

BUILDING A SOCIAL MEDIA PRESENCE TIPS & BEST PRACTICES

PROBLEM:

How do you successfully build an online social presence?

PURPOSE

Why are you on social media?

SET SMART GOALS (10 mins)

Brands should set goals that are specific, measurable, achievable, relevant and time-bound. Assigning your social media a concrete purpose helps you avoid the trap of posting aimlessly.

An example of a good SMART goal for social media marketing would be something like “We’ll increase our Twitter response rate by 25% by the end of the first semester.”

- **Specific:** “We’ve specifically identified the social channel (Twitter) and a metric (response rate).”
- **Measurable:** “The response rate can be measured from the social dashboard.”
- **Achievable:** “We didn’t make an outlandish goal of say, a 100% increase in 10 days.”
- **Relevant:** “Our goal will have an impact on our overall social media presence, making it very relevant.”
- **Time-bound:** “The goal has to be met by the end of the first semester.”

IDENTIFY YOUR AUDIENCE

‘Everyone’ is not a target audience. Be specific and this will help figure out the following:

- Which social media sites you’re active on (Facebook for Events, Twitter for quick content, Instagram for Instant Videos and Students)
- Your posting schedule (Students are most active 2-4pm)
- The type of content you publish (What are students’ interests)
- Your voice (Tone. Be relevant, engaging, and fun)
- The information in your profiles

HOW TO BUILD YOUR FOLLOWERS

BE HUMAN, CRACK JOKES, BEHIND THE SCENES PICS

One of the worst mistakes to make on social media is coming off as the faceless bore with zero personality. In the modern age of transparency, people want to get to know your brand on a more personal level.

Many brands today crack jokes and aren’t afraid to talk to their followers like they would their friends. Whereas brands were once lambasted for coming off like robots, a human social media presence has become an expectation among many followers.

SEEK RELATIONSHIPS, NOT JUST FOLLOWERS

- Always @mention people you reference in your social media posts (this will spiderweb and they will repost, adding more views/followers)
- Answer questions people ask
- Reply when people @mention you or share your content
- Don't just Retweet and Like other people's content; reply with a comment to start a conversation
- Giveaways can build followers! You can drive viewers to platform you prefer, then have them like & follow, to win a gift.

CREATE AN EDITORIAL CALENDAR

- Allowing you to fine-tune each of your posts for each platform without having to jump between sites.
- Timing your posts to maximize engagement, keeping you from having to constantly post in real-time.
- Avoid repeating the same content over and over again, ensuring each of your articles or pictures gets the most love possible.
- In short, taking the time to make a schedule does double duty of keeping your social media presence organized while also maximizing your contents' reach.

AUTOMATE & OPTIMIZE THE RIGHT WAY

Some quick ways to optimize your social media presence across your various accounts include:

- Adding relevant keywords in your profile (hint: but not stuffing them)
- Sharing content related to your industry—including keywords and hashtags in your posts
- Connecting with popular accounts in your industry to additional exposure (hint: don't be afraid to follow others)

WHEN IN DOUBT, GET VISUAL (VIDEO, VIDEO, VIDEO)

No matter where you're posting, photo and video content are totally killing it right now.

Graphics and videos get way more shares than text-based posts.

- Team photos or videos
- Photos of customers
- Photos of events
- Behind-the-scenes photos and videos
- Quote photos
- Infographics

MAKE YOUR PRESENCE KNOWN

From homepage feeds to icons on your site footer or email signature, anyone who comes in contact with your brand should only be a click away from becoming a long-term follower.

Facebook, Twitter, Pinterest and Instagram feeds can all be easily integrated into your site with little more than a copy-paste code.

STAY ACTIVE

Inactive social feeds are a bad look for brands, plain and simple. Rather than let your Facebook or Instagram gather cobwebs, you need to “show up” day after day with fresh content

- Incorporating social scheduling and automation to save time and energy.
- Picking and prioritizing your social networks based on your audience location.
- Finding ways to repurpose content so you’d not always trying to reinvent the wheel.

PIGGYBACK ON WHAT’S TRENDING

Between breaking news, trending hashtags, or whatever the latest meme might be, brands always have room to get topical with their content. This is a great opportunity not only to build off of buzz of an existing trend, but also show off your brand’s personality.

Use trending tags and schedule out posts: #MotivationMonday, #WellnessWednesday, #FreebieFriday