

# **OUTSIDE module**

*Boost your green ideas through ICT*

## **IO1 – OUTSIDE Toolkit for Teachers**

Inovatyvi Karta  
(Innovative Generation)

Additional Information on Social media

## Social media marketing **main tips:**

### **1. Start with a plan**

Set social media goals and objectives. Create goals that follow the *SMART* framework. They should be specific, measurable, attainable, relevant, and timely.

### **2. Identify the Right Social Media Channel**

*Facebook* is best if you want to increase brand awareness or generate leads. On the other hand, if you want to expand your network of influencers and professionals, then *Twitter* and *LinkedIn* may be the top options. While *TikTok* and *Instagram* are prime choices to appeal to younger demographics.

### **3. Create a social media calendar**

### **4. Make your social media accounts visually pleasing/stand out**

Create a symbol, a character that could be identifiable to the audience. Choose a color palette, make your accounts look put together!

## **Content-wise**

### **5. Create Your Brand's Story**

The way you portray your brand has a huge impact on how people feel about it. Prominent businesses have resorted to effective storytelling for the success of their brand marketing. Stories always help to develop an emotional connection between your brand and the target audience.

Apart from what and how you say it, the medium through which your brand communicates its story is also important. Social media is a highly effective platform to share your brand's stories and to connect with people.

### **6. Connect Content with Current Events**

### **7. Use Stories**

### **8. Make the Most of Live Videos**

Live videos are increasingly becoming popular among brands that wish to engage their audiences. In fact, a Livestream survey found that **80% of the audiences prefer watching live videos** from a brand to reading their blogs.

### **9. Share Photo Posts and use Social-Friendly Images**

Tools like *Canva*, *Cello*, and *Venngage* can be used to create jaw-dropping graphics. Based on your promoting channel and post theme, they offer hundreds of templates to get you started.

So, make your own infographic, image, or template and see how social-friendly images can help grab more attention to your brand!

### **10. Use Animated GIFs**

### **11. Use Emojis to make your posts more fun**

### **12. Write Captivating Headlines for Social Media**

### **13. Do Surveys and Polls**

### **14. Do AMAs (Ask Me Anything)**

## **15. Post What's Good for The Society (E.g. Charity and Help)**

### **16. Mix up your formats**

Make sure to switch up your social post formats from time to time. If you usually post GIFs, try a JPG. If you normally post still images, try a video. And take advantage of all the formats within each social network, like Stories, or Reels, or Live video.

### **17. Use Relevant Hashtag**

Hashtags are a great way to improve brand visibility. The hashtags should also be relevant to your targeted audience. The more specific the hashtag is, the more relevant your audience will be. This will lead to better visibility and higher engagement rates.

Always try to use variations of hashtags by including a generic one with a unique and specific hashtag.

### **18. Increase website traffic**

Social media posts and ads are key ways to drive traffic to your website. Sharing great content from your blog or website to your social channels is a great way to get readers as soon as you publish a new post. (You can even use UTM tracking tags to collect data on your click-throughs!)

### **19. Promote content**

Promoting your content on social channels is a great way to get your smart, well-researched content in front of new people, proving your expertise and growing your audience.

### **20. Targeted advertising**

Social ads are an inexpensive way to promote your business and distribute content. They also offer powerful targeting options so you can reach the right audience and make the most of your budget.

### **21. Focus on quality over quantity**

### **22. Get Your Timing Right**

The secret behind a successful social media post is to share the right post at the right time. This is where *SocialPilot* comes to your rescue. It gives you detailed insights into multiple social media activities and helps you discover the best time to post. You can then schedule your posts on various social media platforms right from the SocialPilot dashboard. Better yet, the tool helps you understand how your posts are performing so you can make further improvements.

## ***Building relationships***

### **23. Initiate Conversation with Your Social Media Followers**

### **24. Respond to Questions and Customer Issues**

### **25. Regularly Follow Relevant and Active People in Your Industry**

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### **26. Cross Promote Your Social Profiles**

### **27. Use Social Media Management Tools**

### **28. Track and refine your performance**

Monitor everything constantly. Watch your on-platform analytics to see what types of content users are engaging with, and your social trends over time.

## 29. Be Active on Social Media

## 30. Make Social Media An Essential Part Of Your Business

## 31. Always Experiment And Evolve

The last and most important thing for your brand to remember is that it can't afford to remain static. You have to constantly find ways to innovate, whether that's through the content that you're creating or whether that's by becoming an early adopter of promising new technologies and social media platforms.

### Tips for using the **main five social media platforms**:

- **Facebook**



- o Try sharing a few different types of content and seeing what resonates well with your audience by driving the most impressions, engagements, and shares.
- o Take into account how much content you have to promote, and then post accordingly.
- o Share lots of native content (including videos), try to generate discussion on platform, and avoid sharing a lot of outbound links in the meantime.
- o About one update each day is an optimal rate for most businesses.
- o Stay casual, but be sure to continue to provide value.
- o If you want to reach a new audience quickly or give your posts some help in the newsfeed, you can use Facebook's ad system to do all this and more.

- **Twitter**



- o Most business profiles tweet a wide array of content, including product promotions, online contests, sales, funny thoughts related to their industry, data insights, and new releases.
- o If you aren't having a conversation with other users, your marketing just won't be effective on this platform.
- o You can create thought-provoking content, polls, and question-based posts that are designed to get more retweets and responses.

- o Twitter chats are also a great way to nurture a community and jumpstart conversation that centers your business.
- o Keep it light, keep it bright.
- o Posting multiple times per day will allow you the most opportunity for your tweets to be seen by your followers and give them more chances to engage with you.

- **LinkedIn**



- o LinkedIn is a place for people to connect with other business professionals and network online.
- o If a LinkedIn user is following your company on LinkedIn, they likely care about the information and insights you can bring them and business-related updates.
- o LinkedIn is also a great platform for video. If you have the ability to create a product or insight focused video, you can see your engagement rates climb!
- o Stay helpful in the content you share.
- o You want to share the best aspects of your business, wins people can learn from, and insights they can't get anywhere else.
- o Accompany your post or link with an image.
- o It's ideally suited to lead generation techniques such as setting up webinars or offering free downloadable whitepapers and ebooks.
- o To get the most out of LinkedIn, you should be posting content that both peers and potential customers would find valuable, actionable, and thought provoking. This is the content that's shared most often, and what generates the most discussion, and discussion is always a good thing.
- o Try to post on LinkedIn each week. Companies that post weekly on LinkedIn see a 2x lift in engagement on their posts.

- **Instagram**



- o Instagram is all about the visuals.

- o Posts on Instagram should be photos, images or short videos of content that largely embodies your brand.
- o Don't skip the caption, and consider adding a location and popular hashtags to make your posts more discoverable.
- o To make the most of the network, tap into everything that it has to offer including live videos and Instagram stories.
- o Stories are a more casual and conversational way of posting content for your audience to see. Stories are live for 24 hours and can be done in a wide array of styles.
- o If you are looking to drive engagement on your Stories or would like feedback for a product or campaign, you can use a poll or ask an open-ended question for your followers to answer.
- o You can also overlay music to instill a certain emotion, write a bunch of text for an announcement, take casual photos and videos, pop in a countdown, or tag a person or location.
- o Posting on Instagram is all about quality and consistency.
- o Find what works for your business and stick to it.
- o Posting Instagram Stories can be more frequent—even daily—as long as you have content and moments you'd like to share with your followers.

## • **YouTube**



- o Creating video content for YouTube can greatly increase the credibility of your brand and drive a lot of engagement.
- o Reusing existing content from your website in video form is a great way to produce content that will perform well.
- o You can create video that provides value to your audience through tutorials, how-to demonstrations, Q&As and informational content that your audience is actively looking for.
- o And as for length, two minutes is the sweet spot.
- o As much content as your team can sustainably produce is great for YouTube! Just make sure you don't skimp on quality.

- o As you get going, take a look at your referral traffic from YouTube, and see if it's a channel that you should be investing more heavily in.
- o Make sure you are optimizing your videos for SEO, using catchy titles, taking advantage of keywords, and tagging your videos correctly.
- o Using cards or annotations with links and CTAs will help bring your YouTube traffic back to your site.
- o Keywords are an exceptionally important part of YouTube marketing. Place them in your video's title, description, and tags.
- o YouTube can be approached as a mixture of a content marketing and social media marketing platform.
- o Remember to always send traffic back to your main site when possible, as that's a crucial part of finding success on this platform.

Information taken from

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