

Your Online Marketing Strategy

Post Pandemic



By
Sofie Andreou, M.ENG
www.SofieAndreou.com

Version 1
Copyright July 2021, Sofie Andreou
All rights reserved
ISBN: 978-1-7752050-0-5

Join the Instagram Conversation with #SofieDigitalMarketing

Author's Note:

The pandemic pushed those businesses sitting on the traditional or digital fence over to the digital side, why, to survive. Prior to the pandemic, believe it or not, many businesses were still waiting to see if e-commerce or social media were necessary to conduct business. The outcome had been that before Covid only 33% of small business owners had tried to take advantage of the power of social media and e-commerce. During the pandemic, those businesses who survived embraced digital practices in many ways, including: customer service, sales, employee communications and marketing.

When I first wrote about this topic, back in 2005, I said "Social media is not a "nice-to-have," nor is it something you can just do on the sidelines". I didn't realize how true that was. Now, almost 20 years later and Post Pandemic, Digital Marketing is an essential business practice.

These online communications channels have shifted how we communicate with our staff, clients, community, and suppliers. We have never been as connected to our clients as we are now. It has created a culture of social and transparent businesses and communities, where everyone in an organization or a community can now have a role in contributing to your business's success. Social media is an essential integrated element of your business strategy, including your day-to-day marketing and communications.

My *Leveraging the Power of the Internet* seminars and workbooks were initially aimed at the non-technical small businessperson. We continue to work with small business owners, and have over the years expanded to Governments, Chambers of Commerce, Retailers and Global Enterprises. The approach is similar, just the number of people and target markets change. Larger organizations have more complex internal and external required processes or controls.

This *newest* book starts with my nine-step social strategy and planning process, introduces essential digital marketing best practices, and ends with strategies for each digital marketing platform. I have eliminated the step-by-step instructions on how to implement the most important social or digital marketing platforms, as you can go to YouTube for that.

One of the most critical digital marketing tools is the Business's Google Listing. If a small business has time or resources for only ONE digital marketing tool, I recommend Google Listings. Then, depending on their target marketing, we might add Facebook, Instagram or LinkedIn. In the meantime, we create the right type of home base, their website. Could be as simple as a Google Listing free site, or an e-Commerce Site. So many options, everyone's needs are different, depending on their services or products, target audience and resources.

This book is a compilation of all my years of experience, helping non-technical professionals and communities of all sizes, engage, in a meaningful way, with their target audiences. We help you embrace a social culture and use social networking tools that increase your quality followers and instill the social culture needed to sustain your overall marketing efforts.

I love what I do, I hope to help you love it too!

Thank you!
Sofie

Contents

Welcome	9
TRANSMEDIA DIGITAL REVOLUTION	9
Sales Funnels' Paradigm Shift	12
Figure 1 - Brand Pyramid	12
Figure 3 - Online Marketing Sales Funnel	14
ONE	16
9 STEPS TO YOUR SOCIAL STRATEGY	16
Your Online Purpose	17
2. Leverage Keywords and Hashtags	25
Target Followers and Why They'd Choose YOU?	27
Choosing Your Social Platforms	30
Facebook demographics	31
2021 Facebook demographics data:	31
Active monthly users	31
Age of internet users who use Facebook	31
Income	31
Gender	32
Time	32
Devices	32
Instagram demographics	32
2021 Instagram demographics data:	32
Active monthly users	32
Active daily users	32
Age	32
Income	33
Gender	33
Time	33
Businesses and Shopping	33
Most Followed Accounts	33
Pinterest demographics	34
2021 Pinterest demographics data:	34
Age	34
Income	34
Gender	34
Time	35
Devices	35
Business and Shopping	35
Miscellaneous	35
Twitter demographics	35

2021 Twitter demographics data:	35
Age	36
Income	36
Gender	36
Time	36
Most followed accounts	36
Business and Shopping	36
LinkedIn demographics	36
2021 LinkedIn demographics data:	37
Monthly active users	37
Age	37
Income	37
Gender	37
Time	37
Devices	37
Most Followed Accounts	37
YouTube demographics	38
2021 YouTube demographics data:	38
Active monthly users	38
Age	38
Income	38
Gender	38
Time	38
Devices	38
Most Followed Channels	38
Snapchat Demographics	39
2021 Snapchat demographics data:	39
Active daily users	39
Age	39
Income	39
Gender	39
Time	40
Devices	40
Which networks should your business prioritize?	40
How Will You Measure Success?	43
Call-to-Action (CTA)	44
Examples of Measures:	45
ONE: Tracking your Website or Blog Marketing Behavior	47
TWO: Tracking the Influence and Reach of your Social Media Efforts	48
Where Will Your Material Come from?	49
Social Media Coordinator	50

Influencers/Giants	51
Social Media Schedule	51
TWO	61
ONLINE MARKETING PRINCIPLES	61
Consistent Branding	63
Photo Sizes for Each Platform	65
Building Your Own Web Within the Web	66
Classy Online Principles	70
Website Best Practices	70
How to Increase Your Followers	73
19 Tips to Growing your Followers: Best Practices	76
13 Posting Tips	78
Google Listings	80
Creating Your Own Google Listing	82
Google Ads	84
THREE	89
UNDERSTANDING SEX AND AGES ONLINE	89
Social media demographics: The numbers you need to know	90
Facebook demographics and usage	90
Takeaways from 2021's Facebook demographics	90
Instagram demographics and usage	91
Takeaways from 2021's Instagram demographics	91
Twitter demographics and usage	92
Takeaways based on Twitter demographics	92
LinkedIn demographics and usage	93
Takeaways based on LinkedIn demographics	94
Pinterest demographics and usage	94
Takeaways based on Pinterest demographics	94
TikTok demographics and usage	96
Takeaways based on TikTok demographics	96
Snapchat demographics and usage	96
Takeaways based on Snapchat demographics	97
YouTube demographics and usage	97
Sexs' & Ages' Online Differences	99
FOUR	108
SOCIAL MEASURES	108
Social Media Measurement	108
Measurement Tools	110

Measuring Online Marketing Effectiveness	114
FIVE	117
STAYING ORGANIZED	117
Social Media Approach – One person or many?	117
Three Month Platform Implementation Check List	117
Events & Press Best Practices	119
Working with the Press in the Digital Age	120
Social Media Content Management	120
Communication Calendar	121
Management Tools	122
SIX	128
CREATING YOUR SOCIAL POLICY IN 7 STEPS	128
Why Do You Need a Social Policy?	128
7 Elements of a Social Media Policy	128
SEVEN	130
ROLES IN SOCIAL ORGANIZATIONS	130
THE FIVE SOCIAL ROLES	130
Leaders in a social company	132
EIGHT	137
LINKEDIN	137
What is LinkedIn?	137
Who uses LinkedIn?	138
Creating Your LinkedIn Profile	139
Upgrading your LinkedIn Account	139
Finding a Job	139
For Human Resource Professionals	140
Post a Job	140
Powerful Advanced Search	140
What is Your LinkedIn URL Link?	141
Posting on LinkedIn	141
LinkedIn Articles	142
Create a LinkedIn Group	144
Upgrading & Advertise on LinkedIn	146
Create your Company Page	146
NINE	150
TWITTER	150

What is Twitter & Why Tweet	150
Who Uses Twitter?	151
The Perfect Tweet	156
Creating your Twitter Account	157
Advanced Search	162
Building Your Twitter Followers	162
10 Twitter Best Practices	163
Twitter Contests	163
Twitter Contest Rule Guidelines	167
Twitter Promoted Tweets and Accounts	167
Twitter Glossary	169
TEN	170
VIDEO	171
3 Excellent video apps	171
2 Cloud base tools	171
Native Video to Digital Platforms	171
What is YouTube?	172
YouTube Videos and Channel	176
Uploading & Editing Videos	177
ELEVEN	184
FACEBOOK	184
What Types of Businesses and Communities use Facebook?	186
“To be or Not to be on Facebook”	188
Elements of the Facebook Business Page	190
How to Create Your Business Page	192
14 Critical Steps to Launching Your Facebook Page	196
How to find your Facebook Business Page	197
Adding Administrators to Your Page	197
Removing or Banning a Fan	198
Hiding your Page till it's ready	198
Customize Your Business Page	199
Growing your Page Likes	200
Facebook Business Center	201
Social Plugins	203
Business Page Insights	204
Connecting Facebook to Twitter	206
Facebook Boosts	206
Deleting Pages	207

Migrating a Human Profile into a Business Page	207
Facebook Contests	208
Facebook events	211
TWELVE	212
INSTAGRAM	213
What is Instagram?	214
Elements of your Instagram Account:	215
How to Leverage Instagram in 2018	217
That's it for now!	221

Welcome

TRANSMEDIA DIGITAL REVOLUTION

What allowed for the digital marketing revolutions in the first place you ask? The alignment of business tools, client expectations, and technologies. In my option, these three important elements have aligned to enable this exciting transmedia digital revolution. Your marketing team's imaginations (or lack of) will make or break your company. Much of what we're all doing is uncharted territory. **Those who made it through the pandemic certainly had no historic business practices to help them. We were all continuously testing new online communication techniques, while using traditional return on investments measures (ROIs) to determine how they should be spending their time and money.**

Now, post pandemic, our clients and staff are used to different habits, hence we're, once again, reinventing the future together.

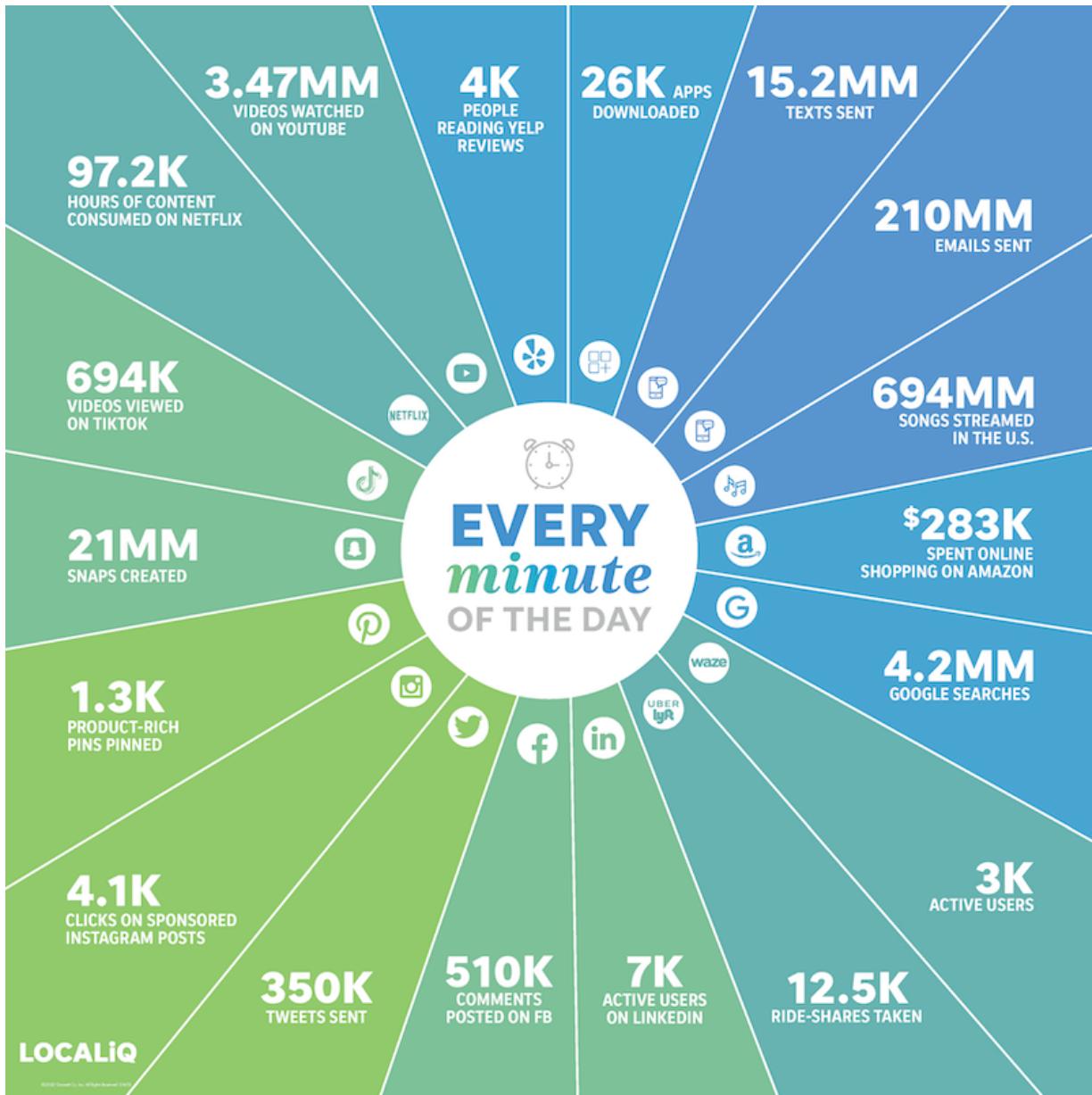
A few of the technologies that have aligned to enable this transmedia digital revolution in the first place, included:

- Bandwidth
- Geo-location technology
- Radio frequency identification (RFID)
- Social commerce
- Smart phones
- Online databases
- Measurement and management tools
- Search engines
- Stable social media platforms
- Streaming video
- Personalization & Targeting
- Continual creation of new software, or applications (Apps), that utilize the above technologies

I worked at Bell Canada in the 1980s when digital technology was first introduced to large businesses. In the 1990s, when video conferencing was available, it cost hundreds of thousands of dollars to implement per location. Prior to the Pandemic we were using Facetime, Skype or Google Hangouts—for FREE—to achieve the same outcome. Post pandemic, Zoom became a household term, similar to Kleenez! Without the overhead of specialized facilities and highly technical full-time staff to run this technology, we're able to achieve much more at this digital revolution. The technology is now not only aligned, but it's even more important as it's now affordable and accessible anywhere, to small business owners, their staff, partners, and clients.

A second key point is that social media efforts have become both measurable and manageable. Being an engineer, I don't suggest doing anything that can't be measured. For a number of years, social media metrics and management tools have been in place (including Sprout Social, Buffer, TweetDeck, Hootsuite, Grader). Now, each of the individual platforms—Facebook, Twitter, LinkedIn & Instagram—include their own insights or analytics. It's essential and affordable to leverage these analytic tools, while helping you effectively manage and realize the impact of your online efforts. Therefore, you can continue the efforts that provide the desired outcomes and tweak those that don't.

You must be able to manage and measure what is important to your business. Look at the following diagram to see what happens every sixty seconds on the web. If you can't manage or measure what is important, you will be sucked up by the noise and become completely overwhelmed.



As seen in this diagram, the source of what happens every sixty seconds on the Internet can be found on Smart Insights

<https://www.smartinsights.com/internet-marketing-statistics/happens-online-60-seconds/>

Affordable and integrated geolocation applications, when used effectively, can help both retain and attract new clients. Imagine that the pandemic is over, you own a sports bar. Now imagine that you've partnered with a local hockey arena, frequented by members of your target market. When your target market is at the arena, you're able to send them an invite or coupon to enjoy chicken wings at your establishment after the game. The exciting part is that these tools help convert *their* clients into *YOUR* clients! You're adding value to your Partner's app. This has been shown to be a very effective strategy; however, as always, you have to be careful not to oversaturate your target market. The key is to strategically raise the profile of your business, and make them aware of the value you can offer. Create engaging (two way) content. This simple example highlights the opportunities and potential for synergies presented by the transmedia digital revolution.

I recommend for you to check out a video from EpicMix:

<http://www.epicmix.com/How-It-Works.aspx#epicmix>. This video is an example of how RFID and social media are currently being used at ski resorts where skiers can post their activities, including ski runs, times, and photos, immediately across various social media networks. It's truly an exciting and powerful illustration of all of these forces coming together enabling clients to engage and share their entire experience on these ski hills.

Popular social media and apps provide businesses with the control to engage with the target audience themselves, as needed, simply and without expensive fees. It's understanding authentic techniques that create trust and engage your target clients. Some excellent free simple examples, in contrast to the EpicMix example above, include real authentic videos or livestreams or contests. Small businesses won't be able to afford an EpicMix example and instead need to understand how to leverage free simple sustainable digital marketing approaches. Why are these good ideas? Facebook Business Page Posts are distributed to very few people unless they have engagement or the Business Page pays to boost or promote their content. However, as on all social media platforms, those posts that are seen due to engagement vs a paid ad are more effective. Effective how, trust, authenticity and converting viewers into clients. Every time someone enters a contest on one of your social platforms, your post and brand get exposure and increase its influence, which, in turn, helps you extend your reach out to the friends of the person who engaged with that post. I refer to this as "word of mouth on steroids!"

In 2012 Facebook went public and needed to create a revenue stream, that's when they started changing their algorithms, I feared we'd lose control of authentic posts and only see paid posts. Why? Two reasons: First, they started suppressing the reach of Business Page Posts. Under 5% of Business Facebook posts now get distributed organically to those who "Like" a Business Page. Second, only 12% of those who like your Facebook page will ever go back to a Business Facebook landing page. No, one sees your posts! So, be warned: Business owners pay hundreds of dollars to brand and manage their Facebook Business Pages, and no one sees their posts. "Build it and they will come" is not how it works here. Instead, attempt to get your audience to interact or engage with your posts. It's all about spending time and money on engagement; listen to them, give them a reason to engage.

The majority of people who like or follow your business are typically because someone they already trust has previously engaged with your posts or tweets; "It's like a yawn—it's catchy!" If they see their friends yawning, or in this case liking or retweeting one of your posts, it becomes 78% more likely that they'll pay attention to your posts, versus paying attention to an unsolicited ad.

Getting attention alone is fine, but what you really want is for them to click on a link that you've provided, with the intent of converting followers into clients. That is the KEY! The term "word of mouth" is so important here. Notice, they like or follow you because of something they've seen their friends liking or retweeting—perhaps one of your offers, or a link to your website. People rarely set out to find your Facebook page or your Instagram profile. Therefore, paying BIG bucks to have your Facebook cover page designed or your Instagram posts created, especially before you have figured out what it is that your target market wants to hear from you, is just a cash grab from designers. Post pandemic, it's all about authentic posts and real time engagement. It's up to you to post engaging, sincere links to hook your new followers or clients. Be sure to make it count!

Background

Businesses who survived the pandemic embraced both e-commerce, client messaging and social media into their daily business processes. They are continuing to do so to take it to the next level—mainly to grow their businesses through social media marketing efforts that focus on retaining existing clients, donors and volunteers, and attracting new ones.



Socialnomics 2017

Today, social media is a necessity in order to do this.

In previous years, small business owners weren't jumping on the social media bandwagon. The pandemic pushed those on the fence over to the digital side to survive. Prior to the pandemic, believe it or not, many were still waiting to see if ecommerce or social media were necessary to conduct business. The

outcome has been that only 33% of small business owners have tried to take advantage of the power of social media and e-commerce.

To conclude, I encourage you to watch this video called the *Social Media Revolution* by Erik Qualman. First produced in 2009 and updated every four months till 2017, it's a wonderful summary of how social media had become an integral marketing tool in the modern landscape then.

Sales Funnels' Paradigm Shift

There has been a major lead generation paradigm shift, specifically branding to sales funnels. Traditional branding and sales funnel models miss a critical element—online client engagement. All focus has been on capturing a client which is very short sighted. **The focus needs to extend to turning your clients into your most powerful marketing weapon.**

The building blocks of traditional sales funnels are certainly sound and must be understood to be successful in business; however, the element of online conversation about your products and services, when ignored, leaves money on the table, unhappy clients unchecked, and effective marketing opportunities missed.

It used to be that if we didn't market our product or service ourselves, no one else would market it for us. **However, the paradigm shift shows that our clients' online conversations are our most powerful marketing tool.** Clients talking about our products and services, especially through social media, are much more powerful than our own marketing efforts. I can't believe how so many people haven't realized the magnitude of this shift. A large percentage of businesses have embraced social media, but they are still depending on their traditional marketing approaches of just broadcasting their products and services, rather than engaging their clients online after the sale is finished. A satisfied client can market your product much more effectively than you can. They're more believable and they can relate to their friends better than you can, therefore shortening your sales cycle.

Of course, human nature hasn't changed, but in our new sales funnel paradigm, the timeline is compressed and we can now take into account the power of after-sale online client conversations.

The Brand Pyramid model was originally created in the mid-1990s by Millward Brown, a global marketing research and consulting firm. They spent 30 years tracking brand-health studies from thousands of organizations, and then used this research to create its original model.

- See more at: <http://www.mindtools.com/pages/article/brand-pyramid.htm#sthash.D4dbaRut.dpuf>

Figure 1 - Brand Pyramid

The desired state is at the top—a loyal client with potential ongoing revenues. The starting point is at the bottom as you try to get your target markets' attention. They termed this the *Presence stage*, meaning the target market had some sort of awareness of your product or service. Marketing efforts included posts, ads, flyers, radio, or anything that brought attention to your products or services. **They say it takes six times for someone to see your logo before they recognize it as your brand, and it takes around 21 times to hear or read what it is that you do to become aware of it; this all works toward the Presence stage.**

Next, the traditional branding model moves a potential client up to the *Relevance stage*, where your product or service starts becoming somewhat of an interest to them.

The *Performance stage* exists as your target audience starts to engage and comparing you to others who have similar products.

Where it gets exciting is at the *Advantage stage*. Your target audience is pushed over the edge to believe that your product or service is for them, either through an emotional connection or competitive analysis.

Finally, the *Bonding stage* occurs when they're ready to seal the deal and become your client, sponsor, volunteer, or whatever your goal is.

Now, let's turn this traditional branding model upside down, and into a sales funnel and see how we apply it to today's world with an abundance of online conversations. Why are we applying online conversations to a sales funnel? Because we want to help you speed up your sales cycle from Presence to Bonding! Let's turn this into action. *They say that a person online will be 78% more likely to make a purchase based on a friend's social media story about a product over the product's marketing pitch.* That's the part we know now to be true, and I can't believe so many people and businesses are still not engaging their clients to help with more sales!

Knowing that human nature is to trust a friend over a marketing message, the new path to a client's heart collapses Presence, Relevance and Performance, and sometimes, even Advantage into one step—most of us get that. We have introduced *squeeze pages* to collect emails, and have introduced contests to encourage engagement and collect emails (A squeeze page offers someone something of value online, in exchange for his or her email.) Then we try to convert that lead into a client! GREAT! Very much like the traditional model.

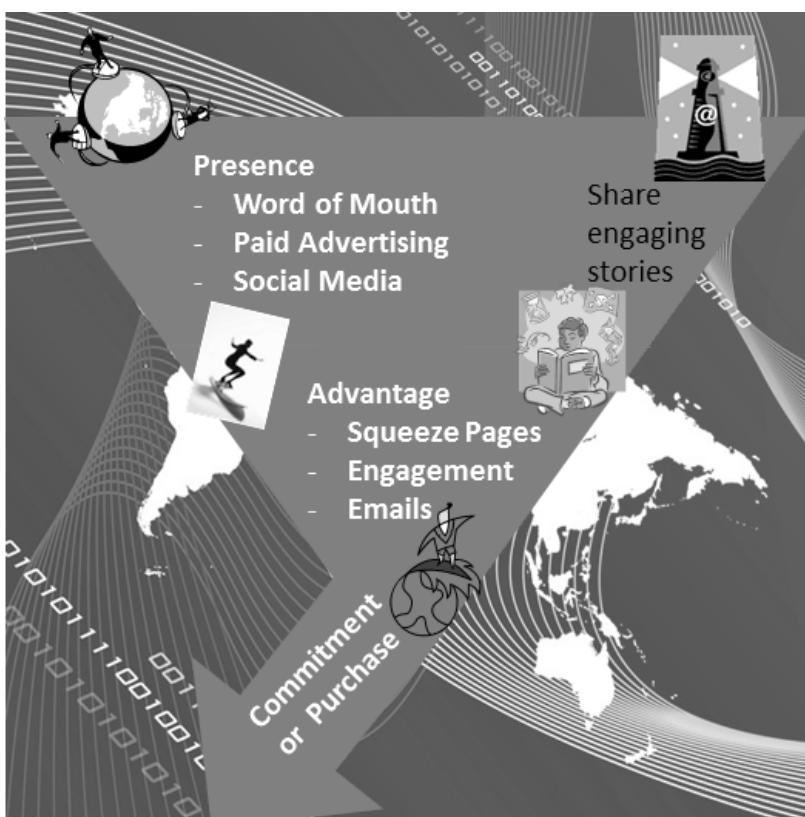


Figure 2 - Traditional Sales Funnel

We're still missing the point—the shift happens when we acknowledge the importance of the client who just purchased or donated to your cause. You're capturing their bliss with your product and then sharing it with their online social network, as well as yours!



Figure 3 - Online Marketing Sales Funnel

This is where the magic happens. Encourage your new or existing clients to engage with you online. Finding ways to engage your clients after the sale will collapse your sales lead time to new clients. We call this “word of mouth on steroids.” The shift is that you start using your clients’ network as your marketing channel versus your traditional marketing channels. Offer your clients incentives to enter into online contests. Perhaps ask them to share photos or videos of them enjoying your products or services. Having your clients tell the story of your products, causes, or services to their online friends is a powerful marketing tool. Your clients are already trusted by their online community. Having your clients share their experiences in a way that brings their friends, and your target market, right into your Advantage stage is the desired outcome here. Asking them to enter contests and encouraging them to ask their friends for votes eventually leads those friends to your squeeze pages. Ideally you want your clients to share their stories online, helping you bring your new potential clients into your sales funnel at a stage where they see the advantage of using your product or service through the eyes of their trusted friend.

So, it's your clients' stories they're responding to online—not yours— hence the paradigm shift.

Post Pandemic Trends with Social Media:

- 1) Brands will continue to be more authentic, meaningful, and valuable with better production quality.
- 2) Consumers crave snackable content.
- 3) Live will continue to grow.
- 4) Authentic Video will continue to rule.
- 5) Social Media will become a larger and larger shopping channel.
- 6) Messaging will continue to grow as the main customer support tool.
- 7) Google Listings will continue its importance for local businesses.

e-Commerce and Video

Though Covid small business owners were pouring their hearts out on Social Media. Those who survived did at least. They would hold up their cell phones and just press livestream on the social media platforms their target audiences were on. They connected, they were real, they were supported. Many started livestreaming from their closed retail stores. They then started selling their products while livestreaming. Some didn't even have any eCommerce, so they started accepting realtime through on social media messenger and e-transfers for payments, then they'd agreed on times for curbside pickups. This quickly morphed into ecommerce, social selling and official curbside pickup times.

During Covid I worked tirelessly helping businesses "pivot". In my world that meant to help them transition their traditional face-to-face sales process and transform it digitally and virtually. Often extending their physical inventory to an e-commerce inventory system like Shopify or Square.

It was very fulfilling to watch businesses grow during Covid, keep themselves and their employees employed.

Not only was e-commerce new to many, also messenger was new. They really had to listen to their clients real-time and virtually, so messenger through their social media tools now became a real business tool.

Many of the businesses had plans to become more virtual or e-commerce focused at some point, Covid forced the smart ones into it.

It takes three months to form a new habit, Covid lasted for longer than 3 months, so these new e-commerce and messenger processes have now become their new norms.

Businesses who continue to do well are listening and speaking to their clients real-time through messenger much more now than before Covid and they are selling seamlessly with their physical and virtual world integrated.

Cheslers Shoes


[HOME](#) [WOMENS](#) [MENS](#) [BRANDS](#) [NEW](#) [CONTACT US](#)
[Account](#)

ALL STORES ARE CLOSED MONDAY, AUGUST 2 FOR CIVIC HOLIDAY



KEEN

WHISPER

SALE \$96.00 \$120.00 2 AVAILABLE

Shipping calculated at checkout.

SIZE

6.5

WIDTH

M

COLOUR

REDWOOD

QUANTITY

- 1 +

ADD TO MY SHOEBOX

Don't see your size available? Please [Contact Us](#) and we might be able to get it.



- Whisper is women's anatomically correct casual sport sandal
- Keen's distinctive rubber toe protects toes from injury
- Machine washable on gentle cycle with a small amount of detergent and air dry

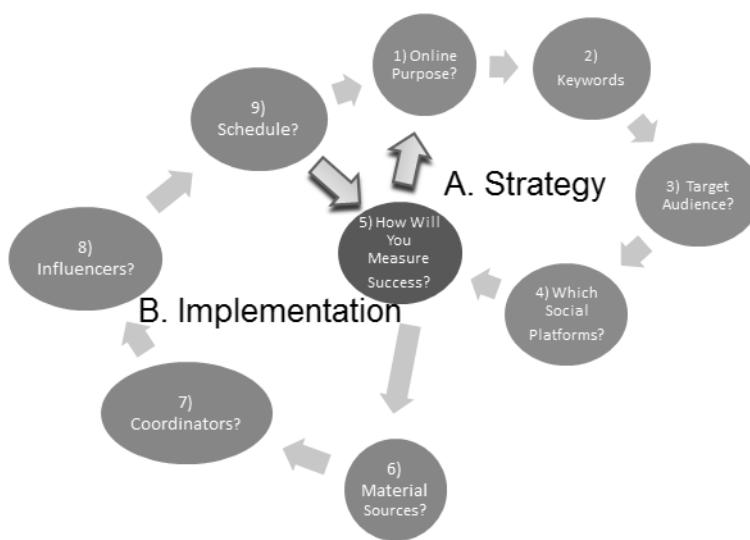
ONE

9 STEPS TO YOUR SOCIAL STRATEGY

I used to say, before Covid, that Social Media is no longer a “nice-to-have,” nor is it something you do on the sidelines. Social media has shifted how we communicate with staff, clients, partners and friends! Everyone in an organization or a community can now have a role in contributing to its success. Therefore, you need both a social strategy and policy to guide everyone involved.

Now, post Covid, we know that Social Media is an essential business process.

I'm not saying that *all* of your staff become your official spokespeople. However, they can, to some degree, if they know their role, have a large positive impact. For example, suppliers “mentioning” their client's Instagram, when appropriate, can strengthen their client's credibility and increase their client's followers. Imagine taking a photo of your product and your client then attaching it to a tweet. Let's say you're a cheese shop selling to a local restaurant. A fun post might be: “Our @CheeseNymphs Smoked Blue Hayes will be featured @LePetitBarPTBO Cheese Desire Platter next week—it's out of this world!”



Some clients might enjoy seeing what's involved in the preparation of an event, food, product, brand and so on. Staff sharing in the moment of the excitement can be very effective. Other examples include welcoming a new company into your community or tweeting live from an event. For instance, a fashion retailer, while choosing which lines will be a part of their spring selection, can take photos and upload them to Facebook or Instagram. Genuine passion is catchy.

With a “social” company, everyone associated with your organization needs to know what your strategy is in order to feel included in the plan, to want to participate and to keep the engagement building.

Here are the nine questions you need to answer when creating your community or organizational social strategy.

1. Why do you want online followers? State your **purpose**.
2. Which **keywords** or hashtags will lace your posts?
3. Who is your **target audience**?
4. What **social platforms** is your target audience on, therefore, which will you use?
5. How will you **measure success**?
6. List your possible **material creators**? (Clients, staff, suppliers, industry experts, media)
7. Who will be accountable for measuring and **coordinating efforts**?
8. **List your influencers'** possibilities. Those giants with a large number of social followers who will retweet or share your posts.
9. **Create your schedule**. How often can your organization post? Twice a day, three times a week?

Step 1 to 5 are your strategy steps. At least annually, you should start back at step one to review your purpose, keywords, target audience, platforms and create your calendar.

Steps 5 to 9 should be repeated monthly as your implementation guide.

Check out the video tutorial *9 Steps Marketing Action Plan* for the details.

1. Your Online Purpose

Why you want online followers and why people will follow you are both things you must be able to clearly articulate before you start posting. It becomes the “litmus test” of your activities. It becomes the lens you, your staff, and your community view your daily online communications activities through.

It boils down to how will your instill trust which converts to sales. Since the Pandemic, this includes authentic posts. Livestreams from the heart, behind the scenes and real time customer support.

Here are the main online marketing purposes, beyond simply increasing Sales, we've consistently seen across various types of organizations.

- To be positioned as the expert or “go-to” for specific topics.

- ii. To increase traffic to websites, blogs, or to your retail store.
- iii. To improve communication between your clients, staff, volunteers, or suppliers.
- iv. To compliment traditional customer service.
- v. To enable existing clients or donors to **share experiences** which, in turn, increases drive Sales or Donations?

i. Position Yourself as the Go-to-Place, for What?

I've heard this referred to as the "yawn"—as in it's "catchy." If you position yourself appropriately online as the expert of some particular field, it soon becomes noteworthy, and, as a result, many people will think of you as the expert. For example, if you're the owner of an establishment that is known for your "Tuesday specials," eventually curious customers will hear about this and start looking to see what those specials are.

So, the big element here is to answer that question, *what do you want to be known for or be the expert of?* This allows you to answer the second question, *why should they follow you?*

Some of the downtown business areas, tourism groups or municipalities I work with strive to be the go-to resource for everything going on in their community, such as tourism, local events, construction, businesses openings, government issues, by-laws, garbage pick-up, and environmental activities. These groups are always looking for local content to share, and they can become one of your most reliable online distribution channels. Often, they have a parallel online brand that focuses on different municipal or regional departments who have a topic which can stand on its own (like tourism), but they support each other's efforts by retweeting and sharing each other's content, when appropriate. A representative for The City of Hamilton's Economic Development said that before their social media efforts, their constituents weren't sure what it was their department actually did for their city. There was an air of mistrust and a lack of understanding. The City of Hamilton's Economic Development was one of the first North American Economic Development teams to successfully embrace social media as a community engagement tool. Fast forward a few short years later, the Hamilton Economic Development team is regarded as the go-to trusted resource by both their local media and their local community.

ii. Increase Traffic to Your Website or Blog

There are various elements to increase traffic from your social media activity to your website or blog or direct sales or customer support on social media.

The first element is that you need new relevant material on your website or blog. By their nature, blogs are easy to update. For this reason alone, organizations are using a blog as one of its main sources of content for social media posts. Therefore, you'll need to have a simple method in place that allows you to update your blog or website with new content, articles, photos or videos, as well as to distribute the links back to your new content through your social media platforms.

You can't just post a link to sell your product, or *only* post "Buy my product now." It's guaranteed that no one will follow you. **The rule of thumb is that if you're going to post six times in one week, five of your posts need to be educational in your area of expertise, and one post should be self-marketing.**

Depending on your area of business, different social media platforms have different results in sending traffic to your website or blog. I'm focused on the Business-to-Business (B2B) market, working with other business professionals. Therefore, it's not surprising that the majority of my traffic originates from LinkedIn instead of Facebook, Twitter, Instagram or Google.

However, back in 2014, for the majority of Business-to-Consumers (B2C) companies (retailers, travel, and human interest), a large portion of their social media traffic originates first from Facebook, next to Pinterest, followed by Twitter, Google+ and LinkedIn.

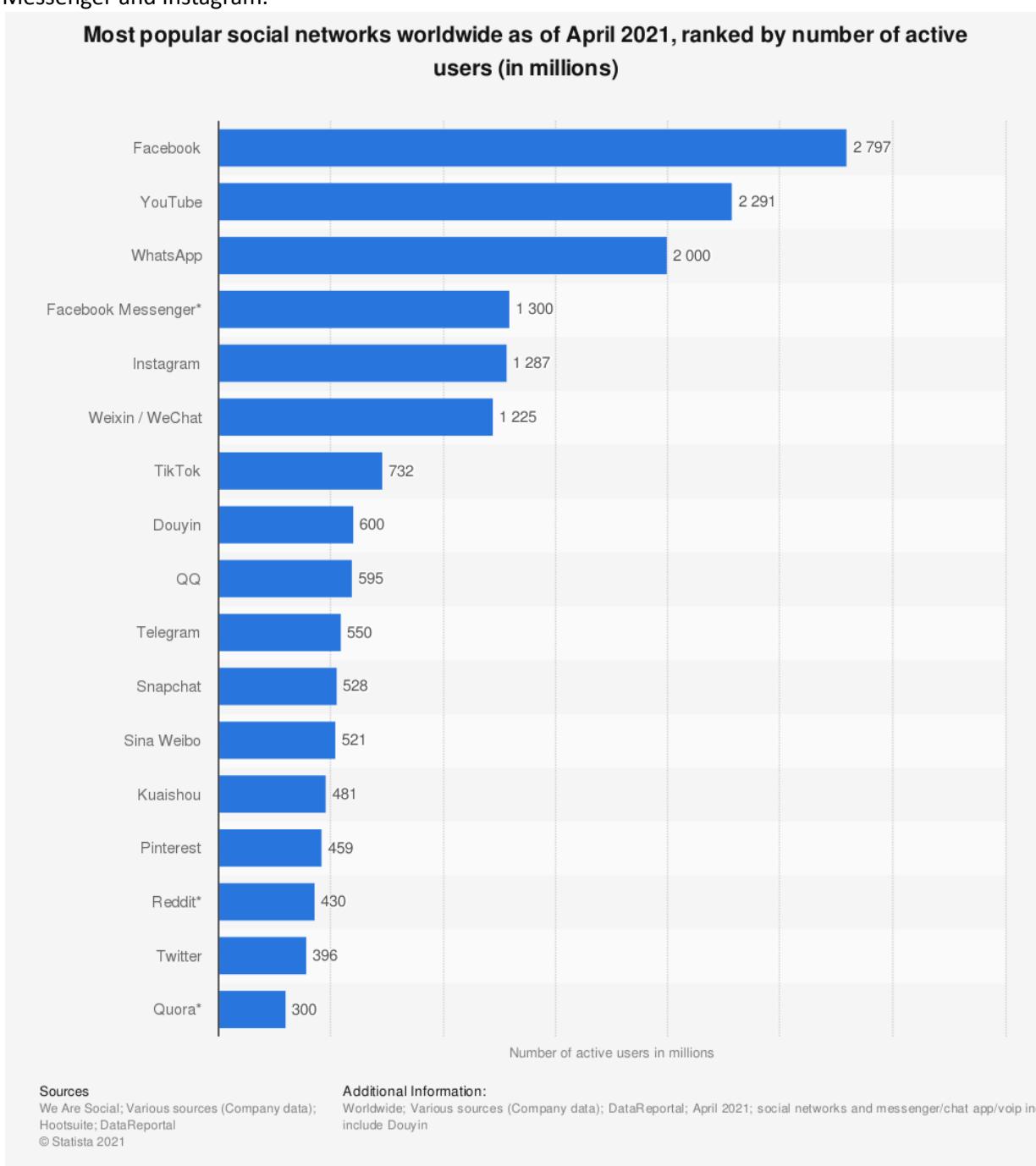
As of December 2014, 31.24% of all referral traffic was from social media, a significant increase from 22.71% from the same period in the previous year. Facebook takes the top spot as the largest overall traffic referral driver.

<http://www.forbes.com/sites/jaysondemers/2015/02/03/social-media-now-drives-31-of-all-referral-traffic/>

The moral of the story is that you need to make sure that you include a link back to your own website in your posts. As well, your posts need to reflect the topic of the destination pages you are sending them to, otherwise you will lose their trust. There will be an entire chapter on Pinterest, but you need to make sure your website is Pinterest “ready,” meaning when you “pin” something to your Pinterest account, it’ll automatically send people *back* to your website when they have clicked on your photo. This becomes very effective. Pinterest has the fraction of the accounts that Twitter has and is already higher in website referral traffic.

The nice thing about increasing your website traffic—as one of your reasons for being online—is that it’s an easily measurable objective. In the measuring section, we’ll expand on this.

Currently, in 2021, we still see Facebook as the most active, followed by YouTube, WhatsApp, Facebook Messenger and Instagram.



iii. Increase Traffic to Your Retail Physical Store

Social media can drive your target audience into your location versus having them just pass you by. There are two elements to driving people into your store: Synchronization of online and offline activities, and localized marketing. During the pandemic, support presented itself for businesses. Like Digital Mainstreet in Ontario. They helped businesses obtain the funding and training to take their physical inventory and spin it into a ecommerce, mainly through a fabulous tool called Shopify.

iv. Synchronization of Online and Offline Activities



essentially creating a ripple effect.

Next, this same extended Facebook population might hear your local radio ad about that same product they just saw on Facebook. Further, some might even see a post in Instagram from a local “influencer” they already follow and trust. An *influencer* is a local person or local group like a downtown business improvement area or tourism group.

Two things are happening here. First, your online efforts are amplified by online engagement. Second, your in-store traditional marketing and your online posts all are in-sync. The outcome drives sales and traffic to your store. You are now top of mind! When your target market is in your area, they know about your current sales, and they are more likely to stop in. You’re building a richer, multi-dimensional relationship.

In July 2014, Steve Ladurantaye of Twitter Canada stated that the trends they’re currently seeing include people who follow retailers for the following reasons:

- 68% to find out about discounts
- 55% to find out about upcoming deals
- 45% follow to show support

Knowing this—if your target market is on Twitter—it should be considered, in my opinion, an offence NOT to have your Twitter handle front and center on your store’s doors and other printed materials so passers-by might see it and follow you. For @SosSaveOurSoles, their sign might state something like, “*We tweet @SOSSaveOurSoles about how we save your soles, and our in-store DEALS!*”

Although people might be following you to find out about deals, remember to engage first, and sell second. Coming across with only hardcore “buy, buy, buy” tweets or posts looks tacky and you’ll notice followers will drop off.

Although this was from 2014, human nature hasn’t changed!

v. Localized marketing

Localized marketing is obviously very important to retail brick and mortar stores. We hear about localized marketing in the context of paid local ads on Google, Twitter, Instagram and Facebook. Those

This new successful sales life cycle starts with your target market engaging with your posts when they’re relaxing on Facebook. You’re hoping that you’ve written an engaging post with an eye-catching video or photo of your product. The outcome you’re looking for is that they will stop and engage with it by liking it or commenting on it. Why do you want this? So they will remember it and their Facebook friends will also see your photo posts about your product. This extends your post’s reach online from not only those few who Facebook distributes it to, but also to their friends and their friends’ friends, essentially creating a ripple effect.


 Head on over to @KawarthaTV Sidewalk sale!

**SIDEWALK SALE
STOREWIDE SAVINGS
KAWARTHA TV
& STEREO
CORNER OF LANSDOWNE ST & PARK ST**

View more photos and videos

mb · 4h
ight then head over to the
vely @songofnatalie and almost as lovely

each other. On all three platforms, targets based on local parameters exist. Not only can you promote an online account, website or location, you can also promote a Facebook post. For example, say you have an event happening at your location in a specific city on a specific date, you can create an event or just a post about it and promote the event, or boost the post. If you don't boost the post, only a maximum of 10% of those who follow you might see the post, and only if they happen to log on within a couple hours of that post, or even a tweet. However, with boosting the post, Facebook releases your post to their newsfeed when they log onto Facebook. Not only can you target those who like your page, you can also target their friends or set your target audience to people who haven't liked your page yet. For example, let's target women between the ages of 45 and 65 and living within 10 miles of a list of cities you choose. Each time one of them signs in to Facebook, regardless if they like your page or not, they will see that event or post.

Localized marketing should also include finding organic partners to distribute your online messages. We call these people "influencers."

You need to identify and understand the local influencers on your social media platforms of choice. Once identified and understood, you can decide if there's any way that you can entice them to share, retweet, or repin your material to their local followers. This trusted local influencer is someone you might mention in your tweet because you believed they might be interested in retweeting your current deal. In the example above, @Ptbo_Canada is a local influencer with over 15,000 followers (at that time, many more now!). They like to support local activities and businesses. So, if you're right, they will retweet your tweet about the deals or event you're tweeting about. The reason you chose them as an influencer is based on the fact that their followers happen to be your target audience.

Check out your local media, business improvement area or tourism associations and see who they mention to get organic exposure, i.e., who their local influencers are. Then see if you happen to already have a relationship with them and what kind of material they like to retweet or share. If you believe you can produce posts or tweets which would help promote you both, then start mentioning them as appropriate or give them an old fashioned phone call to talk about how you can help each other. Many online media groups, like @Ptbo_Canada sell advertising services to local retail. You might want to consider approaching yours and see about establishing a new online media relationship for your company.

When done properly, your influencers will be sharing your posts or stories to their followers who are also your target audience, and who have happened to have just heard about your deals on the radio and saw the visual products on Facebook. Such a beautiful synchronous world, isn't it?

ads are effective, inexpensive, and critical to getting to your target audience when they're online. If you have advertising dollars, you should allocate a portion of those dollars to these new types of online vehicles. You'll find them less expensive than the other advertising methods, but just as critical, and they all work hand-in-hand with

One of the biggest changes in the last couple of years is Social Commerce. The ability to tag PRODUCTS on a post's photo on Facebook and Instagram. Making it much easier for clients to buy your products, where in posts or stories you originate or influencers share!

vi. Ease of Communications to Clients, Staff or Suppliers

Since the Pandemic, communication with staff and clients have changed. Businesses have been closer to their clients than ever. Even if they couldn't see them, they communicated more. Those who did well opened up appropriate messaging possibilities. These might have included Facebook, Instagram, Google Listing messengers, Website Chats, all became regular business tools for those who did well.

Many started ZOOM appointments with clients, others with staff working at home started daily Zoom meetings with the staff.

Both of the above new ways of communicating will be the norm going forward, post pandemic.

As far as posts are concerned, it's still all about engagement and being where your target audience is.

- 1) **"Word of mouth on steroids."** They say that over 78% of those who decide to follow or like your online efforts will do so based on the actions of someone they're already following and have liked. So, as your current followers engage with your posts, everyone who is connected to them witnesses their engagement. If someone states that the article you just forwarded is AWESOME, their followers will see it, and you have a higher possibility of catching their attention.
- 2) They say that the majority of people are online at 10 a.m., and then again at 2 p.m., and then again at 8 p.m. So, the best times to post are at those times. Posting at times the majority of people are not online buries your efforts, unless there's major engagement or you pay to "boost" your posts.
- 3) Online followers become much more cost effective than sending out frequent letters or flyers to your clients or suppliers. For example, if you are a theatre and you have your playbill printed and sent, that costs a pretty penny. However, if you have your online followers become your "voice" to all of their friends, the cost dramatically decreases. It also becomes more powerful if you provide links to your online ticket sales.
- 4) Communication and knowledge has become immediate. If you're in the type of industry where sharing information "as it happens" is important, there simply is no better vehicle. Television and newspapers are now spreading the word on events, as they happen, through their social media platforms (using input and output functions). They then elaborate on these events through their traditional mediums.
- 5) Non-profit organizations are taking advantage of social media in order to keep their sponsors and volunteers informed of how their efforts and support are benefiting others. Pinning photos on Pinterest and uploading videos on YouTube have proven to be excellent ways of adding meaning to their efforts. The outcome has been threefold: it increases community support, increases the number of volunteers, and increases sponsorship opportunities.

vii. Compliment Your Customer Support

It is *much* easier to message a business than email or call them. However, if you give the client that option, you need to know they are also expecting immediate responses. Before the Pandemic, we thought an auto reply would be enough, with a link to your website for more information, but, that's not interactive and immediate, nor is it personal. Clients are expecting, now post Pandemic, immediate

personalized customer service. So, there are many APPS for that! (I love saying that) Like website chat bots and integration between their Google Listings and their Websites and more.

Many of the businesses we've interviewed or worked with during the pandemic said that Facebook and Instagram messenger became their biggest client relationship tool. Creating the initial contact which then turned into a sale! Their clients are expecting that going forward now too. There are many examples of companies who have complimented or even replaced their client support services with social media platforms—both providing support before and after the purchase has been made.

Also, instead of having to email their customers, the company encourages them to follow its social media channels, where it posts technical issues and resolutions there.

With that said, please don't go overboard and alienate your customers. Not all industries can be supported effectively through social media. Much depends on the age of your target audience and the sensitivity of your product or service.

viii. Share Client Experiences to Drive Sales

Can you say "testimonials on steroids?" Have you ever worked with a client who was so excited about your product or service that they wanted to burst? Don't lose that moment. A good business needs to train all their employees to encourage that client to capture and share it. That's called third party content, it's the strongest content and best sales tool!

Or, if you can, take photos of clients yourself, many resorts are known for having their guests sign upon arrival, and asking those guests if they would agree to have their photos shared for marketing purposes. However, I suggest that if you have a roaming "social photo taker," make sure that they still ask verbally if it's okay to take the client's photo. As well, they should leave a card with whoever they took the photo of. Better yet, of course, is to encourage them to take it themselves and tag the business, it helps if you have a card or sign posted, with your social media handles, so the people can share and tag the photo! Then you share the posts or stories they tag you in! You can't share a story that you're not tagged in, and you'll likely miss it as you won't get the notifications, so opportunity lost! That is how "testimonials on steroids" become exceptionally effective. You want to capture the moment, post it, then have those people in the photo or video share it with their friends or followers.

Imagine you're a cheese vendor. Did you sell cheese to a neighboring restaurant today for their upcoming week's menu? If so, they would like it if you took a picture of your cheese and mention them to your Instagram followers. It's even better if they take a photo while purchasing a product at your location, and then they post the photo mentioning your Instagram handle. This gives you not only credibility, but also creates a wonderful complimentary partnership. If someone likes your product, they'll probably like whoever takes your product and resells it as well. If you're an owner of a resort, offering canoeing or cycling, and you have an expert coming on site to give some instructions, leverage their influence. Encourage the expert to mention your location while they're at your resort performing their services.

Is there a possibility your clients can take photos or videos of your services when they are actually with you, or perhaps in your place of work? There truly is *nothing* better. In that event, it would be nice if they added your correct handles. Your staff should be both trained and prepared, have your Instagram handle and Facebook business page URL memorized and armed with a card identifying both, and then encourage the guests to add your information. You wouldn't believe how many business people don't know their handles and therefore can't encourage their clients to tag them!

Encouraging guests or clients to post to your Facebook page or to tag themselves on Instagram posts or stories automatically feeds this activity, as an update, to all of their friends. In Canada, any person with a personal Facebook account has on average up to 240 "Friends." In that case, if everyone checks Facebook every other day, then it's a possibility that half of their friends will see their activity of interacting with your Facebook page. It's said that 78% of people will like your Facebook page because

of one of their friend's activities. Knowing that, you want to encourage these activities. When you have any interaction with your clients, you should be encouraging or informing them of any activity that they can get involved in on your Facebook page or website. Perhaps encourage your clients to upload their own photos onto your Facebook page, with your products or services, and then enter them into a monthly draw. A simple example is for your page to post a few photos, perhaps of the monthly prizes, and ask your fans to tag themselves on the photo of the prize they would like to win. When they tag themselves, your photo will end up on their individual walls, and all of their friends will see their activity with you.

2. Leverage Keywords and Hashtags

Which keywords and hashtags do you want everyone to use? Now that you know how you're going to measure your success, which platforms you're going to use, and who is going to follow you, people need to find your posts, and you need to choose your keywords. Keywords are an important variable in how people find your online world.

Keywords

Understand which keywords your customers use in search engines (like Google) when they search for the products or services of your company. Once you have listed your **relevant** keywords, you can start using them in all of your posts, tweets, online descriptions, categories and other searchable elements, whether on websites, in social networking profiles, blogs or other online presences. Your content needs to be *keyword rich*.

Tip	<p>Search engines are just machines matching the words entered to the selectable or searchable words in your company online profiles, blogs, listings and websites.</p> <p>Each of your online presence texts needs to be “<i>keyword rich</i>” or you will NOT be found! Search engines match your online presence to the keywords people use in their searches. If they’re not in your web presence definition, keywords or text, you’ll never be found. It’s that simple.</p> <p>Think of a search engine like an online matchmaking service. Your clients list what they are looking for, and you do your best to ensure the search engine matches you up with your prospective clients!</p>
------------	--

Proper use of keywords, labels and tags are very important for you to be found online. They help the search engines match you up with your target audience. Use the **same** keywords for your website, landing pages, online ads, online groups, Facebook pages, Facebook profiles, LinkedIn profiles, YouTube channels, and online directories.

Tip	<p>Take a week or so to ask your top clients which keywords they would use if they were looking for your products or services online. Review those keywords in Google search engine tools. (See the link under “improving your keywords”.) Firm up your list, and then ensure you use these in each of your online pages and profiles.</p>
------------	--

When you have your potential list of keywords or key phrases, test them in this Google keyword tool: <https://adwords.google.com/select/KeywordToolExternal>

After you sign into your Google account, fill in your keyword phrases or words individually and submit them to this link. This tool, in return, will list for you how many times your words or phrases are searched for in Google, both globally and within your country (they call that local), within a monthly

time-period. The tool will also list for you alternative, similar words or phrases that are searched for, and their monthly number of searches. The tool also lists the trends for each word on the list—meaning how many times in the last twelve months each word has been searched for. You'll see some words peak in certain months. You should expect more traffic in those months where your keywords are searched for more often.

You might find your intended keywords are actually never searched for, but others *are* searched for, by the thousands, each month. Therefore, if they fit your content, you might want to exchange their suggested higher searched keywords for your initial keywords. The keywords need to make grammatical sense to your content, and be used a reasonable (not excessive) number of times or Google will blacklist you. Blacklisting means that your website or other online content will no longer show up on Google search results.

Hashtags

There are two types of hashtags. First, an existing hashtag which an established or emerging community uses and which you would like your post to be apart of, and second, a unique hashtag for an event. So, strategically, do you want to be apart of a topic or seen as a leader in a specific industry? Then research which hashtags you should be using in your posts. Do you have an event where you would like to create buzz and a community around an event? Then think of short unique hashtags, and always search on those tags to make sure it's not busy with other chatter which would not lend itself to your goal.

If you're a local store owner, and you've decided to use Instagram as one of your online marketing platforms, you'll want to find out at least which hashtag your local tourism or Twitter community uses to identify your city and some hashtags to identify your products or services, if appropriate.

Some examples of local city hashtags are: #MiltonON (Milton, Ontario), #PTBO (Peterborough, Ontario), and #LndOn (London, Ontario). In a community, when you all use the same local unique hashtag to identify your location, it makes the collective very powerful online. You can all collectively listen and engage with your current and potential clients. As a result, you definitely need to educate your staff to use the correct local hashtag in the appropriate tweets or Instagram posts you'd like to showcase in your community's search results.

In the following example, this person tweets how much they enjoyed their meal in London, Ontario, by using the #LdnOnt hashtag and handle. Immediately, the café she mentions gets notified, and they retweet it. In addition, the local tourism board or any local foodie might also see it and choose to retweet it.

Results for #paleodiet

Save Save

Top / All

 Edgar Ramos @elmoncho21 · 21m Que tal @taniarin hay que alimentar al muchacho @dannybond jajaajja @CrossFitGames #paleodiet	Expand	Reply Retweet Favorite More	More
 Stephan @donaldholdthmac · 46m Pterodactylus is one the menu tonight! #ChannelingMyInnerFred #PaleoDiet? pic.twitter.com/jhYwjwtnRJ	View photo	Reply Retweet Favorite More	More
 AncientHominids @AncientHominids · 1h Via Reddit Posts ift.tt/1I3GUBs Always hungry on the paleo diet #paleodiet	Expand	Reply Retweet Favorite More	More
 AncientHominids @AncientHominids · 2h Via Reddit Posts ift.tt/UBGMIj Paleo on a nightshift - help! #paleodiet	Expand	Reply Retweet Favorite More	More
 AncientHominids @AncientHominids · 3h Via Reddit Posts ift.tt/1osWfjE Paleo is SO good for many things, but if you want to lean out, read this #paleodiet	Expand	Reply Retweet Favorite More	More
 Kathy McLaughlin @KathyMldnont · 1h Enjoying @chefscottycooks pork belly sandwich with watermelon salad and listening to 38 Special at Rock the Park. Life is good #LdnOnt!		Reply Retweet Favorite More	More
RETWEET 1	FAVORITE 1		

If you're tweeting and it

makes sense to identify your city, use the hashtag so those searching for things to do in your city finds your tweets, and those looking for tweets to retweet, also finds your tweets.

The above example is the Twitter search results for the hashtag #NewShoes. It shows people around the world (in real-time and without any filters) using the same hashtag for #newshoes. It's up to you at this time to search and see if there are hashtags which represent your products or services that you'd like to use, and therefore, join the global search results. If your services revolve around something that has a global conversation, like, for example #paleodiet, you'll want to include that hashtag in your tweets or when posting a photo on Instagram.

Hashtags are also used to tie communications together for an event, as well as to identify contest participants. Make sure the hashtag you choose for either of these two—your own events or your own contests—are unique and not part of a global conversation.

The outcome of this section is to be able to share with your staff or clients which keywords and hashtags they should try to use when they are tweeting about your products, services or brand.

3. Target Followers and Why They'd Choose YOU?

Defining Your Target Followers?

There are six traditional ways to identify your target audience:

1. Where are they located geographically?
2. How old are they?
3. What sex are they?
4. What is their marital status?
5. Do they have specific interests? E.g., Runners, Moms, Sailors
6. What is their income level?

Knowing the above helps you choose which platforms to share your social messages on. There is an abundance of research available on what various demographic behaviours are on each social media platform.

Let's start with social media used by different age groups over time. As your target market spends their time differently over the years, you must also reach them differently. You want to engage with them on the most appropriate platform.

Targeted Audiences in General – these stats need to be updated, what are the updated stats!?

Globally, **over 3.6 billion people** use social media and the number is only projected to increase to 4.41 billion in 2025.

Internet users spend an **average of 144 minutes** on social media per day.

Source <https://sproutsocial.com/insights/social-media-statistics/>

98.8% of users access social media via a mobile device (and people spend an average of 4 hours and 10 minutes on those devices every day)

<https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>

In the US market, gender, income, and education level have little impact on whether an individual has adopted social networking as an activity. Age *does* remain a factor — younger internet users tend to be more likely to engage in social networking overall, and adopt specific social platforms...

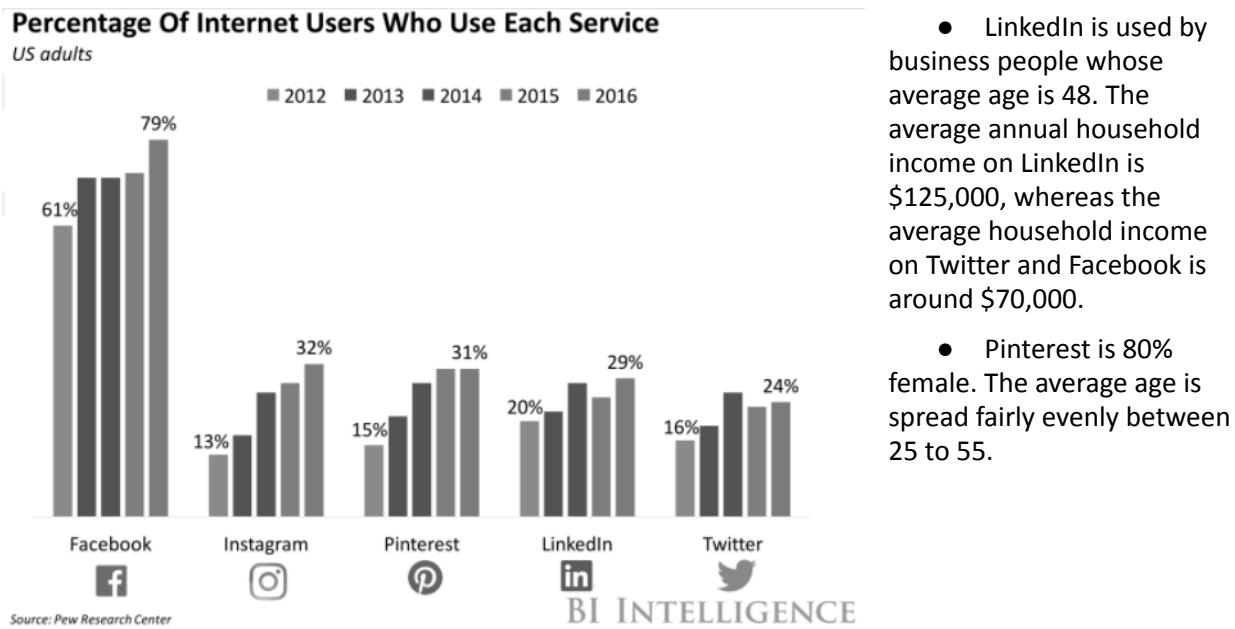
US Facebook users aged 45-54 are spending more time on Facebook, and represent 21% of the total time spent on the platform, more than any other age group.

The age composition of Snapchat users in the US has become more evenly distributed over the past year, and it appears the company is doing a better job of attracting older users.

Teens are starting to use a category of social media called “digital hangouts.” These are apps that enable users to video chat with several friends simultaneously. Over 60% of users on Houseparty, one of the most popular digital hangout apps, are under 24 years old.

LinkedIn is popular among high-income users. Forty-five percent of US adult internet users with an income higher than \$75,000 annually are on LinkedIn, making it more popular among this demographic than Instagram (31%), Pinterest (35%), or Twitter (30%).”

- Facebook Active profile pollution on Facebook is over 2.85 billion!
- Twitter is increasingly used by people in younger demographics—an average age of 26. The senior adoption rate of Twitter is on the rise.
- Instagram is a photo sharing social platform. There are 1 billion active monthly users on Instagram, and over 8 million business accounts!. Instagram is used pretty much equally by both sexes. 90% of Instagram users are under 35 years of age.



Where are the Fortune 500 Brands?

<https://www.marketingcharts.com/category/digital/social-media>

<https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>

The above chart represents the percentage of users on each of Facebook, Instagram, Pinterest, LinkedIn and Twitter from 2012 to 2016.

Why Will They Want to Follow You?

I always suggest that you ask your best donor, client or model constituent why they would want to follow you online. What expertise, experiences, news, or knowledge do they trust you for, above everyone else? Then decide which topics to post about.

Answer the question, “What are the reasons your followers will want to read and engage with your posts?”

In a recent social media strategy session I conducted for a resort, it was decided that the resorts' followers would want to hear about six different resort experiences: ease of virtual check in, the chef's creations, the gardens, the wildlife, the activities, the special events, and the spa treatments. The outcome was that they now have someone in each of these departments trained to post once or twice a week. Their posts are coordinated through one communication's calendar and include photos, videos, and behind-the-scenes insights.

In a recent municipality social strategy session, it was decided that their followers would want to hear about their events, any upcoming council votes, the council meeting outcomes, any construction updates, economic development activities, any new businesses openings, constituents winning notable awards of distinction, and tourism. They assigned staff and experts to continuously gather this information on a pre-determined schedule. The information was then sent to their central social media coordinators, posted online, turned into a blog on the behalf of the municipality, and then distributed through their social media channels appropriately.

Once you have your list of reasons to post, it's easy to look around your organization and see who already is on the ground with the most immediate access to that information. Then help them learn how to share it appropriately.

Choose Your Organization's Voice

- LinkedIn is used by business people whose average age is 48. The average annual household income on LinkedIn is \$125,000, whereas the average household income on Twitter and Facebook is around \$70,000.

- Pinterest is 80% female. The average age is spread fairly evenly between 25 to 55.

Next, you need to choose your “voice.” Your followers will have a certain expectation of the voice conveyed in your post: informal, semi-formal, or formal. Which voice fits your organization the best? If you’re formal, then the photos and videos collected must also be formal. If your voice is informal, then your photos and videos can also be informal. Posts with “heart” get shared much more than posts that feel too cold, too formal, or too premeditated. People are looking for experiences they could have at your location, or using your products or services. Therefore, if you’re funny, now is the time to be funny! Posts with text under 80 characters and that include photos or videos get shared more often than long wordy serious posts. Equip your staff with *what* to post, and which *voice* to use.

4. Choosing Your Social Platforms

Now that you’ve decided who you’re trying to attract as followers, decide which social media platforms they generally use, and what type of posts (i.e., photos or videos) you’re going to use as material for your posts. Then, you’re ready to choose your platforms.

You can choose one or more of the following social networking platforms for your online activities. Think of these as additional places to “catch” or engage your target audience:

The following stats on each platform is Khoros.

<https://khoros.com/resources/social-media-demographics-guide>

“42% of the world's population — a whopping 3.2 billion people — use social media. That's a lot of social media demographic research to sort through when you want to zero in on understanding audience characteristics of specific networks — and we know the last thing a social marketer has is time to spare. That's why we've done all the heavy lifting for you.

Our updated 2021 Social Media Demographics Guide surfaces the demographic data you need to inform a smart strategy, like age, gender, and income — plus device usage and site behavior in one easy-to-read infographic.

View the 2021 Social Media Demographics Guide to discover more about what makes the audiences of Facebook, Instagram, Twitter, LinkedIn, YouTube, and Snapchat unique or bookmark it now to reference anytime.



(**Source:** [Facebook](#))

Facebook demographics

Given that Facebook is the number one platform for adults, understanding its audience is crucial for devising the social media strategy for your business.

2021 Facebook demographics data:

Active monthly users

- Facebook has 2.7 billion monthly active users

Age of internet users who use Facebook

- 86% of people ages 18-29 use Facebook
- 77% of people ages 30-49 use Facebook
- 51% of people ages 50-65 use Facebook
- 34% of people that are 65+ years old use Facebook

Income

- 85% of households with an annual income of less than \$30,000 use Facebook
- 88% of households with an annual income between \$30k-\$60k use Facebook
- 81% of households with an annual income between \$60k-\$70k use Facebook
- 88% of households with an annual income between \$70k-\$80k use Facebook
- 86% of households with an annual income between \$80k-\$100k use Facebook
- 86% of households with an annual income above \$100,000 use Facebook

Gender

- 54% of Facebook users are female
- 46% of Facebook users are male

Time

- On average, Facebook users spend 35 minutes a day on the platform

Devices

- 96% of users access Facebook via mobile devices
- 25% of users access Facebook via laptop or desktop



(**Source:** [Instagram](#))

Instagram demographics

Instagram, the Facebook-owned photo and video sharing app, is continuing to grow its user base, with 1 billion people using Instagram every month (up from 800 million in 2018).

2021 Instagram demographics data:

Active monthly users

- Instagram has 1 billion monthly active users

Active daily users

- Instagram has 500 million active daily users

Age

- 67% of people ages 18-29 use Instagram
- 47% of people ages 30-49 use Instagram
- 23% of people ages 50-64 use Instagram
- 8% of people that are 65+ years old use Instagram

Income

- 44% of households with an annual income of less than \$30,000 use Instagram
- 45% of households with an annual income between \$30k-\$60k use Instagram
- 36% of households with an annual income between \$60k-\$70k use Instagram
- 55% of households with an annual income between \$70k-\$80k use Instagram
- 46% of households with an annual income between \$80k-\$100k use Instagram
- 60% of households with an annual income above \$100,000 use Instagram

Gender

- 51% of Instagram users are female
- 49% of Instagram users are male

Time

- On average, Instagram users spend 53 minutes a day on the platform

Businesses and Shopping

- An estimated 71% of U.S. businesses have Instagram accounts
- 83% of Instagram users say they discover new products and services on Instagram

Most Followed Accounts

- Cristiano Ronaldo - 243M followers
- Ariana Grande - 208M followers
- Dwayne Johnson - 205M followers



(**Source:** [Pinterest](#))

Pinterest demographics

The visual search engine has pioneered online shopping through social media. In 2018, Pinterest [conducted a survey](#) that found 72% of Pinterest users are inspired to shop when they weren't really looking to purchase anything. And 70% of users discover new products via the platform.

2021 Pinterest demographics data:

Active monthly users:

- Pinterest has 322 million monthly active users

Age

- 34% of people ages 18-29 use Pinterest
- 35% of people ages 30-49 use Pinterest
- 27% of people ages 50-65 use Pinterest
- 15% of people that are 65+ years old use Pinterest

Income

- 18% of households with an annual income of less than \$30,000 use Pinterest
- 27% of households with an annual income between \$30k-\$74,999 use Pinterest
- 41% of households with an annual income above \$75,000 use Pinterest

Gender

- 70% of Pinterest users are female

- 30% of Pinterest users are male

Time

- On average, Pinterest users spend 14.2 minutes per visit on the platform

Devices

- 80% of users access Pinterest via mobile devices

Business and Shopping

- 90% of weekly pinners used Pinterest to make purchase decisions
- Pinterest drives 33% more referral traffic to shopping sites than Facebook

Miscellaneous

- People who travel are 2X more likely to use Pinterest



(*Source: Twitter*)

Twitter demographics

Twitter makes it possible for users to reach practically any person or business simply by tagging them in a Tweet. That's why it's such a popular platform for customer service, allowing users to air complaints in real-time and customer service teams to react quickly.

2021 Twitter demographics data:

Active monthly users:

- Twitter has 330 million monthly active users

Age

- 38% of people ages 18-29 use Twitter
- 26% of people ages 30-49 use Twitter
- 17% of people ages 50-64 use Twitter
- 7% of people that are 65+ years old use Twitter

Income

- 23% of households with an annual income of less than \$30,000 use Twitter
- 36% of households with an annual income between \$30k-\$74,999 use Twitter
- 41% of households with an annual income above \$75,000 use Twitter

Gender

- 50% of Twitter users are female
- 50% of Twitter users are male

Time

- On average, Twitter users spend 3.39 minutes per session

Most followed accounts

- Barack Obama: 128 million followers
- Justin Bieber: 114 million followers
- Katy Perry: 109 million followers

Business and Shopping

- 67% of B2B businesses are using Twitter as a digital marketing tool
- 77% of Twitter users have a better impression of a brand when they respond to a tweet
- In Q3 2019, Ad engagement on Twitter was up 23%



(***Source:*** [LinkedIn](#))

LinkedIn demographics

This professional networking site is the top social media platform for B2B social media marketing. Its demographics skew slightly older, with 30-49-year-olds making up the largest group of LinkedIn users.

2021 LinkedIn demographics data:**Monthly active users**

- LinkedIn has 260 million monthly active users

Age

- 21% of people ages 18-24 use LinkedIn
- 60% of people ages 25-34 use LinkedIn
- 17% of people ages 35-54 use LinkedIn
- 3% of people that are 55+ years old use LinkedIn

Income

- 27% of households with an annual income of less than \$30,000 use LinkedIn
- 3.8% of households with an annual income between \$30k-\$60,000 use LinkedIn
- 40% of households with an annual income between \$60k-\$70k use LinkedIn
- 49% of households with an annual income between \$70k-\$80k use LinkedIn
- 50% of households with an annual income between \$80k-\$100k use LinkedIn
- 60% of households with an annual income above \$100,000 use LinkedIn

Gender

- 43% of LinkedIn users are female
- 57% of LinkedIn users are male

Time

- On average, LinkedIn users spend 6 minutes and 7 seconds per session

Devices

- 57% of LinkedIn traffic is through mobile devices

Most Followed Accounts

- Bill Gates: 28 million
- Richard Branson: 17 million followers
- Jeff Weiner: 10 million



YouTube

(Source: YouTube)

YouTube demographics

YouTube is as utilitarian (think “how to change a spare tire?”) as it is entertaining (i.e. funny pet videos). With 1 billion monthly users, the ways businesses can share and market information on YouTube is expansive.

2021 YouTube demographics data:

Active monthly users

- YouTube has 2 billion monthly active users

Age

- 81% of people ages 15-25 use YouTube
- 71% of people ages 26-35 use YouTube
- 67% of people ages 36-45 use YouTube
- 66% of people ages 46-55 use YouTube
- 58% of people that are 56+ years old use YouTube

Income

- 83% of households with an annual income of less than \$30,000 use YouTube
- 81% of households with an annual income between \$30k-\$60k use YouTube
- 80% of households with an annual income between \$60k-\$70k use YouTube
- 80% of YouTube users have an annual income between \$70k-\$80k use YouTube
- 82% of households with annual income between \$80k-\$100k use YouTube
- 89% of households with an annual income above \$100,000 use YouTube

Gender

- Over 50% of YouTube users are female

Time

- On average, YouTube users spend 11 minutes and 43 seconds per day on the platform

Devices

- Over 70% of YouTube views are on mobile devices

Most Followed Channels

- T-Series: 168 million subscribers
- PewDiePie: 108 million
- Cocomelon - Nursery Rhymes: 102 million



(*Source:* [Snapchat](#))

Snapchat Demographics

In the past couple of years, Snapchat has grown in popularity amongst teens and young adults. A [2018 Pew report](#) showed that 49% of Snapchat users visit the app several times a day.

2021 Snapchat demographics data:

Active daily users

- Snapchat has 381 million monthly active users

Age

- 53% of people ages 15-25 use Snapchat
- 34% of people ages 26-35 use Snapchat
- 18% of people ages 36-45 use Snapchat
- 11% of people ages 46-55 use Snapchat
- 4% of people that are 56+ years old use Snapchat

Income

- 32% of households with an annual income of less than \$30,000 use Snapchat
- 33% of households with an annual income between \$30k-\$60k use Snapchat
- 31% of households with an annual income between \$60k-\$70k use Snapchat
- 42 of households with an annual income between \$70k-\$80k use Snapchat
- 39% of households with an annual income between \$80k-\$100k use Snapchat
- 39% of households with an annual income above \$100,000 use Snapchat

Gender

- 61% of Snapchat users are female
- 38% of Snapchat users are male

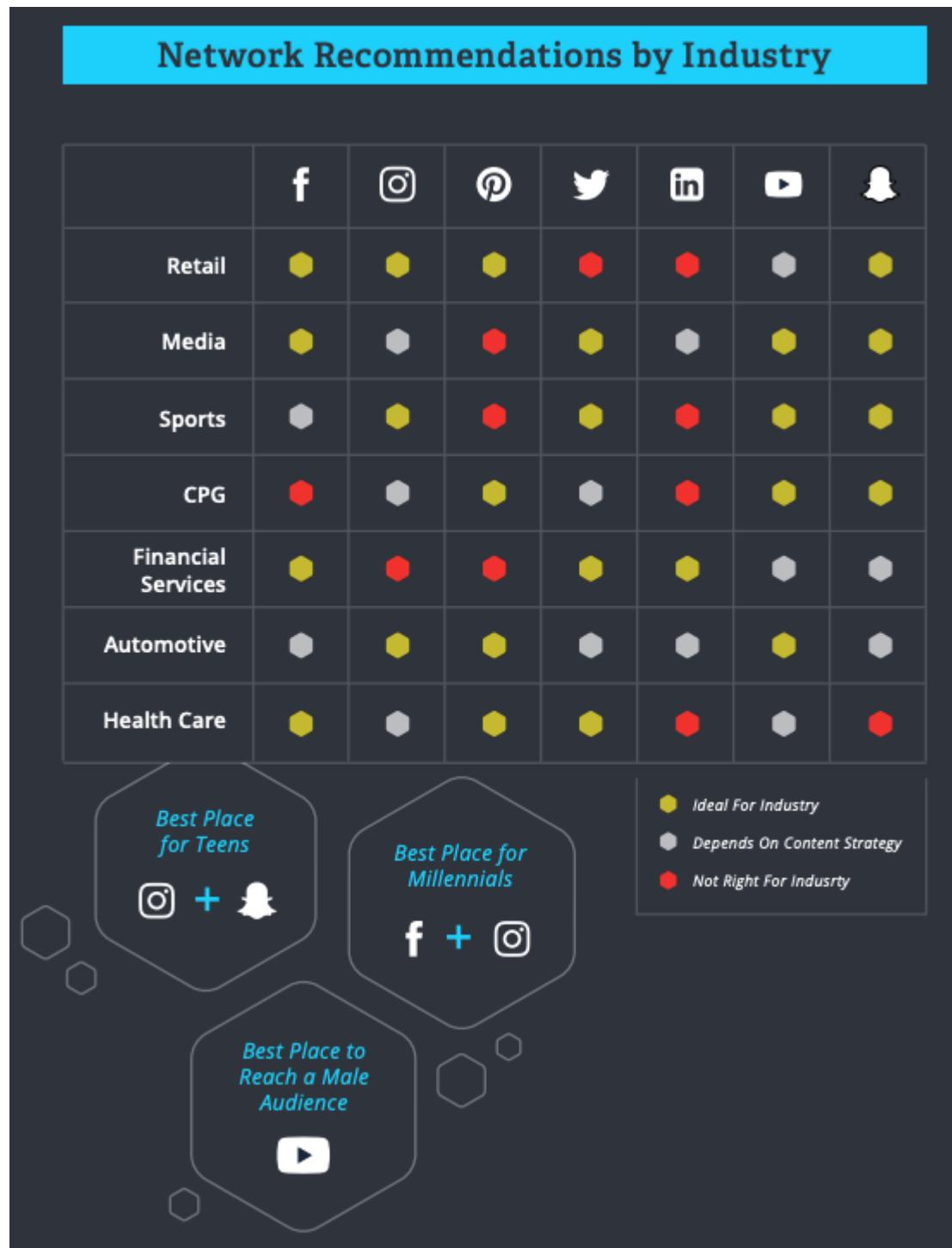
Time

- On average, Snapchat users spend 30 minutes per day on the platform

Devices

- Snapchat is mobile only
- The Snapchat application is in 2nd place for overall mobile usage

Which networks should your business prioritize?



Source

<https://khoros.com/resources/social-media-demographics-guide>

Tip	One or more of these platforms can be effective catch points of your target market across the web for your company or community. You need to see if your target market has already
------------	--

	joined these online communities. If they have, then you could join these communities as well. By doing it this way, you're able to join in on their conversations and position yourself as a trusted source for your knowledge base or service offering. Over time, you'll grow your own following and eventually have your own quality followers.
--	--

List the platforms appropriate for your community to use.

Social Media: Unique Addresses

Next, you need to list each of your social media unique addresses. This address needs to be an extension of your Brand. It's used so your staff and clients know how to find, follow, like, and mention you correctly. There's nothing worse than having someone give you a glowing tweet, but spell your name wrong. As a result of this error, neither you or your target market ever know who they are talking about! People often spell my name Sophie, or they just post "Great seminar by Sofie." Unfortunately for me and my business, no one knows who they're talking about. I was working with a client a while back, and they thought they were mentioning all of their new members who had Twitter accounts. However, what they didn't realize is that they were putting a space between the @ and the member's username. Again, because of this oversight, no one followed the new members.

Here is an example of what each social media platform unique identifier looks like. As soon as you create your company or community account, it becomes live, and you will have a unique URL assigned to each.

www.Twitter.com/123DigitalPower and my Instagram is www.Instagram.com/123DigitalPower is the links are unique and created by the username selected. It's ideal for a brand if they can secure the same username across all their platforms. If I was to put the Twitter logo on my website, and ask people to find me on Twitter by clicking on that logo, I would have it hyperlinked to www.Twitter.com/SofieAndreou. However, a better idea is to have the widget button on your website which says "Follow us on Twitter." This means they don't have to leave your site, and instead, can start following you immediately, right from your blog or website. The outcome is that you'll get more followers on Twitter, and less bounces from your website.

If someone wants to mention me in an Instagram Post, they just use my username with the @ in front of it. It looks like this: @123DigitalPower. This is called your handle. It helps your clients and staff if your business cards and signage has your handle on it. As well, encourage them to mention you when they're complimenting your services in a post or story.

On Twitter and Instagram, your username becomes your handle. You can change your handle anytime you want. Those following you are not affected, other than they have to now learn your new handle, and if you have placed the handle on any of your marketing material, you'll have to change all of it.

My Facebook page URL is www.Facebook.com/123digitalpower. On Facebook, you create your Business page, and it automatically gives you a very long URL with a long string of unique numbers after the name. You can go to www.Facebook.com/Username to create your personal marketing name. Be careful though, as it lets you create a shorter URL for both your profile and your page at the same time. Follow the Facebook instructions to make sure you're doing it correctly. Once you create your shorter Facebook URL for your profile or your page, you **can't** change it. So, be careful!

Pinterest is simple. It's just [www.Pinterest.com /YourUserName](http://www.Pinterest.com/YourUserName). For example, my Pinterest account is [www.Pinterest.com /SofieAndreou](http://www.Pinterest.com/SofieAndreou).

Your YouTube channel's unique URL is the same idea as Twitter and Pinterest: [www.YouTube.com /YourUserName](http://www.YouTube.com/YourUserName). Mine is www.YouTube.com/SofieAndreouSeminars. Be warned. Once you have created your username on YouTube, you **can't** change it, so be sure you think about it before moving on to the next step.

Your staff and clients need to know what all of your URLs are so they can find and mention.

Chart for social media username guides.

Social Media Platform	Unique addresses
Twitter	@YourUsername
Instagram	@YourUsername
Facebook Page	www.Facebook.com/UniqueName
YouTube	www.YouTube.com/Username
LinkedIn	www.LinkedIn.com/in/UniqueName
LinkedIn Company	www.LinkedIn.com/Compamy/UniqueName
Pinterest	www.Pinterest/Username

Once you've created your links, they should be on all of your printed materials. As well, these links should be memorized by your staff, as well as your staff trained on how to use these links properly.

5. How Will You Measure Success?

Before we answer HOW to measure, we need to answer WHY we measure success. We measure first to ensure our efforts are meeting our online marketing goals, and second, we measure to continuously improve our efforts.

What do you measure? The most important thing about measures is to have at least *one* measure tied to each of your strategic online marketing goals. Keep it simple and start with as few measures as possible.

For example:

- Increase clicks to your website donation page from Facebook
- Increase the numbers who register for your events from social media

The following is an example from one of my clients, who listed their measures based on each department using social media. They choose ONE measure for each departmental goal.

Their measures are tied directly to their strategic goals.

Campaign	What to measure	Rationale
Advocacy	Number of retweets and shares by identified giants.	<i>All social media posts should be written to achieve this goal. Some will be shared, retweeted and covered by identified giants. This works to achieve our overall advocacy goals.</i>
Customer Service	Number of redirects from social media posts to our online resources (web or social media).	<i>If all social media posts and strategies are written to achieve redirects (people clicking on links) then content creators and posters will work towards this and we can measure how many posts were able to drive traffic and generate action, indicating how useful and how effective the posts are.</i>

Youth Program Delivery	Youth engagement (Number of comments by citizens.)	<i>This is about engagement, so we should track the number of comments.</i>
-------------------------------	--	---

Measure Success by Tracking Actions

Clicking on a link that points back to your website is an example of an action which is measurable. Someone who has decided to follow your account is measurable. Someone clicking on share to distribute your Facebook post with their friends is measurable. Therefore, you need to understand what can be measured, and then list those you'll track to measure your success. A link that has been "clicked on" in your eNewsletters, Facebook pages, websites, online ads, and landing pages can also be tracked. You can change one word on a post or heading of a blog to see if it's then been clicked on more or less often. Changing the position of the link in a post may increase the number of clicks. How a post is written is a big part of what gets shared or liked, and what doesn't. We'll review this more in detail in another chapter. We'll have more information on measures in the Measure chapter.

Story	<p>I had an ad on Facebook announcing one of my seminars. It drove a number of people from their Facebook profiles to my website. Once on my site, a large percentage clicked the link to register for that seminar. It all worked very well.</p> <p>I ran the same ad a month later, and had the same number of people click through to my website, but no one clicked on my link to register. After two days, I looked to see what I had changed on my site. I realized I had changed the landing page. A two-minute video of a past seminar that used to be positioned next to the register button had been moved to another page to make room for more text. I reinstated the video on the landing page, and the number of registrations increased to where they had been the prior month.</p> <p>So, of course, I instantly became BIG believer of using YouTube videos to personalize a message. I also experienced in real-time the strength of online marketing and its unparalleled "tweakability." You can measure and tweak—even making a tiny change in wording or placement can not only change your results, but can be measured in real-time and therefore tweaked again, allowing you to quickly achieve your desired results!</p> <p>The moral of the above story is to measure the right things. I could have just kept the number of people clicking on the ad as success, where the real success was in the numbers clicking on the ad in relationship with the numbers who registered.</p>
--------------	--

Call-to-Action (CTA)

Whatever online presence you choose, once you have your targets' eyes on any one online materials (your post, online ad, website, business link, or eNewsletter), in just a few seconds your target audience needs to know *what action you'd like them to take*; otherwise, you'll lose their attention and waste the opportunity. People have a short attention span online. In a few seconds they have to be able to proceed to the next step quickly and easily.

For example, if you want someone to click on an upcoming event link, sign-up for your eNewsletter, look at your retail store's map, click on the link in the BIO, or click on a tagged product, click on a specific product detail, and buy a ticket or product on your eNewsletter. This person needs to be able to find your call-to-action (CTA) link in seconds. The CTA is the "what you want them to do" button / link. Knowing what you want them to do makes it possible for you to measure your online success.

Take a moment and fill in this chart. Are any of these CTAs something you would want to implement on any of your online pages? Stories are an excellent tool to add CTAs!

Possible CTAs you can measure	YES or NO	Where would you put this CTA link?
Purchase products or service		
“Opt-in” providing their email to you		
Click on “more details” on a specific topic		
Download documents or brochures		
Link to another page		
Repin one of our photos on Pinterest		
Link to my website or blog from Pinterest		
Link to my Facebook Business page		
Become a fan of or Like my Facebook Business page		
Connect with my LinkedIn profile		
Follow my LinkedIn Company page		
Follow my LinkedIn Showcase Page		
Follow my Twitter profile		
Link to my website		
Link to my blog		
Sign up for an event		
View an online event’s page		
View your retail location page or address		
Share Facebook posts		
Retweet Twitter tweets		
Link to my website or blog from Facebook		
Link to my website or blog from Twitter		

You have ONLY a few seconds to catch your audience’s attention and achieve your online purpose!

Examples of Measures:

There are so many different types of measures. Like decreasing those who visit your site and click away, right away, that’s called a Bounce Rate. So, if 100 people visit your website and 5 bounce right away, the bounce rate is 5%, this is a rate you might be happy with or want to decrease. If 100 people visit your site, and 5% are from Toronto, your visitors from Toronto are 5%! Maybe you’re looking to increase visitors to your website from Toronto, now you can measure it.

Decrease Bounce Rate

Bounce rate measures the person who visits your site and immediately leaves. The objective, of course, is to continually decrease the number of visitors who “bounce.” Making your CTA links more intriguing to your target market, as well as frequently changing your information, are two methods of decreasing your bounce rate.

Tracking Your Blogs or eNewsletter Visitor Behaviour

There is much behaviour worth tracking. Five of the most common are:

1. Track the actual email recipients who open your eNewsletter.
2. Track the most popular links on blogs or eNewsletter.
3. Track links and pages that clicked onto your website.
4. Track where in the world your website visitors are from.
5. Track how your visitors landed onto your page, i.e., from Facebook, Google, Business Directory, or from an email you sent out.

By tracking *who* actually opens your eNewsletter and which links they click, you can dramatically improve your “sales cycle.” A sales cycle is the term used to describe how long it takes to close a sale. Your goal is to decrease your sales cycle, which means you want to decrease the time it takes to close a sale.

Let’s say you sent out 1,000 eNewsletters and you see that 10 people actually click on one specific product-details link multiple times. It’s clear that they are more interested in that specific product than the other 990 who received the same eNewsletter. Therefore, those 10 prospective clients should be the first people you follow-up with.

Tools like Constant Contact or Mailchimp exist which allow businesses to set automatic followups. For example, if 10 people click on one specific link, you can automate the response based on that. So, they click on a link about Car Audio Systems, you can send them a follow up about Car Audio System Accessories.

Tip

Tracking links on eNewsletters is an effective way to track hot sales leads!

If you notice that people are clicking on the “**more details**” link, or sharing or retweeting one topic over any number of others, it’s clear that you should probably post additional information on that topic. ***In this case, you use the tracking of clicked links as direct client feedback in determining what is of interest to your market.***

Track Origin of Visitors

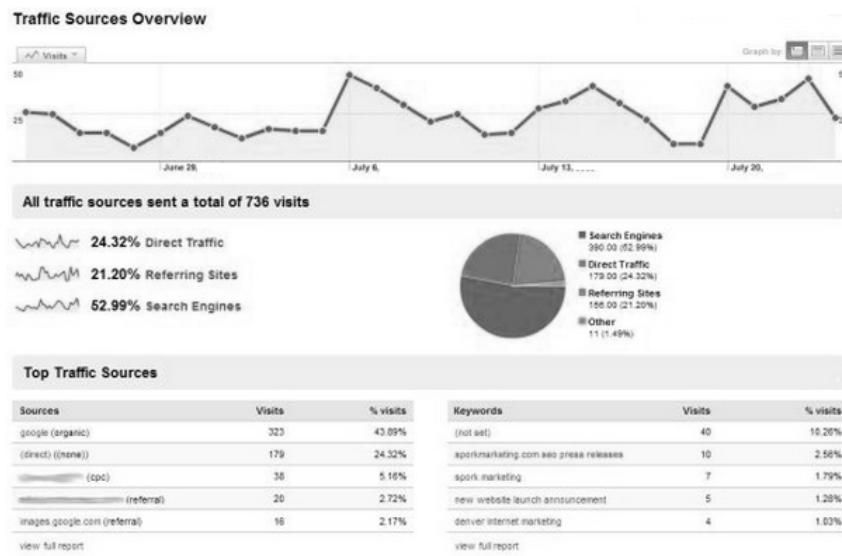
Through tools like Google Analytics, you can track where your visitors originate—both geographically (where in the world) and site (YouTube, Facebook, Twitter, Google, Website, LinkedIn, etc.) Understanding where your target markets reside helps you track your sales leads as well as focusing your efforts.

Facebook also offers a demographic report on both your ads and pages, showing age and region of your clickers. You can create an ad to be shown in just one or multiple regions, then compare which market is more interested in your services.

“Build your website or online presence and they will come” is *not* how it works. You need to implement the online marketing plan steps outlined above to achieve online success.

2 Elements Critical to Measuring your Online Marketing

Behavior and reach - The minimalist’s approach to measuring online marketing effectiveness.



There are two important elements to measuring your online marketing efforts: your website or blog traffic, and the engagement level of your efforts.

ONE: Tracking your Website or Blog Marketing Behavior

- 1) Take a snapshot of your current website or blog's statistics.
- 2) Review them monthly or weekly if you can.

Check out the Video Tutorial on Strategic Measures to Grow Your Business.

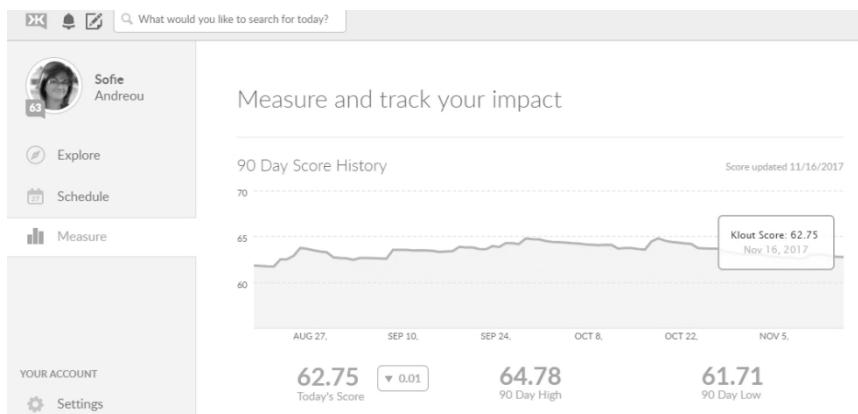
To start, you need to see if you currently have a website analytics tool on your website and blog. If not, add one immediately! The effective and free tool I always recommend is www.Google.com/Analytics.

Google Analytics is simple to use. NOTE: Ensure you identify yourself with an email that will always belong to your company, therefore ensuring your company always has access to their analytics. Create an account for each of your websites or blogs. Google Analytics will immediately generate a unique Google Analytics ID and code for each of the accounts (or websites) you've identified.

In my workshops, I see various websites and tools, like WordPress, Wix, Blogger, and other various website content management tools. Generally, the place to enter your Google Analytics code is under your **Search Engine Optimization** account settings area. Or, just give both your ID and code to your website manager, and they'll add it appropriately. Within 48 hours, after the code has been added, Google starts collecting your statistics. I would wait a week after your codes have been added, and then go back to your Google Analytics accounts and view your Google Analytics reports.

For either your blog or website, the most important statistics that will help you manage your online marketing efforts are:

- Number of total and unique visitors.
- How often visitors have viewed each of your pages.
- Time spent on your website (aim is to increase this number), and the bounce rate (aim is to decrease this number).
- Traffic sources (direct, Google, Google ads, Facebook, Facebook ads, Twitter, Pinterest, etc.) and what they click on.
- Keywords used to find your website.



TWO: Tracking the Influence and Reach of your Social Media Efforts

In order to generate the types of Facebook posts people will share and comment on, you must make the content both valuable and accessible. This means developing content that is easily understood

(e.g., simple text, short sentences, written for a grade two reading level) and entertaining (e.g., animation, or colourful images). To measure your reach, the simplest free tool exists in each individual social media platform or in management platforms like Hootsuite or Sprout Social www.SproutSocial.com. I use both and have upgraded the Sprout Social tools so that I can get more information on my followers. Sprout Social will generate valuable graphs that show your reach, and provide you with an overall score. The intent is to increase and sustain a high score or “influence.” Each tool provides an analysis and tools to help you more clearly understand your company’s social media impact, your network’s influence and the topic(s) you are posting most effectively. Using either tool, you can improve your usage of social media and reach your network. Choose one or both, create your account, and sign in weekly to see the impact of your efforts. Strive to continuously improve your scores.



Measures of Success

It's critical to be able to articulate exactly what you will be using as your measures of success. What statistics you will be gathering, reviewing and attempting to improve month after month? These measurements need to be gathered easily, accurately, and must be meaningful to your organization's business goals.

7 Examples of Measures

1. Increasing quality followers
2. Online Sales
3. Post Reach

4. Clicking on the links back to sections of website
5. Mentions
6. Increasing number of client emails
7. Increase in customer support messages

6. Where Will Your Material Come from?

Once you've listed the topics you're going to post, you should identify the experts that are both outside and inside of your organization, and that have the best and most immediate experience access to your topics. They might be clients, staff, suppliers, industry experts, media, staff bloggers, or guest bloggers.

Check out the Video Tutorial on ***Posting Best Practices – Rules of Third.***

The $\frac{1}{3}$, $\frac{1}{3}$, $\frac{1}{3}$ content rule. It's basically social media's "Rule of Thirds." How does it work? Well, the best way to think of what to post is:

- $\frac{1}{3}$ of your social content promotes your business, converts readers, and generates profit.
- $\frac{1}{3}$ of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses.
- $\frac{1}{3}$ of your social content should be based on personal interactions and build your personal brand.

An excellent source of material are experts from outside your organization with information on topics important to your online purpose. Keeping in mind that they should not be seen as competitors to your products or services. For example, if you're a theatre company, and you have certain performers coming to your theatre, you might share or retweet their posts to help grow the excitement of them coming to your location, therefore creating a "buzz." As well, you could share a business experts' articles on topics relevant to your business or service, thereby leveraging their expertise to your advantage. For example, I work with a lawyer whose strategy is to be well-known in the area of employment law, to both employers and employees. In this case, they share articles that both they create and those created by other non-competitors, in order to increase their social media profile. To find these experts you can use the search capabilities provided by various social media apps, and track content via the respective app or Google Alerts. Strive to spend 15 minutes daily, or at the very least once a week looking for external sources of content. While external experts can provide great content, sometimes the best source is your business itself. If you're a retailer another potential source of content is your merchandise, and any promotional materials you might receive from suppliers. Effective posts capture the buzz in the storefront and the personalities of staff, using a combination of photo and video. Do you have an upcoming event? Is your organization participating in a local community fundraising effort? If so, these can be great opportunities to capture content and raise your profile.

Once you've created a strategy for identifying or capturing content, it's important to set up a plan to manage the effort. In larger organizations, you might consider appointing contributors from each department. Contributors are typically subject-matter experts or employees that have specific mandates or interests. Your organization's plan should include consideration as to whether materials are posted by a single coordinator, or whether content can be posted by those who generate it. The plan should also consider what, if any, internal review and approvals might be required prior to posting the content. This will in turn determine the level of social media access, training, time, and resource needed to manage your social media campaign.

The staff contributor is hands-on, feet-on-the-street, in the middle of the action, either with clients or creating your products. For their social efforts to be sustainable, it needs to be an extension of their current role.

What are they contributing to? They can be sharing updates, videos, photos of experiences with clients or the creation of products.

Why are they contributing? To help deliver on their departmental overall social goals.

Criteria: They need to be trained with which voice to speak in, and what type of material to collect, and how to distribute it.

If they themselves are going to post, instead of giving the material to a central social media coordinator, they need to be aware of what the agreed measures of success are.

The amount of effort required by contributors varies, based upon if they are posting or routing it to the social media coordinator. This includes:

- Attending events and posting live from the events (text, photo, interviews, videos).
- Editing and uploading, or sending the photos, videos to their coordinator to edit and upload.

7. Social Media Coordinator

Check out the Video Tutorials on *Strategies to Social Media Distribution Methods – Central to Distributed*

Overall social media coordinator:

You need to decide if one person alone will be collecting all the company's images and videos for social media, or if there will be a collaborative approach. Jump to chapter 5, Staying Sane, for more details on various approaches to managing your social media efforts. The organization's overall social media coordinator shares the strategy and protocols with each department's social media coordinator and trains them as needed to manage their department's schedule and contributors. They also create the company's overall annual social media schedule.

Departmental social media coordinator:

The departmental social media coordinator shares the strategy and protocols with each of their departmental contributors. They create their departmental annual social media schedule and keep their department contributors on track with the monthly schedule.

Who: Your organizational staff.

What are they contributing? Ensuring the implementation of the social media strategy and action plan.

Why are they contributing? Delivering on the social strategy measures of success.

Criteria: They are experts on all social media platforms; training contributors and others on what to say and how to say it. They create, share and monitor the protocols.

15 Social Media Coordinator Possible Functions:

1. Successful implementation and keeping contributors and ambassadors on track.
2. Attending live and virtual events, posting live from events (text, photo, interviews, videos).
3. Editing photos and videos.
4. Uploading photos and videos.
5. Posting posts and stories.
6. Recruiting followers and managing the Incentive Program.
7. Observing all contributors' posts and helping them understand how to continuously improve their posts.
8. Ongoing self-training.
9. Ongoing training of other internal contributors and external ambassadors.

10. Social Media ads and Google ads.
11. Updating the Google Listings(s)
12. Tracking efforts to success.
13. Monitoring of posts & comments via live alerts.
14. Listening online and replying.
15. Providing management with a summary report on month-to-month results of measures.

8. Influencers/Giants

In the strategy process, you need to list the key *influencers* or *giants* in your community. Influencers or giants are those who will help you distribute your message to their trusting followers. Influencers are critical in growing your followers. Quality influencers will help your social trust factor and growth. The website *Explore the Bruce*—the official site from Bruce County Tourism—grew from zero to over 6,000 followers in the first year of launching in part by using their influencers. A quality influencer or giant is someone who is in a complementary (but not competitive) business, and has the same target followers as you do. 78% of all of your new followers will come from someone retweeting or engaging with your online social activity. Having a quality giant retweet your tweets, share your Facebook posts, or repin your posts on Pinterest is the fastest and most effective way to grow. It's speaking to your target market through someone they already trust.

Check out the Video Tutorial on ***Choosing Strategic Giants to Help Grow Your Business***

After the initial strategy exercise, your social media coordinator should search online for your influencers as part of their routine. Furthermore, individual departments may have their own unique giants. Some might overlap. One approach to getting your influencers' attention is to mention them, when appropriate, in your posts. As well, an old fashion approach of picking up the phone and calling them is also effective, asking them if they would look for your posts, and share them (again, when appropriate.)

Another creative approach to working with an influencer is to invite them to your events, and ask them to tweet while attending. I've heard successful stories of inviting influencers to events or asking them to share or retweet in exchange for coupons or other VIP treatments.

Who: Social media giants have many quality followers. They can be individuals with large followers, business associations, media, local celebrities, sports groups, vacations spots, and industry experts to name a few.

What are they contributing? Share or retweet, and use consistent keywords if they are commenting on your behalf.

Why are they contributing? Passion, sense of pride, desire to help drive your mandate, and grow their own business or cause.

Criteria:

Measure the impact of your influencers or giants by:

- Increasing numbers of retweets and sharing.
- Increasing use of your selected keywords by these influencers.
- Increasing number of quality visitors to your website from the influencers' shares or retweets.
- Sharing mentions, posts, photos, and videos live from your events.

9. Social Media Schedule

Check out the Video Tutorial: ***5 Steps to your Communication's Calendar***

To complete your social strategy, you'll need an implementation plan. I like to do this through a **social media schedule or calendar**. It's most effective when it highlights both the efforts and measures to be tracked. Initially, it can be developed for a social media test department or the entire organization (depending on the size of your organization), and then rolled out to appropriate individual departments. Think of the $\frac{1}{3}, \frac{1}{3}, \frac{1}{3}$ content rule when planning your content.

The approach should be modified depending on the level of social engagement. A social coordinator can oversee the implementation of this for the entire organization, with social media coordinators working in various departments. These coordinators have other activities, and they are rarely dedicated solely to social media. It becomes a part of their job in a social company.

Ideally, social plans and goals should be automated, so that alerts and reminders are sent to the contributors and coordinators. We suggest using your existing organizational calendar system, versus a separate one, if possible. It's easier to sustain when you're not introducing new systems or processes for people to follow.

The schedule should capture, at the minimum:

- (i) Who will post and about what topic?
- (ii) Is there a budget for boosting or promoting?
- (iii) How often will they post?
- (iv) How will they measure that post's effectiveness

Before filling in your organization's social schedule, you should read the chapter on Best Posting Practices, "12 Tips of Posting." In general, if you're not a news company, posting three times a day at a maximum is enough; and three times a week is the minimum. Anymore than this and you might start losing your followers. The number one reason people stop following someone is because they post too often. If you post less than three times a week, it is unlikely very many people will see your efforts.

The following is an example of a social media schedule. This was created as an outcome of a social media strategy I facilitated for a resort and spa.

Who	Topic	Frequency	When	Measure
Chef	Food	Twice a week	Thursdays and Fridays at 10 a.m.	Clicks to the photo of the food uploaded to the website, and for reservations
Sports Director	Team Group Fitness Activities	Twice a week	Tuesdays and Wednesdays at 10 a.m.	Sharing of activity photos and request for group activities
Spa Manager	Spa Treatments	Once a day	Mondays to Fridays at 2 p.m.	Sharing of spa photos and reservations for spa treatments
Wedding Coordinator	Wedding Excellence	Twice a week	Twice on Weekends	Sharing of wedding Photos and wedding package enquiries
Social Media Coordinator	Business Marketing Specials	Once a week	Fridays at 2 p.m.	Increase reservations clicks

As seen in the above schedule, a knowledgeable social media coordinator would fill any gaps with informational posts provided by other people that support the intent of your social media efforts.

Visit the Coffee Break Learning® for the video tutorials on how to ***manage your calendar and steps to your story board.***

Communication's Calendar								
	Purpose	1)	2)	3)				
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
#SundayFunday #SundayRead #StartupSunday #spotlightsunday	#MarketingMonday #MotivationMonday	#TipTuesday #TechTuesday	#WisdomWednesday #TechTuesday	#ThursdayThoughts #TBT	#FearlessFriday #FollowFriday #foodieFriday #FridayFun	#SocialSaturday #ShootoutSaturday		



www.SofieAndreou.com

SofieAndreou@gmail.com

705-931-0727

ONLINE MARKETING STRATEGY WORKBOOK

1. **State your online goals or purpose.** *List your online goals or purpose! Try to make them measurable.*

Here are some examples

2. **What are your Keywords and Hashtags?**

List your keywords here:

List your hashtags here:

3. List who your target audience is.

There are six traditional ways to identify your target audience.

- I. Where are they located geographically? _____
- II. How old are they? _____
- III. What sex are they? _____
- IV. What is their marital status? _____
- V. Do they have specific interests? I.e., Runners, Moms, Sailors

- VI. What is their income level? _____

4. Which social platforms will you use?

Check which platforms you would like to use, and when you will start using them.

Platform	Immediately	Within six months	Maybe	Never
Facebook personal profile				
Facebook Business page				
Twitter				
Google Listing				
YouTube				
LinkedIn profile				
LinkedIn Company Page				
TicTok				
Pinterest				
eNewsLetter				
Instagram				
Blogs				

Please list here the purpose of the platforms you've chosen:

Platform	Purpose
Facebook personal page	
Facebook Business page	
Twitter	

Google Listing	
YouTube	
LinkedIn profile	
LinkedIn Company page	
TicTok	
Pinterest	
eNewsletter	
Instagram	
Blog	

5. How will you measure success? *List your goal and online measure for that goal.*

Goal	Measure	Rationale

Platform	Unique Address to this Platform
Facebook Personal Page	
Facebook Business Page	
Twitter	
Google Listing	
YouTube	
LinkedIn profile	
LinkedIn Company Page	
TicTok	
Instagram	
Pinterest	
Blog	

List where will you print or broadcast your social media handles or links? Website, email signatures, printed signs, announced at events, retail space doors, table tops, etc.

6. List your possible material creators (Clients, staff, suppliers, industry experts, media).
Think of the $\frac{1}{3}$, $\frac{1}{3}$, $\frac{1}{3}$ content rule.

Who	What content

7. Who will be your Social Media Coordinator ?

8. List your possible influencers.

Giant's handle or website	What kind of giant are they?

9. Create your schedule.

Now fill in your organization's communication's calendar:

 <h3>Communication's Calendar & Purpose</h3> <ol style="list-style-type: none"> 1. Staff Business Knowledge Leadership 2. Member Showcase 3. Event Buzz 						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
#SundayFunday #SundayRead #StartupSunday #SpotlightSunday	#MarketingMonday #MotivationMonday	#TipTuesday #TechTuesday	#WisdomWednesday #TechTuesday	#ThursdayThoughts #TBT	#FearlessFriday #FollowFriday #FoodieFriday #FridayFun	#SocialSaturday #ShoutoutSaturday
www.SofieAndreou.com		SofieAndreou@gmail.com			705-931-0727	

TWO***ONLINE MARKETING PRINCIPLES***

Now you've completed your online marketing strategy with the following goals completed:

- You have identified *why* your organization is online.
- Everyone has aligned with what the purposes of your online activities are.
- You Aim to meet the T.E.A.M principles.

Your WHY! That's your purpose. Online purposes examples include:

Tip	<p>There are nine main online business purposes that a business or organization strives for:</p> <ol style="list-style-type: none"> 1. Establish or increase sales or donations. 2. Increase awareness of and trust in your product, cause or service. 3. Gather potential and existing client, volunteer or donor emails. 4. Encourage online conversations or interactions. 5. Positioned as the expert or “go-to” resource for specific topics. 6. Increase traffic to websites or blogs. 7. Improve communication between clients, staff, volunteers, or suppliers. 8. Enhance customer service. 9. Enable existing clients or donors to share experiences.
------------	--

You're now ready to start, whether you are an online company, a brick and mortar company or a combination of the both!

T.E.A.M. Principles

This is a concept I created a few years back, it's become even more important post COVID. A digital marketing solution can only be effective when T.E.A.M principles are followed. T.E.A.M means much more than team!

Once you've determined your company's marketing goals, you are ready to implement T.E.A.M digital marketing solutions.

There are many dimensions to TEAM. First, the power of the entire TEAM. The public talking about your brand is stronger than your marketing team yelling about it!

Team is defined in terms of both your external and internal teams. Externally, in your target market, your clients become your company's most powerful sales team. As existing and potential clients engage with your posts, they are actually endorsing your brand and increasing your trust quotient. Your internal staff team must be aware, supportive and continuously improving your digital marketing solutions.

Second, the defining principles of T.E.A.M: Trust, Engagement, Action, & Measurable.

T = TRUST. A digital marketing solution must instill trust in your brand, product, service or staff. Think creatively on how you do this. One way NOT to do this is by posting "brochure-ware" or stock photos on social media.

One way to instill trust is finding creative ways to entice User Generated content in posts. I'm referring to either client or staff experiences as User Generated content. To instill trust, the digital solution needs to encourage or capture user experience or staff knowledge. Posting beautifully made brochures and expecting to build trust does not work. Real life visuals and sentiments from real people instill more trust than brochure-ware.

E = Engagement. An effective digital solution drives user engagement. WHY is this important? For many reasons. It's to extend reach, gain trust, capture attention and to be remembered. People trust and take notice of something their friends post or engage with, causing meaningful reach verses paid reach. Meaningful reach, driven by engagement, spawns more engagement verses paid reach. In marketing, we all know, that making someone feel is how you will make them remember your brand. Hearing how friends feel about a brand is powerful!

A= Action. Call to action! Why have a call to action in a digital solution? One, we want make it easy for our clients to connect with us and second, you can measure a click (or action). A request to BUY is not appropriate in each post, by rule of thumb, ask for the sale every fifth post, whether implied or direct. However a call to action isn't only about asking for the sale, it can also take the form of asking a question, offering value in the way of a DIY videos, coupons, downloadable information, contest instructions, live-stream audiences, Q&As and so much more!

Action creates another level of engagement, trust and a public endorsement. This is how your clients become your sales people.

M = Measurable. A good digital solution has purpose and solves business goals, therefore must be measurable. Maybe you are rolling out a series of scheduled weekly fun live-streams, featuring staff and client experiences. If your sales are local at one brick & mortar location, you will measure success differently than if your sales are online. So, for a local geographic target, measure success by local viewers and the number of local sales in relation to the number of viewers. If your target is wider or online, you'll measure success by a wider viewer audience, and the number of online sales or website

visits to the number of viewers. Your measure of success will be the number of sales or inquires which result following these live-streams. Asking your clients fill in a #Hashtags or coupon code which was only view-able in that same live-stream, to directly track the impact, is just smart digital marketing. An effective marketing solution will utilize a different coupon code in each different marketing medium; print, live-stream, twitter or LinkedIn, to help directly measure the return on that marketing effort's investment.

Digital Marketing Solutions are an extension of traditional marketing efforts. It's all one marketing effort now. However, leveraging various engagement features of online platforms make the T.E.A.M. principles extremely important elements of a company's online marketing solutions' success.

Consistent Branding

As you add various platforms online, ensure that your online branding and processes complement each other. If you want to create or transform your client's printed newsletters to an online platform, use the same branding for both print and online eNewsletters. If you plan to have a blog, YouTube channel, and/or Twitter presence, we'll show you how to ensure that all platforms are consistently branded, and all feed off each other's content.

Tip	Your target audience needs to recognize at all times, in any search result, that you are the same company, person or organization. Don't make anyone guess who you are or what your purpose is when you establish your online page. People have very low attention spans online. You have only a few seconds to capture their attention. Always use consistent logos and colours. For even more consumer ease of recognition, use the same and most identifiable image in each online presence: your logo, your storefront, or your images.
------------	--

Tip	Did you know the average consumer must see a brand six times before they recognize it? The average consumer must also read or hear about what you do 21 times before they understand what it is you do! So, don't miss an online opportunity to have consumers recognize your brand and hear your message.
------------	--

Award-winning online example of branding

The following is an excellent example of not making your target audience guess that you are, and of staying consistent. All too often I'm about to go to a seminar in a new community or industry, and as I start becoming familiar with that location or field, I see a ton of organizations who decide to change their branding on each medium, thereby NOT leveraging each other. By doing this, they lose any

momentum built from brand recognition.

The website features a prominent "EXPLORE the BRUCE" logo at the top left. To its right are three main navigation tabs: "EXPLORE", "MAPS", and "TOURS". Below these are four secondary tabs: "Do", "Stay", "Eat", and "Shop". A fifth tab, "Events", is located further to the right. The central part of the page is dominated by a large, black and white photograph of a person wearing a mask and goggles, looking down at something underwater. Overlaid on this image is the text "Be an underwater explorer." in a bold, sans-serif font.

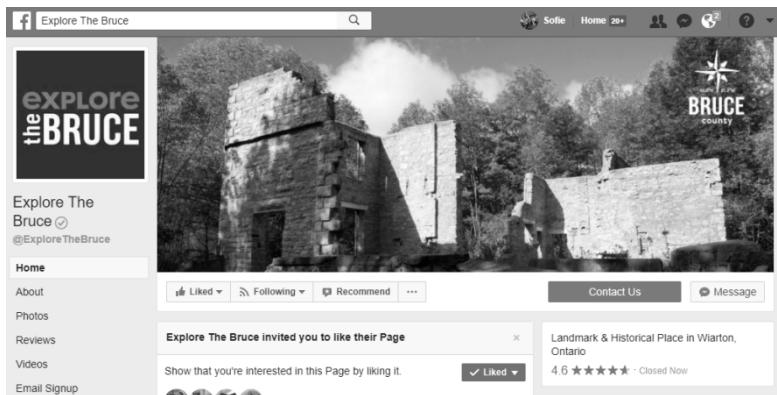
Explore the Bruce website: <http://www.explorethebruce.com/>

<https://www.instagram.com/explorethebruce/>

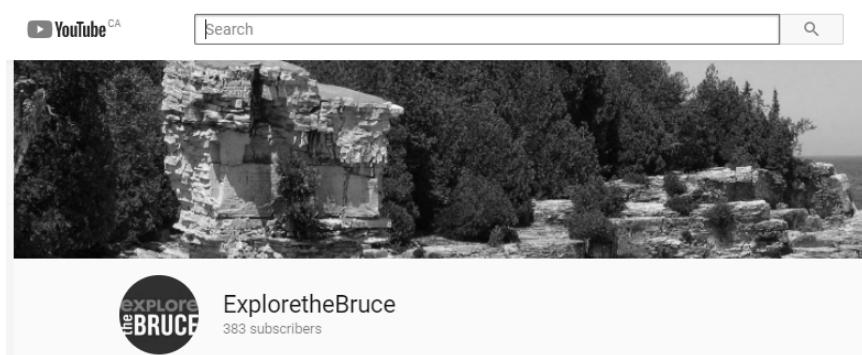
This screenshot shows the Instagram profile for "explorethebruce". The profile has 942 posts, 12.5k followers, and 834 following. The bio reads: "Hike the path less travelled. Breathe in gorgeous sunsets on sandy beaches. | Travel responsibly. | Share your moments with us. | #ExploreTheBruce | linkin.bio/explorethebruce". Below the bio are five circular icons representing "Food", "Tobermory", "Walkerton", "Sauble Beach", "Lion's Head", and "Winter". The main feed displays several black and white photographs with captions: "the daily catch?", "Come see t", "Just keep swimming.", "Find out about fens.", and "Discover Point Clark.". Each post includes a caption and a timestamp.

This screenshot shows the Twitter profile for "explorethebruce". The account has 49.2K followers, 349 following, 14.2K tweets, 1,550 likes, and 26 lists. The bio is identical to the Instagram profile. The timeline shows several tweets, including one about removing adventure passport signs and another asking for help identifying a tree in the background of a photo. The "Who to follow" section lists accounts like "Grey County (@GreyCounty)", "BruceOntario (@BruceOntario)", and "South Georgian Bay (@SGB)".

Explore the Bruce Twitter page: <https://twitter.com/explorethebruce>



Explore the Bruce Facebook page: <https://www.facebook.com/ExploreTheBruce>



Explore the Bruce YouTube channel: <http://www.youtube.com/explorethebruce>

What examples do you see as excellent examples? Another few excellent examples are:

<http://www.bluemountain.ca>

<http://www.twistedgoods.ca>

<http://www.sossaveoursoles.ca>

<http://gypsyville.com>

Photo Sizes for Each Platform

You'll want consistent branding across all your platforms. Start with writing both a short and long description to be used on your chosen platforms.

Create one square logo to be used on all your platforms, and a number of cover or header photos to be used, as needed.

Logo and Cover Photos Dimensions for each Social Platform

Facebook	Cover Photo -- 820 x 312 pixels Profile Photo -- 170 x 170 pixels News Feed Images -- recommended size of 1200 x 630 pixels. Minimum allowed 200 X 200 pixels.
-----------------	--

Twitter	Profile photo: 400 x 400 Header: 1500 x 500 News Feed Tweet Image -- 600 X 335 to 1,200 x 675 pixels
Google Listing	Profile photo: 250 x 250 Cover photo: 1080 x 608
LinkedIn profile	Profile photo: 400 x 400 Profile Cover: 1850 x 200
LinkedIn Company page	Logo: 50 X 50 and 100 x 60 Cover photo: 646 x 220
Instagram	Profile photo: 110 x 110 Post Size: 1080 x1080 Stories: 1080 X 1920
YouTube	Profile photo: 800 x 800 Channel Art (cover): 2560 x 1440

<https://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic>

Building Your Own Web Within the Web

To leverage the power of the Internet, each one of your online presence needs a consistent company name, consistent keywords, as well as consistent logos, photos and target markets. The goal is to have all these elements work together, and point back to your online “home base,” whenever possible. You’ll have more eyes on your google listing and your social media posts than your website, so the flow of traffic will go from your google listing or social media activity back to your blog or website.

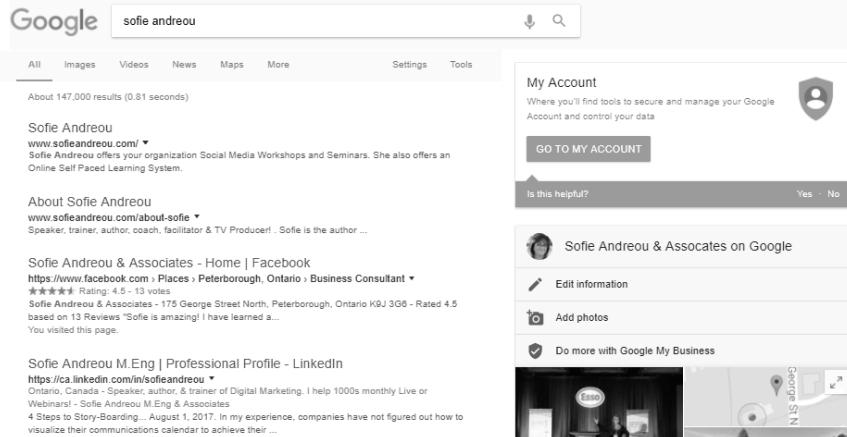
Social media and website search engine optimization are critical to leverage the power of the Internet. Google search results should provide a link to each of your online presences. I hope when you have completed this book, we’ll have helped you to optimize your online presence so each of your online platforms are found on search engine quests.

When your target market is searching for your company through a search engine, they should be able to “click” on the search results that they’re most comfortable with. For example, some may prefer to use Facebook, while others may be more comfortable with LinkedIn, Twitter or other online business solutions. Regardless of the platform, the easier you make it for your audience, the more success you can expect as a result.

The more times you include links back to your blog or website in your posts or tweets (and especially if it gets shared or retweeted by others), the higher your search engine ranking becomes. It’s important to use an appropriate keyword in all your online activities. Treat anything you do online like a matchmaking service; if you keep requesting information about single males specifically, then that’s what you’ll be known for online. Similarly, if your keywords are never used in your posts, the matchmaking system—in this case, Google—will not match up your content with those searching for those keywords.

Tip	Use your keywords and hashtags, or lose your clients to those who do.
------------	---

For example, for the search results for me, Sofie Andreou, each of my online properties appear— my website, YouTube channel, LinkedIn, Facebook and Twitter profiles. Depending on the person searching, they'd choose the property they're most comfortable with.



Tip	Google Listings are essential to being found. Your Google Listing feeds google search results. If your Google Listing doesn't reflect your products and services, you're losing out on the MOST POWERFUL FREE online business tool.
------------	---

Tip	One or more of your online elements can be effective “catch points” of your target market across the web for your company or organization. You need to see if your target market has already joined these online communities. If they have, then you could join them as well, and become a part of their online community. In this way you are able to join in on their conversations and position yourself as a trusted source for your knowledge base or service offering. Over time, you'll grow your own following, and eventually, you'll get your own quality followers.
------------	--

Online Presence Alternatives

Not every business requires all available social media platforms. For example, a business who might have male executives as their client base might only choose to use only LinkedIn as their online social media platform, complimenting it with their own central blog as a source, and a monthly eNewsletter.

We've reviewed each platform at a high level, but, in the coming chapters, we'll review it in further detail to help you determine which platforms might be your best option, and therefore, which should be a priority for your company.

Your Domain

Your organization, community website or blog are commonly your centre or online ‘home base.’ This is really the only online web address you own. The rest are, as we say, playing in someone else’s sandbox. What I mean by this is that you pay for your website address, and no matter where you host it, you’ll

always own your website address. You might even move it from one hosting provider to another and change the design, but you still own the address.

I own www.SofieAndreou.com. I don't own Facebook.com/123DigitalPower—it's owned by Facebook. It's unique to me, but they can change their policies at any time, restrict who sees your Facebook page, and so on. You can't depend on a social media platform forever, so you should use it while it's effective. However, your website will always be yours. Next year, it might be that TikTok is the most effective tool to engage with your clients, and something we haven't heard of the year after that. Regardless, in all cases, you own your website and redirect people back to it for further information and to purchase your products, or make donations, etc.

Tip	Your domain is as important as your bank account. Make sure you have access to it, own it and renew it before it expires! Never let a web designer own your domain; you must own it and renew it.
------------	---

There are many places to buy your domain: www.domains.com/ or www.register.com. The average cost is \$10/year, but they are critical assets. Each domain is unique. There cannot be two www.SofieAndreou.com, for example. Indeed, each of your social media platforms also creates a unique URL, often based on the unique username you choose. For example, Instagram creates www.Instagram.com/123DigitalPower for my account.

Your website must be search-engine friendly and easy to use. Following the search engine principles outlined in this book will ensure all of your online presences point to your home base, and that your home base points to each of your other online presence or profiles.

Websites in the past have been difficult to update. There are still many companies with old websites who can't update their own content without coordinating through their IT department or an external webmaster. Blogs are now built into websites. Blogs give you the flexibility to add content to your own website in the form of a blog post.

As of 2010, the line between blogs and website technologies has blurred, and now they are used interchangeably. Blogs and websites are now the same. A blog should be a part of a website, under the same web address. The blog is where the business owner can update their information frequently on their own website. The blog behaves as content to be distributed over their social media platforms and eNewsletters.

Tip	To strengthen your organization's search engine placement, put a link <i>back</i> to your blog or website in as many of your social media posts as possible.
------------	--

Business Directories

In each of your communities, there are online business directories where you can add links to your website, blogs and other online profiles. These could include a chamber of commerce, county/town/association directories, and other association directories. You should be sure to go back to these directories to add your website addresses and your other social media profile links (Facebook, LinkedIn, etc.).

Tip	The more incoming links you have to each of your online presences, the more powerful you are in the eyes of Google and other search engines. This power results in having all of your online presence listed on Google's search results – for free!
------------	---

Targeted Online Ads

You can also pay for online ads. When someone clicks on your ad, it will send them to the link that you've embedded in your ad—be that your website, blog or another of your web addresses. This is called a *landing page*. If your ad says, “**click here to register for an event**” and a person clicks on that button, it must take them to a page that is clearly about registering for an event. You have only a few seconds to keep their attention, so be sure this landing page shows them quickly and clearly what they came here for. They must be able to find what they are looking for in that link within a few seconds, or they will click away, and you will have lost them.

The two most popular payment methods for online ads are cost-per-click (CPC) and cost-per-thousand (CPM). CPC means you pay every time someone clicks on your ad. CPM means you pay for every 1,000 times your ad is shown. These are called *impressions*.

You can set daily limits, say, \$3 per day—meaning your ad stops appearing when you've reached the \$ maximum for that day. Each click or impression has a different price, depending on how many people search for the keyword you select, or how many people are within the geographic area you have selected for your ad.

For example, you can create a Facebook ad aimed at women who are located within 50 miles of a given city, and have your ad's spending limit set at \$3 per day. Facebook will tell you, for example, that you can expect to pay 10 cents a click or 21 cents for a thousand impressions. You then choose which method you prefer and set your daily limit. I always suggest setting a start and end date along with your daily limit, as you may not want your ad running forever.

Both Google and Facebook have easy-to-use tools to help you customize your ads that include reports containing useful details on who has clicked on your ads. I'll have more details regarding online ads in both the **Google ads, launched in 2000**, and the **Facebook** sections of this workbook.

Online ads have now been around for 25 years! Did you know that the average click through rate on an ad is only 1%? The online user is now “blind” to online ads. However, as the online audience is so vast, 1% can translate into a significant number. A recent analysis by **AdStrength™** showed that the best performing ad is a top square on a website page, 300 x 250 pixels in size.

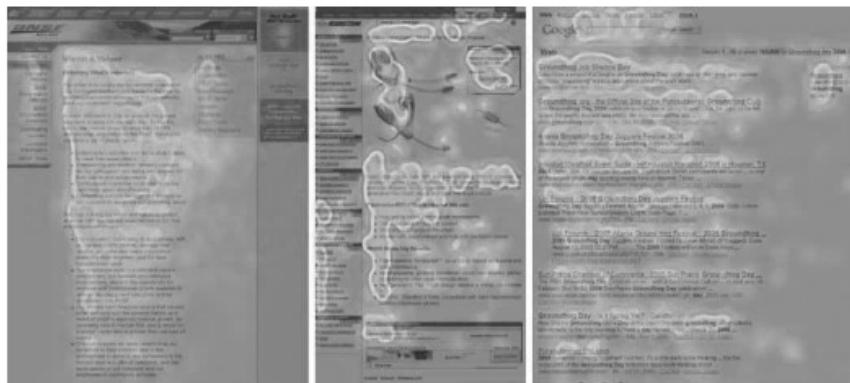
Saying this, Facebook Boost posts, LinkedIn promoted posts, Instagram promoted posts and Twitter promoted tweets are effective. They're not placed where ads are traditionally placed; they're placed in your target audiences' newsfeeds and not ignored to the same degree as ads. Of course, Organic Engagement is still the best for results!

eNewsletters, eSurveys, Sharing on Social Media Sites

- Direct contact with existing/potential clients, donors or volunteers by email.

There are many eNewsletter and eSurvey tools. We'll review some of them in a later chapter. The key here is to find clever reasons for your existing/potential clients, donors or volunteers to want to receive your emails.

Let me introduce something called *squeeze pages*. Squeeze pages are online landing pages where you offer your existing/potential clients, donors or volunteers something of value in exchange for their email. Often businesses will create a whole ad campaign around collecting emails, and will lead their target market to a squeeze page. You could offer them the top 12 tips to something you are an expert on, offer them a coupon, offer them a percentage off their monthly invoice if they convert to online bill payment, or offer to enter them into a contest where, in all cases, email gathering is mandatory. No matter what, you need to respect your recipient's privacy and tolerance for how many emails they want from you. Also, you need them to opt-in on your email mailing lists. The opt-in happens when they give you their email in exchange for their valuable offering you have for them. However, within this same exchange, you need to indicate *how you'll be* using their email. Standard privacy information is that you're not going to be selling their email, or spamming them. However, if you plan to send them product updates or a monthly newsletter afterwards, this needs to be stated and they need to opt-in. The eNews tools we'll be reviewing in later chapters do this automatically for you.



With social media, they opt-in to receive your posts by clicking on the button to follow you on Twitter, liking you on Facebook, or connecting with you on LinkedIn. In each case, you can lose your privileges if your communication is too overwhelming or too underwhelming.

Classy Online Principles

<i>Tip</i>	<ul style="list-style-type: none"> ● Target only those people who are interested ● Develop and nurture relationships ● Honour privacy ● State why you would like a relationship ● Become a ‘guru’ and share your knowledge ● Be transparent ● Be authentic ● Offer real-time customer support options
-------------------	---

Website Best Practices

<ul style="list-style-type: none"> ➤ Title all images for search engines ➤ Easy-to-find call-to-action links ➤ Navigation links in the same place on every page ➤ Employ an odd number of navigation links ➤ Maximum of seven navigation links per page ➤ Relevant keywords in text, links, titles and descriptions ➤ You only have a few seconds to catch online visitors' interest ➤ Design toward an “F-shaped” screen-reading pattern

People STILL read web pages and mobile phones in an “F” pattern. They start at the top left and generally follow one of these three patterns. **

** From <https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>

Relevant Links for Search Engines

Listed here are the five important relevant links:

- Incoming
- Outgoing
- Navigational
- Title links
- Incoming links

Relevant incoming links are the most important. This is an over-simplification of what Google is looking for, but it's sound advice. The more incoming links (i.e., links pointing to your pages), the higher value that search engines (like Google) place on your pages. If you have other websites linking to your pages that Google ranks as high, your pages then will also be ranked high. Some call these exchange links.

List all the incoming links from other websites that you might request to have point to your online efforts (e.g., your own website or Facebook page, your partners, associations, leaders in your industry.)

To truly leverage the power of the Internet, don't forget to add your own incoming links to all of your profiles: blog, website, LinkedIn, Facebook info tab, as shown in the examples below.

Long Description	Write a long description for your Page
Mission	Helping you work smarter vs harder!
Founded	2002
Price Range	\$\$
Products	Business Seminars, Workshops & Keynotes: a) Overview Leveraging the POWER of the Internet! b) Introduction Online Marketing... See More
Parking	Parking Lot
Email	sofieandreou@gmail.com
Website	www.sofieandreou.com http://sofieandreou.blogspot.com/ http://twitter.com/SofieAndreou http://www.youtube.com/sofieandreouseminars http://ca.linkedin.com/in/sofieandreou

Most importantly, request relevant websites relating to your topics and with high authority websites (websites with high page ranking) to add links from their website linking back to your website.

Outgoing Links

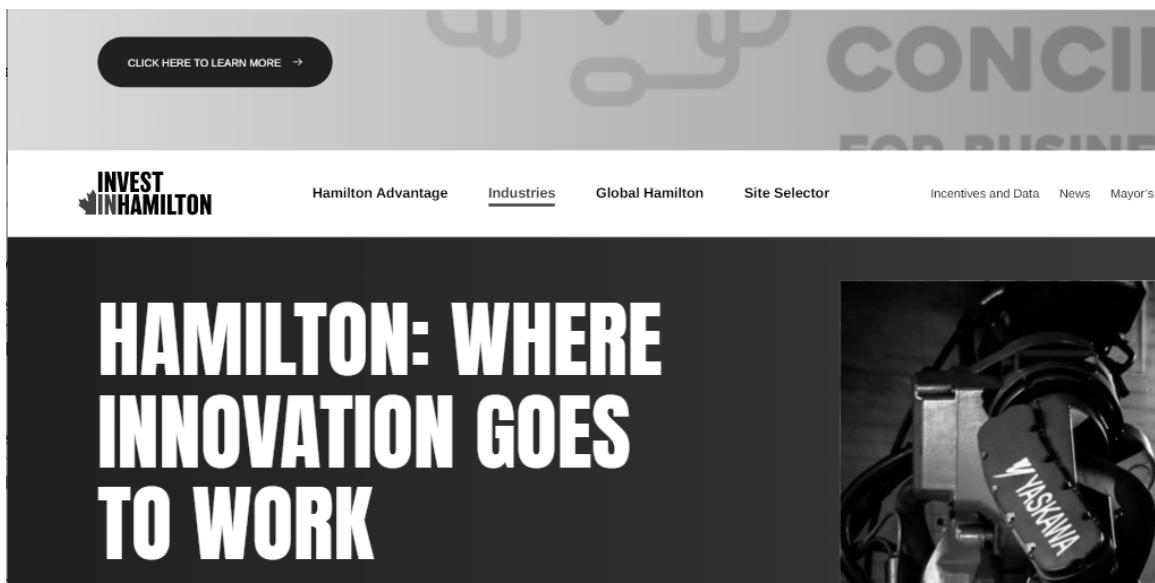
When clicked on, outgoing links lead your visitors away from your site. When search engines visit your site, they'll review the links you're pointing to, in order to determine if you are a relevant source of information. If you link to relevant outside sites, search engines will rank you higher. Relevant incoming links, of course, are still most important from Google's ranking point of view, and incoming links are most effective in clients being routed to your site. Outgoing links do take people away from your site, but these help Google with other searches and, thus, are valuable to Google—and therefore, to you.

Tip

I recommend that you set up your outgoing links so that when clicked upon, they open in a new window apart from your website page. That way, when a visitor does click on an outgoing link from your website, it's still opened for them to see after they've finished looking at the other website and have closed that window.

Navigational Links

The first page of your website might be called “Home” with the standard “About Us” as your second page. But, why not speak to a search engine – what? See how InvestInHamilton.ca attracts visitors to their site and use of best practices. They’re assisting Google in bringing forward their website when anyone is looking for their information. It’s important to use an appropriate *keyword phrases* as navigation link.



Also, don't forget to link between pages within your website, but do this with caution and only if it's relevant. Don't link every page to each other.

Title Links

Your own website has links, images, titles, tags, and buttons which are all important to search engines since they assist visitors in navigating your website. Site navigational links help search engines identify what's on your site. As well, adding **titles** to images gives Google another opportunity to show your site.

Google is just a machine; it cannot ‘see’ your images. Therefore, it needs you to give the images meaningful titles. On some websites, depending on the coding, Google can read what the image was originally stored as, e.g., DC1234. However, this coding is not helpful unless someone is actually looking for “DC1234.” Search engines are looking for relevant keywords, so save that photo with a relevant keyword instead of the DC1234 number. Blogs are search-engine friendly because they ask for titles for everything: posts, images, and videos.

This website shows that they named this photo <https://investinhamilton.ca/> “Hamilton Economic Development,” as opposed to “Logo.” The naming of photos with a keyword helps Google to match users to your website, your images appear in search results, and also enables your website to be used on mobile devices.

Summary of Web Pages

Create the same template/format for each online page to follow, including, where appropriate:

- Background, including your traditional logo, colors
- Possible outgoing links
- Navigational button placement
- Proper page or navigation names:
- List where to get the text for each page.
- List where to get images for each page and image titles.
- Do you want any of these elements on your pages?
 - Map to your physical location
 - Contact Us form
 - Video, photos, gallery
 - eCommerce shopping cart
 - PayPal
- **Determine if one of these pages is going to be your blog.** Organizations will often have their blog as the home page of their website
 - Blog content is *very* search-engine friendly, therefore attracting more viewers to your website.
 - Blogs should be updated at a minimum twice a month. Daily is considered extreme. You need to determine what your target audience's tolerance is and how often you can create unique material.
 - Many organizations are invited guest bloggers to contribute to their blog, helping add more content to your blog. Guest bloggers will also promote the blog when their blogs are published. It's an excellent way to get more visitors to your website.
 - Blogs are an excellent source of material for you to distribute through your social media platforms.

How to Increase Your Followers

The objective is to continually increase your direct connections with your target audience. Expand your relationships and grow your dedicated followers to help you achieve your online goals. The beauty of social networking is being introduced to potential clients, donors or volunteers by your existing clients, donors or volunteers. Over 80% of all of your new followers will appear due to an interaction one of your existing followers has with your online content ("word of mouth on steroids.")

The Ripple Effect

Without social networking, we typically connect to one person at a time, tell them about our products or services, and sometimes that person will mention it to others. Our message is interpreted through their words, or not at all. However, with online social networking tools, when one of your direct contacts likes your post, shares your post, or comments on your post, there's a large possibility that all of their direct connections who are online will also see your message. More importantly, they're more likely to trust your message because someone they trust has endorsed you by liking or sharing it.

So, instead of a conversation ending with one person, we have a *ripple effect* or a *chain reaction*. The Socialnomics145 YouTube.com video by Eric Qualman calls this “*World of Mouth!*” It’s a must see. You recommend checking out his YouTube channel. He’s definitely one of my go-to giants!

Social Networking Profiles

When someone creates their profiles on a social network, like LinkedIn, Instagram and Facebook, they’re asked various questions, depending on the platform, questions like their age, where they’re from, where they live, where they went to school, their previous jobs, interests and other information. The social network also tracks the users behaviours while online, time of activity and interests. The social network then leverages this information in a few ways, first to target paid ads, and second, to present that profile with more people and content they might want to connect with.

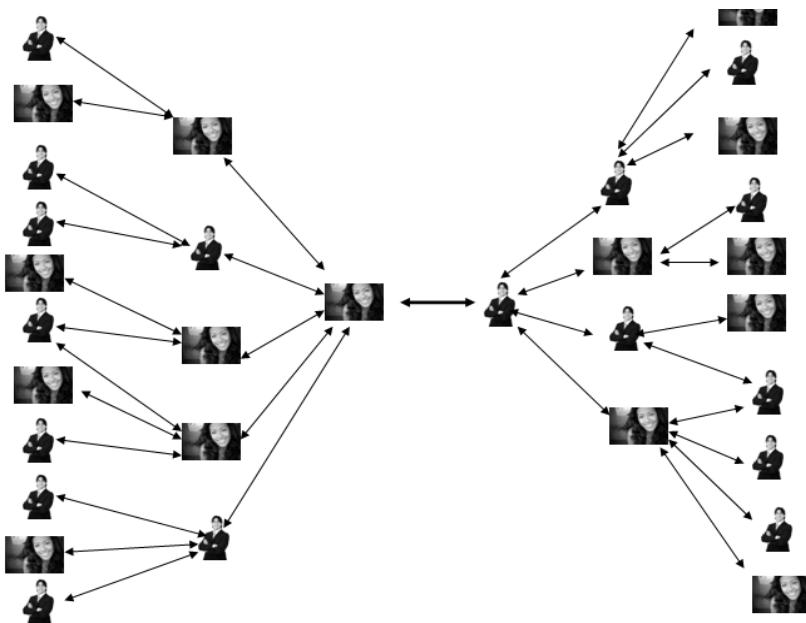
All the platforms make it simple to connect with more people and content. If someone accepts an invitation to connect, or if they like a new page, that new connection is automatically broadcast to all of their current friends or connections. When a person comments, likes or shares something, it too is broadcast to their current friends or connections. Hence the “world of mouth” reference. When your fans, friends, or connections comment or click on your posts, all of their connections see your *exact* message. This extends your message to them through a trusted source.

If your online purpose is to increase your abilities to communicate in both a time-effective and cost-effective manner, these social networking platforms offer that feature.

I post relevant events or links for my followers’ benefit, in hopes that I add value to them and they’ll continue to follow me and recommend others to follow me. Whenever I see an appropriate and useful online marketing video or article, I post it to my appropriate business social media platforms. Everyone is now the curator of that which they’re the experts of. If you’re a fashion retailer targeting women, you likely use Pinterest and Facebook to create buzz around your new fashion lines. You’d start by pinning the image of a blouse *from your website* to your Pinterest board. Your hope is that your Pinterest followers will repin your pin to one of their boards. This then goes out to all of their followers on Pinterest giving you a trusted testimonial. Imagine if the followers of that potential client started repinning that image and then it was repinned hundreds of times by others, saying they all need to buy that blouse. Every time they click on the blouse image, it takes them back to your website, because you pinned it from your site in the first place! This does a number of things: First, it increases the possibility of selling that blouse online, and second, it increases your website’s SEO from the keyword *blouse* because it’s showing that hundreds of people are clicking back to your site in search for that item of clothing.

Your hope is that your connections find your pins, tweets, comments or posts interesting, and they’ll share them with their connections. You can also ask your connections to share, and encourage them to become directly connected to you.

This is the “world of mouth” effect. It’s like dropping a pebble in water and watching your ripples expand beyond your direct connections!



An older, but excellent video is [Social Networking in Plain English](#). It shares the power of the above diagram. If you post something so all of your contacts can see it, and one of your contacts comments on it, all of their contacts will see it, thus increasing your potential target audience.

Check out the video, [Social Networking in Plain English](#), on the Videos in the Digital Strategy Section.

Tip	Social networking has proven time and time again that people trust referrals and look for trusted suggestions versus trusting faceless ads. You can reach people through online ads, but it's much more effective to reach people by having others recommend you. An ad might be 14% effective, whereas a comment to a post by someone they trust might be upward of over 80% effective!
------------	--

Gary Vanderchuck is one of my first favorite digital giants. He helped at his uncle's wine shop and has become an icon for how to use social networking. The following link is one of the first of Gary's videos that I've seen. Be prepared for a somewhat "raw" video experience.

How/Why: Check out Gary's video "It's not stocking!?"

This video was of Gary in the early days, Gary is now considered a giant! He video blogs live from the streets of New York, has been featured on the "who's who" of talk shows, speaks at conferences discussing how to be successful, both live and online. Gary emphasizes the need to personalize your message. We learn that he has a brother whom he respects and works with, and that his wife just gave birth to their first child. During the taping of the live webcast, Gary has an idea and starts sharing it with you while someone is vacuuming in the next room or photo bombing his talk as they walk across the street. He is unforgettable. Be sure to check out <http://garyvaynerchuk.com>.

Tip	Link Back and Forth
	Social media accounts are search-engine friendly. Your social media profiles bios can be indexed by Google "higher" than your website is. The key is to have everything linking back and forth to each other, thereby leveraging the power of your social media accounts.

Tip	Online marketing and social marketing both use the same principles of traditional marketing. It typically takes an audience six times to see your brand before they start recognizing it, and 21 times for your target market to actually know what it is you do! Use social media to add value to your target market so they begin or continue to trust you.
------------	---

Tip	There is a rule of thumb on how many posts you should be sharing valuable information that your target market is interested in, compared to the number of times you try to sell through this same vehicle. The ratio is 5:1, meaning post five exciting valuable information notices for your target market's consumption, to one post about a service or product you would like them to buy from you.
------------	--

19 Tips to Growing your Followers: Best Practices

You must first have quality posts that appeal to your followers. More importantly, you need to know which type of posts your audience will engage with. So, how does one know which posts will entice your audience? Here are a few tips.

- 1) Watch others who have the size of followers you would like. See what complementary Facebook pages, YouTube channels, Instagram, Google Listing accounts are doing. Specifically notice which posts, stories, livestreams, or contests create the most buzz.
- 2) Follow your best clients and see what kind of posts they respond to.
- 3) Once you believe you know what kind of posts your followers may be interested in, find, follow, like, connect, and contact those who *already* have your target market following them. I call them giants or ambassadors. Entice them, or just ask them to retweet or share your tweets or posts with their followers.
 - a. They say that over 80% of people like a page based on their friend's activity. So, you want your fans to interact with your posts so their friends will turn into your fans! Assuming your content is valuable to them, you'll create the buzz and engagement level that you need to grow your followers. Think of this as "word-of-mouth on steroids"—you tell one person, and if they reply, it's like they've just endorsed you to half of everyone following them.
- 4) Invite your influencers to your events, and ask them to share stories and tag your account or post while at your live or virtual event.
- 5) Be vain! Get your vanity URLs, that's not really a thing, but, I mean get your handles and make sure your clients know what they are so they can tag you on the platforms you've chosen.
- 6) Ask your friends and family to like your page, to follow your posts, & stories.
- 7) Use the **Promote Your Page Ad** and **Boost Your Post** options on the accounts you've chosen when appropriate.
- 8) Include your social media links on all of your printed materials.
- 9) Encourage your team to share with their followers.
- 10) Make it easy for your website or blog traffic to be converted into your fans or followers without leaving your website, with just one click! To do this, you need to add the **Like** button or **Follow Us** button directly on your website instead of having just a "Click here" button. You want people to leave your website, go to your Facebook page and click on the Like button while they're there!



- 11) To turn your website visitors into fans, the best practise is *not* to put the standard Facebook "F" symbol on your website. This simply leads people to Facebook where they *don't* have to like your page to view or comment, and you will most likely lose them from both your website and your Facebook page. Instead add the **Like Us** widget right on your website. When they click on that, it immediately turns them into your fan, and they will automatically get your Facebook updates. This ensures you don't *lose* the opportunity to turn your website visitors into fans. If you have room on your site, add the widget that includes your Facebook logo, title and some of your fan's faces. Statistics show that people who use this widget on their websites convert even more people into fans. It's likely that this occurs because people like seeing their own face automatically appearing on the website they are currently on. To create your widget, come to one of my workshops, or go to <https://developers.facebook.com/products/social-plugins/>
- 12) Enter your Facebook page URL, and then indicate if you want just the button, if you would like faces of fans, or posts showing as well. Then, click on **create code** and put it where you would like it on your website.

Embedded Comments Code Generator

URL of comment

Width

Include parent comment (if url is a reply)

Replied to Sandra Selby-Cormier's comment on Mark Zuckerberg's public post [f](#)

 **Mark Zuckerberg** Wow, congrats on beating lymphoma! That seems like a big enough challenge for a few years!
Like · 2811 · about 2 years ago · edited

Get Code

- 13) Post, as your business Facebook page or Instagram Business account, on other Facebook pages or accounts.
- 14) Join strategic Groups on LinkedIn. Share valuable information in those strategic groups. When you've shared, say 4 tips, then you've earned the right to ask people in that particular group to follow you on your various social media platforms.
- 15) Be supportive. Mention those in your posts who might be interested in sharing your information. Just because you've posted doesn't mean that your audience or your giants will see your post. To ensure they do, mention (tagging them is mentioning them) them in your post and ask them to share your post. The life cycle of a post has decreased to three hours, so there is a good chance that, unless you mention them, they will miss your relevant post.
- 16) Give an action. Ask to be shared, or tagged, or liked. Those who actually ask to have their ask get more engagement than those that do not ask.
- 17) Leverage all kinds of Video!
- 18) Be transparent and authentic.
- 19) Tell Your Unique Story to Gain Trust.

13 Posting Tips

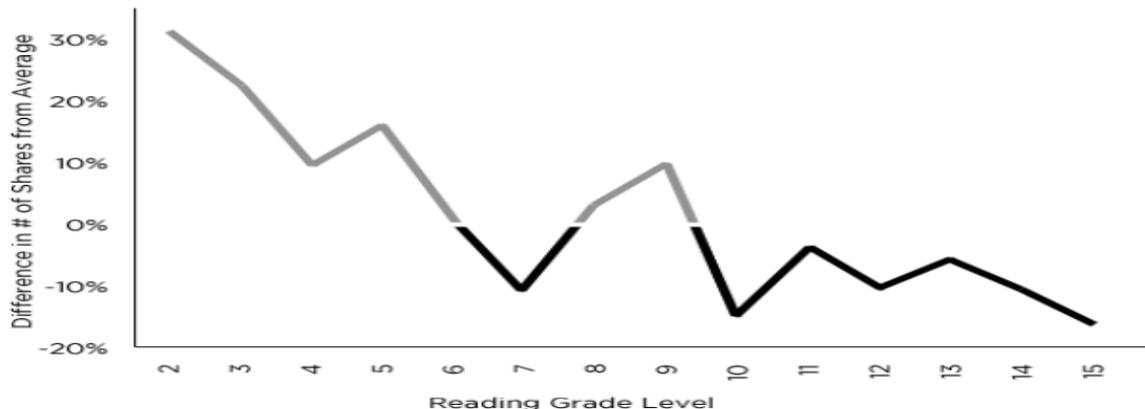
These thirteen tips are critical to increasing your followers.

Posting tips	<ol style="list-style-type: none"> 1) Post should be written for a Grade 2 level reader. 2) 80 characters of text maximum. 3) Attach a photo, video or link (preferably a link back to your website when appropriate). 4) Include an action. 5) Be educational AND funny: “Edutainment posts!” If you’re posting six times a week, ensure five are edutainment posts, and only one is a self-promoting post. 6) Best times to post are 10 a.m., 2 p.m., and again at 8 p.m. 7) Aim to post three times a day, or at a minimum three times a week. 8) People are HAPPIEST on Fridays or Sunday evenings—post then for sure. 9) Posts should read like a newspaper headline, linking to your blog, or a showing a video or photo for more information. 10) Include an appropriate keyword. 11) Boost or promote, when appropriate. 12) Tag appropriately to get specific attention. 13) Upload NATIVE video when possible.
---------------------	---

Think Grade 2 Reader—Short & Visual

If you can remember that your posts should allow your Facebook page to read like a Grade 2 reader, you’re on your way!

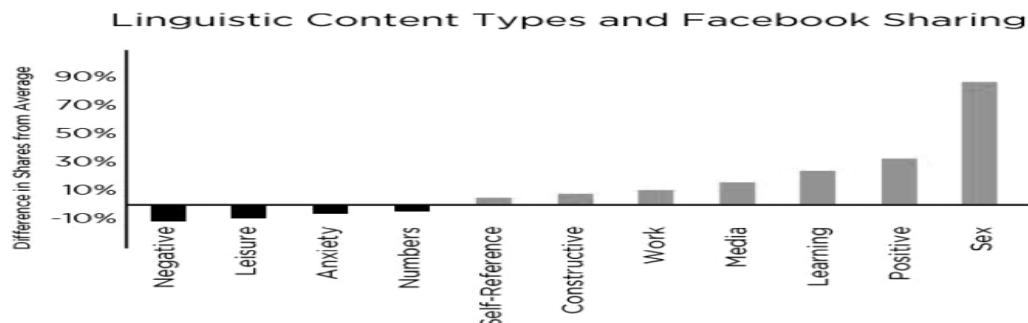
Sharing by Readability



Research shows that you get more shares or retweets when the level of the language is at a Grade 2 level. Continue to think at this level and keep your posts short as well. Research shows that Facebook posts or tweets with less than 80 characters get more shares and likes than longer posts.

Also, the use of “buzzwords” in posts is not highly regarded. It’s been found that that posts with buzzwords get less engagement than those containing plain English. Finally, research further shows that posts containing a video, photo or link get noticed and shared than a post with no visuals.

Edutainment AND Actionable



The above chart shows the type of language that gets shared the most—not necessarily the topic, but the language. Positive posts are shared more than negative posts. If your topic allows for some sexual innuendos, go for it, as posts of this nature are shared the most! From my hundreds of hours of viewing posts and tweets, I’ve found that the topics shared the most often include food, travel destinations, design, architecture, clothes and humour. Furthermore, stay positive and be funny when you can, as it helps your topic get noticed.

Be sure to fill your posts with *action* which encourages engagement. Remember that about 80% of your new followers will find you due to your current followers engaging with your posts. For example, you want to say, “Please share,” or “Please tag yourself in this photo to be entered into a draw to win a prize.” It’s been shown that saying “Please Share” gets more shares than not saying it.

When and How Often do you Post

The number one reason people STOP following you is because you’re posting too often. As a rule of thumb, they say that you should upload five educational posts and one self-promoting post. Also remember to not overwhelm or underwhelm your followers with posts. Other reasons people stop following is because your posts only contain marketing material, you’re posting too often, or your posts are boring, repetitive or too long.

There is NO ONE right answer on how often your company should post. It depends on your target marketing and who they’re currently following!

Companies who increase blogging from 3-5 times per month to 6-8 times per month almost double their leads.

The Top 10 Reasons People “Unlike” You

- 1) Posting too frequently
- 2) Newsfeed too cluttered with marketing posts
- 3) Posts became repetitive or boring
- 4) Liked you for a one-time offer
- 5) Did not offer enough deals
- 6) Too promotional
- 7) Content was not relevant for them
- 8) Too “chit-chatty”
- 9) Didn’t like getting info pushed on them
- 10) Their circumstances changed

On Facebook, people have on average 338 friends. On average, people used to log on to Facebook every other day. Currently, [78% of Facebook](#) users log on each day. When they log on, they see the most recent posts of everyone they're following on their newsfeed, and it's the same whether they're on LinkedIn, Google Listing, TicTok, Instagram, Pinterest, Facebook, or Twitter. If you're not posting often enough, your followers will never see your posts, as your posts will be buried under the more recent posts. If you post all of your posts at one time, and your followers happened to log on at that time, you'll likely annoy them and they'll stop following you. In other words, you need to spread out your posts. Find out when your target market is online, and scatter your posts at those times throughout the week.

Facebook has shared that the highest volume of viewers is generally from 10 a.m. to 2 p.m., and then again at 8 p.m. If your target market is not online at 3 a.m., then don't post at 3 a.m.! You need to check the Insights and Analytics tool on your own page to see when your posts get the behaviour you seek.

Statistics say that people are more likely to like or retweet a post on a Friday than any other day of the week. This doesn't mean you should save all your posts for Fridays, but definitely *do* post something on Fridays!

If it's raining, I notice that social media engagement increases! So, I will reach out to my clients on rainy weeks and suggest a contest or online sale!

Posts should read like a newspaper headline, including a call-to-action

Finally, posts should read like a newspaper headline. I was recently speaking with a newspaper editor, and she said that she uses the same principles when creating her paper's article headlines (except for the action part!).

In the post or news article headline, you should include a number when you can. For example, a post which reads "10 steps to how to buy land off shore" will get more shares than "Excellent article attached" or even better results than "How to buy land off shore." This is especially true on Twitter, which does not provide a thumbnail of the image of article attached. Stating "Excellent photo or article" is a waste of a post as no one will click on the link to see what you're talking about. You need to provide them with an intriguing hint, including a descriptive keyword.

Google Listings

One of the most critical tools online is a Business's Google Listing. If someone is a small business and only has time or resources for ONE digital marketing tool, I recommend Google Listings.

The video Happy Hounds' Google Success, an oldie but effective, is one of my favourite Google AdWord stories. You can watch ***Happy Hounds' Google Success*** on the Google Video Tutorial's list. It's of a business owner explaining how Google AdWords helped her grow her doggy daycare business. Check out *Happy Hounds'* Google success story. It's an old video, but, it effectively tells a story of how Google AdWords, when used properly, can help grow a struggling business.

Go to <https://support.google.com/> for any Google questions. See <https://www.youtube.com/user/GoogleBusiness> for 100s of support videos on the Google Business suite.

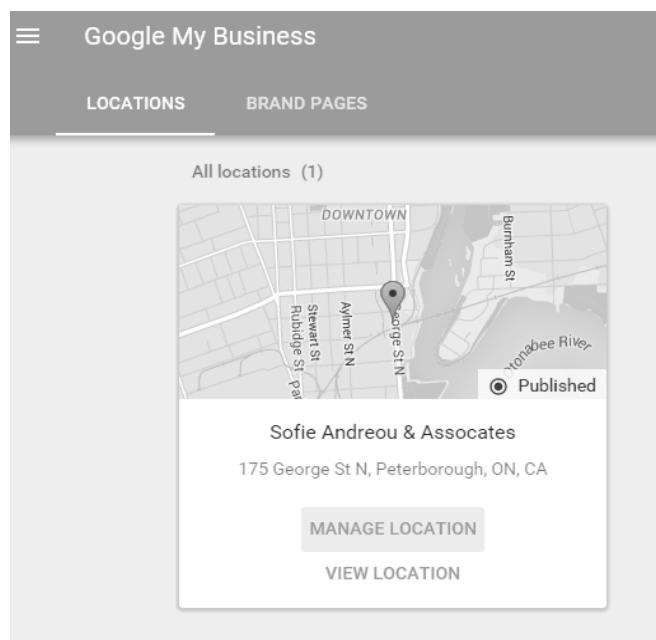
Establish Your Organization on Google by claiming or establishing your Google Listing.
Start by creating a Gmail account for your business.

The screenshot shows the Google My Business homepage. At the top, there's a banner with the text "Get your business on Google for free". Below the banner, there are several navigation links: "Overview", "Be found", "Connect with customers", "Manage easily", and "FAQ". On the right side of the header, there are "Sign in or" and "Get on Google" buttons. A sub-banner below the main one says "New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+." There's also a "Get on Google" button.

This Gmail account will always be attached to your business. It'll drive your Google business tools like Google Listing, Google Analytics, Google AdWords, YouTube accounts as well as many other aspects of your online world. Your website's URL and your Gmail account are almost as important as your bank account. Keep them in a safe place and with a few trusted employees.

As a policy, you must have a process to change the passwords before parting ways with any staff member.

From this screen, <https://business.google.com>, you can manage your Google business page for a physical address OR click on the Brand pages to add content to your online brand. You'll need to do both if you have a physical address.



Now, let's focus on making it easy for Google and everyone else to find your business online.

Businesses that have a public or retail address need to first create a Google Place account. Google search map results and create your **free “pinhead”** (a.k.a. location) on Google Map search results, called Google Places.

In 2009, Google introduced free Google local business listings for businesses, organizations, and events with an address. Google has a simple tool you can log on to and use to create your company's own local business centre listing.

HOW: Go to Google Listings for Business (<https://business.google.com>) to create your listing or *claim* your listing. Your listing will appear as a “pinhead” in the Google free-search results area. Like the following pinheads on the map, the searcher can find out more by clicking on your pinhead. It takes them to more information, which can include your web addresses, coupons, video links, logos, descriptions and categories, and most importantly, keywords!



Peterborough & the Kawarthas Economic Development ★

5.0 ★★★★★ 1 Google review
Economic development agency in Peterborough, Ontario

[Website](#)

[Directions](#)

Address: 270 George St N, Peterborough, ON K9J 3H1

Hours: Closing soon · 8:30a.m.–4:30p.m. ▾

Phone: (705) 743-0777

Business Place will be a part of your Google+ account, YouTube account and all of your Google business tools!

Google owns AdWords, Google Analytics, YouTube, Blogger, and has many of its own free tools, so you'll be using this Google email and password over and over again. Create your own account.

The *Claiming Your Google Places* will show you why and how to **create your Free Google Map/Place Listing**

HOW: Fill in each element of your listing. Remember, the information you put there (phone/email) will be seen by everyone, so make sure it's public contact information. Entering this information will help your website and location get found on Google searches.

Business details displayed on Google comes from a variety of different sources and is meant to provide searchers with the most complete and up-to-date information possible. The details associated with your business comes from information that you provide when creating or editing your listing, reports from users, or other sources across the web.

Google uses the listing information you enter to help understand your business, so relevant listings appear in search results across Google, such as in Google Maps, Search, and Earth. They'll continue to provide information about your business in these different searches. Each element is important!

You can fix your pinhead if it's not exactly on the correct location.

Important elements of your Google Place listing

Website

Entering your website information is critical. The more links that you have pointing to your website, the higher that the search engine will rank you.

The description field is seen by your audience, so remember, you have only seconds to make an impression. Decide what is it you want your target market to do when they see your listing on Google.

Categories

Finally, your categories are selected from a predetermined list that Google provides and treats them like your keywords. You start by entering your category, and Google will give you a list to choose from.

You can also advertise your business using Google AdWords and express right from your Google Listing for Business.

Creating Your Own Google Listing

From your **Google Place** centre, fill in the Google map/place or local business centre form. As you do so, your public pinhead listing is shown on the right. You can modify it at any time.

Check out our ***Claiming Your Google Places*** Video in the video tutorial system for the full HOW TO Video! Follow the instructions. Your Google

You can have multiple categories, so keep choosing until you are satisfied. Your listing will appear based on these categories, as well as your company name.

Photos and Description

Add more details here, like links to videos on YouTube, or coupons or any additional business information. Remember your three-second rule when creating your Google Local Business Centre listing—you want to capture the visitor's attention and keep them there as long as possible. There are now multiple categories of photos you can add to your physical location on Google, including Interior Photos, Exterior Photos, Product Photos and Staff Photos.

For a fee, you can also upload a virtual tour into your Google location pinhead. You have to click on the virtual tour area and they'll direct you to local virtual tour service provider.

Validation

Before Google activates your map-search results, they validate you by sending a five-digit, unique number. You must enter the number into the validation area to activate your listing.

Select Method to Validate

Google asks you to choose your validation method. They give you a choice of phone, text (SMS) to your cell phone, or a mailed postcard.

Be Ready

Google will call or text (SMS) you immediately. It's an automated call, and if it's received by your voice mail, you will most likely not hear all five numbers. Therefore, make sure you're ready for the activation call or SMS as soon as you press the Finish button.

Knowing that both the phone call and the SMS text message come immediately, choose your method accordingly. I've been in seminars where people press Finish, receive their SMS message right away, activate their Local Business Listing, then go back in and change the phone number to another number for the public. They wanted to activate immediately, using the SMS text validation code, but they didn't want to leave their cell number for the public. To change the number, simply press back from this point and change it, or go to your dashboard in the Google Local Business Centre and edit your listing.

How would you like to validate your listing?
For your protection, we need to verify the information you've just given us. This can be done in one of 3 ways:

By phone
We'll call you at this phone number 705 743-9041

By SMS
We'll send you an SMS at the following:
Mobile number: Carrier:

By postcard (2-3 weeks)
We'll send you a postcard in the mail to this address

If necessary, you may specify another recipient or enter a mailstop@mailbox number below. This information won't appear on Google Maps.

Your Company name
200 King street
Peterborough ON K9A 2H2
Canada
705 743-9041
www.sofeandreou.com

Email address:
Description:

By clicking 'Finish', you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's terms of service. There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

Listing Changes

If the number you have on your listing is not the phone number you would like the validation number called or sent to, click on Back and change the phone number on your basic listing form. Then click Finish. You can go to Edit and change the number back to the one you would like displayed

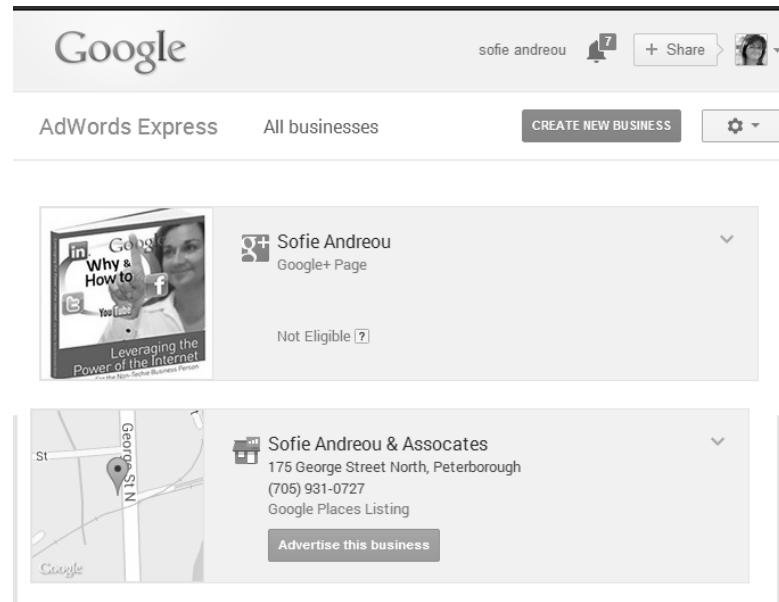
permanently. You can do this at any time after you receive your validation code, which, as previously stated, will be immediate.

Dashboard

Clicking on Finish takes you to your Local Business Centre dashboard. When your personal info number (PIN) is sent to you, fill it in and your listing will be activated. If your information is incorrect, you can go into your Local Business Centre Dashboard at any time and click on Edit for the listing you want to change.

In brief, Google and other search engines decide which sites should appear first in search results using hundreds of variables.

Google Ads



To access your Google AdWords account, do so through your Google Business portal. I have video tutorials on Coffee Break Learning® and there are many on the Google Small Business YouTube channel.

Google AdWords are driven by multiple variables, including keywords, geography, time of day, and target market that you're interested in. Visiting the link above takes you to the screen shown below. You can review reports on Google AdWords that you had or currently have running. As well, you can create your new Google ad, with step-by-step instructions.

The screenshot shows the Google AdWords Express interface. At the top, it says "Select your audience". Below that, it says "People looking for products or services within 25 kilometers of your business location". A map of Peterborough, Ontario, is displayed, showing the business address "175 George Street North, Peterborough" marked with a red dot. The map also shows surrounding areas like Kawartha Lakes, Quinte West, Cobourg, and Belleville. At the bottom of the map, there are links for "Map data ©2013 Google", "Terms of Use", and "Report a map error". On the left side of the interface, there is a sidebar with links: "Select your audience", "Create your ad", "Set your budget", "Review your ad", and "Checkout". Below these links, there is a section titled "Need help?" with a phone number "Call 1-877-503-0842 (9am to 8pm ET, Mon - Fri)".

Google offers a tremendous amount of online support for their Google AdWords. Visit <https://adwords.google.com/support/> for assistance.

Tip Once you create your ad, Google will review it. The review process can take up to 48 hours to complete. In order to give Google time to review it, be sure to create your ad ahead of any deadline.

Story/ Tip	<p>When I first started helping businesses create and manage their Google ads, I didn't realize that Google reviews and approves each ad before the ad goes live (Facebook does as well). We kept looking for the ads and they wouldn't show up, so, we would go back and fiddle with the demographics, time zones, keywords, rate, etc. At the time, we were promoting a musician for his upcoming concert tour. We were fortunate to have started working on the ads a week before the tickets went on sale, as the ads took two days to be approved and start running. Once the ads went live, we still had time to tweak the keywords and demographics until we achieved the results we aimed for.</p> <p>I suggest you submit your Google ad a week ahead of the proposed deadline. Create it ahead of time and indicate a future start date at least one week out. Google (or Facebook) will, in the meantime, review and approve the ad within a couple of days. Once it's approved and running, tweak your demographics or keywords until you achieve satisfactory results. If they don't approve your ad, they'll give you suggestions as to what to change.</p> <p>Remember, every time you change your ad, it stops running and goes back into the approval process.</p>
-------------------	--

Suggestion: If you are interested in creating a Google ad, visit www.google.com/AdWords.

Google ads, like Facebook ads, use CPC and CPM fees, where you can choose to pay each time someone clicks on your ad, or each time your ad is delivered on the side of a Google search result.

The two most popular payment methods for online ads are cost-per-click (CPC) and cost-per-thousand (CPM). CPC means you pay every time someone clicks on your ad, and CPM means you pay every 1,000 times your ad is shown. These are called *impressions*.

Find keywords
Based on one or both of the following:

Word or phrase (one per line) Website

Carpet Cleaners

Advanced options Locations: United States Languages: English

Keyword ideas

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
carpet steam cleaners		60,500	49,500
dry carpet cleaners		8,100	5,400
carpets cleaners		3,600	1,900
carpet cleaning		1,830,000	1,500,000
best carpet cleaners		12,100	12,100
shampoo carpet cleaners		2,400	1,300
carpet dry cleaners		8,100	5,400
carpet cleaners		673,000	550,000
carpet rug cleaners		40,500	33,100
carpet cleaner		1,000,000	673,000
carpet steam cleaner		90,500	60,500
chem dry carpet cleaners		2,400	1,600

You can set daily limits, say, \$3 per day—meaning your ad stops appearing when you've reached the \$3 maximum for that day. Each click or impression has a different price, depending on how many people search for the keyword you select or how many people are within the geographic area you select for your ad.

For example, you can create a Facebook ad aimed at women who are located within 50 miles of a given city, and have your ad's spending limit set at \$3 per day. Facebook will tell you that you can expect to pay 10 cents a click or 21 cents for 1,000 impressions. You then choose which method you prefer and set your daily limit. I always suggest to set a start

and end date, along with your daily limit, as you may not want your ad running forever.

Both Google and Facebook have easy-to-use tools to help you customize your ads, including reports with useful details on who clicked on your ads. I'll have more details regarding online ads in both the **Google Ads** and the **Facebook** sections of the book.

Before You Pay

If you'd like to review your keywords and use a very helpful tool, Google will calculate—based on real historical activity—how many times your keywords are searched for. You can run this tool without paying to run a Google ad simply by using their keyword tool.

NOTE: If you'd like to know the effectiveness of your chosen keywords and see how many times your keywords are searched for without paying Google to run an ad, you can use their "keyword tool." Both are very helpful and free.

Keywords

Choosing the proper keywords is critical. They should be embroidered throughout your website, graphic titles, website titles, website descriptions, blog tags, descriptions of your social media pages, and any other place a search engine looks to determine if your online effort matches the keywords someone is looking for. Keywords should also be in your posts. You want the Internet to know you're all about the keywords you use.

Keyword Tool

You don't have to *buy* a Google ad to use their keyword tool. I strongly suggest you use this tool to determine which are the most frequently searched for terms that reflect your business or service. It's FREE, so take advantage of it. As of 2015, you must be logged into Google AdWords to use this tool.

Choose Your Keywords

<https://adwords.google.com/select/KeywordToolExternal>

You simply type in the keyword or key phrase you currently use, and the tool shows you how many times they're searched for monthly, both globally and locally. It also offers you alternatives and lists their global and local monthly search results. The objective is to review those with higher search results to see if you might be able to use those more popular keywords to embroider through your text and descriptions.

Keywords Must Be Searchable

Keywords must be *selectable text*, both on your website and on all other areas you have an online presence. This means that a search engine is able to read it. You can tell if your text is selectable by clicking and dragging your mouse over your text. If you can highlight it, and copy the text, search engines can read it. If you cannot select it, then search engines cannot read it.

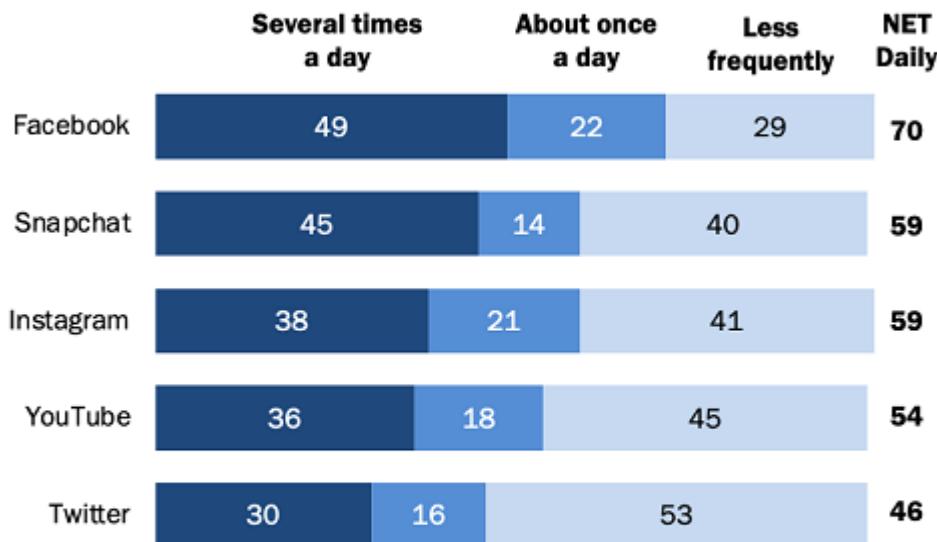
Protected Elements

The “old school” way preferred that all elements were protected. Therefore, people would transform their text into an image, or be “non-selectable.” However, anyone can spend an hour and retype the text, so not only was their efforts to protect not effective, but any attempts to be found by search engines weren’t occurring because search engines could not read their image text.

Selectable Text

The only thing you may want to set as “not selectable” is your email address, so people have to re-key it. This could help reduce *bots*— programs which crawl the web collecting emails illegally—picking up your email, and selling or routing your address to spam lists. Otherwise, I encourage you to have your keyword-rich text selectable.

There are hundreds of factors to getting found on Google. If you start with these basics, you’ll be ahead of 80% of your competition. Claim your virtual or physical location and use your keywords wisely in what you post online.

THREE***UNDERSTANDING SEX AND AGES ONLINE***

Note: Respondents who did not give an answer are not shown. “Less frequently” category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

“Social Media Use in 2021”

PEW RESEARCH CENTER

You need to understand who your target market is, where they spend their time and what their interests are. Interests and human nature doesn’t change, but with increased exposure to Social Media through the pandemic, easy access and brand transparency has become a basic expectation.

Businesses, associations, non-profits professionals: they all struggle with how to effectively communicate with their different target markets online.

<i>Tip</i>	One message and one platform <i>does NOT</i> appeal to everyone. Instead, take ONE message and re-purpose it through your chosen social media platforms and to your target markets.
-------------------	---

I’ve been asked to speak on this specific topic recently at different conferences, so I pulled together mountains of statistics about *where* people of various ages are online, *what* they are doing online, *when* they are online, and *which* mediums they use to access it.

“If you’re looking for the latest social media demographics for 2021, you’ve hit the jackpot.”

We often talk about the importance of building a social strategy that’s driven by data. Demographics are no different.

Because the social space is constantly evolving with more networks available to marketers than ever before, you need to spend your time and budget wisely.

And while you may think you know which networks matter most based on your [target audience](#), 2021's numbers might surprise you.

Social media demographics: The numbers you need to know

From [putting together personas](#) to conducting [market research](#), demographic data is an essential starting point for figuring out which networks and campaigns deserve your attention.

Want to know which apps are up-and-coming? Curious about new opportunities to cross-post your content? We've got you covered.

Below we've put together a list of must-know social media demographics for 2021 (and beyond). **These numbers are based on the latest research and [social media statistics](#) available at the time of writing.**

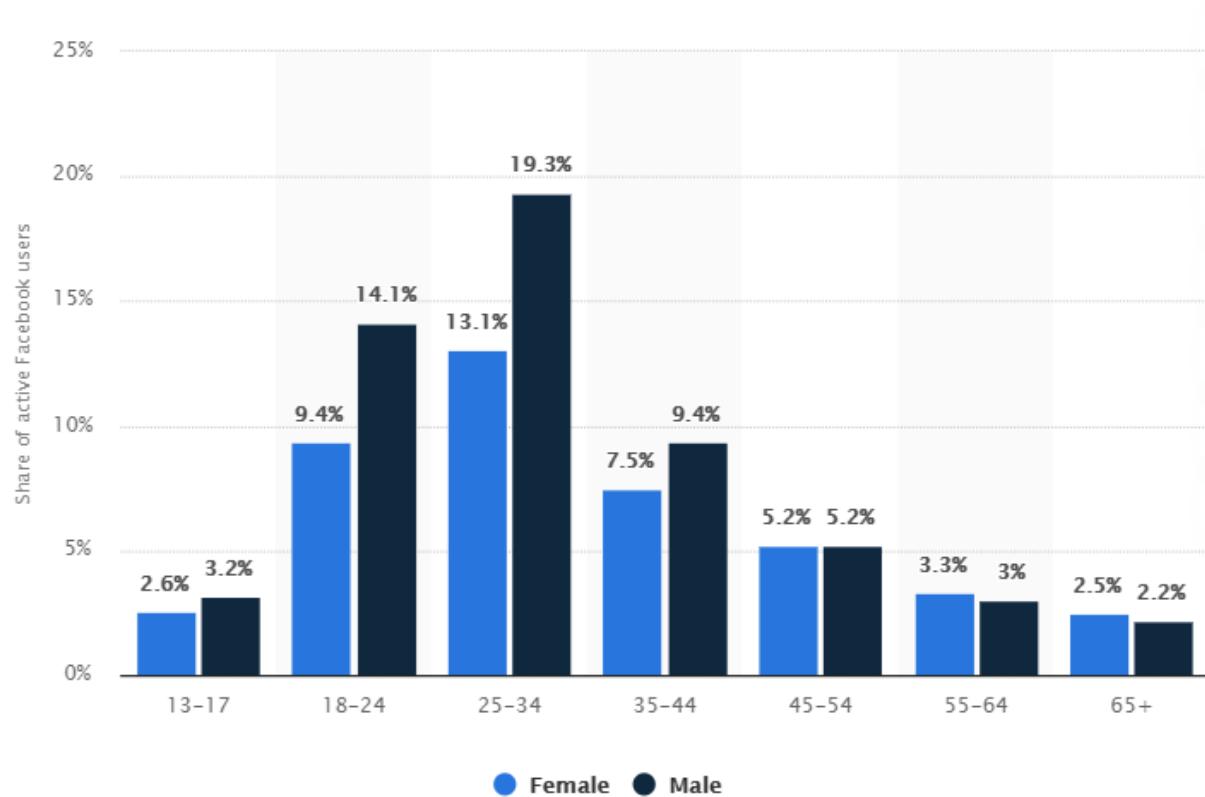
Plus, for each network, we've also highlighted key strategic takeaways to guide your marketing strategy moving forward.

Facebook demographics and usage

- # of monthly active users: **2.7 billion**
- Largest age group: **25-34 (26.3%)**
- Gender: **44% female, 56% male**
- Time spent per day: **38 minutes**

Takeaways from 2021's Facebook demographics

- Despite ongoing controversies, “adpocalypses” and ever-emerging competition, Facebook *still* remains the most-used and engaged-with social platform.
- The [influx of boomers to Facebook](#) highlights why it’s such a prime place to run ads, particularly among older demographics with more money to spend.
- The notion that the younger crowd has totally ditched Facebook isn’t quite true (but as highlighted by some of our additional social media demographics below, it’s definitely not the younger crowd’s #1 platform).
- Due to Facebook’s sheer size and engagement rate, it makes sense to [advertise there](#) in some way, shape or form (even if that means cross-posting).
- In fact, [Facebook’s ad revenue](#) and general usage have been up in the midst of COVID-19. Again, the platform remains many people’s “home base” when it comes to social media.



Instagram demographics and usage

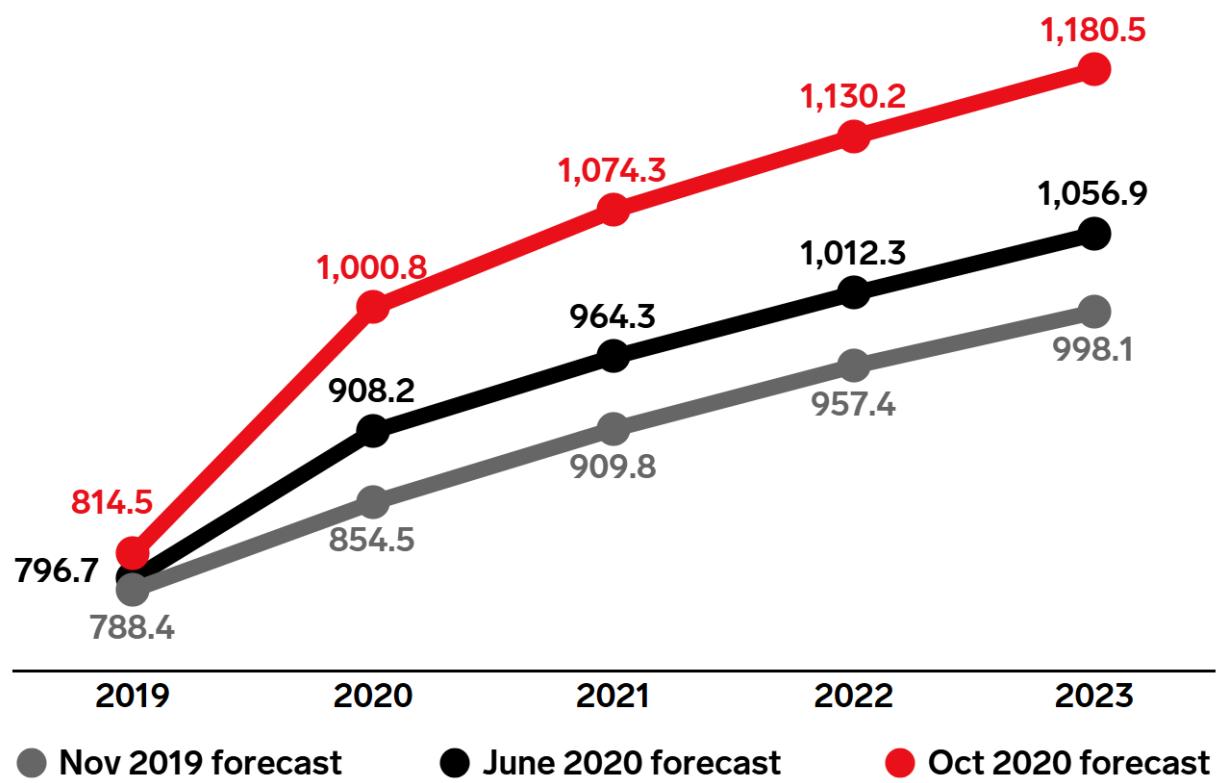
- # of monthly active users: **1 billion**
- Largest age group: **25-34 (33.1%)**
- Gender: **57% female, 43% male**
- Average time spent per day: **29 minutes**

Takeaways from 2021's Instagram demographics

- Instagram's steady growth is well-documented, cementing it as the second largest network after Facebook.
- The fact that Facebook and Instagram share the same ad platform presents many cross-promotional opportunities for brands.
- The introduction of Reels highlights Instagram's intention to continue competition with TikTok, while new social ad platforms and formats signal opportunities with higher-earning demographics.
- Instagram is facing fierce competition for younger users. In fact, TikTok (29%) recently surpassed Instagram (25%) as **U.S. teens' preferred social platform** (both behind Snapchat).
- Recent **Instagram stats** highlight the value of influencers and Instagram content for motivating shopping.

How Our Forecast for Worldwide Instagram Users Has Changed, 2019-2023

millions



Note: internet users of any age who access their Instagram account via any device at least once per month

Source: eMarketer, October 2020

T11306

eMarketer | InsiderIntelligence.com

Twitter demographics and usage

- # of daily active users: **187 million**
- Largest age group: **30-49 (44%)**
- Gender: **32% female, 68% male**
- Time spent per day/week: **3.53 minutes per session**

Takeaways based on Twitter demographics

- Twitter's usage, user-base and growth have remained fairly consistent year-to-year.

- The platform's relatively straightforward, shorter-term interactions signal it as a place to gather quick news or conduct customer service.
- Twitter's status as a place to discuss events and gather breaking news make it a prime place to share content and drive discussions, but advertising is still tricky.
- **80% of tweets** come from 10% of the platform's most active accounts, signaling the prominence of influencers and "power users" on Twitter.
- Notably, **42% of Twitter users** are degree-holders (compared to 31% of Americans) which highlight the platform's demographics for higher-earners (depending on your industry).

Monetizable Daily Active Usage (mDAU)

Year-Over-Year Growth

Q4'18  9%

Q1'19  11%

Q2'19  14%

Q3'19  17%

Q4'19  21%

Q1'20  24%

Q2'20  34%

Q3'20  29%

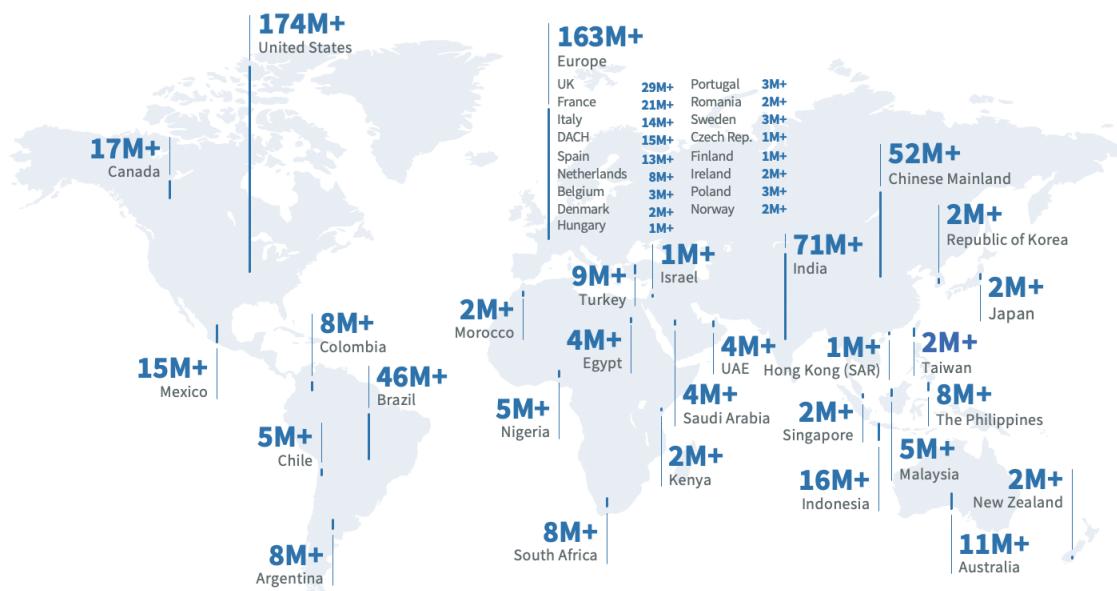
LinkedIn demographics and usage

- # of total users: **738 million**
- Largest age group: **46-55**
- Gender: **51% male, 49% female**
- 63% of **LinkedIn users access** the network monthly, and 22% weekly.

Takeaways based on LinkedIn demographics

- Conventional wisdom might say that LinkedIn exclusively caters to an older audience, but millennials make up about one-fourth of the platform.
- A higher-educated, higher-earning B2B demographic makes LinkedIn a potential goldmine for ads.
- Marketing on LinkedIn is apples and oranges versus most other networks due to its older, primarily B2B audience.
- According to [LinkedIn themselves](#), it's the top rated social network for lead generation, making it a great source for B2B marketers looking to find targeted and motivated audiences for their campaigns.
- Over 70% of LinkedIn users live outside of the U.S., presenting opportunities for businesses and brands looking to grow their international audience.

722 million members in 200 countries and regions worldwide



Pinterest demographics and usage

- # of monthly active users: **400+ million**
- Largest age group: **30-49**
- Gender: **78% female, 22% male**
- Time spent per day: **14.2 minutes**

Takeaways based on Pinterest demographics

- Pinterest's predominately female userbase highlights one of the most significant splits in social media demographics when it comes to gender.
- Recently, the platform has seen a spike in usage among **Gen Z and millennials** (with the number of users under 25 growing twice as fast as users 25+ in Q2 2020).
- The platform's core userbase continues to be dedicated and isn't going anywhere. This is drive home by Pinterest's increased ad spend and organic usage.
- Pinterest is perhaps the most product-focused of any social network: there are massive ad opportunities given the platform's high-earning base.
- Although TikTok, Snapchat and Instagram get the most attention when it comes to the younger social crowd, Pinterest still has a place among younger users.

Meet the new Pinners



Why they're here

Social good, future growth, beauty inspiration, wardrobe ideas

Why they're here

Personal betterment, home upgrade ideas, creative inspiration

Why they're here

Life skills, family-friendly ideas, tips for adjusting to the new normal

Sample searches³

80x

Increase in
'cottagecore fashion'

Sample searches

7x

Increase in
'kitchen storage solutions'

Sample searches

30x

Increase in
'fun couple activities'

² Pinterest global internal data, YoY comparison between monthly active users in June 2019 vs. June 2020 amongst the indicated audience; Gen Z is ages 18-24, Millennials is ages 25-44

³ Trends are calculated by comparing global normalized searches amongst the indicated audience during the four week period of 6/22/20-7/19/20 to the same timeframe the prior year; Gen Z is ages 18-24, Millennials is ages 25-44

TikTok demographics and usage

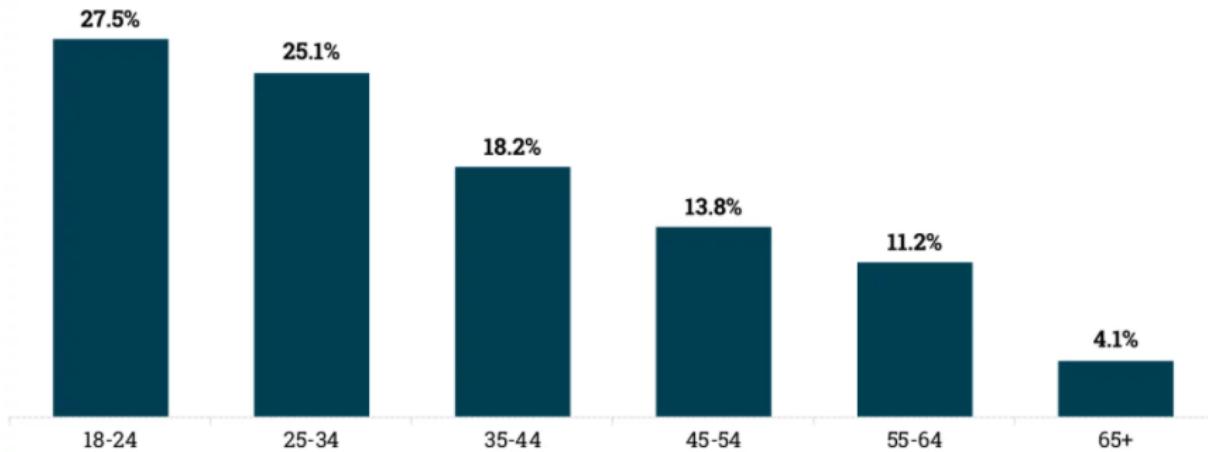
- # of monthly active users: **100 million**
- Largest age group: **18-24**
- Gender: **59% female, 41% male**
- Time spent per day: **45+ minutes**

Takeaways based on TikTok demographics

- TikTok's 100+ million monthly active users prove that the platform is here to stay (hint: **don't let anyone tell you TikTok is a trend**).
- The platform's user-base is absolutely dedicated, with the average user spending a staggering **21.5 hours per month in 2020** (compared to 12.8 hours in 2019).
- A younger user-base presents challenges in terms of ad-targeting, although that perhaps explains the boom of influencer marketing.
- TikTok is notably seeing **growing use among adults**, which begs the question of whether the platform will continue to serve younger users or change course.
- Expect emerging ad features in 2021 (and beyond) as the network grows.

TikTok's US Adult Audience Distribution, by Age

in June 2020



Published on MarketingCharts.com in January 2021 | Data Source: Comscore

Read as: 27.5% of adult visitors to TikTok in June 2020 were ages 18-24.

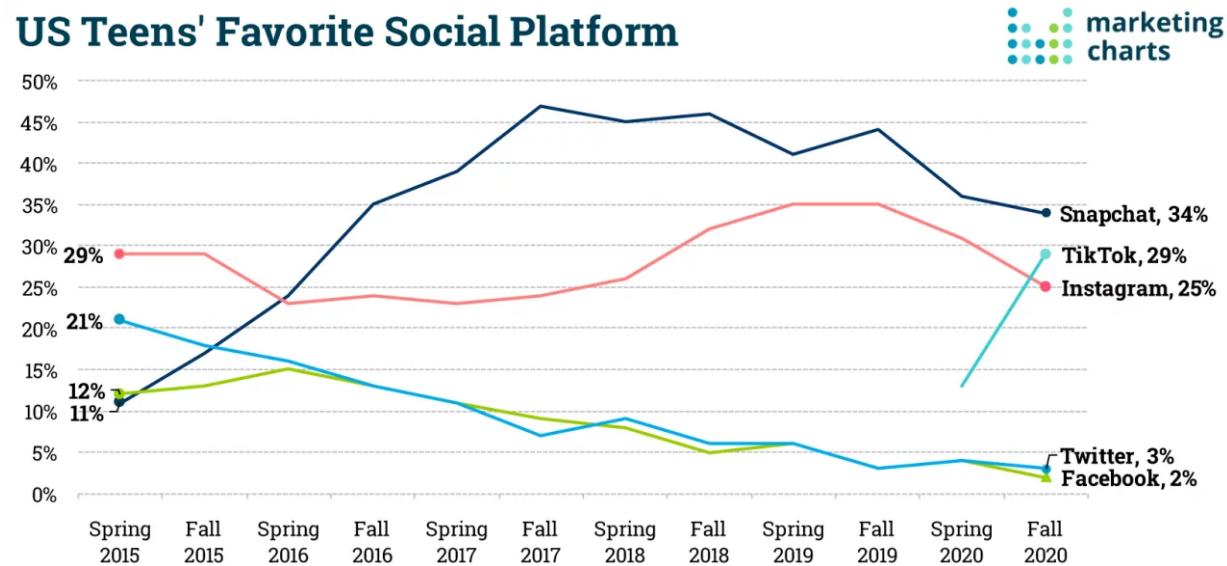
Snapchat demographics and usage

- # of monthly active users: **265 million**

- Largest age group: **13-34 (75%)**
- Gender: **58% female, 40% male**
- Time spent per day: **26 minutes**

Takeaways based on Snapchat demographics

- Although Snapchat may not be the most talked about trending network anecdotally, the platform experienced significant growth in 2020.
- To that point, Snapchat remained U.S. teens' network of choice over TikTok and Instagram in 2020, with **34% of teenage users** describing it as their preferred platform.
- Even if you aren't active on Snapchat, it's a **prime place for trendspotting** among younger users.
- Similar to TikTok, Snapchat also has a highly engaged user base who manage to open the app **30 times per day on average**.
- Beyond the U.S., Snapchat experienced a staggering 100% YoY growth in daily active users in India.

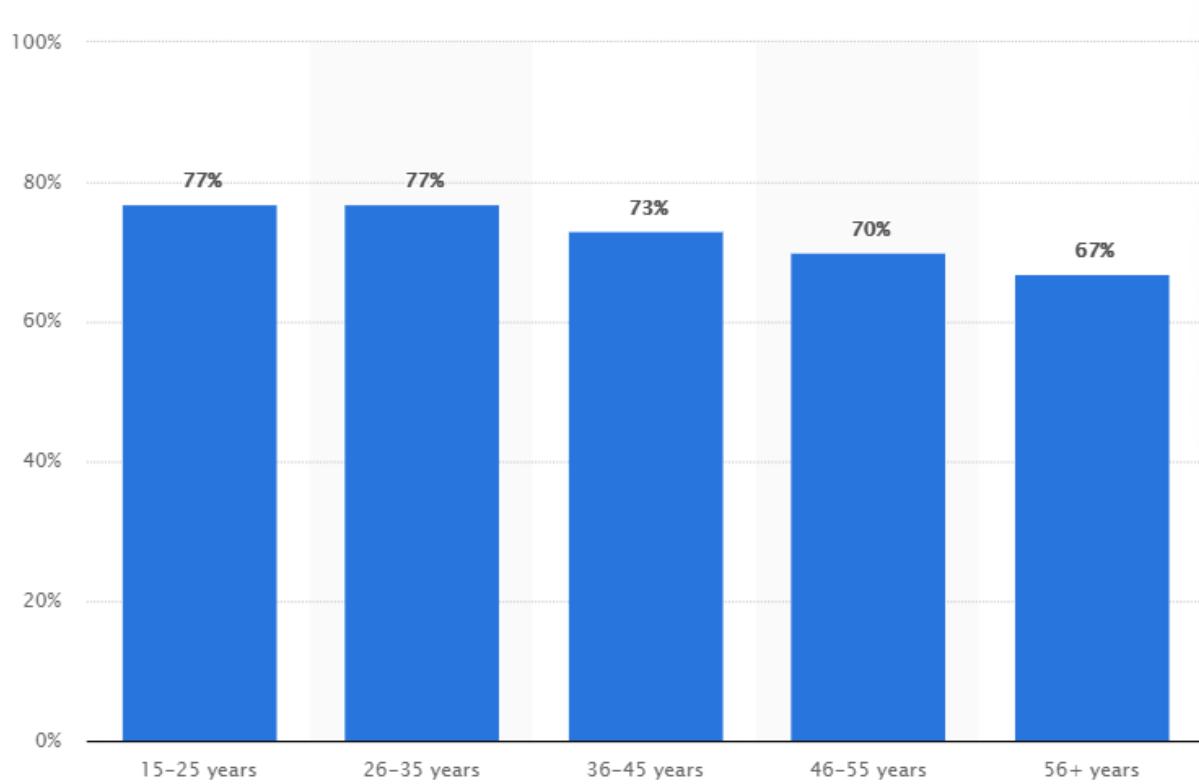


YouTube demographics and usage

- # of monthly active users: **2 billion**
- Largest age group: **15-25**
- Gender: **72% of all female internet users** and 72% of all male internet users
- Time spent per day: **41.9 minutes** among viewers 18 and older

Takeaways based on YouTube demographics

- YouTube's popularity among younger users highlights the ongoing, long-term shift toward video content.
- Steady growth in **ad revenue** likewise signals not only the platform's growth as a social network but also as a competitor of streaming services like Netflix.
- Still, **only 18% of YouTube** users claim to use YouTube to discover brands and products. Brands still have a lot of work to do on the platform, finding a balance between entertainment and advertising.
- Given that **62% of YouTube's users** log into the platform daily, it's safe to say that the platform is the go-to video network for the Internet at large.
- Marketers note that YouTube is still a sort of land of opportunity advertising-wise, viewing it as a place to put their ad dollars **in the future** versus the likes of Facebook.



I've become so excited about this topic that I've decided to dedicate this chapter to it, and likely write a book focused on this topic in the near future. I'll be looking at various behaviors through organizations' online social media platforms and pinpointing which activities cause specific types of engagement from specific demographics. On a side note, if your organization happens to have over 1,000 followers or fans, and you'd like me to analyze your platforms, please let me know, I'd love to include you in my next book!



only females when using language females relate to, and boost a very different post aimed at males.

Sexs' & Ages' Online Differences

To start, I have included these two charts that show what 75,000 people of different sexes and ages are talking about on Facebook. What they're talking about reflects what they're interested in, listening for, and engaging with online. Use these word maps to mold your posts or tweets for your specific target audience. Take one message and present it in a manner that's most appealing to each of your target markets.

A wise communicator adjusts their message's language based on what their target audience is interested in or talking about. I suggest you take your primary message, dice it up, and then target it. One simple way to target is to boost a post on Facebook to

<http://www.smartsights.com/digital-marketing-strategy/digital-strategy-development/15-unstoppable-trends-which-will-shape-marketing-in-2016/>

But, what are they doing online? There are a few different reports and my own research that I'll share with you here.

University of Pennsylvania researchers analyzed the Facebook status updates of 75,000 users and found that sexes have a very different vocabulary online. To see all of the details from this report by the Business Insider (October 2013), you can go to the article itself.

The first chart shows what our two different genders talk about, and they're very different. As with everything in marketing, you want to appeal to the majority of your audience, but you also don't want to lose who you are. You can't start talking too differently, or it will sound fake—and fake doesn't work.

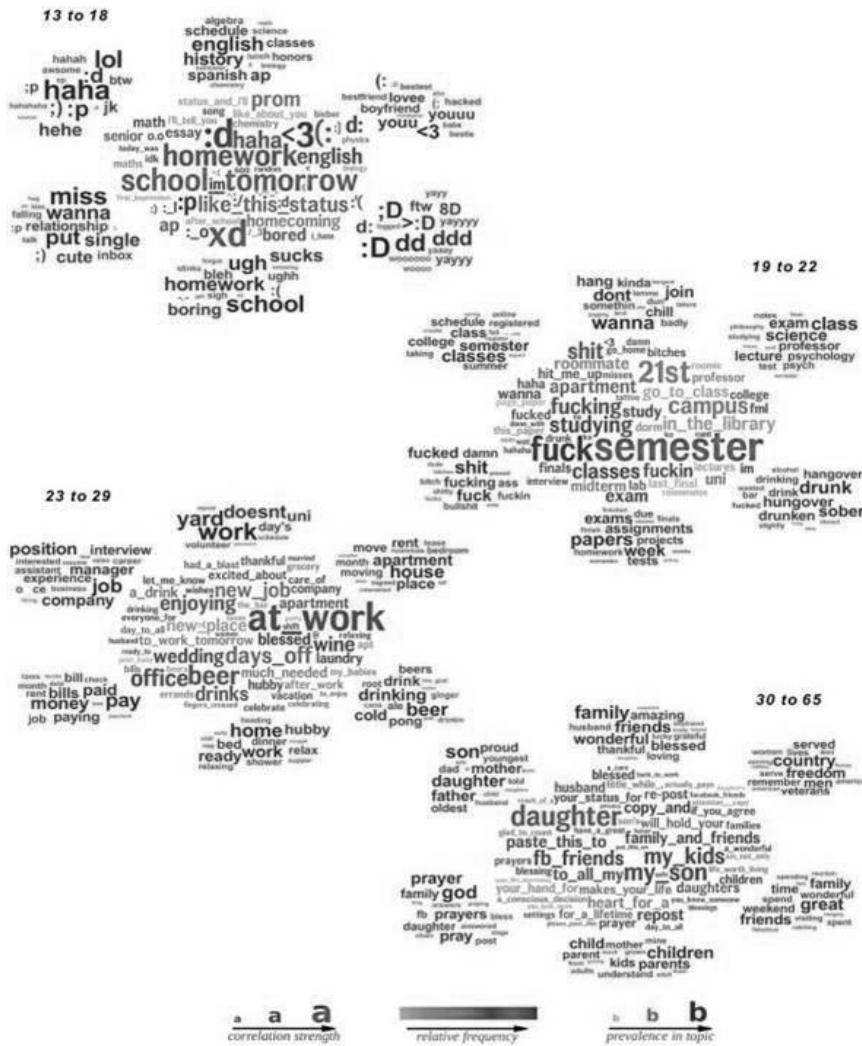
Females use the following words: Shopping, excited, love, family, tonight, birthday, wishing, wonderful, soooo, boyfriend, cute, tomorrow, adorable.

Males use the following words; Wishes, funk, xbox, himself, government, football, battle, YouTube.com.

As you can see, there are very different conversations.

To appeal to the gender that you're targeting, you would want to modify your language appropriately, when appropriate.

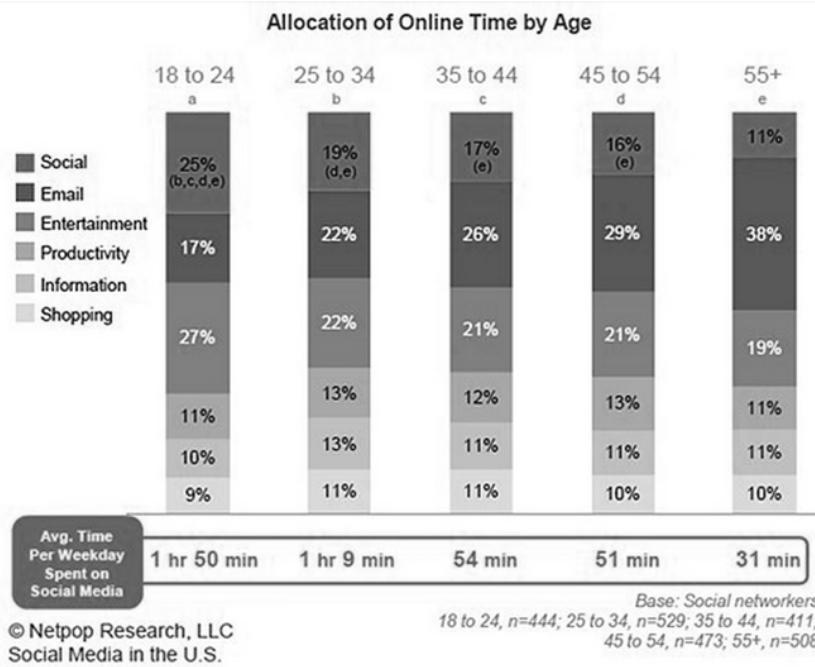
Now let's see what different ages talk about online.



Conversations certainly "evolve" as we age. Continuing the above approach, adjust your message to embrace what your target audience is speaking of. Learn from these word clouds to modify your message based on age. For example, if you're targeting age groups between 23 to 29, you're not going to catch their attention with posts about school, homework or family; but, more likely with something to do with careers, money and beer

SEXES & AGES DO ONLINE

Where are our different genders and ages online? Which platforms are different age groups using?



From the chart above, you can see that email reaches plus 55+ years old more effectively than any other medium; however, social media reaches the 18 to 24 age group most effectively. Hence, one needs to take one message and re-purpose through their appropriate chosen mediums.

Also, notice the bottom row of this chart: "Avg Time Per Weekday Spent on Social Media." The 18 to 24 age group is online 3.5 times longer than the 55+ age group. Plus, the 18 to 24 age group is online *much* later in the evening than the rest of the population (different set of statistics and my own personal experience). Using these statistics, be sure to target your platforms and timing. There are tools, that we'll share with you in the Staying Organized chapter (which is about how to manage your social media efforts) which will make it easy for you to send your post out at the most optimal time based on your followers' online traffic patterns.

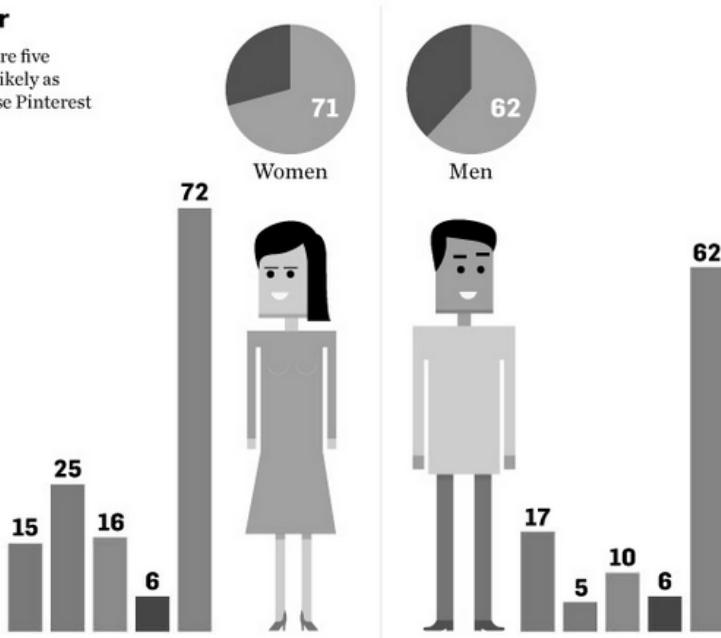
So, we know where they are, and what they talk about, but what are they doing online. I did some research on a number of Facebook pages we manage and came to the following conclusions. First, females engage more than males. Second, an older demographic is more likely to engage with a friend's comment on a page, and connect themselves to a page by liking it. They aren't as shy about engagement with a friends' post directly with a page. Younger demographics are more likely to like a product or service page. I'm finding this consistent in many different types of industries.

AGE & SEXES SOCIAL MEDIA PREFERENCES



Gender

Women are five times as likely as men to use Pinterest



From the illustration above, it's clear a large percentage of us use Facebook, with a large majority of females on Pinterest, then followed by Twitter and Instagram.

To better understand how to reach out to a desired age group, here are 12 insights on how different generations spend their time online or using digital devices.

1. 93% of Baby Boomers (1946-1964) are actively using email, and 61% of them use it on a daily basis.

Takeaway: Email marketing is a smart way to reach Baby Boomers and to successfully place information in front of them.

2. 76% of Baby Boomers are actively online.

Takeaway: With more and more Baby Boomers moving online, marketers can take advantage of a new platform to share content with them.

3. 75% of Baby Boomers buy products online.

Takeaway: When marketing to Baby Boomers, present them with deals that direct them online instead of requiring in-store purchases.

4. Only 55% of Baby Boomers watch videos online, compared to 80% of Millennials.

Takeaway: When creating video assets, be mindful of whom you're trying to reach and make sure it's the right fit.

5. 43% of Baby Boomers are on social media sites. Of that 43%, 20% visit social media sites on a daily basis.

Takeaway: Even though the majority of Baby Boomers aren't on social media, close to half of them are. Don't automatically throw out online campaigns to reach them.

6. 85% of people ages 30-39 open emails on their smart phones, and 48% say it's their primary device for doing so.

Takeaway: Marketers trying to reach the 30-39 age group through email should keep it short and simple with graphics that are mobile-friendly.

7. 56% of consumers between the ages 18-34 are more likely to share their location to receive coupons from local businesses. 25% also said that they would give away personal information to get more relevant deals, compared with 19% of the 35 and over group.

Takeaway: Marketers that want to use geo-targeted check-in apps should be cautious of the amount of information they require from specific age groups.

8. 90% of Millennials have a mobile phone, and more than half of them have a smart phone.

Takeaway: When marketing to Millennials, make sure all of your platforms are mobile-friendly.

9. Millennials are 52% more likely than any other generation to make impulse buys.

Takeaway: Because Millennials are so impulsive, it would make sense to send them last-minute mobile deals or to place social ads that require them to act immediately.

10. 64% of Millennials feel that companies should offer more ways to share their opinions online.

Takeaway: Millennials like sharing their opinion and want to feel like their voice is being heard. By allowing them to review your product, you're creating a more transparent brand and the demographic will trust your company more.

11. 78% of teens, ages 12-17, now own a cell phone, and 47% of those teens own a smart phone.

Takeaway: Mobile marketing isn't just for Millennials anymore. There is a large demographic that now has access to smart phones and mobile capabilities.

12. 24% of teens online use Twitter, up from only 16% in 2011.

Takeaway: With more and more teens taking to Twitter, there's an opportunity for brands with younger target audiences to maximize the platform's capabilities.

MILLENNIALS

Why is everyone focused on Millennials? What is a Millennial? These are the terms given to our different generations.

2000/2001 - Present - New Silent Generation or Generation Z

1980-2000 - Millennials or Generation Y (27.4 % of our population)

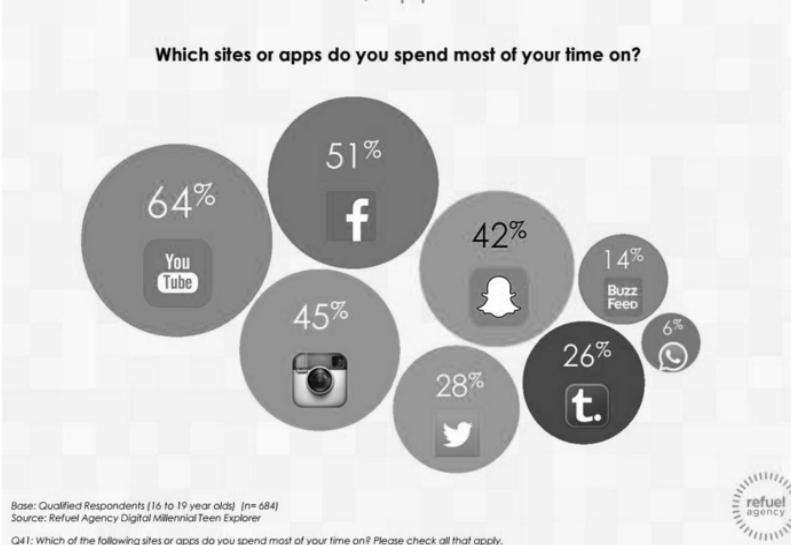
1965-1979 - Generation X (26.6% of our population)

1946-1964 - Baby Boomers (26.4 % of our population)

1925-1945 - Silent Generation (13% of our population)

1900-1924 - G.I. Generation (4.4% of our population)

Besides Youtube, Millennial Teens Spend Most of Their Time on Social Sites/Apps

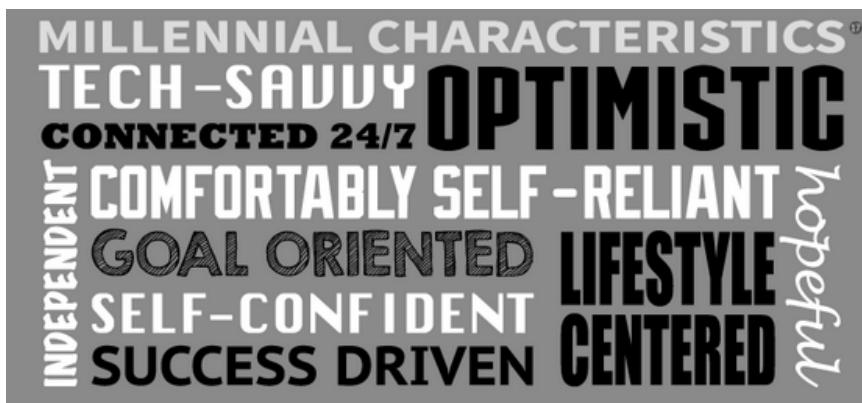


The Millennials are of interest because of their online marketing behaviour. They'd rather hear what others have to say about a product, then what the company selling the product has to say about it.

It's important to understand Millennials as they are predicted to surpass the spending power of Baby Boomers by 2018.

This chart shares with us where Millennial teens are spending their time online: YouTube, followed by Facebook, with Instagram and SnapChat nearly tied.

For a full report check out:
<http://www.socialmediatoday.com/social-business/adhutchinson/2015-08-12/facebook-instagram-snapchat-most-popular-networks-among>



Millennial demographic characteristics chart

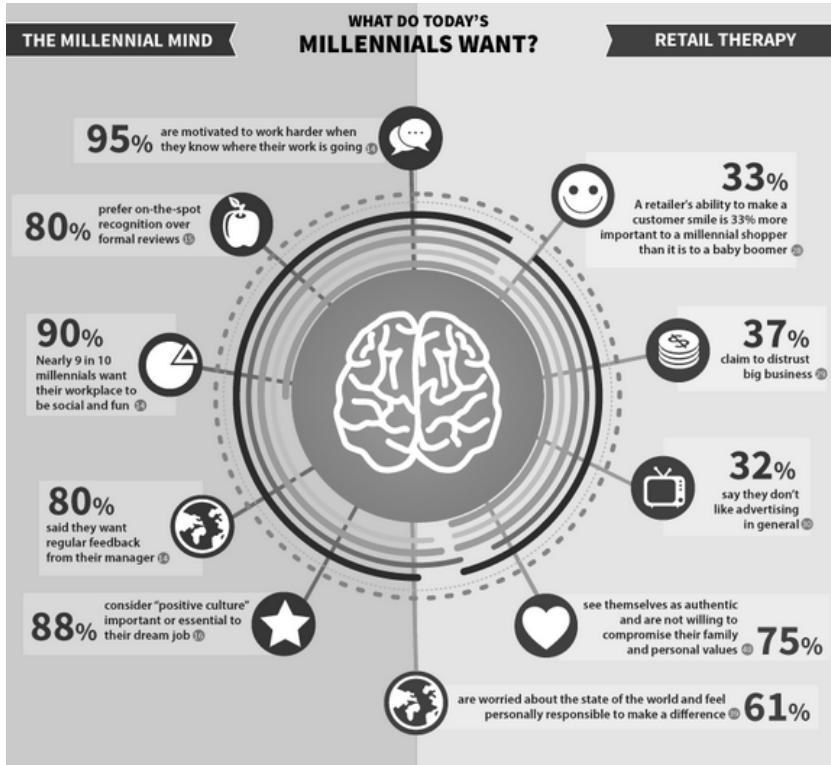
An important behaviour of Millennials to recognize is their drive for transparency and their purchase behaviours. 84% report that user generated content on a company website somewhat influences what they buy, and 63% stay updated on brands they're interested in through social networks.

Interesting to note, the top purchases Millennials won't complete without user-generated content, include:

- Major electronics
- Cars
- Hotels
- Travel
- Credit cards
- Insurance



These charts are excellent insights for engaging with Millennials, and also for working with Millennials as staff or volunteers.



To communicate with a Millennial is to give them context to the situation, and have them understand the impact of their support. 95% of Millennials are motivated to work harder when they know where their work is going. Give them immediate feedback and recognition. Immediate photos on Twitter or Instagram are an effective and immediate way to share and praise efforts. Help the Millennials make a difference and an impact. For the full article, visit see

<http://www.socialmediatoday.com/social-business/adhutchinson/2015-08-12/facebook-instagram-snapchat-most-popular-networks-among>

For 2015 Stats and Good Report

<https://sproutsocial.com/insights/new-social-media-demographics/>

- 68% of adults use Facebook.
- 35% of adults use Instagram.
- 24% of adults use Twitter.
- 25% of adults use LinkedIn.
- 29% of adults use Pinterest.
- 27% of adults use Snapchat.

For 2021 Stats and Good Report

FOUR***SOCIAL MEASURES***

I asked my third-level, online business students to conduct interviews of over 100 businesses. They interviewed businesses *they* saw as leaders in the use of social media. The industries we focused on were chambers of commerce, economic development organizations, accountants, writers, and contractors.

The intent of these interviews were to discover which **social media tools** they were using, which had the most **impact**, if and how they were measuring **return on investment**, which **tools they were using to measure or manage** their efforts, and to gather a **success story** from each.

From this class effort, as well as my own research and my own use, I have summarized for you which social media management and measurement tools are both the most popular and most effective. There are many tools on the market today, but these are the most popular ones for both social media management and measurement.

In summary, our interview findings were as follows:

- The majority do both measure and strive to increase the number of their *followers*.
- Many do track the number of times their tweets have been *mentioned* and *retweeted*, and they track their Facebook *impressions* and *feedback*.
- Some are starting to measure which of their specific campaigns and posts are generating their *desired behaviour*.
- A few are measuring *how influential* they are, and how “far” their posts are *reaching*.
- A couple are starting to focus on the *return on investment* of their social media effort.

The popular social media measures include:

- **Facebook:** Likes, reach, links to your website.
- **Twitter:** Followers, retweets, mentions, lists, influence, reach, links to your website.
- **LinkedIn:** Connections, comments, links to your website.
- **Instagram:** Followers, likes, comments, mentions and links to your website.
- **YouTube:** Viewers and channel subscribers.
- **Increase website traffic:** From which platform and from which post.
- **ROI:** Number of new clients and greater productivity.

Social Media Measurement

The objective of measurement is to be able to test your online post effectiveness against your goals. As this is new territory and the platform behaviours are changing all the time, you need to stay on top of it. Using online measurement tools makes this a manageable task that actually helps you continuously improve your efforts and meet your strategic goals.

You can measure a *click*. When you ask a visitor to click on something on your social media platforms, we call this the call-to-action (CTA). **Test, measure** and **test again** to continually improve your online success. This helps you understand which of your CTA links work and which do not, while continuously improving your return on your online effort investment. We talked about CTA in the first chapter, and listed a large number of examples.

Success is tracked through real-time reports by measuring *conversion rates*. Conversion rates refer to the number of people who complete your CTA, meaning they've clicked on your intended link, or filled

in your intended form. To calculate your conversion rate, compare the total number of people who visit your website to the number who perform one of each your CTAs. For example, if you have 100 total visitors to your website, and 10 actually perform the CTA you desired, your conversion rate for that CTA was 10%. Your desired outcome is to continually increase conversion rates.

Measure Success by Tracking

The number of times your CTA links are clicked on in your eNewsletters, Facebook Pages, websites, online ads, and landing pages should be tracked if these are important to meeting your goals. You can change one word or an image on a CTA link to see if it's clicked on more or less often. Changing the position of the CTA link on a page might also increase the number clicks. An ad on Facebook can be considered a CTA—you can do this by asking people to click on the ad, to like your page, or to click on your ad to find out more about a topic. A CTA can be in a post ("Please retweet this," or "Please share this"). A CTA can be on your website ("Please click here to sign up for my webinar," or "Please click here to buy my product").

Story	<p>I had an ad on Facebook recently, announcing one of my seminars. It drove a number of people from Facebook to my website. Then a large percentage clicked my CTA link on my website to register for that seminar. It all worked very well.</p> <p>I ran the same ad a month later, and had the same number of people click through to my website, but no one clicked my CTA link to register. After two days, I looked to see what I had changed on my site. <i>I realized I had changed the landing page.</i> A two-minute video of a past seminar that used to be positioned next to the register button had been moved to another page to make room for more text. I reinstated the video on the landing page, and my CTA numbers increased to where they had been the prior month.</p> <p>So, of course, I instantly became a BIG believer of using YouTube videos to personalize your website. I also experienced in real-time the strength of online marketing and its unparalleled "tweakability." You can measure and tweak—make even a tiny change in wording or placement—and your results can not only change, but again, be measured in real-time and tweaked again, allowing you to quickly achieve your desired results!</p>
--------------	---

Monthly Measures

Your monthly online marketing measures should be linked to your goals. The example we showed in Chapter 1 illustrates this. Once you know what your measures are, you can choose the tools that would automate the tracking and reporting of those measures.

The measures I believe every serious business that communicates online should have are Google Analytics, Hootsuite or Sprout Social.

1. **Google Analytics** – Use to see where your website traffic is coming from.
 - a. For example, if you have eCommerce on your website, you'll need to know, from your Google Analytics, which traffic is converting into sales. If none of your Twitter traffic is converting, but a good percentage of your Pinterest traffic is, then you should spend more time on Pinterest.
2. **Hootsuite or Sprout Social** – Use for overall stats of followers, and to determine which posts are most effective and who's helping you grow the most.
3. **Analytics or insights built right into platforms, like Twitter and Facebook.** Most of the social media platforms now have built in analytics. It's essential to review these tools on a regular

basis so you can learn what posts do well, and how to continually improve your return on posting investment.

Measurement Tools

Google Analytics

You must not have a website without being able to review your analytics. The measurement tool that almost each business interviewed consistently used was Google Analytics (or similar analytics tool that was provided by their website provider). This type of analytic tool is used to track and measure the number of visitors on your website or blog, how visitors found your website or blog, and their behaviour once on your blog or website. The more sophisticated Google Analytics users, like the website, *Explore the Bruce*, add dates to Google Analytics of significant marketing campaigns. This way, they can see the impact of these specific campaigns.

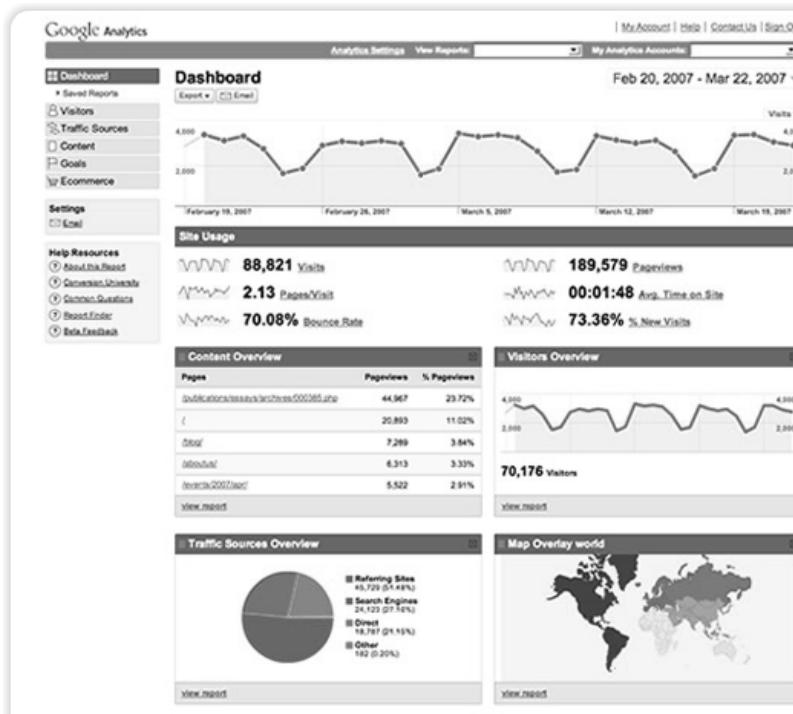
Google Analytics is a powerful **free** program which allows you to track essential information on your website or other webpages. Items you can track include how many visitors, from where, when and what they are clicking on.

Test, Measure, Test

Using this tool, you can see the impact of changing something on your website. You should make it a habit to monitor your website or webpage reports on Google Analytics. **Test, measure, test, measure** until you get the results you're looking for.

If you're running Google ads, you can link your Google ads to your analytics. It's critical to do this, so you know exactly if the ad was effective in meeting your goals.

Google has created an amazing Google Analytics channel called www.YouTube.com/GoogleAnalytics. This link is an excellent overview of Google Analytics with a number of videos showing you how to leverage the power of all of the Google Analytics reports. You may forget to look at your Google Analytics reports often; however, you can set it up so that Google sends them to you or other team members. You can also have specified reports sent to you on a pre-determined timeframe.



This link contains an excellent tutorial on Google Analytics.

<http://www.tubetorial.com/analyze-traffic-spikes-with-google-analytics/>

Start Tracking

www.google.ca/analytics

HOW: To create your Google Analytics account and code, go to [http://www.google.ca/analytics/](http://www.google.ca/analytics) and click on the blue **Access Analytics** button, or click on the **Sign Up Now** link under that button.

The screenshot shows the 'Website Profiles' section of the Google Analytics interface. It lists one profile: 'http://www.sofieandreou.com' (ID: 92140194). The profile details are as follows:

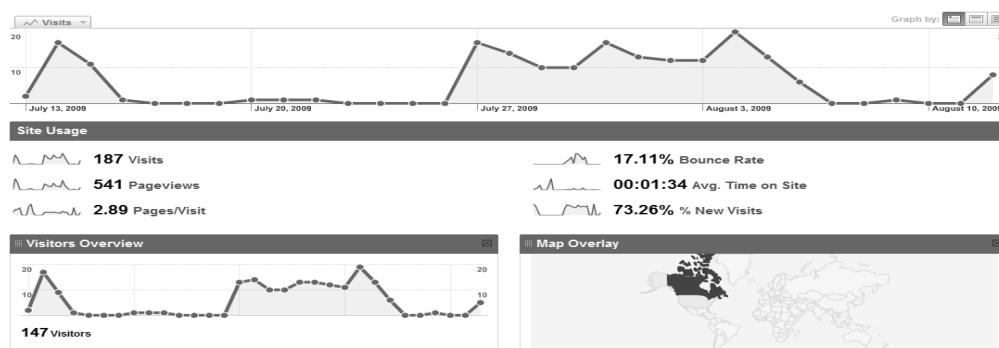
- Visits: 310
- Avg. Time on Site: 00:02:16
- Bounce Rate: 10.97%
- Completed Goals: 0
- Visits % Change: +425.42%

Actions available for this profile are 'Edit' and 'Delete'. Below the table, there are three informational boxes: 'Add Website Profile', 'User Manager', and 'Filter Manager'.

Tip Because it takes up to three days for Google Reports to start being compiled, make sure you create your Google Analytics account far enough ahead, and give enough time for your web master (or yourself) to add the code to each of your desired pages you wish to be monitored.

Sample Analytic Reports

Dashboard





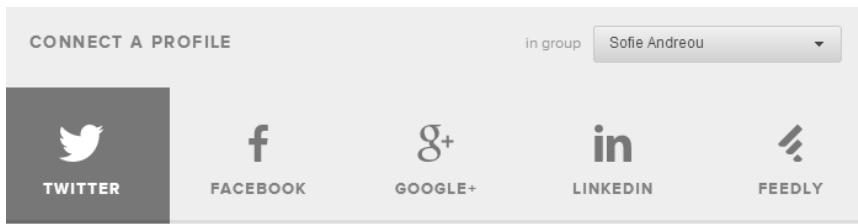
To review all of Google Analytic features, click on: <http://www.google.com/analytics/features.html>

The most popular social media measurement tools are Sprout Social, Tweet Grader, Facebook Insights, YouTube Insights, Hootsuite, and Bitly.

SPROUT SOCIAL

This tool provides excellent reports. It helps you understand your individual social media platform engagement and follower demographic. I like the reports better from Sprout Social than Hootsuite, but Hootsuite is about the third of the price of Sprout Social (Sprout Social is \$39/month).

In either account, you start by connecting your profiles.



It then takes a few days, and your reports are automatically there. You can view them online, send them to your team or download them as a PDF.



You can customize your reports to reflect the past week, month or a specific timeframe. I send my clients their reports on a monthly basis. If you were running a specific campaign over a period of time, you would likely want a report for that customized timeframe.

In my opinion, the most important report in Sprout Social is the *Sent Messages Report*. This report alone pays for the \$39/month fee.

The Sent Messages Report

lists your messages sent by specific platforms. This list can be sorted by highest-to-lowest reach, responses, or clicks. This helps you understand why some tweets have a much larger reach than others. It drills down to *who* exactly retweeted your far-reaching tweet. As you can see below, I had a reach of 10,300 on one of my tweets, and it also lists for me who retweeted it. These are my friendly giants—people on Twitter who found my content important enough to share with their followers. It's critical to know who they are, as we know that more than 80% of growth happens after someone engages with your content by sharing or retweeting. Be sure to check out your retweeters and become friendly with those who have the kind of followers you believe might become your future clients, volunteers or donors.

Sent Message

Date Sent: Nov 5, 2013 11:56am SofieAndreou

Clicks: — Responses: 2 Reach: 10.7k

My latest video tutorial... How to setup Twitter. Share it with anyone you think might need it! fb.me/2soef-nfn

Tweet Nov 5, 2013 11:56am SofieAndreou

Clicks: — Responses: 4 Reach: 10.3k

Congratulations to @JamesFundHb for raising millions for neuroblastoma research. fb.me/2VkbFYAIO

Tweet Nov 19, 2013 8:00pm SofieAndreou

Clicks: — Responses: 3 Reach: 7.0k

Our very own @stconews of @ptbochamber kicking off #tecnqva this morning Chamber Innovation pic.twitter.com/pjTr92uTg...

Tweet Nov 15, 2013 8:02am SofieAndreou

Clicks: — Responses: 7 Reach: 6.5k

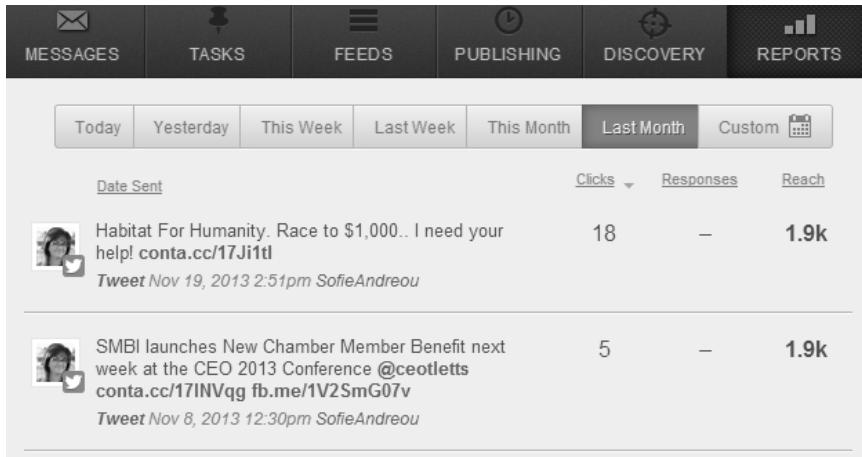
Remember these 3 elements when creating your organizations' Videos. fb.me/6jRdYQ9NO

Tweet Nov 30, 2013 11:11am SofieAndreou

Clicks: — Responses: 3 Reach: 6.3k

SPC Unbelievable Ski & Snowboard film! Thurs 7pm & Support your Ski Club \$15 @KawarthaNow @Pbo_Canada fb.me/1a7j2F3uq

The other two are equally as important. They are responses (those people who replied to your tweet with a comment) and clicks (those people who clicked on the link in your tweet). This helps you understand which of your tweets caused the most engagement. You can start concluding if it's the timing of the tweet or the content.

**Tip**

Be happier with less reach and more clicks! Discover which type of tweets create the most engagement or the call-to-action that you desire, and then tweet more of that.

Measuring Online Marketing Effectiveness

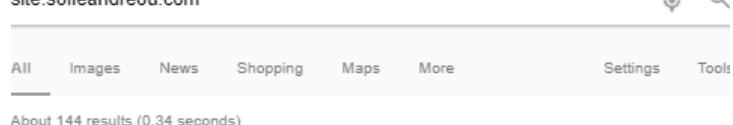
Measuring the effectiveness of your online marketing program is essential. All of your inbound marketing and lead generation efforts—your website, blog, landing pages, SEO, social media and email marketing—should be continually measured, analyzed and fine-tuned. Here are some comprehensive analytics sites to help you measure your online marketing effectiveness.

[majesticseo.com](#)

- a. It gives you a grade.
- b. Includes the number of backlinks (E.g., # of domains linking in, and some info on those domains including "trust flow").
- c. Ideally, a number of 20, 30 and up is great.
- d. Can track this on a quarterly basis.
- e. **# of pages indexed;** Search in Google

Directly into Google, check out your website, type “Site:sofieandreou.com” (<- put URLs in like that).

- Will show you how Google search result indexes your website pages
site:sofieandreou.com



Social Media Workshops Seminars and Speeches
www.sofieandreou.com/ ▾
Sofie Andreou offers your organization Social Media Workshops and Seminars. She also offers an Online Self Paced Learning System.

Digital Marketing Vlog - Sofie Andreou
www.sofieandreou.com/vlog ▾
Online Marketing Vlog focused on Community Strategies, Facebook, LinkedIn, Instagram and Snapchat workshops.

Sofie Andreou Social Media Seminars Keynotes and Training
www.sofieandreou.com/training ▾
Sofie Andreou offers Online Marketing Services, Workshop, Seminars, Coaching, Keynotes. Sofie has authored 4 Social Media Books for Business Professionals.

Social Media Workshops and Webinars - Sofie Andreou
www.sofieandreou.com/workshops ▾
Sofie Andreou offers your organization Social Media Workshops and Seminars. She also offers an Online Self Paced Learning System.

Social Media Workshops Seminars and Speeches - Sofie Andreou
www.sofieandreou.com/services ▾
Sofie Andreou offers your organization Social Media Workshops and Seminars. She also offers an Online Self Paced Learning System.

Google.Webmaster.Tools.com

- Walks you through what is not working effectively on your website. It then shows you how to improve your Search Engine Optimization on Google. It's mandatory that your website is validated by Google to be found. The way to start is through the Google Webmaster Tools. See their videos on how to do this. <https://www.google.com/webmasters/>

Grader.com was recently purchased by HubSpot.com. It can now be used through <http://marketing.grader.com>

- It gives you a grade on *each* of your online platforms.
- You simply enter your website and email.
- It shares with you what you could do to improve each grade. Consider doing it every six months.



HubSpot's Marketing Grader

Grade your marketing. Make it better. Outpace your peers.

Enter your website address and we'll work up a full report on how you're doing with your marketing online.



Tips

You must measure only a handful of important things related to your strategic goals. Remember that which gets measured, gets done!

NOTES

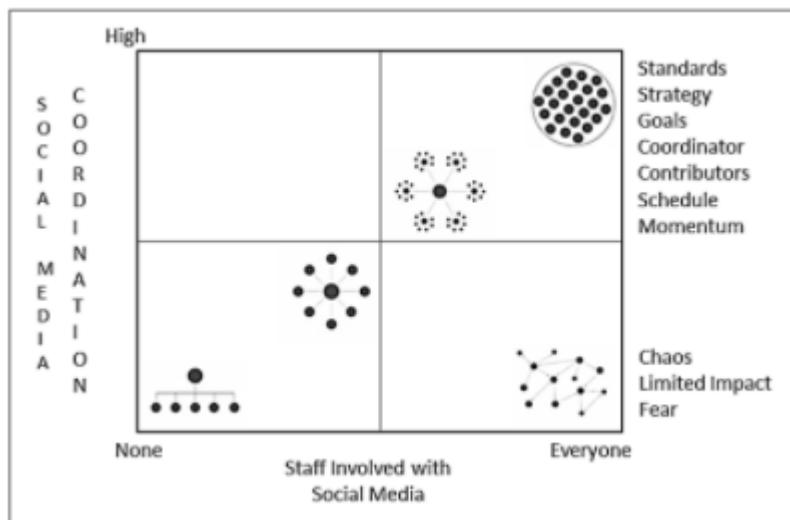
STAYING ORGANIZED

"I'm too busy to get started on social media and too busy to figure out what to post every day" is a common response as to why so many busy business professionals choose to avoid social media. So, I ask, would you rather not know what people are saying? Would you rather let competitors' plant good will and good news about their own products and brand while yours are non-existent online? According to Forbes, 78% of consumers say that the posts made by companies on social media influence their purchasing decision. Knowing that, do you think you're still too busy to use social media?

In this chapter, we start with how to manage your overall social media implementation, followed by how to continuously manage your social media efforts.

Social Media Approach – One person or many?

First you need to decide if your company is going to have a central or distributed social media management approach. Specifically, one person or many people involved with your digital marketing activities. Ideally, it's most effective when many are involved, all working toward the same goal, schedule, and they understand their role. This drives real authentic content, passion, personality and builds pride within your team.



We see social media approaches from one person or team with no connection to the heart of the company, to everyone in the company contributing, to everything in-between! Whichever approach you select, it needs to be sustainable, and meet your company's digital marketing goals. You'll decide both your organization's strategy, purpose and approach during the 9 steps to your digital marketing strategy and plan. At that time you need to decide who is your social media coordinator, contributes, influencers and where your content will be sourced from.

Three Month Platform Implementation Check List

We suggest you implement one social media platform every three months. It starts with you researching that platform for one month; the second month is about platform set-up and practice; and, the third month you go live and start your communications and growth plan.

MONTH ONE: Seven steps to researching one platform

- Search one platform and list what complimentary businesses are posting effectively.



- ii. Summarize which and how many of your targeted potential clients engage on this platform?
 - a. Is it a large enough representation base for you to spend time communicating on that platform?
 - iii. Conclude from the above what kind of material or posts will get you the most engagement on that platform.
 - iv. What stories can you post, how can you ask your followers to tag you in their stories? This is key growth on Instagram.
- v. List the key influencers on this platform who might share your posts to help you grow. 80% of our growth will be fuelled by influencers sharing your posts and tweets.
- vi. List the type of material you have access to which will cause engagement on this platform. Include both your own material as well as complimentary businesses or people who are already on this platform who post material you can use. Follow these complimentary accounts so their posts will appear on your newsfeed.

MONTH TWO: Setup and Practice

- i. Mirror your brand on this platform.
- ii. Create a bunch of different covers for various upcoming events, seasons or sales.
- iii. Choose a square logo to use across all your platforms. It must be clear and easy to identify when shrunk down. *Don't* change the logo once chosen.
- iv. Populate your Timeline with six posts which give some context to what your company is all about. On Facebook, make them milestones and backdate them; they can include: (i) grand opening, (ii) about you, (iii) about your products, (iv) community involvement, (v) happy customers, and (vi) showcase your staff. On Instagram set them up, choose your brand and style for your posts and stories.

MONTH THREE: Launch

Up until now, you've had zero followers, so whatever you've done hasn't been seen by anyone. Now is the time to start engagement and growth.

- (i) Create your Social Calendar. How many of your own posts and how many posts will you or your staff share of your community's influencers daily? Facebook is two daily; Instagram depends on your followers.
- (ii) On Facebook or Instagram, determine a monthly budget to first promote your account to your target clients to start getting some followers or likes, and then second, to promote individual posts or tweets.
- (iii) Post your new social page URLs in each of your eNewsletters, retail store, website, traditional marketing materials, print, signs, radio, news ads, or TV. Don't just say "Find us on Facebook or Instagram," when your account is new, as no one can find it. Instead state your handles!
- (iv) Mention and tag the identified influencers who you've seen share content like yours. Your hopes are that they'll share or retweet your content and help you grow. (Offer them incentives to share.)

Events & Press Best Practices

If you're planning an event, please adapt the three-month rule. You need to create buzz for three months leading up to an event. Then, use material from the event as possible material going forward. It should be planned in your communication's calendar.

Here are some ideas of what to post leading up to an event. Populate your communication's calendar with these posts. Make sure to use the correct event hashtag, keywords and branding in your postings. If you have a special hashtag for the event, use it in the full three months leading up towards the event, and ensure it's on all your print materials and that it's announced regularly at the event. If this is a recurring event, find one hashtag which you'll continue to use for all of them as it will create a greater community then if you create a different one for each event. Encourage your sponsors and giant event supports to share your event posts which will further help create buzz for your event.

What to post leading up to an event:

- Past event photos.
- Past event videos.
- Upcoming event "line-up."
- If the event is a "cause."
 - Post emotional, real impactful event success with the event hashtag, and tag all the appropriate media giants and headliners.
- Videos of those headlining your event.
- Photos of those headlining your event.
- Links to the tickets sales of the event with the event hashtag, and tag all the appropriate media giants and headliners. On Instagram, have a link to the event in you bio.
- Contests leading up to the event.
 - Ticket giveaways which end a week or so before so people can buy if they don't win.
 - Special backstage passes.
 - VIP seating.
- Listen for the event hashtag or share them appropriately.

What to post day of the event:

- Behind the scenes preparation of the event with the hashtag, and tag all the appropriate media giants and headliners.
- The headliners arriving to prep for the event.
- Reminders of last minute tickets sales.
- Reminders of what time the event starts.
- Listen for the event hashtag retweet, repost or share them appropriately.

What to post during the event:

- Welcome video or photo taken right at the beginning of the event with the hashtag, and tag all the appropriate media giants and headliners.
- Announce any contests during the event with the hashtag, and tag all the appropriate media giants and headliners.
- Listen for the event hashtag retweet, repost or share them appropriately.
- Regular video or photo taken through the event with the hashtag, and tag the appropriate media giants and headliner.

I suggest you have live tweets displayed on a screen during the event, along with a contest during the event. Both of these can help with the live engagement.

Working with the Press in the Digital Age

Working effectively with press has changed two-fold; first, your press release area on your website has changed, and your touchpoints with media has changed.

Your website should include an area for news. But, it's not aimed at just the media; it's aimed at your prospective clients. New clients will look to see what's new in this area, so, take the bull by the horns and steer them toward what's new! It's not filled with PDFs, it's in the form of a Search Engine-friendly blog. It's your opportunity to let your clients know what's new in the area of new features, people, and accomplishments. It enables you to paint a picture. It's good form to update this area twice a month., using best practices in the area of keywords and photos.

How do you speak to the media through social media is one way, but, not the only when you want their attention. Follow these steps to work with today's digital press, regardless if we're talking radio, TV or print.

- 1) First, look to see which reporter or anchor person you would want sharing your news when you have it. Make a list and start following their posts or tweets. Support them by retweeting. You're now creating a business relationship with them. Nurture it, love it, grow it.
- 2) Don't abuse your relationship with the media. They're likely overwhelmed with requests, so don't cry wolf. It's completely up to them to get back to you.
- 3) Pick and choose which news you'd like to share and which news you'd like to have covered.
- 4) For news you'd like to share, create a blog on your news and when you post it through your social media channels, tag the appropriate media person.
- 5) For news that you would like for the media to cover, create your case as to why they should have an interest in your news or story. How will your news benefit their readers or viewers and why is it newsworthy? Send it to them in an email or call them; don't send it as an attachment, as many media personnel don't open attachments as they're working off their mobile devices.
- 6) Hold press events when it's big news.
 - a. Start with a press invite. Send them a direct message or email with just enough information to get their interest to attend your press event. You can even call them. Be sure to reach out to those who you've been supporting online and who are interested in your news or story.
 - b. At the press event, share your information verbally and also have it prepared in writing for them to take away. Have props and people of interest for photo opportunities.
 - c. Press events don't need to be more than 30 minutes long. Make sure you start on time as the media is punctual and busy.
 - d. Send a press invite a week ahead of your event, then a reminder the day before and the day of the event.
 - e. Add the media information to your website's news blog.

Social Media Content Management

There are tools to help manage social media, whether you're doing this yourself, giving it to your staff, or outsourcing it to someone else. These tools help schedule post and listen online.

We start by creating your overall communication calendar. I've seen organizations that have communication calendars for the upcoming year, quarter or month—all depending on the

organization's known events. Those organizations, without communication calendars, are the ones who feel out of control and under pressure.

Tip

Have a communication calendar to stay organized and to run a smooth marketing campaign.

Communication Calendar

1/3, 1/3, 1/3 content rule. It's basically social media's "Rule of Thirds." How does it work? Well, the best way to think of what to post is:

- 1/3 of your social content promotes your business, converts readers, and generates profit.
- 1/3 of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses.
- 1/3 of your social content should be based on personal interactions and build your personal brand.

To stay organized, you need to implement your social strategy with a communication calendar that is integrated into your traditional communication calendar. Stagger your 1/3, 1/3, 1/3 content throughout each month. Start by marking your major events on the calendar, then work backwards on the calendar from that date with what you'd like to see on each of your social media platforms, print ads, radio, television, and the media. For example, if you have an event on November 1, you would want to start with what would need to provide to the media and on social media the day of, day before, week before, week before that, month before that, and so on. Simply mark each into a calendar. Then complement those event posts with what we call *Edutainment* posts. Those posts—which have nothing to do with asking people to purchase tickets to your event or to buy your product—tell a story about the work you do in an educational and entertaining fashion. **Give the event some context.** Paint a picture or experiences around the good you do, and the passion you and your clients or those who benefit from your work have. Remember, when scheduling your online activity, have five edutainment posts to each one of your self-marketing posts.

Not all organizations have ongoing events to create buzz. Some businesses, like a resort for example, can have ongoing activity to post about like beautiful sunsets, wedding experiences, and their chef's creations.

It's most effective when you highlight both the type of post and how you'll measure, especially if that post was effective. This becomes your social media plan and schedule. It can be initially developed for a social media test department or the entire organization (depending on the size of your organization), and then rolled out to appropriate departments. The type of posts, how you measure them, and the actions you want the public to take can all relate back to your goals.

The approach should be modified depending on the level of social engagement. A social media coordinator can oversee the implementation of this for the entire organization, with departmental social media coordinators overseeing the posts for each of their departments. These coordinators have other activities, and they are rarely dedicated solely to social media. It becomes a part of their job in a *social* company, where print, TV, radio, eNewsletters, and social media collectively support each other.

Ideally, social plans and goals should be automated so that alerts and reminders are sent to the contributors and coordinators. We suggest using your existing organizational calendar system, versus a separate one, if possible. It's easier to sustain when you're not introducing new systems or processes for people to follow.

Social media schedule should capture these four elements at a minimum:

1. Who will post?
2. What topic will they post on and where will they get their material?
3. How often will they post?
4. How will they measure the effectiveness of each post?

Before filling in your organization's social schedule, you should read the "12 Tips of Posting" in an earlier chapter. In general, you should be posting three times a day at a maximum, and three times a week at a minimum. Anymore than this and you could start losing your followers. The number one reason people stop following someone is because they post too often. If you post less than three times a week, it's unlikely many people will see your efforts.

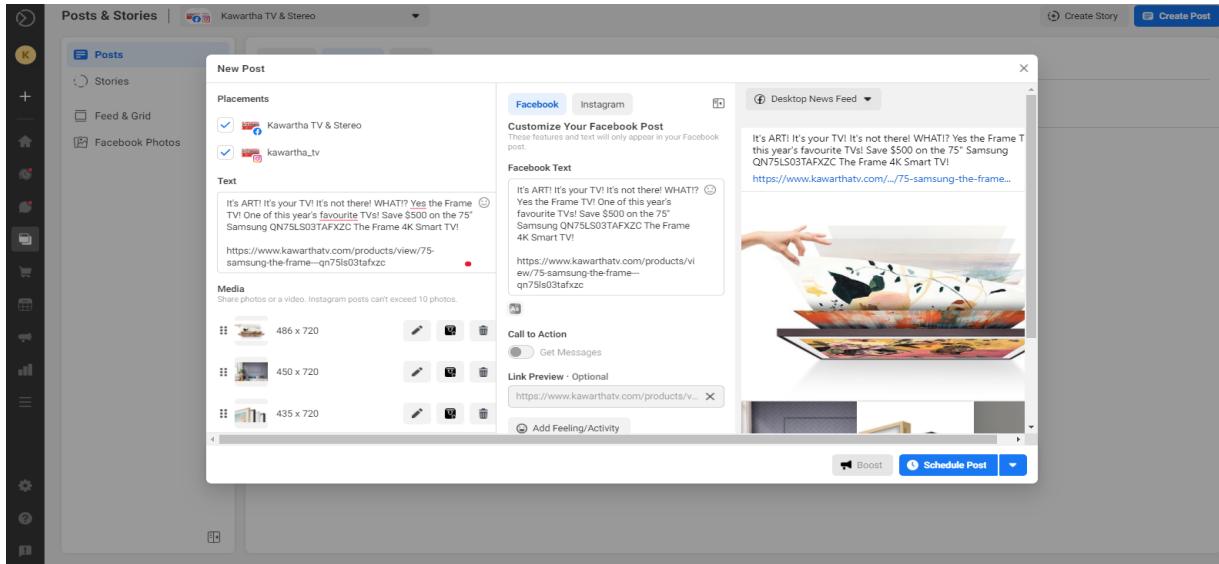
The following is an example of a social media schedule. This was created as an outcome of a social media strategy I facilitated for a resort and spa.

Who	Topic	Frequency	When	Measure
Chef	Food	Twice a week	Thursday and Fridays at 10 a.m.	Clicks to the photo of the food uploaded to the website, and for reservations
Sports Director	Team group fitness activities	Twice a week	Tuesday and Wednesday at 10 a.m.	Sharing of the activity photos and request for group activities
Spa Manager	Spa treatments	Once a day	Monday to Friday at 2 p.m.	Sharing of the spa photos, and reservations for spa treatments
Wedding Coordinator	Wedding excellence	Twice a week	Twice on weekends	Sharing of wedding photos, and wedding packages enquiries
Social Media Coordinator	Business marketing specials	Once a week	Fridays at 2 p.m.	Increase reservations clicks

As seen in the above schedule, a knowledgeable coordinator should be able to fill any gaps with other informational posts that support the intent of your social media efforts.

Check out the Coffee Break Learning® Tutorial on how ***to manage your Communication's Calendar and the importance of Story Telling.***

Management Tools



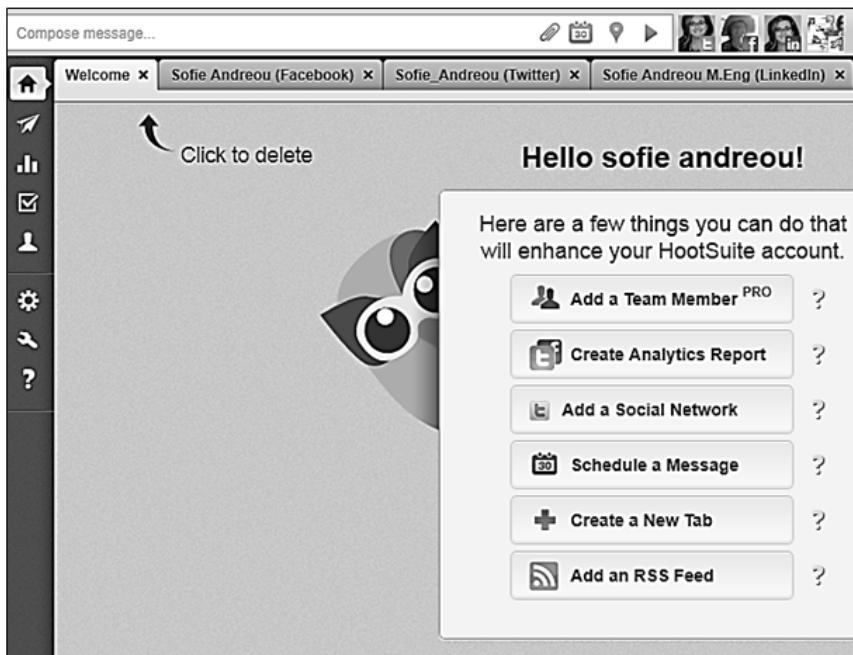
Many of the posts seen in the schedule can be queued ahead of time, and listening can be done on a scheduled basis. There are tools to help you with both the scheduling and listening.

As of this year, I've have a real problem with the scheduling programs as they haven't kept up with important advanced abilities of many of the social media platforms. For example, as of December 2017, mainly tagging photos on Twitter will be something that *can't* be accomplished using many management tools. Tagging photos on Twitter is critical to growth and engagement. Without tagging you're wasting your time and efforts. Another posting feature these management tools haven't kept up with is uploading videos directly to Facebook, which again, is another must.

The most commonly used social media management tools are Sprout Social, Hootsuite, Buffer and TweetDeck. They allow your social media posting to come from one central place. Post, reply, schedule, and listen to posts from any of your social media platforms all in one location. You can use these tools from your desktop or from your smart phone.

NOTE: The posts from these types of productivity tools are sometimes not viewed by search engines as *high* in value compared to the posts you create directly from the individual platforms yourself. Therefore, use these tools for scheduling future posts and for listening online, mixed with direct posting when appropriate. *Not all posts* should be scheduled; it's very effective to post directly from events or from a live broadcast to create an authentic buzz engagement with your audience.

You start by going to www.sproutsocial.com or www.hootsuite.com to create an account (you'll only need to use one of these tools.) Then, add the social media platforms you'd like to manage from this account. It will ask you for each platform ID and password, as it will be connected to each. You can



ahead of time.

Listening

You can also *listen* by performing a search and saving it as a column or search results. Whenever you log on, you can check the column to see if there was any action. You can listen all the time, or schedule your listening times. Depending on the size and type of organization you are, the public will expect a different type of response time. If you have a 24/7 kind of service, they'll expect a 24/7 online response; if you're a 9-to-5 organization, then they'd typically expect a 9-to-5 response. Make listening an extension of whoever is providing your front line support. If that person is you, and you only check your emails or phone messages once a week, you would add listening once a week; if you check hourly, you would add listening hourly.

In larger professional type organizations, the responsibility of listening is often given to the same person who would answer their calls at the front desk, for example, the receptionist, who is essentially the face and voice of a company in their traditional role. They can definitely extend their skills into the online world. Another client of mine has become the role of their 311 group. This group is trained to answer incoming phone calls of various types, and they know where to get answers and support for the questions. They're now extending their skills to listening online.

You can set up your tool (as seen in Hootsuite in the above image) to listen for when your organization is mentioned by a handle directly, or set up a column of someone just mentioning the name freestyle. You can also listen for direct messages or replies. The team responsible would use the same protocols when answering questions on the telephone or through other public venues.

disconnect them at any time. There are a lot of great ones out there, but I highly recommend Sprout Social and Hootsuite.

Once you have your platforms set up, you can see the individual platform timelines (E.g., all those you follow in Facebook, Twitter, LinkedIn, Facebook pages, etc.) right from Sprout Social, Hootsuite or TweetDeck. You can set up future posts; for example, if you have events occurring in the future, and you would like to post reminders each Thursday at 10 a.m. prior to the event, you can do so

Other than customer service, you might listen to those people or companies who have content you respect and would share from time-to-time. These tools make it simple for you to follow people of various topics, partners, competitors, and clients. You can create lists on different topics in the various platforms you'd like to listen to for future content. You can check these lists less frequently, and use their content to complement your own content. I know many organizations that use 80% or more of content from another source and only 20% or less of their own. They operate as a curator of knowledge for their industry. They often outsource the 80 percent, and add their 20 percent when they can or when they are scheduled to.

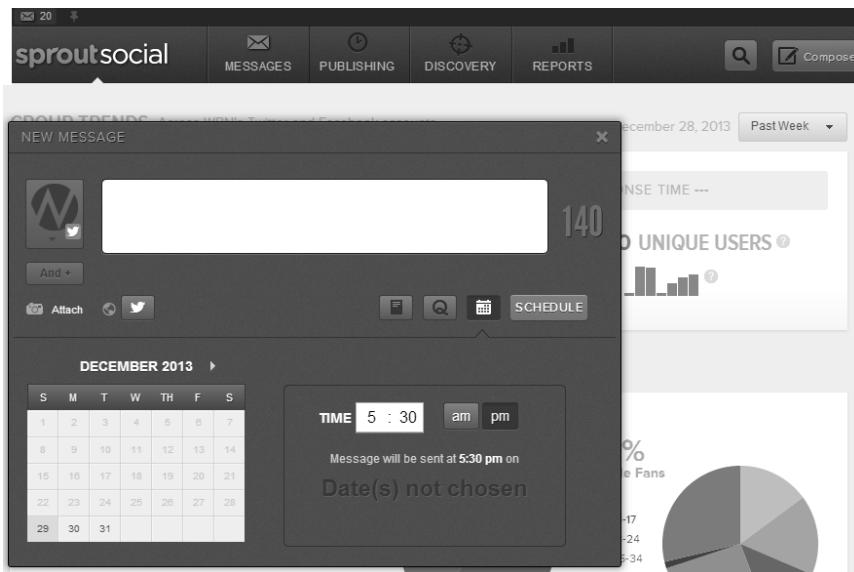
Your marketing team can use these tools to listen to clients with a different filter, they might be listening to trends, and how they use competitor's products. These tools are not just to be reactive; they're also an amazingly strong market research tool.

I've been using all three. I started off enjoying Hootsuite, and then found TweetDeck easier for my needs. Now, I find Sprout Social a more effective posting and reporting tool. But, I'm a fan of Hootsuite's auto scheduler feature and the view of their calendar.

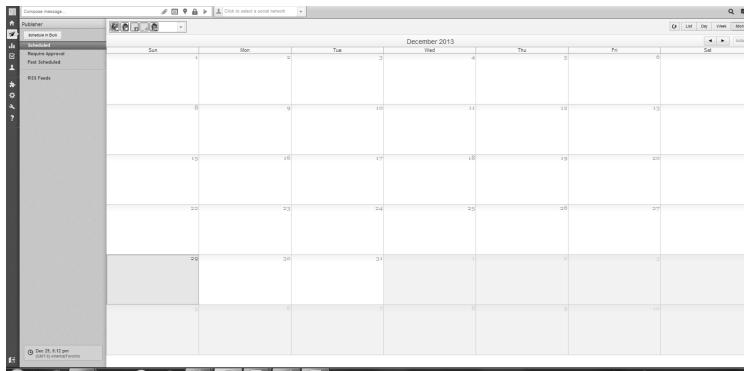
Managing Postings

It's a similar process to post on all of these tools. Here is an example using Sprout Social:

- 1) Click on the **Compose box** on the top right. The compose box is at the top level on all of the tools I've seen, and sometimes, like on Hootsuite, it's on the top left.
- 2) After this little window appears, choose the accounts you want to post to.
- 3) Enter your post, and either the link or image you would like to attach. Remember your 12 Posting Tips!
- 4) You can send the post now, or click on **Send Later** to schedule the post to occur at a future time.
 - a. Both Hootsuite and Sprout Social have some smarts built into their schedulers. For a fee, you can ask it to queue or auto schedule your future posts. They "know" when the majority of your followers are online, and they schedule your posts at those times for you. You might remember from the 13 Posting Tips, in general, people are online the most at 10 a.m., 2 p.m., and 8 p.m. But, these times vary based on your target audience.



These tools also enable you to view your future posts either by day, week or month, giving you a calendar view of your scheduled posts. This lets you see, in a glance, which days might be too full of posts. As a result, you can simply click and drag posts to future dates.



Both the listening and scheduling tools are powerful. You can use them together, you can listen to a specific expert on any of these tools, and then when you see a post you'd like to share, you can post it at a future date right from the tool. If you're like me, you might be using these tools to do some research at hours when others aren't normally online, but you see an amazing article that you'd like to share. So, instead of sharing it at 2 a.m. when no one will see it, you can use the auto scheduler feature to schedule it when all your followers are online.

CREATING YOUR SOCIAL POLICY IN 7 STEPS

Why Do You Need a Social Policy?

A social policy can be both empowering for employees as well as an excellent competitive weapon. A social policy should be an extension of your current employee code of conduct, and your marketing guidelines. Thinking of it in these terms simplifies it for everyone involved. Whenever a new tool or technology is introduced, it creates new opportunities as well as new possible issues. As a large number of your employees are already using social media, a policy helps them understand their role.

When used properly, a social policy can turn your employees into your largest source of new fans and followers. Having your employees properly share, retweet or mention your social media efforts is powerful.

Once created, have the policy signed off by your human resources or legal department. Next, incorporate the policy into your employee's welcome packages and have it signed by each new employee. For existing employees, have it shared and signed off by each. A training session for all of the appropriate existing employees would be most effective. Real social companies have each of their employees trained with the knowledge of what, when, how and why they post.

7 Elements of a Social Media Policy

Here are the seven steps most often followed to create the “meat” of your social media policy:

1. Identify your company's social media **objectives**, including your goals, vision, and purpose.
2. Indicate which social media **platforms** you're officially going to use.
3. Coordinators: Identify **who your official social media administrations are** for your company. If an employee is a contributor, for example, has content for the company's official social media channels, then let them know how to share their content with the social media administrator for official distribution.
4. **Code of Conduct:** This often involves work ethic, respect and professionalism. The Code of Conduct for social media would be the same as the traditional employee Code of Conduct.
5. **Encourage employees to become fans and follow from their personal accounts.** Encourage employees to *share, mention, and retweet* as appropriate, always keeping in mind the Code of Conduct principles.
6. **Confidentiality and copyright** is the same on social media as any other communications vehicle.
7. **Monitoring:** The company will likely listen online for their company name. If they see an employee's activity violates the company's Code of Conduct, the company would take similar steps as if an employee violated any traditional code of conduct behavior.

PRIVACY

Visit your video tutorials to review my ***Online Marketing Policy*** video in the Digital Strategy Section.

ROLES IN SOCIAL ORGANIZATIONS

"The survey results demonstrate that executive engagement in social media raises the brand profile and instills confidence in a company's leadership team. It builds greater trust, brand loyalty, and purchase intent. Respondents overwhelmingly confirmed their belief that "C-Suite" executives who engage in social media are better equipped to lead a company, communicate values, and shape a company's reputation in today's changing world." — BrandFog Survey, 2012.

This statement has not changed. The leader in a larger company can set the tone for the company with few meaningful posts, they are the Social Leader. The Social Leaders is not the one who generally posts to the company page, there are those who officially post for a company, I'll call them coordinators, in larger companies there might be many coordinators. Coordinators might work in the communication's department, therefore centrally located, or distributed throughout the company. Next there are contributors, those who are out with clients or subject matter experts, they can be contributors of content, they send their content to the coordinator. Since the pandemic, I've added a role, it's Client Support. Since our target marketing now expects real time support, through the company's social media platforms, someone who knows how to work in client support needs to field these customer support chats or messages. The coordinators are often not the right people. Finally we have those we

refer to as Giants, Influencers or Ambassadors. I've used these three terms interchangeably throughout the book. They are those who have a large number of your target marketing already following them!



Social Media Intern

Roles in a Social Company

Regardless if you are going to have a central or distributed social media management approach. Many start off by hiring an intern to be the voice of their company, ie post for the company without any direction. They expect that a technically savvy, but

yet a person who doesn't understand their culture or their industry, to captivate and ring authentic in the ears of their target audience. Their target audience can't be fooled. Target audiences have an understanding and passion for what you do. Having someone who can step through the mechanics, but, not able to internalize your culture and communicate appropriately *doesn't help* your company. You need to take the voice, brand, and goals of your online marketing strategy and roll it out across your entire organization.

The following short video is a humorous example of what many companies are doing when they don't take their online marketing seriously. Unfortunately, they let someone disconnected from their organization speak to the world on their behalf.

<http://youtu.be/auiczd4OUms>

This video, and all the content mentioned in this book, can be found on the video tutorials in the strategy section.

Online marketing is a live breathing organism. It's alive and as continuous as breathing. You can't stop breathing for a little while and expect to survive. With clear roles and measures across your organization, you can keep it breathing easily.

This chapter focuses on online marketing roles across an organization. I have successfully implemented this same approach with organizations varying from one to more than a thousand employees.

THE FIVE SOCIAL ROLES

- 1) Social Leader

- 2) The Coordinator(s)
- 3) Content Contributor(s)
- 4) Client Support
- 5) Growth Giants or Ambassadors

In a centralized approach, there is only one coordinator and often they are the content contributors as well! In the decentralized approach, there should be one main coordinator, and they manage or train the coordinators in appropriate departments. The coordinator(s), in the decentralized approach encourage and remind the content contributors to contribute!

The Social Leader (a starting point)

- Posts are aligned with their traditional communication's plan.
- Posts support their organizational goals.
- Their posts must resonate (E.g., they can only post weekly).
- Live online chats monthly or quarterly to compliment schedule public meetings.
- A blog from the leader's office to be used as the source of further information for distribution.
- Behind the scenes, insights, opinions, forecasts.
- They need to be or assign someone to be the face or voice on LinkedIn.

The Coordinator(s)

- Assigns and controls passwords to all of the organization's social media platforms.
- Accountable for monthly measurement reports showing the organization's and Leader's social reach and influence and impact on their goals.
- Give advice, based on the measures, on how to improve next month's results.
- Coordinates the social calendar.
- Is a member of the Communication's department or acts as the bridge between the traditional communications and social communications.
- Aligns the social calendar with the overall organization's communication's calendar.
- Works closely with the IT department ensuring the proper access, security, and privacy settings are in place for those who need it.
- Continuously improves and grows followers.
- Identifies and engages distribution giants.
- Does all the posting or trains and monitors others on how to post properly.
- Engages in ongoing online marketing training.

The Contributor(s)

- Staff, industry experts, or community partners who have content, which fulfills your content need. Coordinators would take their content and re-purpose it for social distribution.

- Some staff could be trained to post themselves and others trained to route through the official Coordinator(s).
- Experts in the organization or community who can write blogs for you.
- Various organizational and community leaders, or expert blogs.

Customer Support

- They must understand how to answer client questions in real time. Since the Pandemic, it's become a common practice, and expected.
- They need to know how to work with both upset and happy clients.
- They are often the people who traditionally field phone calls for the company.
- They would have comments, and messages from each social media platform and google listing sent to them directly through a notification. Each platform has these features.

Influencers or Giants

- Giants in your organization or community are those who will both see your posts and share them with their large base of followers. These giants have a large number of your identified target audience already following them.
- Distributors of the information throughout their social networking community.
- Social media giants or online influencers in the community or in communities you want visitors from.
- Not generally an employee.
- Some communities were engaging youth groups as their ambassadors.
- Associations, sports teams, celebrities who have a passion for your cause or services.

In larger organizations, information technology (IT) plays an important role. In many of the government organizations I work with, social media access is restricted. So, we work with the IT department to 'open' access to social media platforms for the appropriate social media coordinators and contributors while other employees might still not have access.

There is training, hardware, and software requirements that are likely needed. The social media coordinator or contributor who is expected to take videos and photos at events will now require unusual mobile data plans and appropriate mobile devices to accomplish these tasks. The IT departments of larger organizations need to be a part of the planning and implementation of this effort. IT departments in larger organizations can also create the auto-measures required for leaders to monitor the impact of these social media efforts. This Information system's role—creating the auto-measures—is critical to the sustainability and justification of the social media efforts in larger organizations.

Leaders in a social company

Leaders are still in transition. *"The most effective leaders throughout history have been great communicators, yet the vast majority of modern day CEOs and C-Suite executives are conspicuously absent from social media channels. As of January 2012, 61% of Fortune 500 brands were engaging with customers via Twitter, but less than 2.5% of Fortune 500 CEOs were actively participating on Twitter."* (The BrandFog Survey 2012.)

For the full survey results, see:

http://www.brandfog.com/CEOSocialMediaSurvey/BRANDfog_2012_CEO_Survey.pdf

In September 2013, SocialMediaToday.com stated that 70% of CEOs are not leveraging the power of social media. *"Brands are starting to realize how important it is to have the face of your company represented on social media, and engaging with consumers. However, the majority of CEOs still are not on social media – a surprising 70%, in fact."*

Not surprising, those CEOs who are using social media are on LinkedIn. The site also states that only *"28% of Fortune 500 CEOs have a LinkedIn profile, while only 7% are on Facebook and 6% are on Twitter. A small minority of 1% are also using Google+... with Twitter and LinkedIn growing most rapidly in terms of CEO usage."*

Leaders in social organizations view social platforms as critical communication and branding tools. When used properly, they're effective, inexpensive, timely, and sincere methods of communication reaching staff, members, clients, partners, volunteers, and key stakeholders. In just the last few years, consumers and staff expect to hear from leaders in a more transparent and less formal manner. To expect leaders who have successfully communicated in one fashion to flip to a new relatively unproven method immediately is not realistic. However, the transition approach I recommend is realistic. Start by extending your traditional communications online, next extend your public forums online, and finally, start sharing and exchanging information in the areas in which you're an expert. Everything you do should naturally support your organization's goals.

A top social media CEO is Richard Branson of Virgin. He has over 3.7 million followers on Twitter (with increases about 100k/month), 760k on Facebook, 4.7 million on Google+ and 2.1 million people follow his blog. Why? He's viewed as an exceptional person and an amazing role model. He's engaged with his followers and even follows back several thousand of his Twitter users. He shares what people are interested in, his celebrity lifestyle, from extreme sports to Virgin products. People are hearing his thoughts and seeing him behind the scenes, a peek at something they wouldn't normally be able to see without Richard Branson's sharing. It's sincere, authentic, and not all about sales.

	K92 Richard Branson @richardbranson	28 Dec
	A pitch-perfect business: virg.in/S7p9R #readbyrichard @VirginUnite	
Expand	Reply Retweet Favorite More	
	K92 Richard Branson @richardbranson	27 Dec
	Try to keep bureaucracy to a minimum. Business, as well as life, should be fun virg.in/bsf	
Expand	Reply Retweet Favorite More	
	K92 Richard Branson @richardbranson	27 Dec
	Kenny got a hole right through his ankle while kitesurfing. Was it a stingray? Anyone had similar? virg.in/wsi #StrangestInjury	
Expand	Reply Retweet Favorite More	
	K92 Richard Branson @richardbranson	27 Dec
	What's the #StrangestInjury you've ever had? The odds of this one must be a million to one virg.in/wsi	
Expand	Reply Retweet Favorite More	
	K92 Richard Branson @richardbranson	26 Dec
	Photos: Christmas on Necker virg.in/08POS	
Expand	Reply Retweet Favorite More	
	K92 Richard Branson @richardbranson	26 Dec
	What's your own favourite advice in the spirit of Dr Seuss? virg.in/tyy	
Expand	Reply Retweet Favorite More	
	K92 Richard Branson @richardbranson	26 Dec
	George Clooney once said he wanted to swap lives with me for 24	

Take a look at Richard's tweets to see how authentic he is

(<https://twitter.com/richardbranson>). He mixes it up—a little business, a lot of interesting extreme sports, and more business advice. Nice mix. *Edutainment!* The key is to be educational and entertaining.

On the flip side, let's look at a CEO who has made a mess of it—Kenneth Cole, an American clothing designer. Unfortunately, he was trying to leverage hashtag "#Cairo" to promote his new spring collection during the 2011 revolution in Egypt, where hundreds of people were being killed. This lead to the #KennethColeTweets, where people are still mocking him every time another CEO does something perceived as distasteful. Twitter followers have a long memory! Here's an example of the continued backlash of what seemed to be self-serving and then became a mockery.

Results for #KennethColeTweets

Top / All

	JK 60 Kelsey Jones @wonderwall7 Classy. He should join the #kennethcoletweets team. @HuffPostBiz: Golf club features \$9.11 sale on 9/11 anniversary huff.to/1dYASBh	10 Sep
	View summary	Reply t3 Retweet ★ Favorite *** More
	JK 53 Liz Tunheim Sheets @LizTunheim Brands and social media managers - think before you tweet! #kennethcoletweets thehubcomms.com/blog/kenneth-c...	9 Sep
	Expand	Reply t3 Retweet ★ Favorite *** More
	JK 83 Nicole Lapin @NicoleLapin Kenneth Cole's tweets: edgy marketing strategy, or just plain offensive? #KennethColeTweets	7 Sep
	Expand	Reply t3 Retweet ★ Favorite *** More
	JK 66 Sejal Patel @smileysjalee "If it gives u pause, pause" rule before brands post to social media is impt to follow. Case in pt ragan.com/Main/Articles/... #KennethColeTweets	6 Sep
	Expand	Reply t3 Retweet ★ Favorite *** More
	JK 78 Al Yankovic @alyankovic Hitler had the right idea... about footwear! #KennethColeTweets	6 Sep
	Expand	Reply t3 Retweet ★ Favorite *** More
	JK 48 Kevin byDesign @Kevin_byDesign :-t #KennethColeTweets about "boots on the ground". IM just grateful #Monsanto didn't tweet about its bug spray. money.cnn.com/2013/09/05/new...	5 Sep
	View summary	Reply t3 Retweet ★ Favorite *** More

How Often Should a Leader Post?

Before a traditional leader will start their transition into a social leader two questions are always asked, (i) what is the leader's social role, and (ii) how often should a leader post? To start the transition, the leader's role should mirror their current public communication's role. Second, they should post as often as they are scheduled to communicate to their staff, members, clients, partners, volunteers, or key stakeholders. Most leaders traditionally are scheduled to make specific public announcements weekly, monthly or quarterly. As well, periodically, leaders are scheduled for open dialogues with their organization's public. At these times, the social leader can add various online aspects to their public meetings. **To transition into a social leader, start by using social platforms as an extension of the leader's existing communication plan.** The social platforms will not likely replace their current communication vehicles, unless all of their staff, members, clients, partners, volunteers or key stakeholders are active social media users. Social media communications will provide insights and the ability measure the impact and reach of the social leader's messages.

Many leaders I've spoken with are under the impression that if they start engaging in with social media, they'll have to spend many precious hours daily, but that's not the case. When the leader of a community or a larger organization speaks, writes, or posts, it should resonate. Their organization's regular social channels should share their leader's posts with their followers, as well as take up the duties of listening for and answering questions on behalf of their organization. Not unlike when a leader of a company is quoted in a press release or an article, the public is asked to speak with the official company spokesperson for further information.

Impact of the Social Leader

BrandFog's "2012 Social Media CEO & Leadership Survey" had thirteen insightful conclusions, I've summarized the eight which focused on the impact of the social leader. In summary, social leaders' engagement outcomes include more sales, more trust, effective crisis management, a competitive advantage, and a more desirable place to work. These insights are still applicable today.

- 81% of respondents believe that CEOs who engage in social media are better equipped than their peers to lead companies in a web 2.0 world.
- A large majority of the respondents believe that CEOs can use social media channels to improve engagement with multiple stakeholders across their organization. Building better connections with customers topped the list at 89.3%, but engagement with employees (84.7%) and investors (66.3%) also came in very strong.
- 78% cited “better communication” and 71% stated “improved brand image” as the biggest positive benefits.
- 82% of respondents were more likely to trust a company whose CEO and leadership team engage with social media.
- 77% of respondents were more likely to buy from a company whose values and mission are defined through CEO and executive leadership participation on social media.
- 93% of respondents believe that CEO engagement in social media helps communicate company values, shape a company’s reputation, and grow and evolve corporate leadership in times of crisis.
- 94% said that CEOs and an organization’s executive leadership team can enhance the brand image by participating on social media.
- 78% of respondents would prefer to work for a company whose leadership is active on social media.

In conclusion, BrandFog believes that the “next generation of business leaders will require new talents and a different set of skills to successfully grow their companies. In order to effectively lead a company, management competencies will have to be reinvented around a new set of principles including transparency, integrity, collaboration, and consistent communication with stakeholders about company vision, mission, and values through social media channels.”

Beyond Traditional Communications

Leaders who start using social media as one of their communication vehicles should start slowly so they can sustain and continuously improve their efforts. They need to ensure that their communication staff has the social media training, listening, and measurement tools they need so they can respond timely. Benefits of the social leader are far too many to be ignored. Much depends on how social of a leader you are naturally, you can’t fake a social personality, it must come naturally and be sincere, or the impact will be negative.

Leaders are traditionally outstanding communicators. Leaders are also experts in their industry, business, public relations, decision making, deal making, leading, and motivators. When a leader is ready to expand their social content they start to look at what they naturally read or attend as possible content. Their posts must also, of course, help support their organization’s online purposes and goals.

Some topics beyond a leader’s traditional communications plans include, sharing industry articles, articles the leader has authored themselves, papers their staff have written, photos or videos of their personal community involvement, welcoming new hires, acknowledging staff and client achievements, opening of new departments, launching new products or services, interaction with clients, services or products impact, and so much more! It’s endless, but the trick is to keep it in line with your organization’s online purpose and to keep it real.

LINKEDIN

What is LinkedIn?

LinkedIn.com is to *business professionals* what Facebook is to *friends*. LinkedIn helps you connect with other professionals, while the initial intent of Facebook was to help connect friends and family. People go to Facebook for entertainment, to relax, and to socialize. People go to LinkedIn to learn, network, hire, and market. Businesses choose to be active on the social platform their target markets are spending a chunk of their time on.

There are three “faces” or addresses you can establish on LinkedIn. First, a personal LinkedIn profile, second, if appropriate, a LinkedIn Company Page and third, a LinkedIn Group.

With LinkedIn your profile is professional, like an extensive resume. You can add your work, education, activities, skills, references, published work, portfolios, association, boards, and then engage with others through updates, posts, comments, and also show support. A profile’s searchable keywords in LinkedIn are *more* geared to where you have worked and gone to school than in Facebook.

Professionals can connect to you directly or through “introductions” from those you both are already connected to. It’s also another key place to post your various online platform addresses.

From a profile, you can create LinkedIn Articles. It’s a powerful way to show your industry knowledge and position yourself as an industry leader.

All your profile's activities, posts, articles, likes, comments, are saved on your public LinkedIn Profile. Be strategic with your actions. Have your activities become an extension of your personal brand identity. Let your activities give depth to your LinkedIn profile.

LinkedIn also has excellent LinkedIn groups to join. Once you’re on LinkedIn and your connections have grown, you might consider starting your own group. Groups can be created as opened or closed. Closed means that the profile that created the group, also known as the administrator, must approve those who want to join the group. An open group means everyone is automatically approved as a member. Most of the groups I’ve seen are closed groups. The administrator can add additional administrators, with the power to approve new members.

I suggest you research groups, join them, and become a part of those LinkedIn communities. I find the groups very professional on LinkedIn. It’s important to join various communities within LinkedIn and become a trusted voice within those communities.

I always say that LinkedIn is like signing up to go to a conference; you can get a lot out of the conference by going to sessions, asking questions, and networking, OR nothing out of the conference, by sticking to yourself and not going to session. LinkedIn is like that virtually and globally. You can join up to 50 groups or as few groups as you want and engage with how ever many you choose to. Be strategic. I suggest you have a plan and work on networking in LinkedIn for at least 5 minutes a week to build your personal brand and business network.

There are three identifiers on LinkedIn—a Personal profile, a Company Page, and Groups.

Personal Profile

The intent of a LinkedIn profile is for individuals to build their *personal professional brand* on LinkedIn. There are a number of different opportunities on LinkedIn to contribute to: i) your own LinkedIn followers, ii) LinkedIn Groups, and iii) comments on Company Pages, or iv) personal branded articles which become a part of the LinkedIn article database. This helps define who you are as a professional, regardless of where you work.

Company Page

The intent of the *Company Page* is to market your company and build its brand. All your employees should be linked to your Company Page, be able to find your Company Page by searching for it in LinkedIn, click to it from your employees' profiles, or see the engagement of one of their connections who follow your page and has engaged with posts from your page.

Someone senior on your communication's team, who has a personal LinkedIn profile, should create your Company's Page and add other administrators to the page, as needed.

You can add employment opportunities for a fee to your Company Page.

LinkedIn Groups

The intent of a LinkedIn Group is to bring like-minded professionals together to discuss a specific topic. In your personal profile, you can create a group for any topic or join up to 50 groups. Groups can be public and open, or private and by invite only. Both types of groups have various settings to create the type of experience you're looking for. One important setting both types of groups have is the ability to or not to moderate all posts made to the group (more on this later). Company Pages cannot join a group, only LinkedIn profiles can join a group. Organizations need to assign someone to be their voice on LinkedIn and officially represent them in specific strategic groups. Groups are very effective for networking.

Who uses LinkedIn?

LinkedIn is used largely by business professionals. The average household income in LinkedIn is significantly higher than that on other social media platforms. The average time a user spends on LinkedIn is 17 minutes every month. Of all of the social media platforms, CEOs are more likely to be on LinkedIn than any other.

The number of LinkedIn users are similar to the number of Twitter users—over 500 million users. 38% of all LinkedIn visits are done through mobile devices. On LinkedIn, you have to, like on Facebook, create a personal profile, and like on Facebook, you can create as many Company Pages as you need. You can also create and join Groups. There are currently 3 million company pages on LinkedIn.

5 Reasons Business Professionals are on LinkedIn:

- 1) Business-to-business marketing tool
- 2) Find potential employees and employers
- 3) Find potential sponsors
- 4) Industry networking
- 5) Excellent resource for business-related news

The majority of business professionals have joined LinkedIn to network or to find employment opportunities. Human Resources professionals use LinkedIn heavily and often hide their profiles so they aren't faced with a tide wave of employment requests; they, instead, watch past employees and new potential employees, and create their short list based on their LinkedIn engagement. Users can adjust their privacy setting to reflect their personal notification tolerance, who can see their online activities, and who can find their profile. LinkedIn is one of the most effective online business networking tools available today.

I have *more* visitors redirected to my website from posts I place on LinkedIn than any other social media source.

Get yourself familiar with LinkedIn's elements, set up and best posting practices, go to the Video Tutorials on LinkedIn.

Creating Your LinkedIn Profile

Your LinkedIn profile behaves as your extended resume, or as I like to call it, your resume on steroids! You need two images to start: a professional profile headshot and a cover image. The professional headshot is a must; the cover image can optionally be added later. It's a newish feature so the majority of LinkedIn profiles are missing their covers. Your profile becomes your personal identity. It includes a history of your employment, school, publications, achievements, skills, associations, and volunteer positions. As with all of the social media platforms, LinkedIn provides to your own vanity URL to your LinkedIn profile. You can add your LinkedIn vanity URL to your website, Facebook page, bottom of your emails and other online platforms. For example, my LinkedIn vanity URL is ca.linkedin.com/in/sofieandreou.

Review the Video tutorials for details on how to:

- ***Create and edit your Profile,***
- ***Adjust your privacy and notification settings and***
- ***Post to achieve your LinkedIn goals.***
- ***Create your Unique LinkedIn URL Link.***

Settings on LinkedIn

I suggest you start by adjusting your settings before you start filling in your profile and certainly before you start connecting with others. To manage your LinkedIn account settings, you need to find your settings area. LinkedIn changes its placement and how they display it to different users from time-to-time check out the video tutorials for the details.

Joining a LinkedIn Group

In the group, under the **Your Settings** link, you can customize how you interact with the individual groups you join. You can indicate if you want that group's logo visible on your public profile, if you want any email on activity from that group, if you want the updates each time they happen, or be updated by a daily or weekly digest. You can also decide if you want the group members to be able to InMail you directly. InMail are messages from people with LinkedIn profiles that end up in your LinkedIn inbox. You can go in, at any time, and change your various individual group settings.

Getting Connected

- Finding Alumni is powerful.
- Add Connections

Upgrading your LinkedIn Account

I always suggest that when you are just starting out on LinkedIn, you should upgrade your account to help you grow your connections. I find their free service more than enough for most needs. Those who use LinkedIn for sales or partners leverage the power of the upgraded service, and love it; they find it cost-effective and very useful. When used correctly, it increases your sales efficiencies dramatically. Check out the video on [**LinkedIn's Upgrade details**](#).

Finding a Job

Upgrading gives you the option to upgrade as a job seeker, therefore giving job seekers specific search variables, like location, salary, industry, keywords.

80% of companies who are hiring will use LinkedIn as a place to post or look for candidates. LinkedIn offers a job board, which you must pay to use. However, it has a good reputation.

They have someone you can chat with about the options. The upgrade includes a webinar showing you how to leverage LinkedIn as a job seeker, and it also moves your job application to the top of a recruiter's list. This is their featured applicant option and only available to you if you upgrade.

For Human Resource Professionals

LinkedIn offers extended search and management features to recruiters, such as posting jobs, search skills, creating lists, and finding references. LinkedIn is now a large part of most human resources tool sets.

Post a Job

Company pages and those who upgrade as recruiters can post a job listing, see the Video Tutorials video tutorials for further details. This is an effective method to seek out professionals.

There is a fee for posting job listings, but they guarantee targeted qualified applicants.

If you would rather not post a job, and just use LinkedIn to find the right candidates, you would want to upgrade to their **For Recruiters Package**. This package lets you search by an extensive skills list, contact people outside of your network, and see and contact more people than you would be able to without upgrading. It also offers a **Pipeline Management Tool** and **Mobile Access**.

To see all of their recruiting solutions or to request a demo, click on
<http://business.linkedin.com/talent-solutions?src=li-nav#!>

For Sales Professionals

As a Business-2-Business sales professional, you must consider upgrading to the Sales Navigator Professional Feature. It becomes your partner—for under \$100/month—in unlocking sales leads. Go to <https://business.linkedin.com/sales-solutions> to see the different upgrading features.

Powerful Advanced Search

An excellent free feature on LinkedIn is their **Advanced** Search feature. It used to be at the top labelled “advanced”, which is why I still call it that, its features are now a part of your search results.

Check out your video tutorials for an example of how this powerful **advanced search** works. Use it, Love it!

In the following example, I searched for Lawyers, and over 400,000 results appeared. Now, look to the right of my search results you can filter your search results by country, city, and more. Look at my Coffee Break Learning video tutorials for the details.

When you have identified those in your target search, you can then see who you already *know* who might know *them*. Those who you already know have a direct connection with a **1st** next to their name. Those you are two away from (i.e., you know someone they know), have a **2nd** beside their name.

Saved searches

Save this search to get notified as new results become available.

Create search alert

LinkedIn as a new feature which will send you an alert you when someone new is added to your search quarry.

Upgrading your account allows you to search with greater precision. There are extensive Search Fields for searching for an individual on LinkedIn, those with "*" can only be searched

for when you upgrade. Some of the exciting search fields include Profile and Company Fields like: Current or Past Company, Industry, Seniority, Years in Current Position, Years' Experience, Posted Content with Keywords, Company Size, Company Revenue, and Postal Code Radius Search. The following are examples of search terms when searching for a company (Those with "*" are available only to those who upgrade.):

A good practice on LinkedIn was to find a shared connection who could possibly introduce you to those you're not yet connected to. You cannot ask for an introduce any longer, it was a feature that LinkedIn recently removed (I'm thinking it will come back!).

What is Your LinkedIn URL Link?

To add your LinkedIn link to your email signatures or your website, and other social networking profiles, you first need to know what your unique LinkedIn URL is. You can see your link on your public profile. If you're not happy with the URL, you can customize it in a few different ways. You want a unique URL that reflects your Name, as it's an extension of your personal brand. You can use this link in your email signature and other marketing locations. See the Coffee Break Learning® Video Tutorials for further details on how to secure **your LinkedIn's profile unique URL**.

NOTE: Once you reset your new URL, your old one is no longer valid, as you can have only one URL at a time. As you enter your desired address, it'll tell you if it's available or not. Your unique URL can be a minimum of five characters long to a maximum of 30 characters long. It can be a combination of letters or numbers. (No spaces or other special characters, only letters and numbers can make up your LinkedIn URL.)

Posting on LinkedIn

Posting directly to LinkedIn so your connections can see your posts directly on their newsfeeds can be done one of four ways. Check out the video tutorial on how to **Post on LinkedIn from your Profile**.

Recently, LinkedIn added Stories to a Profile, as a temporary posts, similar to Stories on Instagram and Facebook, from either your LinkedIn Profile or your LinkedIn Company Page.

1. Sharing others' posts

You can share worthy content from any company page, profile update or post. Remember the $\frac{1}{3}$, $\frac{1}{3}$, $\frac{1}{3}$ content rule when sharing. Share $\frac{1}{3}$ your own content, $\frac{1}{3}$ industry information you feel worthy of sharing, and $\frac{1}{3}$ content that gives you soul (your own content or others!)

2. Creating your own material

There are three different ways you can create and share your own material. Each way is distributed to your contacts' timelines in real-time, but just the post becomes part of your profile's content.

As your human self, through your profile, you can post text, a link (which creates a thumbnail image of the landing page), a photo, an article or "native video".

As your company page, through the admin view of your page, you can post text, a link (which creates a thumbnail image of the landing page) or a photo. Company Pages cannot create and post their own articles, nor upload "native videos". However, I've heard that they are working on the ability which will let companies upload native video.

Native video posts, just like on Facebook, Twitter or Instagram, increase the posts appeal, therefore increasing its effectiveness.

Your Profile and Company posts are distributed real-time to your connections on your Profile and to your Company's followers on your Company Page. Both Posts also remain on the originating as activity, ie on your profile's timeline as activity and on your Company's timeline as posts.

With all your posts from your profile, you can choose your distribution preference, ie to the public, public and twitter or just to your connections.



The same posting principles hold true here. Make your post read like a headline and attach a link, photo or video for more engagement.

If your organization also has a Company Page, a best practice is to ask the appropriate staff to both connect to your Company Page and share the Company Pages' posts through to their own Profiles. The outcome is that you'll feed the Company's Page updates to its followers' newsfeeds, and then you'll share to your profile's followers' newsfeeds. Anyone who comes back to your Company Page will see all its historical updates. Following this approach extends the life of your Company Page's posts. You can, from your Company Page, share to Profile Articles and Posts. You can also choose Groups your Profile belongs to share Posts.

LinkedIn Articles

Publish Post is the MOST powerful feature LinkedIn offers your profile. This new LinkedIn feature—called *Articles*—giving your efforts on LinkedIn meaningful impact. As a community business leader, I urge you to use it to show the digital world that you are indeed *the* business leader in your community. It's a great feature because it adds your Articles automatically to your Profile and to the LinkedIn's News database. These Articles are very much like Blogs in design and therefore are very SEO-friendly.

See the Video Tutorials for further details on how to create a *LinkedIn Article*.

As soon as you publish it on LinkedIn, it helps you get found on Google and cements that you are indeed the community leader on the topic you are posting about.

Elements of these new LinkedIn Articles include the header image, headline, body and keywords. (Use the Best Post Guidelines from earlier chapters for success.) For the best results, remember to include an eye-catching header image and a headline which evokes action or curiosity.



Another great feature which accompanies these articles are the analytics which accompany them for free. You can click on the **View Stats** button under the cover image of your published post to access your post's analytics.

T.E.A.M = Successful Digital Marketing Solutions (34 likes)

450 views 3 reshares



Create a LinkedIn Group

Many different types of organizations create groups, from membership-based organizations, like the Chamber of Commerce, to those who love to run, or those who own a certain breed of pet. It's an excellent place to create an environment for professionals who have a passion for similar activities, or are members of the same club.

Creating a group is straightforward. Click on the **Groups** tab, and then **Create a group** from the drop down, as shown above, then just fill in the information. Be sure to think about what the mandate is for your organization or activity. It's important to make the summary *clear*, as this and the logo are all people will see about the group before they join. Within two seconds, people will choose to join your group, based on your summary and logo. So, choose wisely.

See the Coffee Break Learning® Video Tutorials for further details on ***How to Create LinkedIn Groups***.

The logo, group name, description, and website are straightforward.

A LinkedIn Group can be **open** or **closed**. Open means that anyone who joins is automatically approved and becomes part of the Group, whereas closed means that the group owner or manager needs to approve those who want to join before they can see the discussions or participate in them.

The **Access** area is how you define if your group members need to be pre-approved for membership or if the group is open. You can keep it very private by not publishing it in directories, and only giving out the URL directly to members.

Groups Management Features:

You can now send an announcement from your group's homepage. To send an announcement:

1. Navigate to your group's homepage.
 2. In the conversation box, click Send an announcement.
 3. Enter a subject and details for the announcement.
 4. Click Post to send your announcement.
- Your announcement title is limited to 200 characters including spaces, and the body of your announcement can be up to 4,000 characters including spaces.

- Group managers can send up to one group announcement per week to members who have chosen to receive such emails.

You now have the ability to add an image in an announcement from your group's homepage. To upload an image:

1. Upload an image to your announcement by clicking the Image icon in the conversation box.

- Your image will be displayed as part of your announcement in the group discussion feed.
- Images in group announcement emails are currently not supported.

You can now reference other group members in your announcements. To add a mention:

1. Navigate to your group's homepage.
 2. In the conversation box, click Send an announcement.
 3. Type "@" followed by the person's name you'd like to mention in your conversation in the details field and click their name from the dropdown.
- This notifies others to view and participate, driving more engagement around your announcements.
 - Mentions in group announcement emails are currently not supported.

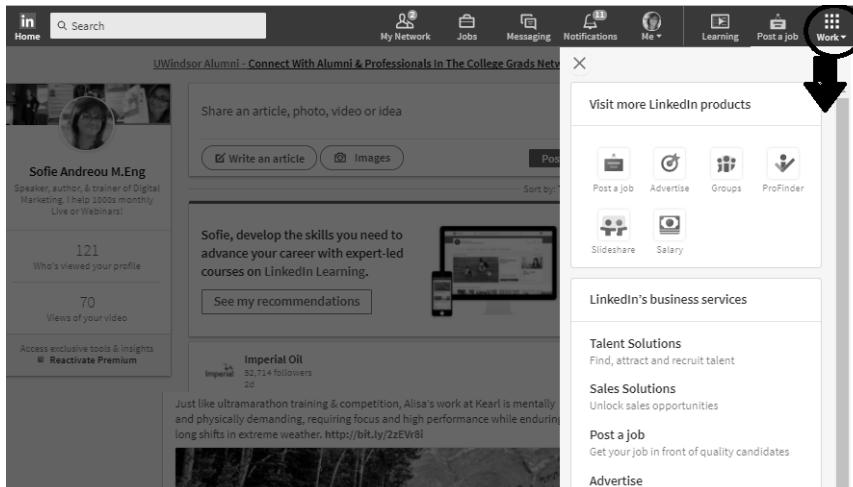
To learn all about Groups, visit http://help.linkedin.com/app/answers/detail/a_id/1164

A recent change to Groups, is that you can no longer invite a batch group of people to your group, you now need to invite them individually, and you cannot pre-approve a list of emails, you need to invite individually.

The screenshot shows the LinkedIn group page for 'Women's Business Network of Peterborough'. At the top, there's a navigation bar with 'in' logo, 'My Groups', 'Discover', and a search bar. Below the header, the group's name 'Women's Business Network of Peterborough' is displayed, along with a small profile picture and '54 members'. There are 'Start a conversation with your group' and 'Enter a conversation title...' input fields. A sidebar on the left lists 'Conversations' and 'Jobs'. The main content area features a bio: 'Formed in 1961 and operating continuously for over 50 years, The Women's Business Network of Peterborough (WBN) is a networking channel for women who wish to enhance and expand their business contacts and grow their businesses.' It also includes a link 'Visit us http://www.womensbusinessnetwork.net'. At the bottom, there's a 'MEMBERS' section showing profile pictures of several members and the text '54 members'.

Upgrading & Advertise on LinkedIn

You can also upgrade and advertise on LinkedIn to promote your Company Posts, Post a Company, Find Connections on LinkedIn. It's not as expensive as many think. LinkedIn has two programs, one for larger corporations and one for smaller companies. They range from cost-per-clicks (CPC)—similar to Google and Facebook ads—to larger ad programs. From your home page on LinkedIn, put your click on the down arrow next to the “WORK” navigation link on the far right to access Job Posts, Groups, Advertising and more.



See the Coffee Break Learning® Video Tutorials for further details on ***How to Create Groups.***

Create your Company Page

It's very important to add your own company profile to LinkedIn. I created a video to show you why and how on my YouTube channel – ***Why and How to Create your Company Page.***

Companies Home Following (6)

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

Continue or Cancel

The above form appears and you fill it in. Sounds simple, but you DO need a *company email*, as LinkedIn often does not recognize a Gmail or Hotmail email account as a company email (it's not consistent though, as sometimes LinkedIn does accept them!)

Once you enter your official company name and email, it sends you an email to confirm you're real. Once you click on your validation email, sent to the email you entered here (which *doesn't* have to be the same email you created your LinkedIn account with), you'll be able to enter the information for your company profile.

Here is an example of a well done Company Page.

They've entered the company logo, and when employees add their profiles to LinkedIn, it captures them as employees. As well, they've added photos and videos.

Trent University
Peterborough, on • 26,441+ alumni • 31,721 followers

125 connections work here. See all 1,502 employees on LinkedIn →

Following See alumni

About us

Recent update

See all

Affordability Administrator (Enrolment Services)
Peterborough, Ontario, Canada

They have their branded cover, recent posts, and their staff connected to the Company Page.

The Admin of the company page can edit their Company Page, once created; you can also have multiple admins on a company page

See my video tutorials on my YouTube Channel on **why & how to Create your Company's LinkedIn Page and how to Grow Your Company's Page Followers**.

Since the original writing of this chapter, LinkedIn has enabled stories and native video posts to not only posts from profiles, but also from posts on Company Pages. These are very powerful. They can be up to 10mins in length. LinkedIn gives you analytics on your Company Page's posts, as well as analytics on your videos.

NOTES

TWITTER

What is Twitter & Why Tweet

I can't believe that Twitter has been around for fifteen years already. When it first arrived on the scene, I didn't think it was going to become such an important communications tool. Having the option, originally, of using only 140 characters to make a statement, I thought it would not catch on, certainly not as a business tool. I was very wrong. The maximum tweet length is now 280, although most are under 30 characters. Mine always seem to be the maximum!

News sources, sports and politicians find Twitter invaluable. I use it as a place to receive important news or share headlines about what is going on in my industry to my followers. I follow all the experts in my field and find it extremely valuable for keeping my finger on the pulse of what's going on in my industry, or whatever I'm interested in at the time. I get real-time data, and it's my go-to place for breaking news. Twitter is definitely in the NOW.

I loved it when Twitter released their new app called Periscope years ago, a live video streaming app that gives users not only the option to tweet out a link to their Live Stream, but also the ability to make their video public or viewable to only certain users. It was one of the first livestream tools available, it was a great addition and now Instagram and Facebook have embraced Livestreams. This was Twitter's introduction to Livestreaming. Now, this feature is built into Twitter, livestreaming that is, as it is built into Facebook & Instagram.

Visuals are critical to your posts or tweets' success. As our posting tips suggest in an earlier chapter, you should use real and present visuals when you can. Twitter enables you to include either four photos with a tweet, a 2minute and 20-second video clip with a tweet, or a livestreaming within a tweet.

What is Twitter? Twitter is a micro blog and an online social networking service that enables users to send and read short messages called "tweets." Twitter doesn't suppress tweets like Facebook suppresses business page posts.

On Twitter, you send messages in 280 characters or less, including a link to a photo, video or link. Each user on Twitter has a unique handle. The handle is the "@" sign followed by your unique Twitter username. My username is SofieAndreou and my "handle" on Twitter is @123DigitalPower. Your username also creates a unique website address for you on Twitter. For example, my unique web address (URL) is <http://Twitter.com/123DigitalPower>.

Some companies choose to have a different voice on Twitter than they do on LinkedIn, Instagram or Facebook. They can take one message and re-purpose it using Twitter lingo versus presenting it the same way they would on LinkedIn, Instagram, Google LinkedIn, or Facebook.

The top two reasons to use Twitter are you're in a business in which constant updates are necessary or welcomed by your target market, or your industry or community is Twitter-savvy and heavy Twitter users.

Some Twitter statistics:

- There are a large number of people adopting Twitter. Currently, there are just under 206 million active Twitter users (down from 400 million active users three years ago).
- Average age on Twitter is now 40, it used to be 26.
- More than 77% of all Twitter activity happens on mobile devices.

You should always use your social media brand as your Twitter Profile Logo, which is normally a squared version of your company's logo as your profile photo, as well as customize the header and background with a JPEG or with colours that match your brand.

<https://twitter.com/mariposafolk> is an excellent example of branding. See the use of their logo as their profile photo, header and background matching their website.

There many ways to manage your Twitter account. One client I work with updates both her Twitter and Facebook accounts on her tea breaks once a day, or sometimes on a break in the evening if her day didn't allow a tea break at work. This client is a Performing Arts Centre. She has three criteria on what she posts about: Her posts have to be relevant to getting an increase in ticket sales; demonstrate her knowledge of quality performers; and, share quality events in the area. She wants to be the trusted source in her community for quality entertainment. She measures success by how the number of her quality followers is increasing. Her target audience or quality followers are those who actually come to performances at the centre.

Who Uses Twitter?

A wide variety of businesses and organizations have adopted Twitter, including politicians, celebrities, newspapers, weather stations, road reports, artists, fundraisers and charities. An unlimited number of people can follow you on Twitter.

As you can see below, one of my favourite branding examples also has an excellent Twitter brand. The band, *Gaelic Storm*, has customized their Twitter page beautifully, and they leverage the Twitter lingo and culture very well.

<https://twitter.com/GaelicStorm>

The band uses the same cover, the same company name, the same profile picture, and includes links back to their website. These guys are a wonderful example of best practise branding and tweets.

Sports writer, Down Goes Brown, uses Twitter as his sports broadcast; you can follow a hockey game by following his tweets. <https://twitter.com/DownGoesBrown>

Down Goes Brown

85K Tweets

AVAILABLE NOW
ALSO AVAILABLE AS AN AUDIOBOOK
WWW.DOWNGOESBROWN.COM

Down Goes Brown
@DownGoesBrown

Sean McIndoe of @TheAthleticNHL. Co-host of @pucksouppodcast + The Athletic Hockey Show podcasts. "The Down Goes Brown History of the NHL": goo.gl/Z197VX

④ Ottawa downgoesbrown.com Joined January 2009

120 Following 153K Followers

Followed by Cherry Picking, Mike Laceby, and 27 others you follow

Tweets	Tweets & replies	Media	Likes
Pinned Tweet			
Down Goes Brown @DownGoesBrown · Jul 28			...
All-day Free Agency live blog, with me and @seangentille:			

Kawartha TV & Stereo
@KawarthaTV

@DownGoesBrown and @[GaelicStorm](#) both engage well with their Twitter followers.

Richard Florida's Twitter page shows his professional profile photo as his logo, and he has customized his background, but not his header. When you don't customize the header, it just remains black. It's not the end of the world. The most important thing is to customize or choose the profile logo or photo which is going to represent you on Twitter and stick with it.

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Richard Florida

@Richard_Florida

University Professor @UofT, @rotmanschool, @UofTCities, Co-founder @CityLab

Global (@richardflorida.com) Joined November 2008

2,605 Following 194.9K Followers

Followed by City of Peterborough Mayor, Diane Therrien, and 37 others you follow

Tweets **Tweets & replies** **Media** **Likes**

Richard Florida @Richard_Florida · 4h

In Midtown the other week 95% of dudes had suits and dress shoes but no ties ...

NYT Business @nytimesbusiness · 4h

As Wall Street workers trickle back into their Manhattan offices this summer, they are noticeable for their casual attire. The changes are superficial, but they hint at a bigger cultural shift in an industry.

nyti.ms/3zZLo97

9 3 22

Richard Florida Retweeted

Kawartha TV & Stereos

https://twitter.com/Richard_Florida

Richard has over 195,000 followers. Notice on his Twitter page, he retweets those who mention him, as well as those who are speaking on his field of expertise. Richard's Twitter account is a portal for everything to do with his industry, through his respected team's eyes, therefore filtering it for his trusted followers.

On Richard's website, he has integrated his Twitter feed.

 creative class group

About Our Work Services Richard Florida Events News Testimonials Contact

Richard Florida: Author, thought-leader, and researcher

Visit Richard's Covid-19 related site covidCITIES.com,
an urbanist guide to healthier safer cities



About Richard Florida

He is a researcher and professor, serving as University Professor at University of Toronto's School of Cities and Rotman School of Management, and a Distinguished Fellow at NYU's Schack School of Real Estate.

He is a writer and journalist, having penned several global best sellers, including the award winning *The Rise of the Creative Class* and his most recent book, *The New Urban Crisis*. He is co-founder of *covidCITIES*, the leading publication dedicated to cities and

[Download Richard's CV](#) 

[Follow Richard on Twitter](#) 

Featured Video: Richard Florida and Stephen Colbert



Finally, one of the first economic development teams to embrace Twitter professionally, and sustains it very well is, Hamilton Economic Development.



The screenshot shows the Twitter profile of Hamilton EcDev (@hamiltonecdev). The profile picture is a circular image of the Hamilton skyline at sunset. The bio reads: "Hamilton is ranked the one of the most diversified economies in Canada and one of the top 7 Intelligent Communities in the world." It also mentions "Joined April 2009" and "429 Following 11.5K Followers". A pinned tweet from April 1, 2020, states: "#Hamilton is still open for #business! Our teams are available by phone, email and video conferencing." Below the profile, there are tabs for Tweets, Tweets & replies, Media, and Likes. At the bottom, there is a banner for "HAMILTON TO OFFER ONLINE FOR BUSINESS".

- Home
- # Explore
- 19 Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet

Kawartha TV & Stereos ... @KawarthaTV

<https://twitter.com/hamiltonecdev> This group does a great job at supporting their community, using the real visuals, hashtags, and links in their Tweets.

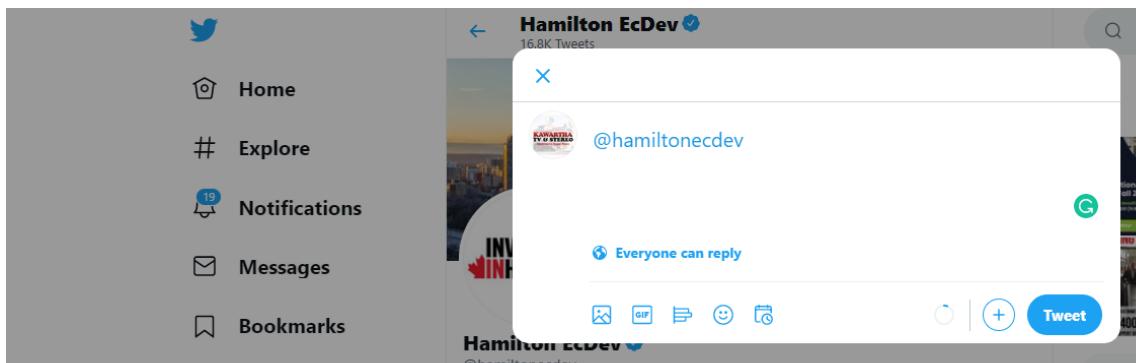
Twitter is a great place to create buzz around upcoming events, to interact with others, or to share headlines.

The Perfect Tweet

To create the perfect tweet, here are eight elements you can incorporate:

1. Use an image, video or link that takes people back to your website for that image or video or an article.
2. Use one of your keywords.
3. Use an industry or event hashtag.
4. Pose your tweet as a question as a headline.
5. Ask to be retweeted.
6. Mention the giant you'd like to be retweeted by.
7. If the tweet includes a photo, tag the photo with up to 10 sharing giants.
8. Native 2:20 minute Video if you're uploading a video.

You can tag a photo after you've attached one to your tweet. To do this, go to Compose a new tweet and click on **Media** once you've attached the photo to the tweet. The link "Who's in this photo?" will appear; click on that to tag the photo. We have multiple tutorials throughout Coffee Break Learning® showing you how to attach multiple photos, as well as why and how to tag those photos. This tagging doesn't use up any of your 280 characters, and you can tag up to 10 handles per tweet—not per photo. For example, only 10, not 10 for each attached photo.



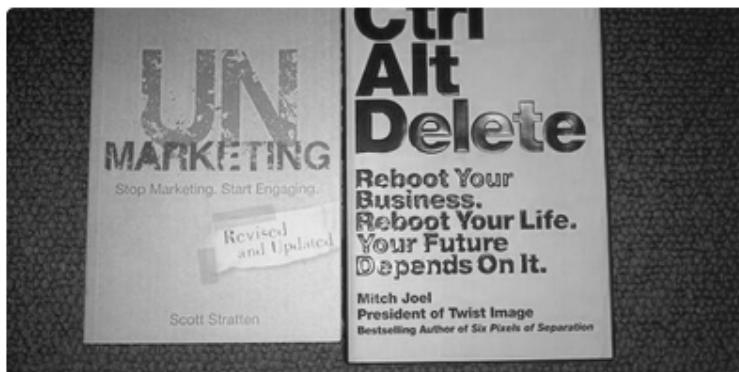
You'll find that those tweets will get amazing reach when you tag the appropriate giants who are looking for the news or content you just posted. Unfortunately, you can't tag a photo using Hootsuite, Tweetdeck or Buffer just yet. I've spoken to representatives from both Twitter and Hootsuite and they've both confirmed they're working on it.

Remember: Don't forget your keywords in your tweets!

Hamilton Economic Development—@ hamiltonecdev—wants to be known as a resource for businesses in the area of marketing themselves. Here's an example of one of their posts. As seen below, it follows the perfect tweet with an image, keyword or hashtag, posed as a question and mentioning giants. In this case, it didn't really make sense to ask to be retweeted.



K 62 Hamilton EcDev @hamiltonecdev 31 Dec
Hmm- tough choice. What would you choose @unmarketing
@mitchjoel? #marketing pic.twitter.com/wj06T9fnLX



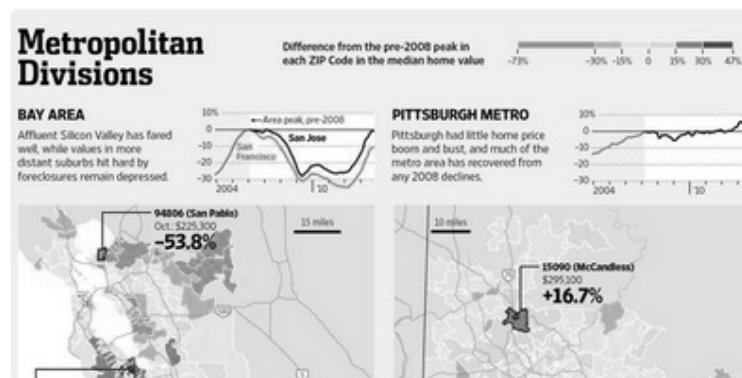
[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

Here's an excellent example from @Richard_Florida. He's not posing it as a question, instead he's used keywords and photos, it reads like a headline, and he mentions a relevant giant, in this case the source.



K 85 Richard Florida @Richard_Florida 31 Dec
Housing remains spiky ... @WSJGraphics Maps of 4 metros show
how recovery from the housing crisis remains uneven
pic.twitter.com/SRmZ0NySaU

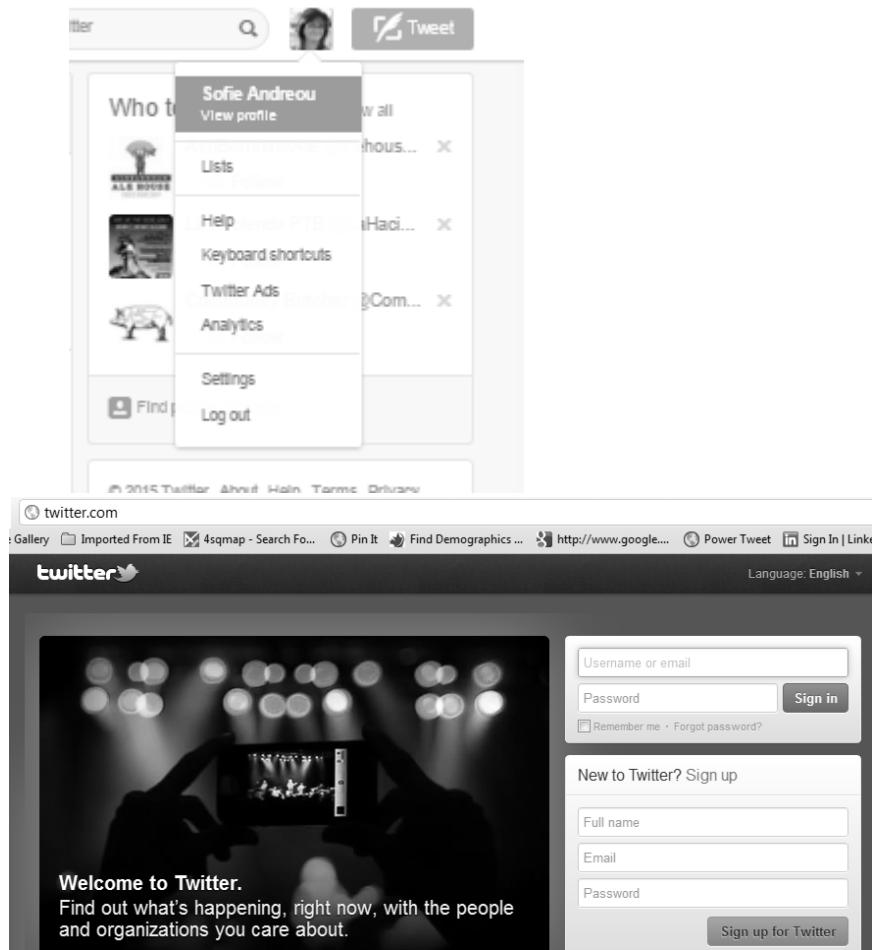


[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

Creating your Twitter Account

To create your own account or to log in to an account you've already created, go to www.Twitter.com and either click on **Sign Up for Twitter**, or if you already have an account, click on **Sign In**.



If you already have an account, log in with the same username or email as well as the same password you used to create the account.

If you don't have an account, click on **Sign Up**. It takes you to the **Join the Conversation** form, where you need to select your visible **Full Name** and **User Name**. These are both very important; remember the two-second rule, as people will make snap decisions if you're who they think you are and whether they want to follow you. Signing up is easy; just fill in the following information. See the Video Tutorial on how to create your Twitter Account.

Note	Your Twitter username can only be 15 characters long and can't be used by anyone else. It's sometimes challenging to find one that is both available and meaningful. Just keep trying. My username is SofieAndreou, my handle on Twitter is @SofieAndreou, and my unique web address (URL) is http://Twitter.com/SofieAndreou . Take your time and choose your Twitter username wisely. It shows up next to each of your tweets, followed by the full name you have entered. It's perfect when you can use your username in Twitter as your YouTube username and your Facebook vanity URL.
-------------	--

In summary, when you're in Twitter.com, you can go back to your settings to edit your profile at any time. When you first log in to Twitter, like all social media platforms, the first thing you see is your home which is a list of all of the most recent tweets from all of the people and companies you have

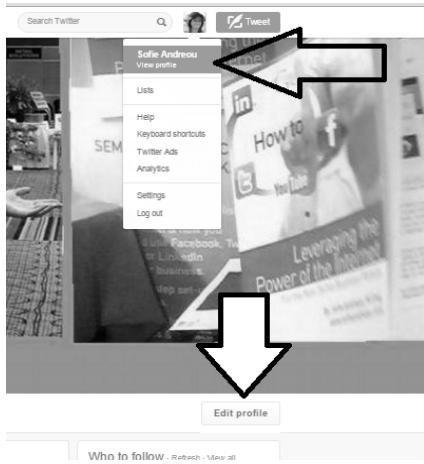
chosen to follow on Twitter. When you first sign up, Twitter forces you to choose 10 Twitter accounts to follow, and it gives you suggestions based on what's trending and what your interests are. You can always unfollow or follow users later, so don't sweat about who you choose to follow when you first get started.

Once you have an account and want to see what your account looks to the public, click on your tiny profile logo near the top right, between the Twitter search and tweet boxes. You'll see a drop down menu which includes your View Profile link; click on that to see your profile. This will include your own tweets and the tweets you retweeted.

To see the tweets of everyone you've chosen to follow, click on **Home** located at the top left. To see anyone who has mentioned, followed, retweeted or favoured you, you can click on **Notifications**. To see your private direct messages, click on **Messages**.



To update your Twitter profile, click on your little **Profile** photo to the left of the compose box on the far right, and click on View Profile and then on Edit Profile. Here, you can edit all the public elements of your Twitter profile.



To adjust your privacy, you need to go to **Settings**. Finally, to compose a tweet, click on the blue box on the top right and start tweeting!

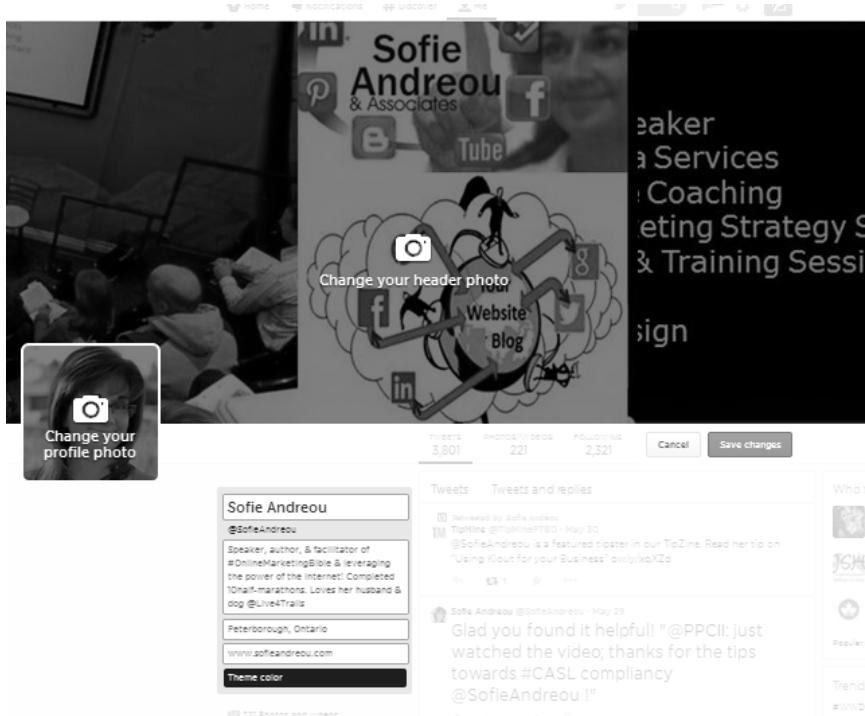
Your profile includes the **full name** you enter which everyone will see next to your tweets. The **username** is also what they see—it's your "Twitter handle." People can mention you by putting the "@" in front of your username (e.g., my username is @123DigitalPower). Your username is also a part of the unique URL or web address to your Twitter account. In this example, it's <http://Twitter.com/123DigitalPower>. Like any URL, using uppercase letters won't matter, but it makes it easier for people to read when you capitalize the first letter of each word within your username when setting it up. Once you've set it up like that, that's how it will appear. You can go and change it anytime.

When you enter your username, it'll let you know if it has been taken, or if it's **OK**. You can continue when the username you select hasn't been taken by anyone else.

Once again, I remind you to always write down your username or email and password and keep it somewhere safe. These profiles are used as business tools, and they're as important to you as your bank account information.

PROFILE

Updating your profile is very important. The edit profile button, and the elements you can edit remain clear and everything else becomes faded, like this:



Click on the camera icon on your profile or header photo to change them. Click on the text elements of your profile to edit those. Save the changes when you're ready.

Profile photos can be up to 2MB in any of the following formats: JPG, GIF, or PNG. (Twitter does not support animated GIFs.)

Header photos can be up to 5MB. Recommended dimensions are 1500x500.

To change or add your bio, location and website, enter your information and then **Save Changes**.

Note	<p>This information appears on your public profile, search results, and beyond. It instantly helps identify you to those following you, and tells those who aren't more about you.</p> <p>So, take your time and choose your Twitter username wisely, as it does show up next to each of your tweets, followed by your full name.</p> <p>Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.</p> <p>Your Twitter profile picture also helps instantly identify you to those following you..</p>
-------------	--

Tip

Remember, the one-line bio is your ‘hook.’ It needs to entice people to want to follow your tweets! As you’re on Twitter, it works best if you give it some personality, and look at what others in your industry have chosen as their bio.

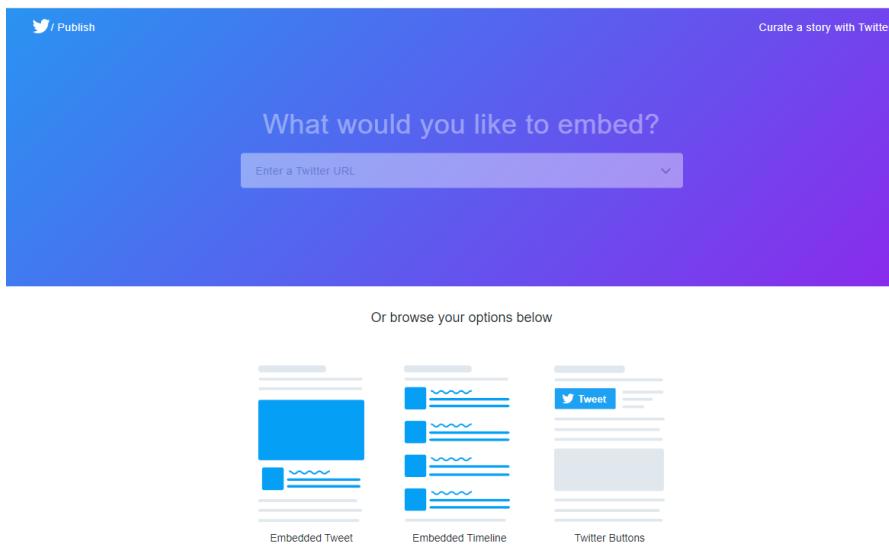
Remember, you need to repurpose your posts from one platform to the other. Meaning the topic can be the same, but change the text! WHY? first, the language is very different on Twitter than it is on Facebook. Second, It’s critical to tag on both accounts for growth and the tags are completely different on each.

Integrating Twitter with Your Website

There are a number of ways to integrate Twitter into your website. A few of the most effective choices are:

- Follow Button: Have people follow your tweets right from your site.
- Embed Tweets: Have people see either your favourite tweets, your full timeline of tweets, a specific search result on Twitter, or one of your list’s tweets on Twitter.

To get the code for your Twitter box or auto-update tweets for your website, go to <https://publish.twitter.com/#> where you get to choose your buttons and get the code.



Embed a Twitter Timeline on your Website

There four types of tweet feeds, known as timelines, that you can embed onto your website or blog. For all the details go to <https://dev.twitter.com/>

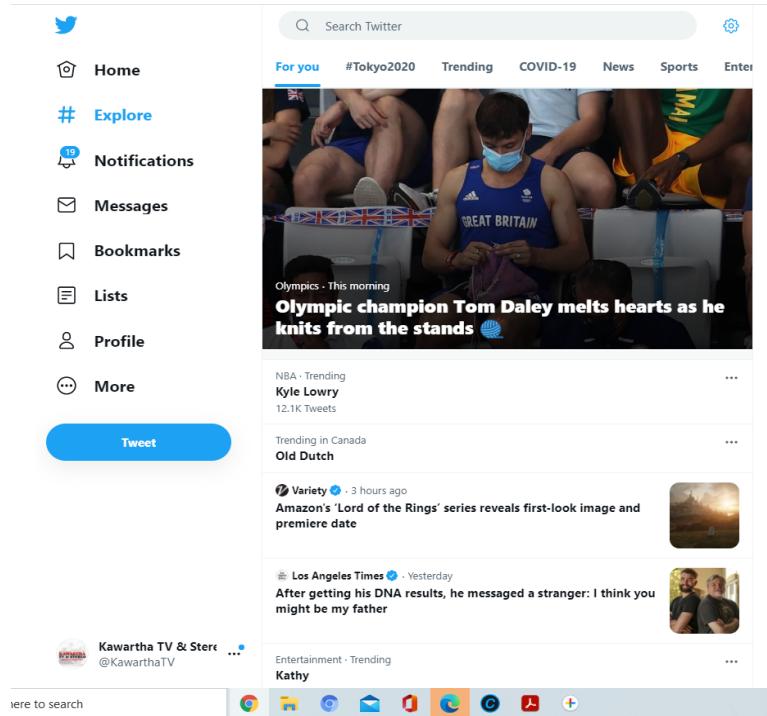
Embedded timeline widgets give you the ability to embed a collection of tweets (known as a [timeline](#)) on your own website. There are four types of embedded timelines available, all of which look and feel like timelines on [twitter.com](#):

- **User Timeline:** Display [public tweets](#) from any user on Twitter.

- **Favorites:** Show all tweets a specific user has marked as [favourites](#).
- **List:** Show tweets from [public lists](#) that you own and/or subscribe to.
- **Search:** Display [customized search results](#) in real-time. (Perfect for live events, conferences, brands, etc.)

Advanced Search

One of the biggest marketing strengths of Twitter is the ability to search and see what is going on, at any moment in time. Click on <http://search.Twitter.com/> and click on the “advance search” link under the search box.



Then the advanced Search screen appears.

<https://twitter.com/search-advanced>

See the video Tutorial on the strengths around this little known feature, ***the advanced search!***

Here you can start listening online, in specific cities for specific keywords in specific geographic areas
Powerful and not very well known.

Building Your Twitter Followers

Build your followers, your reputation, and your customer trust with the following simple practices, summarized right from www.Twitter.com with my embellishments. Check out the Video Tutorial for details on ***How to Grow your Twitter Followers.***

10 Twitter Best Practices

- 1) **Photos.** Share photos and behind-the-scenes info about your business. Even better, provide a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them! Mention those who might want to share this tweet right on the photo.
- 2) **Listen.** Regularly monitor the comments about your company, brand, and products.
- 3) **Ask.** Ask questions of your followers to glean valuable insights and show that you're listening.
- 4) **Respond.** Respond to compliments and feedback in real-time.
- 5) **Reward.** Tweet updates about special offers, discounts and time-sensitive deals.
- 6) **Demonstrate wider leadership and know-how.** Reference articles and links about the bigger picture as it relates to your business.
- 7) **Champion your stakeholders.** Retweet and reply publicly to great tweets posted by your followers and customers.
- 8) **Establish the right voice.** Twitter users tend to prefer a direct, genuine, and of course, a likable tone from your business, but think about your *voice* as you tweet. How do you want your business to appear to the Twitter community?
- 9) **Use 2 minute & 20-second videos directly uploaded to Twitter to showcase your expertise or products.**
- 10) Create a broadcasting schedule and live-stream using Periscope.

Twitter Contests

Businesses, organizations, and some creative individuals have hosted contests and sweepstakes through their Twitter profile. Contests and sweepstakes on Twitter may offer prizes for tweeting a particular update, for following a particular user, or for posting updates with a specific hashtag. Twitter contests are effective ways to grow your followers.

The following article written by [Aaron Lee](#) in 2012 is still valid. "Awesome Types of Successful Twitter Contests" shares several different types of Twitter contests.

<http://www.jeffbullas.com/2012/05/14/4-awesome-types-of-successful-twitter-contests/>

"If you were to search with the phrase '**RT to win**' on Twitter, you'll find many interesting contests being held on a daily basis.

"A Twitter contest is not only a great way to build buzz and increase brand engagement, but it also generates new followers and grows your brand presence.

There are several different types of Twitter contests.

1. Creative answer

In a "creative answer" format, users are usually asked to answer a question from the organizers using a hashtag. The answers need to be as creative as possible, and the organizers will choose the winners.

This format has been tried and tested in offline media over the years, where contestants usually have to write a creative answer within a certain amount of words (50 words, 100 words, 200 words, and so on). Twitter contest organizers have easily adapted this format, seeing that tweets are already subjected to character limitations.

Here is one example: Back in 2010, [KFC held a ‘creative answer’ Twitter contest](#). Winners were presented with a \$20,000 scholarship by KFC. The applicants had to explain, in 140 characters or less, why they deserved to win and include the hashtag #KFCScholar in their tweets. To make this more relevant with the concept of advertising, we need to take a peek behind this \$20,000 scholarship.

First let's understand that the cost of this contest is the amount of scholarship. That's \$20,000. Then, throughout the contest, it was found that there were over 2,800 participants. So the average cost to gain one participant (or to gain one engagement) is \$7.14! That's not a bad amount to dish out in order to get one person to talk with your brand.

Amanda Russell ([@arlp111](#)) was the winner of the contest by tweeting “#KFCScholar Hey Colonel! Your scholarship's the secret ingredient missing from my recipe for success! Got the grades, drive, just need cash.”

Essentially, from Amanda's perspective, she's being paid \$142.86 per character by KFC. I'm sure other participants were not shy about joining this contest because they were given a chance to get paid for tweeting 140 characters at \$142.86 per character.

Amanda Russell
@arlp111

#KFCScholar Hey Colonel! Your scholarship's the secret ingredient missing from my recipe for success! Got the grades, drive, just need cash!

Reply Retweet Favorite

2. Sweepstakes

A sweepstakes is a contest where winners are chosen at random or through a ‘lucky’ draw. Sweepstakes can come in several different forms as well, namely:



Retweet to win

It's one of the most popular contests on Twitter. As the name suggests, participants are required to retweet to stand a chance of winning. After the duration of the contest has ended, winners will be picked at random. It's one of the simplest contests to set up.

There are two ways that organizers can do this:

- a. Manually

Organizers simply post a tweet on Twitter asking users to retweet if they were to join the contest.

There are several downfalls of this, and one of the most critical ones is the organizers won't be able to provide much information about the contest with the 140 character limitation on Twitter. Some organizers will use their blogs, websites, or set up a new landing page to give more details about the contest such as the rules, the duration, and the prizes. It will be tough to pick winners, too, as organizers have to manually copy and paste the participants or use software like random.org to pick random winners.

Here's a contest held by the National Lottery @tnluk. Their tweet has been retweeted over 3,000+ times.

The National Lottery
@TNLUK

Celebrate the 2bn prizes that have been won on scratchcards by RTing this & you could win £50 today! RT to enter #instants

Reply Retweet Favorite

50+ RETWEETS 17 FAVORITES

6:01 PM - 3 May 12 via TweetDeck · Embed this Tweet

Another issue with "retweet to win" contests is that an entrant doesn't agree by any rules before retweeting or specifically agree to enter the contest and be bound by their terms. This can have many legal implications.

b. Application

Alternatively, businesses that want to organize a Twitter contest (inclusive, but not limited to 'RT to win') can also use an application. Binkd.com, an easy-to-use platform for promotions, recently just launched a [free Twitter contest application](#) that allows businesses to set up a branded Twitter contest efficiently. Using the application, users can set up a landing page with their company logo, give more information about the prizes, and more information about the contest. The winner of the contest will be picked automatically after the contest has ended. By providing a dedicated entry form the legal implications of a manual contest is removed.

c. Follow to win

To get more followers, some businesses will ask participants to follow them to be included in the contest. All they need to do is to follow or retweet and follow. Winners will be randomly drawn after the contest has ended. Here is a contest held by @hairdazzle on Twitter.

Again, this bears the same legal implications as a manual Twitter contest.

 **HairDazzle** [@HairDazzle](#) [Follow](#) [User dropdown](#)

We're giving away 5 packs of Hair Dazzle - as seen in this months Cosmopolitan - to get you Sparkling for Summer! Just RT and FOLLOW to win

[Reply](#) [Retweet](#) [Favorite](#)

47 RETWEETS	3 FAVORITES	 	 	 	 	 
-------------	-------------	---	---	---	---	--

8:43 PM - 3 May 12 via Twitter for iPhone · Embed this Tweet

3. Photo Contest

A picture is worth more than 140 characters on Twitter. For this type of contest, users will have to send in a photo to have a chance to win a prize, usually in a form of a small gift or a voucher. Like the “creative answer” contest, the organizers will pick the winner or winners. Here’s an example of a contest: @LaTasca, a Spanish Tapas restaurant in the UK, recently gave away a £50 La Tasca voucher for the customers who have sent a “twitpic” of their tapas.

 **La Tasca** [@LaTasca](#) [Follow](#) [User dropdown](#)

RT You've got until Monday at 3pm to #twitpic your tapas for the chance to win a £50 La Tasca voucher for your next visit :)

[Reply](#) [Retweet](#) [Favorite](#)

9 RETWEETS	        
------------	---

9:25 PM - 3 May 12 via HootSuite · Embed this Tweet

KFC, who have had great success with their creative answer contest back in 2010, decided to innovate their contest format last year, and, chose instead, to organize a photo contest. The contest prize was another \$20,000. In this contest, users had to tweet a photo showing an example of their commitment toward education and how they’re enriching their communities. The winner was Daniel Galuppo, who shared a photo of his trip to Vietnam, where he photographed orphans so that they can have a photo of themselves to keep.

4. Question and Answer

A “question and answer” contest is very straight-forward. Organizers of the contest can post a question on Twitter and the winners are selected based on either the fastest time it’s answered by a participant, the most accurate answer, or through sweepstakes (if the organizer loses control of the contest and has no other way of selecting the winner).

While this is not the most innovative type of contest, if it’s done frequently enough, it would help in ensuring that users continuously visit your Twitter account to check for random questions.

Twitter is a great platform to easily set up a contest, but there are also potential for users to abuse the contest such as creating several Twitter accounts to get higher chance of winning a contest. Hashtags could also be abused to make your contest look like spam.

As a tip, mentions of your account should be required in the tweet used for entering the contest. Twitter’s search does not guarantee that it will return every tweet with your search term, including hashtags. Only mentions are always guaranteed to be returned.

A good contest needs to be prepared for everything and have clear boundaries, such as allowing users to join/retweet only once a day.

If your company is new in organizing a Twitter contest, it's highly recommended that you use an application instead because it will help in creating a strong foundation for your contest (which would help to 'be prepared for everything')."

Twitter Contest Rule Guidelines

If you're thinking about hosting a contest using your Twitter profile, here are some simple guidelines to follow to ensure your contest doesn't ask anyone to violate any of the rules or guidelines of Twitter from Twitter:

"Discourage the creation of multiple accounts

If users make lots of accounts in order to enter a contest more than once, they're liable to have all of their accounts suspended. Please be sure to include a rule stating that anyone found to use multiple accounts to enter will be ineligible.

Discourage posting the same Tweet repeatedly

Posting duplicate, or near duplicate, updates or links is a violation of the [Twitter rules](#) and jeopardizes search quality. Please don't set rules to encourage lots of duplicate updates (like saying, "whoever retweets this the most wins.") Your contest or sweepstakes could cause users to be [automatically filtered out of Twitter search](#). As well, instead of their followers seeing your cool contest or sweepstakes, the followers may start getting annoyed by your contest. You may want to set a clear contest rule stating that multiple entries in a single day will not be accepted.

Ask users to include an @reply to you in their update so you can see all the entries

When it comes to picking a winner, you'll want to see all of the contestants. If the updates include @username mention to you, you'll be able to see all the updates in your mentions timeline. Just doing a public search may not show every single update, and some contestants may be filtered from search for quality.

Encourage the use of topics relevant to the contest

You might decide to have users include relevant hashtag topics along with the updates (like #contest or #yourcompanyname). Keep in mind that hashtag topics need to be relevant to the update. Encouraging users to add your hashtag to totally unrelated updates might cause them to violate the Twitter rules.

Follow the Twitter rules

While these guidelines should help keep your contest entrants in good standing, please make sure you also review both the [Twitter rules](#) and the [search best practices](#) before starting your contest. If you're a business on Twitter, you might also want to check out the [Twitter 101 for Business guide](#) for more information and tips.

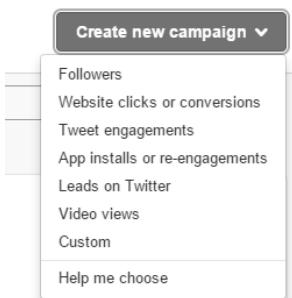
Applicable Laws and Regulations

In addition, before starting any contests or sweepstakes please ensure that they comply with all applicable laws and regulations. Compliance with such laws and regulations is your responsibility; please consult with an attorney if you have questions about legal compliance."

Twitter Promoted Tweets and Accounts

We can now promote tweets as well as your Twitter account to your target market on Twitter. If you're going to promote a tweet, you'll find that it behaves like a cross between Facebook boosted posts and Google AdWords.

By creating a new campaign, you'll be able to increase your followers, increase website clicks or website visitors, tweet engagement, install Apps or re-engagement, get leads on Twitter, and see your video views. You control what type or promotions you're going to activate and to whom you're going to try to promote too. Of course, each ad provided analytics.



The main audience targeting options include:

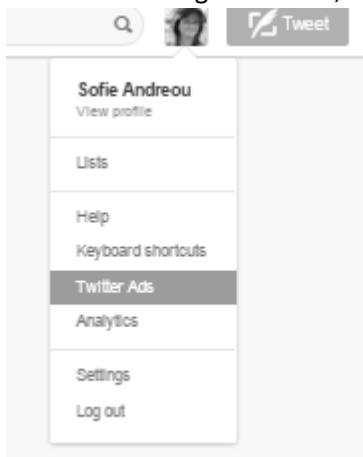
- Target user locations
- Target gender
- Target languages
- Keywords
 - o You can also target keywords—it's called *keyword matching*.

According to Twitter, keyword targeting allows you to reach Twitter users based on keywords in their search queries, recent tweets, and tweets they recently engaged with. Because you can reach people for whom your message will be most relevant and top of mind, this targeting option puts you in a better position to drive engagements and as well as leads and conversions.

- Selecting your daily budget and approach.
 - o I prefer Twitter engagement.
 - o "Twitter Ads are priced using an auction model. Auction-based pricing helps ensure advertisers achieve optimal results while creating the best possible experience for users. Advertisers have two options to choose from when determining how to set bids for their campaigns, automatic or maximum bidding.
 - o Your campaign type determines which actions you're bidding for and will be charged for once the campaign starts running. The available campaign types and associated actions are listed below:
 - **Website Clicks or Conversions Campaigns:**
 - You'll only be charged for the clicks to your website that are acquired from that campaign. All other actions and engagements (impressions, replies and retweets for example) are free.
 - **Followers Campaigns:**
 - You'll only be charged for the follows you acquire from that campaign. All other actions and engagements (impressions, replies and retweets for example) are free.
 - **Tweet Engagement Campaigns:**
 - You'll only be charged for engagements on your promoted tweets. Impressions are free.
 - **App Installs or App Engagement Campaigns:**
 - You'll only be charged for clicks to install or open your App you acquire from that campaign. All other actions and engagements (impressions, replies and retweets, for example) are free.
 - **Leads Campaigns:**
 - You'll only be charged for the leads acquired. All other actions and engagements (impressions, replies and retweets for example) are free.
 - **Video View Campaigns:**
 - You'll only be charged for the video views acquired. All other actions and engagements (impressions, replies and retweets for example) are free.

- According to Twitter, you'll only be charged for video views from that campaign. A view occurs when a video is 100% in-view on the user's device and has been watched for at least three seconds, or the user clicks to watch the video in full screen. All other actions and engagements (impressions, replies and retweets for example) are free.

To start advertising on Twitter, click on your profile pic, and then on **Twitter Ads**.



Twitter Glossary

Twitter users have developed short-form syntax to make the most out of 140 characters. Here are some of the fundamentals summarized right from Twitter.com:

Mention

Once you have signed up and chosen your Twitter username, you and others can mention an account in tweets by preceding the username with the "@" sign.

Retweets

When you see a tweet by another tweeter and you want to share it, you click on something called retweet, below the tweet, and it's automatically added to your profile and those following you instantly see it on their timeline.

Message

You can privately tweet someone if they're already following you. You can enter the private direct tweet into your post box, or send a message. If you're tweeting the direct message, you put the letters DM followed by their @username and your message. If you were, for example, going to direct message me on Twitter, I'd have to be following you, then you can DM me by, "DM @SofieAndreou how are you?"

Hashtag

Users often put the "#" symbol in front of a word they would categorize. You find tweeters doing this when they are at a conference, and everything tweeted about that conference has the conference agreed to hashtag in it. That way, later on, or during the conference, people can click on the hashtag and see other tweets with that same hashtag.

Check out the Video Tutorials for **Hashtag examples and how to grow on Twitter**.

VIDEO

Video is a major trend and became even more important post Covid for business. In this chapter we're talking about authentic videos. Videos made by a local company for their business. Often right on their cell phones. There are of course YouTubers out there, giants, like Felix Kjellberg, with over 110million subscribers, I'm not talking about them.

I'm talking live on-location, whether it's livestreaming or recorded videos which become social media post content. It's important to understand how to leverage video power.

e-Commerce and Video

Though Covid small business owners were pouring their hearts out on Social Media. Those who survived did at least. They would hold up their cell phones and just press livestream on the social media platforms their target audiences were on. They connected, they were real, they were supported. Many started livestreaming from their closed retail stores. They then started selling their products while livestreaming. Some didn't even have any eCommerce, so they started accepting messages on social media and e-transfers for payments, then agreed on times for curbside pickups. This quickly morphed into ecommerce, social selling and official curbside pickup times.

During Covid I worked tirelessly helping businesses "pivot". In my world that meant to help them walk through their current sales process and transform it digitally and virtually. It was very fulfilling to watch businesses grow during Covid. They really had to listen to their clients to see what and how they could help them in a virtual manner.

Many of the businesses had plans to become more e-commerce focused, Covid forced the smart ones into it.

It takes three months to form a new habit, Covid lasted for longer than 3 months, so these new e-commerce and messaging processes became the new norm. Businesses who continue to do well are listening and speaking to their clients real-time through messenger much more now than before Covid and they are selling in a seamless virtual world.

Whether its native video uploaded to one of your social media platforms or whether its video hosted to YouTube. YouTube happens to be the number one video search tool in the world—and Google owns it. There are many apps now to help you add your branding and messages to both photos and video right from your cell. So, capture the video in the moment, add your logo and share it right away through your social media platform of choice.

3 Excellent video apps

- ✓ Unfold for Stories
- ✓ VivaVideo
- ✓ Quik

2 Cloud base tools

- ✓ Animoto
- ✓ Canva

Native Video to Digital Platforms

It used to be that you could only share a video in form of a video link to a video hosting service like YouTube or Vimeo. However, now you can upload "native" video directly to most of the

social platforms as posts or stories and to your website! There is a place for both. Since YouTube is owned by Google, it's still smart to strategically upload videos to YouTube which you will then embed into your website or blog! Why, helps with your SEO!

However if you are using video in your digital marketing, it's best to have a video strategy, one which includes uploading videos directly to your social accounts and to YouTube! Each social platform now has analytics on how your video posts are performing. Each have different maximum lengths. Facebook's maximum length is 45mins, Twitter is 2.20mins, Instagram posts are 1min, Instagram stories 15seconds and Instagram Reels can now be up to 1 min long, IGTV are up to one hour, LinkedIn maximum is 10mins. These changes as time goes on. Are they still correct!?

What is YouTube?

Let's talk about YouTube.

YouTube is the number one video search tool in the world—and Google owns it.

Here are 12 good reasons to use video for your business

1. Visitors stay two-minutes longer on average on sites that have videos, versus those without videos.
2. Videos, when used in marketing emails, have been shown to increase click-through rates by more than 96% (Implix 2010 email Marketing Trends Survey).
3. YouTube alone has more than 4 billion views per day, and it's the second-largest search engine, right after Google.
4. 78% of people watch at least once a week and 55% watch every day.
5. Video results have appeared in almost 70% of the top 100 search listing on Google in 2012. (Marketing Week)
6. More than 500 years' worth of YouTube videos are watched daily on Facebook.
7. More than 700 YouTube videos are shared on Twitter every minute.
8. More than 60% of consumers will spend at least two minutes watching a video that educates them about a product they plan to purchase. (MarketingCharts.com)
9. 34% of apparel shoppers are more likely to purchase after viewing an online video ad, versus 16% after watching an ad on TV. (ReelSEO).
10. Shoppers who viewed video were 174% more likely to purchase than viewers who did not. (Retail Touchpoints).
11. Online video now accounts for 50% of all mobile traffic and up to 69% of traffic on certain networks. (Bytemobile Mobile Analytics Report).
12. 30-second mobile video ads have an 88.3% completion rate. (Rhythm Insights).

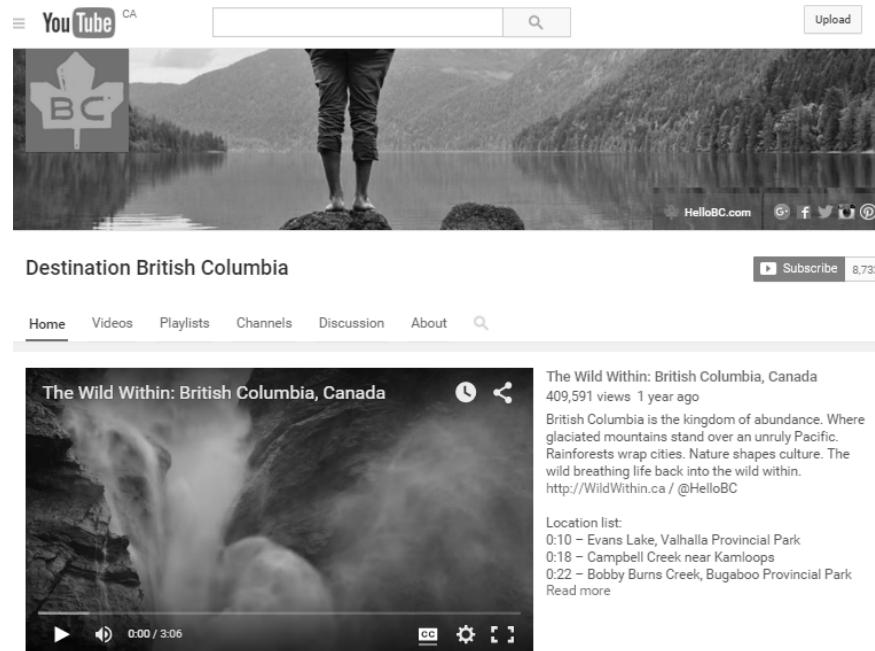
You can create your own organization's YouTube channel for free. Again, using keywords and standard profile information you have used in other social media profiles. This helps your targeted audience quickly find your video materials, from Google, from websites, or from your ads. YouTube is also its own search engine and can be used to generate traffic to both your videos and your website.

You can customize your YouTube channel background. There are some excellent examples of YouTube branding in this chapter. It's easy to simply upload your brand image in the format of a **JPEG** to the background of your channel. Again, there is no charge to do so, and it looks very professional!

Who should have a YouTube Channel?

I can't think of any business, community, not-for-profit, celebrity, or other organization that would not benefit from a YouTube channel. It could be a stretch when it comes to variety stores and gasoline stations, but everything else goes!

Check out Tourism BC (<https://www.youtube.com/user/TourismBC>)



I love the use of playlists on the BC Tourism site. Playlists can match your appropriate service or product offerings. For example, with Anden Kitchen & Bath, a playlist for Kitchen Renovations, Bathroom Renovations, and Other Renovations

Ski British Columbia
Updated 4 days ago
Whitewater. The True Soul of Winter. 2:04
Anticipating the Ski Season in British Columbia 0:31
[View full playlist \(15 videos\)](#)

British Columbia: the Wild Within
Walking Through Words in British Columbia 1:44
The Gift of Song with Shane Koyczan in BC 0:36
Wildly Alive: Lush, Ancient Rainforests with Shane Koyczan in BC 1:05
[View full playlist \(13 videos\)](#)

British Columbia Trip Ideas
Explore British Columbia by Water 1:30
Nature & Wildlife Viewing in British Columbia 1:56
Family Vacation in Victoria, BC 3:21
[View full playlist \(16 videos\)](#)

BC: Your Journey Begins Here
British Columbia: Your Journey Begins Here (Destination BC) 1:38
Tofino: Your Journey Begins Here (Destination BC) 4:03
Coast Mountains: Your Journey Begins Here (Destination BC) 3:46
[View full playlist \(4 videos\)](#)

Not-for-profits use YouTube to create connections between themselves, the local media, and their community. Years ago I interviewed Christina Karbanyk, Communications and Fundraising Coordinator, for the not-for-profit Greater Peterborough Health Services Foundation. She said that they started using YouTube and noticed it became a source for new viewers to their website. They also applied to YouTube for a “YouTube not-for-profit status,” which gave them—for free—longer YouTube video lengths than the standard 15-minute length. These benefits still exist.

I use YouTube as one place to upload my “how-to” video tutorials. It used to be the only place, and I’d reuse those on my website and all my social media platforms. Now, there are many options. So repurposing the video is important and having a YouTube channel for your videos is essential. It’s like having your own TV station. I also use videos to capture my client testimonials and examples of my seminars.

www.YouTube.com/SofieAndreouSeminars

Sofie Andreou
Helping you Leverage the Power of Online Marketing

Recent activity

- SMBI Strategy Workbook Review uploaded 1 month ago
- CCS Community Twitter Setup 101 uploaded 1 month ago

You recently watched

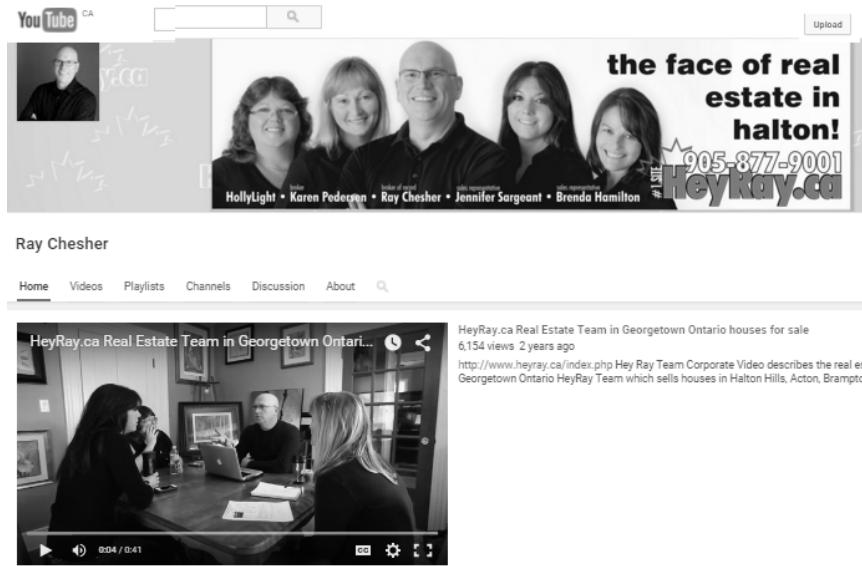
- Twitter SetUp Basics by Sofie Andreou 67 views

What to watch next

- CCS Community Twitter Setup 101 by Sofie Andreou 67 views

Real estate agents are using YouTube to personalize their message, introduce their homes, and to the market themselves and their homes for sale.

<https://www.youtube.com/user/heyrayca>



YouTube allows you to brand your own channel. I strongly suggest you do this right away. As with everything on Google, your one Google email and password drives all your google assets, including your YouTube channel. You can grab your vanity URL, like www.YouTube.com/SofieAndreouSeminars or www.YouTube.com/HeyRayCa. They are unique, and if your company name is already someone else's, you'll have to create another one by adding something to your name. For example, I added "Seminars" to the end of mine, and Ray added "Ca" to the end of his.

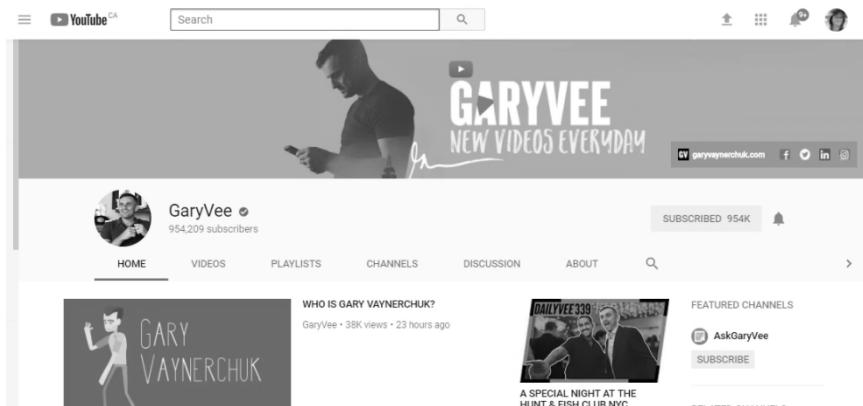
People can subscribe to your channel as well as link back to your website from your YouTube channel.

Every time you upload a video, you can have it automatically feed your Facebook, LinkedIn, and Twitter accounts. Be careful to tweak your YouTube settings as every time you like a video or subscribe to a channel, that too automatically can feed your other digital marketing platforms. Adjust your settings accordingly.

Use your YouTube channel as a place to store your videos, and then repurpose them through your website and newsletters. Do not use the YouTube link to upload to your social media platforms as posts, instead use the native (upload the MP4) video instead. The native video starts playing in the newsfeed whereas the YouTube video like requires your target audience to click to see it play. Regardless, posts with videos get the MOST engagement.

One of my favourite channels is <https://www.youtube.com/user/GaryVaynerchuk>

Gary Vaynerchuk is a master of how to leverage videos to grow a business, and is considered to be a social media guru.



YouTube Videos and Channel

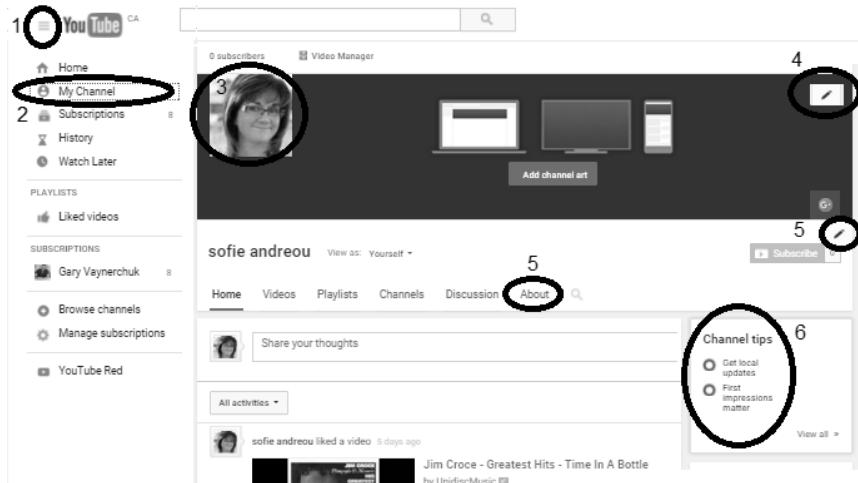
Your YouTube Channel is automatically created with every Gmail account you create. You need to decide which Gmail account will be associated with your brand and drive all your google assets. Log into gmail with that account and brand the YouTube channel associated with that account. Populate your videos to that channel.

Your **Username** is very important because that's the name the public will see on each of your uploaded videos. Recently, YouTube and Google+ became one in a sense. At that time, YouTube became more flexible in allowing you to change your YouTube username.

Go to the Video Tutorials to see how ***to Create & Brand your YouTube Channel***. First create a Google account. If you already have a Google account for your business, use that account to customize your YouTube channel and upload your videos to.

YouTube Channel Settings

Before you upload your first video, we'll show you how to brand your videos with your logo or profile photo, cover or channel art, and fill in marketing and contact information. ***Go to the Video Tutorials to see how Brand your YouTube Channel***



Channel Description

The first few sentences of your channel description appear most frequently across the site, so highlight your most important content upfront.

- Accurately describe your channel.
- Use relevant keywords in the description.

- Include your upload schedule, especially if you host multiple content types or series.

Channel Name

- Your channel name will appear across the site in search, suggested channel and channel browse placements.
- Your channel name is distinct from your channel URL; the name can be edited from the channel page.

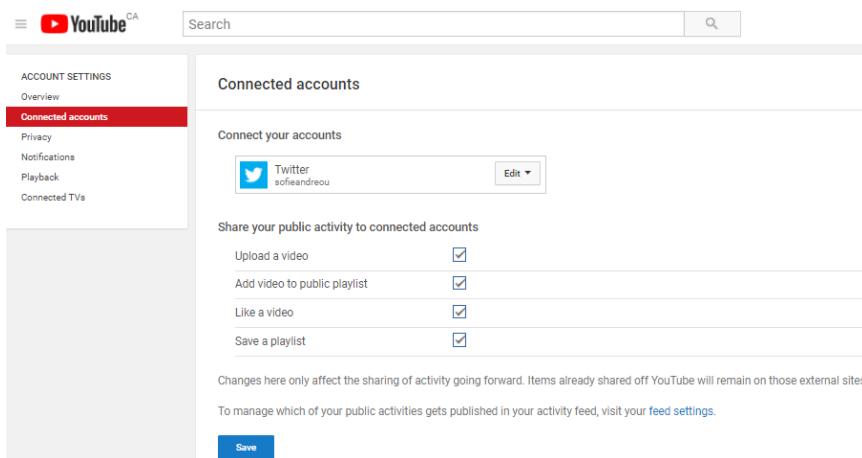
- Pick a channel name that is short, memorable and gives your audience an idea of what your channel is about.

YouTube Settings

Manage your channel settings, including adding a watermark to your videos, privacy, video distribution, activity distribution and channels **keywords**.

Your channel name is distinct from your channel URL; the name can be edited from the channel page.

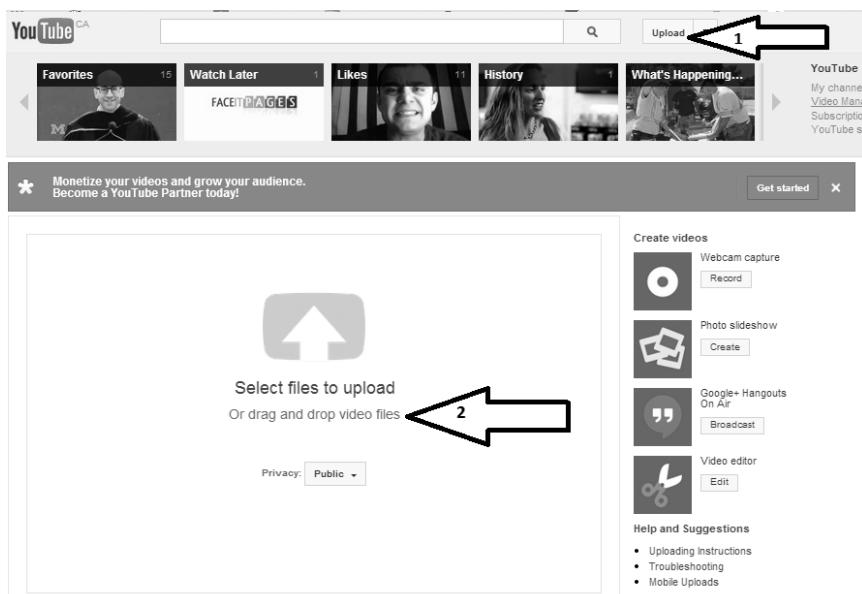
Go to the Video Tutorials to see how to tweak your channels settings, especially your video feed settings.



Uploading & Editing Videos

After your account is created, settings tweaked and your channel branded, you are ready to populated your YouTube Channel with videos you upload or from other videos already YouTube ready video device.

To upload a video, first click on **Upload**, as shown below.



The following screen will come up. Then:

1. Select a file from your computer or

2. Record right from your webcam
3. Create a photo slideshow
4. Broadcast live to a Google Hangout
5. Or edit videos that you've already uploaded

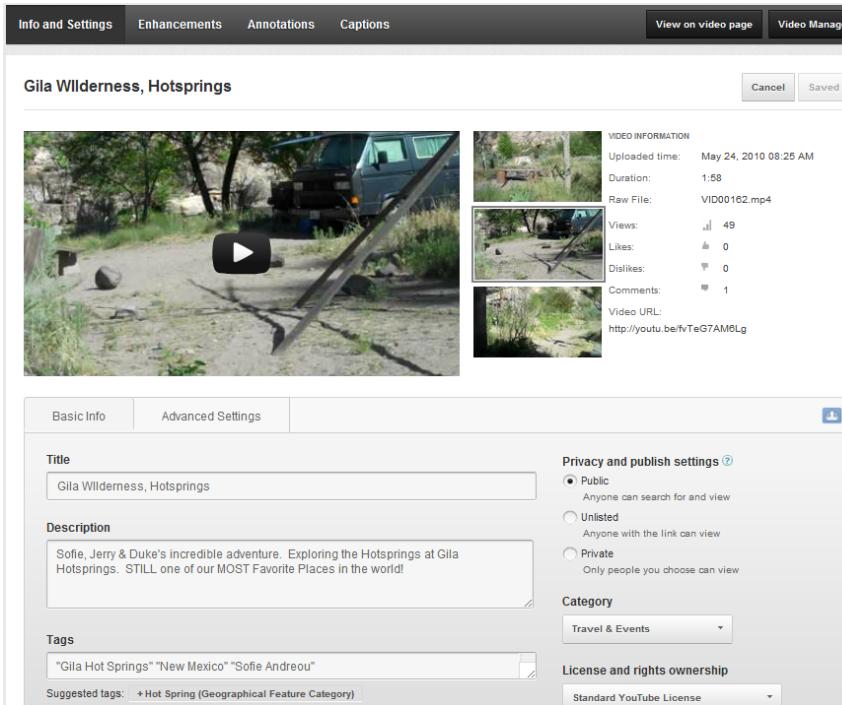
For all the details on how to upload a video, click on
<https://support.google.com/youtube/topic/2888648?hl=en>

YouTube Video Format Specs

Video Formats	<ul style="list-style-type: none"> ● .MOV ● .MPEG4 ● .AVI ● .WMV ● .MPEGPS ● .FLV ● 3GPP ● WebM
Length of Video	<ul style="list-style-type: none"> ● Up to 15 minutes in length

Uploading Video

Click on **Upload** and select which video you want to upload from your computer files. After you have created your account, press **Upload** on the top right of your page. Easy, isn't it?



Editing Title & Keywords

When uploading your video, be sure to fill in the blanks. You can go back and change this through **My Videos** and **editing** your videos later on). It's **VERY** important to fill in the proper **Title**, **Keywords**, and **Description** every time you upload a video. These elements will help your target audience find your

YouTube video through Google and YouTube directly. Without a **Title** and **Tags** (tags are the same as keywords) your video will *never* be found.

You should also choose the thumbnail that best represents your video. YouTube gives you three random ones to choose from. Again, you'll be able to choose which thumb print to display from the **Editing** your videos area.

URL of Video

The link to your new video is in the URL box. This link never changes, and always points to where YouTube hosts your video for you. You can cut and paste this link, and share it via emails or post it to your other social networks.

You can see the URL to my video of my vacation to the Gila Wilderness here:

<http://youtu.be/fvTeG7AM6Lg>. It's an amazing place, and I love it there (but, don't tell anyone about it, as it's an undiscovered gem)! You can see this video in the **Google Video Tutorials**.



Embed Video Links

The code to embed the video into your website is in the **Embed** box. You give this code to your website developer, and it'll allow people to play your video right from your website.

People can also share your videos to their social media accounts, without leaving your video.

Below is an example of what search results look like on YouTube. You can see how important it is to choose the right title, description and thumbprint. Always remember that you only have two seconds to get their attention and to stand out from the rest of the search results.

Search results for flowers

About 79,700 results

Search options

- Flower Warfare - Psychedelic Action Scene**
Click to Tweet! bit.ly Behind the Scenes www.youtube.com Rico is really serious about getting his stuff back! Alternate titles include "Flower ...
by frediew | 8,047,015 views
- Art of Crochet by Teresa - Cheerful Crochet Flower**
A video tutorial on how to make a crochet flower. You can find the pattern for the tutorial on my crochet blog - Crochet Geek. Cheerful Crochet ...
by tjt1963 | 950,433 views
- flower blooming rose**
Blühen einer Rose im Zeitraffer. Rose blooming in time laps.
by rulvede | 3 years ago | 1,615,312 views
- FLOWERS IN GROWTH (TIME LAPSE)**
WITH MUSIC FROM LUKA VAN DEN DRIESSCHEN AND SO MANY WONDERFUL FLOWERS IN GROWTH AND TIME LAPSE.
by spiritosound | 4 years ago | 495,286 views
- Animal Collective - In The Flowers**
Directed by Abby Portner Filmed and Edited by Joey Gallagher Animation by Dan Boujoulian with Additional Filming by Jason Goodman and Special ...
by DominoRecords | 1 year ago | 714,956 views

Featured Videos

Editing Your Videos on YouTube

YouTube also has a built in video editor, which provides the ability to edit your videos after you've uploaded them; ie captions, trimming and adding music.

The YouTube Editing Tool—Captions

One way to add your website address or comments to your video is by adding **Annotations** to your site. You can select the time that you would like these to be seen.

Click **Video Manager**, and then click **Edit Video** to explore YouTube's video editing features.

Video Manager **Video Editor** **Subscriptions** **Analytics** **Inbox (1)** **Settings**

Project **My Edited Video** **Publish**

Search videos

Thumbnail	Title	Length
	Gila Wilderness, NM	1:57.0
	Leaving the Gila Canyon	0:41.7
	How the series began	6:20.4
	Parkview Cottage	0:12.7
	Sofie Andreou On...	2:44.8

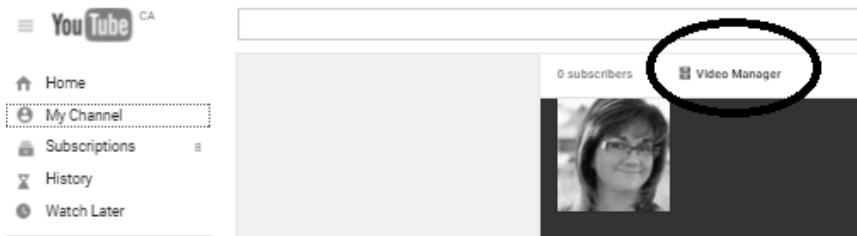
Search

0:00

Deleting Your Videos Once from YouTube

You'll need to find your Video Manager, list your videos and edit or delete from there.

Go to the Video Tutorials to see how delete videos from YouTube.



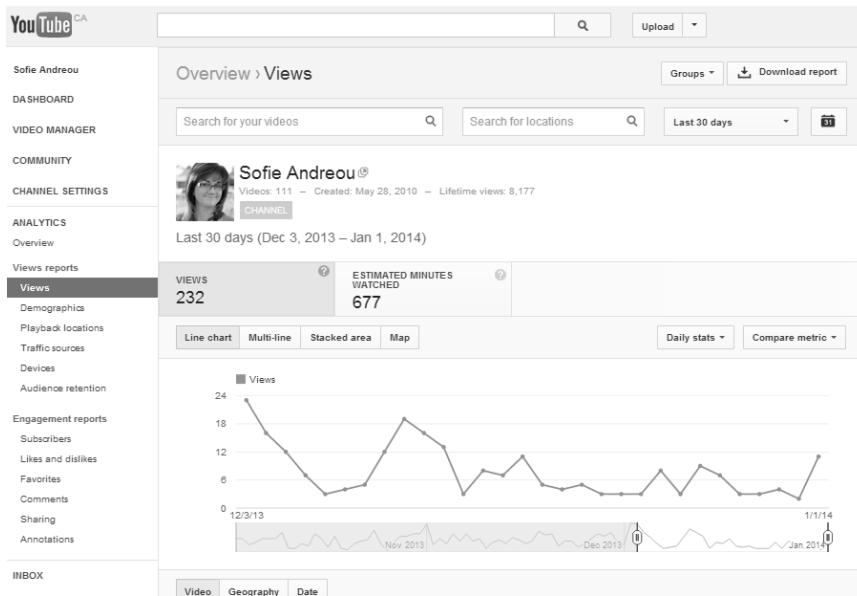
Next, select and delete the video that you'd like to remove from your videos. This will automatically remove it from your list and your channel.

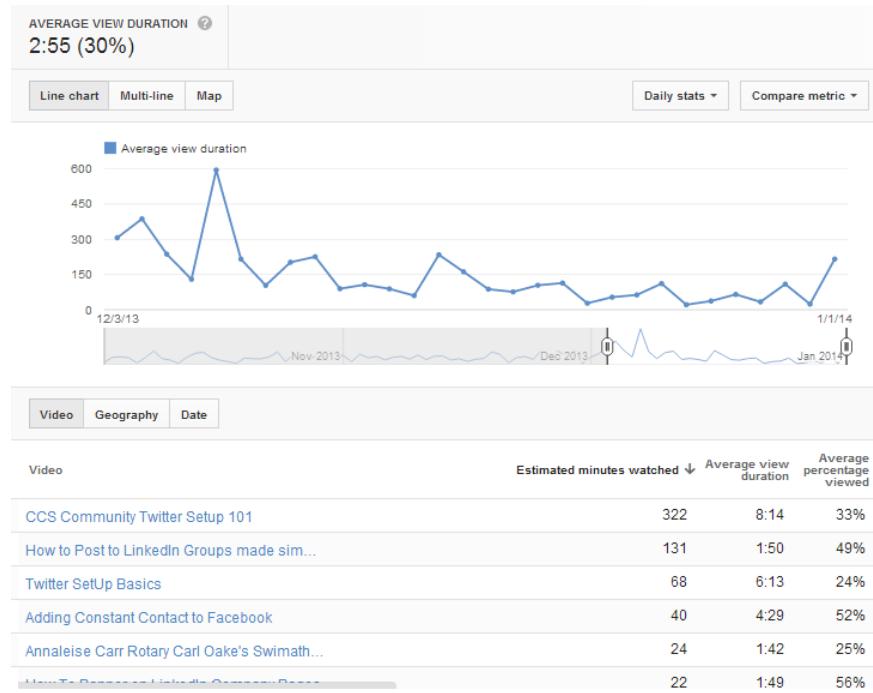
- 1) Click in the box next to the video you would like to remove.
- 2) Then, click on **Delete**. It'll ask you if you're sure. You can say you are, or cancel if you've changed your mind.

YouTube Reports

YouTube report insights are invaluable. They've recently changed the name to *Analytics*.

The reports provided are many, they include: views, demographics, playback locations, traffic source, devices, audience retention, and engagement reports.





Advertising on YouTube

Here are some links that help you pay for advertising on YouTube. You can also manage your Promoted Videos through your Google AdWords account.

<http://www.youtube.com/yt/advertise/> and
 Success stories:
<http://www.youtube.com/yt/advertise/case-studies.html>

FACEBOOK

“To be or not to be on Facebook?” That is the first question this section can help you answer. In summary, if your target market is over 40 years of age, you should be on Facebook!

In this chapter, we’ll focus on Facebook Business Pages and their Business Tools. All aimed at efficiencies and best practices to grow your business. If you’re going to use Facebook as a marketing tool you *must* put a percentage of your advertising budget toward boosting posts and focus on posts which ignite engagement. Always remembering that engagement fuels trust and trust fuels sales.

Facebook started off as an online site for people around the world to reconnect with friends and family through personal profiles. Now, the active profile pollution on Facebook in 2017 was 1.5 billion! The number of active monthly users in 2021 is over 2.85 Billion and the number of most active Facebook users are actually in Canada.

Through Facebook, organizations and businesses are **targeting** those who represent their client demographics through boosting their individual posts or placing ads. We have found that boosting posts appropriately has become *very* effective, more so than Facebook ads. Before you invest a lot of time creating a Facebook business presence, I suggest you first see if your target market is even on Facebook. If they are, we’ll help you determine your best route for engaging your target market using Facebook.

The rules on Facebook state that you can have ONLY one personal Facebook profile, and from that account you may manage or be an admin for as many business pages as you need. These rules further state that the profile must be in your own real name, and not the name of a business. For several years, many business owners, real-estate agents, insurance agents, and entrepreneurs have been using their Facebook personal profile as a marketing channel. If you have branded your company with your own name, you might choose *not* to have both a personal profile and a business page, but instead a personal profile *only*. However, a personal profile cannot have more than 5,000 friends. As a business professional, if you choose this route, you have to decide how to balance personal and business posts. I’ve seen many do this well. You can set up your personal profile so people can “Follow” you, vs becoming each other’s friends. They keep their “sales” posts to a minimum and instead post about knowledge on their subject expertise and their passions on Facebook, depending on their industry.

As a personal Facebook profile, you’re limited to 5,000 friends, you won’t have access to many of the business page features, like the ability to create coupon landing pages, promote profiles nor boost posts, or see engagement insights on a profile. On the plus side, personal profile Facebook posts are distributed more effectively than post distribution from a business page. Business page posts are only distributed to, at most, 3% of those who like your page, while profile posts are distributed to all friends depending on each friend’s individual notification settings. However from a personal profile, you *can’t* target to those who you aren’t connected to—you cannot promote or boost your posts from a personal profile, or pay to promote your profile like you can from a business page. As we mentioned, boosting a post is actually very powerful. You can target thousands of people who meet your target audience description for a very reasonable amount, compared to other digital marketing advertising options and compared to print. You don’t want to put all your eggs in one basket, but, take a portion of your ad budget and see what your results are. I always suggest that you start by redirecting 25% of your total marketing ad budget to Facebook.

From your personal profile, you can create or be added as an administrator on as many Facebook business pages as necessary. First, you must like the page you want to be an administrator of, or you can create a new business page from scratch.

Why do you want your current or potential target market to physically **LIKE** your Facebook business page, or to become friends on your personal profile? The answer is so that your posts will show up on their Facebook newsfeeds. Every time anyone logs in to Facebook, they're first taken to the home page of their profile. Everyone first sees their newsfeed and side "ticker tape." This represents everyone they're following, including friends and business pages. However, since Facebook added the boost post ad feature, they suppress Facebook business page posts, organically; only 3% are actually distributed to those who have liked your page. Boosting a post for a nominal fee pushes your post back out to people as they sign in to Facebook, even if you posted hours ago. When someone you're targeting logs on to Facebook, your boosted post appears on their home wall just as if you posted it recently, and they don't even have to be a fan of your page yet. You can choose to boost a post to those who like your page and their friends, or to those of a specific age, gender or location.

NOTE: In 2011, Facebook changed the feature where someone doesn't have to become a fan of your page, (or click on **LIKE** on your page) to comment, like, or share posts from your page. This was a big change, as now they can see and comment without "liking" you. Facebook also added the term "**reach**" which reflects the number of profiles, fans or not, who have seen, liked, commented on or shared the posts distributed from your page. In 2013, Facebook introduced Facebook Business Page Post Boosts to distribute posts and started suppressing the reach of regular pages' posts.

Further benefits of Facebook business pages include the ability to add various applications including videos or photo contests, email sign up forms, donation features, ecommerce, and much more. Business pages also give their administrator access to their fan base reports called *Insights*; these include demographic information and behaviour, post reach and engagement, and much more. These reports are valuable market information and help you more effectively manage your time on Facebook, measure your ROI, and help you determine if you're meeting your goals.

Finally, Facebook groups are available to enable discussions. This may be more effective depending on your purpose. Groups are limited to 5,000 members, but do have some nice interactive features.

With all the features that are offered, you have choices to make as to which Facebook account type is most appropriate for you to use.

They say that 88% of fans or "likes" never go back to your profile or page after they like it or become your friend; they just see your updates on their timelines. More than 50% of all Facebook profiles log on daily.

As we stated in the "12 Tips to Posts," you want each of your posts to have a measurable action like linking them back to your page, viewing more information on your website, sharing, liking, tagging, entering contests, asking questions or whatever your imagination allows for. Because people *don't* have to like your page to see your Facebook wall information, and Facebook suppresses 95% of all your page's posts, you really want to entice everyone to share or comment on your posts. This way, all of their friends see your posts in their news "ticker tape." You also need the logo or image you've chosen to represent your company to be a clear representation of your brand.

You always want to encourage your fans and your fan's friends to either like, comment, or share your posts. If you're just starting out on Facebook, and comfortable with the public seeing your personal profile, you or your staff might start off by commenting on your business post as your "personal" profile to get the engagement ball rolling. You can't force staff or volunteers to interact with your page, but since 88% never come back to your page, don't have to like your page to see your wall, and Facebook suppresses your page posts, this is an excellent way to start the engagement. Statistics show that over 78% of friends will trust something someone they already trust has recommended over someone they don't know.

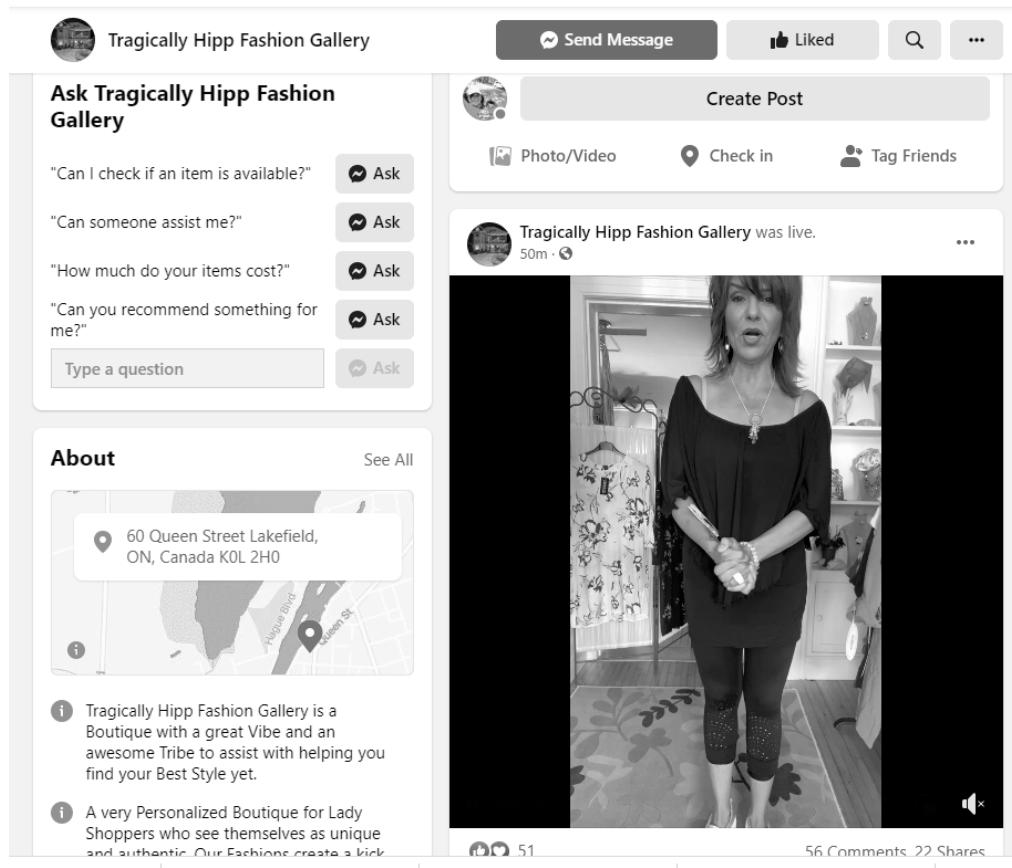
To grow your Facebook "Fans" or Page Likes, follow the same Best Posting Practices from Chapter 2.

To summarize, posts that are (i) short, (ii) include an action (share, like, comment), and (iii) include a visual or link get more activity than longer posts with *no* links or *no* visuals. Livestreams on Facebook

have become very effective. A post from a facebook page traditionally is routed to only 3% of the people who “Like” the page, but a livestream will traditionally reach many many more! Facebook does not limit livestreams to 3%! Many companies started realizing this during Covid and used Livestreaming as a way to stay connected with the new virtual world. Now it's become an essential business tool.

For an excellent example of livestreaming from a small shop, check out <https://www.facebook.com/TragicallyHipp>! She started livestreaming before Covid, but during Covid she embraced it and says it grew her client base in ways she didn't realize was possible. Her sales were strong, because of the livestreams during Covid. She didn't even have ecommerce at the first shut down, she was selling through livestreams and posts with new product photos, and accepting messenger as intent to buy and then e-transfers for payment. Now she still does the livestreams, she has added to her digital world a new e-commerce site, she still accepts e-transfers.

She understands that authentic relationships are key, they always were, but even more so now, post Covid.



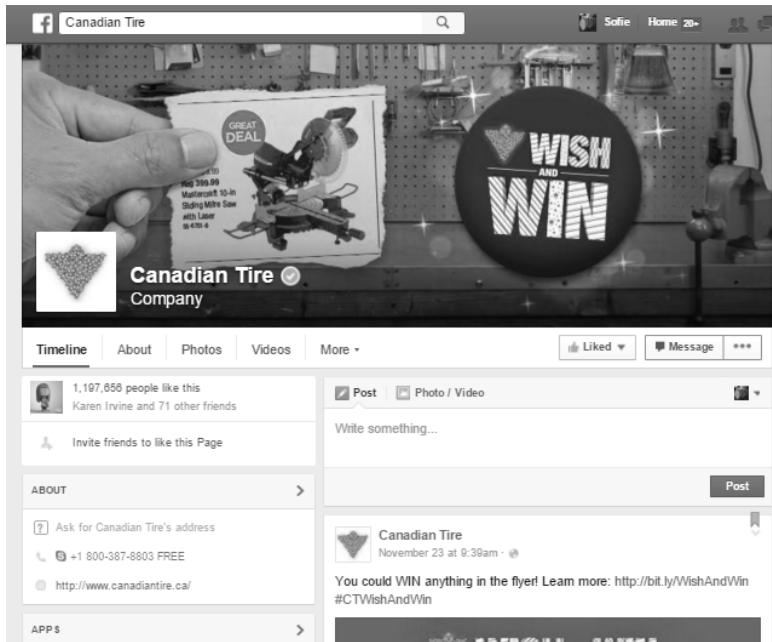
What Types of Businesses and Communities use Facebook?

The types of organizations with a presence on Facebook include local businesses, organizations, not-for-profits, education, entertainment, professionals, communities, and celebrities—just about every type of industry. With over 2.98 billion people on Facebook, and over 50% of them going online every day to check out their newsfeeds, it has become a popular and efficient place to build trust and relationships with your target market.

Algonquin Outfitters is an excellent model of Facebook business page use. (Note: They're using an arrow and call-to-action on their cover; however, Facebook policy states no CTAs or arrows pointing to LIKE US, so I know they're walking a fine line here.) They're continuously running excellent contests,

and try to encourage their fans to upload their own photos. We have a more about their contest approach later in this chapter. Here's an example of an older contest. Principles still apply.

<https://www.Facebook.com/AlgonquinOutfitters>



<https://www.Facebook.com/Canadiantire>

Canadian Tire ran an excellent contest last year. They asked people to enter their contest by commenting what they would like to win. That prompted more fans to look at their flyer and comment! Excellent way to get people to see what products you have and to let everyone know what they would like to purchase. This is encouraging sales *and* engagement. They have just over 6,500 comments with photos within the first week of the contest.

Canadian Tire
November 23 at 9:39am ·

You could WIN anything in the flyer! Learn more: [#CTWishAndWin](http://bit.ly/WishAndWin)

WISH AND WIN

- ① **PICK YOUR PRIZE**
Choose any product in the flyer.
- ② **SNAP A PHOTO**
Take a photo of your product from the flyer.
Make sure it's clear what item you're wishing for.
- ③ **POST IT HERE**
Share your wish in a comment using
#CTWishAndWin

Like Comment Share

1,216 people like this. Top Comments ▾

640 shares

Write a comment...

Rebecca Dueck I would never buy this because my husband is allergic to peanuts but I would love some Reese's #CTWishandWin

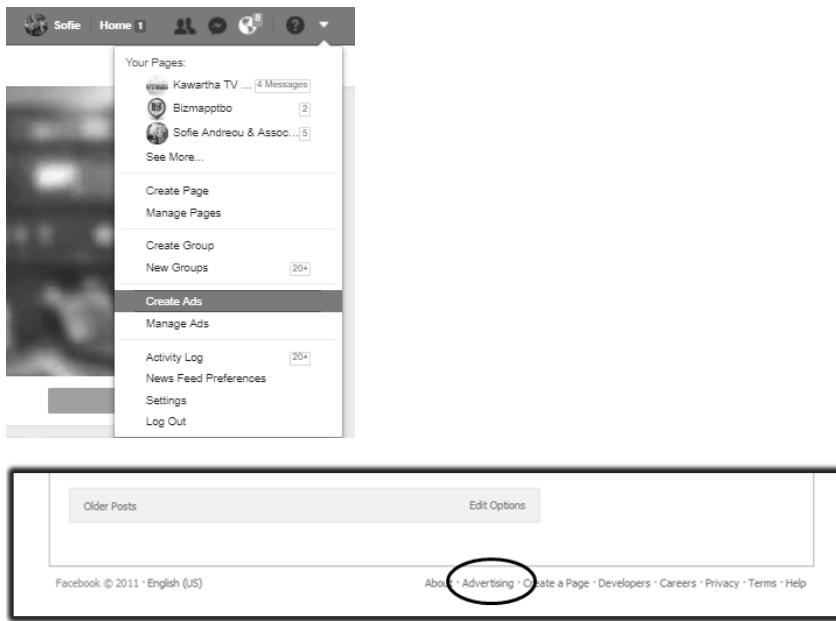
How, when you go live to any of these pages, you can see how each business page has different sub pages on the far left side under their page logo. That depends on the type of business you have selected when creating your business page. Check out the Coffee Break Learning video tutorial on how to manage your Facebook Page's Sub Pages.

"To be or Not to be on Facebook"

To check to see if your target market is on Facebook, sign in with your Facebook personal profile, or perhaps sit with someone you know who has a Facebook personal profile. Then, follow these steps to see if your target market has profiles on Facebook.

First log in to Facebook. Then go to the **Create an Ad** section as though you're going to start creating an advertisement.

You can find this section by either clicking on **Create an Ad** over any existing ad, or by scrolling all the way to the bottom of your screen and clicking on **Advertising** or click on the down arrow on the top right and choose **Create Ads** (as shown below.)



Facebook gives you many opportunities to create ads for your page. As well, you *don't* need a business page to create an ad. You can create an ad to just promote an event and link people to your website from the Facebook ad, or just a Facebook ad with your phone number.

I want you to go to the **Create an Ad** area, you don't have to finish creating your ad. We're just going to use the **Targeting** section of the Facebook Ad Tool. Click on **Create an Ad**, and scroll down to the **Targeting** area.

The screenshot displays the '2. Targeting' section of the Facebook Ad Targeting tool. It includes fields for Location (Country: Canada, By City: Nova Scotia), Demographics (Age: 18-Any, Sex: All), and Interests (Precise Interests: Enter an interest). To the right, a sidebar shows 'Estimated Reach' of 484,580 people, broken down by location and age.

Estimated Reach [?]	
484,580 people	
<ul style="list-style-type: none"> ■ who live in Canada ■ who live in Nova Scotia ■ age 18 and older 	

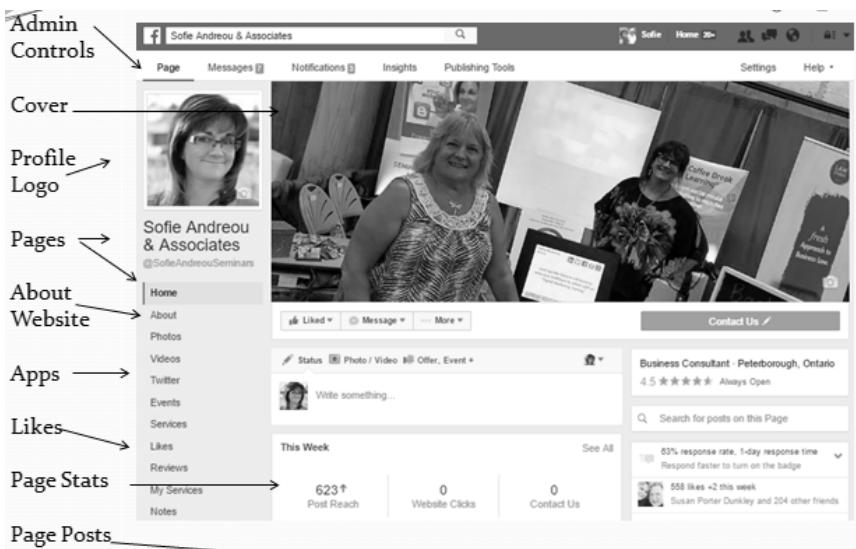
If your targeting exercise results in only a handful of profiles, you should NOT be wasting your time with a Facebook business presence. However, if there are significant numbers of profiles that match the targeting variables that you choose, this may be a wonderful place to have an internet presence.

Market Estimates

The image above shows that there are 484,580 active Facebook profiles in the province of Nova Scotia.

Tip

Take the results as approximations. Active profiles are defined as those profiles that have logged in to their account within the last three months. Of those who are active, over 50% of them go on Facebook daily to see their timelines.

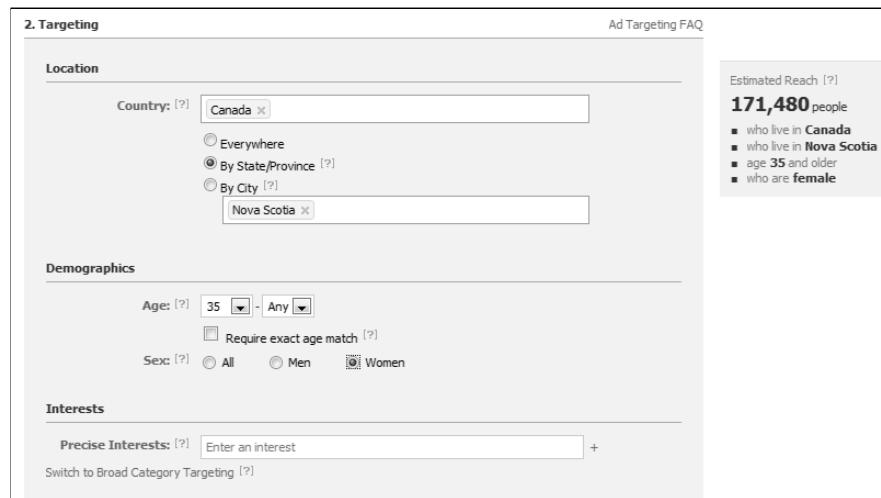


As well, many women of my age group will not put in their correct year of birth! You might want to decrease your search target by 10 years to get your actual demographic number.

To summarize, if your demographic results indicate there are 100,000

target individuals versus 60, then the figure could be a good estimate of the potential size of your target Facebook market and, if so, you would certainly be more interested in the larger number.

In the following targeting exercise, I've indicated that my target market are women over 35 years of age who live in Nova Scotia. Facebook indicates that there are 171,480 active profiles in my target market on Facebook.



2. Targeting

Location

Country:

Everywhere
 By State/Province

By City

Demographics

Age: - Any
 Require exact age match

Sex: All Men Women

Interests

Precise Interests:

You can further narrow your target market by specifying the interests of your target market, and then seeing the number of profiles which exist on Facebook. However, if you choose to narrow your audience through specifying interests, be aware that most people skip this part when creating their profile. Therefore, you will miss much of your appropriate audience.

Elements of the Facebook Business Page

Cover: This is the first thing people will see when they visit your page. Choose a unique photo (820 x 312 pixels) and change it as often as you like. Some examples might include a popular menu item,

album artwork, or a picture of people using your product. Be creative and experiment with images your audience responds well to.

Logo: Logo is your Brand! DO NOT CHANGE this once selected. Be consistent across all your on and off line marketing channels. Facebook calls it your profile picture. It represents your community or organization's brand. It may be the *only* thing from your page others will see. The logo is what people see on other parts of Facebook, in ads, in sponsored stories, and in the newsfeed. Choose a picture that represents your business or community, such as a logo. It must be square. Use a high-quality image that scales well from 170 x 170 pixels.

Page Title: Is what people see next to your logo in their newsfeeds about you?

About: Summary of your description, mission, address, contact and information. For the full details of your page, your fans need to click on **About** (under your logo) or look far right of your timeline to see your About.

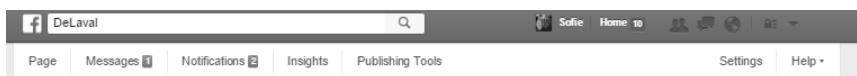
My **About** section is shown above.

Sub-Pages: Your standard and custom subpages within your Facebook page. They include your timeline, events, photos, likes about, and any special custom apps. Special optional apps you can add to your Facebook page, like Contests, Pinterest, Twitter, and many more.

Post Something: This is where you create and share your posts.

Timeline: Anyone visiting your page can scroll down to see all your past posts. Starting with your cover and scroll "back in time." Key to success is to instill trust and engagement with your posts, makes your timeline more inviting. Creativity in posting. If you traditionally utilize flyers for paper ads, do not post the flyer, but, instead, tell a story. Use the flyer as your "Theme" for that week, but have your staff livestream or create contests in the area of that flyer, vs posting the flyer. Your Facebook approach is very different than your newspaper approach. Same theme but different approach. It's like you do not use a flyer in a television ad, you do not use a flyer on social media.

When you are logged in as the admin for the page, you can see these additional items at the top of your page: Page, Messages, Notifications, Insights, Publishing Tools, Settings and Help.



You'll notice that when you are logged in and looking at your own business page, you'll see edit "pencils" or buttons all through your page. However, the public *doesn't* see these. On the top of your page there is also the **Insights and Settings** links, which takes you to a section that allows you to edit all elements on your page. Also, if you put your mouse over your page logo, a **Change Picture** link will appear. Mouse over your cover and a **Change Cover** link appears. As well, click on **About** and edit "pencils" will appear next to each element. Facebook recognizes you as the page administrator, which gives you and any other administrator you have added admin access to your page. You'll notice little pencils in the other areas on your page, and when you click on these little pencils you are allowed to edit the information in that area. I always suggest that you add all your websites, blogs, and other social media platforms in the **About** section.

You'll also notice the **Insights and Settings** links when you come back to your page as the administrator. *Only* the administrator will see your admin panel, as the public can't see this area. The admins of the page will see the following: General, Page Info, Notifications, Page Roles, Apps, Suggested Edits, Featured, Mobile, Banned Users and Activity Log.

The screenshot shows the Facebook Business Page settings for the page "DeLaval". The left sidebar contains links for General, Messaging, Page Info, Post Attribution, Notifications, Page Roles, People and Other Pages, Apps, Instagram Ads, Global Pages, Featured, Page Support, and Activity Log. The main panel lists various page settings with edit links:

- Favorites: Page is not added to Favorites (Edit)
- Page Visibility: Page published (Edit)
- Page Verification: Page is not verified (Edit)
- Visitor Posts: Anyone can publish to the Page (Edit)
- Expiring Posts: Ability to set posts that expire is turned off for my Page (Edit)
- Messages: People can contact my Page privately. (Edit)
- Tagging Ability: Only people who help manage my Page can tag photos posted on it. (Edit)
- Country Restrictions: Page is visible to everyone. (Edit)
- Age Restrictions: Page is shown to everyone. (Edit)
- Page Moderation: No words are being blocked from the Page. (Edit)
- Profanity Filter: Turned off (Edit)
- Similar Page Suggestions: Choose whether your Page is recommended to others (Edit)
- Comment Ranking: Most relevant comments are shown for my Page by default. (Edit)
- Merge Pages: Merge duplicate Pages (Edit)
- Remove Page: Delete your Page (Edit)

Tip

You can't change your business page name once you have selected it, so be very careful selecting it. Facebook changes its policies from time-to-time allowing you to change it twice, and then allowing you to change it if you have fewer than 200 likes. At the time of this edition, you can change it twice, but, CHECK before you set it to make sure.

You can always delete the page and start over, but it's almost impossible, and not very professional to have all those people who have already connected with you move to a new page. In other words, make sure you are happy with your business page name before you get 200 likes. Only admins who are managers or content creators can change your page name.

Also, read the fine print, as they change those rules monthly.

How to Create Your Business Page

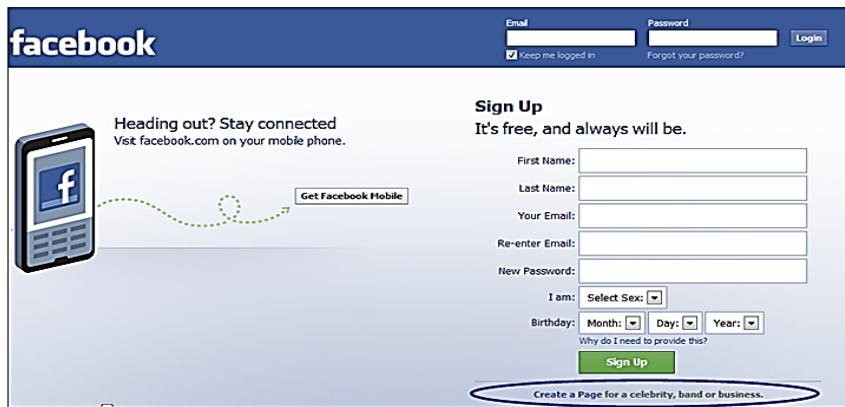
You can create or be added as admin to multiple business pages. You can only have *one* personal profile. If you already have a profile on Facebook, the easiest way to create a business page is to log in to your profile on Facebook, then scroll all the way down to the bottom of your profile and click on **Create a Page** or go to the far right drop down widget next to your logo and click on the **Create a Page**



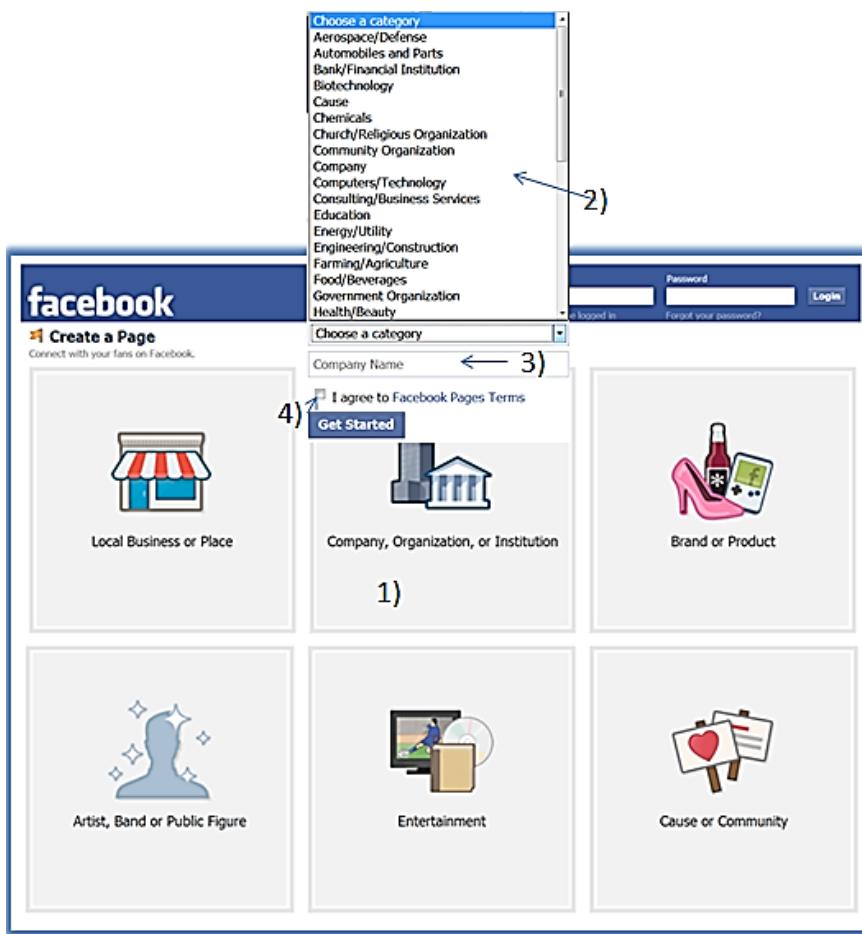
option.

The screenshot shows the Facebook profile page for "Sofie Andreou & Associates". A dropdown menu is open at the top right, showing options: "Your Pages", "Create Page", "Manage Pages", "Create Group", and "Create Event". The "Create Page" option is highlighted with a large black oval.

Or if you have a personal profile, click on the down arrow to the top right and choose **Create Page**. + If you don't have a profile on Facebook, then go to www.Facebook.com and click on **Create a Page for a Celebrity, Band or Business** on the bottom right.



Page Name Tip	<p>To help people find your page, think of adding a keyword which will produce the largest search numbers to your company name if appropriate. Look at the Google Keywords section of this book for suggestions.</p> <p>For example, if you own a Greek food restaurant with a unique name like <i>Zorba's</i>, you might want to add the words "restaurant" or "Greek food" to your Facebook business name, so your Facebook page will be found!</p>
---------------	---



No matter which way you start, you'll end up at a page where you need to select your **1) Page Type, 2) Page Category, and 3) Page Name**. You can have multiple pages created by the same profile, and you can keep them unpublished until you're satisfied with your content. You can also delete one or many of your pages at any time; however, I find the delete does not work most of the time, so, you might just have to "un-publish" it instead.

Go to the book's video tutorial for step by step instructions on ***how to create your Page and adjust all the settings***.

Tip	<p>A page can have multiple administrators. There are five levels of administrators. The first one should be a key staff member of your organization, like a manager, who has full rights to the page.</p> <p>The second should be the person, staff or someone outsourced who actually is accountable for your posting. They create your posts and do everything else the page administrator can, but they can't remove the manager as the administrator.</p> <p>You can also have a moderator. They can't create NEW posts, they can only comment on existing posts as the page.</p> <p>Finally, there are advertising administrators, who can only create ads for the page, and they can't post for the page. Lastly, insight administrators, they can only access the page's Admin Reports.</p> <p>THE KEY IS, YOU SHOULD ALWAYS HAVE TWO ADMINS ON YOUR FACEBOOK BUSINESS OR FAN PAGE..</p> <p>Why should you have two administrators? This saves you if your administrator parts ways with the company, leaving you with no access to your own organization Facebook page.</p>
------------	---

	Always have <i>two</i> Facebook administrators, and create and implement a policy which revokes access immediately, if needed.
--	--

Each different type of page type provides fields for different types of businesses. For example, under **Local Business** the selection of **Retail** will have fields like hours of operation, parking, and so on.

Selecting a **Band** page will have fields for the names of the band members and their agent. If you leave any of the fields blank, they don't show up on your business page. However, you can always go back later and fill them in by clicking on the **Edit** button on the top right of your page.

And, here is an example of the fields for a website-based company:

The screenshot shows the 'Basic Information' tab of a Facebook page named 'YLM The Breken Group'. The page has a light blue header with the page name and a 'View Page' link. On the left, there's a sidebar with icons for Manage Permissions, Basic Information (which is selected), Profile Picture, Marketing, Manage Admins, Applications, Mobile, Insights, and Pages Help. The main content area contains fields for 'Name' (YLM The Breken Group), 'Founded' (empty), 'Website' (empty), 'Company Overview' (empty), 'Mission' (empty), and 'Products' (empty). At the bottom are 'Save Changes' and 'Cancel' buttons.

Here is an example of the fields for a retail store:

The screenshot shows the 'Retail' tab of a Facebook page. The page has a light blue header with the page name and a 'View Page' link. The sidebar on the left is identical to the one in the previous screenshot. The main content area includes fields for 'Address', 'City/Town', 'Zip', and 'Phone'. Below these are sections for 'Hours' (with dropdowns for each day of the week and time inputs) and a checkbox for 'Specify two sets of hours for each day'. There are also fields for 'Website', 'Parking' (with checkboxes for Street, Parking Lot, and Valet), and 'Public Transit' (with a large empty input field).

Remember, keep your branding consistent with that of your traditional materials and your website. Also, remember the online market needs to recognize your Facebook page as being yours within two seconds, or they're likely to click away, and you've lost them.

The Facebook page setup wizard then takes you through two steps. It first asks you to upload your contact lists from Outlook, LinkedIn and others with the objective of inviting them to like your new page. Second, it asks you to invite your Facebook friends to like your new business page. I skip these steps at this point; create the page first, and then go back to it when you have some content on your page and are ready to grow your followers (a.k.a. likes), and get your posts shared and commented on.

14 Critical Steps to Launching Your Facebook Page

1. Upload a cover photo. Cover photo dimensions are 820 x 312 pixels. Facebook Policy state that cover's photos **shouldn't** include:
 - A. Price or purchase information, such as "40% off" or "Download it at our website."
 - B. Contact information such as a website address, email, mailing address, or information that should go in the **About** section of your page.
 - C. References to Facebook features or actions, such as "like" or "share" or an arrow pointing from the cover photo to any of these features.
 - D. Call-to-action, such as "get it now" or "tell your friends."
 - E. Covers must not be false, deceptive or misleading, and must not infringe on any third-party intellectual property.
2. Use a clearly-branded profile picture—a high-quality image square 170 x 170 thumbnail logo. Your profile picture will follow your business or organization on Facebook as a thumbnail image in newsfeed stories, ads, and featured stories.
3. Pin a post each week. Pin an important story to the top of your page's wall each week. Posts will stay pinned for up to seven days, unless you unpin it first.
4. Post daily to your page, or max twice a day and minimum three times a week. Although you can pin a post to the top of your page, continue to post daily to engage your audience. Put a budget aside to boost your most important posts.
5. Manage your page through the admin panel. Use this panel to view page insights, keep track of new activity, and respond to personal messages. Click on **Edit Page** under the admin panel, and go through each of the **Basic Information** and **Permission Settings** for your page, adjusting them to meet your needs.
6. Create your unique Facebook page handle and URL. Go to www.Facebook.com/Username and choose a custom URL for your page. For your branding consistency, it's effective when your Facebook handle is the same as your other social media Handles. Check out the Coffee Break Learning Video Tutorials on social media Handles.
7. Add a photo gallery and some meaningful fun and meaningful posts. Remember, write your page at a Grade 2 reading level.
8. Add your Facebook handle to email signatures, to your LinkedIn, to your other social media platforms, and to any of your online directories.
9. Send an email out to friends and family letting them know you have just launched your Facebook page: @SofieAndreouSeminars or www.Facebook.com/SofieAndreouSeminars (Include your Facebook URL, not mine) and give them a reason to and ask them to go and LIKE your page.

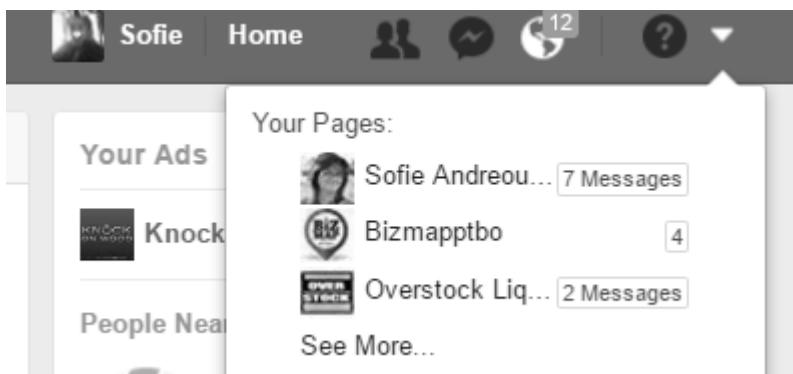
10. Add your Facebook handle or URL to all of your printed materials, asking people to like your page! If you don't add your Facebook URL or Handle to your materials, it's unlikely people will find your Facebook page by just saying "Find us on Facebook."

11. Be strategic and Boost important posts.
12. Promote the page for new targeted likes.
13. Start contests to build a loyal following.
14. Schedule regular livestreams to build your reputation and followers.

How to find your Facebook Business Page

After your page is created, Facebook automatically adds a *new* item on your profile drop down list link. This new link is called "**Your Pages:**" It lists all of the pages you are an admin for. To get back to your profile, go to the same dropdown, and you'll be able to click on your profile.

To edit and to post as your page (and not as yourself), log back in to www.Facebook.com, and click the down arrow, to the right of the word **Home**, and then click on the down arrow . Now all your Pages are listed.



You can now choose the Facebook business page that you've created or that you've been added to as an Admin and you can edit or post as the page versus yourself.

Once you click on the page you would like edit or post as, you can continue editing or adjusting your settings. You'll automatically be an administrator for that page. You can add additional administrators to each page, as appropriate. Many companies share in the responsibility of updating their social networking tools. Setting up multiple administrators on your Facebook business pages helps you manage your contributors. Rather than giving out your one ID and password to everyone who is an official contributor to your Facebook business page, just add their profile as an administrator. If you would like to revoke their administration rights, you simply remove them as an administrator.

Adding Administrators to Your Page

Check out the Coffee Break Learning® Video Tutorials on how to manage your **Facebook Admins**.



There are five levels of administrators. First one, **Admin**, should be a key staff of your organization, like a **manager**, they have full rights to the Page. Second, the **Editor**, or the content creator, **they** should be the person—staff or outsourced—who is accountable for your page postings. They create your posts and do everything else the page administrator can, but they can't remove the manager as the administrator..

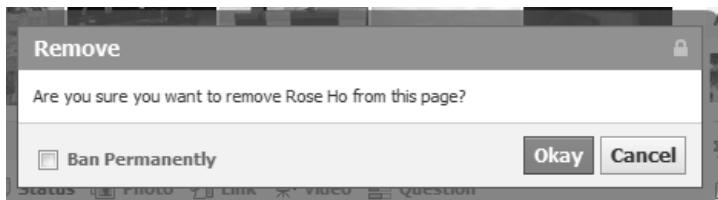
You can also have **moderators**. They can't create new posts, only comment on existing posts as the page. Next, there are **advertising administrators** who can only create ads for the page and pay for the page ads; they can't post for the page. Finally, an **insight analyst** can only access the page's Admin Reports.

Removing or Banning a Fan

You can remove or block fans from your page from this same view.

Once you click on the X next to **Make Admin**, the **Remove** option box will appear. You can **remove the fan**, or **ban permanently**. They don't get a notice saying the page has removed or banned them.

Removing simply means they will not see your updates, and if they come back to your wall, they can click on **LIKE** again. When someone is banned, it means that they can't find your page again. It's similar to **blocking** a friend on your profile.

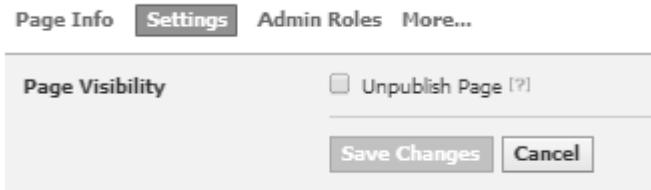


Hiding your Page till it's ready

If you're not comfortable publishing your Facebook business page immediately, go to **Settings**, then next to the **Page Visibility** option, click on **Edit**. *Only Admins can see this box at the top on that page next to Page Visibility.* Don't forget to go back to this area to uncheck the **"Unpublish"** box!

	Page Visibility	
Favorites	Page is not added to Favorites	Edit
Page Visibility	Page published	Edit
Page Verification	Page is not verified	Edit
Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit

Next, edit the Page Visibility and change it to **Unpublish Page** appropriately.



Customize Your Business Page

Customize your page by adding the appropriate information in your About section.

Review each section including **Page Info**, **Page Settings**, **Admin Roles**, **Apps**, **Audience Suggestions**, **Featured** (pages and administrators) and **Mobile**.

It's all about branding your page. It's important to view the page as you enter your content to see if you're putting the right information, such as description, etc. Remember the two-second rule: keep it simple, short, and catchy.

Check out our Coffee Break Learning® tutorials for how to **set up your page** if you need more help.

The settings area is where you can change your page behaviour, see who sees your posts, see who can comment on your wall, and accept private messages from the public. Remember, it's about engagement, so don't restrict your public from commenting. Restricting comments is like having a retail store, and not letting anyone enter. It just doesn't make any sense.

One thing many don't realize is that when someone other than one of your administrators post on your wall, those who follow you or are your fans don't generally see it unless they visit your wall. People don't generally come back to someone's Facebook page. They usually wait to see your posts on their timelines. You can share that post on your wall to your fans, but only if the comment included a photo or link. A new post left on your wall by the public can't be shared if it's just a text post.

Tips	<p>Create a routine to share any appropriate posts your followers might put on your wall. Until you share these posts, no one will see them, but you. The only public-generated posts that you can share are those with links, photos, or videos attached to them. Facebook doesn't give you the option to share posts from the public or fans which are only text posts. You have to copy and paste them into a new wall post you originated. Facebook changed all this in March 2012. Before that time, your fan's posts were viewable by your public on your wall. That's not the case any longer; you have to share your fan's posts to put them on your page timeline and to get them in front of your fans. (Note: There is a recent activity area, that your fans might be able to see recent fan activity, but you can remove that from your page.) Play with your page settings and see what works best for your purpose.</p>
-------------	--

From the **Page Info** section, you can create your Facebook vanity name, or go to www.Facebook.com/Username. Be careful, as once you create it you *can't* change it—sometimes. Facebook changes their policy on it all the time. It's a unique address to your Facebook page. Ideally, it should be the same as all of your other social media platform vanity names. For example, if your Twitter is <https://twitter.com/YourUsername>, your Facebook page should be www.Facebook.com/YourUsername and your YouTube should be www.YouTube.com/YourUsername. This makes it easier for the public to remember. You *can't* always secure it, so you need to be creative. Check on the videos on how to secure your YourUsername.

Your page profile photo must be square, and not wide. If you choose a wide photo for your business page profile photo, you'll have only the centre of it showing next to your posts. Remember, only 12% of users come back to your business page after they like you. The remaining 88% *only* see your brand through the photo next to your posts. Therefore, make sure it fits and shrinks well. I have found that all

of my clients who have long or wide logos, have had to create a square version of their logo for all of their social media platforms.

Growing your Page Likes

To grow your fan base, start with your existing relationships and invite people who are your appropriate Facebook Profile friends to like your new page. If you have staff who are willing, have them to do the same, maybe through a contest, and use our best posting principles. To move things along, you can promote your page. On the middle right of the page, you'll find **Promote Page**.

Organically, engaging content and contests are the most effective ways to grow your followers.

Also, don't forget to include your Facebook link in your eNewsletters; perhaps offer a contest or incentives if they like your page.

Video Tutorials: A - Posting as your Page on Other Pages

Another way to get your page seen by others is to create a routine that involves you logging in as your page, and to post to other pages as your page. This is an excellent way for you to get your page known. Be sure to target pages where you can enter into helpful conversations, and target those who obviously has your target audience already as fans. Find pages that have your target audience's trust and would welcome your expertise. Don't abuse this feature or that page will erase your posts.

Remember to include a video, photo or link so that the other pages can share your post to their fan base. You might have to direct message or call that page to get noticed and create a relationship where they'll actually share your posts for you.

B - Advertise Your Page

Another way to grow your fan base once you're ready is to go to the Resources link and click on Advertise on Facebook or the Promote Page link. This takes you through the steps of creating advertisements for your page. You can select the target market you would like to see your page, and you should determine a *maximum* amount of dollars to spend, as well as how long you would like your ad to run.

An effective way to start increasing your fan base is promoting your page with a paid ad. It's easy and inexpensive. One of my clients moved a fourth of their advertising budget to Facebook, growing his fans to over 6,000 in a year with ads targeted in his local area. His ads always talked about supporting local family run businesses ("Like our page to support a family run business.") On occasion, he would also match the number of likes he would get in a week with a donation to a specific charity. He would say, "For every new like I get this week, we'll donate one dollar to XYZ charity." Then he would publish a post at the end of that week about giving the cheque to the XYZ charity. Not only is it brilliant marketing, it also shows his fans what he's passionate about and that he's a community supporter. Who do you think the fans will remember? This compassionate family business owner, or his competitor that fans don't hear about?

Get More Page Likes

Create an ad to get more Page likes from the people who matter to you.

Sample ad [?]

Audience [?]

Countries

People who have liked or expressed interest in [?]

Internet Business Professional
 Power (social and political) Leverage (finance)

Enter 4-10 interests...

Age -

Gender

Daily budget [?] Est. 16 - 63 likes per day

Duration [?]

Run this ad continuously.
You'll spend your daily budget everyday until you stop your ad. [Learn More](#)

Run this ad until

By clicking "Promote Page," I agree to Facebook's Terms and Ad guidelines.

*

- messenger,
- Posting Stories,
- Insights and a
- Advertising.

All in one place, very powerful.

Here is an example of the Facebook Business Center's Posting tool. From one location, we can now post to both Facebook and Instagram. We can post from one location, both real time or schedule into the future. Resize the Photos so they're optimized for both platforms!

AWESOME!

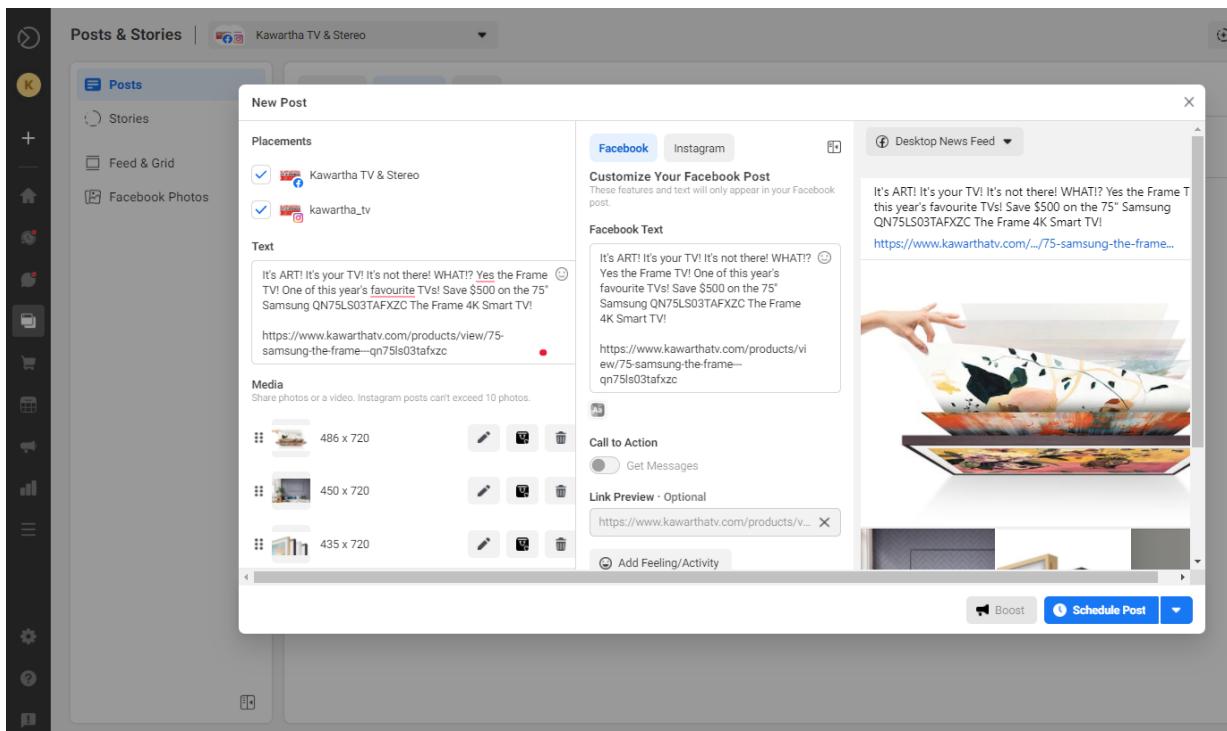
You can promote from this view, or click on the bottom left down arrow for advance options which let you modify what people see, for example, customizing your message to something more action-oriented.

Facebook Business Center

Facebook's business center has become invaluable over Covid. It has combined all essential business marketing features for both Facebook & Instagram together.

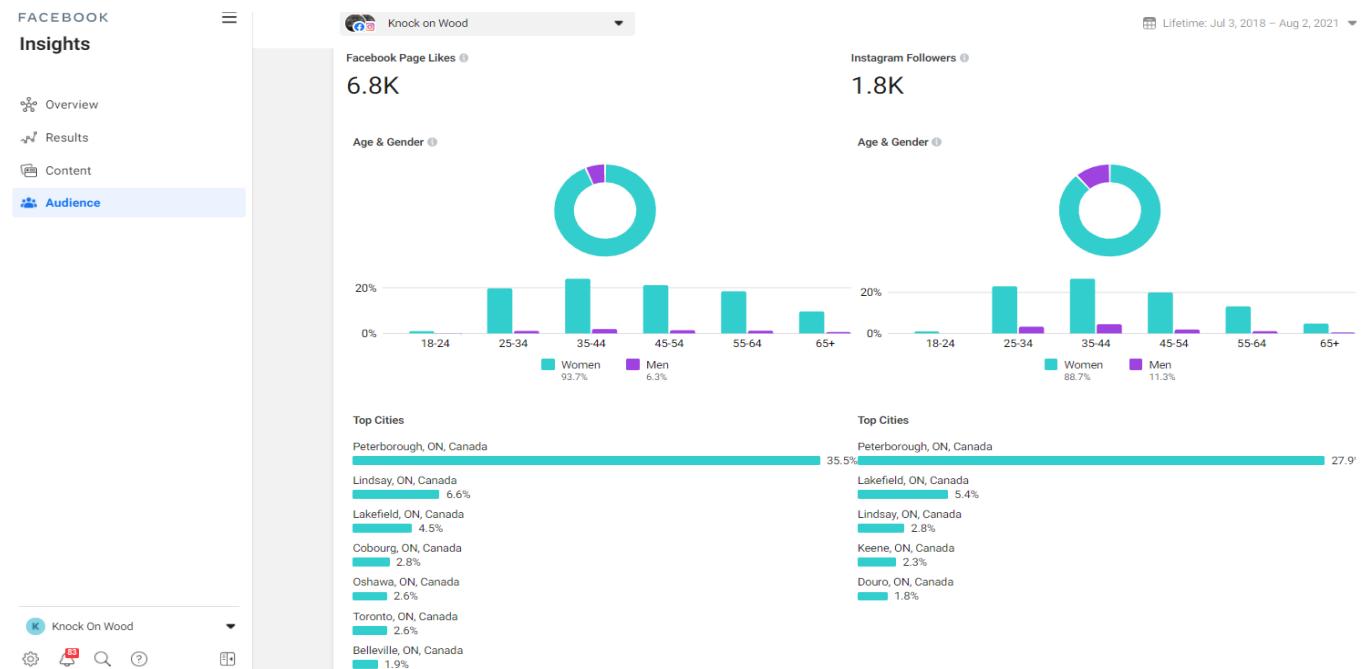
Features in one place for both Instagram & Facebook include:

- Posting,
- Scheduling posts,
- Calendars,
- Listening,
- Replying to comments,
- Answering on



The new Business Center Insights are now available for those businesses who have connected their Business Facebook and Business Instagram accounts together.

The following is an example of the audience report available through the Business Center. You'll see it reports on Facebook & Instagram.



The following report is also from the new Business Center, it's reporting on which content, from your Facebook activity and from your Instagram activity, did the best! We like to review this monthly. Why? To continually learn which posts caused the most engagement and therefore improve next month's performance!

The screenshot shows the Facebook Insights interface for the page "Knock on Wood". The left sidebar has tabs for Overview, Results, Content (which is selected), and Audience. The main content area displays "Top Performers: Reach" with two examples: "Someone was asking about Coffee T..." (Reach 1.5K, Facebook Post) and "Celebrating Moms Mother's Day Dra..." (Reach 835, Instagram Post). Below this is a table titled "Recent Content" showing five posts with metrics like Reach, Likes and Reactions, Comments, Shares, Results, Cost Per Result, and Link Clicks.

Recent Content	Type	Reach	Likes and Reactions	Comments	Shares	Results	Cost Per Result	Link Clicks
Someone wa...	Facebook Post	1.5K	10	2	1	--	--	231
Which of the...	Facebook Post	1.4K	14	5	0	--	--	265
Getting tired...	Facebook Post	1.4K	10	0	0	--	--	211
From our exp...	Facebook Post	1.3K	17	10	0	--	--	199
LH Imports P...	Facebook Post	1.3K	14	4	0	--	--	72

Social Plugins

Don't forget to make it easy for those who already visit your website or blog to *like* your Facebook page with the **fewest** clicks. Or feed your website your Facebook posts automatically! They say the most effective way to get fans is to have your target audience perform fewer steps to like you. So, adding the **Like** button is more effective than just adding the Facebook link to your page. Statistics also show that adding the **Like** box that automatically *shows the faces* of some of the people who already like you is most effective. Why? Because as soon as they click on that like button, their personal profile photo is added to the Facebook like box on your website. People like to see their faces popping up on the website!

To find the various social plugins, go to

<https://developers.facebook.com/products/social-plugins/>

Click on **Get started.**

The screenshot shows the "Social Plugins to Grow Engagement" section of the Facebook Developers site. It features a large image of a smartphone displaying a news article about the Lyrid Meteor Shower, with a prominent "Like" button overlaid. Text on the page encourages users to make their app or website social using these plugins.

From here, you can design the Facebook integration buttons for your website or blog or other landing pages. Once you design the type of box you click on **Get Code** and send it to your web designer to add to your site. If you are using a Wix.com or blog site like WordPress or Blogger, you can add it easily yourself. The reason you should use the like button is so that people can like your page directly from your website or blog, versus leaving your website or blog and going to Facebook, and then clicking

away, which is what often happens when you just have the Facebook logo linking to your Facebook page on your site.

Having this Facebook **Like Us** button is more effective, for example, when you have room on our site to include the automatic fill of faces who like your page. When they click on the like button with faces, their face automatically appears. They say you'll get *more likes* with the like button *with* faces than without the faces.

Start by adding your Facebook vanity URL in the URL to the like box, decide if you want faces or not, then click on **Get Code**.

You can also add the share buttons to your blogs or images, so people can *share* your blogs to their Facebook right from your website.

Facebook Page Sub Pages (use to be called Apps)

First of all, what are Page Sub Pages or Apps? They used to be the tabs at above your timeline. They're now navigation links to the left of your timeline, basically like a Menu bar from a website, each has a unique URL. You can change the order they appear for most, the two you cannot remove or change are the "timeline" and "about" position.

Timeline: All of your posts, and posts you share as your page.

About: The information you enter in the page information edit section appears in the About summary. Your public can click on the word About to see all of the information; however, they rarely do, so it's important to fiddle with this so the most vital information shows in the summary session.

Photos: The photo which you have uploaded in posts on your timeline. It could be photos you posted as your cover, profile photo or a post. Your public can click on the photo tab to see all of your photos and albums. You, as the administrator, can click on the photos app to see and edit any of your photos or albums.

There are many additional default subpages, as well as custom subpages you can add to your Page. Contest pages are popular, and are proven to help grow fan bases. It's well worth looking into.

Here are three good Facebook subpage (or App) providers. They come and go, and get purchased often, but these seem stable.

<http://woobox.com>

<https://www.socialappshq.com/>

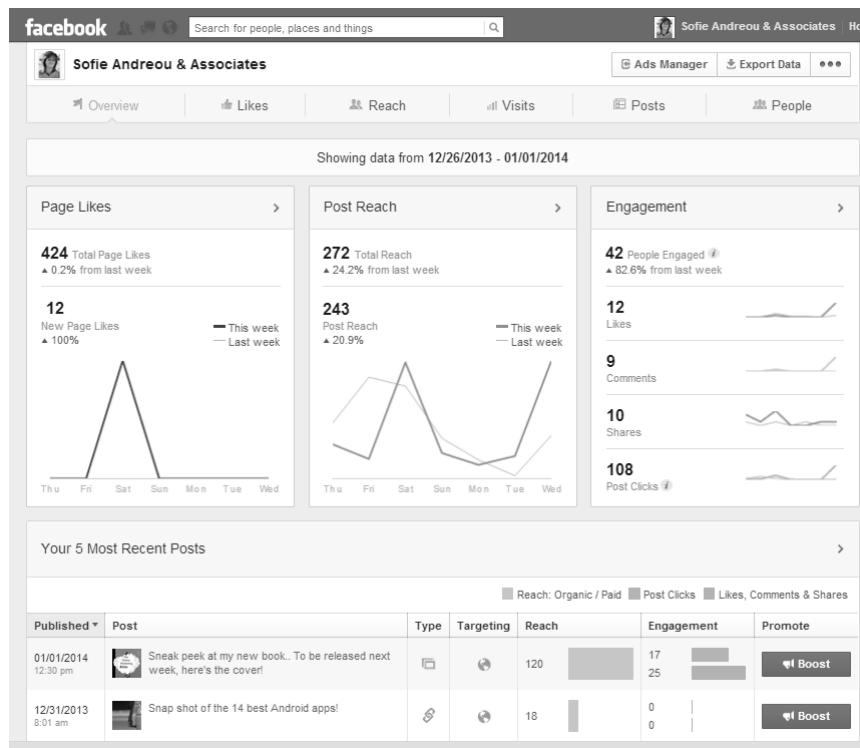
www.ConstantContact.com .

Business Page Insights

The **Insight** tool on Facebook business pages is very effective. Access it from your admin page, click on **See Insights**.



- You can move between the different tabs in the Insights to learn more about what's been happening with your page. The overview tab gives you a default seven-day snapshot of the most important activity on your page. You can adjust the days reviewed.
- Navigate through the other tabs to see a more detailed picture of what's going on.



- See how many likes your page gained and lost each day, and learn where on Facebook your likes are coming from.

- Posts that get more likes, comments and shares show up more in news feed and are seen by more people. Posts that are hidden, reported as spam or cause people to unlike your page reach fewer people.

- If you notice a spike or dip, look at what you posted that day to learn more about how you might have influenced your reach.

- See where on the Internet people are coming from to get to your page,

and where on your page they're going once they arrive.

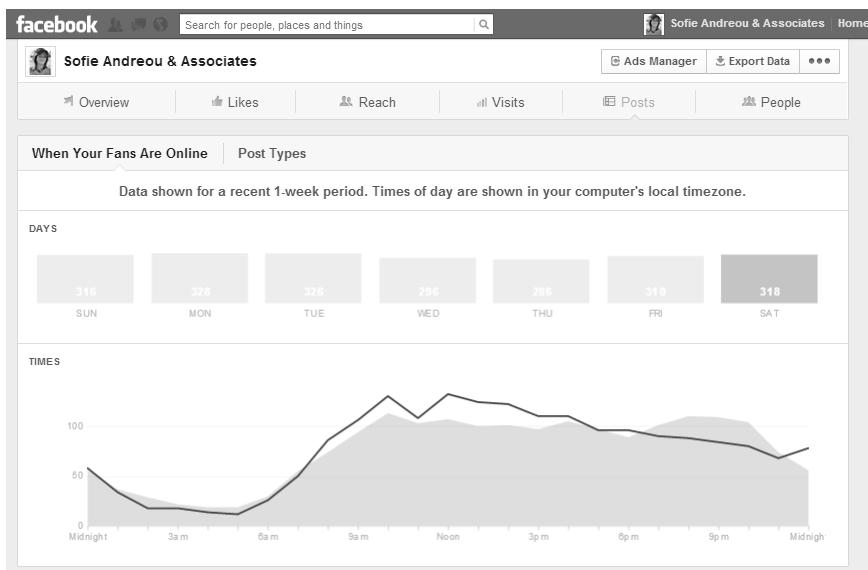
- Understand how people are responding to your posts to help you create content that your audience cares about.
- See how specific posts and types of posts perform so you can focus your efforts on what works.
- Find out more about who likes your page and who likes, comments, and shares your posts to improve your targeting.
- See how they're similar or different from other people on Facebook.

Here's an example of my seven-day snapshot report from my page. You can see the impact various activities have had on growth. The most powerful aspect of this report is the reach and engagement columns. You can click on those; it's sorted from highest to lowest engagement, and then you can click on the post to see what the time and post was. This helps you understand which of your posts are more engaging than others.

You'll notice that you will NOT have access to your Insights until you have over 30 likes on your page; however, they seem to change that number requirement from time-to-time.

Once you click on see all posts at the bottom of this seven-day default snapshot, it takes you to this report, which tells you when your fans are online. You put your mouse over the day of the week you're interested in, and it shows you the times they're online.

See the Video associated with this book on how to leverage the power of Insights.



Clicking on the people tab at the top shows you a breakdown of your page's fan base and engagement.



If one of your goals is to get *more* engagement by women of a certain age, you can track your month-over-month results here. For those clients of mine who have set goals to increase youth engagement, we enter their engagement numbers by sex and age into a spreadsheet and are able to report on the success of our efforts toward that goal.

Connecting Facebook to Twitter

I recommend you NEVER ever never ever automatically receive or send your Twitter tweets to Facebook as posts. OR Facebook to Twitter!

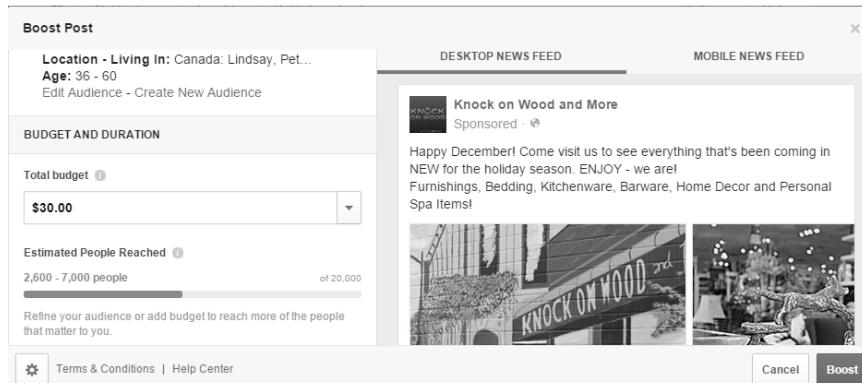
It is very bad form as the Twitter language is so different and Twitter tweets coming to Facebook suppresses the photos. Facebook is so photo driven that you'll be doing yourself more harm than good.

Facebook Boosts

Boosting of a post is efficient as it doesn't appear as an ad on the side of your target audiences' newsfeed; instead, it appears in their newsfeed. We're finding better success with boosts versus posts.

Boosting a post or promoting an event work very similar to buying an ad. Once you enter how you'd like to pay for any one of your ads, they'll simply charge that same account again. You can pay with a credit card or PayPal.

To boost a post, simply create your post OR go back to any of your older posts, and you'll see the option to "boost" appear at the bottom right of the post. You then specify your target audience parameters, as well as your daily budget for the boosted post.



Boosting posts will tell you how many people exist on Facebook who meet your target audiences' description, and how many you will reach with the budget you have chosen.

See my YouTube channel or Coffee Break Learning® *for more details on boosting and its impact*. When you have a post, you will like your target market to see that boosting is cost effective. I always suggest you have an ROI in mind. If the product you're selling is \$15 or even \$150, that changes how much you should spend on your boost. Facebook charges a minimum of \$1/day on boosts. You need to test it to see how many of your targeted Facebook users will distribute your post for the amount of money you would like to spend.

Deleting Pages

To delete your business page, go to **Settings**, and then click on **scroll all the way down to remove the Page**.

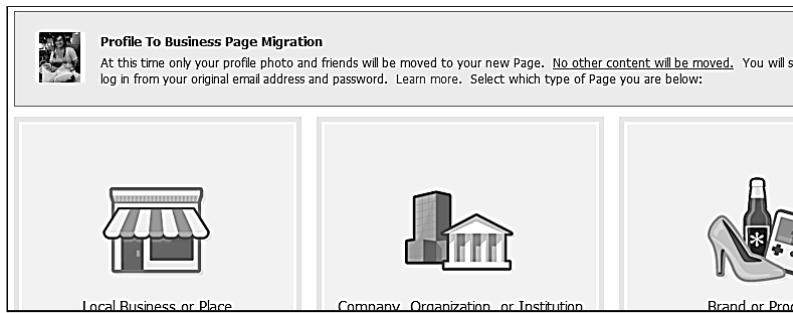
One of the many elements you can control on your page from here is to remove or delete your page. It's the last element on this list.

Migrating a Human Profile into a Business Page

Sometimes, I run into a company that has created a personal profile for their business, and would now like to convert it to a business page. Facebook has an automated process that will migrate profiles into pages. It must be noted that the Facebook profile migration process can't be undone. Once you convert your profile into a page, there's no way you can restore it back to a profile. Therefore, you need to be sure. It'll automatically convert your friends into fans as *likes* on your new page, however it doesn't migrate any of your content, photos, or posts; you will have to start from scratch. Therefore, you would have to repost all of your content.

If this is still something you would like to do, log in to Facebook. Then, enter this URL into your browser and follow the instructions.

<https://www.facebook.com/pages/create/migrate/>



Facebook Contests

Visit our video tutorials for a tour of some exciting impactful ***Facebook Contests!***

A great way to encourage Facebook page engagement is through contests. There are simple contests where you ask your subscribers, friends, members, or fans to **tag** themselves in photos you have posted (limited) or better yet to tag friends in a comment. The moment a fan tags themselves in one of your photos, it'll be posted to your fan's wall and sent out to your fan's friends as an update. The only problem with this is that there aren't any real statistics on those who participated in your contest. As well, they didn't have to like your page to tag themselves. But, asking them to mention or tag a friend in a comment on a post works very well! You can enter everyone who mentions someone into the draw, so, easy to manage AND it organically spreads the word as they're tagging friends, so it's putting your post into their friend's timelines (in a way). For an example, check out Canadian Tire's contest we shared at the beginning of this chapter.

If you'd like to go a step further and collect leads in the form of email as a part of your contest, there are a number of tools available on Facebook that'll set up and monitor contests for you. Take a look at the Video tutorials for examples.

Contest Tips

After interviewing a number of companies who have run contests, like Algonquin Outfitters, I've been told that just because you have put a contest up doesn't mean people will flock to participate. You still need to be creative in how you entice people into participating.

6 Facebook Contest Tips from Algonquin Outfitters:

- 1) Have at least three prizes. Statistics show when there are three possible prizes, versus just one grand prize, there are more entries.
- 2) Make it easy for people to enter.
- 3) Encourage them to invite friends.
- 4) Make it mandatory that they have to LIKE your page to participate in the contest.
- 5) Include contest rules, including who is eligible, how will the winners be chosen, and how and when the prizes will be distributed.
- 6) We always suggest having the winners chosen by a combination of popular votes, as well as by judges.

See the Video tutorials for a review of more complicated Facebook contests using tools like Woobox. You can utilize Woobox on Facebook, Vine, YouTube, Instagram and Pinterest. Template campaigns like polls, coupons, sweepstakes, and more!

<https://bloggingwizard.com/social-media-contest-tools/>

Algonquin Outfitters also shared their contest on their website, as well as in most of their communications and contact with clients.



Example Contest Rules from Algonquin Outfitters

Rules & Regulations

By completing an Algonquin Outfitters contest entry form; you agree to comply with the following rules and regulations:

General Rules

To qualify for any Algonquin Outfitters contest you must complete your entry form. By doing so, you are confirming compliance with the contest rules.

No purchase is necessary. Contest is open to persons over the age of 16.

Only one (1) entry per household will be accepted, with a maximum of 3 photos included in that entry.

Transportation and / or shipping of any prizes are the responsibility of the prize winner. Prizes may also be picked up at any of the [AO Stores](#).

Prizes:

Prizes must be accepted as awarded, have no cash equivalent and are not transferable or refundable.

Winner Selection Process

Winners will be selected by our judges. In the event of a tie, we use staff at Algonquin Outfitters to pick the order of winners to break the tie.

In the event that we are unable to reach the selected winners within 14 days of the draw, that selected entry will be disqualified and an alternate winner will be selected from among all remaining eligible entries. Only one prize will be awarded per contest winner, household, family, group or organization.

Winning Multiple Contests

You may only win one prize per contest and you may not enter consecutive contests if you have already won a prize in the previous contest.

Liability

The contest sponsors accept no liability for errors on material distributed for this program.

All entries successfully submitted become the property of Algonquin Outfitters, who assumes no responsibility for incomplete, lost, late, damaged, illegible or misdirected entries or email, nor for technical, hardware or software failures of any kind, lost or unavailable network connection, or failed, incomplete, garbled or delayed computer transmissions which may limit a user's ability to participate. Algonquin Outfitters reserves the right to cancel or suspend this contest should a virus, bug, computer problem, unauthorized human intervention or other cause beyond its control, corrupt the administration, security, fairness or proper play of the contest.

Algonquin Outfitters reserves the right to substitute prizes for a like value prize should the prize become unavailable for any reason.

By participating in this program, all participants and award winners agree that Algonquin Outfitters, its partnerships, subsidiaries and affiliates and each of such entities' respective officers, directors, agents and employees are not responsible or liable for any injury, loss illness, litigation or damage that may occur from participation in the promotion or acceptance, possession, use or misuse of prizes. In the event that any dispute arises regarding the meaning or interpretation of these official rules, participants agree that the dispute shall be resolved by applying the laws of Ontario and that it shall be resolved by and within the course of that province.

Entrants Agree

By entering this contest, entrants agree to be governed by these rules, and, if requested, agree to have their name and photograph used without compensation for advertising purposes related to this contest.

Entrants also agree to receive communications via email or telephone from Algonquin Outfitters as a condition of entry. Contact may be made to validate the entry form and to present additional offers from Algonquin Outfitters, only if requested.

Entrants may withdraw their entry at any time; however this will remove all entries associated with their name and email address. Requests to unsubscribe from the contest should be sent to contest@algonquinoutfitters.com.

Submitting content such as photos or videos, you hereby grant Algonquin Outfitters the right to publish, display, post and otherwise use the photo for their websites and other media. You agree that the photo may be cropped, edited, electronically manipulated or otherwise altered, and that whether or how the photograph is used is entirely for Algonquin Outfitters to decide.

You certify that you are the photographer and sole copyright owner of this photo, and have obtained the consent of all identifiable persons shown in it for these uses. Submitting other's photos could result from a ban from this photo contest and future ones. Algonquin Outfitters has the sole discretion to use or not use any photo. You also understand that all photos are subjected to a moderation process before being posted in the gallery.

Excluded Participants

Employees of Algonquin Outfitters, their affiliates and agents, participating partners, contractors and immediate family members (defined as parents, children, siblings and spouse) of each such employee, together with those with whom such employees are domiciled are not eligible.

Winners List

A winners list can be obtained by sending a self-addressed, stamped envelope to: "Algonquin Outfitters Contests" Contest Winners List, 86 Main Street East, Huntsville, Ontario P1H 2C7. Please indicate which contest you are enquiring about. We also often post the results on our website, www.algonquinoutfitters.com, where you can find the winners list on our Sales & Events blog, Facebook Page and Email Newsletter.

Privacy Policy

See our general online [Privacy Policy](#).

If you have any questions about us, our products and services or our privacy policy, please contact Algonquin Outfitters at [Contact Us](#).

In addition to Wildfire, two other good Facebook applications and contest tools I have used and found reliable are www.votigo.com and <http://woobox.com>. There are hundreds more, but I don't like recommending something unless I've used it.

Facebook events

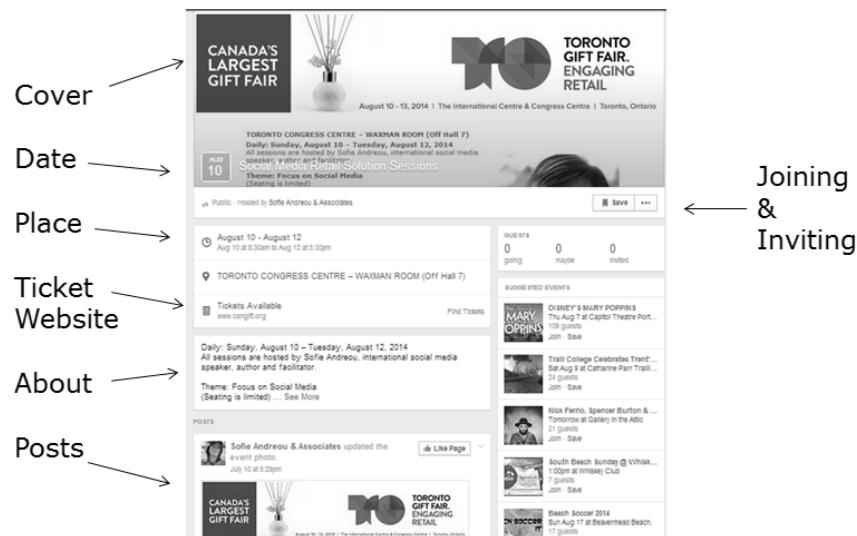
Visit our video tutorials on [Facebook Events!](#)

Facebook events, regardless if you have a Facebook business page, are powerful. Facebook events are very different when created by a page or by a profile. In both cases, however, you need engagement from people to get eyes on your event. See my video tutorial for both, how to create events, and how to invite people to events.

There are two ways to create awareness for an event. One way is to have people click to on "Going" to the event. This gives those individuals the option to "Invite" their friends. Ultimately, you really want people inviting their friends to your event, that really gets the buzz going for it. The second way is to pay to promote the event. This alternative is not expensive and it's very effective. In my opinion, it's the best combination of the two.

A Facebook Event can be created by a page or a profile.

Elements of a Facebook event include:



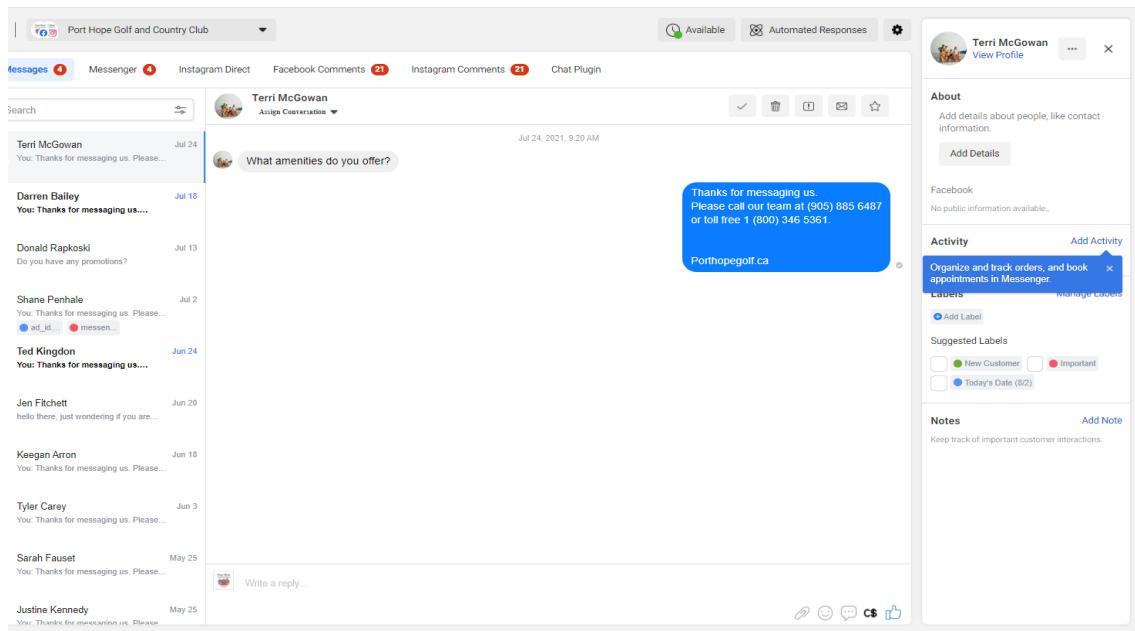
TWELVE***INSTAGRAM***

Who is on Instagram? They are males and females under 35-years-old.

Instagram allows for either a personal account or a business account. Business accounts are what we're focusing on in this chapter. The activities from a business or personal account are similar, in that you can post Posts, Stories, IGTV videos or Reels. The big difference is that you need a business account to add a Shop, to promote your Posts or Stories or to access analytics.

Who owns Instagram!? Facebook owns Instagram!

For most of the businesses I work with, they're only on Facebook & Instagram as their social accounts, plus Google, of course. But, since Facebook bought Instagram, the integration of their publishing tool and their analytics has become outstanding and seamless. I can manage both their Facebook and Instagram accounts from the Facebook Business Suite. From there I can post directly and into the future to both Facebook & Instagram. From the Business Suite you can reply to comments or messages from either Facebook or Instagram. From the Business Suite you can place ads or boosts posts on either as well!



How many people are on Instagram? Over 1 billion active monthly users and over 25 million business accounts! 4 million businesses now use Instagram Stories Ads Monthly.

<https://business.instagram.com> is an excellent business marketing resource.

Visit our video tutorials on ***Instagram!***

What is Instagram? According to Wikipedia, Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them through your account in a variety of ways, posts, stories, reels, or IGTV videos.

What is Instagram?

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, and then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos.

Source: Instagram

How much is Instagram?

\$0.00 - available for free in the Apple App Store and Google Play store.

Where does the name come from?

When we were kids we loved playing around with cameras. We loved how different types of old cameras marketed themselves as "instant"—something we take for granted today. We also felt that the snapshots people were taking were kind of like telegrams in that they got sent over the wire to others—so we figured why not combine the two?

How did the idea come about?

We love taking photos. We always assumed taking interesting photos required a big bulky camera and a couple years of art school. But as mobile phone cameras got better and better, we decided to challenge that assumption. We created Instagram to solve three simple problems:

1. Mobile photos always come out looking mediocre. Our awesome looking filters transform your photos into professional-looking snapshots.
2. Sharing on multiple platforms is a pain—we help you take a picture once, then share it (instantly) on multiple services.
3. Most uploading experiences are clumsy and take forever—we've optimized the experience to be fast and efficient.

Companies around the globe are using Instagram. Why? Companies have discovered the ability to communicate with their audiences and visualize the image of their brand on Instagram. You can search a hashtag to see what's going on in your community, whether it be an item you're curious about or an event happening in your town or city. When you follow a company on Instagram, you receive access to the parts of the business that you don't normally see, creating loyalty and also helping create traffic towards the company's other communication channels. By taking pictures and linking to a website or blog, Instagram users can be exposed to more content.

Some of the top hashtags used in photos (as of December 2017):

Hashtag	Posts using # 2017	Posts Using # 2021
#Fashion	453,322,819	990,242,995
#Friends	296,932,791	424,563,095
#Smile	256,318,038	412,194,266
#Food	250,346,301	454,617,862
#Family	240,188,793	397,313,927
#NoFilter	211,915,903	283,365,322

Elements of your Instagram Account:

An Instagram account takes shape much like any social media account, with a logo, username, description, posts, followers and following numbers. The timeline is a collection of the photos or videos which you have posted in the form of a gallery. Just like in Twitter, your username becomes your Instagram handle. If you have a Twitter account, it's best to try and secure the same username on Instagram. Easy to remember for you and promoting your brand.

One email controls one Instagram account. You can, with that one email create either a personal Instagram account or a Business Instagram account. Although Facebook owns Instagram, the structure is different. The structure of Facebook is similar to LinkedIn, meaning your email controls your personal profile account, and from that personal account you can create or be added as admin on multiple business or company pages. You cannot create on Facebook or LinkedIn a company page directly, but, only from a personal profile account. Whereas on Instagram, your email controls only one of the other; being either personal or business.

The elements of a business account on Instagram are those of a “normal” account, plus, you can add “call to action” buttons, promote posts, and access insights.

The call to action buttons include “Call, Email & Direction.

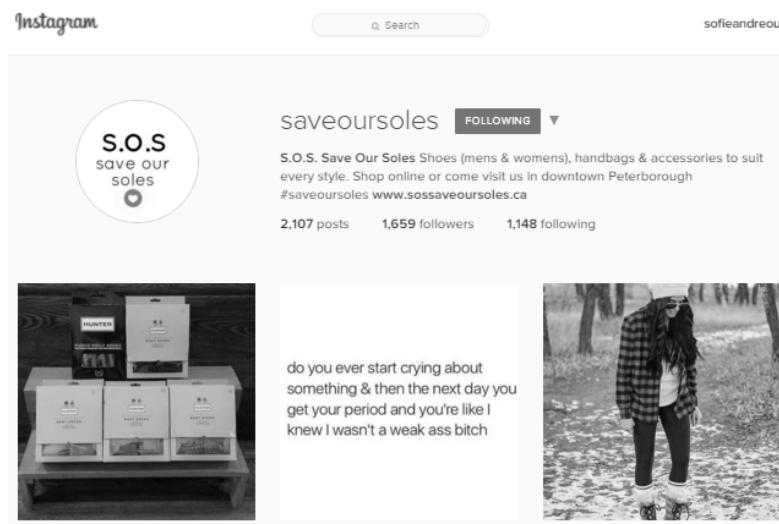
Let's look at a local shoe company, *Save Our Soles*.

It's important to have a Hashtag strategy to grow on Instagram.

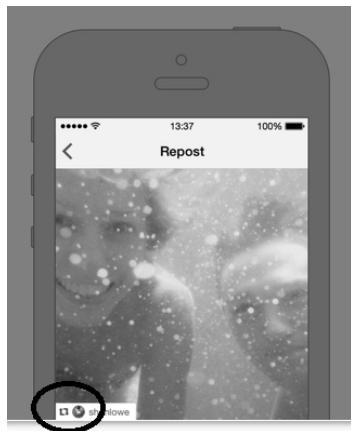
Hashtags allow you to emphasize your point, get found and grow.

Here is a good article on hashtags. <https://blog.hubspot.com/marketing/instagram-hashtags>

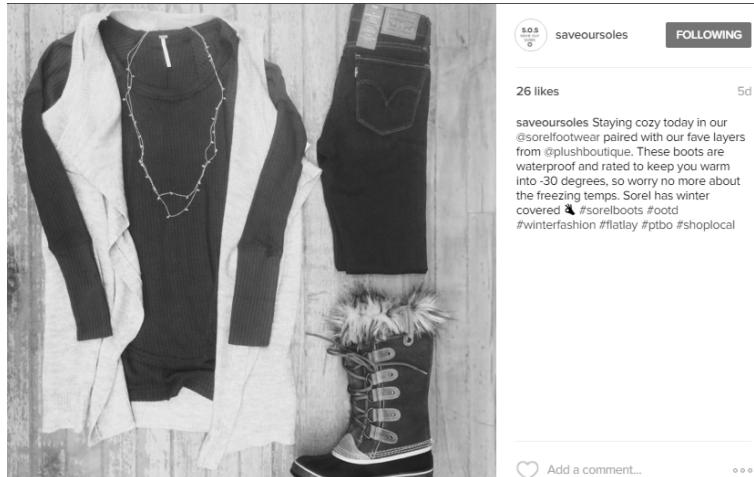
Since the writing of this textbook, Instagram has introduced Livestreaming and IGTV! Do you know the significates of these two!?



Their unique Instagram URL is www.instagram.com/SaveOurSoles. You'll see they have a mix of product and personal images as well as quotes. They add text directly to their photos before saving it when they want to emphasize a sale or hashtag. It's good practice to add any hashtags you're trying to establish right to the photo, as well as in the text update along with the photo.



The following is what an Instagram post update looks like, using an image and text. The text update can include best practices such as keywords, other's Instagram handles, hashtags and a website link back to the specifics on your website.



@SaveOurSoles always makes it a point to cross-promote partners, such as @SorelFootwear and @PlusBoutique, in hopes of receiving a little love in return with those partners using Save Our Soles in their cross-promotion. They use appropriate hashtags to both market their brand and local community. Best practices are just starting to surface for Instagram. They say an average of five hashtags is the sweet spot. <http://www.agorapulse.com/blog/instagram-engagement-statistics> Many brands have their Instagram images feed their Twitter feeds. I'd rather you re-purpose your images directly to Twitter as you'll be missing out in the power of tagging on Twitter if you simply let them always flow through Instagram.

Like all social media platforms, we're finding that videos often perform best with the highest conversion rates.

Might want to check out

"With the use of Instagram ads, Bloom & Wild increased their bouquet orders by 62%, and saw many new customers commenting on their account and buying bouquets from their shop." This is a great example of how a small business can be successful on Instagram. They didn't have the money that a large corporation would. They simply created a small, but engaged following on Instagram.

You can indeed do the equivalent of "sharing" or "retweeting" on Instagram. It's called "Repost." You need to go to your app store and download the app for that! Then simply sign in with your Instagram email and password —done. You need to view your newsfeed in this new app. When you want to repost a photo tap on the photo. The repost icon will appear along with the photo's user's profile photo, you can hit the repost icon here. It will be shared in Instagram.



Contests on Instagram

Instagram contests can be simple to run, helping you accelerate your product and brand reach.

Here is a classic and simple contest of restaurant asking users “like” or “love” their photo, with them drawing a winner on a specific day chosen by the restaurant. This is the easiest and most effective from an engagement point-of-view. But, it doesn’t mean that people will actually FOLLOW your account. So, not my favourite option, but, it depends on what your goal is for the post and contest. I

recommend you ask users to follow your account and tag a friend in the comments below the photo to be entered into a draw.

The most effective way which gives you additional reach, is to ask for three steps: *Like, Follow and Repost*. But, many aren’t familiar with how to Repose, so, don’t make it complicated.

Check out Skylocals’s Instagram account (<https://www.instagram.com/skylocals/>) for the most simple and fanatic Instagram contest approach.



They have implemented five elements to this contest:

- Used product keywords
- Used appropriate hashtags
- Created an eye-catching photo with their contest prize and “Giveaway” text
- Used simple and clear contest instructions (they asked people to comment on the post by tagging a friend and following them on Instagram)
- Indicated how and when they’ll choose a winner!

How to Leverage Instagram in 2018

“Opinion: Marketers and influencers must stay on top of changing feature sets and regulations

Over the past 12 months, Instagram has released a near-constant series of updates. From the Superzoom creative tool and ad stop-motion camera to enable the creation of GIFs, to the ability to comment with visual media and right-to-left language support, the platform has been opened up to a wide range of new languages and audiences.

For influencer marketers, this raises the question of how these updates are impacting influencers on the channel and brands looking to seek the attention of various groups of users on the platform.

Here are some key takeaways from the updates Instagram implemented this year.

Influencers need to step up their game

Instagram application updates have been happening at a cadence of about once per week—often in small increments and sometimes with significant changes such as the implementation of [larger Stories previews mid-feed](#). Instagram parent Facebook said in its [third-quarter earnings call](#) that more than 300 million people are using Instagram Stories daily.

If influencers don't master how to navigate and take advantage these new features, they could easily become irrelevant to users who expect to see them engage and excel. And what consumer doesn't want to see user-created GIFs or hilarious super close up images on their favorite Instagram pages?

And while using these advancements in technology, influencers also need to keep transparency in mind with the new [paid partnership hashtag](#) implemented this year. Rather than using #ad in captions or stories—something that could be easily missed—they are now required to outright state their brand partnership.

While this is great for transparency, it also could leave consumers perceiving the influencer as less authentic. Users will have questions such as, "Do they really like the product or are they just being paid to use it on social media?" Or, "would they use it if they weren't being paid?" Influencers will have to work to strengthen their relationships with audiences to maintain their previous level of trust and brand impact with these new rules.

New markets are open

With the creation of right-to-left language support, millions of potential customers are now able to easily communicate on Instagram. The platform already had 33 languages supported—including Chinese, Korean and Japanese—that can be read right-to-left and top to bottom. But exclusively right-to-left languages—such as Arabic, Farsi and Hebrew—are new to the visual platform.

What this means for marketers is that they need to be aware of and able to identify and reach relevant audiences in the MENA (Middle East and North Africa) region, where those languages are heavily spoken. Additionally, a new crop of influencers will be starting up their accounts and capturing the attention of this audience on the platform. This opens a whole new pool of influencers for brands, but it will be difficult to manage and leverage in-house.

But not all of the changes are good ...

Some changes don't engage users positively, and brand marketers and influencers need to be aware of consumer sentiment.

The biggest one that comes to mind is an update from September that saw Instagram [enabling videos to auto-play with sound](#). Previously, videos would play silently until the user engaged, preventing intrusive sound from unexpectedly blasting.

While one can argue that this could help content creation, since this bestows brands with a higher probability of accessing another key sense of their users, marketers need to keep in mind that millions become annoyed by unexpected audio to the point where the disruption could potentially turn them off the product.

Another big change from April was the introduction of [live video notifications](#). Live broadcasts can be great for your brand, but they can also be invasive to force all followers to watch a product-focused livestream. This tool should be saved that for a special moment when getting everyone's undivided attention is vital, otherwise users will begin to tune you out.

Marketers and influencers need to stay on top of the changing feature sets and regulations as they relate to influencer marketing, but this could quickly become a herculean task. The time, attention and involvement needed to make sure rules and etiquette are being followed could quickly outweigh the benefits. The proliferation of new features and languages could drive smaller marketing teams and influencers to rely more heavily on third-party experts, agencies and marketplaces to ensure that they profit from Instagram's constant evolution.

By: *Alexander Boykov is co-founder and CEO at influencer marketing platform [Buzzweb](#).*"

Check out the video tutorials on Instagram! *Elements, Promoting, Analytics, Growth, Stories & Influencers.*

NOTES

That's it for now!

Thank you for reading Your Online Marketing Strategy - Post Pandemic.

Be sure to share your social media success stories with us #SofieDigitalMarketing!

About Sofie:

Speaker, trainer, author, coach, facilitator & TV Producer!

Sofie is the author of the Your Social Strategy series. She delivers her popular and sought after business seminar series Leveraging the Power of the internet to 100s of professionals monthly.

For the past decade, Sofie lectures to a "sold out" third year class, Online Marketing Principles, at Trent University.

In 2016/18 Sofie produced www.BizMapPtbo.com, a TV series connecting companies with the resources and support they need to launch and grow a business in the Greater Peterborough Area.

Sofie is recognized as digital marketing leader in various groups including; economic development, Chambers of Commerce, small business enterprise centers, fortune 500 companies and the online business community. Her practice is focused on digital marketing training for small, large, local and international companies.

Regularly Sofie is asked to appear on regional television shows speak as the local expert providing updates on digital marketing as it impacts business practices of all sizes.

Sofie holds her undergraduate degree in Computer Science and her Masters of Engineering in Information Systems from the University of Toronto.

Sofie's passion is working with Entrepreneurs and mentoring University Students. She is the past Chair of the Bears' Lair Entrepreneurship Competition, founding member of StartUpPeterborough, active in our community's business community, she's currently on the Peterborough Women's Business Network Board and on the Peterborough Chamber of Commerce Board of Directors.

Sofie is proud to have completed 10 half-marathons and now that some technical issues are out of the way, she hopes to continue in a year's time. She has a passion for traveling with her husband and trail walking or running with her two dogs and has hiked the Camino Trail through France and Spain, and in 2019 has scheduled a few hikes through Peru.

Thank you, and good luck!

Sofie