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Advanced Management of Your Social Media Accounts

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GETTING STARTED

Why Use Social Media?

What do you want to achieve through your presence on social media? Keep your goals in mind as you develop a social media strategy, and when crafting posts and replies. Social media often works best as a trust-building tool, building and strengthening relationships with your followers.

You may want to create a following, generate interaction, generate traffic, generate revenue, or perhaps you just want to follow others. While some of these goals can be linked, figure out what your primary reason is for using social media.

What to Use

Do you want to have accounts on many different social media platforms? Or would you rather focus on just two or three? There are so many options available—it can be quite daunting—but some platforms are better than others for certain types of content and audiences. A word of warning, though: if you have an account somewhere, use it—don't let it stagnate. Below are some of the most popular platforms.

Facebook

Everyone is on Facebook, which is why you should be, too. Anyone from individuals to independent businesses and big brands use Facebook as a platform. Photos, videos, text, and articles all work well as posts here.

Twitter

Photos, video, and text are most effective on Twitter. Here, more than anywhere else, interact directly with brands and people.

Google Plus

A much smaller audience than Facebook and Twitter, Google Plus is good for sharing photos, video, text, and articles. Google Plus is also helpful with search engine optimization (SEO) for you, or your brand, since it is favored in Google results.

Instagram

Instagram is great for photos and videos. Keep these images authentic (but feel free to have fun with filters), rather than the polished graphics that you might use on Facebook. Show people the “real you”.

Pinterest

Photos and videos are most effective here. Pinterest can be a good way to get people interested in you or your product if you have compelling images that make them want to know more. Pinterest is all about aspiration and knowledge.

YouTube

Yes, YouTube is considered social media. Videos are, of course, the most effective posts on YouTube.

Tumblr

Tumblr is a microblogging platform that makes it easy to post video, audio, text, photos, and other people's blog posts. Repblogging—embedding someone else's Tumblr post in your own—is incredibly popular.

LinkedIn

LinkedIn is good for creating a network and sharing articles and text. Its audience tends to be corporate/professional and can be a good place if you are involved in consulting, copywriting, or business development.

Advanced Setup

Link Accounts

It is often useful to link accounts to each other. This allows you to easily share your Instagram post on Facebook and Twitter. Or you could have LinkedIn automatically post everything you tweet to your LinkedIn profile at the same time. The ability to link accounts to each other varies from one platform to another. Linking profiles can be an alternative to using a tool like HootSuite to post to multiple places, or can be used in addition to other management tools.

Facebook Pages

Be sure to create a Facebook Page (rather than a regular profile) if you are branding yourself or your company. Pages do not have “friends;” rather, people “like” a page and then receive posts from the page in their newsfeeds.

Once you have created a page, add a “vanity URL.” This allows users to enter a friendlier URL (for example <http://facebook.com/profile.php?id=397500967044786> can become <http://facebook.com/nysoclib/>. You can create a your URL for your page at <http://www.facebook.com/username>

SOCIAL MEDIA STRATEGIES

Content

- Social media is all about direct contact, so use a conversational tone. Show your human side—don't focus exclusively on the business. Personal branding is based on authenticity.
- Create content that people want to talk about and maybe even interact with.
- Post pictures. Pictures are shared more frequently, and receive twice as much engagement as text-only posts or links.
- Online readers love tips. Include relevant tips and links to tips and articles when you can.
- Promote in-person events. Encourage potential attendees to interact with you, and create an event page where possible (you can do this on Facebook).
- More tips on what to post can be found all over the internet. Here are a couple:
 - <http://www.marketingprofs.com/articles/2014/25083/10-effective-social-media-posts-in-10-minutes-or-less>
 - <http://blogs.constantcontact.com/product-blogs/social-media-marketing/socially-shareable-content/>

Conversation

- Engage in real conversations, with meaningful back-and-forth exchanges.
- Ask your fans and followers for input on new projects and feedback (cautiously).

Listen

Use social media to listen to your customers, fans, and followers. Keep up with what others are saying about you or your business. The following monitoring tools can be helpful for staying on top of what others are saying about you.

Google Alerts

<http://www.google.com/alerts>

Get email updates on the latest web content based on any search term.

TweetBeep

<http://tweetbeep.com/>

Like Google Alerts, but specifically for Twitter. TweetBeep alerts you when your designated search term or terms are mentioned on Twitter. This could be your name, your company, your website—pretty much anything about you.

Tagboard

<https://tagboard.com/>

Tagboard searches #hashtags across multiple social networking sites.

Timing

Different studies point to different conclusions about the best time of day to post. The truth is results will vary depending on the kind of users you and your brand attract. The best way to ensure the best engagement time slot is through trial and error. Crowdbooster can also help you determine the best time to tweet.

You can use tools such as HootSuite to schedule posts in advance, which can be very helpful in planning your social media activities. Schedule with caution, though: when you post something, users assume someone's there live. If you don't reply or address the issue because it was a scheduled post and you aren't actually there, you look bad.

The frequency with which you post depends both on you and on the social media platform you use.

Facebook

- Post 2-10 times per week.
- A Facebook post receives 50% of its views and shares within the first 90 minutes after it is posted.

Twitter

- More is better (as long as you actually have something worth saying!)
- Aim for 5-10 times a day.
- A tweet receives 50% of its views and retweets within the first 18 minutes.

TOOLS TO MANAGE SOCIAL MEDIA

The following are samples of tools used to manage social media accounts. These tools typically offer ways to simplify the often complex world of social media. These tools can offer such features as analytics, multiple user-access to one account, scheduling posts and organization of content.

HootSuite

HootSuite is a management tool that will connect your **many social media accounts** to one management account in one window. You can, however, use this management tool with a single account, and still benefit from using HootSuite. This tool offers a way to keep track of your accounts as well as single tasks within each account through the use of tabs and streams. Use tabs to separate your accounts and further separate activities into streams.

First, connect your accounts to HootSuite and organize them within tabs, such as Twitter and Facebook tabs. Then organize your content within streams under those tabs, such as a stream dedicated to Twitter mentions, a stream dedicated to sent tweets, a stream dedicated to search term results, a stream dedicated to a Twitter list, etc. To post your own content on your social media accounts, use the Compose Message box on the top of the page and select which associated accounts you would like to post that message to. You can also use HootSuite's compose option to schedule a time for your message to be sent. If including a link, HootSuite will shorten it, track metrics and provide analytics for that link.

HootSuite connects to Twitter, Facebook, Google+, LinkedIn, foursquare, WordPress, and mixi through a simple native "Add Social Network" option. HootSuite will also allow some other social networks to connect through a process called a plug-in. By selecting the "App Directory" in the left column, you will find many more social networks and services that will connect to HootSuite, often in a slightly limited way. These include Instagram, Tumblr, YouTube, Gmail, Dropbox, etc. When you install your new app, and log in to your account, you will now have a new tab dedicated to that account.

For more on HootSuite, visit: <http://mashable.com/2013/09/18/hootsuite-beginners-guide/>

Tweepi

Tweepi helps you monitor and manage your Twitter followers. You can find people to follow as well as manage your existing followers. Tweepi has tools to get rid of dormant followers or to unfollow people that you no longer want to follow. You can use data such as the number of tweets, retweets, replies, links in tweets, followers, link & follow ratio, and Klout score in order to make these decisions. There is also a handy tool to automatically reciprocate, following those who follow you. There is a free plan (which they don't make very visible) in addition to two levels of paid subscriptions.

TweetDeck

TweetDeck is a management tool compatible **only with Twitter**. You can link multiple Twitter accounts to your TweetDeck account, streamlining your usage across accounts. Customize your TweetDeck by adding new columns and selecting the content to fill each, such as interactions, favorites, lists etc. Each column can be

further customized by filtering what type of tweets and users appear in the results in each column, specifying the content of each tweet or the type of user to display. Scheduling is also possible with TweetDeck.

For more on TweetDeck, visit: <http://mashable.com/2013/11/07/tweetdeck-beginners-guide/>

Buffer

Buffer offers levels of accounts including individual, power user, and business. The individual plan is free and allows for one account from each network. The networks offered are Twitter, Facebook, LinkedIn, Google+ pages, and app.net. A Buffer extension allows you to share from anywhere on the web, through your browser, without leaving the site that you wish to share from. Buffer also offers analytics and a scheduling posts feature.

MEASURING INFLUENCE

You can rely on each social media platform to inform you of your statistics, as seen below or you can use the analytics offered in management tools such as HootSuite, Klout and Crowdbooster.

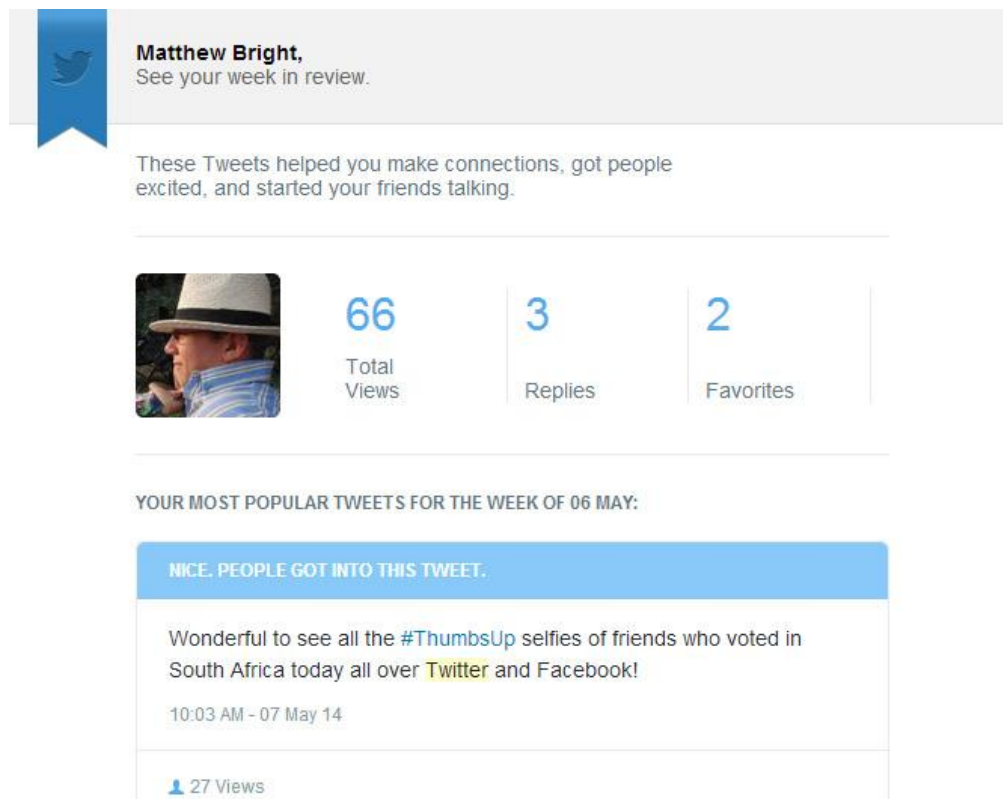
Facebook statistics

Facebook is very good about showing you how many views a post has received. This is done in large part to sell post “boosts”, which extends the reach of your post by making it more likely to appear on the newsfeeds of those who have liked your page. Facebook also shows how many likes and shares each post has received.



Twitter statistics

Twitter shows how many times a tweet has been retweeted and favorites. Twitter does not show the number of views each tweet has received, but has recently started sending a weekly email with statistics on your top few tweets of the week.



Klout

Klout is a somewhat subjective measure of someone's influence across social networks. It measures the size of your network of followers, the content you create, and how others interact with your content. Klout scores range from 1 to 100, and are updated frequently. Because of its subjective nature, Klout may be most helpful in measuring yourself to see how your influence changes over time, rather than to compare yourself to others.

Crowdboost

Specifically for Twitter, Crowdboost gives users the tools to understand the exact performance of individual tweets. A great visual interface shows the results of a lot of number crunching used to determine your tweets' reach. Crowdboost will also calculate the best time for you to tweet based on the reach of your past tweets. Crowdboost is free for consumers, but charges rather heavily for businesses.

Iconosquare

Iconosquare offers a way to monitor and manage your Instagram account through statistics and activity trackers.