



Workshop Directions

[Click this link to download your Workbook](#)

You can download either the PDF and/or the Word Document version.

Agenda:

- 9 am ET Welcome
- 10:30 ET 15-minute break
- Multiple "Get Work Done Sessions."
- 11:30 Q&A and Wrap-up

Zoom Link and Passcode

<https://us02web.zoom.us/j/81904799919?pwd=dTljYUZhGhRdWdmdEdvY2lwNlRtZz09>

Meeting ID: 819 0479 9919

Passcode: 194447



MODULE 1 - Current Trends

My Notes and Takeaways



MODULE 2: The Big Picture

How does social media fit into the big picture of marketing?



MODULE 3 - Social Media Marketing Strategy

Social Media Marketing Goals

Check the reason(s) you want to use social media for your business.

- Building awareness
- Manage brand reputation
- Build and manage community
- Increase conversions
- Gain customer insights
- Identify and nurture leads
- Deliver customer support
- Attract candidates
- Identify crisis/Manage communications
- Improve internal communications

How will you measure success?

BUSINESS OBJECTIVE	SOCIAL MEDIA GOAL	METRICS
Grow the Brand	Awareness Current/potential audience	Brand mentions, Post reach, Followers, Shares
Turn customers into advocates	Engagement How are they interacting?	Comments, likes, @mentions
Drive leads	Conversions Did engagement work?	Website clicks, Email signups
Customer Retention	Consumer How current customers feel about your brand	Testimonials, response time for customer support

Want more information on how to measure success?

<https://blog.hootsuite.com/smart-social-media-goals/>

MODULE 4 - Identify Connections and Followers

Who is your ideal client?

- What problem does your offer solve?

- Identify who does **not** have that problem?

- Identify who does have that problem?

- Why are they using social media?
 - Educate
 - Entertain
 - Resources
 - Connections



MODULE 5 - Social Media Channels

Social Media Channels - Where is your audience?

Facebook

Twitter

LinkedIn

Instagram

Pinterest



The Best Times to Post on Social Media

Social Network	Time Zone
Facebook	EDT
Best Time to Post	Wednesday at noon and 2–3 p.m.
Best Day to Post	Wednesday
Most Consistent Engagement	Tuesday through Thursday from 9 a.m.–4 p.m.
Worst Day to Post	Sunday
Lowest Engagement	Every day before 8 a.m. or after 6 p.m.
Best Time to Post	Wednesday at noon and 2–3 p.m.
Best Day to Post	Wednesday
Instagram	EDT
Best Time to Post	Wednesday at noon and Friday at 11 a.m.–noon
Best Day to Post	Wednesday
Most Consistent Engagement	Monday through Friday from 10 a.m.–5 p.m.
Worst Day to Post	Saturday
Lowest Engagement	Every day before 7 a.m. or after 10 p.m.
LinkedIn	EDT
Best Time to Post	Wednesday from 9–11 a.m. and 1 p.m., Thursday at 10 a.m. and 2–3 p.m., and Friday at 10 a.m.
Best Day to Post	Wednesday
Most Consistent Engagement	Tuesday through Friday from 9 a.m.–3 p.m.
Worst Day to Post	Sunday
Lowest Engagement	Every day before 5 a.m. and after 9 p.m.



Twitter

EDT

Best Time to Post

Wednesday and Friday at 10 a.m.

Best Day to Post

Wednesday and Friday

Most Consistent Engagement

Monday through Friday, 9 a.m.–5 p.m.

Worst Day to Post

Saturday

Lowest Engagement

Every day before 5 a.m. and after 11 p.m.

Best Time to Post

Wednesday and Friday at 10 a.m.

* Source: Sprout Social

How Often to Post?

Posting frequency for each platform? The goal is consistency.

Recommended

Your Goal for the Next 90 Days

Facebook - 3x/week - 1x/day

Twitter - 3-30 tweets/day

Instagram - 1x/week - 1x/day

LinkedIn - 2x/week - 1x/day

Pinterest - 3x/day

YouTube - 1x/week



Your Social Media Profiles

Facebook - Short Bio #1

Welcome to the official Facebook Page for (Company Name)! For customer service and support, call (phone number) between (days/hours of operation).

Facebook - Short Bio #2

We believe that (company philosophical statement/beliefs).

Twitter - Personal Brand Bio #1

What you are | Company's Twitter Handle | Other details about yourself | Where your work has been seen.

Twitter - Personal Brand Bio #2

Witty commentary about yourself | Role, Companies you've worked for. | Where your work can be found. | special projects you work on with Twitter handles if available.

Twitter - Company Bio #1

Slogan or catchphrase. Use [hashtag] to share your experiences. Need to contact our support team? Use [customer service hashtag or specific account handle].

Twitter - Company Bio #2

What you are + where you are located. What you offer. Opening hours. Twitter handle.

Instagram - Bio #1



(What you are) + (What you do) +(Who you do it for) + (How you do it)

(Call to action) + (Hashtag)

(Link)

Instagram - Bio #2

(Mission or value statement)

(Unique positioning statement)

(Call to Action)

(Link)

Instagram - Bio #3

(Who you are) + (What you aim to do)

(Call to Action)

(Hashtag)

(Link)

LinkedIn - Profile Headline

What do you do and what is the problem you solve?

Pinterest - Bio #1

(What your followers will find on your page) + (the unique value your content will provide).

(Call to Action) + (Link)

Pinterest - Bio #2

(Title and organization) (Role) (Instagram handle) CTA : (email address)

Pinterest - Bio #3

Hello! I'm (name), (role). I'm pinning (the type of content you share).

Pinterest - Bio #4

(What you are) for (who your target audience is)

Pinterest - Bio #5

We're sharing (type of content) and (type of content) that you can only discover through (company name). Share yours using (branded hashtag).



Types of Content

Content Pillars

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Curated Content

List some resources where you could easily find content.

Quotes

Behind the Scenes

What part of your workday could you feature? Don't be afraid to be authentic while still maintaining your brand image.

Brand Values

What core values represent your company?

Customer Success

List names of 4 clients you could contact to feature their win. (Be sure to ask their permission before doing so.)

1.

2.

3.

4.

Testimonials

Feature your satisfied customer. Be sure to include what problem they had when



they came to you, what you did for them, and how their problem was solved. Who could you ask for a testimonial?

Testimonial 1

Testimonial 2

Testimonial 3

Offers & Promotions

What promotions do you have planned for the next 6 months? The key to offers and promotions is to be sure you've been posting other content that is of value.

Offer | Promotion 1

Offer | Promotion 2

Offer | Promotion 3

Offer | Promotion 4

Plan your Content For The Next 30 Days

- [SOCIAL MEDIA CONTENT CALENDAR TEMPLATES](https://docs.google.com/spreadsheets/d/1WRWiTupOEHVp_5yIECInmNacMKpITxdzjGyWJYFUqVs/edit?usp=sharing)
https://docs.google.com/spreadsheets/d/1WRWiTupOEHVp_5yIECInmNacMKpITxdzjGyWJYFUqVs/edit?usp=sharing

Social Media Audit

Audit Instructions:

https://docs.google.com/document/d/1bNfxE5_f9XUDKBj2SXuNewgetIzEu9sVFRKvQ5DfuTk/edit?usp=sharing

Audit Sheet:

<https://docs.google.com/spreadsheets/d/1Qe4FTGGXHZGVgoqMHSNsg7VuGoURr0wtPHSHS5F4d3A/edit?usp=sharing>

Growing Your Audience without Spending Money

What are some hashtags you could use to categorize your social media posts?

Industry #Hashtag

Post Theme #Hashtags

Brand #Hashtags

Post with A Purpose

What method will you use for determining the purpose of your social media posts?

_____80/20 GUIDELINE

- 80% of your posts should inform, educate, or entertain your audience
- 20% can directly promote your brand.

_____RULE OF THIRDS

- $\frac{1}{3}$ promotes business, converts readers, generates profit
- $\frac{1}{3}$ shares ideas and stories from industry thought leaders and like-minded businesses
- $\frac{1}{3}$ is personal interactions with your audience

_____GOAL DRIVEN

- 50% to drive traffic to website
- 25% curated from other sources
- 20% supports lead generation (pdf downloads, email list signups)
- 5% company culture



MODULE 6

Growing Your Audience without Spending Money

What are some hashtags you could use to categorize your social media posts?

How to increase your audience without having to spend money

- Organic Post
- Following Strategy
- Hashtag
- Consistency
- Commenting and Engagement

16 LinkedIn Hashtag Tips

<https://blog.hootsuite.com/linkedin-hashtags-guide/>