

# SOCIAL MEDIA GUIDE

If you are new to social or don't do much of it there are plenty of guides to social media online that explain how to set up and position your brand identity, voice and style. We don't want to repeat those so have a look at those online guides. Here we want to run through the basics and essentials for best practice that you need to know.



## WHICH CHANNEL?

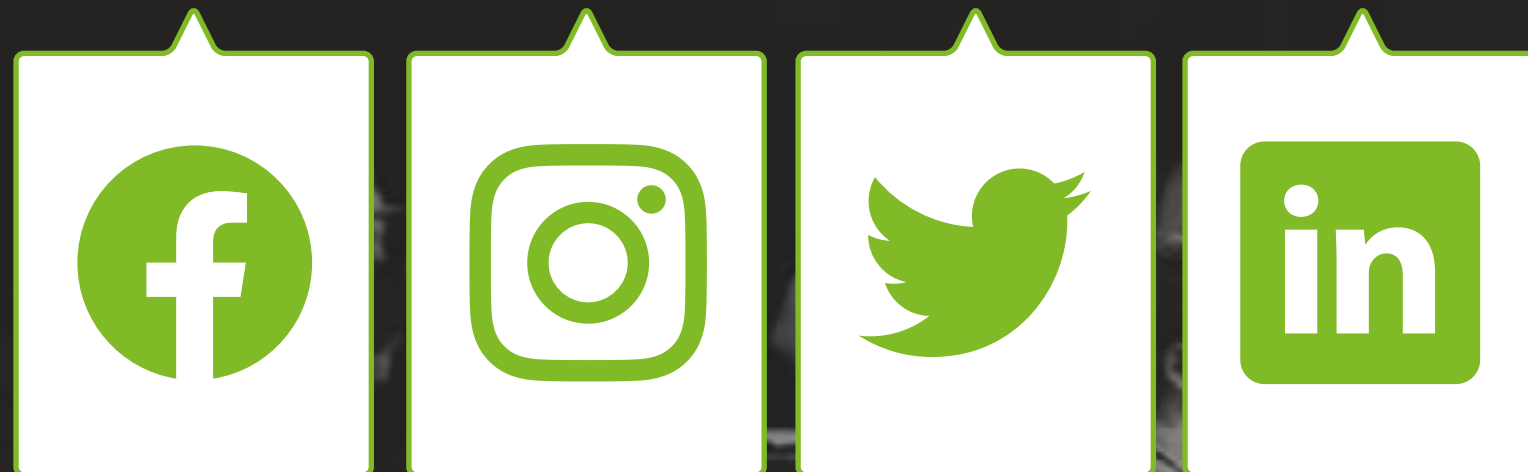
Not every business needs to be on every social network.

Each platform has its strengths and weaknesses so review which is the best fit and provides the most opportunity for your business.

There are great opportunities to be had within social media and all our events have Facebook, Instagram, Twitter and LinkedIn pages so please utilise our websites, handles and hashtags.

If you are new to social or don't do much of it there are plenty of guides online that explain how to set up and position your brand identity, voice and style.

Here we want to run through the basics and essentials you need to know for best practice posting about your presence at the event.



## BASIC ETIQUETTE

Etiquette differs from one platform to the next, but there are some basic dos and don'ts that apply to all platforms:

### **DON'T BE OVERLY PROMOTIONAL**

Try not to message all your customers asking them to buy your products and avoid sharing constant advertisements on your page. Make your posts a blend of promotional and valuable content.

### **AVOID OVER-AUTOMATION**

While scheduling your posts in advance and automating analytics is helpful, don't automate everything. Some things still need a human touch.

### **HANDLE YOUR HASHTAGS CAREFULLY**

Avoid using too many hashtags at once. Even on Instagram, where you can use 30 hashtags in a single caption, it's important not to overdo it.

### **DON'T BAD MOUTH YOUR COMPETITION**

Don't be petty. Saying negative things about your competitors online will harm your reputation more than it hurts theirs.

### **BE AUTHENTIC & GENUINE**

Don't try to be something you're not. Customers can learn whatever they need to know about your brand online today and things like authenticity can definitely go a long way.

# SOCIAL MEDIA CHANNELS



BEST PRACTICE

## facebook

### 1. USE HASHTAGS SPARINGLY ON FACEBOOK

Excessive hashtag usage actually decreases clicks on Facebook, so use no more than two per post. If you can, try working them directly into your post copy.

### 2. USE IMAGES

There are few things more important in Social Media than images. They are powerful, they grab attention and Facebook posts with photos receive an average 37% increase in engagement.

### 3. UPLOAD VIDEO DIRECTLY

Natively uploaded video outperforms YouTube links as unsurprisingly Facebook wants users to spend more time on Facebook and not consuming content somewhere else!

### 4. KEEP YOUR POST COPY CONCISE

Research indicates different optimum lengths from between 40-80 to 111 characters as the sweet spot. Either way we don't recommend exceeding that so keep your posts short and concise.

### 5. AVOID OVERLY PROMOTIONAL COPY

Facebook's algorithm limits the reach on posts in a few ways if it sounds too much like an ad as they want companies to pay for ads. Try and avoid:

- Including a hard call-to-action to make a purchase.
- Copy that is long or there's nothing creative or catchy about it.

#### TOP TIP:

#### COMPLETE YOUR 'ABOUT' SECTION

It may seem simple but is easily overlooked. Firstly it makes your profile more complete and professional but has added benefit:

- **Standard Operating Hours** - people will know how likely you are to respond to messages.
- **Multiple Website Links** - this helps your SEO ranking with links to your website homepage.
- **It Creates Milestones** - historical information gives a more rounded picture of your business.

## instagram

### 1. GET VISUAL

Instagram is an entirely visual platform. Facebook relies on text and pictures. Twitter relies predominantly on text. Instagram's sole purpose is to enable users to share images and videos.

### 2. BE CREATIVE

People use Instagram to be entertained and inspired, so create posts that do just that rather than just promote your brand.

### 3. USE HASHTAGS

Instagram might allow up to 30 hashtags per post, but we don't see the need to use any more than 10 at most to avoid overdoing it. Make sure they are relevant to improve engagement.

### 4. HIDE HASHTAGS

Listing hashtags at the end of your post can help your captions stand out. Put a few extra lines inbetween your post and your hashtags.

### 5. TYPES OF HASHTAGS

Think about the different types of hashtags and your audience:

- **Community Hashtags** - connect like-minded users around specific subjects.
- **Branded Hashtags** - unique to your company and its business.
- **Campaign Hashtags** - shorter-term for product launches, special events, and partnerships.

FACEBOOK = 1200 x 630 px  
INSTAGRAM = 1080 x 1080 px

**optimum image size**

# SOCIAL MEDIA CHANNELS



BEST PRACTICE

## twitter

### 1. RESPOND TO COMMENTS

Twitter is the first place people go to share their experiences and ask questions online so establish a strong rapport with your customers.

### 2. REPLIES & MENTIONS

These are the two most powerful Twitter features that build strong relationships, keep customers happy and can even increase your bottom line.

### 3. AVOID HASHTAG SPAM

Hashtags are extremely important on Twitter when used well, but don't go overboard! Stick to no more than 2 or 3 relevant hashtags per tweet.

### 4. USE IMAGES TO DRIVE ENGAGEMENT

Twitter is predominantly a text based platform, but tweets with images can drive higher engagement. Include imagery where possible, but not every tweet needs an image.

### 5. AUTOMATE

Twitter is a high-volume network so requires lots of posts to maintain success. A tweet has an 18 minute life span, but factors can change that such as how many followers you have.

### 6. BE CONVERSATIONAL

Find opportunities to be conversational to engage and interact with your audience. Ask questions, show your brand's personality, gather feedback, ask a playful question, or have your followers be the tiebreaker on a decision.

TWITTER = 600 x 335 px  
LINKEDIN = 1200 x 627 px

**optimum image size**

## linkedin

### 1. KEEP IT PROFESSIONAL

This isn't the place for entertaining memes and GIFs. Leave those to Twitter. This is the professional social network, where business folk go to learn about the latest in their industry.

### 2. SHARE INFORMATIVE INDUSTRY NEWS

Users want information that's going to help them in their careers. Sharing that kind of content is an easy way to help establish authority and become known as a useful source of information.

### 3. POST REGULARLY BUT NOT TOO MUCH

Posting consistently is important - but posting too much hurts your presence here. For optimal engagement post at least 2-3 times a week - but no more than 30 times a month.

### 4. VIDEO & VISUAL CONTENT

Don't just use images for your posts. Add videos, slides, or podcasts to a post - or even documents that can be turned into a carousel post which users can side-swipe through.

### 5. DON'T JUST SHARE YOUR OWN CONTENT

Adopt the 4-1-1 rule: "For every one self-serving post, you should repost one relevant post and most importantly share four pieces of relevant content written by others".

### 6. DON'T BE SALESY

Although you're obviously looking to market yourself and your business, it's best to avoid being too pushy. Engage in thought leadership-style conversations and build relationships.

### TOP TIP:

#### COMPLETE YOUR 'ABOUT' SECTION

It may seem simple but is easily overlooked. Firstly it makes your profile more complete and professional and is an important branding opportunity. But it's also the first thing that your target buyers see when they research your company's products and services.