



CLASS 05

# Amplifying Your Content with Social Media

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Professor: Markiesha Ollison

**Inbound Certification**

Brought to you by HubSpot Academy

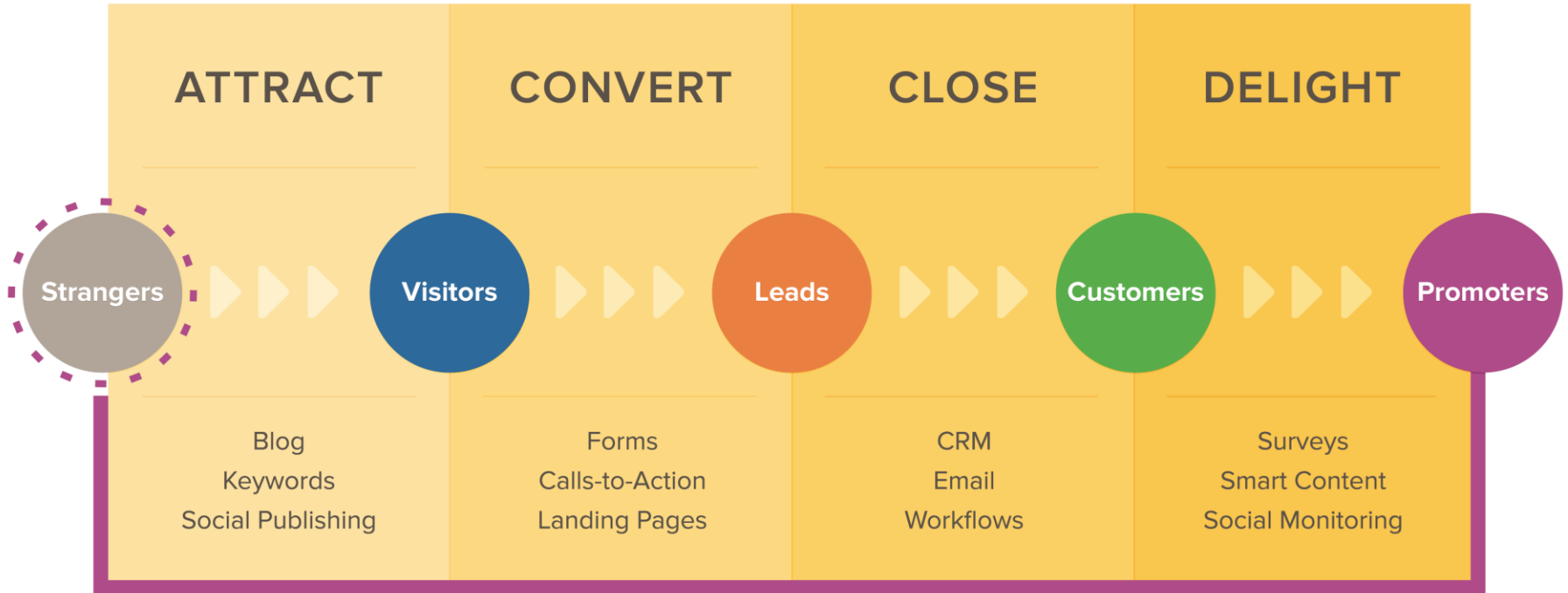
**“WHY SHOULD I USE  
SOCIAL MEDIA FOR MY  
BUSINESS?”**

**2 billion people** are active users on social networks.

That's almost 70% of the entire world's internet population!

# 1 WHY IS SOCIAL MEDIA ESSENTIAL TO INBOUND?

# Inbound Methodology

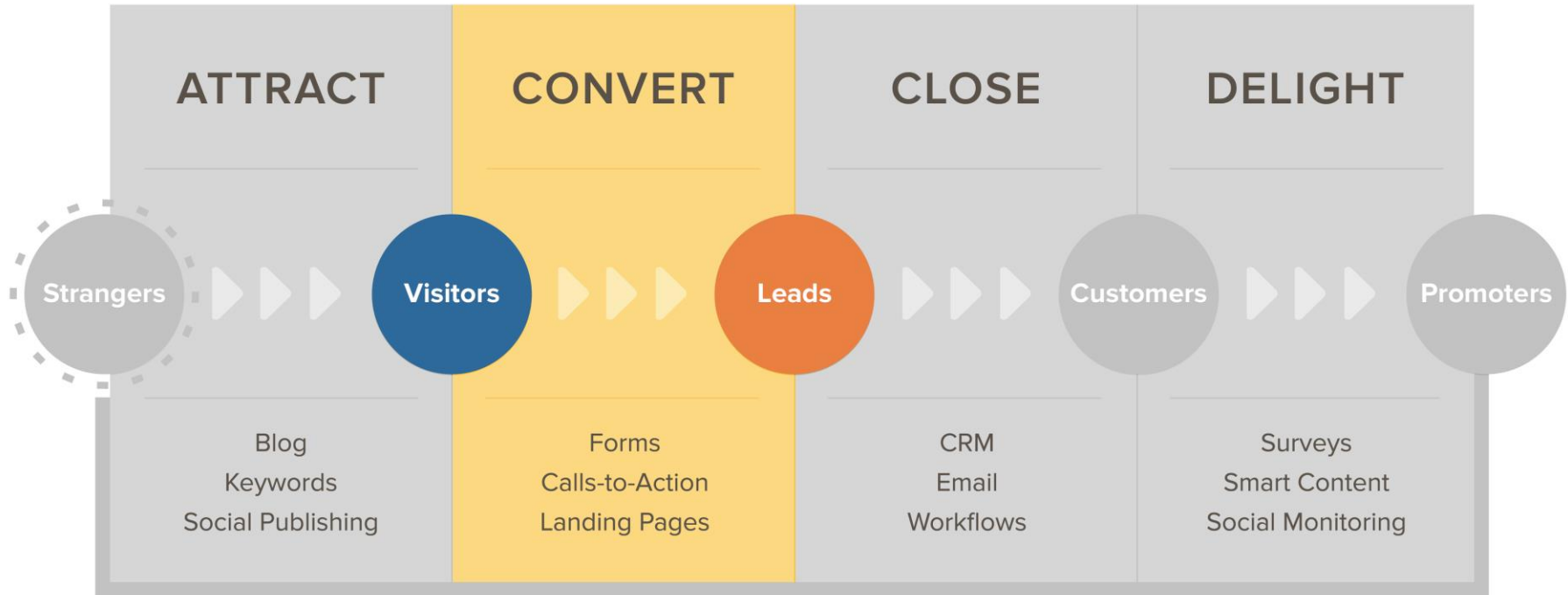


# Inbound Methodology



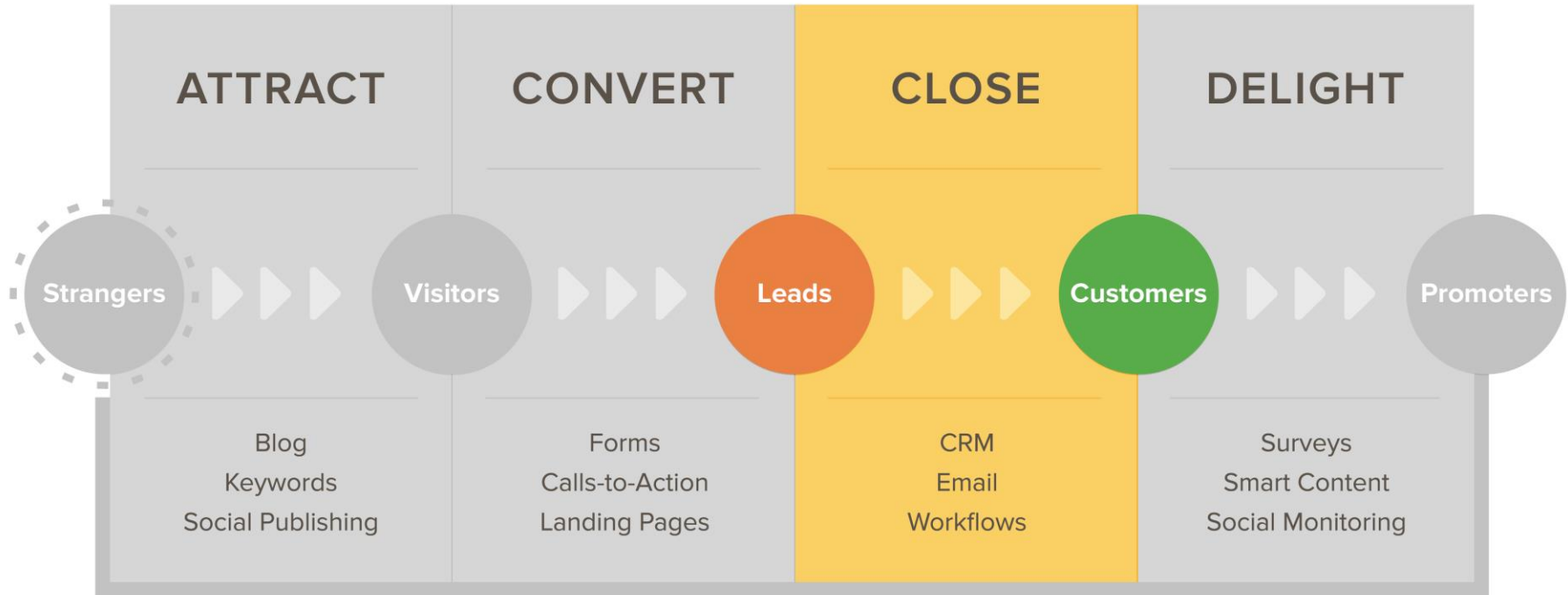
**80%** of marketers and  
**60%** of sales professionals  
found qualified leads on  
social media sites.

# Inbound Methodology

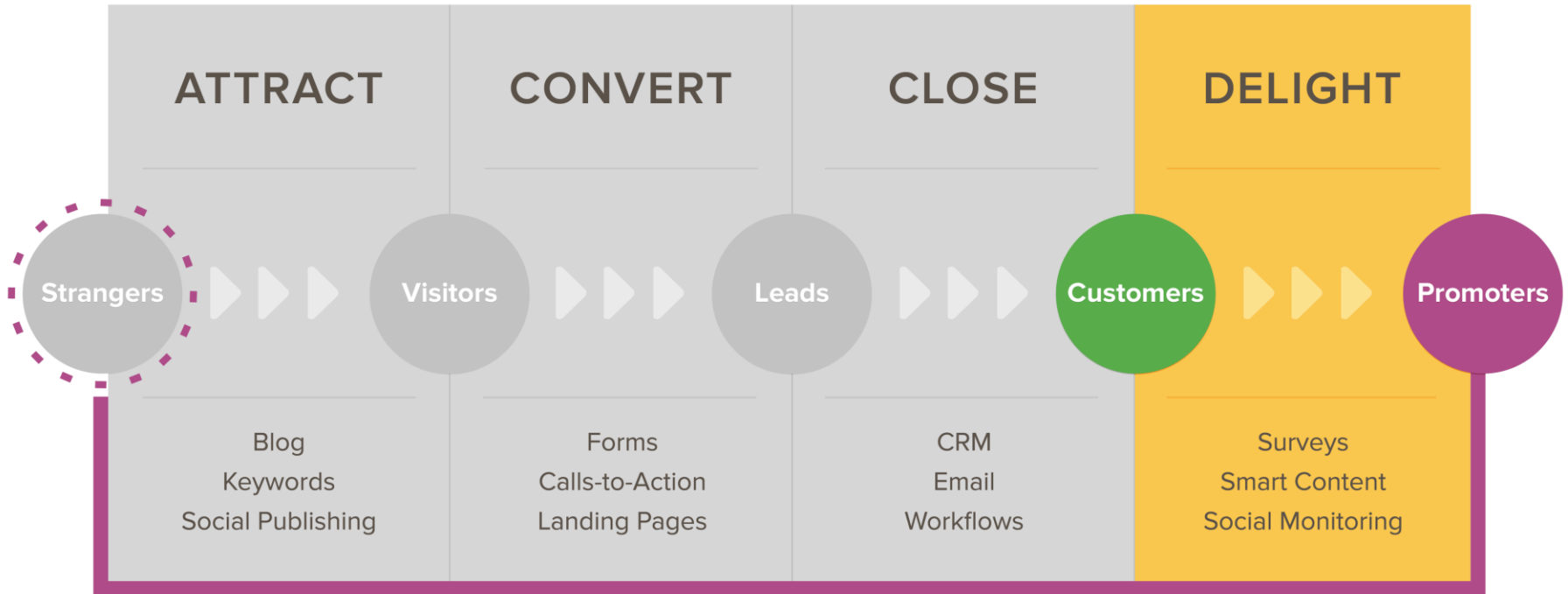




# Inbound Methodology



# Inbound Methodology



# 66%

Of marketers saw an increase in leads from social media after spending just six hours per week on their social channels.



Social media can help **build new connections.**

# 2 HOW CAN YOU USE SOCIAL MEDIA EFFECTIVELY?




Social media is like **writing a research paper.**

First you conduct research. Then you write. Finally, you get feedback.

#boston Search Markiesha20 11

• 10:55am via Buffer  
 Visit [buff.ly/1BLkc8k](http://buff.ly/1BLkc8k) Boston Red Sox Art & #HomeDecor #BostonSports #ManCave #RedSox #Boston @BostonAttitude



© [AnannVitoli.com](http://AnannVitoli.com)  
 Retweeted by Myhaverphoto


• 10:59am via Twitter Web Client  
 Today #SanFrancisco votes to protect #LGBT seniors in long-term care facilities. Let's do the same #CambMA & #Boston. [huffingtonpost.com/scott-wiener/p...](http://huffingtonpost.com/scott-wiener/p...)

• 10:59am via Twitter for iPhone  
 #Boston Mayor @marty\_walsh to open Office of Olympic Accountability in City Hall to review #Boston2024 numbers, improve coordination.

NYFW | Fashion Keyword Markiesha20 30+


• 10:59am via IFTTT  
 #fashion, #model, #style, #love, #trends, #tattoos, #makeup, #beautiful, #sexy, #dress [pic.twitter.com/CXsgO107pA](http://pic.twitter.com/CXsgO107pA)

10:57am via Twitter for iPhone  
 Pulling stock for our fashion shoot for our 4th issue! #ayrshire #am #fashion #cherrysoda #lovelyjob



1 retweets

10:57am via TweetAdder v4  
 Hallo @wendys\_17 Jadikan Jam Tangan ini sbg teman fashion anda. Invite: Pin 7EA2164F 089660673157



Social monitoring is the **research stage.**

It should be used during the research stage of developing a social media strategy.

# Social Publishing is the **writing stage.**

This is where you post content  
across your social media platforms.



**Care.com**  
March 27 at 9:00pm · 🌟

Can you help this mom? Click below to answer her question 😊

**CARE SMARTS**


Is my toddler lying on purpose or does she simply not know?  
My little girl loves making up stories, she truly lives in her own little world. However, she's been started to spin tall tales in response to simple questions. How can I teach her the difference between lying and making up stories for fun?


Visit [care.com/q](https://care.com/q) to join the discussion.

**Is my toddler lying on purpose or does she simply not know? - Care Smarts by Care.com**  
Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by CARE.COM

Like · Comment · Share · Buffer

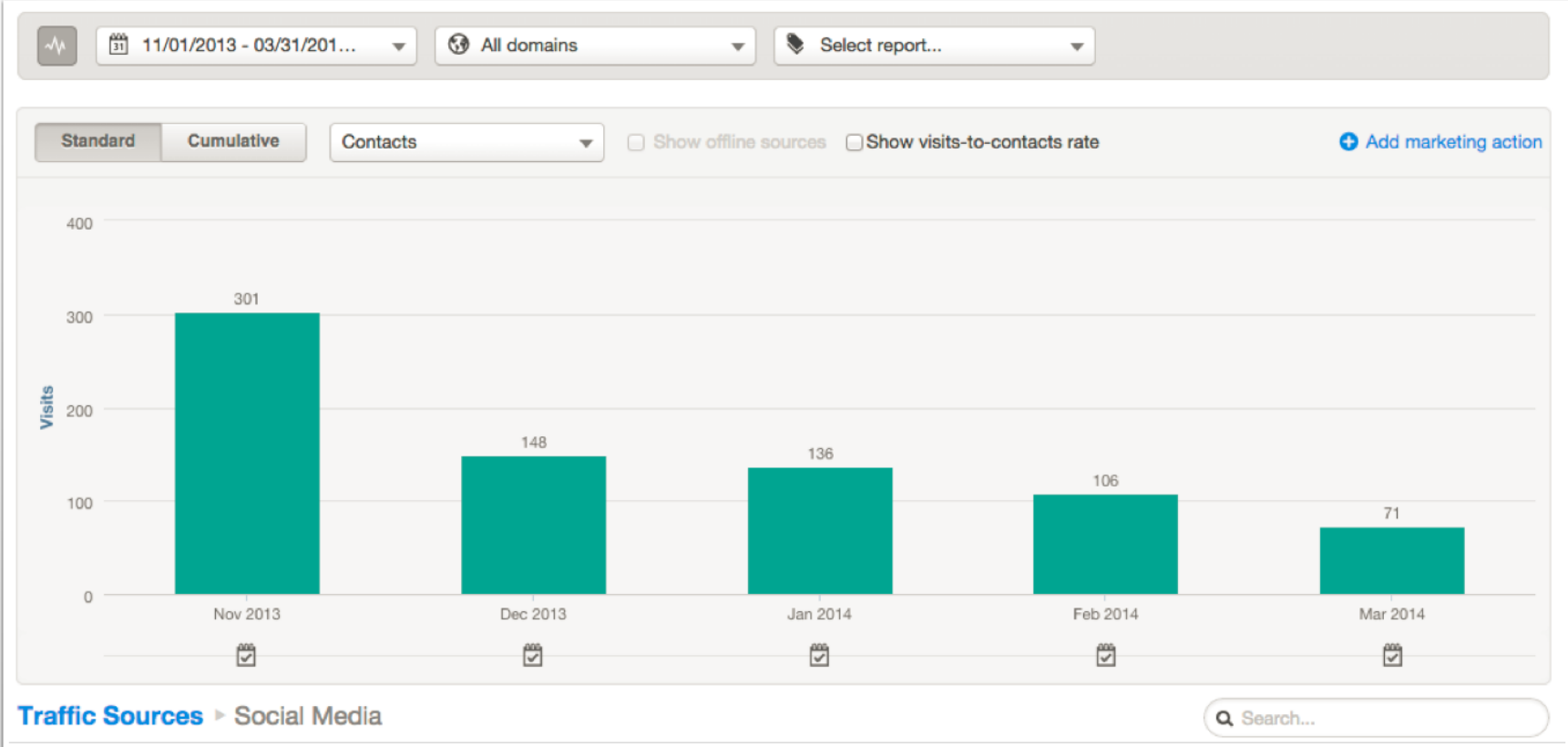
👍 15 people like this. Most Relevant -

 Write a comment...

 It is my experience that children want to please. They enjoy responding to questions in a way that you like. Toddlers don't deliberately lie. They try to give you an answer that will please you rather than the truth. The best way to handle it is to reinforce honesty.

Like · Reply · 👍 2 · March 28 at 2:38am





Social reporting is the **assessment stage**.

It helps you assess your efforts and make changes to your strategy.

Social monitoring is a  
great way that  
marketers can gather  
information about their  
**buyer personas.**



15 hours ago

#FindingCarter

#BeingMaryJane

#TheFlash

#AprilFools

#callmejacob

Pastore

ME ESTOY COMIENDO A TU EX

TRENDING

- 📈 **Iran:** Talks Regarding Nation's Nuclear Program Extend to Extra Day
- 📈 **April Fools' Day:** World Takes Note of Practical Jokes and Pranks on Annual Celebration of Mischief
- 📈 **Kevin Ollie:** UConn Men's Basketball Coach Will Not Attend Final Four Due to State's Indiana Travel Ban
- 📈 **19 Kids and Counting:** Duggar Family Celebrates Daughter Jessa's Wedding in 2-Hour Episode
- 📈 **R2-D2:** Short Film 'Artoo In Love' Finds 'Star Wars' Droid on Quest for Love

Trending

- ▲ #AprilFools
- ▲ #WCW
- ▲ #LexusRX
- ▲ #EasterBunny
- ▼ #SpringCleaning
- ▲ #Maysak
- ▲ #RFRA
- ▼ #CERN
- ▲ #EventProfs
- ▲ #BestDayEver

Monitor to keep up with  
**industry trends.**

Listen for industry trends that will help you attract visitors and grow your business.



Social publishing is how you **distribute content.**

You demonstrate your newfound knowledge by developing and distributing content.

Social reporting allows you to **analyze** your social media efforts and **refine** your social media strategy.



The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

# SOCIAL MONITORING BEST PRACTICES

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- Determine your inbound goals.
- Monitor for the right terms.
- Segment your audience.
- Personalize responses.

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# SET SMART INBOUND GOALS

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**imely

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A **Social Monitoring Stream** is like a school of fish.

A group of messages pulled together into one list based on something they all share.

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A public list by [blurred]

MEMBERS **5,001** SUBSCRIBERS **239**

[Subscribe](#)

**Tweets** >

List members >

List subscribers >

More lists by [blurred]  
View all

- Most Engaged Followers
- SMMW15
- SMSS 2014
- Social Media Networks
- Writers
- TheTeam

[Profile Picture] The ability to have access to my important files from any computer or phone is a lifesaver thank you Dropbox... [fb.me/3AUpTr6cj](https://fb.me/3AUpTr6cj) [View summary](#)

[Profile Picture] Meerkat Vs Periscope: Tech journalist is a sickly mess | BGR [buff.ly/1xTVeIR](https://buff.ly/1xTVeIR) [View summary](#)

[Profile Picture] CERN researchers confirm existence of the Force | CERN [bit.ly/1Hjso4e](https://bit.ly/1Hjso4e)

#Cern #TheForce



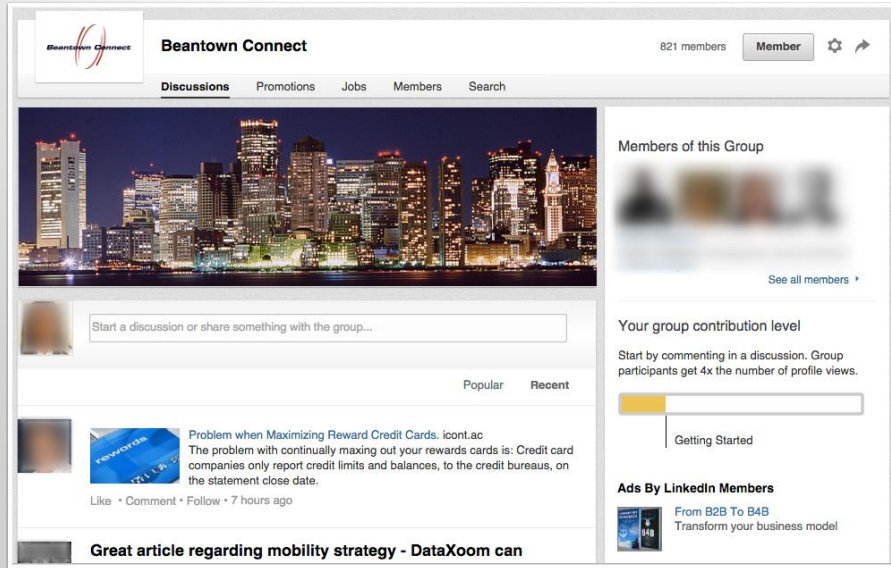
[View photo](#)

Twitter lists are a helpful tool for **segmentation**.

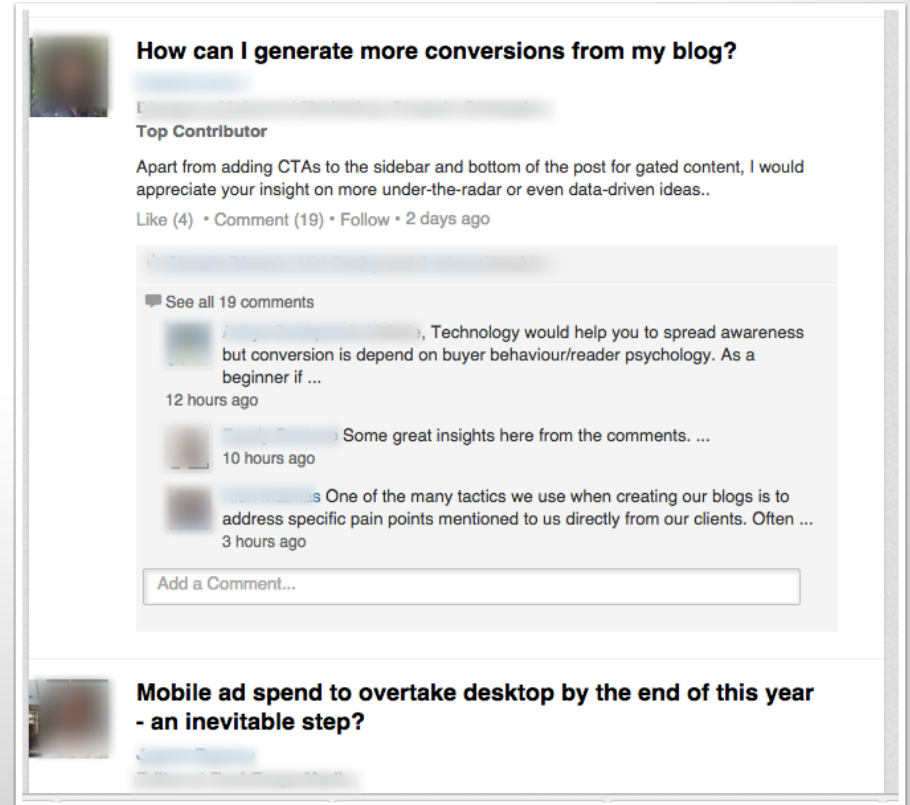
You can create Twitter lists to help segment and classify your audience.

# Invite your customers to **join your business group.**

Send a link to your social media group via email or during a customer-only webinar.



The screenshot shows a LinkedIn group page for "Beantown Connect" with 821 members. The page features a header with the group name and a "Member" button. Below the header are navigation tabs for "Discussions", "Promotions", "Jobs", "Members", and "Search". The main content area displays a city skyline image and a "Members of this Group" section with a "See all members" link. A "Your group contribution level" section shows a progress bar and the text "Getting Started". At the bottom, there is an "Ads By LinkedIn Members" section with an advertisement for "From B2B To B4B Transform your business model".



The screenshot shows a Facebook post titled "How can I generate more conversions from my blog?". The post is from a "Top Contributor" and has received 4 likes, 19 comments, and was posted 2 days ago. The post content reads: "Apart from adding CTAs to the sidebar and bottom of the post for gated content, I would appreciate your insight on more under-the-radar or even data-driven ideas..". Below the post, there are several comments. One comment says: "Technology would help you to spread awareness but conversion is depend on buyer behaviour/reader psychology. As a beginner if ...". Another comment says: "Some great insights here from the comments. ...". A third comment says: "One of the many tactics we use when creating our blogs is to address specific pain points mentioned to us directly from our clients. Often ...". There is an "Add a Comment..." input field at the bottom of the comments section.

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B.M.S.

**Bank Wall Street** @WallStreetBanc15

6 Jul

@JamesJ31 We'd be happy to review your account with you to discuss any concerns. Please let us know if you need assistance. ^sa

[Details](#)



**Yellow Mint House** @YMH890MHY

6 Jul

@JJwaize\_92 @jamesJ31 @09\_gz\_kin @WallStreetBanc15  
dopeeeee.

[Details](#)

B.M.S.

**Bank Wall Street** @WallStreetBanc15

6 Jul

@HanNu870\_ We'd be happy to review your account with you to discuss any concerns. Please let us know if you need assistance. ^sa

[Details](#)

B.M.S.

**Bank Wall Street** @WallStreetBanc15

6 Jul

@MikeLoans\_91 We'd be happy to review your account with you to discuss any concerns. Please let us know if you need assistance. ^sa

[Details](#)

B.M.S.

**Bank Wall Street** @WallStreetBanc15

6 Jul

@WiQzPn Hi Mr. Wanye, What happened? Anything I can do to help? ^sa

[Details](#)

These tweets are nearly **identical**.





Our audience wants to feel **special**.

Personalized responses aren't all about solving customer service concerns, they can help delight customers too.

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# SOCIAL PUBLISHING BEST PRACTICES

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- Optimize your social media profile.
- Create a social media style guide.
- Customize your content.
- Share relevant industry content.
- Publish on a consistent basis.

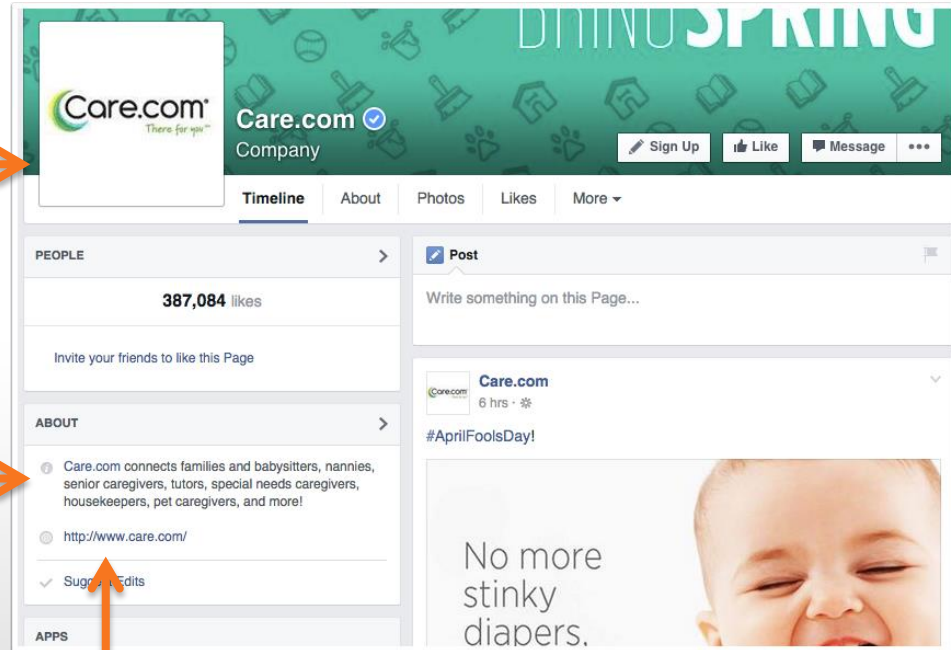
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# Optimize Your Social Media Profile

There are 3 key components to an optimized social media profile.

Company Logo



Clear and concise company description.



Link to company website.

“HOW CAN WE UNIFY OUR  
SOCIAL MESSAGING?”

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THE INTERNET MARKETING  
**WRITTEN  
STYLE GUIDE**

**Aa**

An Introduction  
to Written Style  
Guidelines  
for Internet  
Marketing

A publication of

HubSpot

A style guide is your  
**social media rulebook.**

These rules will establish a consistent way to respond to customers, share content, create posts, and more.

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# Customize content for **Twitter.**

Be sure to use 140 characters or less and include a link and an image.

**Duo** @DuoConsulting · Mar 26

Don't blame your failures on your website:  
[duolink.co/1vig575](https://duolink.co/1vig575) #websitesthatconvert  
#websiteproblems



← ↻ 🌐 ★ ⋮ [View more photos and videos](#)

**Duo** @DuoConsulting · Mar 26

"Keeping the Build Alive: Development Versions of Contributed Modules in Drush Makefiles" [duolink.co/1HL411q](https://duolink.co/1HL411q)

```
projects[libraries][version] = 2.x-dev
projects[libraries][type] = "module"
```

Inside a Happy Family Home With Vivid Colors [bit.ly/1IUpeF2](https://bit.ly/1IUpeF2)



← ↻ 🌐 ★ 14 ⋮ [View more photos and videos](#)

**House Beautiful** @HouseBeautiful · 4h

A Proper Boston Brownstone with Sparkle [bit.ly/1y2Nzrl](https://bit.ly/1y2Nzrl)



# Customize content for Facebook.

Be sure to use less than 250 characters and showcase your brand's personality.



**HubSpot**  
March 11 at 11:30am · 🌐

Whether you need inspiration for your next redesign or just want to look at some gorgeous homepages, this 50-page lookbook has you covered!  
(Psst...What's your favorite homepage design? Tell us in the comments!)



**50 EXAMPLES of  
BRILLIANT  
HOMEPAGE  
DESIGN**

**50 Examples of Gorgeous Homepage Designs [Free Lookbook]**  
Get inspired by these 50 examples of amazing homepage designs.  
[HTTP://BLOG.HUBSPOT.COM/MARKETING/EXAMPLES-HOMEPAGE-DESIGNS](http://blog.hubspot.com/marketing/examples-homepage-designs) | B...

Like · Comment · Share · Buffer



**Care.com**  
March 27 at 9:00pm · 🌐

Can you help this mom? Click below to answer her question 😊



**Is my toddler lying on purpose or does she simply not know? - Care Smarts by Care.com**  
Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by Care.com  
CARE.COM

Like · Comment · Share · Buffer

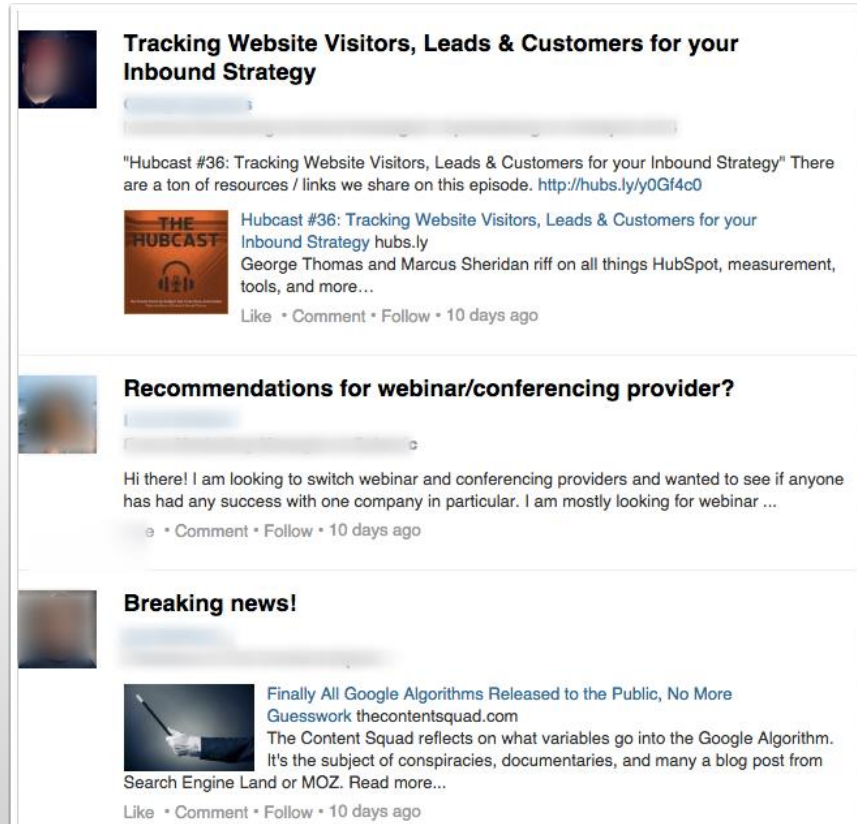
👍 15 people like this. Most Relevant ▾

Write a comment...

It is my experience that children want to please. They enjoy responding to questions in a way that you like. Toddlers don't

# Customize content for **LinkedIn**.


Be sure to share rich, thought-provoking, long form content.



The image shows a vertical scroll of three LinkedIn posts. Each post has a blurred profile picture on the left. The first post is titled 'Tracking Website Visitors, Leads & Customers for your Inbound Strategy' and includes a hubcast player and a link to a hubcast. The second post is titled 'Recommendations for webinar/conferencing provider?' and is a text-based post. The third post is titled 'Breaking news!' and includes a link to an article about Google algorithms.

**Tracking Website Visitors, Leads & Customers for your Inbound Strategy**

"Hubcast #36: Tracking Website Visitors, Leads & Customers for your Inbound Strategy" There are a ton of resources / links we share on this episode. <http://hubs.ly/y0Gf4c0>

 Hubcast #36: Tracking Website Visitors, Leads & Customers for your Inbound Strategy hubs.ly  
George Thomas and Marcus Sheridan riff on all things HubSpot, measurement, tools, and more...


Like • Comment • Follow • 10 days ago

**Recommendations for webinar/conferencing provider?**

Hi there! I am looking to switch webinar and conferencing providers and wanted to see if anyone has had any success with one company in particular. I am mostly looking for webinar ...

Like • Comment • Follow • 10 days ago

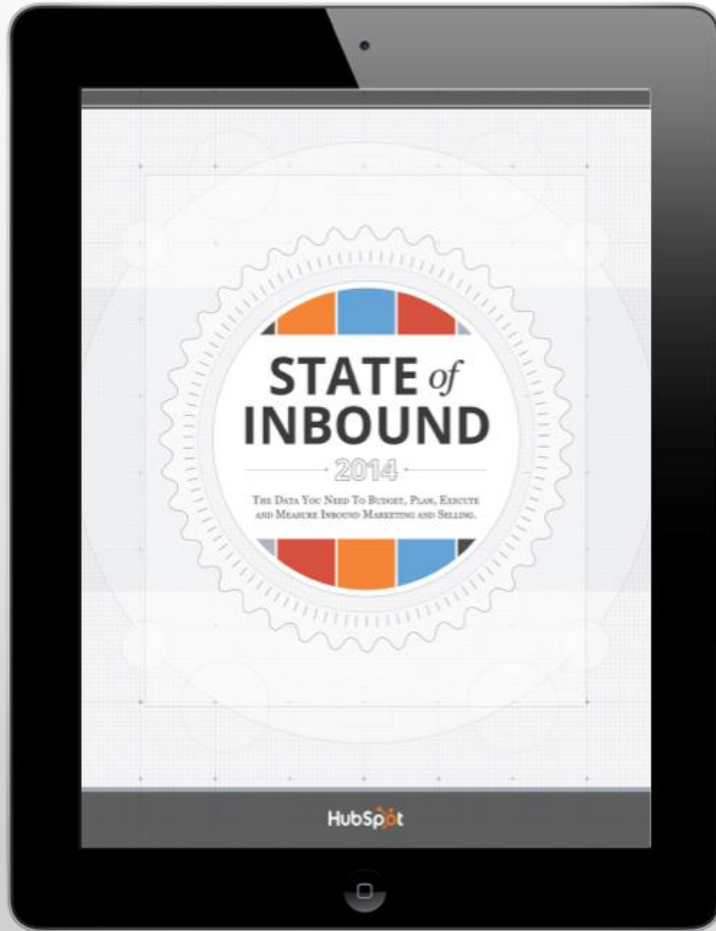
**Breaking news!**

 Finally All Google Algorithms Released to the Public, No More Guesswork [thecontentsquad.com](http://thecontentsquad.com)  
The Content Squad reflects on what variables go into the Google Algorithm. It's the subject of conspiracies, documentaries, and many a blog post from Search Engine Land or MOZ. [Read more...](#)

Like • Comment • Follow • 10 days ago

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Establish  
**thought leadership.**

Become a trusted source of information.

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OPEN - PLEASE DO NOT SCHEDULE						
Day	Schedu	Ideal T	Copy	Social Network	Link	Creative
<b>WEEK OF SEPTEMBER 8</b>						
1	Friday	9/12/2014	10:00 AM	3 days 'til #INBOUND14! Get pumped for an awesome week of learning, fun & inspiration!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a> <a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>
2	Friday	9/12/2014	11:00 AM	Less than 72 hours remain to register online for #INBOUND14 -- Get your pass before the time runs out!	Twitter / FB / LI	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>
3	Friday	9/12/2014	2:00 PM	Selling isn't easy, but it doesn't have to be hard! Come see sales expert @DMScott speak at #INBOUND14	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>
4	Friday	9/12/2014	4:00 PM	Which #INBOUND14 keynote speaker are you most excited to see next week?	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a> <a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>
5	Friday	9/12/2014	5:00 PM	There's still time to add a training to kick start your #INBOUND14 week. Monday 9/15 is Training Day!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>
6	Friday	9/12/2014	8:00 PM	Get ready for the Tuesday night Seaport Parties during #INBOUND14!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a>
1	Saturday	9/13/2014	10:00 AM	Drawshop Highlight Video	Twitter/FB/LI	
2	Saturday	9/13/2014	11:00 AM	Tomorrow is the last day to register online for #INBOUND14!	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a> <a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>
3	Saturday	9/13/2014	5:00 PM	Build your session schedule, download the mobile app, & get pumped for a week of learning, fun & inspiration at #INBOUND14	Twitter	<a href="http://www.inbound.com/inbound14/">http://www.inbound.com/inbound14/</a> <a href="https://hubspot.app.box.com/files/0">https://hubspot.app.box.com/files/0</a>
1	Sunday	9/14/2014	10:00 AM	Drawshop Highlight Video	Twitter/FB/LI	
				Last day to register online for #INBOUND14! See you on		

Create a **publishing schedule.**

# SOCIAL MEDIA PUBLISHING BENCHMARKS

- Twitter: 4-6 Times a Day
- Facebook: 2 Times a Day
- LinkedIn: 2 Times a Week
- Google+: 2 Times a Week

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# SOCIAL MONITORING IS USED FOR ALL OF THE FOLLOWING EXCEPT?

- A. Responding to messages
- B. Segmenting audience members
- C. Publishing New Content Offers
- D. Keeping up with industry trends

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**“HOW DO I MEASURE MY  
SOCIAL MEDIA EFFORTS?”**



# HOW TO MEASURE SOCIAL MEDIA EFFORTS

- Establish benchmarks.
- Calculate ROI.
- Check results often.

# HOW TO MEASURE SOCIAL MEDIA EFFORTS

Establish benchmarks.

Calculate ROI.

Check results often.

# WHAT IS A **BENCHMARK**?

A performance metric that allows you to compare your business results to other businesses in the industry.

# HOW TO MEASURE SOCIAL MEDIA EFFORTS

Establish benchmarks.

Calculate ROI.

Check results often.

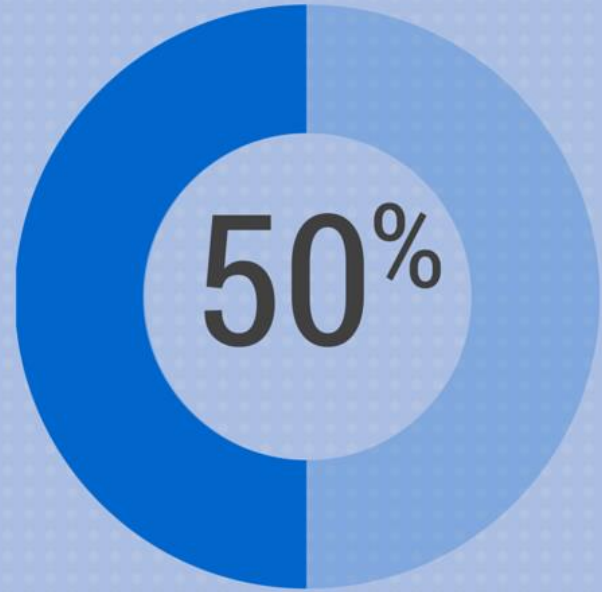


## Calculating **return on investment (ROI)**.

It's important to assess how your time was spent and what the numbers reflect.

**GOAL:** Attract 50% more traffic to website from social media.

**Strategy:** Distribute content across social media platforms.

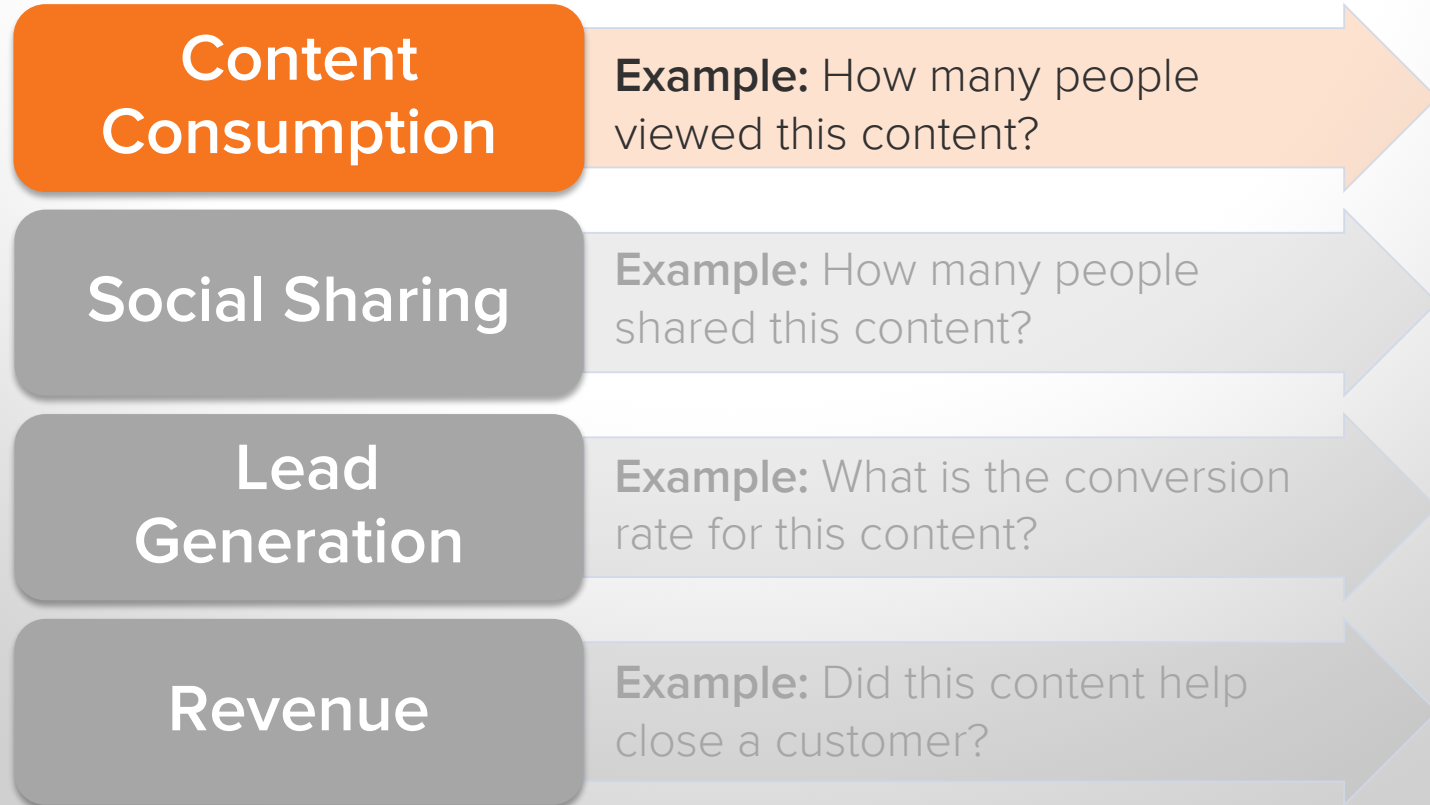


At the end of the month you'll ask, **did it work?**

Calculating your ROI can help answer this question.

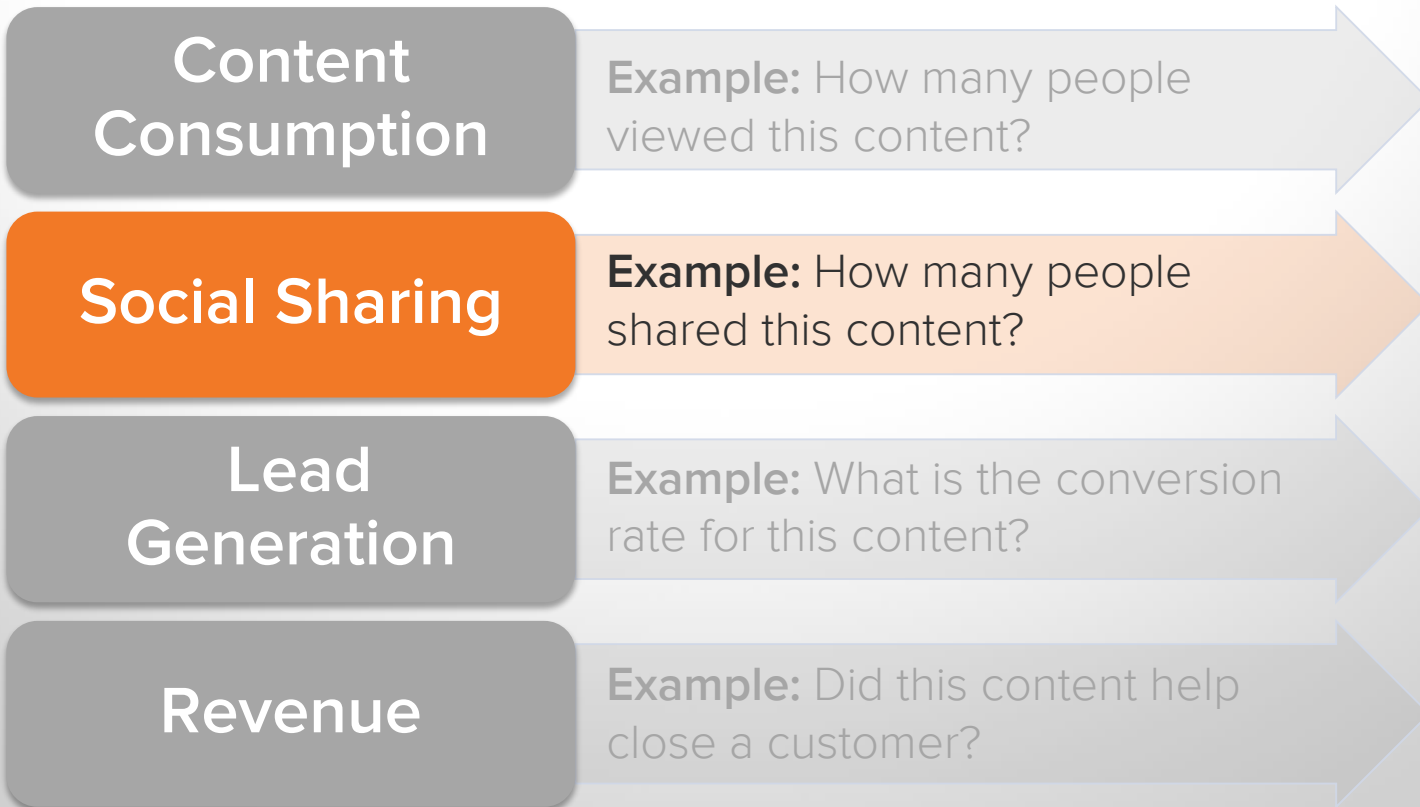
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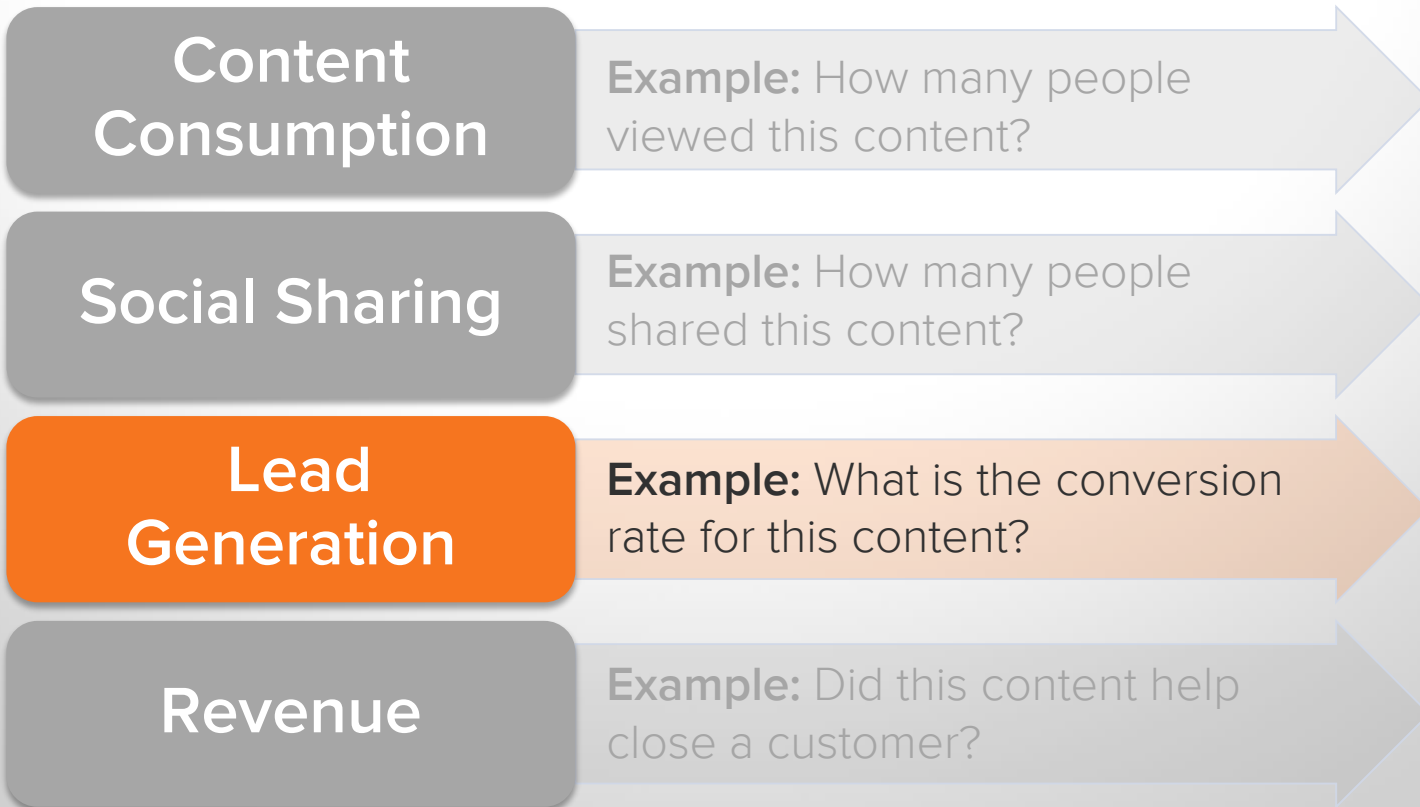
It's important to assess how your time was spent and what the numbers reflect.





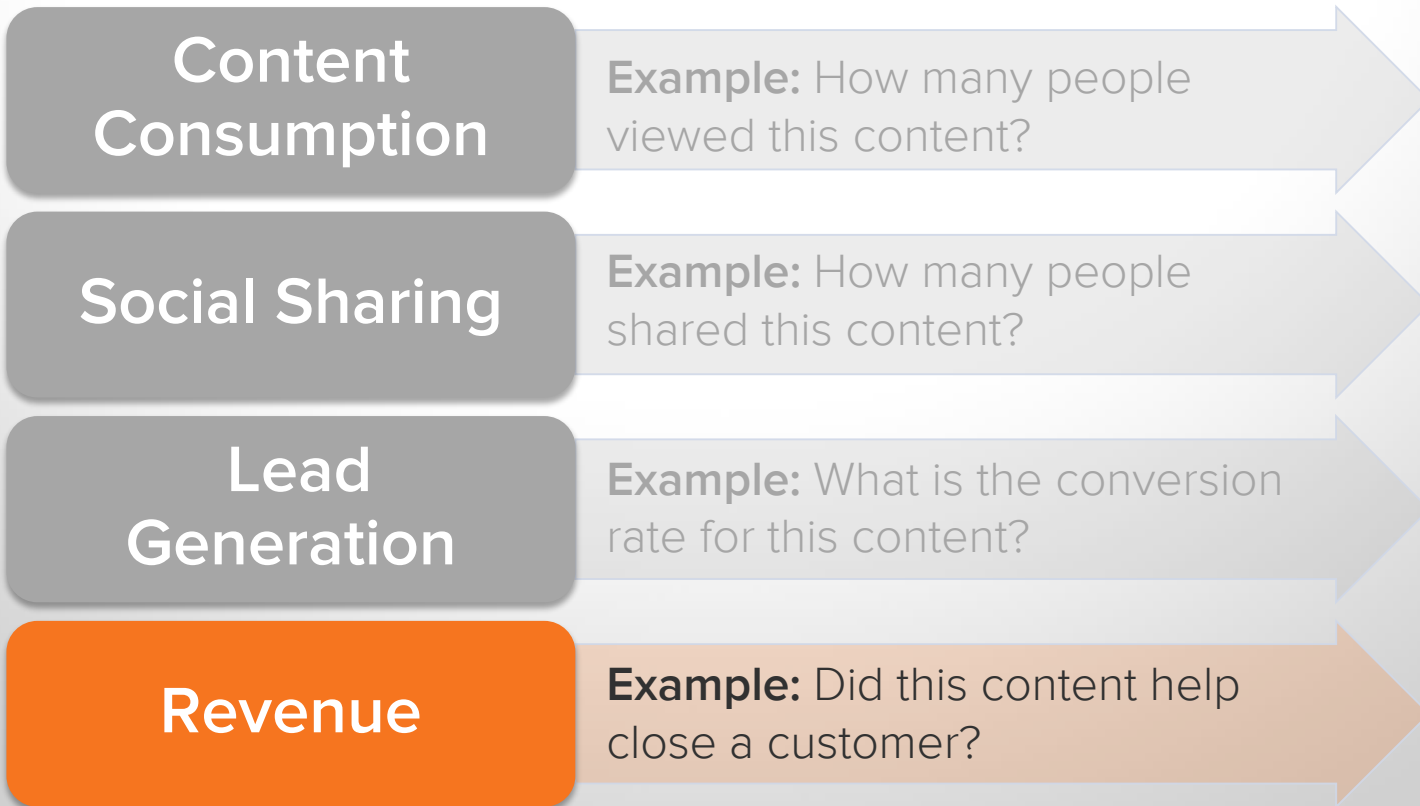
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# Calculating **return on investment**.

It's important to assess how your time was spent and what the numbers reflect.



# HOW TO MEASURE SOCIAL MEDIA EFFORTS

Establish benchmarks.

Calculate ROI.

Check results often.



Check at least **once a week.**

Use your results to inform your marketing in the week ahead.

# HOW TO MEASURE SOCIAL MEDIA EFFORTS

- Establish benchmarks.
- Calculate ROI.
- Check results often.

# 3 WHAT DOES AN INBOUND SOCIAL MEDIA STRATEGY LOOK LIKE?

**Care.com**  
@CareDotCom

Care.com on Twitter - Advice on finding the right care for your family from our team of parents, kids and pet owners

United States  
Care.com  
Joined October 2008

**Tweet to Care.com**

7 Followers you know

605 Photos and videos

**Tweets** Tweets & replies Photos & videos

**Care.com** @CareDotCom · 4m  
Tune in for our #QuestionOfTheWeek every Tuesday on Facebook [bit.ly/1xQPPit!](http://bit.ly/1xQPPit!)

question of the week?

**Care.com** @CareDotCom · 22m  
Employ a #nanny or household help? @myhomepay talks w/ @CreditExperts about IRS Redflags [bit.ly/1G7uzuD](http://bit.ly/1G7uzuD)

**Who to follow** · Refresh · View all

- Jennifer Gebbie** @jengebbie · Followed by HubSpot Sup... · Follow
- HubSpot Beers** @PubSpot · Followed by HubSpot Sup... · Follow
- Ginny Soskey** @gsosk · Followed by Alec Biedryc... · Follow

Popular accounts · Find friends

**United States Trends** · Change

- #VerizonS6sweeps · Promoted by Verizon Wireless USA
- #readersdebate
- Iran
- #SSOSPLAYTOKYO
- Full House
- #ThingsJesusNeverSaid
- #AddBunnyToAMovie
- Winnie the Pooh
- #WorldAutismAwarenessDay
- Kenya

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# Care.com

A company that helps connect families with caregivers.

# Take a look at these two **examples.**

Do you see any social media best practices being applied?



A screenshot of a Facebook post from Care.com (@CareDotCom). The post features a large graphic with the text "question of the week?" in blue and green. The text of the post says: "Tune in for our #QuestionOfTheWeek every Tuesday on Facebook bit.ly/1xQPPit!". The post is dated "2:14 PM - 2 Apr 2015". At the bottom, there is a "Reply to @CareDotCom" input field. Below the post, there are "United States Trends" and a list of trending topics including #VerizonS6sweeps, Promoted by Verizon Wireless USA, #leadersdebate, and Iran.



A screenshot of a Facebook post from Care.com. The post is dated "March 27 at 9:00pm". The text says: "Can you help this mom? Click below to answer her question 😊". Below the text is a featured image with a dark blue header "CARE SMARTS" and a green background. The image contains the text: "Is my toddler lying on purpose or does she simply not know? My little girl loves making up stories, she truly lives in her own little world. However, she's been started to spin tall tales in response to simple questions. How can I teach her the difference between lying and making up stories for fun? Visit care.com/q to join the discussion." Below the image is the text: "Is my toddler lying on purpose or does she simply not know? - Care Smarts by Care.com". The post also includes the text: "Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by Care.com" and "CARE.COM". At the bottom, there are "Like · Comment · Share · Buffer" buttons, "15 people like this.", and a "Most Relevant" dropdown menu. Below the dropdown is a "Write a comment..." input field.



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Do you see any social media best practices being applied?

Care.com  
@CareDotCom

Tune in for our #QuestionOfTheWeek every Tuesday on Facebook [bit.ly/1xQPPit!](http://bit.ly/1xQPPit!)

question of the week?

2:14 PM - 2 Apr 2015

Reply to @CareDotCom

Care.com  
March 27 at 9:00pm

Can you help this mom? Click below to answer her question 😊

CARE SMARTS

Is my toddler lying on purpose or does she simply not know?  
My little girl loves making up stories, she truly lives in her own little world. However, she's been started to spin tall tales in response to simple questions. How can I teach her the difference between lying and making up stories for fun?  
Visit [care.com/q](http://care.com/q) to join the discussion.

Is my toddler lying on purpose or does she simply not know? - Care Smarts by Care.com

Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by Care.com

CARE.COM

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15 people like this. Most Relevant

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A screenshot of a Facebook post from Care.com, dated "March 27 at 9:00pm". The post text reads: "Can you help this mom? Click below to answer her question 😊". Below the text is a large graphic titled "CARE SMARTS" with a green background. The graphic contains the text: "Is my toddler lying on purpose or does she simply not know? My little girl loves making up stories, she truly lives in her own little world. However, she's been started to spin tall tales in response to simple questions. How can I teach her the difference between lying and making up stories for fun? Visit [care.com/q](http://care.com/q) to join the discussion." Below the graphic is the text: "Is my toddler lying on purpose or does she simply not know? - Care Smarts by Care.com". Below that is the text: "Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by Care.com". Below the text is the text: "CARE.COM". Below the text is the text: "Like · Comment · Share · Buffer". Below the text is the text: "15 people like this." Below the text is the text: "Most Relevant". Below the text is a "Write a comment..." input field. Below the input field is the text: "It is my experience that children want to please. They enjoy responding to questions in a way that you like. Toddlers don't". An orange arrow points from the text "Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by Care.com" to the left.

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A screenshot of a Facebook post from Care.com, dated "March 27 at 9:00pm". The post text reads: "Can you help this mom? Click below to answer her question 😊". Below the text is a highlighted box with a dark grey header "CARE SMARTS" and a teal background. The text inside the box asks: "Is my toddler lying on purpose or does she simply not know? My little girl loves making up stories, she truly lives in her own little world. However, she's been started to spin tall tales in response to simple questions. How can I teach her the difference between lying and making up stories for fun? Visit [care.com/q](http://care.com/q) to join the discussion." Below the box, the post title is "Is my toddler lying on purpose or does she simply not know? - Care Smarts by Care.com". The description says: "Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D. - Care Smarts by Care.com". The post is from "CARE.COM" and has "15 people like this." An orange arrow points from the text "Answer this question about 2 year old, girl, parenting tips, story telling, lying, telling the truth, child care asked by Meaghan D." to the left.

# SOCIAL PUBLISHING BEST PRACTICES

- Optimize your social media profile.
- Create a social media style guide.
- Customize your content.
- Share relevant industry content.
- Publish on a consistent basis.

**Fifth Season**  
@yourfifthseason

Team building and outdoor retreats in the heart of Yellowstone National Park and the New Hampshire White Mountains. Encounter your Fifth Season today.  
[fifthseasonadventure.com](http://fifthseasonadventure.com)

TWEETS 14   FOLLOWING 10   FOLLOWERS 8   FAVORITES 1

Tweets   Tweets & replies   Photos & videos

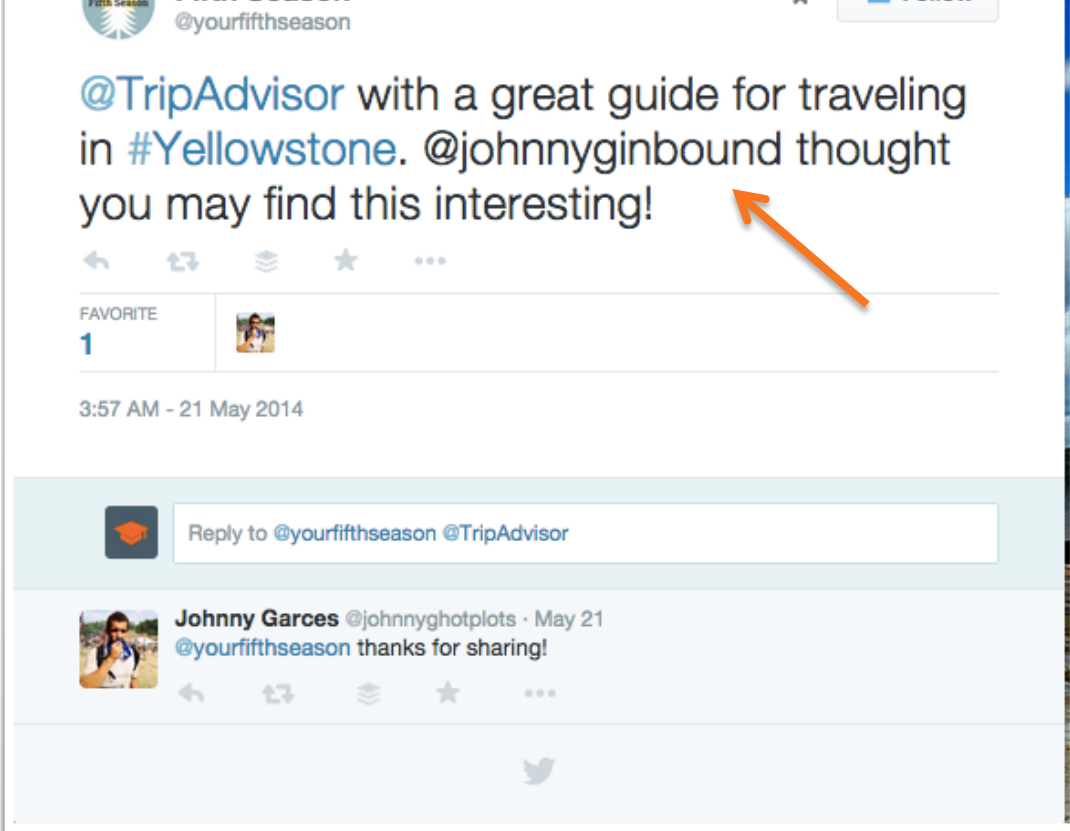
**Fifth Season** @yourfifthseason · Sep 19  
See the benefits of off-site travel for businesses!

**Fifth Season** @yourfifthseason · Sep 4  
Need some help with #teambuilding? 5 Reasons Why Off-Site is your best option. [hubs.ly/y06\\_P10](https://hubs.ly/y06_P10)

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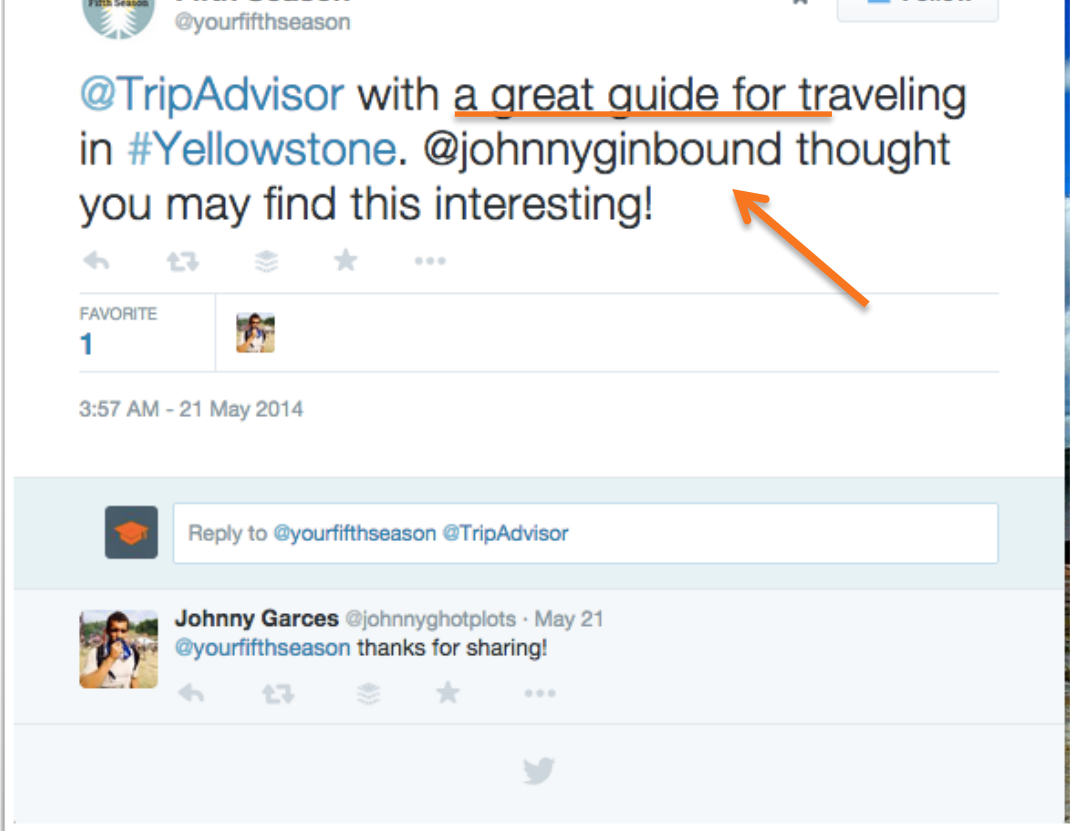
# Fifth Season

A (fictional) adventure travel company. They provide off-site employee team building exercises and great family vacation packages.



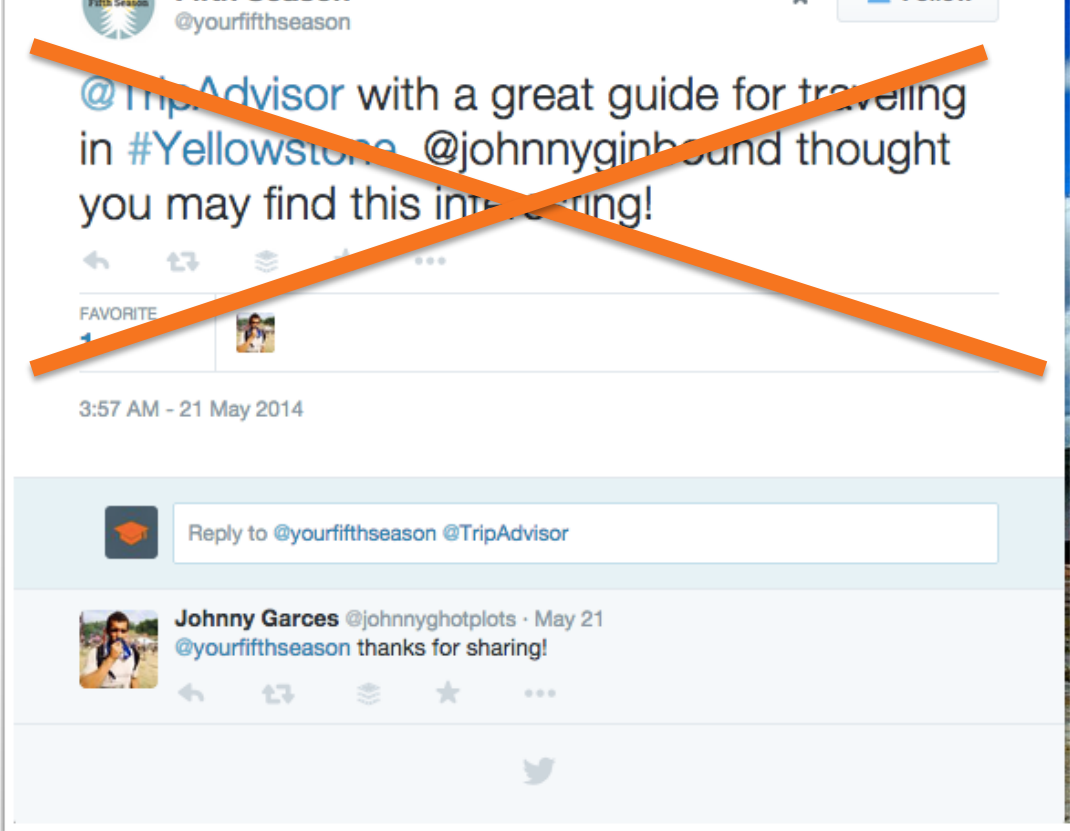
Fifth Season social media example.

Do you see any social media best practices applied?



Fifth Season social media example.

Do you see any social media best practices applied?



Fifth Season social media example.

Do you see any social media best practices applied?



**Yale Appliance**  
@MyYale

Dedicated to being the best Home Appliance and Lighting store anywhere.

Boston, MA  
blog.yaleappliance.com  
Joined March 2009

[Tweet to Yale Appliance](#)

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Urban Industrial is the new trend, reclaimed and refurbished are not only practical but chic! [hubs.ly/y0B6bj0](https://hubs.ly/y0B6bj0)


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**Yale Appliance** @MyYale · 1h


# Yale Appliance

Yale Appliance is a home appliance store in Boston, MA.

**Mentions of @MyYale**  
Using your @MyYale Twitter account



Roxanna Samuels  
@roxanna

+ 

3,590 FOLLOWERS      1,054 FOLLOWING

**Lifecycle Stage:**  
Lead


**Website:**  
[about.me/roxanna](http://about.me/roxanna)

**Location:**  
Boston

[View HubSpot Contact](#)

---

**@MyYale** Ha! Thank you :) I just downloaded your guide. Jul 25


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---

**Yale Appliance @MyYale** Jul 25

@roxanna Hi there, believe it or not we actually wrote an article about just that <http://t.co/SIXUdGNLDI> Happy to answer any questions!

---

 Roxanna Samuels @roxanna Jul 25

My oven died (FINALLY) and I'm debating between a GE and Electrolux induction range. Anyone have any experience with either brand?


★ Pat Palingo favorited this on Jul 26.


[Link to this message](#)


Yale Appliance social monitoring example.


Do you see any social media media best practices applied?

**Mentions of @MyYale**  
Using your @MyYale Twitter account

 **Roxanna Samuels** @roxanna  
3,590 FOLLOWERS 1,054 FOLLOWING  
Lifecycle Stage: Lead  
Website: [about.me/roxanna](http://about.me/roxanna)  
Location: Boston  
[View HubSpot Contact](#)

 **@MyYale** Ha! Thank you :) I just downloaded your guide. Jul 25  
2 Reply Retweet Favorited Share Email


 **Yale Appliance @MyYale** Jul 25  
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Yale Appliance social monitoring example.

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**Lifecycle Stage:**  
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Yale Appliance social monitoring example.

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# SOCIAL MONITORING BEST PRACTICES

- Determine your inbound goals.
- Monitor for the right terms.
- Segment your audience.
- Personalize responses.

THANK YOU.

