



## SOCIAL MEDIA TIP-SHEET

### INTRODUCTION

#### FINDING YOUR STORY; HOW TO FIND YOUR STORY

Often if it's the case that you don't already know your business' story a good strategy is to ask those around you, that have watched your business develop.

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Who are your customers? What is the message? What social media platforms do your customers use? What will your future customers use?

<http://www.entrepreneur.com/article/231446> - This is a good comparison article.

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#### CONTROL YOUR SOCIAL MEDIA

It's Important that the Facebook pages and Twitter accounts are set up or the set up is overseen by a core member of the team.

#### CONSISTENT BRANDING STRATEGY & MESSAGE

Use consistent branding and messages across social media and heritage media.

Ensure you have an all year round strategy of promotion.

Always think about how you can create moving image and image assets.

## **CONTENT CALENDAR**

Pre-made content for specific dates relevant to everyone, content made in relation to specific events relevant to your organisation.

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### **FACEBOOK**

The best advertising space you have - Use your page's Facebook banner/cover photo and Event page banners and Profile pics as advertising space.

Facebook Events - using them for maximum effectiveness Invite all  
Google Add On

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### **FACEBOOK POST TYPES:**

Video Post: Most highly rated by Facebook, can be tagged with pages & people.

Image Post: Highly Rated by Facebook, can be tagged with pages & people.

Exterior Link/Video Link: Seen as bad content by Facebook, ranked at the bottom as it may take people off site, again only pages can be tagged.

Status Post: Pages can't tag people in a status post.

Converting exterior and status links to Image posts - Image Grabber  
Google Chrome / Screenshot shortcuts on a mac

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### **OPTIMUM TIMES TO POST**

Look at your insights on your page and find out when people who like your page are most active.

Generally good times to do 11am / 2pm Thursday  
Low engagement at weekends  
Low engagement late at night/very early in the morning.

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### **Facebook Edgerank Algorithm**

The Edgerank Algorithm for Facebook determines how many people and how high in their newsfeed a post is displayed . It is calculated by Post type, Affinity, Weight and Time Decay.

See <http://www.whatisedgerank.com/> for a detailed explanation of this.

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### **A SECRET GROUP FOR YOUR CORE MEMBERS/SUPPORTERS**

One way to boost your edgerank (and the number of people who see each post) is to set up a secret group on Facebook (this can contain all staff and invested parties ie Board Members). Every time an...  
...important post is made, repost the post into the group and ask them to like, share and comment. This will quickly boost Facebook's perceived importance of the post and greatly increase its weighting in the edgerank system.

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### **COMPETITIONS ON FACEBOOK**

Two main types:

Like & Share - Sends a message and increases page likes. Mailing List grab - the best one - needs to be a promoted post to have most effectiveness. Though can also be used effectively within an event page.

**Engaging with posts from the public:**

Reply and like every comment on any of your posts you do. Ask questions and engage with your audience

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## **TWITTER**

**#hashtags** - Create your hashtag:

If you want to create a special hashtag for an event or campaign, think up a catchy and easy to remember one that hasn't been used before and remind everyone to use it in related tweets.

Be sure to include the hashtag in any promotional materials. Make it informative but short.

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## **Retweets**

Retweet relevant tweets by audience members or related organisations/individuals. A simple call to action can be made with "Please RT" in your tweet.

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## **Tagging on Twitter**

@lyndonstephens - Hidden

.@lyndonstephens - Public

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## **Advertising on Twitter**

Standard Tweets / Searched for Tweets

<http://www.businessinsider.com/how-to-advertise-on-twitter-to-get-the-best-results-2013-2>

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## **INSTAGRAM**

#hashtags are very important gaining attention on Instagram. Make a post with your main hashtag, then once posted leave a comment on the post with loads of relevant tags to gain loads of likes!

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### **Instagram Opportunities**

Create a “kodak moment” with a linked #hashtag

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### **Video on Instagram**

CASE STUDY - 1st ever Instagram music video:

<http://instagram.com/p/jG7nGvSupZ/>

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## **MAILCHIMP**

### **Building a mailing list**

Integration into Facebook can be a means of gaining new sign-ups. Plus mailing list sign up competitions as mentioned earlier.

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## **FORMS & LISTS**

Use specific lists for specific competitions and promotions. Re Integrate these into your main list.

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## **GOOGLE TRENDS**

### **Category Research**

Google Trends: Shows how consumers search for things, useful for breaking down cities that use a particular search term:

## **VIDEO PRODUCTION & ONLINE VIDEO COMMUNITIES**

Video Content Production Tips: Tripod: If you are shooting the video content yourself or if someone from your team is, a tripod is essential for ensuring that you don't end up with shaky footage.

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Price of video production: This is completely variable, to coin the phrase, "if you pay in peanuts, you get monkeys" this is the reality, however there are some things that you can look at doing to leverage relationships with video content producers such as offering event passes or part payment in tickets if they are that way inclined.

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Free Photography Course (These apply to video too)

<http://courses.tutsplus.com/courses/fundamentals-of-photography>

## **YOUTUBE**

YouTube has the largest audience when it comes to video communities & this is definitely something you should look at as your first call when it comes to video content. Strong branding throughout the site is essential.

Create playlists from various different content categories as you develop a wider range of content.

YouTube advertisement: This is a free opportunity to get some additional followers through a scheme that YouTube is currently running.

More info here: (videos need to be under 2 mins):

[https://www.youtube.com/fan\\_finder](https://www.youtube.com/fan_finder)

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## **VIMEO**

Summary: Vimeo is a little bit different when comes to video, it isn't driven by advertising and its audience would be a lot more creative lead. Its often the site where tastemakers will find content prior to it becoming widely seen on YouTube.

Vimeo is your go to site for the more creative side of marketing, for researching other promotional videos, for seeing what other studios are doing for their marketing and also as a tool to promote your organisation.

Vimeo Channels: Channels are curated sections within Vimeo that people can follow and subscribe to, when a user subscribes to a channel they will see any videos that have been added to that channel in their feed.

Vimeo Groups: Unlike channels anyone can add to these, this can be an important tool to help spread your video to likeminded creatives within Vimeo's community.

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## **BLOGGING**

Do you have time to run a blog for your organisation? - The road to (blog) hell is paved with good intentions.

**Tumblr:** The advantage to Tumblr is the community that is built up around it, unlike a Wordpress blog that is built into your site, Tumblr users that are part of the network can reblog and favourite your content which immediately acts as a tool for spreading your reach to an extended network.

### **Blog Purpose**

Become known as subject matter expert  
Increase contacts / audience  
Content marketing  
Sell Tickets.

### **Defining your Blogs Style**

Defining your blogs tone, what way you want to be perceived.

### **Smart Goals**

Specific Measurable Appropriate Realistic Time-Bound.

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### **Content Types**

Engagement - Posts designed to start a conversation Evergreen - Posts that can be published at any time Events - Posts tied to a specific time-bound event.

**Why should anyone care?**

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### **PINTEREST**

**Why is someone on Pinterest?**

Inspirational & Aspiration Context; Intent to buy, pinning things that they hope to have, holidays, haircuts, art etc.

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**80% of Pinterest users are female**

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**Pinterest referral infrastructure**

Pinterest is based around the system of a search referral, core piece of content links to your website if set up correctly.

**Required for Pinterest**

High Quality Images, Visual pin board.

**Pinterest Case Study:**

Four Seasons On Pinterest, Four Seasons curates travel, food and luxury lifestyle content to inspire guests. They've seen a ton of traffic gain from Pinterest ever since. Year over year, Four Seasons saw a 1000% increase in daily average visitors and a 1700%

increase in daily average clicks to its website from Pinterest. <http://business.pinterest.com/en/success-stories/four-seasons>

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## GOOGLE SERVICES

### Google Places

If your organisation is in one location or you have a fixed office there is a lot of value in signing up for google places.

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### Google Social Search Engines Ranking

There has been a lot of debate regarding the value of using google plus regularly to help increase your ranking in googles search engine, while there are a lot of rumours that it benefits it, a lot of the evidence suggests that it benefits it no more than Facebook or Twitter.

This article debunks a lot of the existing arguments for it - <https://econsultancy.com/blog/63665-don-t-believe-the-hype-google-does-not-mean-great-seo#i.1bhody415jfe3q>

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## CONCLUSION

### **Social Media Marketing is Dead... It's just Marketing!**

Combined Marketing strategy - Social links across all heritage media  
Consistent Branding Message Images across heritage & social media campaigns.

Re-posting and re-packaging media content from outside media.

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Any Questions?

[info@quietarchmedia.com](mailto:info@quietarchmedia.com)