SOCIAL MEDIA CHEAT SHEET

UP-TO-DATE PRACTICES TO SOCIAL MEDIA MANAGEMENT

SMU | Institute of Innovation & Entrepreneurship

BEST PRACTICES FOR SOCIAL MEDIA POSTING

As a company, there are some general guidelines worth following across all different social networks. Here are our Top 11 best practices for social media posting:

1 SET GOALS

Never start a social media marketing initiative without goals. The best goals are always SMART:

- **S**pecific: Set fixed figures (eg: "We will achieve a 5% increase in engagement this quarter").
- **M**easurable: Have a metric you'll use to track progress towards each goal.
- **A**spirational: Goals should stretch your abilities, while being realistically attainable.
- **R**elevant: Achieving this goal will help
- deliver a positive business outcome.
- **T**ime-Based: There's a deadline to achieve it.
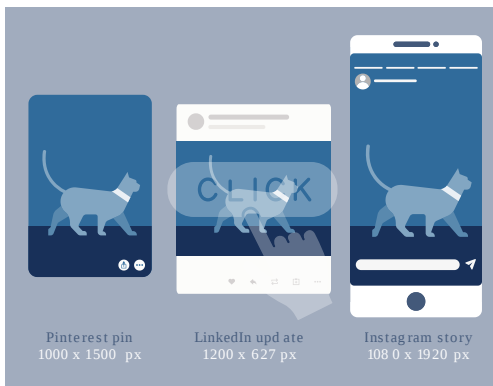
2 PLAN USING A SOCIAL MEDIA CALENDAR

Some key benefits include:

- Knowing what you'll post in advance reduces time wasted searching for content to share.
- Calendars keep teams accountable for deadlines.
- You can post more strategically. Instead of trying to throw out a holiday post at the last minute (for eg), you can plan out entire campaigns around an intentional schedule, all in one place where the whole team can collaborate.
- Explore social media management tools like Later, Buffer, Loomly and Sprout Social. Try out the free/trial version and compare the tools before switching to a paid plan. Choose the tool that suits your business best.

3 HAVE A CONTENT STRATEGY FOR EACH SOCIAL NETWORK

What works on one network, might not on another. So, have a plan for what types of content you'll share on each platform.

- Helps to save time by knowing what you'll do before you start
- Help understand why your social media marketing is working (or not working)
- Supports overall social media management efforts

FOLLOW CORRECT SOCIAL MEDIA IMAGE SIZES 5

Pinterest pin
1000 x 1500 px

LinkedIn upd ate
1200 x 627 px

Insta g ram story
108 0 x 1920 px

Cheat sheet here via Hootsuite

SELECT THE BEST CHANNELS FOR YOUR BUSINESS 4

Not every business needs to be on every social network. Be selective and focus on the platforms that provide the most opportunity for your business to better manage resources. If you're unsure whether a network is a good fit for your business, start by reviewing each platform's purpose and strengths:

FACEBOOK
1. Sends more website referral traffic than any other social media network
2. Geared towards both news and entertainment
3. Future outlook places strong emphasis on video content

INSTAGRAM
1. Highly visual network for static images and short videos
2. Not optimal for driving blog or website traffic
3. Best suited for strong visual brands

LINKEDIN
1. Professional network. The content you share should reflect this
2. Used heavily for sharing industry articles and general professional content

TWITTER
1. Views itself as a news platform as much as a social network
2. Retweeting and curation are encouraged
3. Well-suited to brands sharing blog post or promoting website content

TIKTOK
1. TikTok is most popular with teenagers around the world, available in 154 countries.
2. TikTok is the biggest source of user-generated content
3. Marketing that doesn't look like marketing with less invasive techniques

DEFINE YOUR SOCIAL MEDIA VOICE & TONE 6

Is your brand serious or funny? Professional or sarcastic? These are examples of traits that inform the voice of your brand on social media.

Defining your voice involves tackling three things:
1. What do you want your brand to sound like online?
2. Who is your target audience and what vocabulary do they use?
3. Based on the first two questions, what will your audience want to hear from you?
4. For more information on establishing voice and tone, check out this guide from Mailchimp.

RESEARCH YOUR
7 COMPETITORS

Taking the time to research your competitors could help inspire your own content. Why? Because your competitors are fighting for the same audience that you are. Draw from the best and make it your own after all.

Start out by making a list of your top five social media competitors. From there, pick your top five channels and note which competitors are on each of your top five channels.

This next part might seem incredibly time-consuming but trust us, it's worth it. Look at their past 6 months of content and observe the following:
- What types of content are they sharing?
- On average how much engagement do they seem to get for each message they post.
- How does their voice and tone compare to your own?

8 CALL-TO-ACTION

CTAs are critical, you're asking readers to take an action. Change it up to see what works best. For example, 'Use App' versus 'Install Now'. Easy to do, easy to see results.

9
FREQUENCY

Use data to determine when and how often to post.It depends on the social network. Posting regularly may help grow your reach by increasing the likelihood that your content will be seen. People might be on LinkedIn during regular workday hours, but Instagram is more of a leisure time platform.

Read more on finding the best times to post on social media. It's back by data from the best brands on social. Now, how often should you post?

That's hard to say, in general. But, create social media reports to track results for who's engaging with your brand and posts. So you can make your choices based on data, not hunches.

#10 USE HASHTAGS

Including hashtags can be another way to help new users find your brand. This can lead to greater engagement, boosting your brand's social media engagement through likes, shares, comments, and new followers.

3 ways to find the best hashtags:

1. Monitor social media influencers and competitors
2. Use Hashtagify.me to identify the right hashtags for your brand
3. Know which hashtags are trending

Besides hashtags that are catered to your startup, try adding these hashtags to make your posts visible to the Singapore startup community:

#sgstartup #sgbusiness #sgentrepreneur #startupsg #IIEnovate #sgsmu #smuiie

Tag SMU Institute of Innovation & Entrepreneurship on your social media posts! We will help to share or re-post through our channels:

- Facebook: @SMUIIE (https://www.facebook.com/SMUIIE)
- LinkedIn: SMUIIE (https://www.linkedin.com/school/smuiie/)
- Instagram: smu_iie (https://www.instagram.com/smu_iie/)

---

11 MEASURING RESULTS

Measure results and adjust your strategy as needed.

IDENTIFY YOUR GOALS, DEFINE THE RIGHT METRICS AND KPIS.

Your next step is to determine if you're earning more than you're spending on social media. By gathering data from your accounts and campaigns to track and improve performance —analytics.

Facebook has an analytics dashboard. Use it to view likes, followers, reach, and engagement for your pages and posts. Notice the changes before and after a campaign. Want to boost some ads, but not sure which ones? Use the Promotions section to figure that out. Instagram offers analytics for business profiles. More than just content, gain insights about who your followers are when they're online, and more.

For your account, understand:

- Impressions: the number of times your posts were on screen
- Reach: the number of unique post views
- Website Clicks: The number of clicks on the link included in your profile
- Profile Visits: The number of times your username is clicked on

Source:
Hootsuite, Coschedule

Social media 'rule of thirds'
- 1/3 posts to promote your business
- 1/3 posts from influencers in your industry
- 1/3 posts of personal stories to build your brand

Use of image or video. Some ideas to try:
- Text only vs posts with image or video
- Photos of people or products vs graphics or infographics
- Length of video

Cross-promotion / Collaboration
- Encourage your community to post your event on their social media platforms and/or promote across their company/professional social networks