

FINANCIAL SERVICES:

6 Tips to Help You Build a Social Media Strategy.

Have you decided it's time to take your social media marketing efforts to the next level? If so, we're here to help. These six tips will help your social media team (even if that's just you!) get organized as you work to expand your company's social media efforts.



1 SET YOUR GOALS

Goal setting is key to having a productive strategy!

- Meet with your team to set your goals
- Write them down in a place you can reference frequently
- Work out the processes needed to accomplish goals
- Schedule regular check points to check in on your progress



2 CONTENT CREATION & STRATEGY

To make sure your content gets the attention it deserves, you'll want to spend some time identifying your audience on social media.

- Identify your audience
- Determine your content's unique voice
- Consider content packages (videos, blog posts, images)



3 RESPONSE GUIDELINES

Determine how you'll manage customer conversations – both positive and negative – ahead of time, so you can respond quickly, kindly, and efficiently in the moment and avoid a social media meltdown.



4 MARKETING & ADVERTISING

Explore the benefits of social media advertising on Facebook, Twitter, and LinkedIn to further your campaigns and efforts to expand your audience or market your company's offerings.



5 SOCIAL MEDIA BEST PRACTICES

Compelling content, authentic conversations with your audience members, and a well-organized content calendar are all stellar ways to knock your foray into social media out of the park.



6 TRAIN YOUR TEAM

It's extremely important to spend the time discussing best practices and guidelines with your social media team. Inclusivity is important, as it can help foster a positive, team-centered environment.

- Set rules and guidelines to avoid non-compliant behavior
- Determine a chain of command for your social media team
- Encourage your employees to participate, and offer support to help them feel comfortable

Exclusive Offer for ABA Members:

Gremlin Brand Guardian Advanced Brand Monitoring for Banks

- Set up alerts and receive daily, weekly, or monthly email notifications
- Filter results - see only what's relevant
- Monitor competition
- Archive & capture consumer comments on third-party sites

FREE with ABA Membership beginning in February

Visit: info.gremlinsocial.com/brandguardian



gremlinSOCIAL

www.gremlinsocial.com