



GET THE
SOCIAL
MEDIA
JUICES
FLOWING

ginger
by
choice

gingerbychoice.de

GINGER BY CHOICE



gingerbychoice.de

GINGER BY CHOICE

#hi



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva #german



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva #german

#foodblogger



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva #german

#foodblogger

#gardener



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva #german

#foodblogger

#gardener #local



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva #german

#foodblogger

#gardener #local

#photographer



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva #german

#foodblogger

#gardener #local

#photographer

#architect



@gingerbychoice

gingerbychoice.de

GINGER BY CHOICE

#hi

#nicetomeetyou

#eva #german

#foodblogger

#gardener #local

#photographer

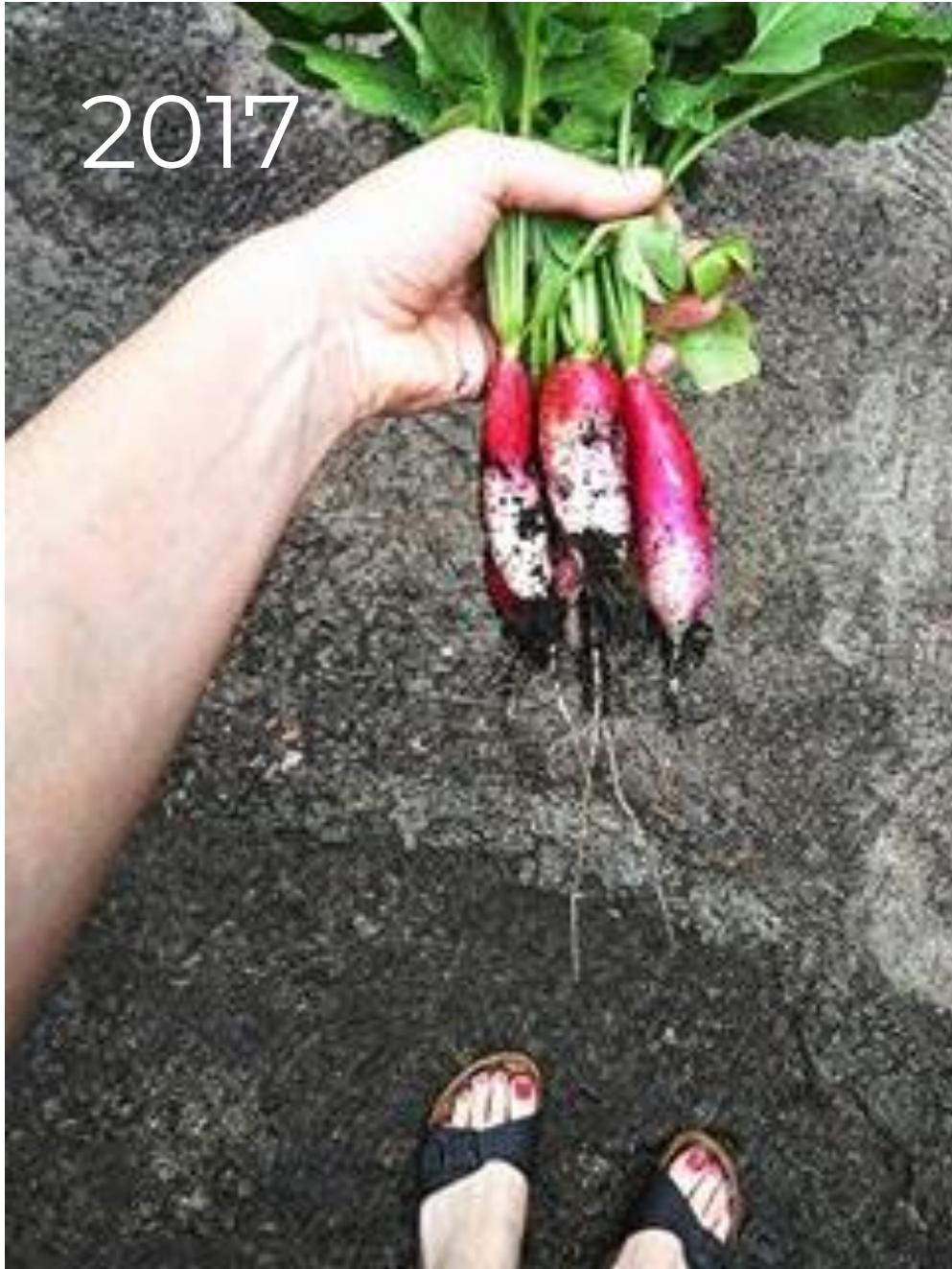
#architect

#cheers



@gingerbychoice

2017



gingerbychoice.de

GINGER BY CHOICE



2018



gingerbychoice.de

GINGER BY CHOICE



2018



gingerbychoice.de

GINGER BY CHOICE

#myjourney



2018



gingerbychoice.de

GINGER BY CHOICE

#myjourney
#liveandlearn



2018



gingerbychoice.de

GINGER BY CHOICE

#myjourney
#liveandlearn
#celebratesuccess



2018



gingerbychoice.de

GINGER BY CHOICE

#myjourney

#liveandlearn

#celebratesuccess

#embracefailure



2018



gingerbychoice.de

GINGER BY CHOICE

#myjourney
#liveandlearn
#celebratesuccess
#embracefailure
#ourjourney



first things first

APPLAUD YOURSELF





WHY?



because you already took the first step:
YOU CAME TODAY



SO LET'S
GET THE
SOCIAL
MEDIA
JUICES
FLOWING

WHAT WE WANT TALK ABOUT



WHAT WE WANT TALK ABOUT

SOCIAL MEDIA*



* Social Media use for professional purpose.

WHAT WE WANT TALK ABOUT

**SOCIAL MEDIA
COMMUNITY**



WHAT WE WANT TALK ABOUT

**SOCIAL MEDIA
COMMUNITY
FACEBOOK**



WHAT WE WANT TALK ABOUT

**SOCIAL MEDIA
COMMUNITY
FACEBOOK
INSTAGRAM**



WHAT WE WANT TALK ABOUT

**SOCIAL MEDIA
COMMUNITY
FACEBOOK
INSTAGRAM
PINTEREST**



WHAT WE WANT TALK ABOUT

**SOCIAL MEDIA
COMMUNITY
FACEBOOK
INSTAGRAM
PINTEREST
WORDPRESS**



WHAT WE WANT TALK ABOUT

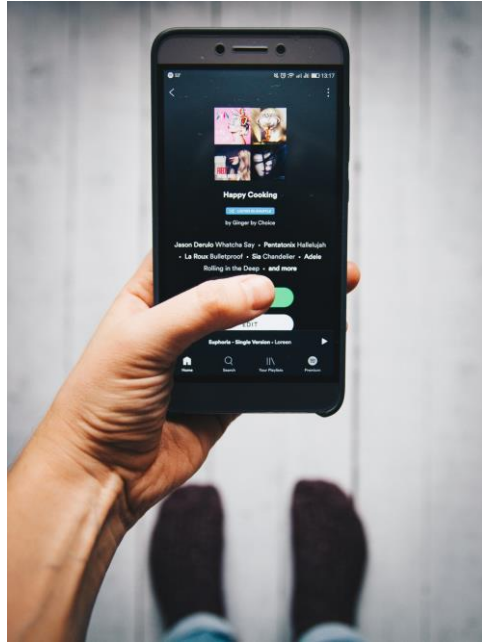
**SOCIAL MEDIA
COMMUNITY
FACEBOOK
INSTAGRAM
PINTEREST
WORDPRESS
PICTURES**



WHAT WE WANT TALK ABOUT

**SOCIAL MEDIA
COMMUNITY
FACEBOOK
INSTAGRAM
PINTEREST
WORDPRESS
PICTURES
SHORTCUTS**

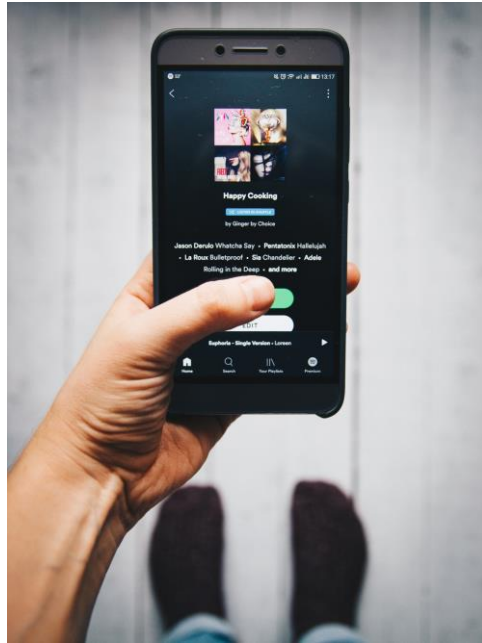




definition

SOCIAL MEDIA

Social media is a form of communication on digital platforms such as websites for social networking and blogging.



why does it work

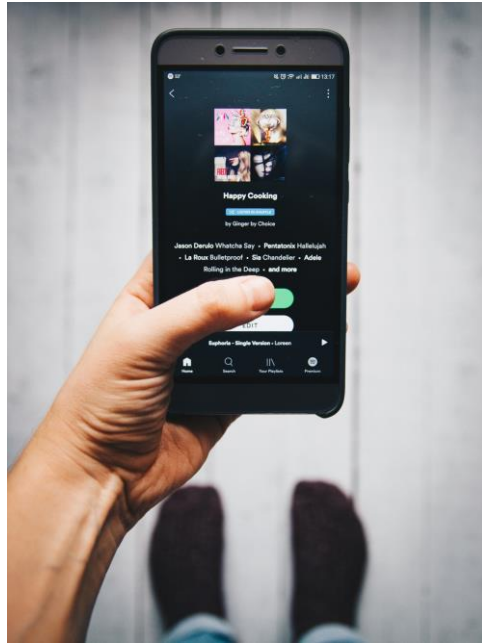
SOCIAL

MEDIA

#TRUST #NOSINESS #AUTHENTICITY

PEOPLE
ARE

SOCIAL



about social

SOCIAL

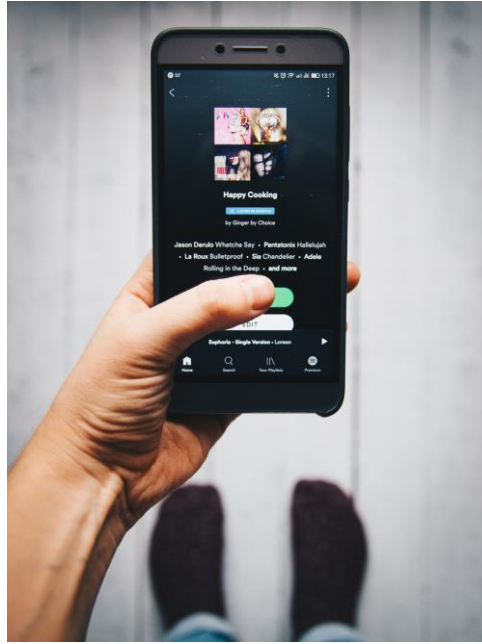
MEDIA

#COMMUNICATE #ENGAGE #CONNECT

take it literally

BE

SOCIAL



about media

SOCIAL

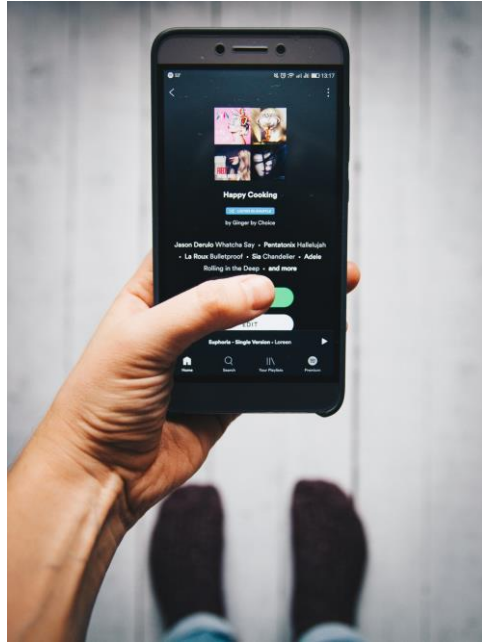
MEDIA

#CONTROL #GROWTH #COMMUNITY

times have changed

YOUR

MEDIA

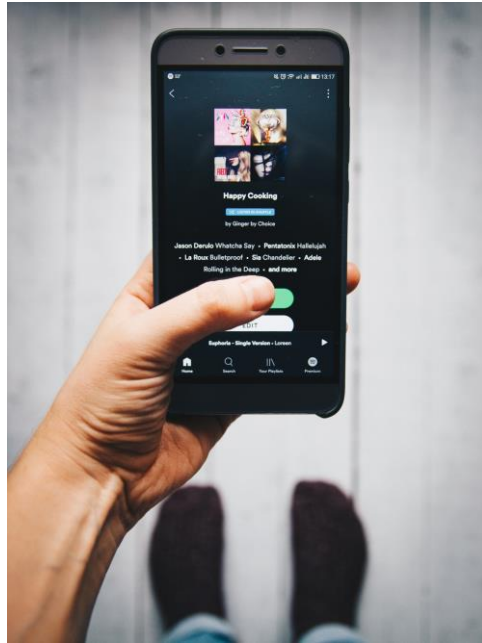


why and how you should use

SOCIAL MEDIA

WHY

HOW



why and how you should use

SOCIAL MEDIA

WHY

1. to introduce you
as an ARTIST
2. to introduce
your ART
3. to promote
your IDEAS

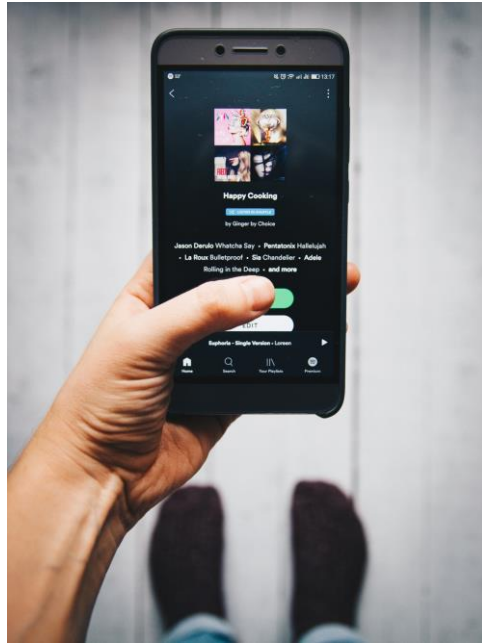
HOW

be
YOURSELF

tell your
STORY

evoke
EMOTIONS





why and how you should use

SOCIAL MEDIA

WHY

4. to create
UNDERSTANDING
5. to grow your
COMMUNITY
6. to find
OPPORTUNITIES

HOW

- be
SOCIAL
- share your
JOURNEY
- turn following into
RELATIONSHIPS



An online community is a group of people who use the internet to interact. Members communicate, engage and connect on digital platforms. Online communities share information and interests.



definition

COMM
UNITY

#NICHE
#INTEREST #PASSION

ask yourself

WHAT
IS YOUR
TOPIC?



build a strong

COMM
UNITY

#ENTERTAIN #SERVE
#EDUCATE #SELL*

ask yourself

WHAT DO YOU
HAVE TO
OFFER?

* source: Jenna Kutcher



build a strong

COMM
UNITY

#DEMOGRAPHICS #LIFESTYLE
#LOCATION

ask yourself

WHO IS
YOUR
AUDIENCE?



build a strong

COMM
UNITY

#DISTRACTION #SOLUTION
#INFORMATION

ask yourself

WHAT DO
THEY
NEED?



build a strong

COMM
UNITY



definition

FACE BOOK

Facebook is a free social network platform for sharing photos, comments and videos. The content emphasises personal experience. Facebook focuses on sharing information with people close to you.



terms

FACE BOOK

BUSINESS PAGE

Facebook business pages are public profiles of businesses, brands, etc. and have fans instead of friends.

GROUPS

Facebook groups are open or closed groups of Facebook users who share a common interest. The groups share ideas and discuss certain topics.



example

FACE BOOK



POST
LINK

LINK
PREVIEW
with SEO title +
meta description



example

FACE BOOK



TOPIC

#niche #passion
#interest



example

FACE BOOK



TOPIC

#garden #gardening
#springvegetables



example

FACE BOOK



TOPIC

#niche #passion
#interest

OFFER

#serve
#educate



example

FACE BOOK



TOPIC

#garden #gardening
#springvegetables

OFFER

#free
#howto



example

FACE BOOK



TOPIC

#niche #passion
#interest

OFFER

#serve
#educate

AUDIENCE

#demographics
#lifestyle
#location



example

FACE BOOK



TOPIC

#garden #gardening
#springvegetables

OFFER

#free
#howto

AUDIENCE

#25-45 #female
#outdoor #healthy
#TN #GER



example

FACE BOOK



TOPIC

#niche #passion
#interest

OFFER

#serve
#educate

AUDIENCE

#demographics
#lifestyle
#location

NEED

#solution
#information



example

FACE BOOK



TOPIC

#garden #gardening
#spring

OFFER

#free
#howto

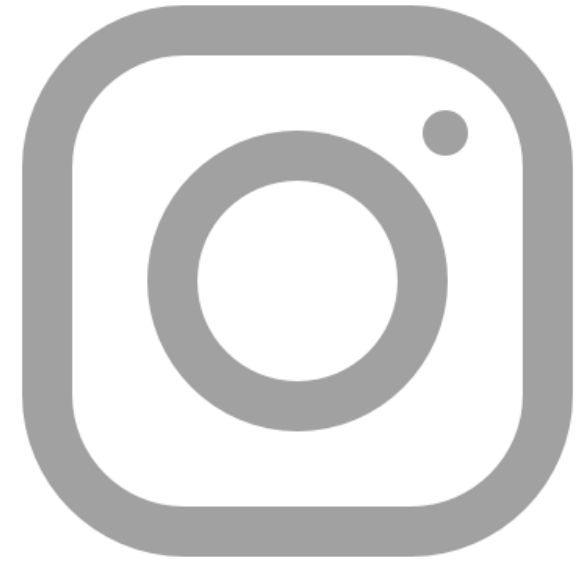
AUDIENCE

#25-45 #female
#outdoor #healthy
#TN #GER

NEED

#guide
#downloadablepdf

Instagram is a free social network platform for sharing pictures and videos. The platform encourages storytelling through captured moments. Instagram focuses on sharing interests with your followers.



definition

**INSTA
GRAM**

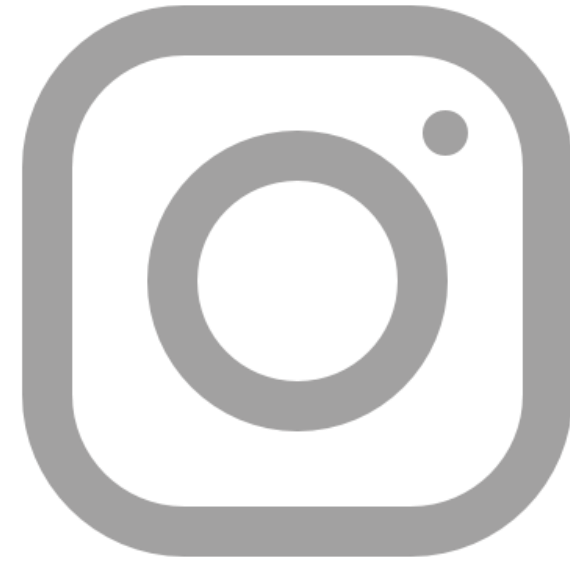
HASHTAG

A hashtag is a keyword or -phrase marked with the symbol “#”.

Hashtags categorize the content.

STORIES

Stories display content in a slideshow. Drawings, text and other features can be added to the content.

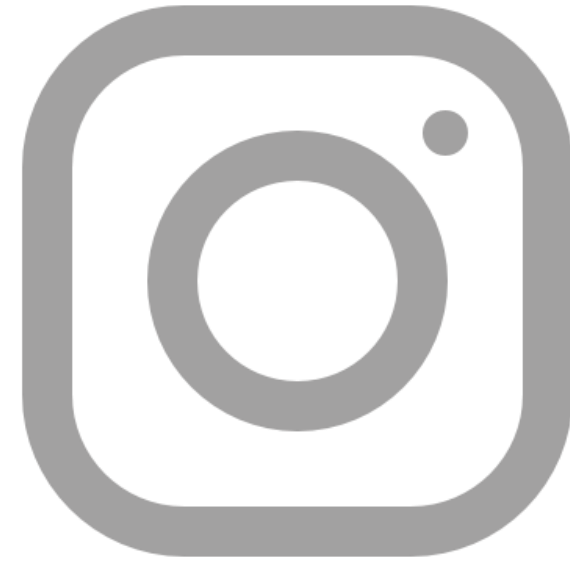
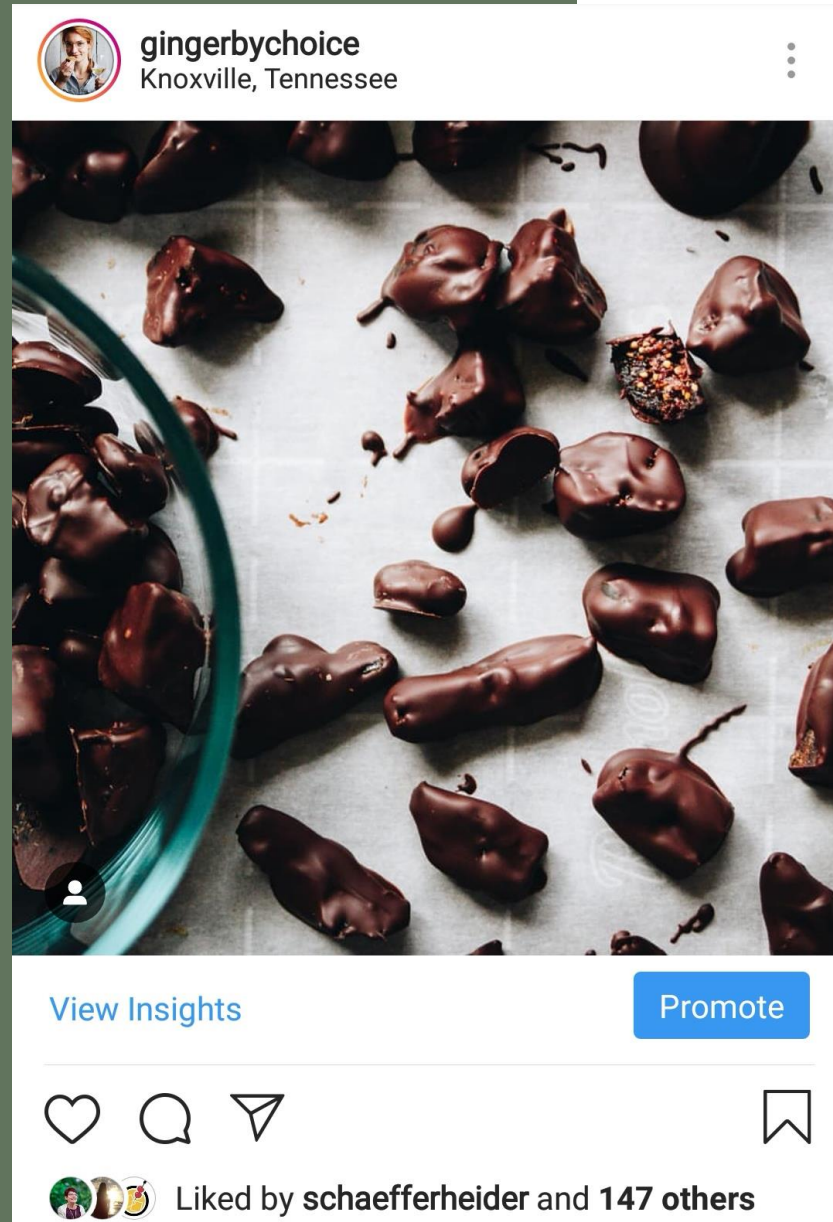


terms

INSTA
GRAM

LOCA-
TION

TASTY
PICTURE



example

INSTA
GRAM

STORY-TELLING

HASH-TAGS

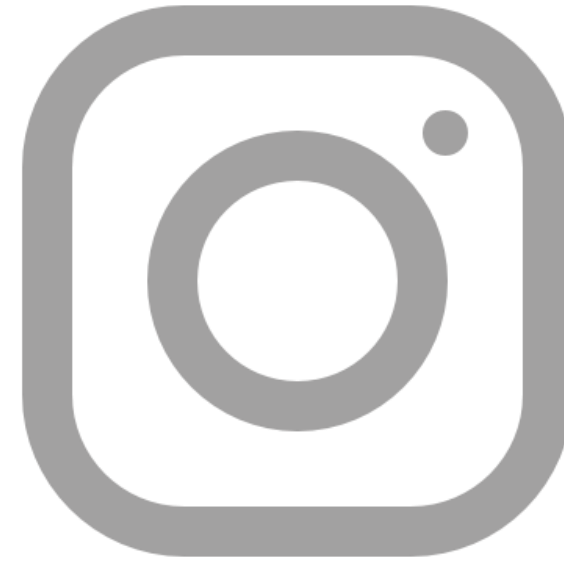


Liked by [schaefferheider](#) and **147 others**

gingerbychoice [Ad] Chocolate covered figs ...
Christmas cookies are the best: sweet, delicious and tempting. I could eat them all day long (especially my homemade rumballs 🍷). However, I always need to be careful. My tummy is a bit sensitive and it doesn't like too much sugar or fat. This year I've decided to listen to my body. I've made all the wonderful Christmas treats I love since my childhood. I tried one or two and gave the rest to friends and colleagues. To still have something at home to eat it in front of the Christmas tree I've created something less sweet, a bit healthier but still amazingly delicious and satisfying: chocolate covered figs with fruits from [@valleyfig](#). Their California Figs are the perfect fit for semisweet chocolate 🍷 Delicious, healthyish and a great addition to a classic Christmas cookie collection 😊

[#valleyfig](#) [#vfigfeed](#) [#chocolate covered](#) [#figs](#)
[#chocolatecoveredfigs](#)
[#figweek](#) [#christmascookies](#) [#baking](#) [#healthyish](#)
[#winter](#) [#christmasiscoming](#) [#holidayseason](#)
[#thistimeofyear](#) [#colddays](#) [#comfortfood](#)
[#gingerbychoice](#) [#monday](#) [#startoftheweek](#)
[#startofanewweek](#) [#food for](#) [#foodies](#) [#eeeeats](#)
[#thekitchn](#) [#onthetable](#) [#lifeandthyme](#) [#foodandwine](#)
[#feedfeed](#) [#food52](#) [#foodfluffer](#)

[View all 23 comments](#)

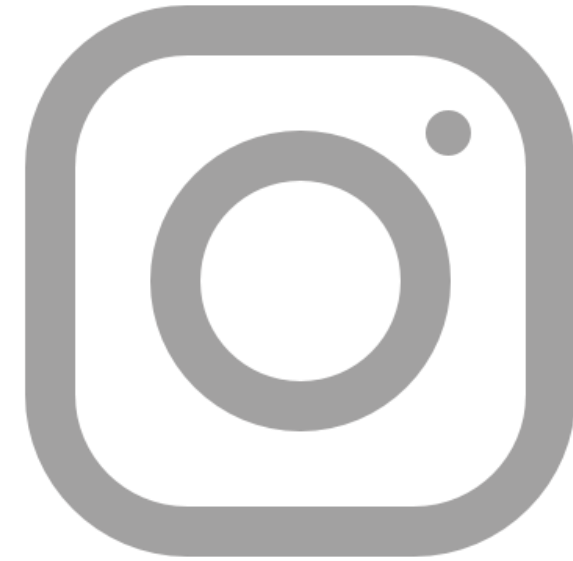
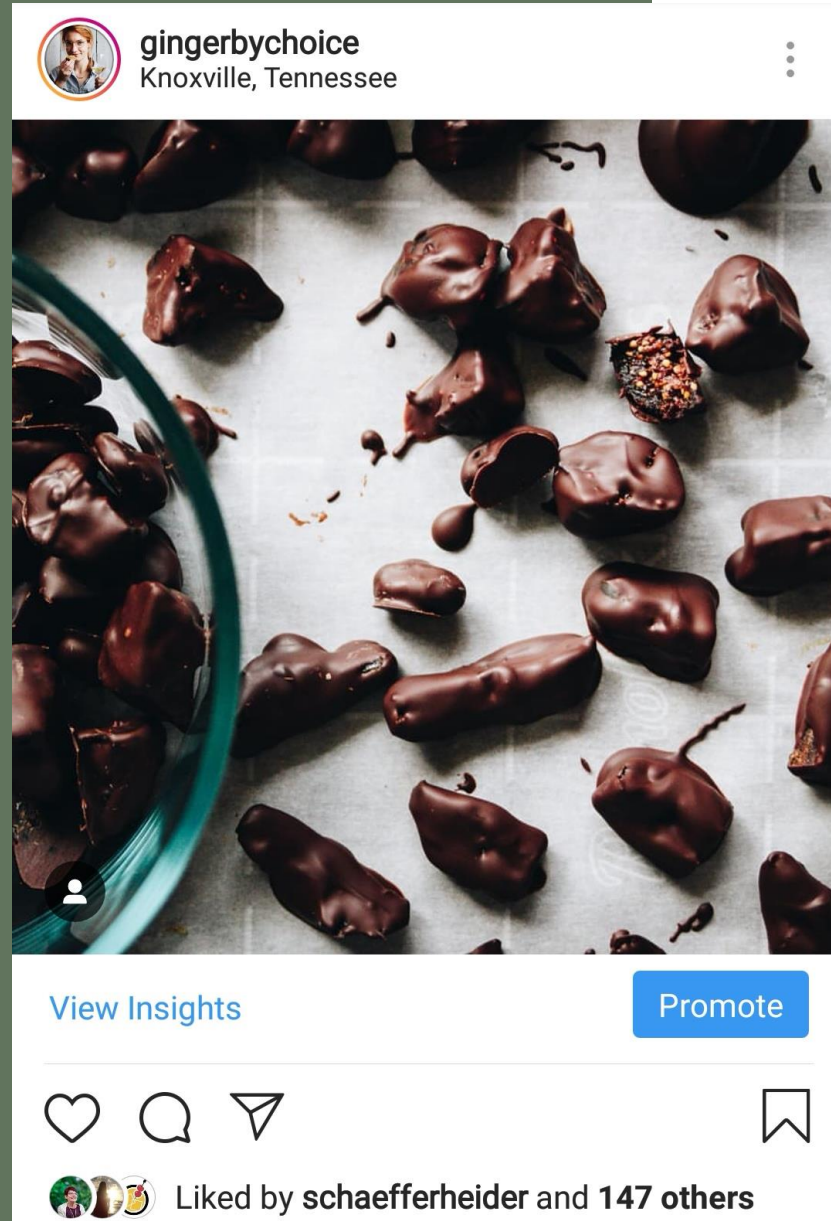


example

INSTA GRAM

TOPIC

#niche #passion
#interest

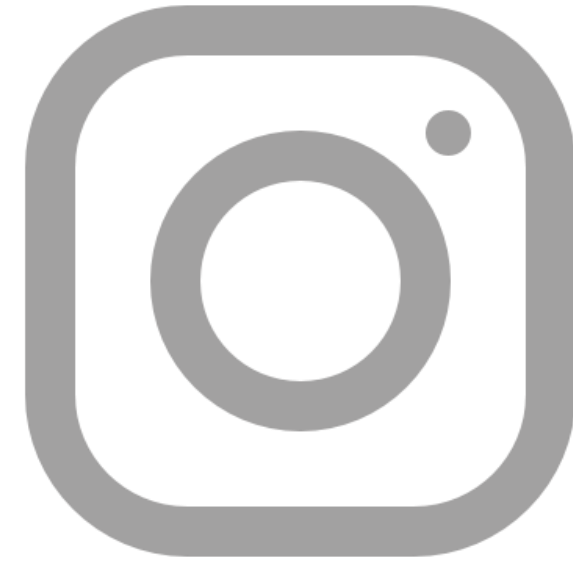
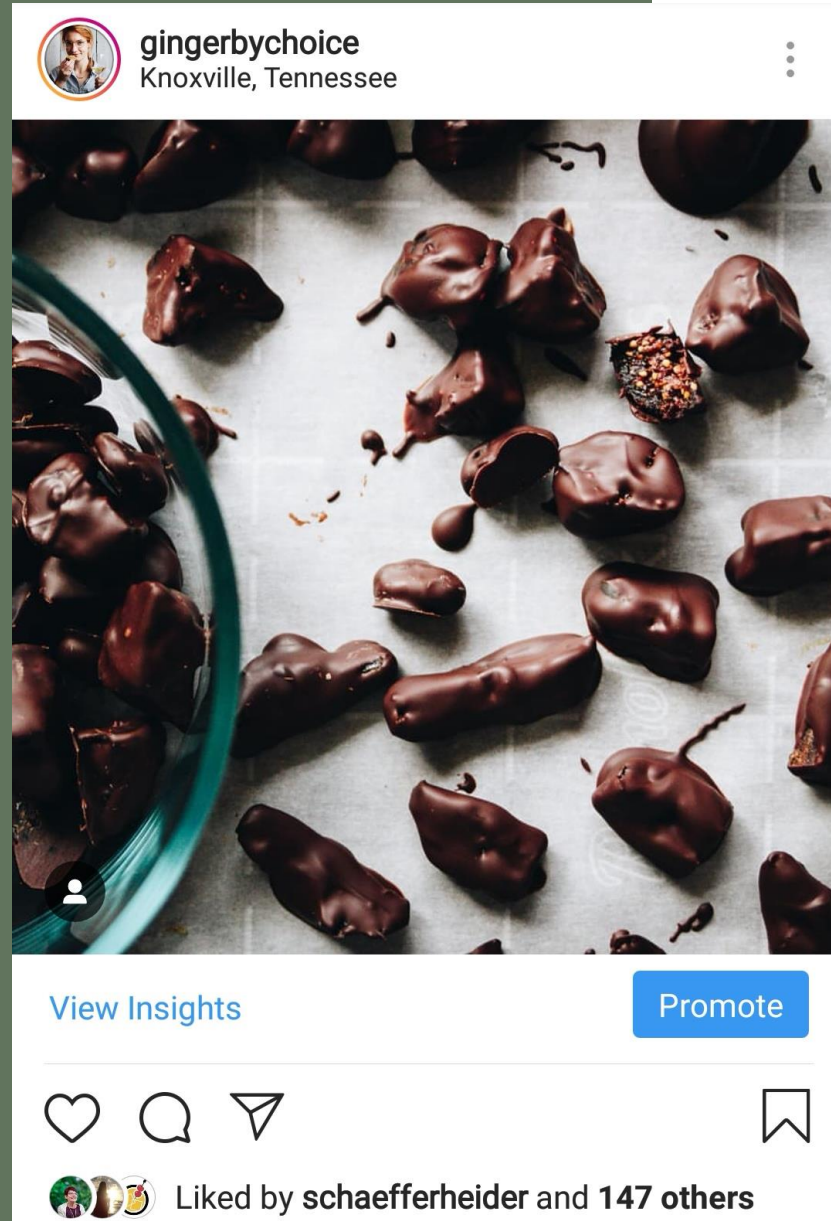


example

INSTA
GRAM

TOPIC

#food #cooking
#healthysweets



example

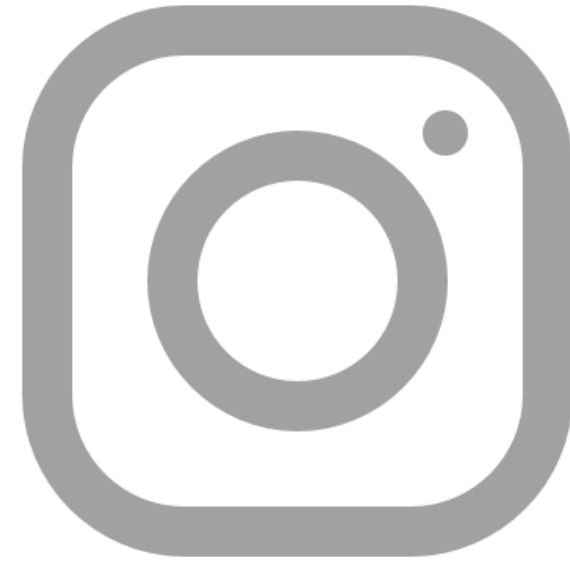
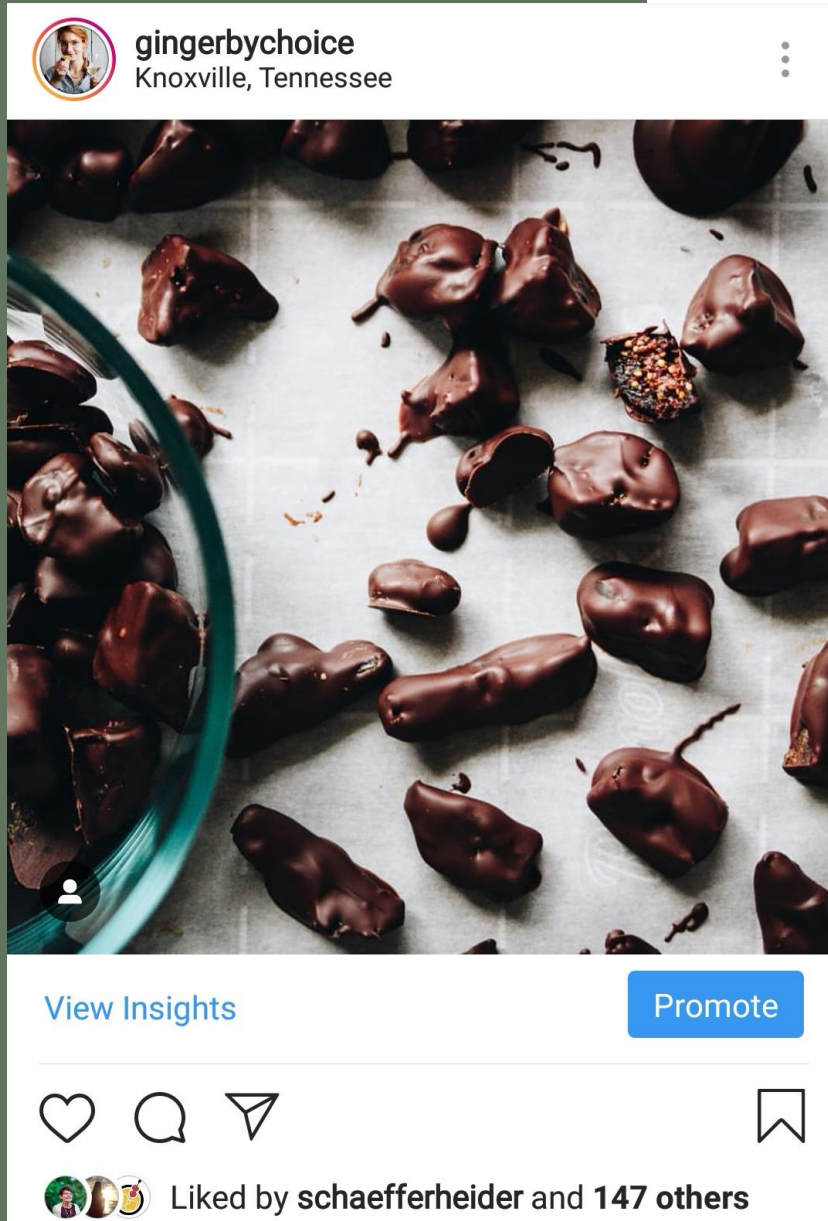
INSTA
GRAM

TOPIC

#niche #passion
#interest

OFFER

#educate
#sell



example

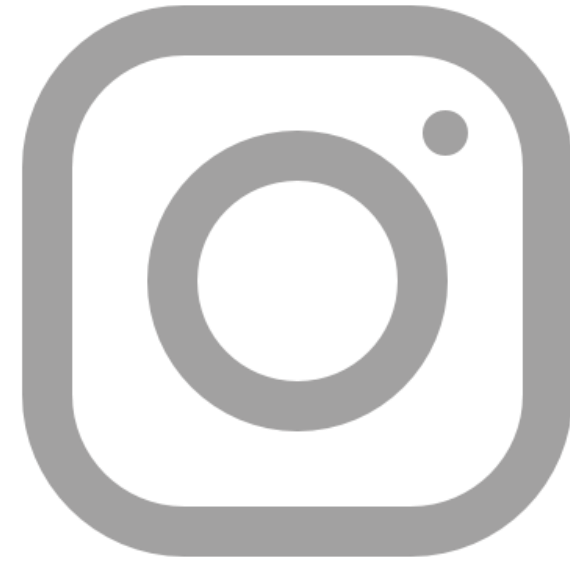
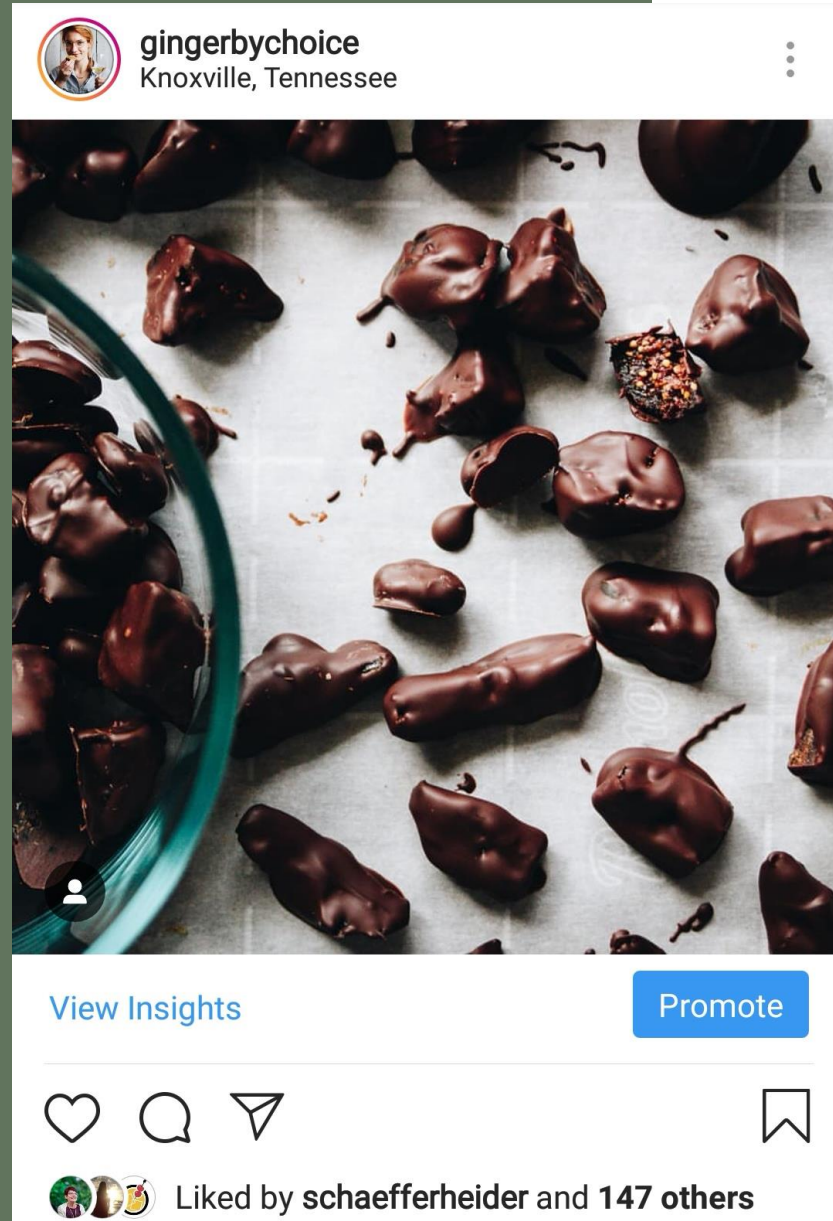
INSTA
GRAM

TOPIC

#food #cooking
#healthysweets

OFFER

#healthyfood #ad for
#affiliate #product



example

INSTA
GRAM

TOPIC

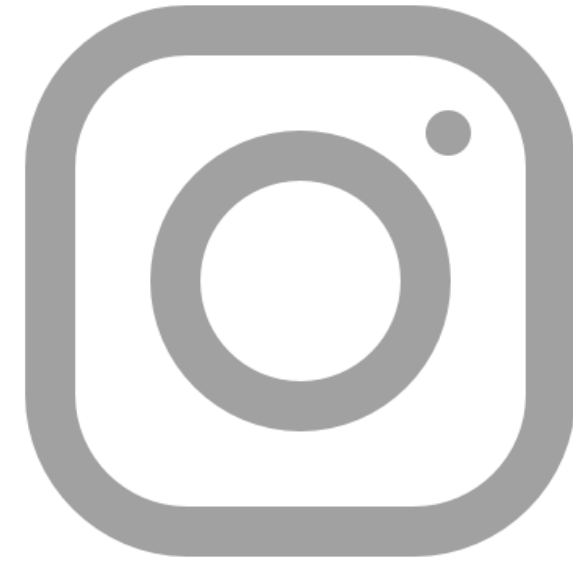
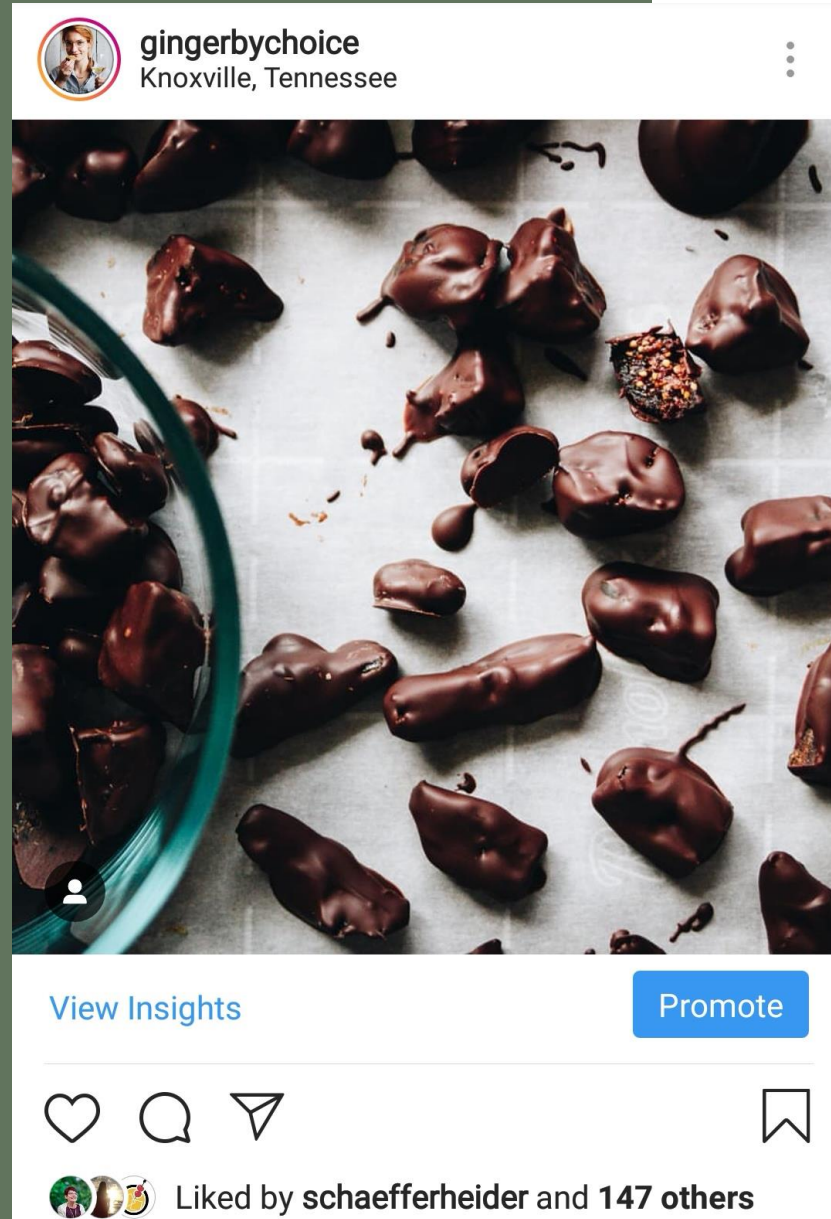
#niche #passion
#interest

OFFER

#educate
#sell

AUDIENCE

#demographics
#lifestyle
#location



example

INSTA GRAM

TOPIC

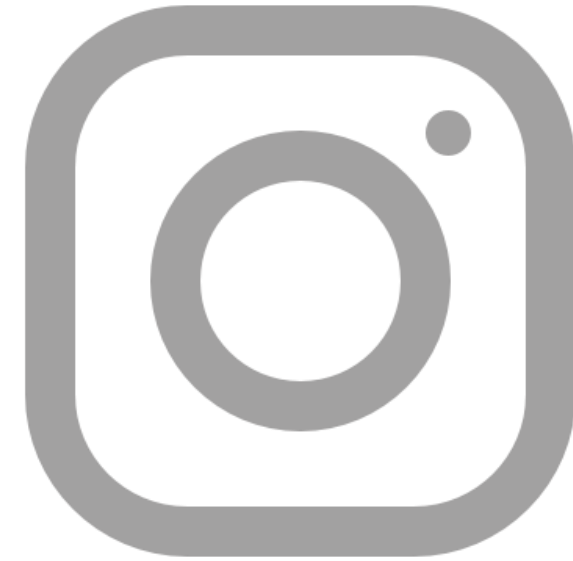
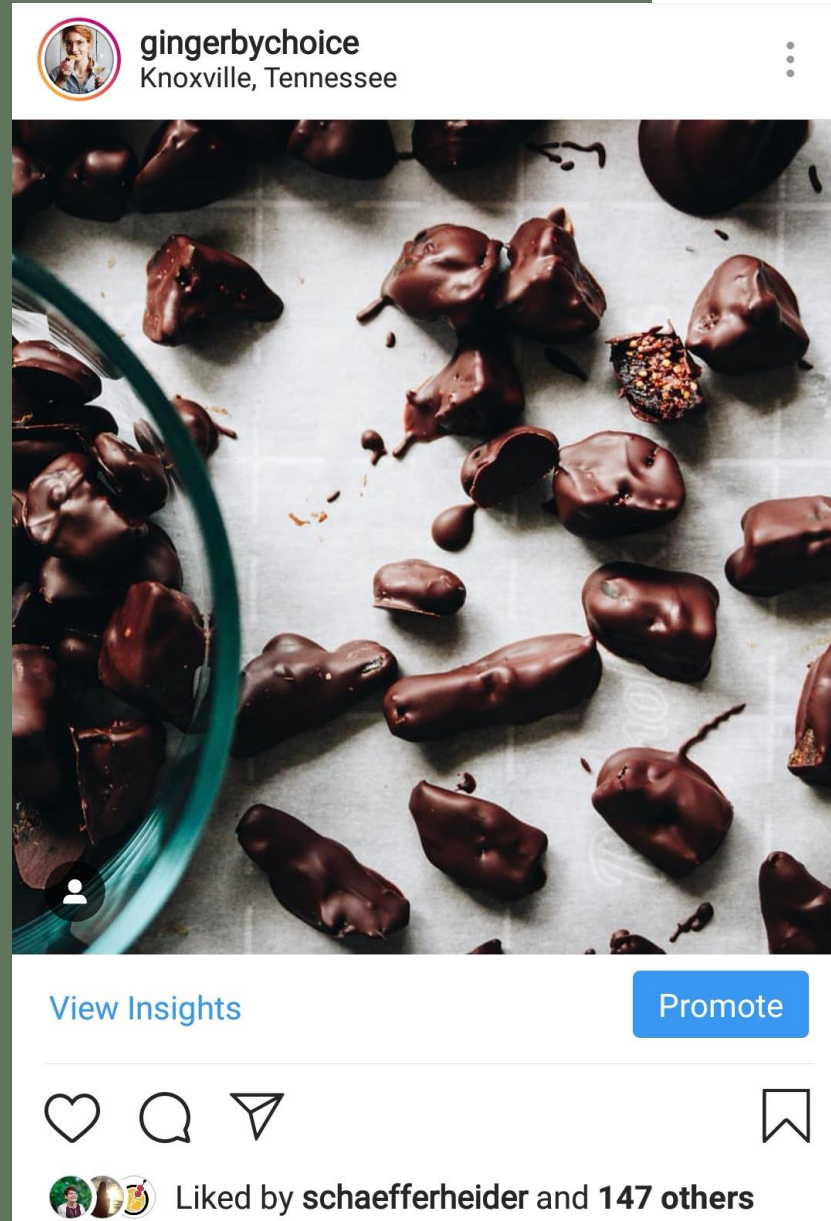
#food #cooking
#healthysweets

OFFER

#healthyfood #ad for
#affiliate #product

AUDIENCE

#family #friends
#seasonal #christmas
#US #EU



example

INSTA GRAM

TOPIC

#niche #passion
#interest

OFFER

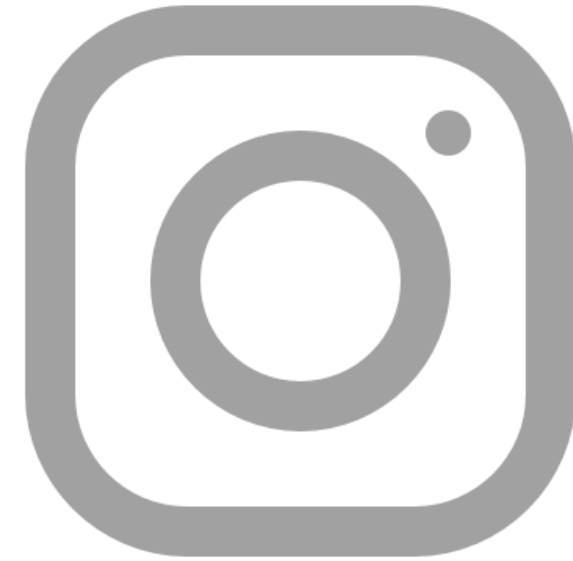
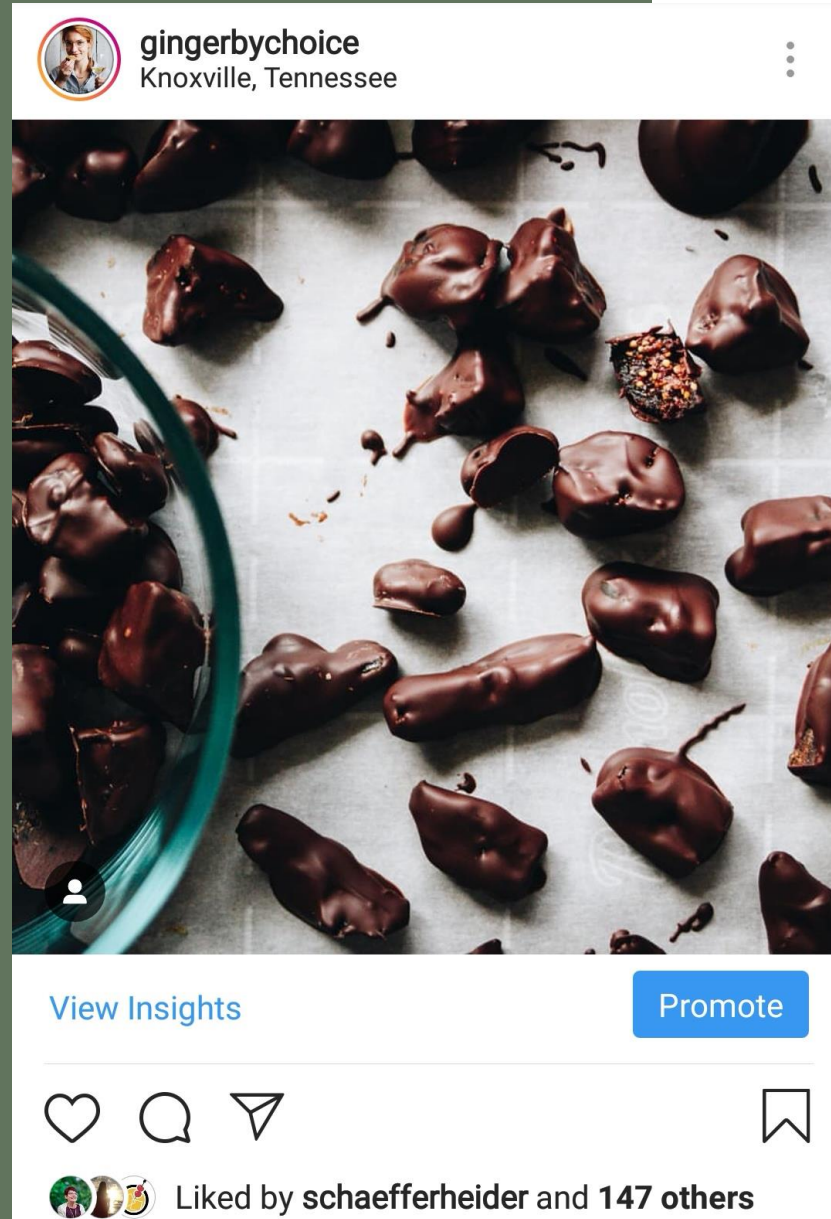
#educate
#sell

AUDIENCE

#demographics
#lifestyle
#location

NEED

#solution
#information



example

INSTA GRAM

TOPIC

#food #cooking
#healthysweets

OFFER

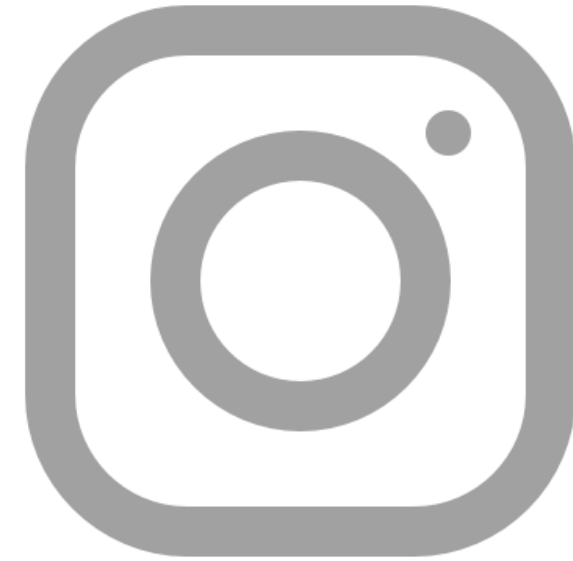
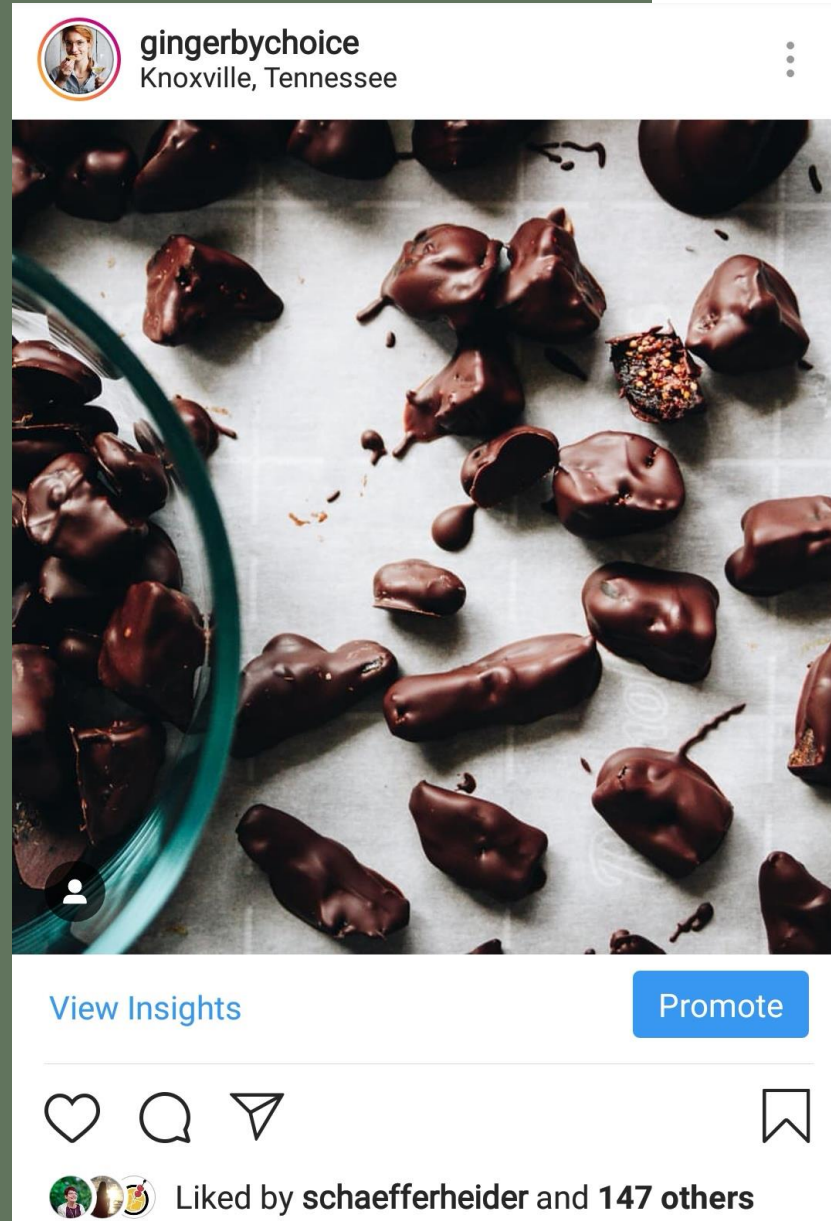
#healthyfood #ad for
#affiliate #product

AUDIENCE

#family #friends
#seasonal #christmas
#US #EU

NEED

#substituteforsweets
#recommendation
#brand



example

INSTA GRAM



definition

PINTE

REST

Pinterest is a free online search engine for sharing pictures and graphics. This creative search engine encourages exploring, organizing and sharing of ideas. Pinterest focuses on interests.



terms

PINTE REST

PIN

A pin is a post of a picture, graphic, etc. on one of your Pinterest boards. Pins have titles, descriptions and links.

BOARD

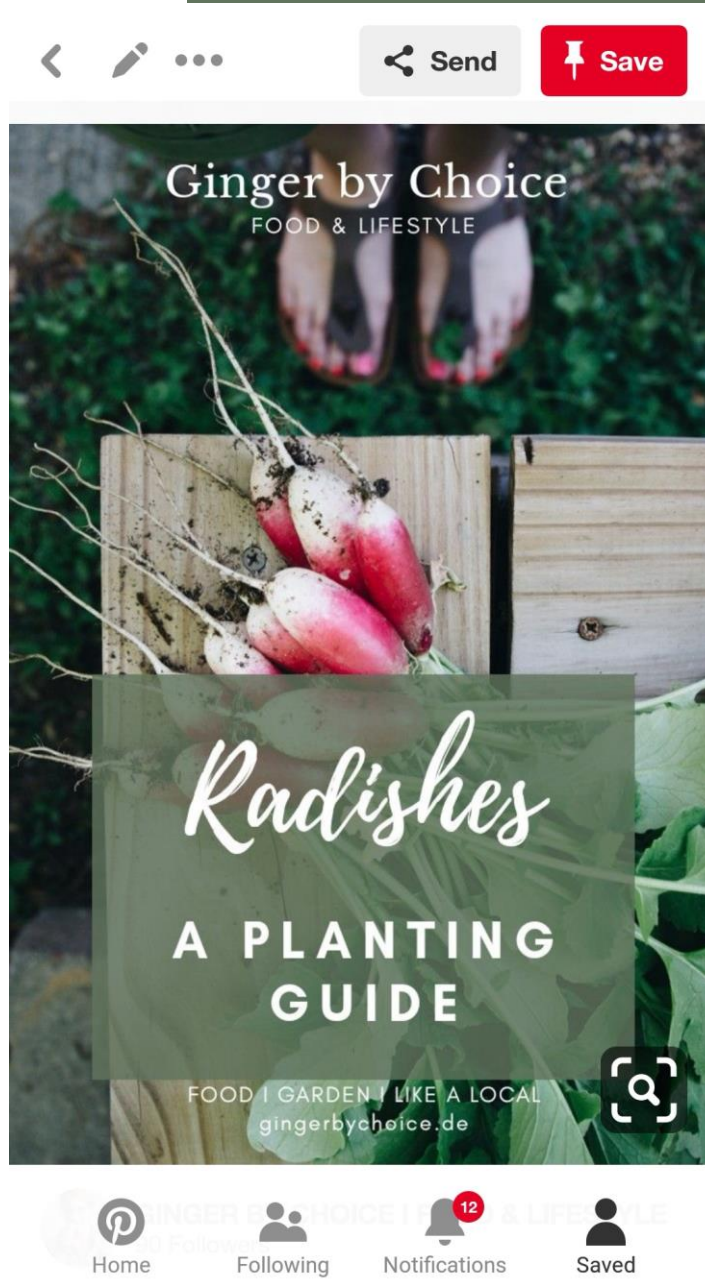
A board is a collection of pins on your profile. Every board has a topic, a cover and a description.



example

PINTE

REST





example

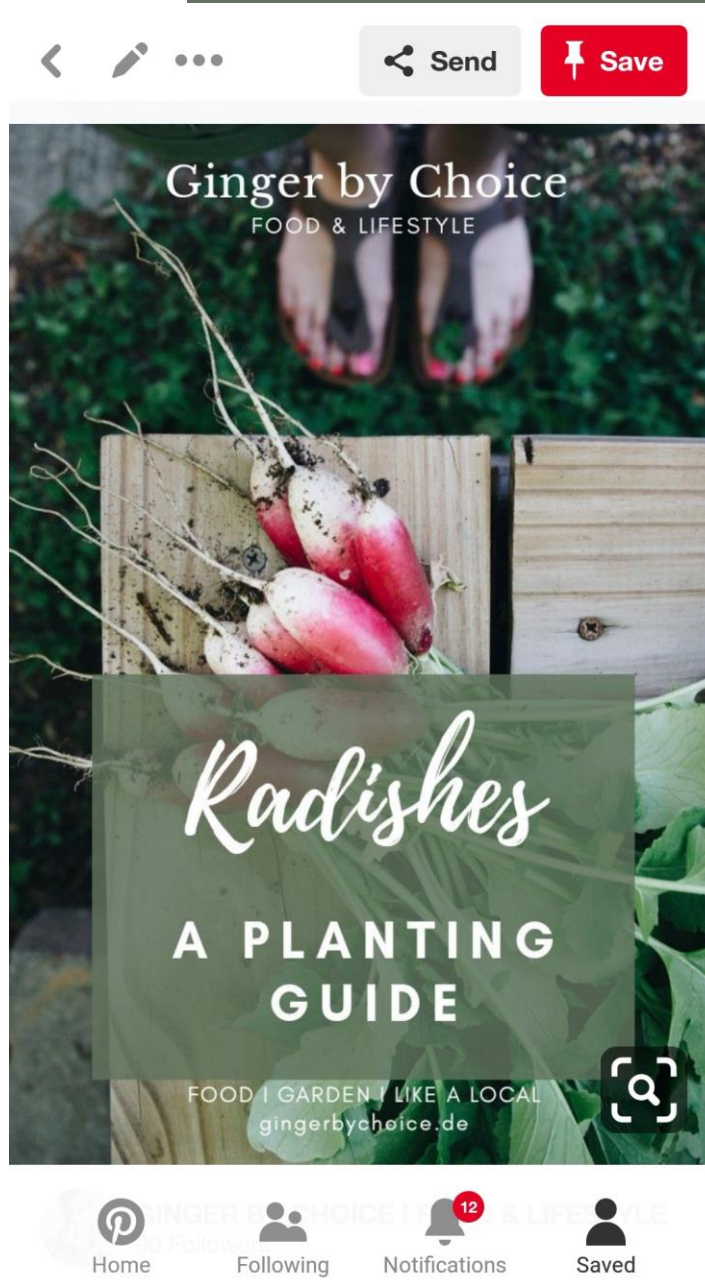
FACE BOOK

A screenshot of a Facebook post from the page 'Ginger By Choice'. The post is dated '4. Februar um 09:55' and includes a URL: 'https://www.gingerbychoice.de/en/planting-guide-radishes/'. The main image shows a bunch of fresh radishes with green leaves. Below the image, the text reads: 'GINGERBYCHOICE.DE Planting Guide: How to Grow Radishes | Ginger by Choice How to grow radishes? Easy, just follow my planting guide! Those spic...'. The post has 153 'Erreichte Personen', 17 'Interaktionen', and 5 likes. A blue button labeled 'Beitrag bewerben' is visible. At the bottom, there are icons for 'Gefällt mir', 'Kommentieren', and 'Teilen', along with a comment input field containing the text 'Kommentieren ...' and icons for emojis, photos, GIFs, and stickers.



example

PINTE
REST



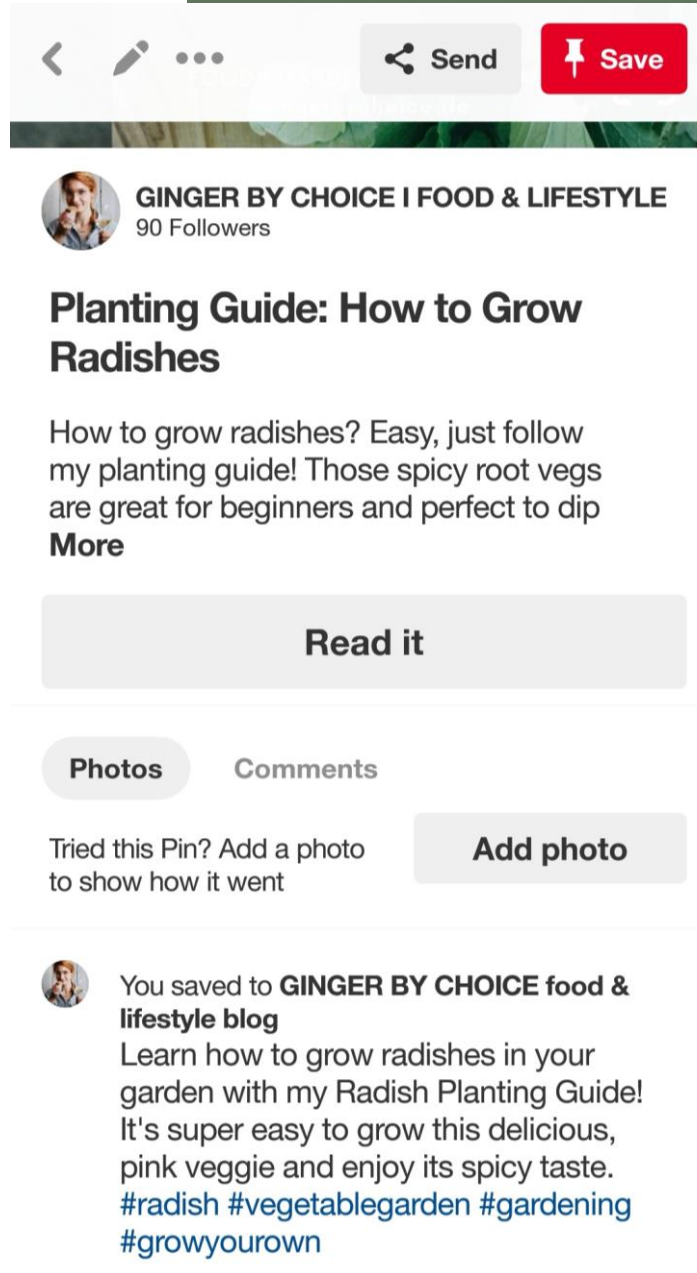
PIN
BUTTON

PIN
GRAPHIC



example

PINTE
REST



PIN
BUTTON

SEO TITLE +
META DESCR.

LINK
BUTTON

STORY-
TELLING

Wordpress is a free content management system. Users can create, edit and publish content on websites and blogs.



definition

**WORD
PRESS**

WEBSITE / BLOG

Blogs are types of websites. Websites have static pages. Blogs are dynamic. Updated content appears in a reversed chronological order.

DASHBOARD

The dashboard is the back end of your blog or website. This is where you create and edit your content which you publish to your front end, your blog or website.



terms

**WORD
PRESS**

WordPress dashboard interface showing navigation menu, activity, quick draft, and recent drafts.

Navigation Menu: Home, Updates, Jetpack, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings (1), SEO, MailChimp for WP, Gutenberg, Wordfence, Languages, Collapse menu.

Dashboard Header: Dashboard, Screen Options, Help, Howdy, Eva

Activity: 172 Posts, 16 Pages, 106 Comments. WordPress 5.0.3 running Kale Pro theme. Akismet has protected your site from 1,387 spam comments already. There's nothing in your spam queue at the moment.

WordPress Events and News: (Dropdown menu)

Quick Draft: Title, What's on your mind?, Save Draft

Your Recent Drafts: View all drafts

- Meine Fotoausrüstung (+ Update-Wünsche) January 31, 2019 - In diesem Post findest du ein paar tolle und...
- My Photo Gear (+ update wishes) January 31, 2019 This post contains some great and helpful affiliate links Our...
- TWO RECIPES FOR PICKLING RADISHES + TIPS HOW TO USE RADISH LEAVES January 21, 2019 This month is radish month! One the one hand because...

Stats by Jetpack: (Configure)

Wordfence activity in the past week: (Dropdown menu)

Footer: Thank you for creating with WordPress. Version 5.0.3

DASHBOARD

BACK END

HEADER
+ LOGO

CATE-
GORIES

POST
FEED



DEUTSCH ENGLISH



THE STORY ▾

FOOD ▾

GARDEN

LOCAL ▾

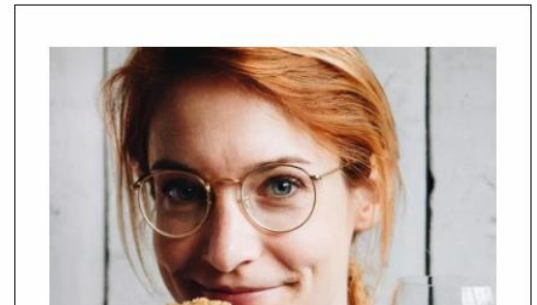
FAVORITES ▾

PODCAST

LET'S CONNECT



RECENT POSTS ▾



BLOG

FRONT END

POST FEED

SIDEBAR

POST
COVER

TITLE

POST
EXCERPT

RECENT POSTS ▾



02/04/2019

PLANTING GUIDE: HOW TO GROW RADISHES

How to grow radishes? Easy, just follow my planting guide! Those beautiful, spicy roots are a great plant for beginners and just perfect to start your very own gardening adventure. Find a quick overview about the most important information when, where, how and with whom [...]



01/29/2019

FOUR WONDERFUL STEWS FOR COLD DAYS

Winter means cold temperatures, we just cannot deny that fact. Well, January might not be the coldest month in all parts of the world (Australia, dude!), however, in the northern hemisphere it definitely is. Sunbathing as well as fun barbecue sessions are just not an [...]



BLOG

FRONT END



== HEY MY FRIENDS ==

I'm Eva. Do you know how a mulberries taste? Neither do I. Well, there are worse things in live and we always have the chance to learn more about new, exciting ingredients together. So, let's find out when where what grows and how we (or the chef in the awesome restaurant we've just been to) can create a fantastic dish out of them. And if work, the family or live in general is a bit too overwhelming we'll just have a huge bowl of pasta. Enjoy!

POST FEED

SIDEBAR

stress. In advance, however, the bride and groom have a huge pile of work. We experienced it and at all of [...]

really enjoyed standing in front of the hot stove to sizzle or toast. Now, with a cool breeze from the porch [...]

Knoxville local Okra pastry peach **recipe** savory
seasonal simple spring **summer** summer menu sun
sweet Tennessee thyme **TOW** Tradition vanilla
vegetables warmth Winter yellow Zucchini

← PREVIOUS POSTS

== INSTAGRAM ==



ginger
by
choice



INSTAGRAM WIDGET

FOOTER



[IMPRINT](#) [PRIVACY POLICY](#)

BLOG

FRONT END



pictures tell stories – visualize your stories

PICTURES



entertain – serve – educate - sell

PICTURES



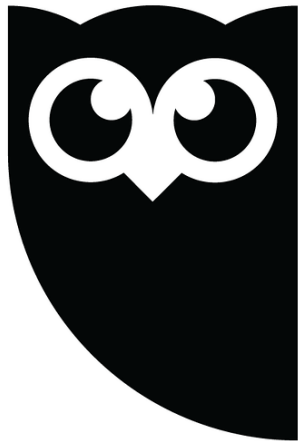
pretty is subjective – find your own pretty*

PICTURES

*and season it with a bit of common sense.

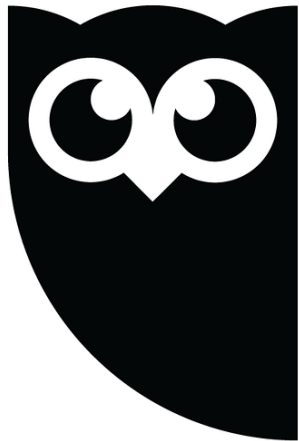
creative tools for social media

SHORTCUTS



fantastic tools for social media

SHORTCUTS



HOOTSUITE

social media management platform

prepare, plan and schedule your posts for eight social networks including Instagram, Facebook and Pinterest

fantastic tools for social media

SHORTCUTS



CANVA

graphic-design tool website + app
create, layout and edit web as well as
print designs and graphics

fantastic tools for social media

SHORTCUTS

A COLOR STORY

photo editing app
create and edit your pictures
with filters and other tools



fantastic tools for social media

SHORTCUTS

PLANN

visual planner, scheduler and analytics app for Instagram
plan, schedule and analyse your Instagram posts
(best app to create a cohesive look)





gingerbychoice.de

LET'S CONNECT

This presentation was
just a SNEEK PEAK.



info@gingerbychoice.de

your task today

DIP YOUR TOE IN

Find the handout
on your seat and
fill it out TODAY!



GET THE
SOCIAL MEDIA
JUICES FLOWING





THANK YOU

for coming to the
Emporium today!

gingerbychoice.de

ANY QUESTIONS?



info@gingerbychoice.de





SOURCES



Facebook logo - kisspng.com



Instagram logo - kisspng.com



Pinterest logo - kisspng.com



Wordpress logo - kisspng.com



Hootsuite logo - kisspng.com



Canva logo - kisspng.com



SOURCES



A Color Story logo - acolorstory.com



PLANN logo - plannthat.com

#entertain #serve #educate #sell -
jennakutcherblog.com/growemail/

HELP IN KNOXVILLE

For Entrepreneurs + Makers:
Knoxville Entrepreneur Center (knoxec.com)

Legal Help:
UT Lega Clinic (law.utk.edu/clinics/)

SEO + Google Analytics:
Frank Ramey – ENOTTO (enotto.com)



IMPRINT

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