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Services include:

- Digital Strategy
- Web Management
- Ad Management
- Campaign Development
- Social Community Development
- Social Advertising
- Email Marketing
- Generalist



# A FEW OF MY CURRENT CLIENTS...



...MANY MORE



**SITUATION 1:** WE'RE NOT ON (or consistently using)  
SOCIAL MEDIA AND DON'T KNOW WHERE TO START

# HOW DO WE EVEN START?

## Social Media is a Communication Tool

It's best to start with overall business goals and objectives

- Why are you joining?
- Who are you talking to?
- What can you feasibly commit to?



# WHY ARE YOU JOINING SOCIAL MEDIA?

Because we're already maxed out on time...

This answer will help you determine the following:

1. Content types needed and what level of professionalism is required?
2. How you will measure success (seriously, its not all about likes and followers)?
3. Amount of time/resources you should dedicate to 'social media'





# WHO ARE YOU TALKING TO?

Hopefully not just ourselves...

This answer will help you determine the following:

1. What platforms should we be on?
2. What's the voice of each platform?
3. What do these people **want** to hear from us?
4. What do these people **need** to hear from us?



# WHAT CAN WE COMMIT TO?

## Be honest...

This answer will help you determine the following:

1. Are you able to create and share content on a regular basis?
2. What areas of your business should you be talking about?
3. What types of media support each are of your business?





SITUATION 1½ : OK, I'M FOLLOWING ALONG –  
BUT STILL DON'T KNOW WHERE TO START...

# 1. PICK YOUR SOCIAL PLATFORMS

It's ok to start small and build up...

It's also ok to secure your brand's user name on a platform for future use...



Pinterest – Recipes and Crafts / DIY or Inspiration

YouTube – Entertainment or Education + Advertising

\*Twitter – Texting for businesses/people or during live events

\*Facebook – Targeting ads based on personal info

\*LinkedIn – B2B, Networking or finding a job

\*Instagram – Organic community building and visual communication

Reddit – Web forum tied to topics and things

Venmo – Your bank just started a social network

Snapchat – Texting but different (Highschool +)

TikTok – Most current trends start here, more than just dancing (middle school +)

Clubhouse – Master class meets chatroom (Newest, invite only, we will see...)



## 2. MATCH OBJECTIVES, CONTENT, AND AUDIENCES

Don't just start the conversation plan it...

TOPIC	Business Development	Highlight Past Projects	Community Involvement	Staff and Workplace
Importance	Low	High	Medium	High
Media/Post Types	Engage with others posts & show wide range of capabilities and capacity	Professional photo and video	iPhone photos and authentic community member highlights	iPhone photos of key staff members and
Audience	Automotive Industry	Past clients and those in similar industry	City of Grand Rapids	Potential and current staff
Key Objective	Find clients outside of Grand Rapids	Build on core bulk of business	Be a leader and own our backyard	Hire and recruitment tool
Measurement	Analytics Geography Reports	Consistency	Post comments Likes Shares	Survey new hires and Facebook Jobs postings/ads

# 3. BUILD A CONTENT CALENDAR

Color code it!

Date	TOPIC	POST TYPE	COPY	MEDIA	PLATFORM	NOTES
3/1						
3/2						
3/3						KEY
3/4						Business Dev
3/5						Past Project
3/6						Community
3/7						Staff
3/8						
3/9						
3/10						
3/11						
3/12						
3/13						
3/14						
3/15						
3/16						
3/17						
3/18						
3/19						
3/20						

# 4. PLAN, BUILD, AND REPORT OUT

Plan what you can do, do it, then tell everyone you did it

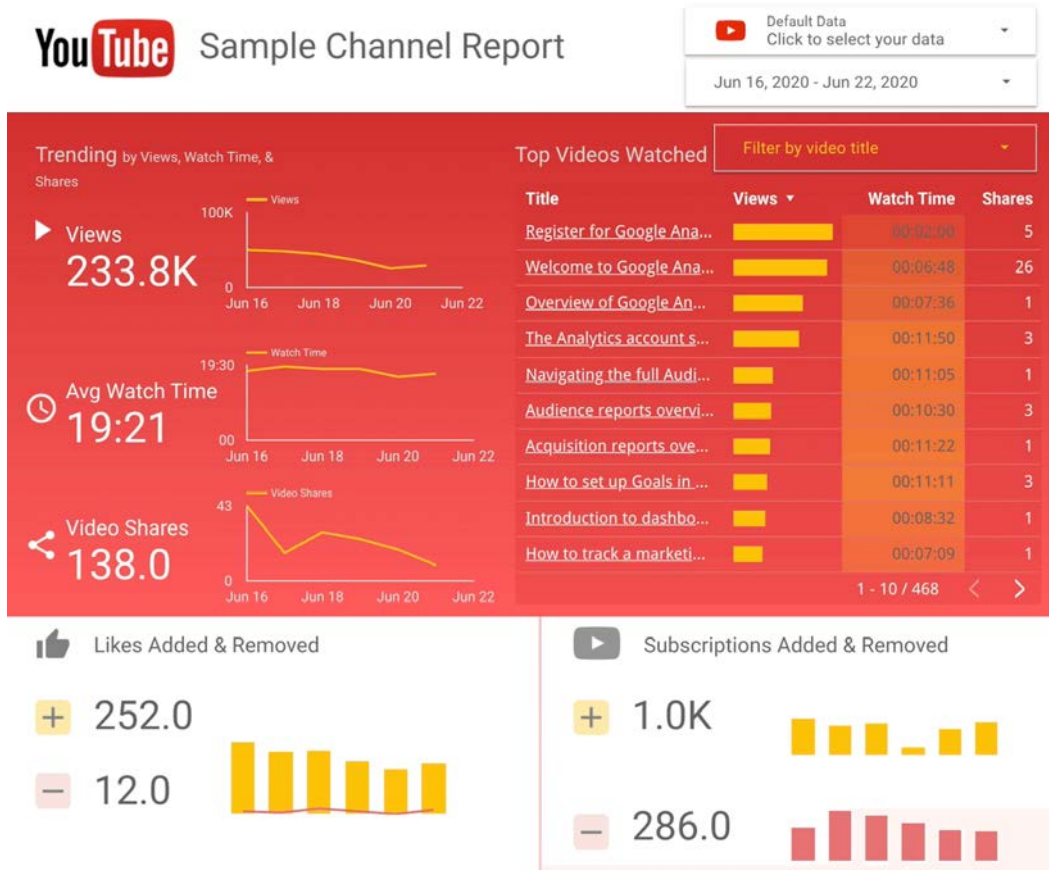
Create a content calendar that matches your key objectives and goals.

Be realistic with the amount of things happening (past and present) that might fill that calendar.

Hire out when you need to but execute on your own when you can.

Build a standardized report to track and measure results (I love Google data studio) check out this link for tips to build one yourself -

<https://www.socialmediaexaminer.com/how-to-create-google-data-studio-dashboard/>





## SITUATION 2: I WANT TO HIRE A SOCIAL MEDIA PERSON OR PROMOTE SOMEONE INTERNALLY

# WHAT SKILLS SHOULD WE LOOK FOR?

Is my nephew the right person for the job?

Suggested Skills:

Community Management

Social Ad Management

Web Support when Needed

-list what web platform you use

Photo/Video Production

Copywriting

Content Creation and Development

Design Management or Creation

Web analytics and Reporting



Tip: Most social media marketers fall in 1 of 2 categories:  
Community Management  
Or  
Social/Digital Advertisers

# HOW DO I PICK MY SOCIAL MEDIA MANAGER

So you want to do social media without actually doing social media...

Questions/topics to discuss during interview:

1. Do you have any experience with social community management?
  - Ask for content creation skills like photography, writing, video, or general platform knowledge
2. Do you have any ideas for our business?
  - Share some key business objectives with them and ask how they could use social media to help accomplish those
3. If we hired you as our community manager what are a few things you would work on immediately and things you would want guidance on?
  - Most social media managers should be able to give one or two ideas they feel would work for your business based on past experience
4. Ask your potential hire to send you a previous report from a past campaign or channel they managed.
  - Talk about the initial problem/objective they used social media to solve
  - Ask about the types of media they used to build content
  - Was there a paid campaign that helped drive action or was this all organic?
5. Look at their past accounts at a post level vs page level.
  - How often did they post and was it consistent?
  - Overall page likes can be misleading

Tip: Clearly define expectations of what you want from them in job description...

i.e. a high-level strategy for our business, monthly report, channel growth, content creation, management on \_\_\_\_\_ platforms vs "social media management"



## SITUATION 3: WE'RE ON SOCIAL MEDIA BUT I DON'T KNOW IF IT IS WORKING

# START WITH WHY?

## Who holds the key to your social media happiness?

Ask yourself these key questions:

1. Do we clearly have a reason to be on social media?
2. Does that reason match our overall business objectives?
3. Is our content/brand/presence in line with our business?
4. Are we allocating enough resources to the channel?
  - Algorithm got you down?
  - Should we hire our some content development?
5. What does our audience look like on our platform?
6. Where are we spending our time?
7. Are our expectations realistic?

Tip: Facebook's average post reach is about 6% of your page's total likes.

and...

Pages with fewer than 10k fans have a post engagement rate of about .52%





# FIND YOUR ANSWERS

## Where are the answers?

1. Bring outside team members into the conversation and schedule a planning session
2. Audit your current efforts and compare them to your overall business goals
3. Ask people outside of your industry for their impression of your social media efforts...remember at this point most people are using social media in one way or another



SITUATION 4: WE'RE ON SOCIAL MEDIA,  
ACTIVE, AND I KNOW IT'S NOT WORKING

# WE ARE FAILING, SO NOW WHAT?

It might not be as bad as you think

If you have a community manager:

1. Ask for a report beyond trend statistics
2. Talk about overall business objectives
3. Be straight forward with areas for improvement
  - Planning, approval process, strategy, advertising

If you do not have a community manager:

1. Are you ready to hire one or outsource the work
2. Is your media diverse and engaging enough?
3. Have you asked around the company what they might want to see?
  - Have you asked too much?

Reset:

1. Check your pace
  - Too much paid or not enough?
  - Too much content creation or platform spread?
2. Does your perception of your following/content/strategy match reality?
  - On Facebook use Business Manager > Audience Insights

Tip: Social ads will extend the duration a post is in the newsfeed. This decreases the frequency a brand needs to create content and post without sacrificing reach and impressions.

AKA – you spent so much time creating that content, let it be seen!



# QUICK HITS (for advanced users)

If you were bored, skip to this section

Drop shippers approach to Facebook advertising (0-10k/day on Facebook ads)

<https://www.youtube.com/watch?v=ULSEWZJcDuk>

iOS 14 and your Facebook ads (pixel update required)

<https://www.facebook.com/business/help/331612538028890?id=428636648170202>

Increase your Facebook Ad relevancy score

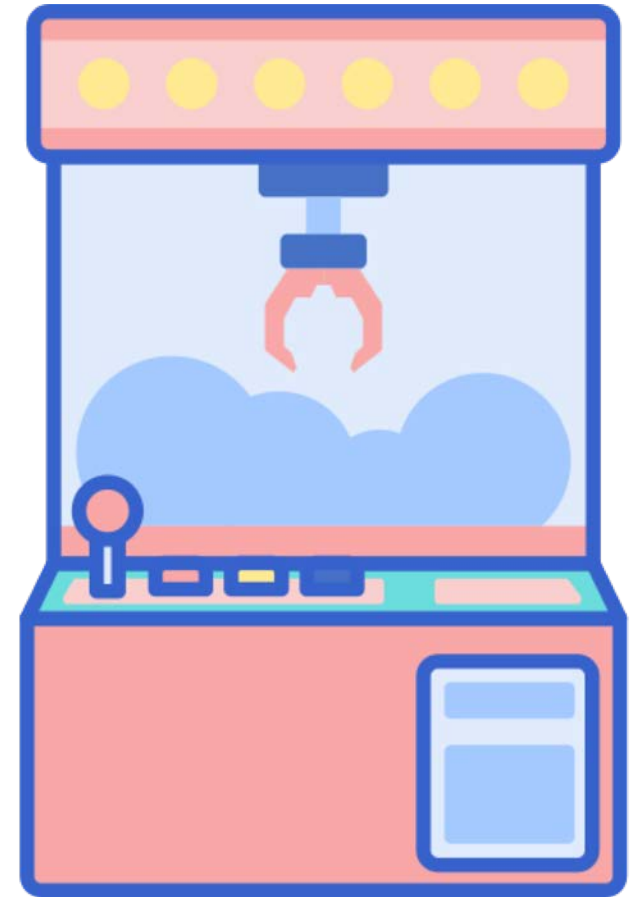
<https://www.socialmediaexaminer.com/improve-facebook-ads-relevance-score>

Comprehensive guide to Clubhouse

<https://youtu.be/o7gv7U-rZl8>

More Facebook algorithm talk

<https://tinuiti.com/blog/paid-social/facebook-algorithm/>



# QUESTIONS?

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Thank you!