Social Media: Marketing Strategies to Build Your Following

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Affiliation or Financial Disclosure

• Nothing to Disclose
What to Expect

• Social Media Statistics
  • What You Need to Know in 2019

• Social Media Presence
  • Gain and Retain Followers
  • Get More Engagement
Social Media Statistics

Benefits of Social Media Marketing

- Higher level of Customer Engagement
- Ease of Measuring Results
- Bigger Audience Range
- Less Expensive and More Effective
Daily Active Social Media Users

3.2 billion social media users – which equates to about 42% of the population.
(Emarsys, 2019)

Facebook is the Market Leader

Facebook remains the most widely used social media platform; roughly two-thirds of U.S. adults - 68% now report that they are Facebook users.
(Pewinternet, 2018)
Social media users by generation

- **90.4%** Millennials
- **77.5%** Gen X
- **48.2%** Baby Boomers

(Emarketer, 2019)

Time spent on social media per day

An average of **2:22**

hours, **minutes**

per day is spent on social networks and messaging.

(Globalwebindex, 2018)
Anyone born after 1996
Attention span of 8 seconds (4 second shorter than their predecessors)
Email is out... Physical mail is in... They like physical touch and personalized items sent to them.
Transparency is KEY!!!
You have to be creative to find ways to interact.
They like interaction.
They are extremely visual.
The Power of Social Media Marketing

73% of marketers believe social media marketing has been "somewhat effective" or "very effective" for their business.
(Buffer, 2019)

Customers Are Using Social Media

54% of Social Browsers use social media to research products.
(GlobalWebIndex, 2018)
The Impact of Positive Customer Experience

71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family. (Forbes, 2018)

Influencers Help Build Brand Trust

49% of consumers depend on influencer recommendations on social media. (Fourcommunications, 2018)
Daily active Instagram Stories users increased from 150 million in January 2017 to 500 million daily active Stories worldwide in January 2019. (Statista, 2019)

91% of all social media users access social channels via mobile devices. Likewise, almost 80% of total time spent on social media sites occurs on mobile platforms. (Lyfemarketing, 2018)
10 Tips to Building Social Media Presence

93% of customers expect companies to have a presence on social media.
What is Your Overall Social Media Goal?

• Ask Yourself: “Why are you on social media in the first place?”
  • Educate
  • Increase Participation or Sales
  • Gain Support
  • Recognition
  • Build Rapport
Identify Your Audience

Facebook
- Age 25-55+
- Men and Women
- 1.6 Billion Daily Users

Instagram
- Age 13-35
- Mostly Women
- 500 Million Daily Users

Twitter
- Age 18-29
- Men and Women
- 126 Million Daily Users
Create a Content Calendar for Posts

30 Day Social Media Challenge
We've brainstormed a list of 30 content ideas for you to try on your different social media networks.

1. Take a picture of your workspace
2. Act as a patriot
3. Introduce your thank employees
4. Share something popular
5. Interview a customer
6. Post a throwback
7. Share something about a community event you're looking forward to
8. Share something funny
9. Share your story
10. Share someone else's content
11. Post a Q&A
12. Post something seasonal
13. Share an interesting quote
14. Highlight a customer of the month
15. Share something about an event you recently attended
16. Share an interesting fact
17. Ask your audience a multiple-choice question
18. Create a video featuring your products from your business
19. Do the daily challenge that you did well
20. Share your latest newsletter or announcement
21. Link to an infographic you think your audience will enjoy
22. Edit and share a photo
23. Connect with your colleagues that relate to your industry
24. Share your favorite book or something that's on your reading list
25. Give a shout-out to another local business or organization
26. Share your expertise with a helpful tip
27. Post something in celebration of a company milestone, birthday, or little-known holiday
28. Contribute to your social networks
29. Ask people to join your email list
30. Thank your customers for their support

Simple Posting Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Theme</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>Big Ideas</td>
<td>Share expert advice or a short quote.</td>
</tr>
<tr>
<td>Mon</td>
<td>Humor</td>
<td>Share a comic, humorous image, meme, or phrase.</td>
</tr>
<tr>
<td>Tue</td>
<td>Interaction</td>
<td>Ask a question, share a photo contest or quiz, or post a fill-in-the-blank sentence.</td>
</tr>
<tr>
<td>Wed</td>
<td>Current News</td>
<td>Share positive news about your business, your industry, or your community.</td>
</tr>
<tr>
<td>Thu</td>
<td>Giving Back</td>
<td>Feature customers, customers who buy a giveaway, or make a donation or discount available.</td>
</tr>
<tr>
<td>Fri</td>
<td>Day in Life</td>
<td>Share candid photos from your business or feature an employee.</td>
</tr>
<tr>
<td>Sat</td>
<td>Education</td>
<td>Tell people about your product, what it can do, or teach people how to use it better.</td>
</tr>
</tbody>
</table>

MEMES
Because who doesn't love a good meme? Memes provide a fun way to engage your audience.

QUESTIONS OF THE DAY
Ask your followers interesting questions about your business or their own experiences.

TUTORIALS
Help your followers by sharing step-by-step guides to getting things done.

BRANDED CONTENT
Visually appealing images that showcase your content.

QUOTES
Quote graphics with quotes that your followers will love.

ANNOUNCEMENTS
Announce events, new blog posts, or other important updates.

YOUR BLOG POSTS
Promote your blog posts that your followers will enjoy.

CONTESTS/CAMPAIGNS
Run competitions, challenges, or other engaging activities.

LISTICLES
Create a listicle on a topic your followers will find useful.

INFOGRAPHICS
Create infographics that showcase your expertise.

EFFECTIVE EMAIL MARKETING
Design and send effective email campaigns.

SCHOOL PROMO
Promote your school or organization.

SOCIAL PROMO
Promote your social media accounts.

PERSONALITY
Promote your personality and what makes you unique.

PROMOTE YOUR OFFERS
Promote your offers and discounts.

30-DAY SOCIAL MEDIA CALENDAR
Timing Is Everything

Facebook:
- Best Day: Wednesday
- Best Times: Wednesday 11 a.m. and 1 p.m.
- Worst Day: Sunday
- Worst Times: Before 7 a.m. and after 5 p.m.

Education Industry Statistics:
- Best Times: Wednesday at 9 a.m. and Saturday at 5 p.m.
  - It’s safest to post Monday through Friday from 9 a.m.-3 p.m., with the most engagement occurring between 9 a.m.-12 p.m. on those days
- Worst Day: Sunday
- Worst Times: Between 11 p.m. and 5 a.m.
Timing Is Everything

Instagram:
- Best Day: Wednesday
- Best Times: Wednesday 11 a.m. and Friday 10-11 a.m.
- Worst Day: Sunday
- Worst Times: 11 p.m.-3 a.m.

Education Industry Statistics:
- Best Time: Friday at 10 a.m.
  - Other high engagement times include Wednesday at 11 a.m., Friday from 11 a.m.–12 p.m. and 2 p.m., and Saturday at 6 p.m. and 8 p.m.
- Worst Day: Sunday
- Worst Times: Between 11 p.m. and 5 a.m.
Timing Is Everything

Twitter:
- Best Days: Tuesday and Wednesday
- Best Times: Wednesday 9 a.m. and Friday 9 a.m.
- Worst Day: Saturday
- Worst Times: 10 p.m.-4 a.m.

Education Industry Statistics:
- Best Time: Saturday at 5 p.m.
  - Other high engagement times are Saturday 1 p.m.-10 p.m.
- Weekdays get a bit less engagement, but safe times to post during the week include Wednesday from 8 a.m.–12 p.m. and Friday from 9 a.m.–12 p.m.
Be Human. Be Authentic.
Think RELATIONSHIPS, Not FOLLOWERS

Quick Tips on How to Be Social on Social Media:

• Always @mention people you reference in your social media posts
• Answer questions people ask
• Reply when people @mention you or share your content
• Don’t just Retweet and Like other people’s content; reply with a comment to start a conversation

Having 100 followers who regularly engage with you and your content are infinitely more valuable than 10,000 that ignore you...
Let’s Get Visual

You Don’t Have to Be a Graphic Designer to Create Amazing Visual Content!

- Team Photos/ Videos
- Photos of Customers
- Photos of Events
- Behind-the-scenes photos and videos
- Quote Photos
- Infographics
Let’s Get Visual

Optimize for Engagement

- Share content related to your industry - include keywords and #hashtags in your posts
- Connect with popular accounts in your industry to add exposure - Don’t be afraid to follow others!
- Apps I Use: Word Swag, Layout, VideoShow, Boomerang, Videoleap
Active. Fresh. Relevant.

- Show up day after day
  - Stay Active
- Post fresh content daily
  - Find ways to repurpose content
- Stop the noise!
  - You need to create
  - Post content that forces your followers to stop their scroll
What’s Trending?

- Piggyback on what’s trending
  - Learn the in’s and out’s of hashtags
  - Avoid anything overtly political or controversial that could isolate your audience
Put Yourself Out There

Make Your Presence Known

● Homepage feeds
● Icons and on your email signature and website footer
● Cross-promotion on your website and through other social channels is a proactive way to grow your following over time.

@YourTagSignHere
#YourHashtagHere
In Summary

- Social Media has changed the way we live our lives. It’s EVERYWHERE, it’s UNAVOIDABLE, it’s POWERFUL, and it’s HERE TO STAY!
  - 3.2 BILLION social media users worldwide.
  - Facebook is the most popular social media platform.
  - 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active on social media.
  - Users spend an average of 2 hours and 22 minutes per day on social networks and messaging.
  - 73% of marketers believe that social media marketing has been “somewhat effective” or “very effective” for their business.
  - 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.
  - 91% of ALL social media users access social channels via mobile devices.
In Summary

- Discover your overall social media **GOAL**.
  - **WHY** are you on social media?
- Identify your **AUDIENCE**.
  - Who are you trying to reach? What message are you sending?
- Create a monthly **CONTENT CALENDAR** for each platform.
- Post content at the right **TIME** for your industry/audience.
- Don’t be afraid to be **REAL**.
  - Let your audience get to know who you are and what your story is.
- Build **RELATIONSHIPS** first. The followers will naturally happen.
- Create/post **VISUAL** content.
  - Graphics and videos get significantly more shares than text-based posts.
- Stay **ACTIVE** on your pages and post **FRESH** and **RELEVANT** content.
- Piggyback on what’s **TRENDING**.
- Put yourself out there. Make your **PRESENCE** known.
Resources


Graves, Lauren & Sudduth, Corey (Directors & Producers). (2019) *Eat School Breakfast* [Mp4]. United States: River Bluff High School Center for Media Arts, Design & Production - Advanced Film & TV Production Senior Class


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