



# Social Media Roundup

This ebook contains Flair Interactive's top five blog posts about social media.

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# Welcome!

Are you pressed for time, but want to stay up-to-date on best practices and trends related to social media?

This free ebook contains the five most popular blog posts about social media by Flair Interactive. We know you don't want to waste time looking for the latest information about social media all over the internet. With this ebook, you'll find it all right here!

## Key Subjects

This book will be your quick and concise guide to social media. Read it and you'll find out:

- The best times to post on social media
- 10 social media tools you must have
- Why infographics are so popular and powerful on social media
- 7 essential elements of a social media strategy
- Why a social media calendar is critical to success

So grab a cup of coffee and let's get started...

A handwritten signature in black ink, appearing to read 'Lisa Kirschner', written in a cursive style.

Lisa Kirschner  
Founder and Managing Director  
Flair Interactive Services Inc.

# About The Authors

The Flair Interactive team lives and breathes online marketing and social media. We love what we do and we love sharing it with others. Find out more about the authors of these blog posts below.

## Lisa Kirschner Founder and Managing Director

Lisa Kirschner has worked with thousands of clients during the last 20+ years, including McDonald's, Walgreen's, Sears, Deloitte & Touche, Zebra Technologies, McGraw-Hill and hundreds of small to mid-sized businesses.

She's written more than 500 articles about a wide variety of topics, including technology, content management systems, SEO, analytics and others. She holds certifications in inbound marketing, online marketing, content marketing, search engine optimization, Hubspot Tools and Hubspot Design.

## Marissa Kasarov Content Marketer

Marissa Kasarov, an online marketing expert and digital project manager at Flair, is proficient in social media, blogging, email marketing, SEO, persona development and PPC (including Google and Facebook ads). She is familiar with Hubspot, Wordpress and a wide variety of marketing tools and technologies.

Marissa holds a degree in marketing management, and has studied project management and business administration at Northwestern University and Columbia College.

# The Power of Infographics in Social Media Marketing

Marissa Kasarov

The use of infographics has become an increasingly more popular, powerful way to present data through social media channels. They are an excellent way to clearly deliver information with a much wider range of visibility, since they present information in a visual manner as opposed to textual.

Due to this visual nature, they are more likely to catch the eye of visitors on your website since most people actually prefer to process information visually and do so 60,000 times faster than text. In fact, most marketing experts find that images and visual content are viewed more than twice as much as content without images.

Infographics, if you've never designed them, can be a little overwhelming at first, but there are some great tools out there to help you create simple, custom graphics. Check out the Hubspot video below to see how you can easily create infographics and incorporate them into your social media:



**Are you interested in making infographics part of your content marketing**

strategy? [Contact us](#) to get started today!

# Essential Elements of a Social Media Marketing Strategy

Marissa Kasarov



*Image courtesy of Hubspot. Used with permission.*

Writing and establishing a successful social media marketing strategy can be tricky. It's an ongoing process that takes trial and error. But, by setting goals, knowing your customer base and doing a little market research, you can easily create a social media strategy that will help you successfully connect with your audience.

Follow these key steps, so that you and your business can stay on target and get the most out of your efforts:

1. **Establish Business Goals:** You can't create a successful marketing strategy and move your company forward without knowing what you're working toward. Figure out exactly what it is that your company wants to accomplish, and decide how you want to use social media to help you reach those goals.
2. **Establish Marketing Objectives:** Marketing objectives are the parameters that help you define how you get from one point to the next. They should be specific, measurable and achievable. For instance, if one of your goals is to generate more sales, then you need to know how many sales that you need to make before you can say that you've successfully completed that goal.
3. **Identify Your Customer Base:** You must be specific in establishing your customer base – know your audience's interests, income, age, occupation, likes and dislikes. Once you understand who you're talking to, planning and strategizing is much easier.
4. **Know Your Competition:** Research your competition and their activity so that you can get a better idea of what is and isn't working. Pay attention to which social platforms they are using and study their content strategy. This way, you'll get a better idea of how to integrate the more successful processes into your own strategies.
5. **Choose Your Channels Wisely:** Don't waste time posting on unnecessary social channels; know where your customers are networking and target those channels.
6. **Develop a Content Strategy:** Type of content, time of posting and frequency of posting define a successful content strategy.
7. **Assign Roles:** It is important to assign roles so that each person knows exactly what they are responsible for, for maximum productivity.

Developing a successful social media strategy is a process and may continue to evolve as you learn what works and what doesn't. The important thing is to learn from what doesn't work and keep moving forward.

**Interested in learning more about social media strategy? Get in touch!**



# What are the Best Times to Post on Social Media?

Marissa Kasarov



Whether we approach the topic from the perspective of personal or professional use, most of us have a pretty good understanding of the pecking order of our favorite social media outlets.

Even with all of the algorithm changes and threats to business owners, Facebook still reigns as king among social butterflies and marketers alike. Running a close second is Twitter, which is then followed by Instagram, Pinterest, LinkedIn, and Google Plus.

Using these platforms in a way that maximizes your company's reach takes practice and dedication, but first, it's important to understand that each of the social channels has its own peak hours, patterns of use, and user behaviors.

Here's a roundup of what we know about each platform and how that information affects the way your business should be using social media:

## Facebook

Studies have shown that the best time to post on Facebook falls somewhere **between 1:00pm and 4:00pm in your local time zone** because this is when user activity is at its peak. According to FastCompany, it is during these times that workers are struggling to get through their "afternoon slump", and as it turns out, Facebook is the answer. It's true! [Microsoft and Ipsos have the data to support those claims](#), and as a result, the act of checking your Facebook account has made its way onto FastCompany's list of [top 4 productivity hacks to help you focus at work](#).

## Twitter

Twitter is the go-to for workers who are interested in passing the time **during lunch hour**, and the platform is also more active on **Monday through Thursday**. If you decide to tweet on Fridays, don't be shocked when you see little to no engagement. It appears that the twitterverse has better things to do with their weekend!

## Instagram

Interestingly enough, Instagram sees the best rates of engagement at 2:00am and 5:00pm. [According to Matt Smith](#), the founder of the scheduling service, Latergramme, this is when fewer people are actually posting and more people are engaging with what has already been posted. These are great times to catch your target audience, if they happen to fall into Instagram's most active demographic (which includes over 80% of American upper-income teenaged females, according to [BusinessInsider](#)).

## Pinterest

This is an easy one! Just about all of the Pinterest-related data that is currently available points to nights and weekends for peak engagement and "pinning". That's common sense, right? It's the best time to try new recipes, crafts, and other DIY activities, which is what Pinterest has come to be known for.

Pay attention to Pinterest, marketers. [Experts have identified the platform as the next powerhouse in social media marketing for brands and retailers](#).

## LinkedIn and Google Plus

LinkedIn is known as the network for professionals, which means that when the office closes down for the day, so does this platform. LinkedIn tends to go to sleep outside of normal business hours, which is especially true on Friday afternoons. For maximum engagement, studies have shown that you should post on LinkedIn around noon and 5:00pm mid-week.

Google Plus also appears to be most active during the work week, but unlike LinkedIn, its users tend to check their accounts more in the early mornings (when they are probably also checking their emails).

Social media has become indispensable to businesses and their ability to personalize their products or services. When a plan is put into place, these platforms become even more effective. Pay attention to when your followers are most active and how they respond to the specific messages that you're sending. Monitoring these insights allows you to fine-tune your efforts and garner the best possible exposure for your brand, regardless of the time of day.

**Need help [managing your social media channels](#), [writing content for your social media and blog](#) or [learning about social media best practices](#)? [Contact us](#) today to find out how we can help.**

*Image courtesy of Hubspot. Used with permission.*

# Why You Need a Social Media Calendar

Lisa Kirschner



We recently came across [an awesome article by Hootsuite](#) about the importance of creating an editorial calendar to plan out your social media content.

We agree wholeheartedly and we'd go a step further to say that you really need an editorial calendar for ALL of your content, including social media, blog posts, emails, landing pages, web site content and more!

Anyone who has committed to content creation quickly realizes that it's a lot to juggle...between coming up with topics, drafting content and publishing it to the various channels, it's really easy to get overwhelmed quickly and give up.

An editorial calendar is the answer to that dilemma. It allows your content team (or you, if you're a one-man or one-woman shop) to plan in advance and "batch" important steps of the process like strategy and content development.

We always include the creation of an editorial calendar in our **Blog and Social Media Management** packages, as well as our **Inbound Marketing** packages. Do you create editorial calendars on a regular basis? Or did you give up and stop publishing content on a regular basis? Let us know!

**Want help creating content or managing your blog and social media? Contact us today to learn more about our **blog management** and **social media management** packages.**

# 10 Social Media Tools for Small Business

Lisa Kirschner

**Social media tools** are rapidly growing in popularity and small business is beginning to recognize the value. Here are 10 social media tools for small business.

1. **FeedBlitz** – Converts your website or blogs RSS feed to automated tweets, instant messages, and emails. The cost depends on your subscribers.

2. **Bitly** – This is a program that shortens URLs and it also allows you to send comments directly to your Twitter or Facebook account to a maximum of 140 characters.

3. **Foursquare for Business** – This is a phone app where individuals can share their locations and their opinions with their social networks. You as a business can promote your business and attract new customers.

4. **Social Mention** – This is a super easy way to keep track of what others are saying. This is an excellent real time search platform that allows you to monitor topics across your social media networks and it will even email you a summary.

5. **HootSuite** – This is a social media dashboard that lets you schedule updates to your social media networks by way of desktop, mobile apps, or the web. In addition, you can track campaign results and trends within the industry so that you can quickly adjust your tactics.

6. **Postling** - Postling's service lets you view all your social media messages in one simple inbox. In addition, Postling blends social media monitoring, posting, reporting, and incorporates

instant notifications for reviews of your business on TripAdvisor, Yelp, Citysearch.

7. **Storefront Social** – This Facebook application allows you to make an ecommerce site out of your Facebook page. It's really easy to use and you can customize it.

8. **StepRep** – Like other social media tools that monitor social media sites it goes a little further and lets you work on improving your reputation so that you can pass on the best little tidbits.

9. **Twitterfeed** – This is a tool that will automatically import your blog entries to Facebook, Twitter, and other social media sites.

10. **TweetDeck** – This social media tool lets you access LinkedIn, Facebook, Twitter, and other social medial sites. You can set up groups, columns, etc. and save your searches.

Try one or more of these social media tools and find what works for you.

**Need help managing your social media accounts or creating social media content? [Request more information about our social media management packages.](#)**



# Get a free 15-minute consultation.

Want to find out if we can help you plan, set up or manage your social media or online marketing efforts? Book a free 15-minute, no-obligation consultation to learn more.

[BOOK A CONSULTATION](#)