



SOCIAL MEDIA *Cheat Sheet*

 CLICKCONSULT®



LINKEDIN

As a B2B networking platform, LinkedIn demands greater transparency than the other social networks: you must have a personal profile before you can create and manage a company page

- Keep your profile fresh – you can upload documents, photos, videos and presentations
- LinkedIn allows you to publish and promote your own [blog-length content](#). 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
- Add a Careers Page to showcase your culture and attract new employees



PROS

- Allows networking opportunities and prompts direct business relationships
- Enables sharing of knowledge and expertise
- Ability to post blog-length articles to showcase expertise



CONS

- Not effective for B2C business
- Large volume of spam dilutes meaningful content
- Very time consuming for new users to build an audience/connections

TECHNICAL STUFF

<input type="checkbox"/> COMPANY NAME [Up to 100 characters]	<input type="checkbox"/> STATUS [Up to 700 characters]
<input type="checkbox"/> SQUARE LOGO [300 x 300 px]	<input type="checkbox"/> PERSONAL BACKGROUND [1584 x 396 px]
<input type="checkbox"/> COMPANY PAGE COVER IMAGE [1556 x 768 px]	<input type="checkbox"/> PERSONAL PROFILE IMAGE [400 x 400 min.]
<input type="checkbox"/> COMPANY SUMMARY [Up to 2000 characters]	



FACEBOOK

Perhaps the best known social network, with more than 1.5 billion active users worldwide and 3 new profiles created every second

- Think of your [Facebook](#) page as a fan club for your brand: aim to build a rapport with your audience
- Leverage engagement with longform content through Instant Articles
- 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**
- Use Facebook Live - its streaming video platform - videos and other visual content drive much more engagement than text alone
- 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
- Make use of the Stories feature on the mobile app, that work in a similar way to Snapchat
- 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



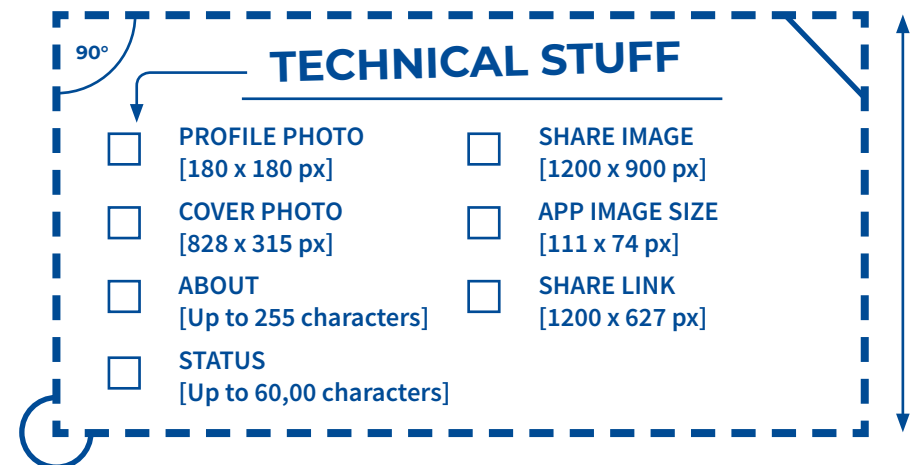
PROS

- Easy to set up, use and control from a variety of devices
- Allows you to communicate publicly or privately, in real time
- Allows organic tracking
- It's integrated with Instagram allowing you to share striking images



CONS

- Privacy issues
- Marketing campaigns can be time consuming
- Especially strict rules on running contests
- Has become very ad-focused
- Algorithm hides business' content unless promoted





YOUTUBE

The largest video sharing site and second largest search engine 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
- Publish content consistently to build an engaged audience
- 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; videos under 2 minutes generate the most views
- Make sure your videos are easy to see on mobile devices



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**





TWITTER

Micro-blogging service that allows people to post and read short messages, with more than 300 million users

- Comment on and retweet others' messages to get involved in the community – don't forget you can now add your own perspective to retweets
- Use hashtags to make your tweets easy to find and that reflect your brand or offering
- 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)
- Create Moments to curate tweets (your own and others') about a single topic or event all in one place
- Use a tool like who.unfollowed.me to determine whether you need to amend your Twitter strategy
- Leverage Twitter as a customer service tool by providing quick, individual responses to queries



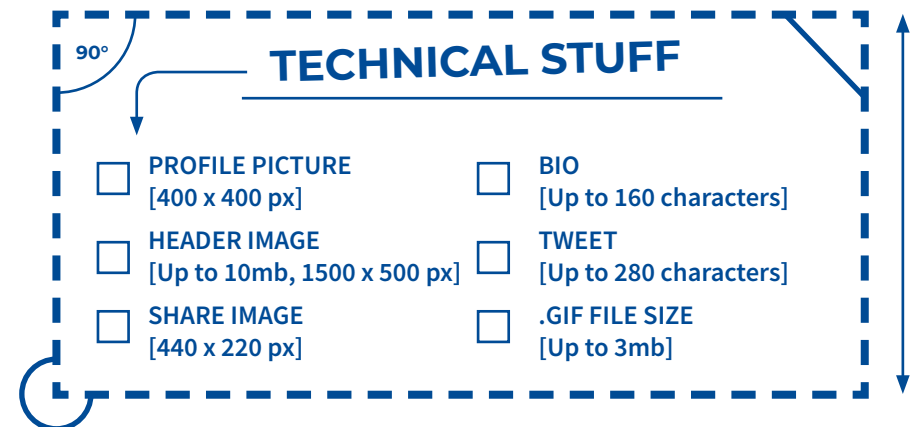
PROS

- Easy to set up and use
- 280 character limit keeps messages to the point
- Easy to search network for content using hashtags
- Tweets appear in Google results
- Can be used as a sales platform



CONS

- Volume of messages can lead to information overload/loss of message
- Twitter metrics do not display on share counters
- Short messages can be limiting





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
- Discover, create and join Circles and Communities, to target your content to users with shared interests, curate content and build relationships
- Tag a person or company by typing '+' before entering their name



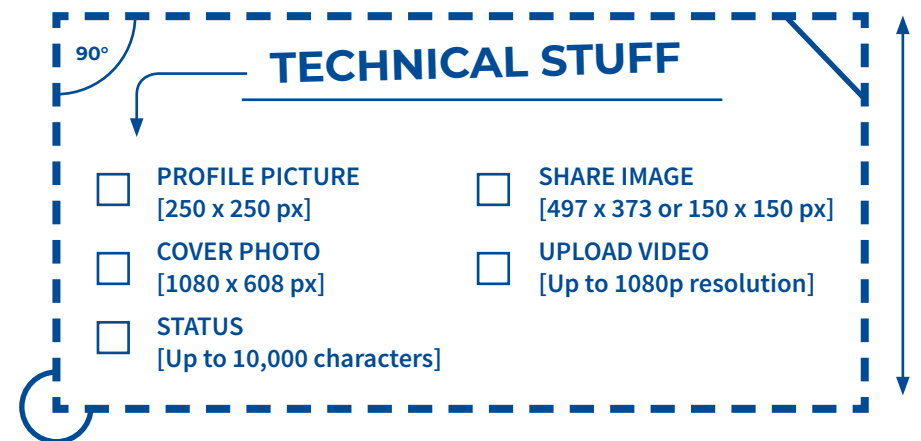
PROS

- **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**
- **Lack of market share**
- **Limited audience size**





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 source
- Good way to drive relevant traffic to your site
- 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

<input type="checkbox"/> COMPANY NAME [Up to 37 characters]	<input type="checkbox"/> PIN SIZE [Up to 236 (height scaled)]
<input type="checkbox"/> PROFILE IMAGE [165 x 165 px]	<input type="checkbox"/> EXPAND PIN [Up to 736 x infinite px]
<input type="checkbox"/> DESCRIPTION [Up to 160 characters]	<input type="checkbox"/> BOARD DISPLAY [222 x 150 px]



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
- Reshare photos posted by customers with your products as User Generated Content (UCG)
- 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
- Consider whether using Promoted Pins (ads) will help you to reach your audience



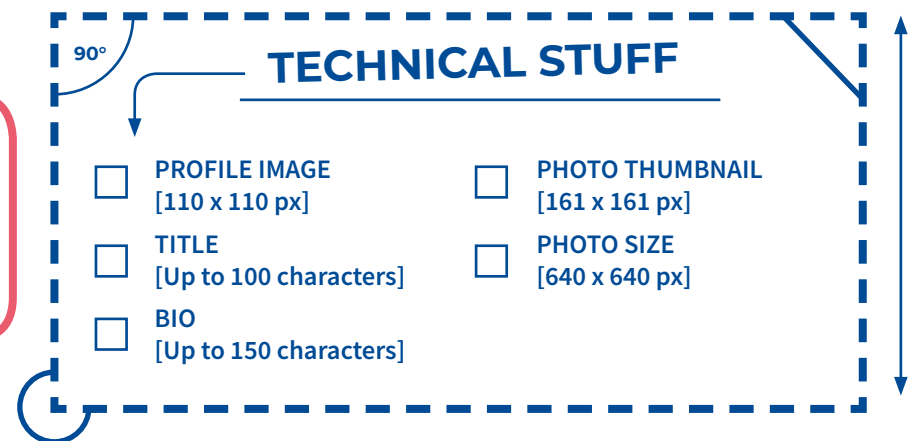
PROS

- Simple to use
- One of the fastest-growing social networks
- UCG on Instagram is very powerful
- Appeals to a wide audience
- Can be used as a sales platform
- The best platform for sharing high quality imagery
- Highly engaged audience



CONS

- Links don’t work in captions
- Limited integration capabilities
- ‘Shadow banning’ on business accounts can reduce visibility



GET IN TOUCH WITH US TODAY

ABOUT US

We are a multi award-winning search marketing agency working with brands & SMEs that want a tangible, measurable return from their online budget.

Our 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](#).

Call us today on

0845 205 0292

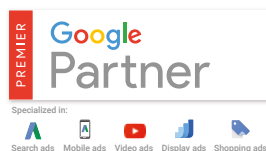
Or visit our [website](#).

WHAT OUR CLIENTS SAY

"From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership"

Lloyds Pharmacy

OUR ACCREDITATIONS



OUR TECHNOLOGIES

monitor **TRAX**[™] rank **TRAX**[™] feed **TRAX**[™] link **TRAX**[™] pro **TRAX**[™] page **TRAX**[™]



EXPERTS IN SEARCH. SIMPLE.