

# **INCREASE YOUR SOCIAL MEDIA ROI**

**A guide to polishing your facebook, twitter and linkedIn profiles.**



# SOCIAL MEDIA

Did you know that 74% of online adults use social media sites?



## facebook

FACEBOOK HAS 1.28 BILLION MONTHLY ACTIVE USERS



## twitter

OVER 500 MILLION TWEETS ARE SENT PER DAY

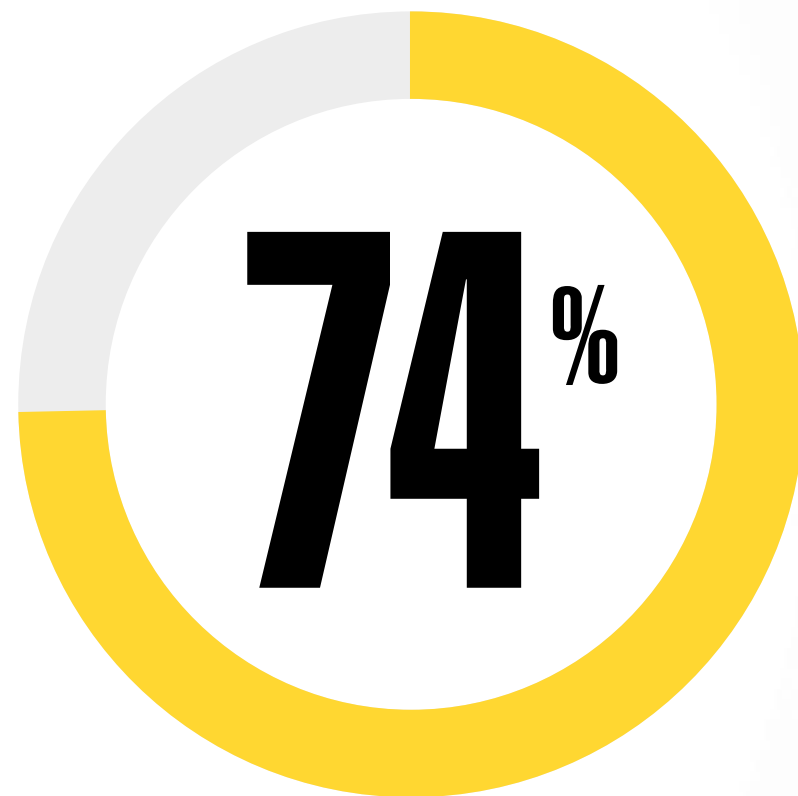


## linkedin

MORE THAN 2 USERS REGISTER A LINKEDIN ACCOUNT EVERY SECOND



- NEARLY 3/4 OF ADULTS WHO USE THE INTERNET ALSO USE SOCIAL NETWORKING PLATFORMS LIKE FACEBOOK, TWITTER AND LINKEDIN
- SOCIAL MEDIA IS AN VALUABLE MARKETING TOOL FOR BOTH BUSINESSES AND INDIVIDUALS
- OPTIMIZED PROFILES GET YOU, AND YOUR BUSINESS, NOTICED ONLINE



# FACEBOOK

One of the world's first social networking sites, Facebook has certainly made a name for itself since it came to fruition in 2004. Today, over 30 million businesses have Facebook Pages, with 19 million of those being optimized for mobile. A successful profile or business page is an effective way to communicate personal & company branding, generate interest & engage others.



## CREATE A CLEVER COVER PHOTO

A creative cover photo is a simple way to let users know who you are, and what you do, as soon as they land on your page. Simple is always better and, if you run a small business, incorporate your current branding and colour scheme. Opt for high quality, and here's another tip: change it regularly – think for special events and holidays - to keep it fresh.

## POLISH THAT PROFILE PIC

Your profile picture is what appears on your followers' news feeds and in all of your comments and posts. Highly visible, strive to choose something recognizable and original. An eye-catching logo, or smiling headshot, is great for businesses and individuals.

## OPTIMIZE FOR MOBILE

How does your profile look on a smartphone or tablet? Optimizing for mobile means that you won't miss out on valuable "likes" and traffic when your page displays incorrectly on an iPad mini or the latest Android device.

## DESCRIBE YOURSELF

A big Facebook fail is not filling out the About section. Much like Twitter's bio and LinkedIn's summary, this area lets your fans and followers know who you are and what you do. Be short, concise and engaging, and remember that humour goes a long way. Don't forget to include a link to your personal or business website!

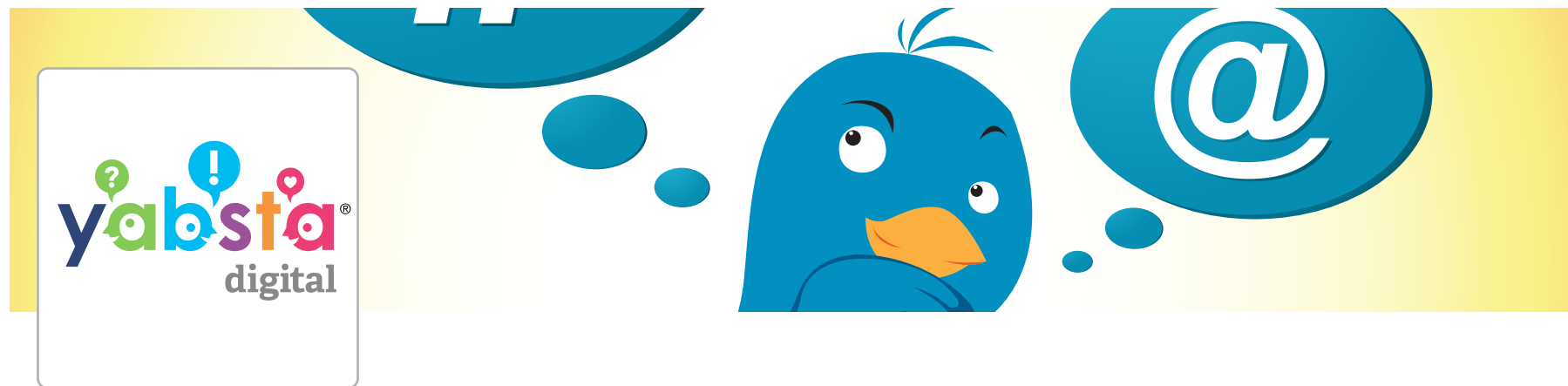
## CUSTOMIZE YOUR URL

Customize the URL of your Facebook profile for increased recognizability. Change it to represent your name or the name of your business (for example: [www.facebook.com/YabstaDigital](http://www.facebook.com/YabstaDigital)). This makes it much easier for users to find your page (it's simple to guess!) and maintains established branding.



# TWITTER

**A great tool for both individuals and businesses, Twitter is one of the Web's most popular social media networks. With over 255 million monthly active users, 78% of whom are on mobile, it turned 8 years old in March 2014. A great way to stay on top of trends, news, brands and more in real time, a polished profile will help you put your best foot forward.**



## **INCLUDE A PHOTO**

A picture is worth a thousand words, and this saying is especially true for Twitter. According to HubSpot, accounts with photos are up to 10 times more likely to be followed! Showcase your personality or business with a nice headshot or logo - avoid action shots, group photos and similar images.

## **ADD A LOCATION**

Adding a location is a great way to improve your Twitter profile. Often overlooked, this section is an important step, making it much easier for other users to find you. If the area in which you live is somewhat obscure, choose the closest large city.

## **BUILD UP YOUR BIO**

Take your 160-character biography allotment and run with it! A great way to truly shine on this network, an interesting bio lets your followers know what you're all about. Boost your SEO value with relevant keywords, and avoid over-hashtagging.

## **ADVERTISE YOURSELF**

Promote your small business, blog, personal website or other business venture by adding a link to your profile. If you don't have any of the above, a link to your LinkedIn provides curious followers with additional professional and personal details about you.

## **PUT THE EXTRA EFFORT IN**

When it come to social media, putting the extra effort in is always worthwhile. A great way to do this is to outfit your Twitter profile with customized background and header images. If your profile represents your small business, for example, use your logo in the header and a background in line with your website's design and colour scheme.



# LINKEDIN

Known as the social platform for professionals, LinkedIn is one of the top places online for corporate networking. Fundamentally different in terms of messaging and functionality than Facebook or Twitter, it was launched in 2003. It's a great place for individuals to connect with job hunters and seekers and for businesses to stay in touch with current and prospective customers. The following tips will help you craft a profile that outshines the competitions.



## CHOOSE A GREAT PHOTO

Choose a profile photo that reflects LinkedIn's corporate nature. A headshot you like, that reflects you as both a professional and an individual, is a great option. You should look put together and a smile never hurts. For businesses, a logo is appropriate.

## GET CREATIVE WITH YOUR CAPTION

The caption underneath your name is what shows up in the search engine result for your profile. Optimize this 120-character allotment with keywords relevant to your skills, interests and education for better results.

## SUMMARIZE WELL

While work experience is certainly relevant, adding a summary to your LinkedIn profile really lets viewers know what you're all about. Avoiding jargon, explain what you've accomplished thus far and what you see for yourself in the future. Make it interesting and engaging and you'll draw readers in.

## UPDATE REGULARLY

Keeping your profile up-to-date is crucial to LinkedIn success. As time progresses, add and change details so that your information remains relevant. Your profile photo should be an accurate reflection of what you currently look like, and add skills as you learn them.

## GO THE EXTRA MILE

LinkedIn allows users to upload documents, videos, images and more why not go the extra mile? These make a great addition to your summary and resume and are even better for individuals in creative fields, such as art and videography. Demonstrate your expertise in a variety of ways.

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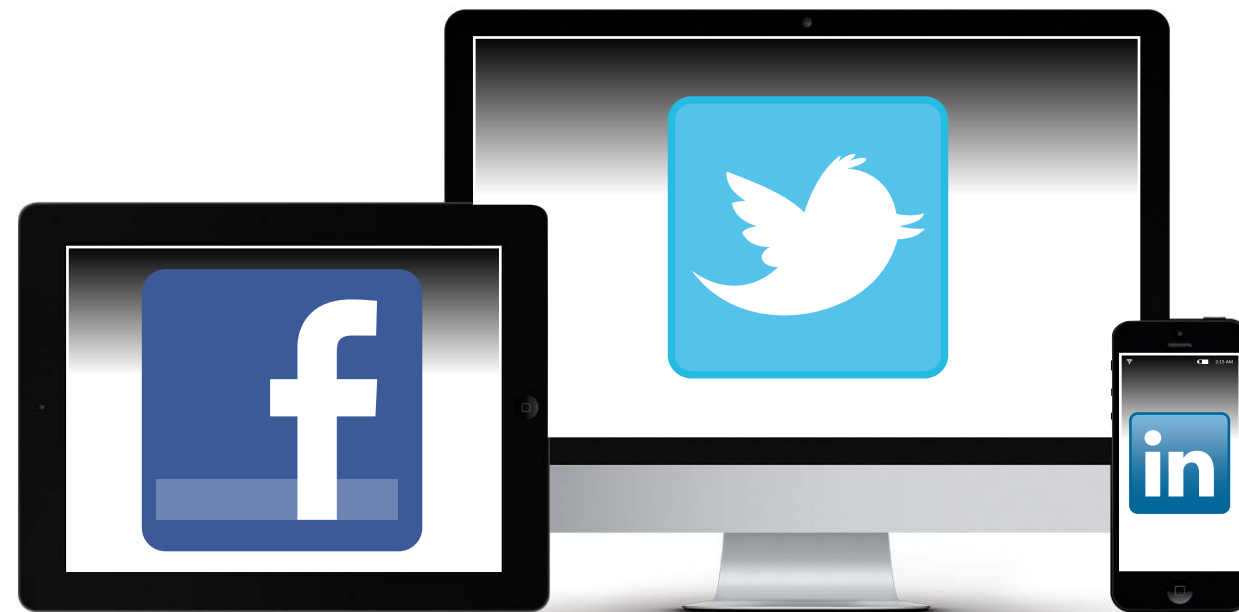
**Help recruiters find you**

Members with a position get  
3 times more profile views.



## **We hope you found value in this eBook**

**and that it's gotten you thinking about optimizing your social media profiles to perform their best on the Web. A huge aspect of digital marketing today, it is key to boosting personal and professional success online. The 5 steps we've provided for Facebook, Twitter and LinkedIn will help get your profiles noticed when and where it counts. If you'd like to utilize social media effectively but need assistance, please don't hesitate to contact one of our experienced managers to discuss a strategy.**



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