



Social Media Webinar

21st May 2019 at 3pm

Recommended platforms

Twitter, Facebook, and LinkedIn



Twitter

- Follow other franchisees, your customers, networking groups and contacts
- Interact with other users – tag using @username
- 280 character tweet limit
- Always include visual content – photo, GIF, video, or link preview
- Use hashtags – local and trending
- Live tweet events – e.g. expos or conferences
- Run polls – topical and trending
- Use the lists feature
- Monitor performance through inbuilt Analytics
- Tweet at least 3x per week – ideally every day



Facebook

- 2018 algorithm update – less is more
- Interact with other users – tag using @username
- Don't use hashtags unless promoting specific event or campaign
- Create visual posts – images and link previews
- Track your local competitors for content ideas
- Use Insights to monitor performance
- Post at least once every week



LinkedIn

- Use your personal profile, don't set up company page
- Interact with other users – tag using @username
- Use hashtags – targeted
- Include external links in comments or use the 'edit post' method





Content ideas

The Rule of Thirds



Photo content

Networking events

Client meetings

Charity events

Office space

Fancy dress

Local views

Local weather

Office celebrations

Local expos

Local landmarks

Office pets

Work day details

New marketing materials



Business updates

Awards

Memberships

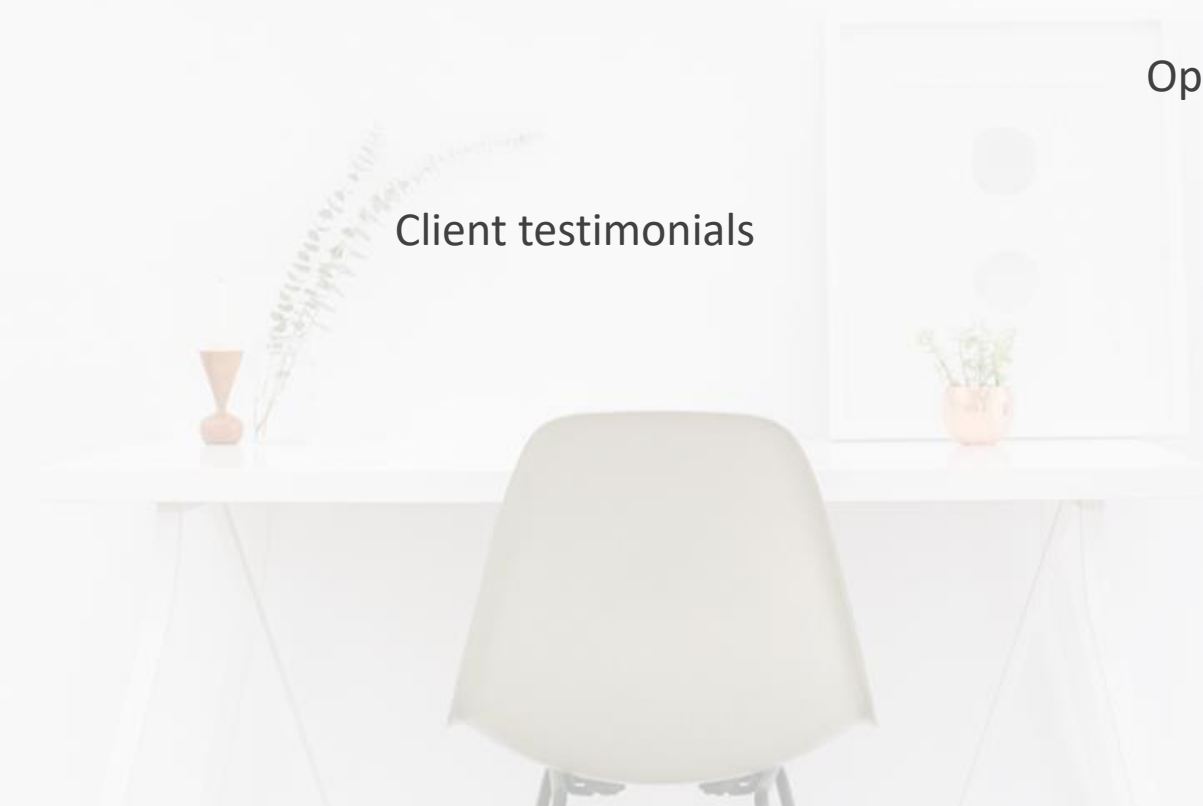
Accreditations

Opening hours

Milestones

Client testimonials

New websites



Regional site content

New blog posts

Package pages

Evergreen blog posts

National portfolio

Local support page

Before and after gallery

Website health check

Pricing page

Local portfolio

Website editor page





Miscellaneous

Polls

Marketing advice

Website tips

Daily hashtags

How-to videos

Marketing videos

New feature announcements

Curated content

Head Office posts

Customer news

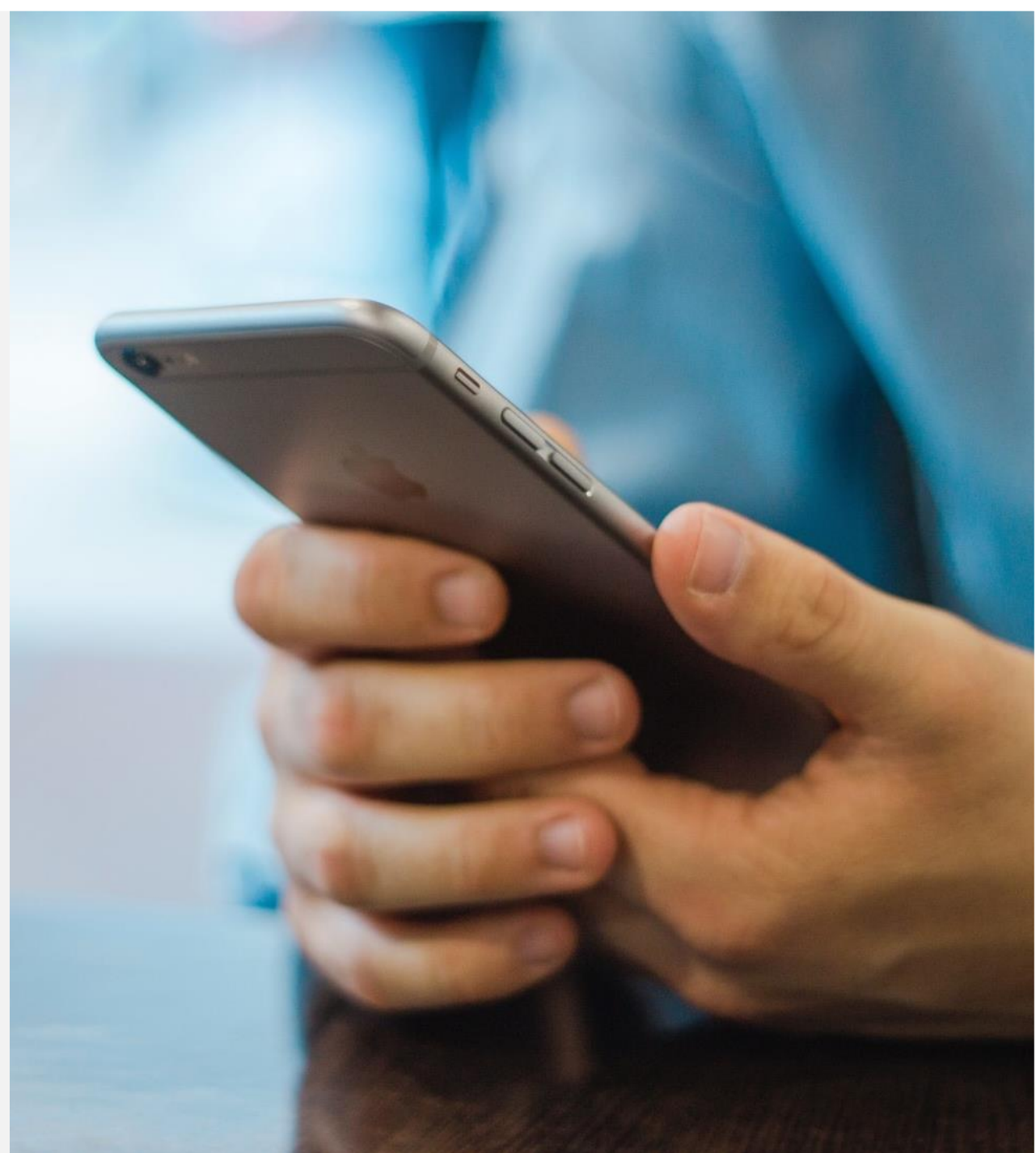
Industry news

Marketing advice



Relevant local news

Social media dos and don'ts



Do:

- Use a scheduling program – Hootsuite
- Create a content plan – monthly schedule
- Include plenty of links to regional site
- Post content at peak times – lunchtime and commuter hours
- Keep list of evergreen blog posts for sharing
- Add an image in metadata window to all new blog posts
- Use a link shortening tool - Bitly



Don't:

- Post the same message across channels – tailor for each network
- Post the same messages over and over
- Copy posts from other users
- Post or share irrelevant content
- Post without double-checking spelling and grammar





Thanks for joining us!

Next marketing webinar Tuesday 4th June at 3pm