

## What you will get out of the toolkit:

- Learn about the importance of social media for businesses and read previous success stories.
- Understand what you can achieve for your business through social media.
- Focus on creating an effective social media plan to meet objectives.

## What is social media?

Social media is a collection of websites and applications that enable users to create and share content or to connect online by participating in social networking. There are different types of social networks such as Facebook, Twitter, LinkedIn, Instagram, Pinterest and Vine. They're essentially ways you can digitally share your content with others and interact with the content that they are sharing.

## Why should you be on social media?



*It's popular - over 500 million tweets are sent every single day and Facebook is the second most popular website behind Google.*



*More UK adults are on social media than aren't. Your customers, clients and competitors are on social media, so you should be too.*



*When it comes to your business, people are going to be talking about you online whether you have a social presence or not. This is why it's best to be there, ready to respond to and stub out any negativity.*



*Social media provides you with a platform to share positive company news.*

## Social media success stories

### *The Oscars Selfie*

The most retweeted Twitter picture ever was the star-studded selfie from the Oscars. It featured some huge names and made a massive social media splash. In fact, the selfie that was taken on the new Samsung Galaxy smartphone was retweeted more than three million times and had over two million favourites.

Samsung had their name **everywhere** - the selfie was something that people wanted to share. This was a massive success for the company.

## Oreo

Oreo respond to real life events fast - really fast. Their reaction time is tough to beat and it turns their social media strategy into something that packs a bit more punch. For example, during the Super Bowl, the most viewed sporting event in the world, there was a power cut. Oreo decided to jump on the back of this and posted a nice graphic on Facebook saying 'You can still dunk in the dark.'

They had no direct link to the event, the brand still managed to get the Oreo name out there with some witty newsjacking. They racked up over 20,000 likes, 800 comments and 6,600 shares for this one photograph.

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## Developing your social media accounts

### 1 Questions to ask yourself

Before you start developing your plan, it's important to have your vision clear in your mind of what you want to achieve for your business through social media.

- **Write down three aims that you'd like to achieve through social media.**

*Why are you developing a plan?*

*Is it to increase your customer base?*

*Is it to have an external news outlet?*

*Is it to spread awareness?*

- **Who is your audience?**

*Customers? Clients? Local people?*

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### 2 Take Action

- **Research the different social media networks available**

*If your business is visual then Pinterest and Instagram could be right up your street. Have a look around and choose your platforms like Facebook, Twitter and LinkedIn.*

- **Set them up. Do this to secure any handles/usernames.**

- **Make your social media accounts look professional.**

*Make sure your cover photos and profile pictures are a good quality, fit correctly and reflect your business.*

- **Give each different platform you've selected a separate aim**

*You've already decided on the overall social media aims for your business but you should have an aim for each platform too. This is so each social network is unique and you gives your audience a reason to connect with you across the board.*

- **Make your aims measurable.**

*For example: In month 1 of setting up my Facebook page, I want to have gained at least 100 fans to start building up my audience. Do this for each social media platform you've chosen.*

### 3 Fail to plan, plan to fail

- **Come up with a plan for the first two months of your social activity.**

*Make sure your content relates back to your aims to ensure your activity has a purpose. Examples of content could be videos, infographics, photos and links. Have a think about any upcoming events and any national days you could piggyback on.*

- **Create a spreadsheet to store your content plan** - you could have the weeks running across the top and different platforms down the side.

*Plan to post on Twitter multiple times every day and stick to once a day on Instagram and Facebook.*

- **Get cracking! Start putting your plan into action and posting your content.**
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### 4 Listen and interact

- **Listen to what your customers are saying and respond to their comments and mentions.** Social media isn't just about sharing your news, it's a two way system.

- **Join other conversations about topics that your business is interested in.**

*Don't be afraid to start interacting with others and building up relationships.*

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### 5 Review your social performance

- **Keep an eye on the sort of content you've been posting and review it to see what types your audience are responsive to.**

*If you notice they're interacting a lot with photographs, plan to post more of them and if you're videos are a flop, scrap them.*

- **Review your content regularly to keep improving your social content.** Make sure your social accounts are matching your aims and make tweaks to suit them better.