

Social Media

Digital Marketing Workshop

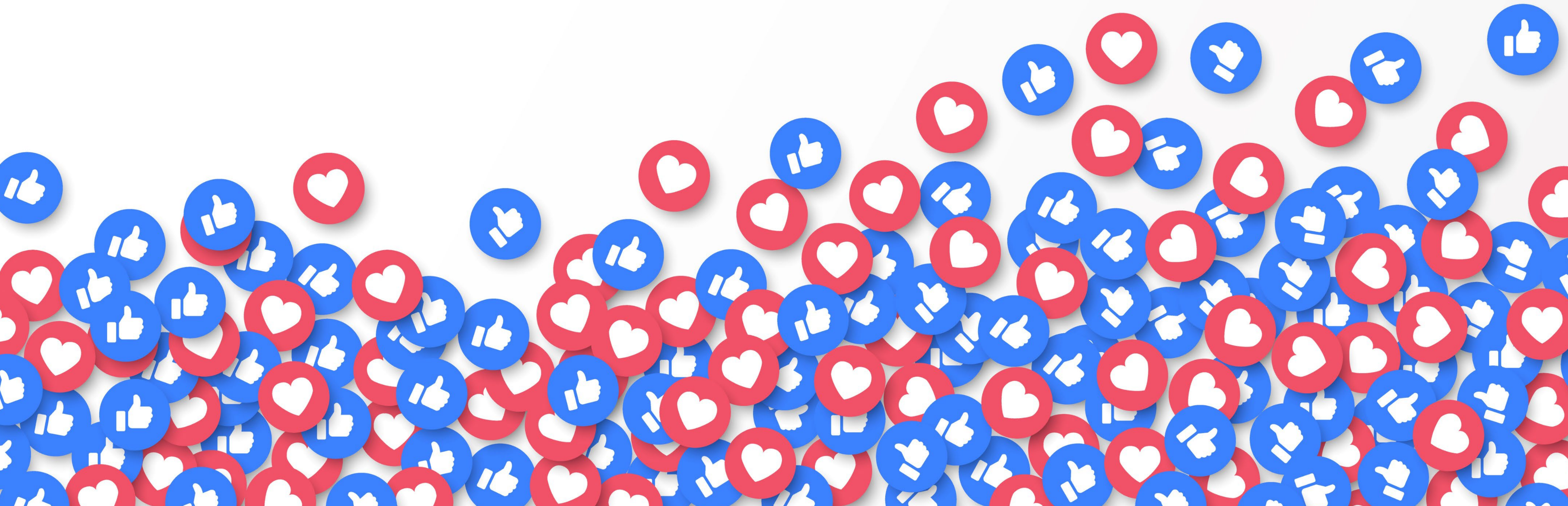


1. What is social media marketing?
2. Why is it important?
3. Defining your target audience
4. Defining your goals
5. Brand tone of voice
6. Choosing the best networks
7. Best practises by network
8. Content strategy
9. SMM tools
10. Social media metrics
11. Where to find them
12. How to report on them



What is social media marketing?

a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals



Why is it important?



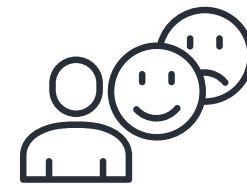
Increase brand awareness



Build a community



Create relationships



Improve customer service



Increase customer loyalty



Defining your target audience



Who?

Who are you trying to reach? Define common characteristics; age, gender, location, marital status, interests, hobbies, career history, challenges & goals

Why?

Ask yourself what problem your business/product solves for its customers? Why would they use it?

When?

When are you trying to reach them? At home? At work?

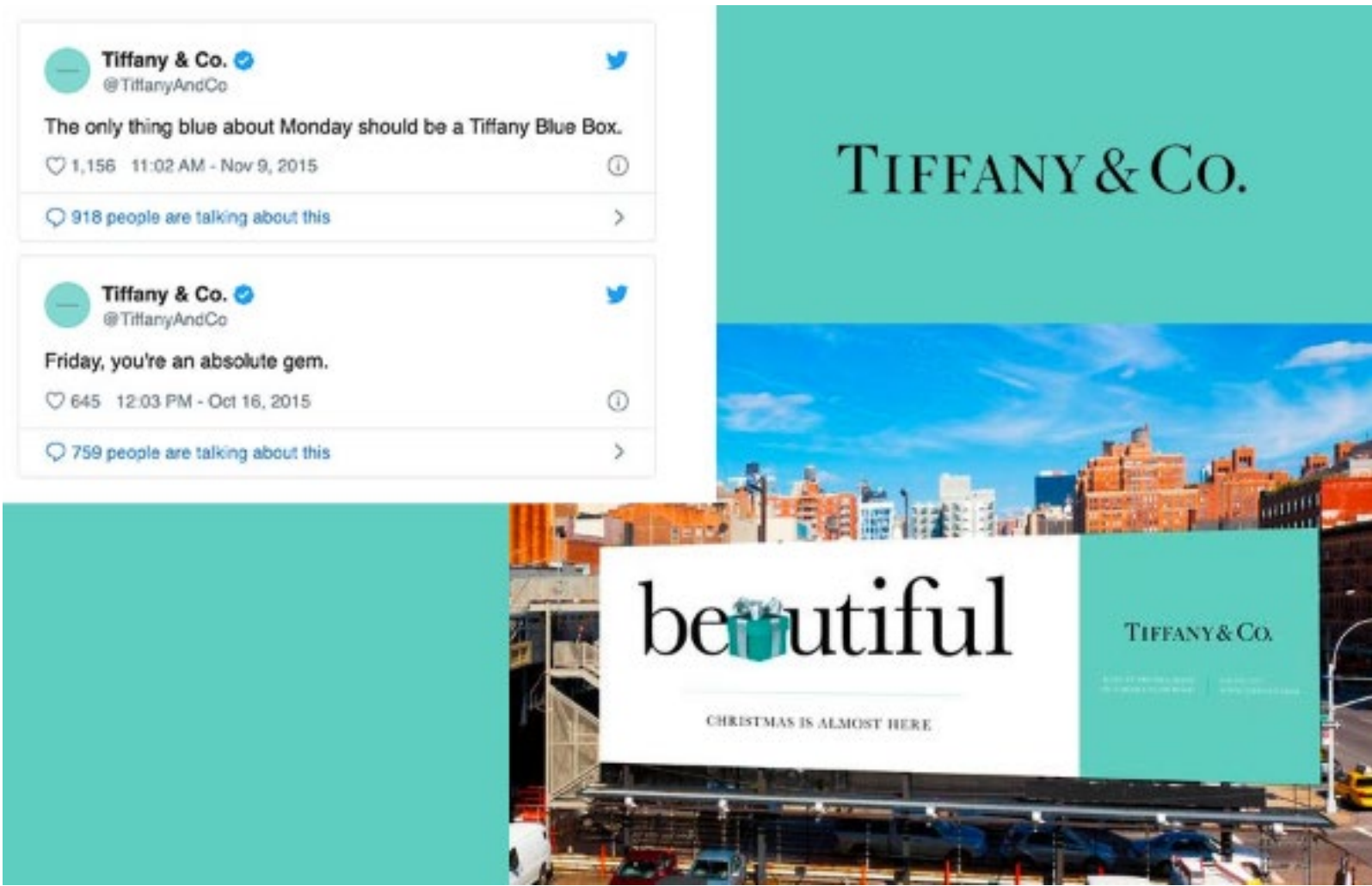
What?

Research what social media networks they spend time on

How?

How are you going to cut through the noise? What content types resonate best with their demographic?

Defining your brand tone of voice





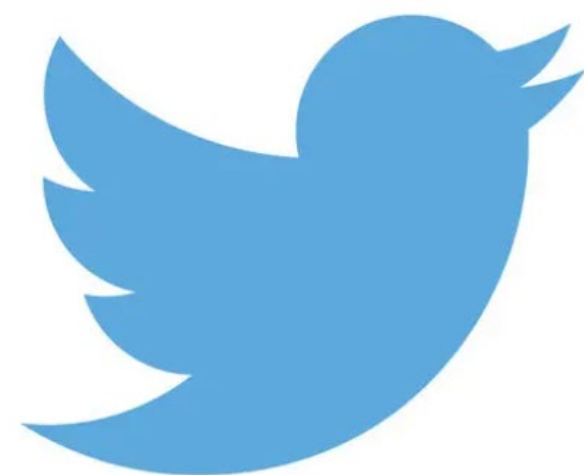
Defining your goals

What do you want to achieve?

Business objective	Social media goal	Metrics
Grow your brand	Awareness	Followers, shares, likes, comments, video views
Increase customer loyalty & retention	Increase engagement	Engagement rates, likes, shares, comments, mentions
Drive sales & leads	Conversions	Website clicks, email sign ups, e-commerce buys



Choosing the right network



Demographics

740 million users
Ages 46 - 55

450 million users
Ages 30 – 49
68% male

2.7 billion users
Ages 25 - 44

1.2 billion users
Ages 18 - 34

689 million users
Ages 18 - 24

Purpose

News & articles
Networking

News & articles
Conversations
Trending topics

Building relationships
Connecting with friends

Building relationships
Conversation

Building relationships
Conversation

Best for

Business development
Brand awareness
B2B businesses
Recruitment

Public relations
Customer service

Building brand loyalty
Smaller local businesses
Family-oriented businesses

Lead generation
Sales
Entertainment
Beauty/health businesses
E-commerce

Building brand loyalty
Community
Trending campaigns
E-commerce

Downsides

Limited interactions
Not very personal
Work hours

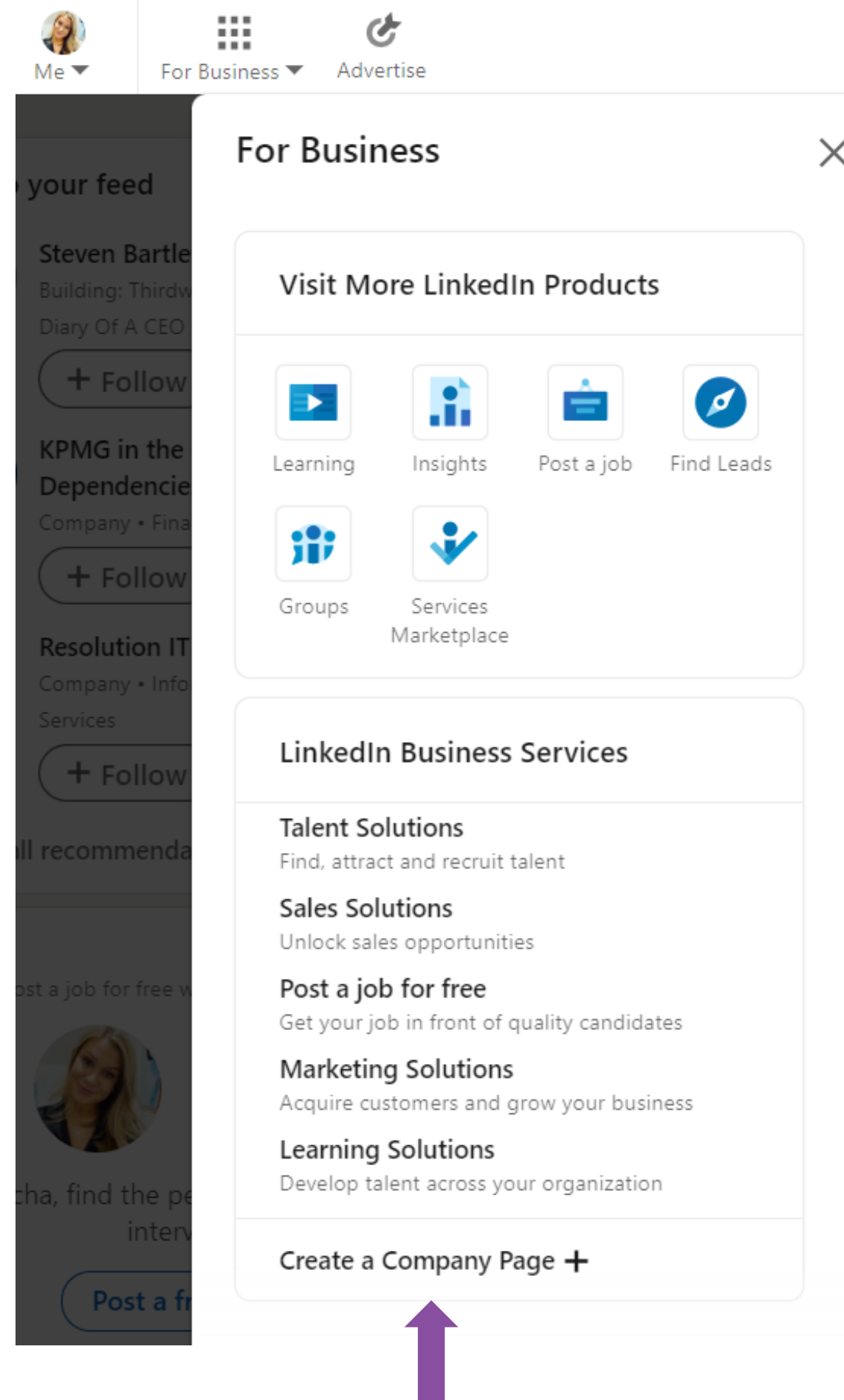
280 characters or less
Declining in popularity
Chronological timeline

Limited reach
Declining in popularity
Personal network

Images and video only

Videos only
Very specific demographic
Algorithm based timelines

LinkedIn Business Pages



[← Back](#)

Let's get started with a few details about your company.

* indicates required

Name*	<input type="text" value="Add your organization's name"/>
linkedin.com/company/*	<input type="text" value="Add your unique LinkedIn address"/>
Learn more about the Page Public URL	
Website	<input type="text" value="Begin with http://, https:// or www."/>
Industry*	<input type="text" value="Select industry"/>
Organization size*	<input type="text" value="Select size"/>
Organization type*	<input type="text" value="Select type"/>

Page preview ?

Company name

Tagline

Industry

[+ Follow](#)

Best practises

- Add your organisations logo, and use a branded header image
- Complete your business overview - use your organisation's mission, purpose & values
- Input your company information; website URL, location, industry & size
- Customize your call-to-action button to align with your social media business goals – e.g., visit the website
- Have your employees tag your business as their place of work
- Leverage employee networks by encouraging them to tag your company in relevant posts
- Post x2 weekly, add visuals – especially video

Twitter Business Pages

×

Step 1 of 5

Create your account

Name

0 / 50

What's your name?

Phone

Use email instead

Date of birth

This will not be shown publicly. Confirm your own age, even if this account is for a business, a pet, or something else.

Month

Day

Year

Next

←

WE ARE GUERNSEY

8,471 Tweets



Edit profile

WE ARE GUERNSEY

@WEAREGUERNSEY

WE ARE GUERNSEY is the brand under which Guernsey Finance promotes Guernsey's finance sector overseas. Follow [@gsygreenfinance](#) for more on [#SustainableFinance](#)

📍 Guernsey

[weareguernsey.com](#)

📅

Joined March 2010

1,755 Following

3,318 Followers

Tweets

Replies

Media

Likes



WE ARE GUERNSEY @WEAREGUERNSEY · Apr 19

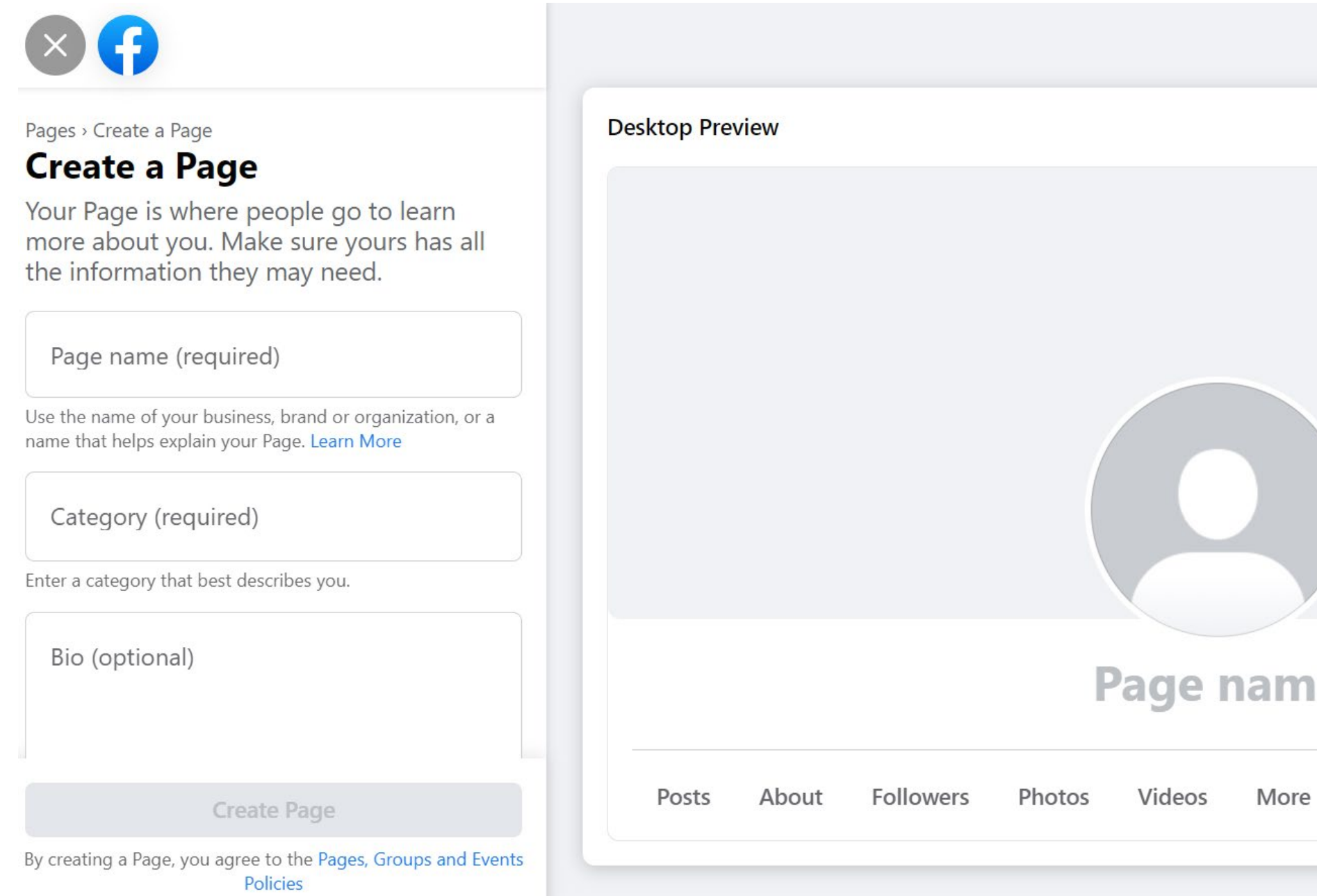
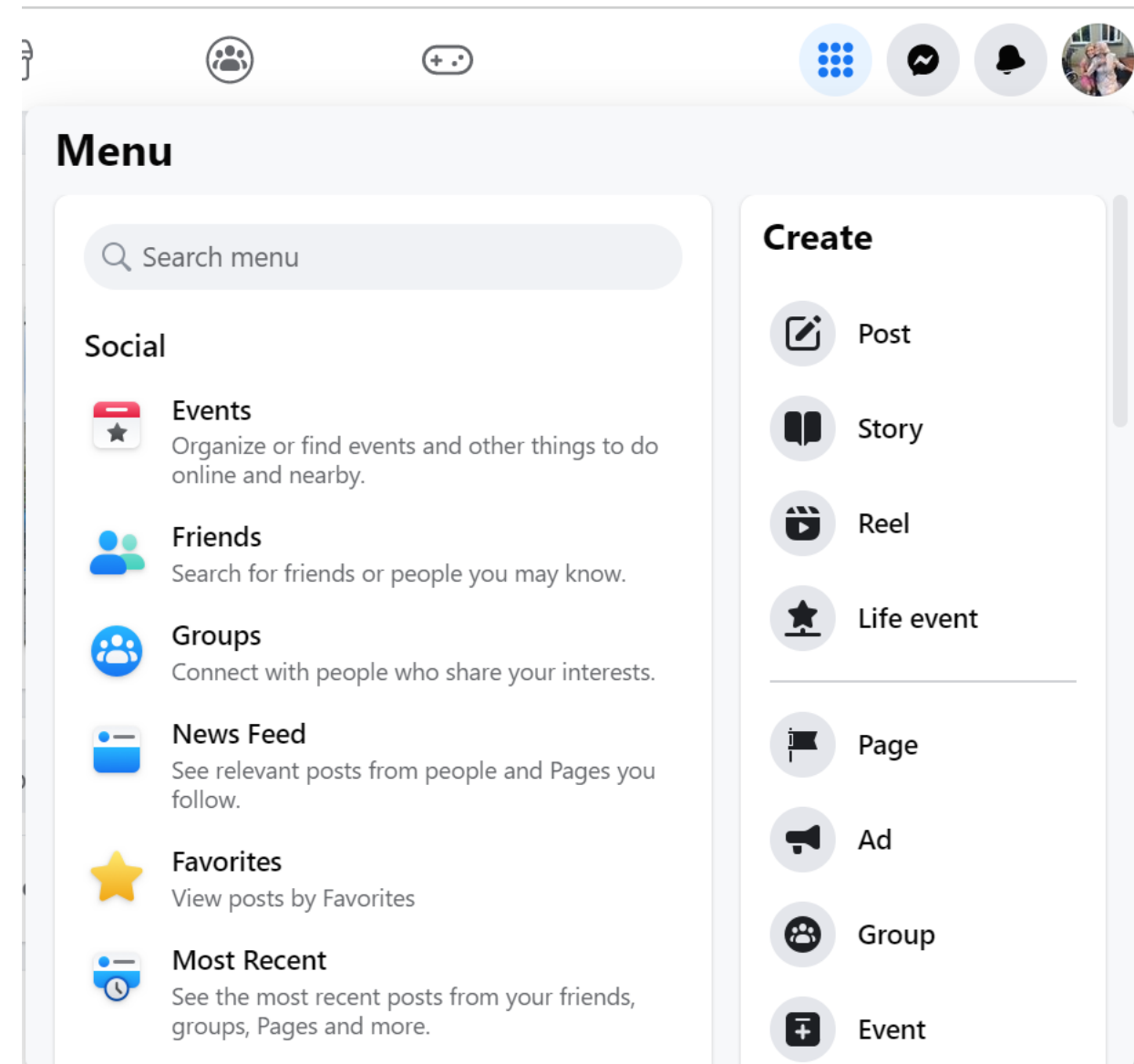
As a part of the [@BIBA](#) Conference 2023, we will be hosting a fringe event

...

Best practises

- Same as a personal account – no company pages
- Add your organisations logo as the icon and use a branded header image
- Complete your bio using company vision, mission & values
- Input company information; website URL, location
- Post once or twice daily
- Keep your posts short, add visuals – especially video
- Incorporate **timely and relevant** hashtags

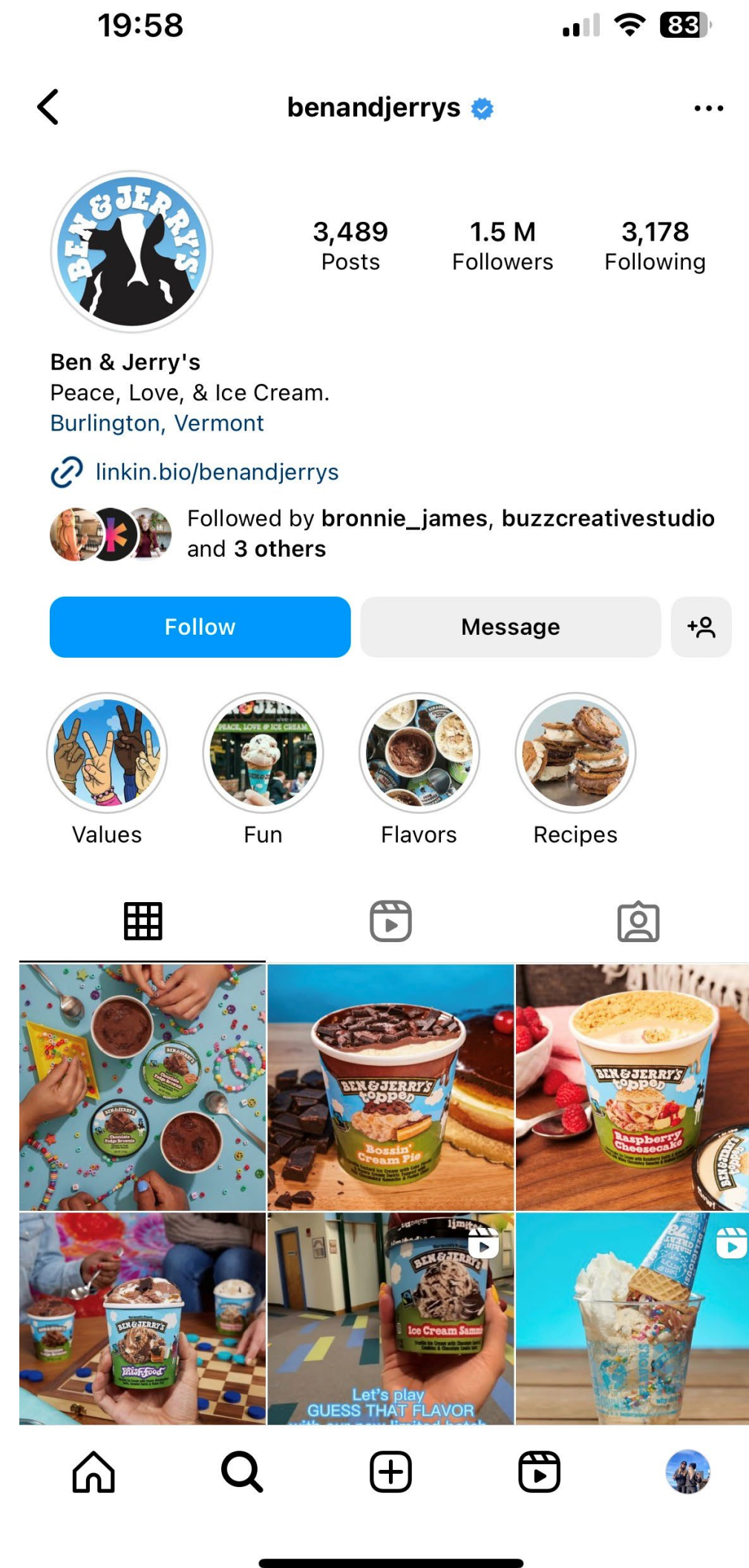
Facebook Business Pages



Best practises

- Create a page
- Add your page name (organisation name) and category
- Add a profile photo (logo) and branded header image
- Add your bio using your company mission, vision & values
- Add relevant information such as a contact info, location, business hours, website URL
- Post 3-5 times per week, use high-quality creatives including video
- You can use Meta Business Suite to schedule your posts in advance for free
- Pin significant posts

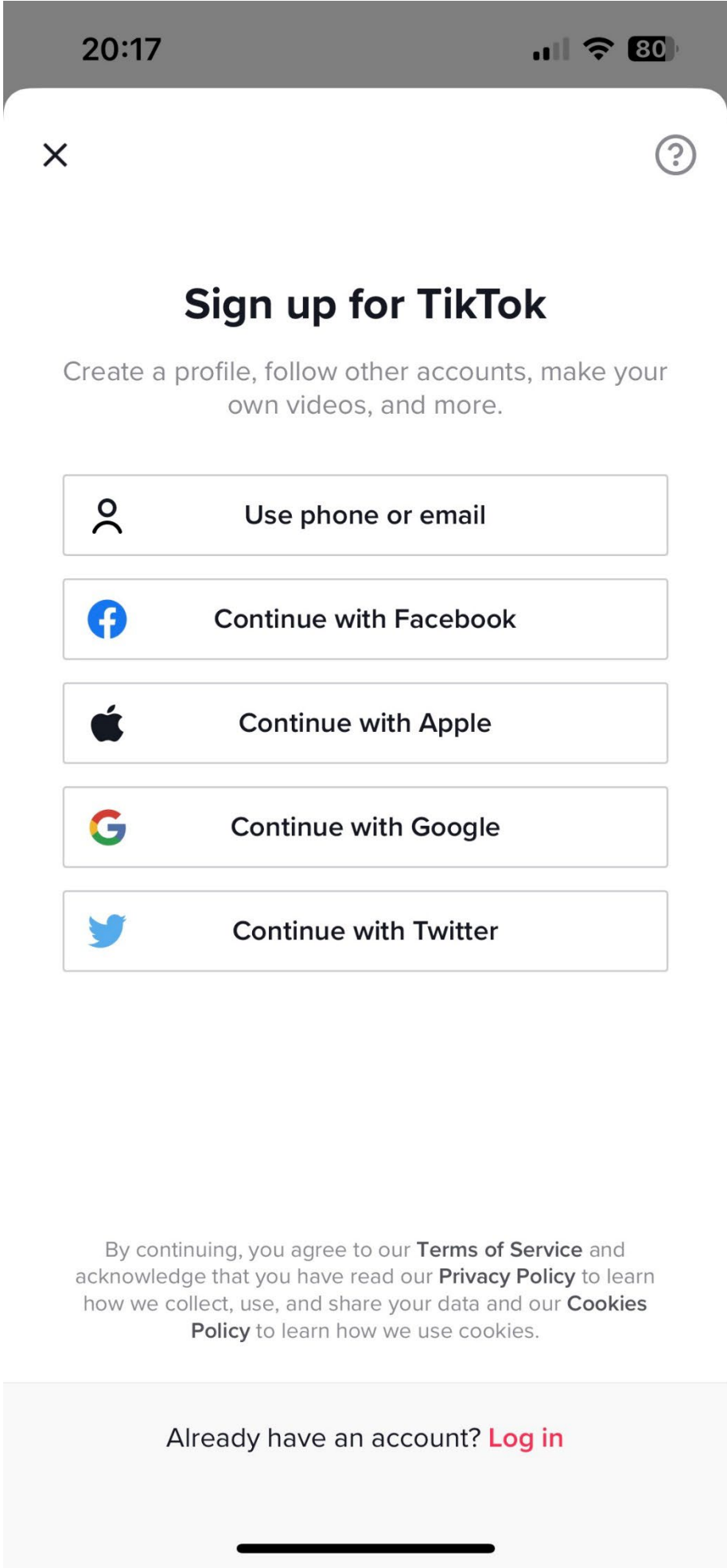
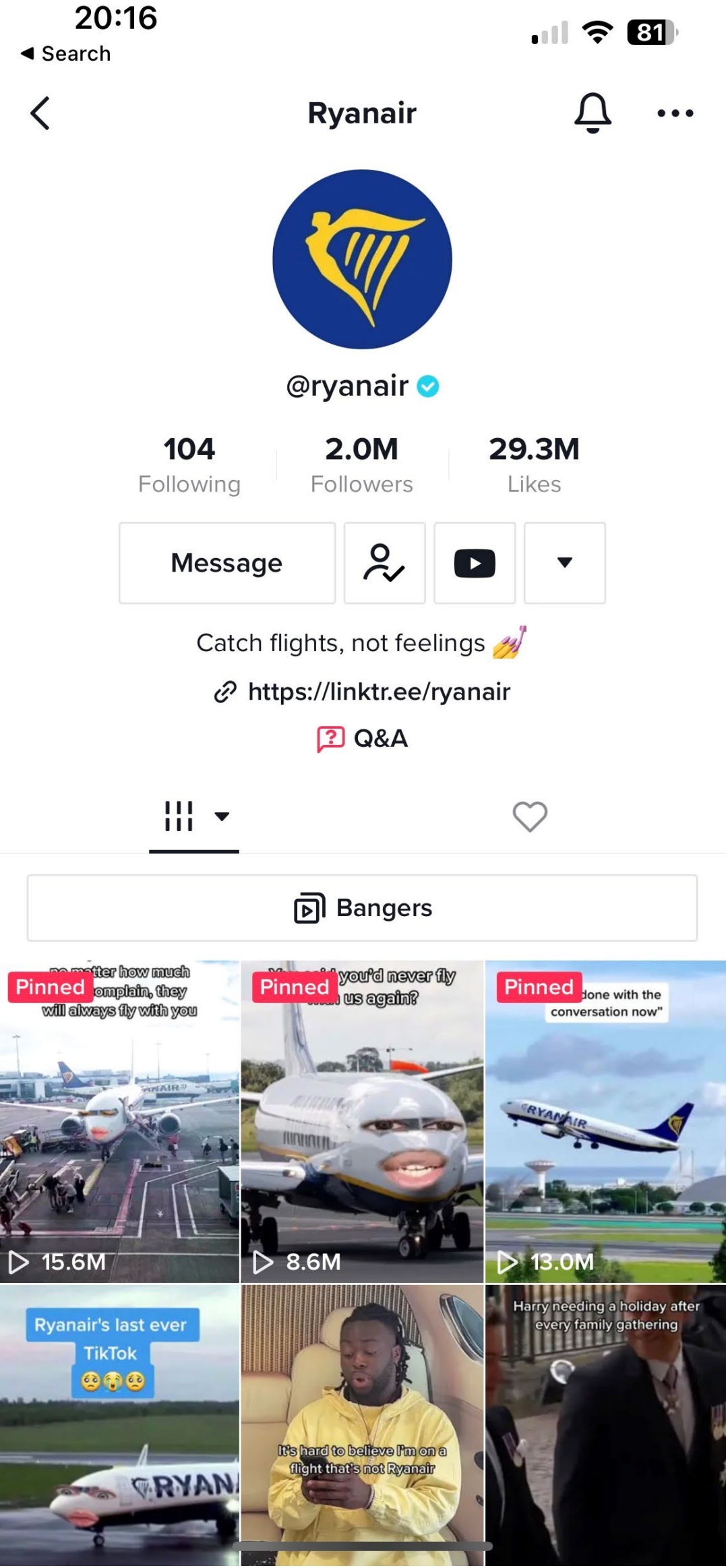
Instagram Business Pages



Best practises

- Create an account, and select 'switch to professional' account once completed
- Add your organisations logo
- Complete your bio - use your organisation's mission, purpose & values, but keep it short & sweet
- Input your company information; website URL, location
- Customize your call-to-action button to align with your social media business goals – e.g., visit the website
- Post 3 – 5 times weekly on your feed
- Stories 1 – 2 times per day, save evergreen stories as highlights
- You can use Meta Business Suite to schedule your posts in advance for free
- Use reels and create video content
- Post high-resolution images on your grid

TikTok Business Pages



Best practises

- Add your organisations logo
- Complete your business overview - use your organisation's mission, purpose & values, but keep it short & sweet
- Input your company information; website URL, location
- Customize your call-to-action button to align with your social media business goals – e.g., visit the website
- Post once or twice weekly
- Use trending sounds to increase your reach



When should I post?



When to post	1 – 2 times per week	5 – 7 times per week	3 – 5 times per week	3 – 5 times per week (stories x2 per day)	1 – 2 times per week
Best content types	Long-form articles/blogs Interview-style videos Informational videos Multi-image posts	Short, simple, conversational Trending topics News Blog posts	Short videos Blog posts Curated content from your customers	High resolution photos Reels Stories	Videos to trending sounds

What content should I be posting?

Emily Wild, Barnaby Molloy and 258 other connections follow WE ARE GUERNSEY

WE ARE GUERNSEY

8,162 followers

Promoted

We are thrilled to announce that naturalist Steve Backshall will be the keynote speaker for the Guernsey Funds Forum 2023.

"Steve brings unique insight into the challenges we face with regard to mitigating climate change and conserving the natural world", said Chief Executive, Rupert Pleasant.

As a force for global good, Guernsey plays a part in addressing these issues through the Natural Capital Fund and the Guernsey Green Fund.

Join us on Thursday 11 May in London to hear about his first-hand experience of the impacts of climate change and biodiversity loss.

#WeAreFunds #WeAreConnected

KEYNOTE



STEVE BACKSHALL

English naturalist, explorer, presenter and writer

Guernsey Funds Forum 2023 - Register now

Register

205

3 comments • 9 reposts

Reactions

11:46

94

tiffanyannaart

727 Posts

157 k Followers

1,998 Following

TIFFANY ANNA ART | FULL TIME ARTIST her/she Artist

FOLLOW ME FOR Bright & Ballys Artwork

Guernsey Based

Exhibiting @clio.artfair.official NY, May 2023... more

www.tiffany.gg

Followed by nath.v.f., _ryanfallaize_ and 132 others

Following

Message

Contact

Battersea Power Station

Sky News Event 2022

NFT Queens

NFT Kings

Thank you

Battersea A... Sky News E... NFT Queen... NFT Kings!... Thank yo

Home

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Post

Reels

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All Posts People Groups Photos Video

BOOSH by The Cornerstone · Follow

24 Apr ·

Hip Hip Hooray! It's time for GIVEAWAAAY! 🎉🎉🎉

There is so much happening this Bank Holiday weekend already, but we thought to add our bit to the celebration anyway by giving away a £50 voucher from our big brother Cornerstone! 🙌

LIKE our new BOOSH by Cornerstone page, TAG at least one friend or family member at the comment section (although, the more the merrier), and, of course, SHARE the post on your own page!

Good luck to y'all! 🍀

BOOSH

COFFEE SHOP

GIVEAWAY

ENTER TO WIN £50 VOUCHER FROM THE CORNERSTONE SOCIAL HOUSE

Like this post

Tag a friend in the comments

Share it on your page

The Pollet, St Peter Port

11:48

93

Guernsey Animal Aid

Guernsey Animal Aid

4 d ·

★ GAA ADOPTION UPDATES ★

Serin...In Sue's 28 years of rehoming dogs, she has never known a dog to have suffered so m... See more



Home

Friends

Watch

Marketplace

Notifications

Menu

11:49

93

wax cleaning

Search

wax vs balloon



chartel · 4-16

#fyp

#gsycandles

#wax

original sound - @chartel

Add comment...

@

Creating content

Canva

Design spotlight ▾

Business ▾

Education ▾

Plans and pricing ▾

Learn ▾

Q

Search thousands of templates

Create a design

GF

Guernsey Finance

Teams • 8 2

<

Back to Home

All templates

>

Business

▾

Social Media

Instagram Post

Instagram Story

Instagram Reel

Facebook Post

Facebook Cover

Facebook Ad

Your Story

TikTok Video

LinkedIn Video Ad

Animated Social Media

Twitter Post

>

Video

+

Invite members

Trash

Home > Templates > Social Media

Share and shine on social

Stand out on any platform with beautiful templates that make it easy to create engaging content from static posts to social videos.

Instagram Posts

Instagram Stories

Instagram Reels

Facebook Posts

Facebook Covers

Facebook Ads

Your Stories

TikTok Videos

LinkedIn Video Ads

Animated Social Media

Twitter Posts

Creating a content calendar

≡ Calendar

New Post



< Mar 2023 >



Today






Month



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27 <div><div>in 10:00 am ✓</div><div>🐦 10:00 am ✓</div></div>	28 <div><div>🐦 10:00 am ✓</div><div>in 10:00 am ✓</div></div>	1 <div><div>🐦 10:00 am ✓</div><div>in 10:00 am ✓</div></div>	2 <div><div>🐦 2:00 pm ✓</div><div>in 2:00 pm ✓</div></div>	3 <div><div>in 9:07 am ✓</div><div>🐦 2:00 pm ✓</div><div>in 2:00 pm ✓</div></div>	4
5	6 <div><div>🐦 2:00 pm ✓</div><div>in 2:00 pm ✓</div></div>	7 <div><div>🐦 2:00 pm ✓</div><div>in 2:00 pm ✓</div></div>	8 <div><div>in 2:00 pm ✓</div><div>🐦 2:00 pm ✓</div></div>	9 <div><div>in 2:56 pm ✓</div></div>	10 <div><div>in 10:00 am ✓</div></div>	11
12	13 <div><div>in 3:16 pm ✓</div><div>🐦 3:26 pm ✓</div></div>	14 <div><div>in 2:00 pm ✓</div><div>🐦 2:00 pm ✓</div></div>	15 <div><div>in 2:00 pm ✓</div><div>🐦 2:00 pm ✓</div></div>	16	17	18



Social Media Management Tools

Platform	Pros	Cons	Price	Free option	Supported networks
	Best for individual creators CRM inbuilt User-friendly	Plans only allow up to 3 team members Can't post to Facebook or Instagram stories	\$10 - \$40 per month	Yes	Instagram, Facebook, Twitter, LinkedIn and more
	Best on a budget Affordable plans User-friendly Content calendar	Limited features Limited number of allowable scheduled posts	\$6 - \$120 per month	Yes	Instagram, Facebook, Twitter, LinkedIn and more
	Multiple integrations 30-day free trial	Analytics only available on expensive plans No free plan	\$99 - \$739 per month	No	Instagram, Facebook, Twitter, LinkedIn and more
	Intuitive Value for money Integrates with TikTok 14-day free trial	No phone app supported	\$25.50 - \$170 per month	Yes	Instagram, Facebook, Twitter, LinkedIn, TikTok and more
	Intuitive User-friendly Analytics 30-day free trial	Basic plans limited Expensive	\$249 - \$449 per month	No	Instagram, Facebook, Twitter, LinkedIn and more

Important metrics to track



1. Reach (#)
2. Impressions (#)
3. Followers (#) / growth rate (%)
4. Engagements (%)
5. Video views (#) / completions (%)
6. Click-through rate (%)
7. Conversion rate (%)
8. Cost per 1,000 impressions CPM (£)
9. Cost per click CPC (£)
10. Sentiment



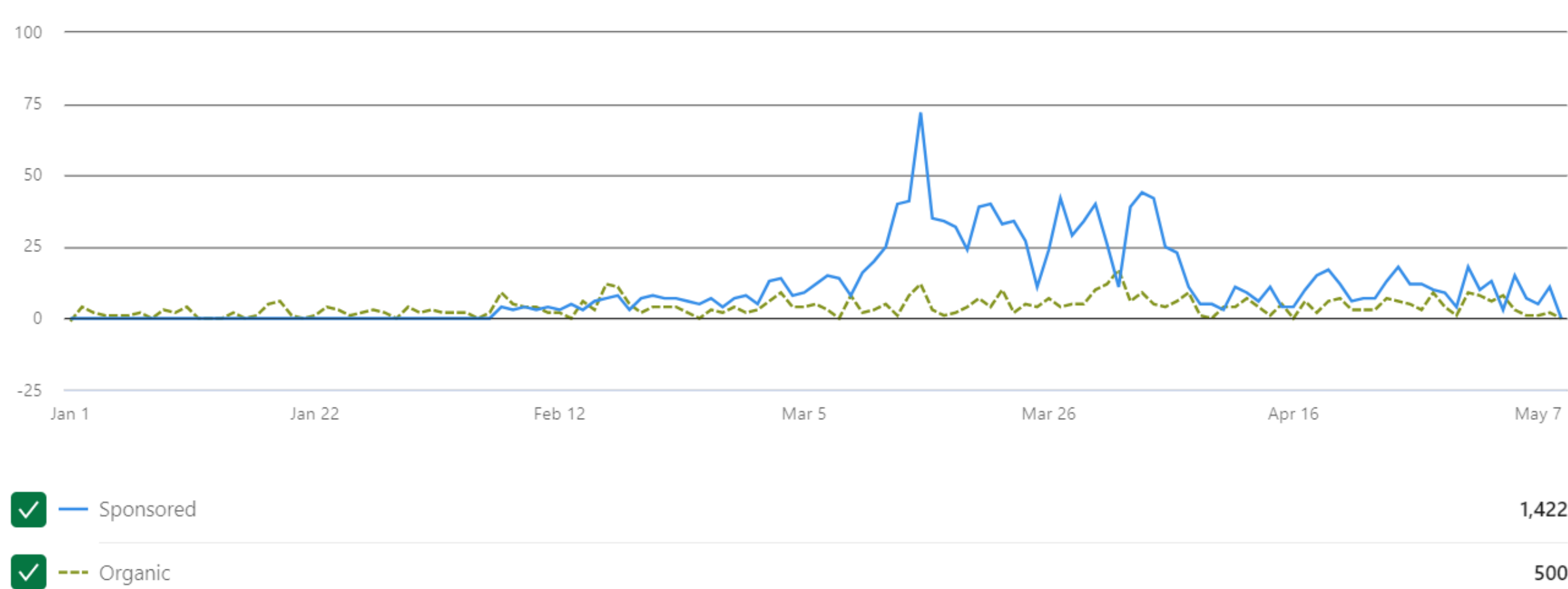
LinkedIn Analytics

Follower demographics

Industry ▾



Follower metrics



Guernsey climbs the ranks in latest Global Financial Centres Index

okt.to

Brandon Ashplant and 178 others 2 comments · 16 reposts

Like Comment

Comment as WE ARE GUERNSEY...

Most relevant ▾

Organic impressions: 9,407 Impressions Hide stats ^

Organic stats

Targeted to: All followers

9,407	179	2.98%	2
Impressions	Reactions	Click-through rate	Comments
16	280	5.07%	
Reposts	Clicks	Engagement rate	

Show more analytics




Twitter Analytics

× Tweet Analytics

 **WE ARE GUERNSEY** @WEAREGUERNSEY · Mar 31



We're proud to see Guernsey rise 12 places in the latest Global Financial Centres Index, demonstrating its reputation for stability, security, and depth of expertise. It's one of just two jurisdictions in Western Europe to rise 10 places or more....


4


1


2

Impressions ⓘ


21

Engagements ⓘ


3

Detail expands ⓘ

2

 **Analytics**


Home Tweets **More** ▾

Michelle Cyprus ▾  ▾ Go to Ads

Tweet activity



Last 28 Days ▾ Export data ▾

Your Tweets earned **6.1K impressions** over this **28 day** period



YOUR TWEETS
During this 28 day period, you earned **221 impressions** per day.

Tweets Top Tweets Tweets and replies Promoted

	Impressions	Engagements	Engagement rate
<div> Michelle Martin @NerdyOrganized · 1h I feel like 2022 is really gonna be our year this time. twitter.com/cnni/status/14... View Tweet activity</div>	11	0	0.0%
<div> Michelle Martin @NerdyOrganized · 4h I'll be there!! Who else?</div>	76	4	5.3%


Engagements

Showing 28 days with daily frequency

Engagement rate

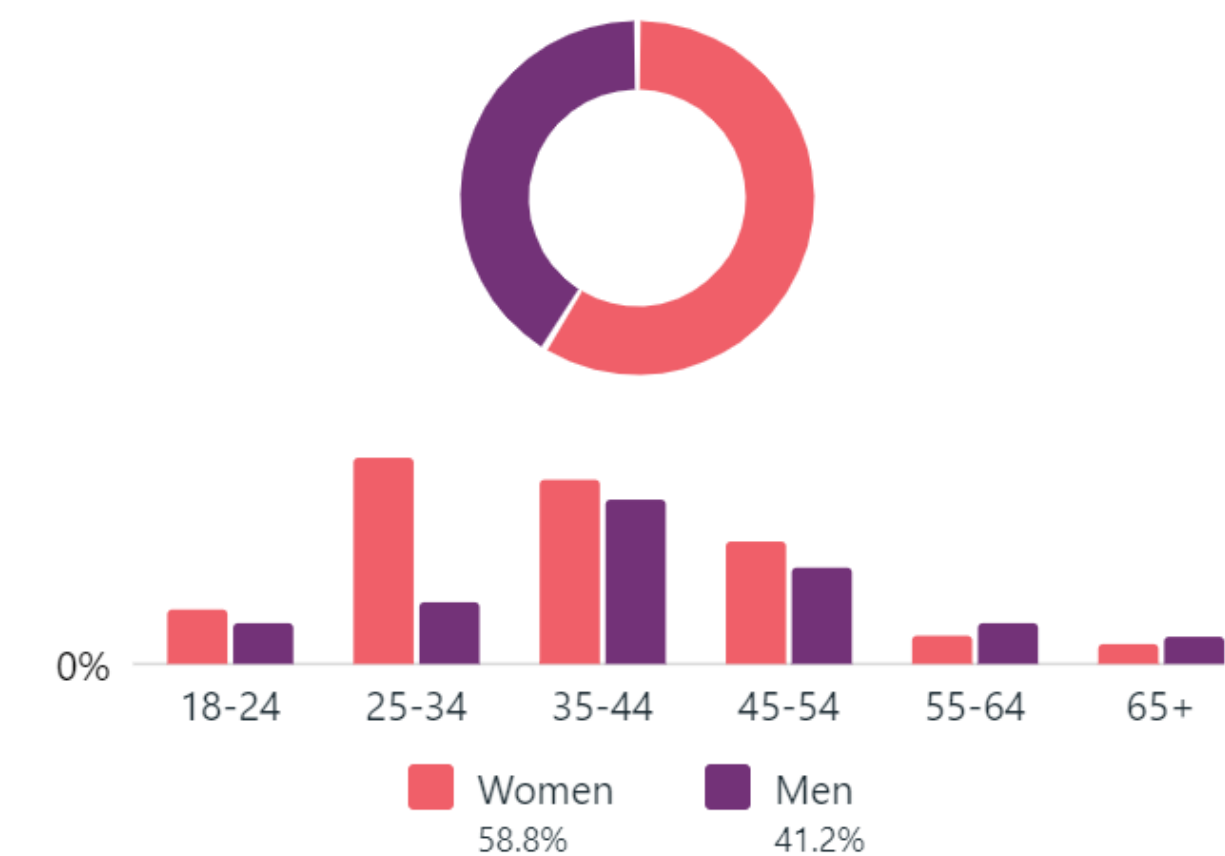
3.4%

Nov 30
4.2% engagement rate

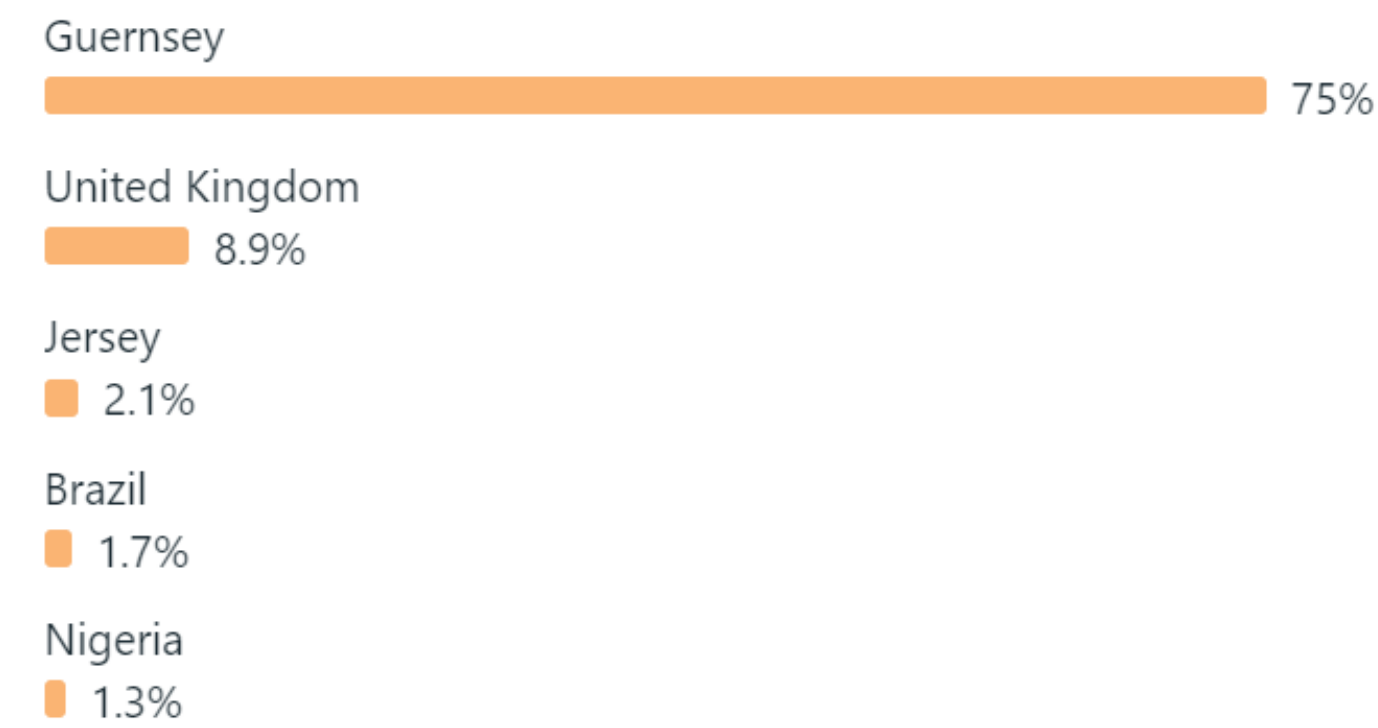


Meta Business Suite Analytics

Age & gender ⓘ



Top countries



Reach

Facebook Page reach ⓘ



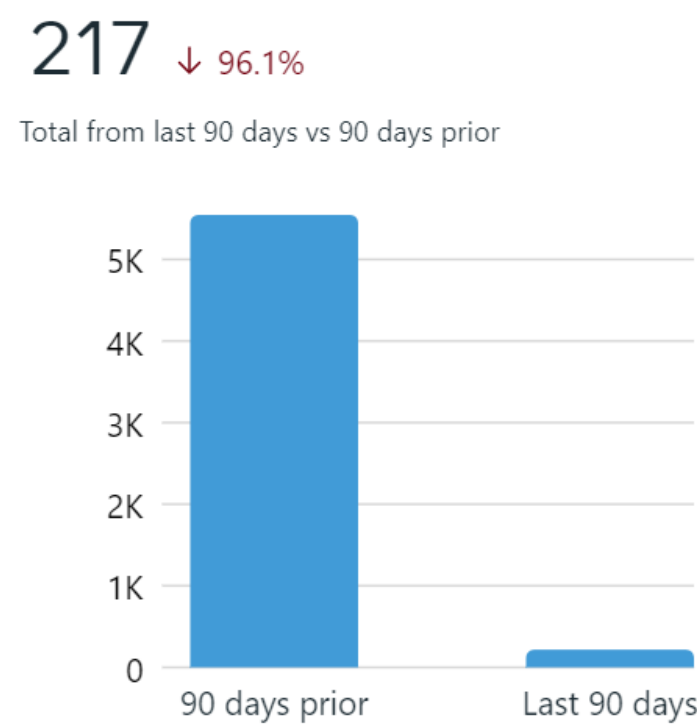
Instagram reach ⓘ



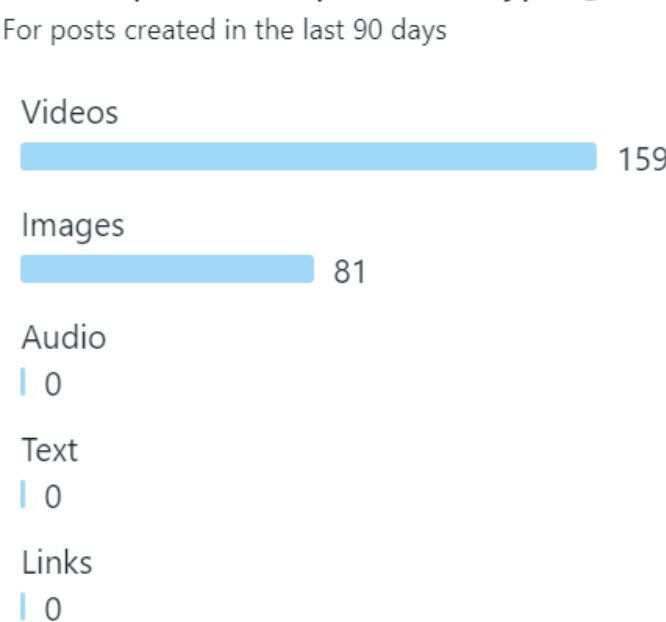
Facebook posts Facebook stories Instagram posts Instagram stories

Reach

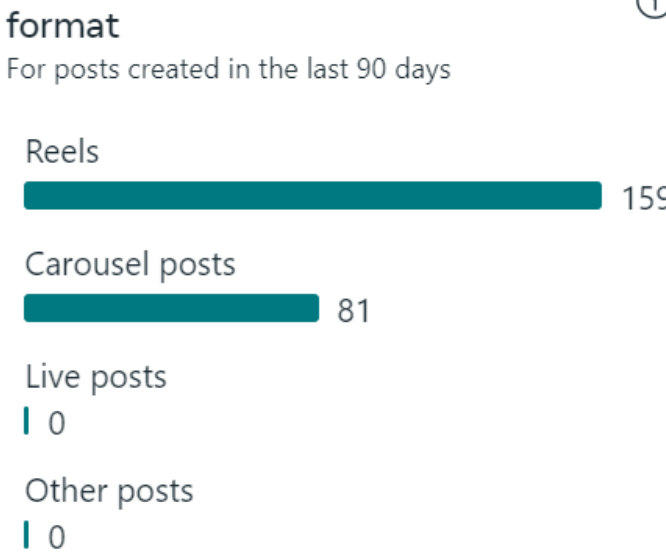
Post reach ⓘ



Median post reach per media type ⓘ



Median post reach per content format ⓘ



Highest reach on a post ⓘ



Instagram post
Here's a BTS of our Business Development United Stat...
Feb 10, 2023, 8:27 AM

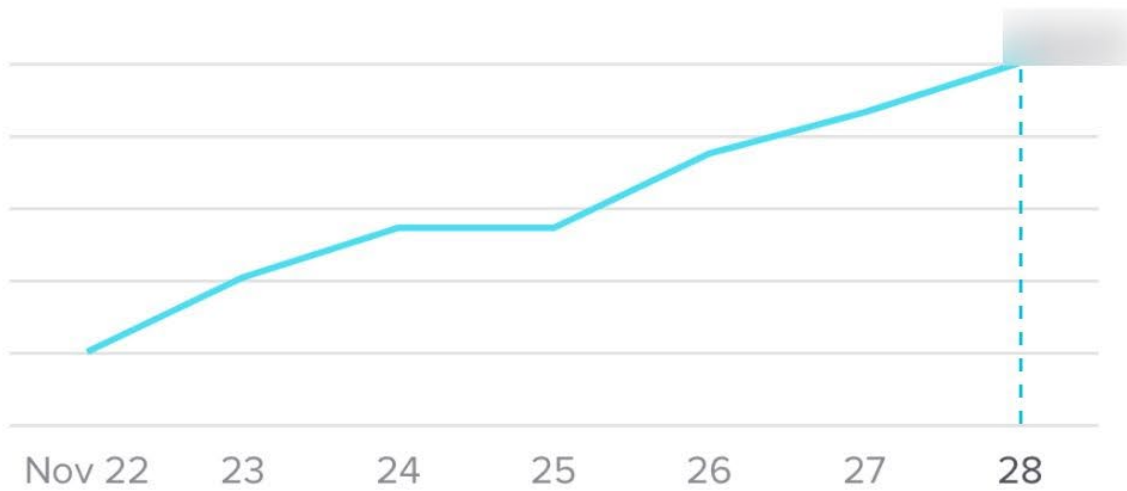
This post reached 33% more Accounts Center accounts (159 Accounts Center accounts) than your median post (120 Accounts Center accounts) on Instagram.



Total followers



Nov 22 — Nov 28



New followers

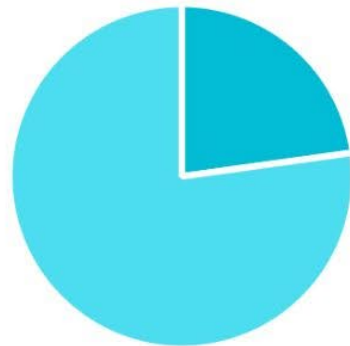


Growth rate ⓘ

(vs. Nov 15 — Nov 21)



Gender ⓘ



77.2%

22.8%

TikTok Analytics



94.5%

Female

5.5%

Male

Top territories ⓘ

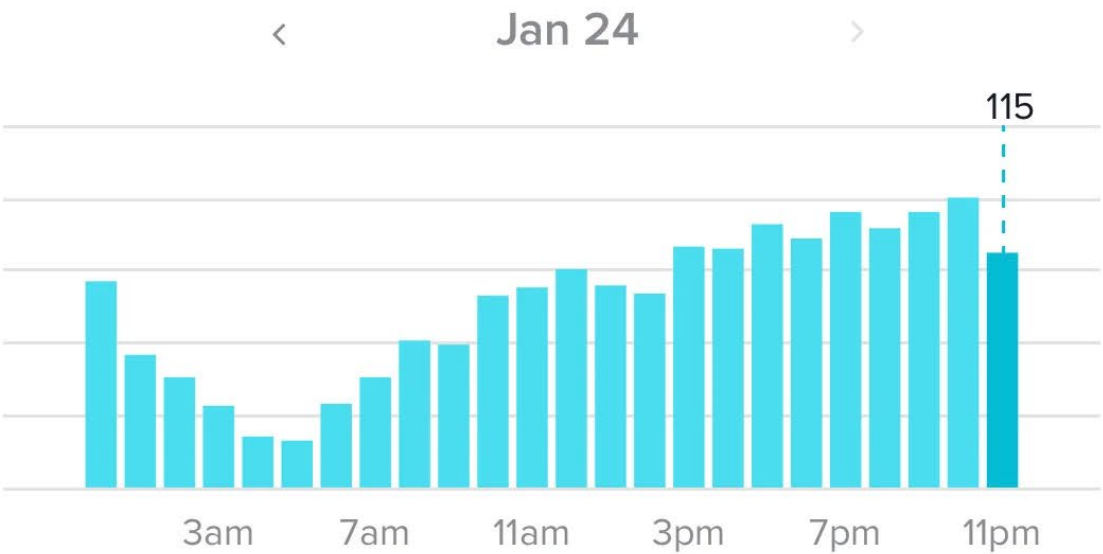


Follower activity ⓘ

Data displays in your local time (UTC-4h)


Hours Days

10pm



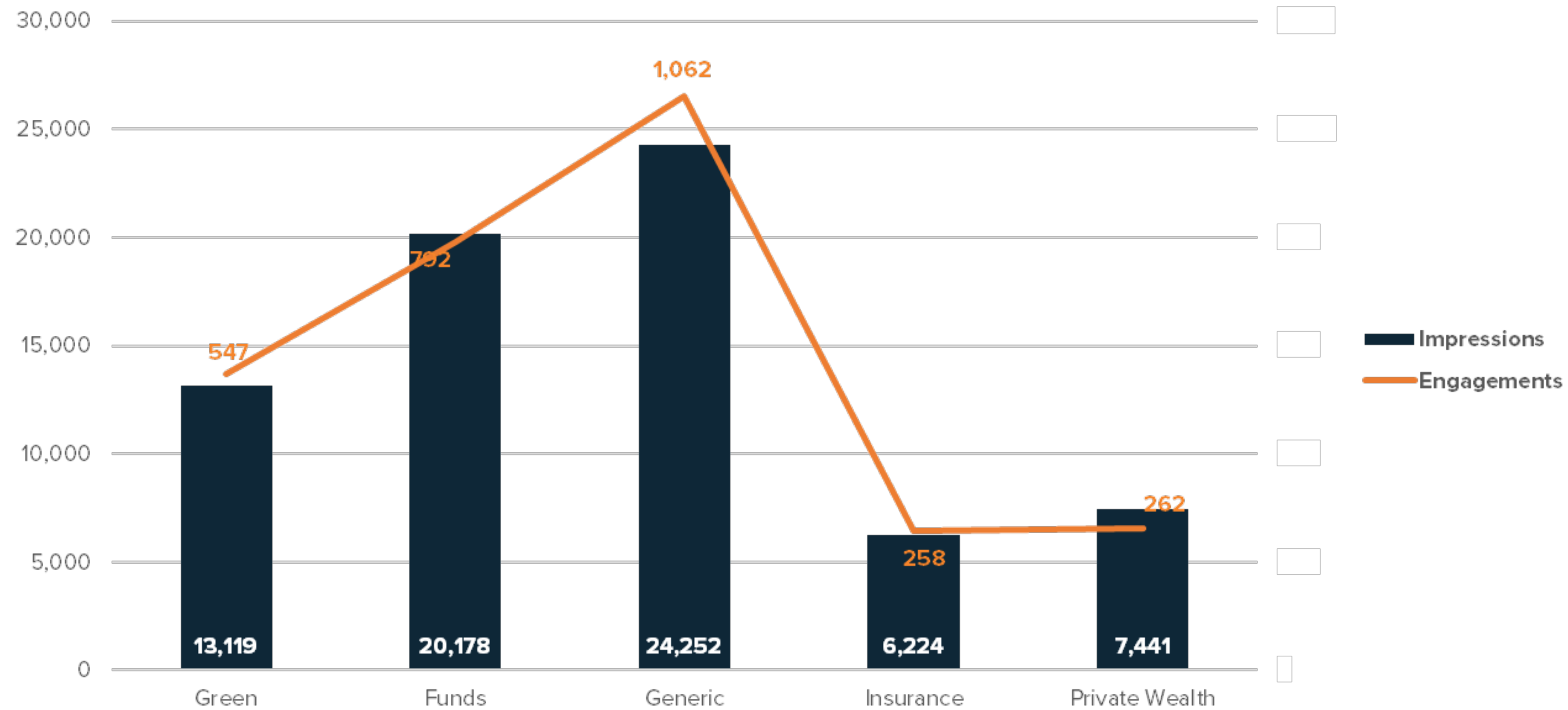
For a better analytics experience, open www.tiktok.com/analytics on your computer. (Tap to copy)

Reporting

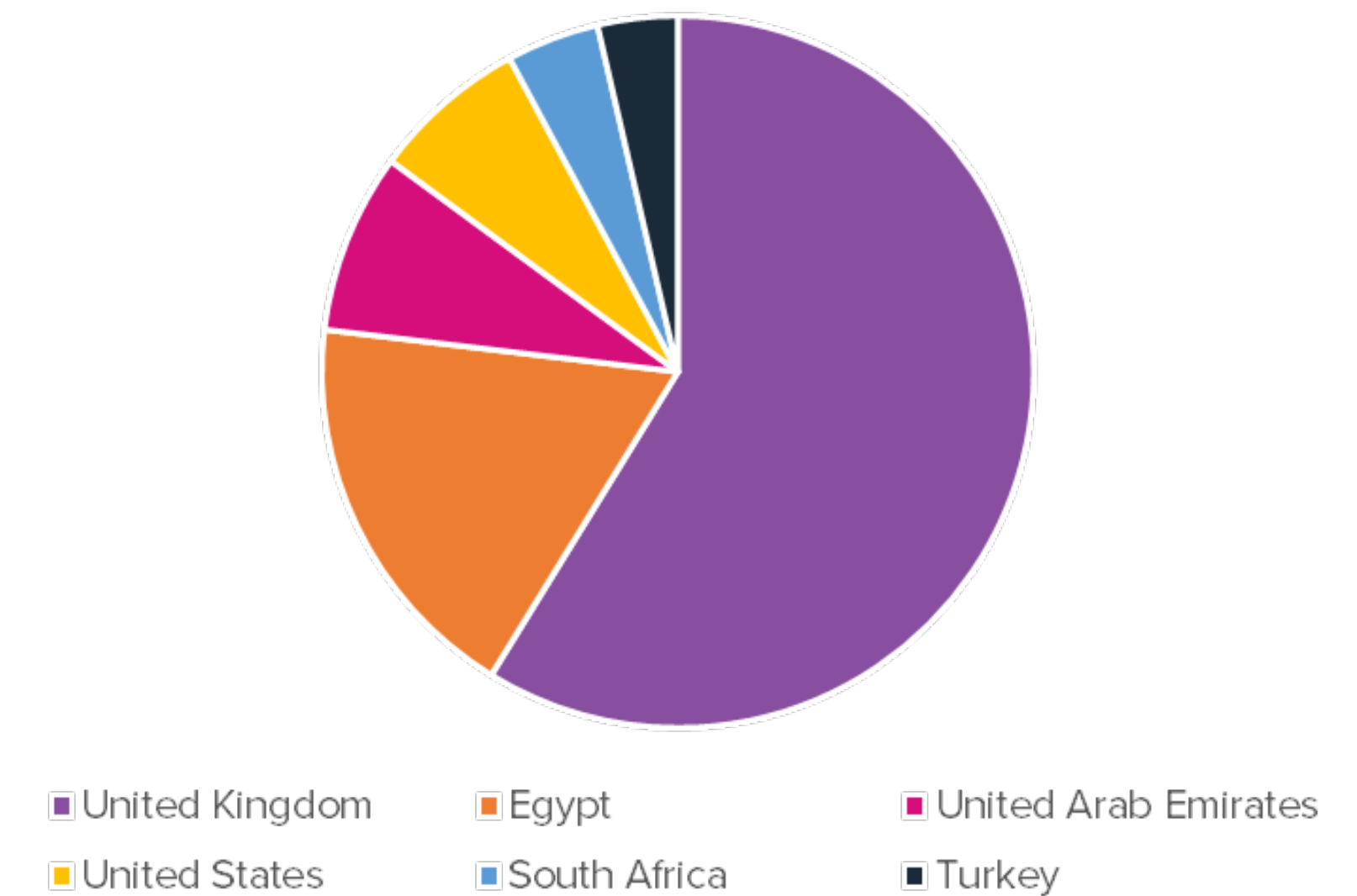
TOTAL REACH: 71,214  **77%**

TOTAL FOLLOWERS: 12,276  **25%**

SECTOR SPLIT



GEOGRAPHICAL SPLIT



Tips to drive improvements

1. **Reach (#)** like & share competitions
2. **Impressions (#)** tag people/other businesses to tap into their networks where appropriate
3. **Followers (#) / growth rate (%)** engage with your followers
4. **Engagements (%)** use visual content, especially video
5. **Video views (#) / completions (%)** keep it short, use subtitles & trending sounds
6. **Click-through rate (%)** use a clear call to action
7. **Conversion rate (%)** A/B testing
8. **Cost per 1,000 impressions CPM (£)** be specific with your targeting
9. **Cost per click CPC (£)** optimize the ads which are performing the best
10. **Sentiment** respond to negative comments/feedback in a professional and timely manner

Key Takeaways



- Define your target audience
- Consistent tone of voice
- Choose the right networks
- Consider what you want to achieve
- Set SMART goals
- Create the right content for your network (visuals!)
- Use a content calendar
- Consider a social media management tool
- Monitor frequently
- Report on performance

Thanks for listening!

Any questions?

Get in touch:
tonicha@nichemarketing.gg

