Social Media Playbook
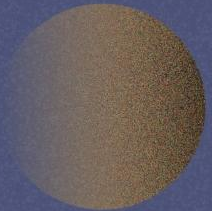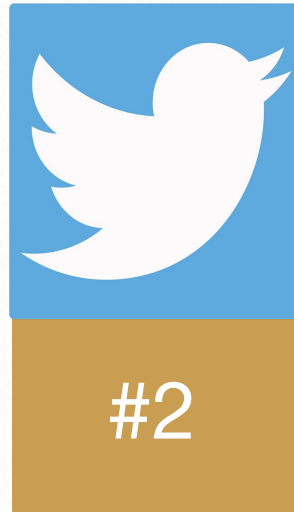
EXPERT
MARKETING
ADVISORS

Social Media Channel Recommendations

#1

#2

#3

Best Practices

80/20 Rule
- 80% Curated Content
- 20% Branded Content

Frequency
- Post to all social media channels M-F
- Weekends applicable for holidays and event promotions
- Increase post frequency over time

When Posting...
- Use industry and company applicable hashtags
- Tag relevant parties
- Shorten CTA links (use bit.ly)
- Consistent branding across social and website

Content Type

- **Original/Branded Posts**
  - Product releases, Press Releases, Job Opportunities, any news from the company
  - Best Performance Days: Wednesday and Thursday

- **Curated Posts**
  - Industry related articles, blogs, videos, etc.
  - Best Performance Days: Monday-Friday

Content Type

- Videos / Podcasts
- Webinars
- Blogs
- PR / Press / News
- White Paper / Case Study / Solution Brief
- Curated
  - Why? To capture attention of target audience, related news in the industry
- Influencer Tagged Content
  - Why? To capture influencer attention early-on, inspire curiosity
- Social Holidays
  - Why? To increase impressions by participating in trending topics
- Follow Friday
  - Why? To increase followers and reach through cross-channel promotions

Ways to Measure Success

Social Media Metrics to Track

- Followers
- Impressions
  - Number of times content is displayed onto feed
- Engagements
  - Number of interactions people have with your content (likes, retweets, comments, shares)
- Clicks
  - Number of people who click on your content
- Website Traffic Generated by Social Media
  - Content linked to your website (Blog, Videos, etc.)
- Leads Generated by Social Media
  - Content linked to CTA on website (Request Demo, Download White Paper, etc.)

How To Make Posting Easier

- Planning Ahead - create a monthly or weekly calendar

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Curated Post	Twitter Follower Push	Curated Post	Original Post - Video	Curated Post
Week 2	Curated Post	Twitter Unfollows	Curated Post	Original Post - Podcast	Hiring Campaign Push
Week 3	Curated Post	Twitter Follower Push	Curated Post	Original Post - Video	Curated Post
Week 4	Curated Post	Twitter Unfollows	Curated Post	Original Post - Partner	Hiring Campaign Push

How To Make Posting Easier

- **Scheduling Platforms – Sprout Social**
  - Allows social media managers to draft posts for clients to edit and approve
  - Evaluate performance and adjustment to appeal to audiences
 - Suggests optimal performance times for the most engagement

Group Audience Growth

Followers Gained, By Day

| | Twitter | LinkedIn |

| Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	**2,611**	↘ **0.3%**
Total Net Follower Growth	**-7**	-
Twitter Net Follower Growth	-10	↘ 0.4%
LinkedIn Net Follower Growth	3	↗ 4.2%

LinkedIn - Grow Your Network

- Follow your company page
- Connect with co-workers
- Join related LI groups
- Connect with other professionals in the industry
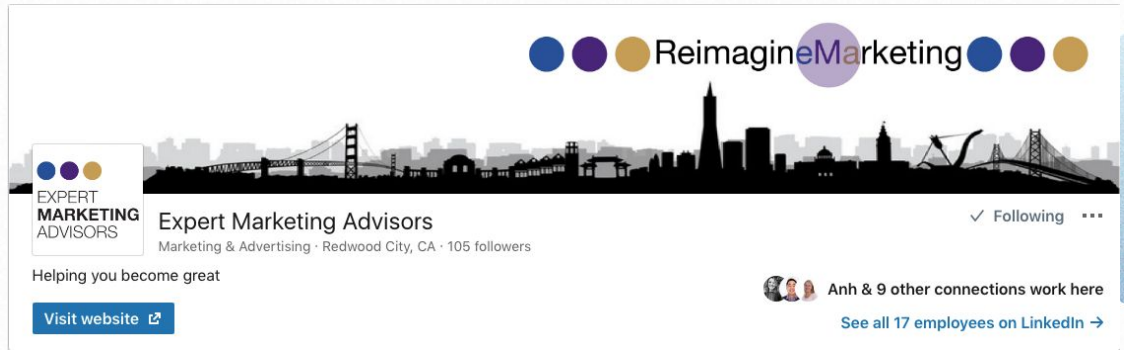
Goal: To connect with the right people and grow your network. This will not only help spread the Company voice, but will help your professional network as well.

Twitter - Engagement

- Follow industry experts, analysts, and other professionals in the industry
- Tweet and Retweet on a daily basis with hashtags (#Network #eMa #Marketing) for exposure
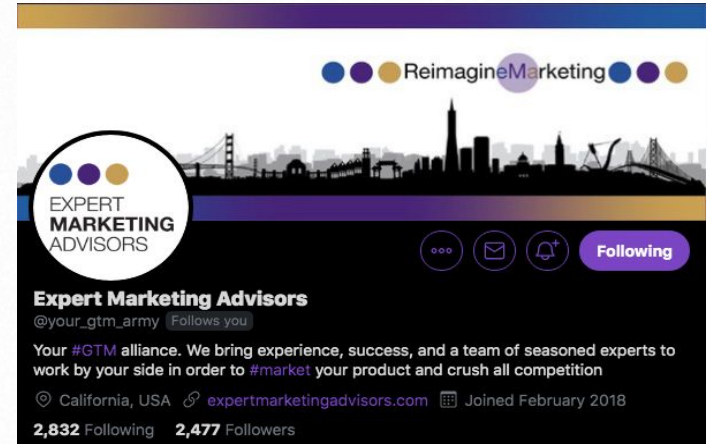
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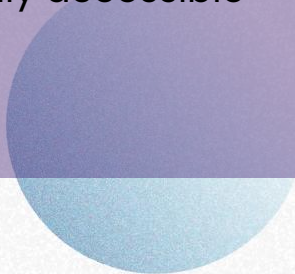
Organic Vs. Paid Social Media

Organic

- Build Audience Relationships
- Drive Brand Awareness
- post your content for free and still reach a significant audience
- Limited to existing followers
- Offers more flexibility in terms of content and messaging

Paid

- Target specific Customers & Audiences
- Drive Leads & Conversions
- Reach new audiences
- Improve Reach & Engagement quickly
- Accurate & easily accessible metrics

Thank you!

For inquiries or questions, please email
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