


MARKETING BARBERSHOP ON SOCIAL MEDIA

HCNW 2018

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Bridge Town Sound

Published by Gary Weeber [?] · May 12 at 10:36am · 🌐

⋮

Question of the day: When does it take 5 guys to make a quartet? Hometown Harmony singing at the Kermes Festival at Scott School yesterday with a random old guy having to hold the mic.



✔ **Get More Likes, Comments and Shares**
 Boost this post for \$20 to reach up to 1,600 people.

👤 179 people reached
Boost Post

👍❤️😂 Steve Morin, Alice Allen and 20 others
4 Comments

Performance for Your Post

179 People Reached

28 Reactions, Comments & Shares ⓘ

| | | |
|----------------------|----------------------|-----------------------|
| 19 Like | 19 On Post | 0 On Shares |
| 2 Love | 2 On Post | 0 On Shares |
| 2 Haha | 2 On Post | 0 On Shares |
| 6 Comments | 5 On Post | 1 On Shares |
| 0 Shares | 0 On Post | 0 On Shares |

40 Post Clicks

| | | |
|-------------------------|-------------------------|-----------------------------|
| 9 Photo Views | 0 Link Clicks | 31 Other Clicks ⓘ |
|-------------------------|-------------------------|-----------------------------|


NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 2 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

NOTES

Bridge Town Sound was live.
Published by Duncan Gilman [?] · May 29 at 7:17pm · 🌐

Tag time with Darwin!



05:30

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,200 people.

🕒 People have watched this video for a total of **239 minutes** [Boost Post](#)

👍❤️ 20 5 Comments 2 Shares

❤️ Love 💬 Comment ➦ Share ⋮

Performance for Your Post

515 People Reached

329 Video Views

47 Reactions, Comments & Shares [?]

| | | |
|-----------------------|----------------------|------------------------|
| 29 👍 Like | 15 On Post | 14 On Shares |
| 6 ❤️ Love | 5 On Post | 1 On Shares |
| 10 Comments | 8 On Post | 2 On Shares |
| 2 Shares | 2 On Post | 0 On Shares |

148 Post Clicks

| | | |
|------------------------------------------|-------------------------|-----------------------------------------|
| 37 Clicks to Play [?] | 0 Link Clicks | 111 Other Clicks [?] |
|------------------------------------------|-------------------------|-----------------------------------------|

NEGATIVE FEEDBACK

| | |
|------------------|------------------|
| 2 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

NOTES

Evergreen District of the Barbershop Harmony Society Published by Duncan Gilman [?] · April 17 ·

A fitting tribute to a classy entertainer from four classy entertainers, our FWD friends The 139th Street Quartet. RIP Harry Anderson.



139th Street Quartet on Night Court
00:52

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 2,000 people.

Your video is popular with **men ages 65+** Boost Post

129 8 Comments 302 Shares

Like Comment Share

Performance for Your Post

32,429 People Reached

15,929 Video Views

1,732 Reactions, Comments & Shares

| | | |
|-----------------|----------------|------------------|
| 966 Like | 82 On Post | 884 On Shares |
| 262 Love | 42 On Post | 220 On Shares |
| 50 Haha | 7 On Post | 43 On Shares |
| 5 Wow | 0 On Post | 5 On Shares |
| 25 Sad | 1 On Post | 24 On Shares |
| 118 Comments | 12 On Post | 106 On Shares |
| 312 Shares | 302 On Post | 10 On Shares |

6,243 Post Clicks

NOTES



Performance for Your Post

1,076 People Reached

111 Reactions, Comments & Shares

| | | |
|-------------------|----------------------|------------------------|
| 36 Like | 17 On Post | 19 On Shares |
|-------------------|----------------------|------------------------|

| | | |
|------------------|---------------------|-----------------------|
| 5 Love | 3 On Post | 2 On Shares |
|------------------|---------------------|-----------------------|

| | | |
|-------------------|----------------------|------------------------|
| 33 Haha | 12 On Post | 21 On Shares |
|-------------------|----------------------|------------------------|

| | | |
|-------------------|---------------------|-----------------------|
| 1 Angry | 0 On Post | 1 On Shares |
|-------------------|---------------------|-----------------------|

| | | |
|-----------------------|---------------------|------------------------|
| 31 Comments | 6 On Post | 25 On Shares |
|-----------------------|---------------------|------------------------|

| | | |
|--------------------|---------------------|-----------------------|
| 5 Shares | 5 On Post | 0 On Shares |
|--------------------|---------------------|-----------------------|

126 Post Clicks

| | | |
|--------------------------|-------------------------|---------------------------|
| 38 Photo Views | 2 Link Clicks | 86 Other Clicks |
|--------------------------|-------------------------|---------------------------|

NEGATIVE FEEDBACK

NOTES

TIPS & RESOURCES

- Movie editing
 - VivaVideo app (free, but with in-app purchases)
 - Magisto (\$4.99/month)
 - iMovie (free with Apple products)
- Photos and graphics
 - Pixabay (free stock photography)
 - Pexels (free stock photography)
 - Canva (online templated graphics - free, with upgrade available)
 - Spark Post (free, with upgrade available)
- Facebook
 - Videos are best, then photos and links
 - Use live video for filming something 10 minutes or longer
 - Always make sure there's a share attachment with your link
 - Schedule posts ahead of time
 - Best options for boosting: the posts that work or the events coming up
- Instagram
 - Best for documenting something as it happens
 - Best through the app, but available through publishers
 - Repost (free app)
 - Promoting content is super easy

NOTES