



SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING 101 FOR PENN'S NORTHEAST MEMBERS!

WHAT IS SOCIAL MEDIA MARKETING?

Social media marketing is the process of crafting and sharing content precisely for each social platform with specific goals in mind. The goals of this type of marketing range from gaining more exposure through 'likes' and 'shares' to upping your amount of website traffic. It's also a great way to keep the conversation active around your business!

IN THIS GUIDE, YOU WILL LEARN HOW TO CREATE SOCIAL MEDIA CONTENT FOR EACH PLATFORM TO SUIT YOUR MARKETING INTENTIONS AND YOUR CONSUMERS' PREFERENCES!

WHY IS SOCIAL MEDIA RELEVANT?

Today, businesses need to be active on social media in order to show that they exist in the online world. On top of just existing, there are countless benefits to using social media. Social media platforms allow you to implement a flexible marketing strategy and help to personalize your profile to fit your brand's image. **Plus, you're able to advertise to potential customers at little or no cost to your business (unless you choose to promote content).**

Another big advantage of social media is that your business can gain exposure from different crowds by reaching them through different social media platforms. In order to be seen by multiple diverse age groups in different geographic locations, begin with the most popular social media platforms with the most users on them that include **Facebook, Instagram, Twitter, and LinkedIn.**

FACEBOOK

As the Yellow Pages of the Internet today, almost every medium- to large-size business, has a Facebook Business Page where all of their essential information can be found. Here, customers can discover what your business does, find your physical location, operating hours, and contact you via posts or private messages. **It's important to note that you must create a user account first if you want to have a Facebook Business Page.**

CREATE A FACEBOOK BUSINESS PAGE

Upload all of your pertinent business information: business hours, address, phone number, about your company, logo, cover photo, and a link to your website.

WHAT TO POST

You can post everything from company updates, sharing your knowledge in relevant Facebook groups to publicizing your events, behind the scenes content, and other company updates through your Facebook page.

Keep your content interesting and engaging by creating a connection with your community. To do this, focus mostly on informational content. **To get started, you can use a social media graphics tool like CANVA.COM to create visual content for Facebook in no time.**

HOW OFTEN TO POST

A rule of thumb is to schedule social media content around three times per week. For the other four days of the week, you could share an article or post by a follower or member. However, you can adjust this frequency depending on your business' goals and resources. **You can use a social media schedule platform like SMARTERQUEUE.COM to schedule posts in advance.**

WHY AND HOW TO ADVERTISE

Start promoting your business using Facebook advertising so you can expand the reach of your regular page posts and other content through targeted ads. Doing this will allow you to access a more targeted audience. Facebook targets ad opportunities according to your budget, enabling you to specify the age, location, and other demographics and characteristics of your potential customers that you want to market to. **If you're interested in advertising, you'll need to create an account in the Business Manager tool from within your Facebook Business Page.**

After you've created your Facebook Business Profile, visit the link below to learn how to advertise on Facebook!

<https://www.facebook.com/business/ads>



INSTAGRAM

Instagram is predominately a photo and video sharing application. It's a central hub for designers, photographers, influencers, travelers, millennials, and most importantly: brands. When you think of visually marketing your products and services, this is the place to be. Keep in mind that this platform functions best on smart phones as not all features are available in desktop view.

CREATE AN INSTAGRAM BUSINESS PAGE

Business profiles add to your credibility as a business or brand. And once you've created an initial account on Instagram, it won't cost you anything to set up a business profile. Just go to the settings within the application and click 'Switch to Business Account.' Here you will learn more insights about both your posts' performance and your followers via stats and create promotions to reach more customers.

WHAT TO POST

The content you post needs to be relevant to your brand's goals. You can certainly decide whether you want to be fun and playful or serious, but always keep a level of professionalism. For your content, focus on creating relevant items, sharing frequently, using hashtags, and promoting ads. It's also important to stay active and social (responding and initiating conversations) in a timely manner, and always measure your performance results. Tracking your stats will allow you to discover which types of posts and times of posting work best for you, along with your target audience.

HOW OFTEN TO POST

Many brands upload regular posts 1-2 times per day and one full Story in a 24 hour timeframe in order to constantly stay active on the platform. This will boost your engagement and offer your business a better chance of showing up in your followers' feeds.

WHY AND HOW TO ADVERTISE

In order to start advertising on Instagram, you'll need a corresponding Facebook page. To create Instagram ads, you need to do so through Facebooks Ads Manager (since Facebook acquired Instagram). The Ads Manager is your starting point for running ads on Facebook, Instagram, or Messenger. It's an all-in-one tool for creating ads, managing when and where they'll run, and tracking how well your campaigns are performing towards your marketing goals.

After you've created your Instagram Business Profile, visit the link below to learn how to advertise on Instagram through Facebook!

<https://www.facebook.com/business/ads>



LINKEDIN

Classified as the largest professional network, it's true that 80% of LinkedIn members consider being active on this platform a vital factor to their career success. That's because LinkedIn serves many purposes, from job hunting and recruitment to seriously networking with professionals. On this professional-social platform, you can showcase your business' skills, accomplishments, employees and so much more.

CREATE A LINKEDIN BUSINESS PAGE

It's important that you create a Company Page (much like your Facebook Business Page) as it allows you to reach consumers through engagement, promotion, and increases brand awareness. And if you're hiring, you'll want to use LinkedIn above anything else to spread the news.

However, before you can begin to build your LinkedIn Company Page, you're going to need to initially set up a personal LinkedIn Profile. Your personal profile is not your business, but rather you as the marketer from your team. You'll include your work and life experiences, skills, interests, and resume on your personal page. Only then can you create a **LinkedIn Company Page** by adding your company's name and custom URL.

WHAT TO POST

The LinkedIn audience is a more sophisticated, purposeful crowd than most social platforms. Users come here to gain insights from industry experts and to advance their careers. Therefore, you can use this as an opportunity to be helpful to your community by posting things related to leadership, productivity, and relevant news.

You can create a blog and share self-made posts, articles from industry experts, quick tips, and company updates. Images are always a plus whenever relevant to draw more attention to your posts and long text posts also work really well, but videos are less effective. Company-specific content works better here than any other platform.

HOW OFTEN TO POST

You should post at most once per day, if not every other day. That's because posting too often on this platform could come off as inauthentic, or even spammy. **Think of LinkedIn as a place for quality content over quantity.**

WHY AND HOW TO ADVERTISE

Getting yourself 'out there' on the platform is imperative for a successful marketing strategy. To get your content to those consumers more efficiently and deliberately, you will want to start creating ads in the LinkedIn Campaign Manager.

After you've created your LinkedIn Company Page, visit the link below to learn how to advertise on LinkedIn!

<https://business.linkedin.com/marketing-solutions>



TWITTER

Twitter is a platform for consuming and sharing news updates as well as networking and socializing. As our lives today are driven by having what we want and need in the palm of our hands, it only makes sense that the majority of Twitter users access this platform from their mobile devices. Here they can receive quick and easy notifications about the world around them in seconds.

CREATE A TWITTER PROFILE

Twitter recommends focusing on five elements: your business' name as your Twitter Handle (@mycompanyname), your profile image (your logo should go here), a short 160-character bio describing your business, your header image, and a pinned tweet. Your pinned tweet will be the first tweet followers see when they check out your business' profile. So, choose one that has a lot of engagement and is either a timeless topic or specific for an occasion. Don't forget to link to your website within your profile section in order to drive more traffic to your it!

WHAT TO POST

You can tweet about company updates, create and share relevant articles from your blog, and other interesting content that promotes social media engagement, like polls, inspirational quotes, tips, and even GIFs. To draw in attention, keep it brief and use relevant hashtags. It's also an excellent idea to add photos or videos because, according to Twitter, people are three times as likely to engage with tweets involving some sort of visual aspect. You can attach up to four photos per tweet.

HOW OFTEN TO POST

You should focus on tweeting often and engaging even more often. You should start posting at least once per day (a blog post, news or an update) and then work your way up from there. It's super important for the growth of your account to interact with users by responding to their replies and starting conversations when reasonable.

WHY AND HOW TO ADVERTISE

Just like the other social platforms, there is an algorithm to Twitter's timeline too. This means that it's not so easy to get your content seen just by simply posting it organically (without paid advertisements). In order to reach your potential customers and up your engagement, including increasing your follower count, you might want to consider paid advertising on Twitter. Here you can target your audience to get your tweets discovered by the right people that will hopefully buy your products or services, as well as choose the amount you want to spend. Then, you can check the performance afterward to see what worked and what performed less successfully than you expected.

After you've created your Twitter Business Profile, visit the link below to learn how to advertise on Twitter!

<https://business.twitter.com>



OTHER TOOLS FOR SOCIAL MEDIA MARKETING!

Make the most out of your social media marketing with other tools that can help you save time and money! Below you will find the social media management and design tools that Penn's Northeast utilizes on a daily basis!

CANVA.COM

Canva is an online design and publishing tool with a mission to empower everyone to design anything and publish anywhere.

Canva empowers companies to unleash their creativity and create beautiful content across all touch-points — including social media, internal communications, print marketing, and more. Gain access to 75million+ premium photos, videos, audio, and graphics, and easily self-produce, publish and re-purpose designs in a few clicks. No design experience needed.

Canva is designed to help teams create their best work, together — no matter what business you're in. Whether you're big or small, local or global, our visual communication tool empowers companies to scale faster and communicate better, from any location, on any device. Brainstorm and share ideas in real-time and inspire your workforce to co-create, edit, and view projects in moments.

Canva is always FREE to use for everyone! You can choose to upgrade to Canva Pro or Canva for Enterprise for access to premium tools and content.

Canva also offers FREE subscriptions to Canva Pro for Nonprofits.

www.canva.com

SMARTERQUEUE.COM

SmarterQueue is the smartest all-in-one social media management tool for savvy marketers.

Automate scheduling to your favorite social platforms, bulk-import from blogs and social feeds, and get weekly reports full of useful insights; SmarterQueue has it all.

Easily organize your content into Categories and set up your recurring Posting Plan, to choose when you want to post each type of content every week. Then each time you add a post to any of your Categories, SmarterQueue will send it right to the Queue and take it from there.

And sure, you can absolutely schedule key posts manually, to one or more specific times, or even create recurring posts that repeat on the exact cycle you choose, whether it's once every 4 days, once every 2 weeks, or every year on your favorite Holiday.

Think of the Smart Queueing system as a spare pair of hands working alongside you to maintain your ideal content mix.

SmarterQueue has a monthly fee starting at \$16.99 a month, paid annually.

SmarterQueue also offers a 50% discount for Nonprofits.

www.smarterqueue.com

