Hey World, Let's Get Social!

Social Media Tips, Do's and Don'ts

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How are we going to get social?!

- Social Media Strategy
- Tips to get your content shared
- Useful Tools Out There
- Facebook
- Twitter
- Instagram
- Google+ Maps & My Business
- The Don’ts…

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Social Media Strategy

"Twitter, LinkedIn, Facebook and Pinterest— each of these social media platforms might as well have different audiences with different expectations."

- Avik Sarkar from ronsela.com

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Social Media Strategy

1.) Listen To Your Audience - Interaction

Find out what their pains are. What do they struggle with?

Consider - there are millions of brands online using social media, what keeps you coming back for more?

- Replying to other people's posts even if it doesn't @mention you
- Retweeting
- Liking posts
- Adding people to Twitter lists
- @mentions

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Social Media Strategy

2.) Influence Your Audience:

Become the “go to” person within your marketing niche. The problem solver.

Q. Why do you visit the pages you visit now?

A. Most likely it’s because they have established some sort of authority within a subject.

Always keep your message inspiring, positive and motivating throughout all of your content and value you provide. There’s enough negativity out there already, try and help your audience.

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Social Media Strategy

3.) Join and or Create Communities

"Participating in these communities will help you establish yourself or your company as an authority. Use communities as an opportunity to share your knowledge and interact with influencers."

"A lot of the time, there is a desire for groups, but either nobody thought of the idea or they just didn't take the effort to put it together. You can be a trailblazer and lead the group."

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Social Media Strategy

4.) Sell your Product/Service

You can’t forget this one!

While it’s fun to post inspiring, valuable, motivational content on social media and it’s fun to influence and network, please don’t forget you are a business.

If you want to be a profitable business, you have to sell.



Credit: http://www.sohosalescoaching.com/2014/08/26/social-media-selling-strategies/

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Social Media Strategy

5.) Optimise content for different platforms

A tweet is different to a Facebook post to an Instagram pic to a YouTube upload…

6.) Measure and Analyse

- Reach and engagement for Facebook
- Impressions, visits and mentions on Twitter
- Impressions, clicks and interactions on LinkedIn
- Likes, comments and mentions on Instagram



http://www.socialmediaexaminer.com/4-free-tools-to-analyze-your-social-media-competitors/

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Social Media Strategy

7.) Keep an Eye on Your Competitors!

Look at:

- The content they post
- Who they follow
- Who's following them
- How often they post
- What time of the day they post
- What kind of headlines they use in their posts
- Their most popular posts

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Social Media Strategy

8.) Give People a Reason to Follow You

- You share behind the scenes content on Instagram
- You share discount codes exclusively with your Twitter followers
- You curate the best content in your industry on LinkedIn
- You offer real-time customer service and support on Twitter
- Use competitions to get audience growth

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Bring Some Champagne!

"The secret is respecting the consumer. You are interrupting their lives. All advertising is unwanted, so if you're going to crash the party, bring some champagne with you!"

– Bob Thacker, VP Office Max

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You Do NOT Need To Be On Every Channel!

Don’t overstretch and then be rubbish on all of them.

Choose the three, maybe four, networks which define your brand, and your audience, the best and concentrate on working well on them.

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Tips to Get Your Content Shared

Often repeated but worth driving home…

1. **Quality over quantity**
   - A small, yet loyal group of followers that is engaged and enjoys your content is more likely to share your content as compared to a huge group that only scrolls through it.
2. **Be original**
   - Try looking at things differently or presenting them in a new way. If someone thinks, “I never thought of it like that!” it’s likely that they might want to share it.
3. **Be Concise**
   - Short and sweet to keep people’s attention – add images for extra punch.

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Tips to Get Your Content Shared

Often repeated but worth driving home…

4. Use pictures and videos

- Pictures and videos are much more likely to capture attention.
- Post pictures of things that have to do with your area, product or service!

5. Post at Key Times

- Posting content while a majority of your followers are active online will highly increase that chance of your content being shared.
- Depending on what area you're in, certain times of the day are better for posting than others. In general, lunchtime during the week and afternoons on the weekend are typically the busiest times for Facebook.

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Useful Tools Out There

Canva

- Great for creating social media friendly images
- Can now create multiple sizes of a single image optimised for all the social media channels
- No more creating landscape images for blogs that is then shared to Facebook and Twitter, but need to resize it to all different sizes needed
- **Enter the Resize button!** It allows you to create multiple images for different platforms with just one click. There are almost 50 image types to choose from, and once you choose which image sizes to generate, just click “Resize”

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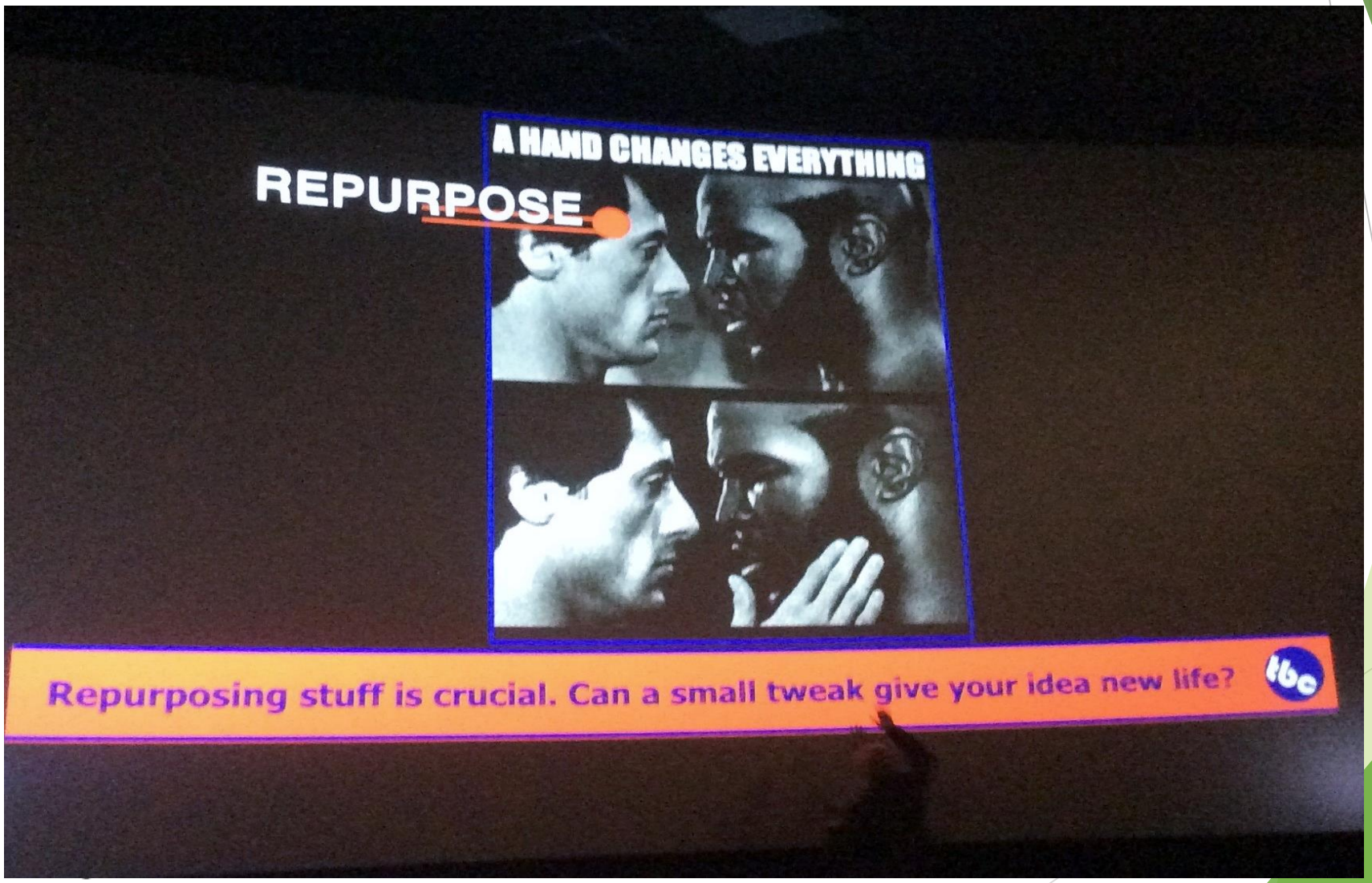
Useful Tools Out There

Hootsuite/Tweetdeck

- Scheduling
- Filtering of tweets
- Posting to more than just Facebook and Twitter
- When you're feeling productive you can hammer out lots of content, and then schedule that content for publication – shout out to Melody for being the person who has embraced this the most! **Big gold star!!**

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Memes

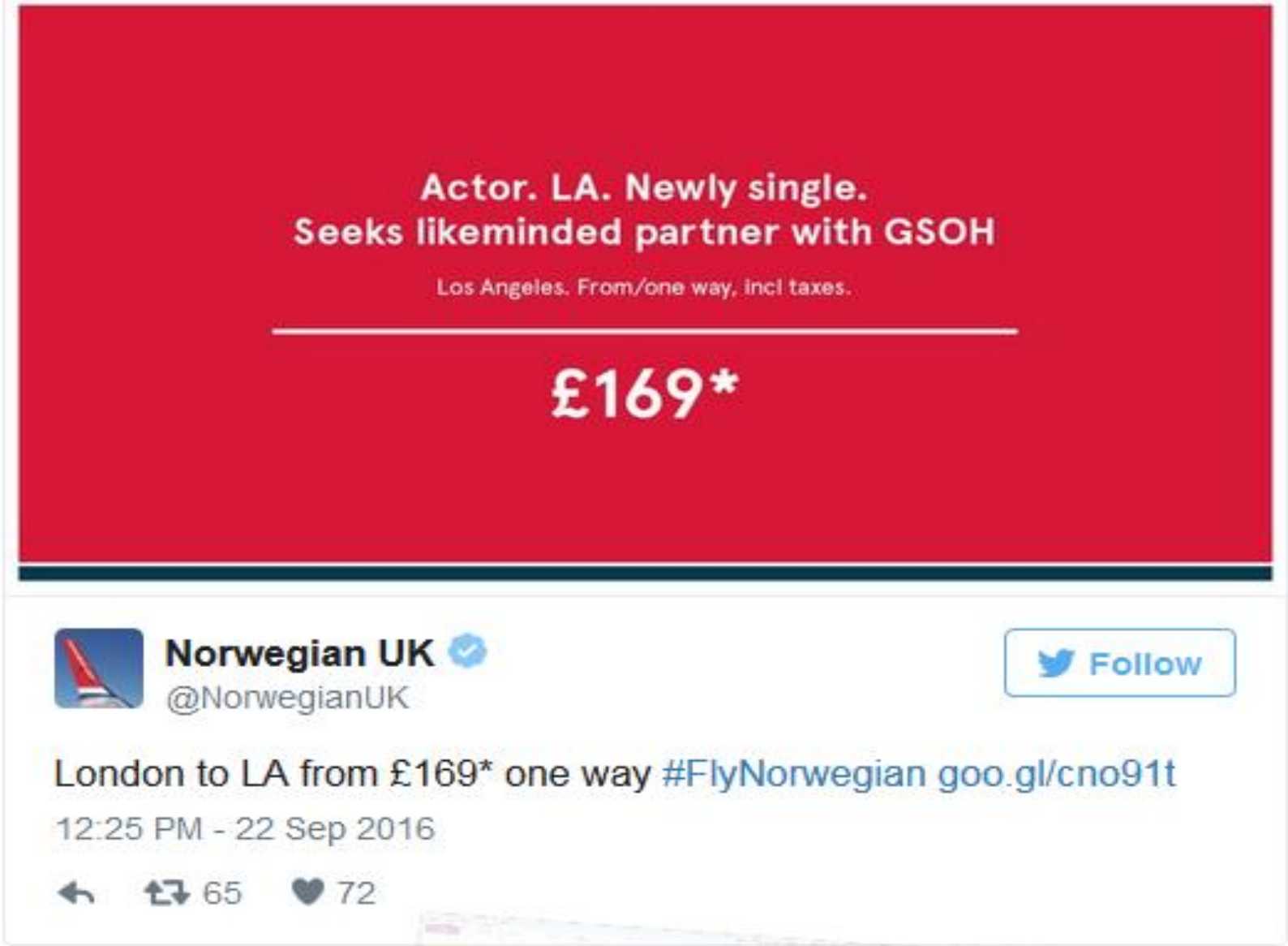


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Warning, Short Lifespan!

- A successful meme is like a great one frame newspaper comic.
- In a single glance, you can get the joke.
- Popular memes often depict a person expressing an emotion.
- When taken out of the original context and given a new caption, hilarity ensues.

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Meme Tools

Meme Generator
Meme Crunch
Quick Meme



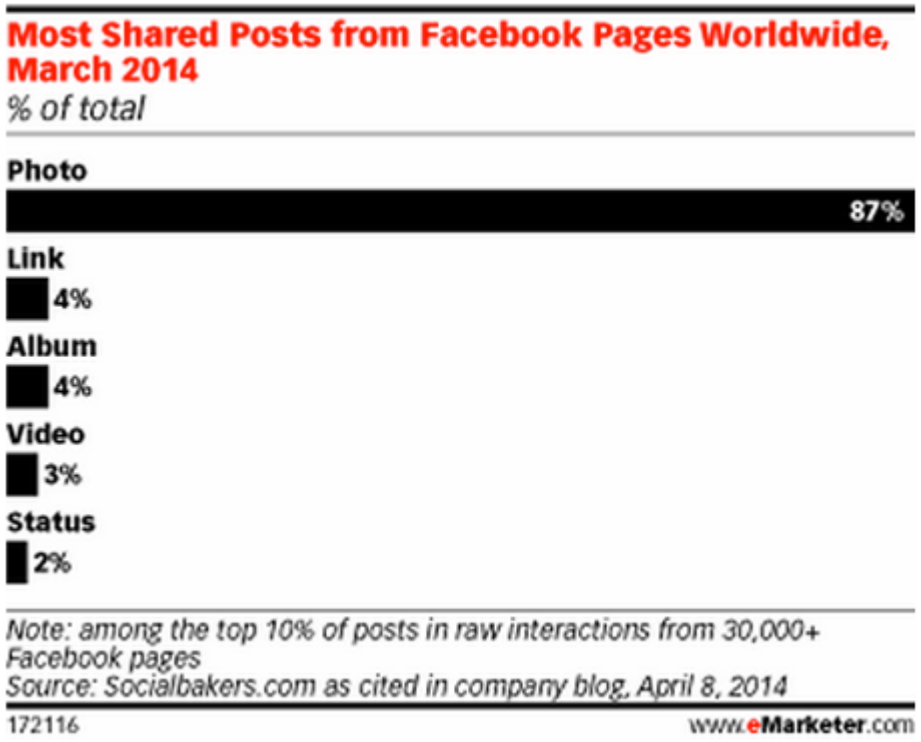


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Facebook

"…In the last 6 months, I've found that posting only the best content less frequently has significantly improved results on my Facebook page and the pages of many of my clients."

- Jenn Herman is a social media strategist and the forefront blogger on Instagram Marketing.



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Facebook

BeLive – Facebook Live Broadcast app

With BeLive you can livestream anything. By integrating with Facebook Live it gets interesting. With BeLive, you can broadcast Live on Facebook, from your laptop, with better sound and video quality.

"What we're currently seeing on the Facebook Live platform is just the tip of the iceberg in terms of finding engagement..."

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Twitter

Make sure your Bio is working well for you
– crisp and clear, and can now include emojis!



Use #Keywords – lots of tools like Hashtagify etc to help choose popular hashtags that may get a response

Twitter will no longer count images and URLs in its character limit. @names will also not be included in the character count. You also don't have to add a fullstop before usernames for them to be seen in followers' feeds.

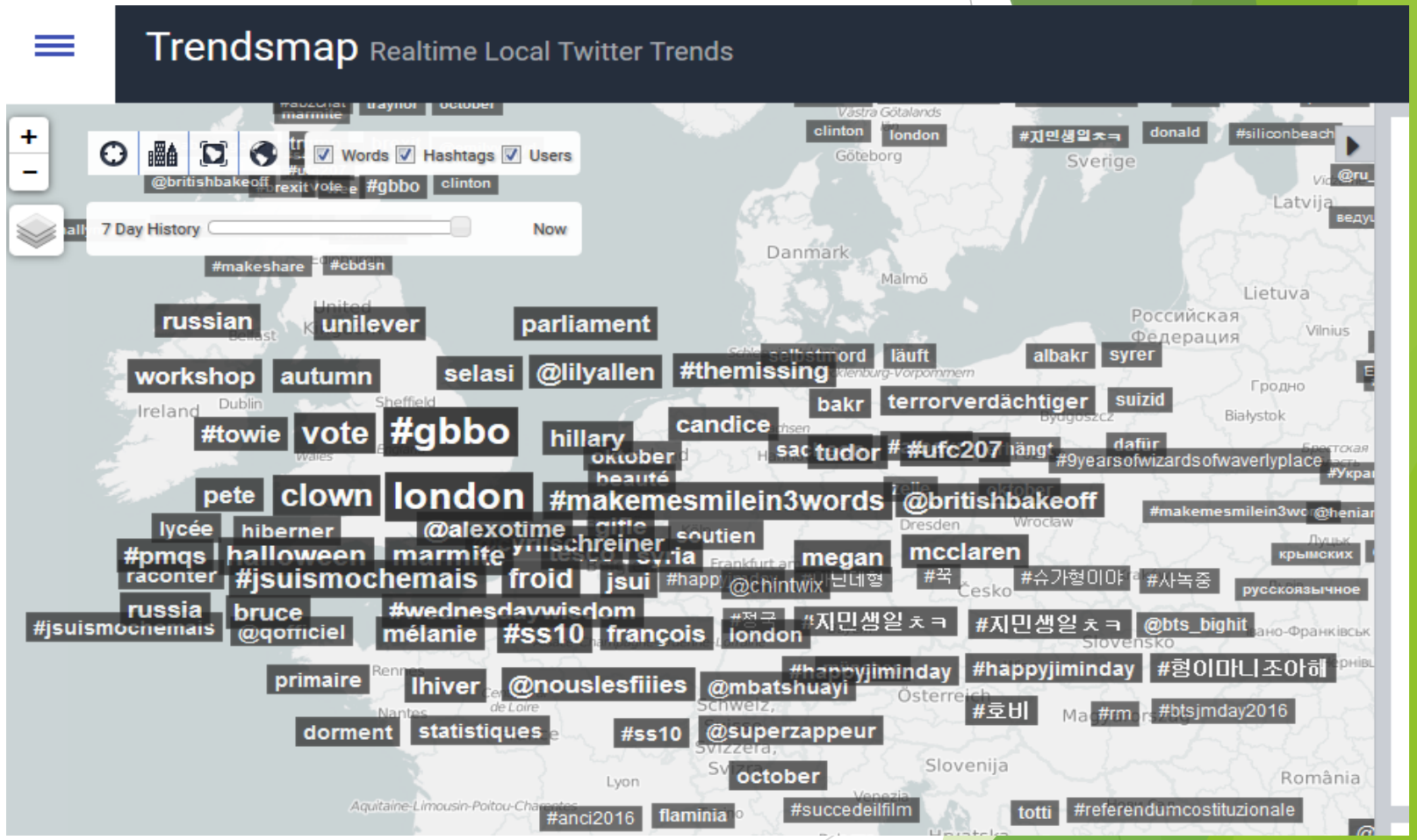
"…tweets with images increase engagement by 313%"
- Caitlin Rullen, Search Engine Journal

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Twitter – Hashtag Tools

Tagdef.com – not sure what a popular hashtag means, or just want to check you're not about to insult someone or something, check here first!

TrendsMap.com
(have to pay to get the really cool stuff but there is still plenty for free on there)



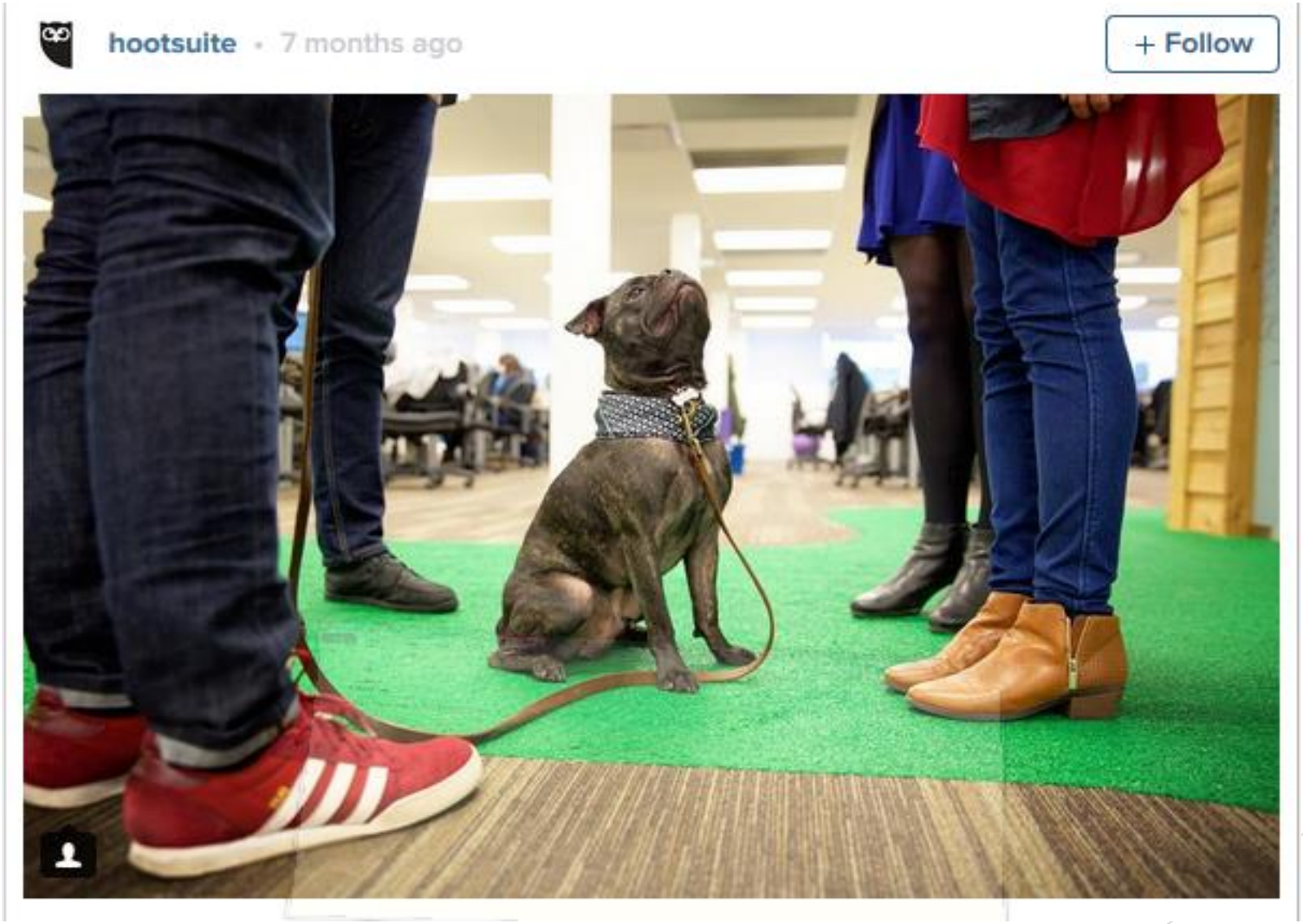
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Instagram – Quick Tips

- Post shots, once a day, if possible.
- Find someone to occasionally help by taking pics of you in action
- Don't be shy with the text like Twitter, no limit here…
- ***Do mention other users/followers by their tag***
- "Regram" good ones and hopefully people will return the favour!
- ***Photos with blue in or blue filters applied get 24% more engagement!***
- Pics that are GeoTagged get 79% more engagement – people like to check out what's happening in their local area and your pics will show up if they're tagged. "Add Location" option once pic has been edited as you like.
- Hootsuite will allow you to schedule Instagram posts, something Instagram itself will not do. The process is clunky but it works.

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Instagram – Behind the Scenes Shot



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Instagram – Quick Tips

User Generated Content Shot

If a follower/customer of yours produces a good photo, reuse it, credit them and make them the stars. You get extra kudos for this!



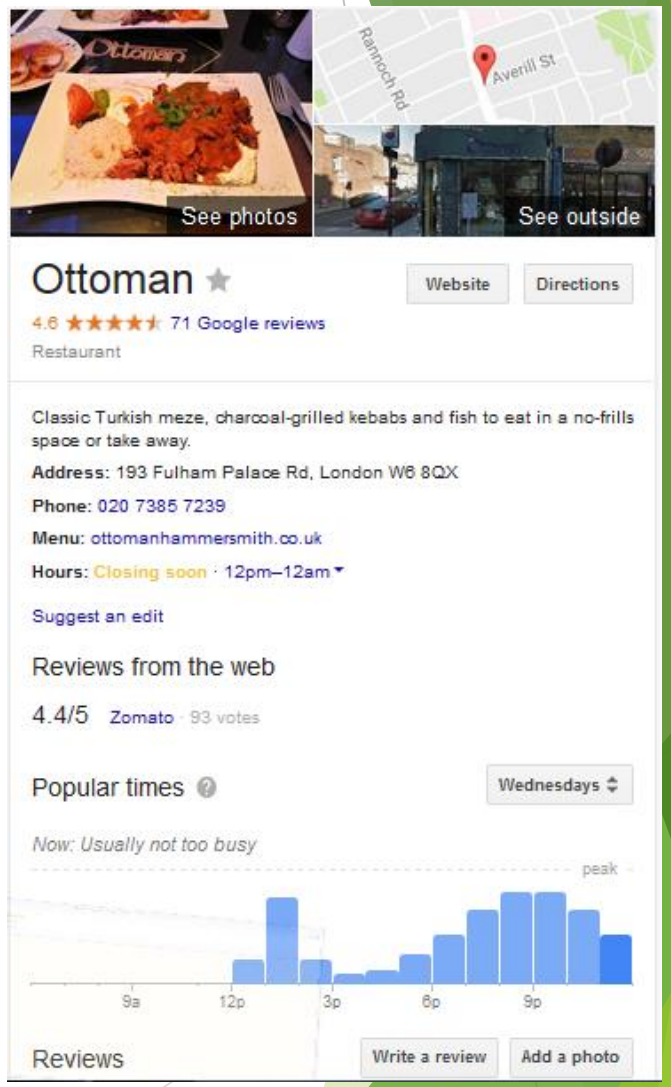
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Google+ Maps and My Business

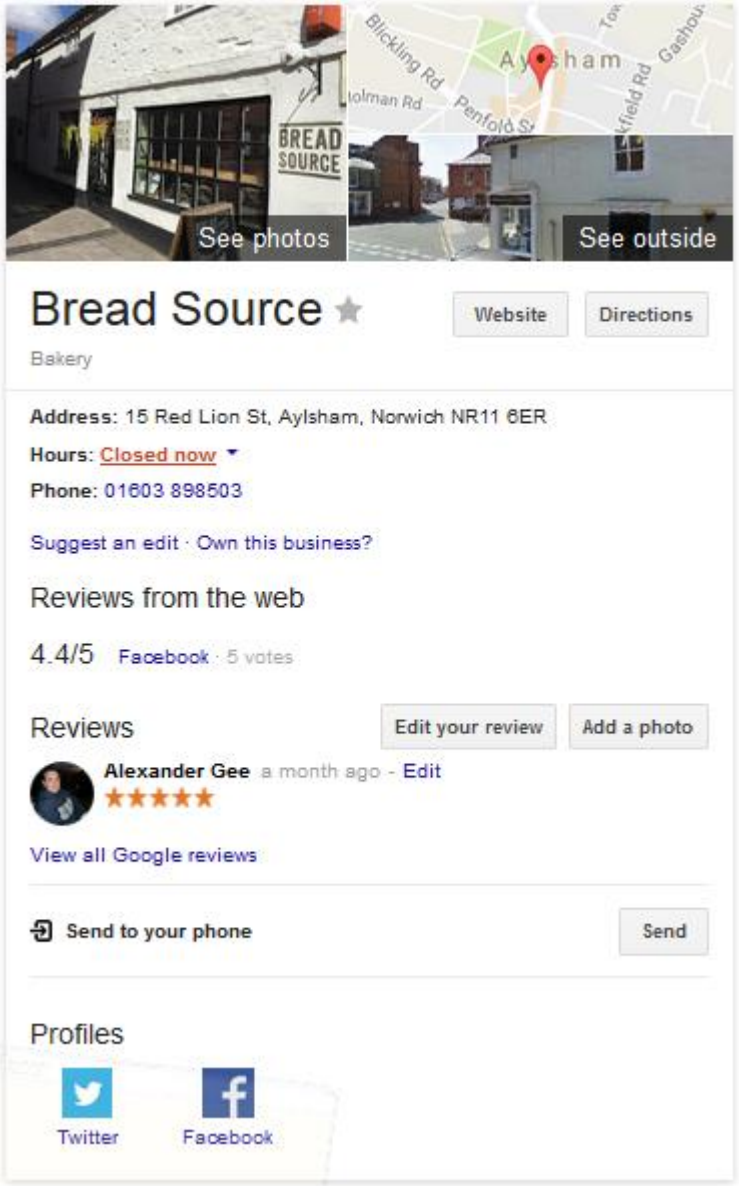
Use My Business to bring in results from Google Map Search

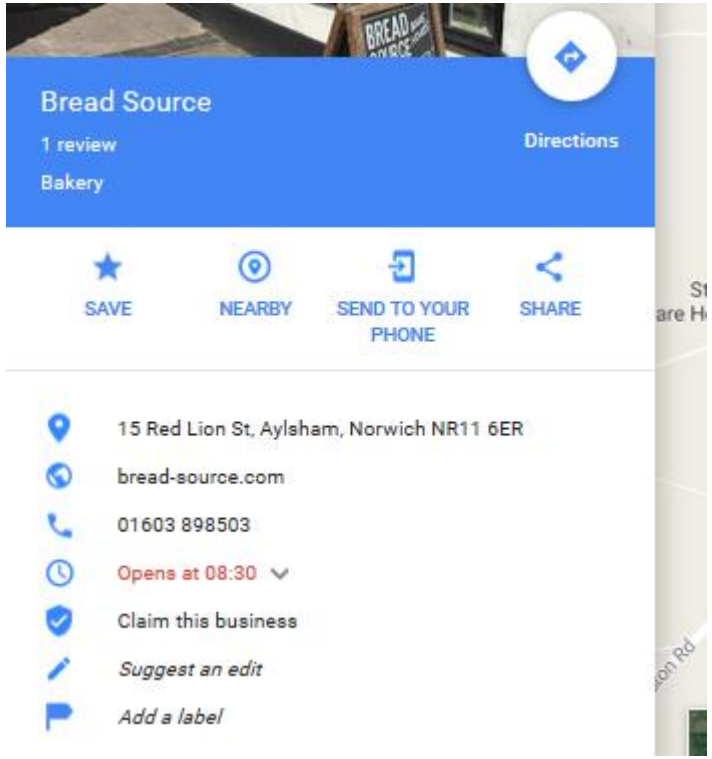
Verify location, otherwise the record is never really under your control and add up to details in there

Get reviews added in there too – first thing people see in the results



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1. Don’t lie.
2. Don’t sound like a third party
3. Don’t sound like a robot.
4. Don’t sound amateurish.
5. Don’t be rude.
6. Don’t be confrontational.
7. Don’t disrespect your competitors.
8. Don’t spam.
9. Don’t regurgitate the same old same old.
10. Don’t neglect responses or Don’t be silent!
11. Don’t take forever to respond.
12. Don’t forget to join other conversations.
13. Don’t abandon your social media platforms.
14. Don’t be afraid of criticism, and certainly don’t censor it.
15. Don’t accept offensive content.
16. Don’t be afraid to delete.
17. Don’t try and operate without a clear social media policy.
18. Don’t disclose more than you mean to.
19. Don’t forget to analyse regularly.
20. Don’t mix business with pleasure.
21. Finally, don’t forget; social media is supposed to be fun.

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Sources

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3 Social Media Books Everyone Should Read - http://bit.ly/2dd79Ys

Hootsuite Twitter feed - www.twitter.com/hootsuite

Automated social media marketing for professional bloggers - https://missinglettr.com/

Instagram Post Ideas: 6 Types of Content That Work - http://bit.ly/2eadFBd

Daily Hashtags Explained: What They Mean and How to Use Them - http://bit.ly/2e2aoTY

20+ Social Media Hacks and Tips From the Pros - http://bit.ly/2dljtJh

Social Media Metrics that Matter - http://bit.ly/2dKjaZk

How to Find the Best Twitter Hashtags - http://bit.ly/2dN8FqD

Social Media Tips from The Huffington Post - http://huff.to/2dSPF6E

10 Expert Social Media Marketing Tips for 2016 - http://bit.ly/2ddoQXG

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Reaper Enterprises have been providing website design, digital & IT solutions since 2000.

Creating an online presence that works for you.

Consumers are going online to source products and services so it is important that your website links in with other marketing efforts and accurately represents your business. We offer a full service solution; domains, hosting, design, development, maintenance, & digital marketing.

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From sketching it out on a piece of paper through to design and maintenance, Reaper Enterprises is a "one-stop shop", ensuring you are not chasing multiple suppliers.

Working with Reaper

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Have a chat!

Reaper Enterprises

4 The Mews,
6 Putney Common,
London SW15 1HL
alex@reaper.com
0207 193 8711
www.reaper.com