



Social Media Strategy Workshop

Brought to you by Capital One Social & Content Brand Strategy Team

A little about me....



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Social Strategy
B2B Paid Campaigns

Here's an overview of what we're going to cover today

The below steps are broken into sections, all starting with questions & information designed to guide thinking, stimulate ideas & support recommendations towards your social media strategy



Social Overview & Best Practices

Overview of the social media landscape

Social Media Overview & Best Practices

First, let's become familiar with the fundamentals of Social Media as well as the best practices for using Social as a marketing tool



Social Media: A marketing channel that's always evolving

It's important to understand – and stay on top of! – the latest channels, use cases & best practices to maximize your efforts

In this session we will seek to:

- Understand the overall social landscape
- Know how people consume content
- Learn the importance of paid media
- Understand the strengths of each social platform
- Be well-versed on the most important best practices

Social Media, as we know it, has been around for over **10 years.**

It's grown up.

Now, it's equally suited for
high-volume marketing, direct response &
intimate, two-way
dialogue with customers.

Social Media is Now Pervasive...

We can reach almost everyone...

69.5%

of US internet users use social media.

That's **185.7 million** people, an **16.7%** increase since 2012.

When they're paying attention...

American adults spend

45 mins

on social media every day.

That's up **40%** from 2012.

...and open to hearing from us.

40%

of users follow their favorite brands on social.

19% visit a company's Facebook page **every day**.

The Current State

It’s built on the “feed”

Algorithms show each user different content that’s relevant to them

It’s many voices, together

Publishers, celebrities, brands, and consumers all compete for distribution

It’s mobile first

88%* of this is happening on our phones

It’s a paid channel

Ad spending required for meaningful scale

Your Social Feed

Your Cousin’s
Baby

Breaking
News

[YOUR COMPANY] PROMOTED

That One Actress Did A
Thing

Your Softball
League

Paid media is becoming more & more important

In general, social media is no longer a free marketing channel- even to reach those who want to see your content; paid media has become a critical component in getting content seen

Organic reach is all but gone

<5% of current followers will see an organic post.

Platform algorithms have evolved, with content & privacy filters hindering page visibility & reach potential

Without paid media, you can't target your audience outside of your followers

Must "pay to play" to be competitive

Estimated 30% increase in social spend YoY.

Marketers are vying for visibility and increased engagement

It's all about targeting "the feed"

People are consuming content directly in their news feeds today.

This provides us with better opportunities to target the right messages to the right people

Targeting sophistication has improved

Ad targeting capabilities on social platforms allows us to reach specific and segmented audiences

Now, more than ever, you're able to get the right content, to the right audience, at the right time

Choosing the right platforms starts with understanding the role each plays in the social landscape



The **Efficient Reach** Vehicle

- Users go to connect with family and friends
- Our largest customer match
- Most sophisticated measurement and targeting



The **Aspirational** Window

- Users want to discover attractive and aspirational content
- FB measurement & targeting capabilities



The **Professional** Connector

- Users search for jobs and discover industry content
- Connection hub for professionals



The **Idea** Generator

- Users explore ideas based on interests
- May actively search for ideas or store inspiration for the future



The **Moments** Platform

- Users interact with close friends
- Content consists of daily moments
- Posts digested in short and informal bursts



The **Real-Time** Stream

- Users engage in real-time conversation and commentary
- 1:1 servicing interactions between users and brands



The **Video Discovery** Hub

- Users go to find and watch videos
- Second largest search engine
- Deepest user base among U.S. pop.



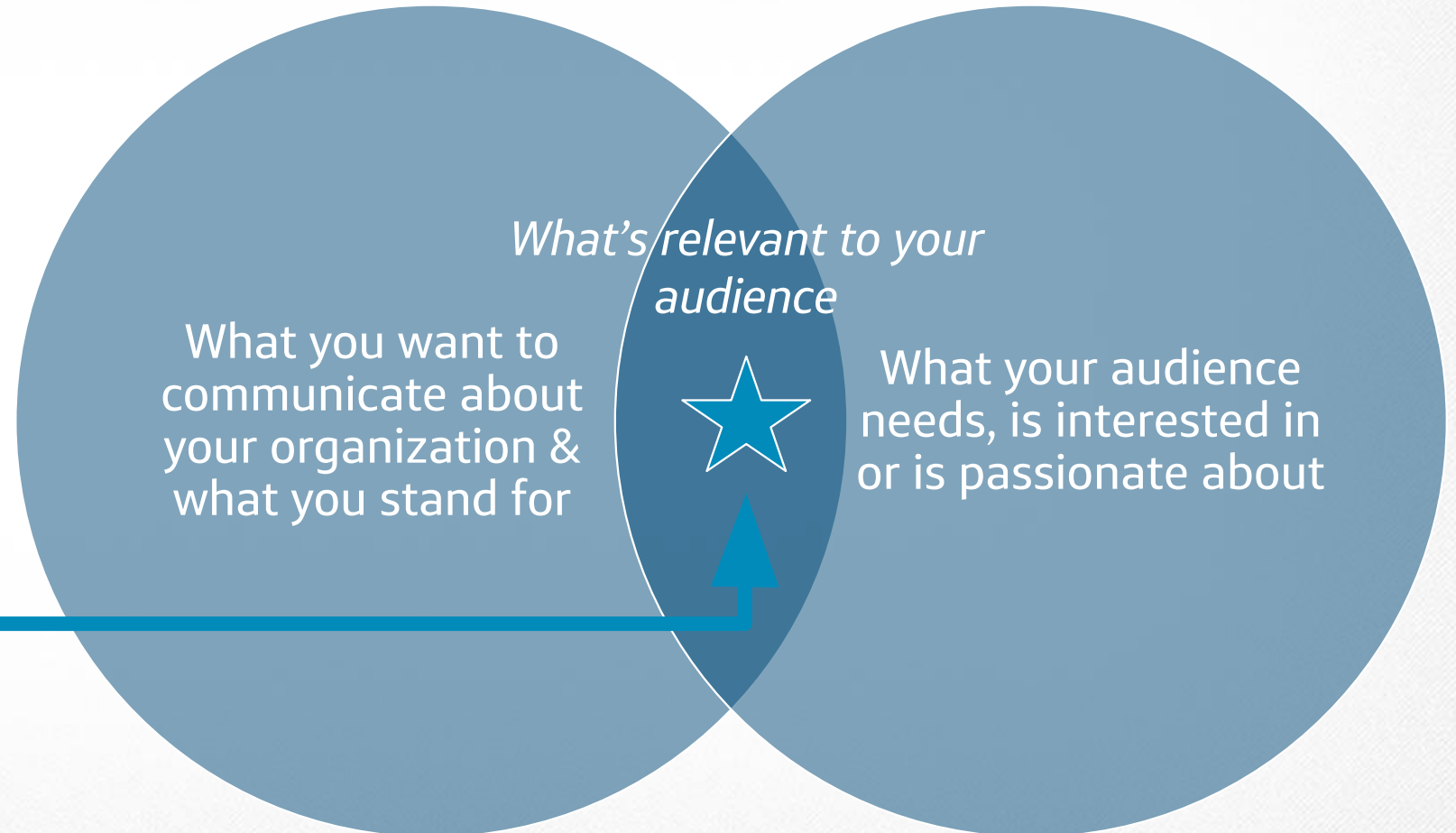
	The Efficient Reach Vehicle	The Aspirational Window	The Professional Connector	The Idea Generator	The Moments Platform	The Real-Time Stream	The Video Discovery Hub
Monthly Active Users (U.S.)	215 Million	128 Million	133 Million (Registered)	200 Million	65+ Million (Daily)	70 Million	167 Million
Audience Age	<ul style="list-style-type: none">68% of U.S. adults88% of 18-2979% of 30-49	<ul style="list-style-type: none">28% of U.S. adults59% of 18-2931% of 30-49	<ul style="list-style-type: none">34% of U.S. adults36% of 18-3444% of 35-54	<ul style="list-style-type: none">36% of U.S. Adults36% of 18-2932% of 30-49	<ul style="list-style-type: none">80% of users 18+63% of 18-3416% of 35+	<ul style="list-style-type: none">21% of U.S. adults36% of 18-2922% of 30-49	<ul style="list-style-type: none">73% of U.S. adults91% of 18-2985% of 30-49
What Users Do on Platform	<ul style="list-style-type: none">Connect with family and friendsCelebrate life eventsDiscover content	<ul style="list-style-type: none">Discover visually striking contentSeek aspirational content that relates to goals	<ul style="list-style-type: none">Professional networkingDiscover thought leadership	<ul style="list-style-type: none">Seek and save visual and instructional inspiration	<ul style="list-style-type: none">Share casual snapshots, videoDiscover moments from friends and publishers	<ul style="list-style-type: none">Learn and comment on what's happeningConnect 1:1 with brands	<ul style="list-style-type: none">Discover and watch video contentWatch original programming
Content Users Expect	<ul style="list-style-type: none">Content relevant to their interestsThoughtful creative assets	<ul style="list-style-type: none">Visuals with a human elementBeautiful imageryShort videosInfluencer content	<ul style="list-style-type: none">Industry expertiseLong-form articlesContent relevant to improving business	<ul style="list-style-type: none">Vertical pins with text overlaysActionable and valuable ideas	<ul style="list-style-type: none">Light-hearted, bite-sized videos and photosEngaging filters and lenses	<ul style="list-style-type: none">Short text & video updatesReal-time commentsCustomer care	<ul style="list-style-type: none">Short and long-form video content related to search queries and interests
Targeting Options	<ul style="list-style-type: none">Advanced native & custom targetingLookalike audiences can be controlled and morphed	<ul style="list-style-type: none">Facebook targetingCan be utilized in tandem or separately	<ul style="list-style-type: none">Target or exclude people working in industries or companies; professional experience	<ul style="list-style-type: none">Search termAct-a-like targeting to reach higher quality audienceCRM targetingInterest & category options	<ul style="list-style-type: none">Lifestyle targeting on user behaviorLocation-basedLeverages modeling for customer and prospect targeting	<ul style="list-style-type: none">Scalability with OR statement capabilitiesKeyword, event, behavioral, interest, and CRM targeting	<ul style="list-style-type: none">Utilize the scale of the platform for CRM, Lifestyle, In-Market, Look-a-like, and Google search query targeting
Measurement Sophistication	Tier 1	Tier 1	Tier 2	Tier 2	Tier 2	Tier 2	Tier 1

Both owned by Facebook for added efficiencies cross-platform

What's the key to compelling content in social media? It's all about the relevance of your content

The most relevant & impactful content straddles your business needs & the needs / interests of your audience – *it is not self-serving*

The intersection of what you want your audience to know & what they want to learn / gain value from is the sweet spot for effective content



Here are 3 social best practices – *and they're all free!*

Here are the fundamentals of being part of the community & building your company's presence

Be engaging



- **Your social presence is an extension of your brand**, so be sure to infuse your brand's look / feel, messaging & personality into your work
- **Focus on topics that are relevant to your audience**, honing in on 3-5 content pillars
- **Diversify formats** (photos, videos, quotes, etc.)
- **Balance messages**: give value to the audience at least 70% of time; keep self-serving / salesy content to a minimum (no more than 30%)

Be part of the community



- **Monitor & always engage** with conversation related to your brand
- **Respond** to all questions & comments quickly & in an authentic way
- **Proactively follow like-pages & engage with relevant content** on others' pages
- **Tag people / groups** in copy & images to humanize content (& encourage engagement / follows!)

Be visible



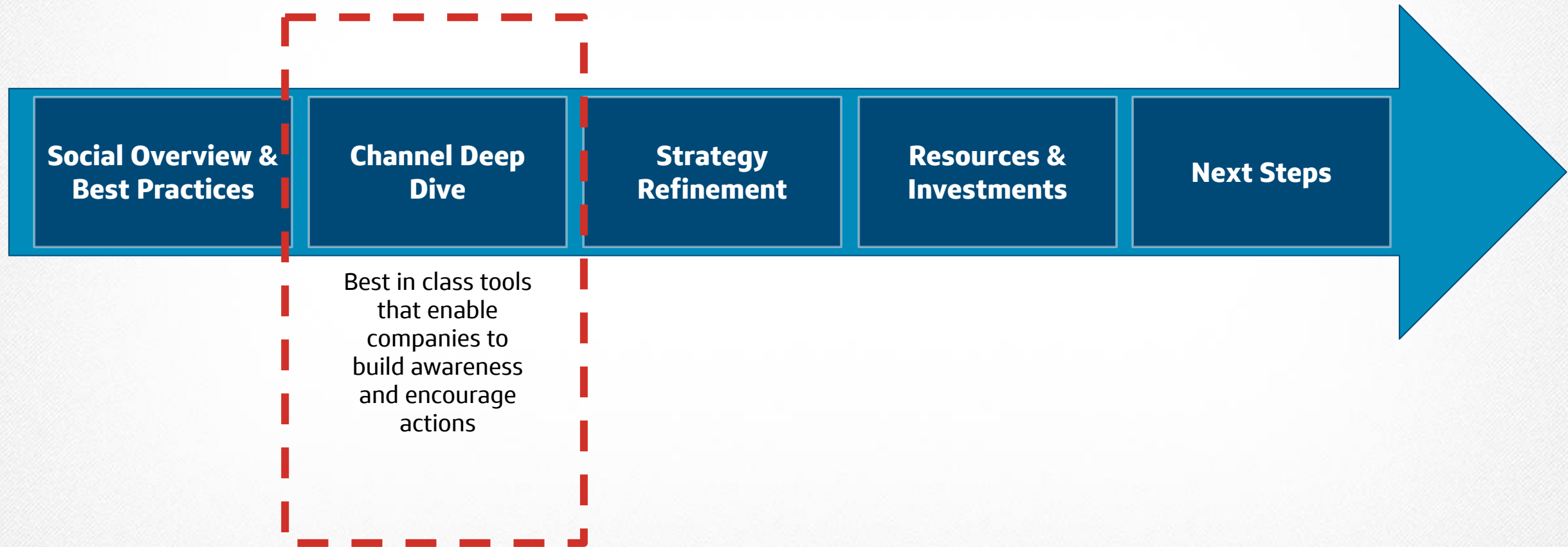
- **Be where your audience is**: know who your audience is, what channels they're on, and how they're using them – and tailor your approach accordingly
- **Have a regular cadence** of content to stay top of mind & keep your channels healthy
- **Use relevant hashtags & tag locations** to increase your findability
- **Think of the above as portals into others' conversations**; clicking on hashtag or location brings you into relevant convos

Channel Best Practices

How you can best use different social media platforms to achieve desired outcomes

Channel Best Practices

Social media can be powerful tool. From building your online community to elevating your leaders, learn some low effort, high impact ways social platforms can help!



Facebook: Awareness and Action

Facebook is a powerful community building tool to rally people to your cause and encourage them to take action on your behalf

Attract Followers

Though followers have significantly lost importance as organic reach trends towards 0, they are still important for creating a network and giving your page and organization credibility

- **Invite your friends** to like your page and encourage your customers to do the same
- Include your Facebook page handle in **other marketing materials** to reach the most people (on your website, in printed collateral at events etc.)
- If you have dollars to run ads, use that budget on **promoting content**, not running follower campaigns

Activate your base

Once you have a base of fans, use your page to activate them at key moments

- **Create Facebook events** for business opportunities or other events and promote them, either via advertising or by encouraging leadership and fans to invite their friends
- **Provide incentives** for participation ie: contests, sales, etc.
- Identify opportunities to **cross promote** with partners or other participants for events or moments in time to drive traffic and interest in your organization

Instagram: Profile and Feed Posts

More often than not, users will see your posts in their feeds. Make content that urges them to learn more and drives to a well-appointed profile page

Get the most out of your Instagram profile with content that lasts:

- **Visual Continuity:** Every post that makes it to your feed should connect directly to your brand look and feel
- **Be Selective, But Consistent:** Don't post every photo you take- post 3-4/month using high quality images with a similar look (apply the same filter, use similar design elements etc.)
- **Captions:** Use your captions to add value to the image by explaining a beneficiary's story, a specific need you're fulfilling or the outcome of an activation
- **Tags:** Tag your partners in the photo or the captions (either is accepted) to lend credibility to your business
- **Links:** Pick a master link to have in your bio for people to learn more; consider rotating links if you frequently have time sensitive events or needs that have a corresponding web page



Make sure your page is classified as a business and connected to your Facebook page for analytics capabilities!

Instagram: Stories

Use stories to cover events or explain pieces of your companies that followers want to know in a personable, real time forum

Show your organization's personality with Instagram Stories:

- **Visual Continuity:** Connect your stories to your feed posts; use similar text styles and colors to ensure cohesion
- **Edit Yourself:** Keep your stories to 10 clips or fewer; make sure you have a clear beginning, middle and end
- **Mix it up:** Use both still images and videos (boomerang, narrative, superzoom etc.) to make eye catching movement and keep people's attention
- **Try Gifs and Stickers:** Use interactive stickers like arrows or buttons to drive attention to your main point or ask
- **Tags:** Tag your partners or leaders in your story so they can add your story to their story (and keep an eye on your tags so you can do the same!)



Twitter: Executive Visibility and Real Time Events

To extend the reach of your messaging, empower your leadership to establish an active approach to social media- namely Twitter

Humanize your organization by giving people access to your leaders:

- **Tags:** Frequently connect content between executive and organization accounts via tagging in copy (ie: “quote”- @MelindaGates; “for more see @GatesFoundation) and in your bios (ie: Co-Chair @GatesFoudation; “Led by @MelindaGates)
- **Content Mix:** Content from an executive should be 60% thought leadership, 30% business, 10% personal and should be 70% original content and 30% retweeted or shared content
- **Hashtags:** Utilize organization or campaign hashtags to connect to business content as well as industry hashtags to loop into larger, already happening conversations
- **Follows:** Follow your peers in other organizations and other like-minded people, follow nonprofit news aggregators to help you identify trends to respond to



LinkedIn: Executive Visibility and B2B Marketing

Optimizing your personal profile

- Build a profile that gets noticed! Use the enclosed worksheet as a guide

**Remember, in many cases, you are your business! Be sure to link to your profile to your company page (see Marketing on LinkedIn on next slide for more info)*

Networking

- Stay connected with friends, colleagues, customers & prospects
- Give & receive endorsements & recommendations (if you give, you're likely to receive, too!)
- Join groups relevant to your industry, location & interests (including small biz groups!)

Staying in the know

- Follow influencers relevant to your interests & industry
- Follow company pages – like those of your customers & prospects
- Scroll through your newsfeed regularly to consume AND engage with relevant content (through comments, likes, shares)

For a free guide on building your presence on LinkedIn, visit:

https://business.linkedin.com/content/dam/business/talent-solutions/global/en_US/c/pdfs/linkedin-executive-playbook.pdf

Profile Guide

1. Photo

Select a high quality photo that represents you professionally. This helps humanize your profile and makes you more approachable.

3. Pitch

Think of your summary as your “elevator pitch.” It should **tell people what they can expect from you and your company, and describe what you do to someone who’s unfamiliar with your job. Highlight your strengths.**

5. Summarize

Your experience doesn’t have to read like a résumé. Simply summarize your experience in 2 - 3 concise sentences. Describe your **major wins or projects** for each position, and the **value you brought to your team.**

The screenshot shows a LinkedIn profile for Colene Kremers. Annotations with orange arrows point to specific elements: an arrow points to her profile photo (labeled '1. Photo'), another points to her headline 'Changing the way Oceanic Airlines finds great talent San Francisco Bay Area | Staffing and Recruiting' (labeled '2. Personalize'), a third points to the 'Summary' section (labeled '3. Pitch'), a fourth points to a banner image showing a clock and a hand writing 'GET THE BASICS IN' (labeled '4. Pictures & videos'), and a fifth points to the 'Experience' section (labeled '5. Summarize'). The profile includes a 'Background' section with a 'Summary' icon, a 'Recruitment Product Consultant' position at LinkedIn, and a 'Passion' section at the bottom.

Colene Kremers
Changing the way Oceanic Airlines finds great talent
San Francisco Bay Area | Staffing and Recruiting

Current Oceanic Airlines
Previous LinkedIn, Dunder Mifflin, Beyond Corporation©
Education UC Berkeley

500+ connections

www.linkedin.com/in/colleenkremers/ Contact Info

Background

Summary

Working at LinkedIn, I am able to combine my experience in recruiting with my love of sharing knowledge to help recruiters become more successful.

In my spare time, I love to educate candidates on how to maximize their job search. By teaching them the tools available and helping them improve their interviewing skills, they are ultimately able to find the next great step in their careers.

Specialties include: Training, Public Speaking Coaching, Project Management and Process Improvement.

LinkedIn for Students: Top Five Profile To-Do's

LinkedIn Recruiters: Do more in less time!

Experience

Recruitment Product Consultant
LinkedIn
January 2011 – Present (3 years 9 months) | Greater New York City Area

I'm a Strategic Recruitment Product Consultant (RPC) at LinkedIn. I serve as a trusted advisor to our strategic customers, helping them to achieve success with LinkedIn products and maximize their return on investment. In addition, I project manage large-scale product implementations, and drive adoption within global recruitment teams.

6. Passion

Above all, let your passion for what you do come through in your profile. Get creative and don't be afraid to show your personality.

2. Personalize

Your profile is the front page of your story. The headline is a great way to show your **value** and **passion** in one quick line. Make the reader want to read more.

4. Pictures & videos

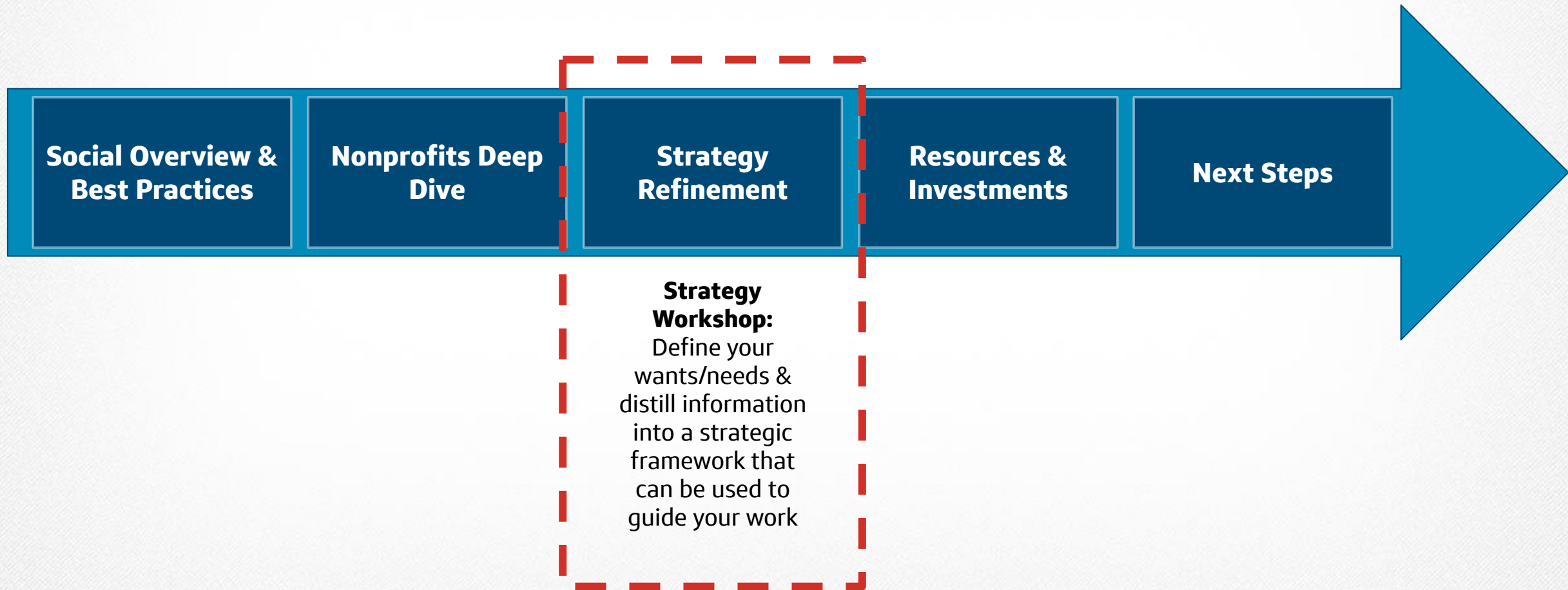
Use photos (including a banner), videos, presentations, and other rich media to make your story jump off the page and **showcase** you and your company

Strategy Documentation

Use the following templates to get your social media strategy & content pillars on paper

Strategy Refinement

The next few pages include strategy frameworks for you to tailor; we hope these help guide your work & enable you to easily transfer your strategy to others, as needed



It's critical to document your Social Media strategy

Understanding the “why” behind your social media activity will guide you to focused execution; document your answers to the below questions as inputs into your strategy

**What are you trying to achieve
& why?**

- What is the mission that drives all of your work?
- Who is the target audience you're seeking to reach?
- What is your primary objective you feel social media can help you accomplish?
- What are your goals for using social media?
- What does success look like?

**How can content help you
achieve your goals?**

- What is your content strategy, including conversation pillars and how each come to life?
- Why does this content strategy work to achieve your goals?

Social Media can be leveraged to achieve a variety of business objectives

Here's an overview of how you can translate those objectives into strategies & success metrics

Marketing Objective	Social Media Goals	Social Success Metrics	Business Impact
Create awareness	Expose target audience to your content	Impressions, reach	Share of Voice, Top of Mind Awareness
Create relationship	Generate engagement of target audience with your content	# of engagements, types of engagements (likes, comments, shares)	Visitors/ traffic (online or offline)
Drive conversion	Drive target audience to take action	Link clicks	Conversions (donations, sign ups)
Delight community	Drive engagement with your mission or services	(Positive) mentions, community care metrics (response times & qty.)	Conversions (purchases, lead submissions, app downloads)
Drive advocacy	Activate your community as advocates of your nonprofit	Earned impressions, reach, user generated content	Referrals, positive mentions

Social Media Strategy Shingle

Mission

(What is your purpose?)

The Richmond Community ToolBank provides tools to enhance the charitable sector's capacity to serve, facilitating hands-on volunteerism in the greater Richmond area

Target Audience

(Who are you trying to reach?)

Non-profits, Community Groups

Corporate Donors

Volunteers

(What do you want them to believe / do?)

Partner together

Donate money, provide groups of volunteers

Promote volunteerism, get them to advocate for us

Marketing Objective

(What are you trying to achieve through your marketing?)

Showcase the impact the ToolBank has on the Richmond community and how we enhance the volunteer efforts of community groups and companies

Social Goals

(What are you hoping to achieve through social?)

Generate awareness of the ToolBank

Acquire new & foster existing relationships

Amplify community & human impact

(What does success look like for each goal?)

Reach, Event Attendance

Followers, Clicks to Site, Engagement

Reach, Engagement

Social Media Content Plan / Pillars

Content Pillar
(What're 3-5 themes you'd like to focus on based on goals?)

What it is
(Describe content falling in each pillar)

Why it works
(How does this content support your strategy / goals?)

How it's created
(What do you need to bring this content to life?)

	<u>Event Amplification</u>	<u>Stories / Testimonials</u>	<u>Case Studies</u>	<u>News / Accolades</u>
	<p>Content supporting events broken into three phases:</p> <ul style="list-style-type: none"> - Before: Promoting events / driving attendance & RSVPs - During: Amplifying real-time event content - After: Recapping to showcase event success 	<p>Content designed to tell the stories of real individuals: donors, volunteers, board members & those impacted by the ToolBank's services through quotes & testimonials</p>	<p>Content designed to highlight the situation, action & result of various ToolBank projects & drive to site / blog post for more information</p>	<p>Content designed to showcase & amplify press coverage and positive accolades earned by the ToolBank</p>
	<p>Drives awareness & maximizes reach of events</p>	<p>Humanizes the ToolBank & impact it's making on individuals</p>	<p>Showcases the broader impact the ToolBank delivers on the community</p>	<p>Extends reach of positive news coverage</p>
	<p>Driven based on event calendar; promotion of event (before), collection of live events content (during and after)</p>	<p>Content collected through partnerships; interviews with volunteers, staff</p>	<p>Situation, action and result of projects that were enabled by the ToolBank</p>	<p>Driven by news pickup, mention and awards generated</p>

Now that you've documented your strategy, what's next?

Determine your channel mix

- Determine what channels your audience is spending time on
- Balance the above with what channels make the most sense based on your content strategy / plan
- Not all channels will make sense for every piece of content; be sure to optimize your plans based on the nuances of + how the audience behaves on each channel

Decide on your cadence

- Remember, you now have a focused set of content pillars and a specific goal, but that doesn't mean to treat all content equally
- Determine the best balance of content across each pillar – balance content that gives overt value to your audience with content that feels “salesy” or self-serving
- Then decide how much content you will produce each month – focusing on quality vs. quantity!

Develop a content calendar

- Chart out your content plans by bringing real content ideas to life
- Once you've baked out your actual ideas, plot out the content in a content calendar (*there are a lot of templates available via Google!*)
- Start bringing your content to life, and publishing on a regular, predictable cadence with your calendar as a guide

Publish, promote & measure your results

- Content can be either scheduled for publishing or published in real-time
- Promote content, if applicable
- Analyze results on each channel on a regular basis looking both at trends over time and also per post + per content pillar performance
- Optimize your plans by updating things that are over-performing (focusing on long-term trends rather than just 1-2 posts)

See the Resources & Investments section towards the back of this deck for more information & tools to help!

Use this worksheet to help build personal profiles that are **meaningful to your business**

Answering these questions will have you writing your experience, summary & headline like a pro

When thinking about the work I do, what words do my clients and colleagues consistently use to describe my work and my company?

Innovative, impactful, community-driven, necessary

How would I describe what I do to someone completely unfamiliar with my field?

Lead strategy and operations of a nonprofit that serves St. Louis' homeless population

What do I want to be professionally known for?

Good leader, "in the know" on current trends, expert in housing topics

What can people expect me and my company to consistently bring to the table?

Service with dignity

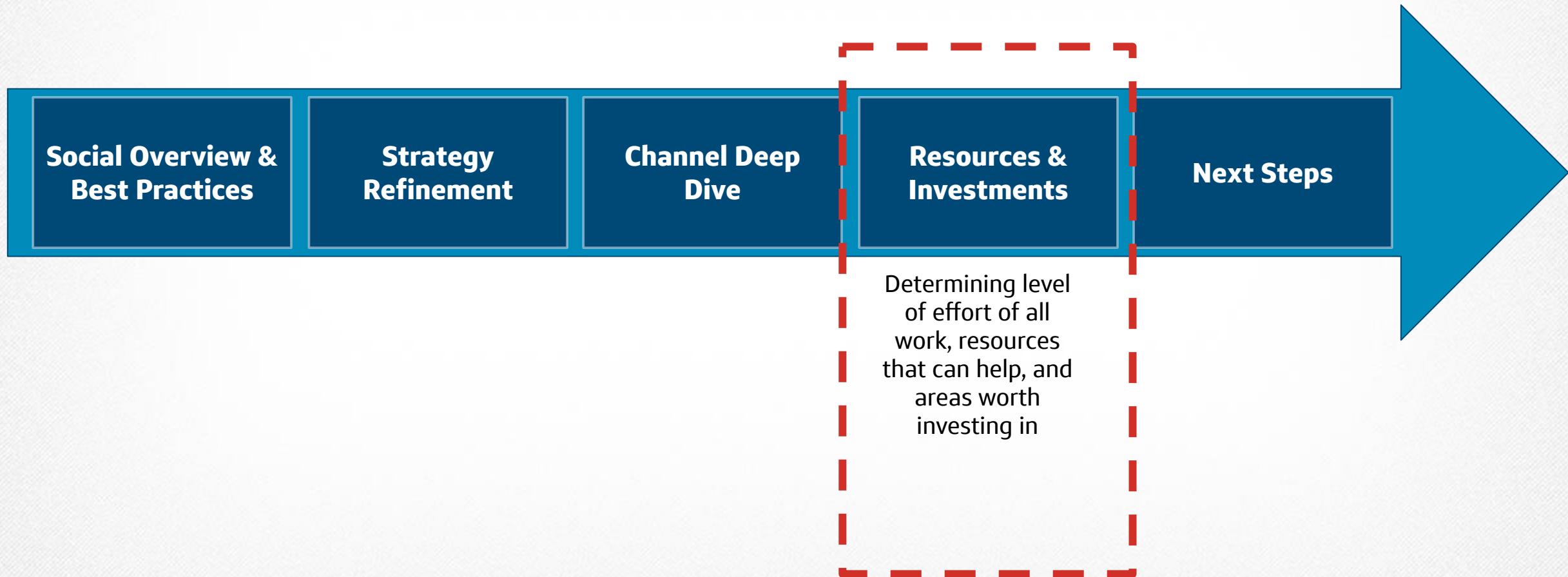
What do I love most about what I do?

Serving the community I love, making an impact with my time/skills

Resources & Investments

Resources & Investments

There are many free & paid tools that can support you; consider what's out there & what's needed to achieve your goals



What do your resource needs look like?

Knowing your strategy and what success looks like will help you determine your approach to social
– next question: **what resources do you need to bring your strategy to life?**

What do I need help with?

- How much time do I want to spend in social media vs. how much time does it take to create/manage my desired social media presence?
- Do I need help with publishing content?
- Do I want help monitoring conversation?
- Is content creation something I need help with? And why? (to save time, increase quality, increase quantity of posts...)
- Do I want someone to help with collecting stories, photos and videos to use in content?
- Do I need someone to be on-site at events to collect content?
- Who do I know that may be willing and able to help me in these areas?

Do my goals & overall time investment warrant paid media spend?

- Which social media channels are important to me based on my needs / marketing plan?
- How much time & money am I willing to spend?
- How will I assess the success of my media spend?

Streamline & organize your content, publishing & monitoring efforts with **content management tools**

There are tons of content management tools allowing you to schedule, publish, monitor and, in some cases, create content for free or low cost

Buffer

- Integrates with Twitter, Facebook, LinkedIn, or Google+
- Access to a mobile app on iPhone or Android
- A browser extension lets you schedule content from page
- Offers Video/GIF uploader
- An optimal timing tool, allows you to post when audience is most likely to see
- Built-in image creator, Pablo, allows you to create content to post within app

Likeable Hub

- Designed for 'Smarter and Faster' social media management, at the freemium level you can integrate and auto-schedule from Facebook, Twitter, and LinkedIn.
- You're offered basic analytics and reporting, email support, and access to a database of thousands of social media post ideas.
- You can monitor post engagement and success with analytics

Hootsuite

- At the no-cost level, Hootsuite connects up to three social profiles from your choice of Facebook, Twitter, Instagram, Google+, LinkedIn, and Youtube
- The tool allows you to schedule posts to, respond from, and monitor your profiles and their feeds in one platform
- You can monitor post engagement and success with analytics

SproutSocial

- Considered a social brand management system, which allows you to schedule posts on multiple different networks, and stores your images and assets in the platform for you to reuse
- Works with most platforms
- Full content calendar
- Native scheduling and publishing
- Advanced analytics dashboard

Create more engaging content with the help of creative editing tools

There are several graphic design and photo/video editing sites to help format, create, and edit your content with free features!

Canva	PicMonkey	Snappa	Typito
<ul style="list-style-type: none">• Create graphic designs and edit photos to specific platform sizing requirements• Easy to use drag and drop tool and stock library of photos and illustrations• App version available for on the go editing	<ul style="list-style-type: none">• Upload your photos to edit, add overlays, and resize• App version available for quick edits• Must have a paid account to download creations (7 day free trial followed by basic package for \$5.99/month)	<ul style="list-style-type: none">• Upload photos or view stock library for easy to edit content• Up to 5 downloads a month• Links to 2 social media platforms• Limited library of templates available and custom resizing for social media	<ul style="list-style-type: none">• Video editing software• Adds text, images, custom font, stickers, etc to videos• Size videos for social media channels, can upload directly to FB and YT• Must have paid account to access (\$25/month, 5 video projects)

By breaking up the year into content themes, you can start to create awareness and consideration of your programs

September - December	January - March	April - May	June - August
Ongoing organization awareness			
Summer Camp Success Stories	Importance of coding content	Promotion of camps/testimonials Outreach to influencers	Camp Updates
Ongoing organization awareness			
Summer training success stories	Importance of teacher training	Promotion of teacher training Outreach to influencers	Training updates/pictures
Ongoing posting about importance of STEM, teacher trainings, lesson plans/ideas			



3-4 posts/week



4 posts/week



1-2 posts/week

Consider investing in amplifying your content to your target audiences at scale

Paid investment is strongly encouraged, and it's fairly easy to launch a social marketing campaign

LinkedIn – Sponsored Content

- Sponsored content enables you to get your content in front of your target audience
- **Sophisticated targeting** allows you to reach your audience based on job level, industry, skills, groups they follow and the geo you're interested in
- **LinkedIn tends to be one of the more expensive platforms to advertise on** due to the smaller audience segment; however, it may be an **ideal platform for B2B marketing and hiring talent**

Get started here:

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

Facebook/Instagram – Promoted Posts

- Paid advertising options are organized based on the **results** that you're trying to achieve, & the **location** you want your ads to be displayed
- **You can be specific** about the audience you want to reach & **control the target demographic**, including location, age, languages spoken & interests
- Metrics vary greatly across industries but, **on average, Facebook has a cost per click of \$0.28**

Get started by clicking “Boost Post” button within your page next to the content you want to promote

Twitter – Promoted Tweets

- You're able to set your campaign objective out of a large list of options to optimize your investment based on desired results / actions you want the audience to take with all content
- Options include engagement based targeting, video views, clicks to website, and more
- The Twitter system then optimizes the content based on your objective and spend level

Get started by visiting <https://ads.twitter.com/>

Always start with your objective and how it ladders back to your strategy for every piece of content

Know how you will measure success for the campaign

Publish and promote content on intended channels

Determine what you want to spend & what the optimal ROI would be

Determine your best pieces of content that achieve your objective

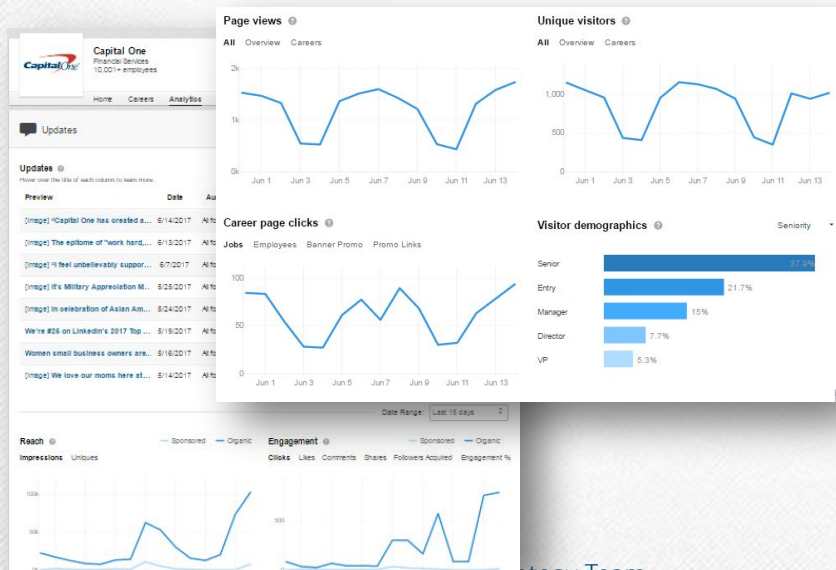
Track your results, and optimize your plans based on learnings

Track your results (paid & organic) using free analytics tools, and optimize your approach accordingly

The top social platforms offer free analytics tools to track how your content is performing

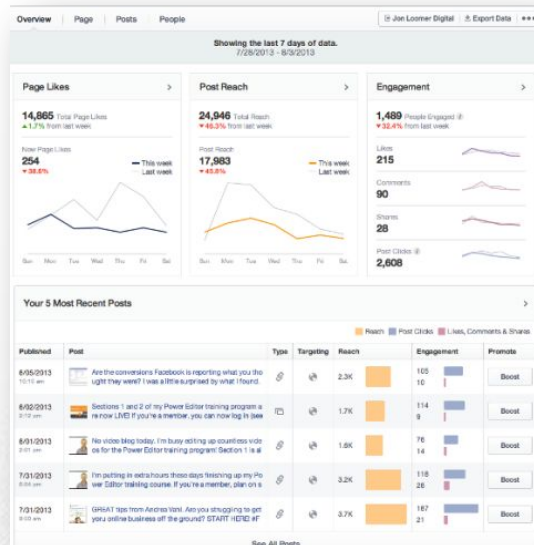
LinkedIn Analytics

- LinkedIn offers analytics as part of both your personal and company pages
- Both of these views can be found under tabs within your respective profiles / pages
- By getting a sense of the people you're attracting to your personal and professional pages, you can determine whether you're on target or should adjust



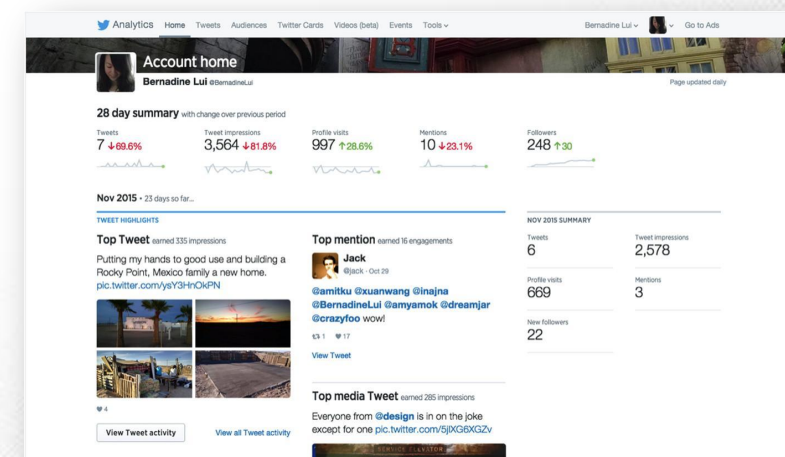
Facebook Insights

- Facebook insights lives within your administrator's page view
- For help using page insights, click the below links:
[Getting Started](#) and [General Page Metrics](#)
[Page Post Metrics](#)
[Likes, Reach and Engagement](#)



Twitter Analytics

- Twitter analytics is available at here: <https://analytics.twitter.com/about>; sign in using your Twitter credentials
- See how people engage with your Tweets in real-time
- Compare trending Tweet activity & followers over time
- Click on any Tweet to get a detailed view of retweets, replies, likes, follows of clicks it receives
- Get detailed insights into who your audience is, & those that engage with you



Planning to hire someone to help with social media? Here are hiring tips

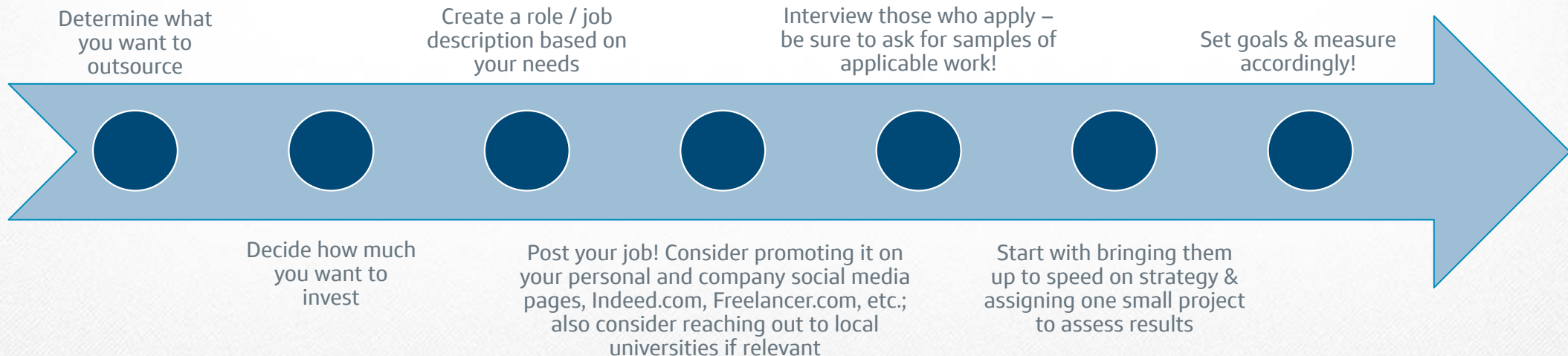
Doing social media well takes time; consider these options for getting resources to help

Content Creation & Creative Resources

Marketing / Advertising Students – \$-\$\$
Local photographers – \$\$
Local videographers – \$\$-\$\$\$
Freelance graphic designers / art directors – \$\$-\$\$\$

Management, Paid Media & Publishing

Interns – free-\$
Marketing / Advertising Students – \$-\$\$
Freelance Social Media Managers – \$\$-\$\$\$
Paid Media Strategists – \$\$-\$\$\$



Next Steps

Next Steps

Pull all of this together and start to prioritize & define next steps based on your needs



We covered a lot today... don't be overwhelmed!

Social media is a journey. We hope this serves as a guidebook for steps you can take over time. In the short-term, consider the below questions to guide your next steps:

Do you know your why?

- Define your strategy first: don't waste your time on anything that doesn't ladder back to it
- Be sure to know what success looks like to guide your approach and execution

Do you have the resources you need?

- Determine how much effort your current work is taking – then decide what feels “worth it” based on your strategy and what you'd like to save time on? Write these down
- Also ask yourself “who can help me?": Do you have a staff, interns, etc., who can help? Make a list and determine how to get them involved
- Decide your budget / if you'd like to test a small spend on resources and/or paid media to support your efforts. This will help you either narrow your list or decide where to go next

What's working, what's not, and how can I continue to improve?

- Social media is very iterative – it's not a “set it and forget it” channel
- It takes time, consistency and hard work to create content & continue refining your approach
- Be sure to assess how things are working
- Don't be afraid to stop things that aren't proven to be effective for you based on your goals
- Remember, focus on quality over quantity to make the most impact

Exercise: Let's make this actionable!

Use this template to write down what you plan to start doing, continue to do and stop doing based on your strategy & today's conversation

Here's a sample start/continue/stop framework 4

Start

Given the social media strategy you created, what are the top 5-10 things you plan to start doing for your business?

- Focusing content pillars
- Highlighting events before, during & after to maximize impact
- Tapping into relationships with volunteers and donors to create meaningful, authentic content / stories
- Tailoring content strategy by pillar
- Following more relevant people / handles to build relationships and encourage reciprocation
- Testing paid media

Continue

What activities are you doing that are on-strategy that you want to continue focusing on?

- Curating and sharing others' content when relevant to target audience
- Analyzing results on each channel to refine content and channel strategies
- Utilizing hashtags
- Tagging and captioning photos
- Including social CTAs and bugs / widgets on website and marketing collateral

Stop

What are the social media activities that you plan to stop or deprioritize given your strategy?

- Publishing the same content across all channels
- Focusing on quantity over quality
- Trying to create content "for everyone" instead of honing in
- Having a different look and feel across all channels
- Thinking of social media as a free channel

Any questions or comments?

Don't hesitate to reach out!

Kim Costa

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Appendix: Printed Materials

Use the following templates to get your social media strategy & content pillars on paper

Develop your Social Media strategy shingle

Mission

(What is your purpose?)

--

Target Audience

(Who are you trying to reach?)

(What do you want them to believe / do?)

Marketing Objective

(What are you trying to achieve through your marketing?)

--

Social Goals

(What are you hoping to achieve through social?)

(What does success look like for each goal?)

Now create a focused **content plan** based on your strategy 2

Content Pillar

(What're 3-5 themes you'd like to focus on based on goals?)

What it is

(Describe content falling in each pillar)

Why it works

(How does this content support your strategy / goals?)

How it's created

(What do you need to bring this content to life?)

Use this worksheet to help build personal profiles that are **meaningful to your business**

Answering these questions will have you writing your experience, summary & headline like a pro

When thinking about the work I do, what words do my clients and colleagues consistently use to describe my work and my company?

How would I describe what I do to someone completely unfamiliar with my field?

What do I want to be professionally known for?

What can people expect me and my company to consistently bring to the table?

What do I love most about what I do?

Complete this chart based on what you learned

Start

Given the social media strategy you created, what are the top 5-10 things you plan to start doing for your business?

Continue

What activities are you doing that are on-strategy that you want to continue focusing on?

Stop

What are the social media activities that you plan to stop or deprioritize given your strategy?