How to Effectively Leverage Social Media

That no one taught you in school

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For ESIP Cohorts
Starting lean

We all know that marketing is important for our venture.

Among many types, social media marketing is the most critical, efficient and the cheapest.

Do we have money to hire marketing firm? Nooo.... I wish we could. But we gotta do something by ourselves for now.

Do you already have Twitter, Facebook, LinkedIn and G+ for your business? There shouldn’t be any excuses here. But I hear some!

Let’s go through those first.
Cracking excuses  (Skip if you are ready for sm lesson)

**Excuse 1.** My start-up doesn’t need social media marketing. Website is enough. = I can make a million dollar business with 0 feedback. I’ve got this.

You need to give your fans a chance to interact with each other and talk about your product/service.

**Excuse 2.** It is too early for me to take care of social media. I’ll do it later.

You gotta start early! There are few reasons.
1. Your domain might get taken at any moment (especially twitter handle). This is almost irreversible..
2. The moment you talk about your business idea to other people, you need a likeable social media channel. If you don’t have SM right now, you might be missing numerous investment chances.
3. Mistakes lead to a better result in the end! You know this.

**Excuse 3.** I’ve got other things to do. MVP, Business plan, looking for investors, etc… Ain’t nobody got time for that.

You’re wrong! With some social media managing tools I’ll show you, You can manage & improve the first impression of your business, with just 1~3 hours per week.
K. Let’s start – picture first.

People decide either they like your SM or not in 5 seconds, and then they decided whether they would stay a little longer or exit.

First impression - Comes from how neat the profile/cover pic & profile description is. If they somehow feel ‘a little off’ from your SM, you would have likely given them a bad impression. This could be due to pixelated profile pictures, long and confusing description of your business and irrelevant pinned-posts.

<table>
<thead>
<tr>
<th></th>
<th>Profile pic (logo)</th>
<th>Cover pic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>400 * 400</td>
<td>1500 * 500</td>
</tr>
<tr>
<td>Facebook</td>
<td>180 * 180</td>
<td>851 * 315</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>646 * 220 (minimum)</td>
<td>1400 * 425</td>
</tr>
<tr>
<td>Google+</td>
<td>250 * 250</td>
<td>250 * 250 ~</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2120 * 1192</td>
</tr>
</tbody>
</table>

Once you’re done with setting up profile pics, you need to do these three.

1. Consult with a comedian to write the best profile description. Be brief! Be really really brief. Don’t scare away visitors. [https://blog.bufferapp.com/how-to-write-a-professional-bio-for](https://blog.bufferapp.com/how-to-write-a-professional-bio-for)

   Your profile descriptions can be different in every channel – but remain the same tone. (see below)

2. Pin a post – this will be your head post that leads to your website or important post that describes your venture. This post stays on top of any other posts. This is a window that helps your followers learn more about your venture and the tone. (see next page)

Pinned posts look like this
Next 2 – sm management tools!

Once you’re done writing down the voice/tone, it’s time to link your account with an awesome Social media management tool, of your choice. My suggestions;

1. Hootsuite
Sorry friends, I don’t know much about Hootsuite. I heard that it has a better analytic tools compared to Buffer, but I think Buffer is easier to use.

2. Buffer
This is what I use. I love this tool!
You can schedule 10 posts for free. Ten is more than enough for now, because you just need 1 post per day if you’re just starting out.
Let’s talk about this on the next slide.
How many times do I post?

<table>
<thead>
<tr>
<th></th>
<th>Starting out</th>
<th>After 3~5 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>1 time/day</td>
<td>3~5 times</td>
</tr>
<tr>
<td>Facebook</td>
<td>1 time/day</td>
<td>2~3 times</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1 time/day</td>
<td>2 times</td>
</tr>
<tr>
<td>G+</td>
<td>1 time/day</td>
<td>2 times</td>
</tr>
</tbody>
</table>

(According to your business, Instagram and other channels might be helpful too)

Thanks to Buffer, this means you can schedule 10 posts for 10 days in just one hour! Free Free Free! That’s right, that’s what we need!!

https://blog.bufferapp.com/schedule-social-media-content-plan
When is the best time to post?

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Best Time</th>
<th>When I am posting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>1-3 PM</td>
<td>10:10 AM, 11:50 AM, 1:20 PM (3 times)</td>
</tr>
<tr>
<td>Facebook</td>
<td>1-4 PM</td>
<td>10:10 AM, 3 PM</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>7-8 AM, 5-6PM</td>
<td>10:10 AM, 1 PM</td>
</tr>
<tr>
<td>G+</td>
<td>1-4 PM</td>
<td>10:10 AM, 3 PM</td>
</tr>
</tbody>
</table>

(Depending the type of your business, Instagram and other channels might be helpful too)

Thanks to Buffer, this means you can schedule 10 posts for 10 days in just one hour!

Why is the Best Time & When I am posting different?
Best time is when most of the population logs in to SM and go through newsfeed, but for where I am working now, I have found out that my followers tweets the most in that time frame. (My target market/users are different from general public, isn’t that cool?) For now, schedule for the best times, and then after few months, with this analytic tool, find out your best time to post at Followerwonk.

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https://followerwonk.com/analyze/
What articles do I share?

Any relevant articles that fits your voice. After few practices, you’ll be able to tweak the entire direction of an article just by making different headlines.

You can find related articles that your followers would like, by;

1. Googling keywords – Google news. E.g. If your business is a beer brewery, you want to share a lot of cool facts about beer, its health benefits, and the history of certain type of beers.
2. Feedly.com – After you google some news, you will find yourself stumbling upon few specific publishers, then now it’s time to use Feedly. Feedly allows you to add all those publishers, and it will feed you with new posts/articles everyday.
3. You can start writing your own blog posts! Start with brief writings about your thoughts related to your venture and expand beyond.
How to Buffer 1 – Link all accounts

1. Go to Buffer.com
2. Link all the accounts
3. Now for Google Chrome, go to settings -> extensions
4. Enable Buffer and you will see this icon on top right 24/7
How to Buffer 2 – Google Chrome

1. Go to the article page you want to share.
2. Now click on the icon.
How to Buffer 2 – Google Chrome

3. You will see suggested headline – you can fix the headline here and schedule the time and attach pictures. Hit ‘Add to Queue’ and it’s done!
Hard part is done...

Go to Buffer.com and change your schedule according to your plan.
Tip

When you buffer posts, separate Twitter from Facebook, LinkedIn and G+

Twitter

- Word Limit
- More choice of @ / # tagging
- Need to manually include pictures

vs

Facebook, LinkedIn and G+

- No Word Limit
- Less choice of @ tagging
- Shows link’s image automatically
Headline is the sundae not the cherry

4 Cs
- Clear
- Concise
- Compelling
- Credible

VS

4 Us
- Unique
- Ultra Specific
- Convey a sense of Urgency
- Useful (Be useful to reader)

Hashtag is the chocolate

This article summarizes it all;

http://sproutsocial.com/insights/twitter-hashtags/
Analytic tools – analyze to be better

1. Buffer Analytics
2. Sprout Social
Resources, resources!

https://blog.bufferapp.com/social-media-templates

http://www.slideshare.net/Bufferapp/the-10-best-copywriting-formulas-for-social-media-headlines

https://buffer.com/email-courses/social-media-101

http://searchenginewatch.com/sew/how-to/2259693/seo-basics-8-essentials-when-optimizing-your-site

http://www.socialmediaexaminer.com/10-successful-facebook-marketing-examples/

Other SM Channels – Instagram, Reddit ***, Pinterest, Hacker’s news.. Let me know if you have more suggestions!

+ Please do see attached files!
Mostly from Buffer.com and Kevan Lee’s posts

Jeff Goin’s blog posts
Questions?

And for more resources, Email me.

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