



North East
Local Enterprise Partnership



Introduction to Social Media

Welcome to Daykin & Storey



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Today's workshop

1. Why are you here?
2. Social media overview
3. Crafting your social media strategy
4. Measuring and reporting results
5. Best practice
6. Time management

Social media overview

What is social media?

Websites and applications that enable users to create and share content or to participate in social networking.

Your goal should be to provide content that is relevant to your customer and engages them to the point that they want to share your post to others.

It creates a conversation and a dialogue which leads to shared posts which leads to engaged followers.

Remember: the key word is **social**. You can't just be on broadcast; you need to receive.



Three key platforms

- Facebook 
- Twitter 
- LinkedIn 

Facebook

- What can you do?
 - Share media; live stream; play games; live chat
- Tips
 - Think mobile
 - Avatars & cover photos
 - Engage and interact



Twitter

- What can you do?
 - Share media; DM; hashtags; trends; follow
- Tips
 - Add a bio!
 - Choose your handle
 - Avoid Facebook links



LinkedIn

- What can you do?
 - Find colleagues & industry leaders; join networks; share long-form articles; job search
- Tips
 - Know what premium is
 - Avatar - keep it professional
 - Summary
 - Write a cracking headline!



Crafting your strategy

- Objectives and goals
 - Aligning with overall objectives
 - Do we know what the ambassador objectives are?
- Prioritise goals
- Who/What/How/Where/How many
- Make bite-sized tasks
- Set deadlines
- Analyse, plan, do....and review

Crafting your strategy

Objectives	Who	What	Where	When	How
Engage students & followers - build a community <ul style="list-style-type: none"> - Promote careers & careers events - Recruit onto courses - Increase # applying for part-time jobs 	Students	Careers & opportunities UCAS timeline Application tips Revision tools	Facebook (group)	Careers fair run-up UCAS timeline Evening time	Video Downloads Share links
Stay up-to-date with careers news nationally					
Share news & key messages					
Build employer networks					
Promote Careers Benchmarks work as an advocate					

Measuring & reporting results

Definition: *Social media engagement* - measures the public shares, likes and comments from followers on social media activity

- **So, what can you measure?**
 - Followers & connections
 - Likes
 - Comments
 - Shares (retweets or post shares) - the holy grail!

Measuring & reporting results

Use data from each social platform to monitor and measure your performance:

- **Facebook:** post likes, comments & shares
- **Twitter:** likes, retweets, mentions
- **LinkedIn:** likes, comments, shares, profile views

Also use the available guides and resources available within each platform.

Analysing the results

What does the data tell you? Use it to understand your audience and what they want:

- What type of content works well? (*Sometimes this can surprise you!*)
- When do posts get the most interaction?
- Who responds and interacts with your content the most?

Use this information to tailor your social strategy for each social network.

General do's & don'ts

- **Follow** and **connect** with others to grow your network
- Post **different forms** of content and use images to stand out
- Keep posts **short and to the point** ([and check grammar!](#))
- Post **regularly**, but not too frequently

General do's & don'ts

- **Respond** to comments and other types of engagement
- **Comment** on and **share** other relevant content to your network
- Ask questions to encourage **dialogue**
- Have a presence in relevant **groups and discussions**

Commenting & responding

Encourage comments, and be responsive. To grow a network and build a following you need to contribute and be active.

- **Do:** deal with negative feedback and comments, follow them up positively and quickly
- **Don't:** just respond to negative comments, interact with the positive comments too
- **Do:** monitor all comments. Notifications (*managed in the settings on each platform*) will update you without having to spend too much time checking on your social feed

Commenting & responding

Some examples of how to deal with negative feedback:

- **James Blunt** - addresses [negative comments](#) from Twitter users head on and uses it to his advantage
- **Greggs** - took a [PR nightmare](#) and got positive coverage from it, thanks to a little help from Google!

[Some other examples](#).....

How to get your content seen

Don't underestimate the power of an image:

- Tweets with images received **150%** more retweets than without
- Facebook posts with images see **2.3x** more engagement than without

How to get your content seen

- Ask questions and for opinions and feedback
- Post content outside of office hours
- Post a mix of content and post videos directly (not links to videos)
- Think of the types of content your audience is most likely to share
- Use **#hashtags** and **@mentions** to widen the reach of posts
- Contribute and share content to groups and discussions
- Post regularly, but not too frequently

It only takes 1 hour....

- Weekly planning
 - Revisit the plan
 - Know what platform works best for you
- [Draft some posts](#)
 - Lookup hashtags
 - Identify handles
 - Note the seasons
 - Remember - if you can't create, share!
 - [Example](#)
- Scheduling tools



Thanks for your time :)

Do you have any questions?