

# SOCIAL MEDIA

How to guide

# HOW TO START & MANAGE A SOCIAL MEDIA CAMPAIGN

Let's face it, there is no escaping social media anymore so if you think you can launch your website without having any social media engagement with your customers do so at your peril! If your business plan does not include social media marketing you're missing a trick as it provides a real opportunity to promote your business and reach new and different customers.

When it comes to using social media for your own business it is a different kettle of fish altogether to what you would do personally. Luckily, Woocom is here to help guide you through the minefield that is social media for business in this handy how to guide.

Before you go creating business profiles across the likes of Facebook, YouTube, LinkedIn and Twitter have a think about who your market is. What type of customers are you looking to target with your business? For example, people on LinkedIn can be completely different to those on Facebook. If your product or service is more suited to the younger generation then there is more merit in your setting up business profiles on Facebook, Pinterest, YouTube and Twitter. If what you do in your business is more suited to older people or professionals, LinkedIn would definitely be the way to go. So, rather than scatter yourself too thinly focus in on two or three key social media websites and start there.

**YOU MAY THINK THAT YOU HAVE GOT SOCIAL MEDIA SUSSSED RIGHT BECAUSE YOU'VE ALREADY GOT YOUR OWN FACEBOOK, TWITTER AND LINKEDIN ACCOUNT FOR PERSONAL USE? WELL, THINK AGAIN!!**



# SOCIAL MEDIA MARKETING POINTERS

## 1. HAVE A PLAN OF ATTACK IN PLACE

Think about what you want your business to achieve by having a social media presence. Do you want to reach as many potential customers as possible or are you more about conveying interesting content to them e.g. by posting to a blog on a regular basis? Measurements to establish success are useful too as these will help you to track how you're doing as you go along, and help you avoid feeling unsure of whether your social media efforts are performing.

## 2. FINDING THE RIGHT BALANCE

Posting on social media websites can be tricky in that too many posts could irritate people while too few will mean no-one remembers your company name. There's no set rule about this – it really depends on your business type and your audience. Take the time to investigate how people respond and what works best and adapt accordingly.

## 3. BE AS ENGAGING AS POSSIBLE

Write your posts in a light mannered tone. Be a human being – if you have fun stuff to say, your brand must be fun too. Social media shouldn't be a chore; rather, it should be entertaining. Try to avoid making every post a sales pitch; rather, try and build some constructive relationships built on more than just self-aggrandisement.

## 4. DON'T OVERANALYSE

You don't have to spend time fretting about what would make the perfect post. At the end of the day, people just want to know your brand. If it helps, have a think about what things you would 'like', rather than only focusing on what your brand feels is should say.

## 5. BE CONSISTENT

Establish how frequently you will post your content and try to set a goal around how quickly you will respond to any posts that people leave on your sites. If people take the time to reach out to you, then acknowledge it! You can build up a reputation as a business that really cares about its customers and it will count a great deal if you manage your complaints effectively.

## 6. BE CREATIVE

It's a fact that photos get more likes than text. Use pictures, infographics, links to other juicy websites (they don't have to be strictly relevant!) and more! The only limit is your imagination.

**CHECK OUT YOUR COMPETITION. IF YOU ARE TRULY STUCK FOR IDEAS ON WHAT TO POST THEN A GOOD STARTING POINT IS LOOKING AT WHAT YOUR COMPETITORS ARE DOING. YOU COULD POTENTIALLY LEARN FROM THE COMPETITION AND ALSO, SEE WHAT GETS THE MOST INTERACTION FROM AUDIENCES AND DO SOMETHING SIMILAR FOR YOUR BUSINESS.**



# twitter

## HOW NOT TO BE A TWIT WHEN IT COMES TO TWITTER

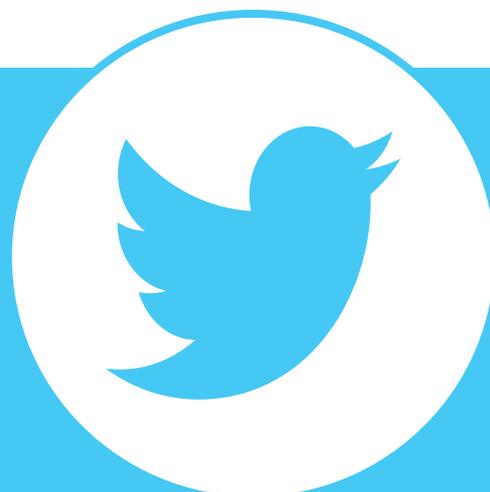
With over 500 million users, Twitter is the largest social media platform. When it comes to business though, only 16.8% of Australian SME's<sup>1</sup> find it to be effective. With Twitter it's important to keep in mind that you can only send and receive 140 character 'Tweets' or interactions with other users.

### Handy definitions

- **Tweet** – This is what you write. It can be witty, informative or newsworthy – in 140 characters or less. Tweets appear in your newsfeed and are visible to your followers.
- **Hashtag** – Twitter's way of grouping topics and creating conversations. Hashtags have multiple uses and can be created for an event and used by everyone discussing or commenting on that topic. Hashtags can pretty much be any words or phrases but it helps it helps to try and concentrate on the most important keywords, and ideally, ones which are relevant to your business and what you do
- **Follow** – Follow persons of interest, friends or organisations and see their Tweets in your newsfeed.
- **Retweet** – If you like something you have read on your newsfeed then share it with your followers by re-tweeting it. The original tweeter will be notified of this. It's the online equivalent of paying someone a compliment!
- **Trending** – See which are the most popular hashtags being used. The most popular ones are known as 'trending'. When a hashtag is trending it is being widely spoken about online so it's useful to keep on top of when this is happening, especially when you can somehow tie it in with what your business is all about.
- **Favourite** – This is a way of saving things for later. If you don't have time to read the latest news article then mark as a "Favourite it" and read it in more detail when you have time.

### HOW CAN TWITTER BE USED FOR BUSINESS?

Twitter gives you a really good way to interact with your customers, break news or deliver outstanding customer service. To do it right though you need to be lightning fast in your response time and the 140 character limit will keep your interactions short and sweet. Be sure to use it to link back to the content on your own website and drive traffic to it.



## TAKE AN INTEREST IN PINTEREST TO REAP REWARDS FOR YOUR BUSINESS..

Pinterest is like a cork pin board but online. People use Pinterest to create their own virtual pin boards and browse other user's images in the custom search panel or by categories. Pinterest is highly visual so if your business is too then it provides a great way to showcase your business' latest products and services. Whilst the number of users tops 70 million globally<sup>2</sup>, only half a million of those users are businesses.

### Handy definitions

- **Boards** – A virtual cork pin board, which is easily organised and visually appealing
- **Pins** – Refer to the images you place on your boards
- **Collections** – Creating pin boards to start your very own collection. Specific topics work well and if you can inspire with your boards all the better for it!
- **Repins** – When browsing others boards and pins, if you like something you can re-pin it onto your own board. Choose which board you want to put it onto and add a short description for what it said and why you love it, this will also help others find it like you did.



### HOW CAN PINTEREST BE USED FOR BUSINESS?

**Grow your brand and your audience.** Pinterest gives you a way to show what your business can offer in a unique way. At the same time, it can be used to broaden your customer base and potentially reach a huge audience browsing for your product by key word. Alternatively, it could be a way of driving more customers to your website, and ultimately, result in more people buying things that they have spotted on your Pinterest account through your online store.

**Get more people visiting your website.** Images can be linked to your website in a similar way as is possible within Twitter, so users can click on the image to find out more information, taking them directly to your site. It is also good to share with your followers what gives your business inspiration, and inspire them to re-pin your content.

# facebook

## LET'S FACE IT, FACEBOOK IS TOO POWERFUL A TOOL TO BE OVERLOOKED IN BUSINESS..

Facebook has revolutionised the way people communicate. With over 1.06 billion active users worldwide it has become one of the most important social media networks for any business.

### Handy definitions

- **Profile** – This is your business page. Upload your logo and give an overview of what you do
- **Wall** – The physical space that you post your content on and is located on your timeline.
- **Timeline** – Your own personal newsfeed where pictures, events or wall to wall interactions appear. You can delete or 'hide' items from your timeline if you wish to.
- **Newsfeed** – This is where all of your networks and contacts' activity is collated for you to browse
- **Status** – Tell the world or at least your friends what your business is doing
- **Tagging** – Allows you to 'tag' or attach your friends name to an image, status or check in and shows up on their timeline.
- **Like** – This is the Facebook essential. The more likes you have the larger your audience is
- **Notification** – A red indicator at the top of the page that allows you to know when one of your contacts has interacted with you.
- **Business pages** – If you're using Facebook for your business it is important that you create a business page, rather than a normal profile which mentions your business. By creating a business page people can 'like' your brand and then enables them to interact with your page.

### HOW CAN FACEBOOK BE USED FOR BUSINESS?

**Build a community:** Facebook offers a good way to begin building a network for your business, or engage a larger community if you are a more established company.

**Promote what you do:** If you're just starting out, Facebook is a great way to get the word out about your offerings and increase awareness of what you do.

**Make your company visible:** Facebook offers a way to increase your search presence online and an easy way for people to find information about your business such as physical address, opening hours and contact information.

**Deliver great customer service:** If someone posts a question to your Facebook business page respond to them quickly. This gives you a chance to demonstrate your brilliance in customer service, and if you handle queries quickly and politely other people will take notice and feel comfortable posting their query.

**Track performance:** The great thing about Facebook business pages is that they offer analytics. You can check the performance of your posts, track your likes and receive monthly page updates. Use with Google analytics to see how much traffic is being directed from Facebook and really get an idea of what does and doesn't work.



# LinkedIn

## GETTING YOUR BUSINESS IN FRONT OF BUSINESS PROFESSIONALS..

LinkedIn is the equivalent of Facebook for professionals, and whilst it is far from being the world's most popular social network 44.7% of SME's<sup>3</sup> nominated LinkedIn as their most effective marketing channel.

### Handy definitions

- **Profile** – This is like your business CV. Use it to give an overview of your business, provide information on the types of services your business offers, give updates and feature a link back to your own website
- **Connections** – Keep in contact with those in your network by adding them as a connection.
- **Groups** – Connect with like minded professionals or organisations relating to your business and see what they have to say!
- **In message** – This is the email messaging service that you can use within LinkedIn to stay in touch with your connections
- **Pulse** – Provides timely news and information tailored to you and your business interests, enabling you to stay abreast of what is happening across different industries and keep on top of current affairs.



### HOW CAN LINKEDIN BE USED FOR BUSINESS?

LinkedIn is usually thought of as a place for individuals to connect, but it's also a great place to establish your business' presence online. If you're a small company LinkedIn offers a chance to expand your network, find new hires or make new and potentially valuable connections to clients or suppliers. With a focus on professionals, LinkedIn could be an ideal social media platform for business.

With LinkedIn you can search and join groups and contribute your business expertise to the conversation. It also allows you to promote industry-applicable content to your network. If you have written an article that is relevant to your industry then post it to your LinkedIn business profile and it will appear in the LinkedIn newsfeed visible to all of your connections.

# Instagram

## IF YOUR BUSINESS HAS SOMETHING VISUAL TO OFFER, THEN INSTAGRAM COULD BE FOR YOU..

Instagram is a photo sharing website allowing users to take photos on their mobile phones and apply filters to enhance the image. It is now the fastest growing social media network among marketers worldwide, and 71%<sup>4</sup> of global brands have adopted Instagram as part of their marketing strategy.

### Handy definitions

- **Filters** – These are the special effects that can be applied to your image. Enhance your image and make it more share-worthy
- **Hashtag** – Similar to Twitter, Instagram users can apply hashtags in their descriptions so that their images can be collated and searched by other users.
- **Followers** – These are the people who are interested in your images.
- **Profile and username** – This is your unique user name that can be tagged in other user's images.
- **Tagging** – by using the @ symbol you can tag a friend in your favourite photo.

### HOW CAN INSTAGRAM BE USED FOR BUSINESS?

**Promotion of brand and product:** Instagram suits particular industries really well like restaurants for example who can use it to upload photos of new dishes, daily specials etc. You can regularly take images of your products and allow users to follow you and 'tag' them in a post. Instagram is good because it enables you to create a unique, virtual and interactive community around the love of what you offer.

**Special events:** Document and create awareness about any events your business may be involved in, tag followers and even go so far as to say thank you for attending by reposting images afterwards to keep the conversation going.



# Google+

## GOOGLE LOVES GOOGLE+ AND SO YOUR BUSINESS SHOULD TOO..

Google+ is Google's answer to Facebook. Whilst still fairly new, Google+ has a massive 250 million active monthly users and is Facebook's biggest direct rival with a massive 59%<sup>5</sup> of consumers using Google every month to find a reputable, local business. It offers a great place to grow your business' online brand, and more importantly, in doing so, could help boost your rankings in Google search results.

### Handy definitions

- **Profile** – Your profile page for your business
- **Circles** – These are Google+'s privacy settings. You get to control who has access to your profile and this works in much the same way as giving access to your friends in Facebook does
- **Hangouts** – This is where you can bring conversations to life, send images and stay connected both from a business and pleasure perspective.
- **Communities** – Another term for interest groups. Get involved in the topics you love to talk about and which are relevant for your business.
- **Follow** – Enables your customers to stay up to date when you share special offers, news or updates. The number of followers you have can also show up when your business appears in Google search results.



### HOW CAN GOOGLE+ BE USED FOR BUSINESS?

**Google loves Google+** – Need we say more? Google will favour business who have a presence on Google+ so be sure to share your website content on here.

**Stay connected** – use the hangout function for online communication and meetings if you need to.

**Contribute your knowledge** – In the same way that you can post to Facebook, Twitter and LinkedIn etc. you can use Google+ to showcase your expertise across your selected communities and drive traffic to your website by providing meaningful conversation in the forums.



Sources:

1 & 2 - The Smart Company - Crowe Horwath SME Direction Survey, 2013

3 - Semiocast Publication, 2013

4 - Social Fresh.com blog post, 2013

5 - Search Engine Watch article on Google+, 2013.