ausDANCE QLD

MARKETING WORKSHOP
MEETING TRANSCRIPT
27/04/2023

09:37:43 **From Ausdance QLD** : Hi everyone - dropping our post event survey into the chat for once we wrap up.

https://www.surveymonkey.com/r/5CS8TVQ

09:39:36 **From Member #1:** Belonging

09:53:23 **From Member #1:** Whats Everyone thoughts on TikTok?

09:54:35 **From Member #2 :** We provide entertainment and our clients always bring up TikTok as a "Value Add" to our 'product'.

09:56:15 **From Anne Metcalfe :** Nat, can you explain who Meta owns?

09:56:54 **From Member #3**: Member #2, can you explain what does "Value Add" mean in that sense?

09:59:02 **From Member #2 :** It gives our product - (our entertainers) added value to our client, because we are not only seen Live but we reach their online clients too. I hope this makes sense. :)

09:59:51 **From Member #3:** Aha, so it helps their own marketing. Thank you.

10:01:39 **From Anne Metcalfe :** What's the overall situation with TikTok bans right now? How impacting usage?

10:02:31 **From Member #1:** And with TikTok and the "theories" re Govt info collection - it makes me very nervous

10:06:43 **From Member #3:** Regarding influencers, I like to remember that example of the influencer with 2 million followers who failed to sell even 36 t-shirts

10:18:16 **From Anne Metcalfe** : If someone messages you on Facebook or Instagram, how quickly should you respond and is a return message a good idea?

10:18:51 **From Member #1:** And do you respond to "spam" type comments?

10:23:21 **From Member #2 :** I've seen "Tag people to win" is that also not allowed?

10:35:24 **From Anne Metcalfe :** How important to use subtitles or music, i.e. how many people watch video in feed with no sound on?

10:43:10 **From Member #4 :** It has a quirky feel to it

10:43:14 **From Member #5:** it has a good hook- it grabs your attention

10:49:36 **From Member #1:** Sorry guys - I have to go to class - Thank you Natalie & Ronelle - and AusDance QLD!!

10:49:44 **From Anne Metcalfe** : Reacted to "Sorry guys - I have ..." with 👍

10:52:00 **From Ronelle Viljoen :** Reacted to "Sorry guys - I have ..." with 👍

10:52:57 **From Member #3:** Facebook recently announced that hashtags (AKA topics in groups) are going away. Any idea if the same will happen in the other Meta properties?

10:56:34 **From Member #2 :** I have cheated and used this...
https://best-hashtags.com/
Is it better to just go straight to the Instagram search?

10:59:21 **From Anne Metcalfe** : Is there a best number of stories/day? Or just go for it?

10:59:45 **From Natalie Scopelliti :** 2-3 stories per day works

11:00:11 **From Anne Metcalfe :** Reacted to "2-3 stories per day ..." with 👍

11:01:43 **From Member #3:** I can't find the "insights" in my Instagram profile. Is this only for business accounts?

11:05:55 **From Member #3:** ok, thank you

11:07:07 **From Anne Metcalfe :** Would it be safe to assume that if you know when they are on Instagram, that users also on FB and TikTok around same time?

11:11:16 **From Member #2** : Do you consider sharing content from Insta to FB or from TikTok to Insta, for example, = to 1 post per platform or is that just = to sharing a post?

11:25:42 **From Member #2 :** Any tips for dealing with people using your content as their own?

11:25:46 **From Member #3:** Instagram on the desktop is clunky, has less tools and maybe tighter limits. Is it still OK to use or better to do stuff on the phone?

11:28:42 **From Member #4 :** I was just looking at my meta business suite an I had recently tested out a reel, I am just noticing it doesn't give me any information on engagements and likes etc

11:33:23 **From Ausdance QLD :** Thank you all so much for joining us today for The Business of Dance MARKETING & SOCIAL MEDIA.

We really appreciate your continued support and hope that Nat and Ronelle have helped soothe some of your most burning questions.

Please share your thoughts about the workshop so we can tailor future programs to what you need most - https://www.surveymonkey.com/r/5CS8TVQ

11:33:58 **From Ausdance QLD :** Slides will go up with the recording with Nat and Ronelle's blessing

11:34:16 **From Member #5:** yeah I would also love a coppy of your amazing powerpoint

11:34:48 **From Member #4 :** Thankyou!