



Tips for Social Media Success

May 30, 2019

Godwin.



Facebook

Best Practices



Best Practices

► Content Style & Length

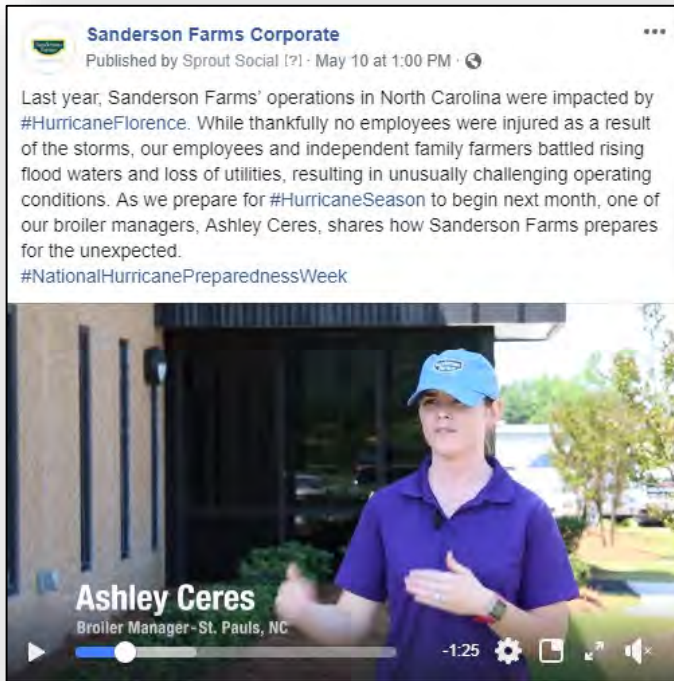


- Slightly longer content than Twitter and Instagram.
- Use paragraph and line breaks for easy readability.
- Tag people and businesses whenever possible for added reach
- Do not create posts verbatim from brochures, news releases or blogs.
- Use shorter sentences and a business-casual tone.
- Attention spans are less than 9 seconds – so keep it concise, relevant and on point.



Best Practices

► Hashtags



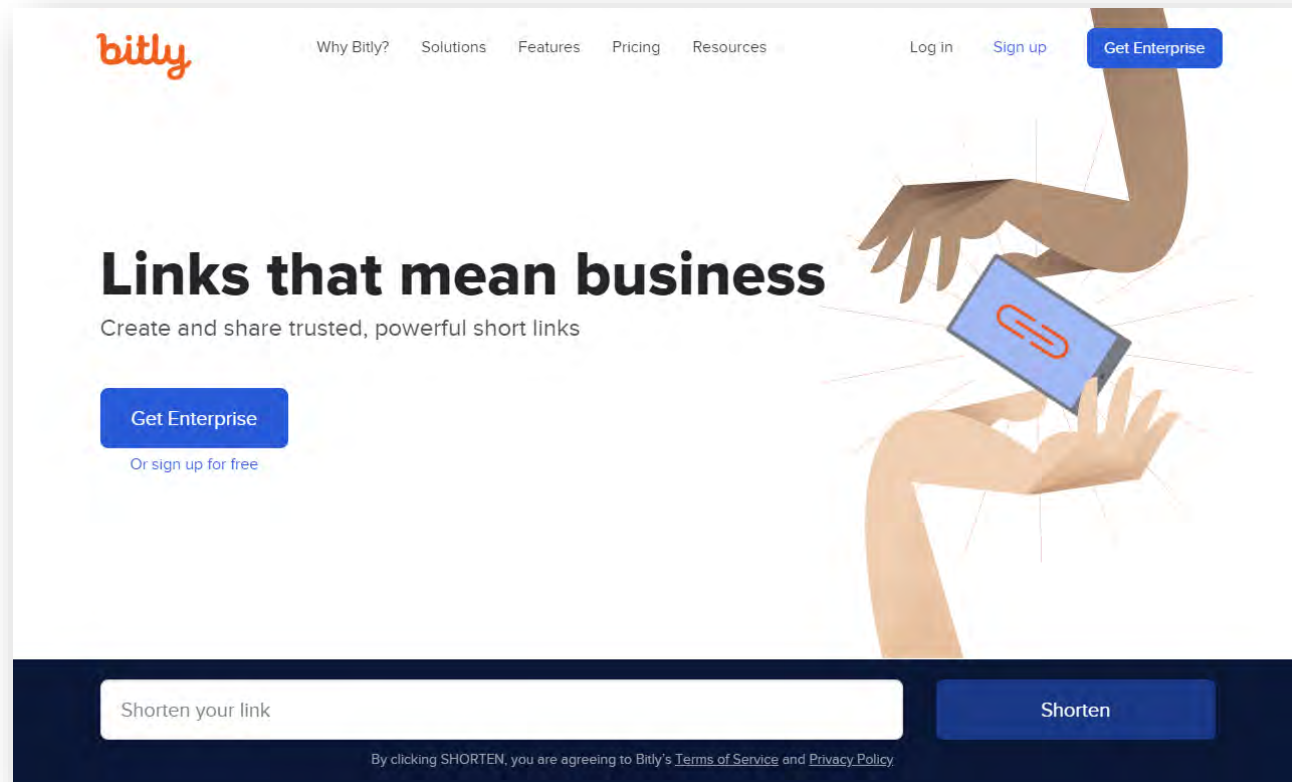
- Use fewer hashtags (less than 3)
- Keep hashtags at the end of the post unless you can work them into the copy
- First use the trending hashtags, then use the branded ones.
- No special characters in hashtags
- Keep them short and consistent
- Facebook user profiles are dominantly private and so hashtag usage is different than public networks like Twitter and Instagram.



Best Practices

▶ Link Usage

- Use trackable short-URLs. <https://bitly.com/>



Long-url:

<https://singingriver.com/my-membership/>

Short-url: <http://bit.ly/2WQI50l>




Best Practices

► Images:

- No more than 20% text on images
(Facebook tool https://www.facebook.com/ads/tools/text_overlay)
- Photos with less/no words perform better
- Image size 1200 x 628 (Horizontal format)



 **Image Text: Medium**
Your ad's reach may be much lower.

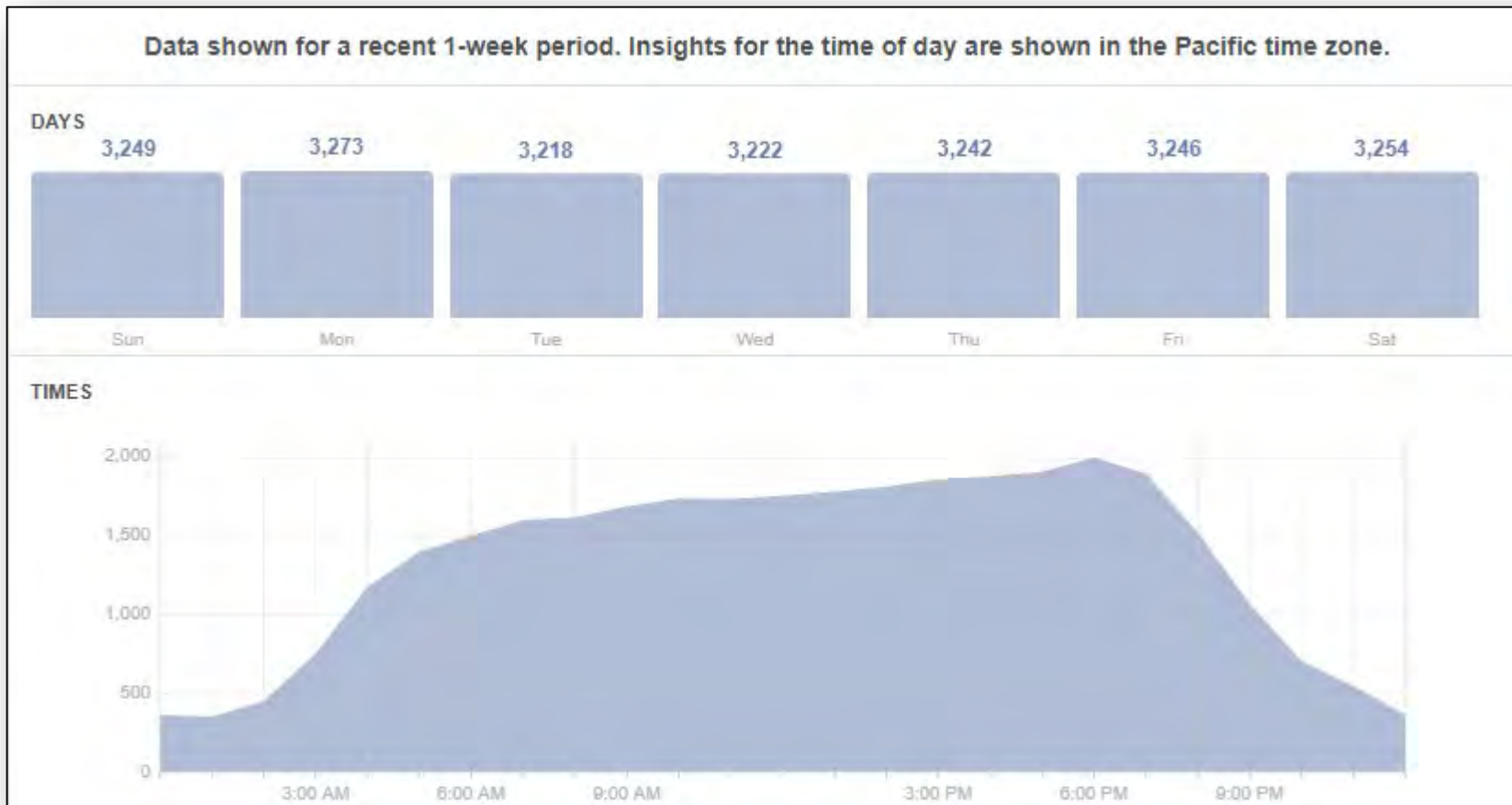
Your ad reach may be much lower than usual because there's too much text in the ad image. Facebook prefers ad images with little or no text. Consider changing your image before placing your order.

- Should be non-blurry, high res. & relevant to the subject matter.
- Consistent imagery across platforms builds identity; keep graphic colors identical, borders uniform and any overlays used on images should be consistent.



Best Practices

▶ Time To Post



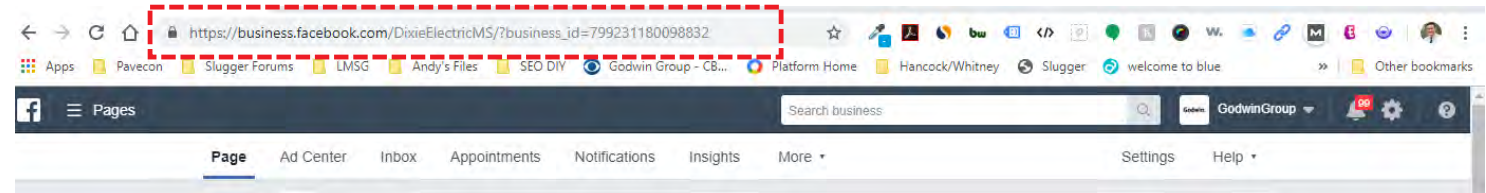
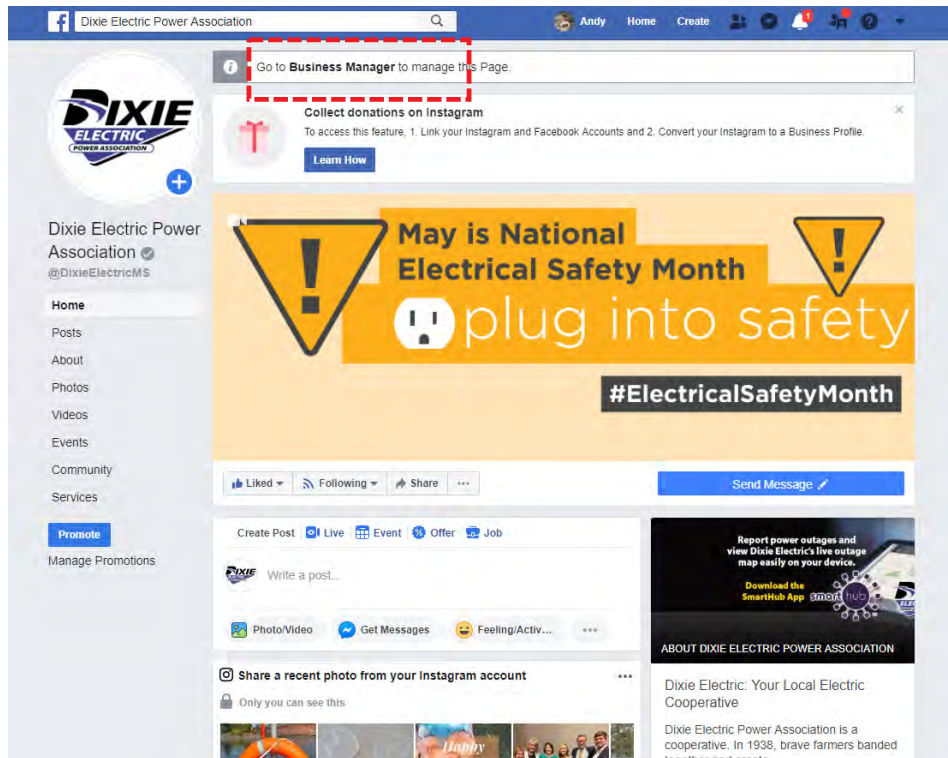
- For most companies the best posting times 9 a.m. until 3 p.m.
- Your business page may have a different time. Check the insights tab for the best times.
- Facebook takes time to approve boost/ads before they show them



Best Practices

► Before Posting or Scheduling

- Make sure you are logged into your business account
- URL will start with <https://business.facebook.com/{CompanyName}>





Dealing with Negative Comments



- ▶ Rule number one is to address the comment online
- ▶ Take the conversation offline
- ▶ If the same person comes back again and again with same grievance or just wanting to disrupt your news feed --**hide comment and ban user**
- ▶ **Don't delete a comment...if possible hide it.**
 - Hiding means the user who left the comments can still see it but no one else can see it
 - So the user doesn't get more upset seeing his/her comment has been hidden



Best Practices

- ▶ Being responsive and setting expectations
- ▶ Are you prepared to respond to negative posts

The screenshot shows a Facebook message conversation. At the top, it says "David Dickensauge" with a "Messages" button and an "Action" button. The messages are as follows:

- David Dickensauge** (August 29, 2012): "Your company is the biggest joke of s company i have ever delt with it is a perfect example of people being promoted to thir level of imcompentance. The president of this joke company should be fired and all the people in charge of this company that had any psrt in the disaster planning"
- Coast Electric Power Association** (August 29, 2012): "Mr.Dickensauge, I am so sorry you feel that way. Can you please tell me what has happened to make you this upset? I would like to try to help if possible."
- David Dickensauge** (August 29, 2012): "Sorry for being so mean i am fat and overweight and the heat got to me. Thanks for being so nice i feel like an a##"
- Coast Electric Power Association** (August 29, 2012): "Oh no! Haha! Look, we totally understand. It is stressful to be without power. It is August, so it is hot outside and storms are just plain stressful no matter how you look at it. Our crews are still out working right now but they will have to be called in in a few hours for their safety. There are a lot of flooded areas and it isn't safe for them to be in the dark, in the bad weather trying to restore service. That means you might still be out for a while. Believe me, that is not what I want to tell you. but I'd rather you know that now! Can you tell me more about your..."

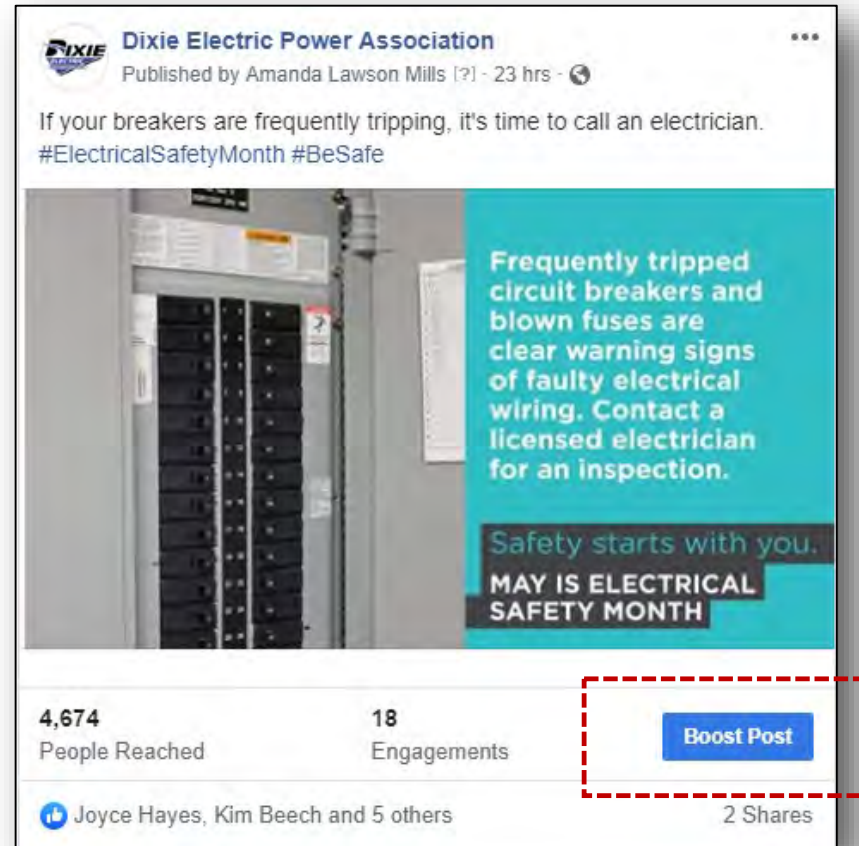


Boost vs Facebook Ads



Boost vs Facebook Ads

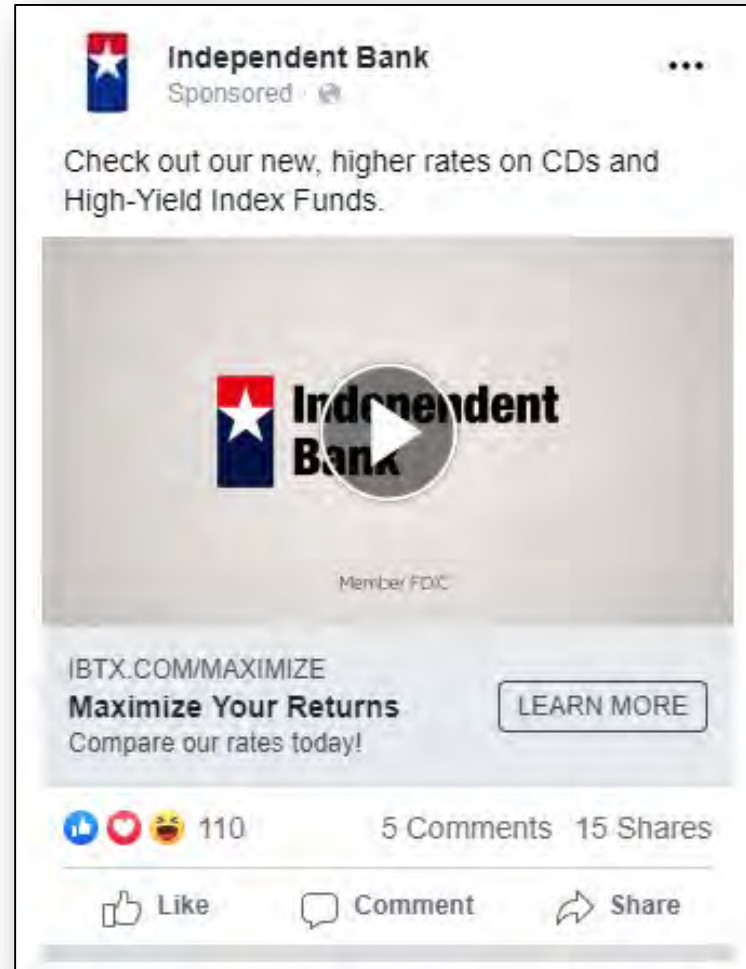
- ▶ **Boosted Post (Front End Promotion)**
- ▶ **Objective of a boosted post**
Increase the visibility of that particular post so that users can engage more with the posts Increase website visits to a specific landing page or site.
- ▶ **Engagements Types**
Liking, sharing, and commenting on that particular boosted post





Boost vs Facebook Ads

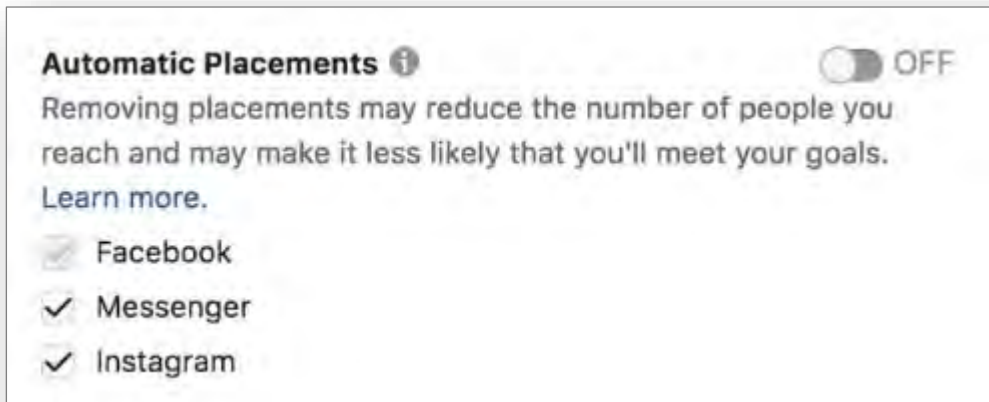
- ▶ **Facebook Ads (Facebook Advertising Platform)**
- ▶ More sophisticated objectives
- ▶ They take users outside of Facebook to take a desired action
- ▶ Precise audience targeting is available along with using advanced data set from your CRMs.





Boost vs Facebook Ads

- ▶ You Have More Placement Options And Customization With Facebook Ads
- ▶ Facebook Ads allow you to have numerous choices when it comes to the placement of your ads on Facebook, Instagram, and Messenger.
- ▶ Boosted Post Placement Options:



Facebook Ad Placement Options:

- ▶ Feeds
- ▶ Stories
- ▶ In-Stream
- ▶ Inboxes & Messages
- ▶ Contextual Spaces
- ▶ More Apps and Sites







Boost vs Facebook Ads

- ▶ Boosted Posts Have Limited Creative Options While Facebook Ads Have More
- ▶ Facebook Ads also allow you to use an additional three types of formats, depending on the objective you choose









Carousel


Create an advert with 2 or more scrollable images or videos






Single image


Create up to 6 adverts with one image each at no extra charge






Single video


Create an advert with one video






Slideshow

Create a looping video advert with up to 10 images





Canvas

Tell a more immersive story by combining images and videos

NEW

Example: Promoted Posts

Dixie Electric Power Association
Published by GodwinGroup [?] · April 25 at 10:29 AM · 🌐

Why do I Relay?

This year, as we participate in Relay For Life of Jones County here at #DixieElectric, we would like to honor Katie Caldwell Gable, daughter of Dixie Electric retiree Pina Caldwell. Katie is currently battling stage 3B Melanoma.

Cancer knows no age; it does not discriminate; it knows no boundaries of race, religion, gender or innocence. Cancer affects us all in some way, whether it is someone we love, someone we work with or even ourselves. This is the reason... [See More](#)



11,793 People Reached 1,344 Engagements [Boost Post](#)

👍❤️👤 Ashton McDonnieal, Scarlett Woods and 163 others 24 Comments 35 Shares

- ▶ Notice the tags and hashtags in the post copy
- ▶ This amplifies reach and frequency
- ▶ Always upload images and videos whenever possible (don't link with YouTube or Vimeo pages)



Instagram

Best Practices



Best Practices

▶ Content Style and Length

- 100% visual network.
- Your image is your focus; supporting caption can be between 2-5 lines.
- In my experience, posts with people always get better engagement.

▶ Hashtags

- Okay to use 5-8 relevant hashtags.
- No special characters should be used in hashtags (. , \$%)
- Keep brand hashtags short and consistent

▶ Links usage:

- Instagram is not URL friendly. Any link you provide in the caption cannot be clicked.
- If at any time you desire the user to go check a link, the best way is for them to check “link in profile”.





Best Practices

► Images:

- Should be non-blurry, high res. & relevant to the subject matter.
- Images less than 30mb in size. Dimensions: 1080x1080 or a 1200x628 from Facebook (this image from Facebook will be cropped in default posts that get posted to Instagram).
- Can share up to 10 images at one time.
- Consistent imagery across platforms builds identity; keep graphic colors identical, borders uniform and any overlays used on images should be consistent.

► Time to Post:

- Best time is between 9 to noon, and then until 3 p.m.

► Tagging:

- Ensure all organizations, individuals, and pages are properly tagged in posts. Any post with a greater audience size than ours always benefits engagement. For posts with people/employees, if possible, seek employee permission to tag them in posts.



Twitter

Best Practices



Best Practices

▶ Content Style and Length

- The official limit is 280 characters. 200-240 is the where we want our content to be at, so when users Retweet us, they can add their comment or takeaway before our tweet.
- Sponsored Tweets needs to be as concise as possible as most Tweets gain engagement on Smartphones.
- URLs will be trimmed to 23 characters. Images and user names do not use up characters.

▶ Hashtags

- Okay to use 3-5 hashtags. Keep hashtags short and consistent.
- Find trending hashtags around popular companies or events. Make sure to use their hashtags to your advantage.
- Always use existing, trending hashtags and then add in a 1-2 branded hashtags. #DixieElectric or #SandersonFarms
- No special characters should be used in hashtags. (. , \$%)



Best Practices

► Images:

- Should be non-blurry, high res. & relevant to the subject matter.
- Images less than 5mb in size. Dimensions: 440x220 px.
- Can tweet up to 4 images at one time. Maximum to appear expanded 1024 x 512 pixels.
- Consistent imagery across platforms builds identity; keep graphic colors identical, borders uniform and any overlays used on images should be consistent.

► Time to Post:

- Best time is between 9 to noon, and then until 3 p.m.

► Tagging:

- Ensure all organizations, individuals, and pages are properly tagged in posts.
- Any post with a greater audience size than ours always benefits engagement.
- For posts with people/employees, if possible, seek employee permission to tag them in posts.
- Twitter now allows tagging other Twitter users in Tweets.



Best Practices

► Engagement on Twitter:

- A small percentage of Twitter users create the majority of the content
- Most users on Twitter are scrolling so you may see less engagement on this platform
- This doesn't mean it isn't a good place to be – just be aware of who your audience is and what to expect





Your personal brand

Your business

Best Practices

- ▶ You always represent your business – if you intend to or not
- ▶ What you post, tweet, snap or direct message is not private
- ▶ What you follow and like can be scrutinized



How your
personal online
activity can
affect your
business



Gainesville Police Department

September 11 at 12:03am · 🌐

Officers Nordman, Hamill and Rengering...part of the night crew getting ready to do some work.

[#Irma](#)

Godwin.

- ▶ Fans of the photo began searching the personal accounts of the officers in the photo
- ▶ It was discovered that officer Michael Hamill posted anti-Semitic comments in 2013
- ▶ Officer Hamill resigned after an internal investigation





Creating Content

On your schedule with your budget

Engaging content is your priority

- ▶ The How-To's and techniques change daily; engaging content never goes out of style.
- ▶ You don't have to reinvent the wheel - use your repurpose your content for all channels and outreach methods.
- ▶ Don't confuse how often you've said something with how often your audience has heard it.

Your voice online

Are you a JetBlue?

“We're all about people, and being on social media is just a natural extension of that. It's no different than any other part of the airline.”

Or a Wendy's?

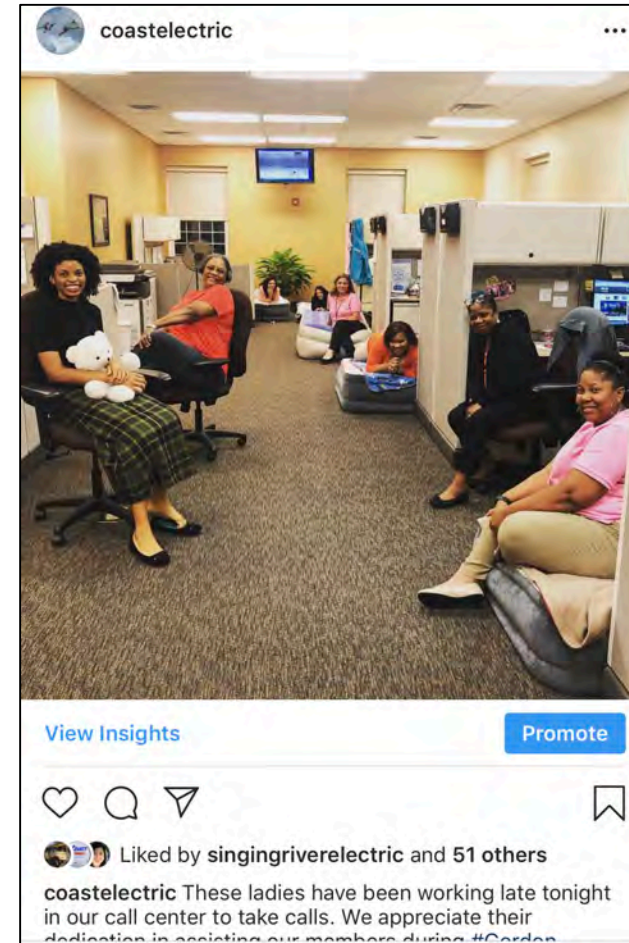
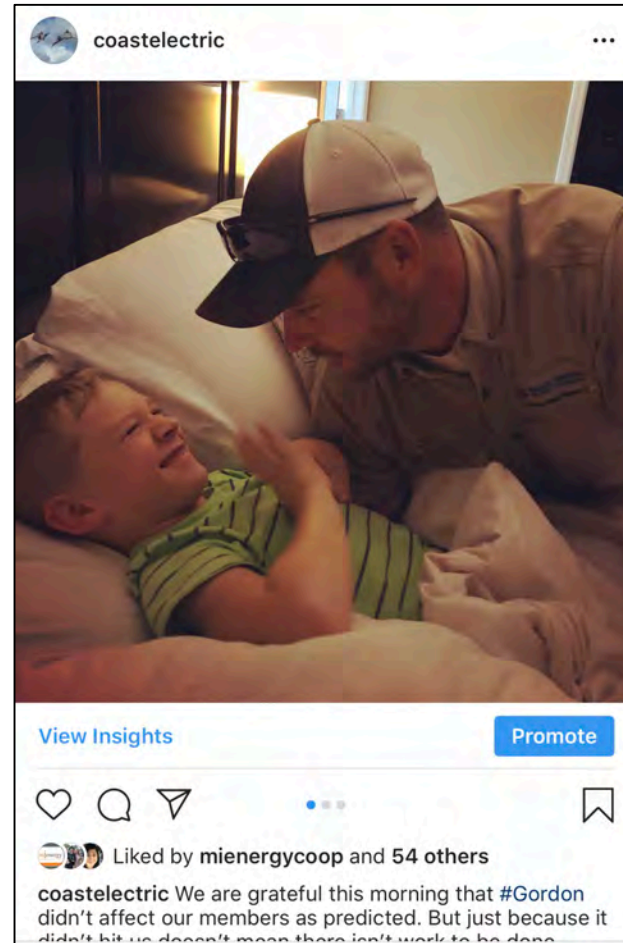
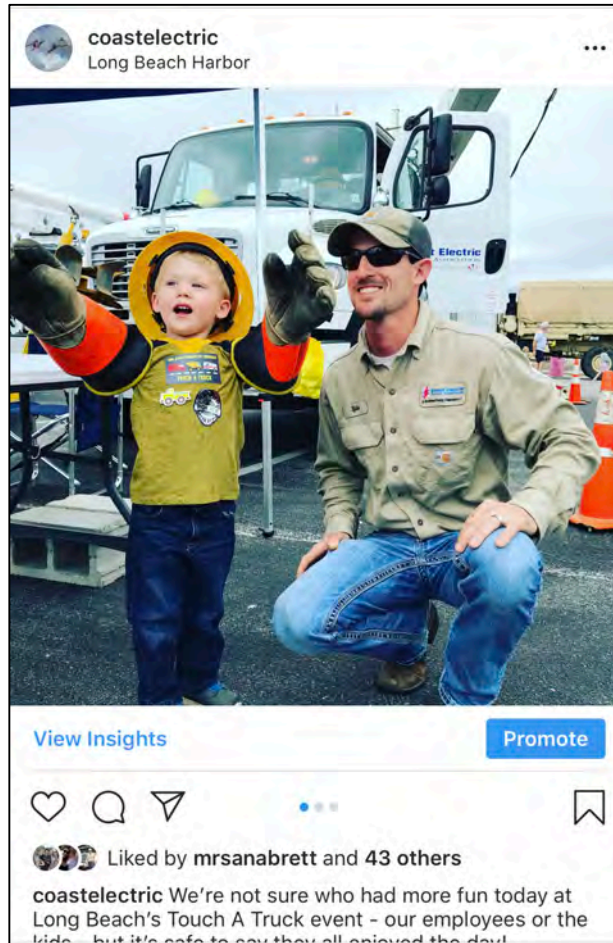
Whatever you choose, be consistent and be responsive



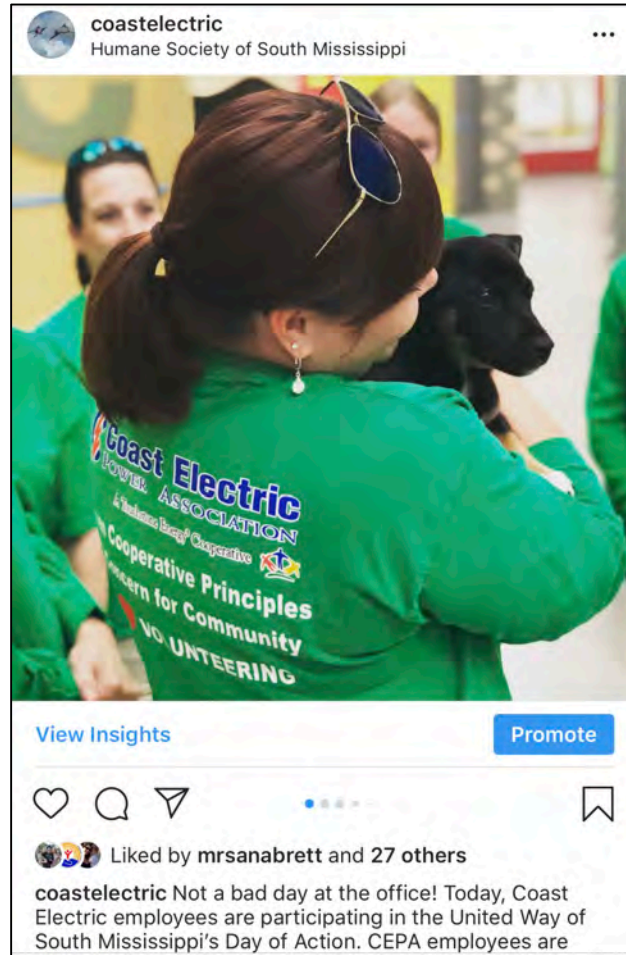
[@Alexa_Burrows](#) A hearty welcome home, Alexa! Would a twitter parade suffice? 🎵 ✈️ 🎵 ✈️ 🎵
– JetBlue Airways (@JetBlue) May 27, 2014

But when the JetBlue folks in Boston saw that tweet, they took it to another level -- and ten of them greeted her at the gate with signs, smiles, and marching band music.

Show the people behind your business



Show how you are part of your community



There's an app (or site) for that

► Canva



**His bags are packed
for Coast Electric's
Fur-ever Soulmate
Adoption Event**

**Coast Electric/
Tired Dog Rescue**

Coast Electric's Gpt Office
Hwy. 49
Friday, June 17 10-3

#AdoptDontShop
Donate online at
www.tiredogrescue.com

11/9/2018

**COFFEE AND
DONUTS FOR
VETERANS**

Thank you for your
service!



**SUMMER
TIME OF USE**

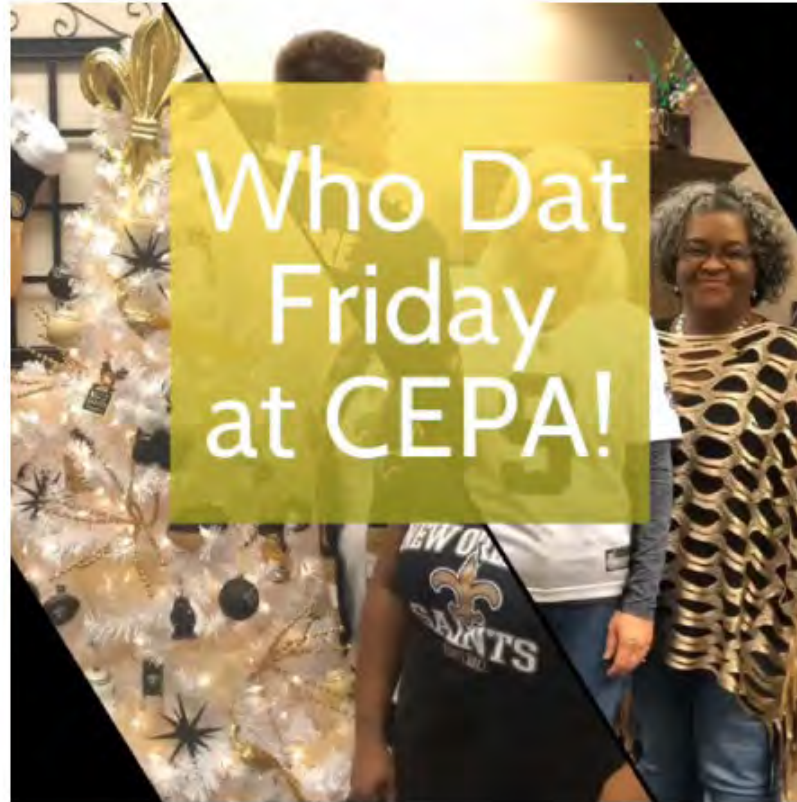
HOURS BEGIN APRIL 1

3 P.M.-6 P.M. MONDAY-FRIDAY

Not on Time of Use? Visit
www.coastepa.com/time-of-use-rates
to see how you can manage your
energy use and save!

There's an app (or site) for that

- ▶ Ripl
- ▶ Slideshow



There's an app (or site) for that

- ▶ Word Swag
- ▶ Adobe Spark
- ▶ Boomerang
- ▶ Videoshop
- ▶ Snapseed



One size doesn't fit all





Analyzing your social engagement

- ▶ Facebook, Instagram and Twitter offer free data about your accounts
 - Social media is an inexpensive way to directly target the audience you want. Use insights to see what's working for your business and what isn't.
 - If something isn't engaging your customers, change it to see what works best for you.
 - There is no magic bullet and no one right way on social media.