Best Practices For Social Media

Social media management is complicated. knowing when to post, how much to post - what to post about. It can all be a bit overwhelming. Rather than just "winging" it, take a pro-active role and plan out your larger and day to day strategies step by step. Create a plan and then refine it.

What Are Your Goals?

It is important to know what your goals are so that you can reach them. Here are just a few goals organizations typically have for their social media campaigns:

- Customer / Client Support
- Brand (Organization) Awareness
- Building Relationships with Clients
- Cultivating Potential Clients
- Changing or setting a particular tone. For instance Tommy Bahama wants their posts to feel relaxed. Redbull wants their posts to make you feel excited. Victoria Secret wants you to feel sexy and fun. This "tone" should be something conciously written into your posts.

Climb to Success

Best Times to Post by Social Network

For whatever reason people tend to be on specific social media channels at certain times, so for example if you post on Facebook after 7pm it is unlikely anyone will see your post. See below for best posting times for the different channels.

Source: https://socialcount.com/blog/the-best-times-to-post-on-social-media/

Actions that Make People Unfollow ...on Social Media

Source: https://socialcount.com/blog/#sthash.2O1SHWnn

Social Media Tips

Make a point of automating your posts using auto posting tools like Hootsuite or Sendibe and ensure you are posting consistantly without missing a day.

Don't use too much slang. Slang is annoying and makes brands and organizations seem out of touch.

Pick a theme and keep your posting schedule very consistent.

Don't purchase followers. They will all just be bots, which might make you appear to be popular but nobody will be watching.

Twitter.com Tips

Twitter is a great place to grow your social media following but things move quickly on the platform. The average lifespan of one tweet is only about 18 minutes so it is important to be topical and current. Twitter is about today, not about what happened yesterday.

DO: Analyze and Reverse Engineer your Most Popular Twitter posts

DON'T: Overuse Hashtags - Tweets with more than one hashtag see a decline in engagement, correlated to the number of hashtags used.

DO: Jump on Relevant Trending Topics - find out what is trending and use those topics to create popular tweets.

DON'T: Make your tweets too long. Just because they increased the allowable text size doesn't mean you need to use all of that.

Instagram Tips

Did you know that brands on Instagram have a 4.21% engagement rate? That is 10 times higher than Facebook and 84 times higher than Twitter! Instagram is all about imagery & creating an asthetic, the site is less focused on written content than other platforms.

DO: Stay ontop of trending hashtags. There are tools to track the most popular tags and you can use this information to gain followers.

DON'T: Put your hashtags first. Putting them at the end of your post keeps things clean and tidy and increases the Click Through Rate.

DO: Use Instagram's geotag feature. This makes posts easier to find.

DON'T: Forget to post stories! Instagram stories get prime real estate at the top of the feed.

Linkedin.com Tips

Did you know that LinkedIn is responsible for 64% of all visits from social media channels to the company website. Since Linked is still the gold standard for professional white collar websites and having a presence there is a must for any organization.

DO: Get a custom URL. An easy to type and remember URL is more professional looking and will help people find you.

DON'T: Waste the summery space. Type as much as you can in your intro, this is what people will see and read first. Make sure and insert relevant keywords for the search engines.

DO: Choose a good photo. Everything else you do will be less impressive if your photo isn't well shot and compelling.

DON'T: Forget to build a career / jobs page for your organization. LinkedIn is a great source for new hires.

Facebook Tips

Facebook is still the top dog of social media websites, and the first one you are going to want to think about and make plans for. Since Facebook has more features than Twitter or Instagram you have a lot of options as to how you will market your organization.

DO: Post polls. Interacting with your users makes them feel like they are a part of the conversation and will ensure your followers are engaged.

DON'T: Use hashtags. While you have the ability to add hashtags in Facebook posts, the platform doesn't make use them and adding hashtags will just look silly and out of touch.

DO: Go live! The Facebook live function gets an automatic notification for people on your friends list or following your page.

DON'T: Post without a photo. No facebook post (other than a poll, video etc) should be posted without an accompanying photo.

Related Content VS Promo Content

You may have heard of the 80/20 rule for social media. Basically, it states that 80% of your social media posts should inform, educate or entertain your followers, leaving the remaining 20% for posts directly promoting your organization.

As the years have gone by and the social media management scene has evolved, people began to notice that the 80/20 rule just wasn't applicable or effective anymore. The problem is that there IS no formula for this, different kinds of users have different expectations. Those user expectations can differ greatly depending on the subject discussed, and the platform being used.

Realistically you should have more "related content" than "promotional content" but the exact ratio is something you are going to have to figure out with trial and error, and traffic monitoring.

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