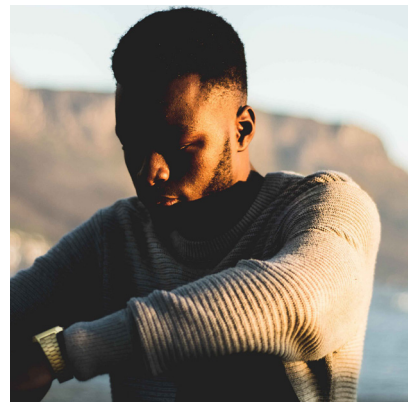
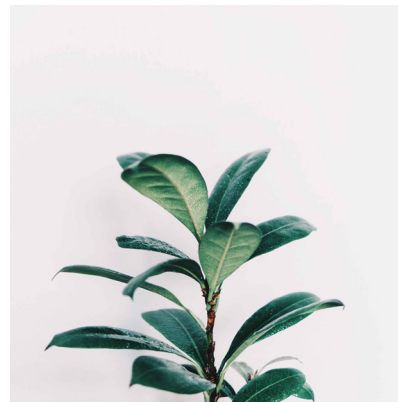
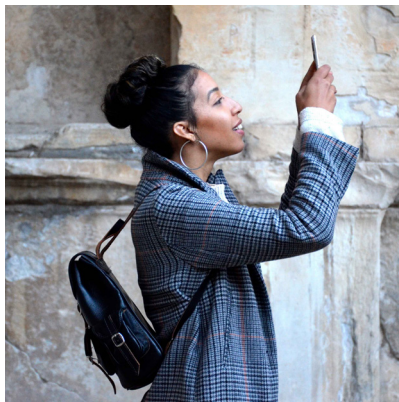
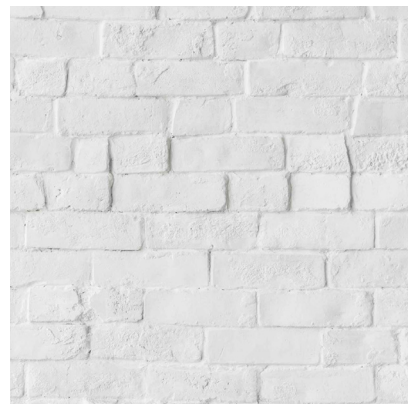
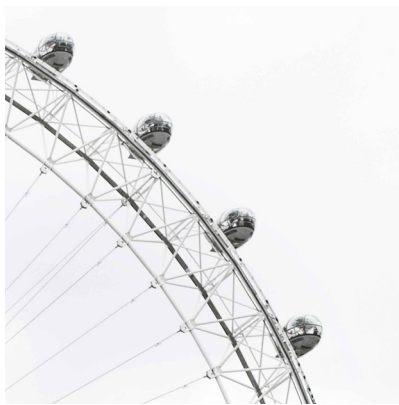
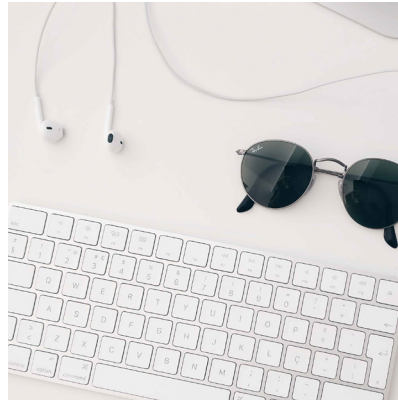
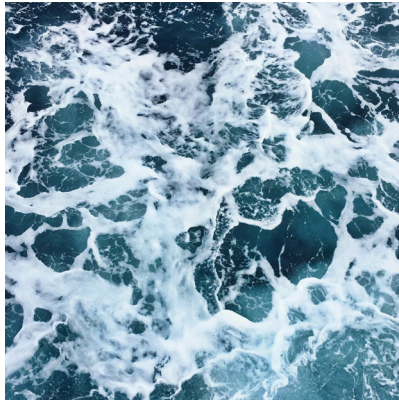


# CONVEYIT

ISSUE 2.0 | NOVEMBER 2018



**CREATING SOCIAL MEDIA**  
POLICIES AND GUIDELINES

**SOCIAL MEDIA ROI**  
THE 70-20-10 RULE

**SOCIAL MEDIA**  
IMPLEMENTATION TIPS

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## LETTER FROM THE EDITOR



The social media landscape has evolved to the point where it's no longer optional to simply exist; it's now a requirement to maintain a dynamic social media presence, much like you would if you were networking in person. This is the new reality of the 21st century.

Even if you are short on time and resources, your social media strategy can't be haphazard or nonexistent.

Platforms, algorithms, and tactics are constantly changing, but the strategies remain the same: have a plan, know your customer, articulate your brand voice, and engage regularly.

Our goal with this issue of Convey It is to arm you with the "know how" and simple strategies to make you social media savvy.

Enjoy!

*Kristine Jacobson*





## Creating Social Media Policies and Guidelines for Your Organization

### Define what is appropriate, set branding guidelines, and clarify consequences.

Social media is woven into the fabric of our culture – kids use it, adults use it, and businesses use it. Because of this, it brings up issues for businesses in terms of confidentiality, privacy, and personal versus professional use of social media while on the job.

Creating Social Media Policies and Guidelines for your employees to follow is a simple and straightforward way for your business to refrain from blurring the line between what is appropriate and what is not. It is important to adopt clear and concise policies.

### Here's what we recommend as overarching categories for when you create your Social Media Policies and Guidelines

- **Roles and responsibilities** – List which employees are responsible for certain aspects of your social channels. Roles should be clearly defined along with who is responsible for them. Areas to consider are message approval, crisis management, customer service, and legal concerns.
- **Potential legal risks** – Conduct extensive research to ensure that you are not infringing upon any laws and regulations. It's best to handle potential concern beforehand by setting guidelines in place, rather than breaking a rule and later dealing with the consequences.
- **Security** – Don't fall victim to online scammers and hackers. Proceed with extreme caution to protect your online presence, as well as the privacy of your employees and customers. Take extra measures with passwords and software updates.
- **Accountability** – Humans naturally make mistakes; we've all been there. Rather than reaching the worst case and pointing fingers, remind your employees to trust their gut and to use common sense when posting. After all, it's your company, not the individual that will be at risk if something goes wrong.

When it comes down to it, you want to protect your business and employees rather than face serious consequences that can be easily avoided. Don't miss the mark on this important business strategy. If you're not already implementing social media policies and guidelines for your organization, what are you waiting for?

“

DEFINE WHAT IS APPROPRIATE, SET BRANDING GUIDELINES, AND CLARIFY CONSEQUENCES.

## Starting Out on Twitter:

### Quality content, thoughtful wording, and smart engagement will bring you success

Twitter has transformed from a social network oriented around brief and frequent updates into a buzzing hive where users keep up with their favorite influencers, celebrities, public figures, and brands. With 335 million monthly active users currently on the platform, Twitter is one of the first places that a business will turn to build or supplement an existing Internet presence.

### A Good Profile

Creating a profile for Twitter isn't hard. You will have four basic elements to work with: a username/handle, description, profile image, and image banner. When deciding how to fill out your profile, there are some useful things to keep in mind:

- When choosing images for your profile, ensure that they are consistent with your branding.
- Make sure that a direct link to your site is displayed prominently. A primary function of Twitter is to direct potential prospects to your own landing page.
- If your desired username is already taken (@walmart), try a variation: (@wal-mart), (@walmartTweets), etc. Make sure it is easily associated with the name of your business: avoid acronyms or misspellings.

### Using Hashtags Properly

The primary way that Twitter users find content is through hashtags, they can follow or search for. Keep this in mind:

- If you use more than two, you're probably using too many. This advice is straight from the Twitter gods themselves, so don't get carried away. When it comes to hashtags, quality beats quantity.
- Use a tool like RiteTag or hashtagify to get stats on the best performing tags, and pick something relevant to your business, product, or service. Trendsmap is great for finding tags that are trending in a geographic location.

### Sharing the Right Stuff

On a platform with a 280 character limit, users have a short attention span. For this reason, Twitter is a good place to share snackable content which has a chance of being quickly liked and retweeted. Consider sharing:

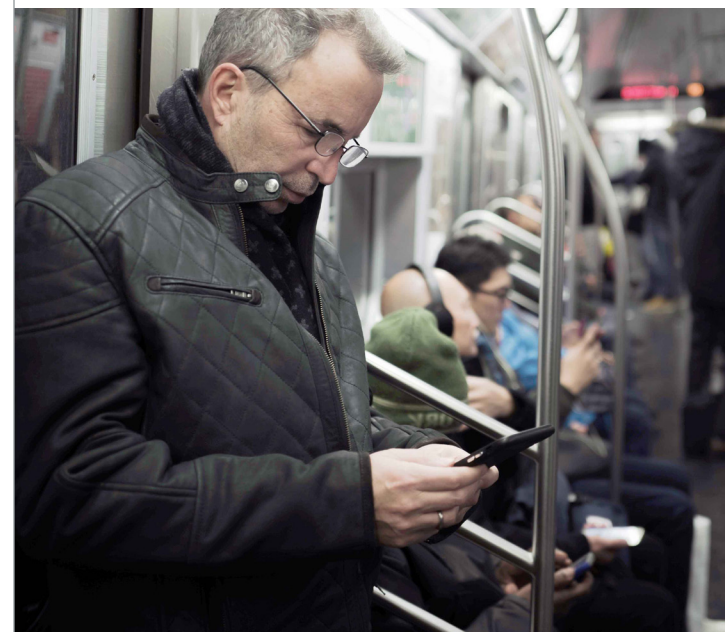
- **Gifs:** Gifs are such a popular form of content on Twitter, that the company created its own hosting service – GIPHY – to share them more easily.
- **Video:** Twitter will host videos up to 512 MB. Videos cannot exceed 2 minutes and 30 seconds. Another popular video application is livestreaming, which can be used to share experiences in real time.
- **Articles:** Content from your site can be snackable as long as it has a catchy meta-description which will display to Twitter users, and an interesting header image.

### Surfing the Trends

On Twitter, timeliness is one of the most potent tools you have on your side. Lots of things can start trending on Twitter: political causes, movies, memes, jokes, news events, and more. There are right and wrong ways to ride these trends for exposure.

- Be creative and fast on your feet. When the power went out during Superbowl XLVII, #blackout began to trend. Tide Bleach leapt at a chance, tweeting: "We can't get your #blackout, but we can get your stains out." This was well received.
- Be tasteful and avoid opportunistically exploiting contentious or sensitive issues. This year numerous brands faced backlash – as it seems they do every year – for trendjacking #neverforget on the anniversary of 9/11.

Article continued on page 9.







## Best Practices Using LinkedIn for Business

LinkedIn is an invaluable tool for expanding your business network. Having a presence on LinkedIn gives your company tremendous growth opportunities. Brand awareness will be increased; you can connect with new customers, promote events, recruit talent, and show what your company can do.

The LinkedIn audience is different than other social networks and essential for the promotion of your company. Companies should incorporate LinkedIn into their broader social media marketing strategy.

**Here are some tips for optimizing the use of LinkedIn and promoting your business.**

**Create a company page.** Unlike personal profiles, company pages are set up to represent a brand or organization. Make sure to link this company page to your personal profile for higher visibility, and add a "Follow" button to your website. If your business has a global presence, you can set up Company Pages and Showcase Pages in more than 20 different languages.

**Use your personal profile to highlight your business.** Detail the activities of your business on your profile and link to relevant pages such as your business website, professional Twitter account, etc. Make sure the "About" section is detailed so visitors know who you are and how your company can help them.

**Use high-quality visual representation.** Visuals are important. All images should be of high quality. You want to make sure to catch the eye of a reader positively. Remember that visuals should be consistent and reflect your other social media and business branding.

**Write smart.** The content you post on your company's LinkedIn is just as relevant as the content on your company website or blog. You should have targeted and optimized text. Use keywords and write clever and brief content that shows you are an expert in your field. Add keywords to the "Specialties" section. Adding these keywords will make sure that your company page is a little easier to find. Use Showcase Pages to draw attention to key products or special events.

**Update frequently.** Post at peak times - most clicks happen on Mondays between 2-4 pm. Make sure to update your account regularly to continue gaining views and keep your audience engaged. A stale account lowers credibility and makes it look like your business is not active. It is ideal to post daily, but at least a few times a week is will do.

**Join the discussion.** Be active in existing communities. Be a social player that engages with people of similar interests. Interact with groups, start discussions about thought-provoking subjects, and respond to comments. Frequently engage in conversations that will catch the attention of others. Share posts and articles that are interesting. You can even start a group that ties into your business interests.

**Show off!** Share recently completed projects, news coverage on your company, new features, favorite creative tips, or interesting articles and posts. Show that you have a professional and active business operation.

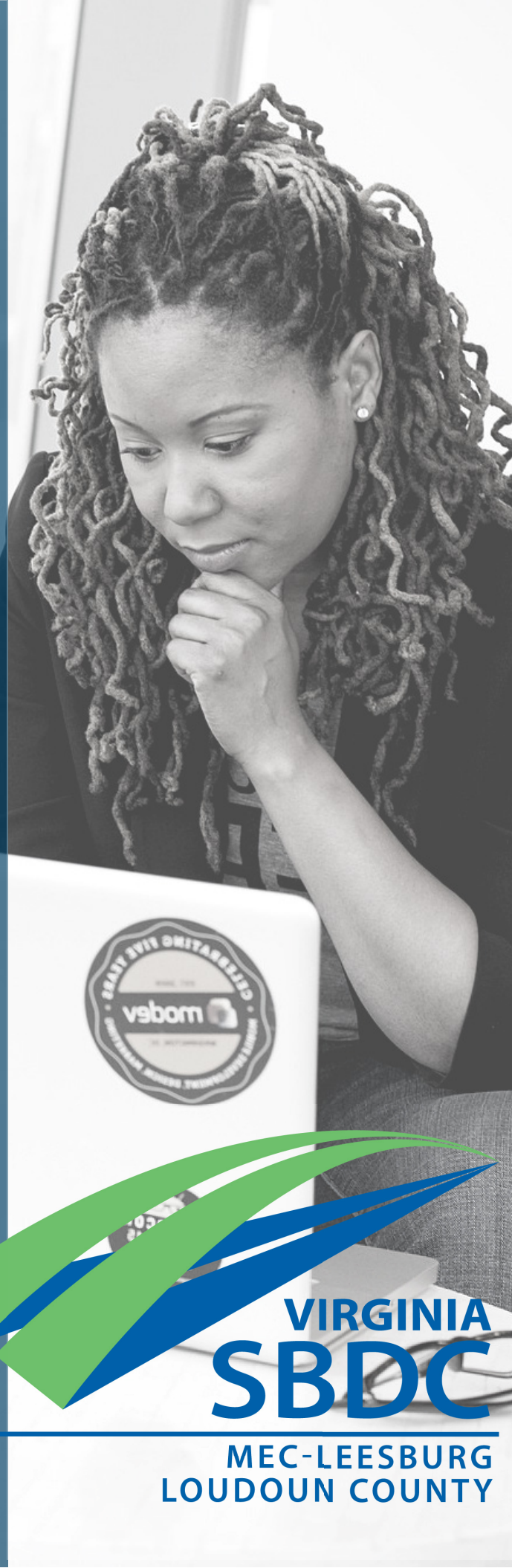
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# Jump Into the Kaleidoscope World of Instagram

The backbone of Instagram is color. The social media platform is expressly designed to appeal directly to your cerebral cortex. As a marketing tool it can be one of the most effective ways to reach your audience quickly and impactfully, relying on the fact that you will stop and focus for a brief second when you see something unusually beautiful.

There are increasingly useful tools you can use to make the most of the seconds you are awarded. We love Canva; it is one of the most cost-effective, versatile, and user-friendly design apps on the market, providing ready-made templates, inspiration, and a great roadmap into the world of color.

## Instagram Allows Customers to See Your Business Through a Different Lens

Instagram has more than 700 million monthly active users, less competition, and a more engaged audience than social media platforms such as Facebook or Twitter; it is a platform you need to get to know.

In January, the Instagram API changed to allow you to publish photos to an Instagram Business Profile. We suggest using a third party platform – we like HubSpot, Buffer, and Sprout Social – to publish your photos on your business page. This makes it even easier for brands to take advantage of all Instagram has to offer.

The constant evolution of technology makes the need to be constantly looking forward a necessity, not a luxury. Therefore, the way you use Instagram has to evolve if you want to retain customers and continue to remain competitive in an increasingly kaleidoscopic world.



# Top 10 Instagram Trends of 2018

- BRIGHTEN WITH BOLD COLORS TO MAKE A STATEMENT**  
Today brighter and bolder color choices are dominating social media. We are seeing Autumnal hues such as deep red, russet orange, and olive green paired with violet, yellow, and blue-green.
- USE THE PROFILE GRID TO CREATE A WALL OF COLOR**  
Take advantage of Instagram's 3x3 grid and post consecutive images that create one big image or choose a color theme and post images with the same hues.
- PLAY WITH COLOR AND GRADIENTS**  
Leading brands like Spotify, Stripe, and Apple are now using gradients on their websites and products ... why not try them on Instagram too?
- BOLD TYPOGRAPHY AND FONT TYPES**  
San serif fonts with thick strokes are trending today. Typography that holds images are also trending.
- ADD ILLUSTRATIONS TO YOUR PHOTOS**  
Combining a photo with illustration adds a whole new level of interest. Illustrations emphasize the subject in a photo.
- HIP VINTAGE FLORAL FEELS**  
Vintage style is a constant inspiration for modern designs - add flowers and nature, and the appeal is even stronger.
- LESS STAGING, MORE NATURAL FEEL**  
Don't try to blatantly try to sell something to your audience. You'll only cause "marketing fatigue." Photos should feel candid, personal, and unique.
- DON'T FORGET INSTAGRAM STORIES**  
Stories only last for 24 hours, but with the new Highlights feature, you can organize them into categories or themes and keep them on your profile forever.
- CREATE QUALITY VIDEOS**  
Post videos to your timeline, they last longer than the 15 second Instagram stories. Make sure they are quality videos not "from the hip."
- INTERACT WITH USERS USING INSTAGRAM STORIES Q&A TEMPLATES**  
Question and answer templates are a trend taking Instagram by storm - they are fun questionnaires that range from fill in the blank to this or that questions, checklists and fill in the blanks.

Adapted from: [www.canva.com/learn/10-instagram-trends-for-2018](http://www.canva.com/learn/10-instagram-trends-for-2018)

## Starting out on Twitter, continued:

### Scheduling Tweets in Advance

The majority of brands plan their tweets ahead of time using tools they can also use to track analytics, conversations, and manage responses. This makes consistency much easier, and consistency is vital to retaining an audience. Here are some popular scheduling tools:

- **Hootsuite** is old and still very popular. The availability of a free version makes it an ideal choice for smaller businesses.
- **Buffer** has more bells and whistles than Hootsuite. There is a free version plus a very reasonably-priced professional version.
- Although **Sprout Social** doesn't have a free version, it has many more features than Hootsuite and Buffer.
- **HubSpot** is a robust set of tools that includes much more than social media posting.

### Understanding Analytics

Twitter has a built-in analytics dashboard which is very useful for learning about your audience, and understanding what posts work best. Here are a few insights and how to use them:

- **Sorting through your top tweets** in a given time frame will clue you into patterns based on audience engagement, retweets, and likes
- **The audience overview tab** will show you the demographics of your followers, and their interests, enabling you to better tailor content for them.
- **The exporting function** enables you to save data for later processing or review in Excel sheets.

### Actually Talking to People

Surprisingly, marketers underutilize the simple social functions of Twitter which can enable them to find prospects with a single search and strike up conversation. Because of the human element, this approach can be highly effective.

1. **Track hashtags** relevant to your brand, services and products.
2. **Identify interesting tweets** and reply with information. If you can meet a need, this is the way to say so.
3. **Alternatively, identify interesting people.** Follow them, engage their posts, and use Twitter's inbuilt message functionality to take it further down the road.

Twitter is a multifaceted social platform that can be used in more than one way. By taking advantage of all the options at your disposal, you can do much more than tweet words into the void: you can build a platform that keeps on giving.



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A COMPANY THAT ONLY USES SOCIAL MEDIA TO SELL CAN QUICKLY BECOME A SNOOZER.



## Managing Your Reputation Through Social Media

**A solid social media strategy is the best way to control your reputation.** You can shape the way the public sees you and your business by merely influencing your online information. If you don't shape it yourself, then you are basically letting someone else do it for you - and that person may not be one of your biggest fans.

**Claim your online space.** As a company, you need to approach your online space like you're a settler of the New World. You need a legitimate business presence on each of the social media platforms that align with your business strategy.

**Know your target audience.** You have to know who your customers are and what they want, then direct all of your content towards them. Consistency is key. A random post or comment that doesn't fall in line with your company's "character" can be detrimental to your brand as a whole.

**Interact with your customers intelligently.** You have to be candid and sincere. If you aren't, people will know it. When you respond to comments, especially negative ones, do so quickly and courteously. Don't be aggressive or defensive if someone has something negative to say; simply try to step into their shoes and craft a response that recognizes their issue and reacts to it civilly.

**Proactively monitor your business.** If you don't know what people are saying about you, then you can't respond to it. There are many tools out there that troll social media sites for you and compile what's trending about your business - the good, the bad, and the ugly.

**Combat the bad with SEO.** Let's be honest, no one is going to find something if it's on the fourth page of Google. If you get your good, positive content front and center, then it's less likely that someone will find the negative comment lurking on page four of Google, Yahoo, or Bing.

## 70/20/10 Rule

The 70/20/10 rule is the best kept secret in social media - mix of information, fun, and a little bit of sales.

### 10% OF YOUR POSTS SHOULD FOCUS ON DEALS AND SPECIALS RELEVANT TO YOUR BUSINESS.

Sales and self-promotion deserve the least amount of room on your social media platforms. Your website already speaks for itself in terms of selling your product, so why should your social channels be devoted to this, too? Your audience won't be interested in keeping up with your posts when they can turn to your website for the same sales-y information. If you are guilty of over posting about your product to generate more sales, you are not alone. This is an area in which many people struggle, especially those who social media doesn't come naturally.

You want to avoid a "hard sell" approach as part of your business' social strategy. Focus on having ten percent of your posts relate to new specials, deals, new product launches, and special or unique promotional posts without being too aggressive. Posting less about sales means that the few times you do post to sell, it will be meaningful.

### 20% OF YOUR POSTS SHOULD BE CONTENT SHARED FROM OTHER SOURCES.

This twenty percent can include posts from partners in your business, customers, vendors, fans, and more. The point of these posts is to show your audience that you are listening and that you are up-to-date with what others have to say about your business or industry. For example, if you are a restaurant and you've been tagged in a photo that someone posted of their positive experience at your restaurant, why not repost it? This will get the user excited and chances are they will share it themselves; this means you are guaranteed to generate more social media exposure. Remember: relevance is key.

### 70% OF YOUR SOCIAL MEDIA POSTS SHOULD BE INFORMATIVE.

A majority - 70 percent - of your content should serve to build your brand. In order to avoid coming off as a business that only intends to advertise and sell, you need to offer valuable content to your audience. This is your time to show off your brand's voice and personality. You can schedule a bulk of these posts to be fun, engaging, and interesting. This is the area in which you will capture your audience and make them loyal followers. One common mistake businesses make when following this rule is losing their relevance. While these posts are intended to be fun engagements or tips, keep in mind that they must be relevant to your brand.





# Marketing on Reddit: Risks, Rewards and Reddiquette

Of all the communities at a social marketer’s disposal, Reddit may be the most difficult to understand. The best and most common way to use Reddit is as an extension of your content marketing strategy; create useful articles, infographics, polls, videos, studies or tutorials that you can share with the Reddit community.

Reddit is known as the “front page of the Internet” for many people, serving as a news outlet, discussion board, recipe book, support network, and many other functions that merge interesting content with constructive interaction.

Reddit has a very unified demographic, but is still extremely diverse, giving birth to numerous trends and facilitating colorful subcultures that are often passionate or controversial. Site-fueled excitement can elevate brands or destroy them. For this reason, some marketers play it safe and stay away. But others see Reddit as an untapped goldmine of opportunity well-worth the risk ... and for those who play their cards right, it can be.

Reddit’s main advantage is its vibrant community with complex social values and protocols. To engage, you have to know the Reddiquette – an informal list of injunctions, lingo and good advice compiled by users and site admins. For marketers, there is a simple message: Reddit comes first, and your brand comes second. Learn this dance, and you will be rewarded; fail, and you will be banned or downvoted.

Although Reddit is different from other platforms, it is not fundamentally mysterious or impossible to leverage correctly. The central theme behind all successful Reddit campaigns is this: “build value.” A brand that is solely concerned with its image will not thrive on Reddit; a brand that is able and willing to make legitimate contributions will.



## REDDIQUETTE

- DO:** **DO:** Understand the site-wide rules of Reddit AND the subreddits rules in which you are posting. Read and know the rules before making a submission ... really!
- DO:** Reddit users are antagonistic towards “salesy” or overly promotional language. If you are marketing on Reddit, promotional posts must be honest, descriptive, and to the point.
- DO:** Participate in subreddits relevant to your niche. Share content from other sites, comment on other user posts, and establish yourself as a member of the community.
- DO:** Be available to discuss the content you have shared. Redditors appreciate the opportunity to interact with a post’s originator.

- DON'T:** **DON'T:** Sharing content from your own site. As the site’s rules stipulate, “If your contributions to Reddit consist primarily of links to a business that you run, own, or otherwise benefit from, tread carefully”
- DON'T:** Repeatedly posting the same content on the same. Best practice is never to repost a link within a period of 2-3 weeks.
- DON'T:** URL shorteners: Reddit is not Twitter, and there’s no character limit for links. Shortened URLs (bit.ly, goo.gl, etc.) are viewed with extreme suspicion.

## DEMOGRAPHICS OF REDDIT

- MALE
- 35 YEARS AND YOUNGER
- COLLEGE GRADUATE
- HIGH INCOME
- MORE ENGAGED THAN TWITTER & OTHER PLATFORMS



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## Social Media ROI

As more of the buying cycle falls into the laps of marketers, we are increasingly asked to prove the ROI of our social media efforts. Unfortunately, not everything related to social media is quantifiable. But, when you start to track what you're doing on social, you're able to get a much clearer picture of your ROI.

**Here are a few tips to follow when developing a strategy to calculate the ROI of your social media efforts:**

1. **Align with the goals of your business.** Are you a start-up trying to build brand awareness? Do you want to establish your CEO as thought leader? Do you need to field a lot of customer service questions and complaints? Are you trying to establish a community through a social network? Do you want to use social to capture new leads?
2. **Define relevant metrics.** Once you've decided which business metrics matter most to your organization, you then need to figure out which metrics are viable and reportable. For thought leadership, it's reach and impressions across the web. For customer service, it's response time, and sentiment.
3. **Align again!** Now that you have your goals and metrics, it's time to establish a publishing schedule based on your content calendar. See what campaigns are coming down the pipeline. Sync with your PR team to see what announcements are being made and what publications they are working with. Talk with your events teams so you know what webinars and conferences you have coming up that you can drive people to.
4. **Social + Marketing automation = ROI!** Track all your URLs. Create unique links to be able to see which social networks are driving traffic and activating your CTAs (call to actions). Connecting these systems helps your tools work a whole lot smarter so that you aren't necessarily working harder.
5. **Nurture and build.** Once you've captured data on the people you've brought in from social in your marketing automation system, you can then put them into a nurture campaign and track what other interactions you're having with them. From there you can score that lead and potentially pass it on to your sales team.

Social media is about building relationships, and it's important that among all the tools and processes you put in place, to always have a human touch.



## Get “On-Board” with Pinterest

I have been using “Pinterest” since I was 13 years old ... inside of the door of my middle school locker. I had photos of my BFFs (though that acronym was not yet invented), the gang of Breakfast Club, a John Havlicek trading card, an ad from Rolling Stone, and inspirational quotes “pinned” on my locker.

Pinterest is our “cloud” bulletin board where we display and share our favorite things. But because the space is not limited to the inside of your locker or the bulletin board hanging over your desk, the possibilities are endless... especially for marketers.

Pinterest is not just a showcase for crafts and recipes, businesses are using it to generate leads and sell products. Pinterest it's a network of more than 200 million active users: 68 percent of women aged 25-to-54, 40 percent men, AND half of all U.S. millennials pin.

If you don't have a strategy in place on how to use Pinterest for business, you're missing key opportunities to reach new customers. More than 90 percent of users rely on Pinterest when making purchasing decisions - only Facebook outranks Pinterest in terms of influencing purchasing decisions.

A Pinterest Business account is necessary if you plan to use Pinterest to market your business. Business accounts offer business-specific features like analytics, rich pins, advertising, save buttons, and widget builders. If you accidentally started with a personal account, it is very easy to convert it to a business account.

### WHAT THEY SAY ...

- 60% discovered new brands or products from promoted pins
- 87% purchased something because of Pinterest
- 29% spend more on retail purchases than those not on Pinterest

### HERE'S HOW TO BUILD OUT YOUR PROFILE, REACH MORE FOLLOWERS AND START MEASURING PERFORMANCE.

#### CUSTOMIZE YOUR PROFILE.

A complete profile tells your brand's story and ensures that it best represents your brand.

#### OPTIMIZE YOUR BOARDS FOR SEARCH + SPEAK THE LANGUAGE OF YOUR CUSTOMER

Make sure your board names are specific, relevant to your audience, and contain good keywords. Then, make sure to pick a category for every board you create

#### TRY ADVERTISING.

Talk about higher-than-average ROI, Pinterest advertisers earn \$2 for every \$1 they invest on advertising because most Pinners are actively looking for brands to purchase from.

#### BUILD A DEDICATED AUDIENCE.

Consistent, daily activity is better than adding all of your Pins at one time. Unlike other social networks where most of the reach happens in the first 24 hours, Pinterest content builds reach over time. As more people discover and save your Pins, you'll see traffic continue to grow.

#### TURN YOUR CUSTOMERS INTO YOUR BEST PINNERS.

Selling something that requires collaboration, such as home improvements, wedding planning, a new brand ... then create board on which your customers can pin for you. Their pins become your pins and help to promote your brand.

#### REMAIN CURRENT AND STRATEGIC.

Tap any Pin for a quick view of its impressions, saves, close-ups, and clicks. Review Pinterest Analytics for additional insights that will help you improve your overall strategy.

Don't overlook Pinterest, is a great way to curate your vision, sell products, build a loyal audience, and visually express your brand image.

# RAISE THE ROOF

## 8th Annual Gala & Auction

### West Belmont Place at The National - March 9, 2019



Join Loudoun Habitat for Humanity as we Celebrate the Past and Build the Future at our upcoming Gala. It's our 25th anniversary year and we are ready to celebrate! The evening begins with a cocktail reception followed by a formal sit down dinner, auction, program and dancing.

To purchase tickets or obtain sponsorship information, please visit [loudounhabitat.org](http://loudounhabitat.org) or call Kari Murphy at 703-737-6772 x103.





# What New Does Facebook Have to Offer?


It is safe to say that over a quarter of the world’s population is using Facebook.

With over two billion active users per month, the social media platform has become a powerful marketing tool for companies of all sizes – from home-based businesses and mom-and-pop shops to large multi-national corporations like Coca-Cola and Disney.

If your audience is actively using the platform, Facebook serves as a way to differentiate your organization from its competitors. The platform blurs the line between social media marketing and public relations, acting as a powerful medium for broadcasting your message. It allows you to precisely pinpoint your advertising efforts, engage your audience, and build lasting relationships. There are so many features for businesses to utilize; these just scrape the surface.

- **PAGE TEMPLATES** – You can update the layout of your page to best match your business type: If you are a service business, use the Service Template; if you are a restaurant, use the Restaurant Template; if you are a retail establishment or ecommerce site, use the Shopping Template. Take the time to fully complete your Page description, contact information, location hours, and story.
- **PAGE STORIES** – Once reserved just for Instagram, Facebook Page Stories let you share meaningful behind the scenes views of your business through pictures and short video segments.
- **PAGE POLLS** – Polls used to be just for groups but they are now are a post type for business. They get great engagement because visitors provide feedback with one click.
- **CALL-TO-ACTION (CTA) BUTTON** – A CTA appears prominently at the top of your page, or at the bottom when viewing on your phone, and is a great way drive real business results, such as booking a service or contacting your business.

# Facts & Stats




**INSTAGRAM:**

Instagram is a social media powerhouse with 800 million users – expected to reach 1 billion by the end of this year.



**PINTEREST:**

Pinterest means big business for brands - 150 million users sharing 75 billion ideas from YouTube playlists to wedding gift guides.



**FACEBOOK:**

The largest social network: 2.13 billion users worldwide; you can't afford to sit it out!



**TWITTER:**

Twitter serves 2 billion searches per day. Maximize your 280 characters and don't forget the #hashtag.



**LINKEDIN:**

Leading business-focused social networking site with 500+ million users. Optimize both your personal and business profile.



**YOUTUBE:**

YouTube attracts about 1/3 of ALL users on the Internet; with 50+ million people sharing more than 5 billion videos to date!

- **CHARITABLE GIVING TOOLS** – The Donate button allows people to donate to your organization or cause without leaving your Facebook page. It's easy to add to your page or a post and you can set options for a one-time or monthly recurring donation.
- **FACEBOOK PIXELS** – Pixels are a code that you embed on your website; you use them to track what Facebook users are doing on your website. There are eight new standard events that Pixels track: Contact, Customize Product, Donate, Find Location, Schedule, Start Trial, Submit Application, and Subscribe.
- **ADS** – Once you have a page for your company, you can then pay to “boost” posts or run ads that target larger audiences. With Facebook Audience Network, you can even display your ads on other websites and apps.
- **EVENTS** – Promote and sell tickets to an upcoming event on Facebook to an audience of people already interested in the products or services your business provides.
- **GROUPS** – Many businesses build their own exclusive communities to engage with customers. Admins of groups with more than 250 members can use pixels to get real and quantifiable data about how their group is driving specific actions.
- **MESSENGER** – We live in an era where timing is everything – and customers are increasingly impatient. You can connect with customers one-to-one using Messenger. Whether you are handling a complaint or answering a question, the feature is fantastic for building relationships.
- **FACEBOOK IQ & INSIGHTS TO GO** – If you are looking to take your marketing to the next level, Facebook IQ and its mobile counterpart, Insights to Go, can help. The tools allow organizations to search, filter, and download statistics on the consumer behavior of Facebook’s two billion users for smarter, more strategic decision-making.

Facebook can make a significant impact on your business; you just need to put in the time and effort to make the most of it. The social media giant is continuously changing, altering its algorithms and making it harder for organizations to be seen. You must remain diligent to stay relevant and maintain best practices.



## YOUR AVERAGE TIME INVESTMENT



## IDEAL POSTING SCHEDULE



- Using emojis and 10+ #hashtags is the way to go
- Business profiles allow for more content – use it
- Use stories ads or video ads to tell your unique story
- Tag places in your posts
- 70/20/10 rule: 70% educate, enlighten, engage + 20% content from other sources + 10% self promotion



- Brevity is key
- Include links & #hashtags
- Videos get more retweets
- Live stream via Periscope



- Showcase your brand or products – make your Pinners fall in love
- Link to purchase pages on your site
- Link to your blog/vlog
- Create how-to or step-by-step Pins
- Target millennials (they prefer Pins over all other social platforms for shopping)



- Completely fill out your bio
- Participate in group discussions
- Curate and comment on relevant third-party articles
- Use images (21x more engagement)
- Explore conference frames Establish a consistent voice and tone
- Maximize skills & endorsements



- Create a Video Blog (Vlog)
- Embed video links on your site and other social assets
- Produce your own educational & “how-to” videos
- Become a star



- Use an engaging cover photo
- Add a CTA (call-to-action) button to your page
- Create custom tabs
- Post photos & videos to your timeline
- Use analytics to help you post at optimal times
- Pin important posts to the top
- Respond to comments on your post





# LEARN-A-LATTE

Sip Your Way to Social Media Success!

Even if you are short on time and resources, your social media strategy can't be haphazard or nonexistent.

Platforms, algorithm, and tactics are constantly changing, but the strategies remain the same: have a plan, know your customers, articulate your brand voice, and engage regularly.

Invest time with us, over a delicious latte and learn how to use, monitor, and manage the social media platforms that are right for you.

Visit [info.conveyancemarketinggroup.com/learn-a-latte](http://info.conveyancemarketinggroup.com/learn-a-latte) to register and learn more!

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