

Step 5 Continued

When should you be posting?

There are many neat tools to show you the best time of day to post to Facebook, Twitter, and more. These tools look at your followers and your history of posts to see when your audience is online and when historically have been your best times to share.

Twitter – 1-3pm weekdays

Facebook – 1-4pm and 2-5pm weekdays

LinkedIn – 7-8:30am and 5-6pm Tuesday, Wednesday, and Thursday

Tumblr – 7-10pm weekdays and 4pm on Fridays

Instagram – 5-6pm weekdays and 8pm on Mondays with a sweetspot at 6pm

Pinterest – 2-4pm and 8-11pm weekdays with weekends being the best

Google+ – 9-11am weekdays

Step 6: Analyze, test, and iterate

The more you post, the more you'll discover which content, timing, and frequency is right for you.

How will you know? It's best to get a reporting tool, or use the analytics built into the social media site.

These tools can show you a breakdown of how each post performed in the important areas of views, clicks, shares, likes, and comments.

Set a benchmark. After two weeks or a month of sharing, go back through your stats and find the average number of clicks, shares, likes, and comments per post. This'll be your benchmark going forward. You can come back and update this number at any time as your following and influence grows.

Test something new. Try a different type of post, time of day, tone, or topic, and see how this post performs compared to your benchmark.

Did it work? If your test performed well, then you can implement the changes into your regular strategy. And once your test is over, test something new!

Step 7: Automate, engage, and listen

The final piece of a social media marketing plan involves having a system you can follow to help you stay on top of updates and engaged with your community.

To start with, automate your updates. Tools like Buffer and Hootsuite allow you to create all the content and updates that you want to, all at once, and then place everything into a queue to be sent out according to whatever schedule you choose. Automation is the secret weapon for consistently excellent sharing, day after day.

Social media requires engagement, too.

When people talk to you, talk back. Set aside time during your day to follow-up with conversations that are happening on social media. These are conversations with potential customers, references, friends, and colleagues.

Create a system for listening.

Tools like Mention will send you an alert every time you're mentioned online, and you can rely on custom searches and email alerts for mentions on specific networks, too.

Get social media inspiration from industry leaders, competitors, clients.

Turn to your competitors for inspiration when it comes to what content types and info gets the most social media engagement. Use social media listening to see how you could distinguish yourself from competitors and appeal to consumers they might be missing.

LIBRARY HOURS

Monday-Thursday: 9AM-9PM

Friday-Saturday: 10AM-5PM

Sunday: 1PM-5PM

Connect With Us



300 Orchard Street
Fayetteville, NY 13066

www.fflib.org



Social Media Marketing Plan



Step 1: Create social media goals.

Step 2: Choose your social networks.

Step 3: Fill out profiles completely.

Step 4: Find your voice and tone.

Step 5: Pick your posting strategy.

Step 6: Analyze and test.

Step 7: Automate and engage.

Step 1: Create social media goals.

Write down at least three social media goals. Make sure to ask yourself what the goal will look like when completed, and use that to determine how you will track it.

Step 2: Choose Your Social Networks

You should choose the social networks that best fit your strategy and the goals you want to achieve on social media.

You don't have to be on them all—just the ones that matter to you and your audience.

Some things to consider that can help you choose not only which social networks to try but also how many to try.

Time – How much time can you devote to a social network? Plan on at least an hour per day per social network, at least at the start. (Once you get going, tools like Buffer or Hootsuite can help you save a bit of time.)

Resources – What personnel and skills do you have to work with? Visual social networks like Pinterest and Instagram require images and photos. Social networks like Google+ emphasize quality content. Do you have staff with the time and resources to create what's needed?

Your audience – Where do your potential customers hang out? Which social network has the right demographics?

Step 3: Fill out your profiles completely

Visit each of your social media profiles and make sure that your avatars, cover photos, bio, and profile info are up-to-date and complete.

Profiles will require two parts: visuals and text.

For visuals, aim for consistency and familiarity. Your avatars and cover photos should be the same or very similar across all social networks.

To create these images, consult a social media image size chart that will show you the exact breakdown of dimensions for each photo on each network. To make it easy, use a tool like Canva, which comes with prebuilt templates that set the proper sizes for you.

For text, make sure to customize the bio/info section of your profile. Creating a professional social media bio can be broken down into six simple rules.

Show, don't tell: "What have I done" often works better than "Who I am"

Tailor your keywords to your audience

Keep language fresh; avoid buzzwords

Answer the question of your potential followers: "What's in it for me?"

Be personal and personable

Revisit often

Step 4: Find your marketing voice and tone

Start with questions like these:

- If your brand was a person, what kind of personality would it have?
- If your brand was a person, what's their relationship to the consumer? (a coach, friend, teacher, dad, etc)
- Describe in adjectives what your company's personality is not.
- Are there any companies that have a similar personality to yours? Why are they similar?
- How do you want your customers to think about your company?

At the end of this exercise, you should end up with a handful of adjectives that describe the voice and tone of your marketing. Consider this to keep you on track: **Voice is the mission statement; tone is the implementation of that mission.**

Cultivate a voice that delights your customers, then your customers will be thrilled to spread the love about you.

Step 5: Pick your posting strategy

What's the ideal amount to post per day? How often should you post? When should you post? What should you post?

So much of the social media experience is about your individual audience and niche. What works for you might not work for me, and you never know until you try

What should you be posting?

Images are ideal.

Image posts get more views, clicks, reshares, and likes than any other type of post.

When you know what works, place these different types of updates into a consistent strategy.

Start with the basic five types of updates:

- Links
- Images
- Quotes
- Reshares
- Plain-text updates

Choose a "staple" update, a single type that will make up the majority of your shares.

Create a 4:1 ratio of sharing: for every four "staple" updates, publish one different type for variety.

How often should you be posting?

Some of the factors that might impact your specific sharing frequency may include your industry, your reach, your resources, and the quality of your updates. The social network you're using will have its own best practices, too.

If people love your updates, you can typically always get away with posting more.