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:



Social media helps people feel **informed**.





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



~

your mom on the second house phone eavesdropping on you talking about 7th grade drama



Social media helps people feel **entertained**.

10:19 PM - 6 Jan 2018





hubspotacademy Red Sox Fenway Park



View Insights

Promote



 \square

Liked by cbsembler, katefwalsh and 45 others

hubspotacademy Hubspot Academy Team takes Fenway () @hubspotlife #redsox #bostonteam #bostonfamily

Social media helps people feel **connected**.

Social Media Content: The Basics





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



Bad audio can ruin even the best video! Choose the right microphone for your environment – here's how.



Choosing a Microphone

Bad audio can ruin even the best video! Learn about a couple different kinds of external microphones and when to use them.

WISTIA.COM



Comment



🗟 Buffer 🎽 🔻

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

8 🔾 🛈

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Follow

V

#AI is becoming more sophisticated and its ability to perform human tasks is accelerating exponentially. What does this mean for humanity as a whole? spr.ly/6013DGLZF



Animated GIFs can take you one step beyond standard images

10:30 AM - 18 Dec 2017





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



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

Live video is also becoming more common.



Hello Volume! We're going LIVE with Benefit Cosmetics demonstrating the brand new BADgal BANG! Mascara. Tune in with your questions for a chance to win the mascara at 4:00 p.m. ET.

📫 55 🗭 197 🏕 14

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.

500,000,000

people a day view Stories on Instagram.

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.



Following

Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?





Starbucks Coffee 🥑 @Starbucks · May 6, 2019

TBH we're surprised she didn't order a Dragon Drink.

Ω1K 1Ω21.2K ♡76.5K 1∆

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.



Hello Kitty @hellokitty · Aug 4, 2019 Happy **#NationalFriendshipDay** ♥ Celebrate with buy one, get one 50% off online for you and a friend! Shop now with code FRIENDSHIP: sanr.io/dEj6QX



Influencers are individuals that have huge, highly influential audiences.

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HubSpot Academy

@thehubspotacademy

Home

Posts

Reviews Videos Photos About Groups Events Community Promote Manage Promotions 📫 Liked 🔻 🛛 🔊 Following 🔻 🦽 Share

Publish

HubSpot Academy was live.

...

Published by Eric Peters [?] · December 12, 2017 at 2:00pm · ② · @

Join Larry Kim, CEO of MobileMonkey, Founder of WordStream, and top columnist at Inc.com for deep-dive into "unicorn marketing" the art and science of getting unusually great results across every marketing channel.







NCOREACH upfluence FameBit

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





airbnb 🍄 • Follow Auckland, New Zealand

...

airbnb 💝 This treehouse is only a ferry ride and short drive from Auckland but feels like a true escape. Maybe it's the native birdsong, an enchanting soundtrack even if you wouldn't know a morepork from a kererū. Catch up on your reading, soak in the spring water hot tub. or have lunch at nearby Man O' War Vineyards-just your everyday winery on the beach.

Photo: @sapanatravels

2w

darling_traveler Wow this a treehouse? So awesome 😫

2w 3 likes Reply

Eiked by sarahe25 and 22,378 others

JANUARY 23

Add a comment...

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.



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

9.8x

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



Oficialmente graduada @HubSpotAcademy #InboundMarketing

Follow

V



8:49 PM - 21 Oct 2017



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



WINDLE W

WHOLI

wholefoods 🗇 • Follow Whole Foods Market

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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

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livelikejoe @christopherjsantiago oh po

0.00

50w 1 like Reply

----- View replies (1)

 $\bigcirc \bigcirc \land \blacksquare$

Eliked by cherlybo and 10,590 others

FEBRUARY 17, 2019

Add a comment...

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



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

Why it's smart to let employees lunch with competitors—and pay for it Free meals help hone "network intelligence."

work.qz.com

1

Developing Your Strategic Social Content Plan



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

EGY



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

agora pulse

CISION



HubSpot

Sysomos

NETBASE

crimson hexagon



To do your audit, use a spreadsheet

_	A	B C	E	F	G	Н
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 Expl	ore	
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. Image: I	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://rea d.bi/2EJf7pZ #ancientrome #feastofsorrow #foodhistory Link: http://www.businessinsider.com/fast-food-ancient-rome-history-2018-4#as-such-the-authorities-so	51	45
In my upcoming 2nd novel about Bartolomeo Scappi, l'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 ht tp://bit.ly/2KmyDwt Link: https://www.atlasobscura.com/articles/ennobling-garlic-italy	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-xnot-millennialsis-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		

37

11

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:msq:2...



My favorite building in the whole world. @Pantheon_Roma via @ahencyclopedia https://www.ancient.eu/Pantheon/ #ancientrome #Italy #history #travel

Image and additional text from link preview



Published at Apr 9, 2018 12:31 PM By You Via HubSpot Chrome extension URL https://www.ancient.eu/Pantheon/ 🖸 Campaign None Add

This post has been liked 48 times.

This post has been clicked 56 times.

Replies (4) Retweets (10)

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 side 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]

Holiday Campaign Ebook Webinar Blog Post SildeShare Product Launch Experiment Other

KEY:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Comban		New Product Launching		Holiday SlideShare		GATCHER
				Holiday Blog Post		
				Thomady blog rost		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
	Hondoy campaign	Hondoy campaign	Hendey company.	Hendey Company	Hondy 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.



you're magical

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Be **creative** with your social content.



[Dennys]	doppyrdipor	a Following
(Demok 2)	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 an la 11

26m 1 like Reply

alexabbott_xiii Thanks Dennys 21m Reply

 \heartsuit \forall () 1.411 likes

39 MINUTES AGO

Add a comment...

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

How tone and voice make all the difference



GRUBHUB	Grubhub 🔗 @Grubhub · Feb 8 Normalize pasta for breakfast. Normalize pasta for breakfast. Normalize pasta for breakfast. Normalize pasta for breakfast. Normalize pasta for breakfast.						
	Q 4	℃↓ 4	♡ 36	Ţ			
GRUBHUB	Grubhub 🕗 @Gru Weekend plans:	bhub · Feb 7			~		
	$ \begin{array}{c} \bullet & \bullet $						
	Q 8	1,6	♡ 28	⊥́			

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



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





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:

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



11:00 AM - 6 May 2018



Smile because it happened.

Wendy's 🥏

@Wendys



Following

11:00 AM - 1 Feb 2017



Context is key.

Examples of JetBlue's Tone



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





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)



Replying to @Boardgame_girl1

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

3:13 PM - 23 Apr 2018



Ask Yourself These Questions:

- What is the purpose of this content?
- Who am I writing to?
- How do they feel?
- What do they want to understand?
- 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







Funny Or Die August 20, 2017 08/20/2017 5:01pm · @ •••

Just 20, 2017 00/20/2017 5.0 1pm - @

During the solar eclipse, Chiquita will temporarily turn the sun into a giant fiery banana. Join us!





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



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.



nat @natnwn · May 15 When it's prom but u just want fries @BurgerKing



Replying to @natnwn



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.



BroadwayWorld ② @BroadwayWorld · Jan 23 Sugar, butter, pie day! In honor of **#NationalPieDay**, we're looking back at some of @WaitressMusical's memorable moments with the thread below!



Jump on the hashtag bandwagon with relevant content.

Show this thread

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
 Donate
- Like Share
- Buy
- Register
- Subscribe

- 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









Pic Monkey





Free Photo Sites

SHOT STASH (D) PEXELS Ο nappy visualhunt UNSPLASH pixabay GIPHY CloudApp

Video Creation Tools

SOAPBEX Vidyard 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

0

Establish a good mix of promotional and curated content.

11 IBM Research Retweeted EuroSys 2018 @EuroSys2018 · Apr 25 EURO SYS18 Marko Vukolić presenting "Hyperledger Fabric: a Distributed Operating System AS for Permissioned Blockchains" #eurosys @IBMResearch @marko_vukolic 0 7 8 Q 1] 6 M IBM Research 🥺 @IBMResearch · Apr 25 Using #DeepLearning to Predict Emergency Room Visits ibm.biz/BdZhF4 - ER prediction (Sigmoid function (Sigmoid function Basis feature f. Attention-based 0 (0) word2vec Embedding visit logs v. time One hospital visit diagnoses 8 1] 34 34 M



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







★ curata[®] ♥ pocket ♦ sniply Scoop. it!



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.



HubSpot Academy

Published by Eric Peters [?] · April 18 at 9:56am · 🛞

Join Amanda Bond, Founder of the The Ad Strategist (http://theadstrategist.com/), to learn how to Get Started with Facebook ads, including how to build a results-driven ads strategy, the three phases of Facebook advertising, and common mistakes to steer clear of.

https://academy.hubspot.com/.../getting-started-with-facebook...



Getting Started With Facebook Ads

Lessons are short, self-paced training modules that enable you to master a specific marketing or sales topic in under 30 minutes. Create your free HubSpot Academy to get started.

ACADEMY.HUBSPOT.COM



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 differenttest to see what works best with your audience.



START / STOP

Test and tweak content and posting times.