

# SMB Social Media Guide



Prepared by Trufan

# Introduction

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We realize that as the scope and uncertainty around coronavirus grows, small businesses are being forced to adapt to an increasingly challenging environment.

Despite all of this, one thing we can control is our efforts to stay top of mind with customers while attention shifts to digital and habits are changing. A little strategy and relationship building right now, can go a long way in helping small businesses build the momentum they will need to be successful in the post-COVID market.

To help catalyze this momentum, we've compiled strategies that we've seen work on the top social media channels to increase engagement and help build a social community. We go into detail for both personal and business accounts and share some examples to help get the ideas flowing.

We're also offering a 45-day free trial for any startup that wants to use our platform, SocialRank, to engage their online community. We are opening up this access to allow users to run handles under 25K followers and have open access to all the features, filters, and over 2 billion user profiles on the platform.

With people at home, social media usage has skyrocketed. We can help you get in front of the right audiences in an authentic way. To get started, fill in this survey.

If you have any questions, please reach out to [support@trufan.io](mailto:support@trufan.io)

All the best,  
The Trufan Team



**FACEBOOK**

# Facebook Best Practices

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In 2004 Facebook started as a network aiming to connect college students. About a decade and half later and more than 2.5 billion monthly active users, Facebook is the largest social media channel across the globe.

Although there has been a lot of negative stigma surrounding Facebook in the last couple of years, it's still one of the most powerful tools to connect with people.

## Personal Accounts

Building a personal brand is one of the most cost effective and valuable ways to generate business and attention online. Your personal brand should be an extension of who you are. Creating an honest and authentic profile that provides real value to users can be transcendent.

The key on any social media platform is to create content which is authentic to you and adds value to your audience. It's also essential to build a community on the platform and regularly engage with accounts and influencers who are posting great content. You then position yourself as a leader in the space and build momentum on your own account, encouraging peers to share your content.

## Personal Account Post Types

- **Informative Posts:** Utilizing discussion questions can be a really powerful way of generating engagement. Finishing posts with a call to action, which encourages comments is really effective in provoking conversation which not only boosts a post in the feed, but also gives you the opportunity to build relationships and give advice.
- **Articles:** Sharing relevant articles can be a great way of positioning yourself as someone who is worth following. When you are linking out of Facebook, wait for the thumbnail to load and then delete the URL. This will still link to the article and looks more professional.
- **Lists:** Listing advice can be a great way of providing value to your audience, for example, 5 ways to balance your work and personal life. A way of increasing the engagement on these posts can again be done by adding a CTA and asking your following 'what comes next' or 'what should be number 6'. This can increase the number of comments significantly.
- **Short Form Video:** This content style is extremely popular for leveraging the



increased reach which video content generates. Publishers such as Insider have even developed their own style to maximize this, creating short videos which use large text subtitles.

- **Curated Video Content:** Being able to spot a video which is relevant to your audience and combining this with copy which adds value to your audience is incredibly effective on Facebook. Depending on your niche, the ability to share viral videos will boost your reach in the algorithm which helps corresponding posts.
- **Inspirational Content:** Content which evokes a positive emotion can often be the most impactful type of post to distribute. Sharing real and authentic stories which highlight people's struggles and successes are popular across social channels however due to saturation on Facebook, you won't get results like you would on LinkedIn or Instagram. Some of these posts don't necessarily need to be directly linked to yourself, for example re-posting Jay Shetty's wisdom quotes or videos can drive significant engagement, however performance will be better if you can personalize a conclusion or an additional thought.

## Content Overview

One of the most important aspects for getting the most out of Facebook is to create content which engages your audiences and influences them to take action. Developing a relationship with your followers is what will determine their interaction with your brand.

- **Video Content:** Video performs better than any other type of content, receiving at least 59% more engagement than other post types, outperforming engagement on images by 73% and increasing clicks by 2X. Recent research shows that the most impactful length of a Facebook video is between 3 and 5 minutes. Users prefer consuming shorter, more frequent videos which also increase shareability
- **Live Video:** Creating consistent live videos can be a really effective way of maximizing Facebook's tools. When content is live it encourages users to watch and interact with a broadcast. Facebook Live is still championed in the algorithm compared to all other forms of content, however remember to use it sparingly.
- **Image Content:** Sharing imagery doesn't quite have the same organic reach as a video, however it's undoubtedly more effective than text posts. Viral images and aesthetic images can still be extremely effective.
- **Interactive Content:** Panoramic, 3D images and 360 images are all great formats to use once in a while. Typically unless the content is out of this world, the performance is pretty average.

## Profile

- **Updates:** Sharing your journey and highlighting both ups and downs can be great foundational posts for public profiles or pages, especially with the popularity behind Facebook Live. There's a lot of value in highlighting what you're up too, where you



are travelling, what projects you are working on and even things like, who you have recently met.

- **Profile Picture:** This is the first point of contact your audience interacts with on your page. Easy recognition of the picture is key to being liked and found on Facebook search. Cluttering a profile picture with slogans and contact details is not recommended.
- **Cover Photos:** The first impression always counts. Your cover photo should be high quality, engaging and eye catching. It's also possible to use a short animation which is great for grabbing users attention.
- **About Page:** This section of your Facebook profile informs your audience about your brand and values. Whenever visitors want to find out more information about you or your business, they head to this section. It is important to give them a clear and concise snapshot of what your brand is about – your mission, vision and your story.
- **Targeting:** When you come on the platform, chances are you're not going to attract everyone's attention. Facebook offers you the possibility to segment your audience in different demographics and interests and target them with specific posts. You can segment your audience according to their age, location, income, education, language, specific interests, etc. Simply click on the bullseye symbol that's at the bottom of the post, then set the preferred metrics as per your targeted audience.
- **Consistency:** This is imperative on Facebook as reach and engagement builds with momentum. Posting regularly and building trust with the audience is essential.

## Facebook Top Tips

### Amplification Strategy

For both personal pages and brand accounts, Facebook has really become a 'pay to play' platform. Organic reach has been on the decline and we would suggest allocating an 'always on' budget to ensure your posts are seen.

### Posting Strategy

From an efficiency standpoint it's best to schedule posts in advance. The frequency which you publish posts, along with when you post them, are two vital components for your Facebook marketing activity. Striking a balance is the key to a strong brand presence, while keeping momentum. Facebook insights will greatly help with this because once you have observed the performance of your previous posts, you may customize the frequency, timing and strategy as required. Posting twice a day is adequate to create awareness and ensures consistency without looking spammy.

### Groups:

Facebook still offers the most popular groups feature across the top 5 social platforms. Due to how complete functionality is for communication and notifications, coupled with the fact that it's still one of the most used platforms, any competitors have had a hard time catching up.





**INSTAGRAM**

# Instagram Best Practices

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The purpose of this best practices document is to provide directions on how to maximize your personal or brand account on Instagram. These techniques have worked for Trufan employees and advisors, along with brand accounts like Dunk, Sporf, LoveFood, Overtime, BestVines and TheLadBible.

Instagram is one of the most important channels for brands and influencers to communicate with their audience. Instagram has more than 1 billion monthly active users, with the largest age demographic being 18-24 year olds.

Utilizing Instagram as a paid media channel has been a game changer since they were acquired by Facebook. The platform allows you to cost effectively reach your desired audience with 'bespoke' creative content. Building a personal brand is one of the most cost effective and valuable ways to generate business and attention online. Your personal brand should be an extension of who you are. Creating an honest and authentic profile that provides real value to users can be transcendent.

The key on any social media platform is to create content which is authentic to you and adds value to your audience. It's also essential to build a community on the platform and regularly engage with accounts and influencers who are posting great content. This helps position you as a leader in the space, builds momentum for your account and encourages peers to share your content with their own audiences.

Due to the visual nature of this platform, Instagram allows users to create a personal brand relatively quickly and has allowed a lot of people to change their followers perception. It also gives companies the unique ability to shape their brand image through visual appeal and potential viral content.

## Personal Account

Building a following on Instagram can be extremely valuable in the long term as it gives your brand the ability to create an enriching communication channel with your audience for free.

## Brand Account

Typically, growing an Instagram channel can be a long term goal, however there are a lot of tips and tricks to speed up the growth of a page. From a brand standpoint it's very hard to differentiate yourself because the quality of content on the platform is high. One of the best



ways to stand out from the crowd is by using ‘value added’ captions and ensuring that you add exclusive insight for your audience. If this can be done in a timely manner for you or your company, it will help position the account as a go to source.

## Profile Setup

### Username @:

If it's your name, a nickname or a phrase, that works great. Where possible, it is best to have a clean username. Avoid numbers, underscores or doubling up on unnecessary letters.

### Account Type (Business vs Personal Account):

Regardless of whether an account is for your business or personal account, always make your profile a business profile as it looks better and gives you the option to monitor analytics.

### Bio:

List the stuff that people want to see. It's really important to summarize the highlights and why your account would be relevant to someone's niche interests. For personal accounts, make sure to mention things such as working for exciting companies, awards (such as 30 under 30), published work or done anything you would normally never get through an interview without mentioning. Instagram coach and expert, Lewis Howes has some other great tips on this and is also a primary example of the perfect bio (format and description).

Much of the same goes for brands but careful about posting too much information. Recent accomplishments or awards should be included but otherwise, stick to your slogan or value proposition. Always add a link below your bio to your website, landing page or recent media that you can promote in your feed or stories.

### Your Feed:

As long as the content adds value it's not necessary to worry about the aesthetics of your feed, this is a ‘nice to have’, For example, if you have great interview clips that aren't formatted or filtered in the same style as the rest of your feed, do not worry. The value of this content and how it positions you and your brand far outweigh the nature of your feed. Looking at accounts holistically can be beneficial to isolate what content verticals you are going to post about. It is therefore easier to reverse engineer and ideate what content will work well on your page.

### Stories:

Instagram stories are an incredible tool for advertising as well as communicating with your audience. Behind the scene updates, ‘throw away content’, and interactive content such as polls are all ways to engage your followers. Like with all social platforms, it is important to balance the amount you use this feature as too much can appear spammy. If your account has more than 10K followers, you will be able to maximize the swipe up feature, which can be massively beneficial.



## Live Video:

IG Live can be a great distribution tool and allows you to connect with your audience in a more personal and interactive way. Creating a weekly/daily show to talk about time relevant events or topics can be a great opportunity to stand out from the crowd and add value to your audience. Live videos tend to have better discoverability since it notifies the majority of your audience, so consistently posting clear and quality live streams will put you in a position to grow quicker.

## Profile Updates:

In an ideal world it's best to update your profile quarterly but there is no rule of thumb.

## Tips & Tactics

- **Deleting Posts:** Try not to delete or archive posts unless it is paramount. Instagram decreases your engagement on future posts when you do so.
- **Using 'link in bio' in captions:** Instagram has a set of keywords that when you mention them, the engagement, once again, gets shot down. "Link in Bio" and "Sale" are both examples of those words. So, when you need to, phrase it or include a CTA like we mention below.
- **Include CTA's Where Possible:** Similar to marketing collateral, it often helps to add a CTA to drive engagement. This is something that you shouldn't force if a CTA doesn't fit the post.
- **Utilize Hashtags:** Instagram hashtags are your best friend. Hashtags help you get discovered, archive content and participate with other trending topics. Branded hashtags can do wonders for your marketing strategy and you can put them in your own comment section after you post and they have the same results.
- **Use Geo Locations:** Instagram users use geo locations to find content tagged at that specific location. Always use your geo-tag features from wherever you're posting to boost your audience size.
- **Build a Community:** Instagram isn't a one-way street for marketing. Instead, you have to rely on audience engagement and interaction to strengthen your relationship. Reward users creating User Generated Content (UGC) by tagging them and reposting content on your story.
- **Utilize DM's:** Instagram DM's are an under-utilized communication channel. Not only can you build relationships and brand advocates through DM's but Instagram will also boost your rank in the algorithm. By sending the content to large pages or tagging them in relevant content can prompt them to engage and increase the reach of your post.
- **Community is Key:** Like on all other platforms, your community is the most important thing you can build. As best practice, make sure you respond to comments and comment on friends and similar pages to build relationships.
- **Time to Post:** Generating early engagement really helps amplify your content to your secondary audience and champions a post in the algorithm. This therefore means that choosing what time to post has an impact. Monitor the analytics on your account to see when the majority of your followers are online.



There is no social media bible or growth hack which is going to give you 1 million followers. It's all about doing the 1% of things that put you in the best position to be successful.

## Content

One of the best ways to ideate content is to ask yourself the question: would I be interested in this? If the answer is yes, then sharing the content will be worthwhile. From a strategic standpoint it's best to isolate what content verticals or brand pillars you are going to be distributing content about. Over time this will help you establish a brand or personal brand within those verticals.

Feel free to experiment. If you're comfortable creating video content, then try! It's also great to optimize content for your audience and by adding a white border to your video can often boost the engagement. It's never a bad idea to invest in a short video that's filmed professionally if a brand or individual has the budget for it. An engaging video attracts far more attention than static content on most social channels at this moment, so it should help to amplify the brand presence.

By consistently engaging with your community and posting 1-2 times a week, you can build a phenomenal following and build a digital brand.

## Content Sizing

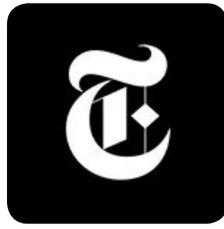
- **IGTV:** Content should be 9:16 aspect ratio.
- **Square:** For square images and ads, size to 1080 x 1080 pixels with an aspect ratio of 1:1. Square videos and video ads should be a minimum of 600 x 600 pixels with an aspect ratio of 1:1.
- **Landscape:** For landscape images and ads, size to 1200 x 628 pixels. The aspect ratio is 1.9:1. Landscape videos should be a minimum of 600 x 315 pixels with an aspect ratio of 1:1:1.
- **Portrait (or Vertical):** For portrait or vertical images and ads, size to a minimum of 600 x 750 pixels with an aspect ratio of 4:5.
- **Vertical videos and video ads:** Vertical videos & video ads should be a minimum of 600 x 750 pixels with an aspect ratio of 4:5
- For all image formats, the image file can be a maximum of 30MB, and all formatting needs to be JPG or PNG.



**Exemplary Profiles**



**@beautifuldestinations**



**@nytimes**



**@birch.house.lettering**



**@earth**

**Unique Profiles**



**@garyvee**



**@zannavandijk**



**@steven**



**@lewishowes**



**@eliot**



**@simplyandy**



**@sarah\_peretz**



**@juniperoots**





**LINKEDIN**

# LinkedIn Best Practices

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## Personal Account

Building a personal brand is one of the most cost effective and valuable ways to generate business and attention online. Your personal brand should be an extension of who you are. Creating an honest and authentic profile that provides real value to users can be transcendent.

The key on any social media platform is to create content which is authentic to you and adds value to your audience. It's also essential to build a community on the platform and regularly engage with accounts and influencers who are posting great content. This helps position yourself as a leader in the space, build momentum for your account and encourage peers to share your content.

Due to the nature of the platform, LinkedIn allows users to create, strengthen and grow personal brands in a hurry. Many of the users have been able to change their followers' perception relatively quickly. LinkedIn has around 610 million users and only 3 million LinkedIn users (less than 1%) share content regularly on the platform. One of the ways that LinkedIn generates revenue is through advertising, so the more time people spend on their site/app, the more money they make. For the past 2-3 years LinkedIn has been rewarding users who create content on their platform with great organic reach and the ability to go viral.

+ Follow

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## Content

- **Informative posts:** Utilizing discussion questions can be a really powerful way of generating engagement. Finishing posts with a call to action, which encourages comments is really effective in provoking conversation which not only boosts post views in the feed, but also gives you the opportunity to build relationships and give advice.
- **Sharing Articles:** Sharing relevant articles can be a great way of positioning yourself as someone who is worth following. The way to build a community on LinkedIn is to also provide some original commentary on a relevant topic. Linking out of LinkedIn will mean that your post receives reduced reach and often it is best to post a screenshot of an article and then link to the page in the comments.



- **Lists:** Listing advice can be a great way of providing value to your audience (ex. 5 ways to balance your work and personal life). This works really well on LinkedIn because the information is easier to digest and your community can comment on which parts of the post are applicable to them. A way of increasing the engagement on these posts can again be done by adding a Call to Action (CTA) and asking your following questions like “What comes next?” or “What should be number 6?” can increase the number of comments significantly.
- **Short Form Video:** This is a content style which is extremely popular, to leverage the increased reach which video content generates. If you are comfortable in creating 1-3 minute video post then this can help you grow your community quickly, as users respond well to people putting themselves out there.
- **Curated Video Content:** Being able to spot a video which is relevant to your audience and combining this with copy which adds value to your audience is incredibly effective on LinkedIn. As videos have prioritized in the algorithm, you are more likely to reach your secondary network allowing you to generate touch points with other users on the platform.
- **Inspirational Content:** Content which evokes a positive emotion can often be the most impactful type of post to distribute. Sharing real and authentic stories which highlight people’s struggles and successes are extremely popular on LinkedIn. Some of these posts don’t necessarily need to be directly linked to yourself, for example re-posting Jay Shetty’s wisdom quotes or videos can drive significant engagement, however performance will be better if you can personalize a conclusion or an additional thought.
- **Documenting:** Sharing and highlighting the ups/downs of your journey can be great foundational posts for LinkedIn. There’s a lot of value in highlighting what you’re up too: where you’re travelling, what projects you’re working on and even things you like or people you’ve recently met.
- **Personal/Emotive Content:** This tends to be the hardest type of content to create because you have to let your guard down. Writing about or creating video content which explains a period of hardship, followed by a key takeaway tends to be the most engaging type of post on LinkedIn. A word of warning, don’t try and make every post like this, as they lose authenticity if utilized too frequently.
- **Creating Articles:** As a content type, articles don’t perform as well as they once did. We would suggest utilizing articles for long form series, if there’s a theme. LinkedIn articles perform better than linking to a blog as you are keeping users on the platform, which LinkedIn rewards. You are more likely to generate higher reach and engagement by distributing LinkedIn posts, rather than articles. If you are able to optimize longform blogs/articles into shorter content, this would currently be the best option for LinkedIn.
- **Campaigns:** LinkedIn has a phenomenally powerful community and this was especially highlighted when Manu Goswami (Swish), Michaela Alexis, Josh Fechter and Aaron Orendorf created the #LetsGetHonest campaign. The movement accumulated more than 26 million impressions with 80 people contributing personal and moving stories. The best way to set up a campaign is by highlighting a social issue you are passionate about. Then partner with people who share similar views

and implement a posting schedule. By nominating and tagging three people within a post the campaign created a viral loop which was one of the reasons for its success.

- **Platform Updates:** A generic rule with social media platforms is that when they bring out a new feature it's best to test it straight away. The reason for this is, for the most part they champion these features in the algorithm to analyze whether it's useful or not. Furthermore, the LinkedIn community loves discussing the platforms features and it's a sure-fire way to strike a debate and inflate the reach of your post.
- **Targeting:** Establishing a niche or key content vertical is vital when it comes to creating content. By having a clear vision for the type of posts you want to distribute, you can establish what tone of voice and medium will work best. However good your content may be, it's not going to engage everyone and by strategizing who you want to target, you can establish a digital brand.
- **Posting Structure:** Copy is extremely important on all LinkedIn posts. Making the text easy for your community to digest is a key factor in generating mass engagement. Most people will have seen the 'broetry style' of posts which continues to work well for some users, where people write one line at a time. Depending on your audience, this can be perceived as annoying and as a compromise we would suggest spacing paragraphs, which makes longer posts easier to read.
- **Consistency:** There's no social media platform that doesn't require some level of consistency and LinkedIn is no different. Posting regularly, even if that's only twice a month, gives you the opportunity to prove to users that you're worth connecting with. Typically, LinkedIn users don't tend to follow people the first time they see their content, it tends to be the second or third time as they begin to trust you.

## Profile

Often your profile picture is the first thing that people see so it's important to make a good first impression. Where possible we would suggest using a photo that incorporates something that is linked to your online brand. For example if you are a keynote speaker, it's best to use a picture of yourself on stage.

- Professional images work best
- It's important that you can clearly see your face
- Ideally no one else should be in it
- You don't need to be in smart attire
- It doesn't need to be black and white
- You don't need to have company branding on the image

## Name

In our opinion it's best to just use your name and not include your occupation. You want to make your name easy for other people to find you and tag you in posts.



## **Tagline/Description Below Name**

Create a summary of your accomplishments, occupation and/or unique branding characteristic. Keep in mind that this part is very important because LinkedIn as a search engine, works with similar SEO principals to google. If you want people to find you for certain reasons or because they are searching for a specific type of professional , make sure you carefully include what that would be. Reference influencers and current users on the platform for ideas.

## **Summary**

Please share your personal story in it and feel free to mention what you are working on right now and what you are on LinkedIn for (speaking, connecting with like minded people, finding a job, etc). Include a way for people to contact you at the end of the summary. Include some media in the summary if you can (personal website, feature publications, videos, etc).

## **Experience**

Taking the time to fill out your experience, volunteer experience and education properly can pay huge dividends, as you never know who will be viewing your profile. Beneath each job include a document or summary of your responsibilities and what you took away from the experience.

## **Featured Skills & Endorsements**

Do not worry if you aren't heavily endorsed. This doesn't reflect on your skill or achievements. We would suggest trying to keep the skills you want featured visible as that can give an inclination to potential collaborators.

## **Recommendations**

Adding recommendations to your profile can take some time but really make a difference, as they affect your profile's SEO (along with Honors/Awards and Publications). Try to ask people you have worked with or people you are currently working with to give you a short recommendation, which is tailored to an experience.

## **Publications**

This is an under-utilized tool for boosting your profile's SEO and credibility. If you have had articles published or articles published about you, make sure they are included in this section. Where possible it is best to also tag the author of the article under the section "co-author".

## **Honors & Awards**

Not everyone is able to maximize this section as it depends on their experience and the industry they work in. Under each honour and award, try to give as much detail as possible to help authenticate.

## **Organizations/Projects/Languages/Certifications/Courses**

This part of your profile is relatively useless, but feel free to complete your profile and get the all-star ranking from LinkedIn (it feels good)!



## LinkedIn Premium

LinkedIn premium isn't necessary for everyone or every business, but we would suggest that everyone tries the service.

- **InMail:** Upon subscribing, you have the ability to inMail users who you wouldn't have previously been able to message. If you are looking to collaborate with creators who have large followings on other platforms, this is a really powerful way of getting their attention.
- **Connecting:** Once you get LinkedIn premium you'll be able to add people in a better way. With premium you can see who has been viewing your profile and add those people instantaneously.
- **Accepting Requests:** As a rule of thumb we would suggest connecting with the majority of people as this helps build your network. It's best to take into account whether you have mutual connections with someone, what type of content they post and do they engage with similar content to what you post. You currently get up to 30,000 connections before users can only follow you.

## Building a Community

This is the most important part of LinkedIn. At the end of the day, followers don't mean anything if you don't have an active and engaged community that not only resonates with your content but resonates with you. You won't have to worry about the algorithm changing if you focus on building community.

- **Responding:** You can cultivate community by engaging with your connections. It's important to reply to comments, ask for feedback, reply to people's messages in your inbox and comment on other users posts.
- **Take it offline:** One of the most powerful ways to build meaningful friendships is by taking calls with people who repetitively show up in your comments or feed. Getting to know your audience and general community on a deeper level is not only beneficial from an engagement standpoint, but can change your life.
- **Be resourceful:** Whether you believe in karma or not, helping people can go a very long way. Where possible, help people find opportunities like jobs or internships and connect people within your network who should meet. One of the best tactics for new business is simply being good to people. You never know when your friend's brother twice removed needs a service you offer.
- **Tagging & hashtags:** Tagging people and using hashtags are both ways of organically amplifying your content. However, it is imperative you do so sparingly. We suggest a maximum of three tags and three hashtags per post, however it's worth considering that coming across as 'spammy' undermines the context of your post.
- **Pods/collaboration groups:** Trying to generate early engagement on posts is a key factor in amplifying content. Regular LinkedIn users tend to create groups where their friends and colleagues can share strategies on the platform and can



also share their posts to get early engagement.

## **Key Takeaways for LinkedIn**

### **Content is King**

Posting good quality content which adds value to your audience is by far the most important and effective strategy on LinkedIn. Adding value can be defined in various different ways, such as; inspiring, teaching, sparking discussion, connecting people and making them feel.

### **Authenticity**

Being yourself not only in your content but in your communication with the LinkedIn community will ensure you win in the long term. Focus on providing your unique outlook on events and why you're doing what you do.

### **Early Engagement**

Generating early engagement really helps amplify your content to your secondary audience and champions a post in the algorithm. This therefore means that choosing what time to post actually has an impact. It depends where you are in the world, but typically Monday-Thursday mornings are 'good' times to post, but this is something you should test and then optimize for your own account.

### **Consistency**

Putting more time into something will help you get the most out of it. By simply partaking in discussion and posting 1-2 times a week, you can build a phenomenal following and unlock business opportunities and friendships you never thought were possible.





**TWITTER**

# Twitter Best Practices

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We've created this best practices document to provide direction, lessons and tactics that can help maximize the use of Twitter for growing personal brands and businesses. These techniques and guidelines have worked successfully for members of our team, former colleagues and brands like the UFC, MyProtein and Sky.

Twitter is still an under-utilized channel. Leveraging directors and stakeholders personal accounts is an extremely cost effective way of utilizing Twitter rather than amplifying content through paid media. More than any other social platform, time relevance is essential as there are a lot less opportunities for your content to be organically discovered.

## Personal Account

Building a personal brand is one of the most cost effective and valuable ways to generate business and attention online. Your personal brand should be an extension of who you are. Creating an honest and authentic profile that provides real value to users can be transcendent.

The key on any social media platform is to create authentic content that adds value to your audience. It's also essential to build a community on the platform and regularly engage with accounts and influencers who are posting great content. This helps position you as a leader in the space, build forward momentum for your account and encourage peers to share your content with their audiences.

## Brand Account

Building a following on Twitter can be super valuable in the long term as it gives your brand an owned media channel and allows you to create an enriching communication channel with your audience.

Typically, growing a Twitter channel can be difficult and most brands utilize the channel as a distribution or a customer service channel. When investing time and capital into Twitter it's important to have a holistic view of the positive benefits it will bring to your brand as well as the opportunity cost of not maximizing the channel. If you have limited time and resources, we would suggest splitting time between Twitter and 2-3 other social channels. Also look into automation.



## Content

One of the best ways to ideate for content is to ask yourself the question, “Would I be interested in this?”. If the answer is yes, then sharing the content will be worthwhile.

From a strategic standpoint it’s best to isolate what content verticals or brand pillars you are going to be distributing content about. Over time this will help you establish a brand or personal brand within those verticals. One common misconception is that content distributed on social media needs to be aesthetic (visually pleasing). From an engagement standpoint, there’s a reason why creators like Gary Vee use ‘black box’ 1080x1080 videos - it makes the content easier to consume and therefore increases the engagement.



## Potential Content Strands

- Documenting day to day activity and experiences
- Thought leadership on specialist or hot topics
- Posing questions to open up discussion
- Sharing relevant articles
- Short form video or written posts on company or personal updates
- Inspirational content: not the “just do it” type stuff. It’s more to do with feel good stories/videos
- Personal anecdotes: share your journey - both ups and downs (i.e. speaking at events, going through a professional hurdle, reflecting on a hard professional challenge, or doing well at an interview or pitch)
- Short form opinions following news articles or updates

## Tweet Storm

Tweet storms are a great way to drive engagement and distribute more long form content. Simply post multiple tweets in response to each other. Because they bring the original post



back to the top, they increase engagement. It's best to reference how many tweets will be in the sequence (e.g. 1/3)

## **Quotes/Insight**

A popular and engaging content vertical on Twitter is distributing quotes or motivational advice. This tends to be the best type of content for positioning yourself or a brand as a leader. Redistributing quotes is very efficient when it comes to the time needed to curate content. We would suggest doing your best to find unique quotes and or explain how they can be applied to your life.

## **Industry Updates**

Once you've established your content verticals it will become apparent what content and industry updates are relevant to be posting about. For example if you're working in the business and technology space, new tools, platform or features updates, brand case studies and changes in structure to major companies are all smart content areas to cover. You'll add more value to your audience and prompt more engagement if you share an opinion or take on why something has happened, rather than just reposting the news.

For brands, industry updates are just as important for positioning the organization as a market leader. Updates might include product or PR news, economic conditions, recent compliance changes or anything affecting the industries customers, competitors and external vendors.

## **Posting Frequency**

We believe that if you're creating good content then 'over-posting' isn't something to worry about. To increase engagement and build momentum we recommend posting between 5-7 times a week on Twitter. Trying to ensure that posts are optimised based on time relevance is crucial.

## **Events, Q&A's & Ask Me Anything (AMA)**

A popular trend on Twitter is creating content during events or keynotes. Events typically have a hashtag, which allows you to amplify your learnings or interactions with people following the event.

AMA's are like an open Q&A and are a popular way to interact with followers as well as publishing communities. Posing and answering questions to your audience are great touch points to build a relationship and position yourself.



## Example Accounts



**Nik Sharma**



**Dave Perrel**



**Jack Appleby**



**Matt Navara**



**Dennis Yu**

## Profile

- **Picture:** Make it professional but friendly and ensure that your face can be seen in it. Ideally no one else should be in it. From a brand standpoint make sure you use a high resolution logo.
- **Name:** Please use your name and don't include your occupation in it. You want to make your name easy for other people to find you and tag you in posts.
- **Bio:** Make it a summary of your accomplishments/occupation/unique branding characteristic and history. From an SEO standpoint it's great to tag reputable businesses that you have previously worked for.
- **Cover Photo:** Typically users have landscape images from relevant city's they are from or are working in. If you have a relevant team photo, those are always great to use.



## **Paid Media**

Twitter's paid media platform, in comparison to Facebook or Instagram, is not as strong for cold marketing but it does offer certain benefits. The targeting isn't as precise and the Click Through Rate (CTR) on Twitter is generally far lower in comparison with other platforms. However, Twitter can be an immense marketing channel when it comes to retargeting. If you have the correct tracking code on your website, you can use this to retarget all users who visit your webpage. Twitter also has the option to retarget advertising at users who engage with your tweets.

The great thing about performance marketing is it's data driven, so you can see what content and audience works, then scale them up. Trufan also offers custom audience data you can use for campaigns!

## **Growth Tactics**

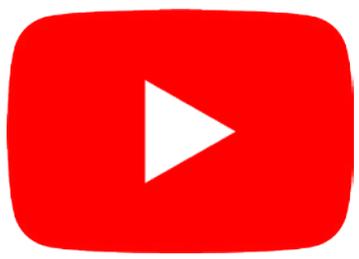
### **Shoutout for Shoutout (S4S)**

Establishing a share for share network can be a great way to amplify key content. By regularly interacting with accounts which provide value you can start to build official and unofficial relationships where you help amplify each other's content. Asking other media accounts to share content is often much cheaper than paying for a shoutout and can be a cost effective amplification technique.

### **Hashtags:**

It's important to remember that while hashtags help the discovery of a post, spamming people with too many is will prevent them from engaging and sharing your content. As a generic rule, we'd suggest no more than three hashtags on a post and only use hashtags that are relevant.





**YOUTUBE**

# YouTube Best Practices

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YouTube gives you access to an enormous audience. Every minute there are 300 hours of videos published on YouTube.

YouTube is a powerful tool for connecting with your customers. From candid interviews with the CEO to compilations of video from the field, YouTube is the ideal option for filming and sharing video. You can share the content across the web, on your social channels, on your blog, and within your email campaigns. YouTube is also a social network of its own. Strategic businesses develop a large subscription base of people who wait to check out their latest videos.

YouTube, from a personal and company standpoint, is a long term strategy. However, if you consistently create content which resonates with your audience, the organic power and influence is transcendent. It's the second largest search engine on the web, so it should not be overlooked.

## Platform Basics

- **Upload Schedule:** It's important to keep a consistent posting schedule down to the same time and day of the week. This allows your audience to get accustomed with your routine and expectancy increases consumption.
- **Thumbnail:** Content which is easily digestible and distinguishable tends to perform best. Try to utilize bold but clear text, while keeping backgrounds simple.
- **Title:** When creating the title for your video, you can ask, "What would make me click?". From there it's best to create a title which drives intrigue while ensuring the title remains accurate and you deliver on anything you promise.
- **Title SEO:** Making sure your title appears when users search specific terms is a crucial part of growing a YouTube following. Where possible, front load keywords in the title while keeping integrity of topic. Another tip is to analyze a competitor's title to see what's working for them. One of the best ways to monitor how effective your titles and organic reach are, is vidIQ.
- **Tags:** The best tagging strategy is to keep the majority of tags relevant to the video while combining that with a couple of channel tags which appear in each video regardless of content.
- **Comments:** For most users it's best to keep a clean comments section to ensure people feel comfortable engaging and you're more likely to get real feedback. Engaging with your audience on any platform is important and YouTube is no different. Try and respond to all comments and heart positive comments.



## Platform Basics & Top Tips

- **Story/Content:** When you are creating content for YouTube it's really important to stay true to your channel's theme and focus on being authentic.
- **Address Audience:** Having the confidence to address the audience directly and making them feel like you're talking to them boosts engagement.
- **End Card:** At the end of a video it's a great opportunity for asking your viewers to subscribe, watch other videos and engage with your channels. The best way to do this is by personalizing the message. For example, if you have created a video around growing an Instagram following, you can recommend to viewers that they should check out your video about Twitter.
- **Things to Think About:** Often the best way to conceptualize what video content will be best is by thinking, what is the goal of the video? Will your target demographic enjoy the video? Is it time-relevant content that needs to be created and distributed immediately or does it have a long shelf life?
- **Audio:** Audio can make or break a video. When setting up, double checking audio and battery life in mic packs are very small details that can increase the success of your videos.
- **Camera work:** Make sure to have a steady set up to avoid shaky camera work.

## Key Takeaways

### Authenticity

Being yourself is important not only in your content but in the communication you exchange with viewers (ex. in the comments or at event). These efforts will ensure you win, in the long term.

### Consistency

Putting more time into something will help you get the most out of it. Creating a 'show-like' feel to your uploads helps your audience get into a rhythm and posting consistently at a given time is key. It depends where you are in the world, but typically Monday-Thursday mornings are 'good' times to post. However, this is something you should test and then optimize for your own account.

### Collaboration:

One of the best ways to grow a YouTube account is through the cross-pollination of channels in similar niches. However, the ability to meet other YouTubers/content creators is extremely rewarding and is a huge part of building a community.

### Content is king:

Posting good quality content which adds value to your audience is by far the most important and effective strategy on any social channel. Adding value can be defined in various different ways, such as; inspiring, teaching, sparking discussion, connecting people and making them feel.

