



Cyber PR Army

**SOCIAL MEDIA
QUICKSTART
PRIMER**



GROW YOUR FOLLOWING

WELCOME TO OUR SOCIAL MEDIA QUICKSTART PRIMER!

We know the world of social media can seem overwhelming, but we've broken down everything you need to know to feel more at home with your profile, grow your following, and get your business noticed by the right people. If you would like to discuss anything from this guide or have other questions about your social media profiles, [we're happy to help](#).

SOCIAL MEDIA TERMS

Let's kick things off with a quick list of terms so you can sort your engagement campaigns from your CTAs:

Analytics: Analytics are the data behind your social media posts. The social media platform you choose will provide you with varying analytics but getting comfortable with where they are and what they mean will show you what's working and what isn't.

Audience: Your audience is the group of people you're able to reach with your social media content. This includes all your followers plus anyone who sees or interacts with your posts in their feed. Growing your social media audience is one of the best ways to spread brand awareness.

Campaign: A group or series of social media posts with a particular goal or theme in mind.





CTA (Call to Action): All good digital marketing content should include one clear CTA. Without it, your content lacks purpose. With too many, people will have decision fatigue and likely not act. Consider why you are creating each piece and end it strong with a call to get in touch, download a trial or purchase a good or service.

CTR (Click Through Rate): CTR is most often used as an indicator of success for email marketing or digital advertising. Like conversion rates, it can vary dramatically, so research what is standard in your industry before you take it to heart.

Funnels: A funnel is a series of steps that you walk the customer through in order to reach an end goal. For example, you may teach people over 4 weeks how to choose the best vintage fountain pen using examples your stock and then follow up with a timed offer if they choose to buy a pen from you.

Hashtags: Hashtags are a way to link your content to content in the same location, topic, or niche. They can also be used to promote your brand through its name, a tagline or something relevant to your campaign.

Impression: When a digital ad is displayed to a user on social media or through ad apps, this is called an impression. Each impression is a time the ad has been seen. This stat isn't affected by what people do so is best compared to CTR, allowing you to see how many people clicked on your ad and how many just ignored it.





Landing page: A page either on your website or created through an app such as MailChimp that is a destination for people who have come from a specific action. For example, you may launch a special offer through your email newsletter where people can click to access their discount code, or you may have a “friends and family” package that you don’t want to make readily available. Often, landing pages contain links to the main site but contain exclusive information or incentives.

Reach: A person can register multiple impressions, but each unique person counts as +1 reach. It is literally the amount of people your post has reached.

HOW TO CHOOSE THE RIGHT SOCIAL MEDIA PLATFORM

If you are yet to establish your business on social media, it may be daunting to decide on the right platform. When you choose the right social media platform it can be a worthwhile investment, driving traffic and drawing attention to your brand, but using the wrong one can be an endless time-sink with no reward.

Where there were once only a few social media platforms to choose from, there are now dozens, all with different audiences and different niches. Whatever your brand, you should not and could not build authority on all of them. Use these tips to help you narrow down the right social media platforms to 2-3 choices and concentrate on building on those.



1. What does your business do?

You can quickly eliminate many choices by simply looking at what your business does and who it serves. Do you sell leisure clothes? If so, business networks such as LinkedIn are not obvious choices. Do you sell services to other businesses? They are unlikely to be on TikTok.

Another thing to consider – if you sell a digital product, can you do so directly on the platform? If you sell a physical product, do they have local features to help you sell in your catchment area?

2. Who do you sell to?

We've looked at whether you are B2C or B2B, but you also need to know more about who your ideal audience is. Look at your key demographics and consider their additional interests. If you sell to women age 35-45, they are likely to have children and/or pets, so may favour more visual platforms. If you sell to men aged 50-65, they may enjoy certain hobbies, so finding the hotspots for those hobbies could lead you to their platform of choice.

3. What are your competitors doing?

It may seem like you are spying on your neighbors but trust us when we say they do it too. If your competitors have an established and successful social media presence, consider why the platforms they have chosen are working for them and how they are using them.

4. What platform does your audience use?

Pinterest users are predominantly female and window-shopping for physical items, planning and inspiration. It is a strong choice for those who sell physical products B2C but those selling services can also tap into the planning and inspiration markets. Again, this is a visual platform, so your imagery must be relevant and enticing.



Instagram: Instagram is a very visual platform, that works well if you have a physical product to show your audience. It's demographics sway towards younger users and there are more females than males, but it remains popular across a wide array of demographics.

Facebook: Despite its bad press, Facebook remains the number one platform in terms of monthly users, yet its size can make it hard to stand out if you are trying to establish yourself. It is great for lead generation and can be used in conjunction with highly targeted ads to get your brand in front of the relevant people. Most users are 25-50.

Twitter: If your business reacts to current events or requires short but immediate shoutouts, Twitter is the place to be. It is a great platform to engage in conversations with your followers and other brands. Most users are below 50 years old.

LinkedIn: If your business sells B2B, it needs to be on LinkedIn. It provides essential lead generation and networking in a dedicated business environment and allows for editorial content to be showcased. The majority of users are 30-49.

Pinterest: Pinterest users are predominantly female and window-shopping for physical items they wish to purchase, making it a strong choice for those who sell physical products B2C. Again, this is a visual platform, so your imagery must be relevant and enticing.

YouTube: YouTube is an utterly unique platform and one that continues to draw a massive audience. YouTube is now so big that the number one problem will be standing out. By creating video content that is relevant to the brand, you will build authority on your chosen subject and get your content in front of viewers who have watched similar content in the past.



TikTok: TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos. While it has had a lot of mixed press for its teen antics, there's no debating that its audience is growing and with it come possibilities. These micro-videos are a quick and simple way to draw attention to your business and you can repost the content to YouTube (Shorts) or Instagram (Reels) for additional boosts if you are on the platforms.

Although that covers some of the main platforms, there are also many more niche platforms that can be used to get your brand in front of potential customers. Explore where your competitors are to make sure you are where you need to be.

HOW TO SET UP YOUR SOCIAL MEDIA PROFILE

Social media platforms may vary in their features, post requirements and specific rules, but your social media profile should be set up in a professional and consistent way across all platforms. Follow these tips and your profile will look professional and interesting, wherever you're posting.

1. Pick a relevant name

It goes without saying that you should use your business' name wherever possible but if it is unavailable, make sure you choose a name you are happy with, that resonates with your brand, and is easily distinguishable to your customers.

2. Get your personalized link

Each platform has a way to make your profile page bespoke. On LinkedIn, claim your vanity URL that will give you a profile such as www.linkedin.com/company/yourbrand. On Facebook, you can choose an @ handle, and the same of Twitter.





3. Choose a good profile picture

Your profile picture should be a professional high-quality shot of you, your logo, or some hybrid of the two. If it is going on a personal account, make sure to include your face but on a business account, you can use a simple logo for a clean, professional look. If you are using multiple platforms, make your profile picture consistent so your audience can find you easily, wherever they are.

4. Use a relevant header

Your header picture (the image at the top of your profile) should be relevant and branded. Using the default will make it look like you phoned it in, and while your pet or that seascape at sunset you took looks fantastic, they don't scream professional profile (unless you're a photographer!). Use interesting imagery, your logo, and a CTA to tell people all about you at a quick glance.

5. Your bio

This is where a lot of people struggle, but you must spend time crafting a well-written bio. It needs to be engaging, not too long, and tell people what you do and why. Nobody wants to read your full C.V., just fill them in on the now in an appropriate tone and make sure to finish it off with a CTA. Try ending on "Will you join me?", "Ready to call me?" or "Ready to find out more?" followed by a link or way to contact you.



6. Any other details

Don't leave anything unfinished when you set up your profile, unless you have a good reason for it. The more accurate information people have about a business, the more they feel they can trust them. This can include entering your open hours, adding your other social profile links, including a phone number, or anything else that is relevant to your business.

Once you have entered all your details, go through your profile with a fine-toothed comb. Are there any typos or grammar errors? Does that image fit properly in your header? Did you fill out all your details? When doing these checks, it's worth doing them on several platforms. Check your images are well-aligned on a computer and also a phone or mobile device. Does it all look good? Great, replicate it across your other profiles for a consistent feel and make sure to update all profiles if anything changes.

A word of warning: Do not abandon social media profiles in a half-finished state. If a potential customer discovers a page riddled with errors and clearly not finished, it can be detrimental to your brand. Make sure it is up to scratch if you're using it, and if you decide not to use it, unpublish the page or close the account.

SOCIAL MEDIA IDEAS FOR SMALL BUSINESSES

So, you have you've chosen your platforms, your profile is set up... What on Earth should you be posting?

Crafting social media posts starts with good ideas, and you may not automatically turn into an endless font of them. Without some go-to items stored away, you can run into a brick wall fast, leading to an untimely break from your posting, or sharing of personal posts, or simply rehashing posts from last month. Try to create posts a month ahead of schedule using some of these ideas to keep your posts regular and your brand growing.





1. Posts with Personality

A well-balanced social media strategy includes regular friendly and personable posts, showing your brand's human side. Whether this comes from you or another staff member is up to you, but by showing your day-to-day thoughts and experiences you will connect with your audience on a deeper level.

2. A Walk Down Memory Lane

If your brand is in its infancy, this one won't be immediately available but longer-established businesses can leverage their history to showcase how far they've come, team events and even how you started.

3. Holiday Fun

There are hundreds of national and international holidays every year, and some of them will complement your posts. For example, those in construction could post about International Construction Management Day. Some are less specific to your industry but just as well suited such as International Work from Home Day, National Coffee Day, or International Productivity Day. Of course, you should also cover the basics such as Christmas, Halloween, Thanksgiving and Mother's Day.



4. Blog Snippets

As most business owners are aware, blogs can be crucial for building your website SEO. But if you have gone to the effort of writing a regular blog post, showcase your efforts. An effective blog adds genuine value to its customers, so share snippets of your past blogs and draw attention to new ones in your social feed. Your social media content ideas do not have to be exclusively new content; you wrote it, now share it!

5. Customer Stories

If you have been in business for a while, you will start to gather testimonials from happy customers. Make it a habit to take a high-quality photo of your work (if applicable) or order before it goes out and ask your customers for a brief bit of feedback. You can use these anonymously if people are reticent to add their name but showcasing your happy existing customers is sure to draw some attention from prospective customers too. And it shows that you engage with your customers after you deliver – a valuable piece of customer service.

There are so many content ideas for small businesses, and they don't have to be complicated or hard to create. Brainstorm as many ideas as you can and use them to craft your own social media calendar.

Make sure to check your analytics regularly to see what is doing well and what is falling flat. Tailor your content accordingly so your audience gets what they want.

HOW TO MEASURE YOUR SUCCESS

STEP 1 – Set goals and timelines

If you don't know what you are trying to achieve, you will not be able to measure your success! Make sure you document the specific aims of the campaign e.g., 100 newsletter signups or 50 new customer purchases and also the timeline you hope to achieve it in. As with so many projects, a clear plan is the key to success.



STEP 2 – Set KPIs

This is where many businesses that are new to marketing fall short. It is not enough to set your campaign running and hope to make sense of the results later. Figure out what your campaign is targeting and make sure your campaign uses CTAs (call to action) that are relevant. You can spend countless dollars marketing your brand but if you don't have a clear idea of what you are trying to achieve you are unlikely to reap any benefits.

Some Possible KPIs

- **Brand awareness** – Increase impressions, click-through rate, page views, shares, website traffic, newsletter signups etc.
- **Engagement** – Increase traffic, leads, engagement on social channels, time visiting your site etc.
- **Post-sales** – Increase repeat purchases/renewals, lower returns rate, increase referral rate, gain positive reviews.
- **Financial** – Return on investment (cost per click ads vs increased sales), increase conversion rate, increase customer lifetime value.

STEP 3 – Set up your tracking

Once you have your KPIs clearly defined, the next step to measure your marketing campaign success is to set up the relevant tracking. Use UTMs to track where leads have come from, install Facebook Pixel on your website or use a unique discount or referral code.

STEP 4 – Analyze your data

Make sure to check in and analyze the data on a regular basis. If you are running a long campaign, checking in once a week or once a month (depending on the specifics) will help you compare your progress to previous periods and/or previous campaigns.



Remember that marketing is an art, and that's no less true for social media marketing. Your KPIs will show you the hard figures and hopefully, you will see improvements in the areas you are looking for, but it is worth looking at all the data points available. You may find your campaign has been successful in ways you haven't expected. Even if your preferred KPIs haven't improved as you would have hoped, the marketing campaign can be deemed successful if it has benefited your business in other ways. Maybe your SEO ranking has improved, maybe you have brought a new demographic to your site etc. It is also possible that the effects are slow to be realized but will be noticeable over a year or more. This can happen if your campaign has increased the number of people entering a sales funnel or the number of lead magnets downloaded.

Over time, these people may engage with your brand further, particularly if you run follow-up campaigns, and eventually, become valued customers.

Lessons to be learned

Thomas Edison once said "I didn't fail. I just found 2,000 ways not to make a lightbulb; I only needed to find one way to make it work". Marketing campaign success often follows a similar path. Every campaign you run is an opportunity to learn what works and what doesn't for your business. It provides valuable information that allows you to pivot your future campaigns and learn more about your customers.



CUSTOMER ENGAGEMENT

Queueing up killer content is only half the battle on social media. So many business owners forget to monitor their profiles, which can mean they miss out on crucial information. Here's why you should pay attention to social media comments left on your profile and how you can use them to your advantage.

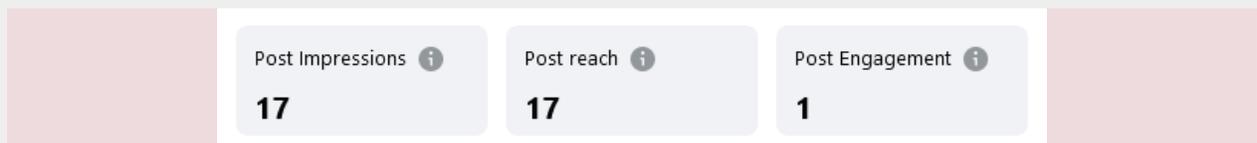
If you are scheduling content through a third-party tool, you may not find yourself browsing your business' social media profiles very often. After all, we have all learnt the hard way that social media is an endless rabbit hole and the place that productivity goes to die. But short, purposeful bursts to review engagement metrics and social media comments are vital to growing your brand and can help you react swiftly to any issues.

Is anybody out there?

Without metrics, social media is valueless, and one of the integral pieces of data you should monitor is your reach and engagement. It doesn't matter if you create the most engaging and witty post in the world; if no one sees it, it has no value. Metrics differ from platform to platform, but on Facebook, you will see something like this:

Where are people commenting?

Most B2C businesses will get most of their social media comments directly on their feed. People are unlikely to send a PM unless you have already engaged them in conversation, or they have previously done so.





Talking behind your back

Whether you are B2B or B2C, many people who engage with your posts won't tag you in them. If you don't regularly review your social media comments, people are effectively talking behind your back. You will fail to capitalize on timely information.

What are they saying?

If people are seeing your posts, the next thing to look at is if they are reacting to them. Most people will just leave a like, but if people are saying anything, pay attention! They could be:

- Praising your business – In this instance, reach out for a testimonial.
- Bad-mouthing your business – Help them reach a more positive resolution to their issue. Even if this can't be accomplished, send a public reply, so that your audience know it is on your radar and you are exhibiting good customer service.
- Giving product suggestions – You would be amazed how often your audience will provide market research for you. You can trigger it with posts asking what they would like to see, but you will also find people will just freely suggest from time to time.
- Giving you recommendations – It may be a part of your sales process or an aspect of your product design just isn't what your customers need. People who have purchased an item will occasionally let you know what they liked or didn't, helping you guide future improvements.



Benefits of social media comments

You should check any social media comments on your business profiles daily (or more frequently if you have high-engagement or a busy posting schedule) so that people know that you're listening and responsive. This will:

- Boost the perception of your customer service and, as such, your brand as a whole.
- Show that your brand is run by humans still and not automation.
- Help you react quickly if someone is trying to buy from you or making a very public complaint.
- Help you find your super-engagers. Every business will find a small subsection of their audience who comment and engage far more than the general audience. If you can ascertain who is in this group, you can market specifically to them.

Need a helping hand?

Creating, scheduling, monitoring, analyzing... social media can feel like an endless to-do. If you need help with any part of your social media or wish to talk to us about your overall digital marketing strategy we'd love to chat.



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