

# Social Media Playbook

 Meltwater



# CONGRATULATIONS

YOU'RE OFFICIALLY THE NEW SOCIAL MEDIA MANAGER  
AT YOUR COMPANY!

You've likely been handed a document full of account logins and brand standard guides to help fix up inconsistent profiles with little to no engagement. Or maybe you've been thrown into a situation where your company that has never Tweeted or used Facebook since the day they opened their doors is finally ready to dive into social. If one of the above scenarios sounds like you, or even if you were tapped to maintain a beautiful set of perfectly branded profiles with loyal followings and high expectations, this guide can help.

This new responsibility may seem overwhelming no matter your situation, but rest assured, we've broken it down into bite-sized, easy-to-digest pieces.

**So, let's get this #PartyStarted!**



## RESPONSIBILITIES AND SKILLS OF A SOCIAL MEDIA MANAGER

In general, the role of a Social Media Manager is to regulate their company's social media platforms. They typically strategize, curate, and create content that best represents the company's brand, engages its audience, and promotes its product or service. They respond to their audience presence online and maintain relationships with other companies. Put simply, Social Media Managers serve as the online face of their company's brand.

### How To Do a Good Job, and Who To Look Up To

The brands that have a reputation for the strongest social media presence are the ones that follow a few key best practices:

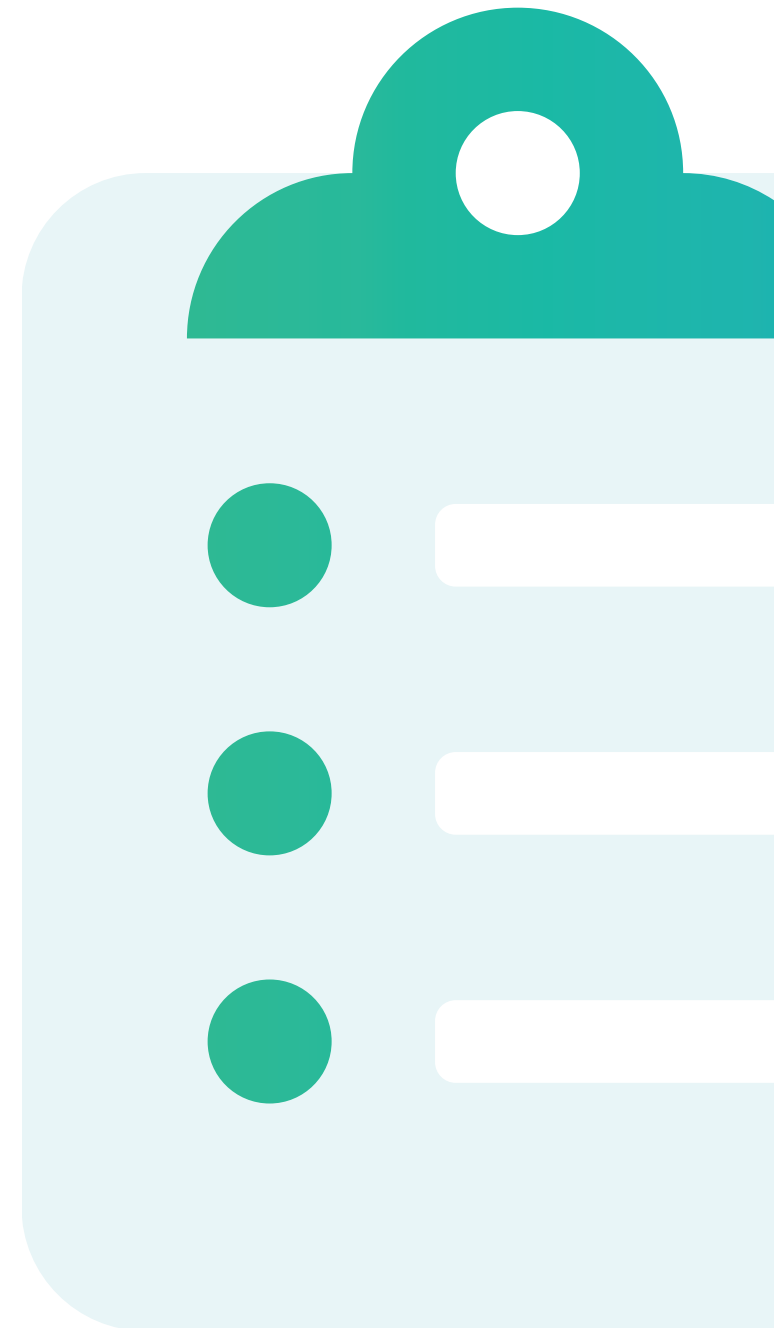
Their brands are clear and consistent across all of their platforms—visually, through the tone of their posts, and through their interactions with other content and users.

They provide great customer service by responding fast, addressing concerns, and respecting their users overall.

They engage with their users by remaining active on their profiles, engaging with their following and overall network, and providing interactive, useful content that keeps their audience entertained and interested.

Before you jump right into hitting the “post” button on day one, we recommend taking the time to read through our tips, diving deep into the content already circulating social media, and studying some of the brands that are doing it right.

You can find examples of successful social media activity in industry websites like [Social Media Today](#), and [Social Media Examiner](#).



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WHAT YOU NEED  
TO KNOW, ALL  
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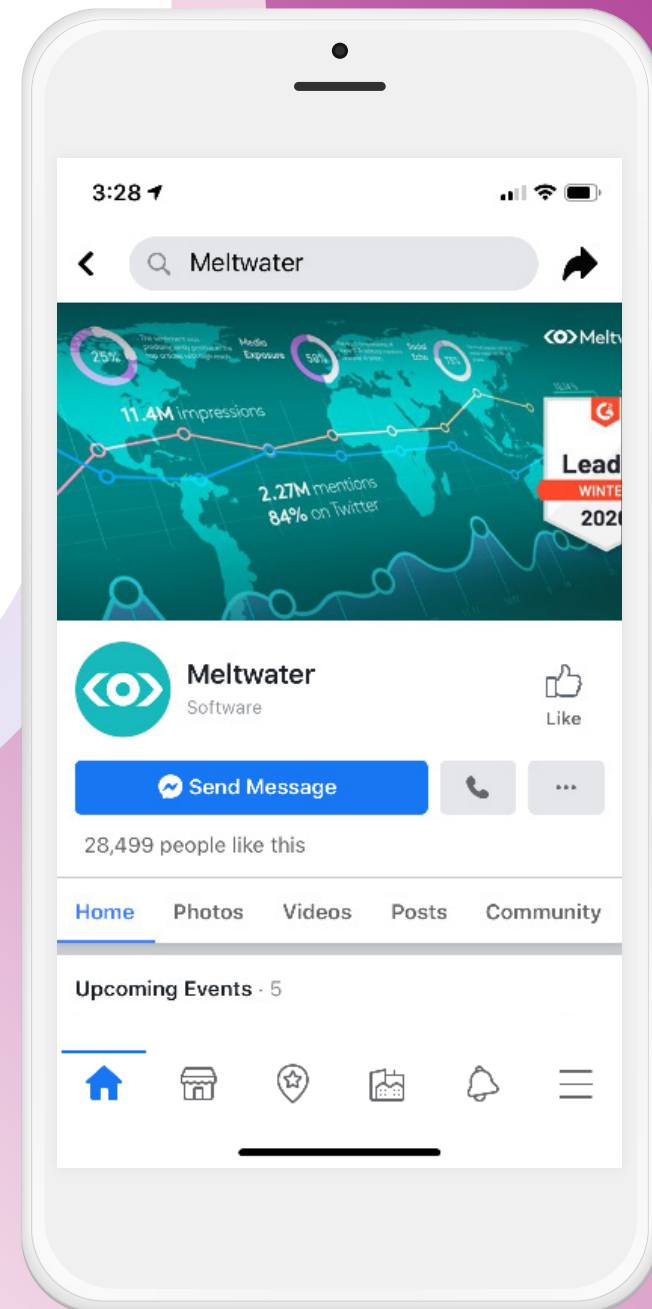


# FACEBOOK



## OVERVIEW

The foundation of your online presence begins with your business' Facebook page. Still holding its ground as the leading social media platform, Facebook reports 2.45 billion monthly active users—and growing! It has advanced-feature capabilities (such as 360-degree videos, reactions to posts, and chatbots) that can make your audience's user experience more intriguing, personal, and pleasant in many ways.





## SETTING UP A BRAND PROFILE

When creating a new user profile, be sure to set it up as a business profile when creating your account.

If you are creating a new profile (and not just being charged with managing an existing account) it's critical to make your page consistent with your company's overall brand. Look at your business' Facebook profile from the lens of consistency. Your cover photo, profile picture, title, and About section should be brand-compliant and consistent with all of your company's online and offline presence.

*TIP: Be sure to fill out your About section with relevant information about the company, your correct business hours, contact information, and website.*

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AUDIENCES LOVE  
SEEING **BEHIND-THE-  
SCENES** CONTENT,  
WHICH IS EASY DAY-  
TO-DAY CONTENT YOU  
CAN POST ON YOUR  
FACEBOOK STORY OR  
LIVE VIDEO.



## BEST PRACTICES

### Content

Facebook is a great place to post your company's blog posts, press articles, images, and videos. If you have videos provided by your company that you haven't shared yet, that's a great place to start!

There are several ways to remain active on Facebook. While posting and sharing photos, videos, and status updates are crucial to remain active and increase engagement, it's beneficial to utilize the other features Facebook has as well. Audiences love seeing behind-the-scenes content, which is easy day-to-day content you can post on your Facebook story or live video.



As for the tone of your posts on Facebook (and across any of your social platforms), your priority is posting things that will resonate with your specific audience. If you don't know your audience yet, that should be the first thing you dig deep into before creating any content.

### **When To Post**

With a seemingly endless amount of data online for when and how often to post, it seems almost foolproof to hit your audience with content at the ideal times. Though the data based on industry and social platform is a great place to start, we don't recommend you stop there. Take that research and follow it for the first month, then reevaluate based on your personal data. See what your audience is engaging with and when using your analytics tools ([see pg 34](#)). Continue gathering data over time and tweaking your content calendar accordingly.

### **How Often To Post**

Each social media platform is different, so creating a strategic calendar for each of your platforms is crucial. You don't want to overwhelm your followers by posting too much, but you also don't want to lose their interest and following by never posting. The general sweet spot for most businesses is 1-2 times per day, but we recommend experimenting with different volumes to identify patterns.

Try gradually increasing the number of daily posts and see if that positively impacts engagement levels. If you are currently getting low engagement levels, it might be that posting more frequently will help (although if it doesn't help, consider revising your content strategy). Even if you already get a good level of engagement, it's worth seeing what effect increased frequency will have; maybe your audience has an appetite for more of your content, which can only be a good thing.





## PAID PROMOTIONS

If you have an ad budget and the ability to promote through Facebook, you have a couple of options. The first and easiest is “Boosting” posts. If you post on Facebook and want to push it to the feeds of more than just your followers, you can use the “Boost” feature and pay to get that specific post in front of more eyes.

Another approach to paid promotions on Facebook is through Facebook Ad Manager. Through the business’ account, you can run ads using the Ad Manager—targeting or retargeting specific audiences based on their age, hobbies, interests, careers, etc.—and sending ads to people who click on your website. Facebook Ad Manager also allows you to run “Like” campaigns, which brings awareness to your brand and encourages users to “Like” your page and begin following your day-to-day posts.

Read more about how you can take advantage of Facebook Ad Manager [here](#).



## ANALYTICS

The most important thing you can do as a Social Media Manager to assure success for your profiles is paying close attention to your analytics. Facebook Insights, the free and simple internal analytics platform, gives you a breakdown of who your content is reaching, what type of content is performing best, what days of the week your audience engages with you, etc. Trust these numbers and pivot as necessary. If your engagement is down one month, turn to the numbers. What was working before that you aren’t doing now?



# 3 METRICS TO FOCUS ON

*The 3 main metrics recommended to focus on in your analytics are:*

## 1. WHO IS YOUR AUDIENCE?

Your audience on social media should match the traffic coming to your company's website. Ask your digital marketing manager to provide an audience breakdown from Google Analytics, compare the data to your social media data, and do your best to align them.

## 2. WHEN DOES YOUR AUDIENCE ENGAGE WITH YOUR POSTS?

Knowing this can help tremendously with crafting a calendar for the future. If your data has told you that you get 50% less likes and shares on Tuesdays, maybe you shouldn't post on Tuesdays anymore.

## 3. WHAT DOES YOUR AUDIENCE LIKE TO ENGAGE WITH?

Your Facebook Analytics data will show you which posts performed well and which didn't. Over time, you'll typically start to notice trends and can craft your content into a form that speaks to your audience the most.

# TWITTER



## OVERVIEW

In case you haven't heard, Twitter is #trending. It's full of interactive features to get your audience engaged, it's quick, it's easy, and it's relevant. There's an endless amount of content to curate and fuel original ideas, and in case any of that news isn't good enough: it's most definitely here to stay!



## COMMON PLATFORMS



## BEST PRACTICES

As is the case with all of your company's online platforms, make sure your Twitter account is *set up as a business account*. Remember, the first rule is that your business' page must represent its brand, from the cover photo to the profile picture, to the messaging and tone you use when you post a Tweet. If your business is spunky and colorful, let that show through a bright profile picture, sarcastic bio, or funny Tweets. If it's neutral and professional, reflect that across your page.

### Content

Twitter is known for its short, to-the-point content, with each Tweet limited to 280 characters. This content can range from fun facts to inspirational quotes to random status updates. Get creative with your Tweets—both in what you say and how you say it.

Twitter users, overall, are very active and engaged on the platform. If your audience is highly engaged, you'll need to mirror that by being highly engaged yourself to be successful. Begin by Tweeting 2-3 times a day. After a short period of time, do research to determine when and how often works best for your audience. Remember to respond promptly to people who directly mention your brand, and use a social listening tool to spot people talking about your brand even if they don't tag your account handle in the tweet.

*Tip: Increase engagement on a post by asking your audience to share their opinion about the topic.*

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**YOU WANT TO MAKE  
SURE YOUR PAGE  
REPRESENTS YOUR  
BRAND, FROM THE  
COVER PHOTO TO THE  
PROFILE PICTURE, TO  
THE MESSAGING AND  
TONE YOU USE WHEN  
YOU POST A TWEET.**



## Utilize Hashtags

We're sure you've heard of a "hashtag" (#) at this point.

In short, hashtags are a way to categorize the millions of Tweets out there so you can find other relevant Tweets of the same category. Utilize hashtags in your posts to help with your organic growth, but make sure you're strategic about it.

*Tip: Don't use the most generic, popular hashtags (ex: #love, #food, or #dogs) as to not get lost in the flood of posts using the same hashtags. Instead, get a little more specific to hit a smaller pool of similar posts (ex: #lovehiking, #greekfood, or #rescuepup).*





## Stay Relevant

Twitter is designed and optimized to be able to find new, relevant content at your fingertips. Stay relevant in the conversation by:

- Following specific, industry-related hashtags
- Utilizing the Moments feature (categorized, daily news topics packaged for simplicity and catered to your interests/industry)
- Creating/following lists (viewing the posts from only specific accounts that you choose to categorize).

Knowing what's going on at all times on the platform and engaging with relevant topics (i.e. responding to Tweets, reTweeting them, or Tweeting your own opinion with the relevant hashtag) will help you continue to grow your account's engagement, credibility, and followers.



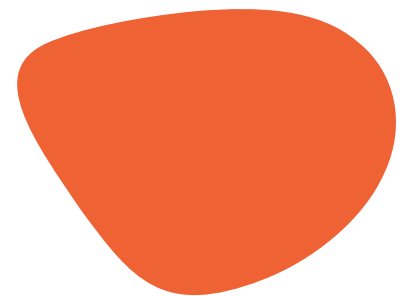
## ANALYTICS

*Twitter's native analytics tool* is a good start for social media novices, but most professional marketers will want access to the more sophisticated metrics offered by platforms like Meltwater Social.

As well as offering more detailed metrics, third party tools also enable you to analyze the performance of all your social channels in a single place, instead of having separate dashboards for each platform.

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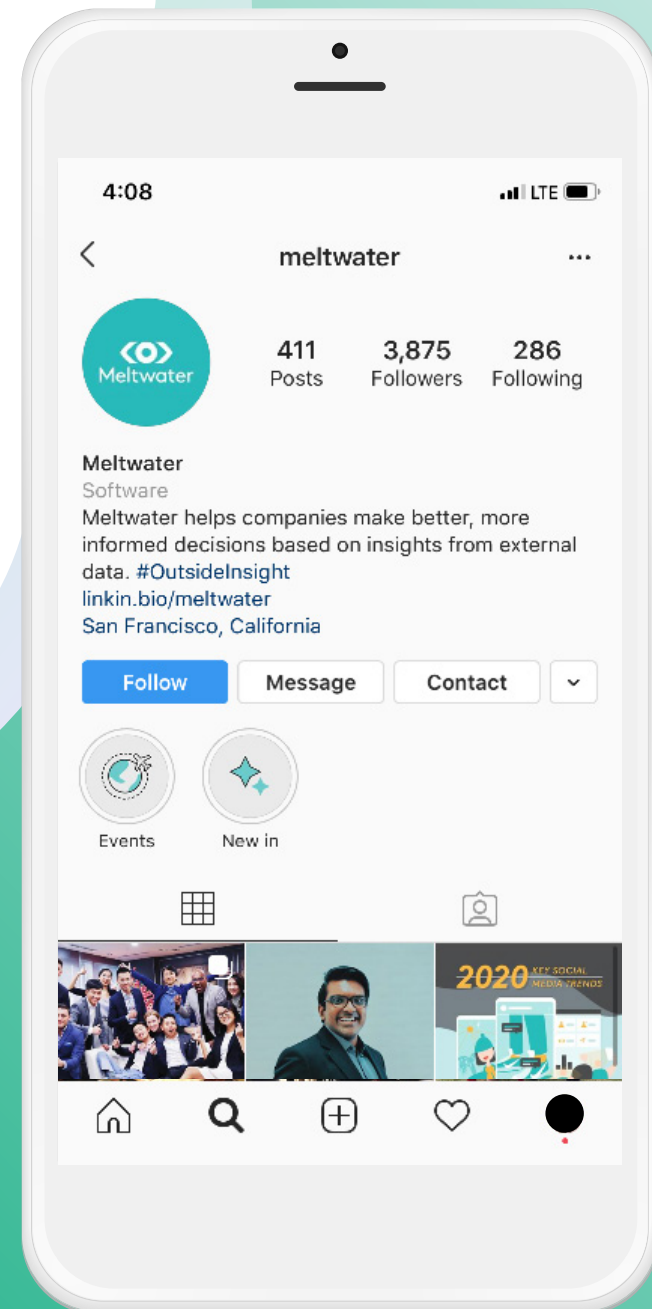


# INSTAGRAM



## OVERVIEW

If you're the creative type, Instagram will be your favorite part of your new job. Think of Instagram as a visual representation of who your company is and what it stands for. Unlike Facebook or Twitter, Instagram is solely focused on photos and videos. Every single post you see or publish will be visual.





## BEST PRACTICES

When setting up your Instagram account, it's crucial that you *set it up as a business account*. This allows you to categorize your business based on industry, include a contact button on your profile, and view analytics for your posts.

Next, make sure your profile represents your brand. We've said it before and we'll say it again: your profile picture, Instagram bio, messaging across the platform, and types of images should all represent who your company is.

### Post Quality & Consistent Content

Each individual post you publish is its own post AND a piece of one big picture.

Every post on your Instagram page should be recognizable as your brand.

Whether that means you use a consistent filter across all your posts, a general color scheme, or a consistent type of photo (i.e. a bird's-eye closeup view of food or a scenic landscape), make sure you think through every post, and always think "brand-compliance."

When Instagram users (aka potential leads) visit your Instagram page, they'll see a grid of photos that represents your company. This high-level view is their first impression of the message you want to get across, so you want to make sure you're putting your best foot forward. So, each and every time you post, think about how it will affect your overarching profile and fit into the big picture.

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EVERY POST ON  
YOUR INSTAGRAM  
PAGE SHOULD BE  
RECOGNIZABLE AS  
YOUR BRAND.

## Utilize Hashtags

As is the case with Twitter, utilizing hashtags on Instagram is crucial if you want to grow. You can post up to 30 hashtags on an Instagram post (and 10 on a story), and we recommend using close to that each time. Stick to more specific hashtags (but not too specific) to ensure you don't get lost amongst the thousands of #dinner posts, for example.

## Encourage Engagement

A great feature on Instagram is the ability to comment and share content. In your captions, encourage that engagement. Ask your audience to like, comment, or share their opinions.

One example of a way to increase engagement is to create contests and giveaways asking contestants to tag their friends to enter. This technique expands your brand's reach and often leads to more followers. Get creative with it; your audience loves free stuff and we know you love more engagement.

## Content Formats

Though the bulk of your profile's presence is the posts on your page, the next thing new users will visit is your Instagram Stories. Stories are a fun, interactive way to get creative with your profile. Play around with story polls, behind-the-scenes live videos, and survey questions to make your followers feel included in your business and valued as a customer. You can also show off your company's successes with Instagram TV (IGTV), a feature that allows you to post longer videos.

*Tip: Instagram Stories disappear after 24 hours. [Save important stories to the Highlights section](#) on your profile page for those that may have initially missed them.*





## ANALYTICS & INSIGHTS

One of the valuable features of having an Instagram business account is being able to access the insights for each of your posts. Click on the post you want to see data for and click “View Insights” below the photo. This allows you to see how many interactions the post had, how many accounts it reached, where the audience came from, and more. For more overarching account data, check out some of the analytics tools on [page 34](#).

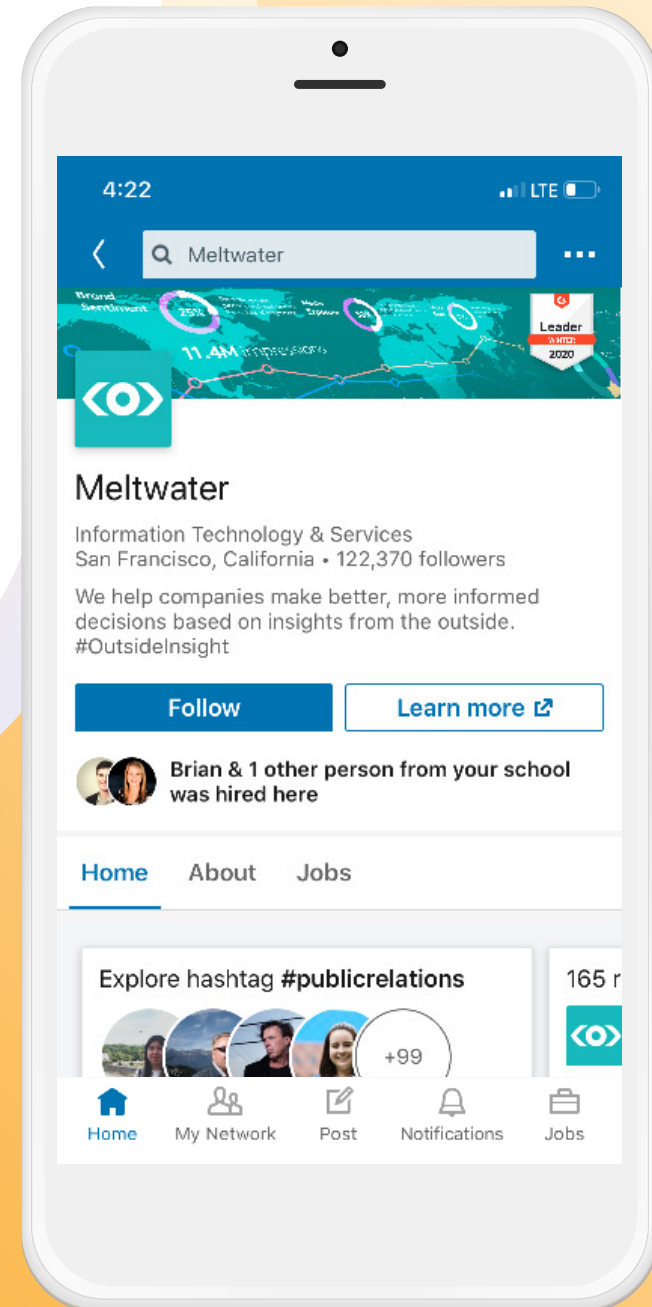
*Tip: The most important metrics to pay attention to on Instagram are your engagement rates. A lot of followers that don't engage with your account lowers your credibility to users who view your page.*

# LINKEDIN



## OVERVIEW

Oh, LinkedIn. The networking king. This web of connections makes your world feel just a little too small sometimes. LinkedIn is one of the most important social media platforms your company can have. It's just as crucial for your business account to make connections and foster business relationships as it is for an individual looking for a job on the platform. LinkedIn can be used to post industry-relevant content to drive traffic to your website. This, in turn, increases your brand awareness. It's also great for the occasional update on what's going on "behind-the-curtains" inside your company.



## COMMON PLATFORMS





## SETTING UP A COMPANY PAGE

Creating your company's page is simple. On your desktop, select the "Work" icon in the top right corner of the page. At the bottom of the menu, select "Create a Company page" and begin to fill out the basic information of the business. Finish by clicking "create page" and begin filling out in-depth details about the business you want the visitor to know.

This handy [best practice guide for creating a LinkedIn page](#) will help ensure you optimize the page for maximum visibility.

### Content Formats

You'll notice many of the common content formats for social media available on LinkedIn as well. These formats include:

- Standard text
- A picture or video
- Shared links to content you've written elsewhere or posts from your audience



## BEST PRACTICES

### Content

The window for the types of content you post and share on LinkedIn is a little smaller than some of the other more casual social networking accounts your company may have. It's a place to update your connections on your company's changes--newsworthy articles, new people in the company, or work-appropriate internal events like a philanthropic employee kickball tournament, for example. Also, if your company has a blog, LinkedIn is a great place to share those posts, share your expertise, and build credibility and brand awareness.

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SHARE BLOG POSTS,  
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## Utilize and Build Connections

Groups are another layer of the LinkedIn onion. They're communities of professionals across the platform that congregate virtually to discuss topics important to them and their business. Inserting your brand into groups relevant to your company helps build brand awareness, connections, and positions the company as an authority figure in the space.

Another way to utilize your connections is by tagging them in posts, especially if they're directly involved in the post. If not directly involved, the tagged people or businesses can help spread the content to a wider audience.

## Tone

While there is definitely more freedom across Facebook, Instagram, and Twitter for determining what type of tone you want your page to have, there tends to be a more professional standard on LinkedIn across the board. Since the platform is commonly used to determine credibility for a company, your priority before posting or sharing anything should be to make sure you are presenting yourself the way you'd want to in an initial interview with a candidate.



## PAID CAMPAIGNS

LinkedIn has its own platform to set up and run ads. From the Work icon in the upper right corner of the homepage, choose Advertise. From there, LinkedIn will take you through a step-by-step guide, from setting up your account to launching your first campaign.



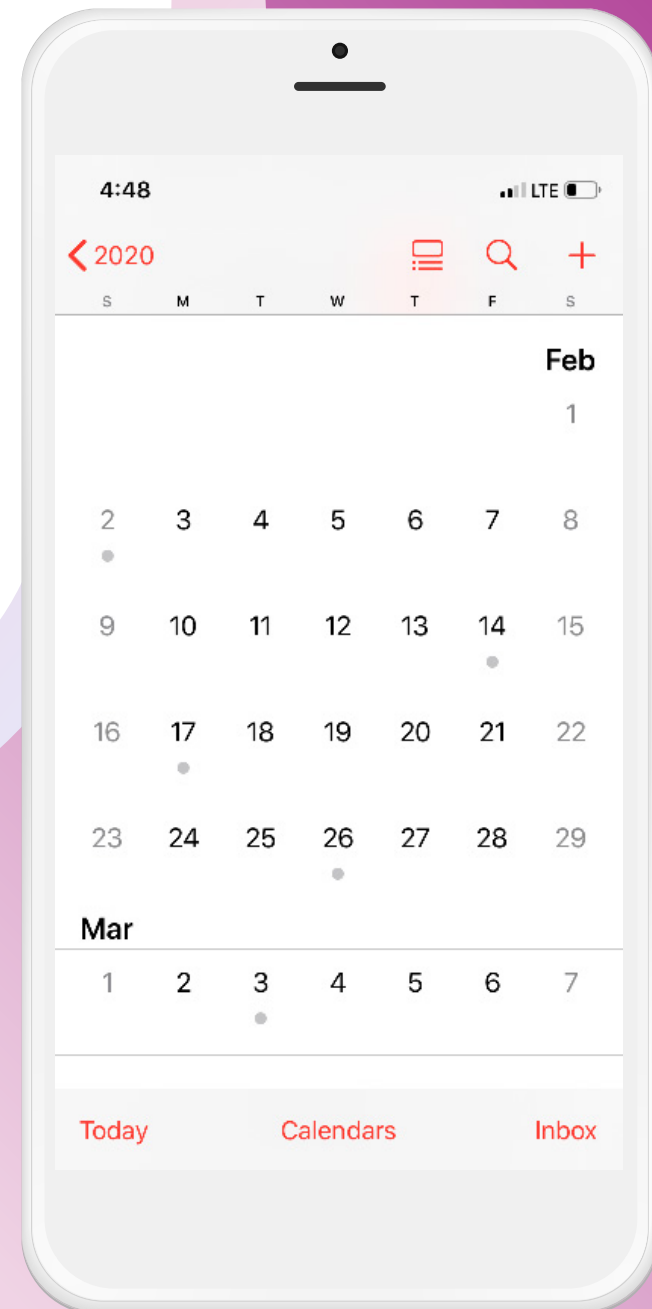


# EDITORIAL CALENDARS



## OVERVIEW

Editorial calendars are an extremely helpful tool to stay organized when managing social media channels. They help you know what to talk about and when, helping you reach your goals. Schedule posts out as far in advance as it makes sense for your brand. You don't need to know exactly what you will say in each post weeks or months in advance. You should have a general idea of what they will be about, though.





## ON THE EDITORIAL CALENDAR, YOU'LL WANT TO INCLUDE AS MUCH INFORMATION ABOUT EACH POST AS POSSIBLE.

### **This includes:**

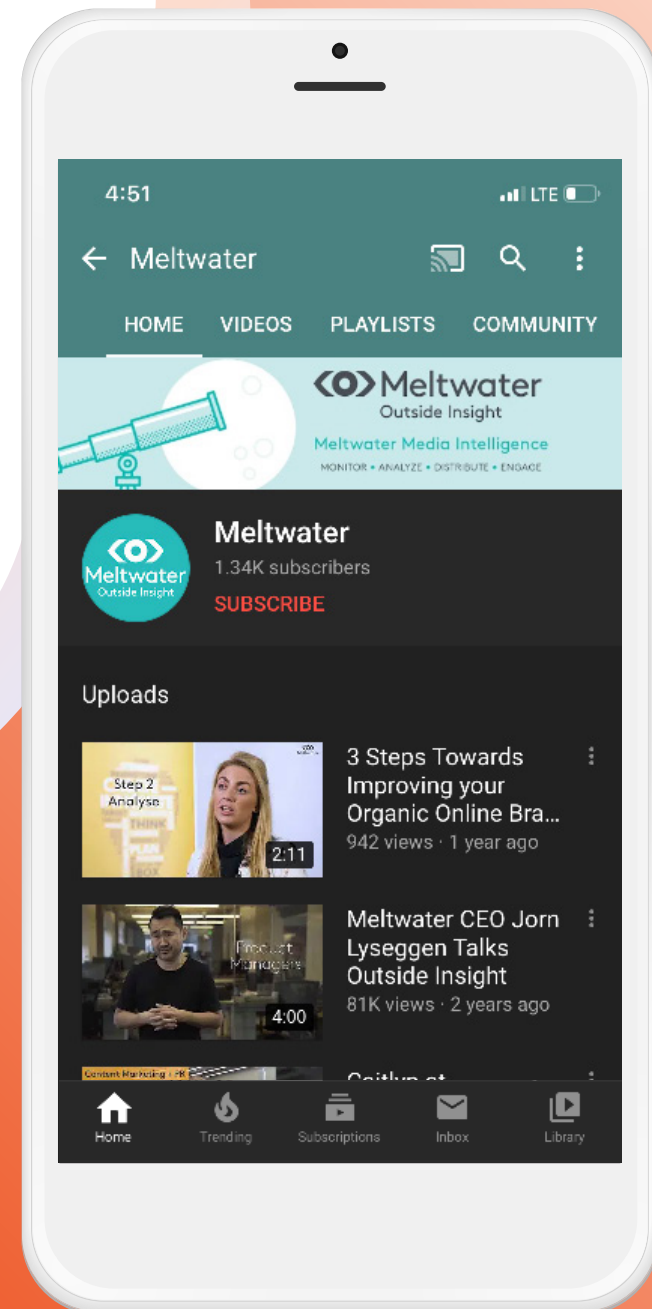
- Post copy
- Any images or video you'll use
- Links that you want to include
- Any campaign information—if relevant
- Keywords that you want to include
- Objective of the post

Facebook's [Creator Studio](#) lets you schedule Facebook and connected Instagram posts for the future. This is a good starting point, but most professional social media teams will use a third party publishing tool (like [Meltwater Social Engage](#)) that enables them to manage publishing, engagement, and measurement across all of their social channels from a single dashboard.

# OTHER PLATFORMS

## INCLUDED:

- YouTube
- TikTok
- Reddit
- Pinterest
- Medium



# YOUTUBE

YouTube is arguably one of the most important social platform, since it's currently the second most visited website on the web, behind Google. It's the go-to site for viewing everything from the latest music videos, movie trailers, news, and much more.

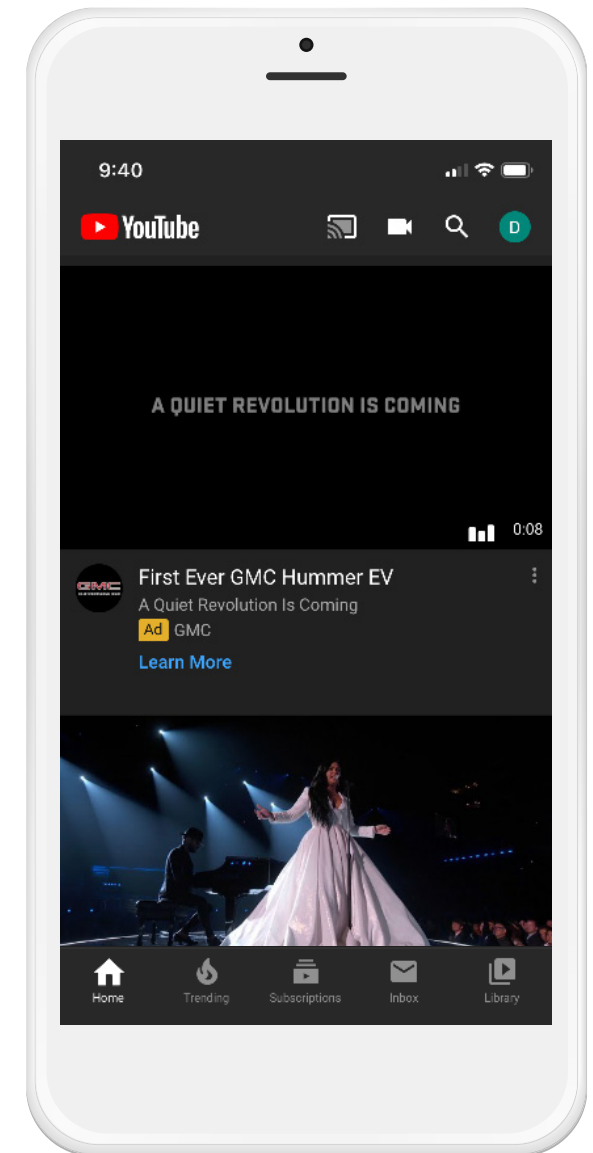
As the manager of a brand's page, you'll publish any number of video types. Video subjects often include product spotlights, stories about the brand, and more. The possibilities are only limited by your imagination and the company's plan.



## BEST PRACTICES

The key to being successful on YouTube is similar to any social media channel. Stick to these best practices:

- **Post consistently:** Decide when and how often you can post content. Begin by posting as often as you are capable. That could be weekly, bi-weekly, or monthly. The key is to post at that time, every time. Once you figure out a schedule, you can gauge how your audience is responding by looking at views, comments, shares, etc. Adjust your posting schedule to maximize these metrics, posting when your audience is most actively engaged.
- **Check out other channels:** Look at other channels that relate to your brand to understand what types of videos are getting engagement. Use this information to plan the types of videos to create and share.
- **Write a compelling video description:** A well-written video description informs the viewer what the video is about, enticing them to take the time to watch. You'll also want an eye-catching thumbnail image for your video that shows up on the gallery page.





## SETTING UP A BRANDED YOUTUBE CHANNEL

Setting up your brand's YouTube channel is simple. Start by using your Google account, clicking on "Create a new channel", fill out the details of the brand, verify your account, and you're done! For reference, here's the [step-by-step](#) process from Google.

Once you're set up, the main things you'll need are a header image and a profile picture. The header image needs to be a minimum of 2048px x 1152px and 6MB or smaller. [Google recommends](#) using an image that is 2560px x 1440px. Your profile image should be 800px x 800px.

After that, you're ready to upload your first video. That starts with clicking on the icon shaped like a video camera with a "+" sign near the upper-right corner of your browser. From there, choose a file to upload, write your description, choose a thumbnail image, and click "Upload."



# TIKTOK



## OVERVIEW

TikTok is a platform for sharing videos that can be either 15 or 60 seconds long. Brands with products that are visually appealing, casual, and fun should consider including TikTok in their social media campaigns.



## SETTING UP AN ACCOUNT

Setting up your TikTok account starts with downloading the app from the app store. From there, you can create your account and start posting videos. When creating videos, you can add special effects and set video speed (faster or slower). After shooting a video, you can edit, add filters, transitions, and special effects directly in the app. You can even add music.

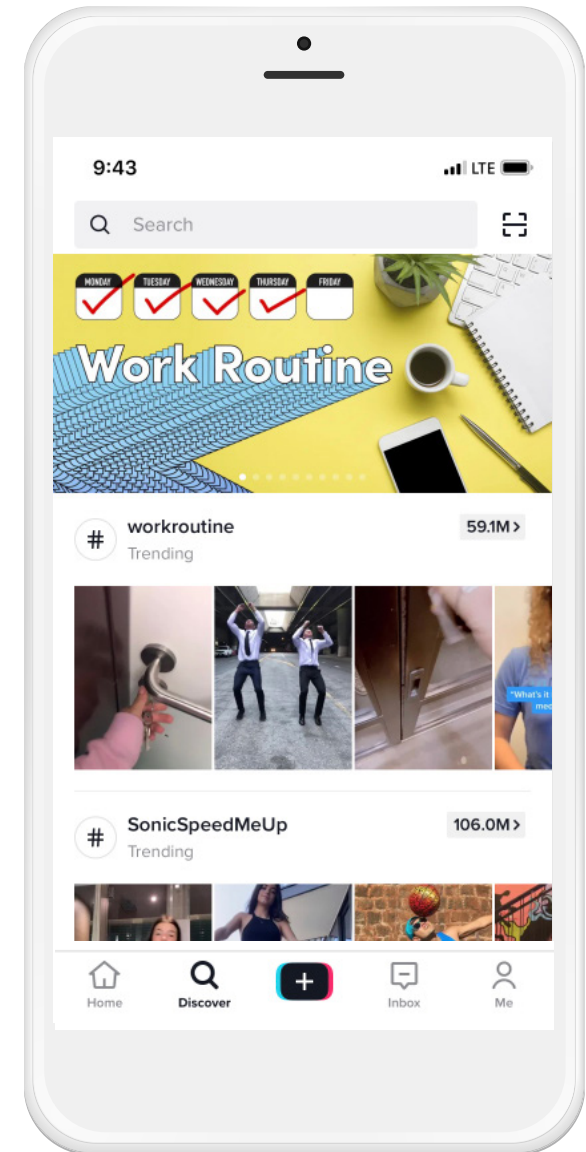
Take a look at [this blog post](#) for TikTok use cases to use as inspiration for your brand, found about halfway down the page.

If your brand's target fits in the under-35 age range, TikTok is worth exploring and experimenting with.



## BEST PRACTICES

As a relative newcomer to the social media scene, there aren't many "best practices" set in stone yet. You want to be authentic and natural with your videos. Your content shouldn't feel "salesy." Also, be sure to research and use relevant hashtags in your post to get them viewed more easily. Lastly, be creative and think "outside the box," making your videos more memorable. [This blog post by Michael Stelzner](#) (and accompanying podcast) gives a great intro of TikTok best practices.





# REDDIT



## OVERVIEW

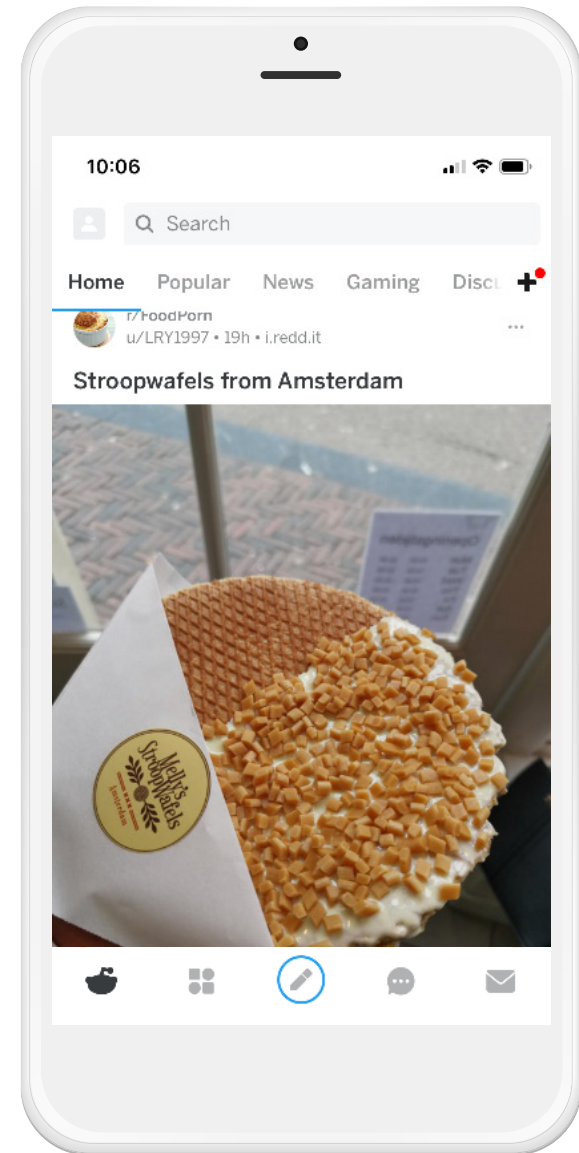
Reddit is a forum site that refers to itself as the “front page of the internet”. The site breaks up millions of subjects into communities called subreddits. Subreddits are identified by an “r/topic” structure. The range of topics is seemingly infinite, touching on everything from current events and sports to shower thoughts and funny memes.

From the [main page](#), you can search by subject, trending story, a specific keyword, and more. The subreddit’s main page, which you land on after searching, acts like a discussion forum. Users, which are identified as “u/username”, post questions or comments related to the subreddit topic, starting a discussion with other users.



## SETTING UP AN ACCOUNT

Signing up for a Reddit account is found in the upper right corner of the homepage. Simply fill out the required information and you are ready to go. If you already have a personal Reddit account, it’s wise to set up a separate account for the brand you are managing.





## BEST PRACTICES

Reddit is best used to increase brand awareness for the company or product you are representing. As the brand's Social Media Manager, you'll act as a resource for other Reddit users. To be successful in building your brand, do the following:

- Insert yourself into discussions that are related to your brand
- Answer relevant questions
- Act as a subject-matter expert
- Build a community

You can also use Reddit to find ideas for other types of content you are creating. Search for trending topics related to your brand, see the questions users are asking about that topic, and determine the best way to answer those questions. Use this gained knowledge to post content on a blog, YouTube channel, or other social media channels. Your posted content will then begin ranking in Google search, further building brand awareness and helping audiences find other content you've created.

*Tip: Reddit strives to keep the community a positive experience for all users. Therefore, they have some [strict rules](#) when it comes to the type of content you can post.*

For more advertising best practices, check out [this Reddit resource](#).





# PINTEREST



## OVERVIEW

Pinterest is a site where over 300 million users go for ideas, inspiration, and tips on hobbies and activities. Each page is a collection of “pins” users have posted that link to other sites. Pins are images that grab the attention of browsers, enticing them to click through to learn more.



## SETTING UP AN ACCOUNT

Creating your Pinterest Business account is easy. [Start here](#) and fill out the relevant information about your business. Be sure to include a short bio sentence or two about your business, similar to that of Twitter and Instagram. You’re now ready to start posting.

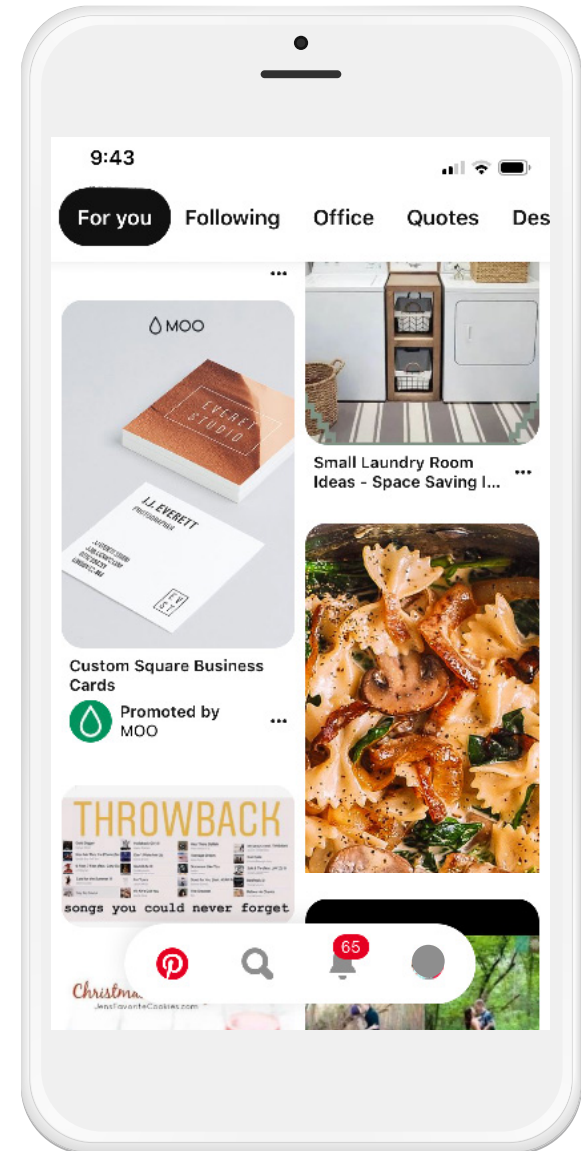


## BEST PRACTICES

Brands use the platform to showcase products, allowing products to be searchable and purchased by a different audience than those coming to their website in other ways.

Another best practice is to enable visitors to share your site’s pictures or products to their own Pinterest boards. This increases your reach to greater audiences.

*TIP: Given Pinterest’s visual nature, always use high-quality images for your posts.*



# MEDIUM



## OVERVIEW

Medium is the long-form content site started by the creators of Twitter. The site consists of a collection blog posts written by aspiring and established writers from across the globe on a wide array of topics.



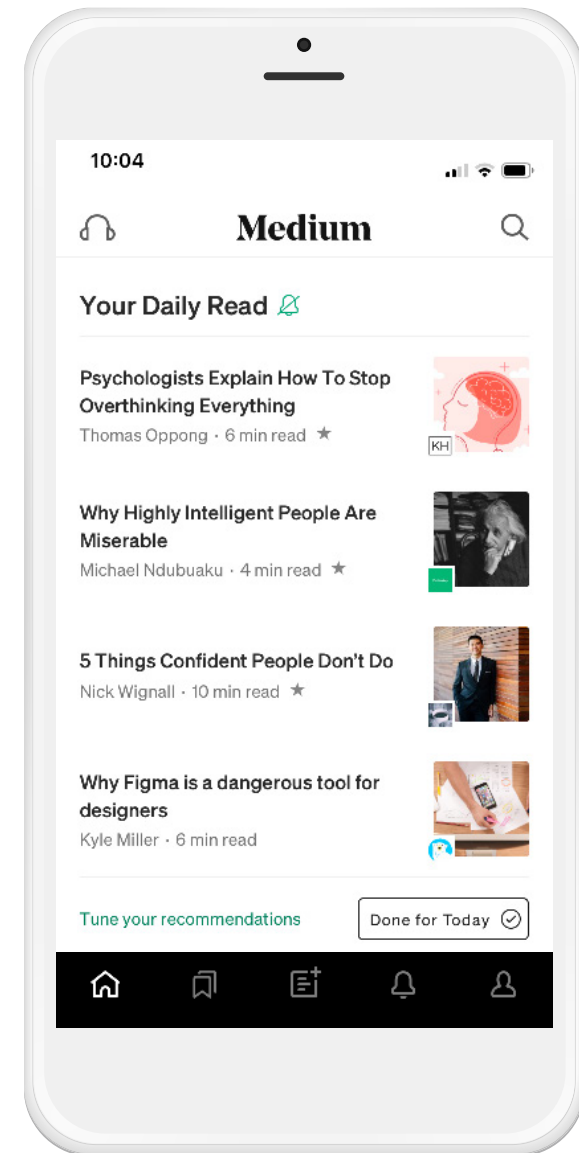
## SETTING UP AN ACCOUNT

Medium accounts can quickly be set up with a Google, Facebook, or email account. Once set up, click “New Story” to begin writing a post.



## BEST PRACTICES

Use Medium as either a stand-alone blog or an extension of your brand’s blog, repurposing blogs you’ve already written. It’s also important to interact with other articles. Leave comments, *“clap” for a well-written article*, and *highlight passages of posts* that you think your audience would like to share. All this helps build community and insert your brand into the conversation, bringing it to the forefront of a topic related to the brand.



# CAMPAIGN PLANNING



## OVERVIEW

Social media is also a powerful tool for running campaigns. These campaigns can be around driving sales, increasing traffic, building brand awareness, or running a contest. Social media campaigns often complement other traditional advertising, reaching new audiences. Let's walk through what you'll need to get your first (or next) campaign off the ground.



## WHAT TYPE OF CAMPAIGN WILL YOU RUN?

The first step to setting up a campaign is choosing what type you want to run. Is your goal to announce a new project? Are you trying to build more awareness for your brand? Generally, any type of campaign can be run across one or more social channels. Once you make that decision, you'll be able to decide what social media channel is best to use.

### Choosing the Right Platform

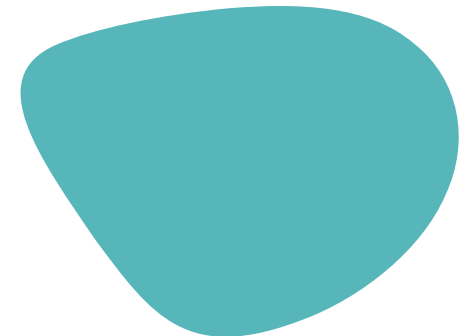
The next step is deciding what social media platform to run the campaign on. Making this decision starts with understanding the target audience for the campaign. A good rule of thumb is to choose the channel where the intended audience is most active. This gives your campaign a better chance of getting in front of the people you want to.

Choosing the right channel also depends on the content you are using. Campaigns that use more visual images tend to do better on platforms like Facebook, Twitter, or Instagram. Of course, if you're looking to build followers on a specific channel, run the campaign on that channel. Be sure to promote on the brand's other channels too.

There is some level of experimentation that goes into running a campaign. Starting with a lower budget on multiple platforms is good practice starting out. As you see how the campaign is performing overall, you can shift budget away from channels that aren't doing well to what's working better.

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## AUDIENCE TARGETING

Social media can make it easy to reach a large audience, but just shotgun-blasting your messages out into the Internet isn't the most effective way to communicate. Fortunately, social data is a powerful tool for understanding and segmenting audiences.

For paid social, platforms like Twitter, Facebook and YouTube have built in audience targeting capabilities, but for targeting organic social campaigns you'll have to do some research.

With the right analytics platforms, like Meltwater Social, you can learn a lot about your audiences, like what brands, influencers and media they have affinities with, which social platforms they're most active on, and what topics they're most interested in. This can help you tailor your content and campaign approach to reach exactly the right people.





## SETTING GOALS

Now you know what type of campaign you'll run and where that campaign will live. You now need to set goals of what success looks like for the campaign. Follow the S.M.A.R.T. goals principle during the process.

**It states that goals should be:**

- Specific
- Measurable
- Achievable
- Relevant
- Timely

Explaining further, set specific goals that you can measure. These goals should be realistically achievable and relevant to the overall business goals. Finally, the goals should be based on a specific time period. An example of a SMART goal is increasing Facebook followers by 10% in 6 months.

## EXECUTION

Before pushing “play” on your campaign, you'll want to add the campaign to your editorial calendar. Lay out exactly the date and time you'll post during the campaign. With the editorial calendar, you'll be able to schedule messages to post in the future, adding a “set it and forget it” aspect to the campaign, allowing you to focus on managing or responding to the audience.



# SOCIAL LISTENING AND ANALYTICS

*"Listening is one of the most important things a brand can do online. If your brand is just broadcasting its own agenda, it isn't truly engaging in a conversation."*

Jeremy Goldman







## OVERVIEW

Being active and posting on social media is only part of being a Social Media Manager. You also have to practice good social listening and understand the analytics of each channel you are running.

As you become more active, users will begin talking about your brand with greater frequency. It's important to know what they're saying, the good and bad. Users may "tag" your brand's handle or reference the brand. You'll want to know what they are saying about you as part of being successful on social media.

Practicing good social listening means paying attention to what users are saying about your brand and addressing it in a timely manner. When users call your brand out, it's for one of two reasons (generally): they are having an issue or they're sharing a positive experience. If the post is negative, you need to provide good customer service and address it as soon as possible. Don't forget to respond to the people that praise your brand. A simple "Thank You" or fist bump emoji goes a long way.

## SOCIAL LISTENING TOOLS

There is no shortage of tools you can use to make your social media listening easier. These tools can be used for a wide range of applications. It's always important to find the platform that works best for your needs. A closer look at what social listening tools do and the features they offer will help you decide the ideal tool for you.



### Price

The first factor that often comes up when looking to implement new tools is the price. A platform's cost varies from tool to tool, based on the features included. Most platforms offer multiple levels of features, increasing in price with number of features included. You may not need every feature a tool is capable of. Study what platforms in your budget offer and compare that to what your needs are.

### Data

The next factor to consider when deciding on a social listening platform is the data it provides. Do you need to get granular with the data or are you only looking for high-level numbers? Look at your business' objectives and consider how the data you gather will prove the return on investment of your work.

### Reporting

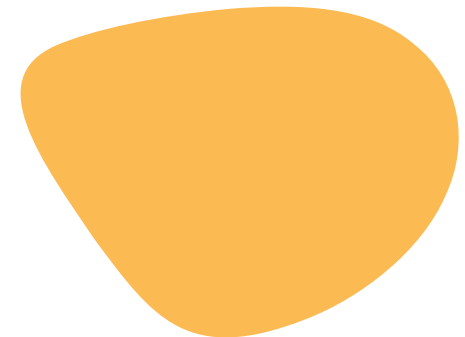
Now that you've gathered all this great data, you need to analyze and report on it to your boss. A platform's internal reporting tools are a differentiating factor when searching for the right social listening tool. Understand what data each platform provides and how easy it is to see/understand it. A platform that can export reports to high-impact PDF documents can save you a lot of time and effort, versus manually building reports from data.

### Search & Results Limits

Many social listening platforms impose a limits on the number of keyword searches you can perform, or the volume of data those results produce, with additional fees being charged should you exceed those thresholds. This can limit your freedom to research topics and try out new ideas, so be sure to check on any restrictions before buying.

Meltwater Social provides unlimited ad-hoc searches and volume results, so you can search for whatever you want whenever you want.

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DATA EACH PLATFORM  
PROVIDES AND HOW  
EASY IT IS TO SEE/  
UNDERSTAND IT.



### **Ease of Use**

A platform's ease of use can often get overlooked. We get focused on all the things a tool can do (or not do) and forget to consider how simple it is to use. There's a natural learning curve to go through but once that's done, day-to-day use should be a breeze.

### **Scalability**

You've been tasked with growing social media channels for your company, contributing to the overall growth goals of the company. Will the social listening tool you choose grow with you?

The platform you choose should allow you to scale up the number of social media accounts you want to monitor. Understand what scalability options are available and how they fit into your budget.

### **Customer Support**

The final factor to consider when searching for a social listening tool is the customer support you receive from the tool. We all want things to run smoothly but what happens when you need help?

Tools with excellent customer support will help you troubleshoot technical issues that pop up, provide support materials, and get you back up and running quickly so you can get back to your customers.

There are many social listening tools to choose from. You are now armed with the knowledge to choose what's best for you.



# ANALYTICS

Analytics plays a big part in social media, as in all marketing practices. You need to be able to measure the effect of all the hard work you're putting in. The metrics to pay the most attention to are the following:

- **Followers:** how many people are following your account
- **Engagement:** how many are viewing and engaging with a post
  - This includes likes, shares, comments, and video views
- **Reach:** the size audience that is seeing a post
- **Conversions:** the number of people that complete a desired action
- **Click-Through-Rate (CTR):** the percentage of users that click on a call-to-action on the post
- **Cost-Per-Click (CPC):** the amount paid per click on a social media ad

As you gather more and more data, shift your efforts away from what's not performing well and focus on what is.

# REPORTING



## OVERVIEW

You've been posting for a while and have gathered a mountain of data. What to do with all of it? How do you present it to your boss in a way that shows what a great job you're doing?







The first step is to understand what key metrics your success is being measured on. This will include some or all of the metrics in the previous section, but it's important to remember that not everybody understands social media, or the business value it offers. When reporting to others in your business, be sure to present the data in a format that will be easy for the intended audience to digest, using language everybody can understand.

Tools like Meltwater Social provide great reporting capabilities “out of the box”, but if you want to incorporate social data into more broad-ranging reports alongside other information, you can instead choose to export the data in a spreadsheet format. This can then be easily imported into tools such as Microsoft Office or Google Data Studio to build custom reports and dashboards that are designed for your specific requirements.

*TIP: Refer back to the initial goals you set when reporting. Show the progress in comparison to your goals and use it to set short- and long-term goals going forward.*



# CONCLUSION

Congrats on making it through this comprehensive Social Media Manager guide! You're ready to be a #rockstar on social media platforms like Facebook and Twitter and much more. You also learned how to listen to your audience and what analytics to focus on when reporting on the performance of each channel.

Need more help on social media marketing?  
Check out the [Meltwater Social Resources page](#).

