



Quick Tips for Getting Started on Social Media

Below please find an outline of things to consider when jump-starting social media efforts.

Identify Roles

- *Administrator* – Reviews all content being posted on page, manages overall look and feel
- *Contributor* – Sends content, posting ideas to the admin for approval
- *Maintenance* – Keeps an eye on daily posts, send direct messages, monitors page

Create Graphics

- *Branding/Messaging* – Be sure graphics are streamlined across all platforms according to corporate branding and messaging.
- *Dimensions* - Pay attention to requirements with dimensions for each platform; keep a clean look and feel across all pages. Customization is key!

Generate Content

- *Company News* – A great way to get company news out to key influencers instantly. Post press releases, articles, community involvement, awards, anniversaries, etc.
- *Client/Customer News* – Show your customers you care about the success they achieve, especially while using your product. With proper approval, give a shout out to your customers' for their successes.
- *Thought Leadership Articles* – Articles published by reputable business and trade publications offer a chance to position executives and subject matter experts as thought leaders to your target audience. Sharing these articles positions your company as a great resource for prospects and encourages them to come back for more information and possibly future sales.
- *Industry News* – To demonstrate expertise within your core and vertical industries, share breaking news and useful information from third-party sources. Relevant articles will add to your credibility.
- *Blog* – Posting original content from a corporate blog is a great way to share expertise while directing people back to your website.
- *Testimonials* – Strongest when it's in video form, testimonials add a level of credibility unmatched by any other marketing tactic. This can be a deciding factor in the buying process!

Ensure Daily Maintenance

- *Posting* – Maintain a consistent, frequent posting schedule and be mindful of your company image. If the page is quiet for too long, it will lose followers. Posting daily is recommended for a strong presence.
- *Monitor* – Since anyone can like or comment on a page, watch for rogue posts and respond accordingly. If someone likes you, like them back and encourage them to join the other social media pages.

Maintain a Review Process

- *Draft, Review, Approve, Post* – Stick to this method for consistency and control.
- *Policies & Procedures* – Create specific rules and guidelines about what employees can and cannot post, proper interaction and rules for posting on company social media pages.

Analyze Results

- *Competitive Analysis* – Look at what your competitors are doing on social media and what you can be doing better to engage your audience.
- *Measure* - Success can be measured with new likes, followers and interactions on the page. Track your growth with the analytics tools when logging on as an administrator.