SOCIAL MEDIA
Cheat Sheet

CLICKCONSULT ©

LINKEDIN

As a B2B networking platform, LinkedIn demands greater transparency than the other social networks: your personal profile is based on the information about your career and achievements and you're encouraged to only create connections with people you know and trust

- Keep your profile fresh – you can upload documents, photos, videos and presentations

- You can also use LinkedIn as a publishing platform for your own blog. Your posts will be shared with your connections and followers and will be searchable - a great way to showcase your knowledge and expertise

- Establish your brand with a company page: essentially a profile of your business, products, services and job opportunities that you can update regularly

- The majority of activity takes place within Groups; there are some place restrictions on membership, eg, that you work within a certain industry

- Contribute thoughtfully on group discussions, eg, offer advice and suggestions based on your own professional experience; alternatively, start your own once you get a feel for the kind of topics that are popular within a certain group – don't forget to thank those who respond

- Create your own unique group for discussion around a topic relevant to your business or industry. Bear in mind this will need to be modified and updated regularly

- The best way to earn Recommendations and Endorsements is to provide them for other people first

- Consider upgrading to a Premium (paid) account if you want to contact people who aren't connections or expand your search and profile view options

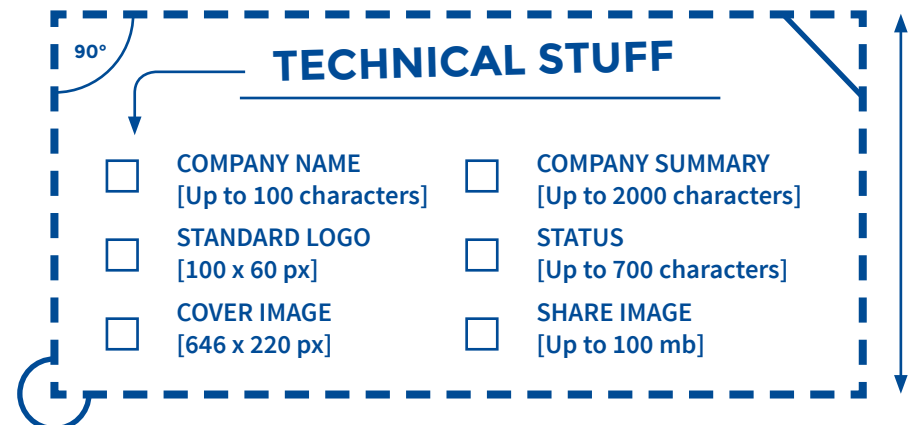- Remember that LinkedIn's 'no-spamming' policy is strictly enforced

PROS

- Allows networking opportunities and prompts direct business relationships
- Enables sharing of knowledge and expertise

CONS

- The B2B focus means the audience is limited
- Ads can be poorly targeted, leading to a potential overload of irrelevant content

TECHNICAL STUFF

90°

- COMPANY NAME [Up to 100 characters]
- COMPANY SUMMARY [Up to 2000 characters]
- STANDARD LOGO [100 x 60 px]
- STATUS [Up to 700 characters]
- COVER IMAGE [646 x 220 px]
- SHARE IMAGE [Up to 100 mb]

Social Media Cheat Sheet

FACEBOOK

Perhaps the best known social network, with 1.44 billion active users worldwide and 40 million small business pages

- The highest average click through rates (CTRs) are seen between 1pm to 4pm, peaking on Wednesdays at 3pm*

- Ensure your status updates are eye-catching enough to stand out in users' newsfeeds: the ideal length to maximise engagement is between 40 and 80 characters**

- It's not all about self-promotion. Share and comment on others' content and get involved in discussions

- Mix up your posts – 80% should be social (yet still relate to your industry or audience) and 20% about your product/service***

- Posts featuring photos get 53% more likes and 104% more comments*, so make sure you optimise imagery

- Make use of Facebook Events (in your status bar) to promote your brand – it also sends those attendees a useful reminder close to the date

- Use Woobox, an app suite that allows you to add tabs to your page for other social platforms (free) and apps for contests, quizzes, polls and more (paid)

- Curate, organise and view content on specific topics, or from industry leaders, companies or competitors by creating or subscribing to Interest Lists. These can be shared or kept private and save you from having to waste time trawling through your main news feed to find specific content

- Use Facebook Page Insights to analyse the performance of your Facebook activity

- Local businesses can take advantage of customer reviews and testimonials to boost brand awareness and increase conversions
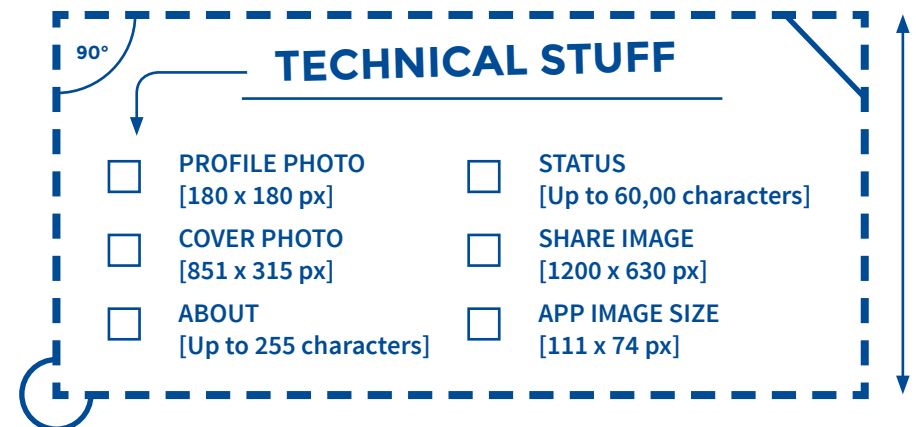
PROS

- **Easy to use, set up and control from a variety of devices**
- **Allows you to communicate, publicly or privately, in real-time**

CONS

- **Privacy issues**
- **Marketing campaigns can be time-consuming**
- **Has become very ad-focused**

TECHNICAL STUFF

90°

- ☐ **PROFILE PHOTO** [180 x 180 px]
- ☐ **COVER PHOTO** [851 x 315 px]
- ☐ **ABOUT** [Up to 255 characters]
- ☐ **STATUS** [Up to 60,00 characters]
- ☐ **SHARE IMAGE** [1200 x 630 px]
- ☐ **APP IMAGE SIZE** [111 x 74 px]

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Fast Company, 2014

**Jeff Bullas, 2014*

***Vertical Response, 2014*

YOUTUBE

The largest video sharing site on the internet; owned by Google

- Establishing and using an authentic 'voice' is a must for every social channel, but authenticity is especially important on video

- Not every video needs to be formal or sales-heavy; don't be afraid to act naturally and show your business' human side

- Put thought into your titles and descriptions – they should accurately and concisely reflect the content of your video (titles are heavily weighted in YouTube searches); make use of YouTube's keyword suggestion tool

- Ensure each video (and its description) contains a strong call to action and relevant tagging

- Customise the look of your Channel with your company's branding

- Monitor and respond to comments and take note of feedback to improve future posts

- Increase the visibility of your videos using other platforms, eg, embed them on your website, email shots etc; when you post content, write a blog about it and share it on social media

- On average you have 15 seconds to win over a viewer to watch the complete video
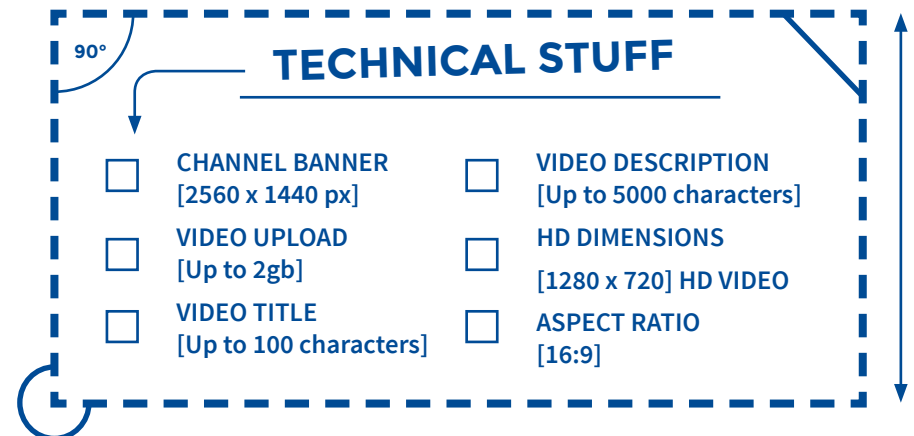
PROS

- Allows you to connect more directly with your audience
- Can be used to explain complicated concepts more easily than using text
- Users don't need to follow you to discover your content
- Can be found in search engine results

CONS

- Quality and editing need to be top notch; the results can be embarrassing if done badly
- Requires greater planning and time investment than other channels

TECHNICAL STUFF

90°

- [ ] CHANNEL BANNER [2560 x 1440 px]
- [ ] VIDEO UPLOAD [Up to 2gb]
- [ ] VIDEO TITLE [Up to 100 characters]
- [ ] VIDEO DESCRIPTION [Up to 5000 characters]
- [ ] HD DIMENSIONS [1280 x 720] HD VIDEO
- [ ] ASPECT RATIO [16:9]

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TWITTER

Micro-blogging service that allows people to post and read short messages

- Comment on and retweet others' messages to get involved in the community – don't forget you can now add your own perspective to retweets

- Tweets with images get 36% more clicks, 38% more favourites and 41% more retweets*

- Tweets get higher CTRs in the afternoon and at weekends**

- Use hashtags to make your tweets easy to find (research popular tags on Twitter itself or on Hashtagify.me) or create your own to reflect your brand

- Create different accounts for different areas of the business, eg, by service or product, sales, recruitment, etc

- Use Twitter to research prospects before meeting them. You can gain valuable information from scanning their tweets, profile and contacts

- Use Twitter's app Periscope to capture, upload and share video

- Hosting a regular Twitter chat around a specific topic is a great way to engage with fans and followers, as well as get an insight into their needs (existing weekly chats include #blogchat and #bizforum)

- Curate tweets into reading lists to save for later by favouriting them – they're then available to browse in one click or tap

- Use a tool like who.unfollowed.me to determine whether you need to amend your Twitter strategy
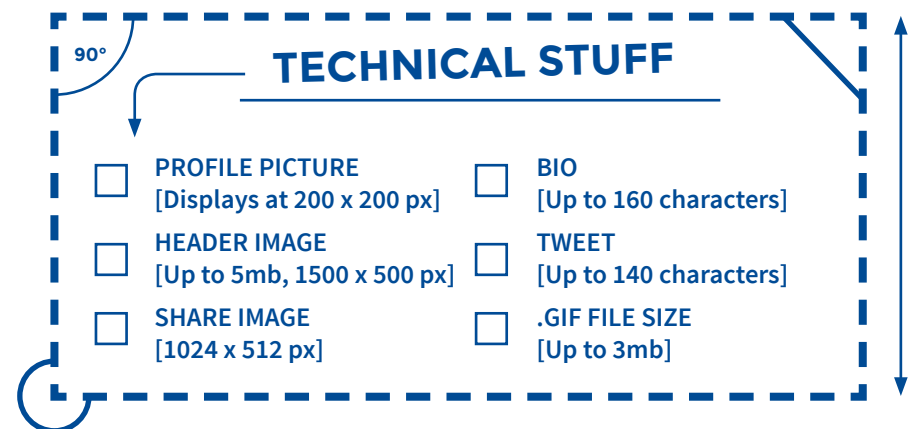
PROS

- **Easy to set up and use**
- **140 character limit keeps messages to the point**
- **Easy to search network for content using hashtags**

CONS

- **Volume of messages can lead to information overload/loss of message**
- **Not the best platform for showcasing visual content**
- **Short messages can be limiting**

TECHNICAL STUFF

90°

- ☐ **PROFILE PICTURE** [Displays at 200 x 200 px]
- ☐ **HEADER IMAGE** [Up to 5mb, 1500 x 500 px]
- ☐ **SHARE IMAGE** [1024 x 512 px]
- ☐ **BIO** [Up to 160 characters]
- ☐ **TWEET** [Up to 140 characters]
- ☐ **.GIF FILE SIZE** [Up to 3mb]

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* Fast Company, 2014
** Dan Zareela, 2015

GOOGLE+

The search engine giant's foray into social media

- Weekday mornings 9am – 10am are the best times to get click-throughs, peaking on Wednesday at 9am*

- Take advantage of the ability to use italics, bold and underlining; these formatting options can make your posts easier to read

- Posts with photos get 149% more +1s, (the equivalent of a Like) 136% more comments and 133% more reshares

- Add variety to your profile by posting wide images; these will cover multiple columns and increase the image's real estate

- 'Circles' work in a similar way to lists on Facebook and Twitter and allow you to organise content from specific groups of people – a great way to organise your contacts

- Circles also make it easy to control who sees each post

- Google+'s 'Hangouts' messaging system lets you chat with other users and also initiate video calls with them from within the service

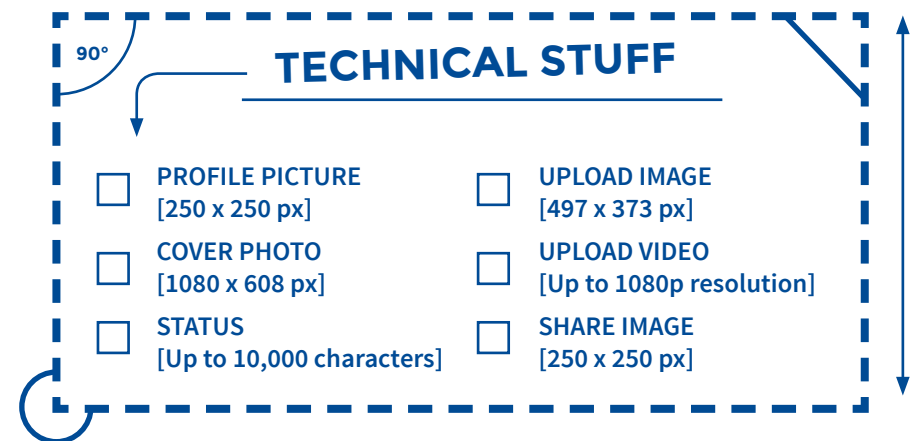- Tag a person or company by typing '+' before entering their name

PROS

- Having a profile has SEO benefits (ie, will help your site's visibility in search engines)
- Easy to use and integrates with Gmail and Google Docs
- Easy to find people and discover people to follow

CONS

- Very similar to Facebook
- Promotions and contests are strictly forbidden
- Lack of market share
- Limited audience size

TECHNICAL STUFF

90°

- **PROFILE PICTURE** [250 x 250 px]
- **COVER PHOTO** [1080 x 608 px]
- **STATUS** [Up to 10,000 characters]
- **UPLOAD IMAGE** [497 x 373 px]
- **UPLOAD VIDEO** [Up to 1080p resolution]
- **SHARE IMAGE** [250 x 250 px]

Fast Company, 2014

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PINTEREST

Photo-sharing platform where users group together pictures (known as Pins) on Boards; originally began as a forum for users to discover and save ideas for creative projects

- Saturday mornings see the highest CTR*

- Thinking about what your brand's product or service enables a customer to do or achieve is a great way to come up with ideas for captivating visual content to share

- Invite guest pinners: allow popular pinners access to your account to pin items of their interest, thereby building a community around the content

- Optimise the descriptions of your boards to give people greater reason to click and view them

- Take advantage of Pinterest's visual nature to bring 'boring' products or industries to life by telling a story, using a different angle or finding a hook with others' content (General Electric does this particularly well)

- Use separate boards to group different concepts of your offering together

- Make sure to optimise pins for mobile - 75% of users access Pinterest on mobile devices

- Take advantage of Rich Pins that allow you to add context and additional information, eg, Buy Now CTAs
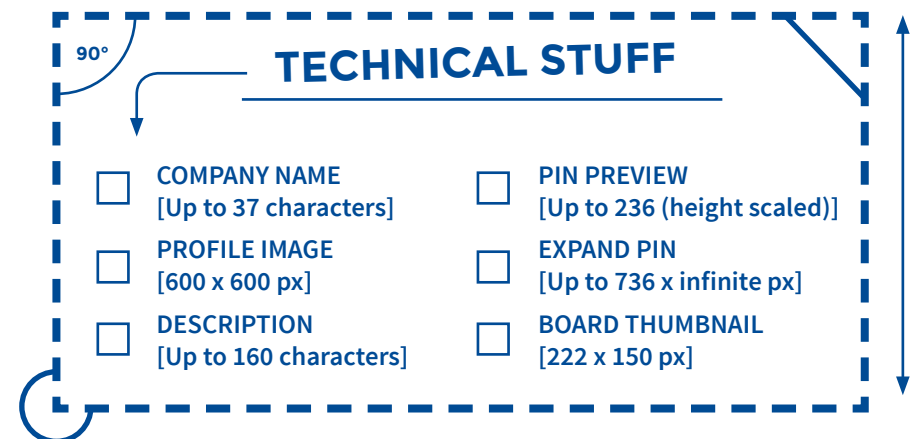
PROS

- As users are encouraged to discover content for themselves, there's not so much emphasis on actively engaging your audience
- Images are hyperlinked to the original source
- Selective following adds appeal to audience

CONS

- You need to ensure your imagery is well chosen, optimised and that the design is sharp
- Audience demographics can be limited

TECHNICAL STUFF

90°

- ☐ COMPANY NAME [Up to 37 characters]
- ☐ PROFILE IMAGE [600 x 600 px]
- ☐ DESCRIPTION [Up to 160 characters]
- ☐ PIN PREVIEW [Up to 236 (height scaled)]
- ☐ EXPAND PIN [Up to 736 x infinite px]
- ☐ BOARD THUMBNAIL [222 x 150 px]

Fast Company, 2014

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INSTAGRAM

Photo and video sharing platform owned by Facebook; designed for mobile

- Utilise the description area to its maximum potential – you have up to 2200 characters to tell a story with your images

- Joining in relevant conversations by commenting and sharing content is a good way to open up a dialogue

- Open the door to your business with 'behind-the-scenes' clips, or Q & As

- Amplify your content and increase your following by adding hashtags – track what your brand/industry community are using for trending topics or create your own

- Identify relevant influencers and turn them into brand advocates by targeting and engaging with them directly

- It can take time to gain an understanding of Instagram's visual marketing landscape (give it at least a month) and, as with any marketing activity, monitoring should be ongoing

- The Search & Explore tab shows you photos, videos and people that are relevant to your interests: a good place to find relevant influencers and content. Getting your own brand featured here will increase your exposure massively – the key is to make your posts consistently relevant and engaging

- Encourage sharing of your content by running competitions and seasonal campaigns

PROS

- **Simple to use**
- **Fastest-growing social network in 2014**
- **Appeals to a wide audience**

CONS

- Links don't work in captions
- Limited integration capabilities

TECHNICAL STUFF

90°

- ☐ PROFILE IMAGE [110 x 110 px]
- ☐ TITLE [Up to 100 characters]
- ☐ BIO [Up to 150 characters]
- ☐ LIGHTBOX IMAGE VIEW [612 x 612 px]
- ☐ PHOTO THUMBNAIL [161 x 161 px]
- ☐ PHOTO SIZE [640 x 640 px]

Social Media Cheat Sheet

Contact Click Consult

Do you need any further assistance with your search marketing strategy?

Our Click Consult website features an online resources section, full of useful eBooks.

We also write a blog, where you can find an abundance of search marketing tips.
If you're feeling social, get in touch on Google+, Facebook, Twitter or LinkedIn.

Alternatively, if you'd like to speak to us over the phone, you can give us a call on

0845 205 0292

We look forward to hearing from you.

As always, we'd like to wish you the best of luck with all your search marketing efforts.

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EXPERTS IN SEARCH.
SIMPLE.