Getting Savvy with Social Media

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Social media landscape

- There are 3.03 billion active social media users. Facebook Messenger and Whatsapp alone handle 60 billion messages a day.

- 30% of all time spent online is spent on social media.

- 78% of people say that a company’s social media posts impact their purchase decision.

- 80% of users would rather watch a live video than read a blog.

- Facebook has a little over 2 billion active users. Instagram has 1 billion.

- 300 million users interact with Instagram Stories daily.

- Twitter users send out 500 million tweets per day.
Each platform is different

Audiences have expectations that vary by social network, so we must create content to satisfy these expectations.

- **Facebook**: Used to **connect** as an information hub about friends, family and news. This audience comes to the platform to engage with content that supports their interests and is presented in a relatable way.

- **Instagram**: Used to **inspire** with visual and engaging content. This audience comes to the platform to discover curated content of moments and experiences in a creative and uplifting community.

- **Twitter**: Used as a **news** source for in-the-moment information. This audience responds to emojis and hashtags and expects timely, efficient content that’s brief but easy-to-digest on their phone.

- **Pinterest**: Used to **plan** big moments and save for the future. This audience is searching for related content and making plans where money matters and are receptive to branded content, even more so than other channels.

- **LinkedIn**: Used to connect and promote in a **professional** network. This audience is interested in thought-leadership and industry insights communicated to them in a timely and straightforward way.
Our Approach: It’s about achieving scale, operating as one company and playing to win in social

1. Leverage social listening at the enterprise level to observe, learn and be useful

2. Engage in social spaces as both a channel and a persistent platform to drive out our Power To brand platform and Influencer strategy

3. Operationalize social capabilities, platform and go-to-market model for driving business impact

4. Expand our corporate communications and media relations capabilities in social

5. Socialize and educate the bank on this space

6. Unleash the collective intelligence of our employees through social media

7. Evaluate ongoing risk implications
Your Approach: Develop one for your organization

Determine a social media strategy:
  • Who are you trying to reach?
  • What do you want to say and what would you like your audience to do?
  • Determine which social channels your audience uses and align your content

Create a game plan:
  • Build a content plan/calendar and use data to optimize your content strategy
  • Develop a consistent aesthetic and hashtag strategy
  • Determine how to engage with your audience

Execute:
  • Engage with your followers, social is a two-way street
  • Promote and partner to drive growth
  • Always add value
  • Measure performance and optimize
Have an audience driven approach

- Your audience, their mindset and the way they like to communicate should determine which social channel you choose.

- Content needs to be presented differently based on the platform (Facebook, Twitter, etc.) because the audience on each distinct platform digests information differently.

- You can learn a lot from audience.
  - What type of content do they want?
  - What questions do they normally ask?
  - What type of online experience do they want?
  - What type of events do they want to attend?
  - Do I need to create more less/content for Baby Boomers
You don’t need to be everywhere

- Don’t feel like you need to be on every social media site. Pick one or two that has the audience you want to reach and get it right.

- Personalized messaging through imagery, content or video is becoming very important to consumers. It’s a great way to stand apart from the crowd.

- Each medium offers a different way to deliver your story and provide impact to your followers.

LinkedIn is a great platform to show business leaders that you are a worthy partner. Start thinking of LinkedIn as a way to advance the credibility of your brand and use it to gain support for your organization and needs.

Instagram is a great storytelling platform. Because it’s inspirational and image-driven, the viewer can connect with your organization based on how your post makes them feel after a visual interaction.
It’s all in the planning

• Build a Content plan/Calendar. Creating content pillars will help your organization to stay true to your strategy and post consistently.

• Determine what goals you are setting each month- Are you more focused on receiving donations, raising awareness, or recruiting volunteers- and map out your messaging across platforms.

• Take advantage of unique functionality each platform offers
  ✓ Do a Twitter poll
  ✓ Do a LIVE video on Instagram
  ✓ Post a Facebook survey
  ✓ Live events
  ✓ Interviews – Q&As

• Look at who is following you. As you push content out see if you are losing or gaining followers and adjust your content strategy accordingly.
Videos that will stop thumbs from scrolling with 4 creation tips

- Video is king so make sure you are optimizing to grab attention.

**Stop Thumbs**
Capture the viewer’s attention in the feed with a powerful image or arresting visual.

*Text overlays that pose a question or draw intrigue/thought can catch the viewer’s eye.*

**Bait the Hook**
Great stories have a beginning, middle, and end. But the hook needs to lead.

*Your hook or Christopher Nolan style plot twist needs to come in the first 3 seconds.*

**Timing is Everything**
Consumers want to watch long movies. But no one wants to watch a long ad.

*With autoplay, only the first 3 seconds are guaranteed. The rest is bonus time.*

**I Can’t Hear You!**
Consumers are browsing while also watching TV, riding in Ubers, and sitting in meetings.

*Mobile browsing is done passively. ~85% of videos are watched without sound.*
Measure your success and optimize

Each social platform offers performance analytics. Use these to determine which content topics, content types and platforms are performing best for your goals. Leverage these insights to evolve your strategy:

- Do people engage with your Instagram stories but not Twitter videos? Allocate time from Twitter videos to Instagram.
- Do your followers engage more on the weekends? Schedule more content to be published when they’re active.
- Look less automated by scheduling content at 3:03 or 3:07 verses 3:00 sharp.
- Has one of your hashtags picked up usage? Increase its reach with other channels and more posts.
Amplify your branding on social media

• Make sure your content is well structured, your social media channels should be consistent with one distinctly branded visual identity and tone of voice.

• Be aware of content best practices and familiarize yourself with what makes good content vs. bad; there are many guides online that can inform these, but looking at other brands and competitors can help inform best practices.

• Create Styleguides for a clear tone and voice. Even if you have multiple people posting to your accounts, it shouldn’t sound that way to your followers.

• Use Geo filters and tags. Your future self will thank you!
Having a conversation with your followers

• Community Management or conversational marketing is key when you don’t have a large promotion budget at your disposal to boost your content.

• Actively participating in the online conversation happening with your followers which develops a human connection and extends the lifecycle of your content.

• Engaging with your followers creates moments in time for interaction to keep your organization top of mind.

• Create a plan on how to respond to those asking questions or positively engaging with you.

• Amplify partner messaging and positive mentions.
Social Media do’s and don’ts

**DO:**
- Share thoughtfully
- Post regularly
- Use right content on right network
- Interact with your audience
- Give credit when credit is due
- Promote and partner to drive growth
- Pay attention to new tools and features
- Research SEO and how to use keywords
- Have a styleguide

**DON’T:**
- Use excessive hashtags
- Share the exact same message again and again
- Rely on automation and auto DM’s
- Delete negative comments
- Sacrifice quality over quantity
- Forget to maximize your profile/bio – Emoji’s!
- Hog the spotlight, share it
- Be Spammy
- Be overly self promotional