

MAKE THE SOCIAL MEDIA CHANNELS WORK FOR YOU

Breaking down the science of social media

H	
lithium	beryllium
Li	Be
sodium	magnesium
Na	Mg
potassium	calcium
K	Ca
rubidium	strontium
Rb	Sr
caesium	barium
Cs	Ba
francium	radium
Fr	Ra



ORGANIZE YOUR LIFE

Before we dive into the social networks and explain how to look at each for your business, we'll cover a few tips as to how to keep your social media life organized. Social media management is a full-time position, but there are ways to minimize the time spent and maximize your return.

1 SOCIAL MEDIA CONTENT CALENDAR

DECIDE HOW OFTEN YOU ARE TO POST TO A SOCIAL NETWORK PER WEEK.

Is it 2x a week or 5x a day? We recommend at least 2-3x per week.

THINK OF TOPICS TO POST ON YOUR (SOCIAL MEDIA) PAGE

If you decided to post 3x a week for 3 weeks, you'll need 9 topics to get started. We recommend posting 3 weeks worth of content so you can watch analytics and grow your brand before you change anything in your social media strategy.

PICK THE DATES AND TIMES YOU ARE TO MAKE EACH POST.

Most social media channels allow you to schedule posts much like blogging. You can make your life easier if you have a good amount of content already gathered and scheduled to go out.

Remember!

It's important your topics are short and to the point. These are not lengthy articles or blog posts. They are tidbits of content usually linked to something else or they announce something related to your business.

PICK YOUR TOPIC

FREQUENCY





He

2

KEEP THE CONVERSATION GOING

(and in the direction you want it to go in!)

STAY IN TOUCH

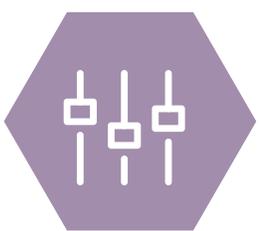
If you're posting and engaging with people that's great! Responses and interaction with your brand means you are successfully using the channels. Keep it up! Don't let those interactions fall by the wayside.

ADDRESS CONCERNS

It is crucial that once you do have engagement, you are very present on the channel and regulating it at all times. Conversations can quickly get away from people on these networks. For instance, you'll want to make sure that if a customer voiced a concern or a complaint, you have a strategy to help the customer. You might have a public response of "We're sorry to hear about this! Please reach out to (enter email or biz phone number) so we can help you out. Thank you for letting us know!" or something similar. Then ensure to follow up via whatever business customer service practice you have in place. And if you don't have one in place, draft one up to continue to handle future concerns.

3

USE THESE CHANNELS TO PROMOTE



Use these networks to run promotions, interact and learn from your clients, leverage the social network for referrals and much more.

IMMEDIATELY REACH LARGE AUDIENCES

If used well, these channels can have a direct impact to your bottom line. Your business will see results once you grow your social media audience interact regularly.



4

MEASURE, MEASURE, MEASURE

When you begin any effort on social media, you want to be organized and measure everything. What numbers (followers, posts, etc.) are you starting out at and what is your goal? Make these quantitative measurements.

SET A GOAL

Let's say you have 100 Likes on your Facebook Page. Pick a number that you want to increase your page likes to – say 250 in two months? How realistic is this? What kind of effort will this take?

INCREASE # LIKES

GOAL = +150 LIKES IN 2 MONTHS

2 MONTHS \approx 60 DAYS

$150 / 60 \approx 2.5/\text{DAY}$

$2.5 \times 7 \approx 17/\text{WEEK}$

This is an aggressive goal since promotion and engagement takes time. It would require constant engagement and interacting on the channel with related categories to try and attract newcomers, all without advertising budget.

A more realistic goal would be to double your initial number for two months. That would only require about 10/week. This is achievable with consistent engagement.

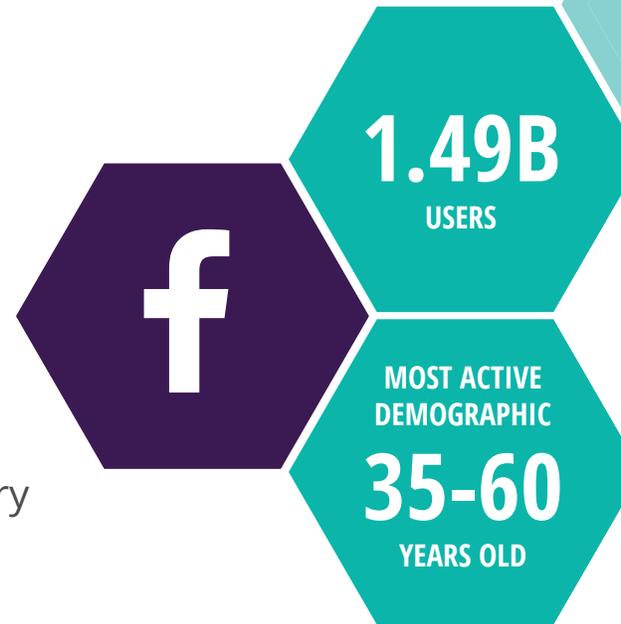
Remember!

Without measurement, you'll have a hard time understanding how your social management is paying off.



FACEBOOK

Launched in 2004, Facebook has become the world's largest social media platform still outranking Twitter and every other social network to date.



ABOUT:

Founded to connect people through profile pages, Facebook has not changed the initial design much over the years. Their thinking behind-the-scenes is to have control over the user experience right down to page structure, like where profile pictures go. Their branding and design has been very intentional and unwavering over the years.

Instead of providing user profile customization, they wanted users to focus on interaction. For example, 'liking' content or 'commenting' on posts allow people to interact socially through their digital channel. The text, picture and video posts have ruled the social medium and continue to do so.

TODAY:

Today, Facebook has billions of profiles throughout the world and is one of – if not the – most recognized social network today.

The user numbers are immense. However, the audience demographic and usage has shifted.

Facebook was built for college students. The social medium exploded in the first decade of existence with the most popular age group being 18-30 year olds. However in 2015, you will find one of the most rapidly growing highly engaged age ranges are 35 to 60 year olds.

WHAT TO DO WITH THE CHANNEL:

Ask yourself: Where are they on Facebook? What do they like to do on Facebook?

Once you identified these questions, create a plan of three weeks worth of post topics and a hypothesis of how to reach them. Are you going to advertise? Are you going to message them? What is your best guess? Pick a date, time you are to write and publish a post.

PRO TIP

If you're unsure of where to start with marketing on social media, we recommend you begin with Facebook. Take a look at your audience and your target market – the people you most want to reach.



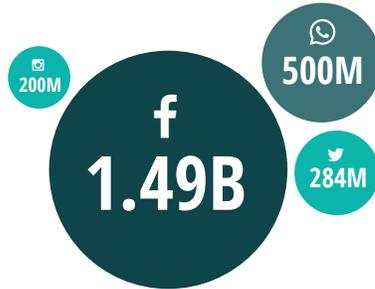
FACEBOOK FUN FACTS

(Source: <https://zephoria.com/top-15-valuable-facebook-statistics/>)

1/5 PAGE VIEWS IN THE U.S.
OCCURS ON FACEBOOK



THAT'S INSANE



THIS IS TOO LARGE AND PROMINENT
OF A SOCIAL NETWORK TO IGNORE!



HIGHER ENGAGEMENT ON
THURSDAY & FRIDAY

Facebook success is all about the posts, clicks/shares, likes, comments and page likes. These metrics matter because each time a user interacts with your content, you're reaching their network of hundreds – sometimes thousands – of people. If enough people engage, you can have a very wide audience reach very quickly. That's part of the power of the networks.

FACEBOOK TERMINOLOGY

POSTS

text, photo or video

LIKES

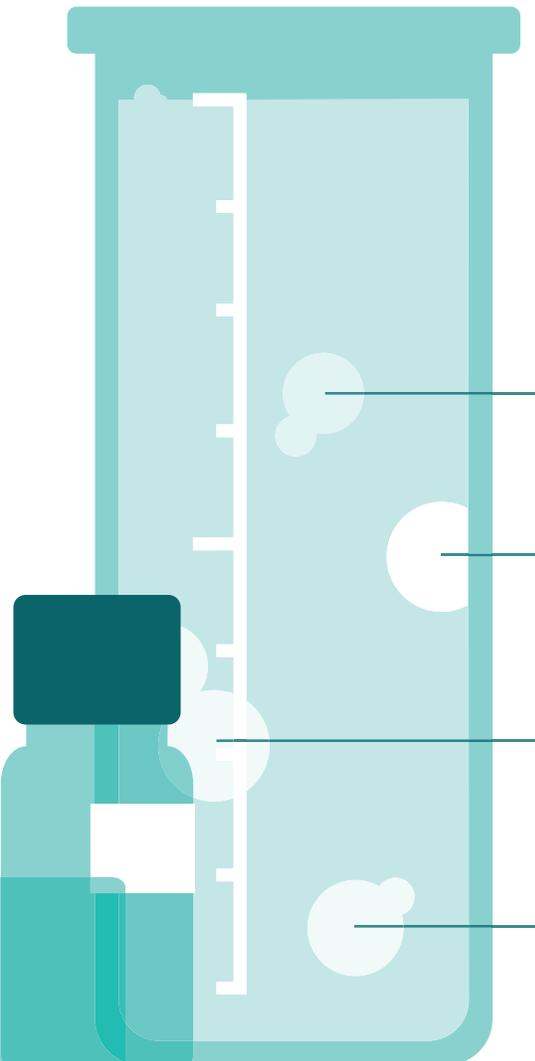
A person can 'Like' your post or page. They will follow the post or page after doing so and your news will show up in their news feed. Big deal for your repeat brand touchpoints!

CLICK/SHARES

A user sharing your post with their network would exponentially increase your reach automatically. This is an ideal situation if you're marketing on Facebook.

COMMENTS

If a user comments on a post, they will be informed of any other action taken with the post. If they comment on a page, they won't necessarily be informed of your page activity unless they have chosen to follow you by liking your page.



TWITTER

Launched in 2006 and incorporated as its own entity in 2007, Twitter continues to rapidly expand daily. There are 284 million users on Twitter. The network has become a real time account of events.



284M
USERS

**MOST ACTIVE
DEMOGRAPHIC**
18-29
YEARS OLD

ABOUT:

Twitter restricts users to write their posts or tweets to 140 characters or less. Until you're used to tweeting, it will feel like you have no time to say anything meaningful. In fact, once you are accustomed to the style, it's more than enough space and you should be able to quickly get readers' attentions. It's better to be shorter and to your point when posting on social networks than longer.

Some of the most popular uses for Twitter are breaking news events, quick article sharing and commentary on current events.

TODAY:

Today, Twitter has 284 million users. It is a powerful network and is one of the best ways to rapidly share information. They also came up with a different way to categorize and group similar content that was tweeted through hastags. Using hashtags and tweeting at people is the strongest way to deliver the widest initial reach of a message without any engagement and without paying for promotion.

You'll find the largest audience to be 18-29 year olds at 37% of Twitter users. The next oldest range is 30-49 at 25%.

WHAT TO DO WITH THE CHANNEL:

Your best way to use Twitter initially is being more focused on engaging with the rest of the community, even more so than Facebook. For instance when people follow you, you should tweet at them or a group of them and thank them for the follow.

PRO TIP

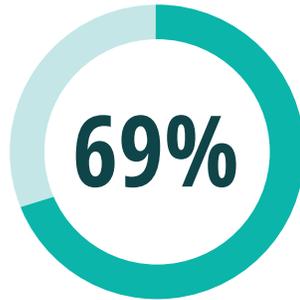
Another great example is to reach out to similar markets/users. We're in the video business for instance and we frequently tweet with digital agencies that specialize in promoting video. It's a win-win knowing that each audience overlaps with similar interests.



TWITTER FUN FACTS



USE BY ONLINE ADULTS
VS 18% 08/2013



OF FOLLOWS ARE
SUGGESTED BY FRIENDS



USE PLATFORM
THROUGH MOBILE



OF 18-34 YEAR OLDS
TALK ABOUT BRANDS

Twitter is based on Tweets, Retweets and Favorites. Like Facebook, each user engagement with your content exponentially expands your reach. Ultimately you want Retweets followed by Favorites.

TWITTER TERMINOLOGY

TWITTER HANDLE

Your username which shows up after the '@' symbol. Example: @intelvideo. That's our profile page.

HASHTAGS

By using the '#' in front of a word or very short phrase, a user is able to categorize information. For instance, if Intelvideo is tweeting about video, we would put '#video' and/or '#videomarketing' as our hashtags. Thus when anyone searches video marketing or video on Twitter, our tweets will be one of the messages shown.

TWEETS

text, photo or video

FOLLOWERS

People who choose to opt-in and follow your Twitter profile.

FOLLOWING

Twitter accounts you follow.

RETWEETS

A person can Retweet your Tweet. In doing so, they like your content enough to share it with their network of Followers.

REPLY

A reply means the user commented on your Tweet. Technically, they are Tweeting at you by using your Handle within the Tweet.



LINKEDIN

Founded in 2003, LinkedIn was created for the professional community as a social network. The structure was similar to Facebook in that users could create a profile page, update their background information and connect with people they meet in the business world.



396M
USERS

**MOST ACTIVE
DEMOGRAPHIC**
30-49
YEARS OLD

ABOUT:

It has become the standard for business networking although it has yet to supercede the popular job posting boards. The main focus continues to be connections and knowledge share among LinkedIn professionals.

TODAY:

LinkedIn reached 100,000,000 members in 2011. Today it has over 396 million members.

WHAT TO DO WITH THE CHANNEL:

As with other social media, post regularly and decide how frequently you can post per week. Consistency is key. Ensure your messages are personalized too. Your audience can immediately tell when you've repurposed content somewhere else and used it in another place. If you need help with how people post on LinkedIn (or any other social media for that matter) follow a few of your favorite icons or business connections and read up on their past posts. You'll quickly begin to understand what and how people are using the social network.

Reach out to people you would want to do business with. Do a little research online and find 10 companies you think would be a good fit for your product or service. If their website simply tells you the people you need to contact then that's great!

Most of the time that won't be the case. Use LinkedIn to connect with the professionals that work for that company. Send them a message, introduce yourself and ask to set up a meeting. At the very least, connect and they will be subject to your content that's relative to your business and valuable.



For example, we're a content delivery platform that empowers brands to deliver any digital content in any form with your brand's experience. Therefore we post about data trends since we deal with large amounts of data every day. We also post about the newest in video technology with anything from the making of the content to selling it using new social networks.

PRO TIP

The best practice is to choose any closely related category that you run into when conducting business and offer some valuable nugget of information through your post to that community about it. Let's say you have a lot of experience with payment services because you have three online shops, find a payment group and post an interesting fact or link to an article to it.

Since LinkedIn is such a business network, it's better to think of posting with a business casual tone rather than a more casual social tone. Infuse your business profiles with personality and brand but make sure to make your content look professional – and more importantly – relevant to your audience (those following you and their networks).

LINKEDIN TERMINOLOGY

SHARE AN UPDATE

Like a Facebook status update, LinkedIn allows users to posts summary blurbs about business updates, current events, recent studies etc.

UPLOAD A PHOTO

Again, uploading a photo is similar to Facebook, Twitter, Instagram or a few others. A photo can have a caption and a link, but it will be the main focus of your post.

PUBLISH A POST

A post can be a short summary linking to other information or it can be an opinion or lengthy article. LinkedIn houses articles, which are similar in length to blog posts, under 'Pulse.' Pulse is a running stream of longer posts from your connections or anyone you follow.

CONNECT

When you Connect with someone, you are linking your two profiles. You will see any of their connections and activity including posts, photos, updates and articles.

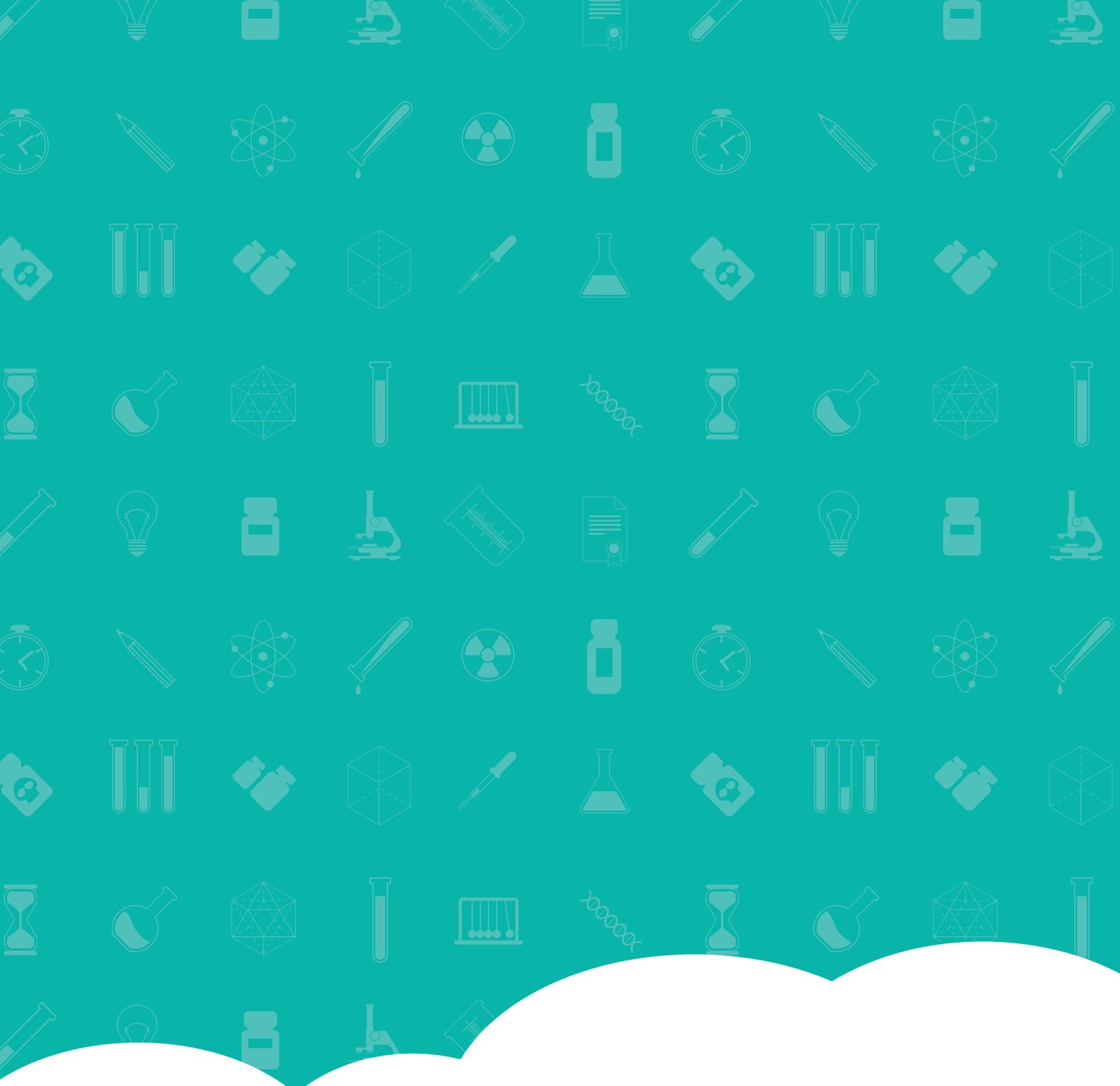
MESSAGE:

Messaging a contact allows you to privately send an inbox message to that contact.

FOLLOW:

When an individual reaches a certain amount of acclaim on LinkedIn in terms of followers, you can begin to follow them as an Influencer. You are not 'connected' to Influencers suggesting you know them. Rather you will see their posts and activities but you don't have access to their networks.





Have more questions? Reach out to us at marketing@intelivideo.com and we'll be glad to run through possible strategies for you with your digital delivery business.