

DEFINING SOCIAL MEDIA SUCCESS

There are hundreds of resources out there about social media tips, trends, planning, strategy—you name it. It's not always easy finding the right information that works best for you and your business or brand. So, we decided we'd try and sum things up for you. Here's a collection of the most important questions to explore and get you started on crafting a well rounded, holistic social media marketing strategy.

WHO ARE YOU?



Your brand is more than just a logo. While a brand strategy does include creative elements such as your logo, a tagline, or a color palette—it also includes the overall experience every person will have with your product or service.

Think about what you want to convey to your potential customers or prospects, what you represent, and your core values. Define who you are socially by:

- Keeping your offsite social profiles consistent with your website by updating contact info, photos, logo, and any other content about your brand
- Checking your local listings to make sure your contact information is correct for each one
- Engaging more with your customers by replying to comments or simply reaching out to them by sharing a relevant article
- Ensuring your blog posts are authored by a person (it's easier to relate and engage with a human rather than “the team” or “admin”)

Now you're set up to gather and write some content, but now it's time to evaluate who your audience is. Knowing your audience is half the battle on the winding road towards finding your social media success.

WHO IS GOING TO DO THIS?

Perhaps you've got your branding in place. All of your social media profiles are fully set up and full of amazing content. Everything is ready to be shared and promoted. But how do you know who is going to deploy all of this information? Figure out whether it makes more sense to have someone do this internally or hire an outside firm by:

- Assessing the value of using internal resources, hiring someone, or a combination of both to deploy your social media program
 - Do you have to train someone?
 - Do you have budget constraints?
 - Would you rather train someone or hire experts that have done this before?
- Creating a list of goals and results that you desire to use in your search for hiring and outside firm (if you decide to hire one)
 - What do you want out of a firm?
Good communication? Values?
Good ideas? Examples of success?
- Figuring out if you need to hire someone or if you have someone to write your content
 - What's their strategy? Do they use planning tools? Incorporate keywords? Understand how to track ROI?

WHO ARE YOU TALKING TO?

- Have you created buyer personas?
- Have you researched demograph-



WHAT DO YOU HAVE TO SAY?

You're doing great. Who you are: check. Who your audience is: check. So, what is your content creator going to say? Establishing your brand and the people behind your brand as experts in your industry will take you miles when it comes to social media, and content marketing success.

- Choose content based on who you're talking to AND what you think will have value to them
- Write a few original pieces to start with
- Don't forget about sharing and engaging other people's content—share the love!



HOW CAN YOU SAY IT?

Every social media platform has slightly different posting standards. Here are some *general rules you can follow for updates:

Facebook

- Max Length: 63,206 characters
- Ideal Length: 40 characters
- Ideal Video Length: 30-25 seconds



Twitter

- Max Length: 140 characters
- Ideal Length: 100 characters, 120 with link
- Link+Video/Image/GIF Length: 47 characters
- Max Video Length: 30 seconds
- Video/Image/GIF: 25 characters
- Link: 24 characters
- Ideal Hashtag Length: Under 11 characters and use 1 to 2 per tweet

LinkedIn

- Status Update: 600 characters
- Summary: 2,000 characters
- Professional Headline: 120 characters max
- Position Title: 100 characters max

Instagram

- Profile Bio: 150 characters max
- Image Caption: 2,220 characters max

HOW MUCH & WHEN?

There's one thing that will make your life so much easier when it comes to social media, and that's planning. Creating a social media calendar will make it simple to plan out when you want to post an update, and how often you will be updating.

- In an excel spreadsheet, create a tab for every social network you plan on using, after all, every network will require a slightly different post
- Creating a monthly calendar (we find) is the most convenient way to plan
- Even if you create a plan to share your content, you should always whip up on-the-fly content to share and keep it fresh (like breaking news)

SHOULD I AUTOMATE?

The more natural your language in speaking to your audience on the internet (in general), the better. On one hand, you don't want to appear robotic in the sense that your ALWAYS posting at the exact same time(s). Feel free to be random! Choose an automation platform suited to your needs and liking (i.e. Buffer, Hootsuite, HubSpot...).

- Shorten your links to get the most characters out of your update and HAVE FUN!
- Make sure you're tracking all social traffic on your website and on the platforms themselves

SOME FINAL TIPS

- Are you tracking your ROI? If you don't know how, ask us! We have something for you. :)