

Self-Employed

Social Media Strategy

October 2013

What is social media?

What if you got the chance to talk to a customer when they are in the midst of making a buying decision? What if you could be the authoritative voice in your industry? With social media, that dream can become your reality. With over 1.5 billion users across Facebook, Twitter, and LinkedIn, social media is a new medium of communication that can radically change your business.

Why should we participate?

Social media is the only medium that allows you to interact directly with prospects and see what they are thinking. Some of the pictures, videos, and news articles they post could be related to your business. By getting fans, likes or followers (all synonymous), individuals will see content you post when they login to their feed. At it's current scale, your customers, employees, and affiliates are likely already using social media. Now is your chance to interact with them!

What is social media useful for?

- ✓ Building a community
- ✓ Generating leads
- ✓ Providing customer service
- ✓ Asking for referrals
- ✓ Increasing loyalty



Goals

ⓘ These are your goals in order of importance, including key metrics to be tracked for gauging success.

1



INCREASE BRAND AWARENESS

I want to increase my brand's awareness online by getting more people to recognize its name and read the content we post online.

50

new fans/mo

2



GENERATE NEW LEADS

I want to generate new leads online by posting content that gets responses from interested customers.

20

new leads/mo

3



BUILD A COMMUNITY

I want to build an active community of online customers, employees, suppliers, and more to start conversations (likes, comments, retweets, shares and mentions) related to our brand.

50

new interactions/mo

Social networks

Learn key facts, content and posting strategies for each social network.

Facebook

Summary

The world's largest social network, with over 1 billion users. Most people prefer to interact with a brand first on Facebook, so consider this your social media ground zero.

What to post?

- > Photos of workplace, employees, products, and customers.
- > Giveaways and contests can boost audiences.

Voice & Posting frequency

- 🗣️ be warm, confident, personable, engaging
- ✓ 9 posts/week
- 🕒 at 1pm-4pm

Twitter

Summary

Famous for its 140 character limit (or about 22 words with spaces), Twitter is a great place to share relevant news and frequent updates.

What to post?

- > Links that are of interest to your audience.
- > Information that complements your product or services. A content repository.

Voice & Posting frequency

- 🗣️ be contemporary, relevant, brief, trustworthy
- ✓ 35 posts/week
- 🕒 at 1pm-3pm

LinkedIn

Summary

The only major social network geared for professionals, LinkedIn is a great place to be found by relevant prospects and future hires.

What to post?

- > Customer testimonials.
- > Thought leadership.
- > Open job positions.
- > Description of product and services.

Voice & Posting frequency

- 🗣️ be professional, authoritative, business related, helpful
- ✓ 7 posts/week
- 🕒 7am-9am or 5pm-6pm

Content generation

You should post content by starting with a theme of interest for your audience, seeing it within a context that makes it relevant for your business and using a content source.

Goal

- ✓ Increase brand awareness
- ✓ Generate new leads
- ✓ Build a community

Theme

Business

- > Entrepreneurship
- > Startups
- > Advertising

Tech

- > Online Business
- > Social Media
- > Mobile
- > Internet
- > Tech News

Social & Events

- > Events

Source

- ✓ Popular news sites that cover your topics
- ✓ Industry blogs
- ✓ Industry news sites
- ✓ Original content
- ✓ Market research
- ✓ My company website
- ✓ White papers
- ✓ Marketing collateral
- ✓ Employees

Posting strategy

Use the following editorial calendar to publish content regularly and consistently.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
	Entrepreneurship Advertising	Startups	Online Business	Social Media Tech News	Mobile	Internet	Events	9 posts /week
	Entrepreneurship Advertising Internet Social Media Startups	Startups Tech News Events Mobile Online Business	Online Business Entrepreneurship Advertising Internet Social Media	Social Media Startups Tech News Events Mobile	Mobile Online Business Entrepreneurship Advertising Internet	Internet Social Media Startups Tech News Events	Events Mobile Online Business Entrepreneurship Advertising	35 posts /week
	Entrepreneurship	Startups	Online Business	Social Media	Mobile	Internet	Events	7 posts /week

Effort distribution

 Facebook (9)

 Twitter (35 posts/week)

 LinkedIn (7)