

# SOCIAL MEDIA

## Best Practices by Platform

### OBJECTIVES

- Drive brand awareness
- Increase engagement
- Support other marketing initiatives

- Develop a social strategy first
- Determine overarching key messages
- Craft editorial calendar by month
- Post unique content on each platform
- Be consistent in your posting schedule
- Engage with your audience
- Monitor quarterly analytics/trends

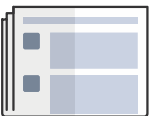
### APPROACH

### FACEBOOK

- Clean, simple profile picture
  - Engaging cover image or video
  - Tell your story with a CTA in About
- 👍 Building relationships & brand loyalty  
👎 Brands have to pay to play



#### CONTENT



Audience: B2B and B2C  
Tone: Fairly casual  
Graphics: Pictures and videos  
Stories: Yes  
Emojis: Only on occasion  
Hashtags: Sometimes

### TWITTER

- Clean, simple profile picture
  - Engaging cover image
  - Make sure your bio has a call to action
- 👍 Social customer service & events  
👎 280 character limit & busy feed



#### CONTENT

Audience: B2B and B2C  
Tone: Fairly casual  
Graphics: Pictures and videos  
Stories: No  
Emojis: Sometimes  
Hashtags: Yes



### INSTAGRAM

- Clean, simple profile picture
  - Make sure your bio has a call to action
- 👍 Building relationships & awareness  
👎 It's all about the images - must be engaging



#### CONTENT

Audience: B2B and B2C - Best channel for B2B  
Tone: Casual  
Graphics: Pictures & videos  
Stories: Yes  
Emojis: Expected!  
Hashtags: Always!



### LINKEDIN

- Clean, simple profile picture
  - Engaging cover image
  - Tell your story with a CTA in About
- 👍 Thought leadership & business development  
👎 Limited interaction



#### CONTENT

Audience: B2B  
Tone: More formal  
Graphics: Pictures and videos  
Stories: No  
Emojis: Not usually  
Hashtags: Yes - one to two

