

SOCIAL MEDIA 101 - EFFECTIVE TIPS TO A HEALTHY SOCIAL MEDIA PRESENCE

1

People buy from businesses they like

2

People like businesses they feel they can trust

3

Relationships build trust

4

Content builds relationships

BEST PRACTICES

BRING VALUE

- Create content that brings value to your audience. Practice the 3 second rule by asking yourself, "Will this bring value to my audience?" If it takes you longer than 3 seconds to answer yes, do not post it.
- Imagine social media is like a cocktail party. No one wants to hang out with the guy who only talks about himself. Engage with the audience by commenting and sharing their posts to build trust and nurture your audience.
- Focus efforts on the platform where your target audience spends their time.
- Visual content is mandatory. Attention spans are diminishing. Visually appealing content with positive emotional sentiment rule the day. Mark Zuckerberg sees video as "a megatrend". You should, too.
- It is not about YOU. It's about helping the audience. Period. Assess pain points, provide solutions and you win.
- Integrate social media, content marketing, and overall marketing strategies.



FACEBOOK

- ✓ Complete profile is important.
- ✓ 80/20 Rule. Optimized content to add value will generate more shares and engagement (the 80%). Promos should be simple (the 20%)
- ✓ One is the magic number. 1 visually appealing, value driven, post per day. Rely on Facebook Insights to determine best posting time. Share or curate a post every other day. Only share content that adds value.
- ✓ Stories are TRENDING because they humanize your brand. Adding to the story often throughout the day in genuine and authentic ways builds trust.
 - o Behind the scenes
 - o Updates and announcements
 - o Competitions or giveaways
 - o Reinforce deadlines
 - o Slideshows from events
 - o Milestones
 - o Preview upcoming offerings
 - o Share tips



TWITTER

- ✓ Complete profile is important.
- ✓ **80/20 Rule** applies here, too. Valuable and visually appealing content is king. Video and image posts perform better than text only.
- ✓ **2-15 tweets** per day. **If they are valuable.** If not, stick with 1 or 2 valuable pieces and participate in the hashtag conversation after the post goes live.
- ✓ **Interaction** with people and hashtags makes all the difference with regard to being seen as an authority in your space.
- ✓ Use relevant **tags** to bring people into the conversation or when giving a nod to a peer.
- ✓ **Engagement** goes beyond someone liking or commenting on your tweet. You must respond to interaction on social – like a conversation.
 - o Say hello to new followers with a tag and say hi
 - o Ask important questions
 - o Tweet at or about industry events
- ✓ **Follow** all relevant accounts and engage with their tweets.



INSTAGRAM

- ✓ **Hashtags.** Research and use them strategically.
- ✓ Posting **time** matters. Test. Test. Test.
- ✓ **Engagement** is key within your content, on your account, and on other accounts.
- ✓ Follow, like, comment to initiate relationships within your target audience and competitors
- ✓ **Visual** strategy. Instagram is an extension of your content marketing strategy. Ask three questions:
 - o What does your audience care about?
 - o What does your brand stand for?
 - o What makes you unique?
- ✓ **Diverse** content styles are critical on Instagram to create a beautiful profile
 - o Product/brand photos
 - o Lifestyle shots
 - o User-generated content
 - o Behind-the-Scenes
 - o Content formats



LINKEDIN

- ✓ Write a stellar profile with an **engaging** summary and include logo and graphics that speak to your brand.
- ✓ Platform is perfect for establishing thought leadership with valuable content by publishing articles that are **educational** in nature.
- ✓ Include **visuals** (charts, infographics, slide shares, etc) to increase engagement.
- ✓ Use **video** to tell your brand story, address FAQs, include interviews, and testimonials
- ✓ Best time to post is the middle of the week, no more than 20 posts per month, and only post valuable content.