GET SOCIAL TRAINING NEWSLETTER

A step-by-step guide to developing your social presence
Social Media Set Up

Welcome to Get Social, a 9 week guide that will give you the action steps you need to achieve results in social media! Each page is set up with specific tasks to do every week.

We’re excited to help you step in to the world of social media and boost your business with new strategies.

If you haven’t made your social media accounts, just watch the videos in the course.... it’s easy!

We will be providing you strategies that are proven to work to help you become successful on social media. We’ll tell you how to optimize each of your accounts to get more traffic and more sales to your business all through free techniques.

Watch the Socialnomic’s video about social media to really see what an impact these networks have.

View the Socialnomics Video at this link:

http://youtu.be/fpMZbT1tx2o
Let’s Get To Know Your Social Accounts

Now that you’re set up on all your social accounts, you’ll want to become familiar with them. On your learning platform you will find our videos about each social network.

We recommend you watch them and then go to your accounts to practice what you’ve learned.

Don’t feel overwhelmed with all this new information. All of these social networks are already set up for you and ready to be used - and over the next weeks we’re going to teach you how to use every single one.

By the end of these 9 weeks, you’ll be a master at social media marketing!

Psst - Want to get a head start? Spend a some time each day exploring and posting on your new social networks. You’ll want to be familiar with the sites as soon as possible!

Helpful action links:

3 Infographics Showing Social Media Audiences:

3 Simple Reasons Why Social Media is Important:
http://www.virtualsocialmedia.com/3-simple-reasons-why-social-media-is-important/
Facebook Action Steps You Need To Take

It’s week 2 and we hope you’ve been familiarizing yourself with your social networks. While we included action steps in the videos we showed you, it won’t be enough to really make your business get that boost from social media.

Here are some extra steps to take this week:

Tell an engaging story: An engaging story has 3 elements: It’s relatable, it’s interesting, and it invites conversation. Telling a good story about how you started your business, or a struggle you encountered can create engagement.

Create two weeks worth of content for your Facebook Page: Map out some statuses to put on your Facebook page so you aren’t scrambling for content. Articles, pictures, links, and videos are all great content to get ready to release.

Helpful Links For More Action:

Facebook’s Guide To Creating A Fan Page:
https://www.facebook.com/business/build

How To Brand Your Page On Facebook:
http://www.starbrandstudio.com/how-to-brand-your-business-on-facebook/

The Definitive Checklist for Facebook Posts:
http://searchenginewatch.com/article/2205139/The-Definitive-Checklist-for-Effective-Facebook-Posts
Creating your Google+ Business Page

You have a Google+ personal page, but that won’t work for your business. Like Facebook, G+ allows you to make a page just for your company.

To make one, just follow these simple steps:

1. Go to your Google+ home page and select “more” from the right sidebar. It will give you the option to choose “pages”. Select that.

2. Select “create a new page” and then choose what category best matches your business.

3. Enter in the prompted information - your business name, what you do, and your contact information. Don’t forget a clear profile image of your logo to make you easily identifiable.

4. Once your page is set up, enter in your URL, your mission statement, and the rest of your “About” page.

That’s it! You’ve created your Google+ Business Page. Be sure to share it on your other social networks to start building a fan base.

Helpful Action Links:

How To Create Your Google+ Business Page in 5 Simple Steps:


5 Tips For Making Your Google+ Page Better:

http://marketingland.com/5-tips-for-making-your-google-company-page-better-9220
Optimizing Your Youtube Account

By now, you’ve probably familiarized yourself with Youtube (and by that we mean, spent plenty of time watching cat videos).

There are so many things to do on Youtube, it’s easy to get distracted, so we’ve put together a few action steps to help keep you on track with making Youtube a marketing tool for your business.

Subscribe to 10 channels in your industry. Seeing what other videos people in your industry are posting, and interacting with them will help you become a part of your industry’s Youtube community.

Upload a new video and share it on your social networks. Uploading a video and sharing it on your other social networks will give it more exposure and encourage more people to subscribe to your channel.

Comment on 10 videos. Commenting on videos is a great way to let other people in your industry know about you. Asking a question or simply letting the user know how you liked their video is worth the time and effort.

Helpful actions links:

8 Ways To Maximize Your Youtube Marketing Results:
http://www.socialmediaexaminer.com/8-ways-to-maximize-your-youtube-marketing-results/

16 Tips To Boost Your Youtube Marketing Strategy:
http://www.dailyblogtips.com/16-tips-to-boost-your-youtube-marketing-strategy/
Branding Your Google+ Personal Page

Remember that even though you have your business page on G+, your personal page is representing you as a professional, too. It’s important to maintain the page and keep it updated, so here are a few action steps to take this week:

Put up some compelling content. G+ users love to share the hottest, newest cool thing. Post up a link, video, picture, or article you think your industry friends will want to see and share with others. This can be your own creation, or from a 3rd party.

Interact with 3 people in your industry. The great thing about G+ is how easy it is to interact with big names. Connect with some leaders in your industry and comment on their statuses to start a conversation.

Helpful action links:

Why Marketers Shouldn’t Overlook Google+:
http://www.socialmediaexaminer.com/google-plus-future/
Make Pinterest Your Biggest Traffic Generator

Ready to tackle Pinterest? The newest social network is also one of the most active, and that means lots of opportunities for traffic. You’ve already created your boards and started pinning, so let’s take a few more steps to really amp up your Pinterest efforts:

Create Your Own Image To Pin. Creating your own image to pin is easy.

You can create an infographic about your industry through http://www.easel.ly/,

or simply take pictures of a process to create an instructographic. Be sure to link your images to your web page!

Repin 20 pins from your industry. Repinning is a good way to let other users know you’re paying attention to their boards. It also gives you more content to show to your followers.

Helpful action links:


Rounding Everything Up

Now that you’ve started to optimize your social networks and are familiar with them, it’s time to link them together.

Linking your social accounts together is an easy 2 step process:

1. Add your social URLs to your main website, your newsletter, and your other social networks. Every page representing your business should have the links to your 4 social sites.

2. Broadcast your links to your fan base via email newsletter announcements and posts on each social network. You don’t need to do this frequently, once every few months will work.

Now that you’re handling so many social accounts, you’re probably sick of logging into each one, posting, and monitoring them all separately.

Thankfully, there are lots of programs to help you:

Hootsuite: http://hootsuite.com/

Yoono: http://www.tweetdeck.com/

SocialOomph: https://www.socialoomph.com/
LinkedIn

If you want to go the extra mile in branding yourself online (and you really should), then it’s time to hop on to LinkedIn.

Signing up for this professionals-only club is easy:

1. Go to LinkedIn.com and select “sign up for an account”. You’ll be prompted to enter your name (use your name, not your business’s), email, location, and other basic information.

2. After creating a password, go to your email to verify your account and then head back to LinkedIn.

3. LinkedIn will prompt you through the steps to optimize your account. This includes entering your previous and current work experience, your education, skills, and a summary about yourself.

4. You’ll also be prompted to find connections through your email and work networks. We recommend doing this to start growing your professional connections base.

After you’ve finished entering your information, it’s just a matter of keeping up with LinkedIn by posting statuses, links, and videos like you would on Facebook or Google+!

Helpful action links:

6 Powerful Tips For Marketing On LinkedIn:

http://www.socialmediaexaminer.com/6-powerful-linkedin-marketing-tips-for-small-businesses/
Creating Content For Youtube

Most of Youtube’s userbase only comments on content and doesn’t create it, which is why it’s important for you to start creating videos.

Making videos can actually be very easy, as users don’t expect amazing quality or professional videos on Youtube.

Thanks to Youtube’s relaxed atmosphere, self-made videos through phone cameras and power points are acceptable and effective on this social networks.

Below is a link to Youtube’s own video creator tools which many marketers use to create great content:

Youtube’s Video Makers: http://www.youtube.com/create
LinkedIn Optimization

Now that you’ve made your LinkedIn profile and filled it out your information, it’s time to start optimizing. Many professionals use LinkedIn to scout for people to hire, partner with, and connect to, so it’s important that you are active on LinkedIn.

Start by joining groups. Groups on LinkedIn are for people in the same industries to share links, tips, job posting, articles, and more. They are also a great way to connect with potential clients and partners.

You’ll also want to populate your feed with statuses that show you’re involved in your work. Post links to what your business is doing and encourage others to share it or contact you if they want to partner.

Be sure to watch other’s statuses for opportunities to partner with them too.

Helpful action links:

Create Your Content Calendar

It’s time to get serious about your social media. You’ve been posting (we hope) to each of your networks, and have planned out some content, but it’s time to start making a strategy.

This is easy to do with a content calendar. A content calendar maps out what you will post, where, and when. This helps you organize content and most of all track your progress and find ways to improve your social media marketing.

Start by taking a calendar and deciding how often you want to post on each network. Then, start putting together content you want to share: Links, photos, business updates, and community questions/comments. Finally start scheduling when and where you will post these for the next 30 days.

And you’re done! It’s that easy, and will save you from scrambling for something to post. Don’t worry if a few spots are left blank because you haven’t found content - there is sure to be something post-worthy that pops up!

Helpful action links:

Buddy Media shares info on when is best to post on Facebook:

How To Create a Content Calendar You Can Stick To:

Creating a Calendar for Content Marketing:
http://www.distilled.net/blog/seo/creating-an-editorial-calendar-for-content-marketing/
Create Your Blog

Blogging can seem like too big of a task to take on – but didn’t social media seem like that a few weeks ago? You are ready to tackle this great inbound marketing tool, and we’ll help you along the way.

Setting up a blog can be done easily through Wordpress or Blogger. Sign up with either

(be sure to register a new domain so you don’t have to use .wordpress or .blogspot)

and enter in your URL and blog name. After that your blog will be created, but you aren’t quite finished.

Customize your blog with a theme (Blogger and Wordpress offer many) and pick something that matches your business colours. Add a banner with your logo, and you’re finished. You can play around with other options and widgets, too.

Next, write down some ideas for future blog posts. You don’t have to start writing full posts yet (though you can!), but at least get some ideas together. Blog posts are usually 200 to 500 words and have a picture included.

Helpful action links:

How To Create a Blog: http://www.2createawebsite.com/traffic/create-free-blog.html
Start Tracking Your Progress

Now that you’ve created your content calendar, you need to track your progress to see what is effective and what is not. Start by creating a Google Analytics account to track your website’s traffic.

Go to Google Analytics and enter your site’s URL to get the HTML tracking code. Your website builder will be able to add the code with ease and it should start tracking your traffic within 24 to 48 hours.

Read more about understanding Google Analytics here.

Next, open up an excel sheet to start tracking our social media metrics. You’ll want to keep track of what you post and how many people commented/liked/shared it/repinned it.

Categorize your posts by time, date, and what type of posting it was (question, business promotion, picture, etc).

Every week, reflect on your engagement metrics and start keeping track of what shows more or less interaction and adjust your postings to fit that.

Helpful action links:

Google Analytics: www.google.com/analytics/

How to Track Your Social Media Growth:

Remember to Grow

It’s important to never settle when it comes to social media marketing. If you have 1,000 fans on Facebook, aim for 2,000. Once you hit 2,000, aim for 5,000! Don’t just post for your current fans, post for future fans too.

This week, take the following steps to grow your fanbase:

Email your customers a reminder to connect with you.

Add a pop up encouraging people to follow you on social media when they are looking at your website.

Ask current fans to share your page with their friends.

Create a contest that requires users to follow/Like you to enter.

Offer a freebie, discount, or sample to your users in exchange for following/Liking you.

Don’t forget to track the growth of your numbers before and after these actions. This will help you measure what works best, and you can keep using that technique to boost your numbers.

Helpful action links:

7 Ways to Grow Your Fanbase on Facebook:
http://www.bitrebels.com/social/7-ways-to-grow-your-fan-base-on-facebook-infographic/

How to Grow Your Fanbase on Social Media:
http://socialtimes.com/7-ways-to-grow-your-fan-base-infographic_b86377
Start Blogging

Remember that blog you set up last week? It’s time to start writing on it. Bring up that list of articles and begin constructing a post to share with your fanbase.

While you’re writing, look at your content calendar and decide when would be best to post blogs, and how often.

Take in to account how often you or an employee will have time to blog. Once you’ve figured out how often to post and when, you can start queuing articles to post.

There are so many resources on blogging available for free online, so we’ve linked below some of the best ones to get you started:

Pro Blogger:
http://problogger.net

Daily Blog Tips:
http://www.dailyblogtips.com/

Blogging Basics 101:
http://www.bloggingbasics101.com/
Start Involving Your Community

Your fans on Facebook and Youtube are more than just customers, they’re your brand’s community, and it’s important to engage with them. Posting statuses is great to encourage users to respond, but it’s a two way street - you have to talk to them, too!

Create polls and ask your fan base to get involved with your business. Listen to their opinions and ask how you can improve service. You’d be surprised how many people will have feedback!

Create contests, giveaways, and discounts to reward users. Not only does this make your brand look great, but your users will be more inclined to participate on your page.

Most importantly - always address feedback. Many people use social media to communicate with companies, so it’s necessary to be responding to feedback, questions, comments, and complaints on social networks.

Always respond to feedback in a professional, calm, and courteous way so that your fans know that you value their feedback.
That’s It!

You’ve completed your Social Media Package course (we assume with flying colors)!

You’ve learned how to easily integrate social media marketing into your business plan to help you boost sales, grow your community, and expand on the web!

Throughout this course you’ve learned a lot of valuable information about managing your social media.

Everything in this course will help you move forward in making your business successful online.