



Sher Social Media Management

SOCIAL MEDIA BASICS

October 4, 2022



HOW TO USE SOCIAL MEDIA EFFECTIVELY

Here are some basic terms that are used and their definitions:

Using the tools, services, and strategies of social media platforms like Twitter, Instagram, and Facebook have become standard practice for marketers. Whether it's a seasoned marketer or a beginner, working in the field of marketing today requires thorough knowledge of social media. And it all begins with the social media marketing terms and definitions.

Blog

A blog is a truncation of 'weblog' and refers to a discussion or informational website published on the web and updated frequently by an individual or enterprise. Blog entries or posts are often informal, diary-style text displayed in reverse chronological order. Digital marketers and business owners stay updated on the latest social media developments by reading social media blogs.

Clickthrough Rate (CTR)

Click-Through Rate or CTR is a very popular social media marketing term which forms part of almost every activity on any social media platform. It is a measure of the percentage of users that click on your post. It is calculated by dividing the number of link clicks by post impressions or the number of views. The higher the CTR score, the better for a business

Conversion Rate

This is one of the important social media marketing terms. Conversion Rate in social media terminology refers to the percentage of users who follow through a social post or ad's call to action. This can be a download, purchase, or some other desired action depending upon the marketer's conversion goal. Conversion rate is one of the top indicators of a company's marketing strategy performance.

Direct Message (DM)

A Direct Message is a private message between social media users that can only be seen by the sender and the recipient.

Engagement Rate (IMPORTANT)

Engagement rate is a metric that tells how much interaction a social media content earns from followers. It is calculated as the percentage of users who engaged with your post of the total number who viewed it. A good engagement rate (1-4%) indicates an effective social media marketing campaign.

Feed

A social media feed is among the generic social media marketing terms used to stream content you see from various social media accounts. It is a wall-like layout that displays all your brand's content from different social media platforms.

Hashtag

A hashtag (#) is a word or phrase preceded by a '#' sign used to connect posts on social media to other posts on the same subject or a trending topic. Hashtags are a way to make it easier for users to search for posts related to specific topics.

Share

Share refers to how many times a piece of content has been reposted on social media. There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed.

Shareable content or content that is useful, entertaining, and inspiring is more likely to get shared by users on social media.

Story

A social media story is a collection of images and short videos that can be shared with other users. A story disappears after 24 hours, making them ephemeral. Marketers use the storytelling aspect of social media to tell stories about brands, products, or services.

Targeting

Targeting is a social media marketing term that refers to how you target a specific audience to display adverts and posts. Most social advertising platforms allow advertisers to define, identify audiences based on age, location, gender, and other demographics. Your social media target audience consists of people you want to appeal to, which will help develop your brand guidelines.

Viral

Viral is a term that refers to the content shared across social media such that it spreads exponentially. Marketers often use viral content as a strategy to promote brands and products.

Now that you have some basic terminology, next is to understand what kinds of posts get the most interaction with your market.

We'll look at Facebook for these examples, but they also apply to Instagram, Twitter, LinkedIn and most of the other platforms as well.

15 Facebook post ideas to increase engagement

If you're looking to revamp your [Facebook strategy](#), you must ensure you're posting engaging content that your audience enjoys. Engaging content is the key to increasing reach and interaction with your Facebook Page.

Ask questions

One great way to start conversations with your audience is by simply asking questions. It seems so basic, and you shouldn't use this for every post, but it's still a powerful strategy.

Think creatively about the types of questions you can ask. You can work to get genuine audience and customer input on business decisions. Or you can ask random questions that are relevant to your industry in an attempt to get more engagement on your post. Here's a great example of Scholastic asking their followers a relevant question to their industry: "What are you reading today?"

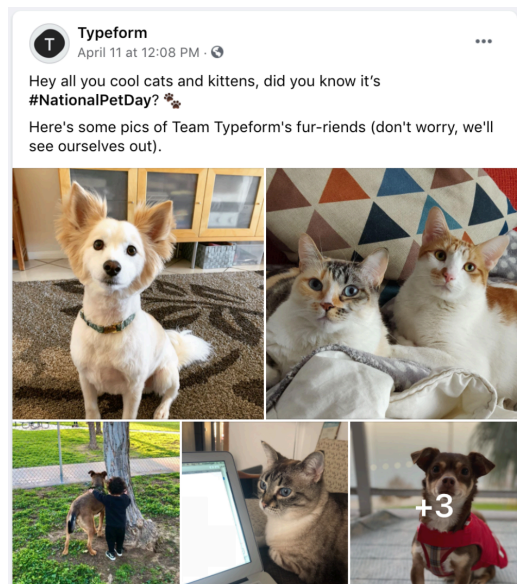
Consider how you can also ask your audience relevant questions that are fun and easy to respond to. You may even generate future content ideas from their responses.



Behind-the-Scenes

Another great Facebook content idea is sharing behind-the-scenes (BTS) photos of your business. There are many ways to do this. Show how products are made, introduce your employees, or include bloopers of other videos or campaigns.

We're loving Typeform's way of going BTS for National Pet Day by showing off some of their employees' furry friends!



Trending topics

One great way to increase reach *and* engagement is to post about trending topics people are talking about. Not only can this increase your chances of appearing in feeds, but people will be more likely to comment on and share your posts as well. Our example here is a post by Dr. Seuss's Facebook Page jumping on the trending topic of the age, staying home and social distancing.

Branded graphics

Another great post idea – that honestly is perfect for every single online platform – is creating branded graphics with your company’s logo, fonts and colors incorporated.

These are perfect because they’re so versatile! Share quotes, memes, motivational sayings, relevant tips and more all in various branded graphics.

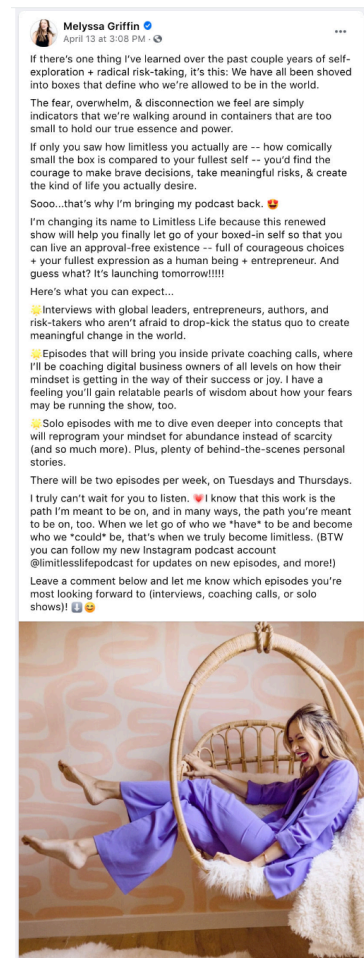
And these don’t all have to have the same style, either. Bring various shades of your brand colors into the graphics to help them all look unique, add shapes and even use icons or illustrations to help visualize what your text says. Here’s a great example of a basic branded graphic from Chewy that any marketer can create using a DIY graphic design program.



Tell stories

Get personal with your audience. Telling stories is a great way to connect with your Facebook followers on a different level. And your story will depend on how [small your business is](#).

This is a great example of a story told by a solopreneur, whose business surrounds her personal brand. While these types of businesses do make it easier to get personal with storytelling, there are other ways to make this work for nearly any brand.



Videos

Facebook *loves* when users post videos, and they even have an entire “Watch” section dedicated to video alone.

This is why videos are great Facebook post ideas to improve your strategy. Create and share them often, whether they’re basic stop motion videos, informational videos, educational videos or another type altogether.

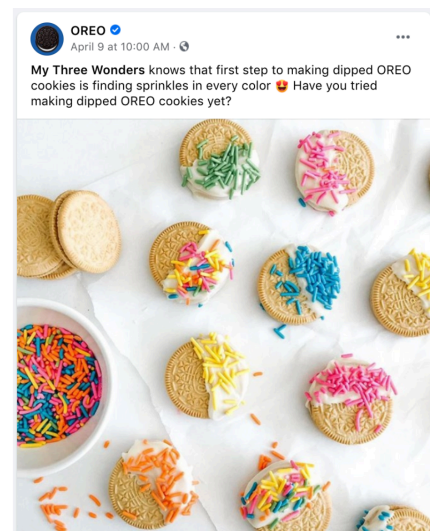
Here’s a good example of a fun stop motion video from Campbell’s that helps engage users and create good feelings around their brand.



Product photos

This one probably seems obvious. Of course you want to share your product photos on your business Facebook post. But highlight your products in creative ways in order to have effective Facebook posts. How can you showcase your products with or without someone modeling them? Think about flatlays, themes related to upcoming holidays, or use or application shots and more.

Here’s a fun example by OREO showing off their product in a visually appealing way.



Infographics

Infographics are historically known for long data visualizations that can take up your entire screen, especially on a platform like Pinterest.

But infographics are sharable on every social media platform, so long as you size them appropriately.

Here's a great example from infographic creation platform Visme, sharing an infographic alongside their Facebook post.

Modern Presentation / Design Tools

Usability And Feature-Based Ranking Of Today's Leaders

VENNGAGE

visme

b.

PIKTOCHART

Infogram

Canva

Prezi

These tools were reviewed and given points based on feature availability. Points were then weighted for final score within each category.

← Hover over each brand to see the results.

WEIGHTS OF IMPORTANCE

Customer Sat*	10%
Flexibility	15%
All Format Types	15%
Data Visualizations	10%
Interactivity	10%
Team	15%
Branding	15%
Imports/Exports	5%
Sharing/Publishing	5%

Source: ©2 Crowd And Caprea

Lucky Brand

48 mins · 🌐

We need answers. #LuckyBrand

WHEN DOES SEASON 2 OF 2020 BEGIN?

I DON'T LOVE SEASON 1.

#LUCKYBRAND

Show your personality

Your business Facebook Page doesn't have to be all business all the time. In fact, it's a great idea to show some brand personality off throughout your posts and post captions.

Here's a great example of Lucky Brand letting their brand personality show through (while also remaining relevant on a widely trending topic – a twofer, if you will).

Contests and giveaways

Want a surefire way to grab user attention and increase engagement? Host a **contest or giveaway prize** that your target audience would be interested in. It's a great way to increase reach, brand awareness, engagement and overall followers.

Here's a great example of a relevant Facebook giveaway that DiGiorno did on Pi Day (although most people love pizza, it works out perfectly if their actual *product* is pizza).

DiGiorno

January 29 · 🌐

Want a chance at free pizza?!

You'll get the chance if the score hits 3-14 or 14-3 at any point during the big game! We'll celebrate on Pi Day 🍕

Rules: <https://bit.ly/37CMNVz>

IT'S NOT DELIVERY. IT'S DIGIORNO.

DIGIORNO

HOME AWAY OR AWAY HOME

3 14 OR 14 3

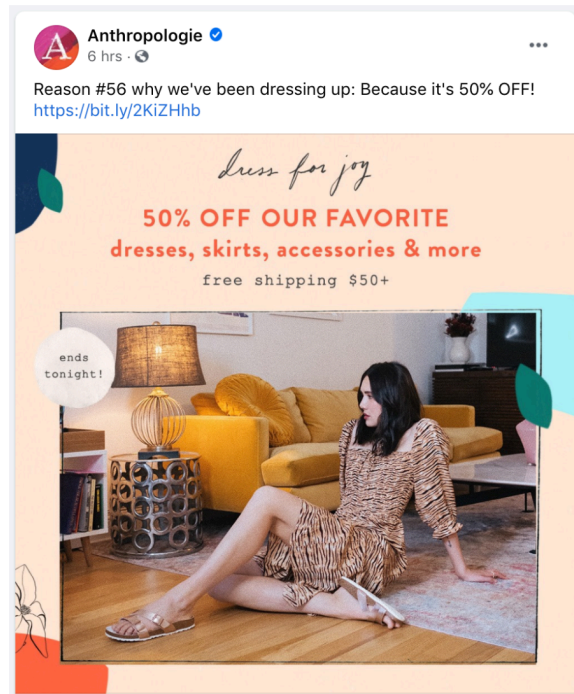
SCORE A FREE PIZZA PI

ON PI DAY

Discounts and sales

In the same vein, share any major sales or offering discounts you may be running. This can be especially fun if you create flash sales or Facebook-only discounts for your followers. It's a great way to reward people for liking your Facebook Page. Here's an example from Anthropologie sharing a big sale they had going on for Facebook followers.

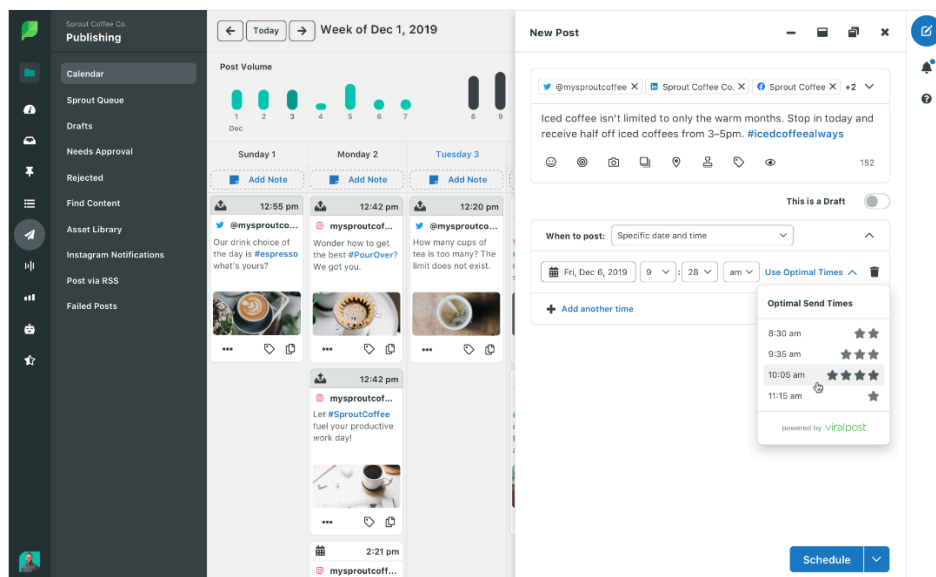
Because this type of content also converts well, discount and sale alert posts are great ideas for **promoting on Facebook** as well.



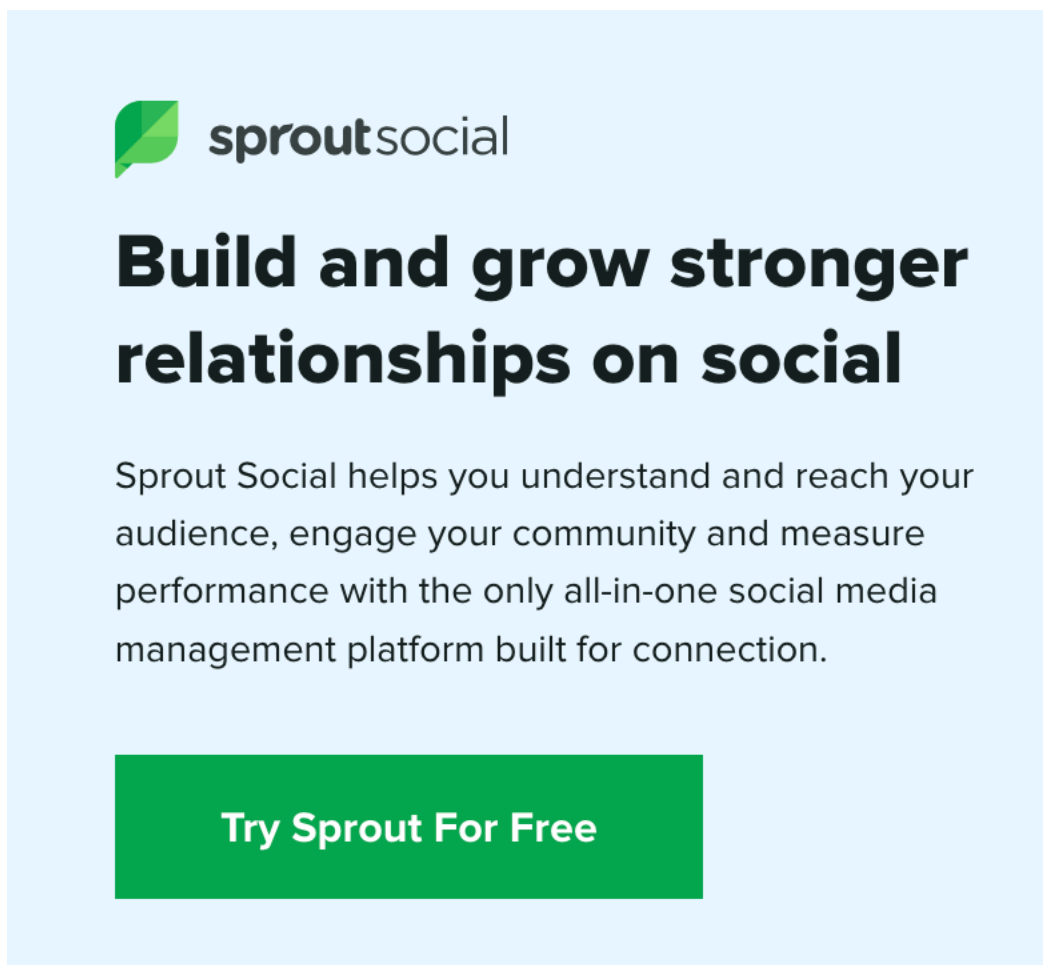
Post at optimal times

While this is less of a content idea, it's still a good Facebook posting tip in general. Make sure you share your Facebook posts at times when your audience is online and engaged, or you could miss out on a lot of interaction.

Sprout Social gives you the opportunity to select optimal sending times when **publishing your Facebook content**, helping you reach the most people



I would highly recommend signing up on Sprout Social.

A light blue rectangular graphic containing the Sprout Social logo, a headline, a descriptive paragraph, and a green call-to-action button.

 **sproutsocial**

Build and grow stronger relationships on social

Sprout Social helps you understand and reach your audience, engage your community and measure performance with the only all-in-one social media management platform built for connection.


[**Try Sprout For Free**](#)

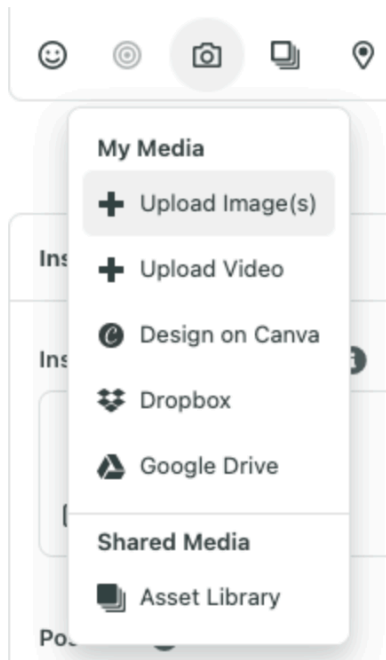
Click anywhere on the image above. This app will allow you to create posts and stories and hook up your Facebook, Instagram, Google Business and Twitter accounts and they will also post as you set schedules for them and also at optimum times.

Another important feature you'll want to use is Canva which is integrated into Sprout. See below:

Adding images to a post

You can add your images from your Canva account directly to your messages in Compose. To add media from Canva:

1. Open Compose in Sprout.
2. Select the networks you want to post to from the Profile Picker.
3. Enter the text of your message.
4. Click  .



Click on the Camera and the menu appears. Click on Design in Canva and create posts with photos, graphics and artwork. Then, when you're done in Canva you can add the post artwork back into the Sprout app and finish it up there. It's very easy to learn and a valuable tool for your Social Media management.

Click here for more instructions: <https://support.sproutsocial.com/hc/en-us/articles/360060406732-Canva-integration#:~:text=You%20can%20add%20your%20images,to%20from%20the%20Profile%20Picker.>

More important information

Hashtags are one of those funny social media features that can be difficult to understand and use. But, once you get the hang of them, the results come pouring in.

Using hashtags is essentially a way to group together conversations or content around a certain topic, making it easy for people to find content that interests them.

Hashtags can be used on just about any social media platform, but they're most popular on Twitter and Instagram.

If you are using social media to market your brand, then you should use hashtags. Hashtags can help boost your brand's social media reach and engagement. But using hashtags effectively is more than just making #ThrowbackThursday posts on Instagram.

A good social media strategy should include a mix of popular, relevant, and branded hashtags.

More info here: <https://blog.hootsuite.com/how-to-use-hashtags/#:~:text=Using%20hashtags%20is%20essentially%20a,popular%20on%20Twitter%20and%20Instagram.>

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.

Why use hashtags?

Hashtags are a great way to connect with like-minded people, and they can be used for just about anything.

The 5-3-2 Social Media Rule:

What is the 5:3:2 rule?

When it comes to social sharing, the 5:3:2 rule is a ratio to follow for a well-rounded social strategy that will keep your fans engaged – and help you build more followers.

So for example, if you publish 10 posts per week then:

5: Should be content from others that is relevant to your audience.

3: Should be content from you that is relevant to your audience, but not sales focused.

2: Should be personal, fun content that helps humanise your brand.

The key takeaway here is that everything you publish on your social feeds should be posted with your audience firmly in mind. But how do you achieve this?

Check out these 4 simple steps:

Step 1: Post 50% curated content

So the first step is to make sure the bulk of your content is curated from other places that are relevant to your niche.

The good news is, there's a whole world of content out there that you can share. So all you gotta do is find the content that will resonate with your audience!

What do they like to share? What do they like to consume? You gotta do your research and find topics that your customers care about.

Step 2: Post 30% of your own content

The next step is to post your own content so now you can breathe a sigh of relief as you have the freedom to start talking about yourself!

You can post offers or promotions if you wish, but try to remember that social media isn't the best place to give it the hard sell. That's a sure fire way to see your followers quickly decline.

Social media is all about attracting an audience with valuable content which will in-turn push people to your site and further along the buyer journey – so focus your efforts on creating blogs, infographics, eBook and videos to post, rather than offers.

Step 3: Post 20% fun content

Every Social Media Execs dream: finding content that's weird, wacky and wonderfully fun. Well, that's if your audience appreciates weird and wacky of course.

Truthfully everyone likes to kick back and consume a bit of fun content somewhere down the line. But just make sure that it's the type of fun that *your* audience likes.

When posting fun content make sure:

- It's the kind of fun that your audience likes
- It shows off your personality

Step 4: Schedule your posts

So now you've got your 5:3:2 rule down.

You're gonna have to set up an automated schedule to make sure your feeds are always active.

A social media management tool is the perfect platform to help you do this because you can schedule your posts, manage all platforms in one place, and find content from other sources!

I'd suggest Hootsuite or Sprout, but there are many more to check out.

Where to research and find images to use:

My favorite place is Pinterest.

You can search for any topic and posts with images will pop up for you.

Most of the time you'll find interesting and usable images without having to buy stock imagery.

Stock images don't resonate as well with social audiences as behind the scenes quick pics people take with their mobile phones.

This will get you started. If you need any help with your social media, let me know.

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