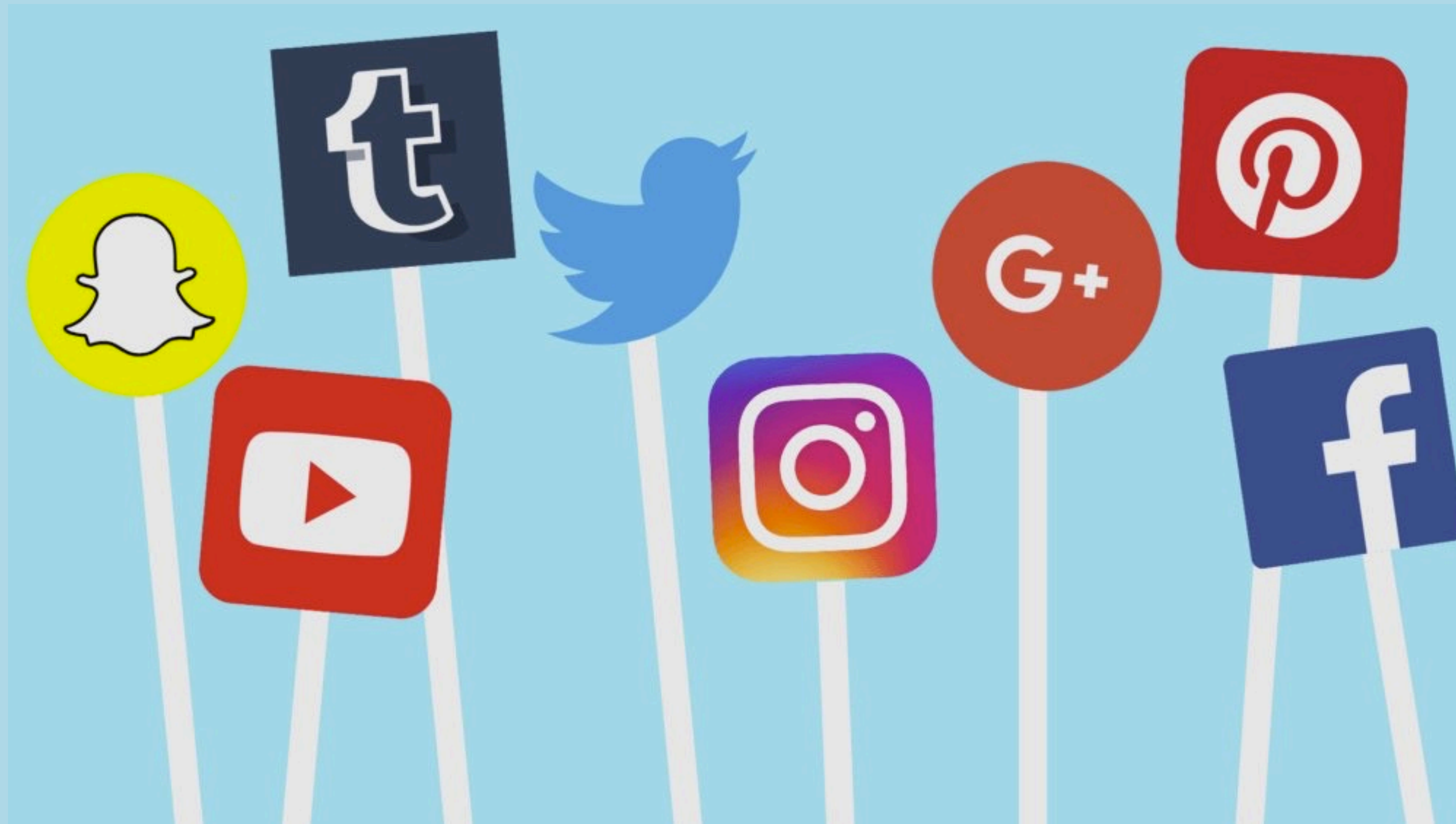
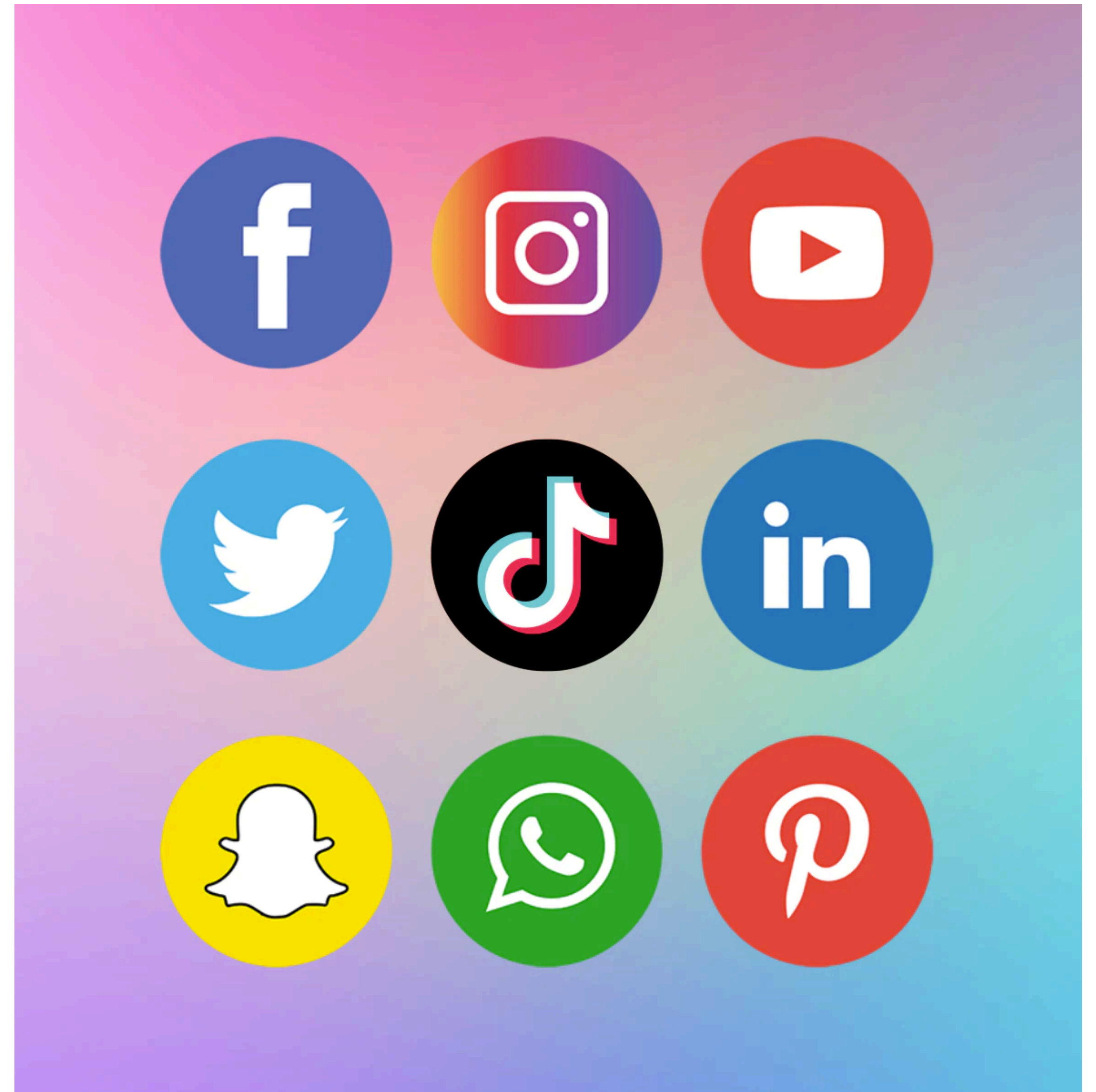


# Social Media Management



# Quick Facts

- In 2022, the number of people using social media in the UK is 57.60 million (Around 84% of the UK population)
- Average screen time is 2.36 hours a day interacting with people and browsing through the latest news and trends
- Facebook is still the most used social media platform





# The Main Channels



# Facebook Strategy

- Create a Facebook page, not a profile.
- Keep the username short and memorable.
- Fill in as much information about your business as possible.
- Add a cover photo and call to action button.
- Create a recognisable profile photo. Avoid blurry and incorrect sized images.
- Fill out your service tab with as much information as possible.
- Add links to your Facebook page on your website and other social channels.
- Pin important or landmark events for your page.
- Don't be afraid to repost your better content every now and then.
- Encourage click throughs: "Click here for more information [your website link]".
- Use a hashtag in your post, but try not to use more than 1-2 as it'll look spammy.
- Invite people who interact with your posts to like your page.
- Use @mentions when mentioning someone in a post, or replying to someone in the comments.
- Cross promote other local businesses.
- Set up customer service messaging in your inbox area.
- Write alt text on all posts.

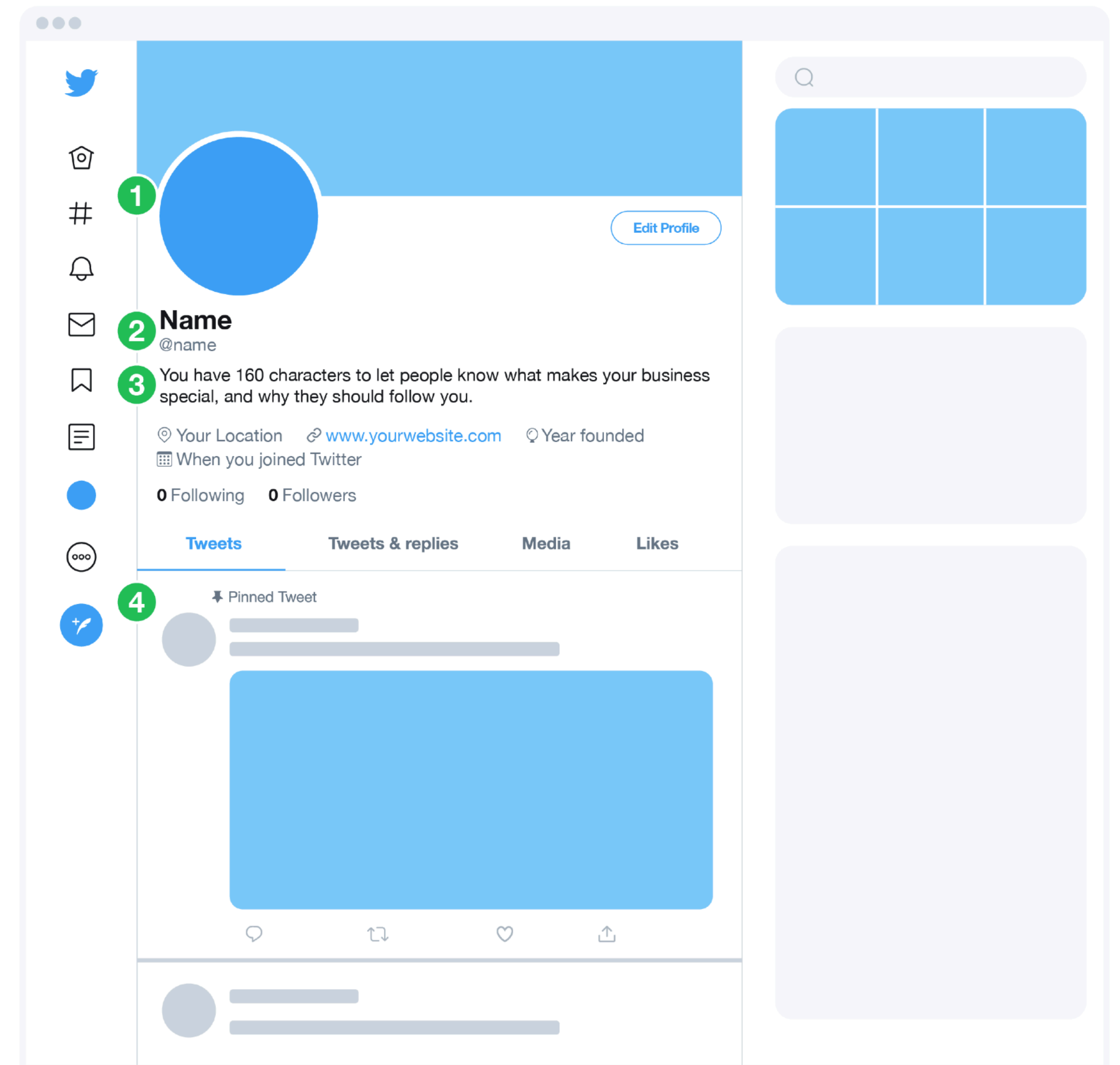






# Twitter Strategy

- Match your Twitter username with your Facebook username.
- Write an engaging twitter bio and link to your website.
- Use the same profile photo from Facebook on your Twitter profile.
- Tell customers when you're available to help.
- Don't post tweets every minute of the day, spamming your followers' feeds and annoying them enough to unfollow you.
- Use hashtags to drive engagement.
- Pin important Twitter posts, use as marketing opportunity.
- Respond to @mentions and DMs in a timely manner, and with personality.
- Use Twitter Search to discover and connect with potential customers.
- Show appreciation with favourites.
- Hold a competition.
- Write alt text on all posts.

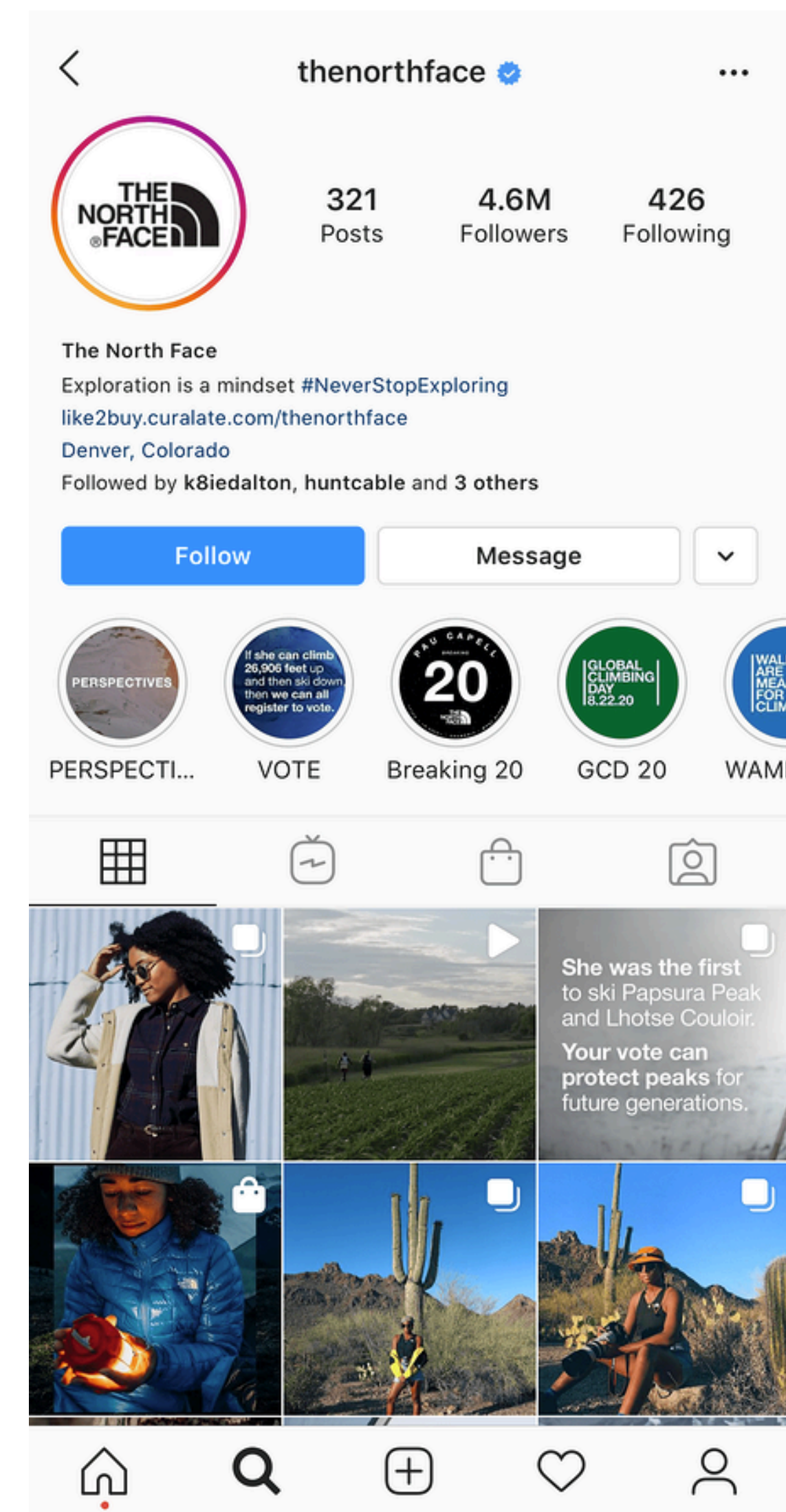






# Instagram Strategy

- Match your Instagram username with your Facebook and Twitter username.
- It's quality over quantity. Carefully compose and construct photos and videos, crop and edit until they are just right.
- Utilise the Instagram bio, add your website in and add a profile photo that fits a circle.
- Photo trends will go in and out of fashion so use consistent filters.
- Take your photos and videos on your phone camera, or professional camera. Don't use Instagram's own camera function.
- Post to your story regularly, it's great for engagement.
- Group stories on your profile front page, it's a great presentation for your product or service.
- Make the most of the photo caption.
- Hashtag your content, but don't be spammy; jump on trends.
- Ensure that your hashtags describe your content - i.e if you sell seashells #seashells #seashore #beach.
- Geo-tag your location.
- Instagram contests are hugely popular and are quick, cheap, and powerful.
- Reply to all comments.
- Use this platform to create exclusive sneak peeks or behind the scenes.
- Write alt text for all posts.





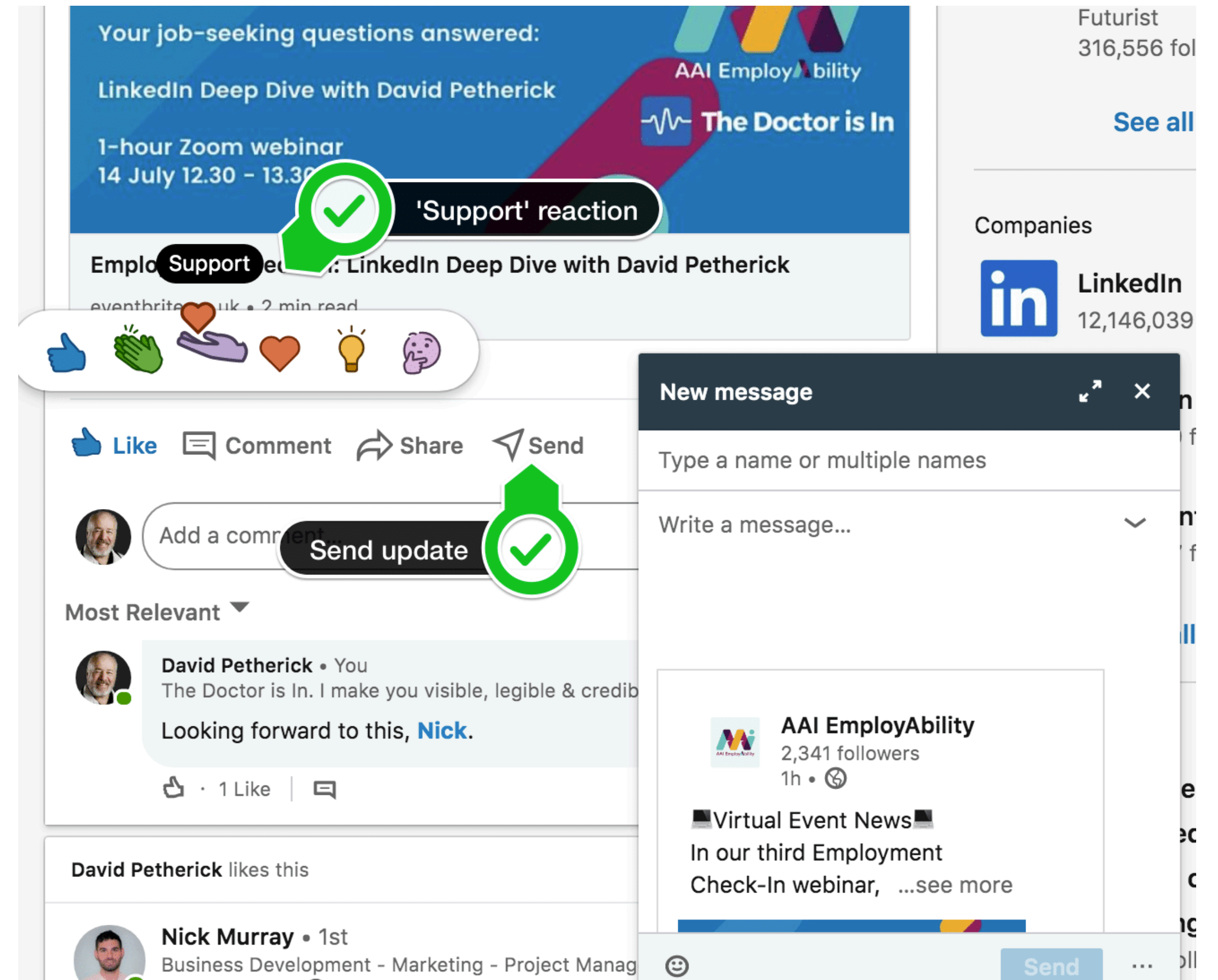


Connect to Opportunity™



# LinkedIn Strategy

- Match your LinkedIn page username with your Facebook, Twitter and Instagram username.
- Personal Profile and Company Page: Fill them in completely.
- Personal Profile and Company Pages: add a profile photo, logo and banner images.
- Personal Profile: Showcase your Achievements.
- Personal Profile: Interact with posts on your news feed.
- Company Page: Create a portfolio for your products and services.
- Personal Profile: Use Advanced Search and Get Introduced to find prospects and earn trust that leads to sales/partnerships. (take a look at the "People Also Viewed" box in the righthand sidebar for more people who might make excellent prospects).
- Personal Profile: recommend and endorse others.
- Personal Profile: join and be active in LinkedIn Groups.
- Write alt text on all posts.







# YouTube Strategy

- Create an engaging YouTube profile and description.
- Fill out your Channel Keywords.
- Create a trailer for your YouTube channel.
- Focus on quality, edit well, and grab FREE YouTube Music. If you're not good at video editing, consider hiring someone from Fiverr (always check their portfolio first!).
- Plan your greeting and sign off.
- Feature call to actions within your videos.
- Add a branding watermark to your videos.
- Write effective video descriptions.
- Invest in a good camera, microphone and lighting equipment.







# TikTok Strategy

- Know that TikTok's main users are aged between **15 and 25 years old**. Is this your target audience?
- Take advantage of existing trends.
- Find a balance between entertainment and promotion.
- Make sure you post regularly with original content.
- Don't give the hard sell on your product or services, this is an entertainment app. The best way to engage with TikTok users is to have fun and connect through humour.
- Use Closed Captioning.
- Always try to use videos, static photos don't get half as much engagement.
- Comment on other user's videos.
- If you're showcasing yourself or product, invest in good lighting or a ring light.



# The do's





# Soften the Professional Voice





















Humanise your brand and be emotive.


People use social media to connect with other people, so lower your barriers and show fans the real you, and the people behind your logo.



# Schedule Your Posts

- Plan for big events like Christmas and mini celebrations like Valentine's Day.
- Create a social calendar to remind you of what and when to post.  
(For example: sharing a new blog post on Monday, asking a question on Tuesday, an infographic on Wednesday, a quote on Thursday, etc.).
- Consistency can really help to boost levels of engagement.

A Month of Tweets				
Monday	Tuesday	Wednesday	Thursday	Friday
 FAQ	 Retweet	 Pro-tip	 Retweet with comment	 Behind-the-scenes pic
 MotivationMonday	 Key piece of content	 GIF	 Statistic	 Meme
 Twitter poll	 Ask a question	 WednesdayWisdom	 Successful past Tweet	 Shout out
 Positive brand news	 UGC	 Video	 Go live!	 One-liner





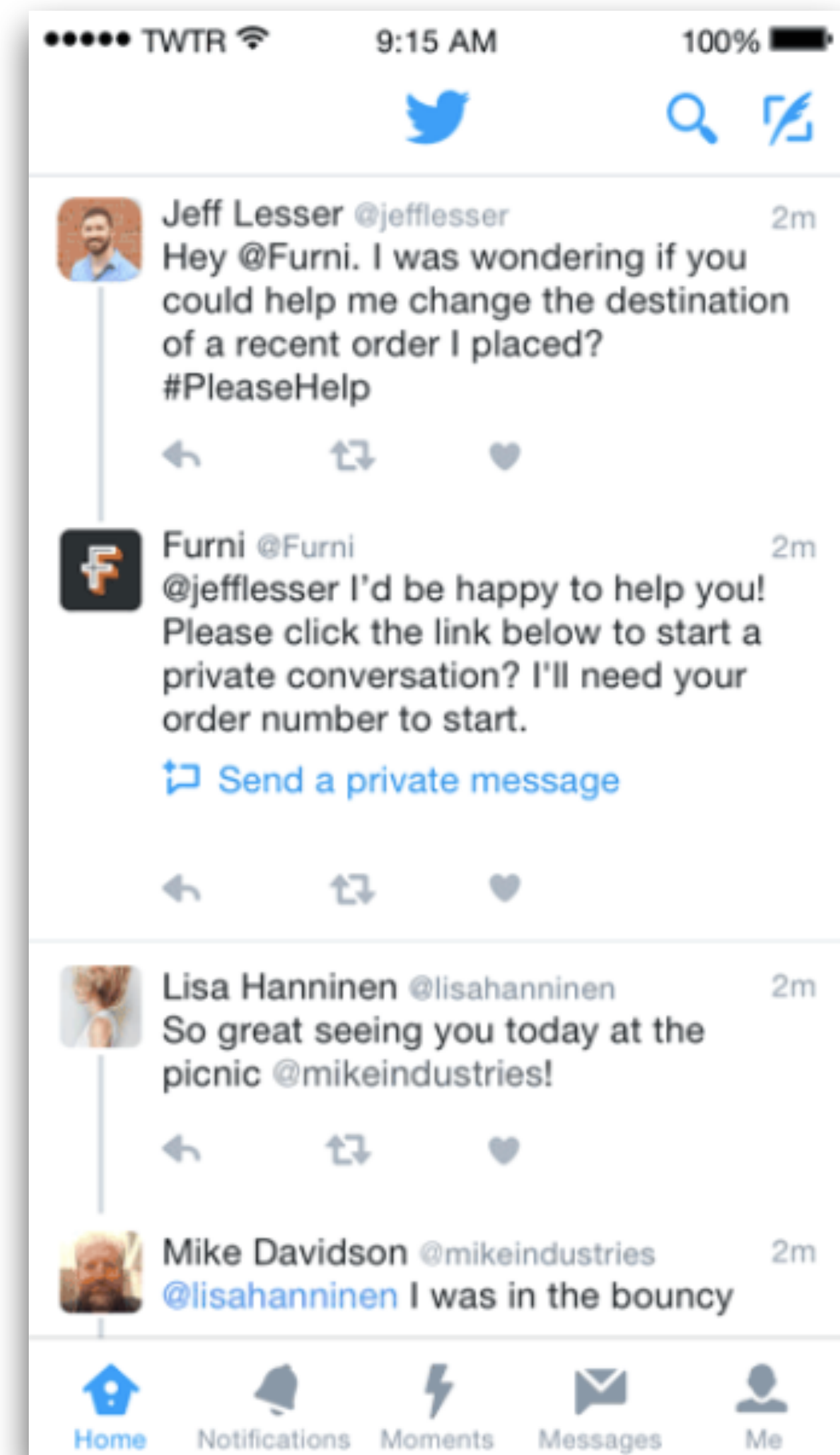
# Open The Floor

- Create content that gives your customers the opportunity to engage with your posts.
- Ask them questions or for feedback, they may help improve your business!



# Provide Excellent Customer Service

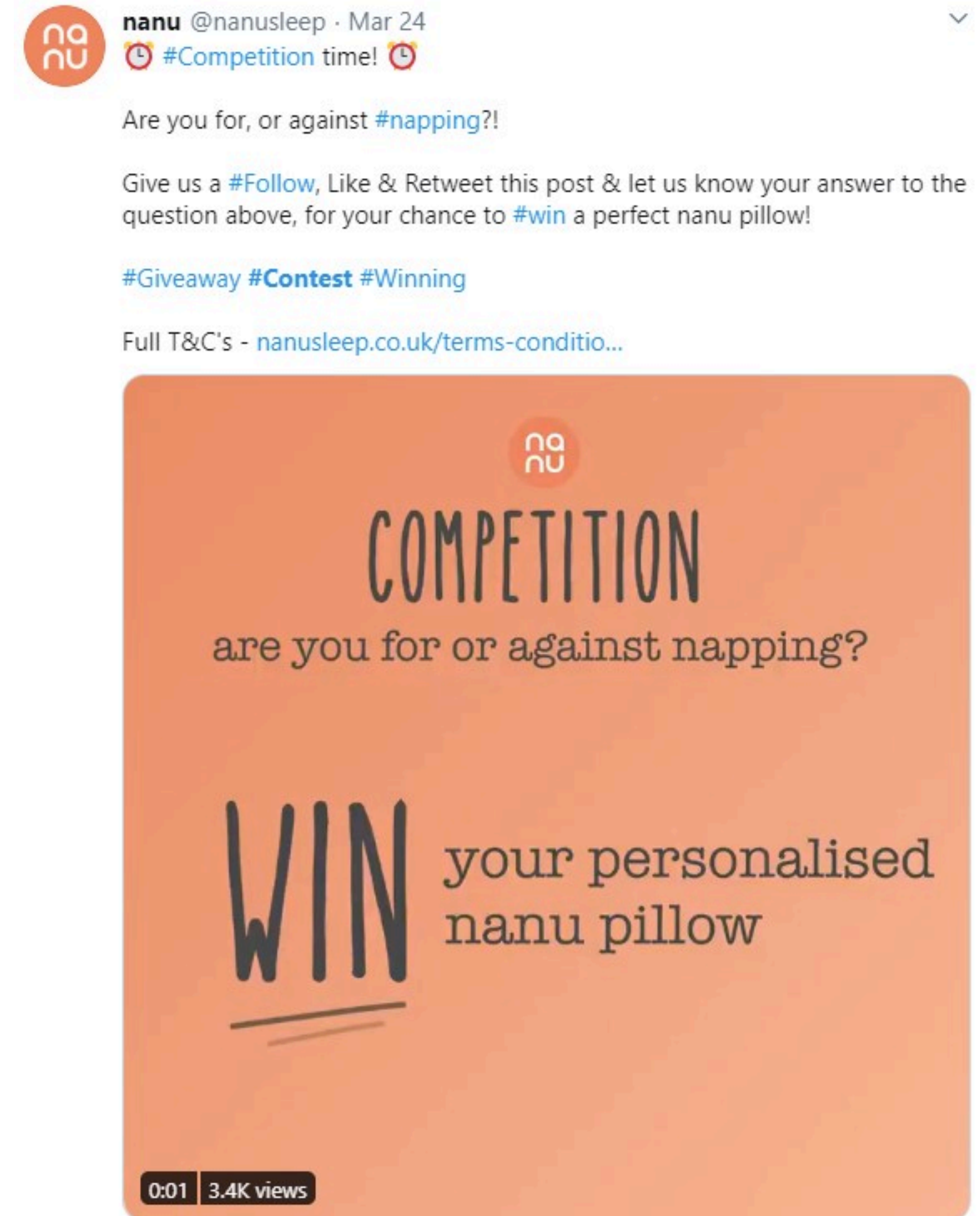
- Social media gives your company exposure to your customers 24 hours a day, 7 days a week.
- Deal with customer service issues as soon as possible after they arise.
- Other people will be looking at the way you deal with your customers when things go wrong.





# Run Competitions

- When a contest is run effectively it's a great way to build a strong following. People might not know about a brand or a business until they have heard about it after their family, friends and social cliques share them.
- It's a great way to build awareness about a product or a page



## Research your target audience

- Don't be focusing all your attention on TikTok if your audience is 60+
- Understand the generational gap between: Baby Boomers, Gen X, Millennials and Gen Z







### Baby Boomer

- Born 1946-1964
- Prefers face-to-face communication
- Starting to embrace modern digital technology
- Social Media Preferences: Facebook & LinkedIn



### Generation X

- Born 1965-1979
- Prefers email communication
- Comfortable with technology
- Social Media Preferences: Facebook & Twitter











### Millennial

- Born 1980-1994
- Prefers email or text
- First "digitally native" generation
- Social Media Preferences: Not loyal to any particular social media outlet



### Generation Z

- Born 1995-2012
- Likes written communication, but in-person meetings in the workplace
- Expects quick responses
- Social Media Preferences: Instagram & Snapchat

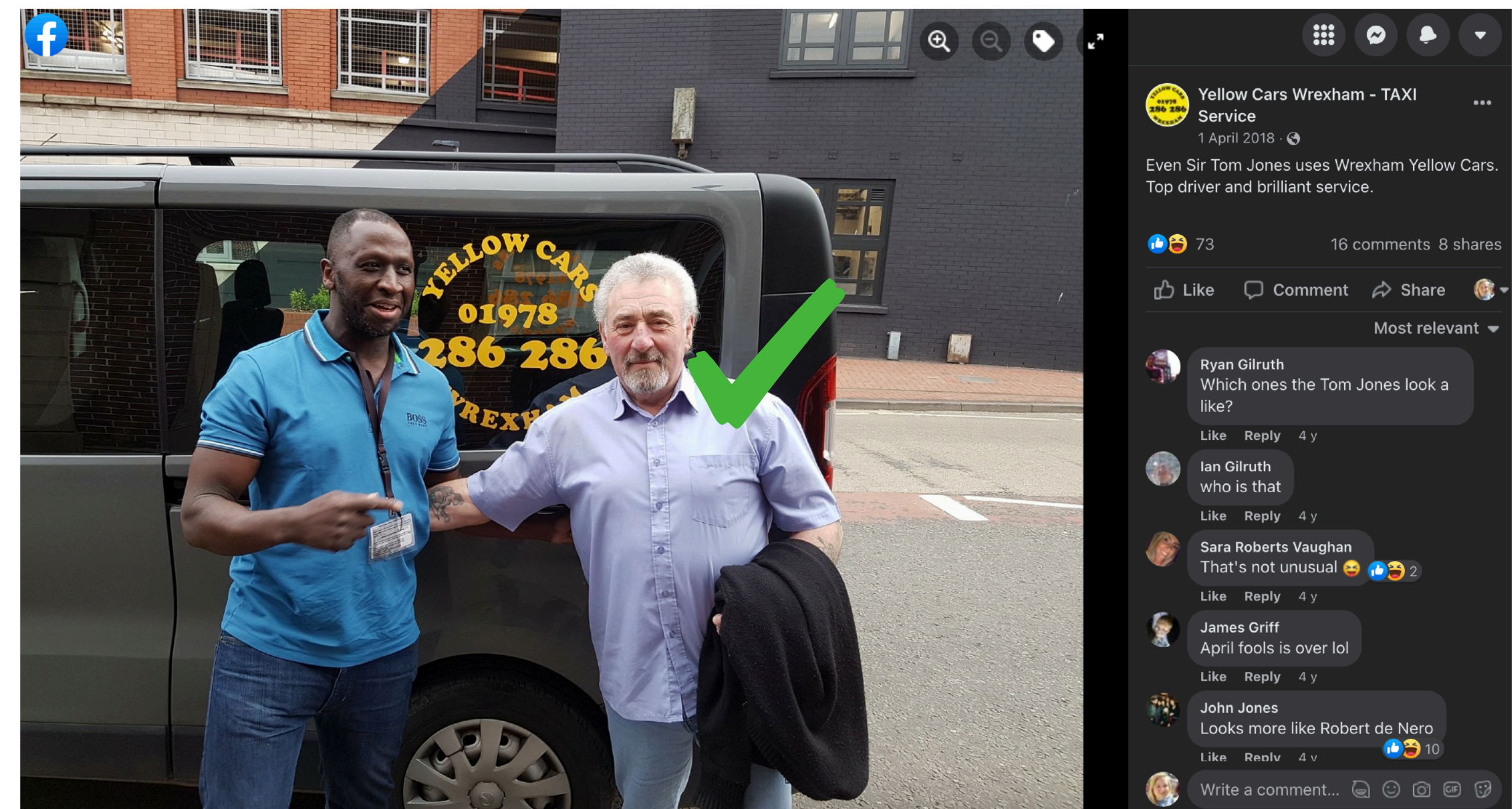
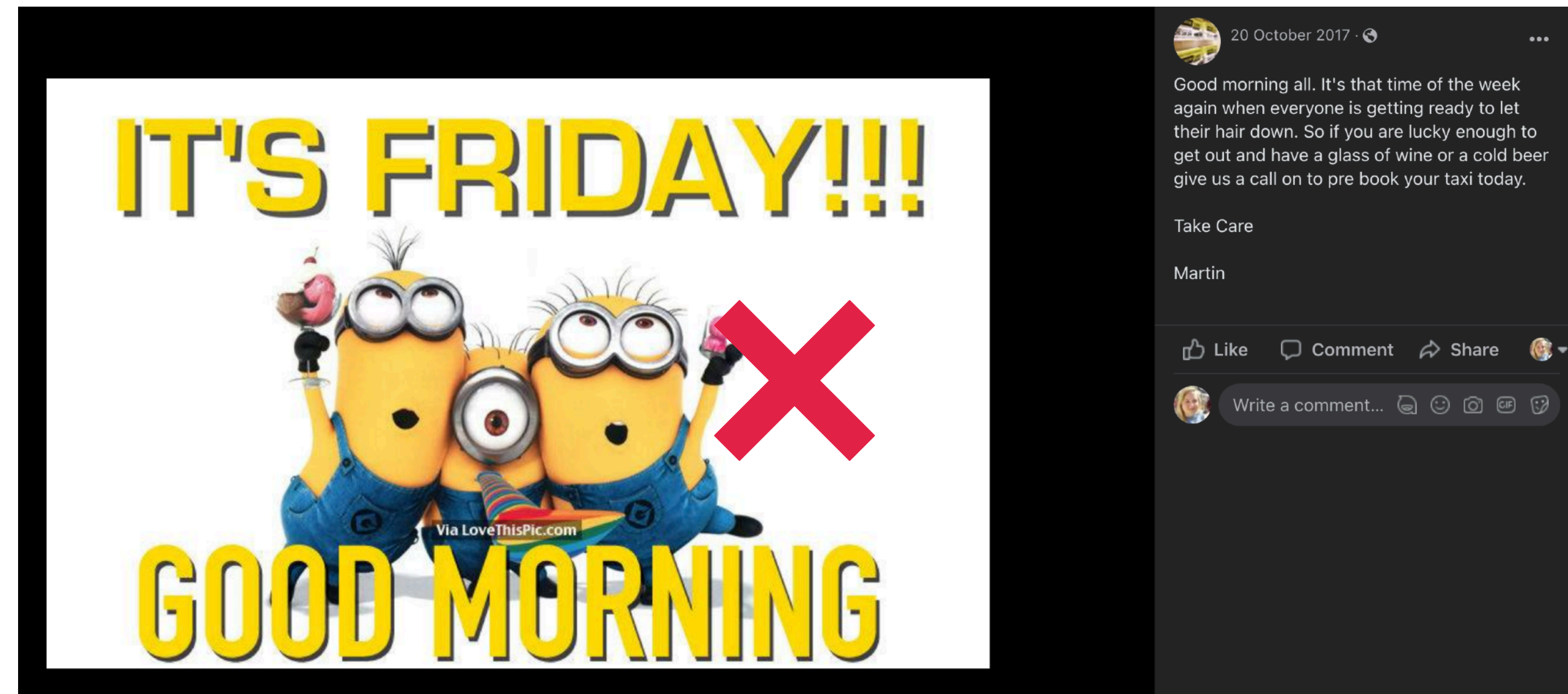
 <p>Desktop</p>	 <p>Mobile &amp; Tablet Devices</p>	 <p>Mobile Devices</p>	 <p>Mobile Devices</p>
 <p>5am - Noon</p>	 <p>Evenings (8pm-Midnight)</p>	 <p>Evenings (8pm-Midnight)</p>	 <p>Evenings (8pm-Midnight)</p>
<ul style="list-style-type: none"> <li>• They use Facebook most</li> <li>• Willing to read and do research before purchasing</li> <li>• Use blog articles, reviews, and emails</li> <li>• Love deals and coupons</li> </ul>	<ul style="list-style-type: none"> <li>• They are the most active group on Facebook</li> <li>• Love watching online videos</li> <li>• Respond to customer-focused blog content</li> <li>• They make up the majority of Twitter users</li> </ul>	<ul style="list-style-type: none"> <li>• Heavily use all social media platforms</li> <li>• Love live videos for connection</li> <li>• Like user-generated content</li> <li>• Prize authenticity</li> </ul>	<ul style="list-style-type: none"> <li>• Heavily use all social media platforms</li> <li>• Will watch short videos</li> <li>• Engage with quality memes</li> <li>• Respond to photo-focused content</li> </ul>
<ul style="list-style-type: none"> <li>• Don't reference their age, create content for their stage of life</li> <li>• Will unfollow if too much spam or irrelevant content</li> </ul>	<ul style="list-style-type: none"> <li>• Will unfollow if the business' beliefs don't match their own</li> </ul>	<ul style="list-style-type: none"> <li>• Harder to impress because they have grown up with the internet</li> <li>• Will unfollow if they have a bad experience with the business</li> </ul>	<ul style="list-style-type: none"> <li>• Will unfollow if they feel the ethics of the business are wrong</li> </ul>

**Make Original Content**



# Why?

- Don't have a good camera? Think again! These days, the phone you own contains a camera good enough to capture great content and can be one of your most powerful marketing tools.
- It's the best way to get free original content to post.
- Stock imagery can be cringey at times and 100 other businesses may have shared the same image.
- People like to see the team and behind the scenes.
- Engagement will be higher.





**Add your social profiles to your  
email signature**



# Why?

Think about how many emails you send per day. Now imagine each email you send is a chance for someone new to find out about your social media profiles.



**Katelyn Dekle**

*Graphic Designer / Owner*  
Studio 1862, LLC

E: [art@studio1862.com](mailto:art@studio1862.com)  
[www.studio1862.com](http://www.studio1862.com)  
[Book an appointment](#)  
[Client Login](#)

[Instagram](#) | [Pinterest](#) | [Facebook](#) | [Twitter](#)

**Use emoticons to increase  
engagement**



# Why?

Posts with emoticons receive on average:

- 57% more likes
- 33% more comments
- 33% more shares



# The don'ts

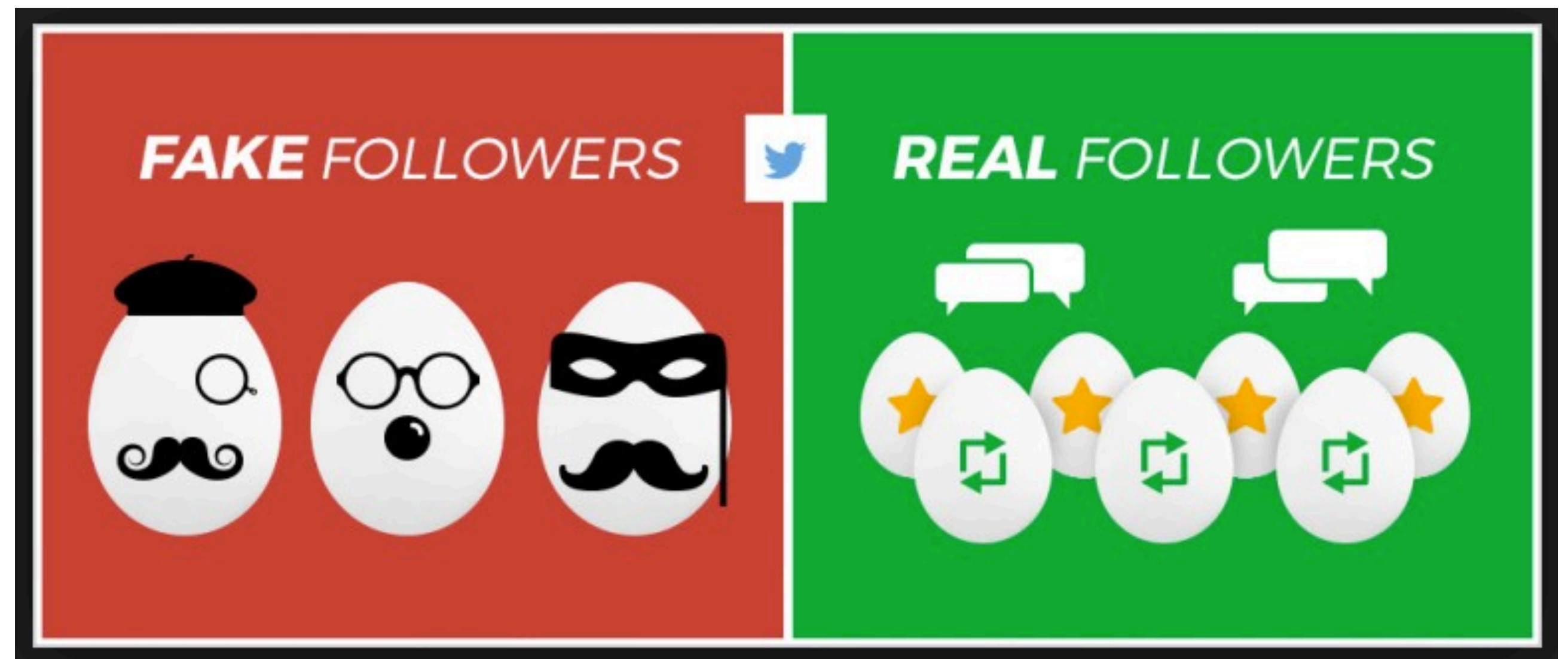




**Buy Followers**

# Why?

- The aim of social media is engagement with your users. If your users are bought, they're not going to like, share, follow, retweet, favourite your content.
- If you buy 1,000 followers, you can't guarantee they are people who'd be interested in your business, or if they're even real accounts.
- Social media works on clever algorithms that tailor content to likeminded users. If you've purchased your following, your account is going to tailor to those users.
- Social media channels and users no longer pick favourites over profiles that have a bigger following, it's all about the quality.





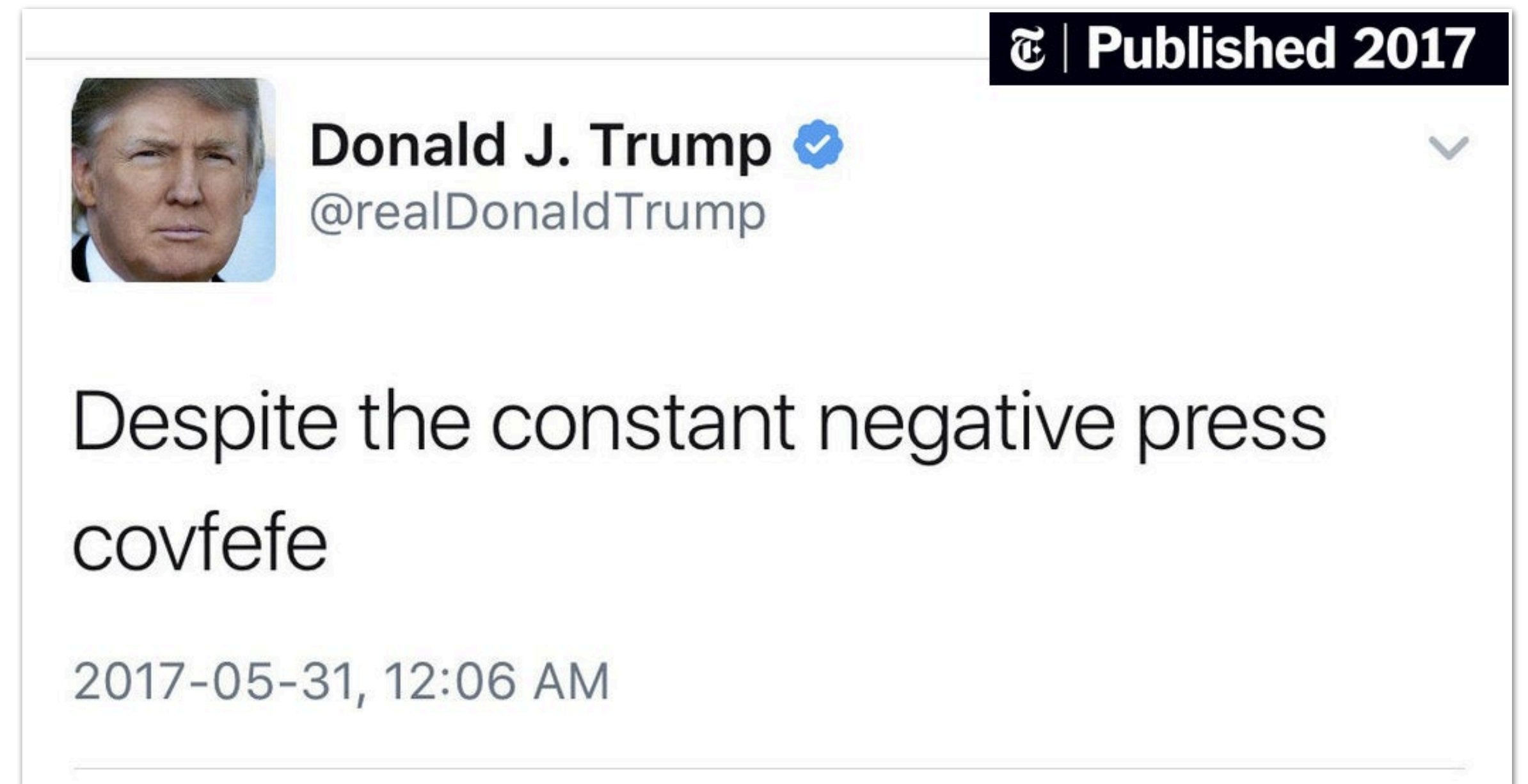
**Sleppping**

**...Spelling**

**...Spelling!**

# Why?

- Unprofessional.
- You can delete it and upload again, but it's almost guaranteed a couple of people have already seen it in the time it's been posted.
- It's easily avoidable with the likes of Grammarly.





**Post Pixelated/Blurry Content**

# Why?

- Unprofessional.
- Not engaging if users are not be able to see or read what's in the image.
- You can delete it and upload again, but it's almost guaranteed a couple of people have already seen it in the time it's been posted.







# Supercharge Your Socials: The Tools

Grammarly





Grammarly is a **FREE** app or extension for your browser that checks your grammar, spelling, plagiarism, and more in real-time on a number of different platforms, including Microsoft Word, WordPress, Facebook, and more.

<https://app.grammarly.com/>

Buffer

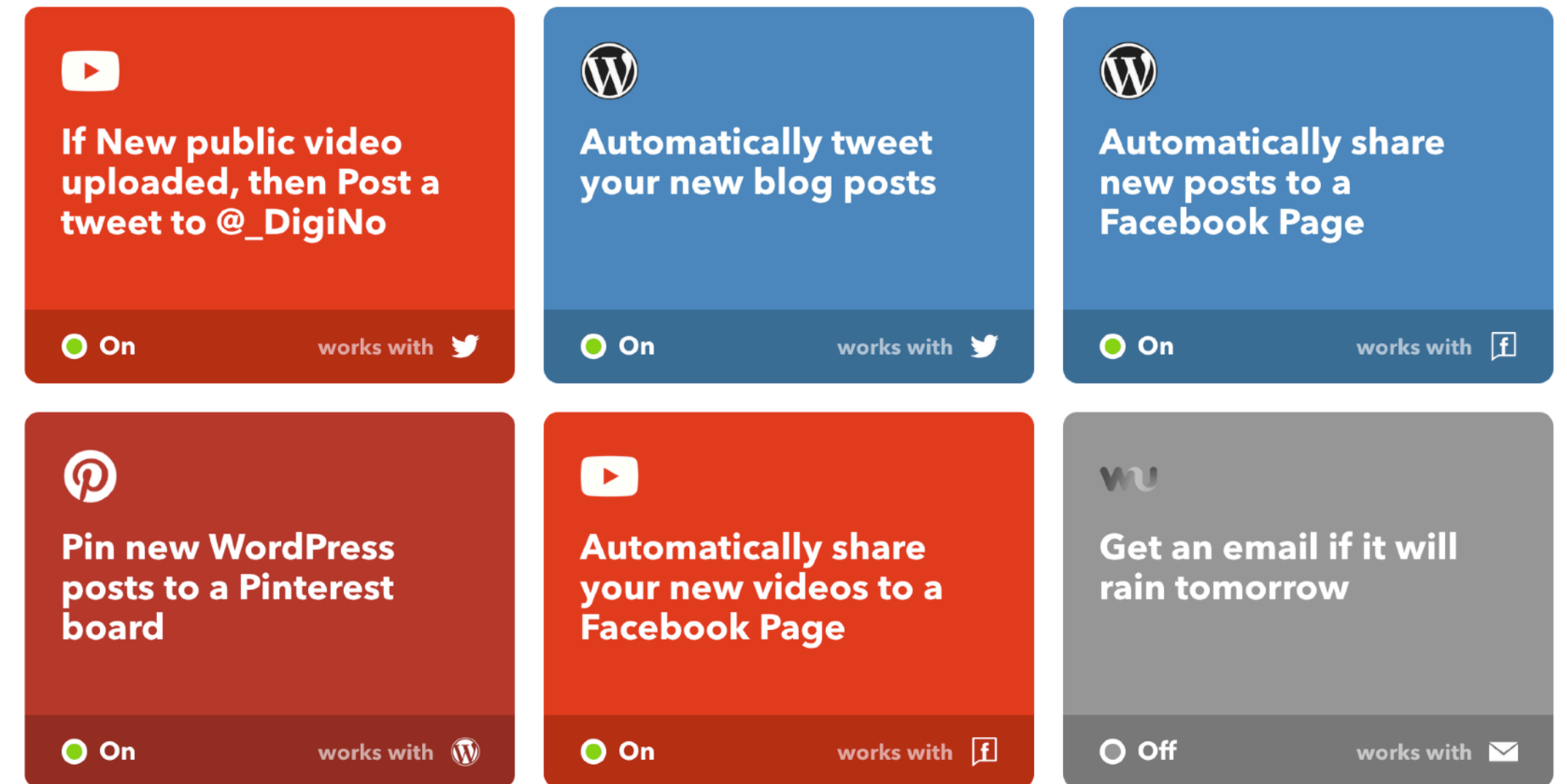


**Buffer is an online application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn all at once.**

<https://buffer.com/>



IFTTT



Currently, with IFTTT, you can connect all your "services" together so that tasks are automatically triggered and completed. There are numerous ways you can connect all your services - and the resulting combinations are called "Applets".

<https://ifttt.com/>

# Display Purposes











Display Purposes finds you the best hashtags for your Instagram account. For example, if you are a cake designer, you will be recommended: #cakedesigner #cakedesign #fondantcake #cakeart #cakedecorator #sugarart #cakedecorating #instacake #fondant #cakestagram #cakes #weddingcake. The more information you can add, the more detailed hashtags you will have as a response.

<https://displaypurposes.com/>

Gleam.io



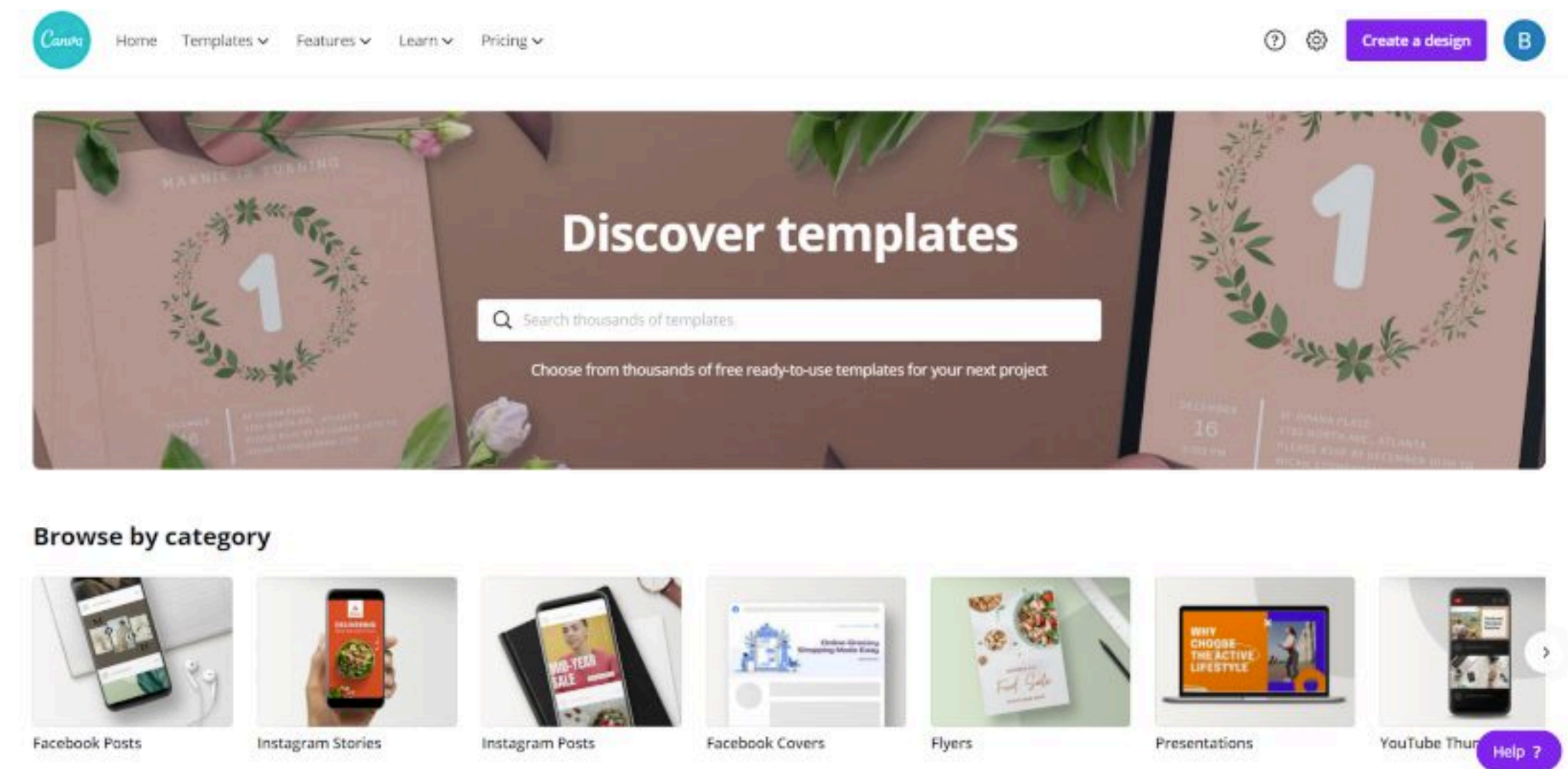
	Comment on this article	+2
	Subscribe our Newsletter	+1
	Visit YouTube Channel	+2
	Follow on Twitter	+2
	Enter using Pinterest	+2
	Upload a video of you dancing	+1

**Gleam is a platform that helps small businesses run competitions and incentives. It makes it easy to track multiple methods of entering giveaways.**

<https://gleam.io/s>



Canva



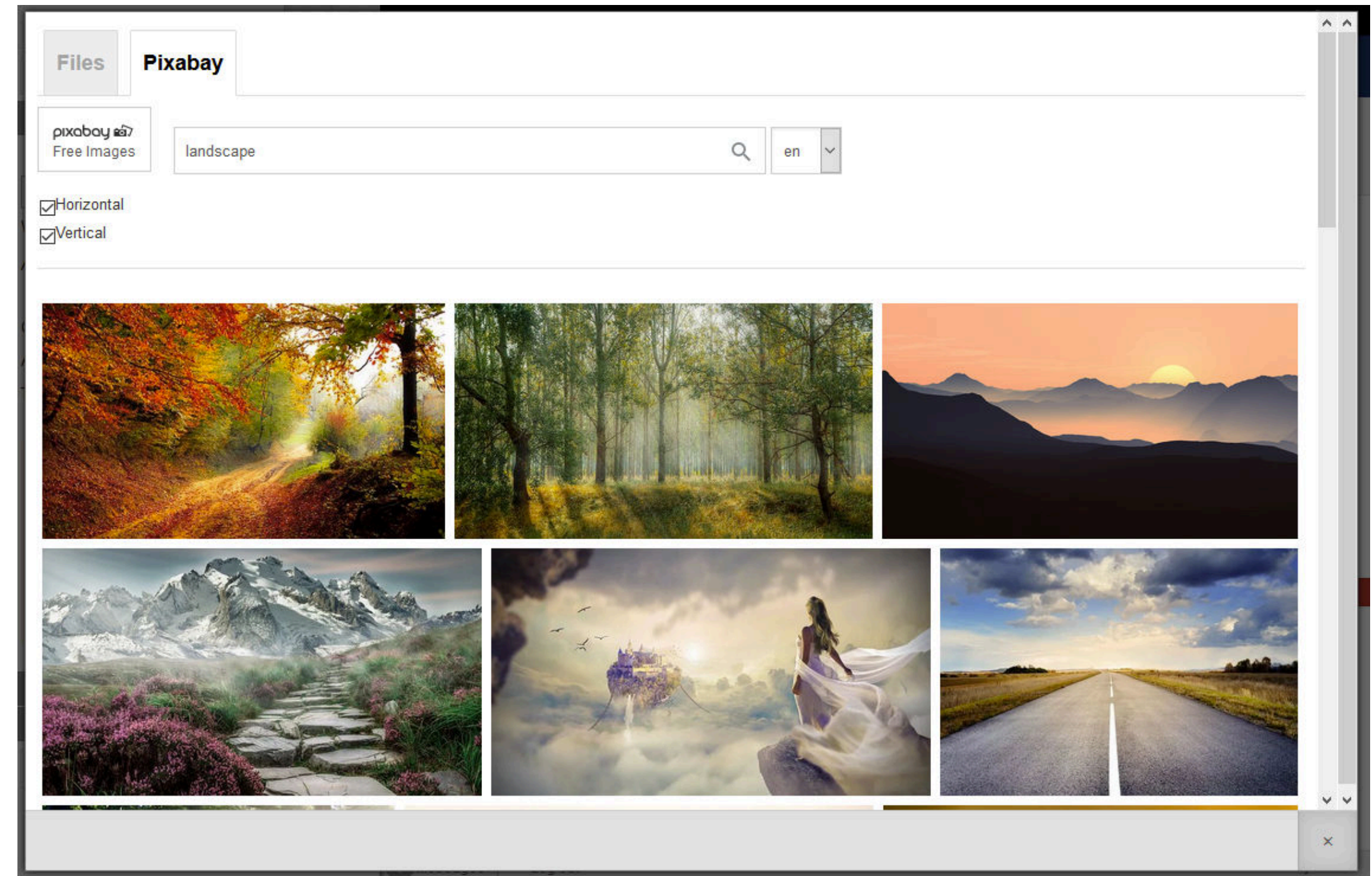
Canva is a free graphic design platform that's great for making social media posts. A drag and drop interface makes customising thousands of templates simple and easy.

Canva's wide array of features allow you to edit photos without extensive photo editing knowledge or experience.

<https://www.canva.com/>

Pixabay



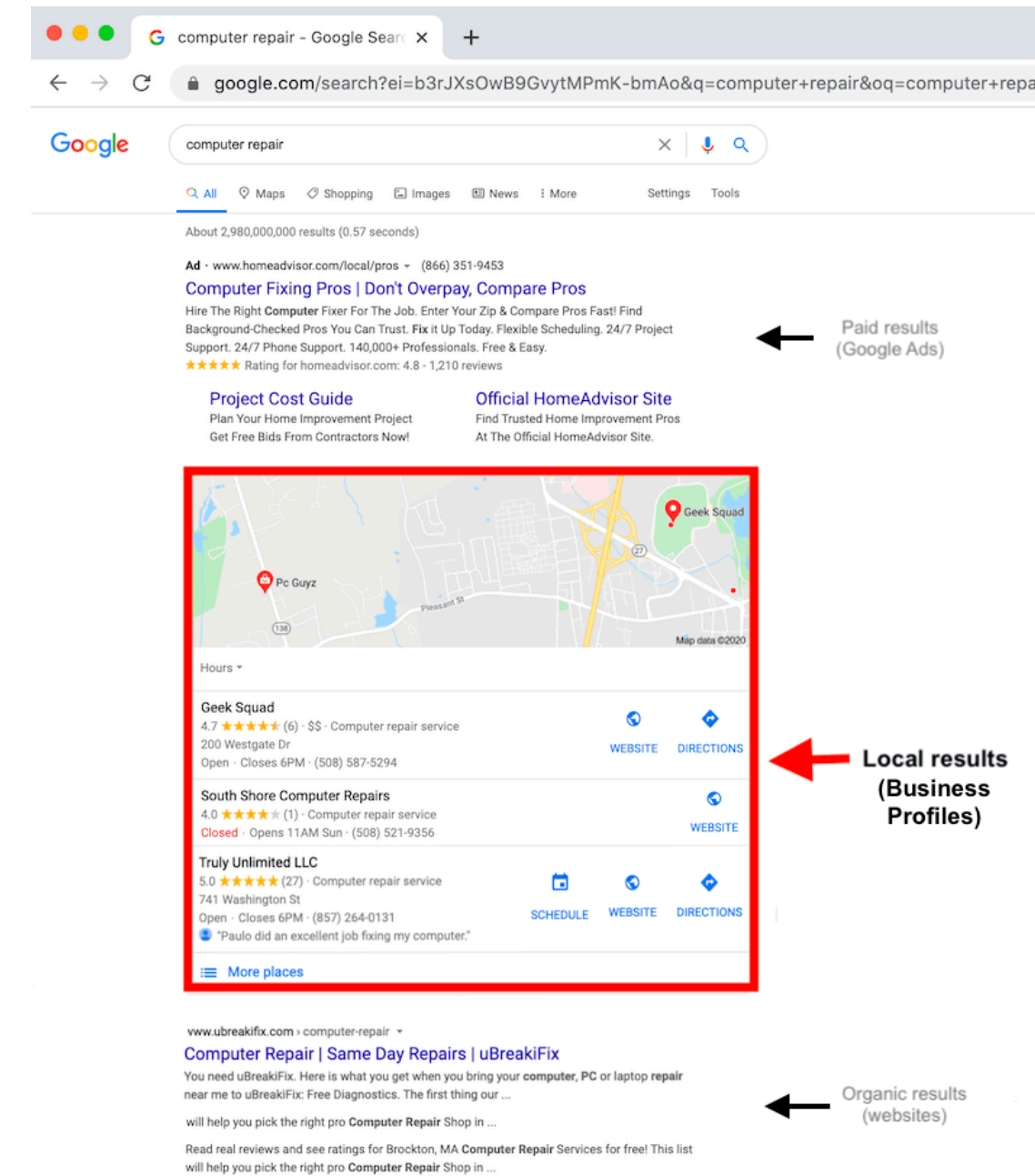


**Pixabay is a free stock photography and royalty-free stock media website. It is used for sharing photos, illustrations, vector graphics, film footage, and music, exclusively under the custom Pixabay license.**

<https://pixabay.com>

**Google My Business**

Google  
My Business



Google is the world's most-visited website. The site currently holds more than 92% of search engine market share. Creating a Google Business Profile (formerly known as Google My Business) is an important way to attract new customers to your business through Google search and Maps.

[https://www.google.com/intl/en\\_uk/business/](https://www.google.com/intl/en_uk/business/)



# **FREE Online Learning Resources**

**How to Create a Social Media Strategy in 2022 (Step-by-Step Guide)**  
19K views • 5 months ago

Later: The All-In-One Social Marketing Platform

As a social media strategist, business mentor, and agency owner, Stephanie Gilbert has worked with tons of brands over the years ...

Intro | The artist and the scientist hats | Overview of what you'll learn | Clarifying your objectives and... 11 chapters ▾

**Social Media Strategy (STEP-BY-STEP!)**  
18:56

**Social Media Trends in 2022**  
31K views • 2 months ago

Neil Patel ✓

Social media constantly changes, but this year it's going to be different. You're going to be prepared. Today I'm going to break ...

Subtitles

6:02

YouTube is the fountain of knowledge when it comes to anything online marketing related.

LinkedIn learning has a specific small businesses area to equip you with marketing, building and social media.

<https://about.linkedin.com/coronavirus-resource-hub/online-courses>



**For small businesses**

How small businesses navigate the challenges of today's economy

**Sample courses:**

- Marketing for small businesses
- Building a small business website
- Social media for small businesses

[See all courses](#)



**Total cost of tools:  
£0**





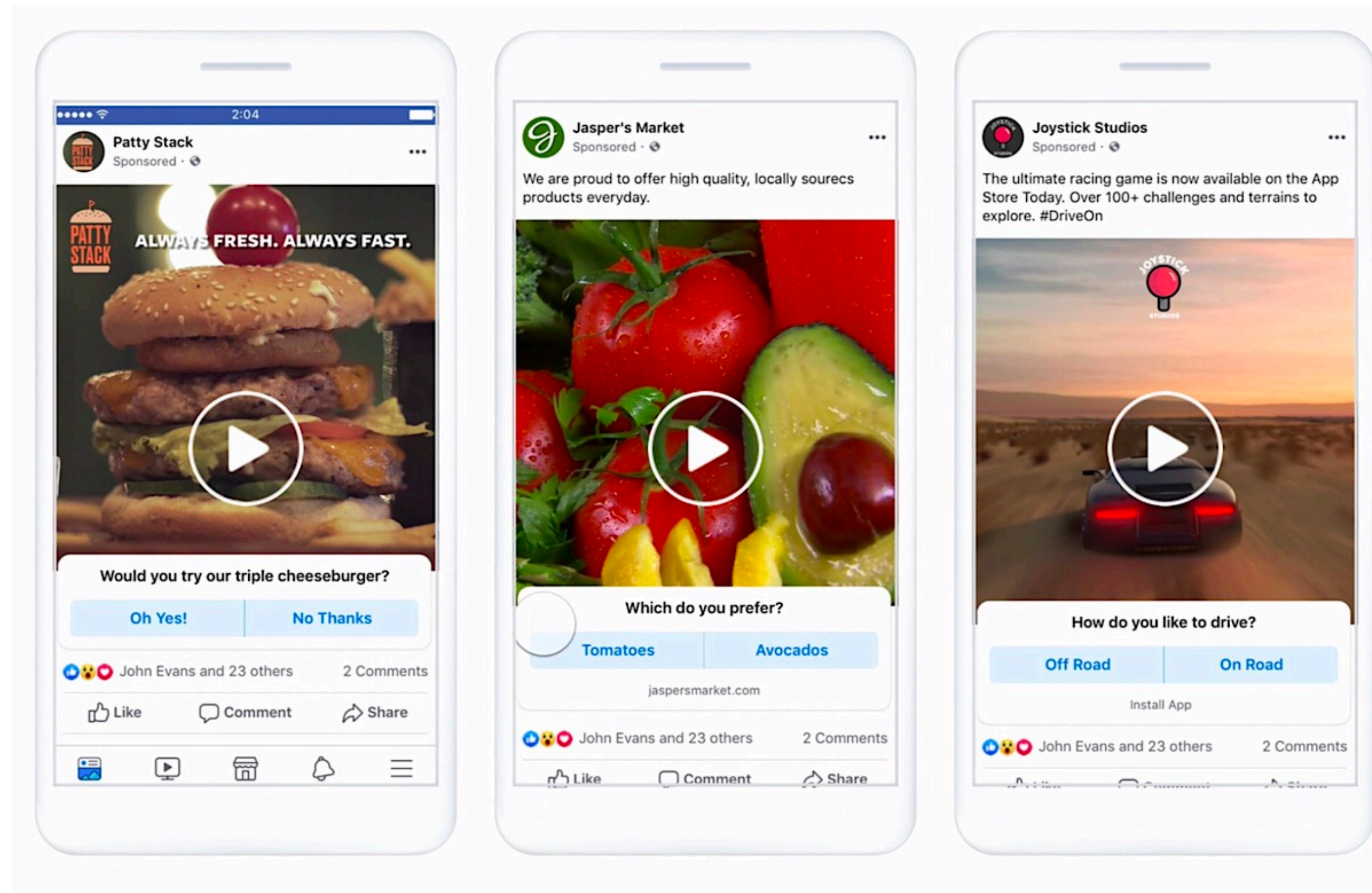
PPC





**What is it?**



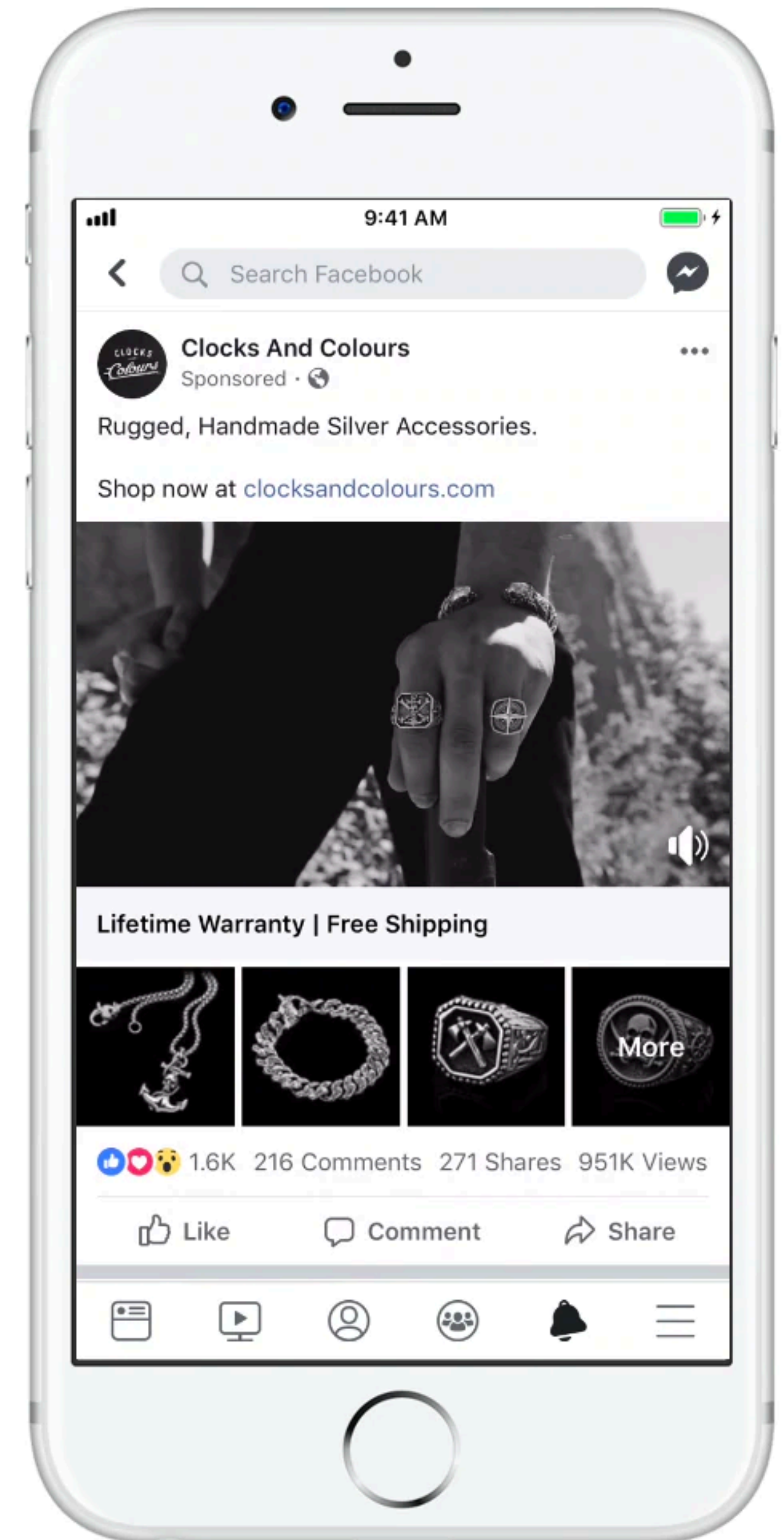


PPC stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. It's a way of buying visits to your site, rather than attempting to “earn” those visits organically.



If you are a business that sells your products online, PPC can be highly valuable.

Every time your 'sponsored' advert is clicked, sending a visitor to your website shop, you pay a small fee. When PPC is working correctly, the fee is very small. In other words, if you were an IT business and sell parts online, you pay £1.00 for a click, but the click results in a £250 sale for a monitor, then you've made a great profit.



**Facebook and Instagram**

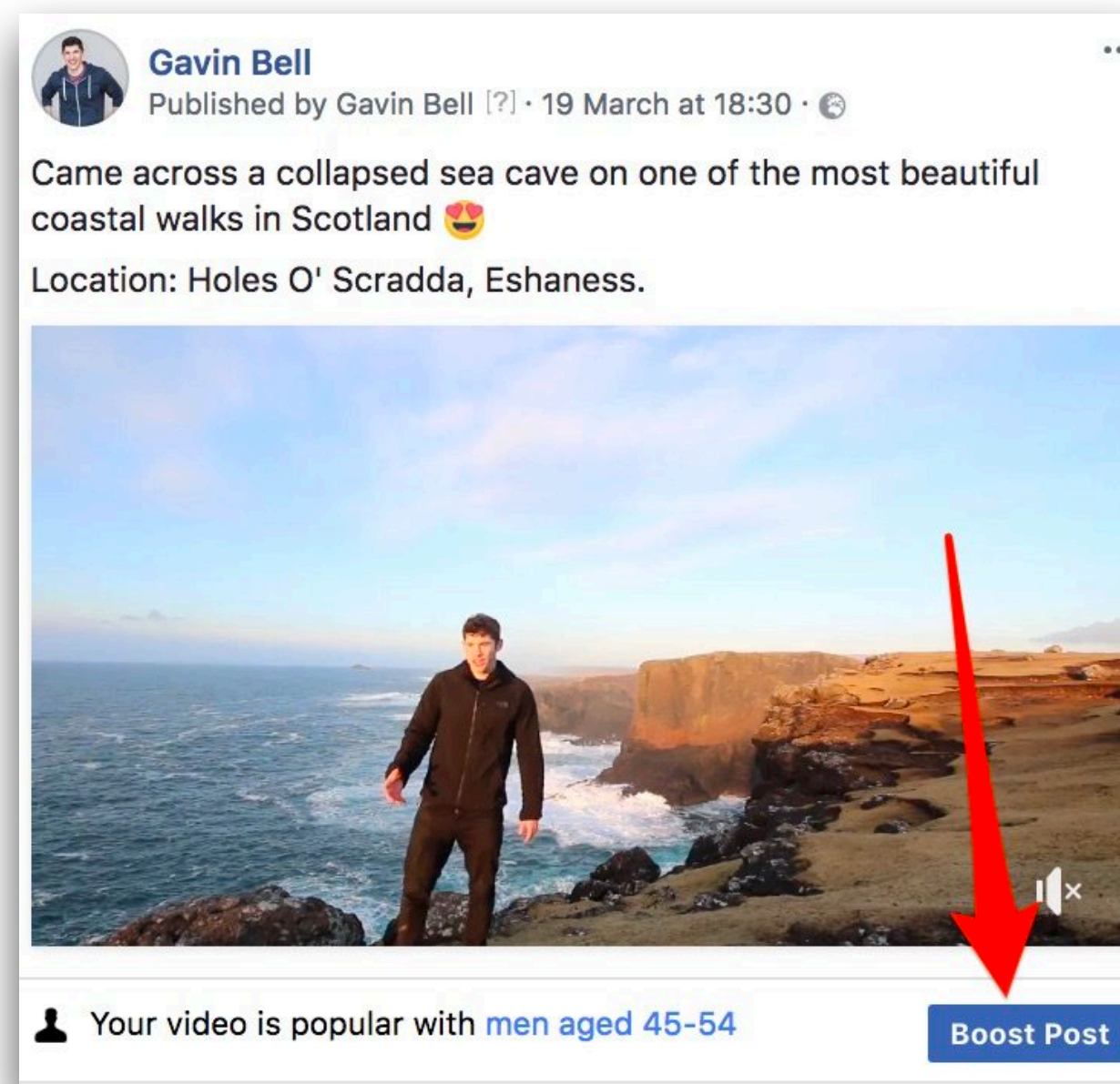
**Boosted Post**

**VS**

**Sponsored Ads**



# Boosted Post



A boosted post is a post that you've made on your page's timeline that you can boost to a limited audience of your choosing for a fee.



## **Pros of Boosted Posts**

- Boosted posts can be a great way to help your content reach more people.
- Easy to set up as you work directly from your timeline.
- Compared to other forms of advertising, they can be more affordable .

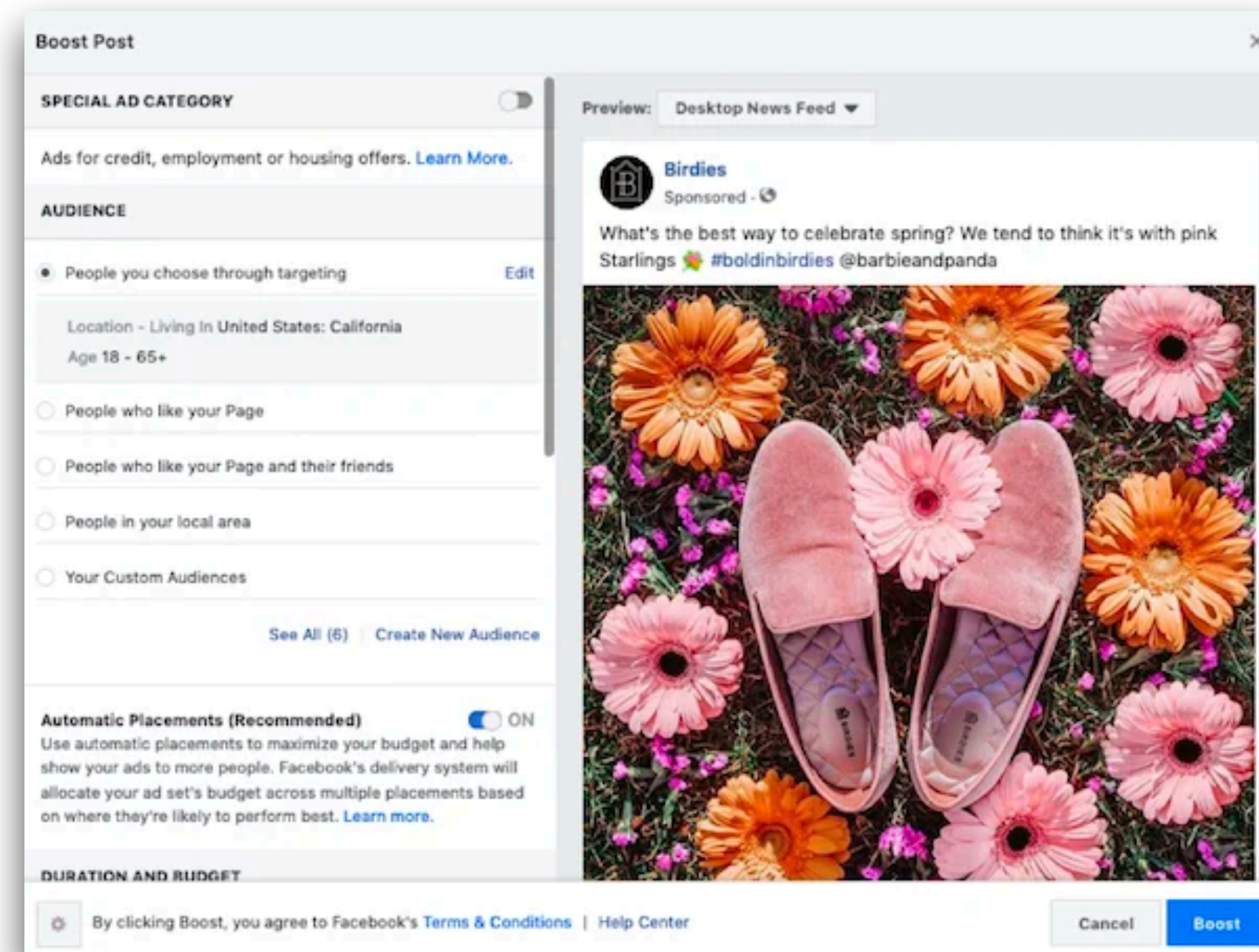
## **Cons of Boosted Posts**

- These still show up as "ads" to your audience so they'll know that you paid for the reach rather than it happening naturally.
- You have limited options when it comes to creating your ideal audience.





# Sponsored Ads



Unlike boosted posts, Facebook ads are created in the Ads Manager where you'll have many more customisation options to choose from.

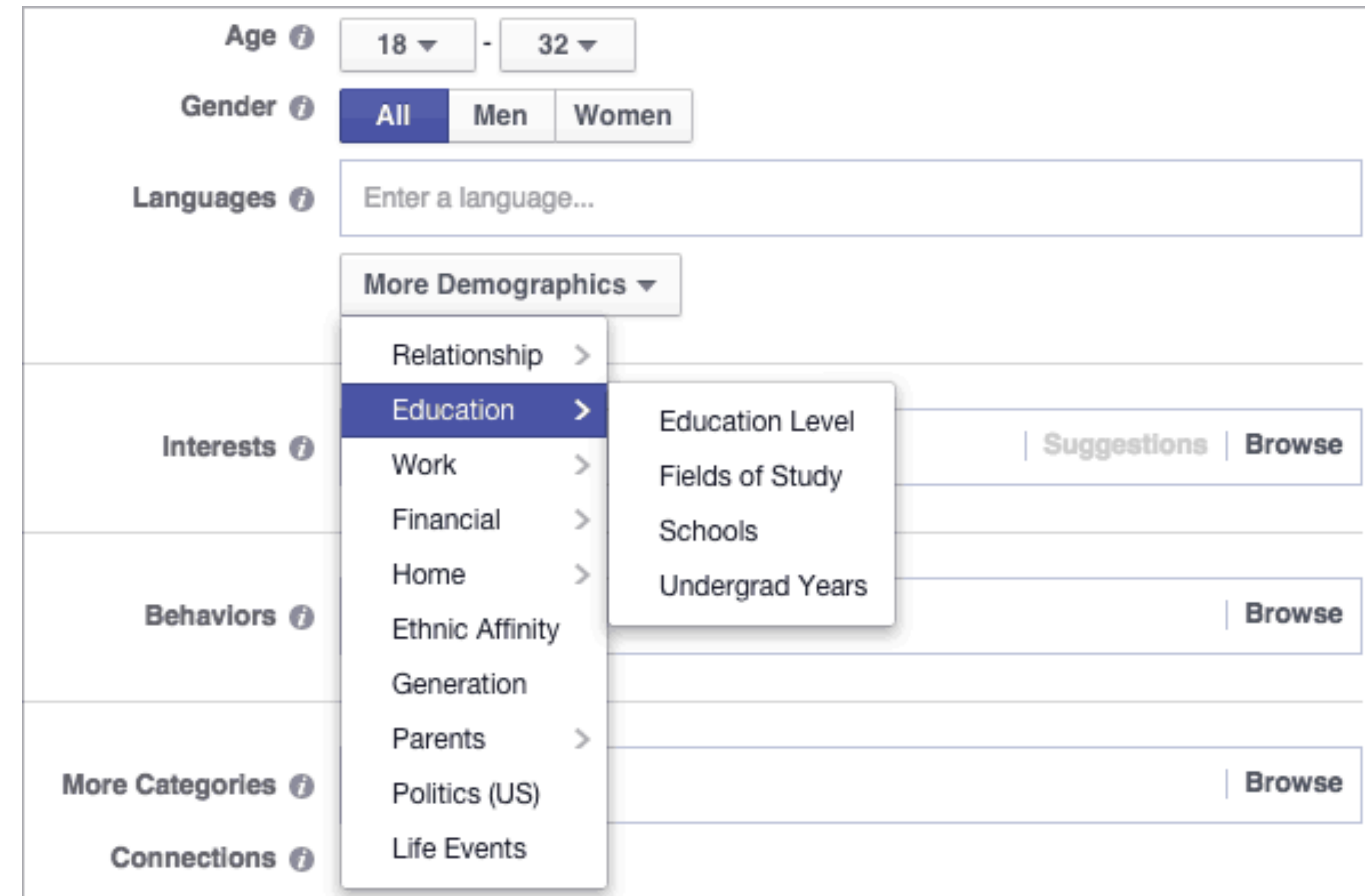


## Pros of Facebook Ads

- You can choose where your ad is placed. In addition to the Facebook time and Instagram, you can also choose from the Messenger ads, Instagram stories, instant articles, and Audience Network.
- Be goal-oriented. Choose from options like store traffic, conversations, and lead generation.
- Get creative. Facebook ads include carousels, allow for specific descriptions, and provide a call-to-action button to motivate your audience to do something.
- Find your audience. Facebook ads give you many demographic options to reach your ideal audience. They also have advanced tools that allow you to create “lookalike audiences” and create overlapping audience types.
- Typically better conversion rates than boosted posts.

## Cons of Facebook Ads





- Takes a while to setup and requires a certain amount of knowledge of Ads Manager.
- Requires in-depth knowledge of your ideal audience.
- Ads are created from scratch rather than boosting an existing post that’s already doing well. Facebook ads can be more expensive than boosted posts.



## Boosted Post

-  Appears on Your Facebook Page
-  Starts as a Post
-  Click "Boost Post" To Create
-  Limited Targeting & Setting Options

## Facebook Ad

-  Does Not Appear on Your Facebook Page
-  Starts as a Customizable Ad
-  Created in Ads Manager
-  Many Targeting & Setting Options

# The Bottom Line

- Success in social media comes from building strong and long-lasting relationships with customers and professional contacts.
- Share the type of content they will want to share to friends, family, and colleagues.
- Work out what it is you want your customer to do. To buy your products? To visit your website? To share your content? To feel confident in your brand?
- Browse through social channels you aspire to be like. Make notes on what they are doing well and think about how you can work that into your strategy.
- Be prepared to put in the hours. A company's social media presence that in time gets abandoned is the digital equivalent of turning your lights off.
- There's no shame in outsourcing to social media freelancers, or virtual assistants if you're not comfortable. Social media can be time consuming, and this could give you the chance to focus on other parts of your business.



# Thanks!



**Populi Media**

**Websites | Branding | SEO | PPC | Photos and Videos**

**<https://populimedia.co.uk>**