



**How to Make Your Messages Stand Out on Snapchat, Instagram, Twitter and Facebook**



# How to Think About Facebook, Instagram, Twitter and Snapchat in the Post-Organic Era

- Organic reach is down to 1 to 3 percent on most of the social channels except for Twitter, especially if you have influencers/are an influencer/have B2B and B2C companies following you.
- Datalogix can measure in-store sales vs. social media. For example it can show Clorox that for every dollar spent on Pinterest, two dollars were spent on Hidden Valley and Burt's Bees products.
- Communicators should look up the "Influencer Manifesto" in which users said they saw social media influencers as peers.
- Recommendations from peers drive sales.
- Listening could be the most important use of social media.

## How to Create a Unique Experience on Snapchat and Build Your Brand

- The Instagram Stories release shows that if Snapchat can't make advertising cheaper for advertisers, it will be overtaken by Instagram as an ad platform.
- Follow all Big 4 blogs to keep up with social media trends (Facebook for Businesses, Snapchat, Instagram, Twitter).
- Sponsored geofilters may be out of some budgets, but community area geofilters are free to submit (if you do not have a logo on them). Geofences are economical—some are under \$100.
- 400 to 500 million snaps with geofilters are viewed daily.
- Sponsored lenses can start as high as \$400,000 for national brands.
- Cross promotion on other platforms is been critical.
- Download pictures and videos from Snapchat and post them to other platforms.
- Snapchat is raw, real and relatable.
- Snapchat Memories allows you to use saved photos form camera roll.
- Measure story completion rate and screenshots. Compare total snaps per story and story length to see what works. You can track these statistics manually with an Excel spreadsheet.

# Facebook Content—What Works, When to Pay and When to Go Organic

- List your social advertising objectives (e.g., new followers, website visits, email list growth).
- Only start social channels that you're going to consistently feed content.
- Google Analytics: Use UTM code tracking for your ads and content to help you see what content resonates with your audience.
- Rotate your ads every three to five days to avoid ad fatigue. If your click-through rate starts to drop, Facebook penalizes you by driving up your cost per click.
- Pay close attention to social voice—stay on topic for your brand.
- Leverage enthusiasm and creativity to encourage your fans to share the love of your products.
- Be concise – consider your audience's short attention span.
- In videos, include your hook in the first 15 seconds.
- Facebook Live: Don't wait for your competitors to prove the value of this new tool before you embrace it.
- Consider your destination for "passengers" (the community interested in your brand) in the planning phase.
- The more you can get followers to comment and engage, the more organic growth you can have.
- Even family and supporters of the brand can get involved and start conversations to help boost posts within the algorithm.

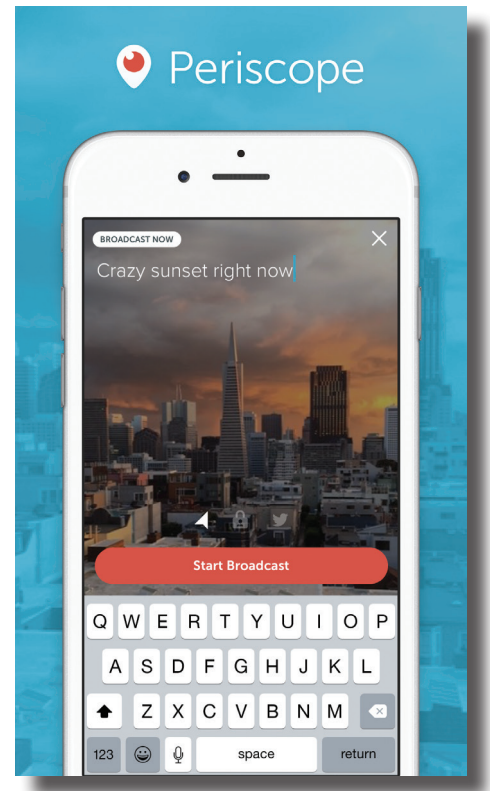


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# How to Use Twitter's Periscope App for Your Organization's Video Strategy

- Facebook Live vs. Periscope: Facebook Live is more of a personalized social network (“What are my friends doing?”), whereas Periscope is about the live web and what’s happening globally.
- Periscope is accessible and doesn’t require a budget.
- Periscope is right for your brand if storytelling, brand identity, audience development and conversion are primary concerns and your brand already has a Twitter presence.
- Periscope is not right for highly regulated companies running most of their businesses confidentially.
- Periscope measurement tools are in beta. Use Twitter Engage and native analytics to track total views, replays, comments, new followers (post-broadcast), engagement, Hearts and shares.
- Be choosy. Only use Periscope for special or important business moments.
- Follow new Periscope viewers on Twitter to drive engagement.



## How to Make the Transition to Strategic Reputational Storytelling

- Look into the stories of the everyday customer and the employee.
- Identify your audience and which social channels they are on.
- Once you identify your audience, you can find ‘true north’ for your storytelling.
- Be aware that there may be tension between what audiences are looking to hear and the story you want to tell.
- After you lay out your paid/organic strategy, you need to think about localization.
- Love your legal department—although it can be tough to get buy-in on social strategy, it pays off in the long run.

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# How to Visualize Your Brand's Stories With Instagram

- Make sure your community is the hero. Use Instagram to spotlight their work and celebrate all kinds of creativity.
- Extend existing relationships with influencers even after a campaign has finished. Brand and relationship building are defined by community growth, engagements and sentiment.
- Instagram measurement relies on soft measurement for now.
- Track success on Instagram by measuring the points/posts where engagement meets user base growth.
- Adobe has released Spark, a free app for creating attractive social content.
- Build a team calendar for scheduling Instagram posts.
- Use available tools for creating good content: Layout and Superimpose for better images, Latr.com and Schedugr.am for scheduling, and Inc361.com for analytics.
- You can repurpose content and hashtags from older campaigns.
- Users crave authenticity. Stop staging Instagram photos—go beyond the scenes at the office and at events, choosing real-life moments over highly produced content.





# Pay-to-Play—Putting Paid Social to Work to Amplify Your Brand's Messages

- Execute social media campaigns in seven steps: Objectives, budget, target audience, key messages, content types, platforms, targeting and retargeting.
- Establish your budget by running scenarios to determine how much money you'll need. Parameters include target audience, click-through rate, conversion rate on landing page, and value per conversion.
- Cost per impression and click-through rate vary from industry to industry, so research costs in your industry when you budget.
- Facebook, Instagram, Twitter and YouTube offer targeting by location, demographics, interests, behaviors, connections and keywords.
- Different social media platforms are optimized for different audiences and business goals. For example, LinkedIn has better targeting for business, Google+ trends male and technical, and YouTube is well suited to how-tos, keyword search and brand awareness.
- In today's market, even a \$10 daily budget can yield more than organic content that took 10 hours to create.
- Focus on quality, not quantity. Publish half of your usual amount of content, and devote the rest of the production resources you would have used to your paid budget.
- Set up proper tracking and objectives to tell a clear ROI story and attribute success to the bottom line. Tie social campaigns to overall business objectives.
- Social data can be harnessed to create your most effective marketing channels.
- Data empowers communicators to make the case for resources to leadership.
- Recommended tools and resources: Facebook Blueprint, Twitter Flight School, Domo, pixel plugins and Sysomos.

## The Future of Social Marketing: Using Facebook Messenger and Snapchat to Make Personalized Connections to Your Brand

- Take what you know and apply it to new mediums. Ask yourself how you can take what's already working for your brand on other platforms and apply it to Snapchat.
- Brands shouldn't shy away from Snapchat's 24-hour window, since people already visit Facebook, Instagram, Twitter for what's happening right now.
- Snapchat is the best way to reach users from the age of 13 to 34.
- Influencer takeovers are an example of customer advocacy by the most engaged members of your audience.
- Facebook Messenger is the next wave of customer service.

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