



Social media management

conducted by iService @ 18.11.2021

INTRODUCTION

Close everyone who is online uses 1-2 social media platforms daily. Due to this, social media platforms present the opportunity to address *different* target groups and reach *different* people. Social media platforms are useful, yet we advice to use them as a tool to bring users to your website, where all the important information is provided.

Talking about social media management, the first question which pops up is “isn’t social media marketing very time consuming?”. It does not have to be, as the main key is quality over quantity. The most time-consuming part, the creation of interesting content is usually already done by writing regular updates for the website – now, for social media, this already existing content will be split and edited to make it more suitable for each platform.

PLATFORM OVERVIEW

There are a lot of platforms available, but still the big players as facebook, Instagram, youtube, etc. play the most important role in social media marketing. Therefore, this whitepaper will focus on these channels.

Facebook

Facebook is still the most important platform with 2,89 billion active users per months. It is clearly about rather private connections with family and friends and used for life updates via texts, pictures, video, links, etc. The majority of active users is between 18-44 years old. Although users are in a rather private atmosphere, Facebook is a huge opportunity for marketers. Advertising is a big part of Facebook these days and is even appreciated if it is targeted well. Being the biggest platform, it is strongly recommended to use it for project updates as it provides the opportunity to reach target groups in a private setting and atmosphere.

When posting content on Facebook, consult the following guidelines:

- posting updates 3 times per week works best to keep users informed and not overwhelm them with information
- language: keep it simple and short, avoid technical terms as much as possible, explain if they are necessary

- only text posting: max. 340 keystrokes to make sure everything is displayed and not hidden behind the “read more” button
- text/URL posting: place the most important info in the first 100 keystrokes to make sure it is visible at first glance
- text/pic/video: place the most important info in the first 100 keystrokes to make sure it is visible at first glance
- connections: use hashtags after the main content to make your content easily searchable. Whenever possible, use mentions of users or pages.

Instagram

Instagram is used by 1 billion active users per month and is all about visual updates. It is strongly picture based. Users tend to have a lot of private connections, however they also follow companies and strangers if the provided content is interesting enough. With most users being between 18-34 years old, it is the “youngest platform” in the mix. As well as on Facebook, Instagram is used for marketing, which works rather well when the content is *strongly* (high-quality) picture based.

Instagram is easy to use and not very time-consuming, as it can be connected to the facebook channel. Due to this fact, it is recommended to be used as an additional tool.

For posts on Instagram, the following guidelines help:

- posting daily updates works best for growing an audience on Instagram.
- language: keep it easy, simple, fun. Don’t provide hard facts.
- the visual appearance counts much more than the text content.
- the most important content should be placed among the first 100 keystrokes to ensure visibility before the “read more” button.
- don’t forget: links are not clickable in usual Instagram postings. They can only be placed in the description or in an Instagram story.
- hashtags are quite important for creating searchable content
- whenever possible, use mentions of users or pages.



Twitter

Twitter is used on average by 330 million users per month. The amount of letters which are allowed in a posting is limited, this reflects in users posting very short, but quite intellectual information. User connections are rather mixed: user follow private user as well as companies and influencers. The most active users are between 24-34 years old. It is said to be a good opportunity to reach politicians and journalists.

For posting on Twitter, the following guidelines apply:

- posting daily updates works best on Twitter.
- language: quick and short, intellectual information and technical terms welcome
- the content is limited to 260 keystrokes in total, including mentions, hashtags and URL.
- use a few, very relevant hashtags and shorten urls if needed.
- use mentions whenever they make sense.

LinkedIn

LinkedIn is the “smallest” platform in the mix with 250 million monthly users. However, it is business-related and therefore very relevant for building a network and reaching important target groups. The users connections are strictly business related, so any kind of business-information and updates are very welcome. Average users are between 36 – 44 years old and are using LinkedIn mostly to build a network.

Posting on LinkedIn work best following the guidelines:

- posting updates once a week is enough
- language: business information welcome, technical terms appreciated
- use the first 190 keystrokes for the most important info
- use pictures/videos/urls to enrich content
- hashtags are helping with making the content searchable
- mentioning users is very welcome

Youtube

The last platform in the mix is Youtube. Although among one of the highest ranking (2 billion active user monthly) it is not recommended aiming for a project to build a proper fan base there. As video content is a bit harder to produce and takes more time in creating, Youtube is rather to be considered to host your videos which cannot be placed directly on other platforms (too long, size too big).

When writing Youtube descriptions, consider the following:

- posting one video per month is a good, reachable goal.
- write a short, meaningful title for each video.
- place the most important info in the first 240 keystrokes of the description.

- use descriptions to place all information, as well as important hashtags and urls.

STRATEGY

It is recommended to use the above mentioned social media platforms to reach the target groups. If this is not possible, aim for 2-3 platforms and provide high-quality content for these. While building accounts, it helps to check social media channels similar to the own one to get an idea of content that's working well. Planning the social media activities 1-2 months ahead helps with keeping the amount of time spent at a low level.

HOW TO WRITE FOR SOCIAL MEDIA

Social media channels are all about short, easy information. As complex topics are not easy to explain in a compact way, using *the elevator pitch format* is recommended.

The elevator pitch is a way of providing content, based on the idea of meeting an important investor in an elevator. Of course, this opportunity should not be missed to pitch the project idea. With a limited time span of around 30-60 seconds, all relevant information need to be presented in a short, easy to understand way.

The **perfect elevator pitch** should contain the following parts:

- Introduction
- Description of problem (what is the issue and why is it an issue)
- Unique solution (what do we DO about it)
- Highlight cooperation (as it is very important for Interreg, answering how many countries/partners are working together)
- A persuasive call to action

GROWING AND ENGAGING AN AUDIENCE

When starting to use social media channels, reaching the first 100 follower is usually the hardest goal to achieve, from that point on, the audience is usually growing constantly. For building an audience the starting point are private connections – starting to build connections and inviting users, colleagues to like the page. Also liking other pages helps with getting awareness.

The usage of *hashtags* makes the content searchable and increases the chance to get found by interested users. Using *mentions* helps to show the post to a higher number of users. Also getting the audience involved and increasing the comments helps with the visibility of the social media channel. This can be achieved by asking questions, starting discussions etc.



CREATING SOCIAL MEDIA CAMPAIGNS

A social media campaign is a number of posts regarding a certain topic. As social media is all about short information, it is important to split content into short posts to not overwhelm users. Also, campaigns help with keeping users interested, as they are more likely to follow a page if there is interesting content they might miss. Basically every content can be split! After creating short pieces of information, systematic planning is important: determine which content should be placed on which platform and at which time interval.

Examples for perfectly split content:

- Events, split into
 - Save the date
 - Proper announcement with all details
 - Information about agenda
 - Weekly reminders so users don't forget
 - After the event: insights
- Pilots, split into
 - Announcement
 - Detailed description
 - Insights during the whole piloting process
 - Review of outcomes

SOCIAL MEDIA METRICS

Metrics are an important part of social media management. The statistical numbers show, if the strategy is working, which content is well-received and the development of the channel. To be able to make the right conclusions, it is important to review the development of the numbers for a certain period being mostly a certain number of months or a whole year. This way it is possible to not only get an momentarily impression, but to get input on the trend of the development.

Follower

A follower is someone who has subscribed to an account in order to receive all the updates. It refers to a user who consciously chooses to see all the posts of another user in their newsfeed. Getting followers is one of the main goals of online businesses that are active on social media.

Reach/Impressions

Social media reach is a media analytics metric that refers to the number of users who have come across a particular content on a social platform.

Reactions

Social Media Reactions is when an audience responds to a content with the intention of being validated or acknowledged. It can be a reaction like a "like", a comment or even sharing the posted content. Regarding reach, commenting and sharing is the

most valuable action as it provides the post with a higher visibility.

CONCLUSION

Social media platforms are valuable tools to transfer traffic to the website – the main flagship of each project. With smart planning, Social media management don't need to be very time consuming, but can become an important marketing tool.