Sociology and Psychology

Know your audience. Understand who they are, where they come from, what expectations they have, and what channels they use. Social media is about community. Pursuing the CTA. Think of those organizations you follow. What do they post?

Technology

You can understand impressions, engagement, etc., but unless you know your audience, no amount of analytics will make your social media strategy better. Technology should support your content. Not dictate it.

" [It’s] about sociology and psychology more than technology."
— Brian Solis
Think "Mobile First." Meet Followers "Where they Live"

Recent studies show that social media followers worldwide use mobile devices more than desktop computers. Mobile device users react within 2 seconds to a post. Give them a Call to Action and some eye candy to encourage engagement.

Where possible, use links to your website. Consider using URL shorteners to mobile-friendly pages.

A post with a photo will perform much better than one without. Stock. Professional shots. Pics from your own camera. Photos boost engagement!
Content is Key to Engagement

Types of Content
For most organizations, content can come out of:

- News
- Events (conferences, workshops, anniversaries)
- Visits / tours local and abroad
- Reaction to mentions or “world” news
- Awards, given and received
- Contests / giveaways
- Links to website content (yours and others’)

Writing Engaging Posts / Managing Posts
When writing the post, keep in mind:

- Clarity and brevity
- Photography
  - Good captions
- Tagging (using @)
- Linking (again, consider URL shorteners)

Finally, consider using content management tools

- e.g., Hootsuite or Buffer
The right content for the right channel

Don’t spread yourself too thin. Know where your audience spends their time, and why. At ASTM International…

20,474 followers
A community of individuals with common interests

10,700 followers
Mixed audience wanting information quickly

15,260 followers
By professionals For professionals
Organic Impressions Dropping

Facebook has changed their algorithm for delivery of posts from “followed” organizations. Twitter is about to do the same. How do we offset the inevitable decline in impressions? How do we encourage peer-to-peer engagement. Investigate other options? Groups? Different types of CTAs?

Social media fatigue. Too much noise.

You have approx. 2 seconds to have your post seen. Best practice: run posts again and again at different times of day/week. You have to post regularly to maintain your channel, anyway. But how do you avoid follower fatigue? Study what works (analytics) and adjust (vary the copy, etc.).
Beyond Your Org’s Organic Impressions

Branch out beyond everyday content:
• Consider advertising, especially on Facebook
  • Campaigns for website content, events, etc.
  • Campaigns for increased followers
• Start a social media group (if you can manage it)

Building the Brand Across All Channels

List your social channels on supporting materials:
• Business Cards
• Posters
• Newsletters
• Email signatures