

BIRMINGHAM  
BLOOMFIELD CHAMBER  
**SOCIAL MEDIA  
TRAINING**



**MARX  
LAYNE**

MARKETING, PUBLIC RELATIONS & DIGITAL MEDIA

# AGENDA

- Introductions
- *Media Relations*
- *Social Media*
  - *Why Social Media Matters*
  - Current Use
  - Content Creation
  - Manage Dialogue
  - Tools
- Conclusion
- Q&A

# INTRODUCTIONS



**LANA  
MINI**



MARKETING, PUBLIC RELATIONS & DIGITAL MEDIA



**JOSH  
JACKMAN**

# DIGITAL MEDIA CLIENTS



**CANTORO**



**PENTASTAR**



**FLATROCK**



**CONCERT OF  
COLORS**



**ART & APPLES**



**ST. MARY'S  
FESTIVAL**



**GHD**



**BAYVIEW  
YACHT CLUB**



**MICHIGAN  
RESTAURANT &  
LODGING ASSOC.**



**MCKEEN &  
ASSOCIATES**



**CENTRAL CITY  
INTEGRATED  
HEALTH**



**FORCE  
DETROIT**



# PLATFORMS



FACEBOOK



INSTAGRAM



TWITTER



LINKEDIN



PINTEREST



REDDIT



SNAPCHAT



YOUTUBE



TIKTOK

# **MEDIA RELATIONS**

# THE MEDIA & YOU

- Goals
- Media relations tools
- What's your story?
- Identify target media
- Crisis communications
- Interviewing advice
- Your turn

# WHY MEDIA COVERAGE MATTERS

- It's free
- Credibility
- Connecting through traditional and social media
- Worth 3-5 times more than an ad

# GOALS

- Recognition
- Positive exposure for your organization
- Growing influencer credibility
- Community connection and impact

# JOURNALISM 101

- Who, what, when, where and why are the building blocks of any story
- Another "W" – the "**Wow**" – is what makes it newsworthy and compelling. To make news, craft messages starting with the "Wow"

# DELIVERING MESSAGES

- Clear and understandable
- Devoid of industry or organization jargon
- Well-articulated thoughts in your own style of communication/language
- Repeated
- Supported by:
  - Data
  - Anecdotes and examples
  - Third-party endorsements
  - Analogies



# PRACTICE!

- Read out loud each of your key messages and talking points.
- Re-work any that are not easily understood or easily spoken.
- Remember, even a newspaper story starts as a verbal exchange.

# WHAT'S YOUR STORY?

- Is your story newsworthy?
- Target the right reporter or editor
- Timing is everything. Don't pitch the reporter during coverage of a big story or late in the afternoon
- Effective communications – calling or sending email?

# IDENTIFY KEY MEDIA

- Newspapers, TV, Radio
- Bloggers, Podcasters
- List top reporters who cover your community
- Community newspapers, radio & cable shows

# GET THE MEDIA INTERESTED

- What is your objective?
- Prepare key messages or talking points
- Be unique
- Share an example of the story's impact
- Center on community benefits

# **WHAT IS SOCIAL MEDIA?**

**"Man is by nature  
a social animal"**

**ARISTOTLE**







me·di·a<sup>1</sup>

/ˈmēdēə/

See definitions in:

All

Journalism

Biology

Art

Computing

Occult

*noun*

1. the main means of mass communication (broadcasting, publishing, and the internet) regarded collectively.  
"their demands were publicized by the media"
2. plural form of [medium](#).

# Connective Tissue

# **WHY DOES SOCIAL MEDIA MATTER?**

**"Our connections affect every aspect  
of our daily lives... exerting both  
subtle and dramatic influence over our  
choices, actions, thoughts, feelings,  
even our desires."**

**CHRISTAKIS & FOWLER**



**"I get by with a little  
help from my  
friends."**

**JOHN LENNON & PAUL MCCARTNEY**



# WHY?

- Educate current customers
- Engage with current customers
- Attract potential customers
- Attract potential business
- News reporting
- Promotion

# **HARNESSING SOCIAL MEDIA EFFECTIVELY**





Ocoee Founders' Day Festival



Like This Page · November 1 · 🌐

Set-up day here at Bill Breeze Park! Who's excited?!



👍👎👏 147

21 Comments · 13 Shares



Like



Comment



Share



Most Relevant ▾



cityofpapillion • [Follow](#)  
Papillion, Nebraska

cityofpapillion Take a tour of the new Papillion Landing Field House! Now accepting drop-ins weekdays 8am-5pm, \$5 per person. Also hosting FREE walking time weekdays 9am-2pm (FYI, closed Thursday and Friday for Thanksgiving.) #PapillionLanding #Papillion #Nebraska #explorepapillion #gosarpy #communitycenter #fieldhouse



15 likes

NOVEMBER 21

Add a comment...





Search



cityofnacogdoches • Follow

cityofnacogdoches Thank you to Cary Walker and the Public Works Staff for all your hard work to make the City of Nac a better place to live. The Public Works Department strives daily to meet all our citizen's needs! #MeetOurEmployeeMonday



They are amazing! I still can't believe only 12 people do all that work!



42 likes

NOVEMBER 5

Add a comment...





City of Madison,  
Alabama City Hall  
@CityofMadisonAL

Home  
About  
Photos

Like Follow Share ...


Send Message

**3.4**

3.4 out of 5 ⓘ  
Based on the opinion of 54 people

Do you recommend City of Madison,  
Alabama City Hall?

Yes No



recommends City of Madison, Alabama City Hall. ...

September 24 · 🌐

Madison AL is a City that stands for all its people to have opportunities to enjoy life, work, go to school and have fun in our parks with our friends!

Like Comment Share

Write a comment...

reviewed City of Madison, Alabama City Hall — 5 ⭐ ...

May 31 · 🌐

Great city to live and raise kids. Very excited about the baseball stadium coming to Town Madison and all the other large development projects coming.

Like Comment Share

**NOW  
HIRING**



cityofkalispell • Follow

cityofkalispell The City is seeking a Municipal Court Clerk. Information available at [www.kalispell.com](http://www.kalispell.com), under the Employment tab. #Employmentopportunity #courtclerk #jobsearch



City of Jacksboro

3 hrs · 🌐



ATTENTION!



👍🙄 18

8 Comments 73 Shares

# **HARNESSING SOCIAL MEDIA POORLY**



**Detroit Fire Incidents Page**



11 hrs · 🌐

Crews take a moment to get a selfie on New Years!

👍👎🗨️ 290

32 Comments · 85 Shares



Like



Comment



Share



Most Relevant ▾



Happy New Year's DFD, you guys are the best there is 🤔

Like · Reply · 11h · Edited



2 Replies



Awesome happy new years men!!!!

Like · Reply · 11h



Happy New Years brothers!

Like · Reply · 9h



Happy New Year DFD

Like · Reply · 11h



Too Fan



Write a comment...







**US Dept of Education** ✓

@usedgov



**Follow**

Education must not simply teach work - it must teach life. —  
W.E.B. DeBois

3:45 PM - Feb 12, 2017









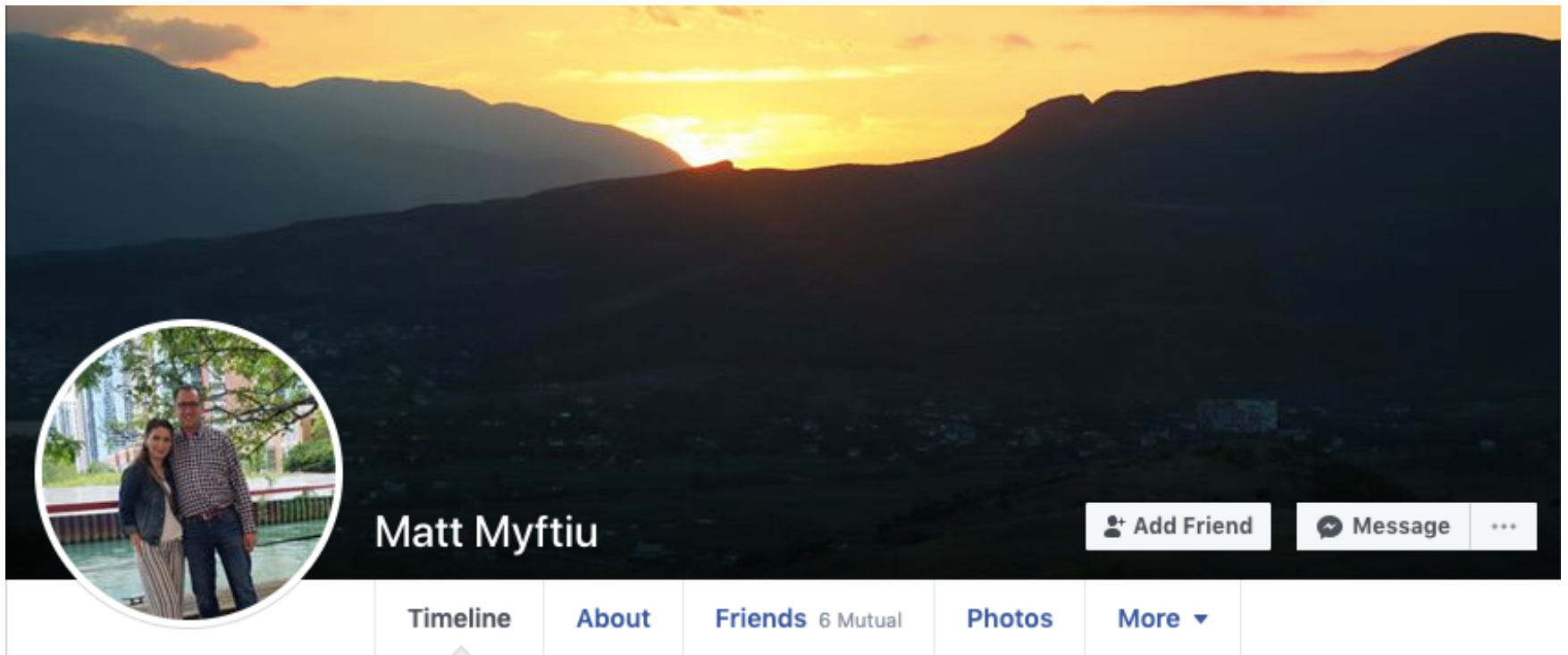
# **THE CONTEXT MATTERS**

# FACEBOOK


- Social networking platform where users post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch video
- Of everyone on the internet, 83% of women and 75% of men use Facebook (Over **2.936 billion** active monthly users)
- 80% of U.S. adults use Facebook every day

# THE BASICS




# USERS



A screenshot of a Facebook profile page for a user named Matt Myftiu. The background is a scenic landscape photo of a sunset over mountains. On the left, there is a circular profile picture of a man and a woman standing outdoors. To the right of the profile picture, the name "Matt Myftiu" is displayed. Further right are two buttons: "Add Friend" with a person icon and "Message" with a speech bubble icon, followed by a three-dot menu icon. Below these elements is a horizontal navigation bar with five tabs: "Timeline" (with an upward-pointing triangle icon), "About", "Friends" (with "6 Mutual" next to it), "Photos", and "More" (with a downward-pointing triangle icon).



**Matt Myftiu**

[Timeline](#) [About](#) [Friends](#) 6 Mutual [Photos](#) [More ▾](#)

# PAGES

Page

Ad Center

Events

Notifications 40

Insights

Publishing Tools

More ▾

Settings 4

Help ▾



City of Madison  
Heights

@cityofmadisonheights

Home

About

Photos



👍 Liked ▾

📡 Following ▾

➦ Share

...

Contact Us



# GROUPS

Friends of Madison Heights, Michigan

Public group

About

Discussion

Members

Events

Videos

Photos

Files

Recommendations

Watch Party



+ Join Group

... More

Join this group to post and comment.

# EVENTS

17 Events

Events

Calendar

Birthdays

Discover

Hosting

+ Create Event

Manage Page Events

Kevin's Song

Michigan Restaurant &...


ProStart Michigan

See More

Upcoming Events

You don't have any events coming up. + Create Event

Events You May Like




JUL 9

**18th Annual Michigan Lavender F...**  
Thu, Jul 9 · The Original Michigan La...  
15,869 people interested

★ Interested

7 friends intere...




FEB 29

**Nothing Good Happen**  
Sat, Feb 29 · Grand On  
706 people interested

★ Interested


1

Popular With Friends



Southfield Celebrates Black H

**The Spirit of Harriet**  
Written and Performed by Leslie McCa...  
Monday, February 6:30 pm



Find Events

Today

Tomorrow

This Week

Choose Date

Causes

Music

Party


Art








Networking


Food

More

# NEWS FEED

 Search

 Marx Layne Home Create    51   

 Marx Layne


News Feed


Messenger


Watch


Marketplace


Shortcuts

 Luca Mariano Distil...

 Concert of Colors 20+


 Cantoro Italian Mar... 2


 Cantoro Trattoria 5


 Marx Layne & Com... 17


See More...


Explore

 Pages 20+

 Groups

 Events

 Fundraisers 1

 Town Hall 6



See More...

Add to Story




Cantoro Trattoria



Market & Trattoria


Ashley Ambati


 Lana Mini is with Shar Mini. Yesterday at 9:31 AM · 

Let's do this!






  Ashley Ambati, Elaine Riley Pawlowski and 38 others 4 Comments

 Like

 Comment

Recent Posts

 "PARKING IS FREE in Downtow... February 17 at 11:43 AM



  2

Boost Post

Create Promotion

Sponsored

Create Ad



OGIO  
ogio.com

Launching a blog?  
WordPress.com

Plans to fit your website.  
WordPress.com  
No matter what you're planning, we've got the perfect plan for your website. Find it here.

# NEWS FEED



Al Johnson

17 hrs · 🌐



Introducing Al 4 !





# POSTS

Page

Ad Center

Inbox

Events

Notifications **1**

Insights

More ▾



Cantoro Italian  
Market & Trattoria  
@CantoroItalianMarket

Home

Offers

Reviews

Photos

Posts

Videos

Events



👍 Liked ▾

📡 Following ▾

➦ Share

...

Create

📺 Live

📅 Event

⚙️ Offer



Write a post...



Photo/Video



Get Messages



Feeling/Activ...

...



**4 Drafts**

Last draft created Wednesday, September 11, 2019 at 10:54 AM. [See drafts.](#)



**13 Scheduled Posts**

Next post scheduled for today at 3:39 PM. [See posts.](#)

# ENGAGEMENT

  171

58 Comments 1 Share

 Like

 Comment

 Share

[View previous comments](#)

14 of 56



**Sheree Calhoun** Congratulations!!

Like · Reply · 7h



**Mandi Buckland** Congratulations! 🌟

Like · Reply · 6h



**Connie Smith** So precious!!

Like · Reply · 6h



**Angela Johnson** Congratulations

Like · Reply · 5h



**Neil Moss** Congratulations grandpa 🧓 ...

Like · Reply · 5h



**Adrienne Lenhoff** Congratulations!!!

Like · Reply · 5h



**Susan Wilcox Olson** Amazing! Congrats to you and Denise!!!!

Like · Reply · 5h



**Diane Byrd-Johnson** Congratulations !! 🙌❤️

Like · Reply · 5h



# **CURRENT USE**

**HOW DO YOU CURRENTLY USE  
SOCIAL MEDIA?**

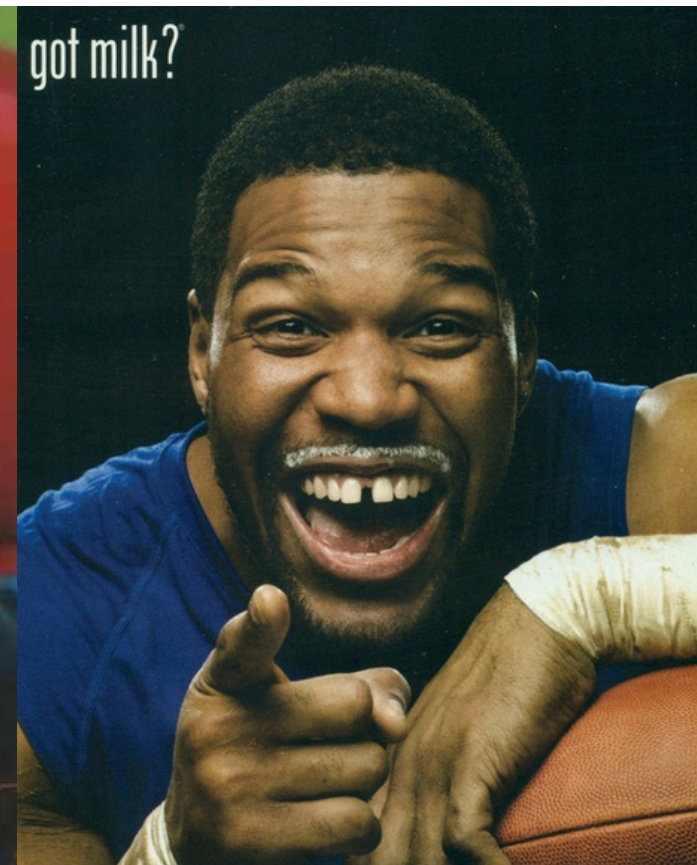
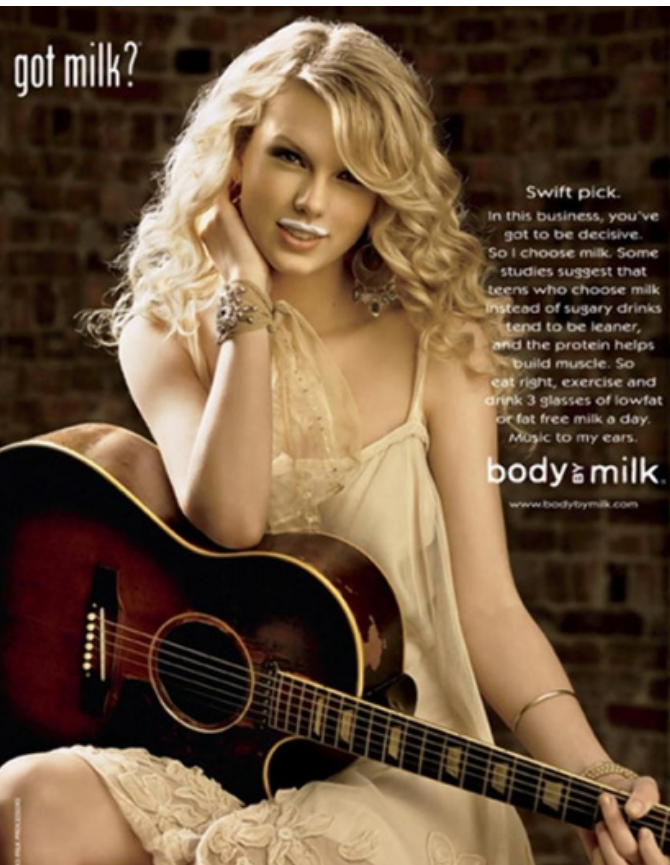
# CONTENT CREATION

- Must be thoughtful and strategic with every post
- Keep target audience top of mind
- Each post should have a goal

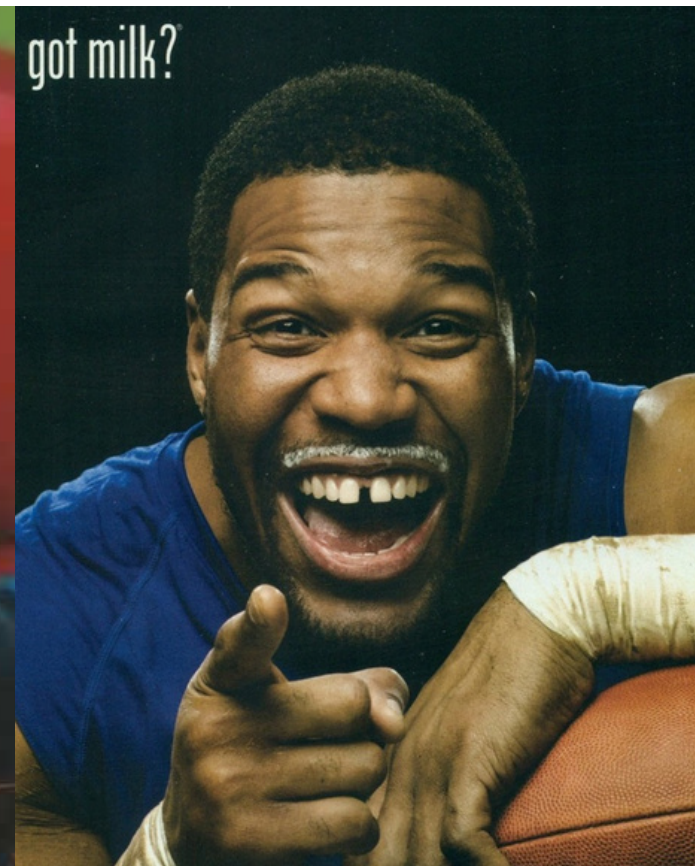
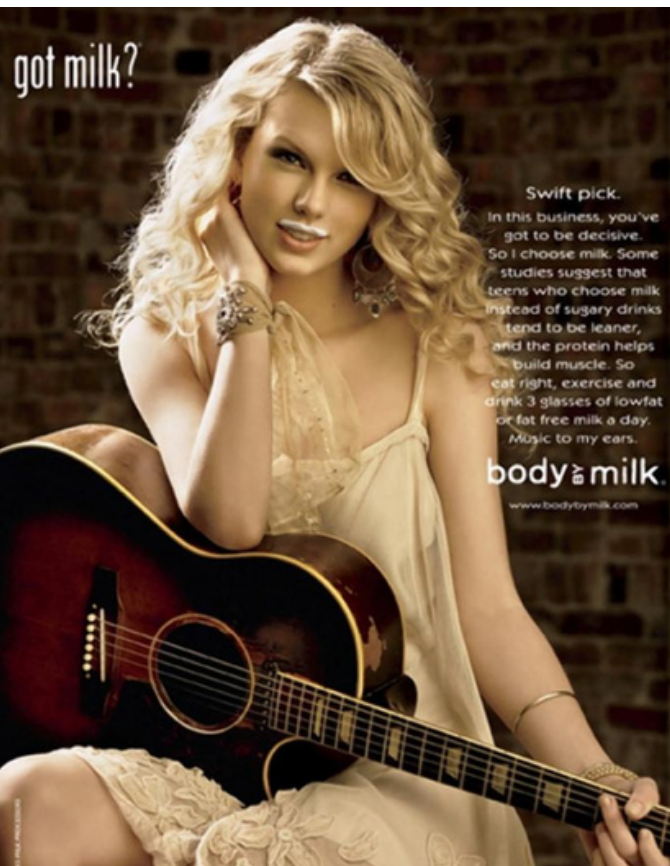


# SOCIAL MEDIA CONTENT FRANCHISES

1. Scalable
2. Repeatable
3. Share-worthy



# Scalable = cost efficient & Repeatable = resource efficient





# PC

vs.

# Mac



# **SHARE-WORTHY**

- 1. Provides Practical Value**
- 2. Evokes Emotion**
- 3. Tells a Story**
- 4. Increases Social Currency**

- 1. Scalable (cost efficient)**
- 2. Repeatable (resource efficient)**
- 3. Share-worthy**
  - **Provides Practical Value**
  - **Evokes Emotion**
  - **Tells a Story**
  - **Increases Social Currency**

Super.

That's how milk makes  
you feel. The calcium helps  
bones grow strong,  
so even if you're not from  
Krypton™ you can have  
bones of steel.

got milk?®



# YOUR TURN

# **YOUR TURN**

- 1. Scalable (cost efficient)**
- 2. Repeatable (resource efficient)**
- 3. Share-worthy**
  - **Provides Practical Value**
  - **Evokes Emotion**
  - **Tells a Story**
  - **Increases Social Currency**



# SHARE

# MANAGE DIALOGUE

- Respond to reviews and recommendations
- Engage in dialogue with followers in comments section
- Respond to messages online promptly, answering questions and informing management of customer feedback through social
- Active social listening & monitoring daily

# **DIALOGUE ACTIVITY**

# MANAGING DIALOGUE

- React to the comment (like, love, haha, wow, sad, angry)
- Respond publicly (in comments)
- Respond with a private message
- Hide the comment
- Delete the comment
- Report the comment
- Block the user

# TOOLS

- Invite
- Call-to-Action Button
- Assign Roles
- Scheduling
- Insights
- Automated Response

# INVITE

- To invite friends to like your Page:
  - Go to your Page and click *Community* in the left column
  - In the right column, click *Invite your friends*
  - Enter a friend's name in the search box and then click *Invite* next to their name
  - You can see invitations to like a Page by going to your Invites tab
- To invite people who react to your Page's posts:
  - Go to one of your Page's posts
  - Click the *reactions* section of your Page's post
  - Next to a person's name, click *Invite* to invite the person to like your Page

# CALL-TO-ACTION

- Call-to-action buttons help your customers contact you through Messenger or email or by phone or website
- To add a call-to-action button to your Page:
  - Click + *Add a Button* below your Page's cover photo
  - Select a button from the dropdown menu and follow the on-screen instructions
  - Click *Finish*
  - Once the button has been created, you can test your button:
    - Hover over your button
    - Select Test Button

# ASSIGN ROLES

	Admin	Editor	Moderator	Advertiser	Analyst	Jobs Manager
Manage Page roles and settings	✓					
Edit the Page and add apps	✓	✓				
Create and delete posts as the Page	✓	✓				
Send messages as the Page	✓	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓			
Remove and ban people from the Page	✓	✓	✓			
Create ads, promotions or boosted posts	✓	✓	✓	✓		✓
View insights	✓	✓	✓	✓	✓	✓
View Page Quality tab	✓	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓	✓



# ASSIGN ROLES

- Give Someone a Role:
  - Click Settings at the top of your Page
  - Click Page Roles in the left column
  - Type a name or email in the box and select the person from the list that appears
  - Click Editor to select a role from the dropdown menu
  - Click Add and enter your password to confirm
  - Keep in mind that if you're not friends with the person you're adding, they'll have to accept your invite before they can start helping you manage your Page

# ASSIGN ROLES

- Remove Someone Who Has a Role:
  - Click Settings at the top of your Page
  - Click Page Roles in the left column
  - Click Edit next to the person you want to remove, and then click Remove
  - Click Confirm.
  - You may need to enter your password
  - You can always remove yourself from a Page, but if you're the Page's only admin, you'll need to add another admin first

# ASSIGN ROLES

- Change Someone's Role:
  - Click Settings at the top of your Page
  - Click Page Roles in the left column
  - Click Edit next to the name of the person whose role you want to change and then select a new role from the dropdown menu
  - Click Save.
  - You may need to enter your password to confirm
  - Note: If you're a new admin, keep in mind that you may need to wait 7 days before you can remove or demote another admin

# SCHEDULING

City of Madison Heights

Marx Layne

Home

Create

51

Page

Ad Center 

1

Events

Notifications 

1

Publishing Tools

More ▾

Settings 

4

Help ▾

Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Crosspost

Tools

Creator Studio

Sound Collection

Jobs

Job Applications

Manage All Your Posts in Creator Studio

Creator Studio lets you manage content from all your Pages in one place.

Try it Now

Published Posts

Search...

Actions ▾

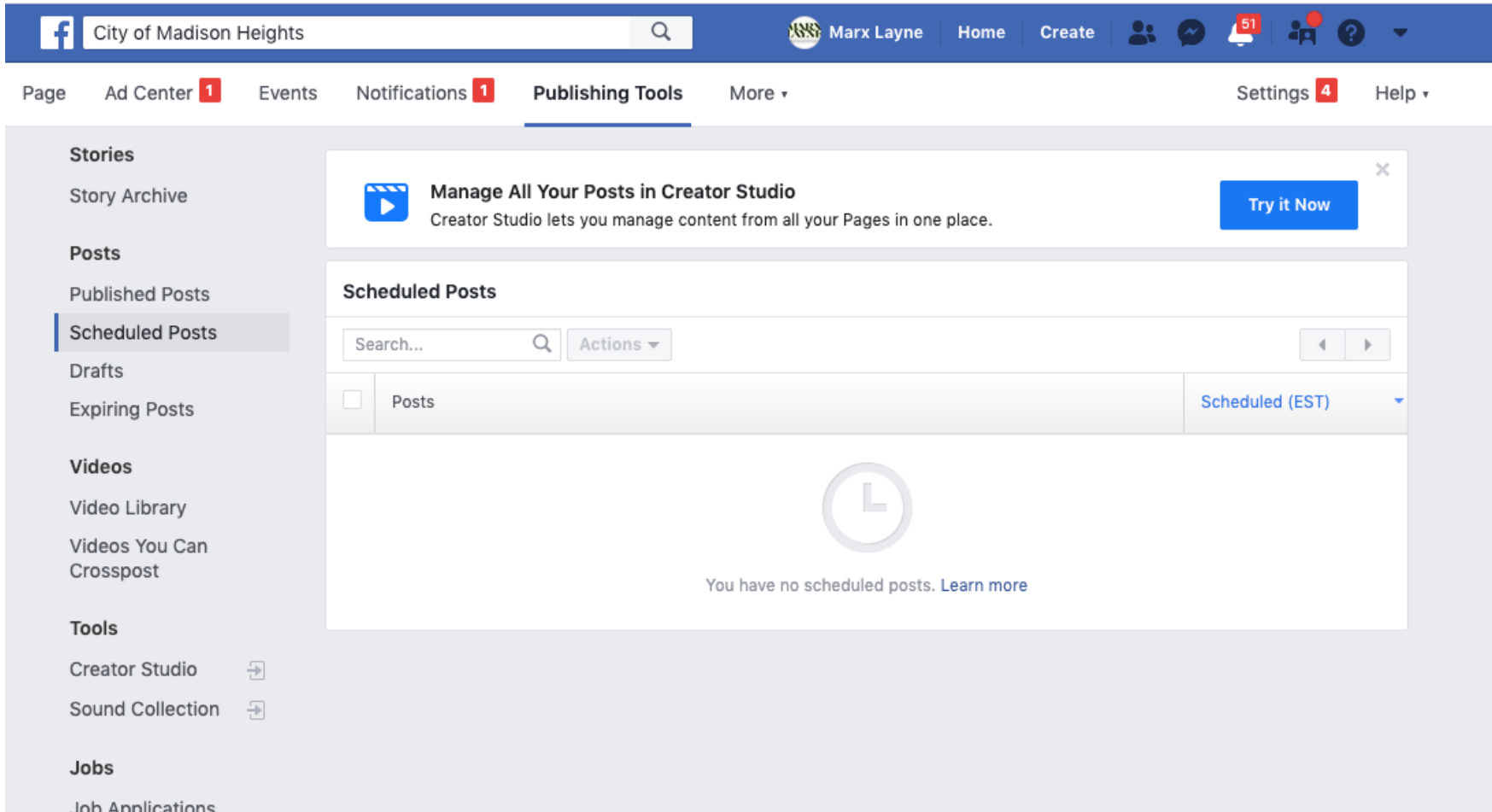
◀

▶

<input type="checkbox"/>	Posts	Reach	Clicks/Actions	Published ▾
<input type="checkbox"/>	<div></div> <div>Looking for an great fun filled activity for your children. Check out Madison</div>	788	39	Feb 14, 2020 at 2:47 PM Melissa Marsh
<input type="checkbox"/>	<div></div> <div>Doesn't matter if your salty or sweet this Valentine's Day you can find what</div>	858	41	Feb 14, 2020 at 12:01 PM
<input type="checkbox"/>	<div></div> <div>We are excited to welcome Jessica and her family to our community. Thank you</div>	1.4K	172	Feb 14, 2020 at 11:29...
<input type="checkbox"/>	<div></div> <div>Last night Madison Heights officials attended the State of the County</div>	810	18	Feb 13, 2020 at 8:02 PM Melissa Marsh
<input type="checkbox"/>	<div></div> <div>Celebrate Black History Month at the DIA with visual art and art-making,</div>	466	2	Feb 13, 2020 at 4:00 PM
<input type="checkbox"/>	<div></div> <div>Property Taxes are DUE tomorrow</div>	1K	46	Feb 13, 2020 at 3:01 PM

MARX LAYNE  
& COMPANY

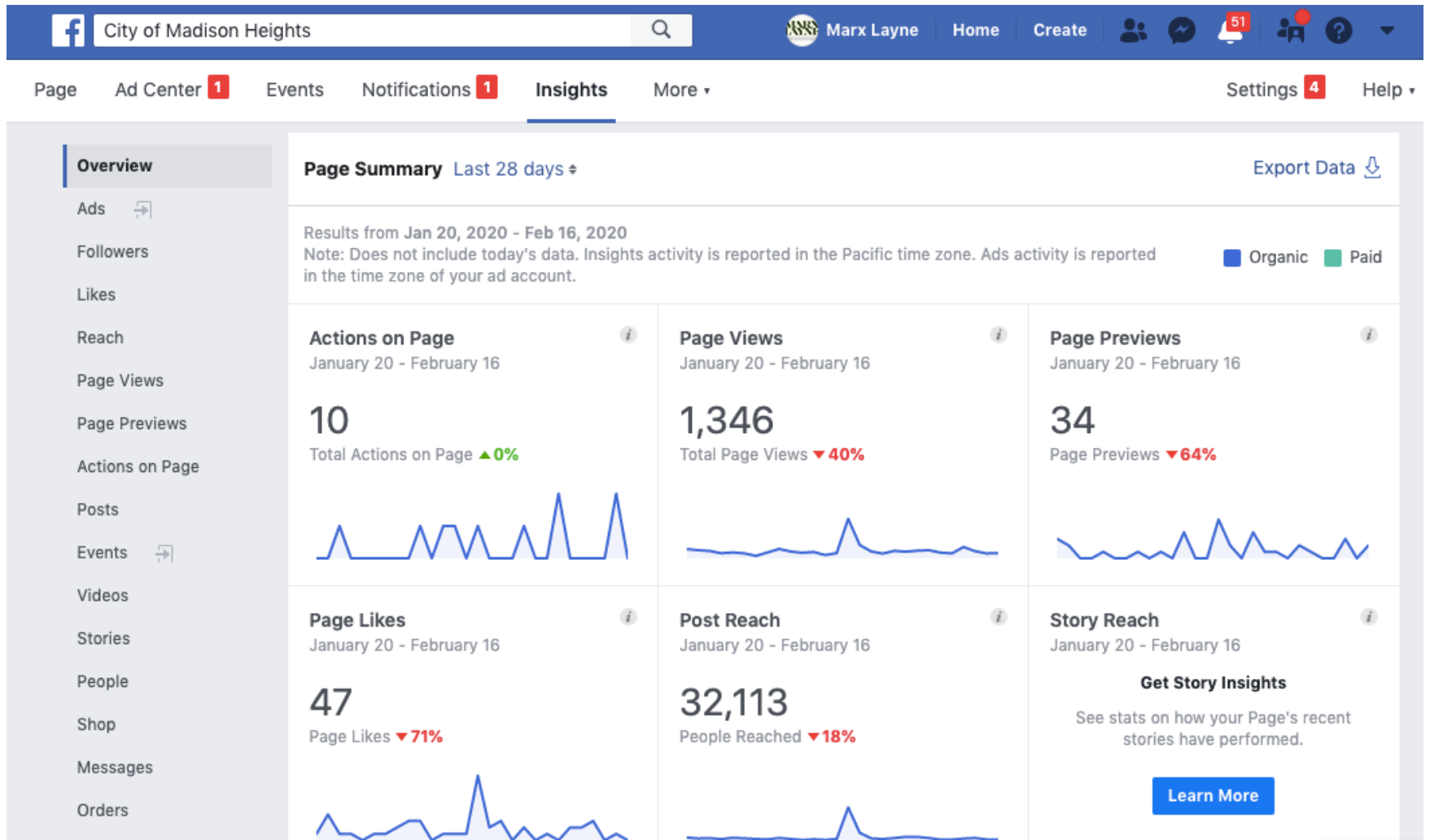
# SCHEDULING



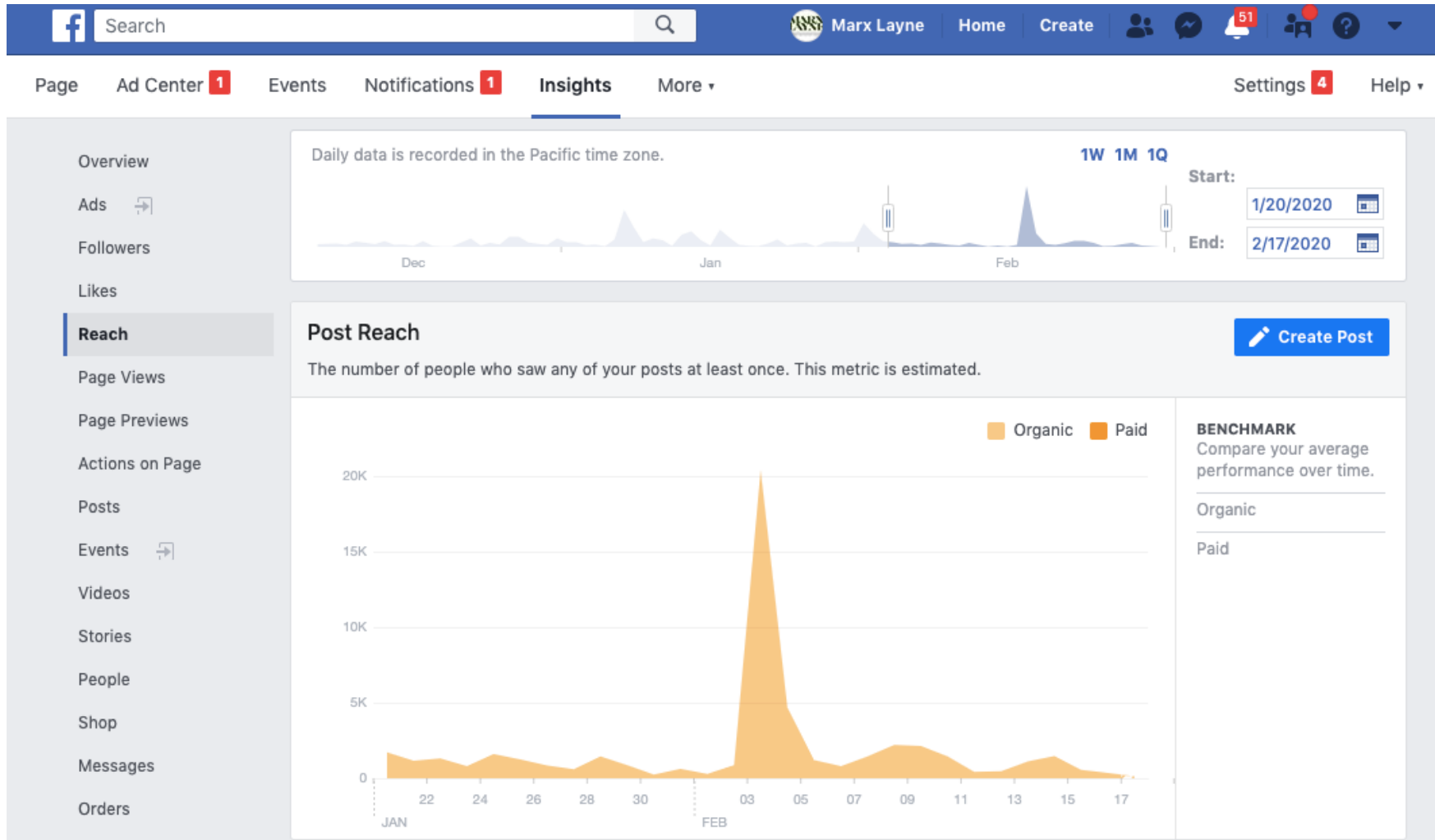
# INSIGHTS

- *Insights* provide info about your Page's performance (i.e. audience demographics)
- You can use *Insights* to:
  - Understand how people engage with your Page
  - View metrics about your Page's performance
  - Learn which posts have the most engagement
  - See when your audience is on Facebook

# INSIGHTS

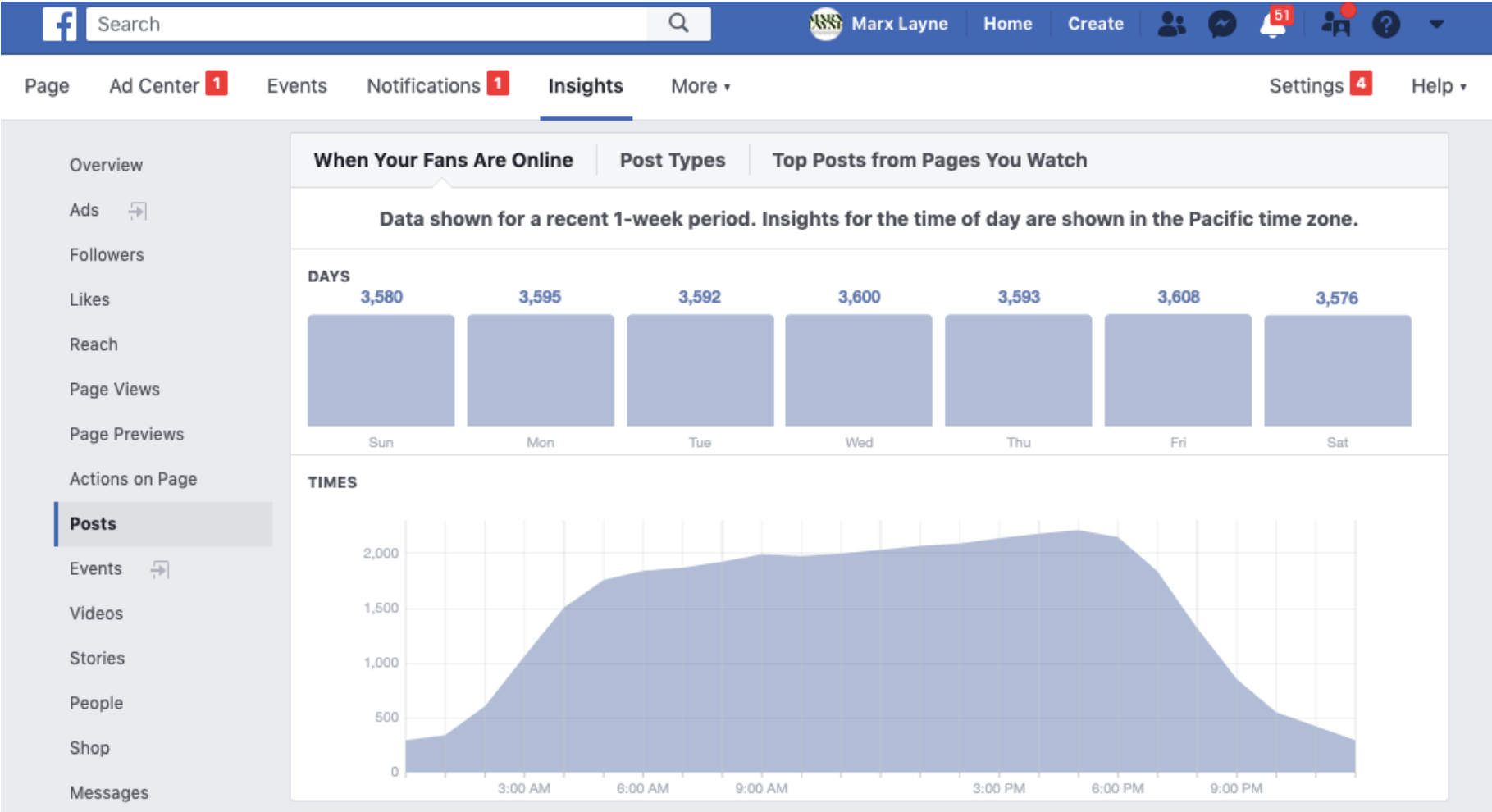


# INSIGHTS





# INSIGHTS



**"Most people use research as a drunkard uses a lamppost, for support rather than for illumination."**

**DAVID OGILVY**

# AUTOMATED RESPONSE

Page Ad Center Inbox Events Notifications **1** More ▾

Edit Page Info **Settings** Help ▾

## General

Page Info

Messaging

Templates and Tabs

Event Ticketing

Post Attribution

Notifications

Advanced Messaging

Facebook Badges

Page Roles

People and Other Pages

Preferred Page Audience

Authorizations

## Page Visibility

Page published

Edit

## Visitor Posts

Anyone can publish to the Page.  
Anyone can add photos and videos to the Page.

Edit

## Post and Story Sharing

Post sharing to Stories is On

Edit

## Messages

People can contact my Page privately.

Edit

## Tagging Ability

Other people can tag photos posted on my Page.

Edit

## Others Tagging this Page

People and other Pages can tag my Page.

Edit

## Page Location for Effects

Other people can use your Page's location for photo and video frames and effects.

Edit

## Country Restrictions

Page is visible to everyone.

Edit

## Age Restrictions

Page is shown to everyone.

Edit


## Page Moderation


Posts containing these words are blocked:  
anal,anus,arse,ass,ballsack,bastard,bitch biatch,bloody,blowjob,blow job,boner,boob,butt,buttplug,clitoris,cock,coon,crap,cunt,damn,dick dildo,dyke,fag,feck,fellate,fellatio,felching,fuck f u c k,fudgepacker,fudge packer,flange,goddamn god damn,hell,homo,jerk,jizz,knobend,knob end,labia,nigger,nigga,penis,piss,poop,prick,pube pussy,queer,scrotum,sex,shit,s hit,sh1t,slut smegma,tit,twat,vagina,wank,whore


Edit


# AUTOMATED RESPONSE


[Page](#) [Ad Center](#) [Inbox](#) [Events](#) [Notifications](#) 1 [More ▾](#) [Edit Page Info](#) [Settings](#) [Help ▾](#)


 **General**


 Page Info


 Messaging


 Templates and Tabs


 Event Ticketing


 Post Attribution


 Notifications


 Advanced Messaging

 Facebook Badges

 Page Roles

 People and Other Pages


 Preferred Page Audience


 Authorizations


<b>Page Visibility</b>	Page published	<a href="#">Edit</a>
<b>Visitor Posts</b>	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	<a href="#">Edit</a>
<b>Post and Story Sharing</b>	Post sharing to Stories is On	<a href="#">Edit</a>
<b>Messages</b>	People can contact my Page privately.	<a href="#">Edit</a>
<b>Tagging Ability</b>	Other people can tag photos posted on my Page.	<a href="#">Edit</a>
<b>Others Tagging this Page</b>	People and other Pages can tag my Page.	<a href="#">Edit</a>
<b>Page Location for Effects</b>	Other people can use your Page's location for photo and video frames and effects.	<a href="#">Edit</a>
<b>Country Restrictions</b>	Page is visible to everyone.	<a href="#">Edit</a>
<b>Age Restrictions</b>	Page is shown to everyone.	<a href="#">Edit</a>
<b>Page Moderation</b>	Posts containing these words are blocked: anal,anus,arse,ass,ballsack,bastard,bitch biatch,bloody,blowjob,blow job,boner,boob,butt,buttplug,clitoris,cock,coon,crap,cunt,damn,dick dildo,dyke,fag,feck,fellate,fellatio,felching,fuck f u c k,fudgepacker,fudge packer,flange,goddamn god damn,hell,homo,jerk,jizz,knobend,knob end,labia,nigger,nigga,penis,piss,poop,prick,pube pussy,queer,scrotum,sex,shit,s hit,sh1t,slut smegma,tit,twat,vagina,wank,whore	<a href="#">Edit</a>


# AUTOMATED RESPONSE


[Page](#) [Ad Center](#) [Inbox](#) [Events](#) [Notifications](#) 1 [More ▾](#) [Edit Page Info](#) [Settings](#) [Help ▾](#)


 **General**


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People and other Pages can tag my Page.

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Other people can use your Page's location for photo and video frames and effects.

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Age Restrictions

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Edit

Page Moderation

Posts containing these words are blocked:  
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Edit

# AUTOMATED RESPONSE

[Page](#) [Ad Center](#) [Inbox](#) [Events](#) [Notifications 1](#) [More ▾](#) [Edit Page Info](#) [Settings](#) [Help ▾](#)

⚙️ General

✎ Page Info

**💬 Messaging**

🗪 Templates and Tabs

🎫 Event Ticketing

🚩 Post Attribution

🌐 Notifications

💬 Advanced Messaging

★ Facebook Badges

👤 Page Roles

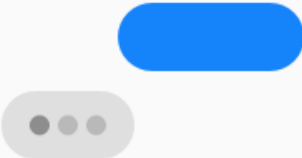
👥 People and Other Pages

👥 Preferred Page Audience

🔑 Authorizations

## Messaging Settings

Set up features and edit preferences for managing messages across Messenger and Instagram. You can manage notification settings in the Notifications tab.



### Sections


<a href="#">General Settings</a>	<a href="#">Jump to Section</a>
<a href="#">Starting a Messenger Conversation</a>	<a href="#">Jump to Section</a>
<a href="#">During a Messenger Conversation</a>	<a href="#">Jump to Section</a>

### General Settings

**Use the Return key to send messages**

Press the Return/Enter key on a computer to send Messenger and Instagram messages. If this feature is off, click Send.

☐ **Off**



# AUTOMATED RESPONSE

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## Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with a customer chat plugin. It's easy to set up, and we'll give you the code to add to your website.

Get Started

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## During a Messenger Conversation

### Set up automated responses

Customize responses that are automatically sent to people in the Automated Responses tab in Inbox.

Set Up

### Show who's sending messages on behalf of your Page

Tell people who's responding to them in Messenger on behalf of your Page. People can choose how their name appears.

Off



# AUTOMATED RESPONSE

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Messages	<b>Automated Responses</b>
All Messages	Greet Customers
Messenger	Away Message Off
Instagram Direct	Instant Reply <input checked="" type="checkbox"/>
Comments & More	Share Info About Your Page
Facebook	Contact Information <input type="checkbox"/>
Instagram	Location <input type="checkbox"/>
Automated Responses	Hours <input type="checkbox"/>
	Frequently Asked Questions <input checked="" type="checkbox"/>
	Respond to Feedback
	Page Recommended <input type="checkbox"/>
	Page Not Recommended <input type="checkbox"/>

### Instant Reply

☒ On

Respond to the first message someone sends Cantoro Italian Market & Trattoria in Messenger or on Instagram.

You can customize your message to say hello, give them more information about Cantoro Italian Market & Trattoria or let them know when to expect a response.

#### Timing

Sent instantly

Note: If Cantoro Italian Market & Trattoria is away and has instant replies turned on, people will receive an away message instead of an instant reply.

[Edit](#)

# **CRISIS ACTIVITY**

# REFLECTION

# CONCLUSION

# QUESTIONS?

# BIRMINGHAM BLOOMFIELD CHAMBER SOCIAL MEDIA TRAINING



**MARX  
LAYNE**

MARKETING, PUBLIC RELATIONS & DIGITAL MEDIA