



## How to get the most from social media

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### *Part 1: Social Media Strategy and Twitter*

This work book is about changing the way you use and keep track of your social media activity. The aim is to aid you in creating a strategy, looking at your target audience, and sharing tips, tricks and online tools.

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## Introduction

When creating a successful social media strategy you need to think about **who** you are trying to reach, **what** they are trying to accomplish, **what** goals drive their behaviour, **how** they think, **how** they buy, **where** they congregate online, **when** they decide to buy, and **why** they make buying decisions.

*Do you treat your followers like **individuals** or bombard them with messages they don't read?*

*You have to **change** the way you think about the content.*

*To attract the right followers your activity has to **focus on your audience** and their needs and wants **not** just your own business goals*



## Step 1: WHY are you using social media?

Sounds obvious, but it is amazing just how many people have not sat down and created a strategy. This does not have to be your version of war and peace. It can be presented as a list of ten main goals or a more formal document for your organisation. The most important thing is that it should exist.

### Some basic Goals

- Create leads.
- Engage with your industry and customers.
- Grow awareness of your brand.
- Turn leads into sales.

### To match these goals you may want to

1. Identify the social channels where your target audience hangs out.
2. Solidify your brand messaging — what information will resonate with an audience with social media?
3. Understand which social channels best complement your website's conversion optimization process. Ultimately, your goal is to create a steady stream of buyers.

## Step 2: WHO are you talking to?

If your message is going out to a silent audience you may not be talking to the right people or putting out the most effective message.



Successful social media is about creating interactions and building relationships. To do this successfully your messages need to be focused at the audience you want to attract not the people that who are unlikely be interested in what you do.

## Creating profiles



### 1. Name and title.

Start by giving your buyer persona a name and a title. This will make the character more real and will allow you to easily reference him or her.

### 2. Personal information

Now move on to the basic background information, including demographics and psychographics — age, gender, location, family life, likes and dislikes, leisure activities, hobbies, etc.

### 3. Professional background.

Consider information such as job history, role and responsibilities and professional interests.

### 4. Quote.

A quote is just a couple of sentences that encapsulate the persona's attitude towards your product or service.

### 5. Technical background.

How comfortable is your character online and what activities do they perform on the web? What devices do they use? This is important for determining how the audience will interact with the brand online.

### 6. Favourite websites (1-3).

*Do you really need an explanation for this one?*

### 7. Goals.

What are this person's goals when looking for a product? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?

**8. I need / I want statements.**

What does this person need and or want in order to reach the above goals?  
Remember to keep in mind all of the characteristics you described above.

**Example profile****Name:** Joe Bloggs**Title:** Web Team Leader**Age:** 35**Location:** Nottingham**Personal background:**

Joe is married has have one child and a dog. Joe goes to a pub with a group of friends and plays football in his spare time.

**3. Professional background.**

Joe manages a team of 5 designers/developers.

**4. Quote.**

Joe knows about your services but he isn't sure if it offers the right candidates. He's hesitant to sign up.

**5. Technical background.**

Joe actively uses social media. He's on Facebook LinkedIn and Twitter. He doesn't like printing out information and likes to view things on his iPhone.

**6. Favourite websites (1-3).**

1. [www.mashable.com](http://www.mashable.com)
2. [www.ted.com](http://www.ted.com)
3. [www.apple.com](http://www.apple.com)

**7. Goals.**

Getting the projects out on time, on budget and keeping the client happy.

**8. I need / I want statements.**

Joe wants a candidate with up-to date skills who will not only do the job but fit well into the team. He needs someone who can start as soon as possible and get the job done quickly and accurately, so he does not have to over-charge for hours.

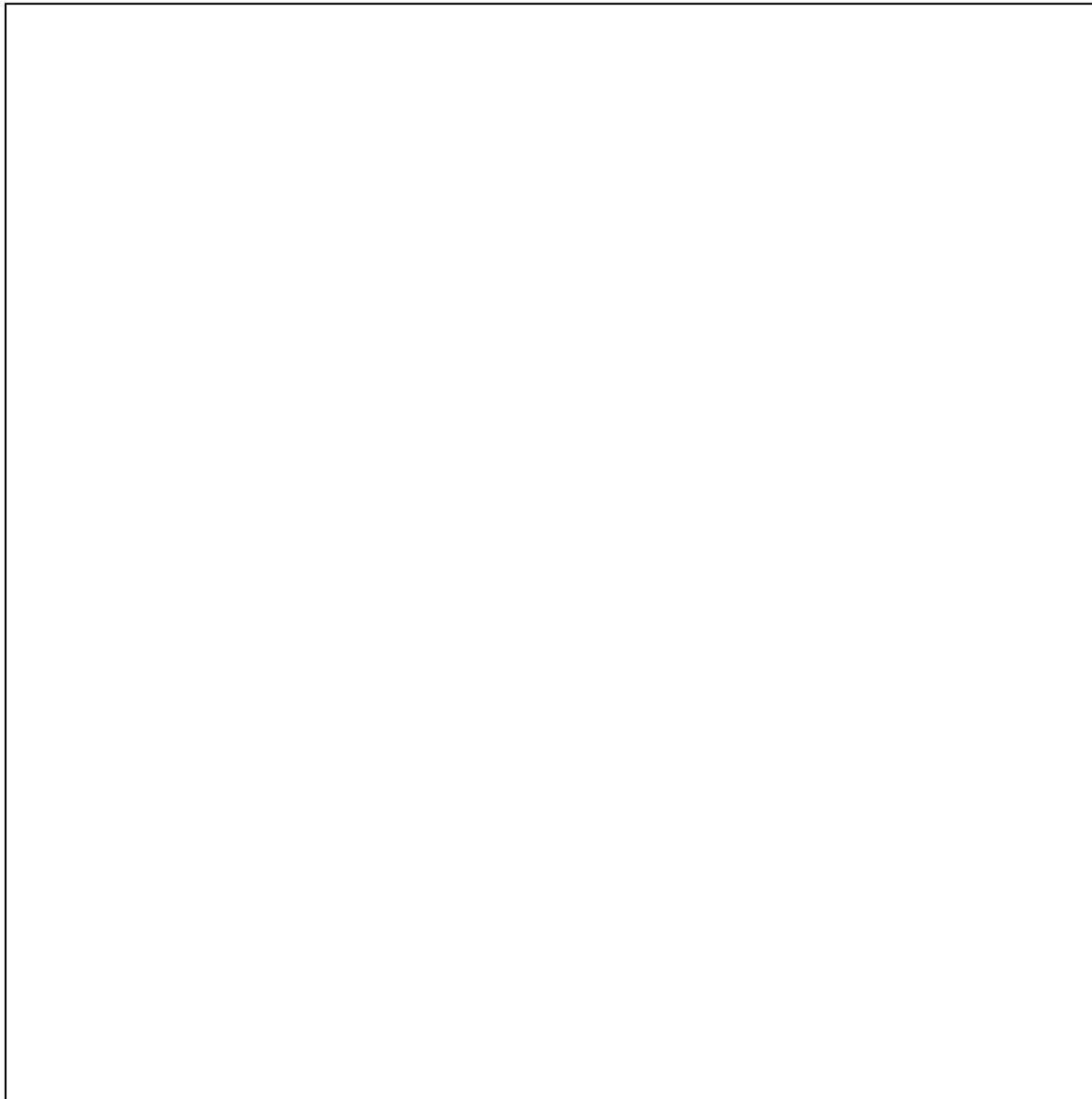
**Exercise:**

Create 3 - 5 profiles for different customer types. For each one include a list of at least 3 different types of micro content that you could aim at them.

This could be a short humorous tweet or a longer blog post that solves a problem that relates to them.

Think about their interests, both business and personal and how your brand, products and services can be directed at them effectively.

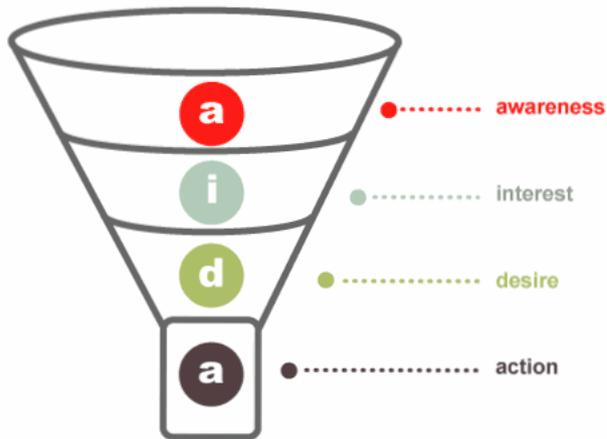
**Notes and ideas**



## Step 3: *WHAT* are you saying and how are you saying it?

*You need customer focused multi-faceted content*

Not all interactions with your audience should be about the direct sale approach. Most people go through a series of set phases before they take action. Whether solving a problem or making a purchase your social media content can feed into each of those phases. If all your content pushes sales and PR messages you stand less chance of standing out in the noise of other competing voices.



### Awareness

Brand awareness is key here. If they don't know you exist then they are not going to buy your services. This is about interaction, relationship building and getting into their sights on a regular basis. It's all about getting their attention.

### Interest

Be interesting, useful and if appropriate, amusing. This is a good time to shine as an expert rather than sell directly. They may be in research mode or looking to the future, you won't necessarily hook them immediately.

### Desire:

Try to ensure what you do pushes the right buttons. Think about saving time and money by connecting to impulses that make your customers see you as a must have. Appeal to their personal needs and wants.

### Action

These are your direct sales message, the ones aimed at encouraging your client to actually take action. This is a good time for offers and sales messages.