



# SOCIAL MEDIA

## At A Glance



You know social media is an important element of a communications strategy – but where do you begin? And, what’s right and appropriate for your company and your audiences?

It’s important to start with a good understanding of each social media channel to understand which ones will be most effective to reach key audiences. In the context of your broader communications goals, there might be one or two best suited for your brand and you should focus your efforts as such.

If you’re thinking about getting social, or looking to ramp up your efforts, where do you start? Which channels should you put the most muscle behind? Here’s a quick and easy guide to help you get started.

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| <p><b>TWITTER</b></p>      | <p><b>What it is:</b> Twitter is an online news and social networking platform where users post and read messages restricted to 140-characters, which are called “tweets.” Twitter is well suited for those looking to share regular updates and “simple” insights that can be conveyed with 140 text characters.</p> <p><b>How to use it:</b> Twitter’s open dialogue makes it easy for brands to speak directly with their key audiences. Brands should both ask and answer questions and share non-promotional news and links that will align with the brand message and be helpful to their followers. Any good strategy will begin with monitoring of key influencers, competitors and customers to see how they engage with twitter.</p>   |
| <p><b>FACEBOOK</b></p>   | <p><b>What it is:</b> Facebook is a social networking website that enables registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues as Facebook “friends”. Posts can be longer and more in-depth than Twitter, photos and video links can be incorporated and Facebook business pages allow organizations to have one-on-one dialogues with their stakeholders. Private member groups are also a feature of Facebook.</p> <p><b>How to use it:</b> Facebook is the perfect channel to balance both business and fun. Post a combination of fun and engaging videos and photos paired with more serious company updates. Experiment with driving traffic to Facebook, generating posts, getting “liked” and hearing from your audience. Recently, Facebook has become an advertising channel via targeted ads that show up when people view certain content and pages on Facebook.</p> |
| <p><b>SNAPCHAT</b></p>   | <p><b>What it is:</b> Snapchat is a mobile app that allows users to send and receive disappearing photos and videos. It also allows users to create a Snapchat “story,”made up of a series of Snapchats that last for 24 hours. The app provides the opportunities for brands to showcase their personalities to stakeholders in fun, interesting and temporary ways.</p> <p><b>How to use it:</b> Snapchat’s live element makes it ideal for sharing real-time updates on-site at conferences, for launching new products or providing a behind-the-scenes look for followers. It also gives brands a chance to showcase corporate and employee personalities.</p>  |
| <p><b>INSTAGRAM</b></p>  | <p><b>What it is:</b> Instagram, which is owned by Facebook, is an online mobile photo-sharing site that enables its users to take pictures and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.</p> <p><b>How to use it:</b> Instagram’s visual nature presents a great opportunity for brands to showcase their unique company culture or aesthetic and highlight employee successes and achievements both in and out of the office – think promotions, marathons, marriages, new babies, etc.!</p>  |
| <p><b>LINKEDIN</b></p>   | <p><b>What it is:</b> LinkedIn is a social networking site that’s focused on business and employment opportunities. Because of its professional nature, LinkedIn provides the opportunity for businesses to communicate expertise and updates on products/services.</p> <p><b>How to use it:</b> In addition to sharing corporate news and company updates, it’s imperative to follow industry conversations closely and weigh in (or ask your executive to weigh in) on trending topics that are relevant to your business.</p>   |