

# Creating Engaging Content for Social Media



## Why is Your Content So Important?!

- Stand out
- Engage
- Build relationships
- Brand awareness
- Increase web traffic
- Show expertise
- Build trust
- Sell stuff



## Coming Up on This Course...

- Brandonality
- Target market
- Social media aims
- Increasing engagement
- Content ideas
- Content planning and scheduling
- Analysing the impact



# Brandonality

## Module 2



# What's Brandonality?!

- Stand out
- Different personalities
- Personality of your brand



# What's YOUR Brandonality?!

- Is it you?
- The 'persona' of your business
- Different to your competition



## How Does It Relate To Content?!

- Defines your tone of voice
- Drives your content choices
- Helps your content STAND OUT!!!!



# Target Market

## Module 3



## Why is Target Market Important?

- They buy from you!!
- Not... 'what you want to tell them'
- Instead... 'what they want to hear'



## Who is Your Target Market?

- Their demographics
  - Age
  - Gender
  - Location
- Interests
- What would add value to their day?
- What excites them?
- What makes them laugh?



# Who is Your Target Market?

- What makes them cry?
- What keeps them awake?
- What makes them buy?
- What makes them engage?
- What do they read?
- Who do they follow?



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# And if you don't know?

- ASK THEM!!!!
- Survey Monkey
- Your top customers



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# Social Media Aims

## Module 4



## Why Are You Using Social Media?

- Web traffic
- Brand awareness
- Be the expert
- Build customer relationships
- Expand your network
- Increase leads
- Increase sales



# Do Your Aims Drive Your Content?

- Content should be congruent with aims
- E.g. web traffic – links to website?
- Gives means to measure success



# Increasing Engagement

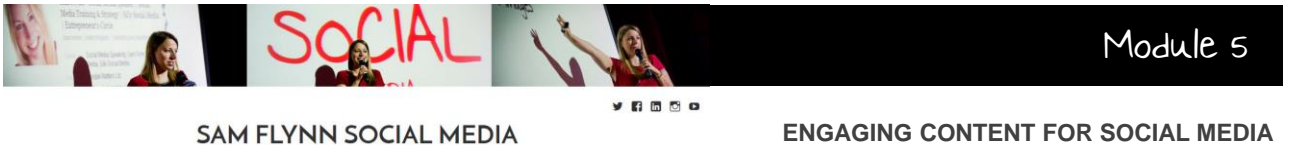
## Module 5





## Why Is Engagement Important?

- Builds relationships
- Builds trust
- Gets posts seen
- Encourages spread/virality
- More web traffic
- More leads
- More sales



## Is Your Content Engaging?

- Ask questions
- Appeal to target market
- Get them thinking
- Raises conversation
- Don't sell!



# Content Ideas

## Module 6



## What Could Your Content Include?

- Your website
  - Any interesting pages?
- Your blog
  - Weekly
  - Share several times
  - Share archive posts
  - Share knowledge
  - What do they want to read?



## What Could Your Content Include?

- Other people's content (oPC)
- Tips
- What you're up to
- Business news
- Staff news / introductions
- Behind the scenes
- Regular hashtag feature
- Questions



## What Could Your Content Include?

- Quotes
- Fill in the blank
- Competitions
- Infographics
- Images
- Videos / vlogs
- Live video
- Lead capture



## What Could Your Content Include?

- Day in the life
- Personal stuff
- Things that are going on in the world
- Promote someone else
- Events
- Sneak peeks
- Answer an FAQ
- Q&A session



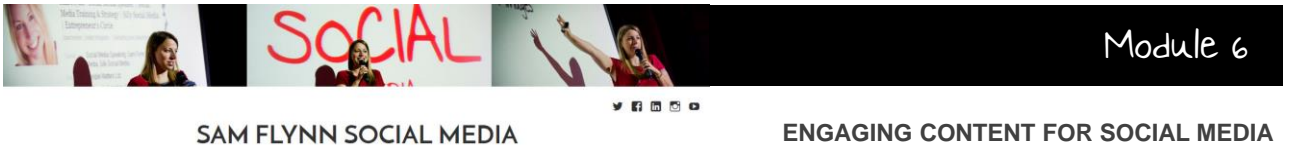
## What Could Your Content Include?

- Deadlined offers
- Link to product
- Detail of services



# Hashtags

- # symbol followed by numbers or letters
- Not punctuated
- Find and be found
- Use own or popular ones
- Search for use, if not in use, go ahead!
- Events, tips, campaigns, competitions



# Content Planning and Scheduling

## Module 7



## Editorial Calendar

- Yearly content plan
- Seasonal events
- Business events
- Product/service releases
- Campaigns
- Gaps



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## How Many Times?

- Twitter – min 4 a day
- Facebook – min 1 a day
- LinkedIn – min 1 a day
- Instagram – min 1 a day
- Pinterest – as many as you want!



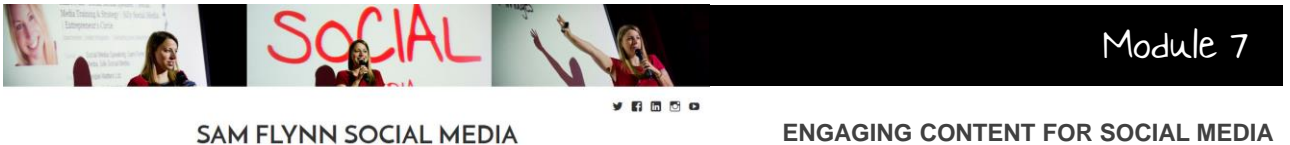
Module 7

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## When?

- Twitter – tveriod.com
- Facebook – insights>posts
- LinkedIn – 7.30-8.30am, 12pm, 5-6pm
- Instagram – anytime, except 3-4pm
- Pinterest – evening



## Scheduling

- Hootsuite
- Buffer
- Facebook's scheduling tool



# Analysing The Impact

## Module 8



## What Posts Have the Biggest Impact?

- Engagement rate
  - Likes
  - Comments
  - Shares
- Reach
- Link clicks





# What Posts Have the Biggest Impact?

- Twitter analytics:
  - [Analytics.twitter.com](https://analytics.twitter.com)
- Facebook insights:
  - [www.facebook.com/pagename/insights](https://www.facebook.com/pagename/insights)
- LinkedIn company page analytics:
  - Analytics on company page
- Instagram:
  - Iconosquare



# Summary



## Summary...

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GOOD  
LUCK!!!



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