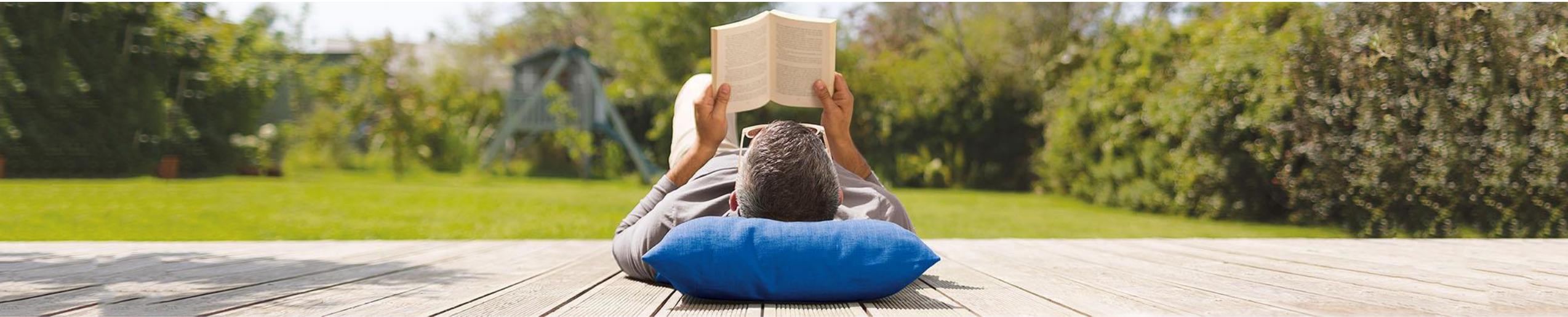


Social Media



AGENDA



AGENDA

- Why Use Social Media?
- Social Media Creative – Best Practice
- Social Media Tone and Copy – Tips and Best Practice
- Facebook – Overview, Page Set Up and Channel Capabilities
- Twitter – Overview, Set Up and Capabilities
- LinkedIn – Overview, Setup and Capabilities
- Social Media Ads – Boosting a Facebook post
- Social Media Ads – Overview
- Summary

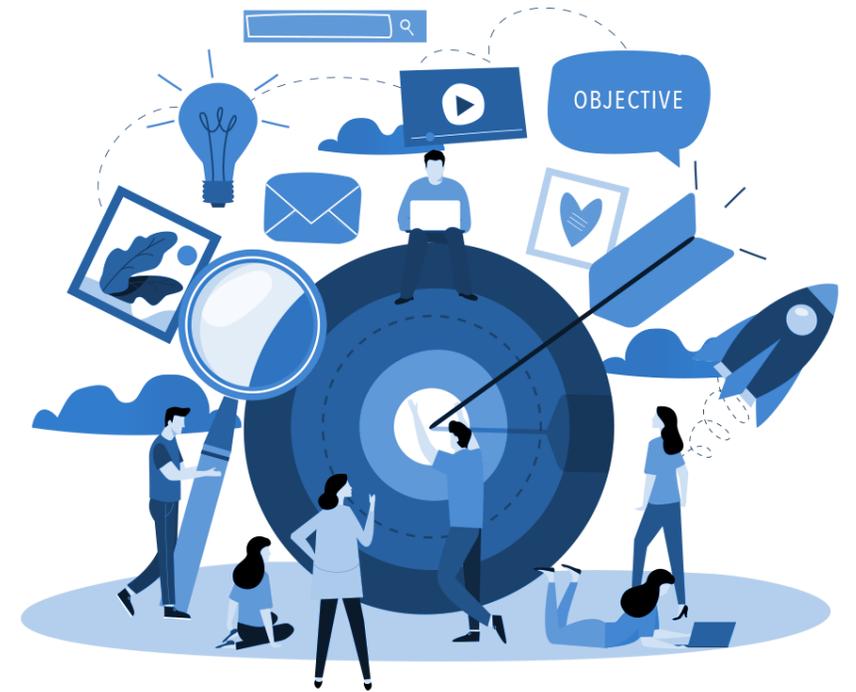


OBJECTIVES



Objectives

- Gain an understanding of social media and the benefits of including it in your digital marketing strategy
- Understand the current state of social media in Ireland
- Know which creative to use for each channel and how to use it effectively
- Learn how to engage and respond to customers on social media
- Gain a deeper knowledge of each channel's capabilities and how best to use these
- Learn how to create basic ads on social media and the capabilities of social media ads



WHAT ARE SOCIAL MEDIA?



Why Use Social Media?

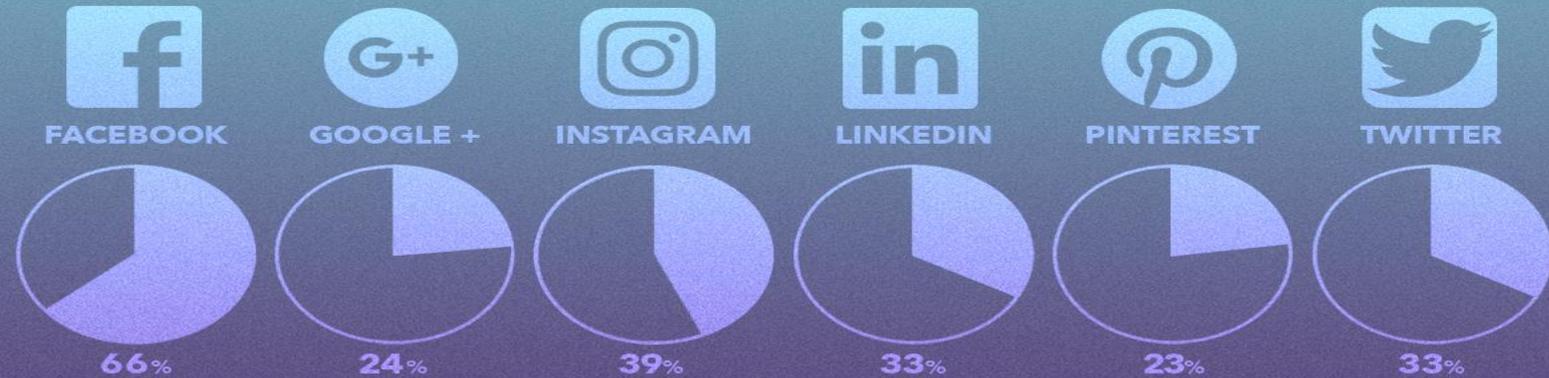
- Spread awareness of your business
- Establish yourself as an expert in your field
- Reach and engage your customers or potential customers where they are most active online
- Ads and campaigns are highly targeted – Can help save on advertising costs
- Social is a great content distribution tool
- Drive traffic to your website or blog
- Gain leads and build audiences for remarketing
- Address customer queries
- Take your customers on a journey from awareness, to interest and on to conversion



Why Use Social Media?

ACCOUNT OWNERSHIP

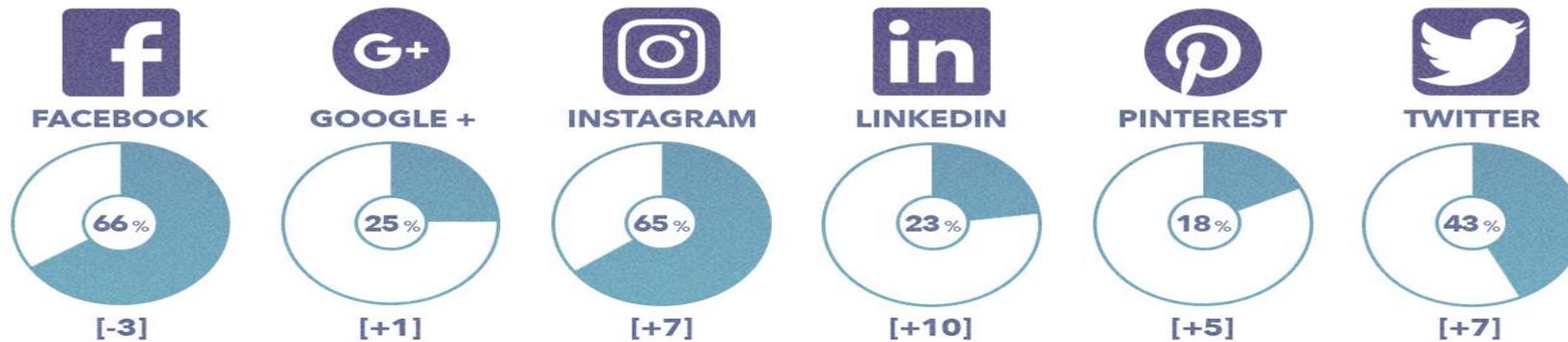
% SOCIAL NETWORK ACCOUNT OWNERSHIP IN IRELAND



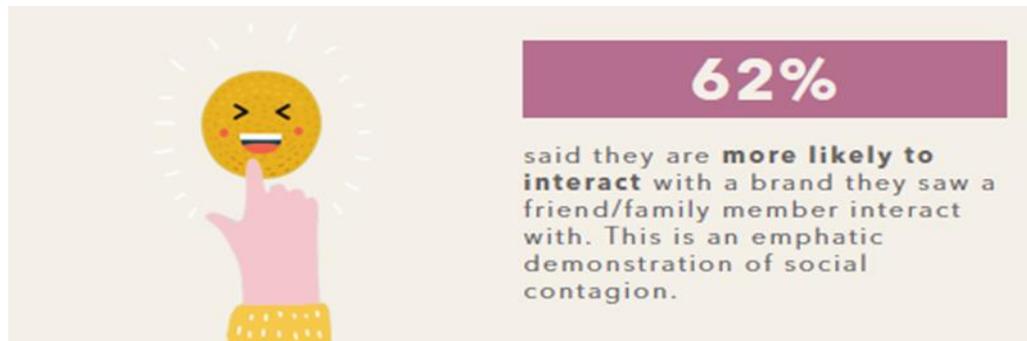
OF THOSE WHO USE THESE SOCIAL NETWORKING PLATFORMS, % THAT DO SO DAILY

DAILY USAGE

[] CHANGE SINCE MAR 2018



The Value of Social – The Social Funnel



- Spread awareness of your business
- Engage and interest your audience
- Convert

CREATIVE BEST PRACTICE – POSTING VIDEO & IMAGES



Video & Images – Ask Yourself



Zurich Ireland
Sponsored · 🌐

Who could forget the Big Freeze of 2010 and how the country came to a standstill. What memorable event do you remember from then? Tell us below. #TimeFlies

Remember this?

*Warning: Past performance is not a reliable guide to future performance.
*Warning: The value of your investment may go down as well as up.
*Warning: If you invest in these products you may lose some or all of the money you invest.

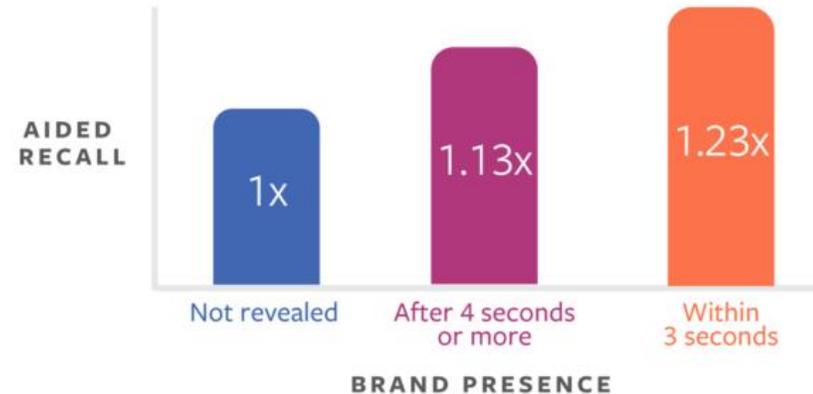
www.zurichlife.ie
#TimeFlies
The Big Freeze of 2010.

LEARN MORE

- Who do you want to speak to?
- How can you grab their attention?
- Why do you want to target them?
- Will they be interested enough to watch, click, share?
- What's the next step?
- What's your end goal?
- Remember – Whilst it's great to have engagement, you want to attract the right audience for you and keep them with you through to conversion. Think Quality over Quantity.

Video – Best Practice

- Grab attention early
- Keep it short. 5 to 15 seconds recommended
- Get the most important part in right away
- Use a title that suggests the viewer will learn
- Use captions – most social videos are watched with the sound off
- Go vertical or square – With most social engagement taking place on mobile the safest bet is using square video. This will give you the ability to post across all social channels and help grab attention more than landscape.
- Keep it helpful and educational – Let the user come away feeling like they have learned something useful. *Example – Time flies – Viewer knows they could save X amount if they started saving when a memorable event occurred. – This also plays on nostalgia which is powerful towards sentiment.



Images – Best Practice

- Keep your audience and goals in mind
- Keep your brand in mind – you want to stand out, not blend in
- Keep text below 20%
- Use different imagery for each social channel
- Know the correct image size for each post type
- Use GIFs – Is it an image? Is it a video? Who knows?
- Check how it looks on mobile – This is where most of your audience will view your post



Social Tone and Copy – Best Practice

- Write with the customer in mind
- The way you respond to feedback online can dictate how people perceive your business in general
- Respond to queries and address feedback like you would to a customer face to face or over the phone
- Ensure the copy you use in your posts also reflects the general tone of your staff
- Keep copy short – People respond better to a short concise message
- Check your grammar – Spelling and punctuation is important. Do not go overboard on caps or emojis



40-character
Facebook posts
receive **86% more
engagement** over
others.

Responding to comments

DO:



Respond as fast as possible



Stay professional and composed in your response



Take the conversation to a private message if possible



Be as thorough as you can from the outset



Keep it real and talk to customers as humans

DON'T:



Become drawn into arguments or baiting



Leave comments or queries unanswered



Use rude or condescending language



Keep the conversation in public view



Offer short or vague answers to queries

FACEBOOK

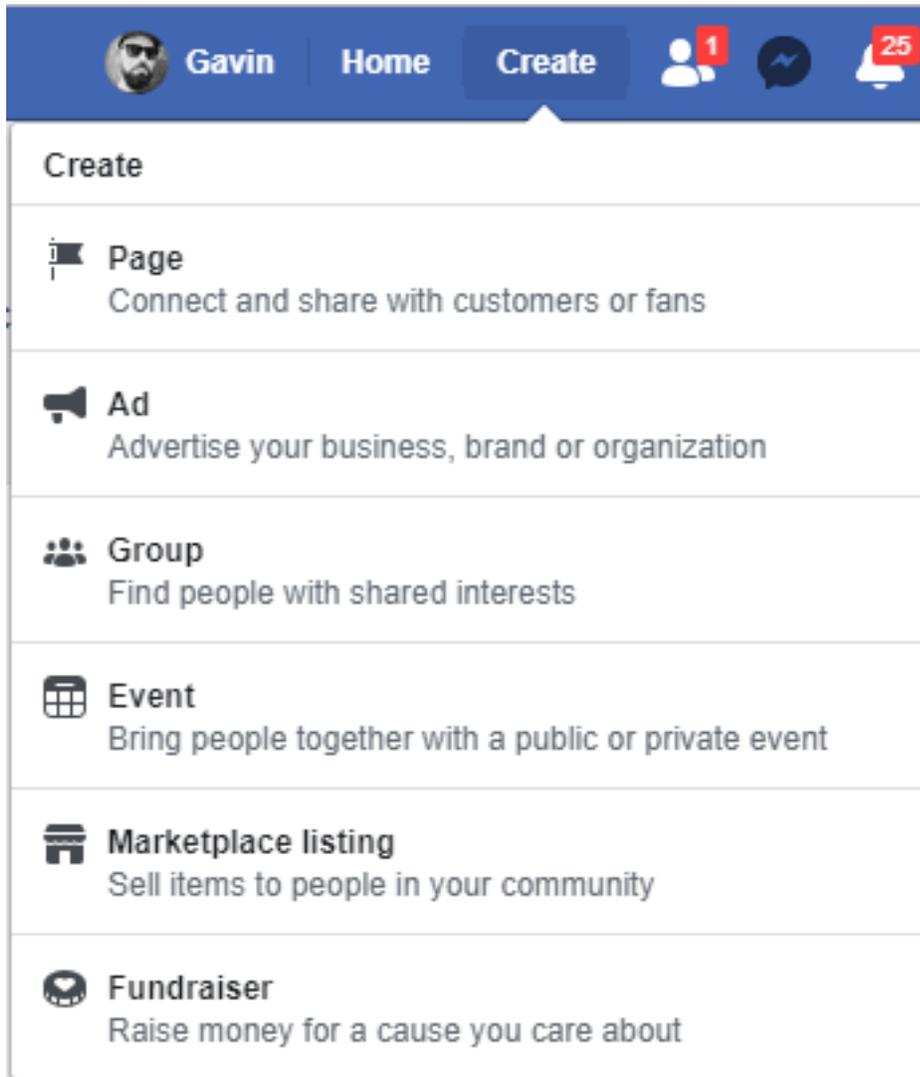


Facebook – Setup & Capabilities



- Create a page for your business using your personal profile
- Promote your business by posting to your business page
- Join groups related to your business
- Link to your company website
- Connect to Facebook Messenger
- Set your business location, phone number and business hours
- List your services
- Engage with a B2C audience

Facebook – Setup a Facebook Business Page



- To set up your company or business page
- On the Facebook home page - Click the create tab as shown on the left
- From the drop-down menu select “Page”
- You will be directed to the page featured on the next slide

Facebook – Setup a Facebook Business Page

- Choose Business or Brand or choose Community or Public Figure

 <p>Business or Brand</p> <p>Showcase your products and services, spotlight your brand and reach more customers on Facebook.</p> <p>Get Started</p>	 <p>Community or Public Figure</p> <p>Connect and share with people in your community, organization, team, group or club.</p> <p>Get Started</p>
---	--

Facebook – Setup a Facebook Business Page

Business or Brand

Connect with customers, grow your audience and showcase your products with a free business Page.

Page Name

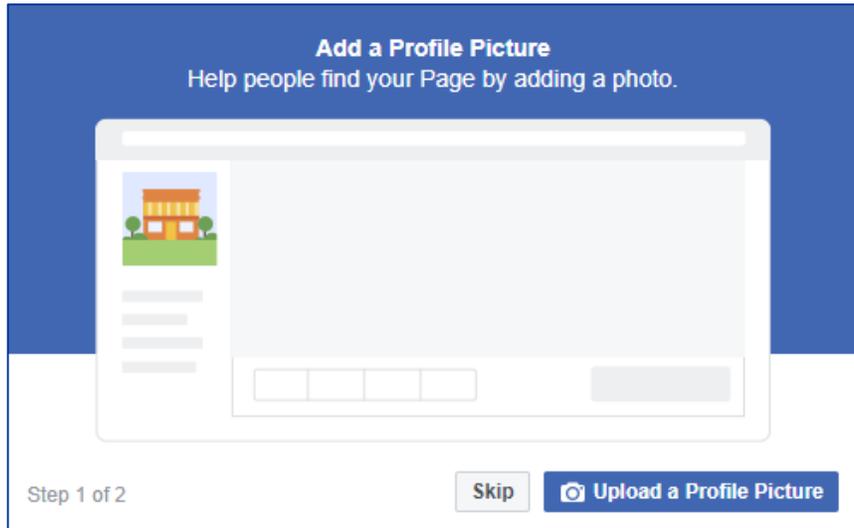
Category

 ?

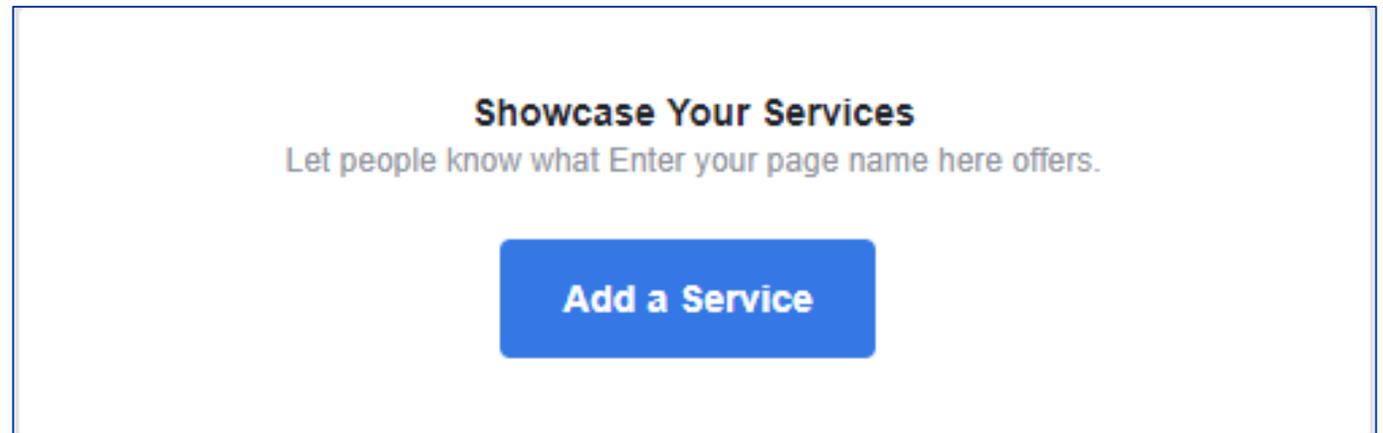
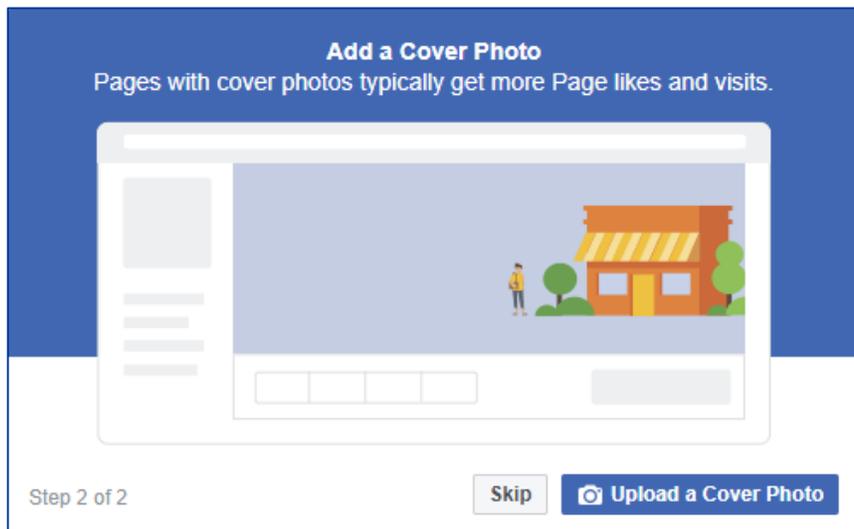
- Insurance Company**
- Insurance Broker
- Insurance Agent
- Sports & Fitness Instruction
- Home Inspector
- Swimming Instructor
- Inn
- In-Home Service
- Financial Service
- Education

- The window on the left will pop up
- Enter your company name and choose the category of your business from the drop-down menu
- Enter your business address and phone number
- Click the “Continue” button to proceed

Facebook – Setup a Facebook Business Page



- Step 1 - Add a profile picture – a company logo is usual here
- Step 2 – Add a cover photo – Skip this for now
- Your page is now live
- To add a service simply click the services tab and click the 'Add a Service' button shown below



Facebook – Setup a Facebook Business Page

Add a Service ✕

Service Name 0 / 40

Price (Optional)

Description (Optional) 0 / 600

Duration

Appointment duration
 And up

Extra time after ⓘ

Show service

Image

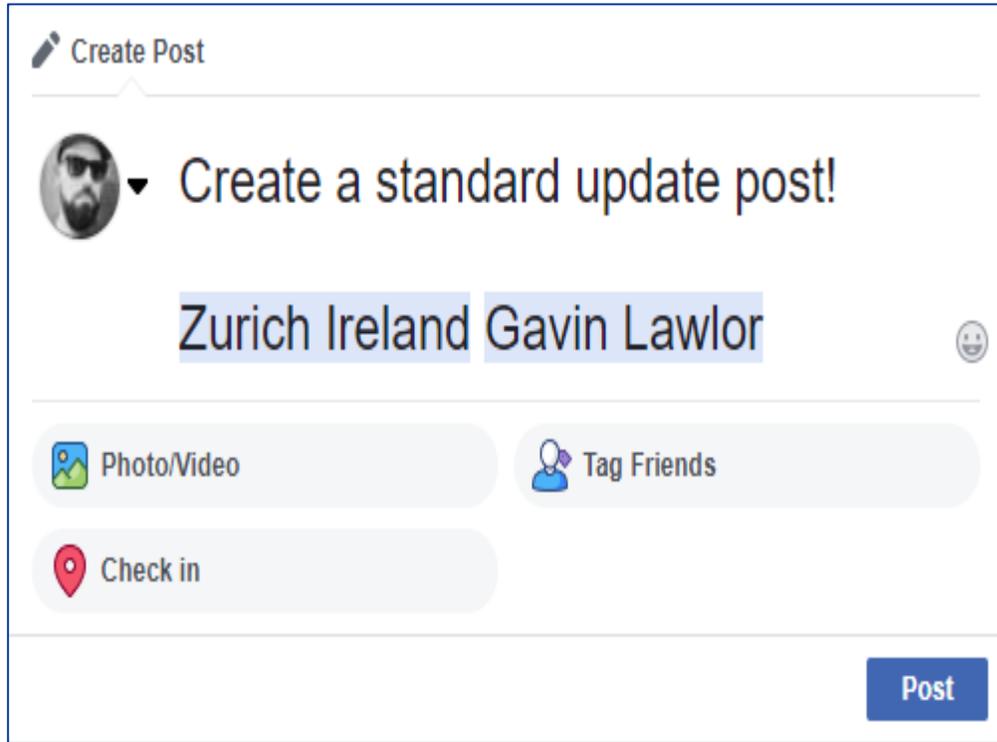
- Enter the name of your service
- Enter a price if relevant
- Enter a description of the service
- Enter the duration if relevant
- Choose to show the service on your page
- Choose an image for you service
- Your service will appear on your page and you are now ready to create your first page post

Facebook - Sharing 3rd Party Content



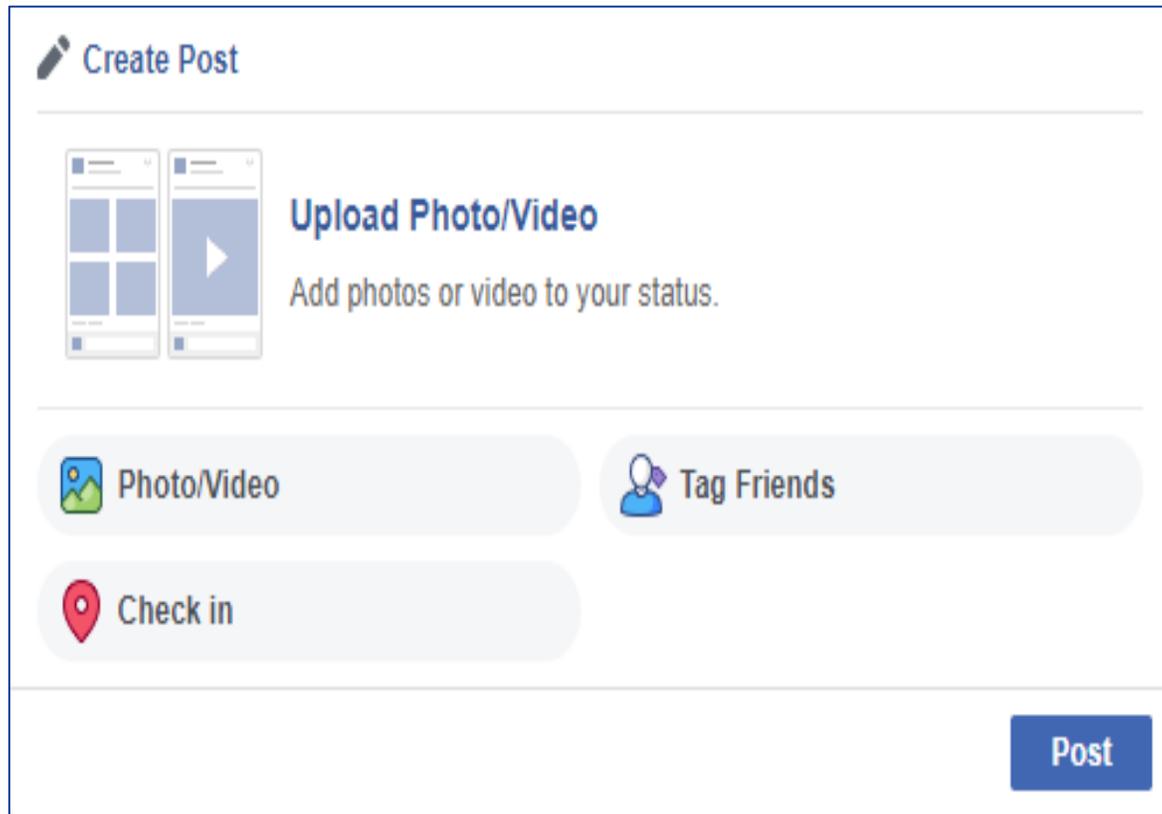
- Sharing content from other parties is common on social media and there are several ways to do this
- On Facebook, simply hit the share button below the post you wish to share
- Select “Share to a page”
- From the drop-down menu, select the page you wish to post to
- Add your own message above the original post. It is possible to share the post without adding your own message, but this is not best practice. - (*It is usual to share a key takeaway from the article and how it relates to you and your customers.) – You can also add your personal contact details like phone number or email address.
- Click “Post” to post to your page

Facebook – Creating Posts



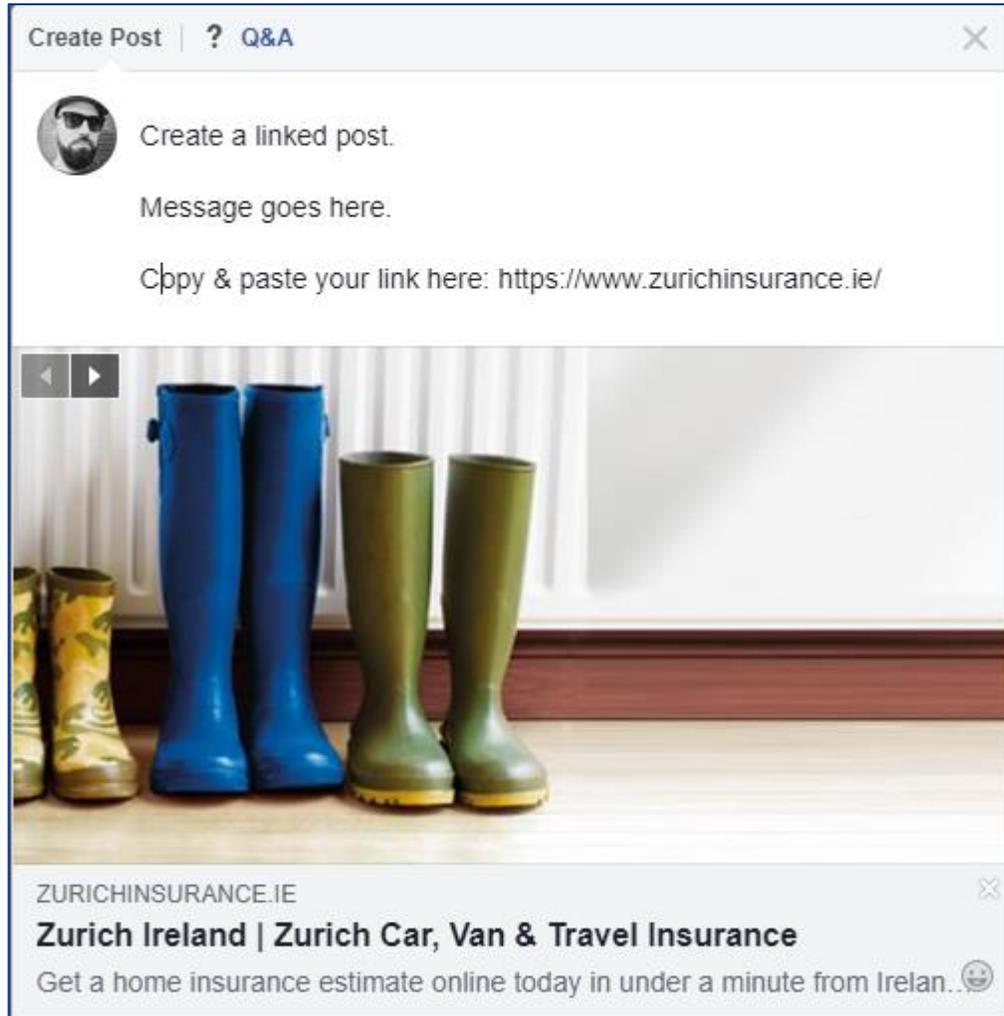
- Click on create post on your Facebook business page
- To create a simple text only update post simply type your message and click the post button
- This update will now be visible to your page followers
- To tag a company page or individual simply type @ followed by the company page name or individuals name

Facebook – Creating Posts



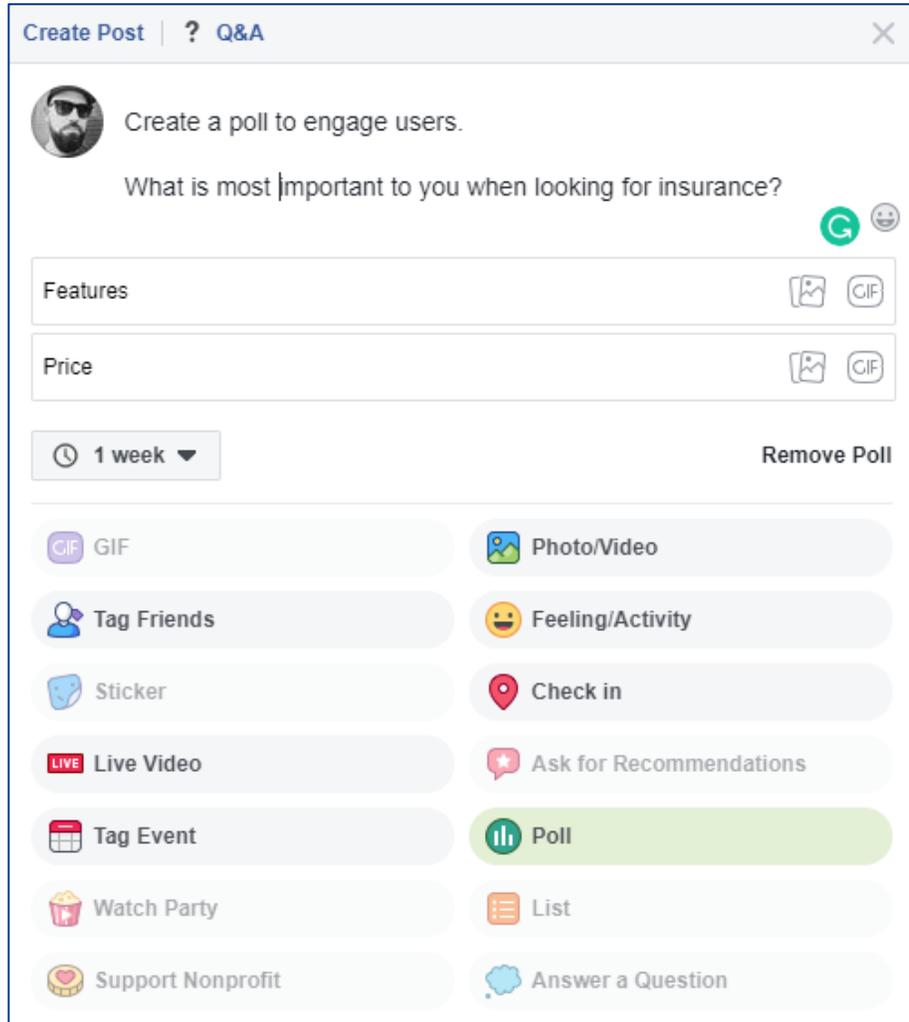
- To create a post with an image or video
- Click on create post on your Facebook business page
- Click on the Upload Photo/Video icon
- Add your photo or video from its location on your desktop
- Add your text etc. as shown in the previous slide

Facebook – Creating Posts



- To create a linked post
- Click on create post on your Facebook business page
- Add your text etc. as shown in the previous slides
- Copy and paste the link you want your post to link to below your message
- The link preview window and image should automatically appear
- Click the share button to share to your page

Facebook – Creating Posts



- Engage customers with a poll
- Click on create post on your Facebook business page
- Add your text etc. as shown in the previous slides
- Ask a question as part of your text
- Click on Poll and give two options
- Click the post button to share to your page

Facebook – Reviews



- It's possible for customers to leave a review on your Facebook page
- Respond to any review using the same guidelines set out earlier for responding to feedback
- Reviews are visible on your page and are rated from 1 to 5 stars
- Thank reviewers for a positive review
- For negative reviews it's best practice to apologize and / or try to offer a solution
- Do not get involved in an argument here

Facebook – Best Practice - Do

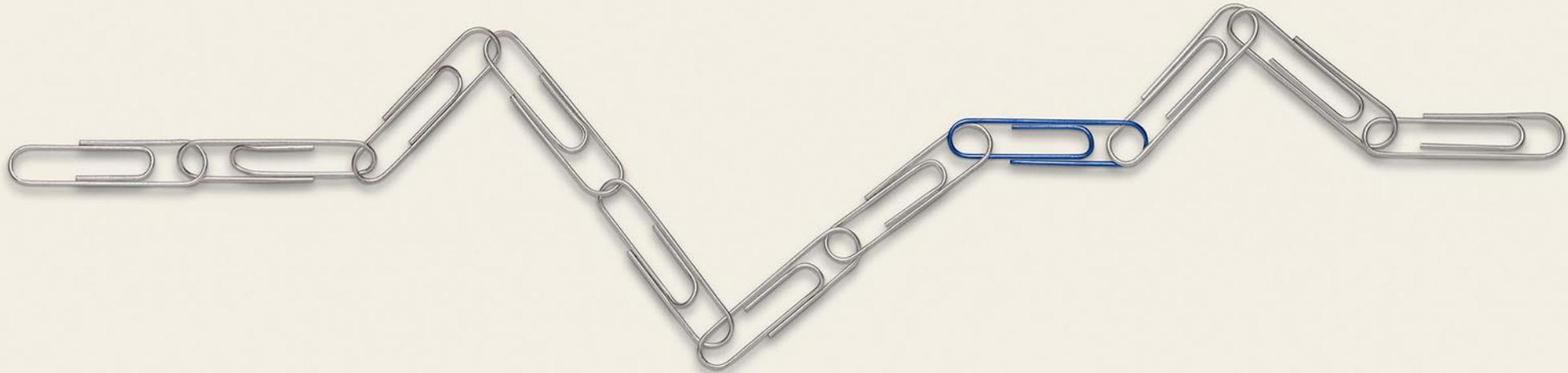
- Be patient – Building page fans and engagers takes time, but the insights gained are valuable to your business
- Experiment – Different post types appeal to different individuals. Cater to all tastes to help drive awareness and engagement
- Engage – Interact with the users on your page. They may just become your most valuable customers. Asking questions or creating polls can help you to interact with customers
- Explore – To see what might work for you look at your competitors and what those in your industry are doing
- Learn – Practice makes perfect. The more you use your page to post content, interact with others and gain insights, the more you will learn about what works for you, your target audience and how to promote your page and posts
- Use visually appealing images and video to get noticed in the feed

Facebook – Best Practice – Do Not

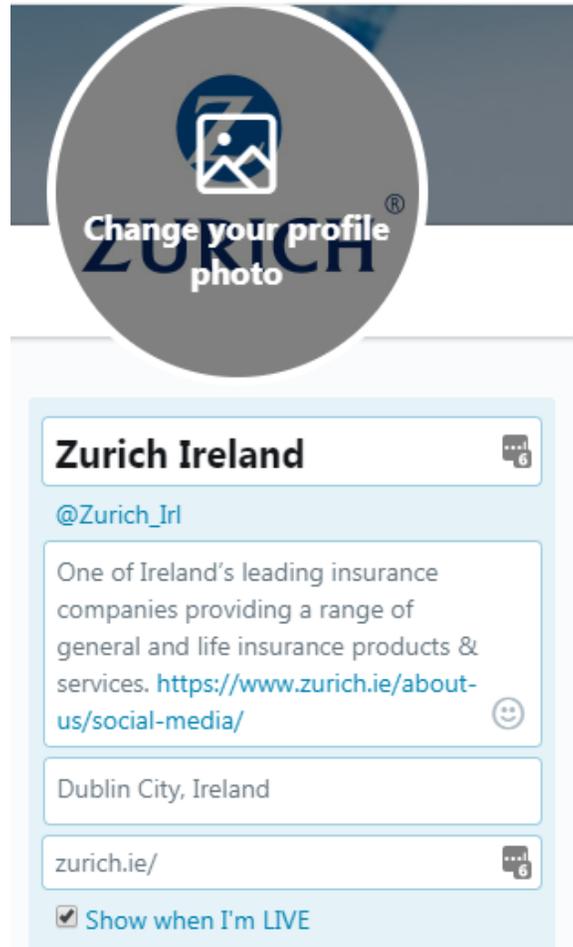


- Give up too soon – Facebook is one of the most effective marketing tools in the world, but it can take time to see results.
- Use your personal profile to promote your page. It's ok to do this from time to time but if you are only sharing content from your business page to your personal profile Facebook will shut you down.
- Set and Forget – Setting up your page is just the start. It takes regular attention to make it work. Try to set aside time for Facebook each day and do not get distracted from the task you are there to complete.
- Engagement Bait – Facebook will demote your post if you ask for likes, shares, single word comments or ask users to tag a friend. If your content and strategy is good, you will not have to resort to this bad practice.
- Be boring – Your business or industry might not be the most exciting in the world but that does not mean that your Facebook page must follow suit. Facebook is the best place to add a little humor into your life and the lives of others. Users usually respond well to humor and it can improve sentiment and awareness of your business.

TWITTER



Twitter – Setup & Capabilities



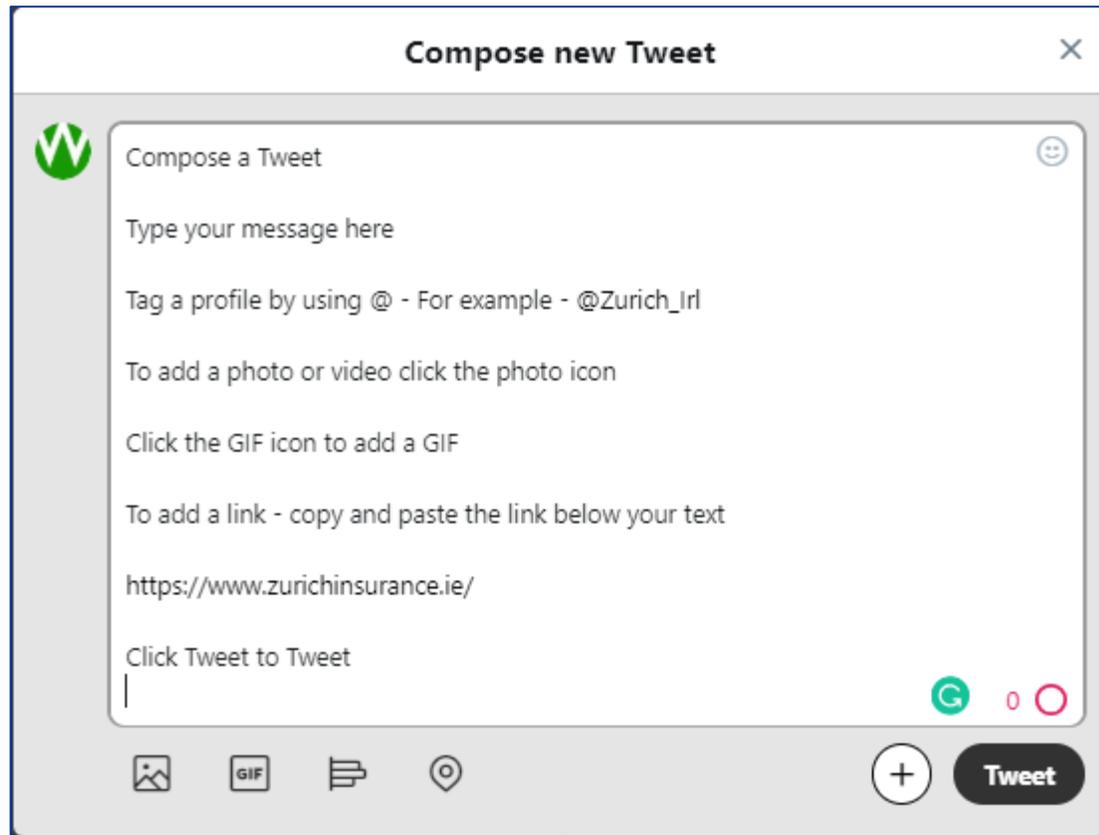
- Create a Twitter profile for your business
- Promote your business by posting to your profile
- Follow profiles related to your business and network
- Link to or from your website
- Engage users publicly or in private chat
- Stay up to date on industry trends

Twitter - Sharing 3rd Party Content



- To share 3rd party content on Twitter
- Hit the Retweet button below the tweet you wish to share
- The one that looks like this: 
- Choose to Retweet the Tweet as it is or add a comment
- If you add a comment it will appear as a Tweet on your profile with the original Tweet below

Twitter – Composing a Tweet



- To compose a Tweet
- Click Tweet on your profile page
- Add your message and click Tweet
- To add photo or video click the photo icon 
- To add a GIF click the GIF icon 
- To add a link simply copy and paste the link below the text in your message
- Your Tweet will appear with the desired photo, video, GIF or link preview on the Twitter feed

Twitter – Engaging Tweets

Compose new Tweet ×

 Engage followers with a poll 

Add a [#hashtag](#) to your tweets

Ask a question - do you want the best insurance cover for your family 

yes of course Remove poll

no not really

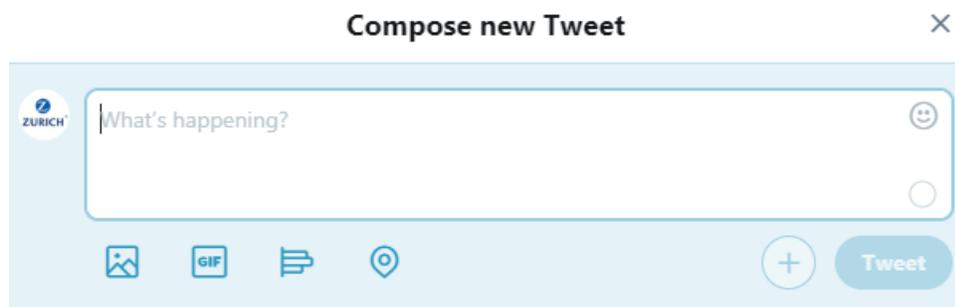
[+ Add a choice](#)

Poll length: Days Hours Min

    + Tweet

- To compose a Poll Tweet
- Click Tweet on your profile page
- Add your message and a question
- Click the poll icon 
- Enter at least two options
- Click '+ Add a choice' to add more options
- Select the length of time your poll will run for
- Click Tweet

Twitter – Photo or Video Tweets



- When you add a photo or video to a Tweet it will appear like this
- It is still possible to add a link and some #Hashtags below your message
- All Tweets are limited to 320 characters or less
- Linked Tweets often display a link preview image if you have not added a photo or video
- If 320 characters is not enough it is possible to create a thread of Tweets by clicking the plus icon below each new Tweet 
- Each Tweet in the thread will allow 320 characters

Twitter – Best Practice - Do

- **React** – Twitter is all about breaking news and what's happening now. Stay current and relevant by staying up to date with industry news and Tweeting about it on a regular basis.
- **Follow** – Networking on Twitter means following other profiles related to what you do and hoping that others follow suit with your profile.
- **Engage** – Engagement on Twitter is vital to growing your profile. Likes, Comments and Retweets are all important to your Twitter strategy and will help you get noticed.
- **Tweet** – This seems obvious, but Tweeting is the most important thing to do on Twitter. Get your opinion, content and profile out there and you will soon gain followers who are interested in what you have to say.
- **Make a good first impression** – Write a great bio to let users know what you're all about.
- **Use #Hashtags** – Hashtags can help you network and show other users what you're Tweeting about.

Twitter – Best Practice – Do Not

- Hard Sell – It's ok to use Twitter to promote your business but if you do this all the time people will get bored with your profile and there's no quicker way to lose followers or ensure you don't gain any.
- Feed the trolls – Twitter can be a frustrating channel sometimes and there are many fake profiles and others who seem to enjoy negativity. Do not get into a public argument and always try to take any genuine issues to a private chat.
- Use too many #Hashtags – never more than 3 max.
- Use an auto reply – This is a massive turn off for all Twitter users and shows a lack of personal care.
- Follow large accounts for the sake of it – If your business only operates in a certain location then concentrate on that first and foremost. Large accounts are less likely to interact with yours and local accounts are more likely to have the same audience and could be potential customers
- Ignore engagements – If people have taken time to like, retweet, comment or mention your profile then take the time to thank them or engage with them.

LINKEDIN



LinkedIn – Setup & Capabilities



- Create a LinkedIn company page
- Engage and network with other industry professionals
- Promote your business page through your personal profile
- Distribute B2B content
- Establish yourself as an industry expert
- Gain industry and customer insights
- Advertise to target industries, job titles, companies

LinkedIn – Setup & Capabilities

Visit more LinkedIn products

Learning Insights Post a job Advertise

Groups ProFinder Slideshare

LinkedIn business services

Talent Solutions
Find, attract and recruit talent

Sales Solutions
Unlock sales opportunities

Post a job
Get your job in front of quality candidates

Advertise
Acquire customers and grow your business

Learning Solutions
Develop talent across your organization

Create a Company Page +

- To create a LinkedIn company page
- Go to your personal LinkedIn profile
- Click on the work tab at the top of the page 
- The list on the left will appear
- Click “Create a Company Page +” at the bottom of the list
- You will then be asked to choose from the list below


Small business
Fewer than 200 employees


Medium to large business
More than 200 employees


Showcase page
Sub-pages associated with an existing page


Educational institution
Schools and universities

LinkedIn – Setup & Capabilities

Page identity

Name *
Company XYZ123

LinkedIn public URL * ⓘ
linkedin.com/company/ company-xyz123

Website
www.companyxyz123.com
This is a link to your external website.

Company details

Industry *
Insurance

Company size *
2-10 employees

Company type *
Public company

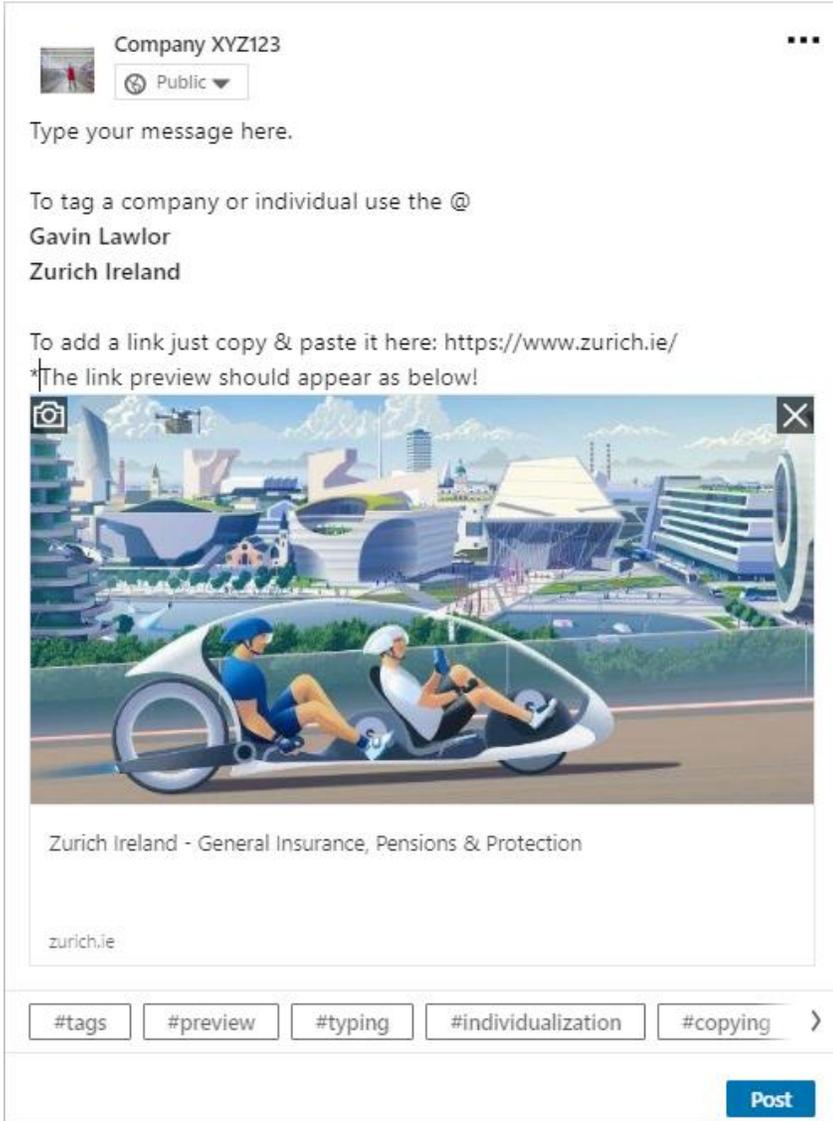
Logo
 whatsthestories.jpg
Upload complete
JPEG 1,745kb X

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline ⓘ
Fill in your company tagline here.

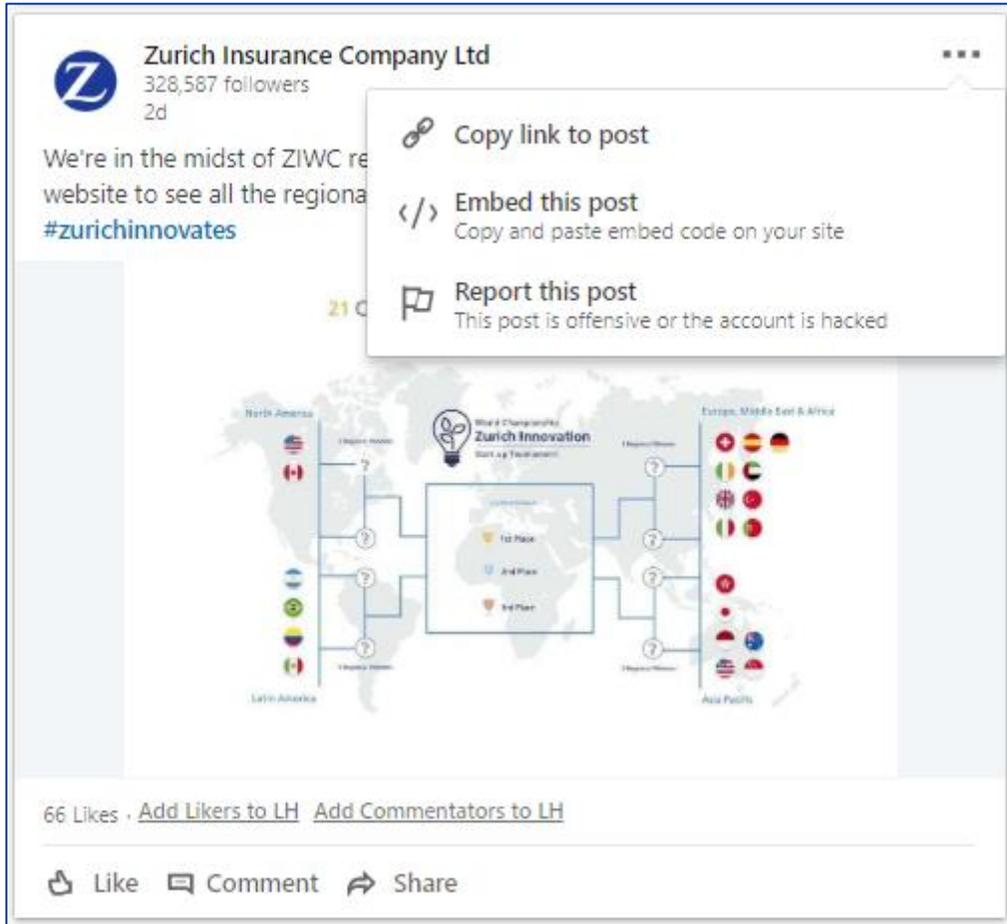
- When you have chosen your company size the next step is to fill out your company details
- The list on the left will appear
- Fill in your company details
- Below this list you will be asked to attach a company logo
- Enter a tagline and check the box to verify your role
- Click on the Create page button
- Well done – You have created a company page
- Next step is to create a post from that page

LinkedIn – Create a post from your page



- To create a post from your company page
- Go to your company page by clicking the Me icon 
- Select your company from the drop-down list
- In the box where it says “Share an article, video or idea” start typing your message
- To tag an individual or company page use the @ and type the person’s name or company name
- To add a link simply copy and paste the link below your message
- A link preview should appear as shown on the left
- Click post to post to your company page

LinkedIn - Sharing 3rd Party Content

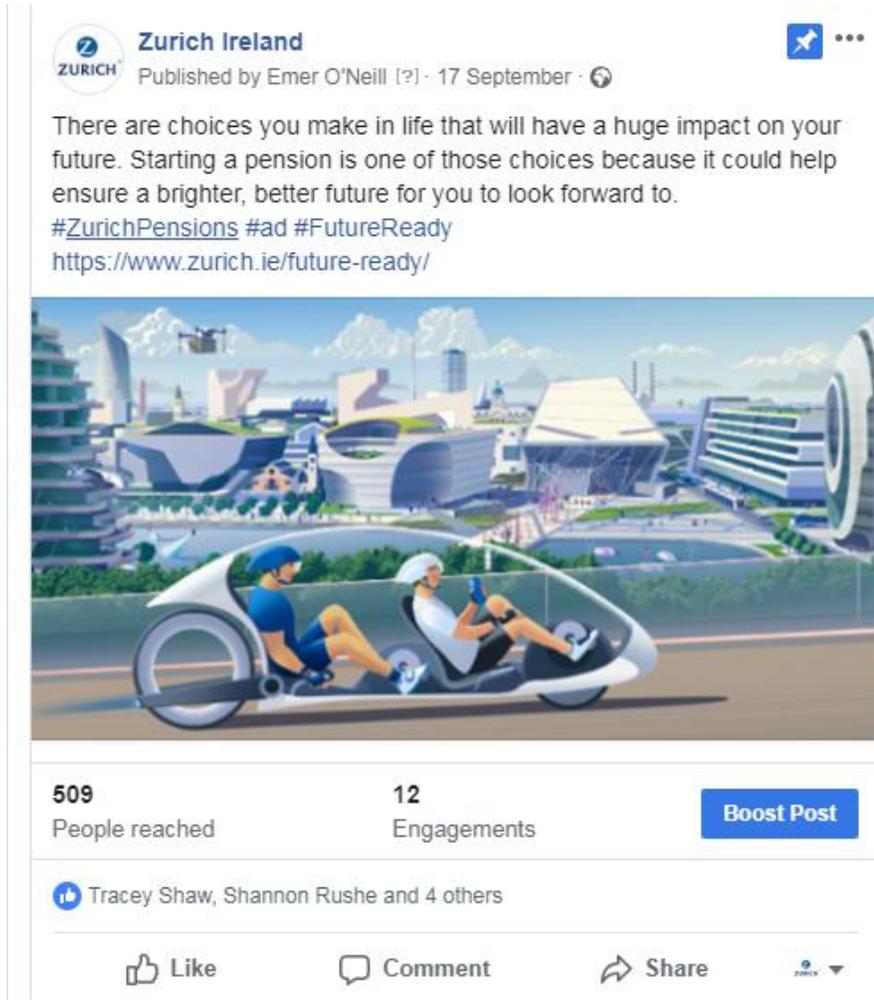


- To share 3rd part content on LinkedIn
- Go to the post you wish to share
- Click the 3 dots in the top right corner
- Select “Copy link to post”
- Use the steps shown in the previous slide when creating a new post and copy and paste the link along with your message
- The post will appear on your company page
- *Clicking share will only share to your personal profile

SOCIAL ADS – THE BASICS



Social Ads – Boosting a Facebook post



Zurich Ireland
Published by Emer O'Neill [?] · 17 September · 🌐

There are choices you make in life that will have a huge impact on your future. Starting a pension is one of those choices because it could help ensure a brighter, better future for you to look forward to.
[#ZurichPensions](#) #ad #FutureReady
<https://www.zurich.ie/future-ready/>

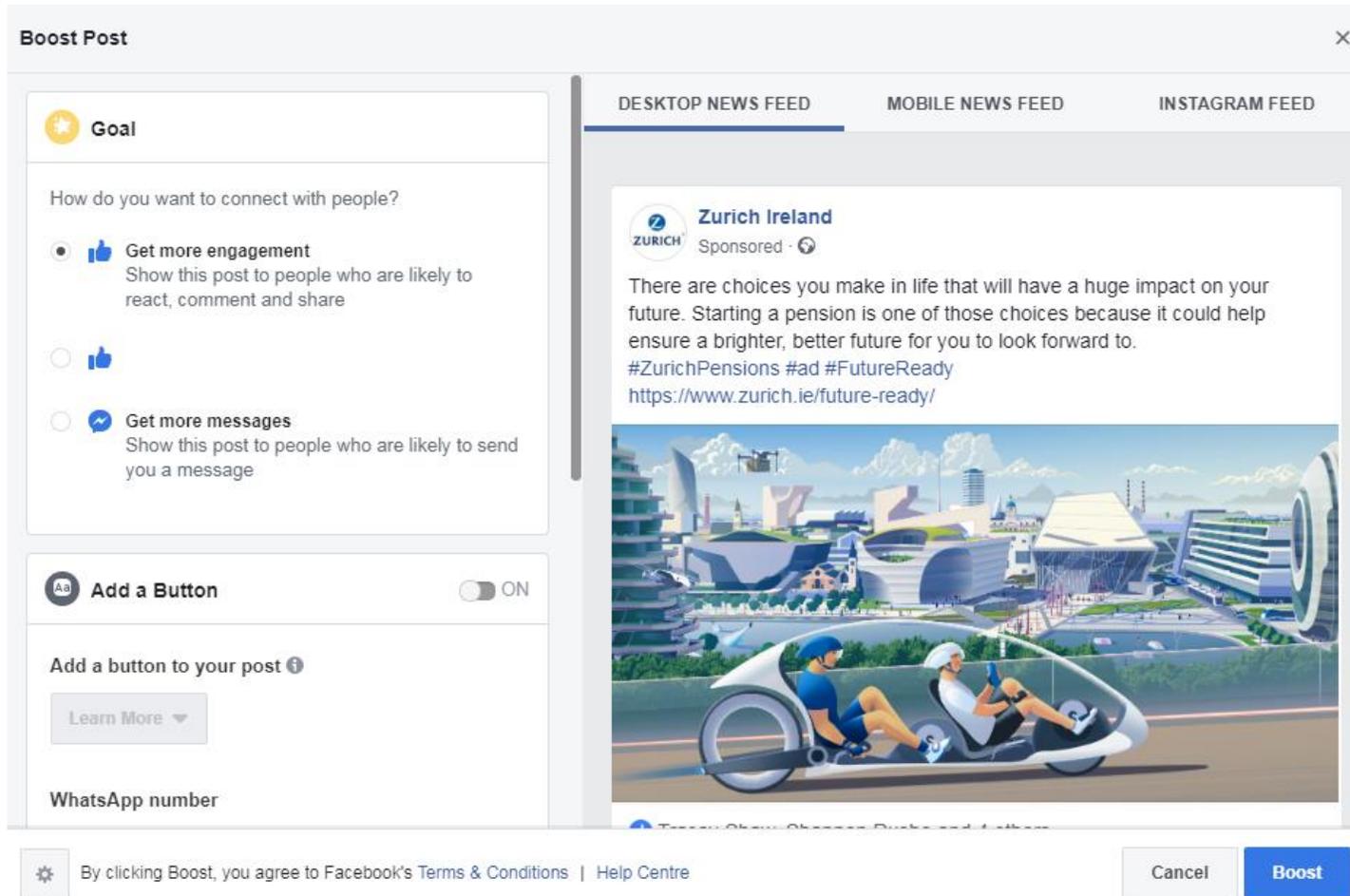
509 People reached 12 Engagements **Boost Post**

Tracey Shaw, Shannon Rushe and 4 others

Like Comment Share 

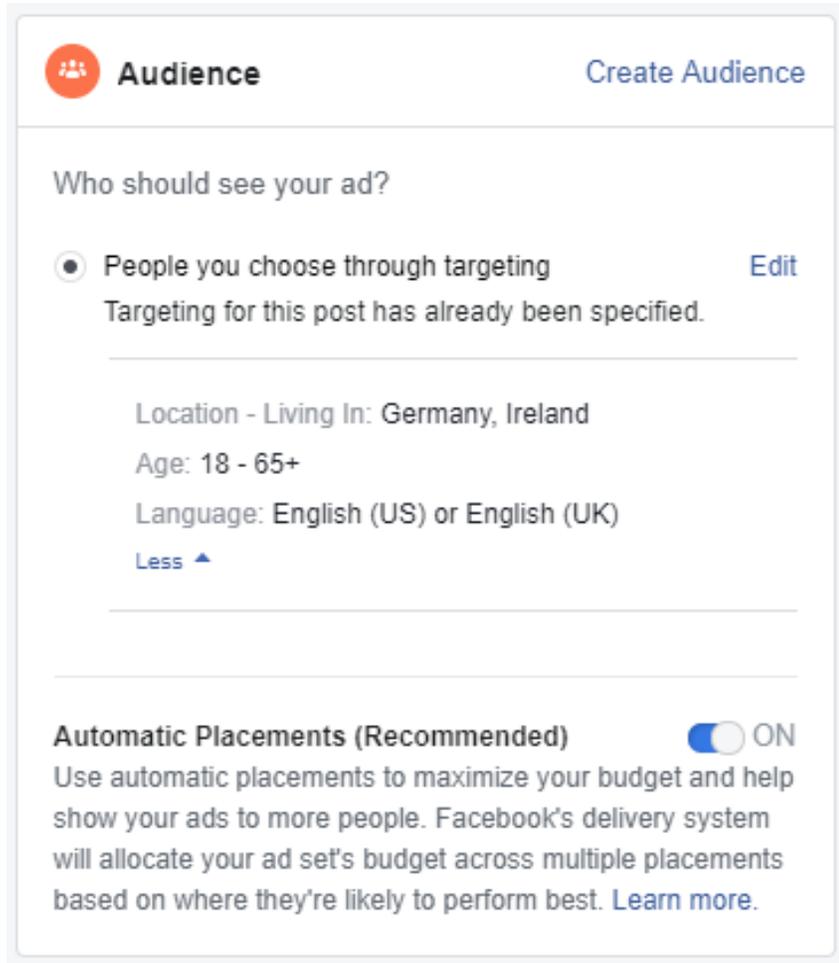
- Boosting a Facebook post is the easiest way to advertise on social
- When you create and publish a post to your page the “Boost Post” button will appear under that post
- This is a simple and effective way to create a Facebook ad
- To boost a post simply click the blue 'Boost Post' button and a pop-up screen will open with your targeting options.

Social Ads – Boosting a Facebook post – Step 1



- The pop-up window will give several targeting options
- Scroll down the screen on the left-hand side to view these
- Firstly select website visits if you want to drive traffic to your website or landing page
- If you simply wish to engage users and create awareness, select Engagement

Social Ads – Boosting a Facebook post – Step 2



Audience [Create Audience](#)

Who should see your ad?

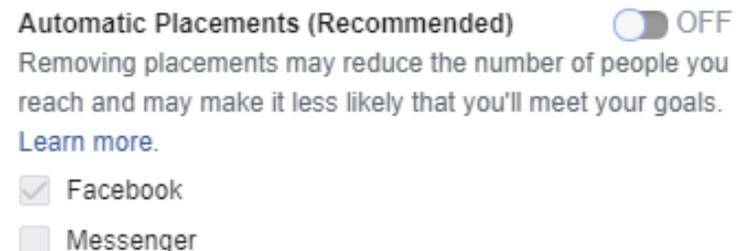
People you choose through targeting [Edit](#)

Targeting for this post has already been specified.

Location - Living In: Germany, Ireland
Age: 18 - 65+
Language: English (US) or English (UK)
[Less](#) ▲

Automatic Placements (Recommended) ON
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

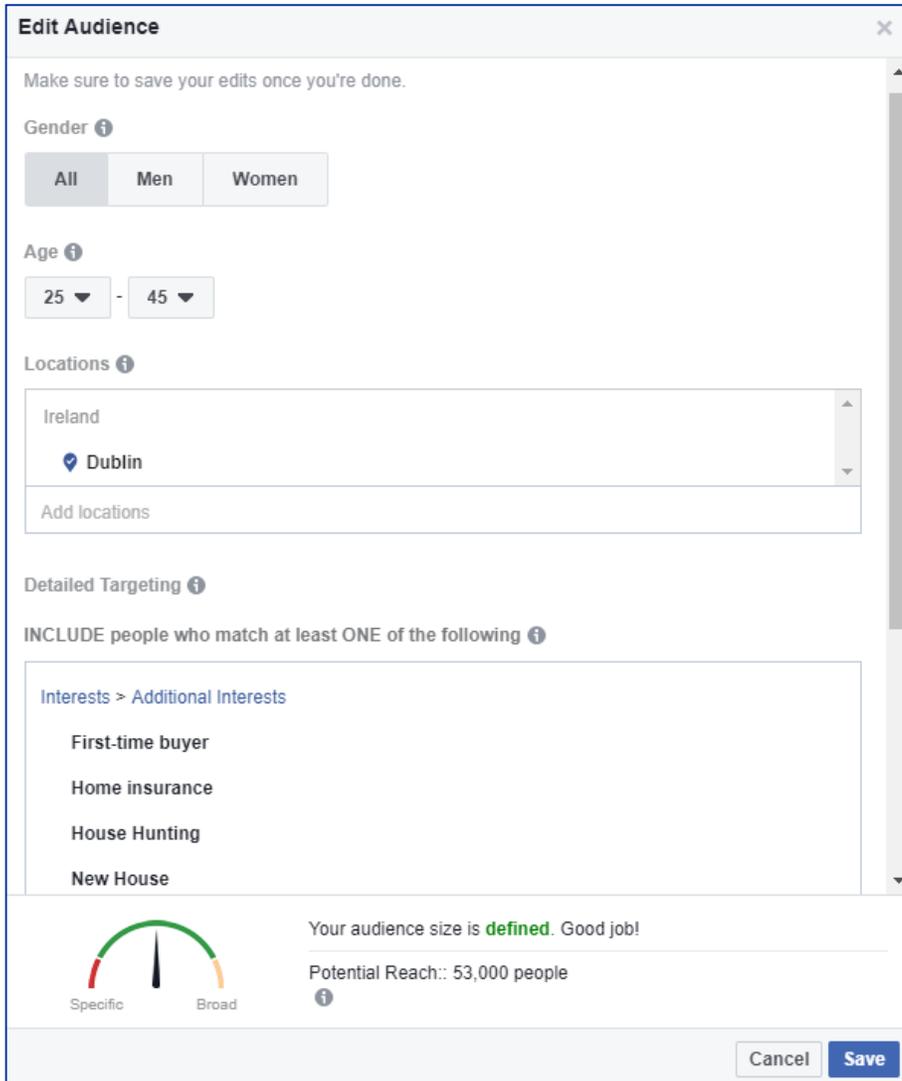
- The next step is to choose your audience
- Here you can target based on several factors including Gender, Age, Location and Interests
- Click Edit to choose your target audience
- Leave Automatic Placements switched on to show your ad on Facebook, Instagram and Messenger
- To choose only Facebook switch this off and check the box beside Facebook as shown below



Automatic Placements (Recommended) OFF
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Facebook
 Messenger

Social Ads – Boosting a Facebook post – Step 2



Edit Audience

Make sure to save your edits once you're done.

Gender

All Men Women

Age

25 - 45

Locations

Ireland

Dublin

Add locations

Detailed Targeting

INCLUDE people who match at least ONE of the following

Interests > Additional Interests

First-time buyer

Home insurance

House Hunting

New House

Your audience size is **defined**. Good job!

Potential Reach: 53,000 people

Specific Broad

Cancel Save

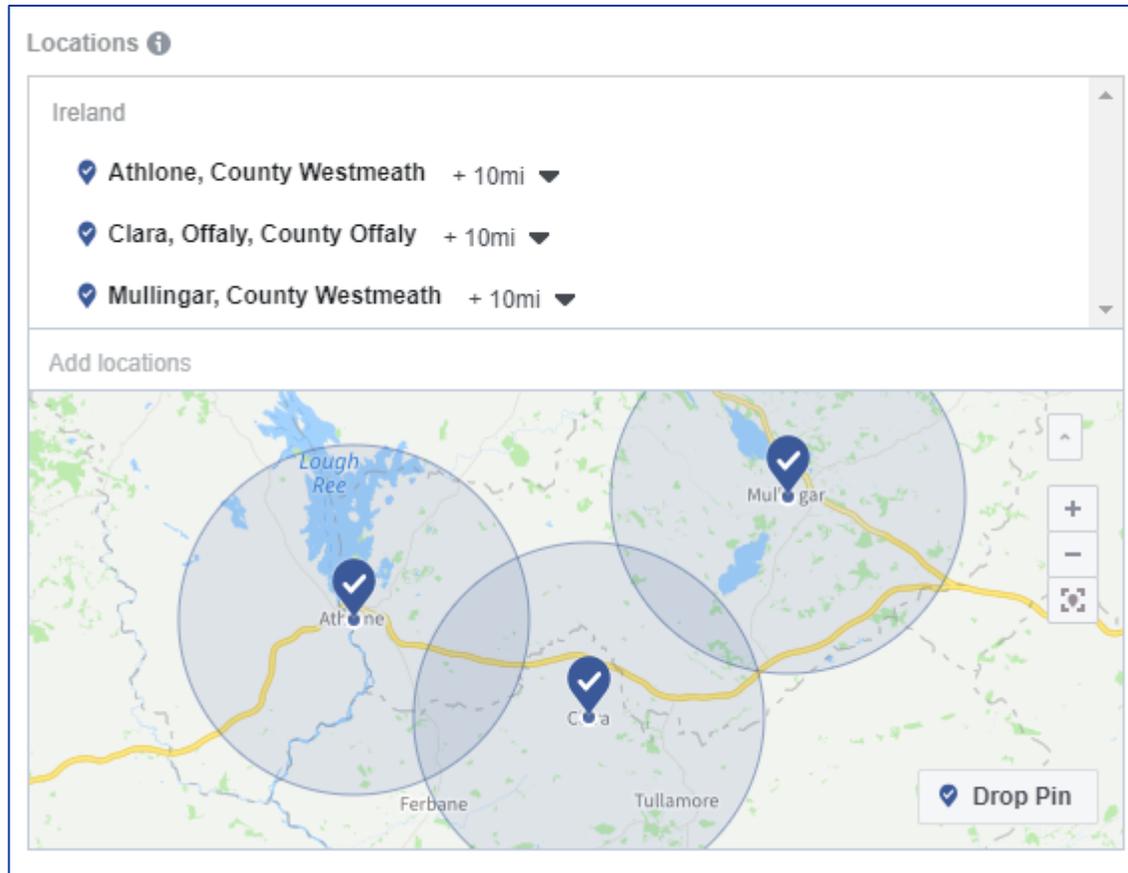
- To edit your audience simply select the gender or leave as all
- Select the desired age range
- Choose the location you wish to target. Here we can target a single or multiple locations
- We will cover Geo-Targeting on the next slide
- Choose the interests you wish to target by typing them into the search bar



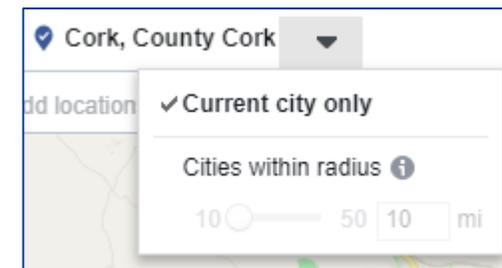
Add demographics, interests or behaviors | Suggestions | Browse

- Click Save

Social Ads – Boosting a Facebook post – Step 2



- Geo- Targeting gives the ability to target a single or multiple location
- Choose the location or locations you wish to target
- Set the radius around the location to 10 miles or more
- To choose only that town or city select “Current City Only”



Social Ads – Boosting a Facebook post – Step 3

Budget and Duration

This influences how many people you reach.

Total budget ⓘ

50.00 EUR

Estimated People Reached ⓘ

2,100 - 5,900 people per day of 56,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day | 7 days | 14 days | Custom

Run this ad until Dec 11, 2018

↗ You will spend an average of €7.14 per day. This ad will run for 7 days.

- The next step is to choose your ad budget and duration
- Scroll down after you have saved your audience until the menu on the left appears
- Enter the amount you wish to spend
- Enter the duration of 1 day, 7 days, 14 days or a custom duration
- Scroll down to add your payment details

Social Ads – Boosting a Facebook post – Step 4

 **Payment**

Review your payment details

Account

Zurich Ireland ▼

Payment Method

MasterCard  [Change](#)

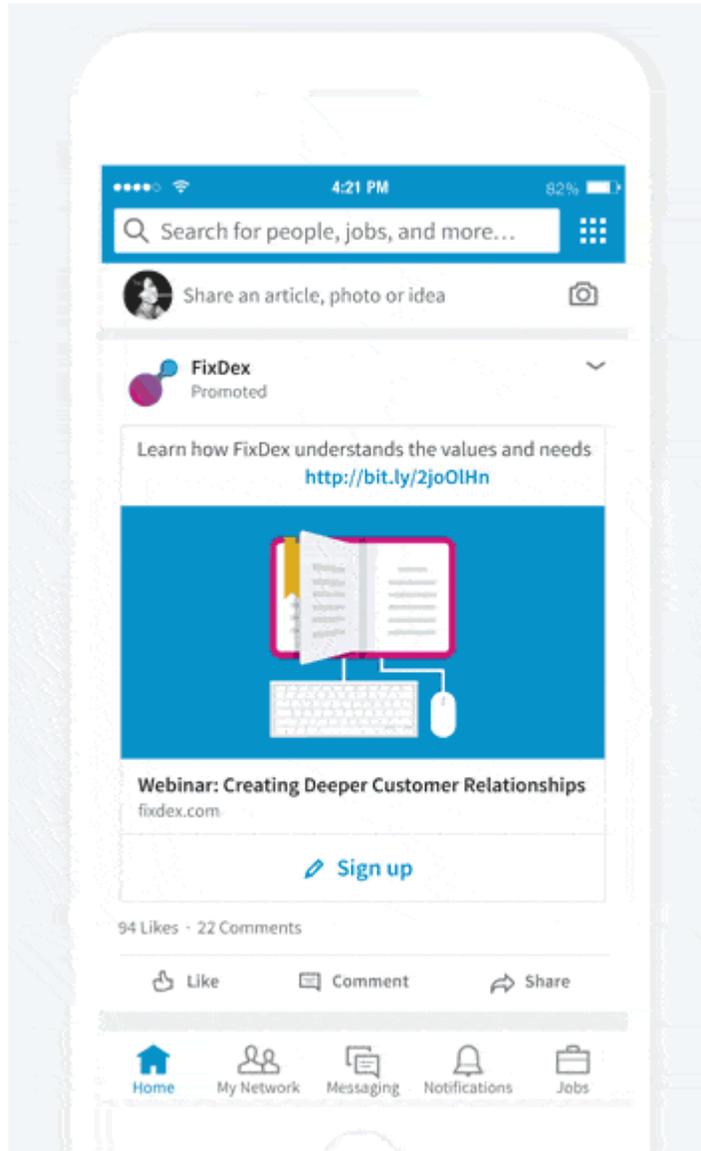
New! Get Updates in  Messenger.

Send me updates and tips for ads that are created and managed under this account.

- The 4th and final step is to enter your payment details
- If it's your first time to boost a post, you will be asked to add a payment method
- This can be a credit card, PayPal or direct debit from a bank account
- Once you have set up payments simply select the account you wish to use
- Select the payment method
- Click Boost Now to complete your ad

Boost Now

Social Ads – Other Ad Types



- There are many capabilities with social ads including:
- Click to call – Add a phone number and a Call Now button
- Lead Gen – Lead Gen Forms
- Messenger Ads – Drive customers to start a conversation in Facebook Messenger
- Creating these ads is a more detailed and technical process and requires a knowledge of each social channel's ad manager platform
- Once you have mastered the basics it may be time to look at creating these ad formats for yourself to generate calls and leads from social

SUMMARY



In Summary

1. Social Media is vital for content distribution, audience building and customer engagement
2. Social Media is the best place to find and attract new audiences who are not actively searching for your business or brand
3. Social Media is a great networking tool and can help establish you as an industry expert
4. Ads are highly targeted and each channel may be used to gain awareness, engagement, interest and leads for different audiences and products
5. Social Media is an important part of your overall digital marketing strategy

Thank you