

# Social Media Toolkit

Bringing you up to speed on social



# INTRODUCTION TO BASICS

# INTRODUCTION TO BASICS



## Instagram

Instagram is a social media platform that emphasises photo and video sharing via its mobile app. You can take, edit, and publish visual content for your followers to interact with thorough likes, comments, and shares.



## Facebook

A Facebook business page is a free web page that companies can build on Facebook to expand their internet presence. Like a personal Facebook profile, your Facebook business page can send and receive messages, post updates, get notifications, and like, comment and share other Facebook users' and pages' content.



## Twitter

Twitter is a social media site, and its primary purpose is to connect people and allow people to share their thoughts with a big audience. Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends.

# HOW TO SET UP A BUSINESS ACCOUNT ON INSTAGRAM

## Setting up Instagram for Business

If you're looking to grow following on Instagram and use the platform strategically, you're going to need an Instagram business profile. This is because there are so many added perks that improve usability as a brand.

Let's dive into a few of the biggest benefits of using a business profile versus a basic personal profile. Business profiles allow you to share your specific industry, an address and a contact button right on the profile. Having the ability to offer even more information upfront, as well as additional contact information, gives your business profile a more professional look. And offering even more ways for your audience to get in touch with you has never been a bad thing.

Other benefits include:

**You get access to analytics** - This is a big one. Switching to a business account gives you the ability to access built-in insights about your account and its performance.

**You can take advantage of Instagram advertising** - Instagram ads and promoted posts are created through Facebook's ads manager, which means you must have an Instagram business profile that is attached to your Facebook Page to be able to create Instagram ad campaigns.

## How to switch to an Instagram business account

- 1. Go to your Instagram account settings**  
Go to your profile, then tap the hamburger menu in the top right corner of the app. Tap Settings and then tap Account to get started.
- 2. Switch to Instagram professional account**  
Once in the account settings, you'll see a blue call-to-action at the bottom of the page for you to Switch to Professional Account. Tap that to move forward with your big switch.
- 3. Choose a Business account**  
Selecting Business will allow you to start gathering impressions, reach, and video views within your reporting insights, as well as schedule content ahead of time using third party tools like Hootsuite and Buffer.
- 4. Connect your Facebook Page**  
If you're moving forward in creating or switching to a business profile, your next step is to connect your Facebook Page. You must have admin access to your business Facebook Page to take this action.

Once you confirm which Facebook Page you want to connect, your business profile is ready to go!

# HOW TO SET UP A BUSINESS ACCOUNT ON FACEBOOK

## Setting up a Facebook Business Account

Having established that Facebook is right for your group, let's start by clarifying what we mean when we talk about 'Facebook pages'.

As a personal user of Facebook, you have your own Facebook profile page connected with those of your friends. Your page may be visible to people who aren't your friends, but this depends on your privacy settings, which can be set to public, friends only, or customised to include or exclude specific people on your friends list.

People who aren't your friends can 'follow' you if you have this setting enabled, meaning that your content will appear in their news feed, but they'll only see content that you share publicly.

A business page works slightly differently. Everything you post is public, and viewable by anyone, whether they're logged into a personal Facebook account or not.

People 'like' the page rather than become 'friends' with it, and those who've liked your page will see your posts in their news feeds. Like a personal page, you can allow people who follow you to post on your page, comment on your posts, and send you private messages.

If you've already created a personal Facebook profile for your business, you can quickly and easily convert it to a business page to get the benefits of using Facebook for business.



# HOW TO SET UP A BUSINESS ACCOUNT ON FACEBOOK

## How to set up a Facebook Business page

To make your Facebook page set-up as quick and easy as possible, it will help to have a few things ready before you begin.

### Business basics

The name of your page is what people will use to find your business on Facebook, so ideally this should be the same as your organisation, team or group name.

If you have a common business name, it might help to add something to your name to clarify who you are, so that people know they've come to the right place. For example, if your business was named NI Rowing, your Facebook page name could be "NI Rowing Omagh".

You'll also need a short paragraph of information about your organisation or team: what you offer, where you're based, and so on.

You'll be able to edit all this information whenever you like after your page goes live, but it's worth taking some time to get it right from the start so that your page looks polished and professional when you launch it.

You'll also be able to add information such as your opening hours, contact details, and a map of your location.

# HOW TO SET UP A BUSINESS ACCOUNT ON FACEBOOK

## Profile and cover photos

You'll need to choose profile and cover photos that present a good impression of your business, team or organisation, and ideally match the branding on your website.

Your profile photo should ideally be your logo, while your cover photo is a 'widescreen' image that goes across the top of your Facebook page. You could use it to show your members or perhaps your branding with some information spread across the cover photo (how to create cover photo image will be covered later)

You may already have a suitable photo that you've used in a marketing campaign previously, or there may be one on your website that you could use.

To ensure fast loading times and optimum image quality, bear in mind that your photos will display at the following dimensions:

- Profile picture: **170 x 170 pixels** on computers and **128 x 128** on smartphones; it will be cropped from a square to a circle
- Cover photo: **820 pixels wide x 312 tall** on computers and **640 x 360** on smartphones; your photo should be at least **400 x 150** to upload

## Call-to-Action

What do you want people to do when they visit your Facebook page? You can set a call-to-action to encourage them to visit your website, call you, send you a message, book or even donate.

Deciding on the best call-to-action means thinking carefully about what you want to achieve from your Facebook page, so having a social media strategy in place will help. You can, of course, change your call-to-action at any point.



# HOW TO CREATE A FACEBOOK BUSINESS PAGE

## 1 Get started:

Open Facebook on your computer, log into your personal account and click on 'Create' at the top of the page, next to where your friend requests are. A drop-down menu will appear; select 'Page'. Under 'Business or Brand', click the 'Get Started' button.

## 2 Page name and category:

You'll now be asked for your Page name – this will be the name of your business, team or group – along with the category into which your business falls. In the category box, simply type a word or two that describes your business and you'll be presented with some options to choose from.

## 3 Complete address:

Having chosen a category, you'll then get an address box for you to fill in your business address. Don't worry – you can choose whether or not to display your full address or opt for just your town and region to be shown. If you don't mind followers phoning you, you can also include your phone number.

## 4 Upload your images:

Next, you'll be asked to upload the profile and cover photos you prepared earlier. If you don't yet have these ready, you can skip this section. See how they look 'in situ' and adjust them as necessary, as you might find that an important part of your cover photo is overlaid by your business name or profile photo.

## 5 Complete your page info:

Your new page is up and running! Before you go any further, it's worth clicking "Edit Page Info" at the top and filling in as much information as you can about your business. At the very least, you'll want to add a short paragraph of information on what your organisation does and provide your contact details. If you have a website, link to it in the designated box rather than including it into the page description, as this will ensure it's a clickable link.

## 6 Configure your settings:

Work your way through the Settings tab to configure your page settings, such as who can find and post on your page, whether people can share your posts and tag your photos, and so on. Here, you can enable messaging so that you can use your Facebook business page as another way for people to contact you enquiries. You can enable a profanity filter and filter out comments that contain certain words. You can also make other people 'admins' of the page so that you can share posting duties with your colleagues or staff.

# UPLOADING

## UPLOADING ON EACH CHANNEL

# FACEBOOK

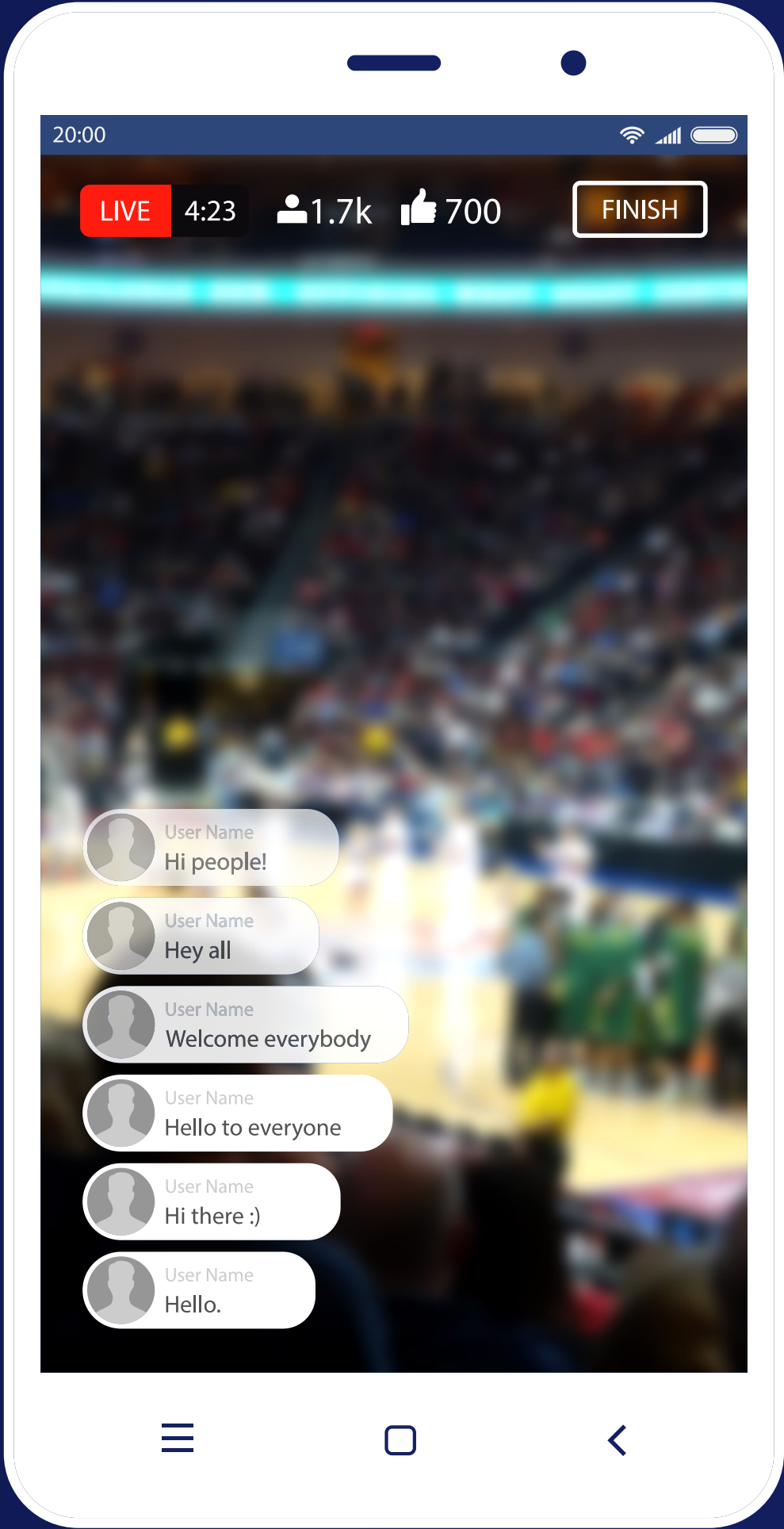
To share a Facebook status, use the text box that is located at the top of your feed or profile page. You can share text with different coloured backgrounds, stickers, videos, photos and even links here.

It is also possible to share activities and feelings. In addition, you can 'Check In' to let everyone know where your group is training or meeting that day.

Facebook lets users share all kinds of content such as photos and videos. You can also share live broadcasts and albums. To upload, you can head to your profile, select the 'Photos' tab and choose 'Add Photo/Video'. This lets you upload media from your computer or phone. You can also create albums with photos and videos by choosing the 'Create Album' option. Then, select the media you want to add to your albums.

**Going Live** - This is a cool feature that allows users to share live broadcasts with their friends. You simply have to select the 'Live Video' option from the 'What's on your mind?' button.

Once you select this option, you can write your description for your broadcast, add a feeling or activity and tag people. Once you've finished describing your broadcast, simply press 'Go Live' and you're recording.



# UPLOADING ON EACH CHANNEL

## TWITTER

- Type your Tweet (up to 280 characters) into the compose box at the top of your Home timeline or click the Tweet button in the navigation bar.
- You can include up to 4 photos, a GIF, or a video in your Tweet.
- Click the Tweet button to post the Tweet to your profile.

To save a draft of your Tweet, click the X icon in the top left corner of the compose box, then click Save. To schedule your Tweet to be sent at a later date/time, click on the calendar icon at the bottom of the compose box and make your schedule selections, then click Confirm. To access your drafts and scheduled Tweets, click on Unsent Tweets from the Tweet compose box.

### Uploading photos to Twitter -

From the Tweet compose box, click the photo icon to capture or upload a photo or video from your phone. Once you choose a photo or GIF, the image will attach to your Tweet in full size. You can select 1-4 photos to Tweet at once. Click Tweet to post.

### To upload and Tweet a video via the web

- Use the compose box or click the Tweet button.
- Click the gallery button
- Choose a video file stored on your computer and click Open. You'll be prompted if the video isn't in a supported format. Maximum file size is 512MB for TweetVideo, but you are able to upload a video longer than 2 minutes and 20 seconds, and trim it before including the video in a Tweet.
- Complete your message and click Tweet to share your Tweet and video.

There are four ways to share videos on Twitter:

**Record**

You can record, edit and share videos from the Twitter app (Twitter for iPhone or Twitter for Android OS 4.1 and higher).

**Import**

If you use the Twitter for iPhone or iPad app, you can import videos from your device.

**Upload**

You can upload videos to [twitter.com](https://twitter.com).

**Go live**

Learn how to create a live video right from your Twitter app.

## UPLOADING ON EACH CHANNEL

# INSTAGRAM

When you want to post a photo or video to Instagram, just hit the “+” icon at the bottom. Instagram will show you the most recent photos in your photo library. You can also choose to take a new photo or video by tapping on “Photo” or “Video” respectively.

Here are a few tips:

### Orientation

If you are choosing photos from your library, you can upload your photo as a portrait or landscape. Select your preferred photo and tap on the icon with two arrows in the lower-left corner of the preview. You can then move and zoom the photo to adjust how you want it to fit within the frame.

### Uploading multiple photos/videos

You can also upload up to 10 photos and videos into a single Instagram post. Tap on the icon with two overlapping squares in the lower-right corner of the preview and select your media.

### Recording video

When you are taking a new video, press and hold the record button to record your video. If you want to film a few different things, you can let go of the button, point your phone camera at something else, and press and hold the record button again to continue with the recording.



## UPLOADING ON EACH CHANNEL

# INSTAGRAM

**Write a caption:** Your caption appears just below your media when your post is published. You can mention another Instagram account (i.e. @username) and add hashtags (i.e. hashtags) here. Accounts that you mention will receive a notification about it, and your post will appear when someone searches for the hashtags you used.

**Tag People:** If you are posting a photo or a collection of photos, you can tag multiple Instagram accounts in each photo. The accounts you tag will also receive a notification about it.

**Add Location:** If your media is a photo or video of a location, you could add a location tag to your post. Your post will appear when someone searches for posts in that specific location.

**Social shares:** If you have connected other social media profiles to your Instagram account, you can easily share your posts on those profiles by toggling the switch. Here's the moment... once your post is ready, tap "Share" and Instagram will publish your post. Your post will appear on the feed of everyone who follows you.

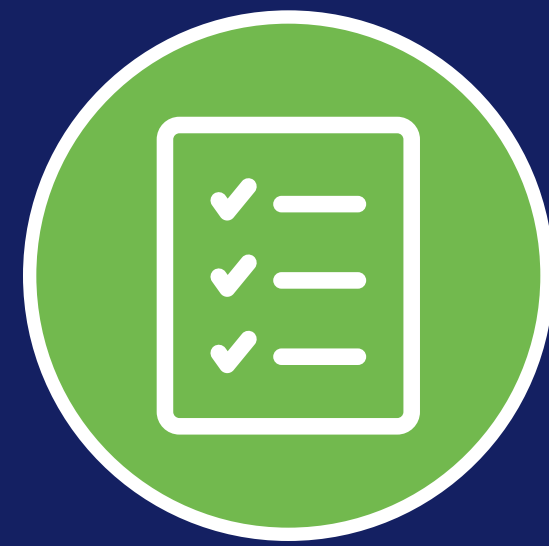
## Posting on Instagram Stories

Unlike your normal Instagram posts, Instagram stories do not appear on your profile gallery or your followers' feed. They are hidden behind your profile photo on a separate feed at the top of the app.

To post an Instagram story, just swipe right on your Instagram feed. You'll be brought to the camera mode where you can take a photo or video or upload a media taken in the last 24 hours. Once you have taken or selected a photo, you can add stickers (including hashtag and location tag stickers), draw, and add text.



# THE SOCIAL MEDIA PROCESS



With all that content cluttering desktop and mobile news feeds, how can you achieve cut through? Following a number of key steps when considering your content will allow you to be interesting, convincing, relevant and on target for your intended audience.

- **Listen:** Identify conversations and sentiment towards your business or vertical. The challenges faced, consumer opinion or preconceptions and where these conversations are taking place on the web.
- **Plan:** Understand your goals. Chart out your business objectives and what your aim of using social media will address. Analyse your audience and characterise them into groups which your content will serve. Choose your content formats to communicate your message and choose the platforms on which to disseminate your content.

- **Implement:** Create and publish this content to interest and engage your target audience. Nurture this content by stimulating ongoing dialogue with your audience and boosting your content with paid support.
- **Measure:** Analyse the reach, engagement, positive or negative sentiment, and overall delivery of business objectives of your content.
- **Amend:** Identify opportunities to adjust and improve your content plan at any of the stages. Building in an element of fluid adaptability will allow you to continually optimise as your audience grows and the social media platforms evolve and innovate.

Below are some examples of what to post on your channels

- Team images
- News
- Throwbacks
- Profiling members and interviews
- Behind the scenes at training and events
- Motivational Quotes
- Asking Questions/Putting up polls to gauge opinion
- Sharing relevant articles

# APPLICATIONS

## SCHEDULING APPLICATIONS

If you have social media posts you want to schedule to go out at a later date, there is a plethora of platforms you can use to do this. Here are some of the best applications.



### Hootsuite

Hootsuite is quite possibly the most popular social media scheduling tool in the world, used by over 16 million users worldwide. Even if you haven't used Hootsuite before, you're probably familiar with Hootsuite's mascot, Owly. Hootsuite is an all-in-one social media platform that allows you to curate and schedule content, measure your social ROI, run social media ads, and more.

With Hootsuite, you can manage all of your social networks in one convenient dashboard and get a bird's-eye view of what's happening in your social universe. Hootsuite even has a free plan which allows you to manage up to 3 social profiles.



### Buffer

Buffer is a software application for web and mobile that lets you schedule content to Twitter, Facebook, Pinterest, Instagram, and LinkedIn from one dashboard.

Buffer's standout scheduling features:

- Create a preset publishing schedule for each social account.
- Tailor your posts for each social network.
- View all the content you have lined up in the calendar.
- Choose your Instagram scheduling – direct or native.
- Collaborate on content with your team.



### TweetDeck

TweetDeck is a social media dashboard application for managing Twitter accounts only.

Originally an independent app, TweetDeck was acquired by Twitter in 2011 and integrated into their interface.

TweetDeck allows you to tweet messages immediately or schedule them for later delivery. Scheduled tweets get published even if you're not running TweetDeck at the time. You can also add images, videos, and GIFs to your message, just like you can when you're publishing a regular tweet. And if you need to edit a scheduled Tweet before it's published, then you can easily dive in and make the necessary changes.

The best way to manage your scheduled Tweets is by adding a 'Scheduled' column to your TweetDeck dashboard to give you a visual timeline of what's planned.

[Watch the video here](#)

# VIDEOGRAPHY

# VIDEO CONTENT

## Benefits of video content:

- Captures attention – as the most consumed content on the web, it's the best format to grab audience attention.
- Ties in with the consumer demand in content format.
- Benefits from high organic reach on various social media channels as the format is prioritized by the platform owners – use this to your advantage.
- Video autoplays in most social media newsfeeds, so it's important to make an impression fast – you have 5 seconds to grab initial attention.

## Challenges of video content:

Video requires more resource to create pre-production, production and editing – make sure to invest this time and resource.

As a result, high quality content can be expensive to produce – but return can be far greater than other content formats.

Video plays with no sound on mobile – click through needed to include sound. Make sure to include subtitles to combat this.

## VIDEO CONTENT

# EDITING APPS



**SPLICE:** This amazing app from the makers of the GoPro enables you to import and arrange clips, each of which can be individually edited. It is an all- purpose video editing app and is quite similar to iMovie.



**InShot:** It's best suited for Instagram and helps in editing photos, creating image collages, blurring borders, making the image or video square ready for Instagram, etc. Filters, music, voice-overs, and text can also be added.



**Mojo** is an app used to create social stories with a professional look. The app offers hundreds of animated templates to create eye-catching stories. You can add photos and videos to any template.

Here are some tips for longform video:

- Longform video should stay at 2min 30sec maximum (followers will lose interest after this)
- Always assume viewers will be watching with the sound off and on mobile, so include subtitles
- If promoting video content through Facebook or Instagram, remember the text within images rules apply to thumbnails
- Finish your video on a strong Call to Action: learn more, sign up here, download the app, etc.

[Watch the video here](#)

# PHOTOGRAPHY

## PHOTOS

# PHOTOGRAPHY TIPS

Here are some tips to get the best photos when shooting with your phone:

- **Use natural light.** No one looks great with a flash lighting up the oiliest parts of their face and casting weird shadows on their nose and chin. The same is true for product shots. Natural light just makes shadows softer, colors richer and photos nicer to look at.
- **Avoid harsh light.** Late afternoon is an unbeatable time to take photos. Cloudy days are better than sunny ones for mid-day shooting.
- **Use the rule of thirds.** Your phone camera has a grid built in to help you follow this rule. Place your subject where the grid lines meet to create an interesting photo that's off-centre but still balanced.
- **Try different angles.** Crouch down, stand on a chair — do whatever it takes to get the most interesting version of your shot (as long as it's safe to do so, of course).
- **Keep it simple.** Make sure your visual is easy to take in at a glance.
- **Make sure there's enough contrast.** Contrast provides balance, makes content more legible and is more accessible.



## PHOTOS

# EDITING TOOLS

No matter how great your photos are, it's likely you'll need to edit them at some point. Editing tools can help you maintain your aesthetic, add frames or logos, or even create infographics and other original content.

Fortunately, there are a lot of free resources available, including Instagram's built-in editing tools. When those tools don't cut it, experiment with mobile photo editing apps, many of which are either free or very affordable.



### SnapSeed

With this photo-editing Instagram app, you can work on both JPG and RAW files making it a powerful tool for professional photographers.

Beyond filtering your photos using its presets, you can perform serious photo editing tasks in Snapseed. There are 29 tools and features, allowing you to edit photos by removing elements (or even people) from the photo, adjust the geometry of buildings, use curves to control the brightness of your image, and enhance images with incredible precision.



### Adobe Lightroom

Adobe products are known for their powerful photo-editing capabilities, and the Adobe Lightroom Photo Editor app is no exception. Capture and edit raw images using the app's editing tools and elevate photos to a professional quality by adjusting their hue, saturation, exposure, shadows and more.

Try out its preset filters, get inspired by edits other Lightroom users have made using its Discover section. And learn from the interactive tutorials to take your photo-editing skills up a notch.

# PRO TIPS

# WHEN SHOULD I POST AND HOW OFTEN?

The amount you post on social media really depends on the platform. A general rule of thumb is to never post for the sake of it. If you have no new images, videos or announcements to make, then you are better to refrain from posting.

## Facebook

Once per day is optimal, with a maximum of two posts per day. At a minimum, you should post to your Facebook Pages 3 times per week.

### When to post

Engagement is best early morning until lunchtime

Best times: **8 a.m.–1 p.m.**  
Best days: **Tuesday, Wednesday, Friday**

Worst day: Saturday

## Twitter

Twitter is more lenient with the amount of times you post as it is a conversational platform. With Twitter you can retweet and share news stories, comment on community news and so on. Posting more frequently on Twitter is good for engagement but we would advise to not have more than 3 ‘branded’ tweets per day. That is to say if you are sharing an infographic, flyer, team picture or video.

### When to post

Best times: **Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.m.**  
Best day: **Wednesday**

Worst day: Saturday

## Instagram

It’s generally recommended to post at least once per day, and no more than 3 times per day, on Instagram. Avoid sharing a bunch of posts in quick succession or disappearing for weeks at a time.

### When to post

Best times: **Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m or 7pm**  
Best day: **Tuesday**

Worst day: Saturday

# HASHTAGS – DO'S AND DON'TS

Whichever social media platforms you use as part of your social media strategy, knowing how to use hashtags will help boost your brand's social media engagement.

## Hashtag basics

- They always start with # but they won't work if you use spaces, punctuation or symbols.
- Make sure your accounts are public. Otherwise the hashtagged content you write won't be seen by any non-followers.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find, and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.

Including hashtags in your posts means taking part in a conversation happening on that social media platform. And most importantly, it makes your posts visible in that conversation.

This can lead to greater engagement, boosting your brand's social media engagement through likes, shares, comments, and new followers.

The most popular hashtags out there aren't necessarily the best hashtags. For example, the hashtag #followme has more than 515 million posts on Instagram. Hashtags that solicit likes don't engage your followers and don't add any meaning to your social media post. They also look really spammy. And you don't want that. But don't ignore popular hashtags, either. For example, #throwbackthursday or #flashbackfriday or other daily hashtags can be fun ways for your brand to join a wider social media conversation. Hashtagify.me helps you find the best Twitter hashtags or Instagram hashtags for your brand.

With this tool, you can search any hashtag and see how popular it is. For example, if you search the popularity of #springtime, you will get results showing you this hashtag's overall popularity, its recent popularity, and the trends for the month and week.

You can also type in your Twitter or Instagram caption. Then, it will provide you with hashtag suggestions.

# SECURITY

# SETTING UP SECURITY AND PERMISSIONS

## Create a social media policy

If your group is using social media—or getting ready to—you need a social media policy.

These guidelines outline how your business and your employees should use social media responsibly.

This will help protect you not only from security threats, but from bad PR or legal trouble as well.

At minimum, your social media policy should include:

- Brand guidelines that explain how to talk about your company on social
- Rules related to confidentiality and personal social media use
- Social media activities to avoid, like Facebook quizzes that ask for personal information
- Which departments or team members are responsible for each social media account
- Guidelines related to copyright and confidentiality
- Guidelines on how to create an effective password and how often to change passwords
- Expectations for keeping software and devices updated
- How to identify and avoid scams, attacks, and other security threats
- Who to notify and how to respond if a social media security concern arises

# SETTING UP SECURITY AND PERMISSIONS

## Limit Access

Limiting access to your social accounts is the best way to keep them secure.

You may have whole teams of people working on social media messaging, post creation, or customer service. But that certainly doesn't mean that everyone needs to know the passwords to your social accounts.

Assigning a key person as the eyes and ears of your social presence can go a long way towards mitigating risks. This person should:

- own your social media policy
- monitor your brand's social presence
- determine who has publishing access
- be a key player in the development of your social media marketing strategy

At least once a quarter, be sure to review:

- Social network privacy settings. Social media companies routinely update their privacy settings. This can impact your account. For example, a social network might update its privacy settings to give you more precise control over how your data is used.
- Access and publishing privileges. Check who has access to your social media management platform and social accounts. Update as needed. Make sure all former employees have had their access revoked. Check for anyone who's changed roles and no longer needs the same level of access.

With a social media management platform like Hootsuite, team members never need to know the login information for any social network account. You can control access and permission, so each person gets only the access they need.

If someone leaves the organisation, you can disable their account without having to change all your social media passwords.

# CREATING PERSONAS ON SOCIAL MEDIA

Social media personas are fictional representations of your ideal customers, team members or associates. Taking into account factors such as demographics, desires and pain points, personas paint a picture of the individuals you're trying to sell to or reach out to.

In other words, a profile of your perfect customer.

Maybe you're trying to reach the millennial crowd. Perhaps you're marketing toward baby boomers. Either way, creating a persona can help you home in on a more focused, actionable social strategy.

Although there is no "right" way for a persona to look, a rule of thumb is that the more specific you can define your social media personas, the better.

Here are some sample personas from a sporting brand looking to create an audience-aligned social strategy (image will appear on screen)

Regardless of how in-depth you decide to get, below are some baseline metrics and points to consider when coming up with your social media personas:

- Age
- Location
- Gender
- Income/spending power
- Pain points/frustrations
- Personality traits
- Goals
- Objections
- Brands they support

Once you know your social media personas, it's much easier to adapt your brand voice and have more authentic conversations with followers.

Ask yourself: are you producing content that speaks to your personas' motivations and frustrations? How are you helping your followers reach their goals?

Whether it's your next blog post or live video, you need to have a pulse on what your personas might be buzzing about today to stay topical.

This also means that fine-tuning your personas is an ongoing process. As you track trends and continue to ask questions, social listening and attention to detail will constantly keep you in the loop with what your personas want.

Creating social media personas allows you to reflect on everything you need to know about your ideal customers. This ultimately allows you to uncover a more meaningful social strategy and produce messages that resonate with your prospects.

[Watch the video here](#)

# INFLUENCERS

# WORKING WITH INFLUENCERS

Influencers are now gathering more online reach than some of the longest established newspapers, advertisers and broadcasters in history. This proves that social media influencers are not just personalities but are their own media channels. It is vital to leverage these channels more and more to insert paid-for promotions with influencers.

Influencer marketing requires businesses or brands to be transparent with audiences and not mislead consumers.

For the top influencers to work with you, they need to have a positive image of your organisation, and when you first reach out to them, that's when you make that crucial first impression. Your first influencer interaction sets the tone for all of your future communications, therefore, it's important to approach influencers the right way and make a great first impression.

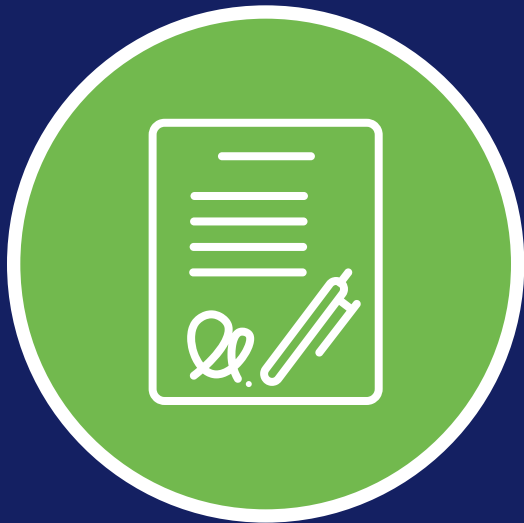
Here are some tips on how you can do just that.

- Do your homework and get to know the influencer before reaching out to them
- Always start by appreciating their work before making a pitch
- Clearly highlight what you're offering in return for their effort
- Get to-the-point, mention everything relevant, but don't make your message too long
- Be respectful and leave scope for further discussion and negotiation
- Follow-up if they do not reply to your first message.



# WORKING WITH INFLUENCERS

If you are working with an influencer the three areas to make sure you're compliant with are:



## Disclosure

Disclosure of a paid partnership or promotion. Always declare when an influencer channel-seeded message has been paid for and commit the influencer to do the same via contracts



## Honesty

Do not seed false or misleading information through an influencer. Never mislead consumers with false information seeded through an influencer channel. As this is paid media, it is covered by advertising regulatory boards



## Monitor

Invest time in monitoring the influencer's channels and training them on any particular legal vigilance they need to maintain as an ambassador for your business

[Watch the video here](#)

# ANALYTICS

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Social media analytics is an approach to gathering data from various social media channels. The social media activities—updates you posted, engagement of your followers on each post, the comments, and other actions—are altogether combined to form exceptionally detailed, useful data.

## Types of social media metrics:

**Click-through rates:** Click-through rates reflect the number of times webpage viewers click a given social media ad.

**Engagement:** Number of likes, shares, comments, and clicks are only some of the measurements that make up the engagement metrics of a social media platform. Every network has its own sort of engagement metrics that varies in naming conventions such as shares for Facebook and retweets for Twitter.

**Conversions:** Conversion metrics are used mainly by online shopping sites. This keeps track of the number of people purchasing from your site. Social conversion happens when someone visits your site and makes a purchase on the same or later date.

**Impressions:** This kind of metrics help in brand awareness and perception. Impressions let you know the number of times a post shows up in someone's feed timeline.

Most of these social media platforms have built-in measurement tools that show the relevance of specific online content.

Here are some examples of measurement tools that most social media channels have:

- Followers
- Impressions
- Shares
- Page likes
- Page previews
- Post clicks
- Post reach

These measurements are not merely there for display. When analysed, they have a deeper story to tell about the success or failure of your online content. These social media measurements can help in improving your business and building your brand. Thus, it pays the extra effort keeping track of them from time to time.

[Watch the video here](#)

# GLOSSARY

## A

**AddThis** – AddThis code can be added to your site to allow users to bookmark and share your content.

**AMA (ask me anything)** – Q&A sessions often hosted on Facebook, Instagram or Twitter with various purposes such as audience engagement and product updates.

**Algorithms** – social media platforms use algorithms to ensure users are alerted to the most relevant content using certain demographic predictions. This means that new content may be pushed below content which is deemed more relevant to the user.

**Attribution** – the process of identifying a set of user actions (“events” or “touchpoints”) that contribute in some manner to a desired outcome, and then assigning a value to each of these events.

**Automation** – there are many tools available to automate social media marketing, such as Hootsuite. However, make sure you always take the time to engage directly with your audience and don’t rely too heavily on automation.

**Avatar** – in social media, an Avatar is a picture or graphic used to represent you. Businesses frequently use a logo as their avatar on company pages and profiles.

## B

**Behaviour segmentation** – the process where a brand targets their online audience based on behaviours like attitude, knowledge, use frequency and sentiment towards them.

**Bitly** – Bitly is a URL shortening service frequently used on Twitter. It makes sharing long website addresses quicker and easier. Users can create a Bitly account and then can see statistics on each Bitly link they have created and shared.

**Bio** – a short description usually at the top of a profile on a social network that offers a short description of the owner of the account.

**Bitmoji** – a mobile application that allows you to create your own personalised cartoon avatar which can be used on various social networks or messaging services such as Snapchat.

**Blogs** – a web content publishing platform that allows a user to post content which may include commentaries, news or views.

**Boosted posts** – without paid advertising, only 0.02% of posts are seen. This means that Facebook content from brands is often ‘boosted’ to increase its visibility. This involves a budget, which sends the content to a selected audience based on demographical and behavioural data.

## C

**Canvas ads** – canvas ads are Facebook’s most immersive form of advertising, designed to help businesses tell stories and show products on mobile devices, in a dynamic way. The full-screen advertising is hosted on Facebook, rather than on an outside page, which lowers the likelihood of user drop-offs.

**Caption** – a short description of an image on Instagram underneath the image offering more details about the context of the picture and can include tags and hashtags.

**Chat** – live/real-time text-based communication between two or more people using a service available on the Internet.

**Content curation** – the process of gathering information related to a topic with the intent of publishing it.

## D

**DM (direct messages)** – a private message between social media users.

## E

**Ecommerce messenger** – Ecommerce Messenger is set to allow social media users to quickly and easily complete transactions within messenger. Learn more about this in our trends for 2018 blog.

**Employee advocacy** – the process by which a brand uses its employees to authenticate its products. Brands may reach

out to their social media savvy staff to become more involved in the promotion of the company, using their own social media accounts.

**Engagement** – the main purpose of social media is for you to use it as an opportunity to actively engage with customers, potential customers, friends and family. In the simplest terms, engagement is the interaction between people and brands on social networks. For example, on Facebook, engagement includes likes, comments and shares.

## F

**Facebook Live** – Live lets people, public figures and pages share live video with their followers and friends on Facebook.

**Facebook Messenger** – Facebook Messenger (sometimes abbreviated as Messenger) is an instant messaging service and software application, allowing Facebook users to chat with friends both on mobile and the desktop website.

**Filter** – a photographic effect that can be applied to enhance images on social media, such as offering a vintage look, black and white, sepia, altering saturation levels, and more.

**Follow/Follower** – when you follow someone on Twitter you are essentially subscribing to their updates and tweets – you are a follower. You can also follow a company or person on LinkedIn, Instagram and Snapchat.

# GLOSSARY

## G

Geofilter – a filter overlay that allows users to add a location illustration specific to where they are to their photos on Snapchat.

Geotag – a tag that indicates the geographical location of a photo/video published on a social network.

Geotargeting – a tactic used by brands to deliver different content to its users based on their geographical location. It also enables brands to create specific messaging and content to exclusively relevant audiences.

GIF – acronym for Graphics Interchange Format, which refers to a file format that supports both static and animated images. Only certain social networks support gifs – check out giphy.com to find gifs to share on social media.

## H

Handle – on Twitter, a handle is the name you choose to represent yourself.

Hashtag – a single word or phrase preceded by the # symbol to define messages relating to a particular topic. Hashtags first emerged on Twitter but are now used on almost every other social platform too.

Header image – the large banner-like images which are found at the top of both company pages and personal accounts

## I

Impressions – the number of times a social media post has been seen by users.

Influencer – a social media user who can reach a relevant audience (whether large or small) and create awareness about a trend, topic, company, or product. They have established credibility with their audiences, and marketers work to build relationships with them in order to reach those audiences.

Instagram – purchased by Facebook for a cool \$1 billion in 2012, Instagram allows users to share pictures and videos, apply filters to them and also share them on other social networking sites such as Facebook, Flickr, Twitter and Tumblr.

Instagram Stories – Photos and videos shared on your Instagram feed that disappear after 24 hours. Launched in August 2016. Also available on Facebook.

IGTV (Instagram TV) – an application owned by Instagram that allows users to post vertical videos of up to 10 minutes.

## L

LinkedIn – the social network for businesses and professionals. Individuals can make connections with others and create profiles. Company pages can also be created.

Live Streaming – Live broadcasting through social media.

## M

Mention – the act of tagging another user’s handle or account name in a social media message.

Messenger bots/chatbots – chatbots are computer programmes that mimic conversation with people using artificial intelligence. A way of building more personal relationships with customers, brands will increasingly use chatbots to complete simple transactions.

## N

Newsfeed – a list of news posted on a particular platform. Newsfeeds exist on your Facebook profile page, on blogs and on Twitter, for example.

Notification – a message or update sharing new social media activity. For example, if somebody likes one of your Facebook photos you will receive a notification to inform you.

## P

Paid social media – businesses can pay to advertise on social media – with common types being native advertising such as Facebook Ads, LinkedIn Sponsored Content, and YouTube sponsored videos. Companies can also run standard, display-style ads on some platforms.

Pinned tweet – a tweet that has been pinned to the top of a Twitter profile page. Pinning a tweet is a great way to feature an important announcement or update.

Pinterest – a photo sharing site where users create themed image collections around events, interests or pastimes. Users can browse pinboards, add or “re-pin” images to their own pinboards, or “like” photos.

Podcast – a digital audio file series created by a user and available for download on the internet.

## R

Reach – reach signifies the number of people a brand could target using advertising. It also signifies how many people have had sight of a particular post.

Reddit – a popular entertainment, social news and social networking website. Content is submitted or shared by users then voted on by other visitors.

Regram – re-posting somebody else’s Instagram post. Best practice requires acknowledgment of the original post and the use of the hashtag #regram.

Response time – refers to the time in which a brand takes to respond to engagement from a user. This can alter the brand’s overall online reputation, especially in the response to queries and complaints.

Retargeting – an advertising technique in which you send content to the users who have already visited the website or page once.

# GLOSSARY

Retweet – a tweet that is re-shared to the followers of another user’s Twitter account. Retweeting helps to share news and build relationships with others on Twitter.

## S

Share – the main focus of all social media platforms is to share your content, thoughts and company voice with others. Sharing options can also be added to your site, allowing people to like, +1, email or tweet you, as a method of endorsing or forwarding your content to others.

## T

Tiktok – an up and coming app that acts as a video sharing platform. What makes it different is that users can add music and special effects to their videos before they share them.

Trending – refers to a topic that is especially popular on social media at a given moment. Originating with Twitter, users add hashtags to particular words to join the discussion surrounding a topic. This can improve engagement with posts.

Troll – a word that is used to describe someone who deliberately tries to offend others on social media, often posting abusive messages to a particular individual or group in order to get a reaction.

Twitter – Twitter at its most basic level, is a platform for posting short messages of between 140 – 280 characters.

Tweet – the name given to messages posted on Twitter. Tweets are microblog messages that can be a maximum of

280 characters in length.

TweetDeck – TweetDeck is a platform for managing Twitter activity. Tweets can be created and scheduled along with many other advanced features.

## U

User-generated content – using uploads by customers on their own social media platforms, UGC is the process in which brands repost pictures onto their main social pages. This provides an authentic endorsement, whilst adding volume to content already in place.

## V

Vimeo – similar to YouTube, Vimeo is a platform for storing, sharing and uploading video content.

Viral marketing – a marketing technique where information is passed electronically from one internet user to another, leading to wide coverage and high-interest levels.

Virtual reality – 360 photos launched on Facebook in June 2016, and are seen as a first step towards offering virtual reality on social media.

Vlogging – the practice of regularly posting vlogs (video blogs) online.

## W

Webinar – online seminars or presentations held by an individual or team to teach or inform about a topic to an audience. These are available pre-recorded or live streamed. However, anyone looking to take part may have to sign up to gain access.

WhatsApp – a free to download messenger app for smartphones. WhatsApp uses the internet to send messages, images, audio or video.

## Y

YouTube – Google-owned YouTube is a video sharing website where users can upload, view and share video clips. It is a good platform for placing how to guides, testimonials and information about your products and services.