

Social Media Marketing

A quick-start
guide to getting it
right online



The Big Five

Which one is right for you?

Facebook – Informal dinner party



Twitter – House party. Quick, easy



Instagram – Student night. Fast paced, cheerful and full of selfies



LinkedIn – Business club networking



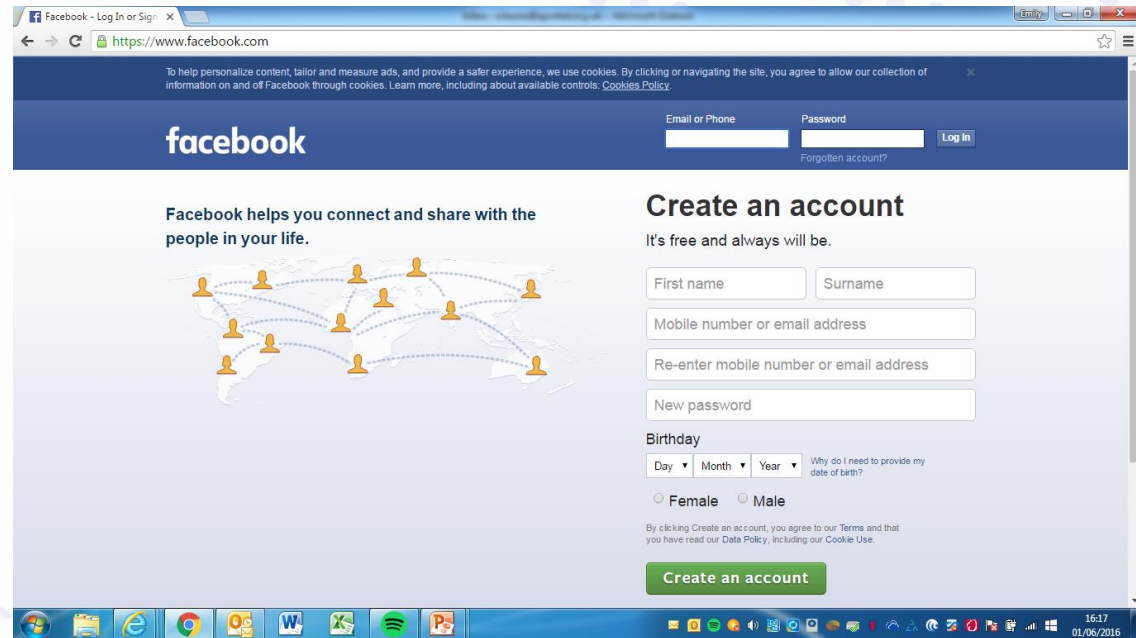
YouTube – video only – for all occasions – depends on what you're posting



Facebook

Facebook has around 1.65 billion monthly active users and is one of the most popular platforms, not only for personal use but business as well.

For businesses, Facebook is a place to share photos, updates, and general news with those who follow or “like” you.

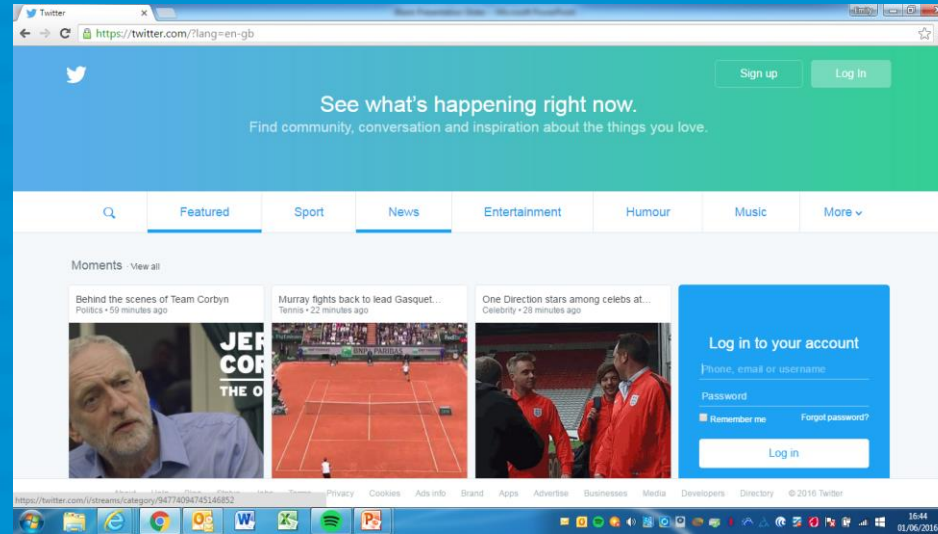


Fans of your business come to your Facebook page to find out what's going on with your company, see pictures of what's going on, or explore events.

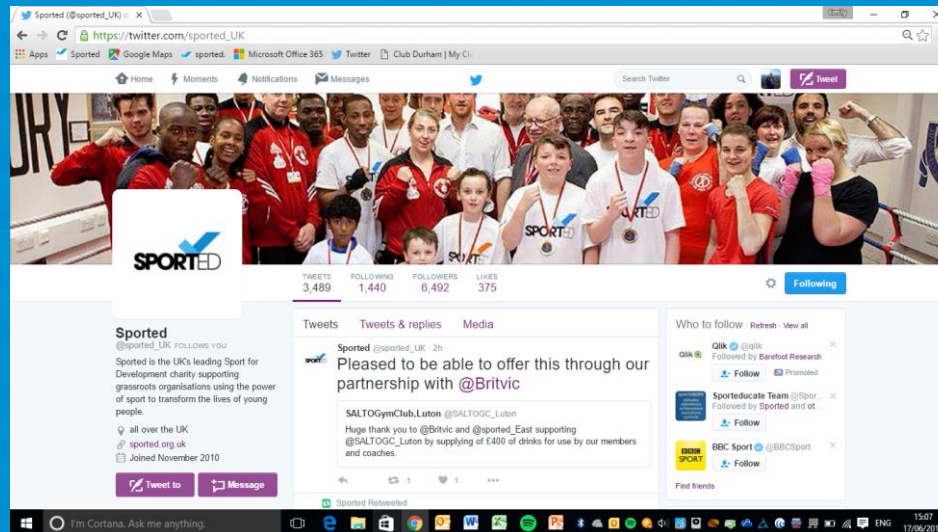
Twitter

Twitter is fast-paced, concise, and easy way to connect with your audience.

With over 310 million registered users (and growing), Twitter is a sea of information of 140 character or less content waiting to be read, clicked, followed, and re-tweeted.

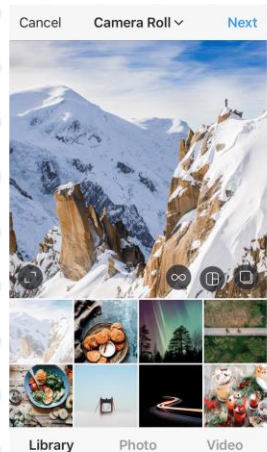


Twitter generates over 175 million tweets daily
Usernames are used for individuals or organisations
@Sported_UK
@Sported_NE
@Sported_Vols

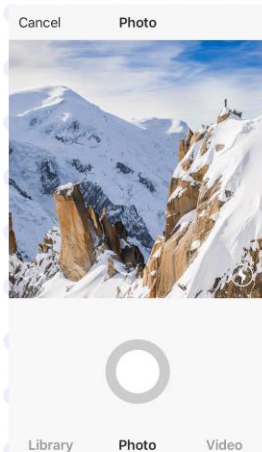


Instagram

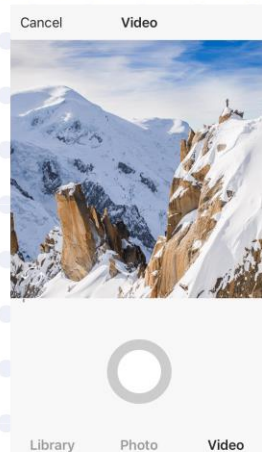
Instagram is owned by Facebook so you can share content between the two platforms. With over a billion accounts, Instagram is great for expanding your reach using images and stories.



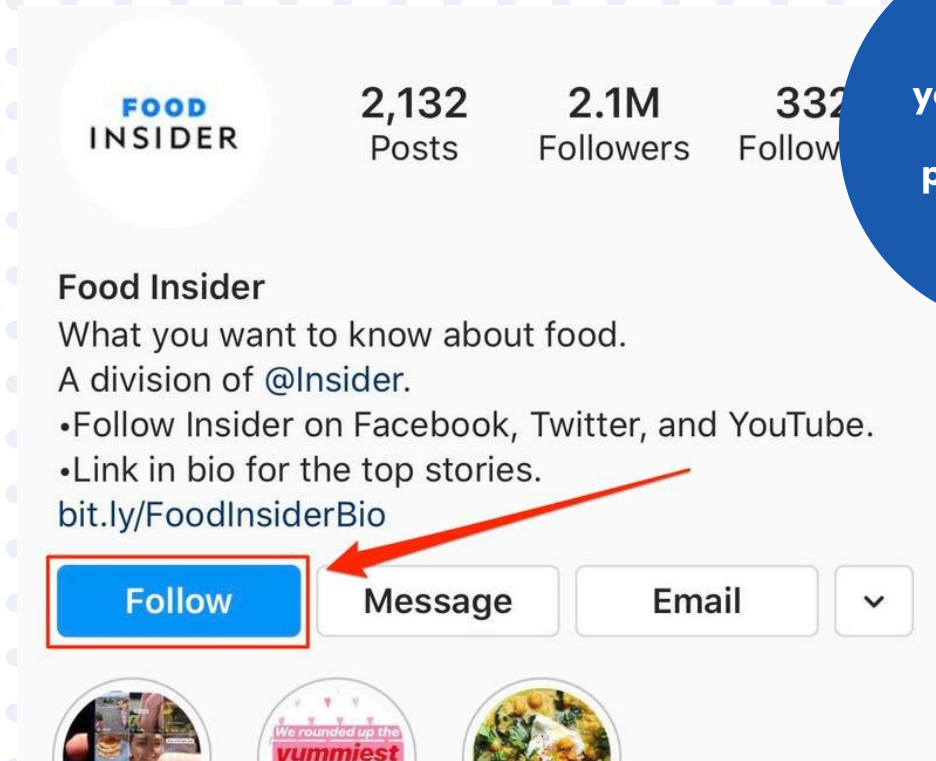
Library



Photo



Video

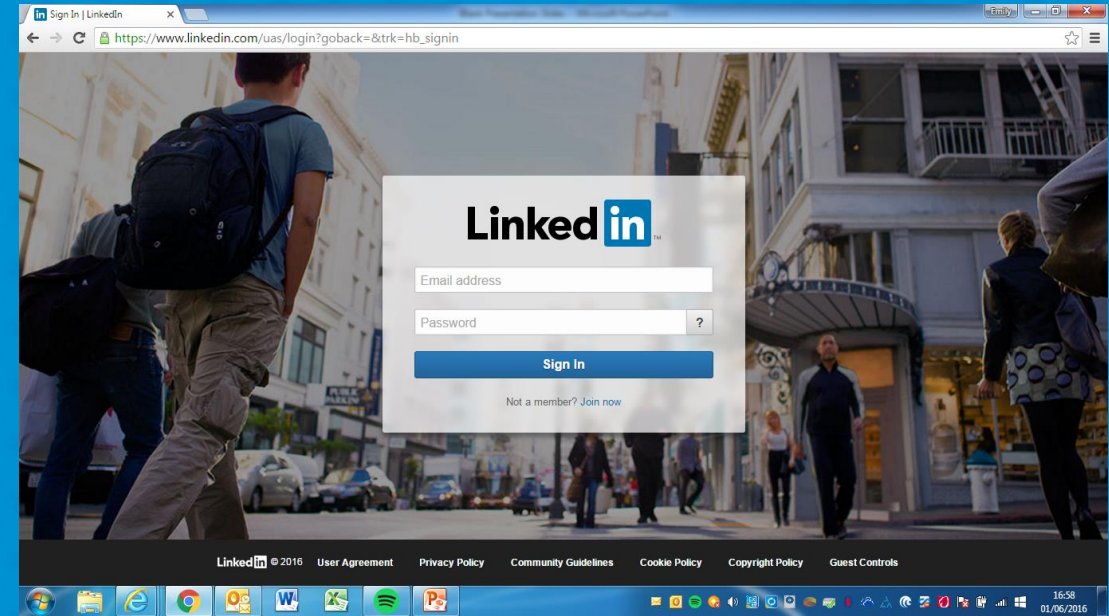


popular for young people
All about pictures and stories

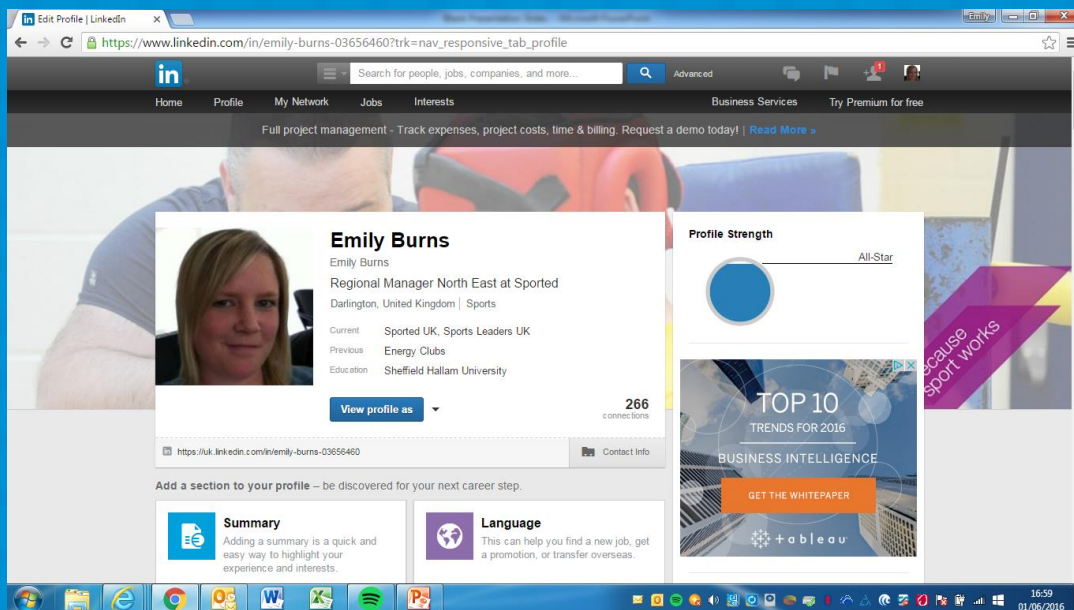
Owned by Facebook so can link content between the two (<https://influencermarketinghub.com/how-to-cross-post-to-instagram-from-a-facebook-page/>)
Designed to be used on mobiles only – great when you're out on the pitch or at activities
<https://www.themeboy.com/blog/instagram-sports-team-marketing/>
<http://socialnsport.com/tips-for-instagram/>

LinkedIn

LinkedIn is different from the rest of the social media outlets because it's specifically designed for business and professionals. It's mainly used to showcase job experience and professional thoughts.



There is a lot less conversation happening directly on LinkedIn pages than there is on other social media marketing profiles. However, it's a great place to publish professional articles or posts.



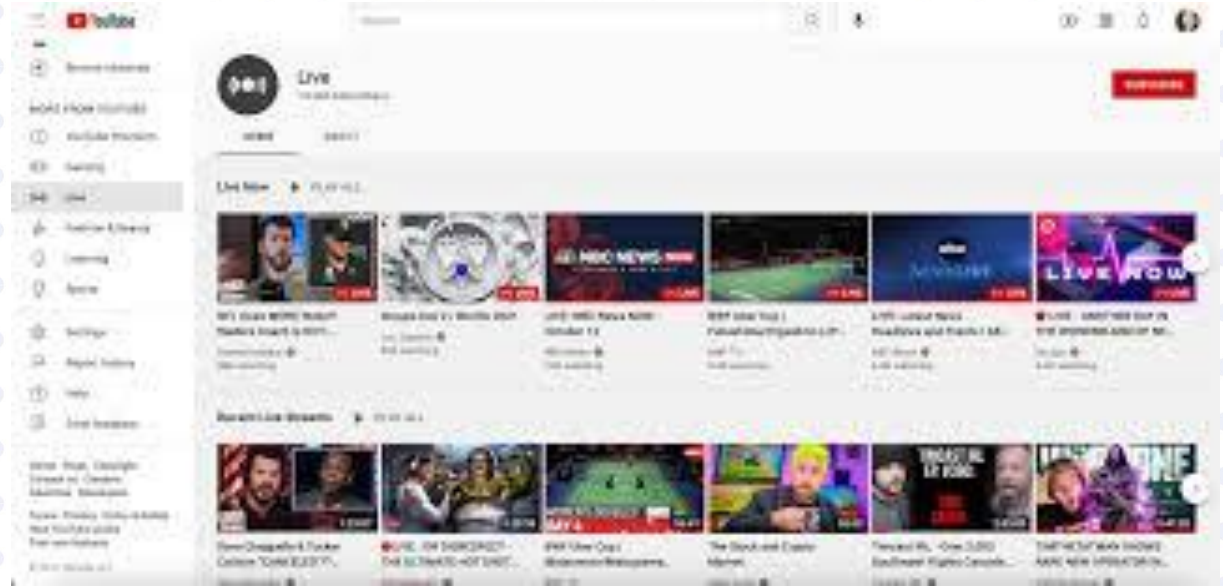
SPORTED

YouTube



YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others.

- **Include target keywords in your titles and descriptions**
Saying your target keywords in your video can help YouTube better understand what your video is about.
- **YouTube uses engagement (likes, comments, views) to help determine where videos rank in its search results**
- **Use categories to help YouTube get a better understanding of who to show your videos to.**
- **You can also add tags to your videos to give YouTube more context about your content**





Hints and tips

Tone of voice

Think about the different tones of voice you see on social media. People don't go there for sales pitches or corporate stuffiness!

The brands and companies that do social media the best are the ones that give personality. Engage with your customers. Don't be afraid to inject some humour – people want to be entertained! Be polite, but fun too. Subtle sales messaging is the key here! People who engage with you are more likely to share your content – increasing your exposure.



An example of social media done well – Greggs and Google

Corporate speak 



Images and video

You know what they say.... A picture paints a thousand words.

Research shows that social media posts using visual content are more than 40X more likely to get shared on social media than other types of content ([Hubspot, 2016](#)).

That's huge!

Posts using video perform even better.

However, remember that images and videos should be relevant, to the post and to your brand.





**Is it
working?**

- **Increase in followers and likes**
- **People message you and give you content to use**
- **People tag their friends on your posts**
- **People share content**
- **Get technical! (Twitter analytics, Facebook insights etc)**

And another thing...

**Social media is hungry – think about how much time you have to do this.
Who could help you?**

**The more information you include in your profile, the more traction you're
likely to get (e.g. include profile pic)**

Who is in charge of your “brand”?

Tools to manage multiple platforms (hootsuite, buffer etc)

**What key supporters or partners do you already have who you can ask to
RT or share your posts**

Consent for videos and pictures



Know your customers

Be active but don't over-do it

Time does matter

One voice

Share

Be original

Customer Service

Having a personality

Understanding which social media platform(s) are best for their business

Do's and Don'ts



Liking your own posts

Neglect

Share too much

Connect with everyone

Forget to Network

Privacy Settings

Don't be spammy

Not responding at all

To much automation



**Any
questions?**

