

The image features a blurred, green-toned background with a central focus. A thin, dark horizontal line spans the width of the image. Overlaid on this line is a rectangular box with a bright orange border. Inside this box, the words "SOCIAL MEDIA" are written in a bold, orange, sans-serif font, centered horizontally and vertically.

SOCIAL MEDIA

# HOW WILL WE WORK?

- **During 8 working sessions will focus on:**
  1. Social media audit – what we have, what we need and why
  2. Social Media tips and tricks
  3. Building social media and comms strategy
  4. Creating content, finding networks
  5. Working with visual content, templates
  6. Working with audio-visual content, newsletters
  7. Reacting to crises when the worst happens
  8. Creating a comms-based project proposal

# WHAT DO YOU WANT TO ACHIEVE?

- Communication with audiences
- Increasing the activity of organization's members
- Reach and attract different audiences
- **Create** meaningful and attractive content
- Increase **impact** of activities through social media
- **Targeting** your audience, **formulating** short but affective messages
- **Plan** social media communication in a longer perspective
- Fake news and NGO **resilience**
- **Reacting** in crisis
- Working with **audio-visual** material

... «It is hard to be visible»

The background of the slide is a blurred, close-up photograph of green grass, likely a type of wheat or barley, with the blades creating a sense of motion and depth. The colors range from vibrant green to a darker, muted green.

# SESSION I SOME AUDIT

## WHAT IS SOCIAL MEDIA ADMIN?



Effective management of social media will let you learn more about your audiences, reach new ones and leads – potential customers.

**Official:** Administration of social media accounts is a strategic marketing process that popularises service or a product online. It is a fulltime, regular work and regular communication, with an aim to reach out to your audiences.

**Unofficial:** Writing catchy, interesting texts for your social media. Keep in mind - a human spends 2 seconds and skims the content.

**Task: Write in 3-4 sentences – why a client should buy potato chips «Fanta», which are more expensive and high quality, and not chips «Cola». Present this to your peer and then ask – have you sold the product? What was good, what needs to be adjusted?**



## **SET YOUR LONG TERM IDENTITY:**

- Mission: company's purpose for existing. Write it in present tense. Doesn't have to be long, make it real, clear and sharp.
- Vision: where do you want to be? Direction, your north star. Write it in present tense.
- Values: aligned with the product/service, objectives, strategies, communications, culture...
- Tone of voice: how do you speak to your audience? Words, way of communication. Set a brand profile.

REMEMBER



**CHECK  
WHAT YOU  
HAVE  
DONE!**

Before starting, you have to look critically at the content you have published before. What has worked and what hasn't. Let us look into you statistics and see how many people you have reached.

**Which were the top posts and why?**

**What are the tactics of a popular post?**

Biggest mistake – to not look into data and just blame social media algorithms





## POTENTIAL ISSUES:

### WHAT WORKS IN COMMS?

Only by analysing what you have been doing before, what has worked and what hasn't, you will understand how to proceed in the future.

### WHO IS YOUR IDEAL CLIENT?

What is your target audience – age, gender, sphere, interests, hobbies, skills, what social he/she uses. **Be specific!**

**For example, do you want to see posts with a fridge if you are looking for a lamp?**

### WHO ARE YOUR COMPETITORS, WHAT ARE THEY DOING?

HOW CAN YOU BE DIFFERENT?

WHAT IDEAS CAN YOU STEAL?

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# SESSION 2

# SOCIAL MEDIA AUDIT

## WHICH SOCIAL MEDIA DO WE USE?

Network	How active	What types of activity
Facebook	Weekly	After events we post photos

You may think you know all your social accounts off the top of your head but chances are, you're forgetting one or two. Start by listing all your social media profiles, including any inactive ones.

Don't rely on records to uncover all these accounts. The only way to know is to do some digging. Search each major social network directly for your brand and product names to see if you uncover any unexpected accounts, like old test accounts.

## WHICH SOCIAL MEDIA DO WE USE?

For imposter accounts or others infringing your copyrighted material, it could be as simple as contacting the fake account owners, or reporting the account to the social network it's on.

Once you're sure you've tracked down all relevant accounts, set up a social media monitoring program to watch for new impostors that may pop up in the future.

In addition to the accounts you have, think about the ones you don't. Are there social platforms you don't have a presence on? You don't need to be on every network, but an audit is a good time to add new ideas to your social strategy for the future.

# SOCIAL MEDIA MONITORING TOOLS

- Social share of voice (i.e. what percentage of the conversation is about you, as opposed to being about your competitors)
- Social sentiment analysis (i.e., what's the mood of the conversation)
- Social ROI (i.e., how much investment in social is paying off)
- Relevant hashtags and keywords (i.e., which Instagram hashtags or YouTube keywords you might want to use in the future to expand your reach)
- Trends (i.e., what is your audience talking about, what new ideas, aesthetics or memes are popping up, are the platforms offering new tools and services, etc.)

# SOCIAL MEDIA MONITORING TOOLS

- <https://brand24.com/hashtag-search/>
- <https://tweepsmat.com/signup/>
- <https://www.google.com/alerts>

# SOCIAL MEDIA BRANDING

- Look through each profile to ensure they're all consistent with your current brand style guidelines. This includes your profile and banner images, hashtags, copy and phrases, brand voice, URLs, and more.
- Here are the key areas to evaluate for each social account:
  - Profile and cover images. Make sure your images reflect your current branding and adhere to each social network's image size requirements.
  - Profile/bio text. You have limited space to work with when creating a social media bio, so it's important to make the most of it.
  - Username. Are you using the same username across all social channels? It's a good idea to do so if you can.
  - Links. Does the URL in your profile go to the correct website?
  - Pinned posts (if applicable).

# TOP PERFORMING POSTS

- What makes a “top-performing post?” I suggest ranking them by engagement rate to find the content your audience resonates with most. However, you may want to choose a different key metric to focus on, like link clicks or conversions.
- Here are the key areas to evaluate for each social account:
  - What’s getting you the response you want? Photo posts? Videos?
  - What has the highest engagement: Candid, behind the scenes content or polished and pro posts?
  - Are people responding in the same ways across all networks, or does a certain type of content perform better on one platform than others?
  - Do people engage with your posts if you ask a question?
  - Are your top posts aligned with your current brand voice?



# SOCIAL MEDIA ANALYTICS: TWITTER

This is what you see when you first navigate to Twitter analytics. It shows you a monthly overview of your top stats, including your:

- Top Tweet (by number of impressions)
- Top mention (by engagements)
- Top media Tweet (ones that include an image or video)
- Top follower (the person with the most followers who started following you in the current month)

You can also see more detailed analytics in **Twitter's Media Studio**, like when your audience is online and the top Tweets and comments people are saying about you.

Twitter Business Insights page. Advertising->Analytics

# SOCIAL MEDIA ANALYTICS: FACEBOOK

Facebook Business Suite:

- Engagement, including likes and comments
- Demographic information about your followers
- Reach of your Facebook Page

**Creator Studio** is a section of Facebook specifically designed for content creators, compiling all posting, tracking, managing and monetizing tools into one place. Creator Studio is also the easiest way to learn what new features or monetization opportunities you may be eligible for.

# SOCIAL MEDIA ANALYTICS: INSTAGRAM

If you're using an Instagram Business or Creator account, you have access to this built-in Instagram analytics app.

If you're still using a personal account, switch over to an Instagram Business account now:

<https://blog.hootsuite.com/instagram-analytics-tools-business>

# ENGAGEMENT METRICS

Network	Engagement metrics
Twitter	Avg 244 new followers per month, 5 retweets per day and 9 likes per day.

# IMPROVEMENTS

Network	Improvement metrics
Instagram	<p>E.g. Make profile picture consistent with other social networks. Add link to latest blog post.</p> <p>Share your content here at least 2x per week. And try repurposing your blog posts onto Pulse.</p>

# COMPETITORS TO WATCH

Profile to watch	Reason
Instagram, LEGO	One of your largest toy competitors. They get roughly 9x more engagement on Instagram, thanks to their short-form videos posted every Tuesday.

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# SESSION 2

## TIPS AND TRICKS

# FACEBOOK

Users spend  
**21 minutes** per day  
on average on Facebook

In just **18 minutes**  
there are 11 million  
users on Facebook

People share  
**1.3 million** pieces  
of content  
on Facebook  
every minute  
of every day

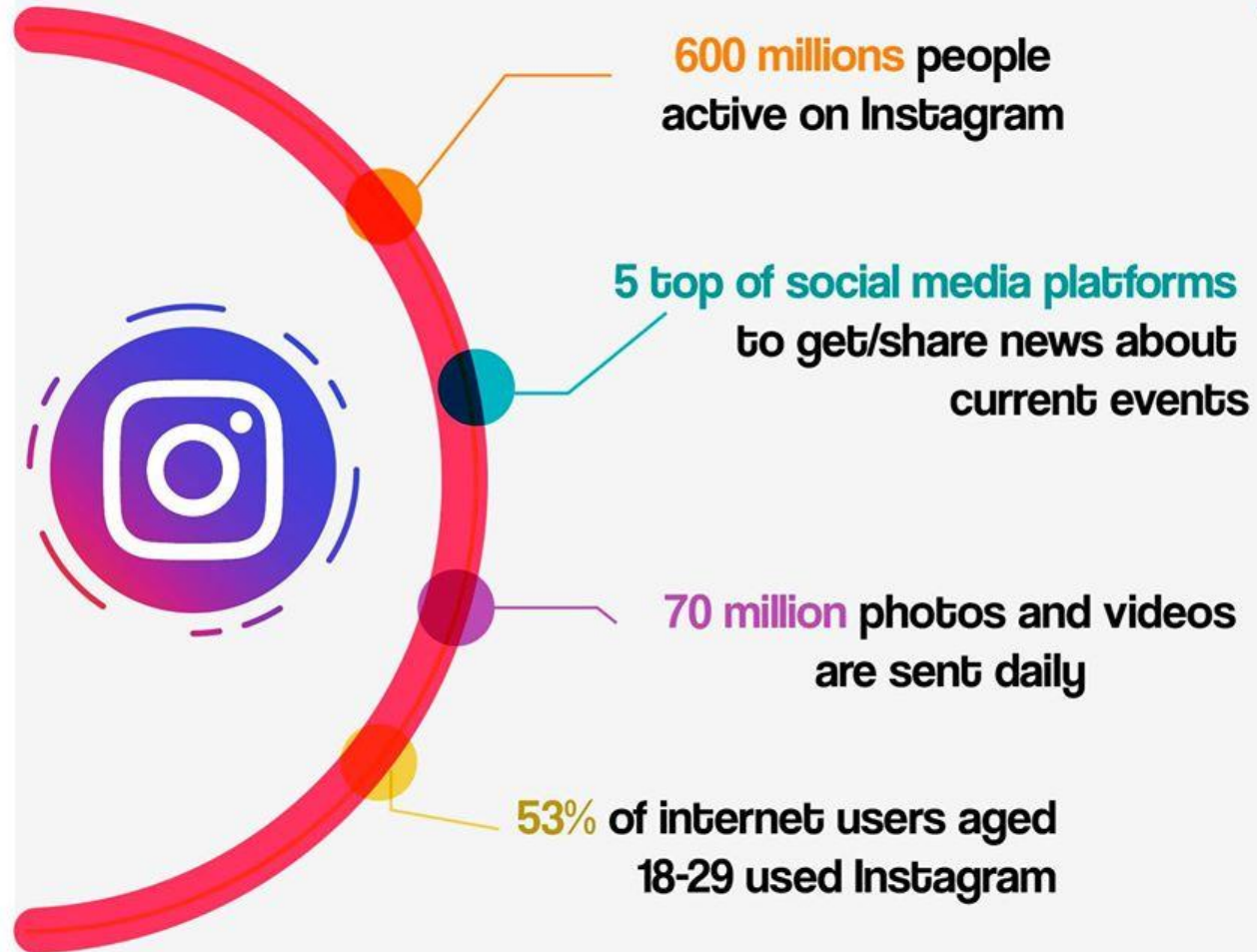
Every second there are  
**20,000**  
people on Facebook

Number of video  
uploads to Facebook  
**exceeded**  
YouTube video  
uploads according  
to Social Bakers

Photo uploads  
are **350 million**  
per day



# INSTAGRAM





**LinkedIn has 347 million registered members**

**2 new users join every second**

**Over than 39 million students and recent graduates on LinkedIn**

**The average age of active users around 35 to 44 years old**

**23 % of digital marketers who advertises on this network at least monthly**

# TWITTER

29% of internet users  
with colleges degrees use Twitter

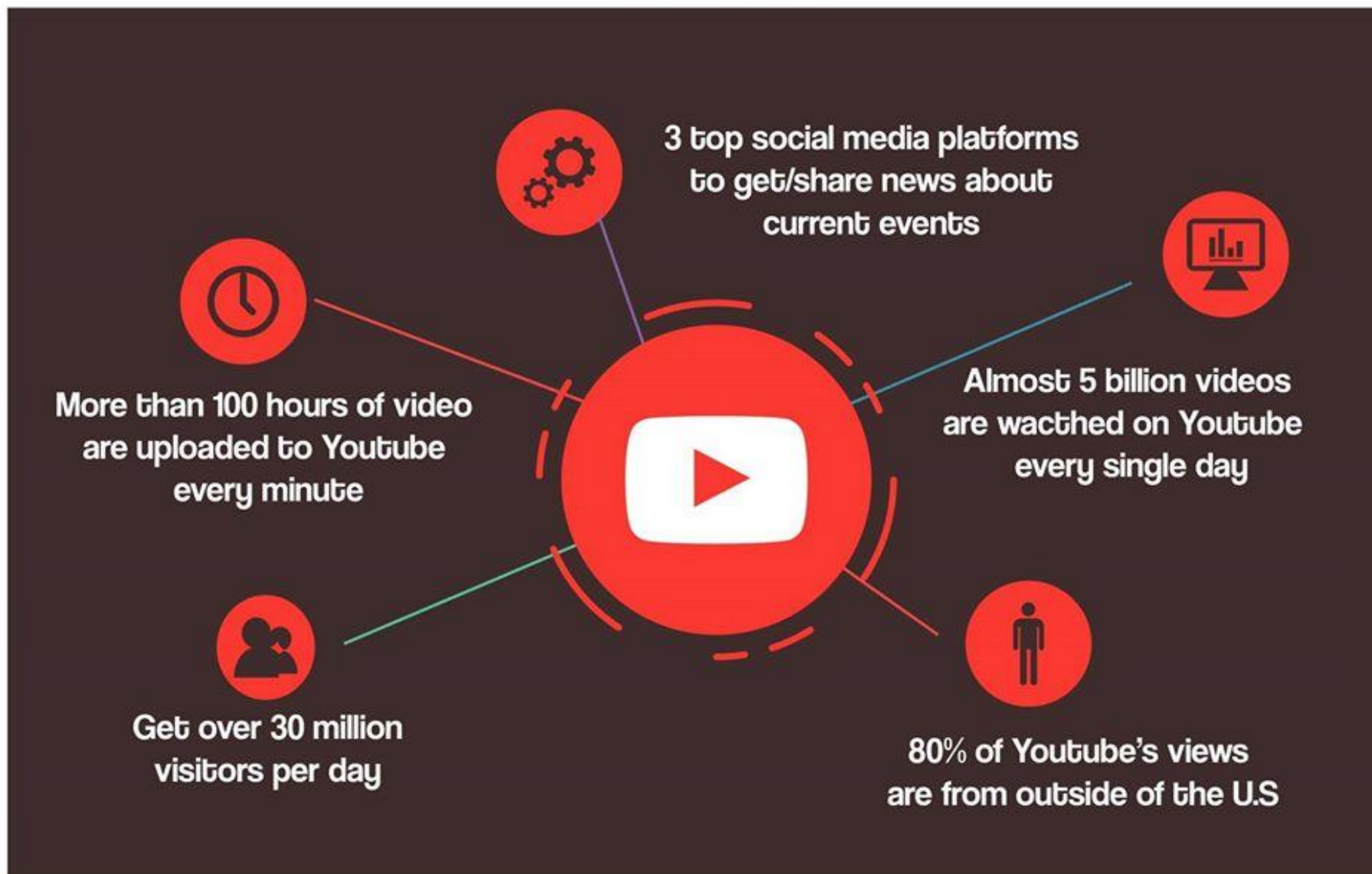
3 top of visited  
social media

420 million active  
users in Twitter

First social media platform  
to get/ share news  
about current events in the world

500 millions  
tweets per day

# YOUTUBE





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



50%+ OF NEW SIGNUPS ARE MEN

250 MILLION MONTHLY ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS

THERE ARE OVER 69 MILLION TWITTER USERS



6,000 TWEETS ON AVERAGE

HAPPEN EVERY SECOND

326 MILLION MONTHLY ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

1.57 BILLION DAILY ACTIVE MOBILE USERS

25% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

2.23 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES AND 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

1 BILLION MONTHLY ACTIVE USERS



SNAPCHAT

APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED

10+ BILLION VIDEO VIEWS DAILY

ROUGHLY 70% OF USERS ARE FEMALE

MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS

300+ MILLION MONTHLY ACTIVE USERS



LINKEDIN

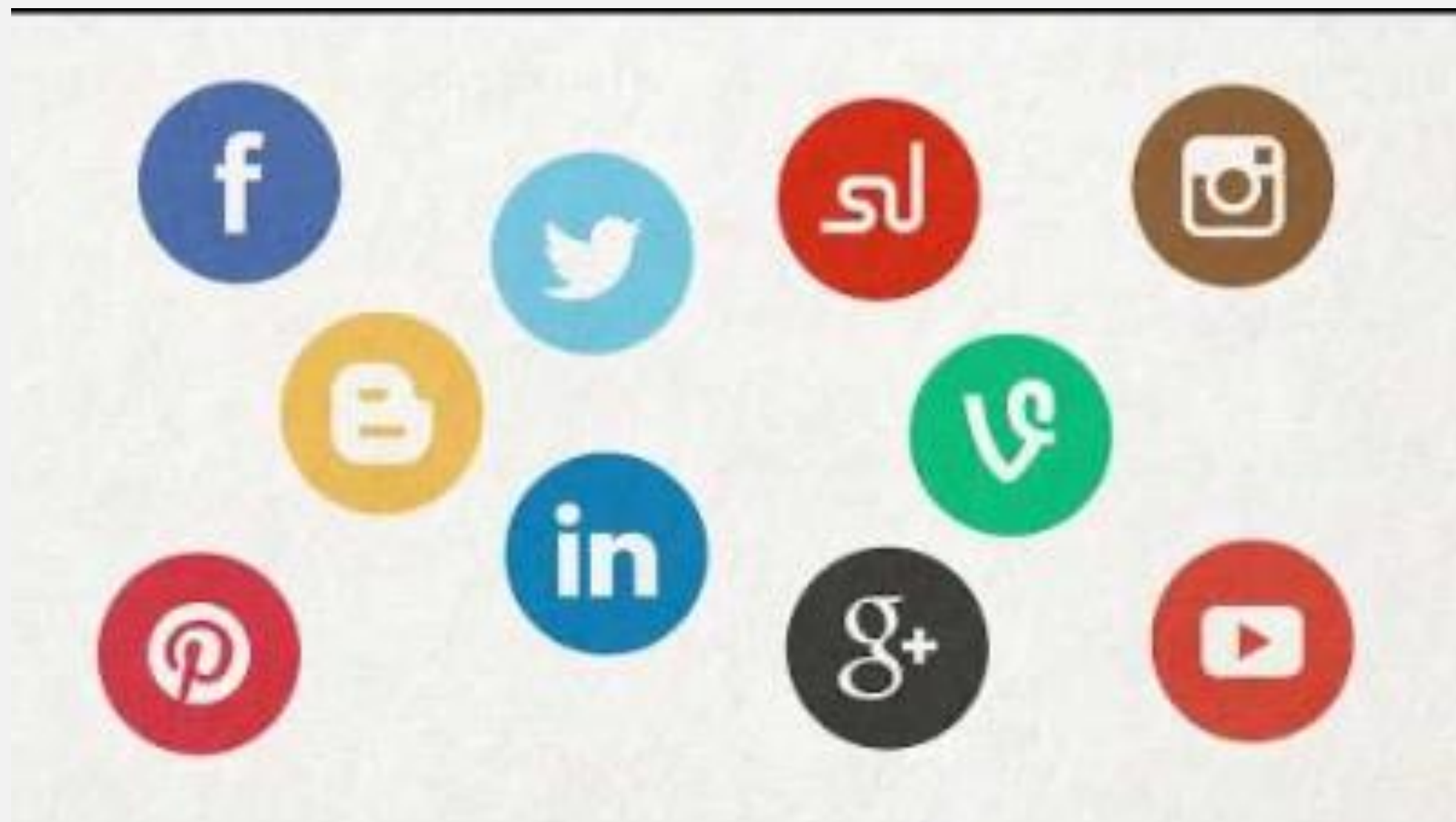
BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



70%+ USERS ARE OUTSIDE THE U.S.

260 MILLION MONTHLY ACTIVE USERS



## WHAT IS THE AIM?

### **Aim:**

- help spread the word about events and your brand
- lead people to your webpage
- find your clients

### **What does success look like?**

- Growing number of followers;
- Mentions;
- Weekly stats on social media - likes, reactions, comments;
- Webpage stats;
- News leads (clients);
- Video views

### **What will success look like for your organization?**

Define your **S.M.A.R.T.** principles.

## SMART Goals

### Specific

Provide enough detail to eliminate a general goal's indecision.

### Measurable

Metrics to determine whether a goal will be attained and track progress

### Attainable

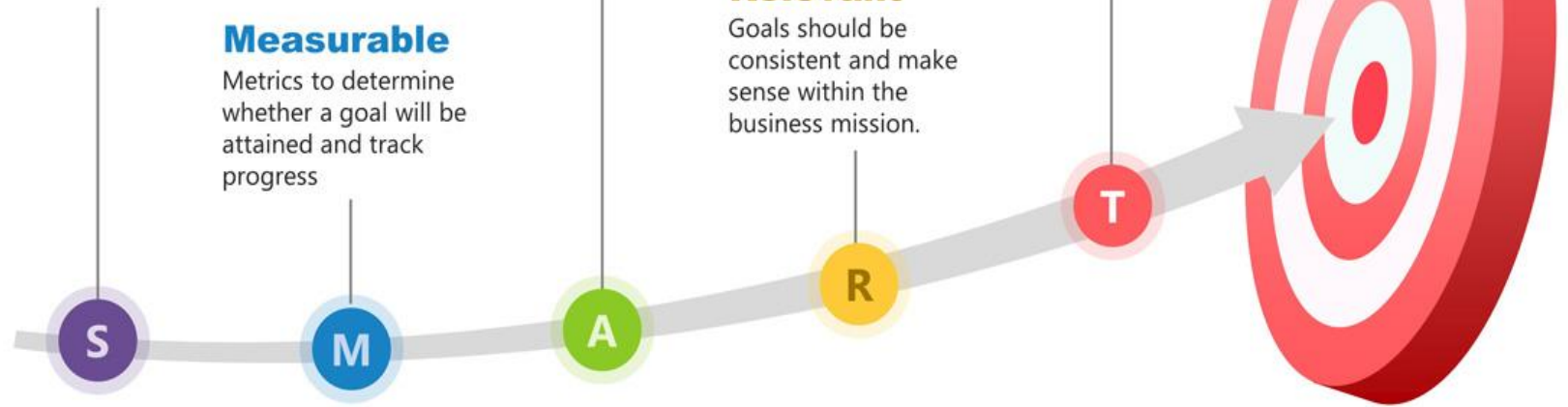
Goals should be realistic under the skills and resources available.

### Relevant

Goals should be consistent and make sense within the business mission.

### Time-Bound

Goals should be attainable in a defined time period.





## FROM GOAL TO TASKS

Think about your goal and cut it into smaller tasks. They have to be doable, realistic, traceable.

**Remember – a well-planned process is the basis of any social media and marketing plan.**



SOCIAL MEDIA  
EASY  
EXPLAINING



I'm eating a #donut.

facebook

I like donuts.



This is where I eat donuts.



Instagram

Here's a vintage photo of my donut.



Here I am eating a donut.



My skills include donut eating.



Here's a donut recipe.



Now listening to "Donuts".



I'm a Google employee who eats donuts.

## DECIDE WHICH SOCIAL MEDIA PLATFORM(S) TO USE

As a beginner to social media, you have to choose one or two social media platforms and concentrate on those rather than trying to work on all platforms at the same time.

This is a mistake that many beginners do and in the end, they quit without having any benefit.

A nice way to find out which platform is best suited to your niche is to find the influencers and analyze where they have success.

For example, find out the leaders in your niche and check out the number of Facebook fans, Twitter followers, Pinterest followers, etc.

If they have 1,000 Facebook fans but only 100 Twitter followers then this is a good indication that FB is more suitable for your niche than Twitter.

It is also a sign that you are more likely to have success with FB than on Twitter, so you can use your time more efficiently and engage more on FB rather than on any other platform.



The image features a background of blurred green grass. A dark horizontal band runs across the middle, containing the text 'TIPS & TRICKS' in orange. The text is enclosed in a thin orange rectangular border.

# TIPS & TRICKS

## Facebook

gets average 2.27billion of monthly active users now. 66% of the people are using in mobile. 62% of seniors aged 65+ are on **Facebook** . 35% of the audience is below the age of 25. **Facebook** users are 53% female and 47% male .

**Facebook** allows video content that provides greatest amount of engagement .**Industries that can capitalize on face book are food & beverages , news & media , e-commerce.** Some of the most liked pages on face book are the brands **Samsung ,Apile, Amazon** etc..

These brands are not only trying promote their product or service but also building brand awareness by posting things they are doing into the society.

## Tips

Take Advantage of user generated contents like sharing a user's experience of using your product

Fix Schedule for posting content

Create Original content that's relevant to your audience with Occasional self promotion





## Tips to promote in instagram



## INSTAGRAM

It is a place you can promote your product or service through the imagery or video. The average monthly users on Instagram reaches 1 billion. 32% all internet users are on Instagram. 68% of all Instagram users are women. 59% of audience is a bit younger between age of 18 to 29.

Food and beverage, beauty, E-commerce work well when you have video and imagery. If selling e-commerce product on Instagram allows people to purchase from the platform.

## Tips

Have a Compelling bio

A good profile picture

when you post photos throw some hashtags in there

Collaborate with the influencers on Instagram

Run content to boost engagement with audience

## WHAT IS SOCIAL MEDIA

**Social media marketing** is the process of building awareness about you, your products, or services through various social media channels.

**The ultimate goal** of any social media marketing campaign is to drive traffic to a website, increase the visibility of a product, gain more social media followers, or find more customers.

**The most popular** social media networks today are Facebook, Twitter, Pinterest, YouTube, Instagram, Tik Tok, and LinkedIn.



## OPTIMIZE YOUR SOCIAL MEDIA PROFILES

Once you decide which [social media tools](#) you will use (at least for the beginning), the next step is to optimize your profiles on those sites.

By optimizing your profiles you increase your chances of getting more followers and it is also a good way to boost your SEO efforts.

**Some general rules that apply to all sites are:**

- **- Include a link to your website** – On Facebook include a link in the ‘About section’, on Twitter and Pinterest in the ‘Web site Section’. In other words, do use your social media profiles for SEO purposes as well
- **Write a good description about yourself or your company** – What is your background or expertise? What are you proud of? Mention this is your profile.
- **Give an indication to users what type of info you will share** – Although this is not necessary, I like to read in profiles what kind of info to expect from the particular person.
- **Use a real photo**– avoid using animals, places, or anything that is not real. Social media is about connecting people and if you want to have a trusted profile you need to get out of your cage and put your face on the web!





## **CONNECT YOUR WEBSITE OR BLOG WITH YOUR SOCIAL MEDIA PAGES**

- After you have your social media profiles ready the next step is to connect your website with your social media pages.
- There is a certain procedure to follow for each platform and it is very important that you do it correctly.
- A correct binding between the two means that search engines and social media websites know which website corresponds to which social media page.



## FIND AND FOLLOW THE INFLUENCERS IN YOUR NICHE

### UZD:NETWORK MAPPING

The next obvious step is to find people to follow but most importantly to gradually build our tribe of followers.

I would say that there are 5 basic steps to follow to get more followers and these are described in points 6-10 below.

Before getting into that, you should first find and follow the influencers in your niche.

It is almost certain that they will not follow you back because you have a new account with no followers but doing so is important for 3 reasons:

- Social media platforms will use this information to make suggestions on who to follow so by following popular people in your niche is like telling them that you are also in that niche.
- When you follow popular people who are likely to get followed by others as well. A trick many people use is to follow the followers of a popular person because they know that some will follow them back as well.
- They will most probably share important and useful information about the niche so you have a chance to learn something new and re-share that with your followers.



Once you start following people you should always have in mind that it's better to keep a balance between the number of people you follow and the number of people they follow you back.

**This is important, especially on Twitter and Pinterest and the reasons are a lot:**

- Software applications are using this ratio (followers/following) to make suggestions on 'who to follow' so if you have a very high ratio you minimize your chances of getting new quality followers.
- It is a matter of trust – Who do you think has a trusted profile: someone with 1000 followers but following 2500 or someone with 550 followers that follows 510?
- A balanced profile is better for SEO – SEOs have been talking the last couple of months about the importance of social media for SEO and how things are changing and although it is not yet confirmed, it is more likely that people with strong social media profiles are in a better position than those with weak profiles.
- A strong profile, in this case, is someone that has more followers than following and someone that is followed by people who are considered influencers in the niche.

## **KEEP A BALANCE BETWEEN FOLLOWING AND FOLLOWERS**



**SHARE  
INTERESTING  
CONTENT (TEXT,  
IMAGES, VIDEOS)**

**What is interesting content?**

From my experience (and certain studies) this is a combination of:

- Articles/Stories/Pages related to your niche but not only from your own website.
- Interesting statistics about your niche
- Motivational Quotes related to your niche or otherwise
- Research studies
- Images and Videos (If you're making videos for YouTube I recommend a YouTube editing software to make your life easier)
- Funny stuff- whatever your niche, you can share once in a while a joke, a funny image, or a video to make your followers smile.
- Don't forget about hashtags – hashtags (#) can make your content more searchable so don't forget to use hashtags in the networks that support it (Twitter, Pinterest)



**POST MANY  
TIMES PER DAY  
BUT DON'T  
OVERDO IT**

A common question by people who are just beginning on social media is “how many times should I post per day?”

The answer depends on the network.

There are many studies analyzing the effect of [posting frequency](#) and some best practices are:

- Facebook personal page – As many times as you want
- Facebook business page – No more than 1-2 times per day and no more than 7 times per week.
- Twitter – The more you tweet the more exposure you get.
- Pinterest – a few times per day is enough



## DON'T FORGET TO FOLLOW BACK

Most people concentrate on how to get new followers but they forget to follow back those who have already followed them.

Every day you should create the habit of viewing the people who are already following you and decide who to follow back.

If you don't do this on a regular basis then most likely some will un-follow you and this is why you may sometimes notice a decrease in the number of followers.



## **FOLLOW THE RULES AND BE PATIENT**

- Social media networks have rules to keep spammers away. For example, there is a limit on Twitter on the number of people you can follow per day; Facebook has its own rules, etc.
- This means that it may take some time to build thousands of followers so you need to be patient and not try to rush into results either by breaking the rules (your account will be suspended) or by spending your money on 'buying followers or tweets' or anything similar.
- Try to spend your time creating a great social media profile that will stand over time and why not become one of the authoritative profiles in your niche.



## CONCLUSION

**When it comes to social media there are 2 important pillars.**

The first one has to do with the setup of your social media profiles and the second one is about usage i.e. how you use your social media account.

- For the first pillar, it is important to engage in the networks more suited to your niche and to have a proper connection between your social media pages and website.
- For the second pillar, it is important to follow the right people, be followed by the right people, and share relevant and interesting content always by adhering to the rules of the different social media networks.

