Building a Content Strategy for Social Media

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HubSpot Academy

CONTENT: THE BACKBONE OF YOUR SOCIAL STRATEGY

Having great content will help you:

- ☑ Extend your reach
- ☑ Deepen engagement for your brand
- ☑ Build more loyalty
- ☑ Drive more sales

WHAT MAKES SOCIAL CONTENT DIFFERENT THAN OTHER FORMS OF CONTENT?

Social content can be read and watched in places and times that people ***choose***.

There are three main reasons why people use social media. They want to be:

INFORMED **ENTERTAINED** **CONNECTED**

Social media helps people feel **informed.**

2/3

of Americans are now getting their news from social media sites.

SOURCE: PEW RESEARCH CENTER, 2017

Social media helps people feel **entertained.**

Social media helps people feel **connected.**

67%

of social media users say staying in touch with friends and family members is a major reason they use it.

SOURCE: PEW RESEARCH CENTER, 2017

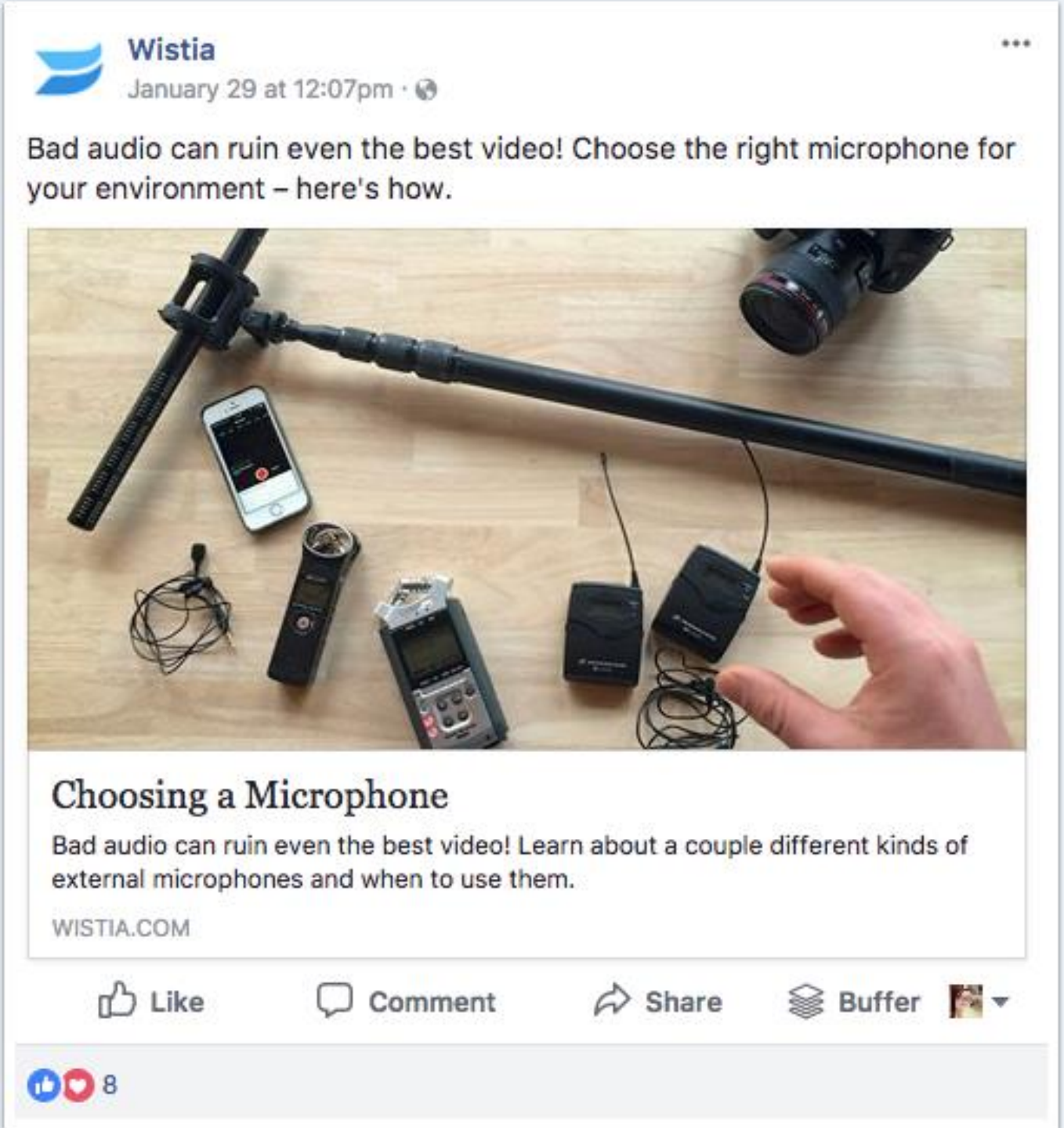
Social media helps people share, comment, and take part in a **global conversation** that goes beyond just the people they're friends with.

SOCIAL MEDIA CONTENT: THE BASICS

82%

of all consumer IP traffic will be video by the year 2021.

SOURCE: CISCO



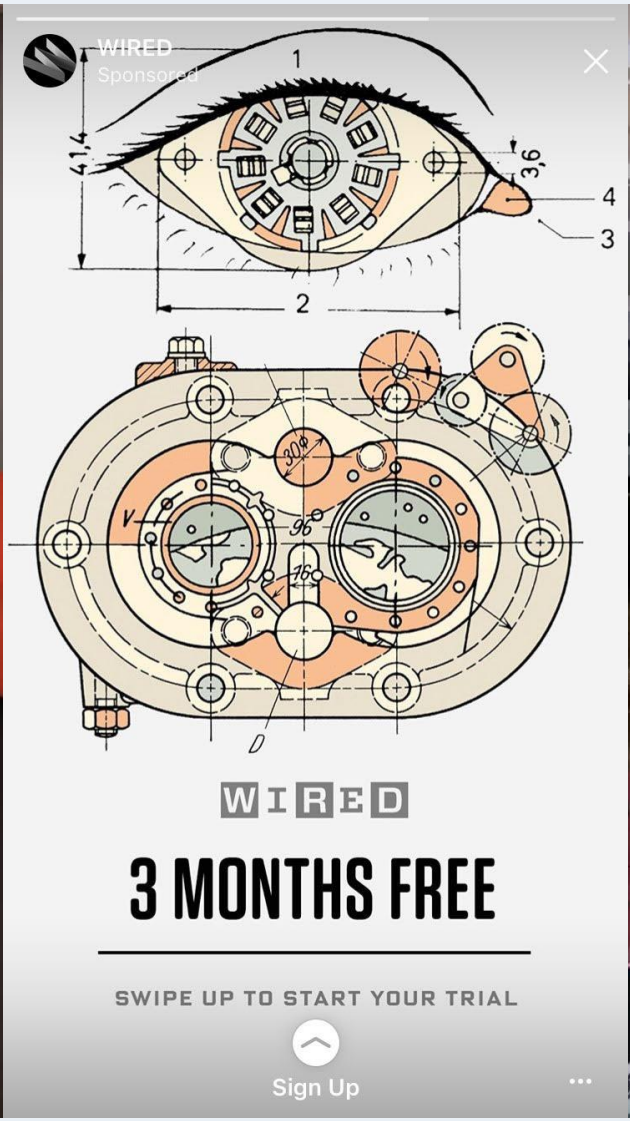
VISUAL IMAGES

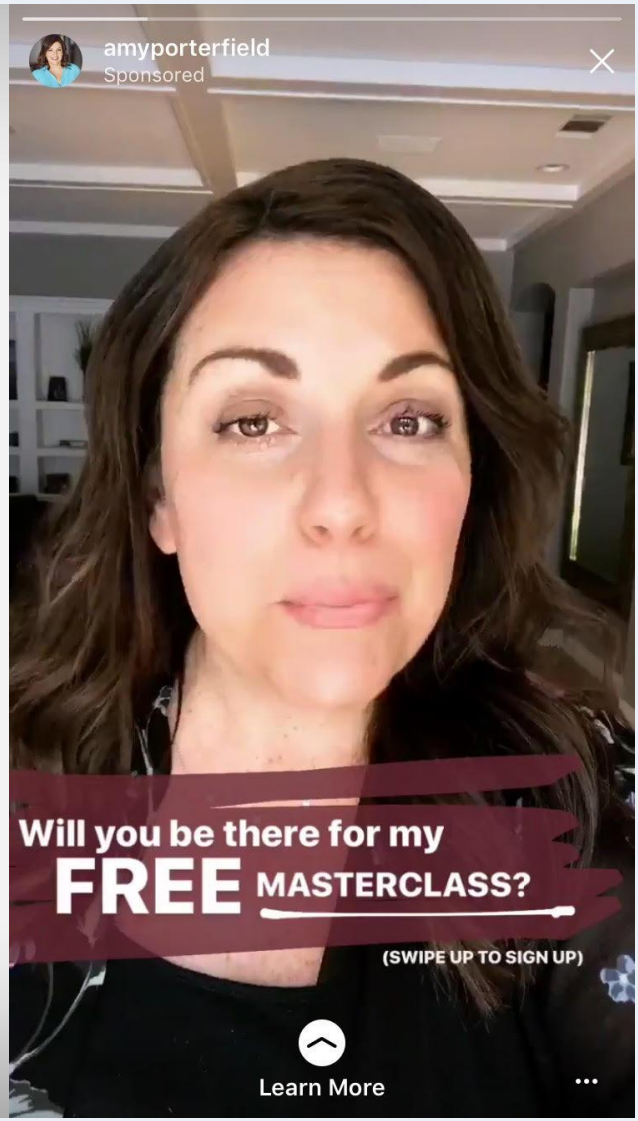
SOURCE: ANIMOTO

ANIMATED GIFS

STORIES

MoMA
themuseumofmodernart 22h
We're live with our Q&A with "In the Studio" instructor Corey d'Augustine!
Swipe up to join us!
See More


WIRED
Sponsored
WIRED
3 MONTHS FREE
SWIPE UP TO START YOUR TRIAL
Sign Up


amyporterfield
Sponsored
Will you be there for my FREE MASTERCLASS?
(SWIPE UP TO SIGN UP)
Learn More

250,000,000

people a day view Instagram Stories.

SOURCE: FACEBOOK

4x

as many consumers would rather watch a video about a product than read about it.

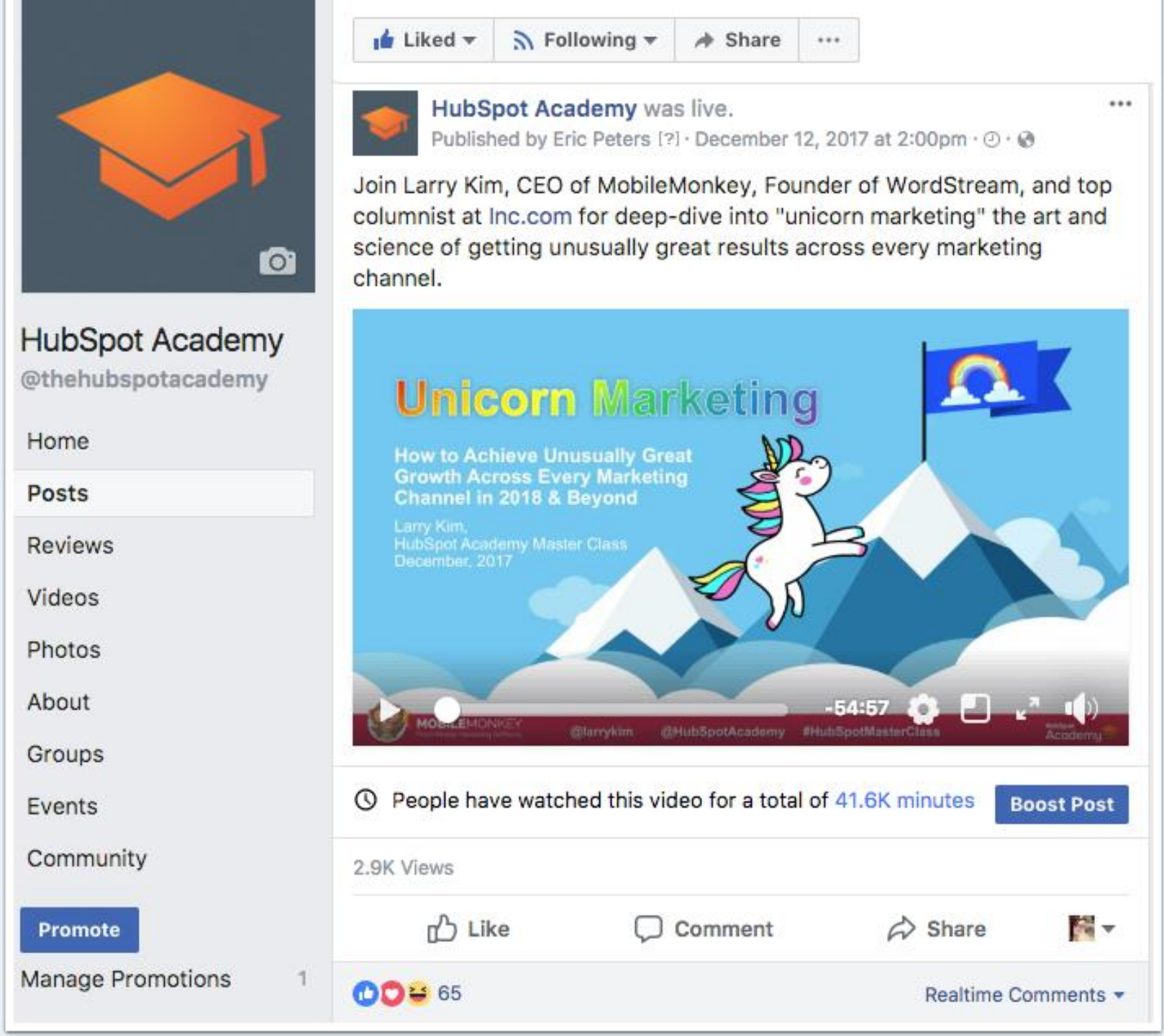
SOURCE: ANIMOTO

QUIZZES, SURVEYS AND POLLS

REAL-TIME MARKETING

When the lights went out during the 2013 Super Bowl.

INFLUENCER MARKETING



76%

of people trust content shared by "average" people more than brands.

SOURCE: OLAPIC

USER GENERATED CONTENT

FROM THE 7TH ANNUAL SHORTY AWARDS

#PUTACANONIT

Winner in **HASHTAG**

HubSpot @HubSpot · Jan 9

Looking for an easy way to help your employees learn and grow? Meet 'learning lunches', featured in @qz with our CPO @katieburkie and co-founder @dharmesh **#hubspotlife**

Why it's smart to let employees lunch with competitors—and pay for it

Free meals help hone "network intelligence."

work.qz.com

1 12 43

DEVELOPING YOUR STRATEGIC CONTENT PLAN

Approach your social content **strategically** to see the most success.

When you have limited resources, you need to be **even more strategic.**

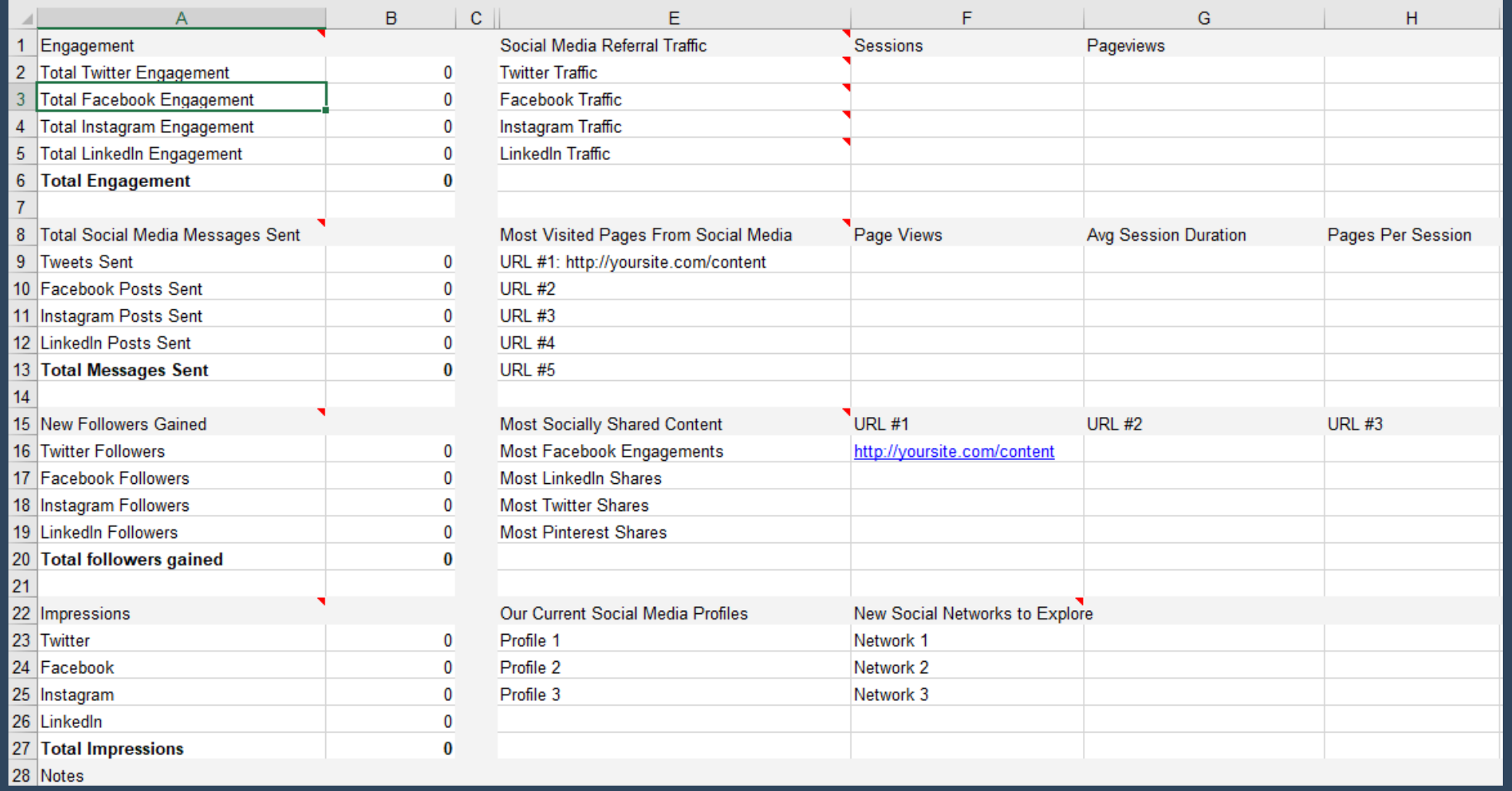
Think about what has worked well in the past.

Conduct a
content audit
of your social
media channels.

In Your Content Audit Look At:

- Your social networks
- Content types
- Which social campaigns are seeing a return on investment

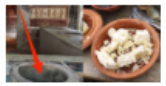
Social Analytics Tools



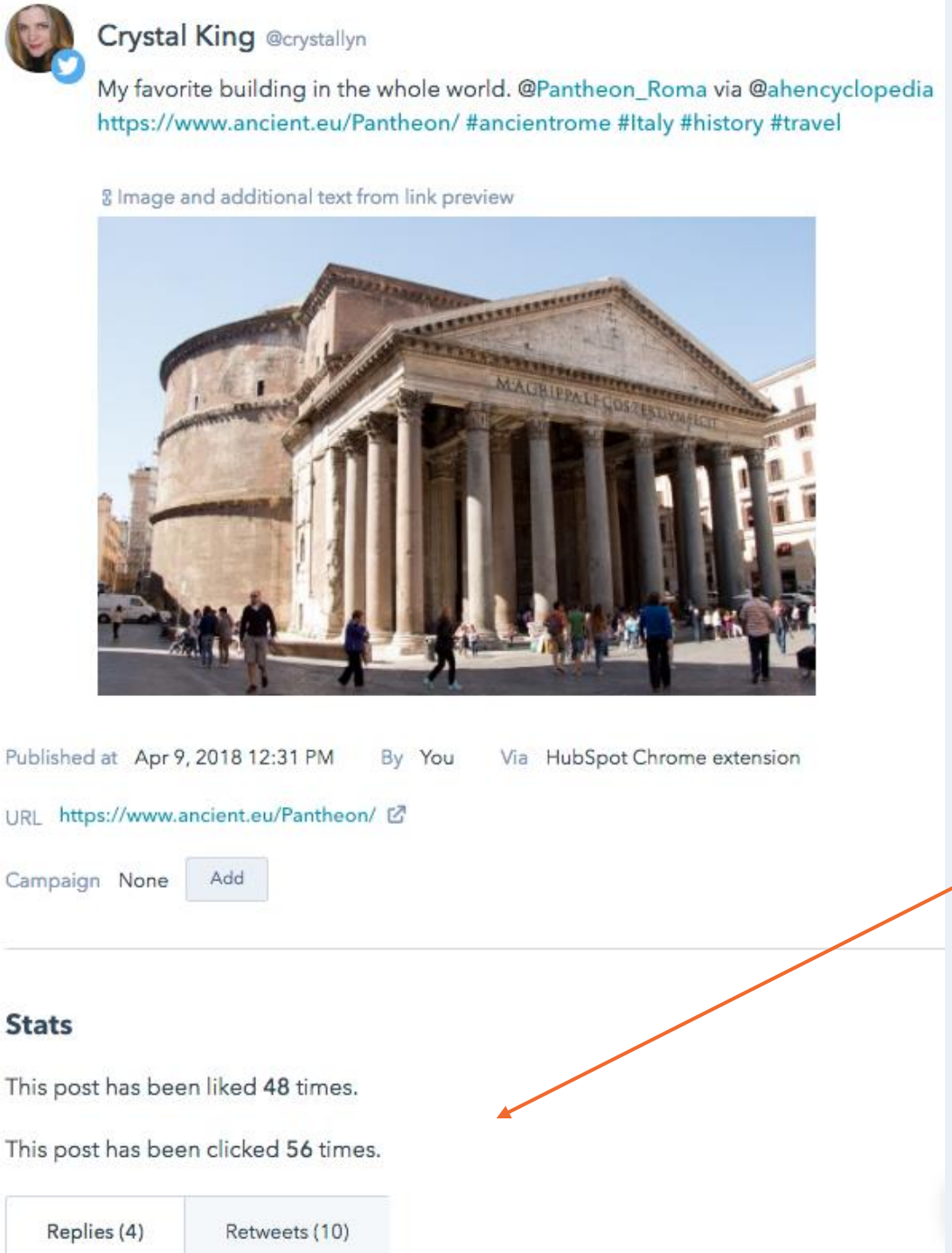
	A	B	C	E	F	G	H
1	Engagement			Social Media Referral Traffic	Sessions	Pageviews	
2	Total Twitter Engagement	0		Twitter Traffic			
3	Total Facebook Engagement	0		Facebook Traffic			
4	Total Instagram Engagement	0		Instagram Traffic			
5	Total LinkedIn Engagement	0		LinkedIn Traffic			
6	**Total Engagement**	**0**					
7							
8	Total Social Media Messages Sent			Most Visited Pages From Social Media	Page Views	Avg Session Duration	Pages Per Session
9	Tweets Sent	0		URL #1: http://yoursite.com/content			
10	Facebook Posts Sent	0		URL #2			
11	Instagram Posts Sent	0		URL #3			
12	LinkedIn Posts Sent	0		URL #4			
13	**Total Messages Sent**	**0**		URL #5			
14							
15	New Followers Gained			Most Socially Shared Content	URL #1	URL #2	URL #3
16	Twitter Followers	0		Most Facebook Engagements	http://yoursite.com/content		
17	Facebook Followers	0		Most LinkedIn Shares			
18	Instagram Followers	0		Most Twitter Shares			
19	LinkedIn Followers	0		Most Pinterest Shares			
20	**Total followers gained**	**0**					
21							
22	Impressions			Our Current Social Media Profiles	New Social Networks to Explore		
23	Twitter	0		Profile 1	Network 1		
24	Facebook	0		Profile 2	Network 2		
25	Instagram	0		Profile 3	Network 3		
26	LinkedIn	0					
27	**Total Impressions**	**0**					
28	Notes						

Record information such as engagement metrics, publishing metrics, audience demographics, referral traffic, and any metrics that are channel-specific, like retweets on Twitter.

Top Posts

POST		CLICKS	INTERACTIONS
My favorite building in the whole world. @Pantheon_Roma via @ahencyclopedia http://bit.ly/2IAN5iU #ancientrome #Italy #history #travel Link: https://www.ancient.eu/Pantheon/	 Link preview	56	63
You can't cook food in 5 story wooden apartment buildings! Which meant Romans had to rely on corner restaurants for hot food. Fast food joints existed in ancient Rome https://read.bi/2EJf7pZ #ancientrome #feastofsorrow #foodhistory Link: http://www.businessinsider.com/fast-food-ancient-rome-history-2018-4#as-such-the-authorities-so...	 Link preview	51	45
In my upcoming 2nd novel about Bartolomeo Scappi, I've dug deep into his 1570 cookbook. There is only 1 garlic recipe among 100s, a sauce, which includes cinnamon. How 'Ennobling' Helped Italian Aristocrats Solve the Problem of Garlic - Gastro Obscura http://bit.ly/2KmyDwt... Link: https://www.atlasobscura.com/articles/ennobling-garlic-italy	 Link preview	45	35
Generation X – not millennials – is changing the nature of work https://cnb.cx/2J3Yg3U Link: https://www.cnbc.com/2018/04/11/generation-x--not-millennials--is-changing-the-nature-of-work....	 Link preview	41	1
The paperback is now available! To celebrate, for 7 days only, I'm giving away three copies of FEAST OF SORROW. It's full of food, feasts and the glamour and grit of #AncientRome! Head here: https://amzn.to/2qo7Zek #foodbook #food #apicius #historicalfiction #histfic Link: https://www.amazon.com/gp/f.html?C=RNOTE2AA1ZDP&K=1QR7WSEVB9IB3&M=urn:rtn:msg:2...		37	11

Identify the top performing posts for each channel.

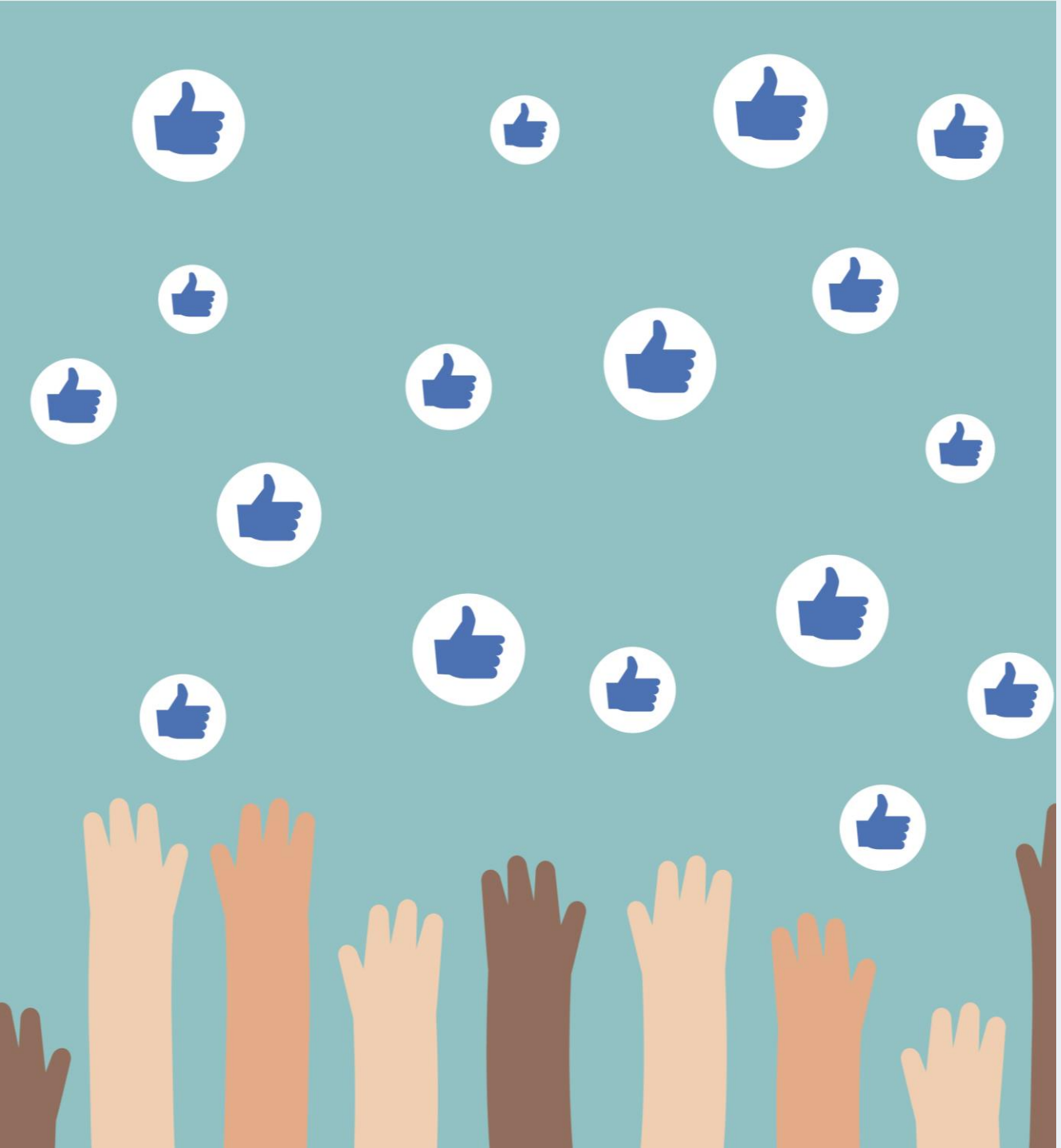


Dig in at the post level to figure out which **types of content** you should add to your plan for each social channel.

Knowing what content performs **best** is key.

THINK ABOUT YOUR GOALS AND YOUR BUYER PERSONAS

WHO ARE YOUR BUYER PERSONAS?
HOW ARE THEY USING SOCIAL MEDIA?



How are your **competitors** using social media?

Competitive Research Should Include:

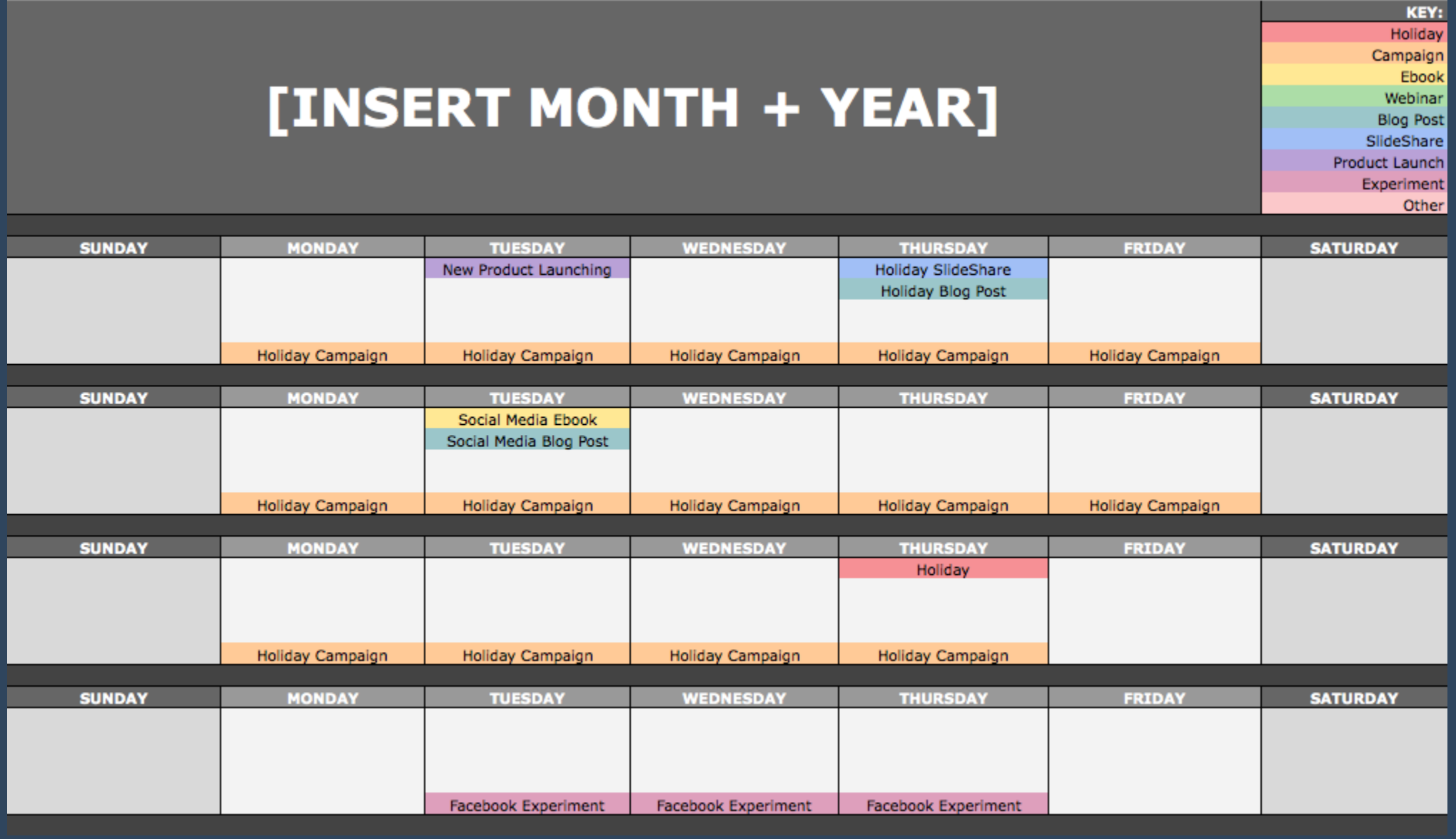
- How many followers do they have on each channel?
- How is their content performing?
- What types of content are performing best for them?
- How engaging are their followers?

By looking at your competition, you can get a sense of how you stack up and where you might have gaps to close in your own strategy.

Consider your
resources.

Think about
the size of
your team.

ALWAYS BE TESTING YOUR CONTENT



BUILD OUT A SOCIAL CONTENT CALENDAR

Be **creative** with your social content.

Denny's chose to stand out as part of their social media strategy.

HOW TONE AND VOICE MAKE ALL THE DIFFERENCE

Humanizing your brand is a necessity.

TONE AND VOICE

TURN YOUR BUSINESS INTO A BRAND.

VOICE

The distinct and steady personality and style of your brand.

The HubSpot Academy Voice

HubSpot Academy
@HubSpotAcademy

Following

It's hard to keep up with SEO when you're a full time professor! That's why we created #hubspothighered 🧐🤓

Kathy Calilao @katttchee
Geeking out on SEO, thanks to @HubSpotAcademy online course. Why didn't we have these kinds of lessons in college? I would've been more interested in school if we did.

11:08 AM - 21 Apr 2018

1 Retweet **6** Likes

1 6

HubSpot Academy
March 7 ·

That feeling when you see your page in a featured snippet box. 😍

How to Optimize for Google's Featured Snippet Box [Video]

Google's Featured Snippet Box has changed the way you appear in search engines. In this video, our SEO expert tells you how to optimize for the snippet.

BLOG.HUBSPOT.COM

8 Likes 2 Shares

HubSpot Academy creates content presenting us as a **helpful, supportive friend.**

TONE

A subset of VOICE, it refers to the moods and attitudes of specific content pieces, which can change depending on the channel, the situation, and the audience.

HOW DO YOU DEVELOP YOUR
BRAND, TONE, AND VOICE?

Think about your
brand personality.

JetBlue Airways
@JetBlue

Following

Now arriving: our newest onboard chocolate chip cookies from @Belgianboys. Or is it a disguise? Discuss.

11:00 AM - 6 May 2018

13 Retweets **98** Likes

25 13 98

Wendy's
@Wendys

Following

Smile because it happened.

11:00 AM - 1 Feb 2017

1,355 Retweets **10,961** Likes

474 1.4K 11K

JetBlue's Tone

Taylor Warring @twarring · Apr 23

@JetBlue my flight from JAX->DCA was delayed 5hrs, I'm now hungry in the airport (sad), any way I can get a meal voucher?? I'm hungry & a broke college kid!!

1 1

JetBlue Airways
@JetBlue

Following

Replying to @twarring

Flight delays are never fun, we're sorry for the inconvenience. Food vouchers are not given out for delays..... Once onboard you'll have plenty of snacks to choose from! 💙

4:49 PM - 23 Apr 2018

1 Like

1

Boardgame Girl Jess @Boardgame_girl1 · Apr 23

Oh yeah! My awesome @JetBlue #pilot let me check out the cockpit and we arrived 20 minutes early. #bestdayever! Always fly JetBlue. Love their customer service. #Boston #home – at Boston Logan International Airport (BOS)

7 33

JetBlue Airways
@JetBlue

Following

Replying to @Boardgame_girl1

Awesome! You look like a natural, Jess. Future pilot, maybe?? ;)

3:13 PM - 23 Apr 2018

2 Likes

1 2

Context is key.

Ask Yourself These Questions:

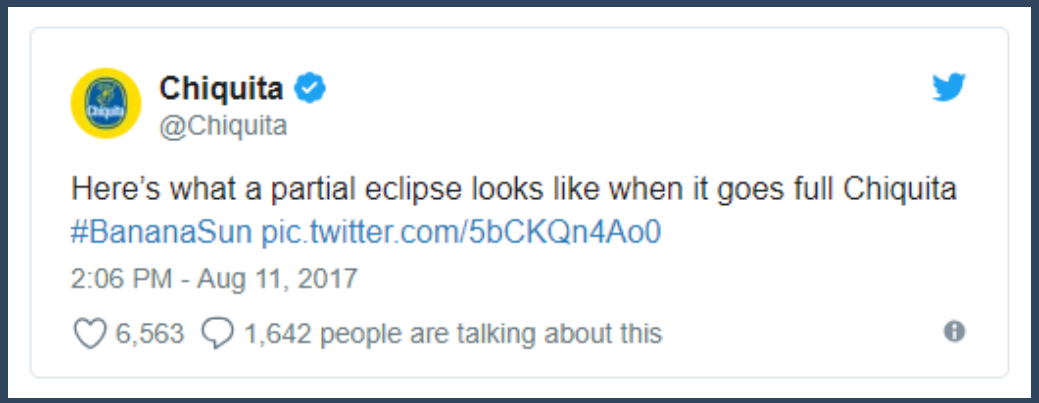
- [x] What is the purpose of this content?
- [x] Who am I writing to?
- [x] How do they feel?
- [x] What do they want to understand?
- [x] Therefore, what kind of tone should I use?

DEVELOPING SOCIAL MEDIA CONTENT

CREATING ALL THIS CONTENT CAN FEEL OVERWHELMING–
BUT IT DOESN'T HAVE TO FEEL THAT WAY.

Think in terms of ***campaigns.***

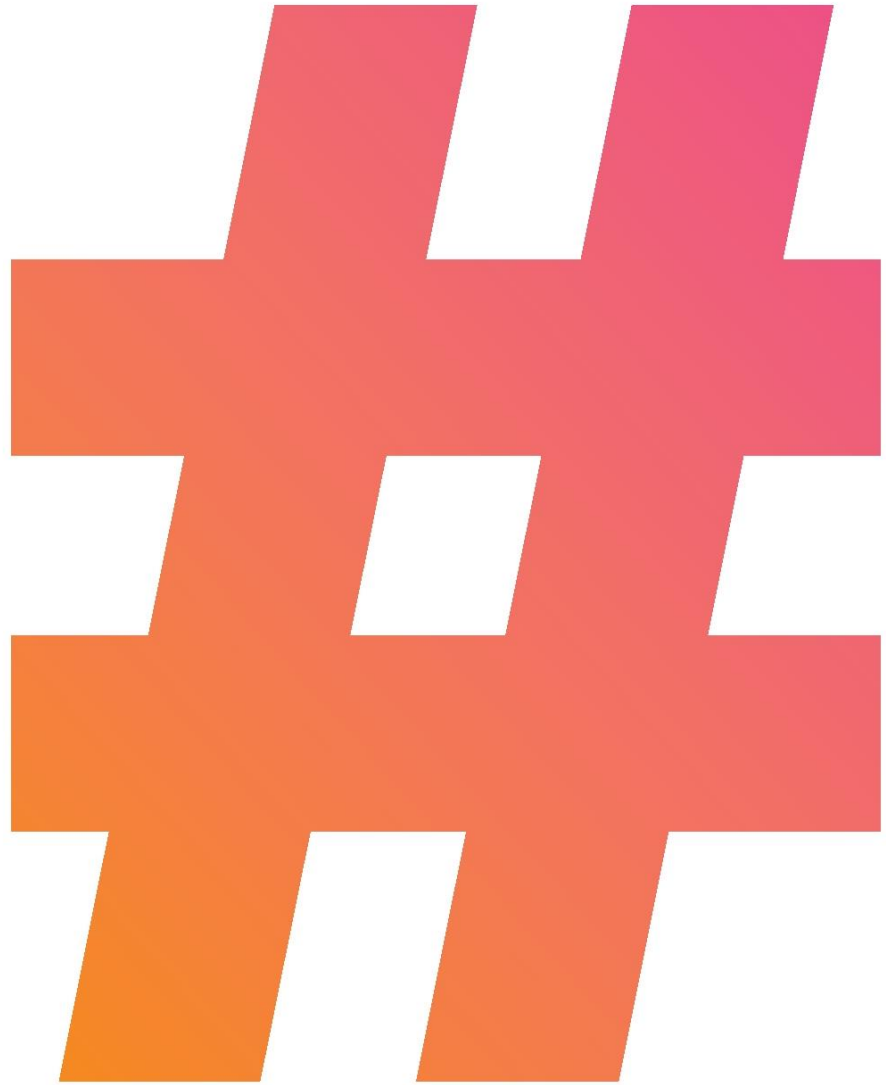
CHIQUITA BANANA – CAMPAIGN EXAMPLE



2X

more engagement are from tweets with hashtags than those without—and 55% more retweets.

SOURCE: LINCHPIN SEO



nat @natnwn · May 15

When it's prom but u just want fries @BurgerKing

1 13

Burger King

@BurgerKing

Follow

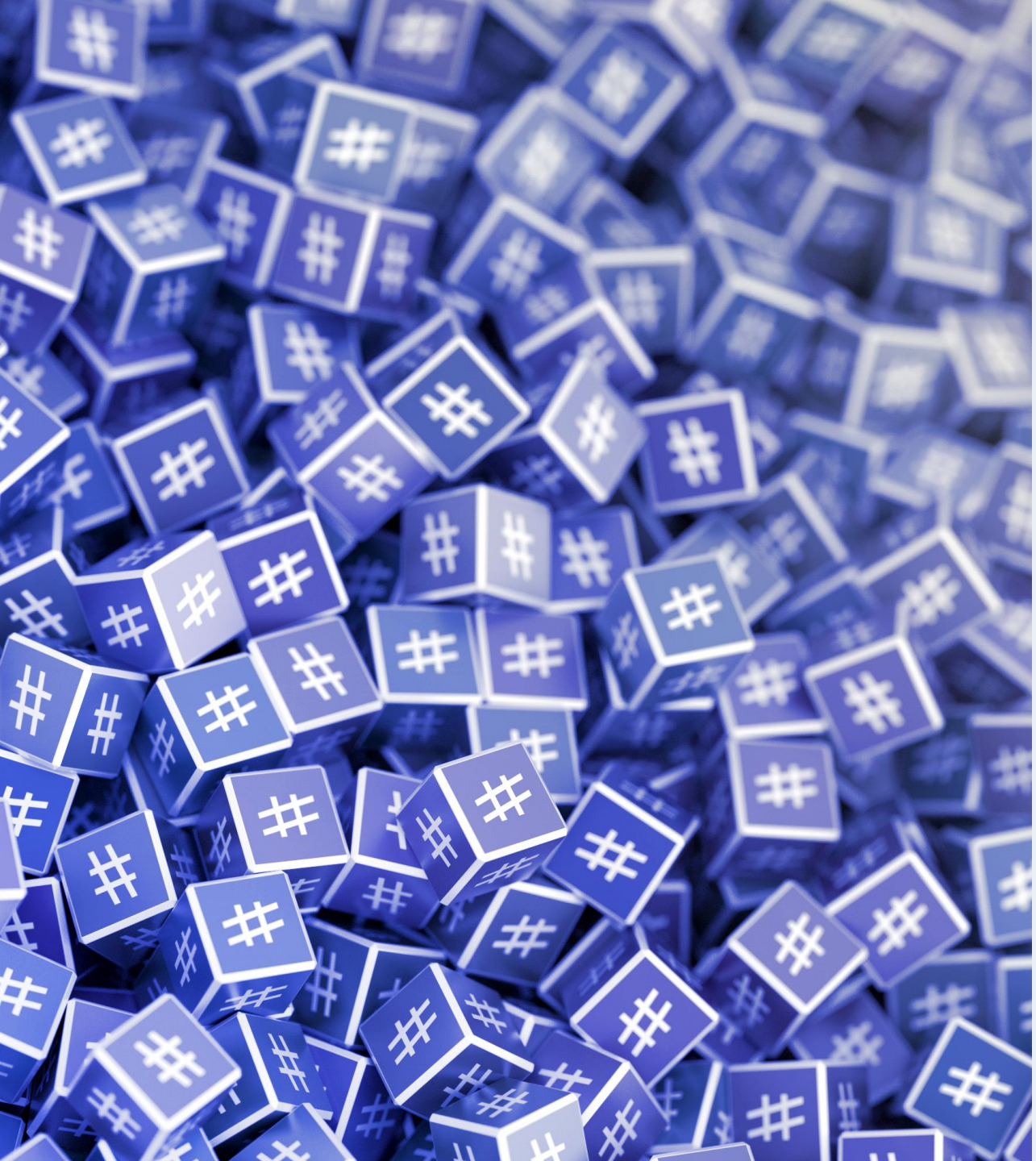
Replying to @natnwn

... but your date is more of an onion ring kinda guy.
#OppositesAttract 😏

9:54 AM - 15 May 2018

2 Retweets **5** Likes

2 5



Don’t use too many hashtags.

Jump on the hashtag bandwagon with relevant content.

GOING
VIRAL

Tips For Text In Posts:

- ☑ Check and double check for spelling mistakes.
- ☑ Make sure you're considering your brand's voice and tone.
- ☑ Think about the length of your text.
- ☑ The shorter the message, the higher the chance of the content being seen and shared.

YOUR **CALL-TO-ACTION** IS ONE OF THE MOST IMPORTANT COMPONENTS OF A PIECE OF SOCIAL CONTENT.

Use Active Language:

- Download
- Like
- Buy
- Register
- Subscribe
- Donate
- Share
- Comment
- Secure
- Watch

Be Time Sensitive:

- “TODAY ONLY”
- “ENDS AT MIDNIGHT”
- “FOR THE NEXT 24 HOURS”

Tagging is important.

TAGGING PHOTOS ON TWITTER TO MERELY ALERT SOMEONE ABOUT THE CONTENT IS CONSIDERED SPAM

Content Creation Tools

Free Photo Sites

PEXELS

SHOT STASH

UNSPLASH

nappy

visualhunt

GIPHY

CloudApp

pixabay

Video Creation Tools

SOCIAL MEDIA AGENCIES ARE ALSO AN OPTION.

DEMONSTRATING INDUSTRY LEADERSHIP THROUGH CONTENT CURATION

CONTENT
CURATION
Identify
Organize
Share

CONTENT CURATION

Gathering content that's relevant to a particular topic or area of interest and then sharing it with your audience.

DO NOT PASS OFF CONTENT AS YOUR OWN.
ALWAYS LINK BACK AND CREDIT
THE ORIGINAL CREATOR.

Content curation
saves time and money.

Content curation builds industry connections.

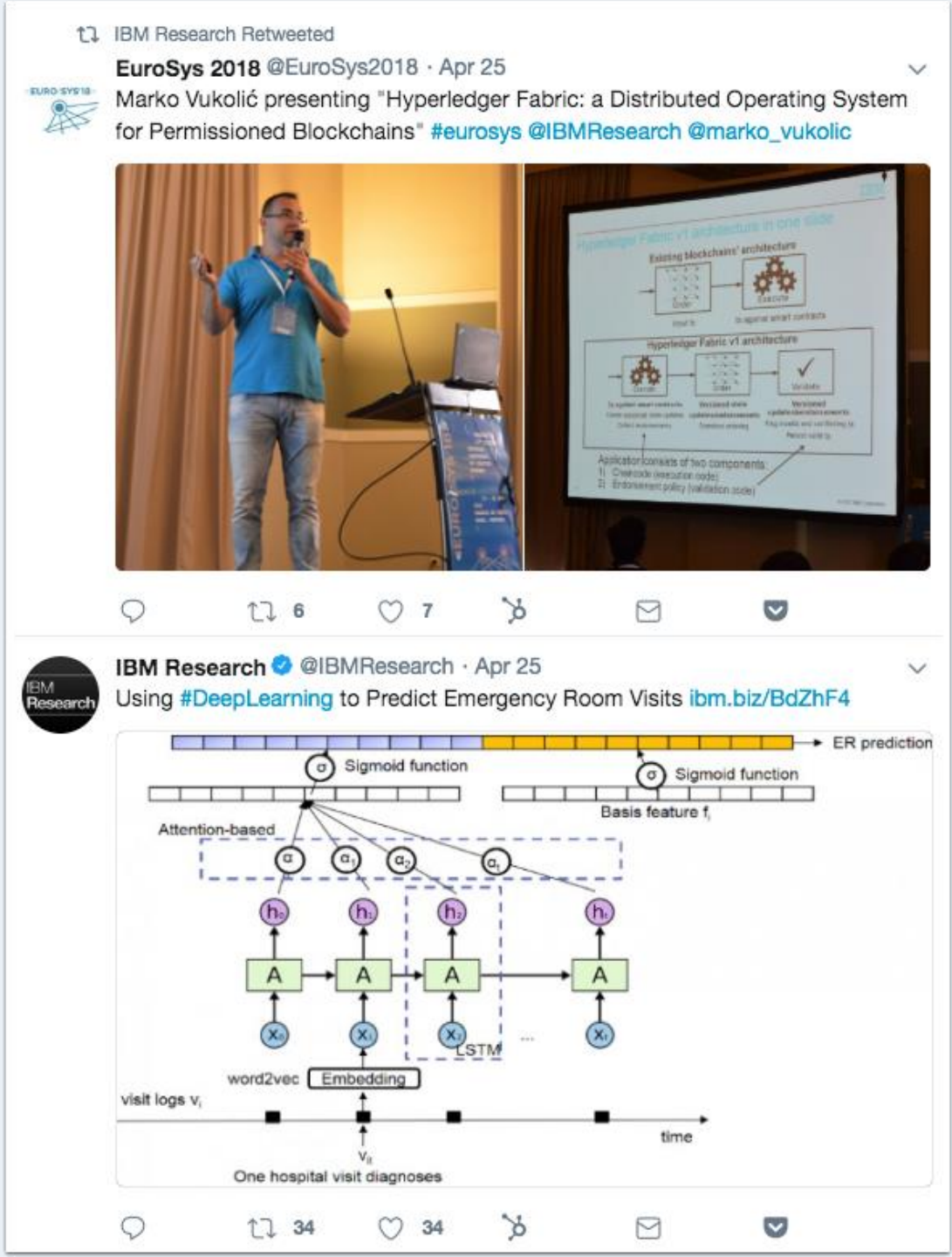
Content curation extends your social reach.

Content curation gives you more variety of content.

Content curation shows your diverse knowledge as a thought leader.

TIPS FOR CURATING CONTENT

Have a good mix of promotional and curated content.



Only **20%** of your social media content should promote your brand. The other **80%** should be dedicated to audience interests.

Keep your buyer persona in mind.

USE SURVEYS AND OTHER METHODS TO UNDERSTAND YOUR CUSTOMERS.

CONTENT CURATION TOOLS

A ONE-PERSON MARKETING TEAM SHOULD **START SIMPLE.**

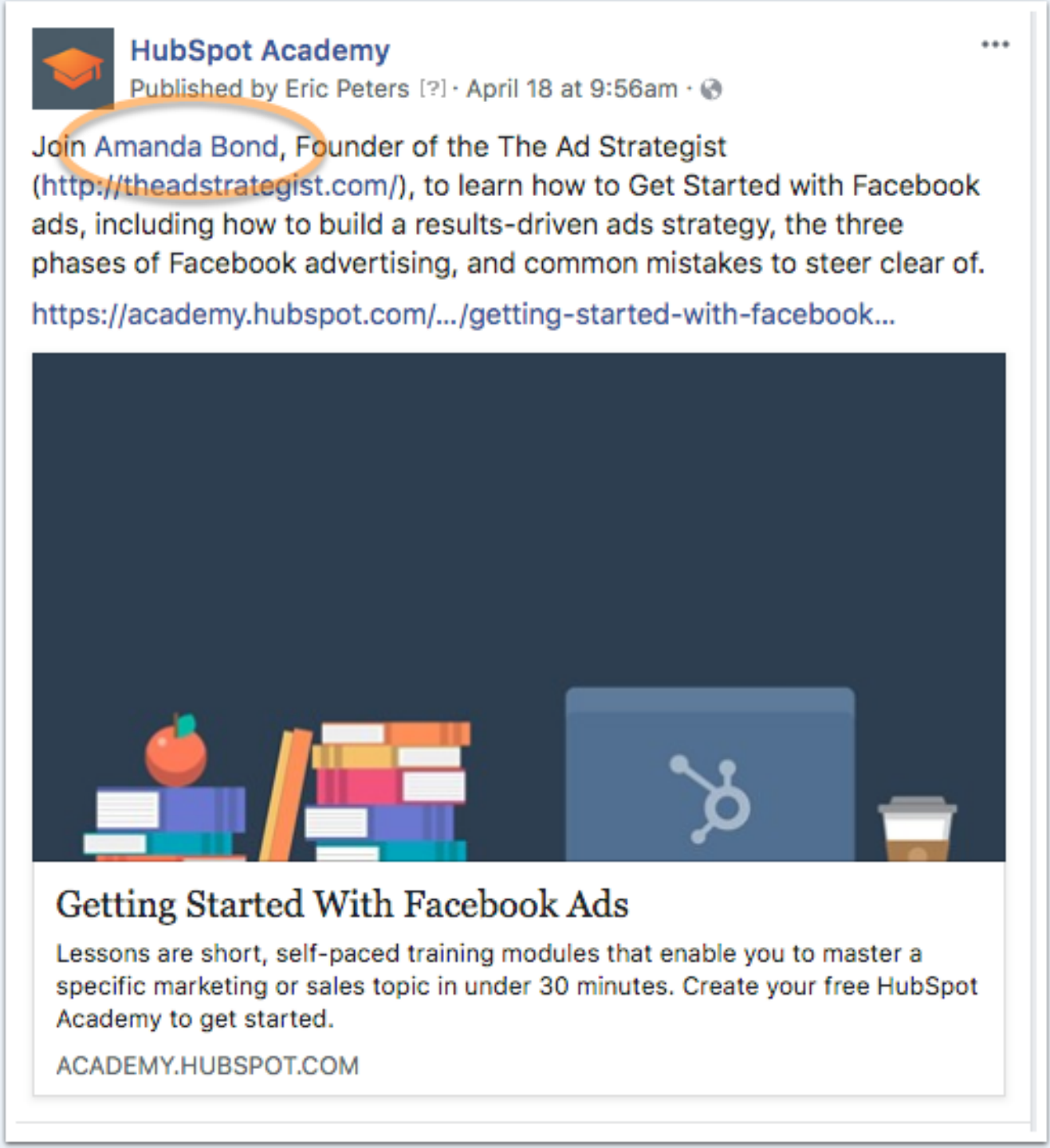
THE IMPORTANCE OF TAGGING, TIMING, AND TESTING YOUR CONTENT

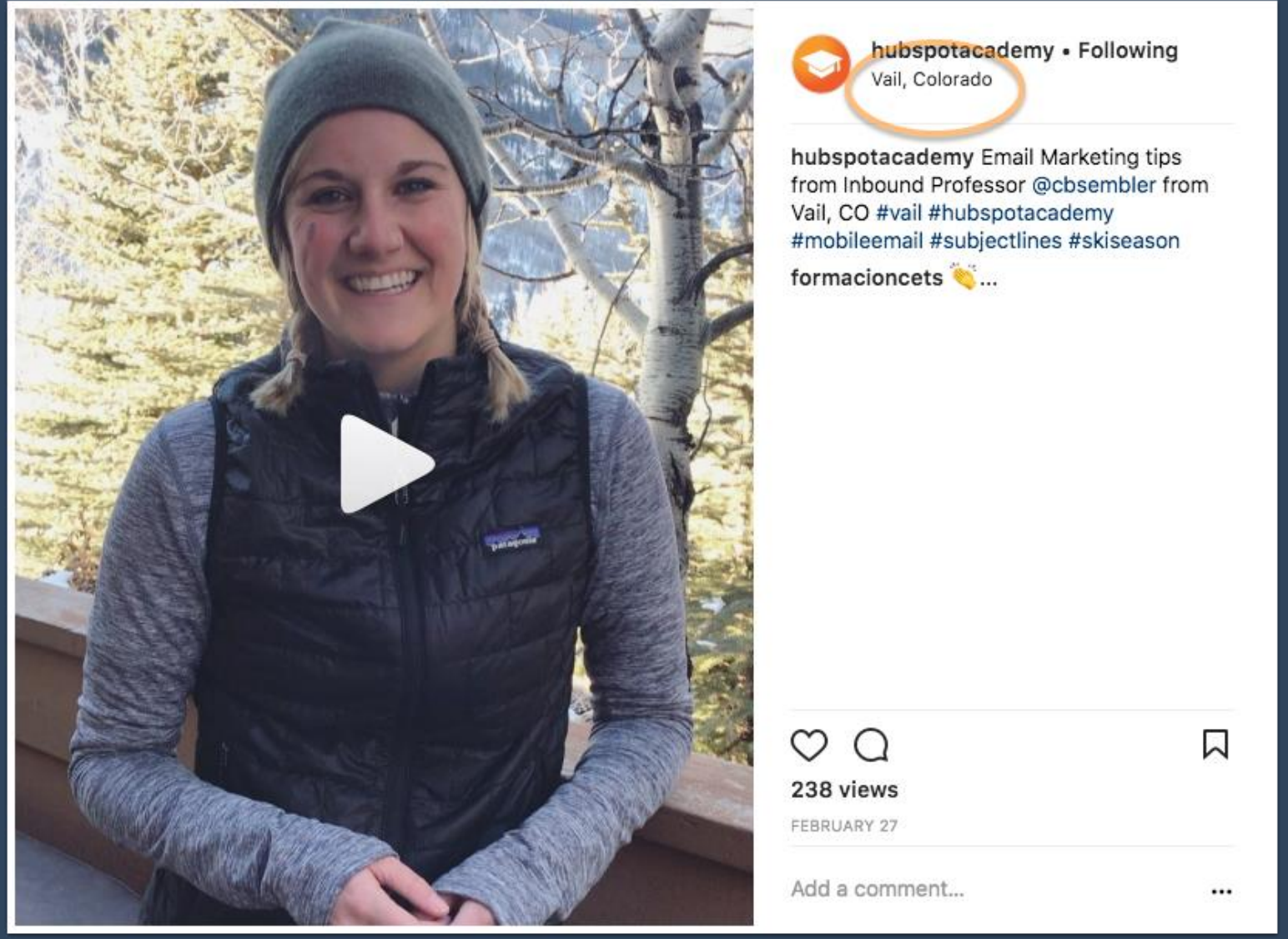
TAGGING

Using a social handle or username of a person or business in your post or your photo.

Tag people and businesses to identify, and link them to your post.

When you tag a person or business in your social media posts, your posts may appear on their profile page.





When you tag a location in your Facebook and Instagram posts, your posts will appear in the feed of that location.

TAGS ARE NOT AS BENEFICIAL
ON LINKEDIN, PINTEREST, GOOGLE+, OR YOUTUBE.

USE TAGS ON FACEBOOK, INSTAGRAM, AND TWITTER.

Let’s talk
about **timing.**

Every social platform audience is different—test to see what works best.

Posting Times by Region

INSIDE THE U.S.

Alternate between Eastern and Central time zones.

OUTSIDE THE U.S.

Research your audience to choose the appropriate time zones.

Between **1-4 PM** on weekdays

Between **12-1 PM** on weekends

Monday and Thursday at any time **except** 3–4 PM.

Video is best between **9 PM** and **8 AM** on any day.

Between **12-3 PM** and **5 PM.**

Between Tuesday and Thursday from
7:30 to 8:30 AM and 5-6 PM
and the lunch hour (noon).

Saturday night from **8–11 PM**

and Friday afternoon at **3 PM.**

Test and tweak content
and posting times.

vision
TARGET
strategy

THANK YOU.

HubSpot Academy