Social Media Content Strategy

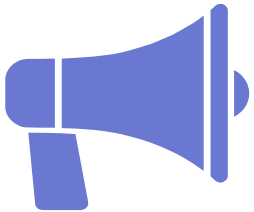
Content: the backbone of your social strategy

Having great content will help you:

- ☑ Extend your reach
- ☑ Deepen engagement for your brand
- ☑ Build more loyalty
- ☑ Drive more sales

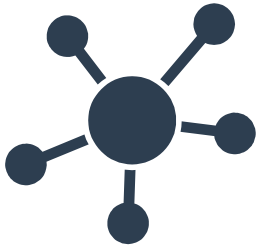
Social content can be read and watched in places and times that people ***choose***.

There are three main reasons why people use social media. They want to be:



INFORMED

ENTERTAINED



CONNECTED

Social media helps people feel **informed.**

2/3

of Americans are now getting their news from social media sites.

SOURCE: JOURNALISM.ORG

Social media helps people feel **entertained.**

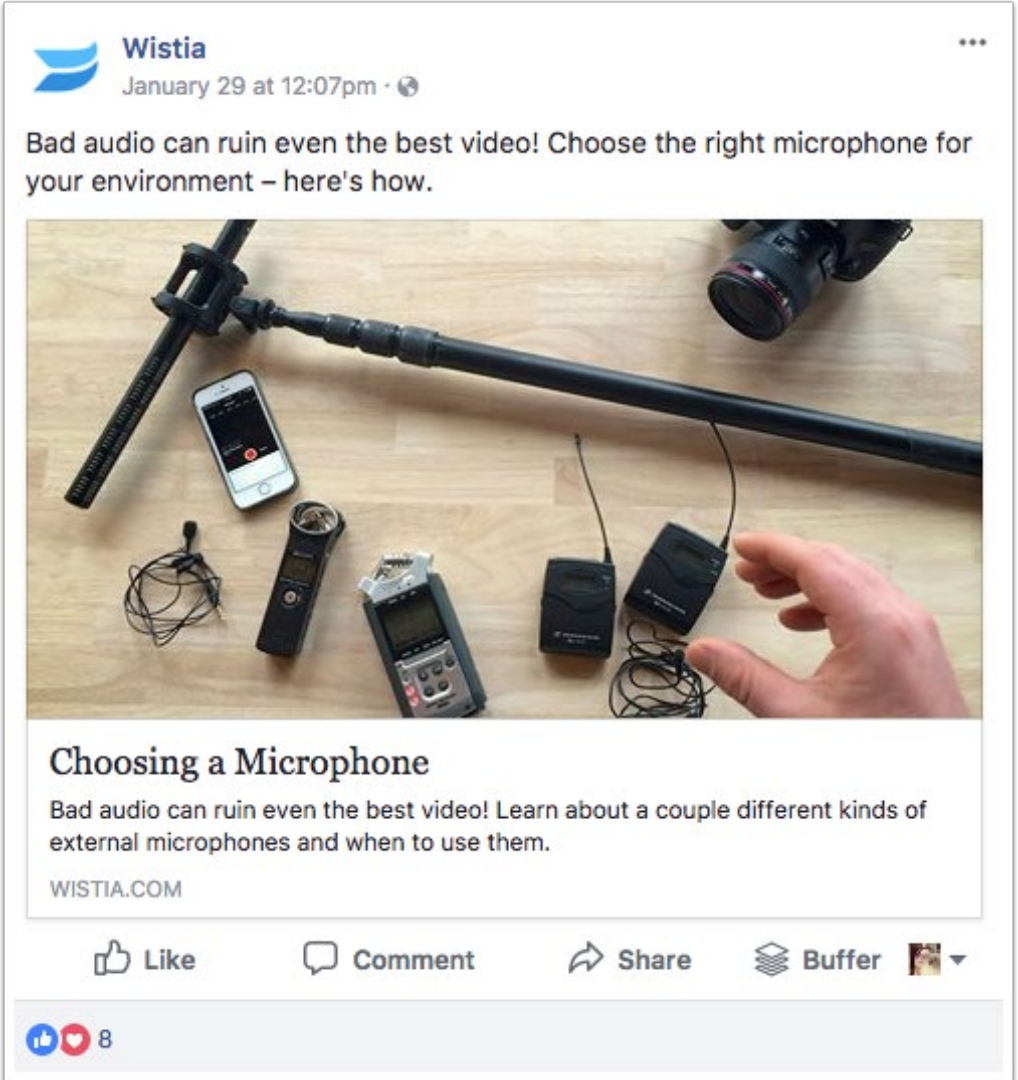
Social media helps people feel **connected.**

Social Media Content: The Basics

82%

The percent of globally internet video traffic that will make up all consumer internet traffic by 2022.

SOURCE: CISCO



Visual images include photos, infographics, animated GIFs, and illustrations.

Animated GIFs can take you one step beyond standard images

49%

The amount of faster revenue growth
for marketers who use video over non-video users.

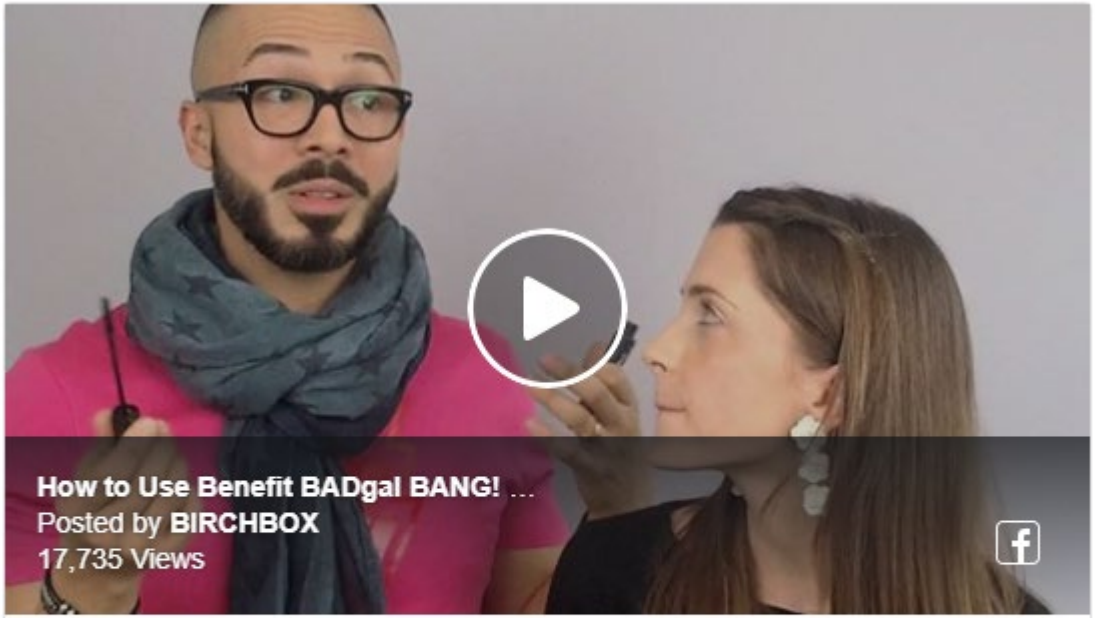
SOURCE: WORDSTREAM

59%

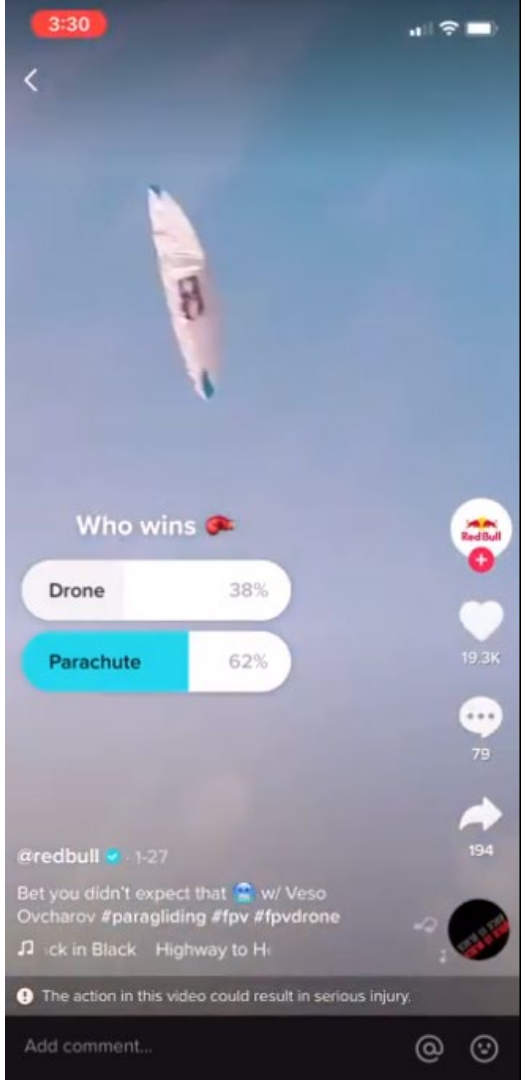
of executives agree that if both text and video are available on the same topic, they are more likely to choose video.

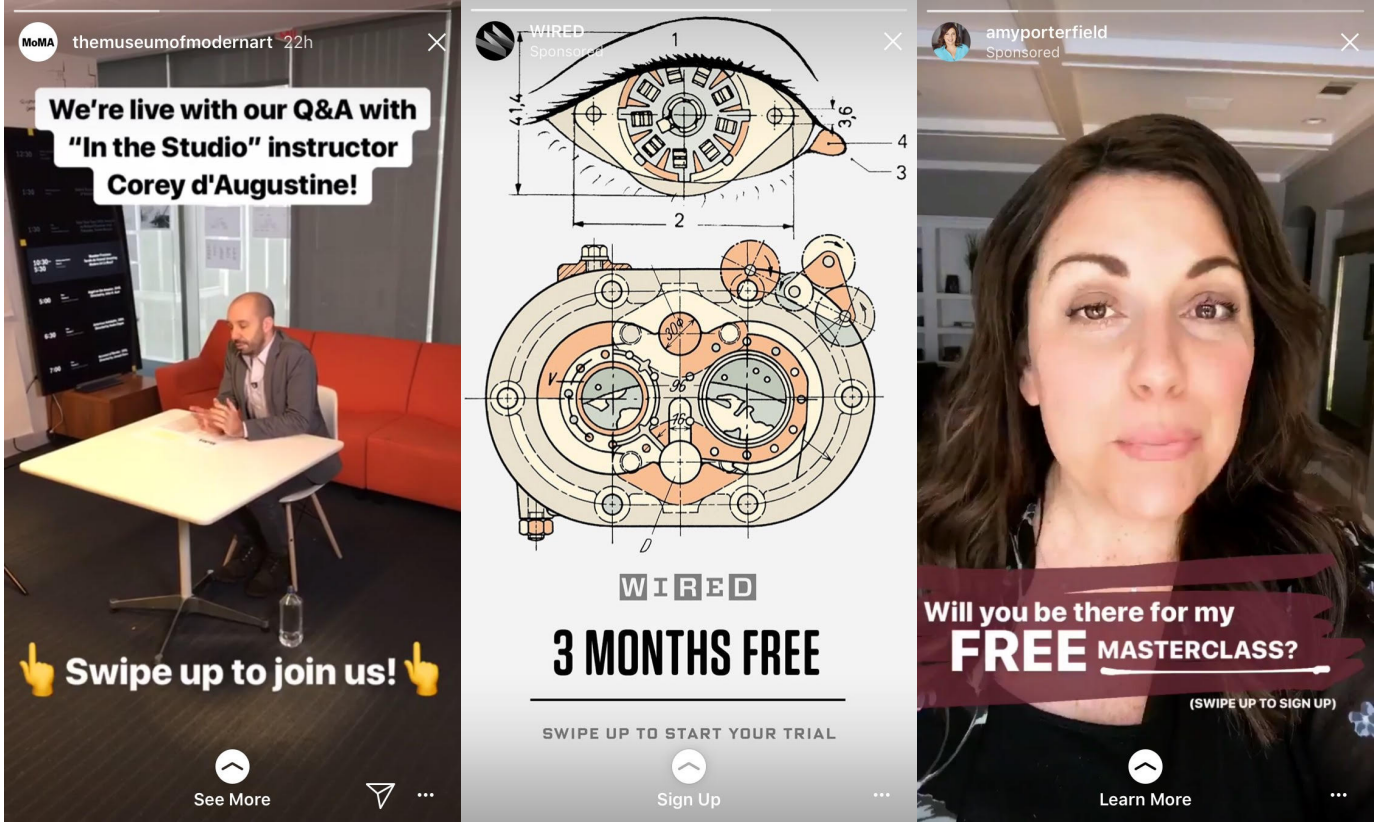
SOURCE: WORDSTREAM

Live video is also becoming more common.



Short form
video is popular.





Stories are quick bits of content, both video and photo, often with fun filters and "stickers" that disappear after 24 hours.

500,000,000

people a day view Stories on Facebook and Messenger.

SOURCE: FACEBOOK

500,000,000

people a day view Stories on Instagram.

SOURCE: FACEBOOK

Brands with less than

10,000

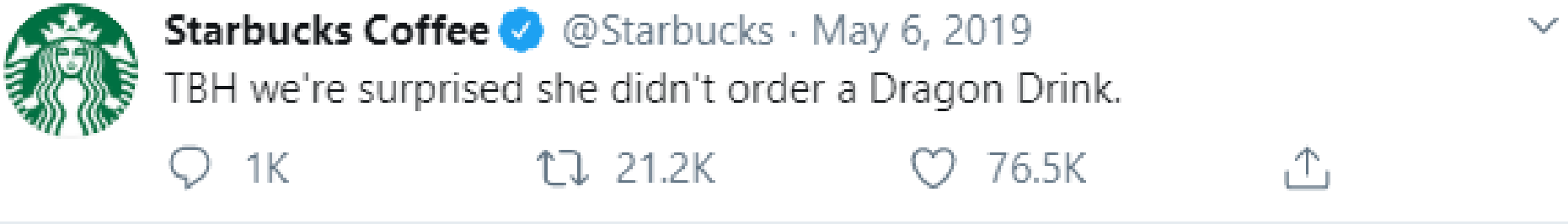
Instagram followers succeed at reaching more than

9%

of their followers with Stories.

SOURCE: SOCIALINSIDER

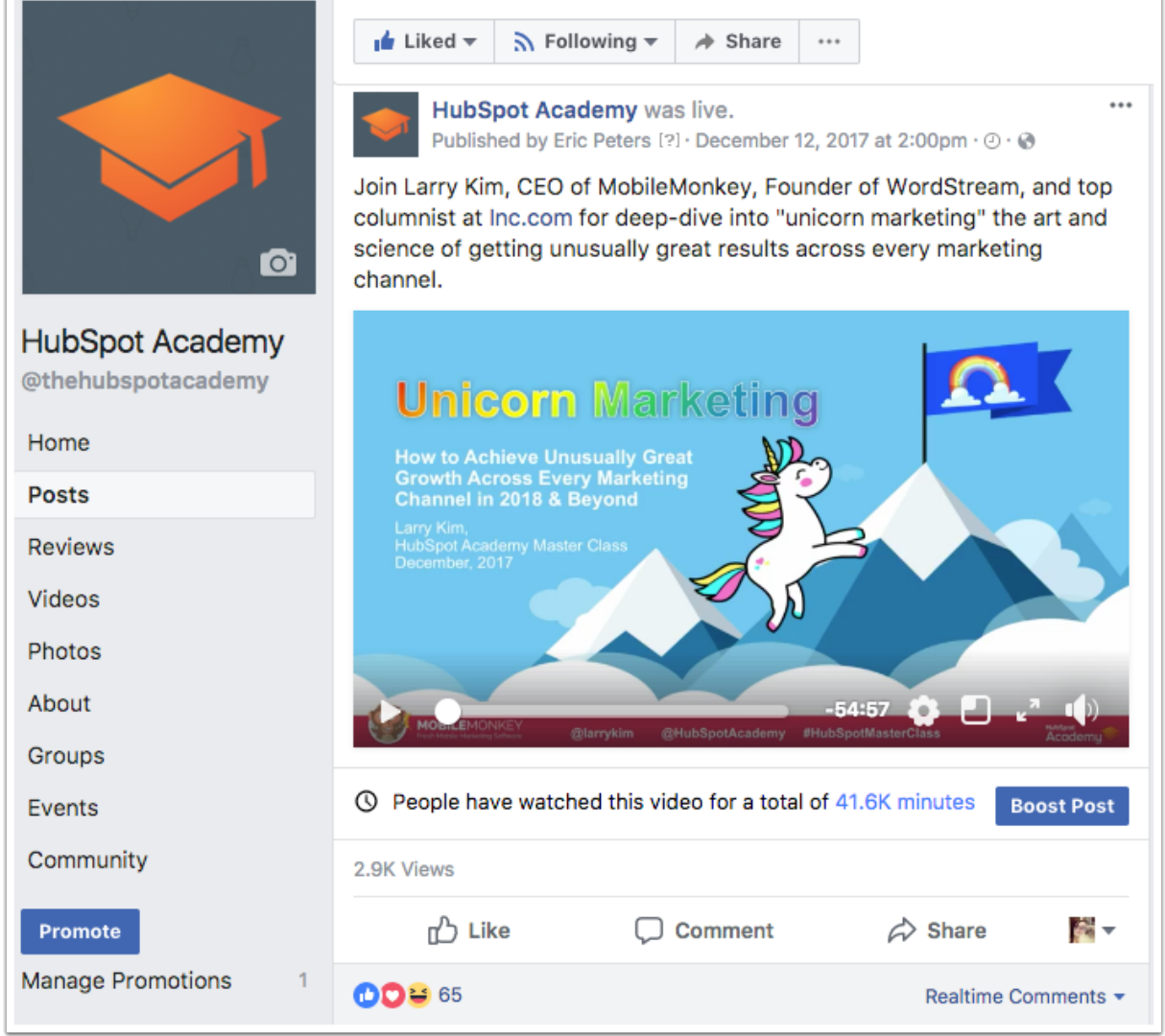
You can engage your audience directly in Facebook, Instagram, and Twitter with polls.



Real time marketing is developing content on the fly for local, national, or global events happening online or offline.

In some cases, you can anticipate the content you need ahead of time.

Influencers are individuals that have huge, highly influential audiences.



There are a number of influencer companies that will help you book individuals to develop or share your material.

UGC is content such as blog posts, tweets, posts, videos, images, or reviews developed by a fan of your company or your products and shared on a social channel.

79%

of people say User Generated Content highly impacts their purchasing decisions.

SOURCE: STACKLA

9.8x

is how much more impactful consumers find user generated content is when making a purchasing decision.

SOURCE: STACKLA

Here's a great example of UGC developed by the team at Interware in Mexico, sharing their excitement of completing a certification.

wholefoods • Follow
Whole Foods Market

wholefoods This #WholeFoodsHaul from @lunchbyliz is the definition of #cartgoals. 🛒 What are you stocking up on this week? Tag us with #wholefoodshaul and we'll share our faves. #MealPrep #MakesMeWhole

50w

livelikejoe @christopherjsantiago oh po

50w 1 like Reply

View replies (1)

Liked by **cherlybo** and **10,590 others**

FEBRUARY 17, 2019

Add a comment... Post

You can get creative with hashtags too.

HubSpot @HubSpot · Jan 9

Looking for an easy way to help your employees learn and grow? Meet 'learning lunches', featured in @qz with our CPO @katieburkie and co-founder @dharmesh **#hubspotlife**

Why it's smart to let employees lunch with competitors—and pay for it

Free meals help hone "network intelligence."

work.qz.com

1 12 43

The HubSpot HR team uses the hashtag #HubSpotLife to showcase our fun culture.

Developing Your Strategic Social Content Plan

Approach your social content ***strategically*** to see the most success.

Think about what has worked well in the past.

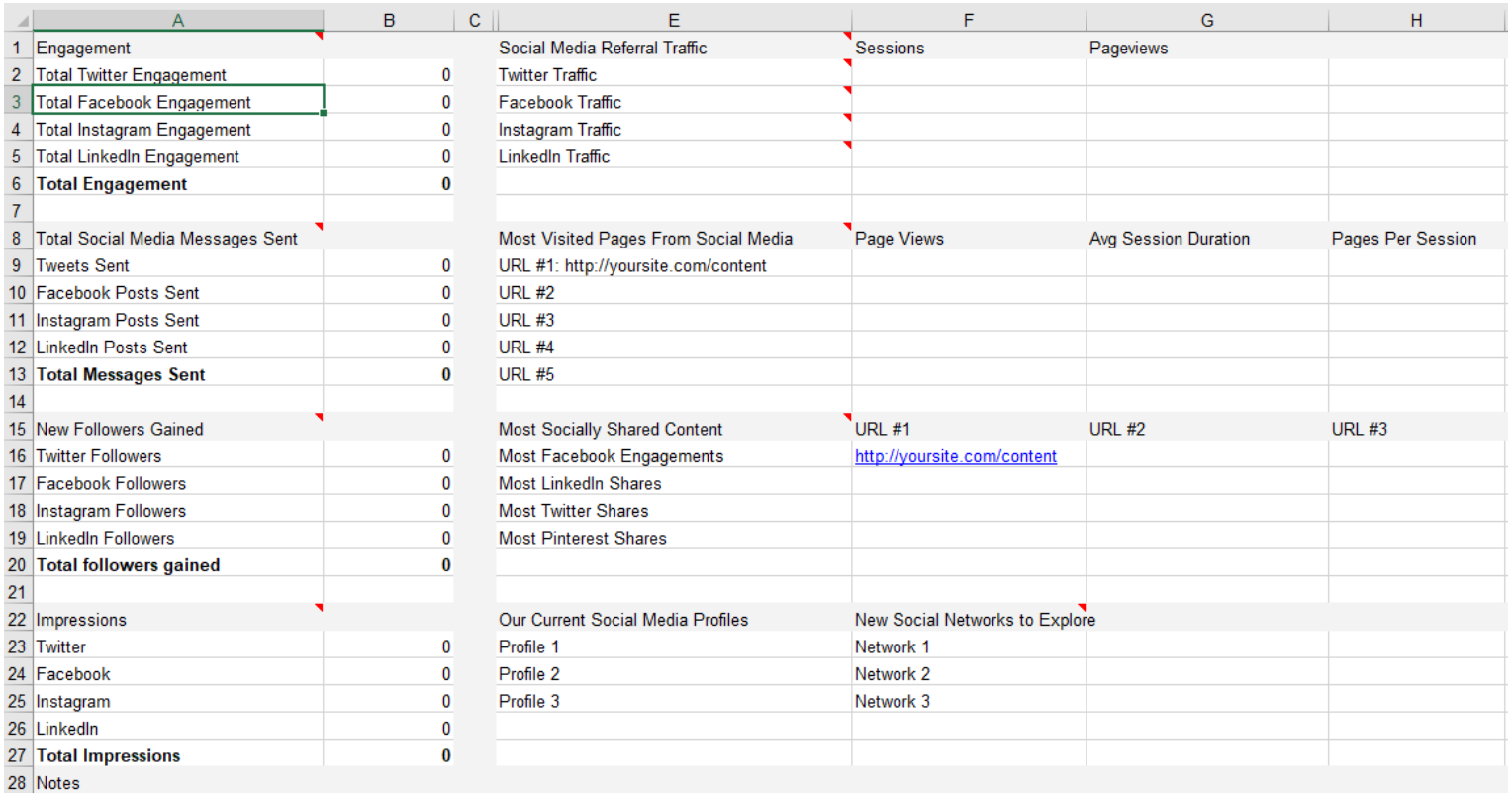
Conduct a content audit of your social media channels to understand what your audience responds to best.

In Your Content Audit Look At:

- Your social networks
- Content types
- Which social campaigns are seeing a return on investment

Social Analytics Tools

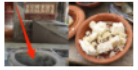
To do your audit, use a spreadsheet

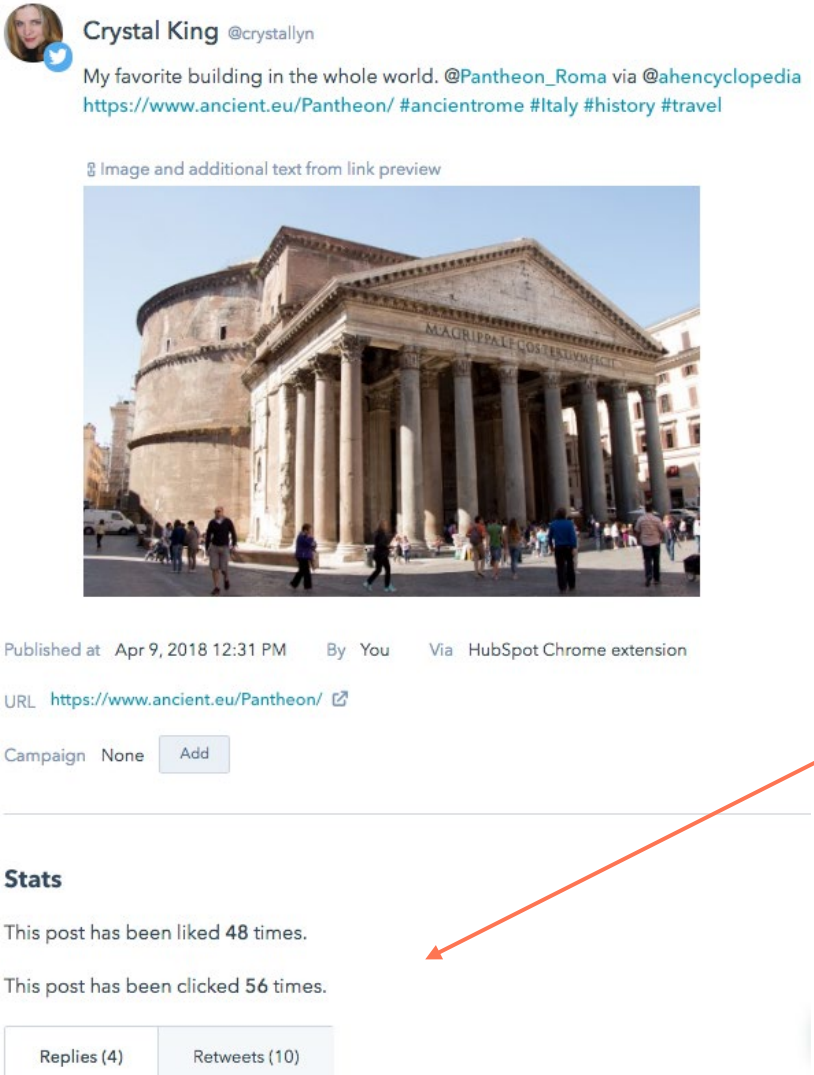


	A	B	C	E	F	G	H
1	Engagement			Social Media Referral Traffic	Sessions	Pageviews	
2	Total Twitter Engagement	0		Twitter Traffic			
3	Total Facebook Engagement	0		Facebook Traffic			
4	Total Instagram Engagement	0		Instagram Traffic			
5	Total LinkedIn Engagement	0		LinkedIn Traffic			
6	**Total Engagement**	**0**					
7							
8	Total Social Media Messages Sent			Most Visited Pages From Social Media	Page Views	Avg Session Duration	Pages Per Session
9	Tweets Sent	0		URL #1: http://yoursite.com/content			
10	Facebook Posts Sent	0		URL #2			
11	Instagram Posts Sent	0		URL #3			
12	LinkedIn Posts Sent	0		URL #4			
13	**Total Messages Sent**	**0**		URL #5			
14							
15	New Followers Gained			Most Socially Shared Content	URL #1	URL #2	URL #3
16	Twitter Followers	0		Most Facebook Engagements	http://yoursite.com/content		
17	Facebook Followers	0		Most LinkedIn Shares			
18	Instagram Followers	0		Most Twitter Shares			
19	LinkedIn Followers	0		Most Pinterest Shares			
20	**Total followers gained**	**0**					
21							
22	Impressions			Our Current Social Media Profiles	New Social Networks to Explore		
23	Twitter	0		Profile 1	Network 1		
24	Facebook	0		Profile 2	Network 2		
25	Instagram	0		Profile 3	Network 3		
26	LinkedIn	0					
27	**Total Impressions**	**0**					
28	Notes						

Identify the top-performing posts for each channel.

Top Posts

POST		CLICKS	INTERACTIONS
My favorite building in the whole world. @Pantheon_Roma via @ahencyclopedia http://bit.ly/2IAN5iU #ancientrome #Italy #history #travel Link: https://www.ancient.eu/Pantheon/	 Link preview	56	63
You can't cook food in 5 story wooden apartment buildings! Which meant Romans had to rely on corner restaurants for hot food. Fast food joints existed in ancient Rome https://read.bi/2EJf7pZ #ancientrome #feastofsorrow #foodhistory Link: http://www.businessinsider.com/fast-food-ancient-rome-history-2018-4#as-such-the-authorities-so...	 Link preview	51	45
In my upcoming 2nd novel about Bartolomeo Scappi, I've dug deep into his 1570 cookbook. There is only 1 garlic recipe among 100s, a sauce, which includes cinnamon. How 'Ennobling' Helped Italian Aristocrats Solve the Problem of Garlic - Gastro Obscura http://bit.ly/2KmyDwt... Link: https://www.atlasobscura.com/articles/ennobling-garlic-italy	 Link preview	45	35
Generation X – not millennials – is changing the nature of work https://cnb.cx/2J3Yg3U Link: https://www.cnbc.com/2018/04/11/generation-x--not-millennials--is-changing-the-nature-of-work....	 Link preview	41	1
The paperback is now available! To celebrate, for 7 days only, I'm giving away three copies of FEAST OF SORROW. It's full of food, feasts and the glamour and grit of #AncientRome! Head here: https://amzn.to/2qo7Zek #foodbook #food #apicius #historicalfiction #histfic Link: https://www.amazon.com/gp/f.html?C=RNOTE2AA1ZDP&K=1QR7WSEVB9IB3&M=urn:rtn:msg:2...		37	11



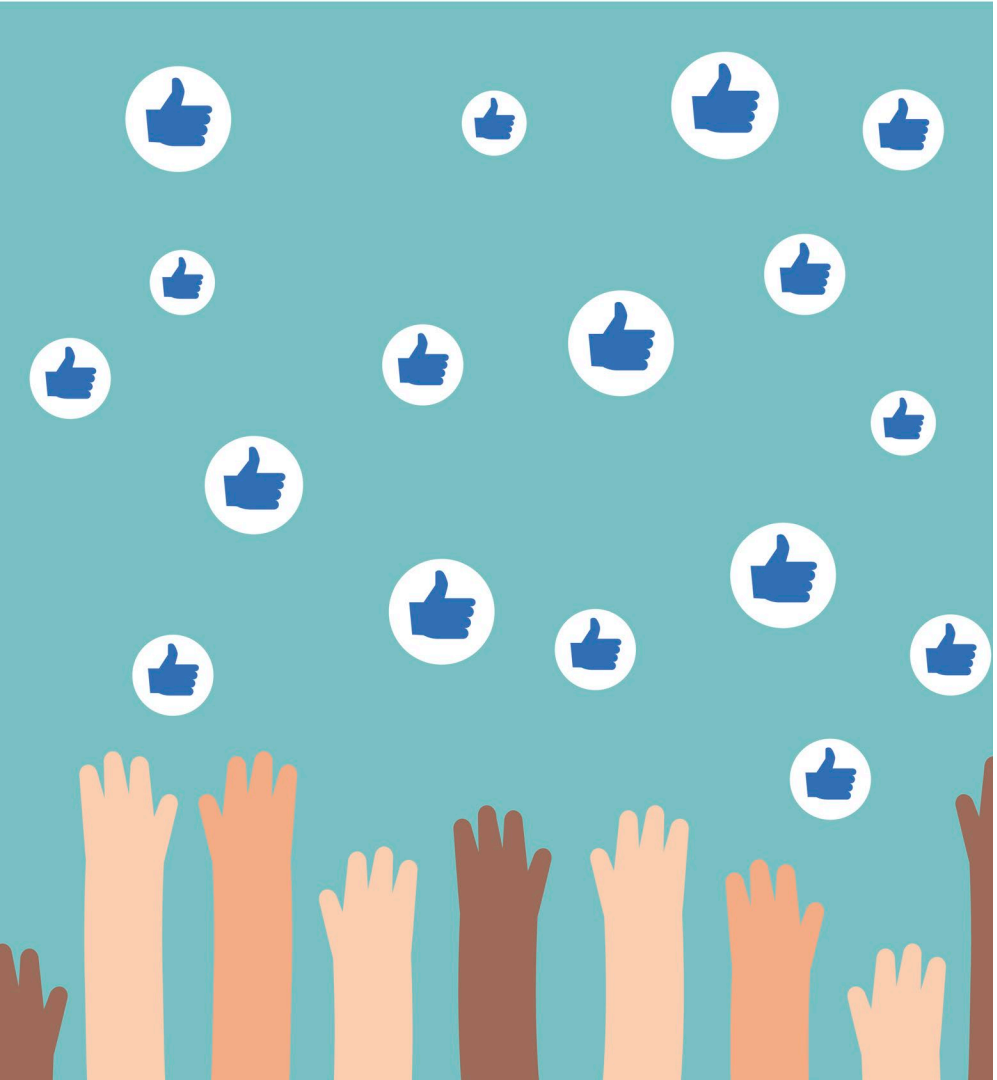
Dig in at the post level to figure out which **types of content** you should add to your plan for each social channel.

Knowing which types of content performs well on each channel will be key to understanding what you should be doing more of – and less of.

Think Slide carefully about your goals and your buyer personas.

Start with your goals. What do you hope to get out of your social media efforts?

Who are your buyer personas?
How are they using social media?



Do research on how your **competitors** are using social media?

By looking at your competition, you can get a sense of how you stack up and where you might have gaps to close in your own strategy.

Consider your
resources.

Think about
the size of
your team.

Always be **testing**
your content.

[INSERT MONTH + YEAR]

KEY:
Holiday
Campaign
Ebook
Webinar
Blog Post
SlideShare
Product Launch
Experiment
Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare		
				Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook				
		Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

Build out a content calendar that you can use to prep content for the upcoming weeks and months.

Be **creative**
with your
social content.

dennysdiner • Following

dennysdiner Sometimes you gotta learn the hard way that all pancake puppies eventually go back home.

39m

j_or_whatever_my_name_is hey dennys can i ask why

36m 2 likes Reply

itsturtallyjesse Dennys who hurt u

26m 1 like Reply

alexabbott_xiii Thanks Dennys

21m Reply

1,411 likes

39 MINUTES AGO

Add a comment... Post

Denny's chose to stand out as part of their social media strategy.

How tone and voice make all the difference

Humanizing your brand is no longer just an option; it's a necessity.

TONE AND VOICE

TURN YOUR BUSINESS INTO A BRAND.

VOICE

The distinct and steady personality and style of your brand.

The HubSpot Academy Voice

HubSpot Academy
@HubSpotAcademy

Following

It's hard to keep up with SEO when you're a full time professor! That's why we created #hubspothighered 🧐🤓

Kathy Calilao @katttchee
Geeking out on SEO, thanks to @HubSpotAcademy online course. Why didn't we have these kinds of lessons in college? I would've been more interested in school if we did.

11:08 AM - 21 Apr 2018

1 Retweet **6** Likes

1 6

HubSpot Academy
March 7 ·

That feeling when you see your page in a featured snippet box. 😍

How to Optimize for Google's Featured Snippet Box [Video]

Google's Featured Snippet Box has changed the way you appear in search engines. In this video, our SEO expert tells you how to optimize for the snippet.

BLOG.HUBSPOT.COM

8 Likes 2 Shares

HubSpot Academy creates content presenting us as a **helpful, supportive friend.**

TONE

A subset of VOICE, it refers to the moods and attitudes of specific content pieces, which can change depending on the channel, the situation, and the audience.

How do you develop your tone and voice?

Think about your **brand personality.**

Examples of Voice:

JetBlue Airways
@JetBlue

Following

Now arriving: our newest onboard chocolate chip cookies from @Belgianboys. Or is it a disguise? Discuss.

11:00 AM - 6 May 2018

13 Retweets **98** Likes

25 13 98

Wendy's
@Wendys

Following

Smile because it happened.

11:00 AM - 1 Feb 2017

1,355 Retweets **10,961** Likes

474 1.4K 11K

Context is key.

Examples of JetBlue's Tone

Taylor Warring @twarring · Apr 23

@JetBlue my flight from JAX->DCA was delayed 5hrs, I'm now hungry in the airport (sad), any way I can get a meal voucher?? I'm hungry & a broke college kid!!

1 1

JetBlue Airways Following

@JetBlue

Replying to @twarring

Flight delays are never fun, we're sorry for the inconvenience. Food vouchers are not given out for delays..... Once onboard you'll have plenty of snacks to choose from!

4:49 PM - 23 Apr 2018

1 Like

1

Boardgame Girl Jess @Boardgame_girl1 · Apr 23

Oh yeah! My awesome @JetBlue #pilot let me check out the cockpit and we arrived 20 minutes early. #bestdayever! Always fly JetBlue. Love their customer service. #Boston #home – at Boston Logan International Airport (BOS)

7 33

JetBlue Airways Following

@JetBlue

Replying to @Boardgame_girl1

Awesome! You look like a natural, Jess. Future pilot, maybe?? ;)

3:13 PM - 23 Apr 2018

2 Likes

1 2

Ask Yourself These Questions:

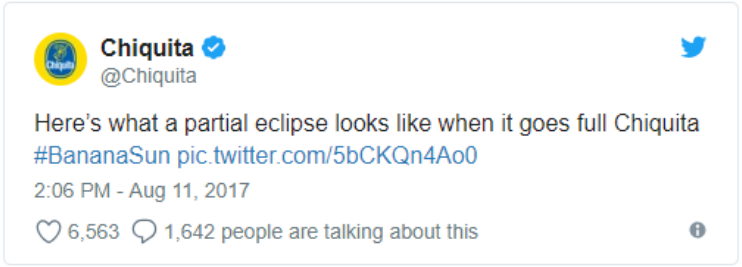
- [x] What is the purpose of this content?
- [x] Who am I writing to?
- [x] How do they feel?
- [x] What do they want to understand?
- [x] Therefore, what kind of tone should I use?

Developing social media content

Creating all the content that a social marketer needs can feel overwhelming. But it doesn’t have to feel that way.

Think in terms of ***campaigns.***

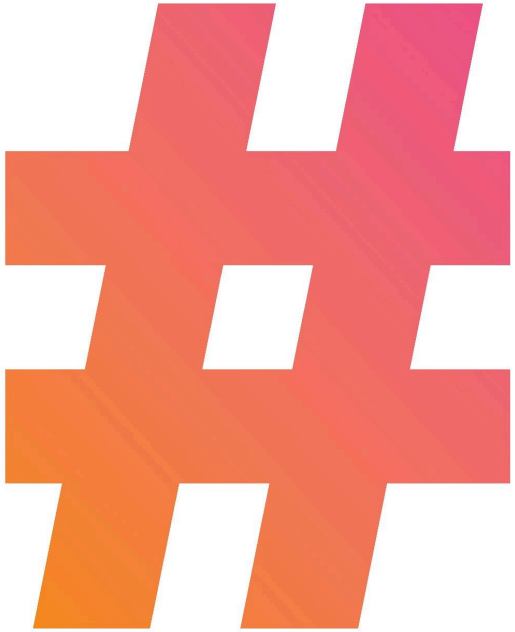
CHIQUITA BANANA – CAMPAIGN EXAMPLE



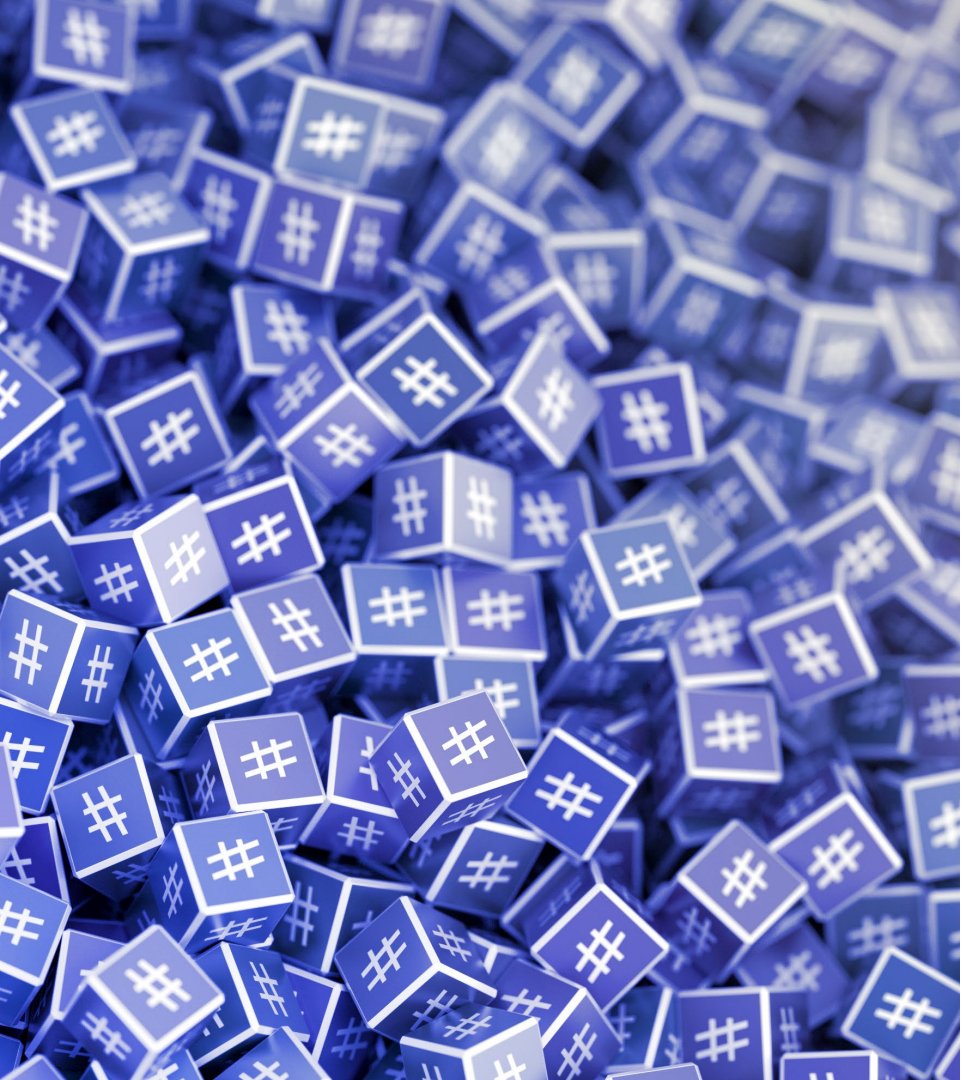
2X

more engagement are from tweets with hashtags than those without—and 55% more retweets.

SOURCE: LINCHPIN SEO



Hashtags are used across most platforms but you tend to see them most on Twitter, Instagram and Tik-Tok.



Don’t use too many hashtags.

Jumping on a hashtag bandwagon is a good thing when it comes to trending topics and holidays, but make sure you have content that is relevant.

Jump on the hashtag bandwagon with relevant content.

Tips for using text in posts:

- ☑ Check and double check for spelling mistakes.
- ☑ Make sure you're considering your brand's voice and tone.
- ☑ Think about the length of your text.
- ☑ The shorter the message, the higher the chance of the content being seen and shared.

YOUR **CALL-TO-ACTION** IS ONE OF THE MOST IMPORTANT COMPONENTS OF ANY PIECE OF SOCIAL CONTENT.

Your CTA should use active language:

- Download
- Like
- Buy
- Register
- Subscribe
- Donate
- Share
- Comment
- Secure
- Watch

Examples of Time Sensitive Phrases:

- “TODAY ONLY”
- “ENDS AT MIDNIGHT”
- “FOR THE NEXT 24 HOURS”

Tagging is important.

TAGGING PHOTOS ON TWITTER TO MERELY ALERT SOMEONE ABOUT THE CONTENT IS CONSIDERED SPAM

Content Creation Tools

Free Photo Sites

PEXELS

SHOT STASH

UNSPLASH

nappy

visualhunt

GIPHY

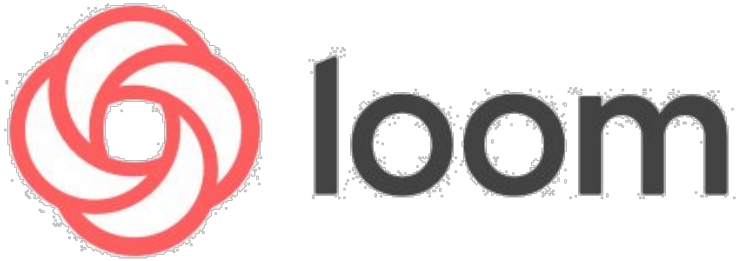
CloudApp

pixabay

Video Creation Tools

SOAPBOX

Placeit



SOCIAL MEDIA AGENCIES ARE ALSO AN OPTION.

Demonstrating industry leadership through content curation

CONTENT CURATION

Gathering content that's relevant to a particular topic or area of interest and then sharing it with your audience.

DO NOT PASS OFF CONTENT AS YOUR OWN. ALWAYS LINK BACK AND CREDIT THE ORIGINAL CREATOR.

Content curation saves time and money.

Content curation builds industry connections.

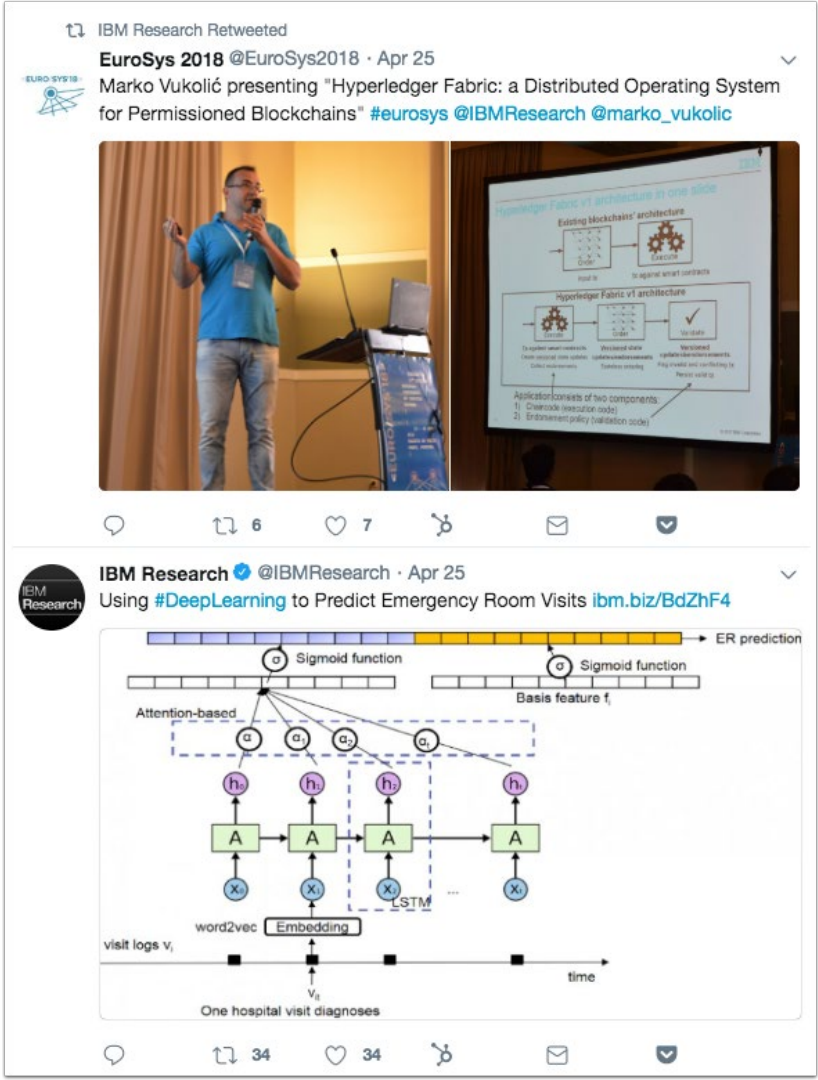
Building industry connections through content curation can also help extend your social reach.

Sharing curated content also enables you to post a bigger variety of content.

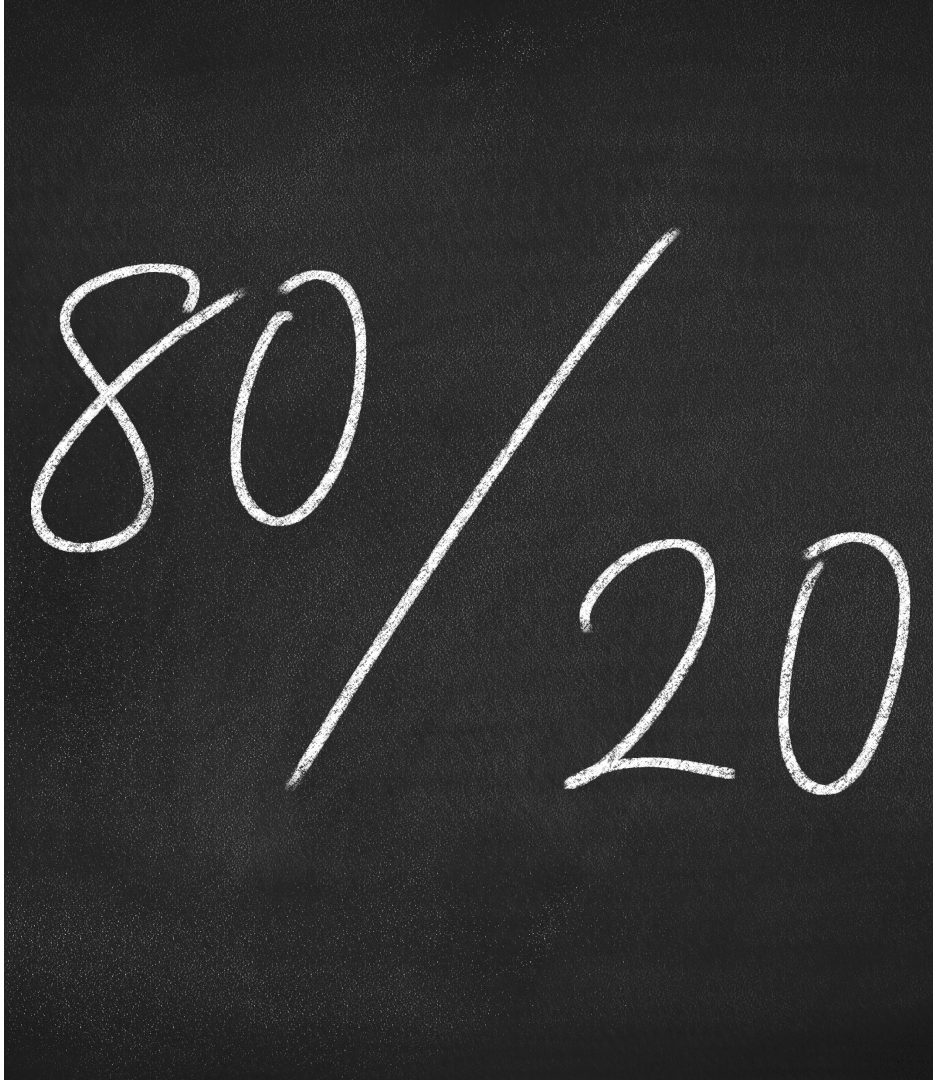
Content curation shows your diverse knowledge as a thought leader.

TIPS FOR CURATING CONTENT

Establish a good mix of promotional and curated content.



Only **20%** of your social media content should promote your brand. The other **80%** should be dedicated to audience interests.



Keep your buyer persona in mind.

USE SURVEYS AND OTHER METHODS TO UNDERSTAND YOUR CUSTOMERS.

CONTENT CURATION TOOLS

A ONE-PERSON MARKETING TEAM SHOULD START SIMPLE.

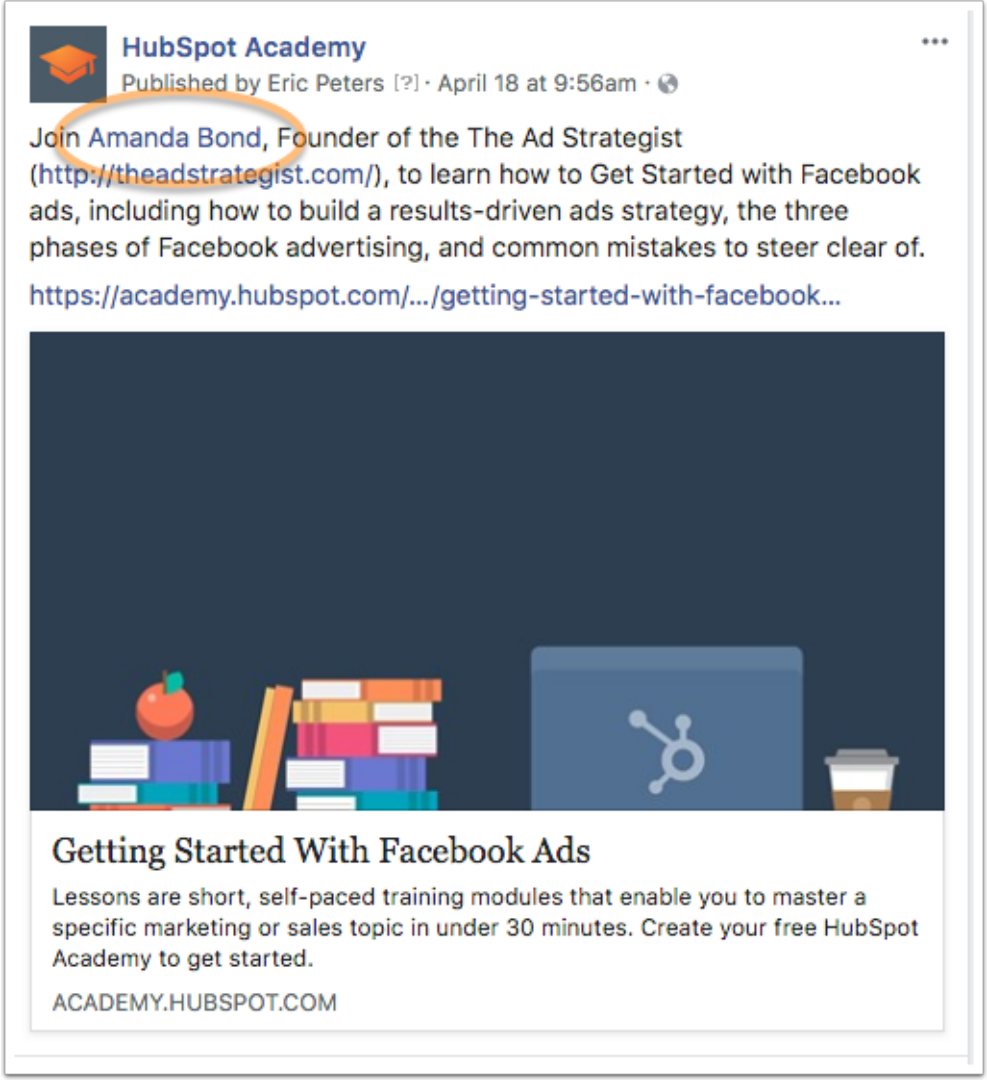
The importance of tagging, timing, and testing your content.

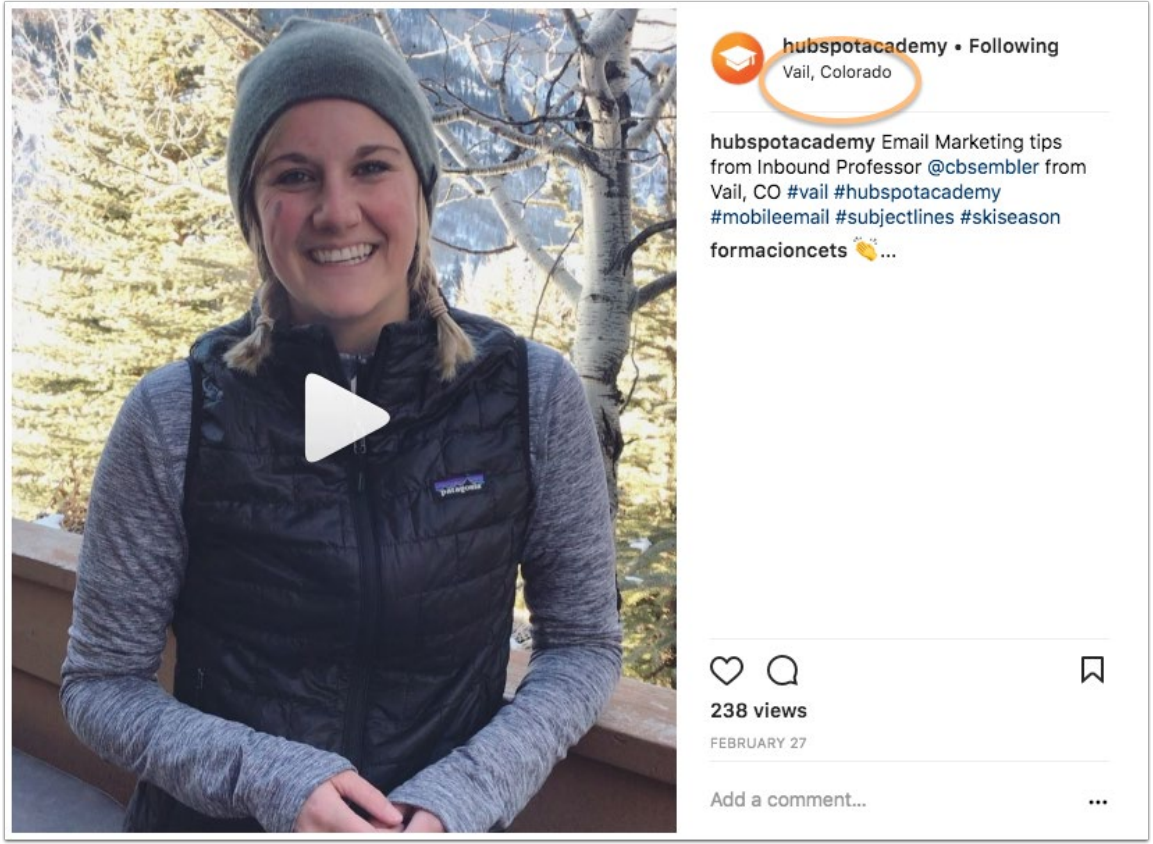
TAGGING

Using a social handle or username of a person or business in your post or your photo.

When you tag people or businesses in your social posts, you're identifying them and essentially linking them in your post.

When you tag a person or business in your social media posts, your posts may appear on their profile page.





When you tag a location in your Facebook and Instagram posts, your posts will appear in the feed of that location.

USE TAGS ON
INSTAGRAM, TIK-TOK, AND TWITTER.

Let’s talk
about **timing.**

Every social platform audience is different—test to see what works best with your audience.

Test and tweak content
and posting times.