

SURVIVAL GUIDE TO SOCIAL MEDIA

Deciding the right platforms for your campaign, organization or cause.

Facebook

Overview: One of the most widely adopted social media platforms. It is the most recognized platform and seen as an “all-rounder”, making it a great starting point for a **campaign or organization** taking the first steps into social media marketing.

Why use it: Facebook allows you to connect one-on-one with your followers, helps you reach large groups, and gives you deeper insights into your audience.

What to Post: Be sure to have a mix of fun, educational and promotional posts. Post owned content and well as sharing relevant articles or videos you find across the web. If you don't diversify your posts, Facebook's algorithm will start placing your posts lower in user's feed decreasing your overall reach.

Tips:

1. Use the cover photo to promote large assets, announcements, or events. The cover photo is typically the first thing a user sees when they visit your Page.
2. Add links to your posts to point to a page on your website. Use Facebook's rich link preview format, which appears when you paste a link in the post text, rather than embedding it within a caption.
3. Remember the 80/20 rule—80% of your updates should be social in nature. Facebook wants to be sure users are engaging with posts in their Newsfeed. If you are regularly posting over promotional content with little to no engagement, your Page's organic distribution to fall over time. Rotate the content you post to keep it fresh and interesting.
4. Schedule posts for when your audience is online. People use Facebook at different points throughout the day and you want to post when your audience is most active. To find this info, check your Facebook Insights data. Click the Insights tab and then click Posts in the left menu to see times and days your audience is engaging with the platform.
5. Share content from other channels. You don't need to rely solely on content you create and publish yourself. Instead share relevant news stories or articles that relate to your business. Your audience will appreciate the variety of information and see your channel as a resource to engage with more frequently.

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Twitter

Overview: Targeted more for short, high-frequency updates. A Tweet is a short message, 140 characters max. It can include videos and photos, you can prefix your words with hashtags to make them a searchable link. Twitter is a fast-paced platform, with content generally visible for 18 minutes or less. Retweets can add to content's longevity, but the upper limit is still measured in hours, not days.

Why use it: Provides large scale reach and a way to quickly spread content and expand your audience. Twitter can also work as an extension of your customer service department, and is a great tool for listening to what your competitors are up to or updates in your industry sector.

What to post: Share content that is interesting and relevant - from fun infographics and educational content, to industry news, occasional press releases, and announcements. The 4-1-1 rule states that for every four light and informative content you share, you can have one soft-sell offer and one hard-sell offer, like a demo. The 4-1-1 rule can guide your sharing strategy for many social platforms, not just Twitter.

Tips:

1. Include a hashtag in every post, and use sources like Hashtagify to research top performing, and similar, category hashtags.
2. Monitor boards for customer issues and respond promptly.
3. Use @Mentions to engage other Twitter users in your tweet. They will get notified after being tagged in your tweet.
4. Keep your tweets short and sweet. Research shows tweets that contain less than 100 characters receive 17% higher engagement than longer ones.

Pinterest

Overview: A virtual scrapbook that allows users to share and organize visual imagery and link to external sites. Very aspirational in tone and good for showing the benefits of long-term purchases.

Why use it: Great for travel and tourism, art, design and fashion.

What to post: Make sure you are including a good content mix in your Pinterest boards. Followers will want to see a combination of business and culture content.

1. Tips:
2. Use relevant keywords to describe your pins so users can easily find them.
3. Organize your boards around different themes: different product, collections, company culture, inspiration, how-to, etc.
4. Posts can be linked to online content, so use engaging visuals to encourage users to visit your links.

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Instagram

Overview: A Facebook owned platform, Instagram is a visual platform that is all about stunning imagery.

Why use it: Although a smaller audience, statistically Instagram has the highest engagement rate. Great for designers to showcase fashion, art and architecture; also a huge following for food brands, restaurants and cafes.

What to post: Make it visually engaging: Instagram users are savvy and creative, and know lackluster content when they see it. Don't post a photo or video unless it has aesthetic appeal.

1. Tips:
2. Make it exclusive: Post images and videos that can only be seen on Instagram.
3. Make it personal: Post photos and videos that give your audience personal insight into the inner circle or workings of your product or company.
4. Hashtags act as keywords, providing a way for people to find your posts. Include 2-3 hashtags for every image you post.

LinkedIn

Overview: The world's largest professional network on the internet. More corporate in tone, LinkedIn allows you to post a digital CV and network with colleagues, workmates, suppliers and customers.

Why use it: Brands create company pages on which to post job ads, company updates and staff stories. LinkedIn is now the way to reach an audience with a business mindset. You can also post job openings on LinkedIn and search candidates, making it a great venue for recruiting talent.

What to post: LinkedIn is seen as a professional network, your content mix and tone should aim to be fairly professional and engaging. Content that helps the reader do his or her job more effectively, or adds to the conversation about a crucial topic in an industry generally performs best.

1. Tips:
2. Customize your LinkedIn URL to match your business - Press the "edit profile" button and then click the gear symbol next to your URL. This will take you to a separate page where a "your public profile URL" box will appear with the option to edit the link.
3. Customize your background image. This is your biggest opportunity to brand your page. Make sure to choose a file that is large enough so that it doesn't become stretched or pixelated.
4. LinkedIn doesn't have a built-in spell checker. Check and double-check for any typos!