

EBOOK

Social Media Starter Kit for Professionals



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Table of contents

The power of social media.....	4
What is your e-reputation and why does it matter?.....	5
Best practices: the 6 B's.....	6
Online presence ABC.....	7
How to rock LinkedIn.....	8
How to rock Twitter.....	10
How to rock Facebook.....	12
Key takeaways.....	14
Conclusion.....	15

The power of social media

Today, social media is a huge part of our culture. It's the place to connect and reconnect with others to share stories and opinions. From a business perspective, strong social media presence boosts employees' personal brands and enables them appear as thought leaders online. At the same time, employees support their organization's employer branding, too. It's a win-win, so why not get started now?

Benefits of strategic social media usage:

- Increased brand exposure
- More business partnerships
- Higher sales
- Reduced marketing expenses
- Increased client retention
- More converting leads
- Increased website traffic
- Improved search rankings
- More marketplace insight gained

**“An average employee advocate is 2x more trusted than a company CEO.”
- Edelman Trust Barometer**

What is your e-reputation and why does it matter?

How you act and communicate online has a huge impact on your personal reputation. It affects others' perception of you, both as an individual and as a professional. Search engines can show anything that has ever been published about you online. Therefore, be thoughtful of the photos you upload, comments you make and social profiles you set up. Choose the pages you like and the groups you actively participate in carefully. Keep in mind: your e-life is accessible to anyone.

Do you want to have a positive e-reputation? The only thing you need to do is maintain a powerful personal brand. Read further to find out how!

Best practices: the 6 B's

- 1. Be Real**

Optimize your social profiles, share personal opinions, be trustworthy and transparent.
- 2. Be Responsible**

Acknowledge that you are personally responsible for the content you publish online
- 3. Be Interactive**

Follow up on your notifications, connect with others, comment, share content and participate in group discussions.
- 4. Be Relevant**

Align your primary focus on brand-related content and industry-related content to become a thought leader.
- 5. Be Smart**

Know how to differentiate personal and professional content, and where to post each type of content.
- 6. Be Respectful**

Treat others with respect and tolerance be professional and avoid quick judgement of others.

Online presence ABC

A. Authenticity: Be authentic and build your personal brand!

B. Branding: Focus on personal and employer branding!

C. Content Marketing: Implement a content marketing strategy!

D. Diversity: Remember diversity when publishing updates!

E. Education: Leverage the power of educational content!

F. Facebook: Be active on Facebook!

G. Group: Join social media groups to network with others!

H. Hashtag: Use hashtags in a consistent way!

I. Influence: Be an influencer who is an expert in their field!

J. Joke: Why so serious? Joke sometimes!

K. Keyword: Include relevant keywords in your posts!

L. LinkedIn: Be active on LinkedIn!

M. Metric: Follow up on metrics to know post performances!

N. Network: Socialize in groups to grow your digital network!

O. Online Reputation: Consciously build your online reputation!

P. Profile Picture: Have a professional photo as your profile picture!

Q. Question: Be curious and ask questions in your posts!

R. Relevance: Focus on industry relevance when posting!

S. Social Media: Believe in the power of social media!

T. Twitter: Be active on Twitter!

U. Uniqueness: Stand out from the social feed by being unique!

V. Video: Post rich media like videos!

W. Website: Share your organization's website!

X. XML: Use XML-based data formats such as RSS feeds to boost your social media user experience!

Y. You: Avoid constantly talking about yourself. Rather focus on others!

Z. Zen: Sometimes log out of your social accounts and just focus on Zen instead!

How to rock LinkedIn

1. Your profile picture:

Use a professional photo, preferably a friendly-looking headshot. This way you are more likely to be found and paid attention to. Optimal image size: 400x400 px.

2. Your headline:

You have 120 characters to describe what you do. Here you can write your professional title, or get more creative and come up with something catchy and more unique that includes the most important keywords. Keep this under 10 words.

3. Your background image:

Choose a quality cover image that represents you, your position, your interests or the company you work for. Optimal image size: 1584x396 px

4. Your summary:

Write in first person, include keywords and tell your 3-5 biggest achievements. Include high-quality media: images, videos, documents or add links to any of these.

5. Your contact and personal info:

Find this box on the right-hand side, next to your Summary section. Customize the URL for your LinkedIn profile and add your email address and Twitter account here.

How to rock LinkedIn

6. Your profile picture:

This part functions as the body of your resume. Keep your history relevant and up-to-date. Add a minimum of 3 positions. List your titles, work periods, add company names and websites, and describe each role in 5-10 sentences.

7. Your headline:

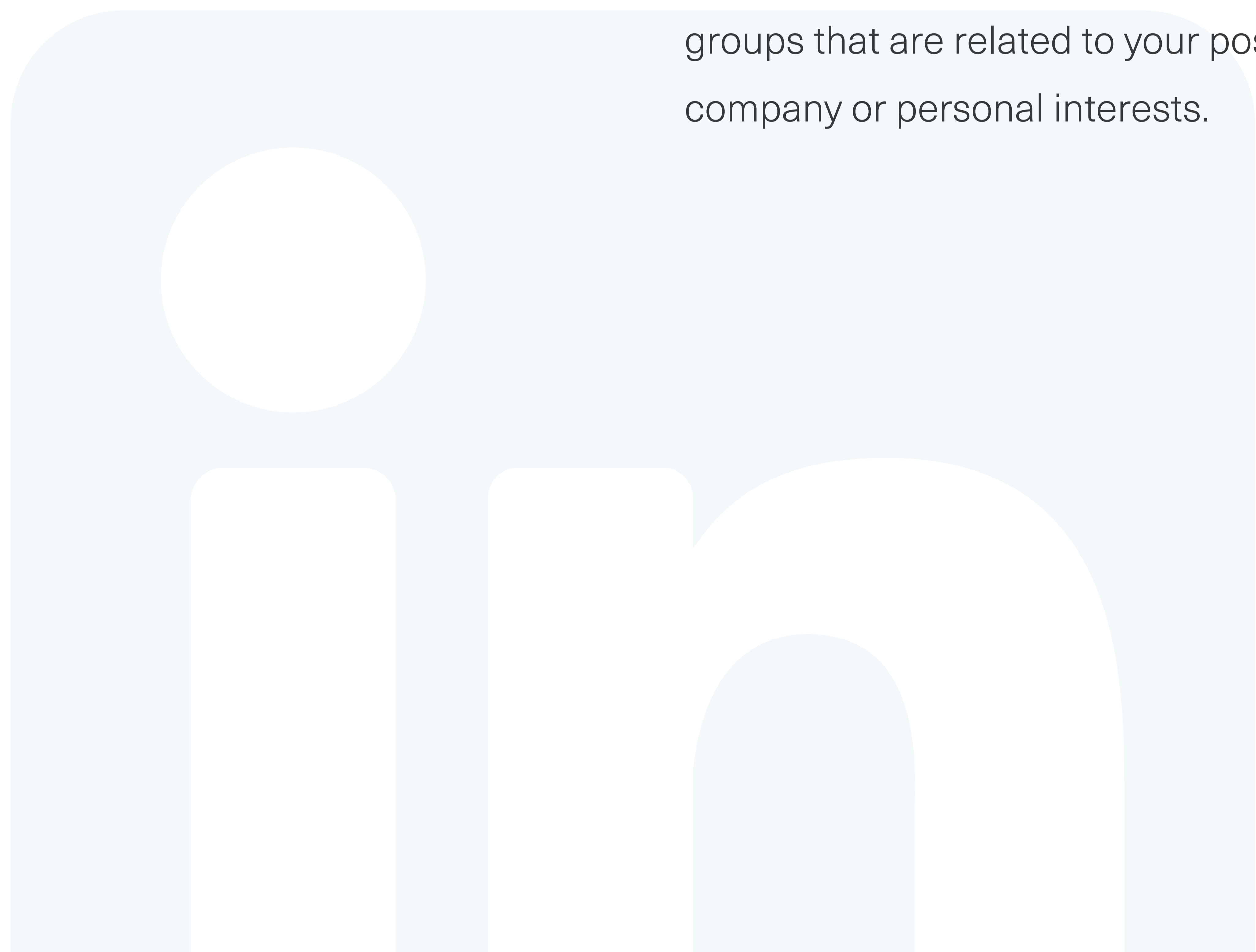
Add as many skills as possible. Ask others to endorse your skills and/or to write recommendations for you. To show your professionalism, join LinkedIn Groups and actively participate in online discussions.

8. Your background image:

Write recommendations for people who you know personally, such as people you worked or studied with. In return, ask them or other current or former colleagues to write a recommendation for you in order to boost your credibility and trustworthiness.

9. Your summary:

Be active during office hours, connect with other professionals, share and like status updates and industry-relevant content. Aim for at least 250 connections more. Join groups that are related to your position, company or personal interests.



How to rock Twitter

1. Your profile picture:

It's important to set a quality photo of yourself, preferably a headshot, so others will know that you are a real person.
Optimal image size: 400x400 px.

2. Your bio:

In 160 characters: share your interests, be personal, tag the organization you work for (with a @), use hashtags (#s) that are relevant to your position .or to your lifestyle.

3. Your location:

Set location, so that others in the same geographical area can find you easily.

4. Your url:

Add your company website, Nour own website (if you have one), or your public LinkedIn profile.

5. Your header image:

Set a quality image of your choice that is related to you personally or professionally.
Optimal size: 1500x500 px.



How to rock Twitter

6. Your profile picture:

Start following others so they will want to follow you back Search for industry related individuals and brands, news channels and other accourits that peak your professional interest.

7. Your headline:

Tweet regularly, up to 3-5 times a day. Use your common sense and humor, and include visuals as well.

8. Your background image:

Share other users' tweets as many times as you want. Stay on topic, be relevant to your industry and/or to your interests.

9. Your summary:

Put yourself out there and do online networking. Join conversations and share your own thoughts.



How to rock Facebook

1. Your profile picture:

Here you can use a casual photo of you, just make sure your face is still clearly visible.

Optimal image size: 180x180 px.

2. Your bio:

Give detailed personal information about yourself, such as work and education, places you've lived in, contact information as well as email address and additional social accounts.

3. Your location:

The intro box can be filled with your information from the previous "About section. It's best to show your current job title, education that's relevant to your position and your location. You can feature a maximum of 5 photos that are always public. Choose quality images that describe you well.

4. Your url:

Upload a quality image of your preference, but be aware that the cover photo is always public. Optimal image size: 851x315 px.



How to rock Facebook

6. Your profile picture:

Ensure that you look like a reliable, trustworthy person based on the images you have. Create albums and organize your photos accordingly. Avoid any inappropriate photos.

7. Your headline:

Make sure your default timeline setting is "Friends Only" so that people who you don't know won't be able to see your personal information or content. Hint: you can customize the privacy settings off all visual and written updates that you post or that others share of you.

8. Your background image:

To support your personal brand that you've been building on other social media platforms, share educational and industry-related content here, too. Just keep it diverse: vary images, videos, check-in updates, articles, etc. In addition to that, feel free to share more personal thoughts about your interests, instead of just talking about your work.

9. Your summary:

Add more people as friends to grow your online audience. Join groups and participate in discussions. Remember to follow up on your notifications and react to them accordingly.

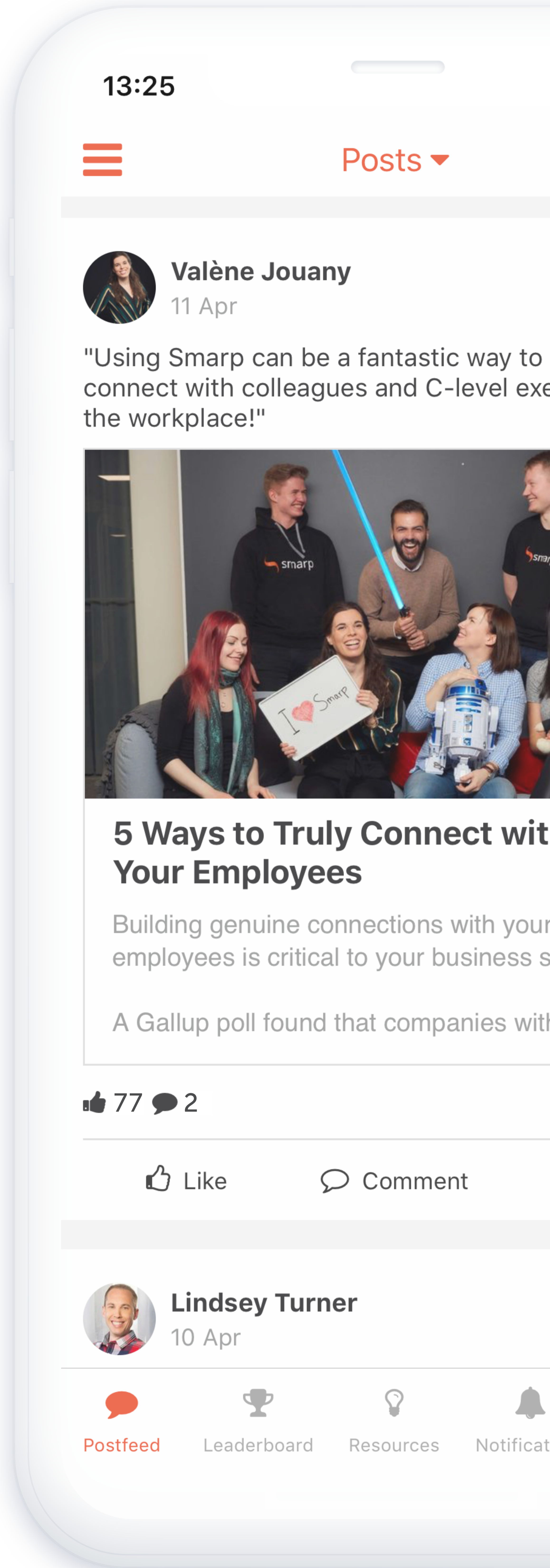
Key takeaways

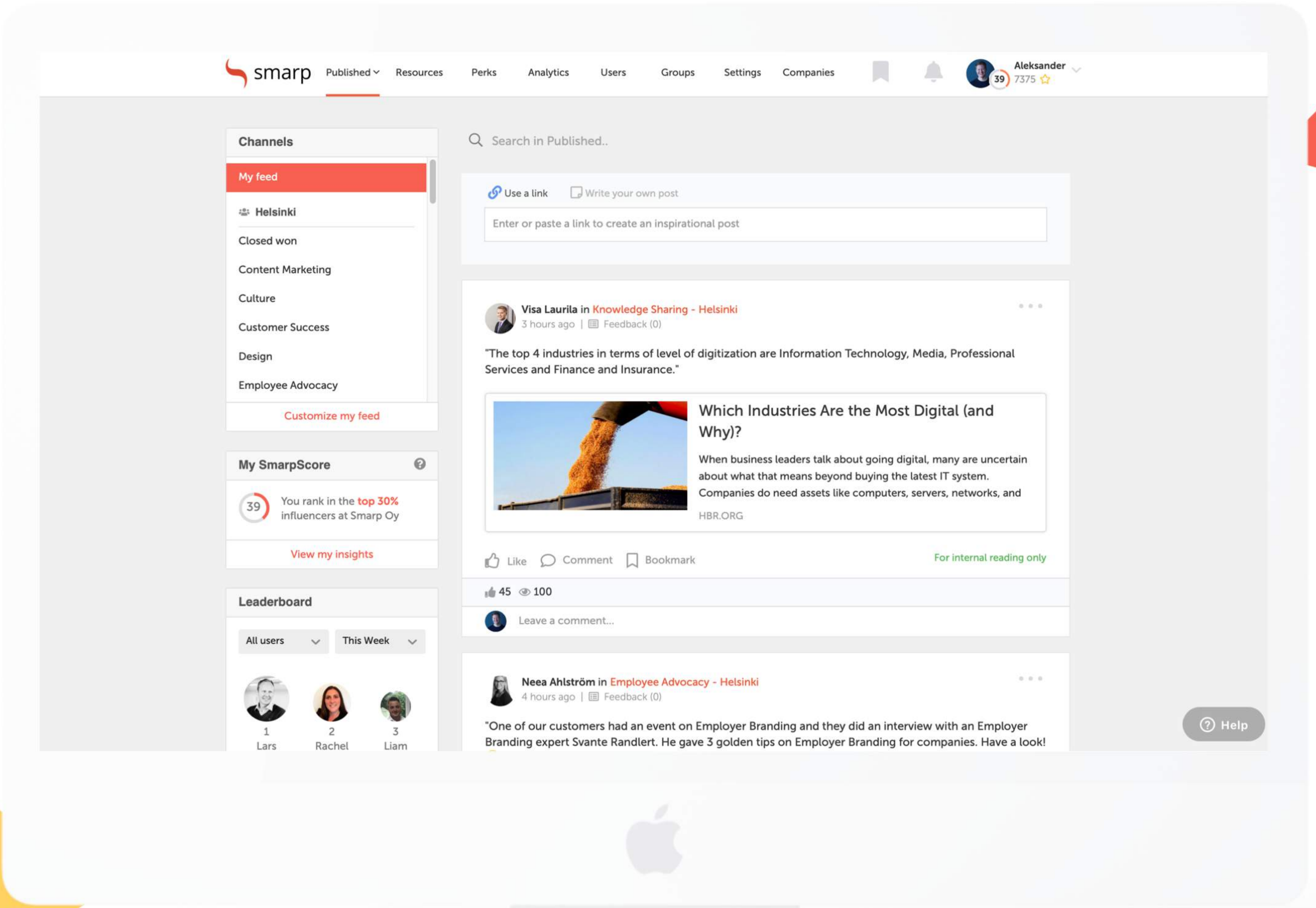
1. By utilizing social media, you can boost your own online reputation and raise more brand awareness for your company.
2. Know the difference between LinkedIn, Twitter and Facebook and use each social media strategically.
3. LinkedIn is a professional social media channel with 260 million monthly active users (MAU) (source: Statista, January 2018)
4. Twitter is a professional and personal social media channel with 330 million MAU (source: Statista, January 2018)
5. Facebook is a personal social media channel with 2.16 billion MAU (source: Statista, January 2018)
6. Be active on social media to maintain your personal brand: post tweet, share, retweet, collect new connections, followers and friends, and participate in group discussions.
7. Include visuals to make your posts more fun, exciting and engaging.
8. Focus primarily on industry-related content to stand out.
9. Share company updates, blog articles, job openings or even fun facts.
10. Hashtags are used actively on all the above-listed networks, therefore, use at least one per post.

Conclusion

Smarp is the solution that makes it easy, engaging and secure (it's ISO 27001 certified and GDPR-compliant) to drive employee engagement and advocacy through information sharing. More than 4 million employees depend on Smarp for content discovery and distribution.

However, you'll do best if you approach Smarp as more than just a tool. The Smarp solution should be an integral part of your long-term company communication strategy to build a social culture of sharing and collaboration.





Ready to get started with Smarp?

BOOK A DEMO