

# SOCIAL MEDIA AND ONLINE PRESENCE

## Creating an online presence

The aim of this topic is to provide female entrepreneurs with instruction on the topic of online presence, also known as your digital footprint, including information on how to stay safe online, and how to protect your own privacy and respect the privacy of others, and to give a basic understanding of how important it is to manage your online activity and internet presence. The aim of these resources is to present entrepreneurs how the use of online and social media technologies can help them to grow green and sustainable enterprises while being aware of threats that exist in the digital realm. This theme will encourage women to self-reflect before they self-reveal and consider the impact of what they share on-line can have today and in the future.

Digital Footprint is the trace of our activity online. Every day, when we use the Internet, we add to a growing portrait of who we are online - what do we like, what we may want to buy etc. Even if it's not possible to have zero footprints, having it may be not that bad if we learn to manage it properly, reducing it to information, we don't mind sharing.

On the one hand having digital footprints may come in handy, thanks to them we don't have to log in repeatedly or keep submitting our details. It also makes graphics loads quicker and searched content targets our preferences better. If we focus on that we can assume that having a digital footprint makes our lives easier.

On the other hand, our digital footprints can allow websites or companies to track our activities, see what we search for, and know our details and who is in our social circle. Of course, they will use it for marketing purposes, but still, it makes our activity online way less private. There are lots of different websites and companies that have an interest in our footprint. They do that in order to make their marketing more efficient. Our digital footprint helps companies to track us, customise for us, and market to us. Therefore, our digital footprint is a monetizable asset, but any direct gain does not come to us.

## What does it mean to be eResponsible?

One more thing that can be easily traced is our group of friends. We are increasingly connected together with people we know, and social portals are able to suggest us even people we are yet to know. Employers are using the Internet and social media to look for potential employees and keep track of current ones. Therefore, social media has the potential to ruin people's lives and can impact, not only social life, but also career. It is good to know how to be

eResponsible, and to prevent this from happening. Having a good online presence can help you market your business, find a job, or meet new people.

Here are some simple tips how to be safe online:

- Don't post illegal activities
- Don't bully
- Don't connect with your teachers or students on social media
- Don't post or share confidential information
- Don't threaten or harass people online
- Don't ignore pages' policy

How can you manage your online activity?

- Use difficult passwords and always check your privacy settings
- Don't accept "friend requests" from everyone, especially from people you don't know personally
- Teach your children how to behave online
- Always remember to sign out
- Have separate personal and business accounts
- Use incognito mode

## Effective Ways to Improve Your Online Presence in 2022

An effective website and an influential online brand can help your company reach more people. From boosting SEO to developing relationships with influencers, check out these 12 ways to improve your online presence.

Small business owners realise that it's critical to have a powerful online presence in today's internet marketplace. Having an influential brand online allows your company to reach more people. You can show your products and services to customers, generate increased leads, and entice more people to visit your official website and physical store location.

How can your company improve its internet market reach and attract more customers to your site?

### **1. Create a Beautiful Business Website Optimised for Mobile Devices**

The first step your business can take to increase its online presence is to create an official business website. Be sure to have quickly-loading pages, optimised images, and responsive site designs. Have fun with your site while remaining professional; incorporate fonts, colours, text, video and images relevant to your brand. Create valuable content that appeals to the pain points of your buyer persona.

## **2. Build an Email List**

Building an email list is one of the easiest ways to help you succeed. Once you get a comprehensive list, it will enable your business to engage actively with potential customers and leads. A way you can build your email list is to produce gated content that your customers must sign up for to receive access. A monthly newsletter will also help to promote your company and collect leads through your distribution list.

## **3. Boost Your Site's Search Engine Optimization Strategy**

Search engine optimization (SEO) is a process that increases your website traffic and improves your brand recognition and online presence. This strategy helps potential customers have a better chance of finding your website when they search for terms related to your brand. Mastering SEO can also boost your rankings in search engine results pages (SERPs).

## **4. Produce Engaging Content for Readers**

Many studies have shown that the best way to attract more business is to produce content that creates value for your potential customers. This material is a fantastic way to introduce your brand and personality to the world and boost your digital presence. To get started, you must create buyer personas that focus on your ideal customer's pain points and motivations, then create content that answers their questions as part of your content strategy. You can also reach potential customers through podcasts, guest posting, or question-and-answer sessions.

## **5. Have a Social Media Presence**

Almost 3.2 billion people around the world use social media. If your company doesn't have a social media presence, your customers may not know you exist. Additionally, it allows your business to become more transparent and build trust with your target audience. Figure out which platforms your primary audience uses and dominate there.

## **6. Keep an Active Online Presence**

To increase your online presence, your business must be *active* online; regularly post to your website and social media pages. If you can, assign someone to engage regularly with followers and subscribers on your social media sites. Participate in conversations related to your industry.

## **7. Network with Other Companies**

Another way to improve your online presence is to develop relationships with other people within your industry. Establish connections by sharing your hobbies, passions, and interests that you have in common.

Ask relevant bloggers and podcasters within your industry to feature your business. Accept any offers they make to have you appear in podcasts or write guest blogs for their site. When you build relationships with others, it will help your brand appear in more areas online.

### **8. Adopt New Social Media Platforms**

Consider becoming an early adopter of new social media and popular web technologies. The main reason you should embrace new technology is that there is less competition on these sites. These smaller social media platforms also have higher engagement rates than other sites, so your brand will get noticed by more users.

### **9. Get Listed on Core Web Directories**

Web directories are powerful ways to generate additional traffic to your website. These listings help you rank higher organically and are essential to local searches. Select directories that add real value to your business, especially Google My Business, Bing Places, Yelp, and Apple Maps. In addition to the primary benefits, these directories offer—like reviews and business information—they also provide backlinks to your website that can differentiate your business from the competition.

### **10. Use Online Advertising**

Your company can also build its online presence through online advertising or paid search marketing. When your ad appears at the top of search results, it drives traffic to your website, increases awareness about your business brand and improves your visibility. Several popular search engines can provide enormous exposure for your brand, including Yahoo!, Bing, and Google. Don't forget to advertise on social media platforms with large followings, including Instagram, Reddit, Facebook, YouTube, and Twitter.

### **11. Ask Influencers to Promote Your Product**

Almost 92 percent of people trust recommendations from individuals. Social media influencers allow brands to have an organic way to earn the trust of individuals. When an influencer recommends your products, their large number of fans take notice and are more likely to purchase your product or services. You can directly contact individuals with the following of over 50,000 people through their email or direct messaging on their website.

### **12. Analyse Your Results**

Once your business starts implementing strategies to boost your online presence, you must analyse your efforts by testing which one's work. You can use metrics from different sites like Google to see if your SEO is working well. You can set goals if you're building a subscriber list to see if you reach your target and other click-through rates.

Increasing your brand awareness online may take a few months, so be patient as you work toward your long-term goals.

## Connecting with your clients, customers, stakeholders

Your communication with your customer is the force multiplier that can unlock the full potential of your start up. Engaging your clients, customers, and stakeholders, can not only drive growth but also turn these stakeholders into enthusiastic champions of your business.

Connect with clients, customers and stakeholders through customised interactions and active responses. You should be reaching customers where they are (e.g., face to face, phone, social media). Show customers that you appreciate them and elicit feedback through customer surveys. Your customers drive your business, which is why it's so important to note how they interact with your business. Don't just reach out to them when you want their business; find ways to continuously show them you care.

## Follow these 10 strategies to strengthen your connection to your clients, customers, and stakeholders.

### 1. Don't use a one-size-fits-all approach.

You want your customers to feel special, and you can achieve this by approaching each one as an individual rather than just another customer. Grouping all your consumers together will only express inauthenticity.

### 2. Respond to concerns.

Don't just be available when your business is doing well, or your customers are satisfied. If you want customers to trust and respect you, you need to earn it by proving your dedication to making them happy. Responding to customer concerns builds trust.

### 3. Go above and beyond.

Go above and beyond for your customers. As a small business owner or a new startup, you will likely have a close connection to your customers, and you can use this to your advantage. Offer special discounts for customer loyalty, recommend specific products or services based on what you know about a customer's interests, and always remedy an unpleasant experience. Some customers will have a negative experience with your business. However, it is your job to make sure your customer or client's experience ends well. Exceptional customer support will keep them coming back for more.

### 4. Follow up.



Following up is an easy way to earn customers' appreciation. No one likes to file a complaint or ask a question, only to hear radio silence. Respond to customers throughout their buying journey so they build a connection with you. This is also a great way to keep your business top of mind for your customers. If an existing customer purchases a new or unique product, follow up with them to make sure they enjoyed it. Thank customers for doing business with you. Everyone likes to feel acknowledged. Follow-up is also a great way to identify unhappy customers before their unsatisfactory experience ends with a negative review online.

#### **5. Keep it personal, not transactional.**

Being more personal with customers strengthens your bonds with them. Rather than being aggressive when selling, try to be more consultative and conversational so clients understand your intentions are honest. Speaking to your customers in a conversational and personal tone can improve their perception of your brand. This can also be done via a social media platform or a blog.

#### **6. Focus on face-to-face interactions.**

It's common to experience miscommunications when using technology as the primary source of contact. While emails and telephone calls are convenient, nothing beats face-to-face contact. You can understand your customers better in person than over the phone or through a screen. Make it a point to establish both a professional and personal relationship with your clients, customers, and stakeholders. It's easier to learn about a client by talking to them in person. However, some people feel more comfortable speaking to you from a distance. Ideally you should ask your clients what their preferred method of communication is and stick with that.

#### **7. Be active on social media.**

Companies benefit from having social media accounts; however, simply having a social media account is not enough – you need to be actively engaged. A recent survey shows that 40% of users expect a brand to respond to them within the first hour of connecting, and nearly 80% expect a response within the first 24 hours.

Many shoppers see whether a company has an online presence before they will do business with them. Customers are already using social media platforms to browse new products, leave reviews and share favourite items with their friends, and you should meet them where they are. Interacting on social media can help your company's brand shine, and it is a great way to stay on your customers' minds and feed.

Customers are constantly reviewing and talking about brands on social media, and there is a good chance your company will be the topic of discussion at one point or another. Actively engaging customers on social media and responding to social media comments are great ways to direct the narrative about what is being said about your brand

Create social media accounts on the platforms where your customers are. Respond quickly to questions and concerns that come in from customers through these channels.

#### **8. Grow with your current clients in mind.**

If your customers are happy, your business will continue to develop. Do not get too caught up in quick growth, especially if it means giving less attention to clients and jeopardising your customer service. Prioritising your existing customers over the acquisition of potential customers is a great way to build long-term loyalty.

#### **9. Show your appreciation.**

Just as you would with supportive friends and family, make sure your customers know you recognize their importance. Show your appreciation to your clients, customers, and stakeholders as they are the ones who will make your business a success. Showing customers that you appreciate them can improve their connection to your business and they can act as multipliers and get you more work. Give them special discounts if you can afford it as a token of appreciation.

#### **10. Survey your customers.**

A great way to stay informed about your customers' wants and needs is by sending out surveys. For example, your business can send out occasional customer surveys to elicit customer feedback on what products or services they like best, what changes should be made to existing products or services and what should be added to your line of business. When your customers feel like they have input on what you are providing, it can help build loyalty. Additionally, surveying your customers can help improve your overall product or service offering and cater to what your customers want. This can result in higher sales, which means more money in your pocket.

### **Using Social Media as a business environment**

According to Hootsuite, a leading social media management platform there are now more than 4.2 billion active social media users across the globe. If you're not taking advantage of social within your digital marketing strategy, you're missing out on a fast, inexpensive, and effective way to reach almost half the world's population. social media can help you connect with your target audience, engage with customers, and grow your business.

APR  
2021

## OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER  
OF GLOBAL  
INTERNET USERS



**4.72**  
BILLION

INTERNET USERS AS A  
PERCENTAGE OF TOTAL  
GLOBAL POPULATION



**60.1%**

ANNUAL CHANGE  
IN THE NUMBER OF  
GLOBAL INTERNET USERS



**+7.6%**  
**+332 MILLION**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET BY  
EACH INTERNET USER



**6H 56M**

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



**92.8%**

12

**SOURCES:** KEPOS (APR 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY THE ITU, LOCAL GOVERNMENT BODIES, GWI, GSMA INTELLIGENCE, EUROSTAT, ARB, CHNHC, THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI Q4 2020. SEE [GLOBSOCIALINDEX.COM](https://www.globalsocialindex.com) FOR MORE DETAILS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

**we  
are  
social**

**Hootsuite**



Source: [www.hootsuite.com](http://www.hootsuite.com)

One of the key benefits of social media for business is the ability to create real human connections. You can introduce your followers to the people who make up your company and your mission statement, and also showcase how existing customers are using and benefiting from your products or services. Authenticity builds trust. Trust, in turn, builds marketing receptiveness and drives new business. And social is the best place to get real! Show how you're embracing your brand values, how your product works in real life, and how you're putting the interests of your employees and customers first.

Social networks allow you to interact directly with customers and prospective clients, and likewise give them the chance to interact directly with your business. Unlike traditional media, which offers only one-way communication, social media is a two-way street. If you want customers and followers to be engaged, you have to be engaged yourself. Stay active and respond to comments and questions on your own social media posts in a way that's appropriate to your brand.

Having said this, it is important to note that this is a double edged sword. Customers now also have the power to leave very public negative reviews at the click of a button which can stay there forever. Things like Google Review and even Facebook reviews. Knowing how to tackle these online occurrences is really important and a necessary public relations / online 'crisis management' skill. Often, companies that ignore these comments entirely do MORE damage as it looks as though they have something to hide or that the customer is right in the negative comment they are expressing. These comments should ALWAYS be responded to as quickly and diplomatically as possible.

## 10 steps on how to handle negative comments on social media

### **Step 1. Don't ignore negative comments**

The worst thing you can do for your brand is to ignore negative comments. It will give an angry client another reason to dislike your brand.

You should reply to every comment, whether it's positive, negative, or neutral. Maintaining public relations is a must for brand building. It helps you connect better with your followers

If you run a business and put your heart and soul into it, it might be challenging for you to deal with the negativity. But you have to handle it strategically. Otherwise, angry customers will write a bunch of new bad comments to harm your brand.

### **Step 2. Apologise sincerely**

"The customer is always right." Even if you disagree with the customer's point of view, you should still say sorry. This is the first step to resolve the conflict.

If your company was involved in a media scandal and has got dozens of negative news articles, comments, and reviews, a representative of your company must give a public apology. You should publish a post on behalf of the CEO or founder of the company that says, "Sorry for the unfortunate error."

Here is an example of such an apology post.




Here is how Donatella Versace apologised for a T-shirt design that demonstrated disrespect for China's National Sovereignty.

### Step 3. Don't make false promises


Don't promise to replace the product or return the money just because your customer is unhappy if that's not your usual practice. Analyse the problem first. And then explain to your customer how you can fix the situation.




starbucks • Follow
...

so they don't have to change anything


3w Reply






kass\_nicole Did Starbucks change their birthday reward? I went the day after and nothing

3w 3 likes Reply

Hide replies



starbucks @kass\_nicole Your Birthday Reward is valid on the birthdate you provided us. We're sorry to hear you weren't able to redeem it. Please tap the "Email" link on our profile to get in contact with our customer service

57,890 likes

AUGUST 2

Add a comment...

Take a look at the following example. When Starbucks gets a negative comment on social media, it doesn't rush to offer free coffee or any rewards as an apology. It asks the customer to reach out to customer service to find out who is wrong and who is right.

#### **Step 4. Be polite**

When it comes to negative sentiments and rude comments, it's not that easy to keep calm. But you must be polite to save your brand.

Avoid using swear words, even if your customers use them. In any case, it will not help you to fix the situation.

Because, if your loyal customers see that you are rude to other customers, they will change their opinions about your company. So please, hide your real emotions, and make your replies as polite and friendly as possible.





Here's how DSW gracefully handled a negative comment about their customer service by being responsive and providing help.

### Step 5. Take it out of the spotlight

To resolve the conflict, shift the conversation from social media to another place. Ask the customer to write you an email, direct message, or call customer support.

Don't start battling with words in the comment thread. If customers are frustrated, they will write dozens of replies that show a negative attitude towards



your brand. So, if you want to save your brand's image, you should discuss the problem one-to-one.

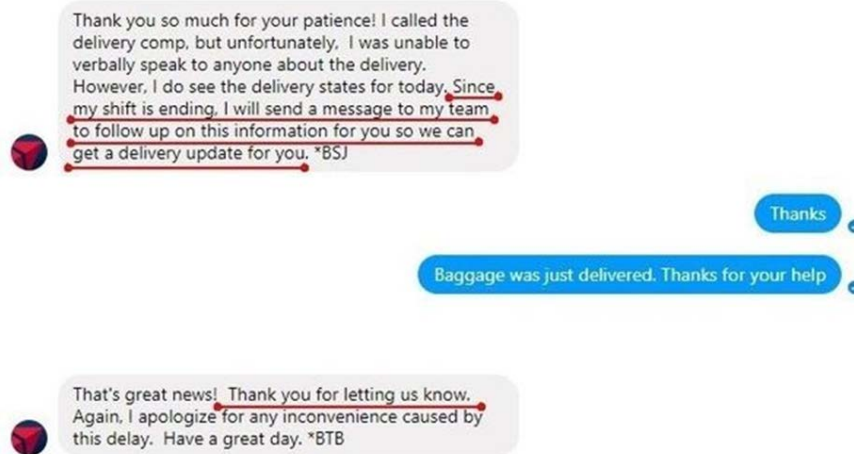


Delta Air Lines avoided a social insult with a diplomatic response to one of their troubled passengers.

## Step 6. Personalise your Message

Customers don't want automated replies. So try to personalise your message and show empathy. Show that you care about your customers. Take a look at the following screenshot.

Tell me: What do you think? Are these messages automated or written by real people?



Delta Air Lines' messages are written personally and are not automated. This shows that the company really cares about its customers and wants to help genuinely.

### Step 7. Reply instantly

Don't make an angry customer wait for your reply. Respond to negative comments within two hours.

Otherwise, your customers might think you are ignoring them. And, even if you put efforts into conflict resolution, no one will appreciate that.



**pizzahut** • Follow

View replies (1)

**drquinnngreen** WORST CUSTOMER SERVICE! Someone claimed my pizza points and I cannot even get a rep on the phone. YOU GUYS SUCK 😡😡

8h Reply

Hide replies

**pizzahut** @drquinnngreen Thanks for bringing this to our attention. Please reach out to the Hut Rewards Hotline at 1-844-244-2552 and they should be able to assist with this.

8h Reply

mananrales @pizzahut

5,420 likes

3 DAYS AGO

Add a comment...

Pizza Hut always ensures to address the concerns of their customers instantly being a responsive business.

## Step 8. Explain yourself

One of the biggest mistakes companies make is that they do not give explanations to their customers. And as a result, the customers feel frustrated. You should always explain what exactly caused the problem and what your company did to resolve it. Show how much effort your company has put into making the customers satisfied. This will help you get positive results.

Besides, it is also important to explain to your followers that every issue they face is not the fault of the company. For instance, if an airline cancelled the flight due to bad weather conditions. The passengers should not blame the airline for being late.



**Lena Ishkov** Dear IKEA team, I am writing you here as I don't get answers to my emails from local service (Israel). I am interested in purchasing the STUVA storage system for kids room and here in Israel we got only one color available (green), while other countries... [See More](#)

Like · Reply · 1y · Edited



[View 6 more replies](#)



**IKEA** Hello Lena, I have spoken with a representative from Israel again. Green, white and Birch are the only colors IKEA Israel is carrying. I can understand your frustration for not being able to get the other colors. The product range can vary slightly from country to country. I apologize for any inconvenience this has caused you. Regarding your emails not being answered, I don't know the reason this has happened but I have made them aware of the issue. Have a great day.

Like · Reply · 1y

To know how to communicate with shoppers in the right way, look through IKEA's account on Facebook. Every time customers put negative comments or ask why they can't buy this or that item, or why the delivery is late, the company provides comprehensive answers.

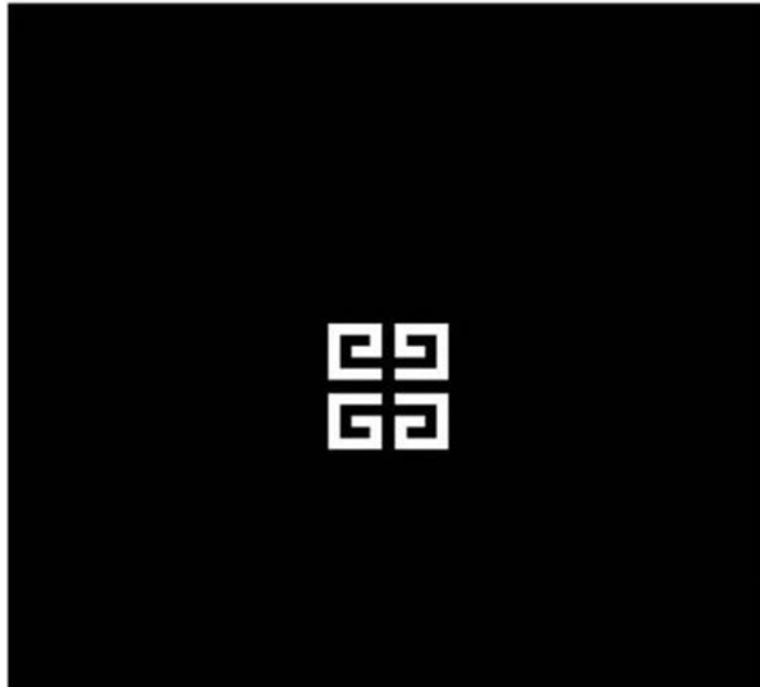
## Step 9. Learn from your mistakes

Everyone makes mistakes. If your company has made a mistake, don't panic. You can always find a way to fix it.

You should consider negative comments as a source of information. Read every comment to find out what exactly your customers don't like about your products or your corporate policy. It will help you find a way to improve your products and take your business to the next level.

Once the issue is detected, you should make a plan on how to fix it. "Admit your mistake and tell your customers what specific actions you will take to resolve the conflict. You should show that you care about your customers to make them trust your brand again", says Kristina Brush, social media manager at GrabMyEssay.





givenchyofficial • Follow



givenchyofficial • The house of Givenchy firmly respects China's national sovereignty and territorial integrity. Immediate actions have been taken to recall the inaccurate t-shirt design from all markets, and measures of product and process review have been and will continue to be taken to avoid similar situations in the future. The House of Givenchy wishes to sincerely apologize for this mistake that does not reflect the deep respect it has for its Chinese audiences throughout the world, as well as renew its commitment to pursue its longstanding relationship with the market in the most thoughtful way.

2w



77,441 likes

AUGUST 12

Givenchy clarified in a public post that it rectified its mistakes for inappropriate t-shirt designs and apologised for hurting the sentiments of the Chinese community.

## **Step 10. Generate positive comments**

It's impossible to avoid negative comments on social media. But it's possible to minimise their impact on the brand image.

Can you guess the best way to lessen that impact?

Generate more positive reviews, and they will outshine the bad ones.

Here is how it works. If you get 20 negative comments and ten positive comments, it will hurt your business a lot. But if you get 20 negative comments and 100 positive comments, it will not affect your brand that much.

So, how can you get more positive comments?

Here are a few essential rules to follow:

- Always strive to create engaging social media content to boost engagement and get more comments.
- Reply to every positive or neutral comment. Try to develop a relationship with your loyal customers.
- Use humour. It's a perfect icebreaker.

 **Royal Dutch Airlines**    
 @KLM

Last woman standing 🍷



**antoine monneret** @antoinemonneret · Aug 11

Replying to @KLM

Soon to be replaced by "1st robot standing"

I remember watching in shock "shock corridor". Now, in comparison, it seems like a movie made for kiddos

1 1 1 1



**Royal Dutch Airlines**  @KLM · Aug 11

We hope not since we love working with our cabin crews, Antoine! On the other hand, it's amazing how different old movies like 'Shock Corridor' looks with the movies today. It did gave us the fright back then. 😊

1 1 1 1



**antoine monneret** @antoinemonneret · Aug 11

Exactly what I meant. The day I see a robot on a plane, I return and watch shock corridor. To have a good laugh thinking how I was scared for nothing compared to today 😊

1 1 1 1



**Royal Dutch Airlines**  @KLM · Aug 11

Same thoughts, Antoine. Same thoughts. 😂

1 1 1 1

Look at this humor thread Royal Dutch Airlines happened to create with one of its followers. Such responses make you an approachable and people-loving brand.

## Tips and tactics

To get the most benefit out of social media, it is highly recommended to create a social media strategy, which is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing. The more specific your plan is, the more effective it will be. Keep it concise and focused. Don't make it so broad that it's unattainable or impossible to measure. Finally, a good social media plan should define the roles and responsibilities within your team and outline your reporting cadence.

### How to create a social media marketing strategy

Step 1. Choose social media marketing goals that align to business objectives

#### Set S.M.A.R.T. goals

The first step to creating a winning strategy is to establish your objectives and goals. Without goals, you have no way to measure success and return on investment (ROI).

Each of your goals should be:

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Here's an example of a S.M.A.R.T. goal:

*"We will use Twitter for customer support and lower our average response rate to under two hours by the end of the quarter."*

#### Track meaningful metrics

Vanity metrics like number of followers and likes are easy to track, but it's hard to prove their real value. Instead, focus on things like engagement, click-through, and conversion rates.

You may want to track different goals for different networks, or even different uses for each network.

For example, if you use LinkedIn to drive traffic to your website, you will measure click-throughs. If Instagram is for brand awareness, you might track the number of Instagram Story views. And if you advertise on Facebook, cost-per-click (CPC) is a common success metric.

Social media goals should align with your overall marketing objectives. This makes it easier to show the value of your work and secure buy-in from your boss.

Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	<b>Consumer</b> <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.



Start developing your social media marketing plan by writing down at least three goals for social media.

Step 2. Learn everything you can about your audience

## Create audience personas

Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business.

When it comes to your target customer, you should know things like:

- Age
- Location
- average income
- Typical job title or industry
- Interests
- etc.

Get to know your followers, and customers as real people with real wants and needs, and you will know how to target and engage them on social media.

## Gather data

Don't make assumptions. Think Facebook is a better network for reaching Baby Boomers than Millennials? Well, the numbers show that Millennials still outnumber Boomers on the platform.

Social media analytics can also provide a ton of valuable information about who your followers are, where they live, and how they interact with your business on social media. These insights allow you to refine your strategy and better target your audience.

Step 3. Know your competition

Odds are your competitors are already using social media, and that means you can learn from what they're doing.

## Conduct a competitive analysis

A competitive analysis allows you to understand who the competition is and what they're doing well (and not so well). You'll get a good sense of what's expected in your industry, which will help you set social media targets of your own.

It will also help you spot opportunities.

Maybe one of your competitors is dominant on Facebook, for example, but has put little effort into Twitter or Instagram. You might want to focus on the networks where your audience is underserved, rather than trying to win fans away from a dominant player.

Do searches of the competition's company name, account handles, and other relevant keywords on social media. Find out what they're sharing and what other people are saying about them.

#### Step 4. Do a social media audit

If you're already using social media, take stock of your efforts so far. Ask yourself the following questions:

- What's working, and what's not?
- Who is engaging with you?
- Which networks does your target audience use?
- How does your social media presence compare to the competition?

Once you collect that information, you'll be ready to start thinking about ways to improve.

This is an easy-to-follow social media audit guide and template to walk you through each step of this process.

[illegible]

Your audit should give you a clear picture of what purpose each of your social accounts serves. If the purpose of an account isn't clear, think about whether it's worth keeping.

To help you decide, ask yourself the following questions:

1. Is my audience here?
2. If so, how are they using this platform?
3. Can I use this account to help achieve my goals?

Asking these tough questions will keep your strategy focused.

## Look for impostor accounts

During the audit you may discover fake accounts using your business name or the names of your products. These imposters can be harmful to your brand—never mind capturing followers that should be yours. Report them.

You may want to get your Facebook, Twitter, and Instagram accounts verified to ensure your fans know they are dealing with the real you.

Step 5. Set up accounts and improve profiles

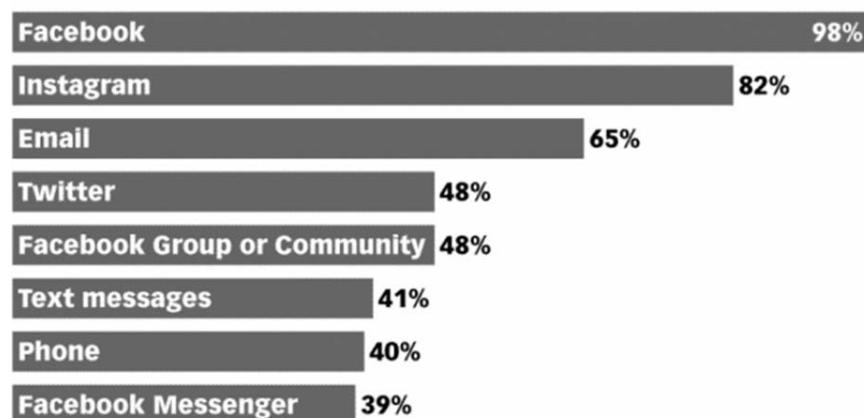
## Decide which networks to use

As you decide which social networks to use, you will also need to define your strategy for each.

For reference, here's how other small and medium-sized businesses are using social tools to communicate with customers. Notice that Facebook and Instagram outrank even email for this purpose.

### Methods Used to Communicate with Customers According to US SMB Professionals, Sep 2017

% of respondents



Source: Ripl, "Q3 2017 U.S. Small Business Social Media Marketing Research Survey,"

Source: [eMarketer](#)

**Pro tip:** Write out a mission statement for each network. A one-sentence declaration to keep you focused on a specific goal.

Example: *"We will use Twitter for customer support to keep email and call volumes down."*

One more: *"We will use LinkedIn for promoting and sharing our company culture to help with recruitment and employee advocacy."*

If you can't create a solid mission statement for a particular social media channel, you may want to ask yourself if it's worth it.

#### *Set up your profiles*

Once you've decided which networks to focus on, it's time to create your profiles. Or improve existing ones so they align with your strategy.

- Make sure you fill out all profile fields
- Include keywords people would use to search for your business
- Use consistent branding (logos, images, etc.) across networks so your profiles are easily recognizable

**Pro tip:** Use high-quality images that follow the recommended dimensions for each network.

We've also got step-by-step guides for each network to walk you through the process:

- Create a Facebook business page
- Create an Instagram business account
- Create a Twitter business account
- Create a Snapchat account
- Create a LinkedIn Company Page
- Create a Pinterest business account
- Create a YouTube channel

Don't let this list overwhelm you. Remember, it's better to use fewer channels well than to stretch yourself thin trying to maintain a presence on every network.

#### *Step 6. Find inspiration*

While it's important that your brand be unique, you can still draw inspiration from other businesses that are great on social.

#### *Social media success stories*

You can usually find these on the business section of the social network's website.

Case studies can offer valuable insights that you can apply to your own social media plan.



### *Award-winning accounts and campaigns*

You could also check out the winners of The Facebook Awards or The Shorty Awards for examples of brands that are at the top of their social media game.

### ***Your favourite brands on social media***

Who do you enjoy following on social media? What do they do that compels people to engage and share their content?

National Geographic, for example, is one of the best on Instagram, combining stunning visuals with compelling captions.

Then there's Shopify. The ecommerce brand uses Facebook to sell themselves by showcasing customer stories and case studies.

And Glossier is a great example of superior customer service on Twitter. They use their 280 characters to answer questions and solve problems—fast.

Notice that each of these accounts has a consistent voice, tone, and style. That's key to letting people know what to expect from your feed. That is, why should they follow you? What's in it for them?

Consistency also helps keep your content on-brand even if you have multiple people on your social media team.

### *Ask your followers*

Consumers can also offer social media inspiration.

What are your target customers talking about online? What can you learn about their wants and needs?

If you have existing social channels, you could also ask your followers what they want from you. Just make sure that you follow through and deliver what they ask for.

### *Step 7. Create a social media content calendar*

Sharing great content is essential, of course, but it's equally important to have a plan in place for when you'll share content to get the maximum impact.

Your social media content calendar also needs to account for the time you spend interacting with the audience (although you need to allow for some spontaneous engagement as well).

### *Set your posting schedule*

Your social media content calendar lists the dates and times at which you will publish types of content on each channel. It's the perfect place to plan all of your social media activities—from images and link sharing to blog posts and videos. It includes both your day-to-day posting and content for social media campaigns.

Your calendar also ensures your posts are spaced out appropriately and published at the best times to post.

### *Determine the right content mix*

Make sure your content strategy and calendar reflect the mission statement you've assigned to each social profile, so that everything you post is working to support your business goals.

If you're starting from scratch and you're not sure what types of content to post, try the 80-20 rule:

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

You could also try the social media content marketing rule of thirds:

- One-third of your content promotes your business, converts readers, and generates profit.
- One-third of your content shares ideas and stories from thought leaders in your industry or like-minded businesses.
- One-third of your content is personal interactions with your audience

**Pro tip:** Once you have your calendar set, use a scheduling tool to prepare messages in advance rather than updating constantly throughout the day.

### *Step 8. Evaluate and adjust your strategy*

Your social media strategy is a hugely important document for your business, and you can't assume you'll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don't work as well as you'd anticipated, while others are working even better than expected.

### *Look at performance metrics*

In addition to the analytics within each social network, you can use UTM parameters to track social visitors as they move through your website, so you can see exactly which social posts drive the most traffic to your website.

### *Re-evaluate, test, and do it all again*

Once this data starts coming in, use it to re-evaluate your strategy regularly. You can also use this information to test different posts, campaigns, and strategies against one another. Constant testing allows you to understand what works and what doesn't, so you can refine your strategy in real time.

Surveys can also be a great way to find out how well your strategy is working. Ask your followers, email list, and website visitors whether you're meeting their needs and expectations, and what they'd like to see more of. Then make sure to deliver on what they tell you.

Social media moves fast. New networks emerge, others go through demographic shifts.

Your business will go through periods of change as well.

All of this means that your social media marketing strategy should be a living document that you review and adjust as needed. Refer to it often to stay on

track, but don't be afraid to make changes so that it better reflects new goals, tools, or plans.

When you update your social strategy, make sure to let everyone on your team know. That way they can all work together to help your business make the most of your accounts.

## **Additional information**

### **Glossary**

#### **A/B testing**

A/B testing, also known as split testing, measures two social media posts against each other to see which performs best. The most common way of using A/B tests is to only change one element of the post between the two versions (headline, image, CTA, etc) so that you know any difference in performance is because of that change. You can A/B test with both organic and paid posts.

#### **Ads Manager**

Ads Manager is Facebook's tool for creating, running and analyzing social ads. It can manage your ad campaigns on Facebook, Instagram, or Audience Network. It offers a wide variety of features for ad targeting, budgeting, and optimization as well.

#### **Algorithm**

In general, an algorithm is a defined set of rules used to solve a problem. In social media terminology, however, people often use 'algorithm' as a shorthand for 'feed algorithm', which is the set of rules a social network uses to automatically decide which posts come first in your feed. For example, if Facebook decides that it wants to prioritize posts with lots of comments (as it did with recent algorithm changes), it adjusts the rules of its feed algorithm to push those posts up.

#### **Analytics**

Analytics is the way you interpret and find patterns in data. In a social media context, analytics is the process of following metrics on your social media performance and using that data to improve your strategy. For instance,

watching your engagement rate over time to see if your posts are becoming more or less compelling to your followers is one way of using social analytics.

### **Application Programming Interface (API)**

An API is a set of building blocks that programmers can use to develop computer programs. As far as social media is concerned, all the major social networks have their own APIs that let programmers create their own software that works with the networks. Third party social media tools such as Falcon rely on social media APIs to integrate with platforms like Facebook.

### **Audience**

Your audience on social media is the group of people you're able to reach with your content. This includes all your followers plus anyone who sees or interacts with your posts in their feed. Growing your social media audience is one of the best ways to spread brand awareness.

### **Avatar**

Your social media avatar, also known as your profile picture, is a small image that represents you on a social network. It can be a real photo of you, a corporate logo, or anything you want your followers to identify as 'you' on social.

### **Average response time**

Average response time is a social customer service metric. It is the average time it takes a brand to reply to questions or complaints on social media. Consumer expectations of social customer support response times have become more and more demanding in recent years, with 42% of customers now expecting a response within 60 minutes.

### **Business-to-Business (B2B)**

A B2B business sells products or services to other businesses, like a consulting firm or a business software company. On social media, B2B brands frequently attempt to position themselves as thought leaders in their industries and provide professional advice to their business peers.

### **Business-to-Consumer (B2C)**

A B2C business deals directly with consumers, like a hotel or retail store. In social media marketing, B2C companies often focus on creating a community around their brand and providing excellent social customer care.

### **Bio**

Your social media bio is a short description in your profile that tells people who you are. It's also a great place to share links to your website or other accounts. On Facebook, Instagram, and Twitter, it's simply called a bio, while on LinkedIn it's called a summary. Airbnb's Instagram bio offers an example of how to describe your brand while plugging key hashtags and landing pages:

### **Boosted post**

A boosted post is a Facebook post that you put money behind to increase its reach. Also known as promoted posts, boosted posts differ from Facebook ads in that they start out as organic posts and then get additional paid reach based on your spend. Also, you can launch them directly from your Facebook Page without using Ads Manager. Like Facebook ads, though, boosted posts allow you to target a specific audience and set an exact boost duration and budget.

### **Brand advocate**

A brand advocate on social media is a customer who posts positive messages, leaves positive reviews, or otherwise supports your brand on social. Brand advocates may also encourage other users to use your products or services through word-of-mouth marketing.

### **Brand awareness**

Brand awareness is the level of familiarity consumers have with your brand. It's often considered one of the main goals of social media marketing. It's also one of the objectives you can select for your Facebook and Instagram ad campaigns in Ads Manager. Brand awareness can be measured through impressions or reach, or more accurately through ad recall lift (an estimation of how many users would remember your brand after seeing the ad).

### **Business Manager**

Facebook Business Manager is a software that helps organizations manage their Pages, ad accounts, and team members. It serves as a hub to connect a business's advertising, finances, users, and Pages and allow for easy administration. It also ensures that company data and account access is legally and practically under control of the company instead of an individual user.

### **Chatbot**

A chatbot is an artificial intelligence program that can automate customer interactions for a company. Chatbots can be implemented on a number of social messaging apps, from Facebook Messenger to Slack. They can provide



customer service, answer questions, and even set up appointments automatically. Here's an example of what a Facebook Messenger chatbot can do:

### **Clickbait**

Clickbait is content that uses manipulative copy to convince users to click on it. Clickbait tends to rely on exaggeration and withholding information to push people into clicking. For example, an article with the headline "Doctors HATE him for using this one WEIRD TRICK..." but just says you should work out regularly is considered clickbait because it compels people click it to learn more while being thin on actual content. Social networks like Facebook consider clickbait spammy and lower its reach accordingly.

### **Clickthrough rate (CTR)**

On social media, the clickthrough rate is the percentage of people that see your post who click on it. What counts as a click and what counts as 'seeing your post' vary by social network. On Facebook, CTR is equal to  $(\text{link clicks} / \text{post impressions}) \times 100\%$ .

### **Conversion rate (CVR)**

In social media terminology, conversion rate is the percentage of users who see your post or ad who then take a specified action. That action is called a conversion, and it could mean purchasing an item, signing up for a newsletter, downloading an ebook, or a variety of other acts. If your social media marketing goal is to increase conversions, your CVR is an important metric for analyzing how effective your post or ad is.

### **Cost per click (CPC)**

Cost per click is a social media advertising metric that tells you how much you're paying for each click on your ad on average. If your social media marketing goal is to drive traffic to a landing page or a piece of content, a low CPC means you're getting more traffic at a lower price, while a high CPC means you're paying a lot for traffic. CPC can vary based on many factors, including who you're targeting with your ad, what locations you're targeting, and how relevant your ad is to your target audience.

### **Cost per mille (CPM)**

Cost per mille is another social advertising metric. It refers to how much you pay per 1,000 impressions ('mille' means 1,000 in Latin). If your goal is to get your ad in front of as many eyes as possible and spread brand awareness, CPM is an important metric to follow. Like CPC, CPM varies based on your targeting options and the quality of your ad.

### **Crisis management**

Social media crisis management is how you handle events or interactions that could potentially damage your company's reputation. Inappropriate posts by someone at your company or a social media boycott against your brand may qualify as social media crises, while a couple of angry comments from customers would not. Crisis management requires social media managers to respond quickly and follow a plan in order to de-escalate the problem at hand.

### **Cross-channel**

In social media marketing, each network (Facebook, Twitter, etc.) is also a marketing channel. Something that is cross-channel, then, goes across all your different social networks. For example, a cross-channel social strategy is a strategy that aligns your objectives across all the social networks your brand is present on.

### **Crowdsourcing**

Crowdsourcing on social media means using a large group of people to generate ideas, services, or content via a social network. It lets followers feel involved and engaged with your brand's activity while generating ideas or content for your brand. Examples could be inviting your followers to vote on names for your new product or asking them to send in song submissions for your upcoming commercial.

### **Dark post**

A dark post is a social media ad that doesn't appear on the advertiser's timeline. Unlike organic posts or boosted posts, dark posts only show up in the feeds of users they're targeting. "Dark post" is an informal term—on Facebook, they're officially called "unpublished page posts", on Twitter they're called "promoted-only tweets", on LinkedIn they're called "direct sponsored content", and on Instagram, all ads are dark posts by default.

### **Dark social**

Dark social is often confused with dark posts, but the two social media terms actually have nothing in common. Dark social is web traffic coming from social media that analytics tools struggle to track. This is often due to users sharing links privately on social in chats or direct messages. One study found that 84% of consumer content sharing happens on dark social.

### **Direct message (DM)**

A direct message on social media is a private message sent directly to a user's inbox. DMs exist in contrast to public forms of interaction on social media like commenting on an image or posting on a user's timeline.

### **Disappearing content**

Disappearing content, sometimes called ephemeral content, refers to posts on social media that delete themselves automatically after a set amount of time has passed. Instagram and Snapchat Stories are notable examples, as these sets of photos and videos disappear after 24 hours. In social media marketing, disappearing content is used to be spontaneous and timely while motivating users to engage through FOMO.

### **Employee advocacy**

Employee advocacy is when co-workers at your company support and promote your brand on social media. This may include sharing branded content, amplifying your company's brand message, or frequently liking and commenting on company posts. One study found that branded messages obtained 561% more reach when shared by employees than when posted through branded channels.

### **Engagement rate**

Engagement rate is a social media metric that tells you much a post is motivating people to interact with it. It's defined as  $(\text{number of people who engaged with your post} / \text{number of people who saw your post}) \times 100\%$ . Typically, a higher engagement rate means your post was more compelling (or at least more likely to provoke a response). Engagement rate is difficult to compare across social networks, as what counts as an "engagement" and what counts as "seeing your post" is different on each network. "Seeing your post" could refer to reach or impressions, while "engagements" may include likes, comments, shares, reactions, and more.

### **Evergreen content**

In content marketing, evergreen content is content that ages well and maintains its value over time. Evergreen content is ideal for recycling and repurposing on social media since it does not lose relevance based on the date it's posted. For example, an article on the challenges of being a social media marketer is more likely to be evergreen than an article about Tik Tok's latest feature update.

### **Feed**

A feed on social media is a generic term for the stream of content you see from other users. On most social networks, the feed functions as a homepage and is the most common way to see people's posts and engage with them.

### **Follower**

A follower is a user on social media who has subscribed to see your posts in their feed. Both personal and business accounts can have followers. Your number of followers, or follower count, is a key metric for seeing how your audience on social media is growing or shrinking over time.

### **FOMO**

FOMO is an acronym that stands for Fear of Missing Out. On social media, FOMO is the feeling users get when seeing posts about events or opportunities they want to be a part of. Social media marketers often use FOMO to their advantage by making exclusive or limited-time offers that user need to jump on quickly to avoid missing.

### **Frequency**

Frequency is a Facebook/Instagram advertising term that refers to how many times your ad was shown to the average user in your target audience. It's calculated by dividing total ad impressions by total ad reach. Frequency over 1.00 means at least some users saw your ad multiple times. This may be positive if your goal is to raise brand awareness and ad recall, but if your frequency is very high you may be wasting your budget and advertising too many times to each user.

### **Geotargeting**

In social media marketing, geotargeting is the technique of adjusting your ad content based on the location of a user. In Facebook ads manager, users can be included or excluded from a target audience based on their region, country,

state, city, postal code, or address. This means advertisers can create and target ad sets to appeal to users in a certain geographic location.

### **Hashtag**

A hashtag (#) is a way of connecting your posts on social media to other posts on the same subject or trending topic. By searching for a specific hashtag, users can find all public posts that have it. For example, users seeking content about the World Cup might look for posts with #WorldCup or #FIFA. Social media marketers often follow the popularity of hashtags over time to see what's trending on social media.

### **Header image**

Your header image, or cover photo, is the visual you place at the top of your social media profile. Often in landscape format, header images are much larger than your profile picture/avatar and can be used to introduce you or your brand to your profile visitors. They can complement your profile picture, show off your personality, or show off a product or event you're promoting.

### **Impressions**

Impressions are a social media metric that measures how many times your post has been shown in users' feeds. Unlike with reach, you may count multiple impressions for a single user if they have looked at your post more than once. Each social network counts impressions differently—on Facebook and Instagram a post.

### **Key performance indicator (KPI)**

A key performance indicator, or KPI, is a metric you use to measure your progress toward business goals. In social media marketing, KPIs are the most important stats to track in order to see if you're meeting the objectives of your social strategy. For example, if your primary objective on social was to raise brand awareness, post reach or ad recall lift might be your KPIs.

### **Listicle**

A listicle is a list-based article. This type of content is often popular on social media because of its quick, easy-to-digest format. For example, an article like 21 Tips to Massively Increase Instagram Engagement would be considered a listicle because of its point-by-point breakdown.

### **Meme**



While the term 'meme' (rhymes with 'team') originally meant any idea that spread, multiplied, and changed in a viral way, it means something more specific in a social media context. Memes on social media are funny pieces of text, videos, or images that go viral and let users get in on the joke by creating their own variations and sharing them.

Brands often try to hop on the latest meme to connect with younger audiences, but this can backfire and make them look out of touch if they don't get the joke. If brands are self-aware enough and have a healthy sense of irony, though, they can pull off 'memejacking' once in a while:

### **Metric**

A social media metric is a statistic that measures the performance of your posts, ads, or overall account. Social media managers use metrics to see which content or strategies are working and which aren't. Metrics may include impressions, reach, followers, engagement rate, link clicks, and more.

### **Native advertising**

Native advertising on social media is the method of showing paid content to users in a way that looks organic. Promoted Facebook posts and promoted tweets are good examples of native ads, as they appear similar to standard posts in users' feeds while having their reach extended with an ad budget. A recent study found that consumers looked at native ads 53% more often than display ads.

### **Newsjacking**

Newsjacking is the technique of hopping on current events with your social media content. Social media managers often engage in newsjacking to seem timely and relevant while gaining exposure by tying their content to key hashtags and conversations around the latest news. For instance, during a power outage at the 2013 Super Bowl that millions across America were following, Oreo got tons of engagement with this real-time tweet:

### **Objectives**

In social advertising, objectives are the results you want to achieve through your ad campaign. These objectives are used to determine which key performance indicators to follow and optimize ad spend. In Facebook Ads

Manager, you can select from a variety of marketing objectives including traffic, engagement, conversions, brand awareness, and more.

### **Pay per click (PPC)**

PPC is a social media marketing term for an ad model where you pay each time a user clicks on your ad. This is typically associated with a traffic objective, as it makes the most sense for advertisers to pay based on clicks when their primary goal is to increase visits to a website or landing page.

### **Platform**

The term social media platform is often used to mean the same thing as “social media network” or “social media channel”. However, a social media platform is technically the software behind a social network, including its API, backend, and markup language. The phrase “social media management platform”, meanwhile, refers to a set of software tools that help SMMs organize their social media accounts.

### **Reach**

Reach is a social media metric that tells you how many people have seen your post. It differs from impressions in that even if a user sees your post multiple times, they still only count as one person reached. Reach is an important metric for understanding how large the audience for your content is and measuring your progress toward spreading brand awareness.

### **Relevance score**

Relevance score is a metric available in Facebook Ads Manager that tells you how well your target audience is responding to your ad on a scale of 1 to 10. The score is based on several factors, including positive feedback such as clicks or likes, negative feedback such as users selecting “I don’t want to see this ad”, and overall ad performance. The higher your relevance score, the more relevant your ad is to your target audience and the more likely it will be selected over other ads to be shown to your audience.

### **Retargeting**

In social media advertising, retargeting is the technique of targeting ads at users who have interacted with your page or website before. A social media marketer may retarget a user who clicked a Facebook ad for new boots, went to the checkout page, and then didn’t complete the sale, for example.

Retargeting can be done by either tracking user activities with the Facebook Pixel or uploading a list of past or potential customers to target.

### **Sentiment analysis**

Sentiment analysis is the way software analyzes the attitude of a piece of text. On social media, sentiment analysis tools can be used to automatically detect whether customer feedback is positive, negative, or neutral. Social media marketers can also look at the average sentiment of their customer interactions over time to see the general mood of their audience or the overall response to their content.

### **Shareable content**

Shareable content on social media is content that's likely to get users to share it with their networks. Many factors affect what makes content shareable, including how useful, entertaining, and inspiring it is. Content that evokes strong emotions and reactions is also more likely to be shared.

### **Social customer service**

Social customer service (or social customer care) is customer service via social media. This may include answering customer inquiries, handling complaints, and offering support. Private messaging apps are your best bet for social customer service in 2020, with 70% of people now preferring a "message us" over a "call us" button.

### **Social listening**

Social listening is how social media managers track conversations around key topics, terms, brands and more, often with a specialized software tool. Social listening software gathers mentions, comments, hashtags, and relevant posts from across social media to provide insights on what users are talking about and how. Brands often use these insights to tap into key trends and see what people are saying about them and their competitors.

### **Social media monitoring**

Social media monitoring is often confused with social listening, but there are some important differences between the two. Social listening involves actively setting up projects to seek out conversations on specific topics and gathering data on them. Social media monitoring, on the other hand, is the more passive technique of keeping an eye on your mentions and following what your audience is saying.

## **Social media ROI**

Social media ROI, or return on investment, is a measurement of how much revenue your activities on social media are generating for your company versus how much you are spending on them. Because many brands' social media objectives are more about generating brand awareness than leads or sales, social media ROI is notoriously difficult to estimate. In abstract, this is the formula to calculate it:

## **Social selling**

Social selling, put simply, is using social media to make sales. Often, this takes place when salespeople interact with potential customers on social, establishing a relationship they can leverage for a future sale. This could be done by answering prospects' questions, sharing company content, or mentioning their brand in a post comment.

## **Targeting**

Targeting is a social media advertising term that refers to how you select the potential audience for your ads. Most social advertising platforms allow you to select which users should see your ads based on age, location, gender, interests, and a variety of other factors. Targeting options are one of the most important aspects of creating effective ads on social media.

## **Traffic**

Traffic is the number of users who visit a given website or page. In a social media context, increasing traffic is a common marketing objective for SMMs who want to drive their audience to a blog, landing page, or other URL outside of the social network.

## **Trending topic**

A trending topic is a subject or event that has a sudden surge in popularity on social media. Several social networks track the top hashtags or subjects people are posting about and include a "trending topics section". On Twitter, this section is currently called "Trends for you" and is personalized and localized, while Instagram has an "Explore" section which lets users see relevant content that is trending in their area.

## **User generated content (UGC)**

User generated content, or UGC, is fan-created content promoting a brand. UGC can come in the form of videos, images, posts, audio, reviews, articles, and more. Brands often rely on UGC to get users engaged with their social media campaigns and build trust and loyalty with their followers. Toyota, for example, called on their audience to submit videos of them performing street music as part of their Feeling The Street campaign:

### **Vanity metric**

A vanity metric on social media is a statistic that may look like a positive indicator of performance but doesn't actually provide you with valuable insights. Impressions are a classic example as they are often larger than reach, but only tell you how many times people scrolled past a post in their feed without revealing the bigger picture of how popular or engaging the post was.

### **Viral**

Viral is a term describing content that spreads exponentially on social media. This typically occurs because an increasing number of people share the content with their followers, then their followers share the same content to their followers and so on, creating a snowball effect. Creating content that goes viral is the holy grail of social media marketing, as it means you get a huge audience without spending a cent.

### Practices / references /sources

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