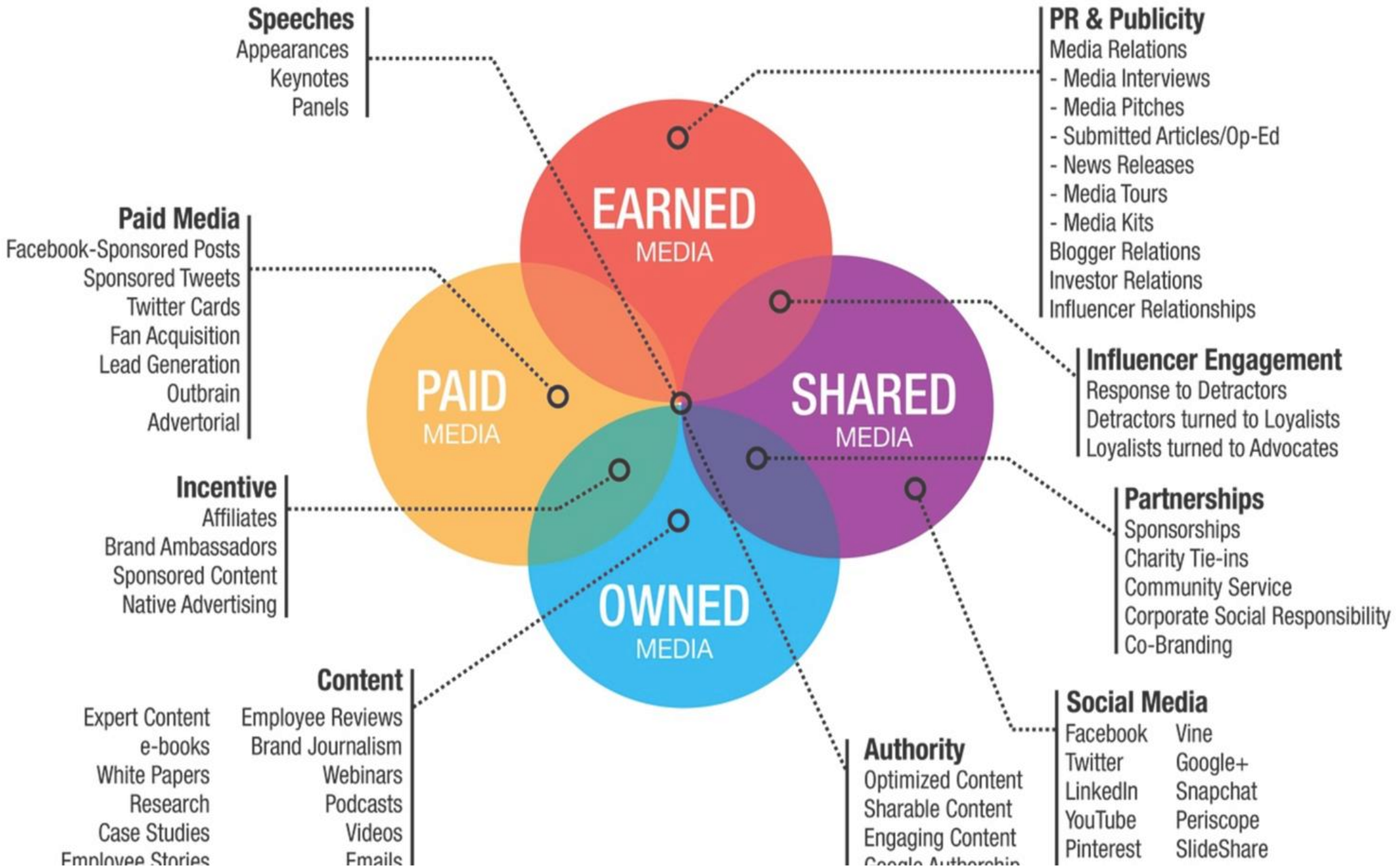




**ROCHESTER**  
PR GROUP

# **SOCIAL MEDIA AND HOW TO USE IT**



## Content: Make it meaningful

- We live in a world of content overload. A world where every day 500 million tweets, 4.3 billion Facebook messages and 500 million hours of YouTube footage are sent, posted and uploaded.
- In this world, only brands that form more meaningful connections with people will prosper.
- It's no longer enough to produce products that work. Brands need to know why people care, and what makes their brands meaningful
- People wouldn't care if 77% of brands disappeared
- 58% of brand content is not meaningful



# Discovering you in the UK

- First things we will do:
  - Google your company name
  - Look at your website
  - On your website, find your social media icons
  - Find key personnel on LinkedIn
  - Look at your social media and not just the last thing you have posted
  - Make a judgement on what we have discovered



## **S**ocial media – b2b - in the UK

- Biggest b2b platforms in the UK are LinkedIn and Twitter
- But Facebook is also used
- And Instagram when it's a very visual sector (eg design, architecture)
- On the consumer side there is more choice

## **S**ocial media planning

- Start with a strategy
- Everything you plan to do and hope to achieve on social media.
- Don't assume what works in what territory will work in another
- Be specific. Keep it concise.
- Make it achievable and measurable.



# Social media

## How goals align to business objectives

Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	<b>Consumer</b> <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.



## Getting started?

- What this channel is best for
- Which target audience we reach here
- Type of content we will post
- How often will we post
- Who will be responsible for the account day to day?
  - Answering questions
  - Looking for great content to share
- If you think it's just like curating your personal social media....think again





## Content pillars

Hubspot (and others) social media content rule of thirds:

- $\frac{1}{3}$  of content promotes business and converts audience
- $\frac{1}{3}$  of content shares ideas and stories from thought leaders
- $\frac{1}{3}$  is original brand content



# Twitter

- Rochester PR twitter account:
  - Great content we have achieved for clients
  - Client news eg our wins or their successes
  - Our news eg events we are hosting
  - Useful information, tips on raising your profile in the UK
  - Quotes/thoughts etc about PR and marketing
  - Shares of other people's thoughts and advice



# Twitter

- New2London twitter account:
  - London business news
  - What London has to offer
  - From a business perspective
  - But including lifestyle
  - Bio links to Rochester PR

**New2London**  
914 Tweets

**New to London?**

**New2London**  
@New2\_London Follows you

We're experts in helping businesses set up in [#London](#) and promoting what London has to offer. [#PR](#) [#FDI](#) ロンドンよ  
うこそ ¡Bienvenidos a Londres! 伦敦欢迎您!

📍 London 🌐 [rochesterprgroup.co.uk](http://rochesterprgroup.co.uk) 📅 Joined December 2012

629 Following 398 Followers

Followed by [EAT DRINK LOVE ITALIAN](#), [CKGSB Europe](#), and 30 others you follow

**Tweets**   Tweets & replies   Media   Likes

**New2London** @New2\_London · May 21

Now that we can dine inside London's [#restaurants](#) and [#bars](#), here are a few places people in our network recommend: the bar [@DUKESHOTEL](#) [@PulseRestaurant](#) [@ScarfasBar](#) at the [@RosewoodLondon](#)



## To consider

- Follow:
  - the trade media
  - trade associations
  - events
- Visuals including specially created
- Hashtags
- Supporting with £



# To consider

The screenshot displays a social media management interface. On the left is a dark blue sidebar with icons for home, mentions, retweets, followers, lists, likes, my tweets, search, and scheduled posts. The main area is titled "My Posts & Mentions" and includes buttons for "Add stream", "Add social network", and "View as: Standard". Two columns show scheduled tweets:

- Column 1:** A tweet from **New2\_London** (@New2\_London) scheduled for tomorrow at 9:35am. The text reads: "Just one of the many reasons we love London... #London #londonlife #secretLondon". Below the text is a quote: "London is like a patchwork quilt: every local area has a different feel and atmosphere. The more you walk London, the more you will discover London's hidden secrets in its alleyways, parks, nooks and crannies." attributed to @QUOSPERO. The background image shows a London street with a red double-decker bus.
- Column 2:** A tweet from **RochesterPR** (@RochesterPR) scheduled for tomorrow at 11:30am. The text reads: "Any WBE looking to come to the #UK, we'd love to hear from you to share some initial PR & marketing advice to help make your UK launches as...". Below the text is a "Read more" link and an image of two women in an office setting.

On the right side, there is a "Add a stream" section with a dropdown menu currently set to "New2\_London Twitter". Below this are circular buttons for "Home", "Mentions", "Retweets", "Followers", "Lists", "Likes", "My Tweets", "Search", and "Scheduled".



## LinkedIn

- LinkedIn is one of the best places to start
- To get your business connected and known
- But it is super busy.
- And, even more so than Twitter it takes a lot of time and energy!
- Beware the people who are turning it into consumer-y social (eg Happy Birthday): stick to business elements
- A great place:
  - To reach out to people that found through market research
  - Start following pages and joining groups





## LinkedIn Personal Profile

- There are two key elements you will want to complete and curate – personal and company
- First person – told by you
- Concise to the point. Short paragraphs. Use bullet points on key skills, results
- Shouldn't read like a resume
- Rules/options are always changing – so keep watching to find new elements eg “Featured” where you can pin items that are important to you
- Photography – you must have one - but without your fast car!
- English



## LinkedIn Company Page

- A great way to keep followers up to date
- Same thoughts as those behind your website
  - Objectives
  - Engaging
  - Right information
- But don't try and duplicate your website



## LinkedIn training

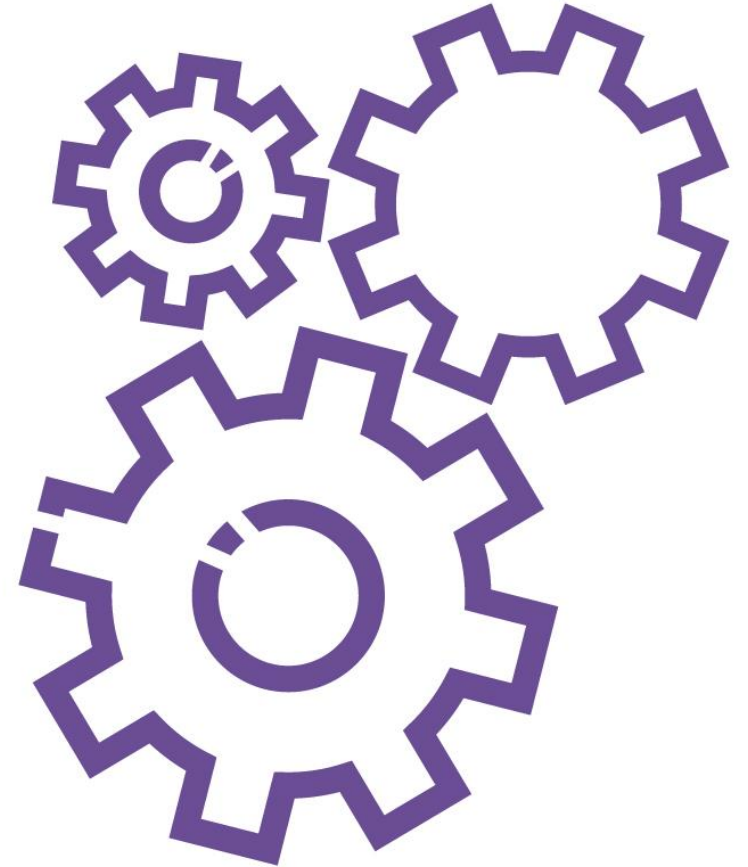
- <https://www.linkedin.com/learning/b2b-marketing-on-linkedin-2/using-linkedin-for-your-b2b-marketing-efforts>
- <https://www.linkedin.com/learning/rock-your-linkedin-profile/connect-to-opportunity-with-linkedin>
- <https://www.linkedin.com/learning/growing-your-business-with-linkedin-pages/harness-the-power-of-linkedin-pages>

## Social media

- Check out your competition:
- Dominant on Facebook but little effort on Twitter or Instagram?
- You might want to focus on the networks where your audience is underserved, rather than trying to win fans away from a dominant player.

# Summary

- Social media is an important part of your content and engagement strategy
- But don't underestimate how much time and effort it requires to get it right
- If you think you will be pushed for time, start slow and build as you see the returns





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