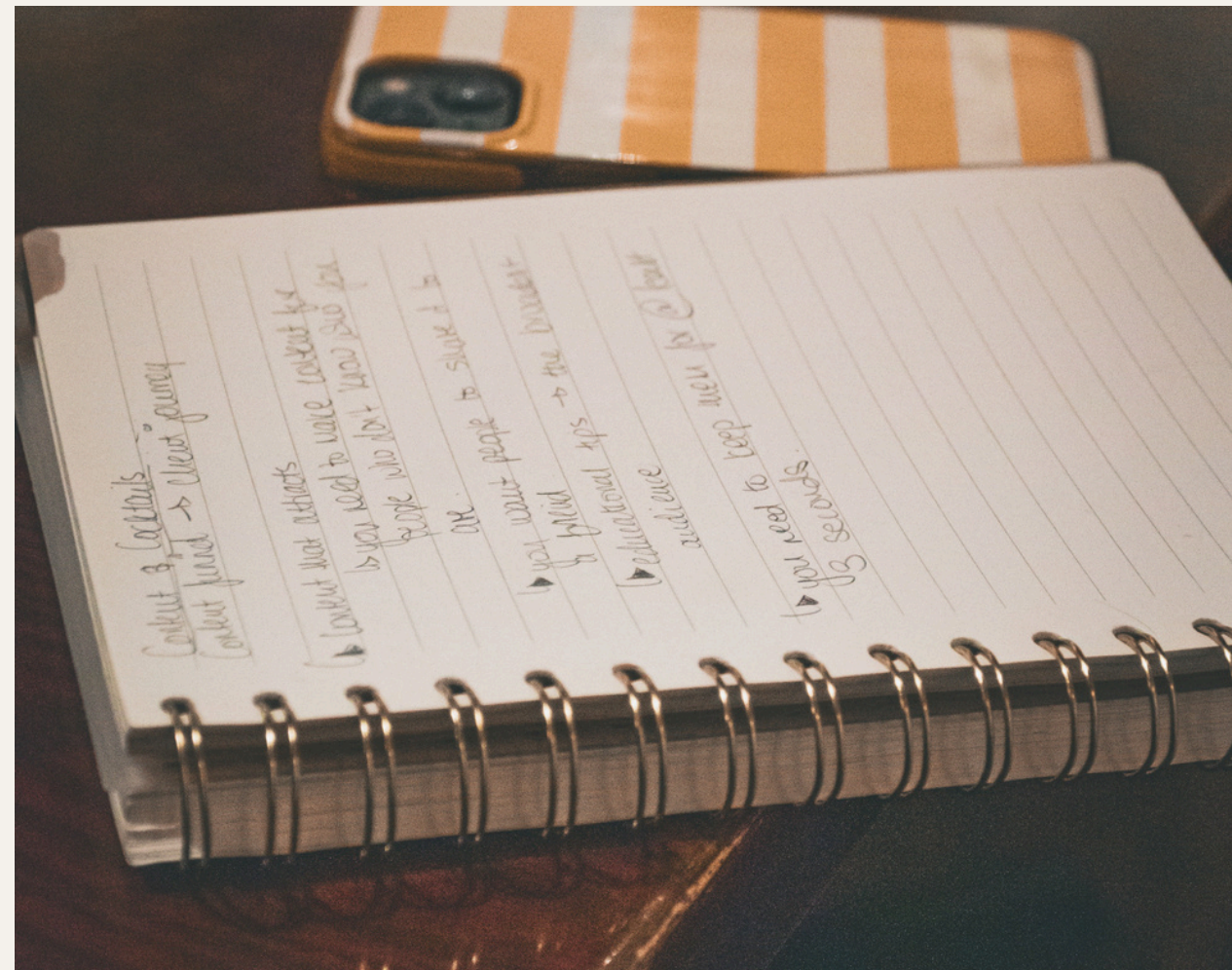
PETIT BILL'S BISTRO
WELLINGTON WEST, OTTAWA
06.16.26



the reel shot.



**CONTENT
& COCKTAILS**



SUMMARY OF “MAKING SOCIAL MEDIA EASIER IN 55 MINUTES”

2 guided discussions followed by open networking.

› 3 TYPES OF CONTENT EVERY BUSINESS NEEDS

- Content That Attracts
- Content That Connects
- Content That Converts

› EDITING IMAGES WITH YOUR SMARTPHONE

- Identify Your Photo Editing Style
- Editing An Image With Lightroom Mobile (free version)
- Save Time With Presets
- The Art of The Crop





3 TYPES OF CONTENT EVERY BUSINESS NEEDS

3 Types of Content Every Business Needs

#1 – CONTENT THAT ATTRACTS

This content is designed to reach new audiences and raise awareness.

Ask and audit your socials: *What would someone search for before they know I exist?*

What works:

- **Entertaining content** – *making trends your own/using trending audio and sounds.*
- **Strong hooks** – *visual or written.*
- **Content that is saveable and shareable** – *educational tips, quick how-tos/did you know?*
- **Reels** – *short-form video content is great for reach and favoured by the IG/FB algorithms.*
- **Carousel/Video Carousels** also have great reach potential.

Examples

- **SEO/Consulting**
 - The biggest SEO mistake small businesses make.
 - The real reason why your website isn't showing up on Google.
 - Stop doing these three things if you want to X.
- **Butcher Shop**
 - The most underrated cut of steak nobody orders.
 - Why your steak never tastes as good as a restaurant's.

3 Types of Content Every Business Needs

#2 – CONTENT THAT CONNECTS

This content helps build trust. This is where people decide:

Do I like this business?

Do I trust this business?

Do I relate to these people?

Ask and audit: *If someone landed on my profile today, would they get a sense of who we are? (within the first 6-9 posts)*

What works:

- Behind the scenes/Day-in-the-life content
- Founder stories
- Connection content
- Your personal thoughts and opinions/Lessons learned in business

Examples

- **SEO/Consulting**
 - What I wish more business owners knew about X.
 - The question I get asked every single day.
 - The biggest lesson a client ever taught me.
- **Butcher shop**
 - A series showing where their products are sourced from – on location at local farms, etc.
 - A staff member's favourites series – cuts, recipes, products.

3 Types of Content Every Business Needs

#3 – CONTENT THAT CONVERTS

This content turns attention and trust into action.

Ask and audit: *What questions stop people from buying?* **Create content that answers those questions.**

What works:

- Testimonials/Client experiences
- Before and afters/Pain points and transformation
- Service explanations/Product highlights/FAQs
- Objection handling

Examples

- **Butcher shop**
 - Not sure what to order for Father's Day bbq? Start here.
 - Here's why customers drive across Ottawa to shop with us.
 - Our most popular bundle this month.
- **SEO/Consulting**
 - Here's what is included when you work with us.
 - Here is how a client doubled their website traffic in six months.
 - What happens in our first meeting/session.

3 Types of Content Every Business Needs

> in conclusion

#1 – CONTENT THAT ATTRACTS

#2 – CONTENT THAT CONNECTS

#3 – CONTENT THAT CONVERTS

Simple content formula

If you create 10 pieces of content:

- 5 should attract
- 3 should connect
- 2 should convert

The goal is to create the right mix of content that moves people from stranger → follower → customer.

EDITING IMAGES WITH YOUR PHONE



Editing Images With Your Smartphone

#1 – BEFORE YOU START EDITING, IDENTIFY YOUR PHOTO EDITING STYLE

The style of your content not only tells the story of your brand, it helps build awareness.

Ask and audit your content: *Do you have a consistent style that identifies with your brand?*

Why it's important:

- **Brand recognition** – *a consistent, cohesive style throughout your content helps build familiarity, creating a brand that becomes easily identifiable over time.*
- **Brand representation** – *your visual style supports your entire brand (including websites and newsletters). Is it telling the right story?*
- **Building brand trust** – *a disjointed, incohesive collection of visuals shows a lack of attention to detail and confuses your potential customer.*

Examples

- **Light & Airy**
 - Wedding Industry, Health and Wellness, Skin Care
- **Bright & Bold**
 - Children's Retail, Food Products, Entertainment, Fashion
- **Dark & Moody**
 - Fine Dining, Luxury Retail, Creative Services, Premium Crafts

Editing Images With Your Smartphone

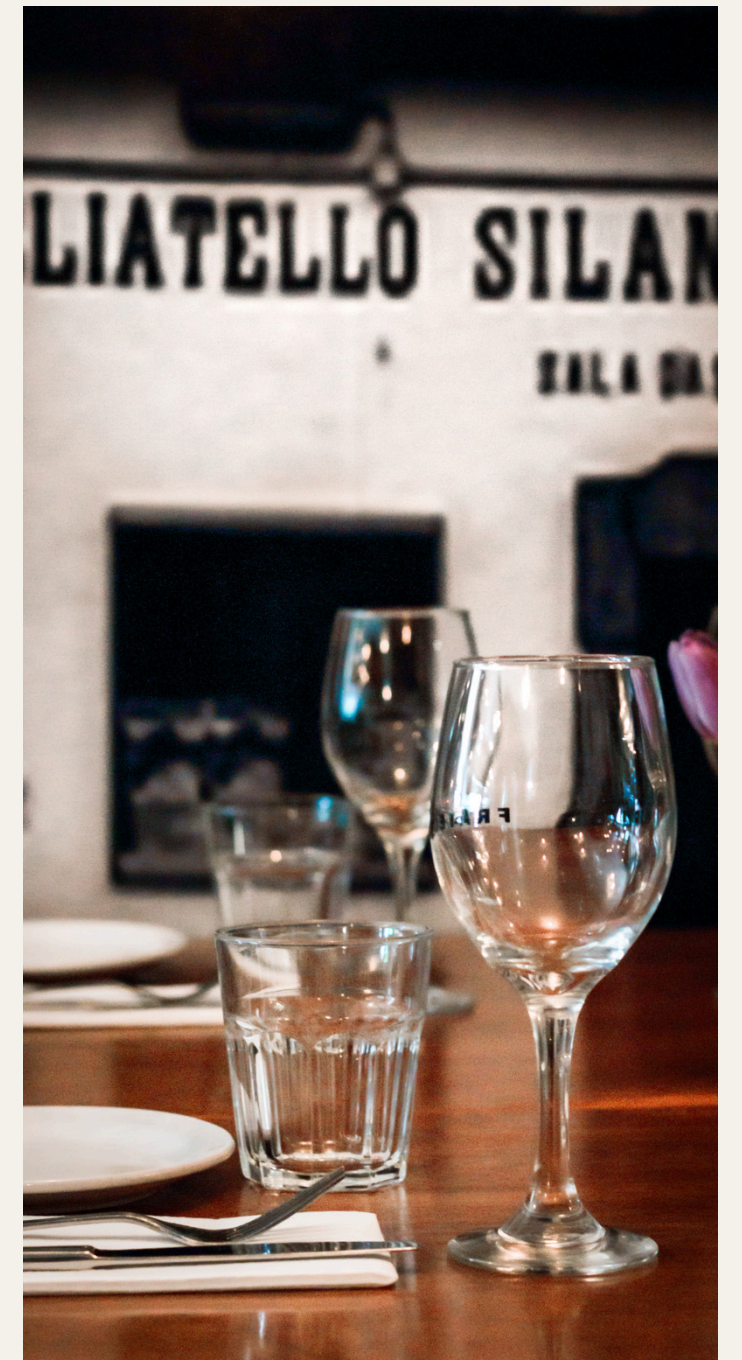
#2 – IMPROVE YOUR IMAGES WITH ADOBE LIGHTROOM MOBILE

Harness the power of Lightroom Mobile (free version) to greatly improve your images.

A guide to saving a badly lit image.

Editing Steps: *Please view supporting visual guide provided.*

TURN THIS › INTO THIS



Editing Images With Your Smartphone

#3 – USING PRESETS

Save time and build brand consistency by creating your own presets using Lightroom Mobile (free version).

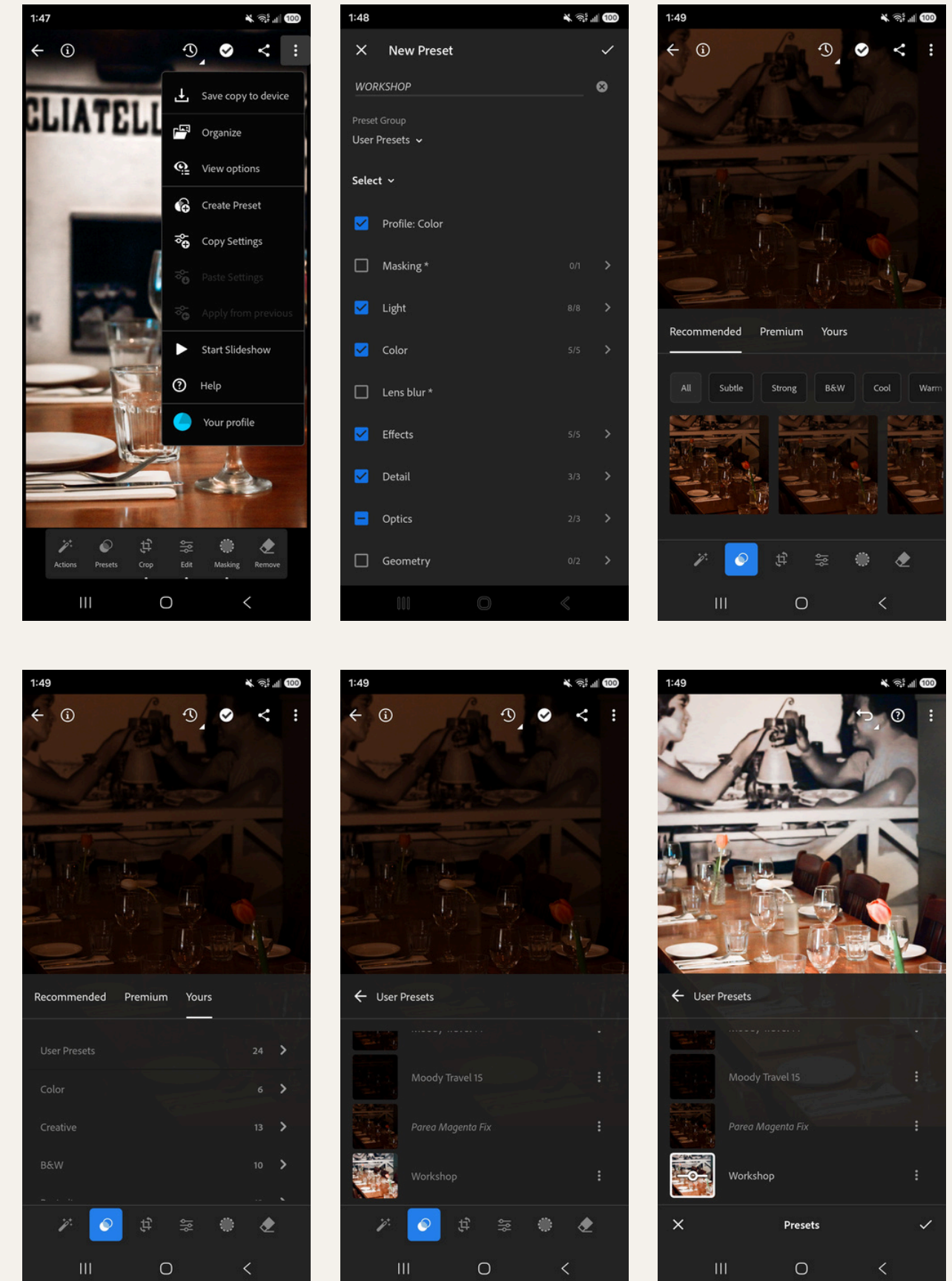
It's EASY!

What is a preset?

A preset is a set of predetermined edits that can be applied in one click. Here's how you make your own...

- › Identify images with similar lighting.
- › Select one image to edit.
- › Once editing is completed, save, then create and save preset.
- › Choose similar image, apply your custom preset.

**see screenshots for sequence and tools applied*



Editing Images With Your Smartphone

#4 – THE ART OF THE CROP

Create stronger content, create more content.

- **Image #1** – Original image. The edge of the left menu board draws the eye away from and competes with the main subject (menu board).
- **Image #2** – With the edge of the left menu board removed, the eye moves freely then rests on the main subject (menu board).
- **Image #3** – A different perspective, a different story; high end equipment, warm ceramic mugs, and freshly ground coffee beans.
- **Image #4** – Another perspective, a different focus; product choices, size options, and garnishes.

Ask and audit your images: Can I improve the impact of my images by narrowing the scene?



Editing Images With Your Smartphone

> in conclusion

- #1 – Identify and edit in your brand style to build brand familiarity.
- #2 – Free editing tools can greatly improve poorly lit images.
- #3 – Using presets can save time and provide a consistent look and feel.
- #4 – Cropping images can provide multiple, more impactful visuals.

Consistent photo editing defines your brand, builds familiarity, and establishes trust.





THANK YOU...

for being the very first attendees of CONTENT & COCKTAILS!
We learned a lot. We hope you did too!

Did you enjoy our event?
There's MORE on the way!

Sign up for our newsletter at thereelshot.ca and
stay tuned for our next event on July 14th.

Looking for social media management
services?

You can find Kat at Well & Social if you're looking for more
information on social media management packages.

Looking for photography and content
creation services?

You can find Eileen at thereelshot.ca for more
information on upcoming workshops, private lessons, and
photography/content creation packages.



the reel shot.



SPECIAL THANKS TO PETIT BILL'S BISTRO

A French Bistro With a Newfoundland Accent

~ in the HEART of Wellington West



**See you at our
next event on
Tuesday, July
14th!**