Web Strategies

MMC/UBIS

Social Media Best Practices

Prof. Kristen Palana

Learning Objectives for Day 2

- Introducing Social Media and Social Media Marketing
- Social Media Best Practices
- Defining Target Audiences
- Building Audience Engagement
- Understanding the Types of Social Media Platforms
- Use of Social Media Together With Websites
- Facebook's Role in Myanmar
- Facebook Pages vs. Facebook Groups
- Using Video and Animation to Build Engagement
- Email Marketing
- SEO Marketing and Affiliate Marketing
- Preparing For the Final Project

Social Media Best Practices

Introduction

- Social media is an internet-based form of communication.

- Social media platforms allow users to have conversations, share information and create web content.

What social media platforms can you name?

Social Media Best Practices

Types of Social Media

- **Social networking (Facebook, LinkedIn, Google+).**
- **Microblogging (Twitter, Tumblr).**
- **Photo sharing (Instagram, Snapchat, Pinterest).**
- **Video sharing (YouTube, Facebook Live, Periscope, Vimeo).**
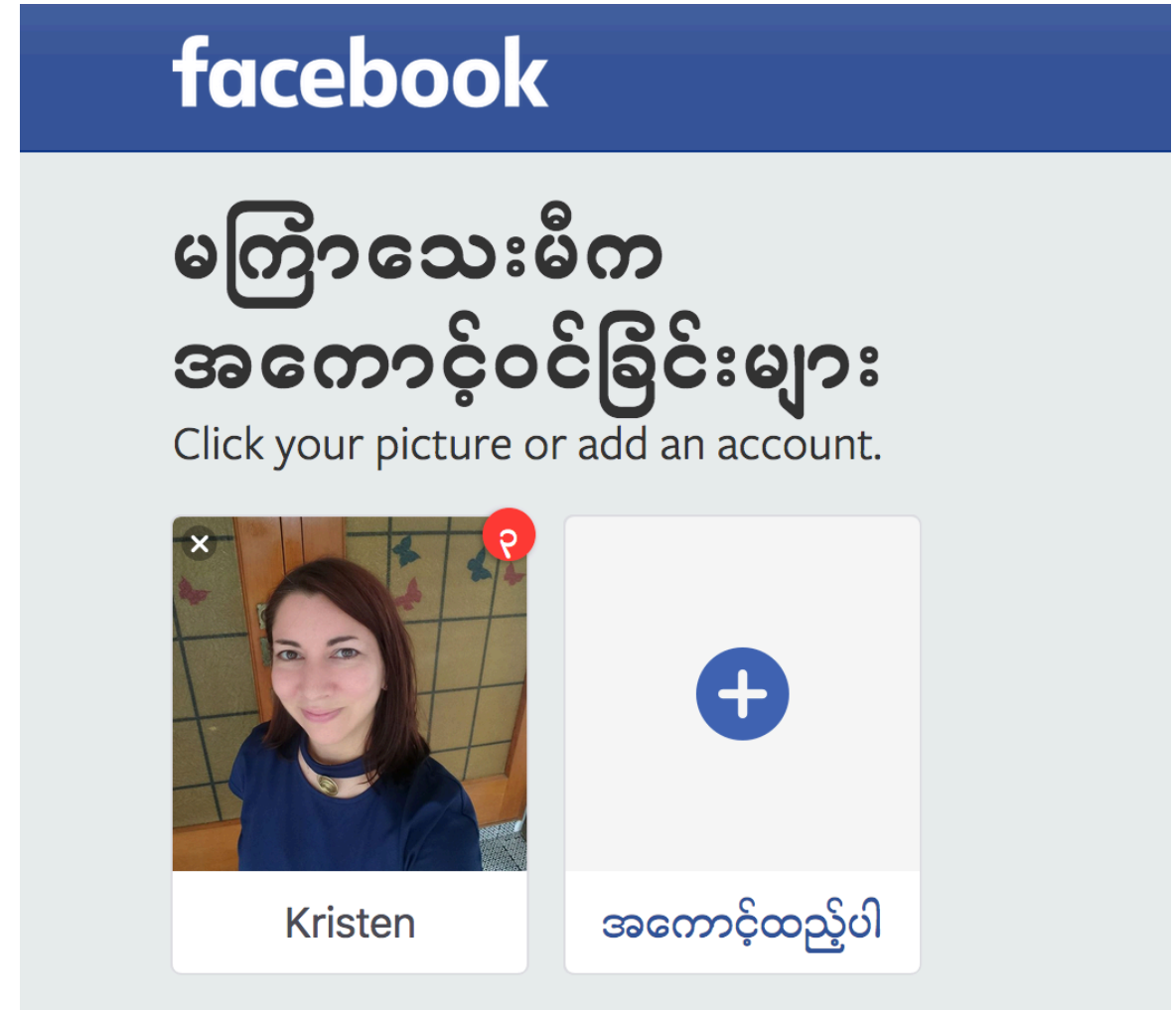
Social Media Best Practices

Use social media to ask questions, build buzz and get the conversation around your brand started!

Here's how:
1. **Pick your network** – you don't have to be everywhere and everything to everyone!
2. **Choose the best times to post** – This varies dependent on channel, so pay attention to your analytics and know when to share your very best content.
3. **Know your "WHY"** – Know why you are using social media to market your brand and what your end goal is.
4. **Know Your Audience** – Understand the needs of your audience and what information they're looking for. Social media is about meeting their needs in real time!"
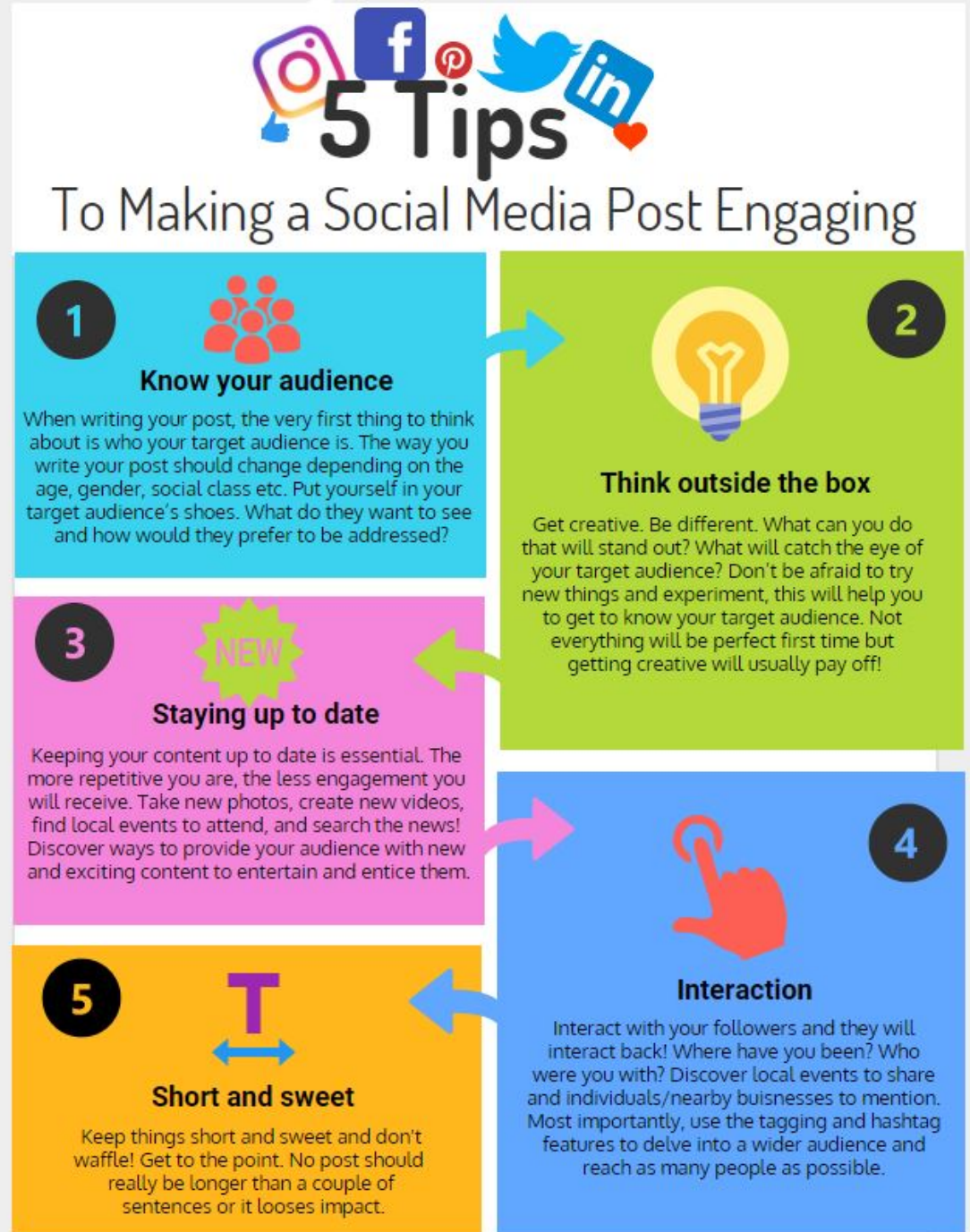
Social Media Best Practices

https://buffer.com

Social Media Best Practices

WHO is *your* audience?

By the way, did the company or organization you contacted last class ever get back to you?

If so, how fast were they? If not, did it bother you to get no reply?

5 Tips To Making a Social Media Post Engaging

1 Know your audience

When writing your post, the very first thing to think about is who your target audience is. The way you write your post should change depending on the age, gender, social class etc. Put yourself in your target audience's shoes. What do they want to see and how would they prefer to be addressed?

2 Think outside the box

Get creative. Be different. What can you do that will stand out? What will catch the eye of your target audience? Don't be afraid to try new things and experiment, this will help you to get to know your target audience. Not everything will be perfect first time but getting creative will usually pay off!

3 Staying up to date

NEW

Keeping your content up to date is essential. The more repetitive you are, the less engagement you will receive. Take new photos, create new videos, find local events to attend, and search the news! Discover ways to provide your audience with new and exciting content to entertain and entice them.

4 Interaction

Interact with your followers and they will interact back! Where have you been? Who were you with? Discover local events to share and individuals/nearby buisnesses to mention. Most importantly, use the tagging and hashtag features to delve into a wider audience and reach as many people as possible.

5 Short and sweet

Keep things short and sweet and don't waffle! Get to the point. No post should really be longer than a couple of sentences or it looses impact.

Social Media Best Practices
Responsible, Ethical Content Creation

What NOT to do on social media?

- Do not post personal information on your own personal pages like photos of family members, address, etc.

- What you post can be harmful to individuals. Post wisely and use discretion.

- Avoid posting controversial personal opinions, racist or intolerant speech, or anything unfounded, misleading, or untrue.
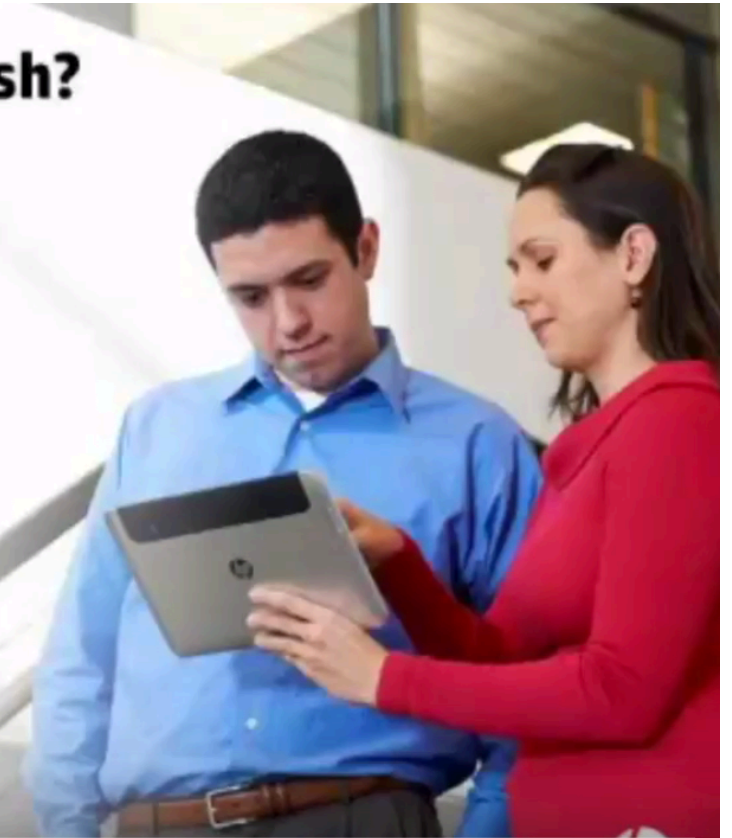
Social Media Best Practices
Video Feature

Social Media Marketing https://www.youtube.com/watch?v=QjYUHfoBdPI

What are you trying to accomplish?

- Type of business
- Business goals
- Marketing goals
- Social media measurement, experimentation & learning
- Study your customers, potential customers & competitors
- Resource constraints & focus

What are the Top 10 Social Media Apps?

Don't worry! You don't need to use all of them!

Using just *one or two* platforms well is better than using ten social media apps badly.

Social Media Best Practices
Kinds of Social Media

Quora

10. Quora

Quora is a dedicated network to information and knowledge where users interact with each other over a meaningful information exchange. Typically, a user posts a question and others answer it, more like Yahoo answers, but the interface is more like Facebook. Questions like "What Are the Top Social Networking Sites in the World" are abundant. The users here are more serious and non-bot. Quora was launched by two former employees of Facebook in 2009.

9. Tumbler

Tumblr is a blogging network, along with blogging it has a photo sharing network, like Pinterest. It has enticing blog themes, content formats, and connecting facility with other users, via the follow button. One can also share/re-blog or like other's blogs.

Social Media Best Practices
Kinds of Social Media

8. Pinterest

Pinterest, is similar to Instagram, in terms that this, too, is a vast image network. However, it has a completely different interface, and is more like an image collection site, with a pinboard style layout. If you find a nice image, you can just 'pin' it, and it will show in your pinboard, along with the original source. You can also post your own pictures.

Social Media Best Practices
Kinds of Social Media

7. Google+

Google+ is a networking arena, that is unique than all other networking sites and apps. It is an assortment of useful platforms that uses your core interests. Posts to Google+ also show up in Google Search and can be useful in bringing traffic to your website.

Social Media Best Practices
Kinds of Social Media

6. LinkedIn

LinkedIn is the largest networking site for working professionals and business personnel. One can make a public portfolio, or resume by updating their profile. It is a platform for finding jobs as well as employees, and connects professionals with mutual interests, also for promoting businesses, posting articles, advertisements, and lots of trivia.

Social Media Best Practices
Kinds of Social Media

5. YouTube

[YouTube](#) is the largest video networking site in the world. It is a product of Google, and is available as a website and mobile application. One can find movies, music, soaps and cartoons from all parts of the world; as well as private videos, blogs and YouTube Influencer videos all in one place. Most of the videos are free, and can be watched countless times. It is a major platform for promoting movies and music as well as advertising.

Social Media Best Practices
Kinds of Social Media

4. Instagram

Instagram is a social networking app for sharing mainly photos and videos. You can also connect it with your Facebook account. Instagram is the muse of photographers, artists, restaurants and anybody that likes to post images. It is a valuable resource for image optimization for businesses, especially Instagram Influencers.

Kinds of Social Media

3. Whatsapp

Whatsapp is an instant messaging app that allows multimedia sharing, including photos, videos, audio and documents. It has also free live video calling with high quality streaming. It is a sensational app that has a user base of over 1 billion. One can also create groups and connect with a number of people at once. This is a mobile based app, but a web version is also available. The data is secure with end to end encryption.

Social Media Best Practices
Kinds of Social Media

2. Twitter

[Twitter](#) is the next best thing after Facebook. Today, public tweets break news faster than the media. The main feature is the 280 character word limit that makes the posts catchy. Users can share photos, GIFs, videos and links. Twitter is also an important resource for Digital Marketing for businesses.

Social Media Best Practices
Kinds of Social Media

1. **Facebook**

    Facebook has been a top social networking site, since its inception in 2004. Today, it has over 2 billion active users, making it the **largest social network in the world**. The unique thing about Facebook is its dynamic, multifunctional interface that brings together daily news, business, gaming, and multimedia content. Facebook dominates the market with its strategic and frequent updates that keep it ahead of its time, with constant additions of new features like location specification, status backgrounds, the sticker store, hash-tagging, image tagging, and more.

Social Media Best Practices
Kinds of Social Media

1.Get in Groups of 4 or 5. Compare Notes.
2. Ask yourselves, What are the most useful social media tools *in Myanmar* today for marketing?

Social Media Best Practices
Ideas for Using Websites Together
With Social Media

TourMandalay.com

Tour Mandalay @TourMandalay · 18 Jul 2017

How well do you know your Myanmar heroes? irrawaddy.com/specials/inter…
#70years #rememberingAungSan #martyrsday2017

Interactive Timeline: Heroes in Myanmar's History

In honor of Martyrs' Day, The Irrawaddy remembers a number of individuals, now deceased, who committed their lives to the good of their country.

irrawaddy.com

Social Media Best Practices
Facebook's Role in Myanmar

- Facebook IS the Internet in Myanmar. It's the most popular social media platform.
- It is connecting people from all over the country and giving people more of a voice to express themselves.
- Facebook is investing in artificial intelligence and more Burmese translators to fight hate speech and the spread of misinformation.
- Facebook now has 60 Burmese speakers to trawl for unacceptable content and will employ 100 by the end of the year.

Social Media Best Practices
Let's Make a Group on FB

- Step by step we will create a new group
- Join and we can use to share content today and tomorrow.

Social Media Best Practices
Ensuring Your Content is Original or Royalty-Free

Using Royalty-Free Image Sites

- Pexls.com
- Pixabay.com
- Gratisography.com

https://kpalana.com/2016/01/dozens-places-find-free-royalty-free-images-music-videos-projects/

Social Media Best Practices
Ensuring Your Content is Original or Royalty-Free

Taking better Photographs.

Video: [Taking Better Photos Starting Today (VIDEO)](#)

In groups of 2 or 3, go take creative photos of each other inside and outside using the techniques you just learned.
Take about 30 minutes for this. We will share and edit photos when you come back.

Social Media Best Practices
Edit Your Images Free

Use Photoshop's Free Web Tool

https://www.photoshop.com/tools

Social Media Best Practices
Creating Audience Engagement

1. Select the best posting times and frequency
To get your audience to interact with your content, you have to post it during the times they're most likely to be using the platform. Perfecting [the timing of your social media posts](#) can have a positive impact on engagement.

Social Media Best Practices
Creating Audience Engagement

- The best time to post on Facebook is between 12 p.m. and 3 p.m. Monday, Wednesday, Thursday, and Friday.
- And on Saturday and Sunday between 12 p.m. and 1 p.m.

Post at these times, and you can expect a greater number of likes, comments, shares, and click-throughs to your website.

Social Media Best Practices
Creating Audience Engagement

2. Share valuable content

What does valuable content look like?
I recommend creating and sharing
content that meets these five criteria:

Social Media Best Practices
Creating Audience Engagement

It is helpful to the audience. Are you actually solving their problem? **It is rooted in specific, tangible, and real problems**. Who is your audience and how can you best help them? **It delivers on its promise**. You provide helpful news and information that helps your audience solve their problem

Is it actionable. After reading the content, what can the reader go and immediately apply to their lives?

You are proud to share it.

Does your content pass the Grandmother Test?

Social Media Best Practices
Creating Audience Engagement

3. Learn from your successes and failures

Track your performance. Figure out what worked, and do more of that. Determine what failed, and adjust your strategy accordingly.

Social Media Best Practices
Creating Audience Engagement

4. Use compelling visuals

Visuals enrich your content and help it stand out on busy Facebook News feeds. Your audience is made up of visual creatures, so using images, graphics, and the like is a no-brainer.

An analysis of more than 100 million Facebook updates over a three-month period revealed that updates with images enjoyed [2.3 times more engagement](#) than those without, according to a BuzzSumo study.

5. Ask your audience questions

Remember that one of the primary forms of engagement is comments from your audience. This is perhaps the most straightforward way to boost engagement since you're encouraging responses.

Social Media Best Practices
Creating Audience Engagement

6. Consider post length

The length of your post is influential to how strong your engagement rate is. Facebook's character limit for status updates is more than 60,000. Naturally, you don't want to post anything near that long. Test various lengths and pay attention to what works best for your audience.
Always look to the data. One study by Express Writers found that posts with only 40 characters enjoy 86 percent greater engagement than longer posts.

7. Experiment with different video formats

Video is the key to greater Facebook engagement, so giving your audience a variety of video types is a formula for success. The one factor that's been driving markedly higher shares is video, according to a Buzzsumo study. It looked at 25 million Facebook posts from the top 10,000 publishers on the platform.
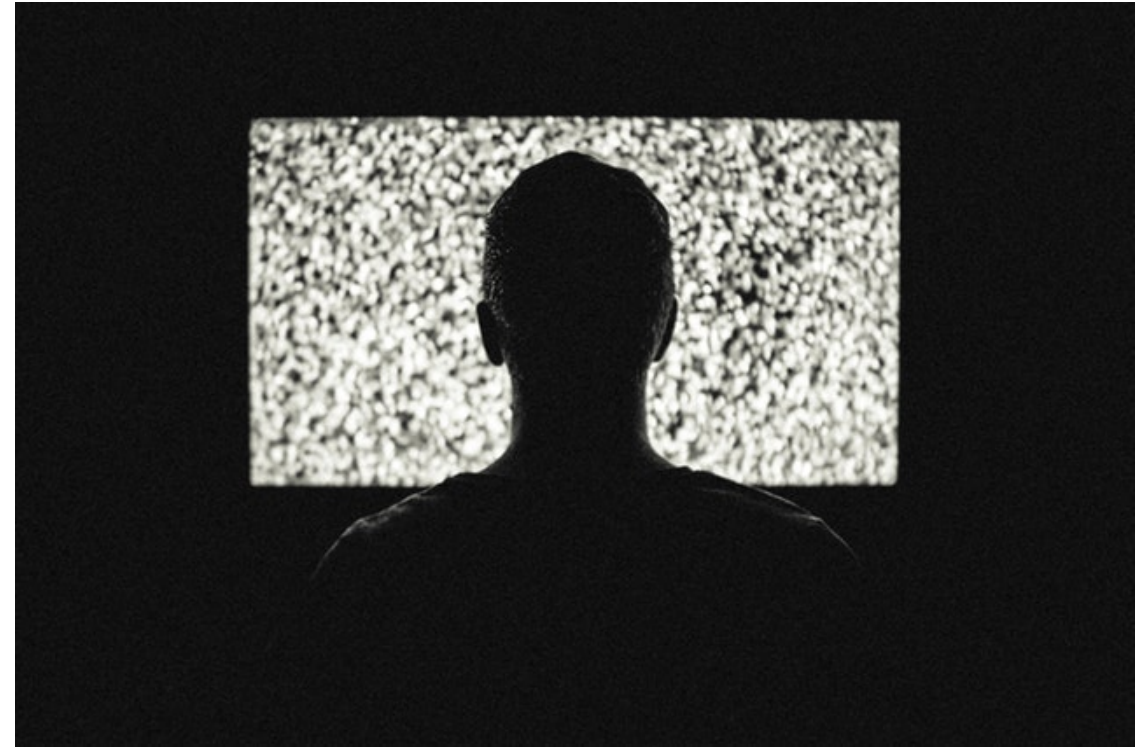
Social Media Best Practices
Creating Audience Engagement

It's important to leverage this enthusiasm for video by showing your audience various styles of videos.

Here are some ideas:

- Inspirational videos that feature quotes set to music.
- Facebook Live videos that let you broadcast live to your audience.
- Educational videos that teach people how to do something very easily.
- Behind-the-scenes videos that give your audience an informal look at and access to your work.
- Featured videos that show up on your About section for extra prominence.

8. Drive traffic to your Facebook page from other sources
Send the audience that interacts with you on other social channels to your Facebook page. You could simply include a link to your Facebook page within a tweet or include it on your Instagram bio.

Another option is to display your Facebook page on your blog.

Social Media Best Practices
Creating Audience Engagement

9. Join Facebook groups

You'll increase your engagement when your content surfaces among relevant audiences. These are people who are in the same industry as you or who are looking to solutions to the problems your content addresses.

By joining the right Facebook groups, you get to connect with these relevant audiences.

Social Media Best Practices
Creating Audience Engagement

10. Include a call to action
You can't underestimate the usefulness of a good call to action (CTA) on Facebook. Studies show that using specific words on posts can help increase conversion rates.
The average engagement rate per post is greater for posts that use these terms than those that don't, according to a TrackMaven report. The terms the study looked are "share," "please," "now," and "like."

Social Media Best Practices
Being Responsive –Case Studies

1) Assign a specific person to each social account
Don't scramble when someone asks a tough question. Make sure someone is there to answer, and that individual is properly resourced with the necessary information, or knows who to call to get it. Having one primary contact person assigned to each account (or all accounts) will ensure that there is no confusion about who is responsible for this important task, and your audience gets a timely, knowledgeable and friendly response from a real person.

2) Utilize iPhone and Android app notifications
Downloading the native social media apps (Facebook, Twitter, Instagram, LinkedIn) onto your smartphone is a must for any social media page manager who wants to stay in touch with what is going on. Be sure to turn your notifications on, and keep an eye out for new Facebook messages, comments, etc. Liking these, replying with a quick "Thank you!", and responding to any questions will set your page apart immediately. If you aren't able to do this quickly, be sure to assign someone who can.

Social Media Best Practices
Being Responsive –Case Studies

3) Manage feedback with honesty and grace
In any situation where you receive negative feedback online, it's important to assess the damage and make a quick plan. If the individual has a legitimate concern regarding your post or page, it's important to respond immediately with empathy and information to assist them. Ignoring it simply makes it look like you don't care. Do not respond privately to issues- address it publicly if possible, in the same thread that the customer began. Other people will be watching to see how you respond.

Social Media Best Practices
Video

Increase Engagement on Social Media

https://www.youtube.com/watch?v=CicGoX wUI9A

SEO Marketing

SEO is a **marketing** discipline focused on growing visibility in organic (non-paid) search engine results. **SEO** encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines

[Video Tutorial to Get You Started](#)

Email Marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using **email**. In its broadest sense, every **email** sent to a potential or current customer could be considered **email marketing**.
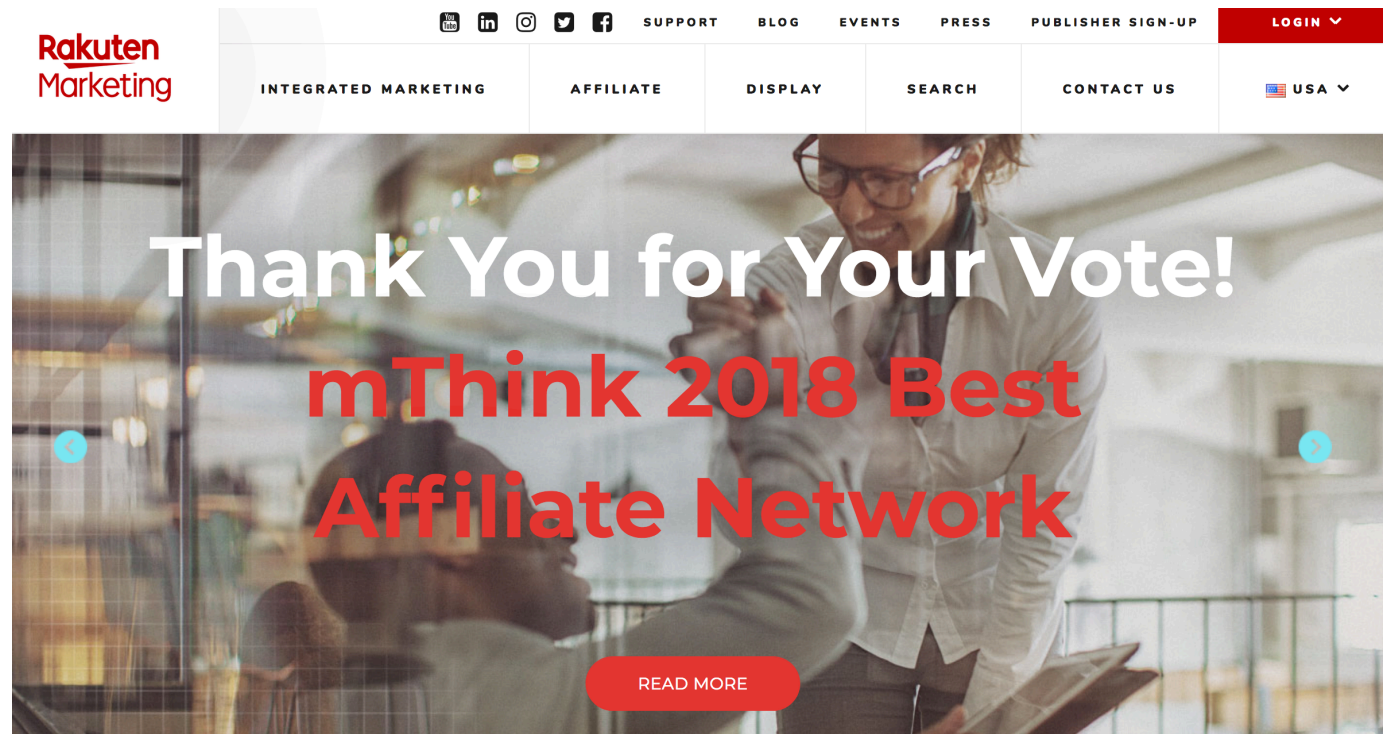
Great Email Marketing Campaign Examples + Template

Affiliate Marketing

Affiliate marketing is a type of performance-based **marketing** in which a business rewards one or more affiliates for each visitor or customer brought by the **affiliate's** own **marketing** efforts
https://neilpatel.com/blog/when-to-use-affiliate-marketing/

Social Media Best Practices
Video Tips and Tricks

Some useful guidelines:

- Keep videos under 1-2 minutes if possible
- Use good lighting. Don't film subjects in front of a window. Film outdoors if possible.
- Pay attention to your background. Simple is best.
- Make sure your audio is clear. Avoid loud background music if there is a voiceover, interview, or dialogue
- Keep the camera steady. Avoid jerky motions.
- Make sure your goal, idea, or concept is simple and clear.
- Use text sparingly.
- Use a call to action at the end.

Case Studies:
AUM
Myanmar's Digital Transformation
OwayRide

In groups of 2 or 3 take turns doing 30-60 second interviews using the techniques you learned.

Upload your videos to our FB group Page.

Preparing For the Final Project

Final Assignment for individuals – WEB STRATEGIES

Deadline of Submission: November 4th, 2018

This is not so different from your last group assignment, but since this is an individual assignment, I would like each and every one of you to think quite a bit before you start.

Situation: If you were to launch a product (any type you can choose), what sort of online marketing tools you would use to amplify the messages about it and reach your target audience.