

Online Marathon “Facebook/Telegram. How to Build Effective Communication” Video Tutorial

In this video tutorial, you will find seven videos from the online marathon “Facebook/Telegram”, where you will learn the specifics of working in these social networks, how to register an account/channel, build communication with your audience, create high-quality and demanded content and create a visual concept. A short description, timecodes and transcripts complement each video for your convenience.

Trainer: Jamilya Maricheva, the journalist, editor, producer and PROTENGE.kz project creator (“simply and understandable on state spending”); she worked as a publishing editor of HOLANews.kz, Kazakh digital media with the highest traffic from Instagram stories.

Day 1.

Analysis of the factors of a successful social media account (Facebook/Telegram):

- *history of personal brand or media brand, advantages and disadvantages;

- *how important are the values that you broadcast;

- *how your interests affect the growth of attention to the account;

- *three factors of a successful investment in your audience;

- *most common mistakes by the media, journalists and bloggers at the beginning of the professional accounts’ promotion.

Analysis of the successful and less successful cases.

Feedback.

00:00 – Introduction

03:51 – Facebook

04:58 – Telegram

11:00 – Communication efficiency on Facebook and Telegram

13:18 – Difference of posting on different social networks

17:34 – Working with brands on Facebook and Telegram

27:55 – How to stimulate the audience's interest

43:20 – The personal brand example

52:18 – Time investments in social media

56:11 – Mistakes in creating a post

1:07:12 – Working with brand opponents

1:12:20 – The simultaneous promotion on Facebook and Telegram

1:20:56 – The status of Telegram

1:24:03 – Is it necessary to create the posts in advance?

1:33:51 – Assignments for the participants

Day 2.

Assignments review.

New assignment: Start building your personal or media brand. Prepare a personal mini-presentation (2-5 pages) or media brand presentation without reference to social networks, focusing on your benefits.

00:40 – What if several persons manage a single account?

03:56 – Finding meaningful purpose when creating content

08:25 – Can you take a side if the argument gets off topic or becomes personal?

10:21 – Kuat

18:51 – Ruslan

29:51 – Ayday

44:40 – Mira Alimbaeva

1:00:33 – Zhaslan

1:04:12 – Uluk

1:06:13 – Zhanna

1:11:53 – Ismail

1:15:53 – Sadi

1:21:26 – Zara

1:23:33 – Ernar

1:31:30 – Gulnaz

1:36:36 – Amal

1:39:51 – Aliya

1:42:15 – Shahnaz

1:46:00 – Zulfiya Raisova

1:48:55 – Kanykei

1:55:40 – Nuridin

1:58:06 – Mayram

2:05:20 – Makhmal

Day 3.

Psychology and algorithms: how do they work?

*Why do your empathy and emotional intelligence matter and how do they affect the engagement?

*Why should you not abuse your audience's attention: four important lessons of good manners

*Why are the groups more effective than the media accounts? (Except personal pages.)

*Creation of the viral posts.

*Why are the videos good, unlike reposts?

Feedback.

04:12 – Emotional intelligence empathy

14:40 – Right attitude to interests

20:02 – Common beginners' mistakes

33:05 – Writing a viral post

41:20 – Time management for social networks

48:14 – Why is it better to create a Facebook group?

52:40 – Facebook groups and reposts

56:30 – The effectiveness of sharing a post in the groups

59:10 – Sharing the video as your organization

1:01:06 – Frequency of publishing Telegram content

1:02:00 – Blogging and learning

1:05:35 – Benefits of Facebook Memories

1:07:11 – Social media in 10 years

1:10:49 – Discussion of the posts

1:15:35 – Active and passive Facebook friends

1:19:31 – Algorithms of Facebook posts block

1:23:04 – Is it worth increasing the number of Facebook friends?

1:25:08 – Facebook posting algorithms

1:31:53 – Is it worth always being a journalist on the platforms?

1:39:25 – Certain aspects of the haters

1:44:38 – How to reply to the haters

1:54:07 – Assignments for the participants

Day 4.

Assignments review.

New assignment: Optimize your account, and, if required, defend ideas for your Facebook posts about you and your occupation.

00:00 – Ayday

07:07 – Uluk

18:00 – Zhannat

25:27 – Dana

37:49 – Ruslan

43:00 – Mira

53:40 – Gulnaz

1:02:00 – Marat

1:09:35 – Evgeny

1:25:40 – Kuat

1:28:41 – Alima

1:37:00 – Zhaslan

1:39:15 – Diana

1:43:10 – Nurdin

Day 5.

Why be on Telegram: speed and/or personality.

*What do beginners do in Telegram?

*How does the professional brand work on Telegram?

*Why do the media always compete each other on Telegram?

*Using Telegram features that other social networks do not have.

*Why are the reposts on Telegram super important?

*Monetization on Telegram.

Feedback.

00:00 – About Telegram

09:00 – What works better in Telegram

16:21 – Promotion of a Telegram channel

28:17 – Monetization on Telegram

34:53 – Telegram lifehacks

39:45 – Is it worth connecting the communication chat to the Telegram channel?

42:50 – Telegraphs in Telegram

49:55 – Photo, video or text on Telegram?

1:01:30 – Views on Telegram

1:03:40 – Stealing content

1:12:48 – Anchor material

1:27:33 – Is it worth working on different platforms with the same content?

1:34:00 – How to promote media on Telegram

1:37:54 – Can there be text-only channel?

1:42:30 – Voice messages

1:46:35 – The link, photo and descriptive text

1:48:25 – Assignments for the participants

Day 6.

Assignments review.

Analysis of existing accounts of course participants, assistance in the development of concepts for new accounts.

New assignment: Create a promotion plan for the Telegram channel for the next month.

00:00 – Amal

04:19 – Nurdin

17:16 – Uluk

23:25 – Aliya

34:21 – Zhanna

41:55 – Dana

48:10 – Mira

55:42 – Gulnaz

1:01:50 – Farangiz

1:12:11 – Makhmal

1:15:20 – Zulfiya

1:22:02 – Zara

1:26:07 – Alima

1:40:39 – Kuat

1:43:40 – Evgeny

Day 7.

Presentation of concepts for the course participants' accounts (optimization of existing ones).

Feedback.

06:15 – How to get rid of the thought “Who needs it?”

12:56 – The line between “I like it” and “they will like it”

17:41 – Inactive subscribers

23:32 – Social media analytics

32:40 – Instagram promotion advice for a beginner photographer

38:16 – Mixing the content

50:45 – Developing a previous personal channel

58:36 – New media