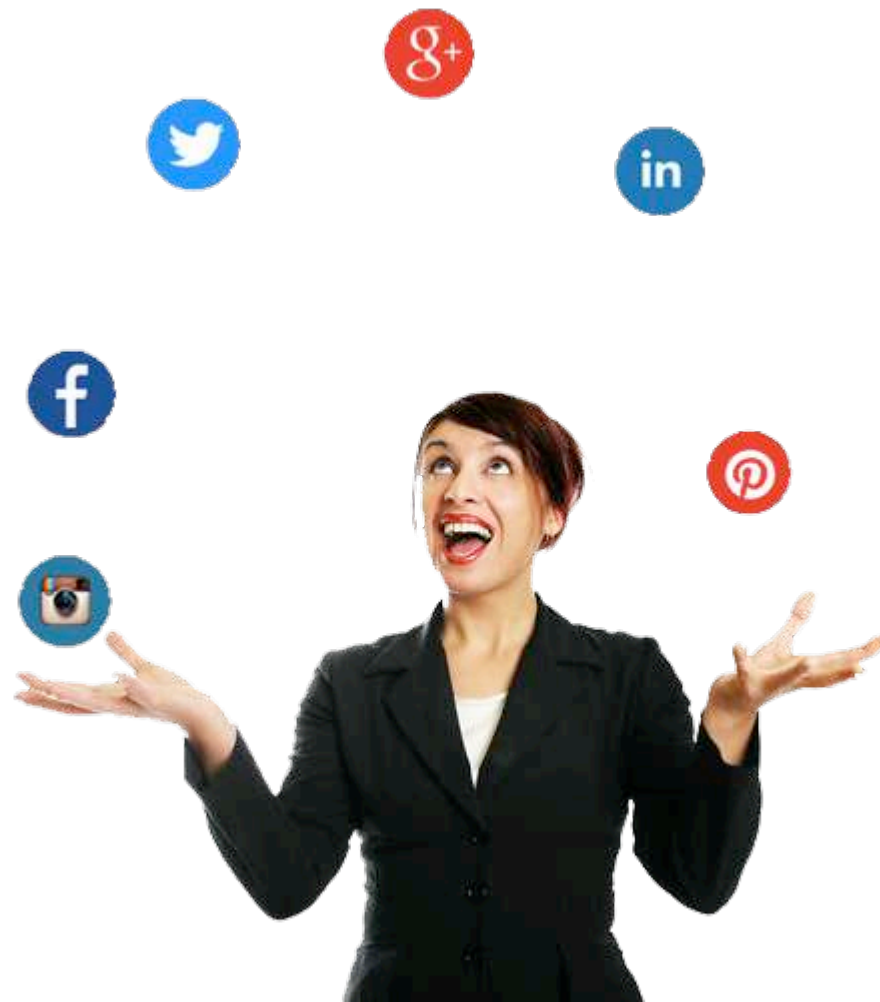


Social Media Management Training

Introduction

In this training, you will learn everything you need to know in order to become a social media manager.



- ❑ Gain in-depth knowledge on business social media, marketing tactics, how to set social media goals, and most importantly, how to achieve them.
- ❑ Recognize which social media platforms are best for the company or organization and their social media goals.
- ❑ Efficiently create and curate great content that gets results.
- ❑ Create images.
- ❑ Create monthly reports showing your boss in detail how you are achieving the company's social media goals.

Who will guide you?

So... who am I?



- **Digital Marketing Head for EmergeLocal** where she is in charge of heading the team that handles various online marketing-related services, including Social Media Management and Digital Advertising.
- She worked on social media campaigns for **Clark International Airport** (Airport), **OMNI Aviation** (Training), **Converge ICT** (Telco), **Poracay Resort** (Resort) and other companies abroad.
- She is a **Social Media Manager School Graduate** and **Hootsuite Professional Certified**. Also, a **Certified Social & Community Manager** by Digital Marketer.

Why Social Media?



96% of small business owners and marketers use social media marketing according to Social Media Examiner.

57% of consumers think more highly of a business after seeing positive comments or praise online according to Direct Marketing

Why Social Media?

IT'S CLEAR.

“Social media is an increasingly essential part of any business”

*According to the recent news (GMA Network), **social media analysts** and **chatbot operators** are in demand jobs this year.



*Source: <http://www.gmanetwork.com/news/news/nation/638378/bpm-it-tourism-construction-jobs-in-demand-in-2018-dole/story/>

What are the benefits of Social Media?

Primary Benefits



Website and foot traffic



Leads



Sales

What are the benefits of Social Media?

Secondary Benefits



Google Ranking



Exposure



Fan Base



Branding

How to achieve the benefits of social media?

Entertainment > Website > (*email*) > Sell

You can't just go straight in for the kill.

Social Media is about **entertaining**,

NOT direct selling.



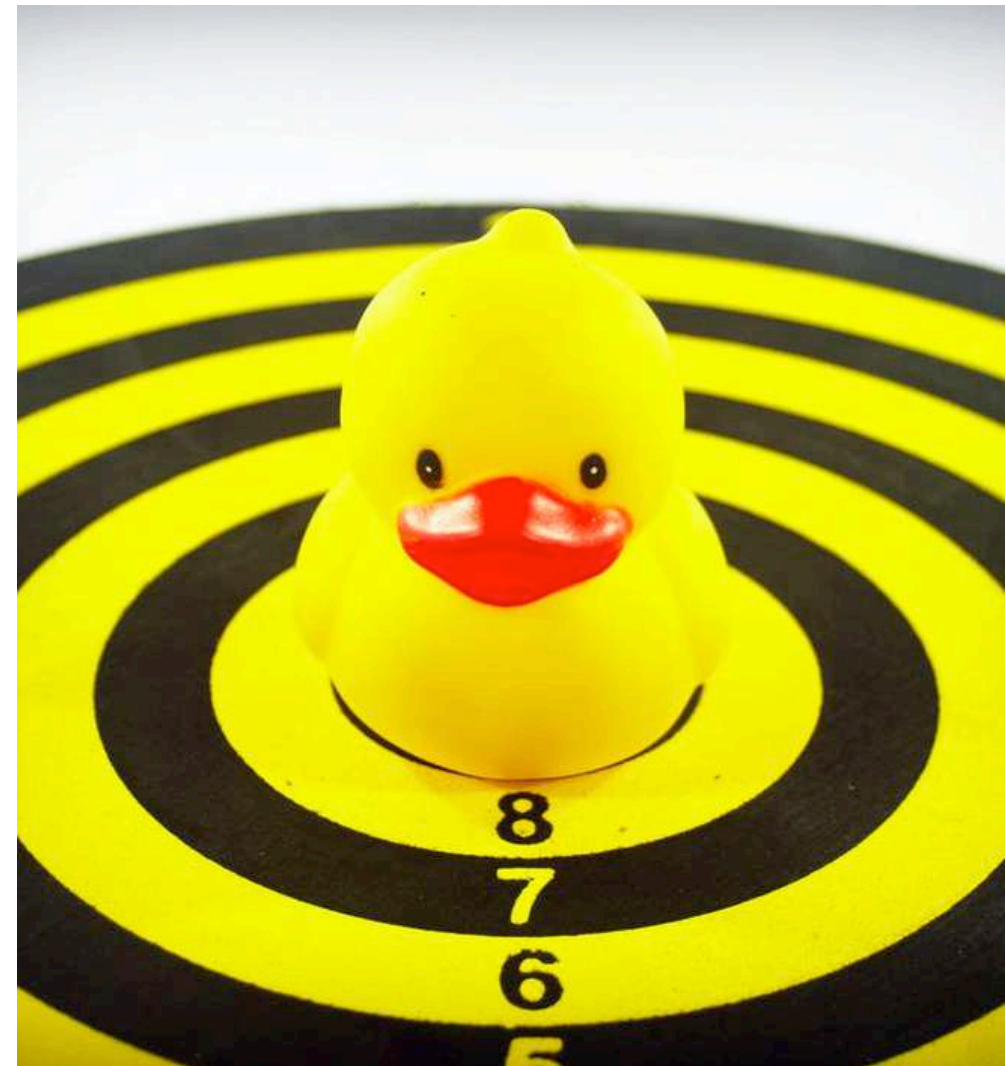
Choosing Social Media Goals

What does your company want?

Is the ultimate goal leads & sales?

Or is it exposure, branding or fan base?

In other words, what is the **end of the funnel** that you should measure?



What is a Funnel



TOFU - Infographics, blog posts, articles video, presentation, podcasts

MOFU - Guides and ebooks, webinars, expert interviews, whitepapers, analyst reports, case studies, use cases

BOFU - Customer testimonials and endorsements demos

Understand Why You're On Social Media

Knowing what you want to achieve on social media is the first step toward success.

Identify **business objectives** social media can help you achieve. Then, list social objectives that support those goals.

| Business Objectives | Social Objectives |
|--------------------------|--|
| Increase brand awareness | Generate 20,000 Facebook fans |
| Increase website traffic | Drive 10,000 page views per month |
| Increase engagement | Generate 1,000 shares in single post |
| Generate leads | Increase email list to 25,000 subscribers |

The Buying Process

Awareness > Trust > Action



Minimalist View on Funnel

What is a Funnel



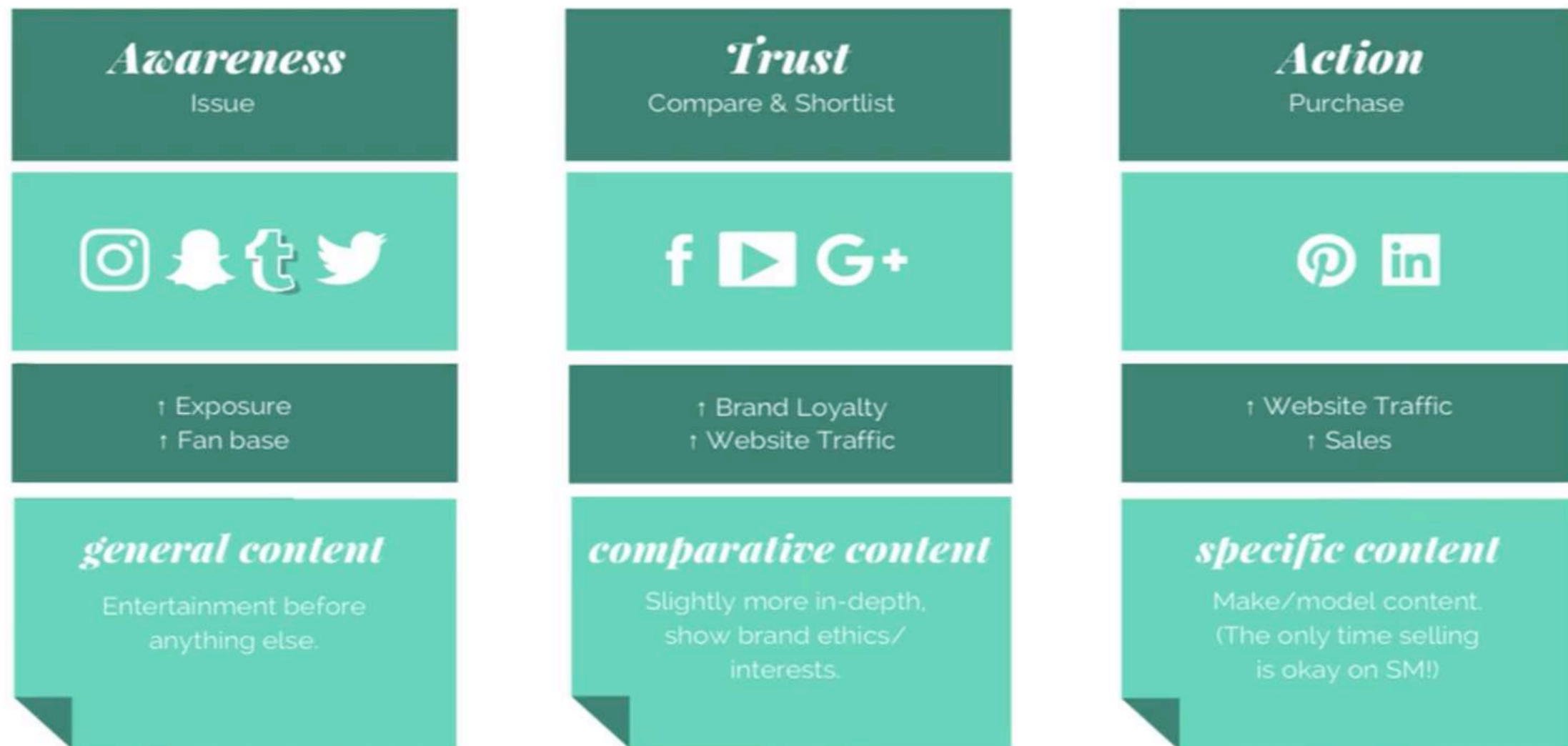
TOFU - Infographics, blog posts, articles video, presentation, podcasts

MOFU - Guides and ebooks, webinars, expert interviews, whitepapers, analyst reports, case studies, use cases

BOFU - Customer testimonials and endorsements demos

Traditionalist View on Funnel

Social Media & The Buying Process



Building Awareness



Instagram

- ❑ Best for clients with really beautiful products, that can be styled and photographed well.
- ❑ Great for exposure & growing a fan base.
- ❑ Bad for web traffic or sales.





ctcaviation

Follow



345 posts

5,814 followers

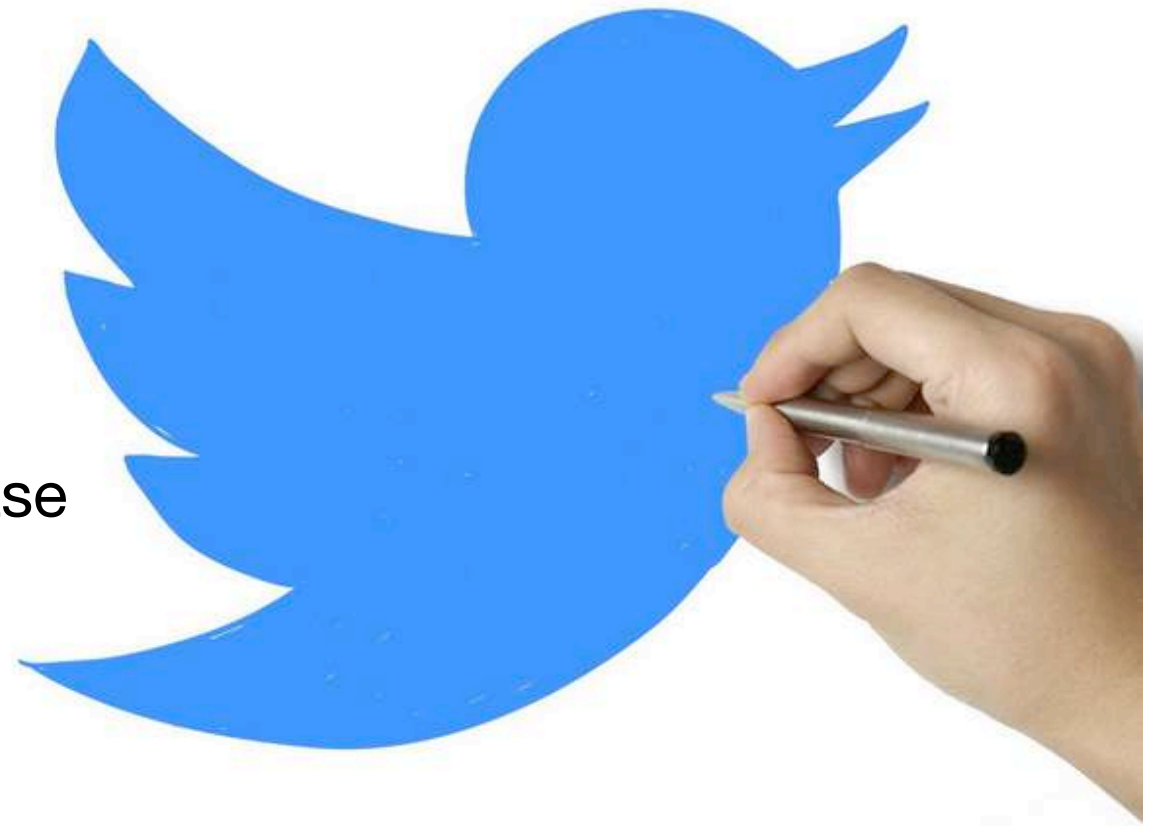
27 following

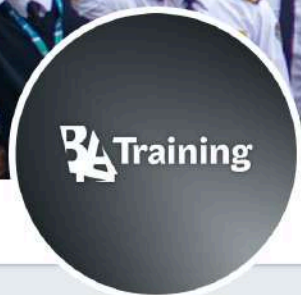
CTC Aviation World leading airline training and pilot resourcing company. Internationally Approved Training Organisation. UK, USA & NZ based Crew Training Centres



Twitter

- ❑ Second biggest platform.
- ❑ Best for most companies, unless targeting 50+
- ❑ Great for exposure & growing a fan base
- ❑ Bad for website traffic or sales





Tweets **2,338** Following **5,394** Followers **5,947** Likes **151**

Follow

Aviation Academy

@BAATraining

BAA Training is European standard aviation training center, where the experience of tailored training solutions is wrapped in the personal care.

Lithuania

baatraining.com

Joined August 2010

Tweet to Aviation Academy

5 Followers you know



1,106 Photos and videos



Tweets Tweets & replies Media

Aviation Academy @BAATraining · Feb 2
BAA Training on a road trip around Europe! 🌍
• Georgia, Tbilisi February 3rd
• Ukraine, Kiev February 10th
• Hungary, Budapest March 10th
• Romania, Bucharest March 24th
• Latvia, Riga "Skola" February 23-25th
• Poland, Warsaw "Perspektywy" February 23-24th

#PilotStudies



1

Aviation Academy @BAATraining · Feb 2
#DidYouKnow what common is between **#EdvardMunch** painting "The Scream" and **@Boeing** masterpiece **#737MAX** 9? 🤔
#AvGeek **#Aviation** **#Flight** **#BAATraining** **#Boeing** **#ARTgeek**



Who to follow · Refresh · View all

Followed by **tonixindo** and **others**
CGTN @CGTNOfficial
Follow Promoted

Aviation News @Aviation...
Follow

Followed by **SLK Consulting** and **others**
Ray L. Perry @raylperry
Follow

Find people you know
Import your contacts from Gmail

Connect other address books

Trends for you · Change

#WansaGelliInABottle
66.9K Tweets

#GoForGreatFEU
2,395 Tweets

#UAAPSeason80Volleyball
18K Tweets

#aussieED
1,112 Tweets

Ateneo Lady Eagles
2,537 Tweets

#WorldCancerDay2018
14.7K Tweets

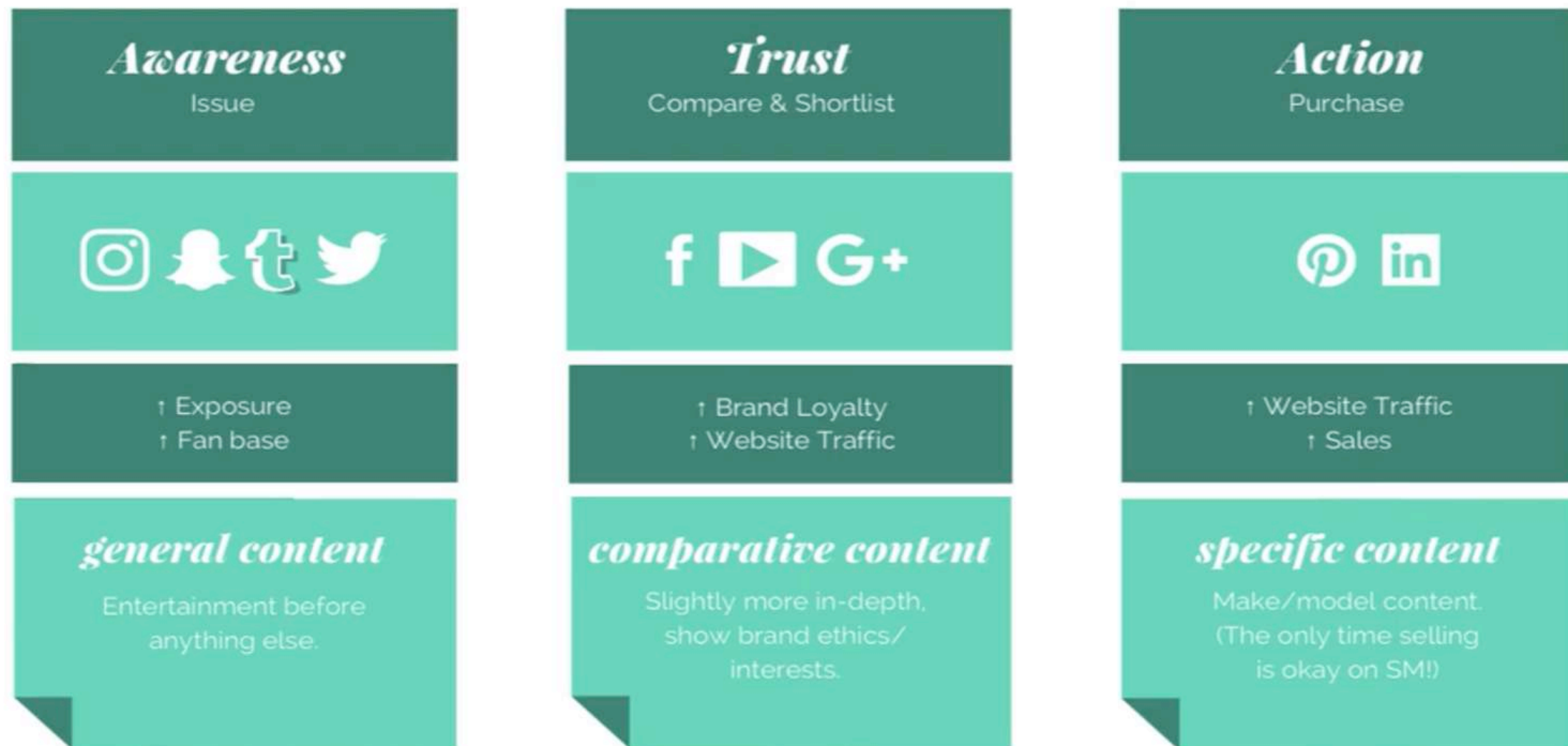
#SundayBlogShare
1,211 Tweets

#Peston
2,828 Tweets

Gaining Trust



Social Media & The Buying Process



Facebook

- ❑ The biggest network.
- ❑ Best for most clients, especially those targeting an older audience.
- ❑ Great for branding & website.
- ❑ Proof for exposure & growing a fan base.





The Fighter Factory
@FighterFactory

Home

About

Photos

Reviews

Videos

Military Aviation Museum

Events

Posts

Community



Like



Follow



Recommend

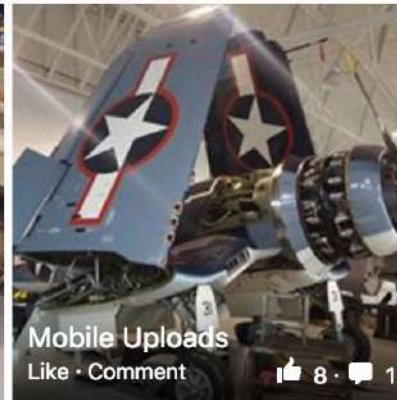


...



Send Message

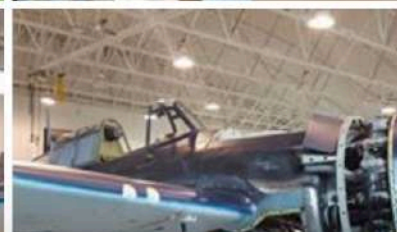
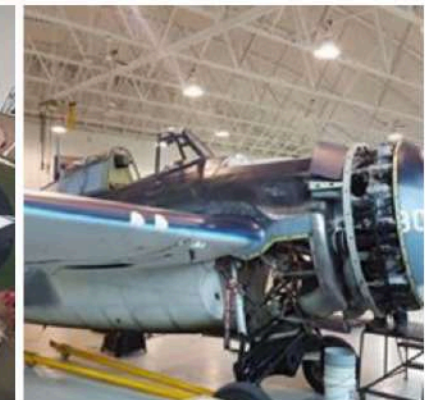
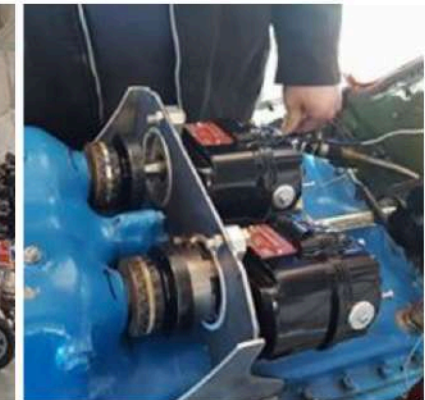
All Photos



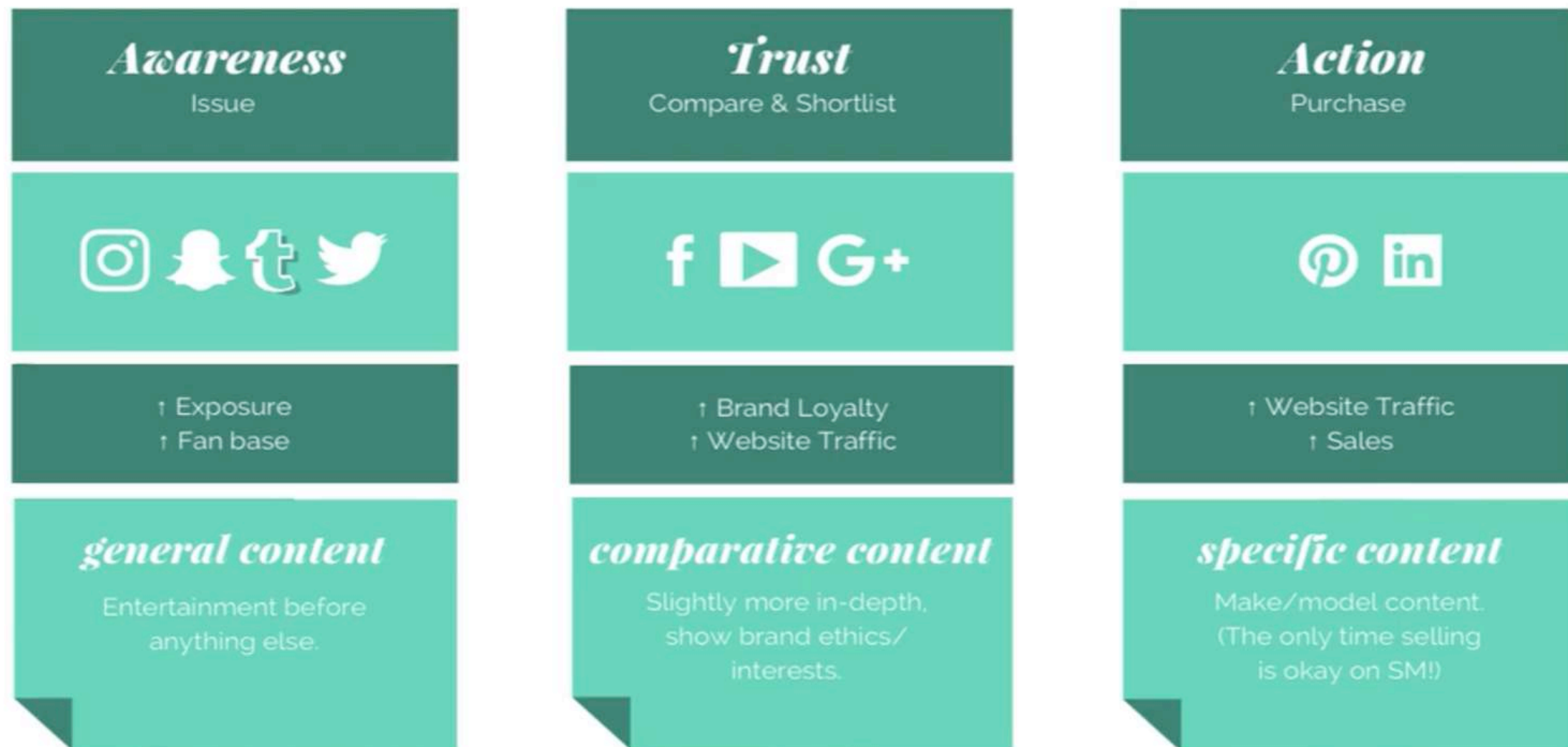
Mobile Uploads

Like · Comment

8 · 1



Social Media & The Buying Process



LinkedIn

- ❑ Essential for recruiters and business blogs.
- ❑ Good for web traffic and branding.
- ❑ Poor for fan base growth or exposure.



AviationCV.com

64 updates • 9,439
followers

Follow

Follow us to stay up to date with
AviationCV.com.



AviationCV.com

4d




We are glad to announce that Small Planet Airlines and [AviationCV.com](https://aviationcv.com) recruitment teams will soon be visiting Belgium and Hungary! If you are A320 Captain or First Officer looking for new employment opportunities, ...see more



1 Like

 Like  Comment  Share




Hays

Staffing and Recruiting • London, London • 2,089,434 followers


[Follow](#)
[See jobs](#)

[See all 20,511 employees on LinkedIn →](#)

Overview




Jobs




The Medical City Clark

Sales and Marketing Manager at The ...


[View job openings at Hays](#)

What We Do

IT'S ALL ABOUT YOU
POWERING YOUR CAREER





About us

POWERING THE WORLD OF WORK,
HELPING PEOPLE AND ORGANISATIONS ACHIEVE
LASTING IMPACT.

Hays is a leading global professional recruiting group, the
expert at recruiting qualified, professional and skilled

Recent update

[See all](#)




The Medical City Clark

Sales and Marketing Manager at The ...

● Messaging

Rawpixel/Thinkstock

What Today's New Graduates Need To Know

Published on October 23, 2017



Alistair Cox  **fluencer** [+ Follow](#)
Chief Executive Hays plc
[60 articles](#)



745



27



416

This is the time of year that university undergraduates around the world start to prepare to take those daunting first few steps into the world of work. Hours of research and job applications, right at a time when the demands of completing a degree are reaching their peak in the final year of study. There are vast tomes of advice out there around 'how to start a career with a bang' or 'how to successfully apply for (and maintain) a first job'. Yes, all of this is useful stuff, to an extent. But, as each year passes and the world of work changes even more, I have started to wonder how relevant some of this advice really is.

● Messaging



Choosing Social Media Platform

Exposure + Fan base =



Instagram



Twitter

Brand Loyalty + Traffic =



Facebook



YouTube

Website Traffic + Sales =



LinkedIn

Does your company have a blog?

If Yes, choose one from the following:



Facebook, Twitter, Pinterest, LinkedIn



Does your company have products that can create gorgeous images?

If Yes, choose one from the following:



Instagram, Pinterest, YouTube



Is your company a local type of business?

If Yes, choose Facebook



What to remember

- ❑ (3) **Three** platforms.
- ❑ **80/20** rule applies.
- ❑ An account needs **3 months** before bringing in **results**.



Introduction to Content

Created or Curated?

| CREATED | CURATED |
|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> Created by you<input type="checkbox"/> Time consuming<input type="checkbox"/> Cheap<input type="checkbox"/> Funnels traffic to where you want it to go. | <ul style="list-style-type: none"><input type="checkbox"/> Created by others<input type="checkbox"/> Zero time wasted<input type="checkbox"/> Funnels traffic to where they want it to go or you have to pay |

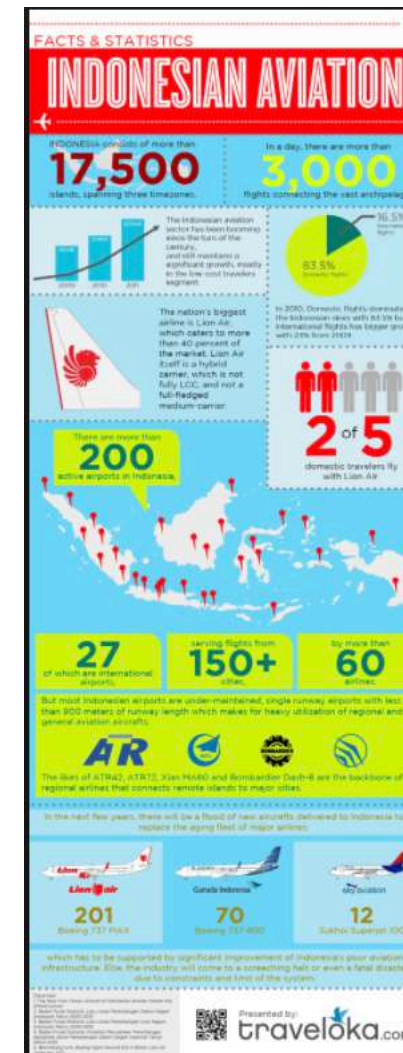
Images

- ❑ Infographic
- ❑ Quick tips
- ❑ Product images
- ❑ Quotes
- ❑ Gifs
- ❑ Sales / Promotion



Images

Infographic



Images

❑ Quick Tips



Images

❑ Product Images



Images

❏ Quotes

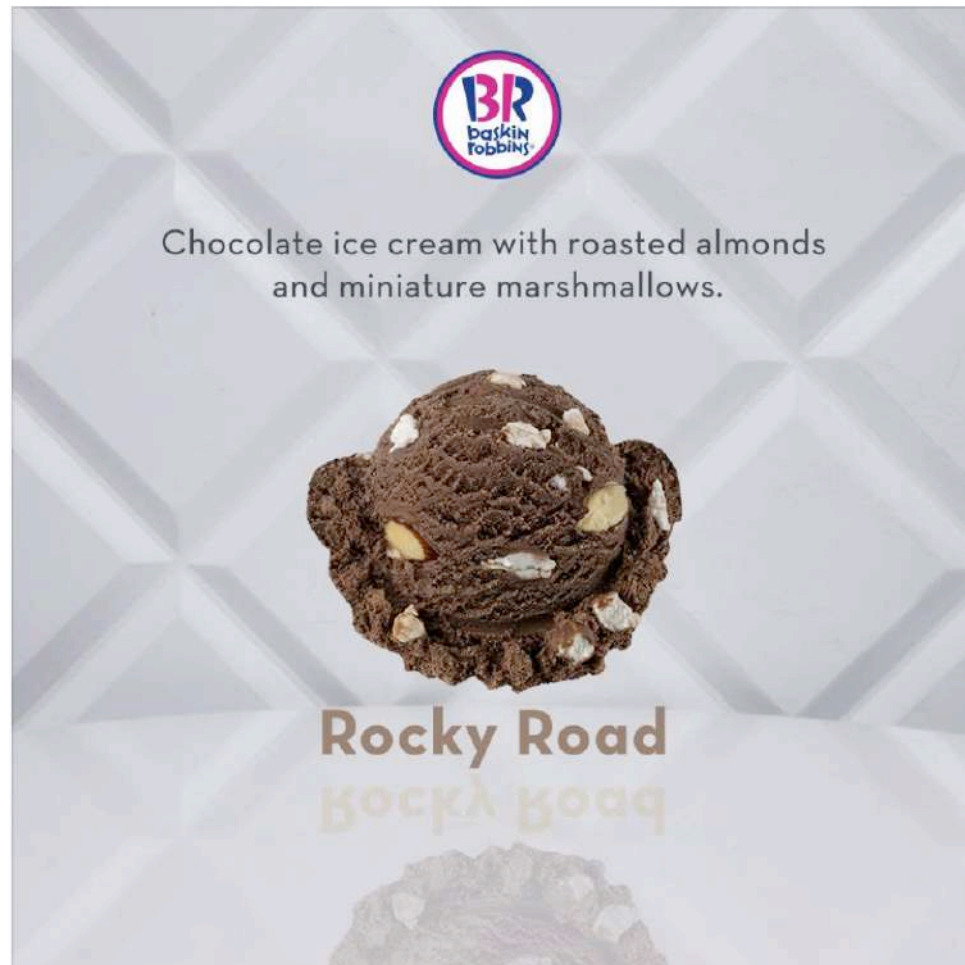


Images

🖼️ Gifs



Example Created Image



Pros:

- ❑ Completely free.
- ❑ Can personalise with your company's call to action

Cons:

- ❑ Bulk creating quality image takes a lot of time!

Videos

- ❑ Customer Testimonials
- ❑ Quick tips
- ❑ How to...
- ❑ FAQs
- ❑ Trends
- ❑ Industry news



Search



Example Listicle

Our first listicle – 10 ways Qantas is going green

PUBLISHED ON 3RD JUNE 2016 AT 8:24

Like 0

Tweet

G+

Print Friendly Version

What do LED lighting, ancient Indigenous fire management techniques and the 'big data' from a jet engine have in common? Not much at first glance – but they're all helping reduce the environmental impact of Qantas flights.

All up, the global aviation industry accounts for about two per cent of the world's total greenhouse gas emissions. The goal is to stop airline emissions from growing by 2020, and eventually cut them in half compared with 2005 levels.

New aircraft like the Boeing 787 and the continued development of low-carbon biofuels are all going to be part of the mix in making that happen.

But there's a huge variety of other things the Qantas team is doing to reduce our impact on the environment – here's 10 of the best.

- 12 tonnes of rubbish is recycled from our domestic flights every month and we've now rolled out recycling on international services with the aim to



Blogs

- ❑ Listicles
- ❑ How-to
- ❑ How to...
- ❑ Trends
- ❑ Industry news
- ❑ Only specific set of people who would really be interested

Content Type for each Platform

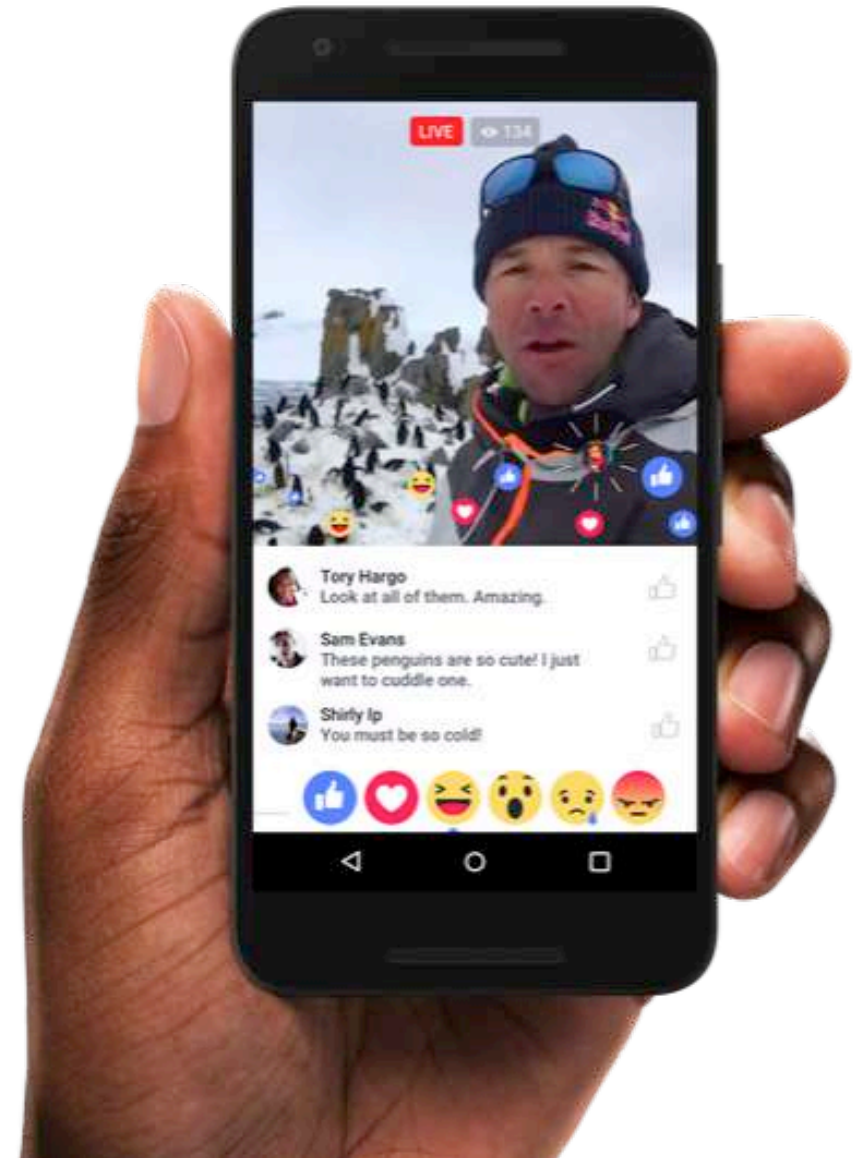
Instagram

- ❑ **Square photography & short videos**
- ❑ Photos
- ❑ Flat lays
- ❑ Quotes



Facebook

- ❑ **Updates with a video or photo attached**
- ❑ Videos
- ❑ Any type of image
- ❑ Blog posts
- ❑ Facebook live




Twitter

- ❑ **Videos, GIFs & images**
- ❑ GIFs
- ❑ #Hashtags
- ❑ Blog posts
- ❑ Any content type is fine




LinkedIn

- ❑ **Blog posts & statuses with an image attached**
- ❑ Blog posts
- ❑ Quotes
- ❑ Educational videos
- ❑ Corporate update

 **Unilever** 2d ...

How can businesses get back up and running quickly and effectively after a disaster? Register for our free webinar on 7 February in partnership with [Humanitarian Leadership Academy](#). ...see more



FREE WEBINAR Business Continuity Planning
Wednesday 7 February 2018, 5pm Manila time (UTC+8)
Register here: bit.ly/BCPwebinar #BCPwebinar

Webinar: Get your business ready for disasters.

zoom.us Partnerships Scalability

260 Likes

Finding Curated Content



Go to **facebook.com**

Then on the search box, type your preferred keyword. Example, “**aviation life**”

The screenshot shows the Facebook search interface with the query "aviation life". The search results are filtered to show videos. On the left, there are filter options for SOURCE (All, Live, Episodes, Friends & Groups, Links), TAGGED LOCATION (Anywhere, Angeles City, Floridablanca, Pampanga, Choose a Location...), and DATE POSTED (Any date, 2018, 2017, 2016). The main content area displays five video results:

- This Air Berlin flight flew incredibly close to a control tower**
Aviation Life
Yesterday · 1,637 Views
- World's largest airplane Antonov Mriya takes off**
Planes are my life
November 15, 2017 · 97,259 Views
- When you are born to be a Captain! #Aviation #AviationLife**
Aviation Life
October 3, 2017 · 341 Views
- Life as an Pilot**
Life as an Pilot ❤️ VC - Pilotamireh
Aviation Life
January 3 · 293 Views
- Aviation Motivation 🛩️👨‍✈️ Credits goes to #Kingaviation**
Aviation Life
September 23, 2016 · 1,868 Views

On the right side of the search results, there are language options (English (US), Filipino, Bisaya, Español, Português (Brasil)), a plus sign for more languages, and links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More. The footer of the page shows "Facebook © 2018".



Open any of your preferred **videos**.
Click **Save** video.

Départs - Departures

| Heure | Destination | Vol | Enregistrement | Check-in | Embarquement |
|-------|------------------|-----------------|----------------|----------|--------------|
| Time | Destination | Flight | Zone | Area | Gate |
| 18:45 | BERLIN-TEGEL | AF 2534 AZ 2616 | S-6 | | F50 |
| 18:50 | BIARRITZ | AF 7991 | | | |
| 18:55 | BIARRITZ | AF 7992 | | | |
| 18:55 | LYON | AF 7648 CZ 7146 | S-6 | | F45 |
| 19:00 | BIARRITZ | AF 7993 | | | |
| 19:00 | VARSOVIE | AF 1246 JL 5313 | S-6 | | F51 |
| 19:05 | BARCELONA | AF 2148 AM 6030 | S-6 | | F49 |
| 19:30 | MILAN-LINATE | AF 2212 | | | |
| 19:35 | ROME-FIUMICINO | AF 2304 AM 6035 | S-6 | | F53 |
| 19:40 | MADRID | AF 2100 UX 3442 | S-6 | | F34 |
| 19:50 | COPENHAGEN | AF 1350 AZ 3630 | S-6 | | F28 |
| 20:15 | FRANKFURT | AF 1018 AM 6040 | S-6 | | F51 |
| 20:15 | STOCKHOLM ARLAND | AF 1462 JL 5311 | S-6 | | F30 |
| 20:15 | AMSTERDAM | KL 1246 AF 8242 | S-6 | | F29 |
| 20:25 | MUNICH | AF 1122 HK 9442 | S-6 | | F35 |
| 20:35 | GENEVE | AF 1242 BE 4062 | S-6 | | F49 |
| 20:40 | MILAN-LINATE | | | | |
| 20:50 | NANTES | AF 7728 HK 9034 | S-6 | | F29 |
| 20:55 | DUSSELDORF | AF 1106 MJ 8689 | S-6 | | F26 |
| 21:15 | NICE | AF 7712 PS 9712 | S-6 | | F34 |
| 21:20 | BORDEAUX | AF 7630 HK 9014 | S-6 | | F53 |
| 21:20 | VENISE | AF 2526 MJ 8697 | S-6 | | F32 |
| 21:30 | LYON | AF 7650 CZ 7148 | S-6 | | F23 |
| 21:40 | TOULOUSE | AF 7792 AM 6183 | S-6 | | F27 |
| 21:45 | MARSEILLE | AF 7670 HK 9074 | S-6 | | F31 |

Aviation Life
about a year ago · 🌐

Aviation Mot Credits goes

Save video
Add this to your saved items

Embed
Turn on notifications for this post

Give feedback on this video
You can also report the post after giving feedback

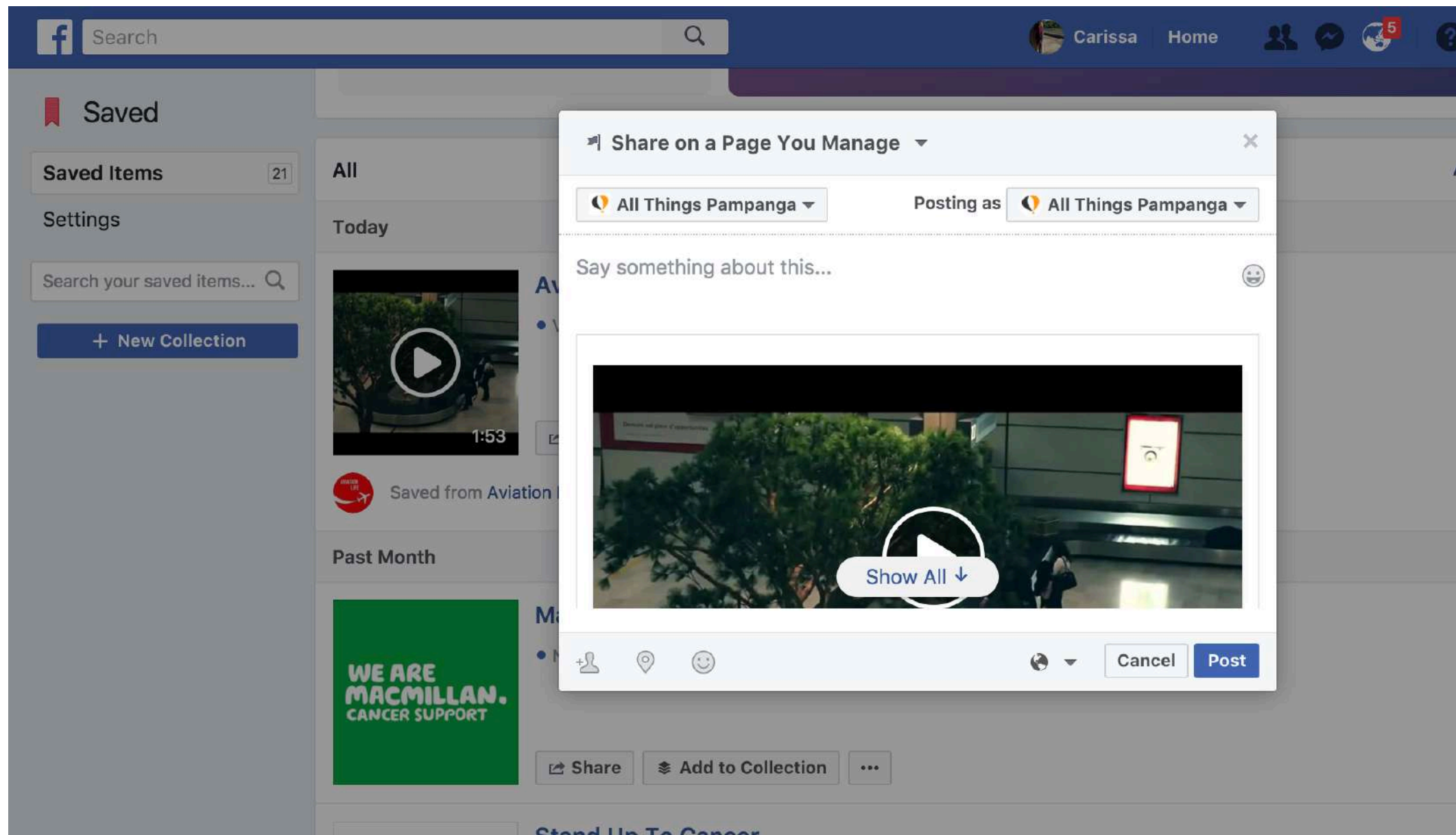
This is how engineers replace a five tonne aircraft engine in 24 hours
Aviation Is My Life
21K Views

This Air Berlin flight flew incredibly close to a control tower
Aviation Life
1.6K Views

Grumman Albatross PP-ZAT



Go to **Saved** Posts.
Share the video.



Activity: Establish Goals



15 minutes

Understand Why You're On Social Media

Knowing what you want to achieve on social media is the first step toward success.

Identify **business objectives** social media can help you achieve. Then, list social objectives that support those goals.

| Business Objectives | Social Objectives |
|---------------------|-------------------|
| | |
| | |
| | |
| | |

Establish specific goals

Describe the challenges you face, why your goals are important, and how you intend to achieve them...

| Goal | Deadline |
|------|----------|
| | |
| | |
| | |
| | |

Activity: Competitive Analysis



15 minutes

Competitive Inventory

| Competitor Name | URL | Notes |
|-----------------|-----|-------|
| | | |
| | | |

Top 10 Competitor Analysis (Fans / Followers)

| Competitor Name | Facebook | Instagram | Twitter |
|-----------------|----------|-----------|---------|
| | | | |
| | | | |
| | | | |

How Can You Out - Do Your Competition?

What We Can Do Better

A large, empty rectangular box with a black border, intended for notes or a diagram related to the question 'What We Can Do Better'.

What We Can Do Differently

A large, empty rectangular box with a black border, intended for notes or a diagram related to the question 'What We Can Do Differently'.

Activity: Establish Target Audience



15 minutes

Build Your Persona (Slide 1 of 2)

Persona Name:

Job Title:

Age:

Gender:

Income Level:

Location:

Interests & Hobbies:

Build Your Persona (Slide 2 of 2)

Challenges & Aspirations:

Favorite Blogs & News Sources:

Persona Summary

Customer Quote

Activity: Establish Brand Voice & Tone



15 minutes

Brand Voice Description

Describe your brand's voice and personality here:

Social Media Tag Line (3 words to describe your social brand voice):

Social Media Mission Statement:

Activity: Social Media Content Strategy



15 minutes

What Social Media Content Will We Create?

Content Types We Will Create:

Content Types We Will Curate:

What Purpose Will Our Content Serve?

Original Content

- ☐ Entertain
- ☐ Inform
- ☐ Promote products/services
- ☐ Promote content (blog posts, ebooks, landing pages, etc).
- ☐ Promote partners
- ☐ Promote contests

Curated Content

- ☐ Entertain
- ☐ Inform
- ☐ Promote products/services
- ☐ Promote content (blog posts, ebooks, landing pages, etc).
- ☐ Promote partners
- ☐ Promote contests

Content Curation Source List

Trusted Content Sources

List trusted sources you'll share content from ...

| Source Name | Source URL |
|-------------|------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Social Media Posting Frequency

| Network | Posts Per Day | Posts Per Week |
|-----------|---------------|----------------|
| Facebook | | |
| Twitter | | |
| Google+ | | |
| Pinterest | | |
| LinkedIn | | |
| Instagram | | |

Social Media Calendar Strategy

List upcoming events, product launches, and important dates to add to your content calendar:

- []
- []
- []
- []
- []
- []
- []
- []
- []

Our content calendar will include:

- [] Original Content (Informative)
- [] Original Content (Promotional)
- [] Curated Content

Activity: Social Media Calendar



15 minutes

FACEBOOK

| | | | | | |
|----------------|-----------------|-------------------|------------------|----------------|------------------|
| Monday, Jan 9 | Tuesday, Jan 9 | Wednesday, Jan 10 | Thursday, Jan 11 | Friday, Jan 12 | Saturday, Jan 13 |
| | | | | | |
| Monday, Jan 15 | Tuesday, Jan 16 | Wednesday, Jan 17 | Thursday, Jan 18 | Friday, Jan 19 | Saturday, Jan 20 |
| | | | | | |
| Monday, Jan 22 | Tuesday, Jan 23 | Wednesday, Jan 24 | Thursday, Jan 25 | Friday, Jan 26 | Saturday, Jan 27 |
| | | | | | |
| Monday, Jan 29 | Tuesday, Jan 30 | Wednesday, Jan 31 | | | |
| | | | | | |

[Date]: [Topic]

Copy

Image Copy

Image Directions

Client comments
(Revision cycle 1)

Client comments

Explore The Tool: Canva



15 minutes

Explore The Tool: Hootsuite



15 minutes

Activity: Plot The Social Media Calendar



15 minutes

Measuring Success

Choose Which Metrics To Monitor

Facebook

- ☐ Likes
- ☐ Shares
- ☐ Comments
- ☐ Clicks
- ☐ Engagement Rate
- ☐ Referral Traffic
- ☐ Video Views
- ☐ Conversions

Instagram

- ☐ Follower Count
- ☐ Likes
- ☐ Comments
- ☐ Referral Traffic

Twitter

- ☐ Likes
- ☐ Retweets
- ☐ Replies
- ☐ Referral Traffic
- ☐ Conversions

Measurement Checklists

Key Metrics (list):

☐ Configured Google Analytics to track social media traffic and conversions

☐ Configured other third-party social media analytics tools

Social Media Analytics Per Platform

Facebook Insights

Twitter Analytics

Instagram Analytics

Notes & Findings

What went well with our strategy?

What went wrong with our strategy?

How can we improve our strategy?

Social Media Content Strategy

- Establish Goals
- Understand Buyer Persona
- Competitive Analysis
- Social Media Guideline for Brand Voice and Tone
- Social Media Calendar Content Strategy
- Social Media Measurement



EmERGELOCAL, Inc. is a Certified Google Partner run by a team of experienced, qualified, and certified digital marketing professionals. We take the responsibility and authority to deliver competitive advantages to our clients and ensure results-driven digital marketing services in the Philippines.



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Website: www.emergelocal.com