

# Become a Social Media Rockstar

## Reference Guide

### Four Steps To Social Media Success:

1. Stay focused on your target audience
2. Position yourself as a thought leader by publishing high quality content consistently
3. Engage, listen & adjust
4. Don't give up

### Identify Your Target Audience

- Who do you want to reach? Can you segment your ideal customers or clients?
- What do you know about them?
- Create marketing personas for each segment
- What value can you offer them?
- Create a value statement: We are (Company name), we help (audience) go from [A] to [B].

Hubspot's Make My Persona tool: <https://www.hubspot.com/make-my-persona>

Buffer's Complete, Actionable Guide to Marketing Personas:

<https://buffer.com/library/marketing-personas-beginners-guide>

### Content Ideas:

- Contests and giveaways
- Gift guides & wish lists
- Behind-the-scenes look at your biz
- User generated content (reposting what others have posted about you)
- Blast from the past, #ThrowbackThursday, #FBF posts
- How-to / Instructional / Q&A (great for videos and "live" content)
- Feature members of your team
- Spotlight on loyal customers or clients
- Poll your audience / Quiz
- Trending Topics
- Shout-out to other businesses in your neighbourhood and "friends"
- Quotes / testimonials from customers or clients

## Content Creation Tools:

- Video Editing: <https://splice.com> & <https://www.rtpl.com/>
- Free graphic design tool: <https://www.canva.com/>
- Instagram story tools:
  - <https://unfoldstori.es> and <https://www.storyluxe.app/download>

## Social Media Algorithms

- Engagement algorithm - content is prioritized based on these signals:
  - Shares
  - Comments
  - Likes
  - Clicks
- Interaction algorithm - you're more likely to see more content from accounts you've interacted with
- Trending algorithm - what's being talked about most is more likely to be seen

A Marketer's Guide to Decoding Social Media Algorithms in 2019:

<https://buffer.com/resources/social-media-algorithms-2019>

Social media etiquette rules for business:

<https://blog.hootsuite.com/social-media-etiquette-rules-for-business/>

## Rules of Engagement

- Take an attitude of "let's try some things!" and get started
- Engage with your followers: Thank and like comments, answer questions, start conversations
- Respond quickly and be nice!
- Avoid automated DMs and comments
- Give credit where it's due (h/t), @mention



## Scheduling Tools

- Editorial calendars and scheduling tools will make your life easier
- Check out:
  - Co-Schedule <https://coschedule.com/>
  - The Content Planner <https://www.thecontentplanner.com/>
  - How to create a content calendar:  
<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>
  - Sprout Social (paid) <https://sproutsocial.com/>
  - Buffer (free up to 10 messages) <https://buffer.com/>
  - Hootsuite (schedule up to 30 posts at a time for free)  
<https://hootsuite.com/>
  - Later.com (Instagram) <https://later.com/>

## Measurement

- Check your analytics regularly
- Key Performance Indicator (KPI) - the ONE measurable metric that most directly correlates with your goal and indicates how you're doing
- Your KPI could come from a few different places: inside social media metrics, from your website's metrics, or even offline (like counting the number of phone calls you receive or the amount of foot traffic in your store)
- Ignore vanity metrics!

Awareness Metrics	Engagement Metrics	Conversion Metrics	Customer Metrics
Mentions	Approval / applause rate (likes, favourites)	Clicks	Reviews & testimonials
Audience Growth	Engagement actions (comments)	Bounce rate	Customer satisfaction score
Reach	Amplification (shares, retweets)		Net promoter score