



Building a Content Strategy for Social Media

Professor: Lindsay Kolowich

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.

 **jaboukie young-white**
@jaboukie

Follow

your mom on the second house phone
eavesdropping on you talking about 7th
grade drama



10:19 PM - 6 Jan 2018

4,571 Retweets 27,587 Likes



 30  4.6K   28K   

Social media
helps people
feel **entertained.**

Social media
helps people
feel **connected.**



hubspotacademy
Red Sox Fenway Park



[View Insights](#)

[Promote](#)



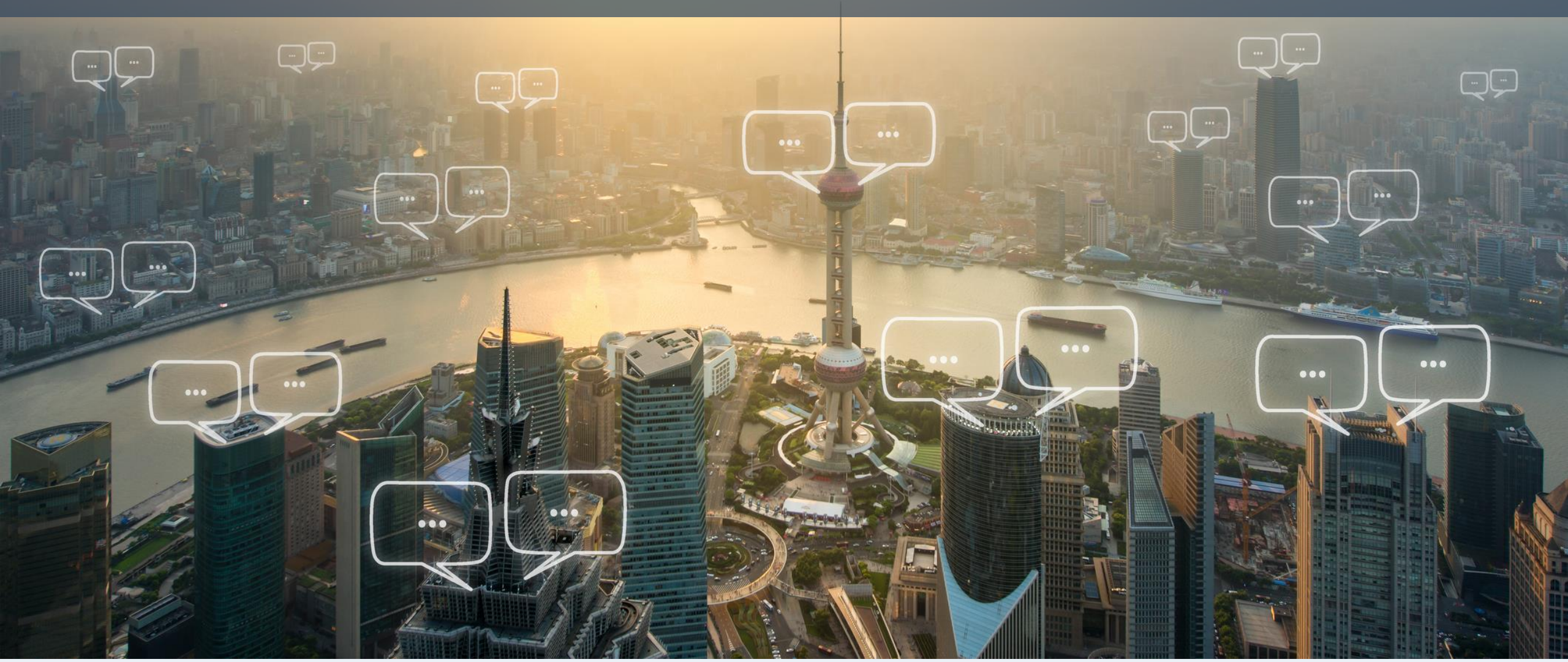
Liked by **cbsembler**, **katefwalsh** and **45 others**

hubspotacademy Hubspot Academy Team takes Fenway 🏴⚾️ @hubspotlife #redsox #bostonteam #bostonfamily

67%

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

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.



Wistia

January 29 at 12:07pm · 🌐



Bad audio can ruin even the best video! Choose the right microphone for your environment – here's how.



Choosing a Microphone

Bad audio can ruin even the best video! Learn about a couple different kinds of external microphones and when to use them.

WISTIA.COM



Like



Comment



Share



Buffer



8

VISUAL IMAGES



SAP

@SAP

Follow



#AI is becoming more sophisticated and its ability to perform human tasks is accelerating exponentially. What does this mean for humanity as a whole?

spr.ly/6013DGLZF



10:30 AM - 18 Dec 2017

41 Retweets 40 Likes



41

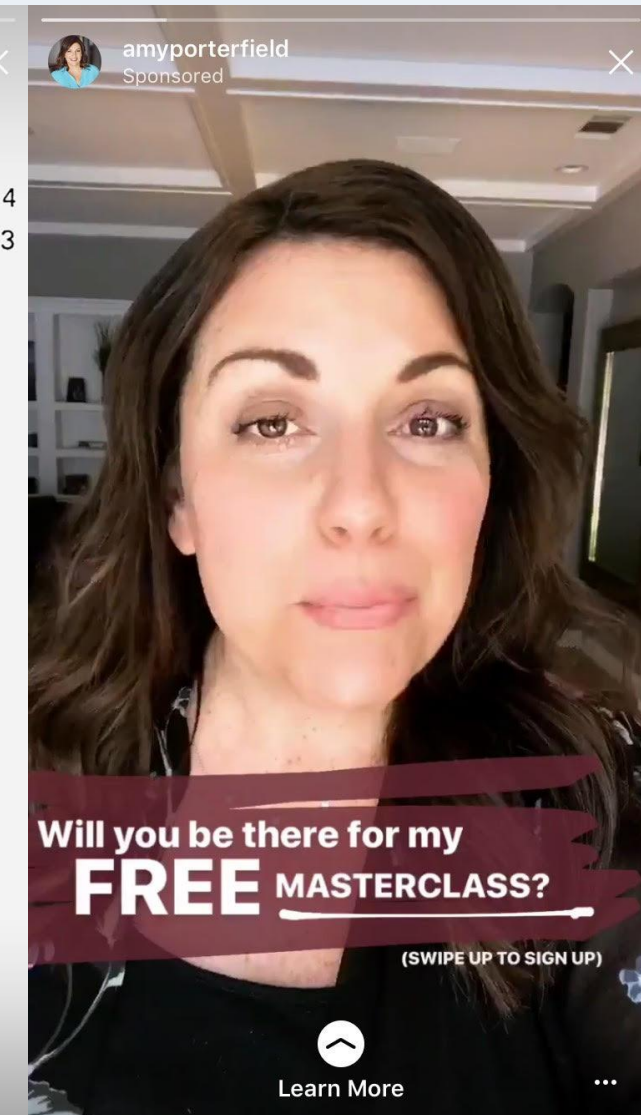
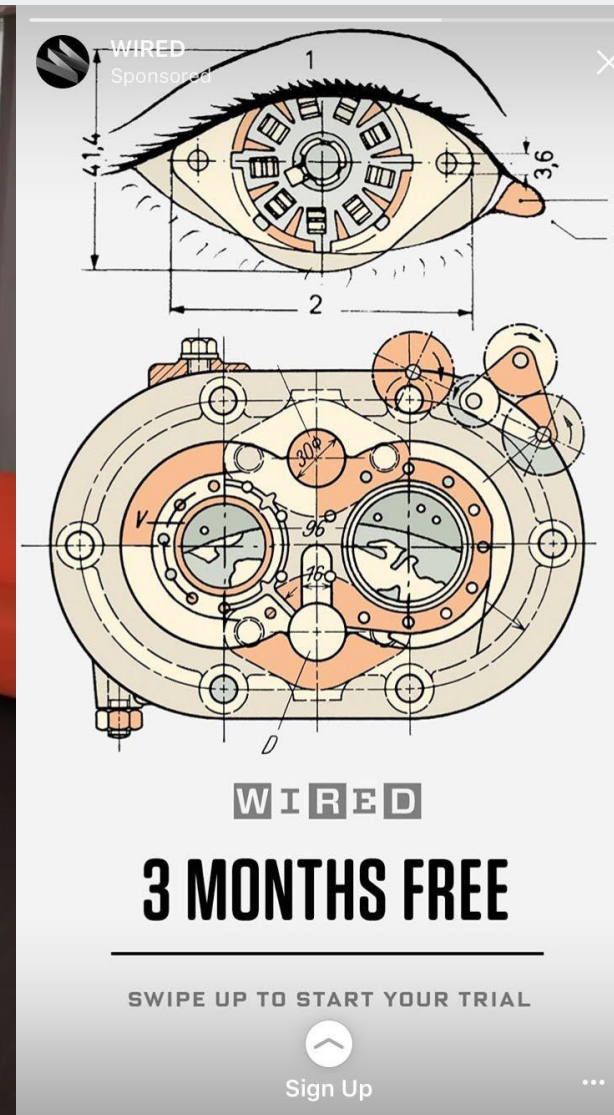


40



ANIMATED GIFS

STORIES



250,000,000

people a day view Instagram Stories.

4x

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

QUIZZES, SURVEYS AND POLLS



evernote ✓
@evernote



Following

Alright, [#EvernoteCommunity](#). It's the beginning of the work week. What's first on your agenda?

- ☐ Check email 📧
- ☐ Create the day's To-Dos 📝
- ☐ Exercise 🏃🏠
- ☐ Agenda?! 🤔

Vote

182 votes • 23 hours left



Oreo Cookie ✓

@Oreo

Following



Power out? No problem.



8:48 PM - 3 Feb 2013

15,010 Retweets 6,832 Likes



1.1K 15K 6.8K

REAL-TIME MARKETING

When the lights went out during the 2013 Super Bowl.

INFLUENCER MARKETING



HubSpot Academy
@thehubspotacademy

Home

Posts

Reviews

Videos

Photos

About

Groups

Events

Community

Promote

Manage Promotions

1

Liked ▾

Following ▾

Share

...



HubSpot Academy was live.

Published by Eric Peters [?] · December 12, 2017 at 2:00pm · ⌚ · 🌐

Join Larry Kim, CEO of MobileMonkey, Founder of WordStream, and top columnist at Inc.com for deep-dive into "unicorn marketing" the art and science of getting unusually great results across every marketing channel.



🕒 People have watched this video for a total of 41.6K minutes

Boost Post

2.9K Views

👍 Like

💬 Comment

➦ Share



👍❤️😂 65

Realtime Comments ▾

76%

of people trust content shared by
“average” people more than brands.



Deborah Rosales

@D3bb0raH

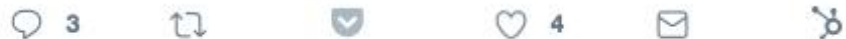
Follow

Oficialmente graduada @HubSpotAcademy
#InboundMarketing



8:49 PM - 21 Oct 2017

4 Likes



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

NETBASE



brandwatch



crimson hexagon

agora
pulse

HubSpot

sysomos






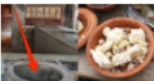






Simply Measured

CISION®

	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 ▾
 <p>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/</p>	 Link preview	56 63
 <p>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://reald.bi/2EJf7pZ #ancientrome #feastofsorrow #foodhistory Link: http://www.businessinsider.com/fast-food-ancient-rome-history-2018-4#as-such-the-authorities-so...</p>	 Link preview	51 45
 <p>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</p>	 Link preview	45 35
 <p>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...</p>	 Link preview	41 1
 <p>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...</p>	 Link preview	37 11

Identify the top performing posts for each channel.

Crystal King @crystallyn

My favorite building in the whole world. @Pantheon_Roma via @ahencyclopedia
<https://www.ancient.eu/Pantheon/> #ancientrome #Italy #history #travel

Image and additional text from link preview



Published at Apr 9, 2018 12:31 PM By You Via HubSpot Chrome extension

URL <https://www.ancient.eu/Pantheon/>

Campaign None

Stats

This post has been liked 48 times.

This post has been clicked 56 times.

Replies (4)

Retweets (10)

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.

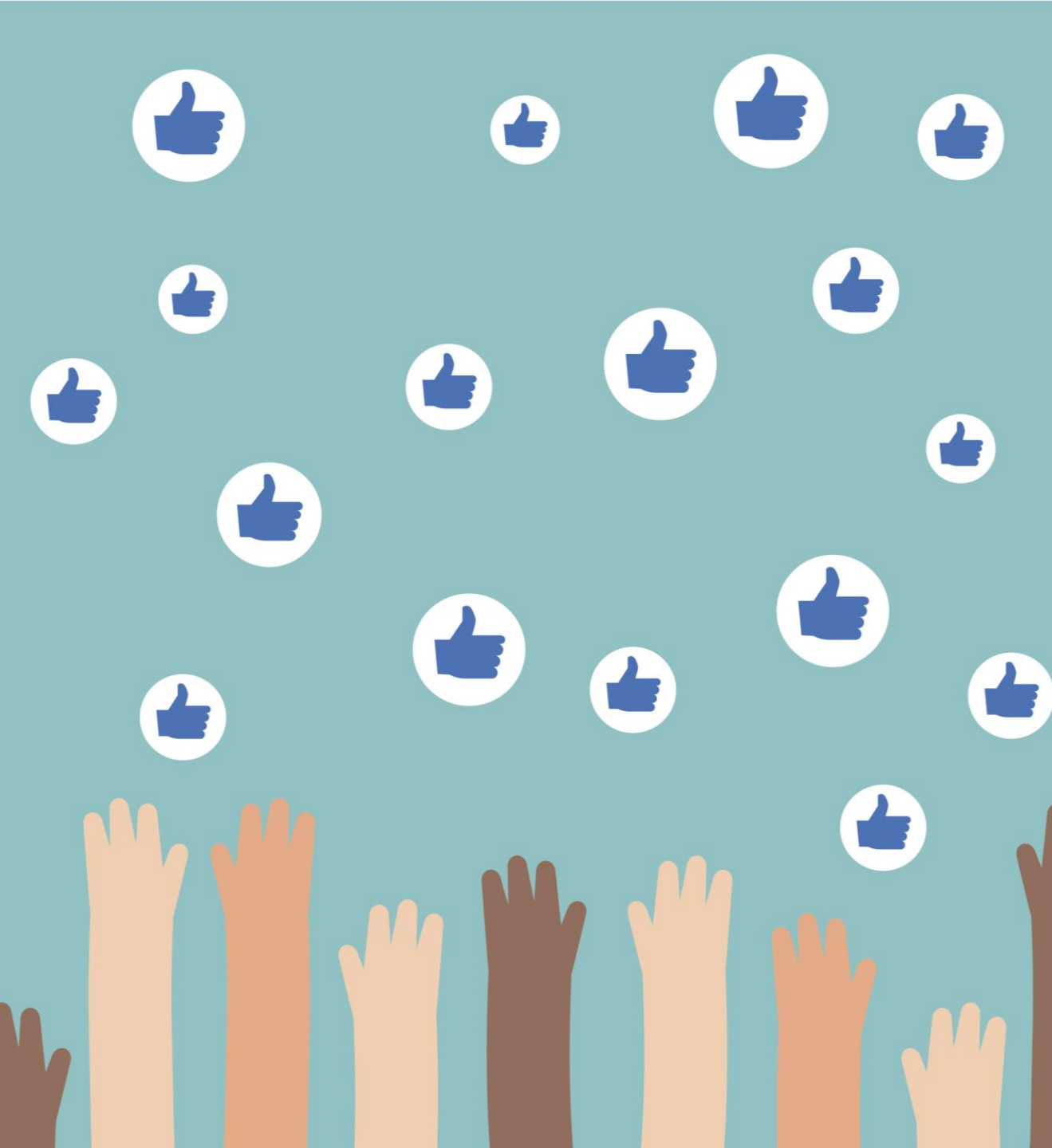




THINK ABOUT YOUR GOALS AND
YOUR BUYER PERSONAS

A blurred, high-angle photograph of a crowded shopping mall. In the foreground, two escalators lead down, with people moving quickly, their figures blurred by motion. The upper levels of the mall are also filled with a large, diverse crowd of people walking, shopping, and interacting. The overall atmosphere is one of a busy, modern retail environment. A dark blue semi-transparent banner is overlaid at the bottom of the image, containing white text.

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



[INSERT MONTH + YEAR]

KEY:

Holiday

Campaign

Ebook

Webinar

Blog Post

SlideShare

Product Launch

Experiment

Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

BUILD OUT A SOCIAL CONTENT CALENDAR



Be **creative**
with your
social content.



Denny's 

@DennysDiner

Follow



dear people crying in our parking lots at night, we're open.

11:46 AM - 27 Jan 2018

6,418 Retweets **25,906** Likes



181



6.4K



26K

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

HOW TONE AND
VOICE MAKE ALL
THE DIFFERENCE

EAT24

Eat24

@Eat24 · Apr 30

Live without boundaries. Eat without pants.

2

1

18

EAT24

Eat24

@Eat24 · Apr 29

RT to petition for more milk tea delivery.

3

11

12

EAT24

Eat24

@Eat24 · Apr 29

General rule: Always order more shrimp.

1

2

10

EAT24

Eat24

@Eat24 · Apr 29

(•_•)

<))

Bottomless

/ \

\(•_•)

((>

Mimosa

/ \

(•_•)

<))>

Brunch

/ \

4

6

48

EAT24

Eat24

@Eat24 · Apr 29

Ice cream is probably really tired of all the screaming by now.

1

2

23

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](https://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!!



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



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)



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



Context is key.



Ask Yourself These Questions:

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

DEVELOPING SOCIAL MEDIA CONTENT

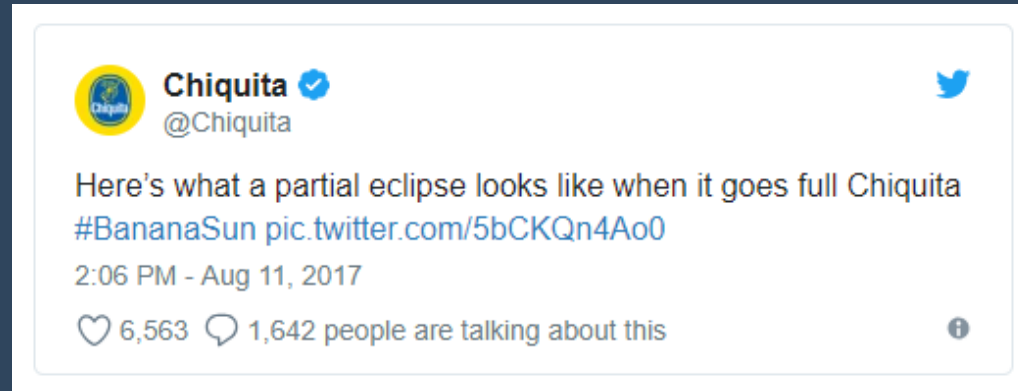
A woman with dark hair in a bun, wearing a green shirt, is sitting at a desk in a bright, modern office. She has her hand over her face, suggesting she is overwhelmed or stressed. In the background, there are bookshelves, a window with a view of a city, and other office furniture. A laptop and some colorful sticky notes are on the desk in front of her.

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.



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

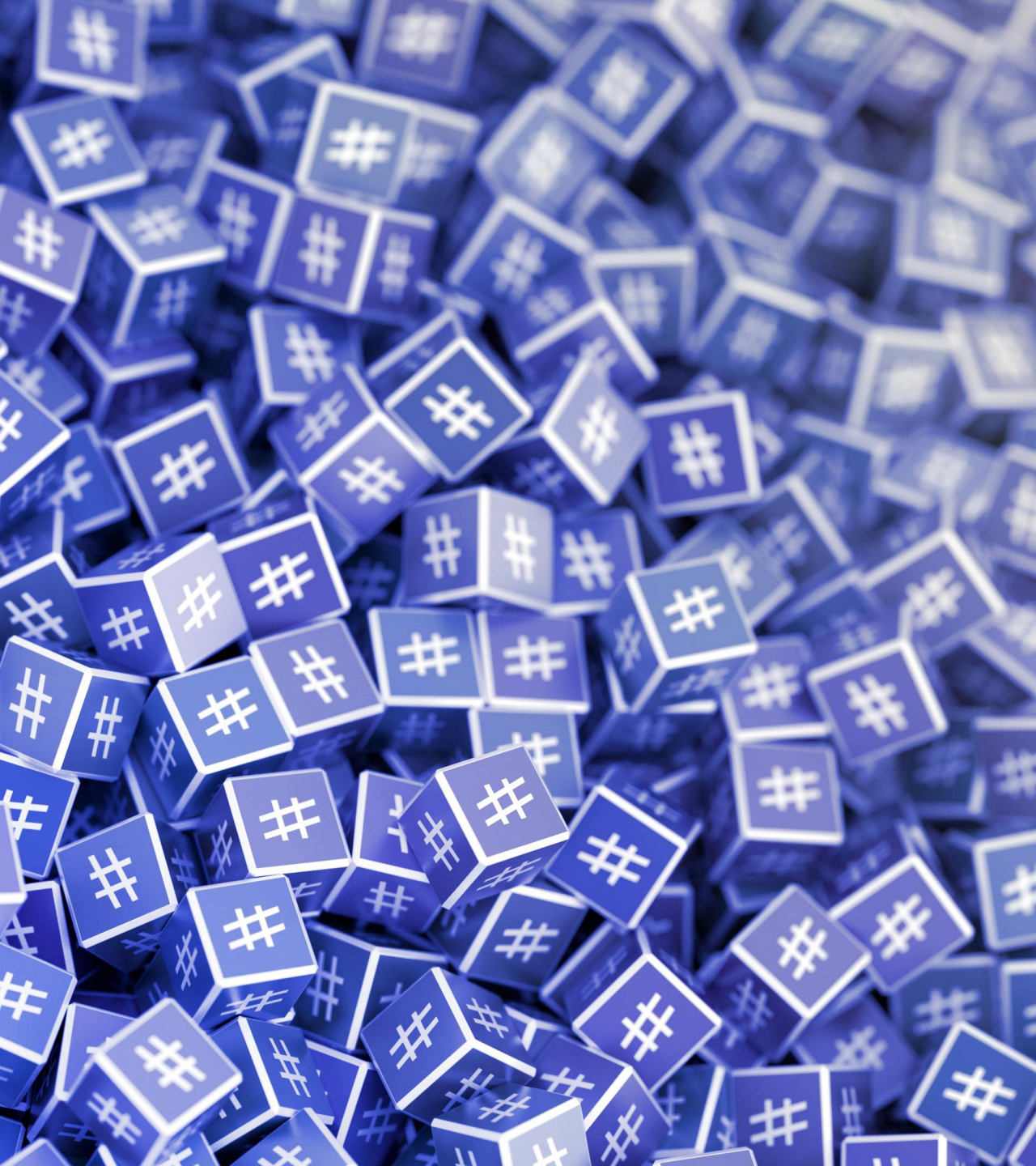


2



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

Stencil

boefunky



 pablo

Placeit

 **PIKTOCHART**

 PicMonkey

 SNAPPA

Free Photo Sites

PEXELS

SHOT STASH | 



UNSPLASH

nappy



GIPHY



CloudApp

pixabay

Video Creation Tools

S●▲PB■X





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

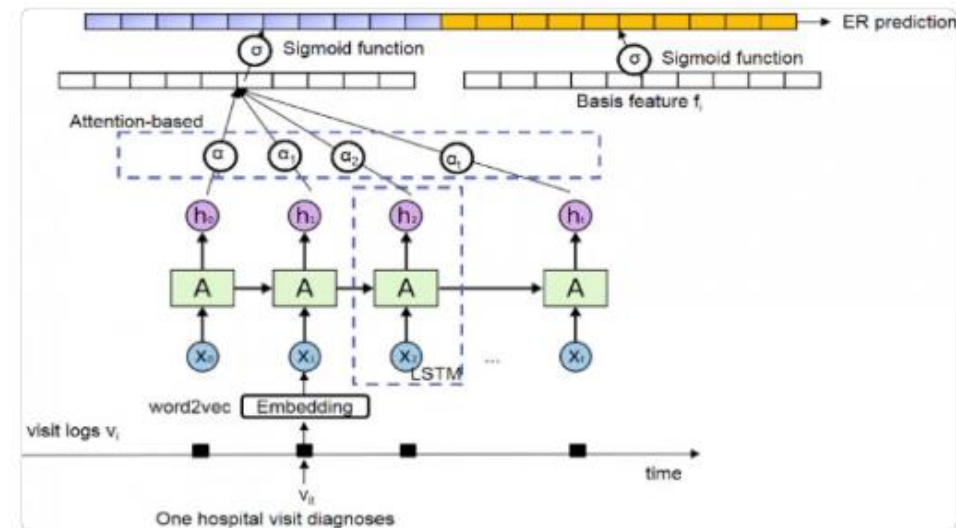
Have a good mix
of promotional and
curated content.

IBM Research Retweeted
EuroSys 2018 @EuroSys2018 · Apr 25
Marko Vukolić presenting "Hyperledger Fabric: a Distributed Operating System for Permissioned Blockchains" #eurosys @IBMResearch @marko_vukolic



6 7

IBM Research @IBMResearch · Apr 25
Using #DeepLearning to Predict Emergency Room Visits ibm.biz/BdZhF4



34 34

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

80/20



Keep your
buyer persona
in mind.

Survey

Customer Satisfaction Survey

1. Please tick a box on each line to indicate how much you rate level of service

	Excellent	Good	Average	Poor	Very Poor
a. Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What can we do to improve service?

[Terms of Use](#) [Privacy Policy](#) [Copyright](#) [Contact](#)

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.

**HubSpot Academy**

Published by Eric Peters [?] · April 18 at 9:56am · 🌐

Join **Amanda Bond**, Founder of the The Ad Strategist (<http://theadstrategist.com/>), to learn how to Get Started with Facebook ads, including how to build a results-driven ads strategy, the three phases of Facebook advertising, and common mistakes to steer clear of. <https://academy.hubspot.com/.../getting-started-with-facebook...>



Getting Started With Facebook Ads

Lessons are short, self-paced training modules that enable you to master a specific marketing or sales topic in under 30 minutes. Create your free HubSpot Academy to get started.

[ACADEMY.HUBSPOT.COM](https://academy.hubspot.com)



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.



TARGET



strategy



THANK YOU.

HubSpot Academy