

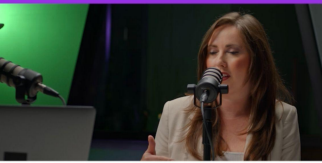
Social Media Best Practices

August 2024



Who Am I?

TIPS ON CREATING VIDEO CONTENT



Our Philosophy

Creator Mentality

Vertical video is the THING

Try new things and new platforms

Be on trend all the time

Engagement is the most important metric

Become strategic storytellers

Immerse ourselves in our client's work

Collaboration

Strategy Driven

Flexible

Always Learning





**What is your
social media
experience?**



Can you name all of these platforms?



**What is the point
of social media?**

Stronger brand reputations are
built on social



94%

of business leaders agree
that social data and
insights have a positive
impact on building brand
reputation and loyalty.

*Your audience is on social media...
we just need to reach them!*

Citizens, businesses, news outlets, and those deeply involved in civic, political, military, and educational service are increasingly interacting with social media tools.

Blog, video, online communities, and other social networking outlets are now a **primary information and communications source** for a growing segments of the population.

Diversify your approach to your

wo



**What are your
biggest pain
points in
managing social
media?**

Don't let social media anxiety stop you...



Best Practices Overview

Social Media can be a scary place, it's always changing, people are very vocal, opinions seem like facts. However, to navigate social media like a professional you just need a little strategy & reassurance.

Set Goals

Plan Using a Social Media Calendar

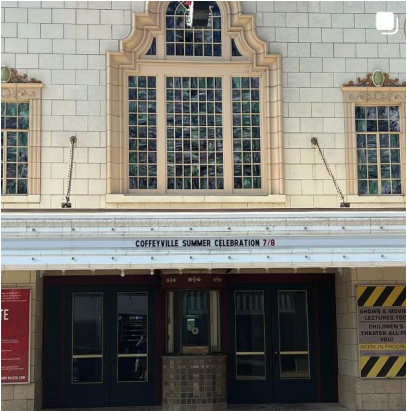
Have a Content Strategy

Select the Best Channels For Your Brand

Define Your Social Media Voice And Tone

Be Consistent with your Branding

Imagery tells stories...



Awareness

Making people aware of
who your Brand is

Consideration

Making Your audience aware
of your mission

Decision

Driving your audience to engage, ask
questions, challenge information.

Adoption

Educating audience on programs,
opportunities & changes.

Advocacy

Inspiring people to join in
alongside efforts



**Pick Your
Platforms**

Strengthen Your Social Platforms

#1: Create content buckets.

Educational, employee-focused, expertise, mission oriented, entertaining, fun...etc.

#2: Establish consistent brand guidelines

Use same colors, fonts & small logo watermarks on imagery

#3: Don't be afraid to have fun!

Post a variety of content, follow, interact and engage authentically with people in roles you might be interested in.

#4: Video is king.

Brainstorm content that you'd like to see on your own social profiles. Develop series based on your niche or field.

#5: Monitor how frequently you're posting.

2-4 times a week is best for most social platforms.

#6: Add more imagery of real people & real things.

2-4 times a week is best for most social platforms.

Wendy's

@wendys – 874k followers

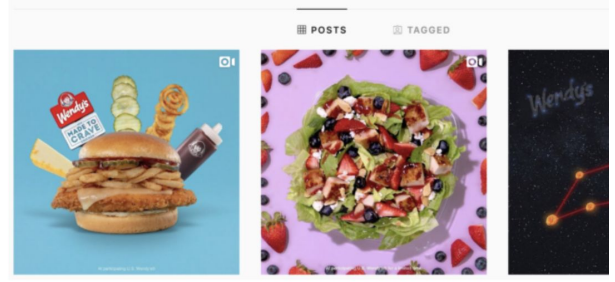


wendys Follow ...

338 posts 874k followers 64 following

Wendy's 🍔
Wendy's is the Official Hamburger of the NCAA®. NCAA is a trademark of the National Collegiate Athletic Association
wendys.com

Followed by [hercampus](#), [kikiparr](#), [seabattle2](#) + 1 more



Lululemon

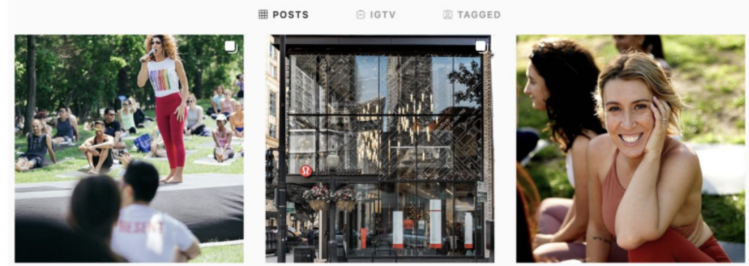
@lululemon – 2.9m followers

lululemon Follow ...

2,687 posts 2.9m followers 149 following

lululemon
Living #thesweatlife.
Spotify + Apple Music: lululemon
bit.ly/thetrevorproject

Followed by [thecontentplanner](#), [charlestonshopcurator](#), [emilycassel](#)



mindbodygreen

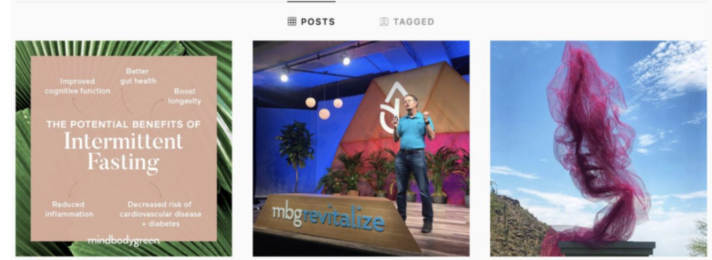
@mindbodygreen – 780k followers

mindbodygreen Follow ...

4,171 posts 780k followers 1,009 following

mindbodygreen
Making wellness accessible since 2009. ✨ You. We. All.
👉 What's on the site today: linkin.bio/mindbodygreen

Followed by [thecontentplanner](#), [holycityaf](#), [boho.berry](#) + 45 more



Leveraging

Vertical Video

- Leverage social media to maximize news stories, internal comms, recruitment and marketing moments
- Create a series of vertical videos for IG, Facebook, TikTok, YouTube highlighting real employees
 - Great for recruitment and employee spotlights
 - Create a playbook to leverage social for all future marketing moments



**HELP US
CHANGE
LIVES**

Helpful Tools for anyone to make a vertical video

Pocket Ring Light \$25>



Plug-In cellphone
Microphone \$25>



Tripod/Gimbal \$30>





Utilizing Canva

Utilizing Canva

Canva is a great user-friendly resource for your social pages. You can use the platform to:

- Create graphics
- Edit photos
- Add pop-ups and text to videos
- Utilizing AI tools to take your work to the next level



**YOU CAN KEEP
YOUR COOKIES AND
EAT THEM, TOO**

Google has 86'd

the effort to kill

off third-party

cookies.

Find out why!

**YOU CAN KEEP
YOUR COOKIES AND
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Google has 86'd

the effort to kill

off third-party

cookies.

Find out why!

So many tools at your disposal!

The screenshot displays a design tool interface with a top navigation bar and a left sidebar. The main workspace shows a slide titled "Page 1 - Add page title" with a background image of cookies. The slide content includes the headline "YOU CAN KEEP YOUR COOKIES AND EAT THEM, TOO" and several callout boxes: "Google has 86'd the effort to kill off third-party cookies." and "Find out why!". The bottom of the interface shows a "Page 2 - Add page title" slide, a "Notes" icon, a page indicator "Page 1 / 5", a 47% zoom level, and various utility icons.

File ▾ Resize & Magic Switch ✎ Editing ▾ ↶ ↷ ☁ T + 📊 💬 ▶ 30.0s 📤 Share

Design

Elements

Text

Brand

Uploads

Draw

Projects

Apps

Page 1 - Add page title ^ ▾ 🔍 🔒 📄 🗑️ 📤

YOU CAN KEEP YOUR COOKIES AND EAT THEM, TOO

Google has 86'd the effort to kill off third-party cookies.

Find out why!

Page 2 - Add page title ^ ▾ 🔍 🔒 📄 🗑️ 📤

📌 Notes Page 1 / 5 47% 📄 🗑️ ↶ ?

Upload your photos and videos

Design

Elements

Text

Brand

Uploads

Draw

Projects

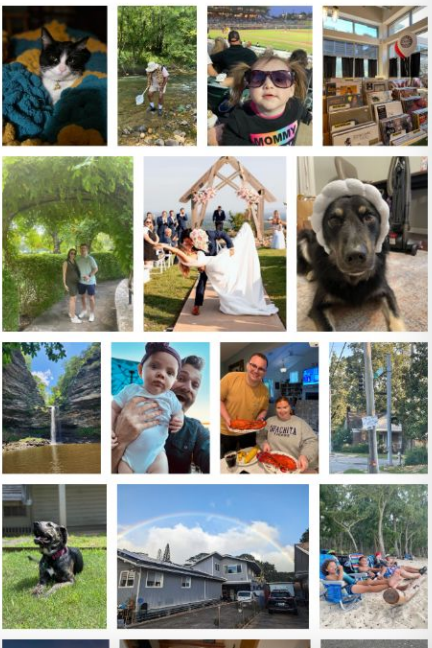
Apps

Search images by keyword, tags, color...

Upload files

Record yourself

Images Videos Audio



Add graphics to your creations

Design

Elements

Text

Brand

Uploads

Draw

Projects


Apps

Search construction


All Graphics Photos Videos Shapes

Construction site Under construction

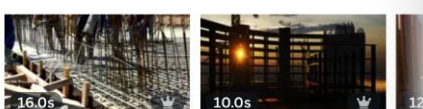
Graphics See all



Photos See all



Videos See all



Audio See all

Timelord
Reynard Seidel • 1:41
Film • Film • Epic • Heavy & Ponderous

Fork Truck Beeping, Vehicles Passin...

Choose from hundreds of premade templates

mhp.si

Design

Elements

Text

Brand

Uploads

Draw

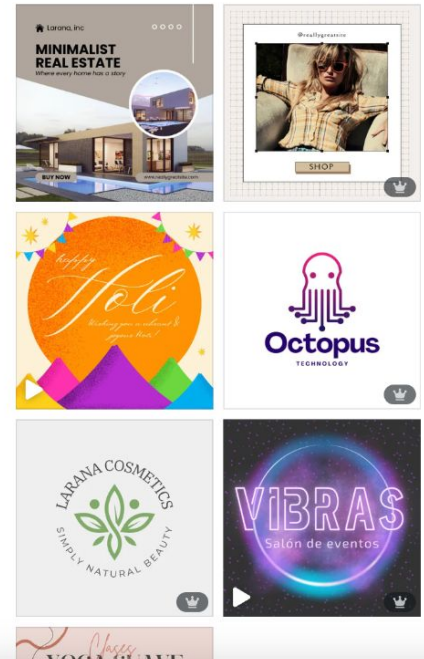
Projects

Apps

Search templates

Templates Styles

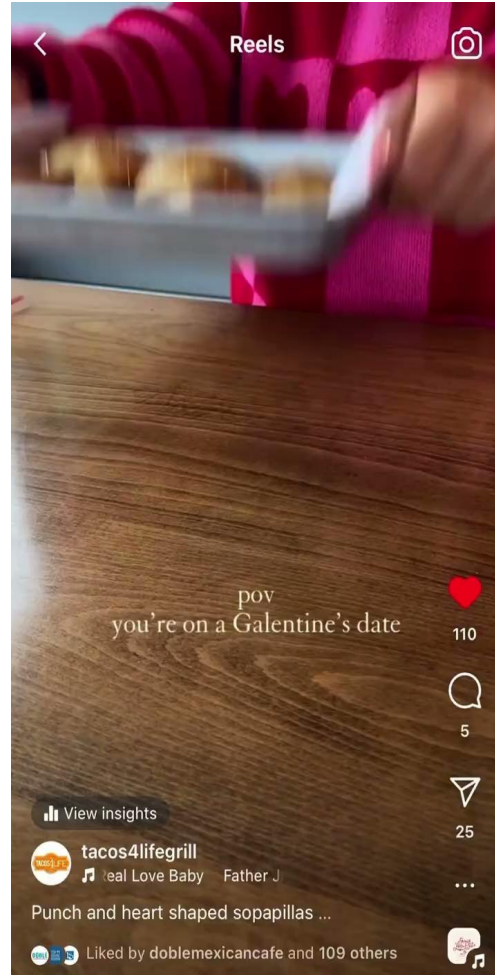
Food Collage Travel Real estate



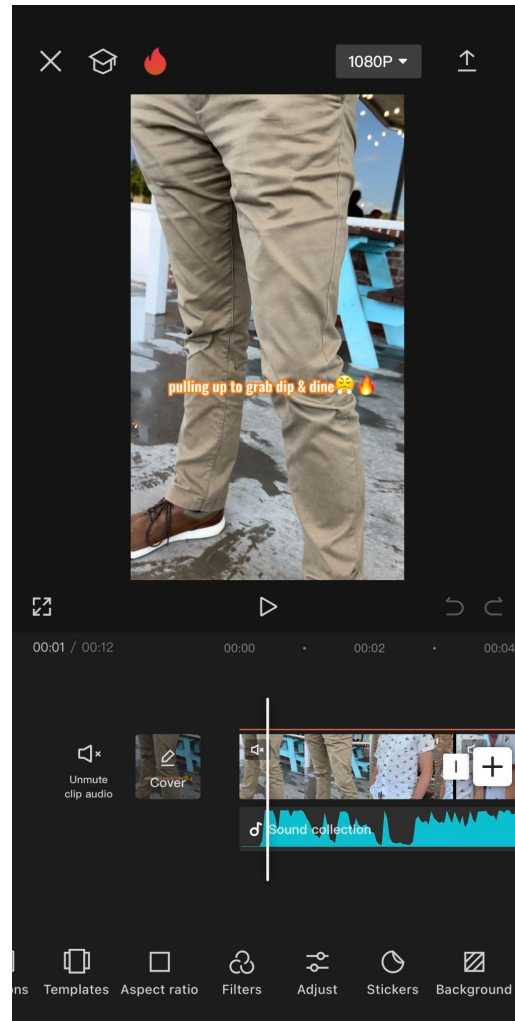
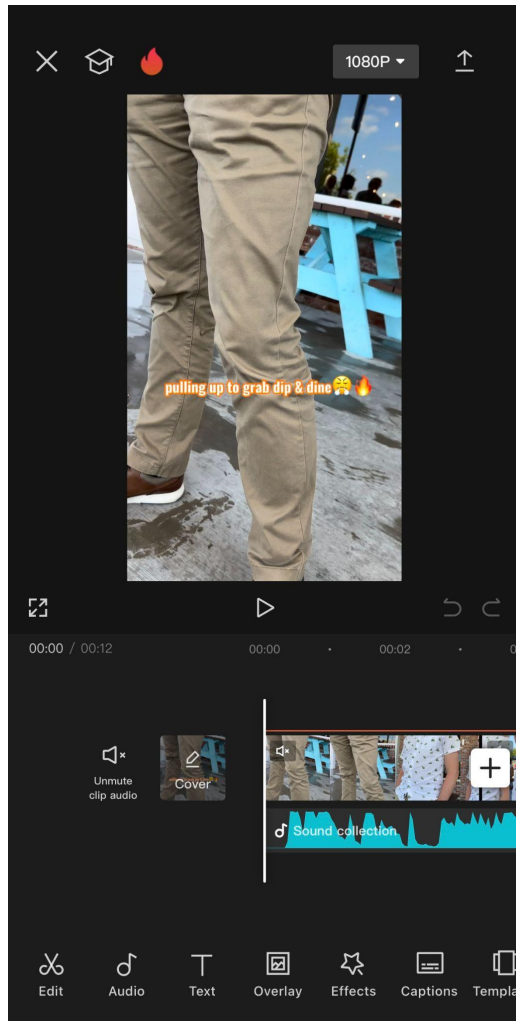
Utilizing CapCut

CapCut is a great for upscaling your vertical video presence for your social pages. You can use the platform to:

- Create vertical videos
- Use premade templates
- Add in-app sounds and music
- Add graphics and text



So many tools at your disposal!



Choose from a sound library

- Happy Flow State**
senshomoods
01:38
- Indie Pop Energy**
FiniteMusicForge
01:47
- Walking Around**
Nikitta
02:00
- Vintage Retro Soul full**
Piranhasound
01:21
- Ambient Guitar Summer**
Sergo Music Studio
02:11
- More of My Time (Lofi)**
Muspacelofi
02:16
- Motivation Business Success**
Uplifting Background Corporate...
01:47
- Focus on Success**
ALEKSANDAR KIPROV
02:35

Choose from several text options

Enter text

Enter text

AI writ... **BETA** **Fonts** Styles Effects Animations Bub

Search Add font Brand fonts English

FERVENT Serif Arno

Pro Flourishing Pro Vision Pro VIGOUR

Choose from hundreds of premade templates



pulling up to grab dip & dine 🤔🔥

Search templates

For You Memes Intro Outro Transition Fitn

UNTITLED

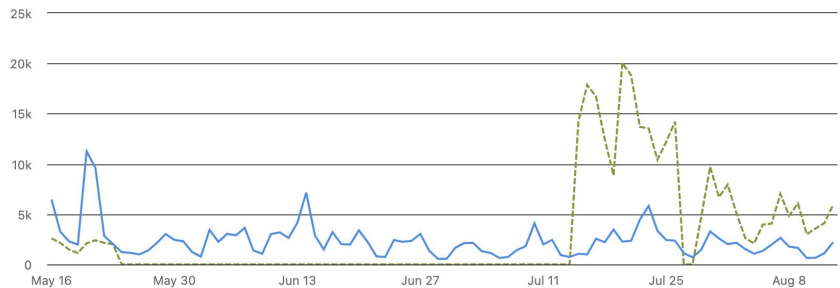
Leveraging Reporting & Analytics

- There is a lot that you can learn from numbers. They are like **scorecards** for your online posts and interactions, showing how many people saw, liked, shared, or commented on your content.
- Social Media metrics can help you make **informed decisions** about your strategy, what your followers respond well to and what may not be working for you.

LinkedIn Insights

Metrics

Impressions ▾



✓ Organic	211,762
✓ Sponsored	270,465

Visitor demographics

Job function ▾

Business Development · 141 (18.9%)

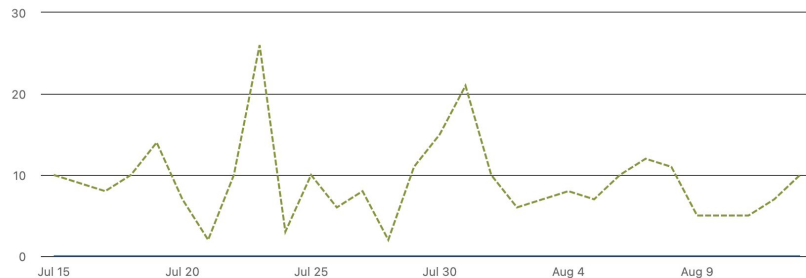
Operations · 82 (11%)

Marketing · 61 (8.2%)

Media and Communication · 45 (6%)

Sales · 44 (5.9%)

Follower metrics



✓ Sponsored	0
✓ Organic	275

Facebook Insights

Performance

Daily

Cumulative

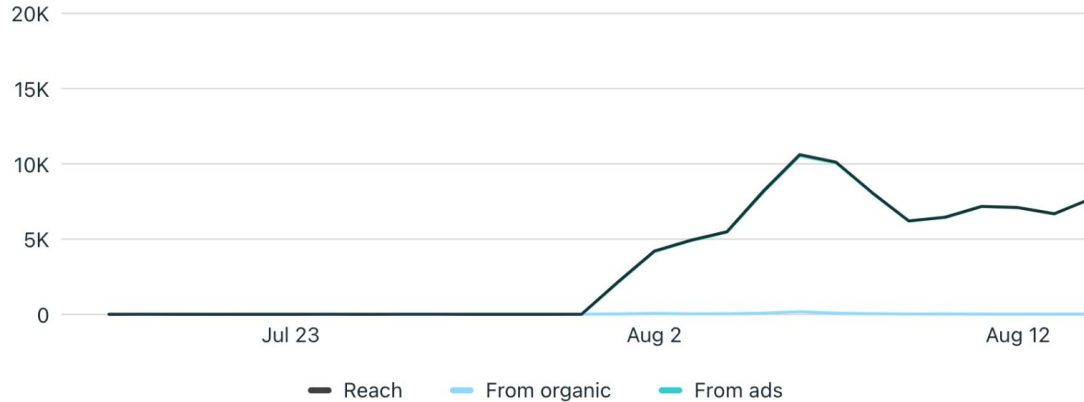


Reach ⓘ
48.1K ↑ 29.9K%

Content interactions ⓘ
169 ↑ 100%

Followers ⓘ
Lifetime
396

Link clicks ⓘ
911 ↑ 100%



Reach breakdown

Total
48,076 ↑ 29.9K%

From organic
657 ↑ 310.6%

From ads
47,859 ↑ 100%

YouTube Insights

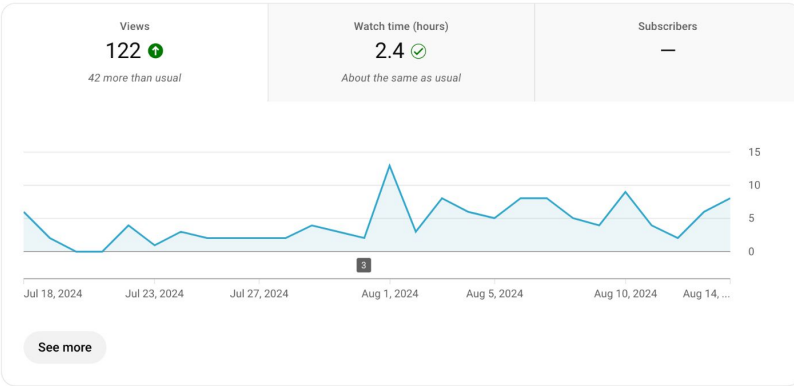
Channel analytics

Overview Content Audience Inspiration

Advanced mode

Jul 18 - Aug 14, 2024
Last 28 days

Your channel got 122 views in the last 28 days



Realtime

Updating live

15

Subscribers

See live count

14

Views - Last 48 hours



Overview Content Audience Inspiration

Latest content



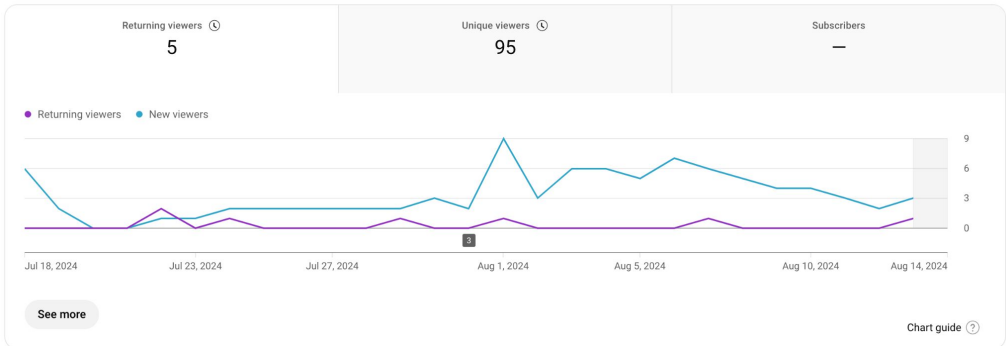
First 14 days 23 hours compared to your typical performance:

Views 12 ↑
Impressions click-through rate 0.3% ✓
Average view duration 0:28 ✓

See video analytics

1 of 10

Last 28 days



Leveraging Reporting & Analytics

Industry Standards for Engagement

Less than 1% = **low** engagement rate

Between 1% & 3.5% = **average/good** engagement rate

Between 3.5% and 6% = **high** engagement rate

Above 6% = **very high** engagement rate



Most important takeaways...

**Engage with
audience**

**Be
consistent**

**Stay
updated**

To succeed in social media, it's essential to **engage with your audience, be consistent, and stay updated** on trends and algorithms.

Engagement fosters **trust** and **builds a community**, turning followers into loyal supporters. maximizing your reach and keeping your content effective. Here are some links to some ways to stay updated

RESULTS • STRATEGY • PERFORMANCE

DISCUSSION!

mhp•si

LITTLE ROCK • BENTONVILLE