

# SOCIAL BASICS.

Make social work for you.



A little context...

# 72%

of professionals say social media helps them develop loyal fans.

# 80%

of professionals say social has increased website traffic for their business.

## Why should I be using my social media?

Social media is an integral part of all your potential clients lives, if you're not on their radar then you're missing out on a massive piece of a successful sales funnel. People will search the web for businesses and look for recommendations, and if you're not there to answer, who do you think will be there? Yep, your competitor.

Social media is more than a soapbox on which you shout about how great your business is. It's more about building relationships with your potential clients.



Look at it like this, you're in a large sports hall, there's hundreds of salesman, like yourself, all selling the same product. A client "Olivia" walks through the door, she is handled by a sea of shiny suits saying "I've got the best product, better than these others" It's the same story, until she's greeted by you, you smile, shake her hand, offer her a coffee, talk to her about her day, you offer witty anecdotes, stories and information about your product enriching people's lives, Olivia will engage with you, imagine herself using your product and at the end of this, your chances of sale significantly increase.

Social media is the sports hall, and those suits are your competitors, social helps you break from the mould of everyone else. Remember social media is not a dingy extension built onto the side of your business, it's the pipes, an essential aspect to any home.

## It's Personal.

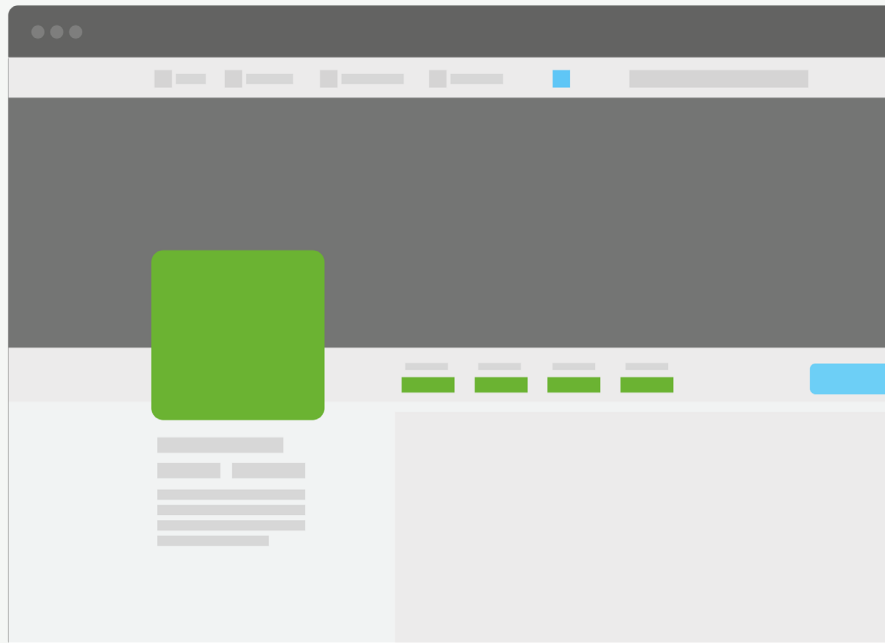
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Remember the smile you offered Olivia, well this is much the same. Your profile must be very personable and approachable; your customer will make a snap judgement based on your account. We like to think of the 5 second rule, if someone was to view your profile for only 5 seconds, will they feel you or your brand is trustworthy, likable and approachable?

### The Profile Picture. Aka: The Avatar

The Avatar, this is the small display image that will be either you or your logo. An Avatar on social platforms is vital, it verifies you as a person or a brand. And is the biggest part of that 5 second rule.

- If you're using a logo, keep it consistent throughout all channels, keep it high quality and clear. Think big, the profile should be recognisable no matter the size.
- If you're using a photo, make this highly personable, try and smile (Studies show smiling avatars seem more trustworthy) Asymmetry adds more interest, have the light on your face to get better clarity. Try getting a good headshot with a decent camera, it'll pay off.



### The Cover photo.

The cover photo is very common across many social platforms, this gives you a big piece of pixel real-estate so use it to your advantage! Use this to show something that connotes what is important to you, a passion maybe. Another good use is to advertise content you offer, perhaps an ebook. Remember that most social media platforms differ so get your dimension right. (A website like canva is a really good alternative to photoshop if you want to make quick edits)

### The Bio

All social platforms will offer a varying amount of space in which you can add a small biographical piece to quickly tell the customer about yourself. Each social media caters to a different audience so it's important there is an element of consistency, but with each social platform you'll want a slightly different approach.

Facebook - Make sure you get your URL right in the beginning of the description, a primary use for Facebook pages will be to lead them to your site. The description will be about 5 lines when cut off in mobile view, so make sure you're getting what you need across in that short space.

Twitter - Twitter gives you a very small bio, so think about this carefully. We recommend a quick roundup of what your company exactly does, and try to use the “#” so that your account will come up if that keyword is searched. Eg: We are #sales and #marketing #recruitment specialists in Brighton.

LinkedIn - Remember that LinkedIn is a network of professionals, so make sure your biography is detailed, perhaps tell a story of your company's inception, awards you have won. This is your chance to big yourself up and impress everyone that comes across your company profile.

#### tip:

When it comes to your social profiles, don't forget to put hyperlinks to all your online assets, whether that be your website or your other social platforms, perhaps even a landing page. All too often have we come across half finished social profiles that don't link anywhere, and sometimes we want to follow your Twitter and build relationships!

## Get noticed and become relevant.

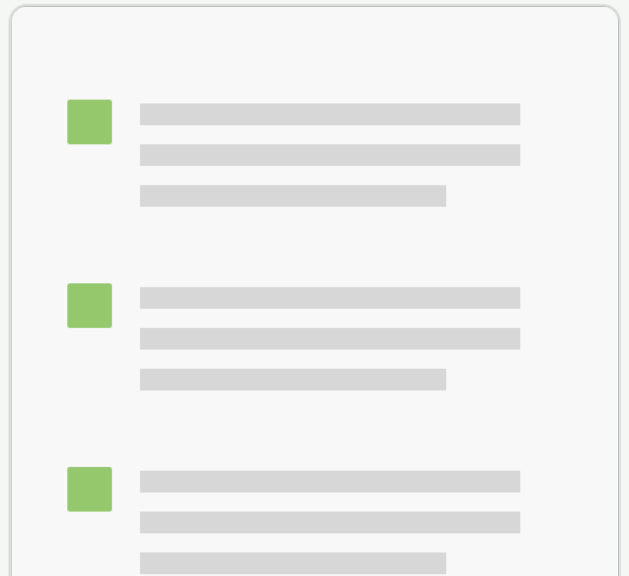
Content is the life blood of modern marketing, and this is especially true for social-media marketing. You'll need to eat, sleep and breathe all the content channels of your niche in order to truly succeed. And when I say content I mean, blogs, emails, books, videos, podcasts, events, infographics, anything that a person can consume to enrich their lives in some way.

Content should be your chief concern because the more you share, curate or appreciate content the more the people whom are witnessing you doing this will solidify you as a genuine ambassador for this content. The apex of content is curation, if you're creating relevant, insightful and enriching content (in whatever form) then you carve yourself a place as an expert in that field. And this ultimately means you'll be considered more above your competitors.

I'll be giving you a few tips on how to find great content, and how to how to store it and how to post it efficiently. But let's start with a few ground rules.

Consistency is key. Keeping both the posting of your content and sharing to a schedule is paramount, it will give your efforts an air of professionalism, and it will help your audience know when to engage with your channels to get their updates. 70% of marketers lack a consistent or integrated content strategy, and this will keep these marketers guessing and having a reactive attitude, your mission is to be proactive.

Make a plan. You wouldn't engage in any other business endeavor without properly making a logistical plan, so why do so many marketers seem to think they can get away with a rough idea in their head? We'll be providing a great social and content strategy plan with this guide, that'll help you get the most out of your marketing efforts.



## Commanders Intent

Your plan should really detail what the "Commanders intent" of your whole efforts are, by this I mean one sentence that completely encapsulates what you're trying to do. Eg: To become the leading voice in the field of user experience. Your goal can be as grandiose as you want, you'll need a clear direction to really succeed.

The Commanders intent is used by the U.S military through all stages of a plan, so everyone knows the ultimate goal of the mission. This statement will work for any co-workers to get on the same page as you too.

The next step of your content plan would be to draft up a couple of customer profiles. Imagine who your ideal customer would be, give them a job title, an age, what are their professional aspirations, what could be some of their pain points, how could their lives be better? When all these questions and more are culminated you have a real sense of direction to what you need to create or share content wise.

And lastly, make sure you schedule everything in a Calendar, keeping a regulated and scheduled plan for your content will make you completely accountable for the strategy. As we've already stated consistency is key, and what better way to keep something consistent than to have all your content mapped out in a handy calendar.

Fear not we've attached a pre-made calendar in which you get started immediately!

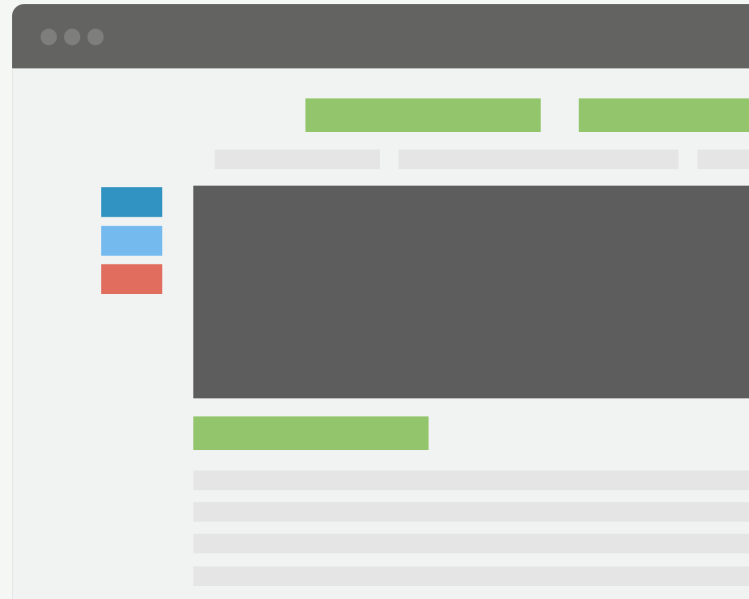
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### Rounding up that pesky content.

As we said earlier sharing content is a great method of establishing yourself in your sector. But finding and sorting out the right channels could be difficult, fortunately this problem has already been solved. We use <https://feedly.com>, this lays out all the latest posts by blogs in a nice easy to see layout.

But to use Feedly you'll need to find relevant blogs obviously, to get you started I'd suggest doing a simple Google search: "Top blogs in -niche-" you'll most likely find a list of all the top blogs in that niche, then simply add them to your Feedly feed.

Another method would be to find competitors and others in your chosen field and see what blogs they're sharing, we recommend keeping a page dedicated to the blogs you come across and then adding them later to your Feedly.



### Reddit



Reddit, this site is called "The front page of the internet" for a reason, it works like a giant chat forum and if you can think of a subject matter you can guarantee there is a 'sub-reddit' for it! Reddit is great because you can find like-minded individuals in various sectors who'll be sharing content and asking/answering questions.

**Tip:** If you're knowledgeable in your sector, spend some time daily scrolling through your chosen sub-reddit and getting involved in questions and discussion, it could lead you anywhere.

LinkedIn Pulse. Once upon a time LinkedIn would only let a set criteria of thought leaders post blogs, but now they've opened the flood gates to all and you'll stumble across some remarkable pieces of content that you can share out. They've got a handy app that is really easy to navigate.

Medium. Created by a co-founder of Twitter, Medium was intended to break free of the limiting 140 character limit and allow real pieces of insightful and thought provoking articles to be created. Medium has a huge user base with thousands of articles being posted daily, on every subject imaginable with real personable edges to it. Medium is a definite must.

### I'm hoarding blogs here, how do I share them?

I've got a little secret, most Marketers won't be sitting on Twitter or Facebook waiting to send out a blog each hour, they'll have a day (or week) worth of content scheduled to send out at the right time. There are a few apps that'll do this like Buffer, SproutSocial and Hootsuite. We use Hootsuite for our social scheduling.

These apps will allow me to connect all of my social media accounts up to one simple dashboard, from this dashboard I can then spend the morning scheduling a day's worth of tweets, posts and updates to my heart's content.

The best times to post your content will vary depending on target audience but many find that the lunch period of the week is great 12:00-14:00, also the morning and evening commute will also help, 6:00-8:00 and 17:00-19:00. Don't forget the weekends, it's been proven many times that the weekend can be the best time to be posting on social platforms, especially for B2C companies.

#### **Tip:**

**Remember each social media has a varied audience, so we recommend you change the tone of your messages differently on each social platform.**

# Get noticed and become relevant.

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As we've mentioned before, each social media will need to have a different way in which you post. Here are our tips for Facebook, Twitter and LinkedIn.

## LinkedIn:

The biggest take away from LinkedIn is patience, this one will herald tremendous results but will take time.

Start your plan by polishing off your company page, this should be your pride and joy and a complete representation of your company's values and culture. Got a job going, use LinkedIn, hosted an event, LinkedIn should know.

Make sure all your employees are on LinkedIn with fully fledged profiles, work on their profiles extensively because their profiles will reflect your business. Active employees on LinkedIn will equal more exposure to your company page. We recommend doing a little training in a great profile and using LinkedIn effectively for your employees.

Get involved with groups in your niche and make a group yourself. Groups are a gateway to mass exposure on LinkedIn, start by hunting for groups in your niche and getting involved, some groups are very active and a great way to share content.

## Twitter:

Get to know advanced-search, Twitter offers a feature in which you can use advanced search. This tool is extremely powerful for finding accounts, hashtags, anything. (<https://twitter.com/search-advanced>) Fill in the field to your hearts content and really play with it, we've found leads, industry events and built relationships through this feature.

If you're sharing Tweets, try to make sure the link shows an image, tweets that contain media have a much higher conversion rate. Also try to include the twitter handle of the author, it can lead to the post getting more exposure and maybe a retweet.

Make sure your hashtags are relevant, most tweets should include at-least 2-3 hashtags. Hashtags work as beacons for that keyword, people will search keywords for content. A great site to see whether your hashtag is being used would be <http://hashtagify.me>

Find talks or create your own. Talks or "Twitter Chats" are extremely popular and hold huge potential for exposure and to solidify yourself as an industry leader. Most talks will be during a certain time eg: 13:00-14:00 and will be for a specific niche eg: Southern SME's. Talks will usually include a hashtag, check out #bizhour, these guys are doing it right.

## Facebook:

Facebook can be tough to get an audience interacting with your content. This is because Facebook has a complicated algorithm that will only make content that a person has interacted with (Watched a video, liked etc) come up on their Feed. So it's important to make sure your content is targeted specifically to your target audience.

Interact with pages and target customers via Facebook, you're able to post as your page, so you this to your advantage, cast your net wide and leave a comment or two here and there, it'll greatly increase the chance of someone clicking through to your page.

Using paid advertising for posts can really get your content to a huge segmented audience for relatively cheap, start by going on Facebook's audience insights page and see what your audience is engaging in and liking.

Thanks for reading this handy little guide! We hope it's helped you, and there will be more to come!  
Feel free to share it around but please try to mention us at Innergy if you do!  
Still feel a little stumped? Email me at [Haydn@innergy.co.uk](mailto:Haydn@innergy.co.uk) and I'll try to answer all your marketing queries.