



Social Media Tip Sheet 2014

3 2 P R A C T I C A L T I P S



Table of Contents

Pick your poison!

Twitter **Facebook** **Google+** **Blogger Outreach**

Who we are

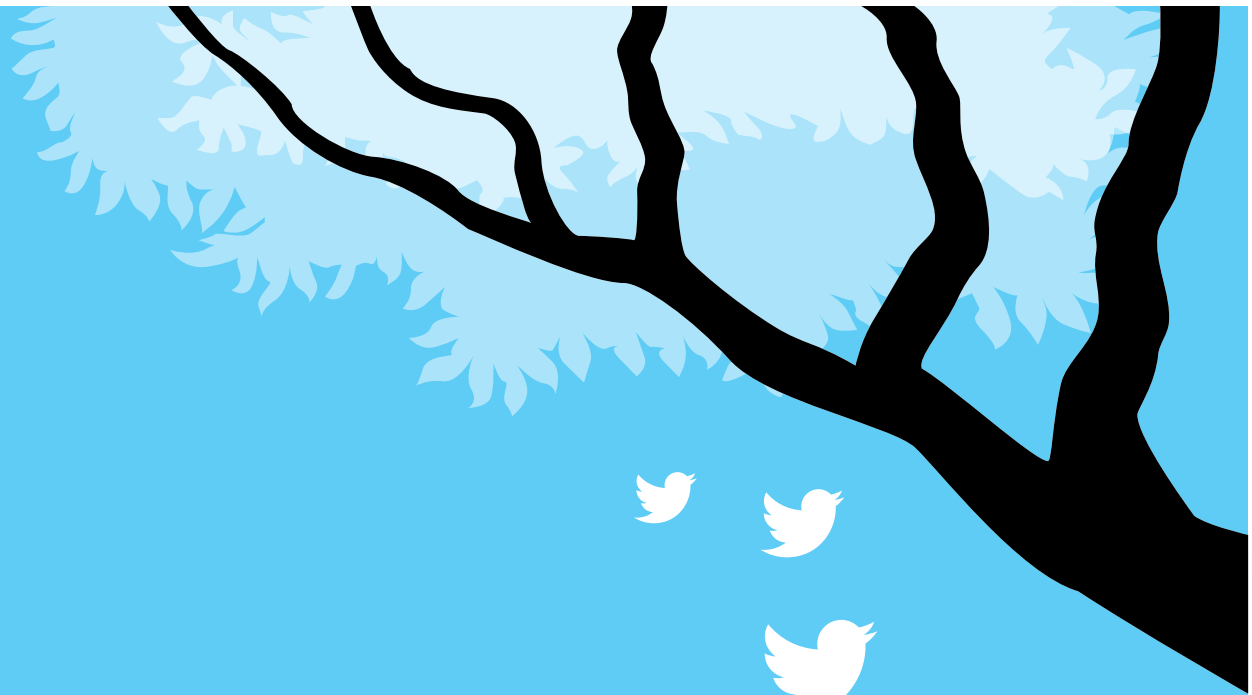


Twitter

You should have known by now...

Twitter is all about interaction!

Unfortunately, only tweeting about yourself doesn't work anymore.



Here's some key points to consider...

It's all here.

Use **Moz's interaction map** to find twitter accounts to interact with. From industry leaders and brands, to bloggers and influencers.

Everyone's here!

Accounts That Your Audience Follows

- Novelty Accounts
- Brands
- Industry Leaders
- Celebrities
- Heavy Social Users in Your Field
- Tangentially - Related Influences
- News/Press Accounts

Non-Social Influences of Your Audience

- Authors
- Journalists
- Conference Speakers
- Forum Contributors
- Bloggers

Accounts That Fit Your Custom Personas

Those whose bios / demographics match your customer targets

Your Competitors (direct & indirect)

- Primary Competitors
- Alternative Solutions to Your Customers' Problems
- Sites You Compete with in Search Results



MOZ



This map is from Rand Fishkin's excellent presentation: [The 10 Big Social Media Challenges \(and the tactics to solve them\)](#)

TIP

Create private lists to segment twitter profiles appropriately. A separate newsfeed will be created for each list, making it easy for you to monitor who's saying what.

Tweet using the 5-3-2 rule.

Another variation is the 80/20 rule

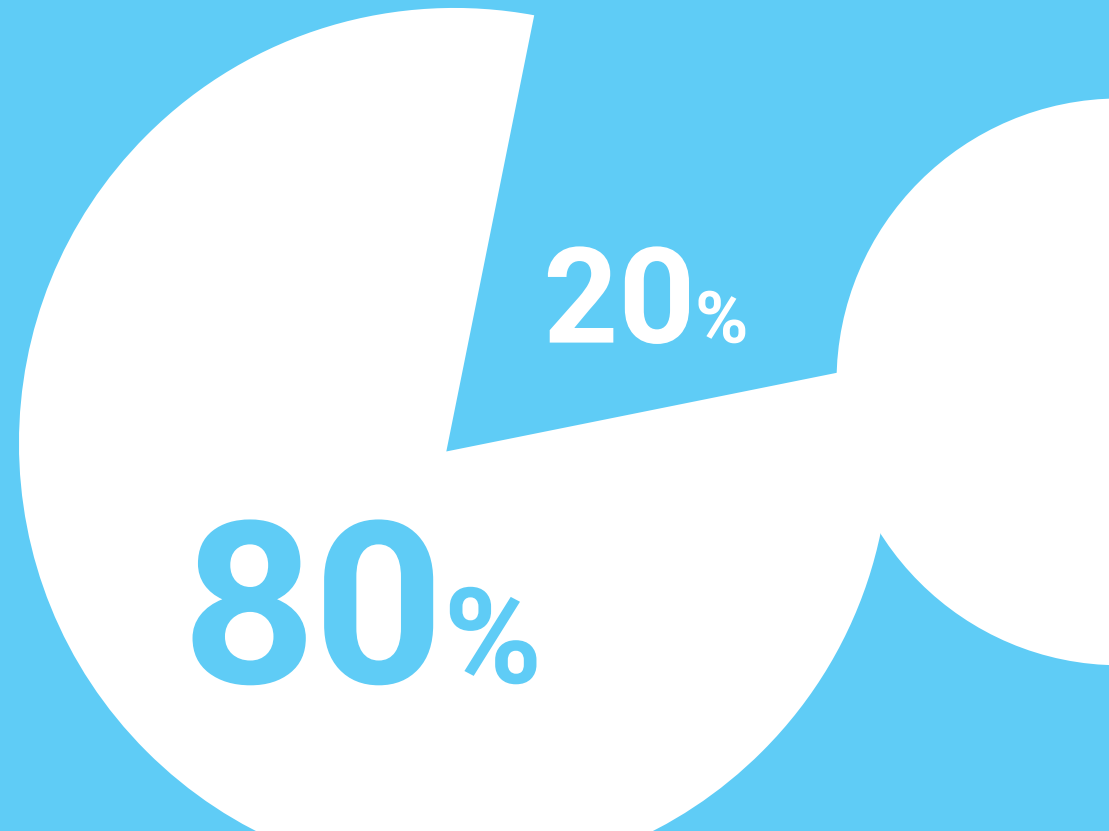
Where 80 percent of your social media activity is focused on solving customer problems and 20 percent on self-promotion.

The point here is not the actual ratio but sharing useful information to your audience that appeals to their needs.

Give praise where praise is due, be authentic and make connections!

TIP

It's all about pleasing your buyer personas. You do have one, right? Five should be content that is not yours (but still adds value and makes people go 'whoa'). Three should be content coming from you, relevant to your audience (Remember, the sales pitch is a no-no). Two should be personal, something to help humanize yourself your brand.



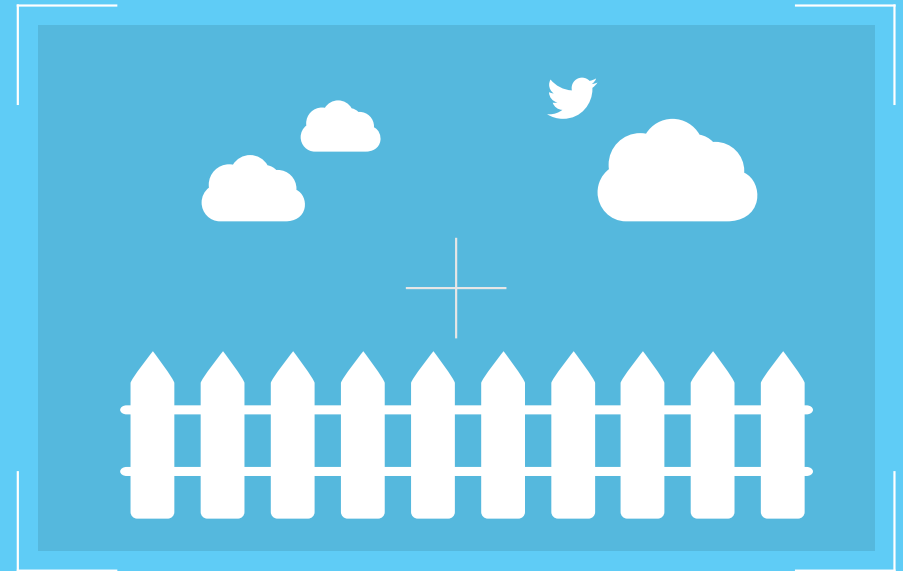
Write good tweets

Tweets with images drive substantially higher engagement while tweeting with one or two hashtags appear to be the max.

Use third party software like **Followrwonk** to find your optimal posting hours and tools like **Tweetdeck** or **Buffer** to automate a portion of your tweets at your 'sweet spot'.

TIP

Save your Twitter queries with the appropriate hashtags in a bookmark for easy monitoring. It will save you a lot of time.



*From forest mountains, we look across
That blantly beauty's nose might never be
But as the river stands by some house
His tender love might lose his memory
But then contended to shine over bright eyes
Tandit thy light's flame with self-gustantinal fuel
Hiding a furnace where abundance lies*

Compose new tweet

Steal like an artist!

One of the most inspirational pages on twitter usage is its **success stories.**

Take your time to examine successful past strategies by company size, industry type, tactic, product and goal.

TIP

Use [Buzzsumo](#) to find content that's getting a lot of shares on your niche. Besides Twitter, it also supports Facebook, LinkedIn, Pinterest and Google Plus, giving you many opportunities to hop in. Is that Google Plus discussion a topic you can elaborate on? Do it! Is that Pinterest board contextually relevant with your visual content? Become a contributor! Is that Facebook post a win-win for both pages? Tag them!



Measure success

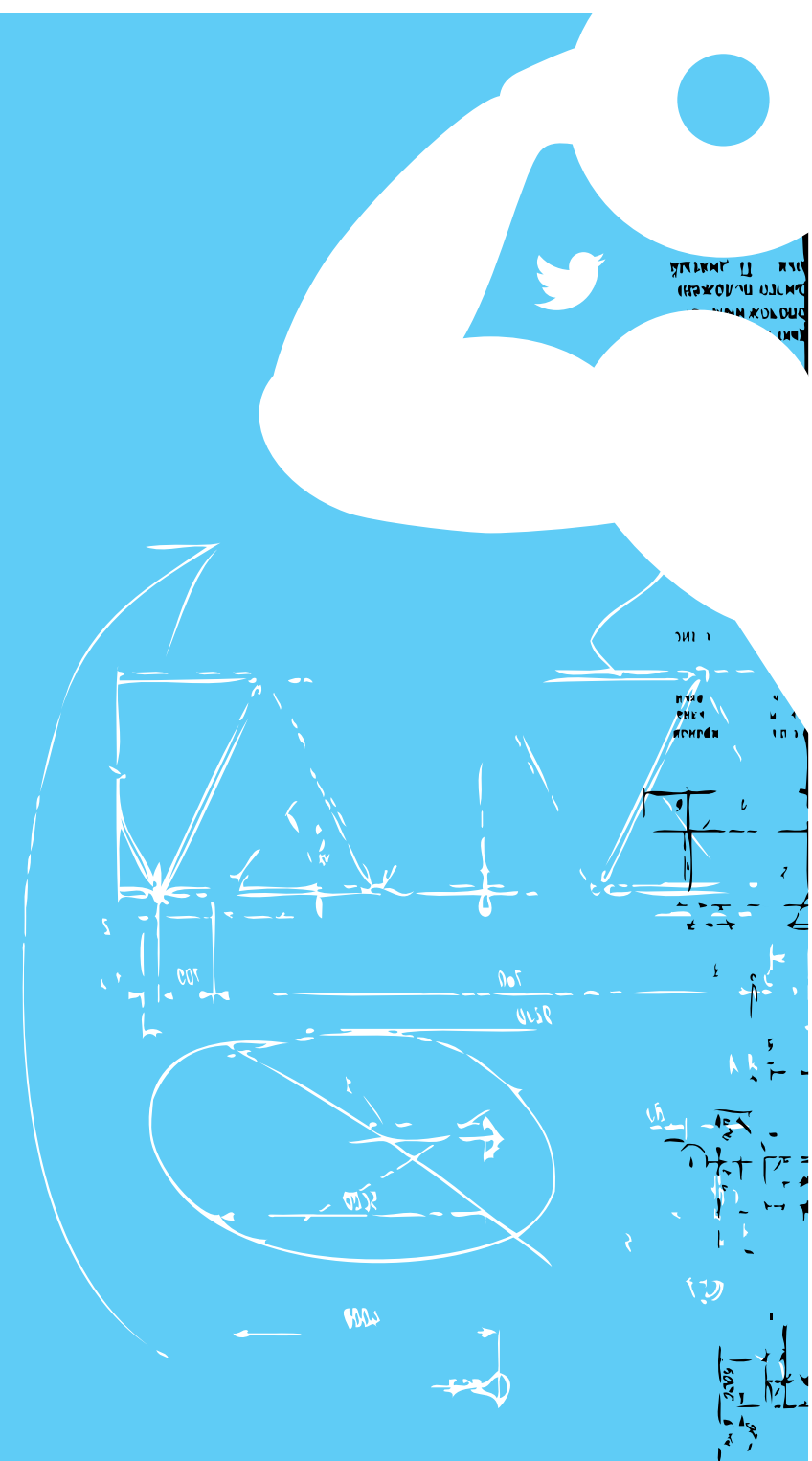
Don't try to drag people to do whatever is it you want at every tweet.

Try building a strong presence that shows your personality.



TIP

As in all online decisions the **marketing funnel** applies. Focus on creating great user experience and adding value. This will get you a high engagement rate which is far more valuable than the number of followers.



8 practical to-do tasks



The following/followers info is visible on new twitter profiles, so try keep that ratio in balance. Don't mass-follow and favorite randomly.

New Twitter profiles need a much bigger profile pic and feature "pinned" tweets. Use them.

Analyze the trend of the hashtag used on your posts and take it into consideration. Don't put more than two hashtags in a tweet.

Image work wonders but if you want the Twitter preview to display your full image, make sure it's sized at a 2:1 ratio, with a minimum width of 440px and a minimum height of 220px.

Use your iPhone to upload multiple images.

Learn how to setup Twitter Cards, an incredible booster for increasing website traffic and Twitter engagement.

Align your business goals with an authentic and unmonitored company voice that generates leads and drives sales.

Be yourself..!

Facebook

An unfair battle to appear on the timeline of the people who liked your page.

It's no news that **Facebook drops organic reach** and should you not differentiate only a ridiculous portion of those who liked you will see your posts in their newsfeed.

Counter-attack by...



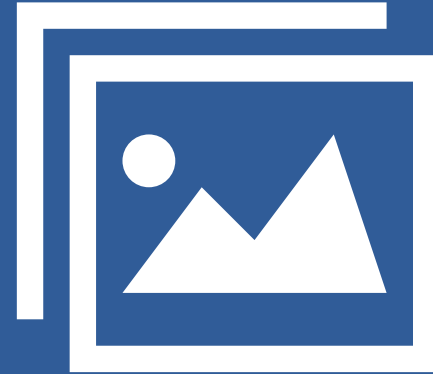
Changing post types



videos



links



photos

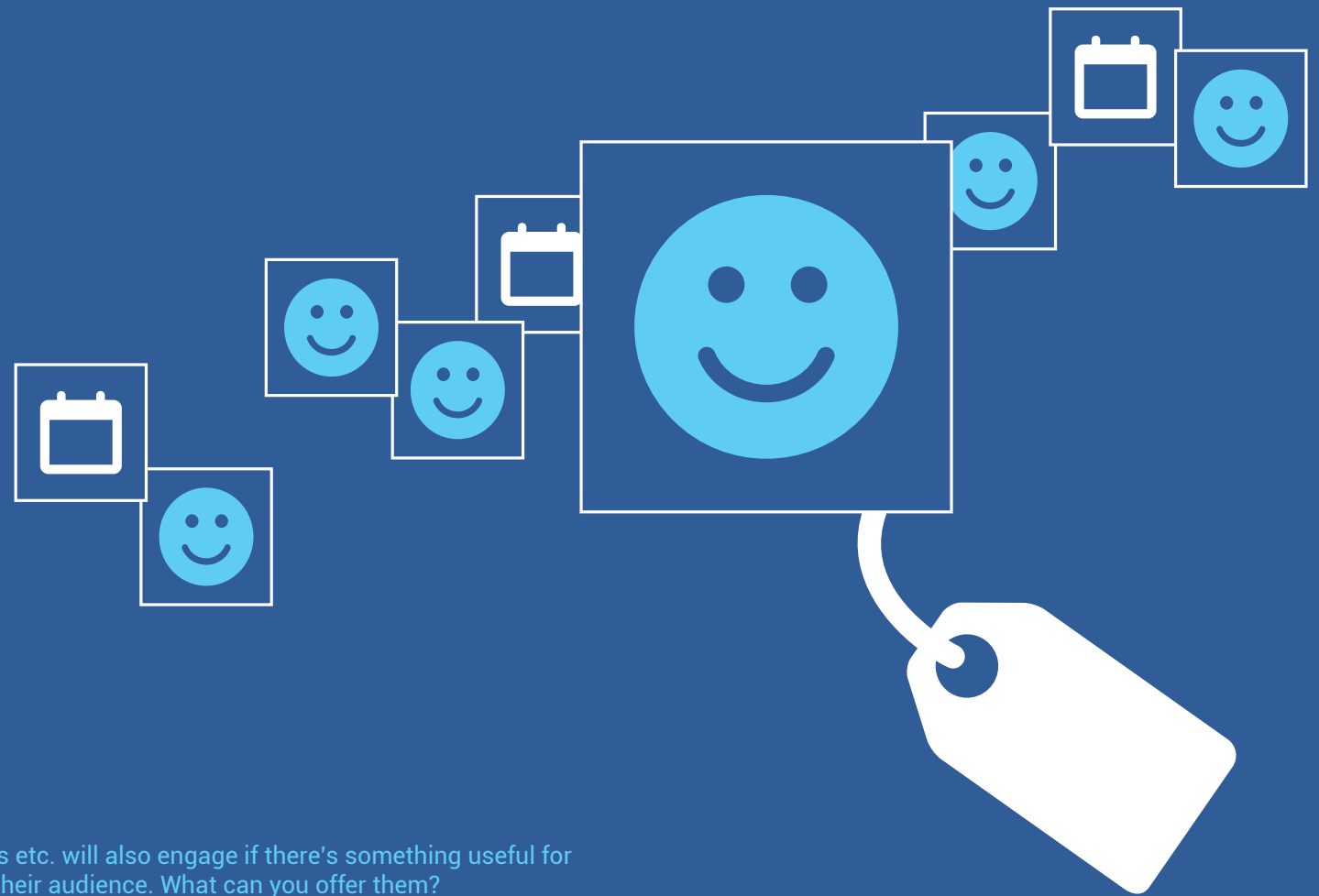


events

TIP

Check out your Facebook Insights to see which of your posts are the cream of the top are and which suck. Some will have considerably more reach than others, or will be more engaging. A/B test to find what's working for you and stop what's not.

Tagging people & events on your posts



TIP

Think 'win-win'. Places, other pages, local vendors etc. will also engage if there's something useful for them too; they will also amplify your message to their audience. What can you offer them?

Understanding your audience

TIP

Is the age range and gender the same as your buyer personas? If not, try to align them.

Do you post when your fans are online?

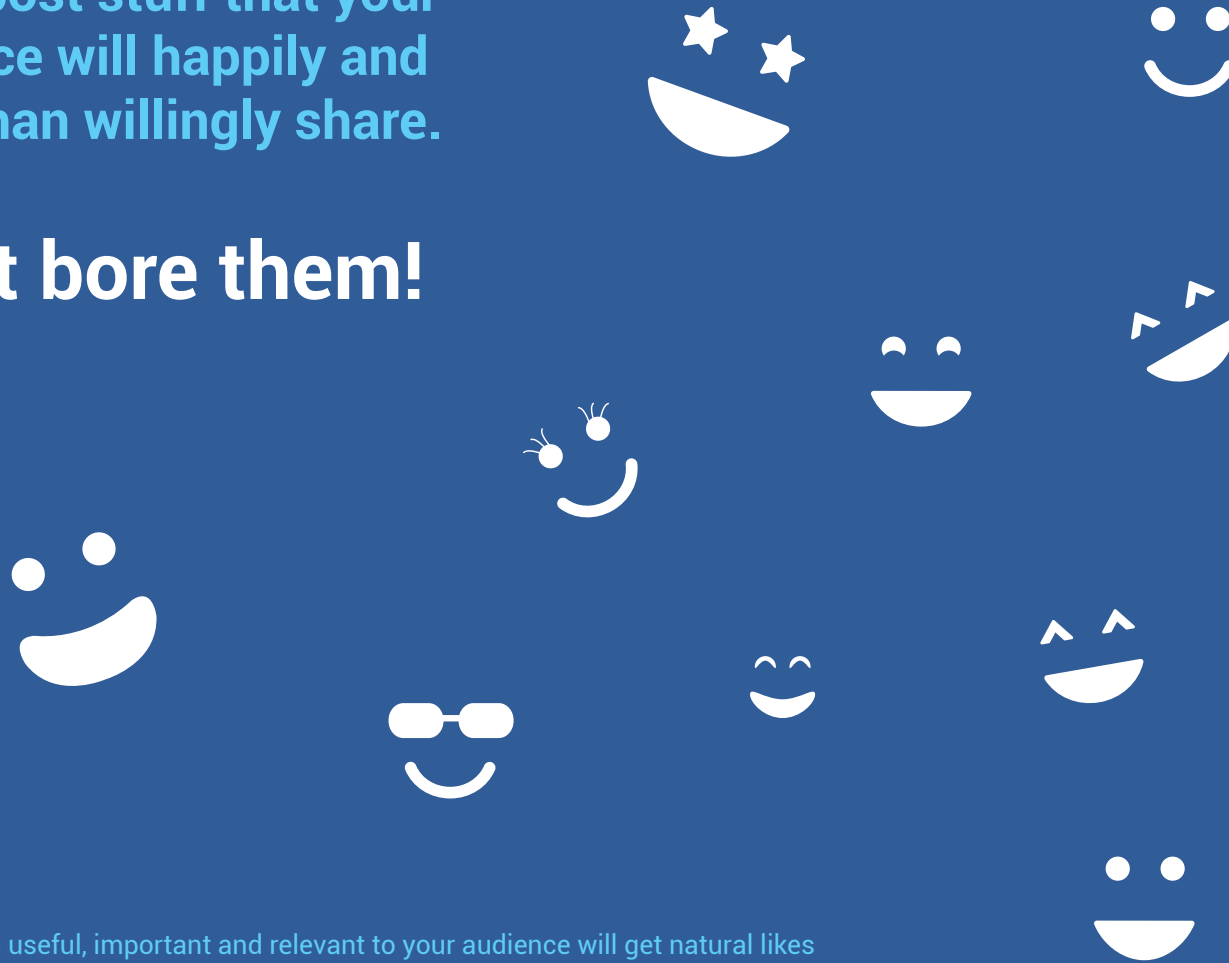
The 'When Your Fans Are Online' tab tells you just that. You can schedule a post at your sweet spot directly from Facebook.



Rocking your audience

Try to post stuff that your audience will happily and more than willingly share.

Don't bore them!



TIP

Content that is useful, important and relevant to your audience will get natural likes and will be shared on their site or via social media.

If you have to advertise on Facebook, make sure you use the **Power Editor** plugin. Its advanced features will help you reach out exactly to the audience you want.

In a way these algorithm changes forced some clients to notice the obvious: you cannot rely on Facebook, at least not solely. There are a lot of mediums out there (e-mail, social media, referral traffic, organic reach, display advertising) that can amplify your message, should be treated properly.



8 practical to-do tasks



1 Check the 'When Your Audience Is Online' tab and schedule your posts accordingly throughout the day.

2 Use Facebook Insights to analyze which of your posts have the most engagement and reach. Repeat the good work.

3 Change post types, don't just post links. Photos have more engagement and events can amplify your shows exposure.

4 Provide exclusivity to your audience (give freebies, demos, etc.)

5 Tag relevant pages and places on your posts.

6 Provide insights and ask questions.

7 Familiarize yourself with Power Editor to run awesome ads.

8 Create a custom audience to retarget people who visited your site but don't like you on Facebook.

Google+

...is just like your own mini personal blogging platform.

This means you can fully edit any of your posts at any time. It's an ideal platform for growth, raising awareness and discovering people with common interests. You can participate in communities as a page (hear that Facebook?), get in relevant circles and much more.



Create marvelous posts

in
7
steps



TIP

Read [Dustin Stout's amazing tutorial](#) to learn how to create perfect Google+ posts.



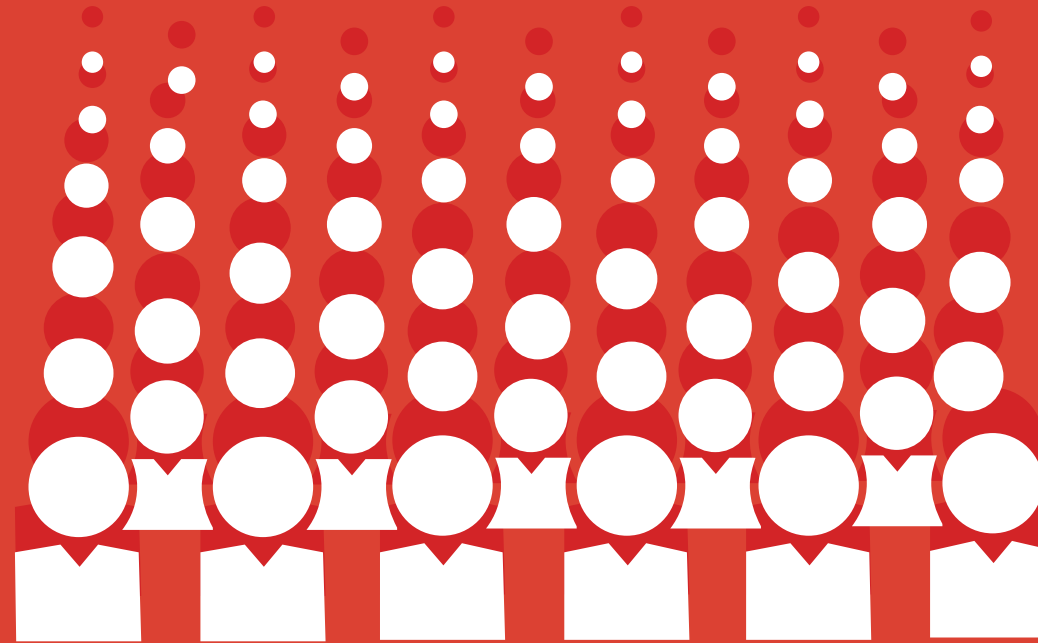
Do your research



TIP

Start by identifying the influencers at your niche and building relationships - without pitching. Instead, try to add value. If you contribute value enough times you'll get links and authority. Use [Google Ripples](#) and third party tools like [Circlecount](#) to get you going. You might also want to check out my [previous article](#), where I listed more tools for Google+ automation and monitoring.

Use Communities to your advantage



TIP

People like a topic enough to already participate in a community, right? Go in there and deliver it to them. Don't hit and run, don't post generic comments, read the guidelines before posting and don't ever spam. What you post in communities doesn't show up on your followers feed unless they're also part of the same community (posts will show up on your profile though, unless you uncheck this option at your Google+ settings.)

Mind your manners :-)



TIP

Don't mass circle people you don't know unless you have interesting pre-developed posts you can feed them. Don't e-mail them your Google+ posts. Take your time and do a search to find similar content with yours, interact with others and speak your mind.

8 practical to-do tasks



1 Use both your personal Google+ profile and your band's page. Optimize the 'About' section. +1 and comment on content with the same hashtags as yours.

2 Don't just share these ugly-looking links. Images have more engagement and when you share a YouTube video, your post will be published as a comment on YouTube too.

3 Get in many, many communities. Use a portion of your posts targeted there to gain more followers you can then engage with.

4 If you gain 1000 followers you are eligible for +Post ads where you can promote your Google+ content via Adwords.

5 Write good posts. Have a clean structure, make use of special characters, mentions, hashtags and CTA's.

6 Get your **Google+ badge**

7 Find people that shared your posts with Google Ripples and interact with them. Maintain the relationship with key players.

8 You can use **Buffer** to automate some posts and **Nod3x** to find influencers.

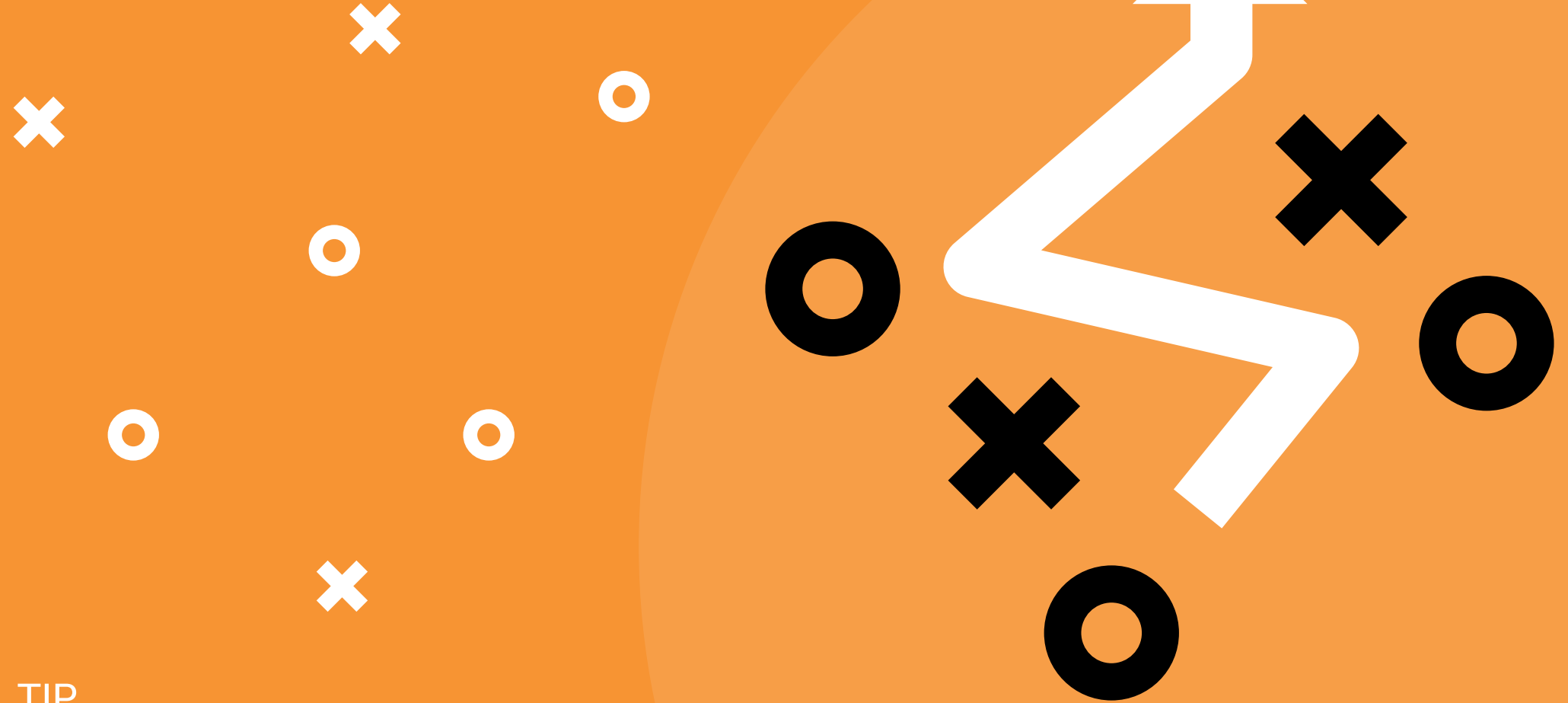
Blogger Outreach

Think of blogs as niches with devoted audiences, a place where you have to earn the right to get featured. It's all about relationships and specific targeting. Remember that bad tactics can damage your reputation and putting emphasis on high quality links relies on exceptional content and **proper outreach.**



What you need to do is:

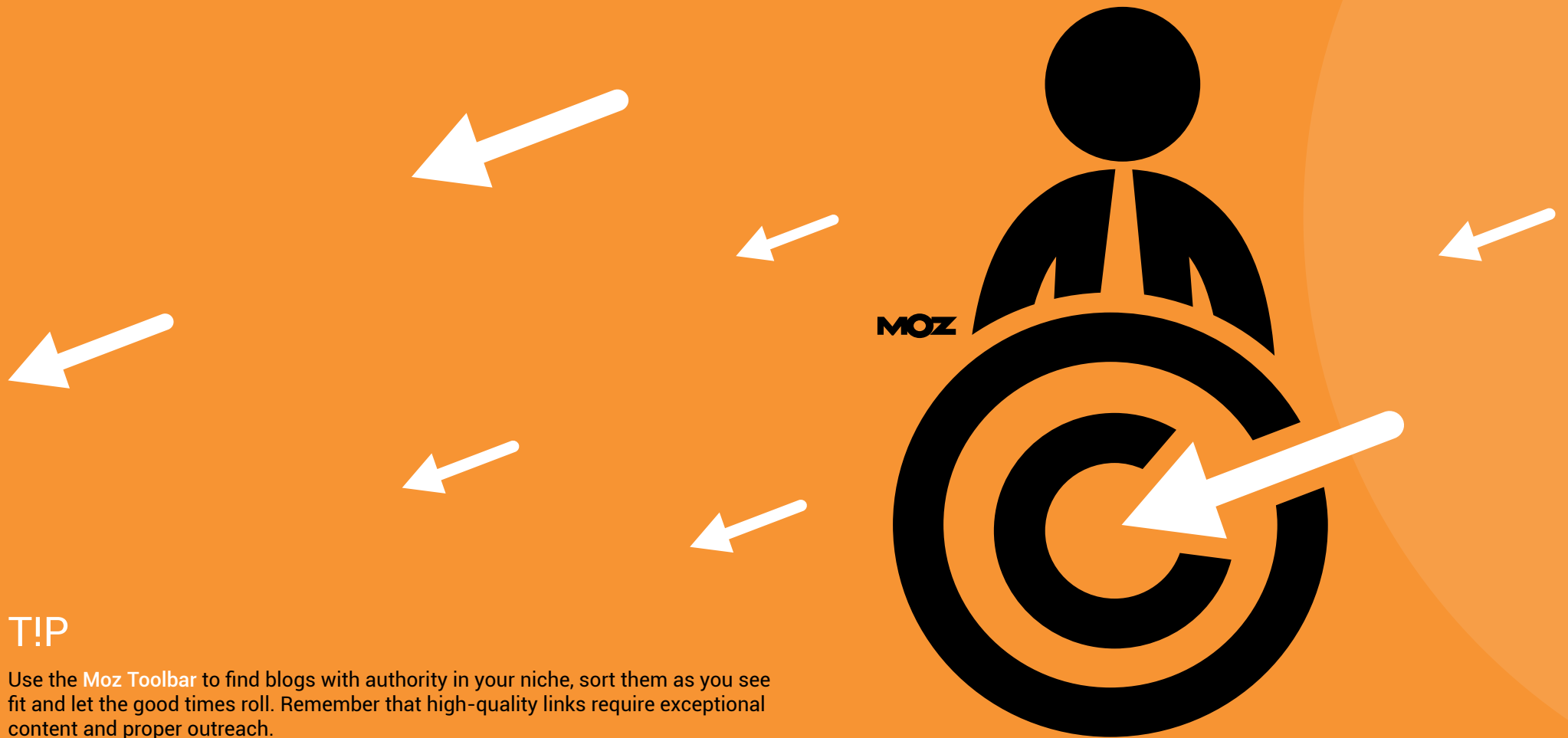
Set your guidelines



TIP

All sort of things happen in the blogosphere. Besides the **obvious dangers**, there's also the risk of Google penalties and influencer outcries that will seriously damage your reputation. You should act proactively and set policies for comment monitoring, attribution, company tone and so forth.

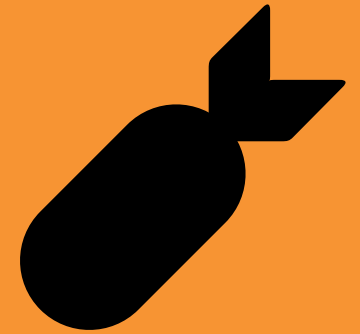
Target people who have the ability to send you traffic



TIP

Use the [Moz Toolbar](#) to find blogs with authority in your niche, sort them as you see fit and let the good times roll. Remember that high-quality links require exceptional content and proper outreach.

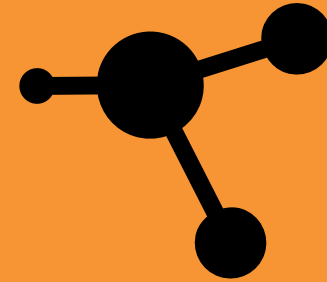
Talk to them



TIP

Read, learn and understand what the blogger talks about. Then find a common ground and show some personality. Follow him on Twitter at least two weeks before dropping the bomb.

Put yourself in their shoes and share cool stuff....



TIP

Be honest and personal, don't sales pitch. Try to find an angle that makes it interesting so they'll say "my readers will want to hear this". Add value and/or exclusivity. As in social media -and real life- the TAGFIRE acronym applies. T stands for Transparent, A for Authentic, G for Generous, F as in Fun, I for Impactful, R for Relevant, E for Empathetic. To be honest, it's a variation of Moz's TAGFEE Tenets.

8 practical to-do tasks



1 Interact with bloggers way before asking them to post for you. Be yourself and you might not even have to ask for it.

2 Do you have lots of e-mails people have knowingly given you? Use [Mailchimp](#) to run an e-mail campaign and keep them updated about cool stuff. Check out this [video tutorial](#) to learn using it.

3 Use the obvious choice, [Google Blog Search](#), and [Blog Catalog](#) to find relevant blogs.

4 Use the [Moz Toolbar](#) to analyze and sort them by authority.

5 Use [Topsy](#) to discover key influencers that share exceptional content.

6 It's called 'relationship building' for a reason. Don't contact people trying to squeeze maximum profit from them. This attitude can be felt by people and they will end up ignoring you at best. By eliminating this mindset you'll get better results.

7 Interact with bloggers way before asking them to post for you. Talk to people like people.

8 The best sales pitch you can use is no sales pitch at all!

Sadly, all of the above is **useless** if you don't have a solid website, which is a different topic than the one you signed up for, but still deserves mentioning right? Check out the [3 Biggest Mistakes Business Owners Make When Setting Up Their Website](#) and [the most common SEO mistake you shouldn't make](#).

Finally, before we go our separate ways allow me to stray a bit and ask you to take this into consideration:
As in social media -and real life- the **TAGFIRE** acronym applies.

T stands for **Transparent**

A for **Authentic**

G for **Generous**

F as in **Fun**

I for **Impactful**

R for **Relevant**

E for **Empathetic**

*To be honest, it's a variation of Moz's **TAGFEE** Tenets.*





We're just scratching the surface here but I hope you found something that can be successfully implemented in your Marketing efforts.

Thanks for bearing with me in these pages and Rock On!



P.S. Thanks to [Ste Art](#) for his impressive design.

Need further assistance?
Hit me up on [Twitter](#) or [Google+](#)



You're in good company.

