

KICKSTART
GUIDE

Social Media

Identify the right platforms and content to drive engagement and support business objectives.

1 GET COMFORTABLE IN SOCIAL CHANNELS

Understand how and why using social channels benefits your organization.

Build brand awareness

Social media is a way to communicate a thoughtful selection of topics and images that express your brand, offerings and perspectives. Develop your content strategy to deliver the topics your followers care about and that also effectively reflect your organization's products and value.

Drive engagement

Participation in social media can improve purchase intent and customer service experiences. At a basic level, social platforms can serve as an effective and efficient traffic-driver for your website.

Convert prospective leads

While followers aren't as responsive to the "hard sell" approach on social platforms, a sustained, active presence in social media newsfeeds can be an effective forum to highlight real business solutions and convert new customers.

 **THREE** of
FOUR

B2B buyers rely on social media to engage with peers about buying decisions.²

In terms of users, Facebook continues to lead the U.S. (**223 million**) and the world (**2.8 billion**) in monthly users worldwide.¹

¹ Statista 2020.

² Salesforce 2016.


2 PICK YOUR PLATFORM


Each social media platform offers unique benefits to a business. Before setting up a profile on a specific platform, decide which business outcome you'd most like to achieve.


PLATFORM	OPTION FOR PLATFORM USAGE	PRIMARY CAPABILITIES			
		Build Affinity	Increase Site Traffic	Share Content	Lead Gen
Facebook	Establish brand personality and company purpose.	●	●	●	●
Instagram	Demonstrate how products or services are used by customers or how they align with work or home life.	●	●	●	●
Twitter	Share thought leadership; address customer service issues—such as product-related how-to questions.	●	●	●	●
LinkedIn	Build professional relationships with specific individuals and affinity groups.	●	●	●	●
YouTube	Highlight rich video content that increases awareness of and perceived value of product.	●	●	●	●
Pinterest	Curate highly visual collections of useful, functional content to improve users' daily lives.	●	●	●	●
TikTok	Create short-form videos to introduce new perspectives that increase brand loyalty.	●	●	●	●


● = Can happen organically ● = Paid options ● = Not ideal platform for business goal

TOP TIPS:

 Start with a business objective.

 Experiment with content formats and topics.

 Align staff, subject matter experts and a community manager to sustain your social media practice.

 Write a simple content strategy with 3 or 4 topics—and stick to them in social.

3 EXECUTE

Try it out.

BUILD A ONE-MONTH CALENDAR

Create an editorial calendar or list of topics to share during the course of one month. With that in hand, draft social media copy and place it within a spreadsheet. Chart selected platforms on the horizontal axis and dates of publication on the vertical axis. Note the content topic, type, objective and call-to-action for each post. Keywords, hashtags and content type callouts allow for easier topic tracking over time.

GROW INTERNAL SUPPORT

Advocate for social media marketing in your organization by tracking and reporting results and business impacts on sales, service, conversion and retention. Encourage colleagues to submit news and events to your social media manager, follow and share content with customers and prospects, and include a byline hashtag (#JaneSulley) in their own posts.

PUT IT INTO PRACTICE

With a month of content strategy in place, begin following a posting cadence on your respective platforms. At the end of the month, measure your results in terms of impressions and engagement rate (total interactions / total impressions) to determine the efficacy of the content being shared. Find what works well and what didn't land as effectively. Revise, reshare, record and repeat.