



Social Media: More than Pretty Pictures

What is YOUR strategy?

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WHAT is Social Media?

The use of web-based and mobile technologies to turn communication into interactive dialogue and business transactions





WHO uses social media?

Did you know?

- Nearly 1/3 of the global population are active social media users?
- Your competitors are likely to have a presence on social media?
- People notice when you don't have a clear social media strategy?





**JAN
2017**

GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.476
BILLION

URBANISATION:
54%

INTERNET
USERS



3.773
BILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



2.789
BILLION

PENETRATION:
37%

UNIQUE
MOBILE USERS



4.917
BILLION

PENETRATION:
66%

ACTIVE MOBILE
SOCIAL USERS



2.549
BILLION

PENETRATION:
34%

Infographic courtesy of We Are Social



WHY use social media?

- To communicate with and engage your existing audience.
- To raise awareness of your cause.
- To recruit and/or retain volunteers/customers/clients.
- To build new audiences and/or grow your membership.
- To increase event participation.
- To raise funds.
- To drive prospects to your website.





HOW to use Social Media

- Establish SMART social media goals
- Choose your social network(s)
- Fill out your profiles
- Find your voice and tone
- Pick your posting strategy
- Analyze and test
- Automate and engage





SMART Social Media Goals

Specific: Keep goals simple and well defined.

Measurable: Measure the number of comments, tweets, website visits, etc. to determine success. Establish benchmarks.

Attainable: Be realistic about what can and should be achieved through social media channels.

Realistic/Relevant: Factor in available resources – remember social media is time consuming.

Timely: Set a realistic timeframe for meeting your goals. It typically takes 3-6 months to see results.










Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used



WHEN to use Social Media

3
GOOGLE +
POSTS PER DAY



GOOGLE +

Post consistently. Some users have experienced drops in traffic of up to 50% when posting less than normal.

2
FACEBOOK
POSTS PER DAY



FACEBOOK

You can post twice per day before likes and comments begin to drop off.



WHEN to use Social Media (cont.)

5

PINTEREST
POSTS PER DAY

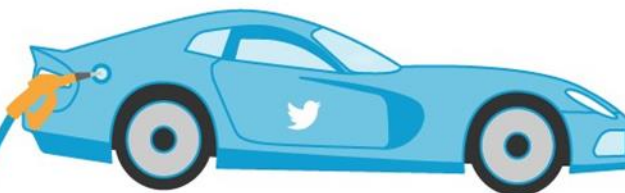


PINTEREST

Top brands on Pinterest have experienced rapid growth by posting multiple times per day.

3

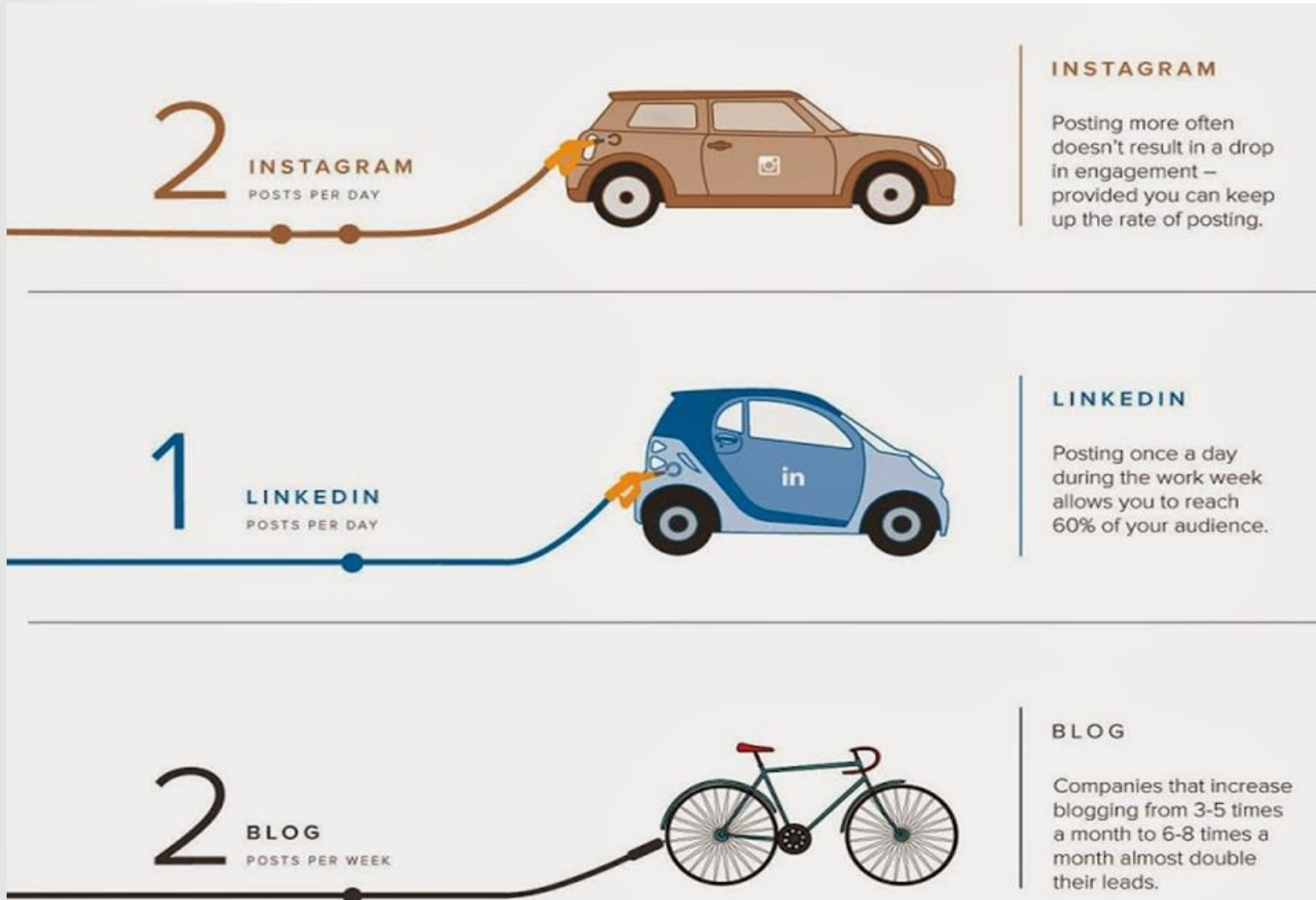
TWITTER
POSTS PER DAY



TWITTER

Engagement slightly decreases after the third tweet.

WHEN to use Social Media (cont.)





How Much is TOO Much?

					
	Facebook	Twitter	LinkedIn	Pinterest	Google+
Minimum	3 X per week	5 X per week	2 X per week	5 X per day	3 X per week
Maximum	10 X per week	none	5 X per week	10 X per day	10 X per week






WHAT to put on Social Media

				
Facebook	Twitter	LinkedIn	Pinterest	Google+
Behind-the-scenes photos	Blog posts; interesting articles	Product updates	Product photos	Behind-the-scenes photos
Quotes	Quotes	Blog posts	Guides, eBooks, & white papers	Videos
Fill-in-the-blank	Industry news	Industry news	Videos	Event information
True-or-false questions	Newsletters or announcements	Recruitment videos	Infographics	Blog posts
Blog posts	Vine or YouTube videos	Job postings	Quotes or tips	Industry news
Newsletters or announcements	Event updates	Newsletters or announcements	Blog posts	Guides, eBooks, & white papers
			Curated content	



Best Times to Post on Social Media

	GOOD TIME	BAD TIME
	1PM-4PM	8PM-8AM
	9AM-11AM	6PM-8AM
	7AM-9AM & 5PM-6PM	10PM-6AM
	1PM-3PM	8PM-9AM
	2PM-4PM & 8PM-1AM	5PM-7PM



WHICH Social Media Platform to Use

Depends on:

- Your Industry
- Your Goal
- Your Audience
- Your Level of Engagement



Facebook



Primary Purpose:

- Builds brand loyalty and reputation
- Establishes your business as an authority through interesting content and informational posts

Unique Attributes:

- Reaches a variety of segments of an audience with one post
- Opportunity to create ads to drive traffic to your website/blog
- Encourages dialogue and depth with a customer base
- Ideal for sharing personal stories, testimonials, detailed information about your business

Facebook



Profile Picture

- Choose an image that will work well as a small size
- must be at least 180x180 pixels when uploading, displayed as 160x160 pixels

Cover Photo

- must be at least 399px wide and 150px high when uploading, displayed as 850 wide x 315 tall
- If you upload a larger image you'll be given a chance to move & reposition it by dragging to choose the crop you'd like displayed

Save image as a JPG or PNG

Don't forget it's always PUBLIC



Facebook



Ads vs. Boosts

- Decide on the goal of your Facebook advertising before you get started – this will affect the type of advertising used
- If you want a simple way for your post to be seen and engaged with by more of your audience, you should try boosting it
- If you are looking for advanced targeting and customization, Facebook ads are the way to go

Boosted Post



Fancies Flowers

April 3, 2013 · 🌐

Don't forget to order your Mothers' Day flowers today! All orders over \$50 get free delivery.



Like · Comment · Share · 👍 10,345 💬 1,189 ➦ 460

Boost Post

👍 Like

💬 Comment

➦ Share

Kevin Cathcart likes this.



Write a comment...



Press Enter to post.



Boosted Post Ad

Suggested Post



Fancies Flowers

Sponsored · 🌐

👍 Like Page

Don't forget to order your Mothers' Day flowers today! All orders over \$50 get free delivery.



Like · Comment · Share · 👍 10,345 💬 1,189 ➦ 460





Right Hand Side Ad



Fancies Flowers

Don't forget to order your Mothers' Day flowers today! All orders over \$50 get free delivery.

Like Page



Receive High ROIs With Facebook Ads

- **Understand the Purpose of the Ad**
- **Architect a High Converting “Native” Ad**
 - a. Capture Attention
 - b. Create Connection
- **Abide by Facebook Guidelines**





BOOSTED
PAGE
POSTS

VS

BOOSTED
POST
ADS

VS

FACEBOOK
ADS

APPEARS ON FACEBOOK
BUSINESS PAGE



OPTIONAL



LOCATION
TARGETING



AGE & GENDER
TARGETING



INTEREST
TARGETING



LANGUAGE
TARGETING



BEHAVIOUR
TARGETING



AD
SCHEDULING



CALL TO ACTION
BUTTON



OPTIMISED
BIDDING



MULTIPLE
IMAGES



INSTAGRAM
ADS



RIGHT HAND
SIDE ADS



Twitter



Primary Purpose:

Shares breaking news and quick updates, promotes new products, content, or brand contests, collects instant feedback from your audience.

Unique Attributes:

- Serves people looking for quick info, company news, and immediate response to questions about products or events
- Focuses on dialogue creation and starting conversations with customers
- Known for its [hashtag \(#\) communication functionality](#)
- Best platform for PR/publicity purposes when traditional media does not respond

Twitter





- Allows users to take pictures and videos from a mobile device, apply digital filters and a caption, and then share the image on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr.



Get the Most Out of Instagram

- Use images to tell a story, not blast your branding
- Be strategic with your photos
- Don't post too often
- Choose an account name that's the same as your Twitter handle
- Use hashtags, but not every hashtag

Pinterest



Primary Purpose:

Acts as an online scrapbook, showcases products, and displays brand essence through inspiration boards.

Unique Attributes:

- Generates leads and drives traffic to other content (or back to your website)
- Visually promotes and highlights products/services
- Provokes immediate or future Call-to-Action (CTA) responses
- Allows you to micro-target your search with clearly defined categories

Facebook helps strengthen relationships. To grow an audience around promotions and sales, Twitter or Pinterest has the quickest impact.



Instagram vs. Pinterest

Instagram



vs.



Pinterest

Primary Audience

Women, Teens, Under 30,

Looking For

Interesting or exclusive photos, a personal experience with a brand

Best For

Sharing authentic content (images), creating brand awareness, showcasing 'behind the scenes'

Used Primarily By

Nonprofit, B2C

Primary Audience

Women, Foodies, Crafters

Looking For

Photos, videos, products, tips

Best For

Sharing visual content for products, how-to, e-books SEO, website traffic, sales

Used Primarily By

B2C

LinkedIn



2003 – debuted as an online resume and an introduction to e-networking.

Today – a comprehensive career management system geared toward business professionals.



LinkedIn Tips

1. Clear, concise headline
2. Join Groups
3. Not the same as Facebook and Twitter posts
4. Endorsements and Testimonials
5. Headshot – if you don't have one – get one or use your logo



Things to Remember About Social Media

Create a social media marketing plan before you begin

Similar to the way you do everything else in the world of business, you must make a plan before executing. Creating a social media marketing plan will set you up for success, and will allow you to avoid any social media mistakes.





Things to Remember About Social Media (cont.)

Do a social media audit of your social media presence

Before creating a new social media profile, run a social media audit of your current social media presence. Social media audits are useful to keep all your social media ducks in a row, such as social profiles and passwords.





Things to Remember About Social Media (cont.)

Social media strategy must include social media engagement

Skimping out on engagement in your social media strategy can pose a huge threat to your company's social media presence.

The three steps to doing social media engagement right are: being proactive, always listening, and being engaging.





Things to Remember About Social Media (cont.)

Know when to outsource your social media management

Whether or not you should keep your social media management internal or outsourced is a decision many business, big or small, encounters. It takes time to weigh the pros and cons of the decision to give up the keys to your social media accounts.



Things to Remember About Social Media (cont.)

Increase your website traffic with social media

Every (smart) business has a website, but not every business gets the desired amount of traffic to their website. Using social media to drive traffic to your website ranges from the basic tactics everyone should be using, to more sophisticated methods that take a little more time to master.





Things to Remember About Social Media (cont.)

All businesses should have a presence on LinkedIn

LinkedIn is no longer optional for any business, big or small. This social network provides you with credibility, a large network of professionals, sales opportunities, and a marketing platform for your business.

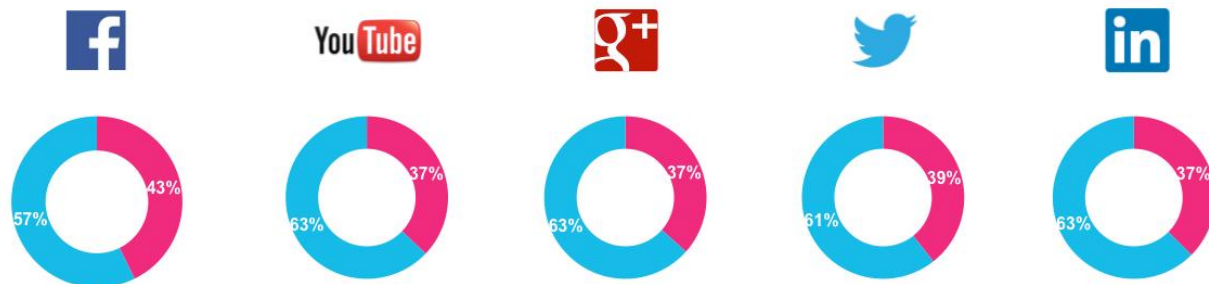




Things to Remember About Social Media (cont.)

Target your audience better with social media statistics

Social media statistics are used to guide social media strategies. What works for one industry or one demographic, may not work for another. Continuous monitoring of statistics helps determine next steps.





Things to Remember About Social Media (cont.)

Know which social media metric to use to prove ROI

New tools and metrics are being developed every day to determine ROI. Keep up to date on different options and identify which social media metric(s) best suits your business's needs.










Things to Remember About Social Media (cont.)

Use a social media content calendar to keep content organized

Getting organized and figuring out a social media content schedule is imperative to your social media success. By using a social media content calendar you're able to figure out a content schedule that works for your business.

Monday	Tuesday	Wednesday	Thursday	Friday
 Monday motivation quote	 Link to latest blog post	 Behind-the-scenes photo	 Fill-in-the-blank	 Update on weekend specials
 Behind-the-scenes photo	 Link to latest blog post		 Industry news	 Link to latest blog post



Things to Remember About Social Media (cont.)

Your competitors are using social media

Consumers will notice when you are NOT using social media. They search until they find what they are looking for. If you have no presence, you have no chance at obtaining their business.





Summary

- Have a plan in place that is best for your business.
- Have a strategy.
- Know your target audience.
- Your posts should be relevant, timely and engaging.
- Know your message and be consistent (on all platforms).
- Social media is more than just pretty pictures!



Questions?

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