Fast Track Your Social Media Content

Strategic tips and tricks
+ breakthrough creative writing exercises
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Copywriter
Mentor
Improviser

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Today, you will learn how to:

**Phase 1:** Develop a successful social media strategy
- With a bonus lesson on Infographics

**Phase 2:** Create a content calendar

**Phase 3:** Write must-read posts
- Using improv to get to inspired content

**Phase 4:** Optimize your content

**Phase 5:** Leverage tools you can use
Developing a successful social media strategy
Social media without a strategy is just noise.
There are 3 to-do’s for developing a Social Media Strategy

1. Know Your Platforms
2. Know Your Content Types
3. Identify Themes
To Do #1: Know Your Platforms
Top 4 Platforms

### Age breakdown:

- **18-29** (79%)
- **30-49** (79%)
- **50-64** (68%)
- **65+** (46%)

### Age breakdown:

- **18-29** (67%)
- **30-49** (47%)
- **50-64** (23%)
- **65+** (8%)

### Age breakdown:

- **18-29** (38%)
- **30-49** (26%)
- **50-64** (17%)
- **65+** (7%)

### Age breakdown:

- **30-49** (37%)
- **18-29** (28%)
- **50-64** (24%)
- **65+** (11%)

SOURCE: [https://www.pewinternet.org/fact-sheet/social-media/](https://www.pewinternet.org/fact-sheet/social-media/)
### Consumer buying styles

<table>
<thead>
<tr>
<th>Consumer style name</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium brands</td>
<td>80%</td>
</tr>
<tr>
<td>Fresh &amp; healthy</td>
<td>66%</td>
</tr>
<tr>
<td>Home cooking &amp; grilling</td>
<td>66%</td>
</tr>
<tr>
<td>Quick &amp; easy</td>
<td>63%</td>
</tr>
</tbody>
</table>
Conduct an Audit

- Evaluate the current content strategy
- Answer questions including:
  - Which platforms are being used?
  - What is the posting frequency?
  - What’s being talked about?
  - Who is engaging with the content?
Set Measurable Goals

- What does social media success look like?
- Sample goals:
  - Increase brand awareness
  - Drive leads
  - Build a loyal following
  - Position your brand as a thought leader
- Establish metrics or KPIs that will help you track your goals (i.e. likes, shares, clicks, comments, etc.)
Assigning KPIs to Goals

- Goal: Higher engagement
  - KPI: Likes, comments, shares
- Goal: Drive traffic to our website
  - KPI: Click thru rates
- Goal: Increase brand awareness
  - KPI: Reach
To Do #2: Know Your Content Types
“Viewers retain 95% of a message via video compared to 10% via text.”

— “55 video marketing statistics for 2019”; Biteable.com
FACEBOOK – UGC
( User-Generated Content )

“85% of users are more influenced by user generated content than by the content produced by brands directly.”

Adobe added 4 new photos to the album:
#Adobe_BeautyInChaos
November 20, 2017 · 📸
Hey! Great shot, would you mind if we repost with credit to you?

A repost sounds great, I’m happy you like my picture! @vans 😊

Congrats on the @vans feature!
“People are 16x more likely to read a post from a friend than from a brand themselves.”

- Sprout Social
FACEBOOK – Employee Advocacy Content

“45% of consumers are more likely to research a product or service when a brand’s employees post about that product or service.”

- Sprout Social; https://sproutsocial.com/insights/social-media-marketer-stats
When you see that friend you haven’t seen all year and give them a big hug! What seasonal beverage can you not wait to see?

We can't wait to share PSL, the countdown is on!

Heather Elizabeth Pahl: I'm going to drink an entire jug of PSL as soon as my SM allows me to have it.

Starbucks Partners: Pro-tip: It goes well with coffee.

Jessi Clark: Omg and the pumpkin cream cheese muffins!
INSTAGRAM – Image Orientation

“Portrait photos, otherwise known as vertical photos, tend to get slightly higher engagement rates than landscape and square photos.”

- https://medium.com/@DashHudson/this-is-the-highest-performing-image-size-on-instagram-470fcf1f3403
INSTAGRAM – Behind-the-Scenes Content

“Giving your followers a ‘behind the scenes’ look at your company signals authenticity.”

- Sprout Social
INSTAGRAM – Behind-the-Scenes Content

“86% of consumers prefer an authentic and honest brand personality on social networks.”

- https://www.hubspot.com/marketing-statistics
Behind the – Scenes Content:

- Meetings
- Lunch gatherings
- Social group outings
- Special events
- Trade shows
Hootsuite Eh! We had a ton of fun at our Canadian Breakfast in Austin, TX. Thanks to everyone who came out! #HootSX #SXSW

simon_work_rewired Nice pic!
hicham_mrabty Very Nice
thecommmons ❤️👏
alsklingdesign Western Canada
Canadiana obviously 😄
“With little commitment required, quote posts are easily consumable and therefore more likely consumed.”

- Smart Bird Social
I want to replace my blood with smores frappuccino
INSTAGRAM – Stories

“80% of all daily active Instagram users are watching Stories just as often as they’re checking their feed.”

- Ad Espresso
“48% of consumers follow brands on social to be entertained.”

“Content that informs, educates and helps drastically outperforms (2-3x) content that promotes, explains, or showcases.”

- https://medium.com/@max_84923/what-content-performs-best-on-linkedin-781e044fe4c
Examples of Educational Content:

- E-books
- Guides
- Blogs
- Lists
- Infographics
- Industry reports
“Posts with images get 2x as many comments while video posts are 5x more likely to get comments.”

- Hootsuite
One of the reasons why Whirlpool Corporation products can be found in more than 3 out of 4 U.S. homes is our people. Our nine U.S. plants employ more than 17,000 men and women, who assemble and build home appliances our consumers count on to make their lives better. Learn more about our products: http://bit.ly/2kmnPG1

That’s the number of U.S. homes that count on our products.*
TWITTER – Interactive Content

“Interactive content is 2x more engaging than passive content.”
It Mondays were shoes, they would be Crocs. What helps you get through Monday? #mondaymotivation

Welcome new followers! 🙌🎉 What type of content are you most interested in? #TwitterPolls #TwitterPoll

- 30% Digital Marketing
- 30% Web/Mobile Dev
- 30% Design
- 10% eLearning
“Tweets with a GIF get 55% more engagement than tweets without.”

- Hootsuite
$7.98 medium plus tax

Pizza! Pizza!

© Little Caesars

I’m not superstitious, but...
Here’s a post-April 15 high five!
#NationalHighFiveDay
TWITTER – Infographics

“Infographics are liked and shared on social media 3x more than any other type of content.”

Post Planner
We interrupt this presentation for a special announcement...

BONUS LESSON!!
HOW TO MAKE INFOGRAPHICS QUICKLY
**4 STEPS TO GO FROM WORDS TO PICTURES.**

**STEP 1:** Edit, edit, edit!

**STEP 2:** Identify the words that can be images or are asking for a graphic treatment.

**STEP 3:** Are there numbers? Consider ways to make them scannable via font sizes or graphs/charts.

**STEP 4:** Create a writer’s rough.
HEADING:  
The Business of Burgers*

COPY:  
Here are some juicy facts about America’s favorite sandwich:

• Burgers account for roughly 60 percent of all sandwiches sold.
• The hamburger business is a 73 billion dollar business.
• There are over 50,000 burger joints located across the country.
• Approximately 7.5 percent of all US restaurants are burger joints.
• California has the highest number of burger joints. Second is Texas.
  Third is Florida. Fourth is Ohio. Fifth is Illinois.
• 71 percent of all beef consumed in restaurants is in the form of a burger.

And that ain’t no bull.

* http://www.burgerweb.com/burger-statistics/
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STEP 4:
Create a writer’s rough.
The $73 billion of all sad sandwich 60% Industry
The $73 billion Industry

60% of all sandwich sales

\[ \times 50,000 = 7.80\% \text{ of all restaurants} \]
42,345

\[ \text{Income} \times 50\% = \text{After-tax Income} \]

\[ \text{After-tax Income} \times 1000\% = 7.80 \text{ after-tax} \]

\[ \text{Income} \times 60\% = \text{After-tax Income} \]
60% of all sandwich sales

$73 billion industry

\[ \frac{750}{50,000} = 7.5\% \] of all restaurants

1 2 3 4 5
The $7.3 billion Industry

60% of all
sandwiches

= 7.8% of all
restaurants

1 2 3 4 5

71%
Making your infographic
THE BUSINESS OF BURGERS

60% of all sandwiches sold

$73 billion industry

50,000 burger joints = 7.5% of all restaurants

71% of all beef consumed is a burger

And that ain't no bull!

Source: http://www.burgermedia.com/burger-statistics
“Sharing posts a second time can generate as much as 75% of the engagement received when the content first went live, and many visitors may be people who never saw the post when it was originally published.”

- Post Planner
Long-Form Content
Multiple Pages Long

- GIFs
- Infographics
  - Sections
- Blog Post
  - Extract Stats & Quick Bits
- Interactive Quiz
- Callouts
  - Testimonials
    - Stats
- Video
  - 2 mins.
  - 1 min.
  - 30 seconds
  - 6 seconds
1

INSTANT IMMERSION
Polyiso insulation vs. mineral wool: Which is better for your #CommercialBuilding? Facility Executive helps you decide.

http://fbpe.co/2sLPLGw

Roofing Insulation: Mineral Wool Or Polyiso?
Choosing the ideal roofing insulation material for a facility project depends...
To Do #3: Identify Themes
Theme #1: Events
Theme #2: #TrendingHashtags or Topics

Trends for you - Change

#BooksmartMovie
Exclusive Early Access Screenings this Friday - Get tickets!
Promoted by Booksmart

#OnTheTable2019

#TuesdayThoughts
The Dodo is Tweeting about this

Zion
38.1K Tweets

#LindseyGrahamResign
Jeffrey Levin is Tweeting about this

#NBADraftLottery
5,158 Tweets

Dany
363K Tweets

#Gameof Thrones 🏷
1.86M Tweets

#TuesdayMotivation
33.9K Tweets

#RaleighSEO

Erica
@SCbchbum

At this point, the only thing that could shock me on Game of Thrones is if someone died of natural causes.

Jack Craig
@jw craig119

Will there ever be a Game of Thrones wedding that makes it to the Electric Slide?
Sorry Daenerys, but dragon fire doesn't scare us. James Hardie siding will not ignite when exposed to a direct flame, nor will it contribute fuel to a fire. Learn more: bit.ly/2zTJuLg

#GoT #TheUnburnt #MotherofDragons #JamesHardie
Theme #3: Holidays
Theme #4: Seasons

Temperature doesn't have to delay installation when you're using our UltraPly TPO membrane. #CommercialRoofing fbpe.co/1TyL3he

@FacilityExec shares how to protect #CommercialRoofs when severe weather hits:

Protecting Commercial Roofs From Severe Weather
Maintenance is key to extending the life of commercial roofs through extreme weather conditions.
facilityexecutive.com
“Given the existential threat, no one brand is going to solve it on their own.”

Nike is launching a guide to sustainability for brands—get it here

“Given the existential threat, no one brand is going to solve it on their own.”

fastcompany.com
Theme #6: Campaigns

It's been reliable for the last 35 years and I don't anticipate it failing any time in the near future, either.

Kurt Mueller
Building Owner

#SeeWhatLasts
“Social media is about the people.
Not about your business.
Provide for the people
and the people will provide for you.”

- Matt Goulart, Founder Ignite Digital, featured in Forbes
Phase 1?

DONE!
Phase 2

Create a content calendar.
Create Content Calendar Template

<table>
<thead>
<tr>
<th>Date</th>
<th>Post</th>
<th>Topic/Audience</th>
</tr>
</thead>
<tbody>
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</table>
Set a Posting Schedule

QUALITY

QUANTITY
• 155-217 times per month on Instagram
• Average of 225k likes per post
A few times per month
An average of 315K likes per post
### Facebook

#### September

<table>
<thead>
<tr>
<th>Date</th>
<th>Post</th>
<th>Topic/Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/1/2017</td>
<td>This month, we're on the road to Providence, Rhode Island for #CONSTRUCT! Be sure to come visit us in booth 604 for your chance to take home a @Bridgestone golf stand bag!</td>
<td>Construct Trade Show/Contractors</td>
</tr>
<tr>
<td>9/4/2017</td>
<td>Enjoy your #LaborDay, everyone! Are you spending the day working or relaxing?</td>
<td>Labor Day Holiday/All Audiences</td>
</tr>
<tr>
<td>9/6/2017</td>
<td>Architects, disclosing the materials chosen for a project can earn you more LEED points: <a href="http://bit.ly/2JRE6xp">http://bit.ly/2JRE6xp</a></td>
<td>LEED News/Architects</td>
</tr>
<tr>
<td>9/8/2017</td>
<td>This year, we're celebrating our first group of Master Contractor Hall of Fame inductees! These contractors consistently demonstrate superior leadership and maintain an overall distinguished presence within the commercial construction industry.</td>
<td>FSBP - Hall of Fame</td>
</tr>
</tbody>
</table>
Determine a Content Mix

- Industry-Focused Content: 80%
- Brand-Focused Content: 20%
## Make Room For Analytics

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/23/2019 12:20 PM</td>
<td>With your smartphone camera, you can take great pictures that tell a story</td>
<td>📸</td>
<td>🌍</td>
<td>2.2K</td>
<td>84 36</td>
<td>Boost Post</td>
</tr>
<tr>
<td>05/22/2019 2:35 PM</td>
<td>This home got rid of its outdated design in favor of a more timeless look</td>
<td>📸</td>
<td>🌍</td>
<td>2.4K</td>
<td>55 60</td>
<td>Boost Post</td>
</tr>
<tr>
<td>05/21/2019 1:28 PM</td>
<td>Summer is for outdoor living! These backyard design ideas will help you</td>
<td>📸</td>
<td>🌍</td>
<td>1.9K</td>
<td>62 39</td>
<td>Boost Post</td>
</tr>
<tr>
<td>05/19/2019 5:32 PM</td>
<td>Coastal style! The exterior of this condo complex features straight-edge design</td>
<td>📸</td>
<td>🌍</td>
<td>2.2K</td>
<td>36 38</td>
<td>Boost Post</td>
</tr>
</tbody>
</table>
Phase 2?

DONE!
You need a break!!
Start writing!
About Improvisation
1. Listen
2. Agree
3. Have a POV
4. Play the part
1. Listen.
Neil Patel, cofounder of Crazy Egg and columnist for HubSpot put it this way...

"The body's neural circuitry can be trained to stick to well-worn pathways. Sometimes, these pathways can be clogged. Where ideas once came, there are no more ideas. Where writing once flowed, there is no more flow."
Solutions
Innovative
Best Practices
Paradigm Shift
Leadership
Extensive
Robust
Pro tip: If you’re not sure what to say on a conference call just say “we need a holistic approach” and you should be good.
Buzzwords exist for one reason:

to hide. By obfuscating, lying, confusing, or just plain avoiding the issue, business people can avoid communicating.

Seth Godin
Exercise 1: Free Association

5 Brave Humans
Now groups of 2
Airport security
Line
Waiting
Waiting room
Reception
Greeting
Hello
Good-bye
In the hands of Freud and other psychoanalysts, free association—spontaneously saying whatever comes to mind without censorship—became a window into understanding unconscious processes. Based on my interviews with the creative subjects in my workshop study, and from additional conversations with artists, I knew that such unconscious processes are an important component of creativity. For example, Neil Simon told me: “I slip into a state that is apart from reality.” I surmised that observing which parts of the brain are most active during free association would give us clues about the neural basis of creativity. And what did we find? Sure enough, the association cortices were wildly active during REST.

Dr. Nancy Andreasan, Secrets of the Creative Brain, Atlantic Magazine
YOUR turn!

(Listen to the voice inside you.)
casino
A picture is worth a thousand words...

...dammitt.
Night Roofs Snowy Homes Families Christmas Christmas songs Santa Claus
Up on the rooftop...

Happy Holidays!

Firestone
BUILDING PRODUCTS
Exercise 2: Free Writing

1. Give each other a topic
2. 8-10 free associated words
3. 5 minutes of writing – non-stop
“The main thing about freewriting is that it is non-editing. It is an exercise in bringing together the process of producing words and putting them down on the page. Practiced regularly, it undoes the ingrained habit of editing at the same time you are trying to produce. It will make writing less blocked because words will come more easily.”

- Peter Elbow

Taken from Writing Without Teachers.
Our Rx for you:
Try 2-3 free associations a day
2. Agree.
Exercise 3:

“Yes, and...”

Heightening
Exercise 4:

“Yes, and...”

Storytelling
Exercise 5:

Write a caption for an Instagram post
Instagram Caption Tips

- Put the important stuff up front
- Include a call to action
- #Don’t #go #overboard #with #hashtags
Criteria

- Instagram caption
- You’re a residential siding company that wants to leverage Instagram to sell more siding
- Must include a Call to Action
- Your audience: homeowners
• Instagram caption
• Your residential siding company wants to leverage Instagram to sell more siding
• Target audience: homeowners
• Must include a Call to Action
Home

Light

Beauty

I wish I lived there

Grass

Are those children in the background?

The house is witnessing that.

Solid

Reliable

Comforting

The home is the beautiful backdrop to your life.
Considering an exterior home renovation! We can help you build the beautiful backdrop to your life. Browse our siding colors and styles at the link in our bio to get started. #Siding #HomeRenovation #ExteriorDesign #CurbAppeal
Our Rx for you:

Try 1-2 agreement exercises per week
3. Have a POV.
Exercise 6:

“You look ______.”
“Yes, because ________.”
Exercise 7:

Write 1-3 social media posts from different POVs
Disney might say:
“Every sip of this liquid is magic. You might say it’s supercalifragilisticexpialidocious. Get your own cup here: *link to product*”

Victoria’s Secret might say:
“Hot, tempting and new from Victoria’s Secret ... Meet our newest product that’ll keep you going all day long: *link to product*”
Our Rx for you:
Always define your POV before sitting down to write.
4. Play the part.
The communication between your body posture and your feelings also goes the other way. You can change the way you feel based on how you hold your body. You can change your brain chemistry, and the actions you take or don’t take.

Susan Weinschank, PhD
• Business-to-Business Campaign
• Target: Contractors, Architects, Building Owners
• Partnership
They walked the walk and talked the talk.
From roots to rooftops and beyond, we’re with you all the way.

At Firestone Building Products, we’re committed to making your job easier. By taking the entire building envelope into consideration, we can provide you with superior services, support, warranty and expertise.

Count on Firestone for complete building performance solutions that will help you and your building perform at a level above the rest.
Exercise 8:

Embody a character
You’re a 12-year old girl

You’re an 80-year old man

You’re a web developer 2 hours from a new site launch

You’re a 20-something, over-caffeinated account executive
You’re the CEO
Exercise 9:

Write a tweet on your company’s mission/vision from your CEO’s POV
Tips

• Keep tweet concise (71-100 character tweets are more likely to get engagement)*
• Include a Call-to-Action (CTA)
• Stick with 1-2 hashtags

Source: https://influencermarketinghub.com/what-is-the-best-length-for-social-media-posts/
Our Rx for you:

Try walking-the-walk then talking-the-talk at least once a week
1. Listen
2. Agree
3. Have a POV
4. Play the part
Phase 3?

DONE!
Optimize your content
Recommended Lengths & Number of #s

- **Facebook**: 111 characters, 1-2 hashtags
- **Instagram**: 241 characters, 9-15 hashtags
- **Twitter**: 103 characters, 1-2 hashtags
- **LinkedIn**: 149 characters, 1-2 hashtags
Research Your Hashtags

- Conduct a quick search
- Use free tools like Hashtagify
Who's #notguilty about eating all the tasty treats they want?!

Our #notguilty tweet was insensitive, albeit completely unintentional. We are sincerely sorry.
#WhyIStayed You had pizza.

9/8/14, 11:11 PM

A million apologies. Did not read what the hashtag was about before posting.
US Dept of Education @usedgov
Education must not simply teach work - it must teach life. – W.E.B. DeBois pic.twitter.com/Re4cWkPSFA
Feb 12, 2017
Erick Fernandez @ErickFernandez · 12 Feb 2017

Replied to @usedgov

bruh. Cmon.

US Dept of Education @usedgov · 10m

Post updated - our **deepest apologizes** for the earlier typo.

Education must not simply teach work - it must teach life. – W.E.B. DeBois

US Dept of Education @usedgov · 4h

Post updated - our **deepest apologies** for the earlier typo.

9:36 AM · 12 Feb 2017

328 Retweets 663 Likes
We had no idea @Oprah was #tatted, and we love it. #Oscars

Y'all wanna open a Chick-fil-A in North Pole, Alaska? Like everyone wants one

Chick-fil-A, Inc. @ChickfilA

Replying to @NinjaBinjaGAME

Thanks for asking! Although we have no immediate plans of expanding beyond North America at this time, we appreciate your feedback! Thanks for being a fan!

5/24/18, 2:50 PM
“What happens on social media stays on Google forever.”

- HubSpot
Proofreading Tips

- Read the post aloud
- Double check your facts
- Print out your content
- Ask someone else to proof the content
Phase 4?

DONE!
Leverage tools you can use!
Phase 5?

DONE!
Question Time!
Thank you.