



# Best Practices for Social Media for COVID-19 + Always.

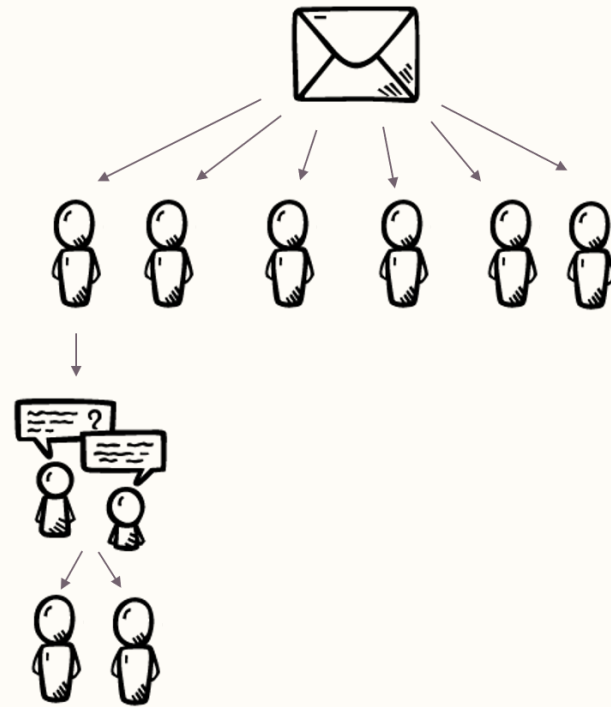
*An Engagement-first  
Approach to Social Media*

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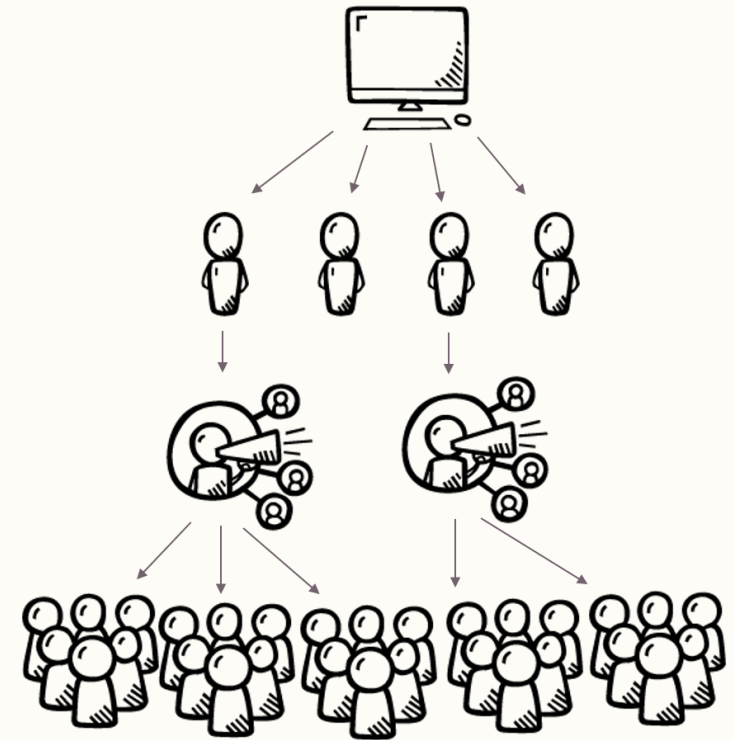
By Stacey Trock

# Marketing vs. Social Media

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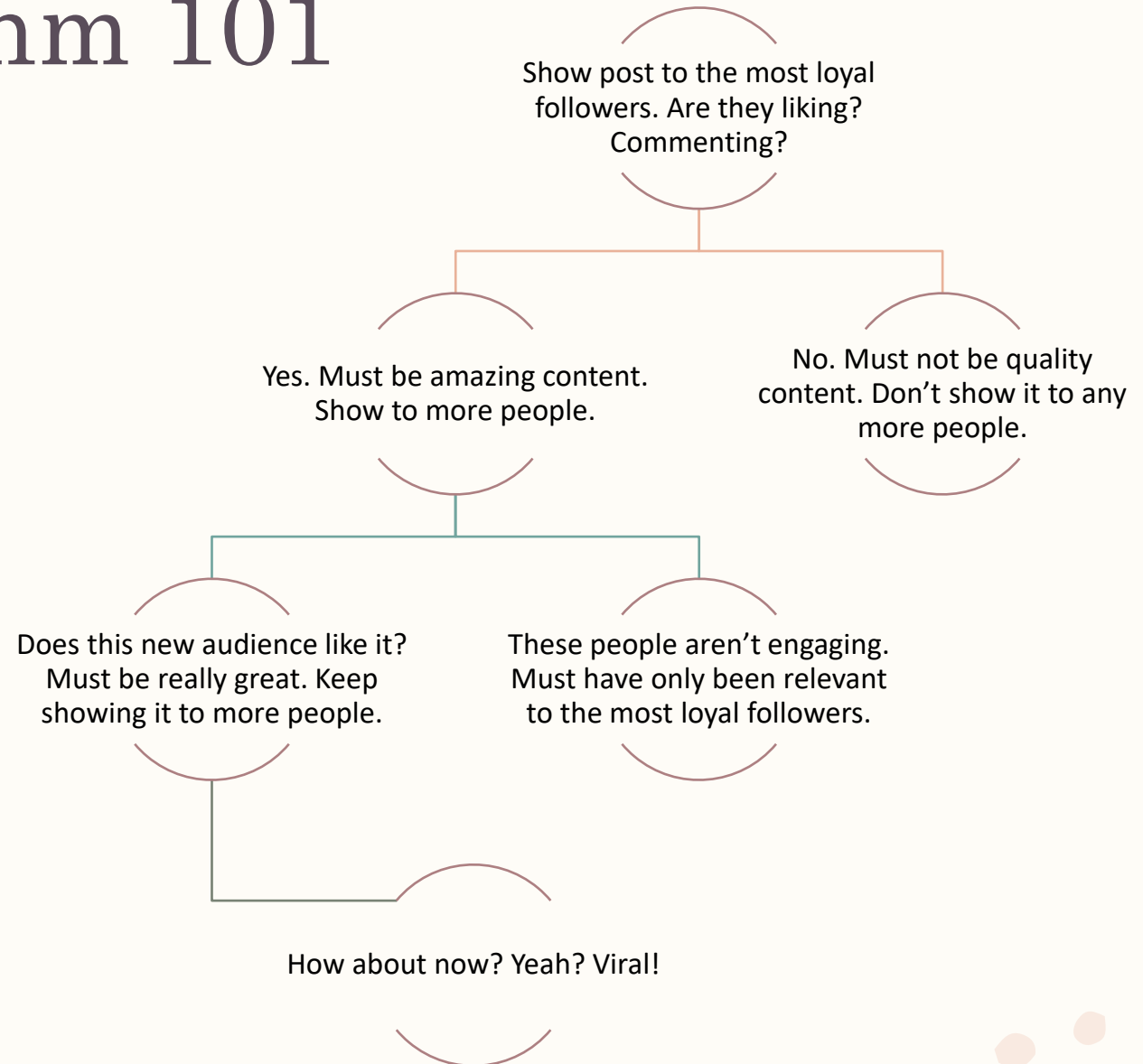


Traditional Marketing



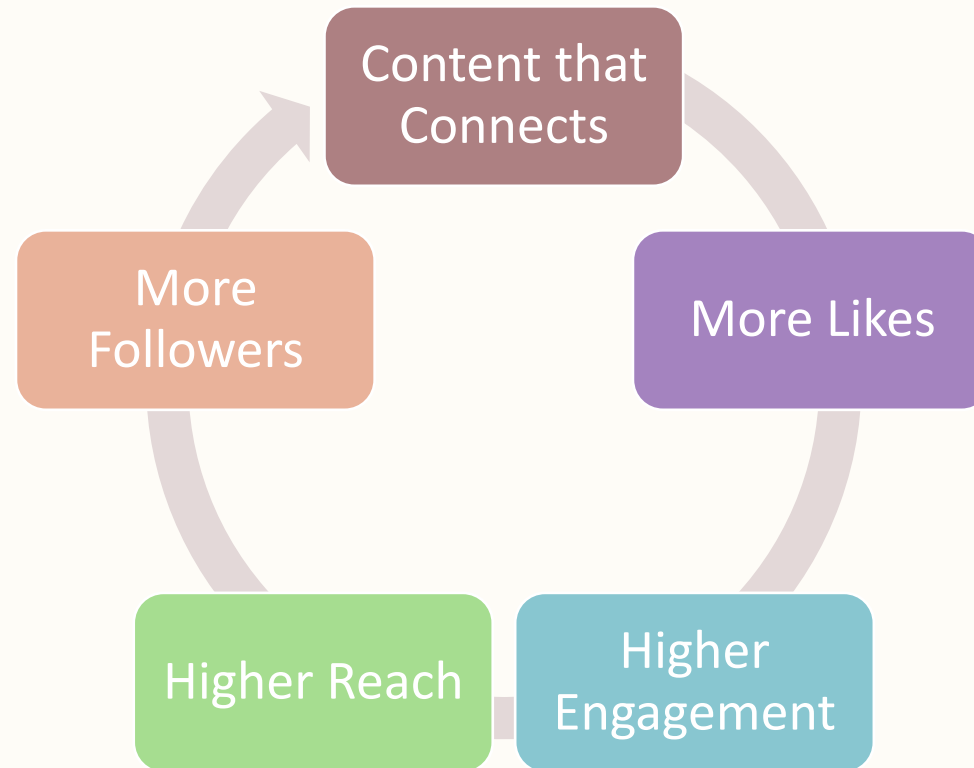
Social Media

# Algorithm 101



# An Engagement-First Approach

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# An Engagement-First Approach

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Company 1:

10,000 followers

5% average organic reach

Average post reach: 500 people

Company 2:

5,000 followers

10% average organic reach

Average post reach: 500 people

When this company reaches 10,000 people, average reach will be 1,000



## Get ready to:

- Tell your story in a way that connects with customers, generates demand and builds trust in your company
- Genuinely engage with your community to build connections with your audience, create partnerships and gain followers
- Create a time-efficient system that generates serious ROI, developing your social media as a crucial pillar of your overall marketing strategy

# Tell Your Story

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connect with customers, generate  
demand and build trust



## You'll learn to:

- Distill your Golden Essence: what makes your company amazing and awesome and different from all the rest
- Effectively share your specialness with the world, using images, words and video



# Distill Your Golden Essence

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- What are three words that define your business?
- What sets you apart?
- What do your customers love about your company?
- What do you dream the world will be like when you are in every home?

# Ideas to Get You Started

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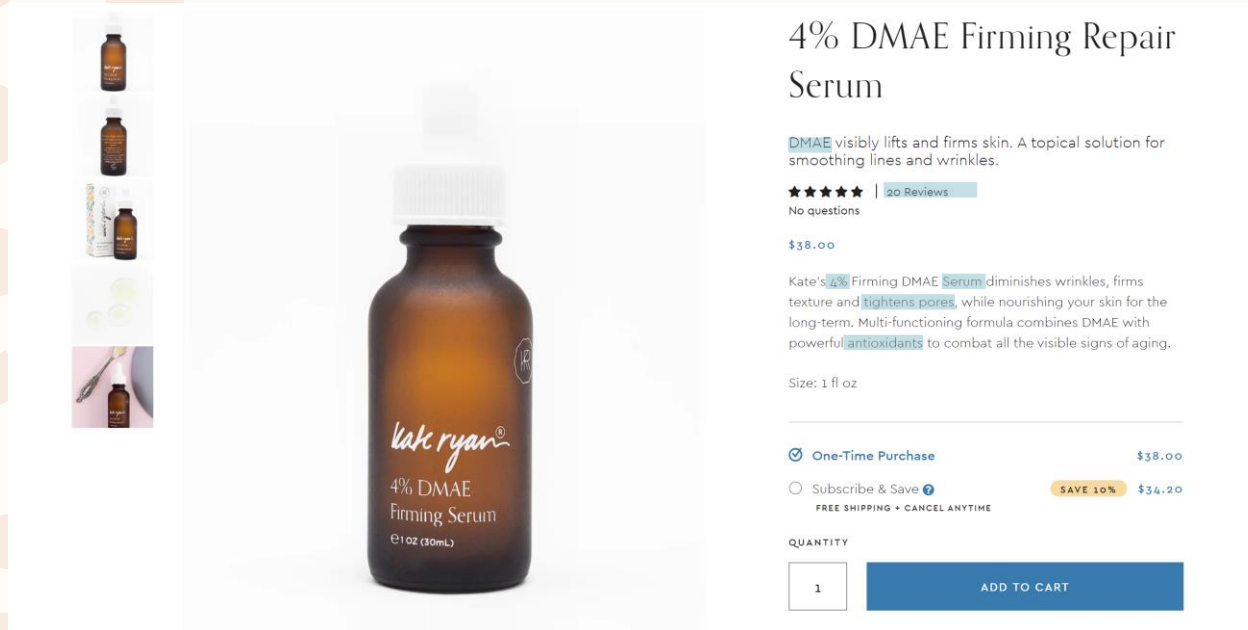
- Why did you start your company?
- What do you do differently than others?
- Describe each one of your products. Who would you recommend it to and why?
- How would you help someone who has never been to your shop before make their first purchase?
- Tell me how to use your products!
- What spheres do you touch not directly related to your product?

# A Healthy Mix of Content

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- Your mission and values
- Company history
- Behind the scenes content
- Product information
- Customer-generated content
- Testimonials/reviews
- Tips/tutorials

# Use Existing Material to Generate Content



- What's DMAE?
- Is 4% a lot? Can I use it on sensitive skin?
- When's the best time of day to use a serum? Is there a recommended routine?
- What are some other suggestions for lessening the appearance of pores?
- What kind of antioxidants? Can you tell me more about topical antioxidants?
- How long can I expect to use this before seeing results?
- What are people saying about it?

# Where to Post?



## Beautiful Photo

- Instagram post
- facebook post



## 'Evergreen', Long-form Video

- IGTV
- facebook feed / facebook Live
- YouTube



## Casual, Short Video

- IG stories
- facebook



## Mediocre Photo, Casual Update

- IG stories
- facebook post/ stories

# Engage with Your Community

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build connections with your audience,  
create partnerships and gain followers



## Let's commit to:

- Regularly engaging with your existing customers, giving your digital customers the same feeling as if they were in your shop
- Refusing to wait for others to come to you: be the one to search and reach out to others in your community
- Knowing how hashtags work and using them to your advantage

# Engage with Existing Customers

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## Must dos:

- Answering questions directed to you
- Liking & replying to comments on your posts
- Liking & replying to posts on which you are tagged
- Regularly searching, liking & replying to posts containing your brand hashtag
- (audiences differ) Sharing customer posts



# Engage with Your Community

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1 : 3 : 5

follow

comments

likes

# Engage with Your Community

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- Introduce yourself where you want to be: follow accounts that are your ideal customer, influencer, publication or retailer. Like some of their posts and occasionally comment.
- Give a shout-out/tag other businesses that you have a connection with and build your community
- Follow popular hashtags for your community and regularly like/comment
- Send messages to connect on a more personal level

# Use + Search Hashtags with Purpose

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- Using your core values, identify hashtags that fit your business and are used by your audience
- Create a collection of hashtags that you select from when posting. You may have multiple collections depending on your products, but aim for crossover.
- Regularly search these hashtags as a way of engaging with your community, particularly following a relevant post

# Create a Time-Efficient System that Generates Serious ROI

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develop your social media as a crucial  
pillar of your overall marketing strategy



## It's time for you to:

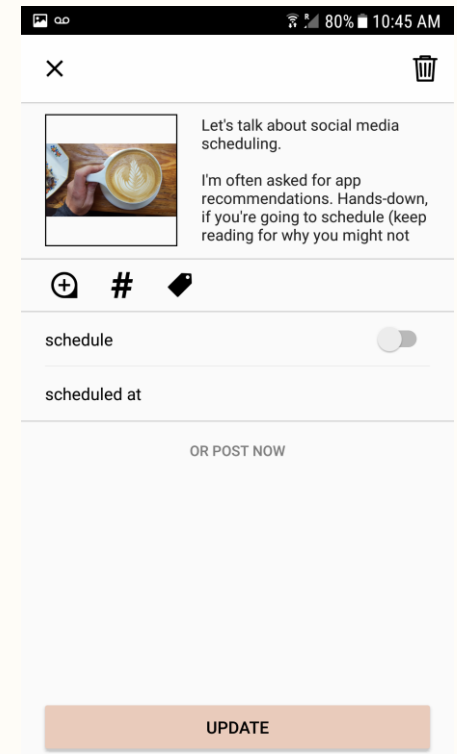
- Create a daily schedule that optimizes outreach and engagement with results
- Efficiently create content so that you aren't overwhelmed by the daily hustle
- Use scheduling software to make your life easier, in a way that's effective, not spammy

# Create a Daily Schedule

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- Reply to DMs, tags or comments on your posts
- Save great customer posts for use (coming up!)
- Post content
- Post impromptu content via stories
- Search your feed, comment on 5 posts
- Search a fave hashtag, comment on 5 posts, follow great accounts
- Add fabulous recommended hashtags to your list

# Scheduling Content



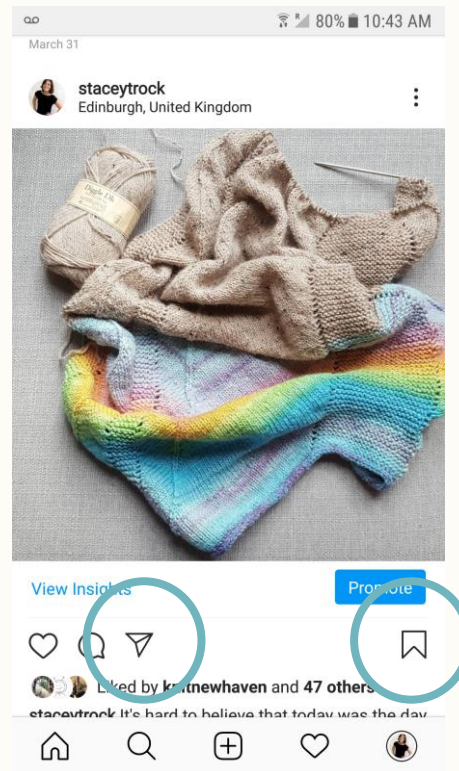
# Scheduling Content

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- Aim to schedule a chunk of your content, but leave space for timely events and postings
- Remember we asked all those questions? Pop 'em in!
- And remember your content mix? Add in customer photos and curate new posts that are spur-of-the-moment.



# Harnessing Customer Content



- Save in an app like repost
- Bookmark in 'saved posts'
- Take a screenshot, add to a queue like MeetEdgar or Planoly
- Send to Instagram stories



# Now we'll:

- Tell your story
  - Distill your Golden Essence
  - Share your specialness
- Genuinely engage with your community
  - Regularly engaging with your existing customers
  - Be the one to search and reach out to others in your community
  - Using hashtags to your advantage
- Create a time-efficient system
  - Create a daily schedule
  - Efficiently create content
  - Use scheduling software to make your life easier



Questions?

