



EBOOK

The All-in-One Social Media Strategy Workbook

The tools, networks, and tactics
you need to succeed



The All-in-One Social Media Workbook

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The All-in-One Social Media Workbook

The tools, networks, and tactics you need to succeed

Assess your social media presence

Before you create a social media marketing plan, it's important to conduct a social media audit. Taking stock of your current social media accounts and networks, as well as the number and efficacy of users and owners, will help you understand what efforts are working—and what are not. You can then pare down on inactive accounts, give permissions to responsible users, and begin your strategy with a clean slate.

[Download Hootsuite's social media audit template to get started.](#)

Social Media Audit Template

This template is to help you conduct a social media audit for your business. Follow these steps to execute your next social media audit.

Step 1
Create a spreadsheet and write down all the social networks you own and the owner for each.

Social Network	URL To Profile	Owner

Step 2
Go on Google and search up any other social media profiles that is representing your company that you don't own (imposters). Create a separate spreadsheet.

Social Network	URL	Owner	Shutdown Y/N

Social media strategy template

To help get you started, download our free social media strategy template.

Use this template to create a social media strategy to guide your daily activities. Answer key questions about your social media objectives, current status and profiles, content strategy, and how to measure success.

Download template:



STEP	QUESTIONS TO ASK	YOUR ANSWERS
1. Set your social media goals/objectives	What do you want to achieve with social media? Do your social media objectives align with your overall company vision, mission and marketing strategy? Are your objectives S.M.A.R.T. specific, measurable, attainable, relevant, and time-bound?	
2. Audit your current social media status	What social profiles do you currently manage? Is control over the passwords centralized? Should any accounts be deleted? What is the mission statement of each of your social profiles?	
3. Create or improve your social media profiles	Are your profiles filled out properly and thoroughly? Are all of the accounts and profiles on brand? Would a new visitor follow me after seeing this profile?	
4. Develop your content strategy	What types of content do you want to post to each social network? Who is the target audience? How often will you post content and how will you promote it? Do you have an editorial calendar and a social media content calendar?	
5. Use analytics to track progress and adjust your strategy as needed	Have you established the metrics by which you'll measure social media success? Do you have an analytics or measurement tool prepared to track these metrics? How often will you analyze your results? Are you prepared to quickly change your strategy in response to these results?	



Getting Started

In this chapter, you will learn about:

1 Four key points you need to consider before you create a social media strategy

2 The differences between popular social media networks

3 Best practices for the top social networks



4 key strategy considerations









Understand who your customer is and where to find them online. *My audience is comprised of women aged 25 to 35, so the primary social networks I should focus on (at least initially) are Facebook, Twitter, Pinterest, and Instagram.*

Create a mission statement for each social profile's purpose, tying this back to your business goals. Ex: I will use Twitter for customer service in order to promote customer loyalty.







Set a goal for each social profile and identify benchmarks for success. Ex: I want to increase new follower count on Facebook by 50 each month to amplify my brand and drive foot traffic to my brick-and-mortar business.

Develop a content strategy for each profile. Ex: I want to post 2 unique images on Instagram each day to increase engagement and positive sentiment around my brand.

Popular social networks

	Network	Number of users	Demographic information		More information
	Facebook	1.28 billion users	65% female / 35% male	48% of users aged 18-34, 31% aged 35-54	Social network leader with largest audience, large focus on interaction with friends and family
	Twitter	255 million users	62% female / 38% male	66% of users aged 15-34	Open network geared towards conversations via short messages (140 characters maximum)
	LinkedIn	300 million users	39% female / 61% male	60% of users aged 25-54	Social network geared towards building professional connections to aid career development
	Google+	1 billion users	30% female / 70% male	All users have Google accounts	Social network arm of Google's product offering, heavy visual focus.
	Pinterest	70 million users	83% female / 17% male	45% of users between 35-54	A place to build virtual collections of visual content pertaining to personal interests
	Instagram	300 million users	68% female / 32% male	90% of users under 35 years old	Platform for sharing visual content
	YouTube	1 billion users	Reaches more U.S. adults than any cable network	Predominant user base is 18-34 years old	Platform for hosting and sharing video content
	Foursquare	45 million users	40% female / 60% male	80% of users between 18-43 years old	Social network focused on geo-location based interaction

Best practices for top social networks

	Network	Focus	Frequency	Tip
	Facebook	Quality	5-10 per week	Aim for 2 posts per day to keep audience interested
	Twitter	Quantity	3-5 per day	One per hour is optimal
	LinkedIn	Formal, technical content	2-5 per week	LinkedIn posts get more traction during the work week
	Google+	Content relevancy	1 per day	Your posts give Google more content to index and enhance SEO rankings
	Pinterest	Compelling storytelling through images	3-4 per day	Pin both original content and repin engaging content from other users
	Instagram	Rich imagery	1-2 per day	There is no real fatigue with posting but ensure consistency week after week

Getting started with Twitter on Hootsuite

- Hootsuite allows you to work with multiple Twitter accounts in one place, making it easier to set up and view multiple streams and tabs. Hootsuite allows you to use Twitter functions like quick search and saving streams as you normally would, but with visibility into numerous accounts.
- Long-time Twitter user? Grade your Twitter in terms of social media marketing with Hootsuite's [Social Grader](#) tool. You can measure your reach, engagement, profile, and receive an overall grade on performance. Social Grader will also provide practical tips on how to improve your score.
- Pictures can help increase engagement and make your posts stand out. Post photos directly from Hootsuite by updating your picture upload preferences to pic.twitter.com. Photos posted through Hootsuite using pic.twitter.com will be automatically included in your Twitter profile's photo gallery and will be displayed at the full resolution supported on Twitter.com.
- Set up [monitoring streams](#) for your company's influencers, competitors, keywords, and your own brand. Streams are valuable for basic social listening, and help you track the social activity around your business and industry.
- [Geo-filter or geo-locate](#) your searches to listen to relevant conversations in a local area—specify the range of geo-tagged Tweets from 5km to 25km, for example (or the equivalent in miles). Narrow your search to industry-related topics, terms, or brand mentions within that range so you can deliver localized content that resonates with the right audience.

Anatomy of a great Tweet

Keep Tweets between 100 and 120 characters

so others can modify or add short notes before retweeting.

Take the time to write a proper sentence (yes, including grammar and punctuation) that fits within the character limit.

Encourage conversation and build your audience by posing questions to elicit curiosity, quoting others (with proper citation), and thanking those who mention you or pass your message along.

Twitter is the birthplace of the hashtag in modern social media usage. **Use the hashtag often**, and wisely. (Don't overdo it with the number of hashtags, though, or your Tweet won't get as much traction.)

Shorten links to get the most out of your Twitter real estate. Hootsuite's Ow.ly shortener doesn't just look pretty, either—it's a powerful tracking tool to see who's clicking on your messages, and from what region.

Bright, strong images that accompany Tweets increase engagement and retweets.

Maintain your own personality. You don't want to sound like a robot!



Getting started with Facebook on Hootsuite



- [Create a Facebook profile](#) if you haven't already. You will then need to create a Facebook page for your company. [Click here](#) to learn the difference between a Facebook profile and a Facebook page.
- Add your Facebook company page and any relevant Facebook groups to your Hootsuite dashboard. That way, all of your Facebook pages, groups, and (if you prefer) personal profile are all in one place.

Note: You don't need to connect your personal profile to be able to manage your company page.

- Create streams for "Inbound posts", "My posts", and "Messages" using the "Add a Stream" guide. You will be able to view, like, and comment on content posted to the company Facebook page, see what you've posted, and review and reply to any private messages sent to your company page.
- Add the "Unpublished" stream via the "Add a Stream" guide so you can manage Facebook ads directly in Hootsuite. Click the tab hosting your Facebook content in your streams, then add a new stream. Select a Facebook profile that will stream content, and finish by clicking the plus button inline with Unpublished.
- Customize link previews and text for any URLs you are sharing. This will avoid sharing links that look like they come from an untrusted source or that simply pop into their stream without additional information. Instead, you can build trust and engagement by pointing out the value of a specific URL to your audience.

Anatomy of a great Facebook post

Facebook has changed over the years from primarily text-based communication to a mixture of all kinds of media. Successful posts use short, interesting "teasers" (usually 2 or 3 sentences) for context along with colorful images, short videos, and links to other good content that followers will enjoy.

Stay positive. Facebook users tend to share and interact with inspiring, funny, and life-affirming pieces. Get creative by building your own memes with text overlaid onto unique images.

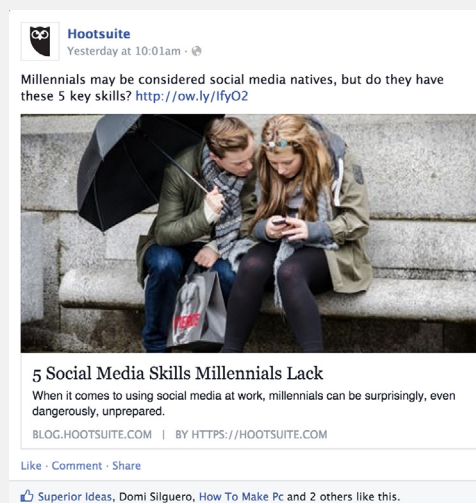
Pose questions, tell stories, and use language that encourages commenting and interaction with your page.

Images sized to **403 x 403 pixels** or higher will look the best in the newsfeed column.

Interact with your followers and fans, as well as other people who comment on posts in your feed. Organic conversation is a great way to increase engagement and build a loyal fan base.

Add comments to your older posts to bring it up in the newsfeed again. Great posts can have more than one chance at viral appeal.

Post often, but not too often. Use Hootsuite Analytics to research the perfect number of messages to post per day, and use AutoSchedule to publish them during optimal times.



Getting started with LinkedIn on Hootsuite

- If you haven't already, create a LinkedIn company page for your brand, with a focus on visual appeal. If no one at your company has prior experience on LinkedIn, there are structured training courses available. [Hootsuite University](#) offers a number of resources with information on how to manage and maintain your LinkedIn company page.
- After you've connected your LinkedIn company page to your Hootsuite dashboard, you can customize the streams to monitor your company, personal, and scheduled updates, as well as any relevant keyword searches.
- You can also separate important discussions that happen in LinkedIn Groups into individual streams. This way, you can monitor those discussions without the risk of having them pushed down in the stream as new discussions come in. To create individual streams, hover your mouse over the message you'd like to separate, click on the arrowhead, and then click Save Discussion as Stream. The stream will populate on the far-right side of all streams with "Comments" as the heading.
- Engage with your followers by starting a conversation. Post status updates that either link to rich content, invite discussion, or include creative and thought-provoking images, but be sure to stay on-brand and industry-relevant with every post.

Anatomy of a great LinkedIn post

LinkedIn is a business- and career-centric platform, so welcome the opportunity to offer your expertise on a subject that relates to your audience. Pretend it's a company dinner party—maintain your real, but professional, voice and don't be boring.

Keep it short. Two or three sentences is all you need for an intro before an external link. Give your audience just enough to know why you shared it and what it means to them.

Stay interested to be more interesting. Reply to those who comment on your posts and like any of their content that has value for you. Commenting on your own post can open up conversation as well, which leads to more engagement and increased visibility.

Tagging people or companies that you are connected to adds authority to your posts. Make sure the posts are related and will be welcomed by those you are tagging.

Don't forget the power of images on LinkedIn.

When you share a link, the main image is what your audience will see in their feed. A succinct, relevant message with a vibrant image will get more attention than a simple text-based post.

Hootsuite Media Inc. Get great tips from @Fairware about creating conversations through social.
<http://ow.ly/HM71M>



How Fairware Uses Hootsuite to Engage Clients Who Share their Values

ow.ly · Learn how Fairware used Hootsuite to monitor social channels to strengthen relationships with existing clients and draw the interest of new ones

Sponsor update

Like (9) · Comment · Share · 12 days ago

↳ Celso Aloisio Cestari, Mark Bakker +7

Add a comment...

Getting started with Instagram on Hootsuite

- Sign up for Instagram and [explore all the ways you can spruce up your photos](#).
- Download the [Instagram app](#) from the Hootsuite App Directory. After you've installed the app, add the stream to a new tab (or if you prefer an existing tab) on your dashboard.
- Add a stream for your own photos. This will make it easy to share and amplify your Instagram posts across your other social networks.
- Create a second stream for any relevant keyword searches you want to monitor. Note: You can be logged into multiple Instagram accounts at a time, which helps if you're managing Instagram for multiple clients or businesses.
- The quickest way to build a following on Instagram is to monitor and engage with different hashtags. To do this, see what popular hashtags your community is adding to their photos and engaging with. Research which hashtags other industry influencers or competitors are using, and then spend time each day monitoring the content of each tag.
- Collaborate with others on Instagram. Whether you're a blog featuring another blogger, a small business featuring another local company, or just an Instagrammer showing off your best friend, collaborations are an organic and natural way to increase followers for both of you.

Anatomy of a great Instagram post

Pictures are the heart and soul of Instagram, but the trick is to tell a story rather than simply focus on a product.

Use block colors ("blocks" of bold, bright shades from a palette of two or more colors) to make your images stand out from the rest.

Develop your brand's own recognizable visual style. You can start by consistently using one or two filters that fits with your company image.

Hashtags are integral to promoting your product, service, or brand on Instagram. Use industry- or location-specific hashtags—do some research on which ones are popular.

Start your own hashtag campaign by getting your friends and followers involved.



Getting started with Google+ on Hootsuite



- Like all social networks, Google+ gives you the opportunity to connect with a community of customers and fans on a very personal, social level. Unlike other networks however, Google+ also has significant impact on SEO and search traffic volume for your brand, which is why having a Google+ company page (not just a Google+ profile) is a good idea.
- To create a Google+ page, you must first have a personal profile ([create yours here](#)). From your profile you can click “Pages” in the left-hand menu, and you’re on your way.
- Once you’ve created and optimized your Google+ company page, connect it to your Hootsuite dashboard.
- See how users are engaging with your posts by adding an “updates” stream. This will also allow you to respond to comments on your posts directly from your Hootsuite dashboard.
- Don’t limit your content to your followers. With Google+ Communities, which you can access from the dropdown menu under your company name on Google+, you can reach a more niche audience interested in your content, products, and knowledge.

Anatomy of a great Google+ post

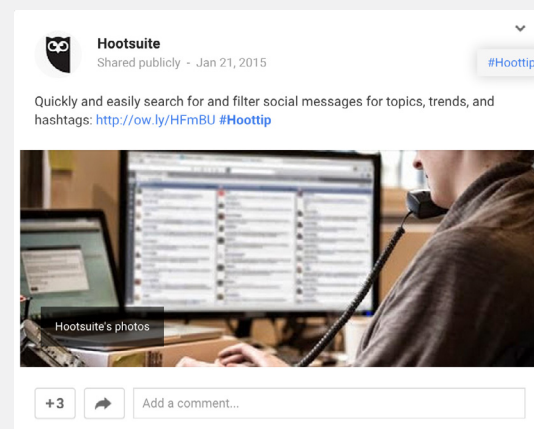
Google+ profiles and posts are rich with SEO potential. As Google adjusts its algorithms to reward unique, relevant content rather than keyword-stuffed ad copy, Google+ content is high on the list of discoverable material.

People love images on Google+. Include images wherever you can, and maintain an up-to-date photo gallery.

The +1 has become a virtual high-five across all platforms, so don’t forget to share the love on Google+. Be generous with your +1s (plus-ones?) to show interest in others and encourage engagement.

Relevant keywords and hashtags are important if you want your Google+ content to be easily found. Hashtags show up in regular search as well as Google+ search, and keywords are still an important part of how Google indexes and uncovers content.

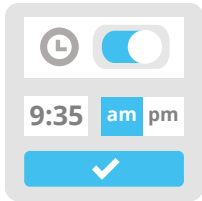
Google+ is better suited to slightly longer posts (four or five sentences) than other platforms because it is more easily picked up by the search engine. Also, it’s a great venue to share longer-form content as some argue the attention span is longer (less “noise”).



Scheduling content with Hootsuite

Whether you want to continue publishing content consistently regardless of staff schedules, need to organize your time to be more efficient each day, or are adhering to an editorial workflow that aligns with a content calendar, scheduling your content is an excellent way to keep everything on track.

Not only is scheduling helpful for efficiency and consistency, it also allows you to track how often you are publishing content to keep your followers engaged, not overwhelmed. Here are three ways to schedule social messages with Hootsuite:



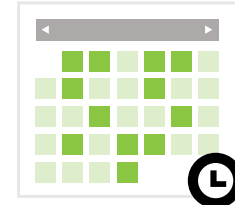
1. Manually schedule a single message.

Click “Compose Message”, add your content and any links, then select the profile(s) where you’d like the message to be posted. Click on the calendar icon to select the time and date for your message to be sent, then finish off by clicking “Schedule”.



2. Schedule messages in bulk.

By creating a comma-separated value file, such as an Excel spreadsheet or .csv, you can upload and schedule multiple messages at one time (bulk scheduling). These can be created using Google Docs, TextEdit, or TextWrangler. You can schedule up to 350 bulk messages at the dates and times that you specify. [Click here for a detailed walkthrough.](#)



3. Let Hootsuite’s smart algorithm pick the best time to send out your messages.

With AutoSchedule, you don’t have to guess what times are optimal to post your content. AutoSchedule does the work for you by choosing a time to schedule Tweets based on when they perform the best.

Setting up a profile image

Social media profiles for businesses are like storefronts. Without a professional, brand-appropriate image (along with a short, information-rich bio), your content might not get the attention it deserves. A profile with a strong image can also build trust in your company overall and help maintain the brand's visual style.

We've created templates for the top social networks with the optimal dimensions for profile images.

<http://blog.hootsuite.com/how-to-set-up-a-social-media-profile/>

Facebook



Twitter



Additional resources

Check out these resources for further insight into brand amplification strategies.

Read the Hootsuite blog for more tips and tricks:

[Twitter for Business ~ A Guide by the Hootsuite Social Media Coaches](#)

[How to Set Up Your Social Profiles](#)

[The Purpose of Each Social Media Profile: Blog](#)

[How to Create a Social Media Marketing Plan](#)

Log in to [Hootsuite University](#) and watch the following videos:

- SCMD 121: Introduction to Social Networks
- SCMD 125: Setting Social Media Profiles up for Business Success
- Lecture Series Webinar: How to Get Your Life Back: 4 Tips & Tricks to Effective Social Media Management
- Lecture Series Webinar: The Google+ Playbook: Building Engagement on G+ Pages & Communities with Scott Wilder from Google



Develop an Effective Content Strategy

In this chapter, you will learn about:

1 Understanding your brand position and voice

2 Creating a content calendar—and why it's important

3 Publishing content more efficiently with Hootsuite



Content strategy checklist

Understanding your brand's identity is an important first step to deciding on the content you should source or create. The answers to the following questions will inform your brand guidelines, which in turn influence your content strategy.

1. What is your brand positioning and voice?
2. What issues are important to your brand?
3. How do external parties refer to your brand, such as the media, industry experts, etc?
4. What is your community interested in when they aren't talking about your brand or directly to you?
5. Historical performance: What content has worked and what hasn't?
6. Search behavior: What do people search for when they are looking for your brand's products and services?

Why do I need a content calendar?

Planning, creating, and publishing content can be stressful and difficult to maintain if you aren't organized. We recommend creating a [content calendar](#) that brings all the necessary information into one easily accessible place. You will then be able to see everything at a glance—channels, authors, content types, topics, dates—and allocate resources accordingly.

Once your calendar is in place and is being used for a period of time, you'll be able to:

- See what content connects with your audience, and what is missing the mark, so you can adjust future plans for best results.
- Keep your contributors busy, but not overwhelmed. Resource allocation can be a real challenge, and a good content calendar will take the guesswork out of assigning tasks to the right people at the right times.

How to develop a content calendar

Decide on dates, times, author, audience for blog posts and social content.

Tie your content calendar closely to your business goals. For example, if your LinkedIn account is meant to drive leads, focus on lead generation content.

Create a content matrix that defines what percentage of your content is allocated to different types of posts. Consider breaking it down like this example, but using your own content types and overall social media strategy goals:

- 50% of content links back to the blog
- 25% curated from another source
- 20% drives content related to your business
- 5% is related to HR and company culture

Download our editorial calendar template



Publishing from Hootsuite



1. Download [Hootlet](#) for easy, one-click sharing of content from anywhere on the web.
2. Use [Suggested Content](#) to find engaging content based on keywords relevant to your company.
3. Add apps from the [Hootsuite App Directory](#), such as [Flipboard](#), [Trendspotttr](#), and [Content Gems](#), to your dashboard to discover trending content.
4. Never miss another update from your favorite blogs with the [Hootsuite Syndicator](#), which lets you bring these sites straight into a stream in your Hootsuite dashboard simply by plugging in their RSS feeds.
5. Once you've added your own website's RSS feed, add one or two favorite feeds into Hootsuite so they automatically publish using the [RSS/Atom](#) feature.
6. The Hootsuite Publisher calendar view gives you many options to manage and edit your content, depending on your preference.

Additional resources

Check out these resources for further insight into developing an effective content strategy.

Read the Hootsuite blog:

- [The Importance of Developing a Content Strategy](#)
- [Beginner's Guide to Content Curation](#)
- [4-Step Guide to Efficient Content Curation](#)
- [Social Media Tips to Enhance your Content Marketing](#)
- [How Social Media Affects SEO](#)

Log in to [Hootsuite University](#) and watch the following videos:

- SCMD 161: Generating and Sharing Content Effectively
- Lecture Series: Content Marketing with Hootsuite and LinkedIn
- Lecture Series: Hootsuite and LinkedIn: Does Your Content Make An Impact?
- Lecture Series: Top 10 Ways to Improve Audience Engagement on Twitter: A Hootsuite Guide for Small to Medium Businesses



Driving Engagement

In this chapter, you will learn about:

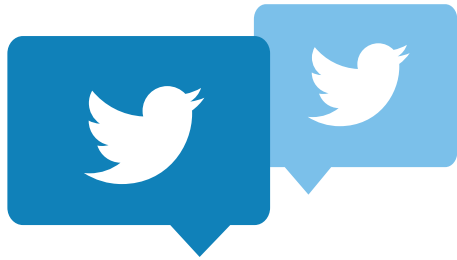
1 5 strategies that will help drive engagement

2 Tips on how to increase engagement for top social networks

3 The must-have apps for increasing engagement



5 strategies that will help drive engagement



1. Create dialogue with your customers by following up on comments on your published content.
 - a. Build a private list of Twitter users you've engaged with and continue to build on those relationships. There is great potential to turn contacts into customers.
 - b. Engage in deep listening.
 - i. Monitor for @mentions and be timely. [71% of consumers](#) who receive a quick brand response are more likely to recommend that brand to others.
 - ii. Listen to keywords relevant to your brand and industry, and proactively reach out to potential customers.
2. Measure what content your audience is engaging with most to learn what works.
3. Share, mention, and compliment other people's content that you like. You will create new relationships and add value to your own content by showing that you're engaged as well.
4. Attach images to your Tweets to help improve engagement. Tweets with photos average a [35% boost](#) in retweets.
5. [Participate in Twitter Chats](#) to learn from others and converse with your audience.

Tips on how to increase engagement

Twitter:

Tweets that contain photos average a 35% boost in retweets. Remember to keep messages at least 20 characters under the limit to allow for retweets and comments.

Facebook:

Short text posts are being favored by Facebook's algorithm, which means they show up more frequently. However, the algorithm may change—and your audience may change how they interact with Facebook posts that use shorter amounts of text—so it's worth adjusting your engagement strategy as needed.

LinkedIn:

Engage your audience by asking relevant questions and be sure to follow up on comments as soon as possible to keep the conversation going, whether the comments are on your company page, in specific groups, or your published posts.

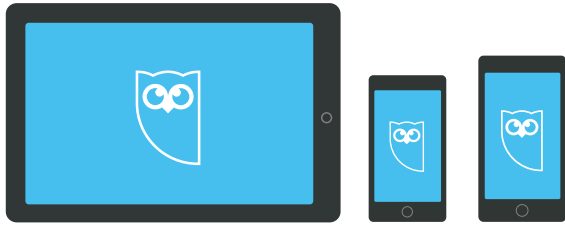
Google+:

Try posting "how-to" posts tailored to your audience, as these have been shown to be most successful on the Google+ platform.

Instagram:

Remember: you're posting about your brand, so share authentic, brand-specific "insider" photos for higher engagement rates.

Must-have apps and must-do's for your Hootsuite dashboard



Download the [Hootsuite Mobile App](#) so you can engage with your followers and fans on the go.

Add useful apps directly from the [Hootsuite App Directory](#) into your dashboard. For example:

- [JustUnfollow for Twitter](#) lets you check relationships between Twitter profiles, copy followers from other similar accounts, and more.
- [Reddit Keyword Monitor Pro](#) looks at every post and comment to see who's talking about your brand, business, or competitors.

Set up [geo-located monitoring searches](#) on Twitter for your area. The more local conversations you are able to listen in on (via geo-tagged Tweets), the easier it is to understand what's important to your followers.

[Filter streams by keyword](#) to further refine your search.

Add [URL parameters](#) to your search so you can see exactly which type of post is driving the most engagement.

Additional resources

Check out these resources for further insight into engagement strategies.

Read the Hootsuite blog:

- [Small Businesses Can Increase Twitter Engagement With Twitter images](#)
- [Social Media Engagement - Are You Doing it Right?](#)
- [Advanced Twitter Search Tips to Increase Customer Engagement](#)
- [How to Find Social Media Influencers](#)

Log in to [Hootsuite University](#) and watch the following videos:

- Lecture Series: Top 10 Ways to Improve Audience Engagement on Twitter: A Hootsuite Guide for Small to Medium Businesses
- Lecture Series: How to Turn Leads into Customers on Twitter with Twitter's SMB experts
- Lecture Series: Relationships that Drive Results: 5 Key Steps to Engaging Followers on LinkedIn



Amplify Your Brand

In this chapter, you will learn about:

1 Using hashtags to increase brand awareness and discover trending topics

2 Proven tactics for brand amplification

3 Best practices for the top social networks



Brand amplification



- Optimize your social media profiles with consistent avatars and handles, but use custom information like your company bio on individual social networks.
- Add links to your social profiles across your web properties (website, blog, business card, signature, etc.)
- [Find top influencers in your industry](#) and interact with those who have previously shared your social content.
- Encourage employees and colleagues to share company-related content on their own social networks by posting interesting material (blog posts, unique images, etc.) that their followers would enjoy as well. Broadening content beyond product mentions allows you to connect with new audiences, amplifying your reach organically.

Tips and tricks for brand amplification

Check out these resources for further insight into engagement strategies.

Read the Hootsuite blog:

- [Small Businesses Can Increase Twitter Engagement With Twitter images](#)
- [Social Media Engagement - Are You Doing it Right?](#)
- [Advanced Twitter Search Tips to Increase Customer Engagement](#)
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Hashtags for brand awareness

Create a hashtag specific to your business and use it as your central business tag on every social channel (ex: KitKat uses #HaveABreak to connect the traditional candy bar slogan with the company's social efforts).

Encourage people to share your hashtag. When your customers share photos of your product, you receive authentic images of real people enjoying your business.

Monitor the hashtag across your social networks and engage with or respond to customer mentions. Quick action is integral: customers expect immediate responses on Twitter (1 to 2 hours).

Use the magnifying glass icon (search) on the right side of your Hootsuite dashboard to see if your hashtags are being used by anyone else. (Or a tool like [RiteTag](#).)

Create campaign-specific hashtags to spread the word on contests or promotions.

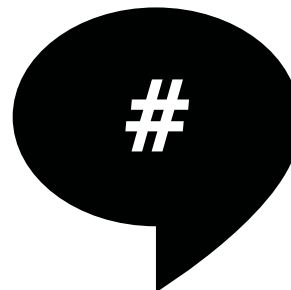
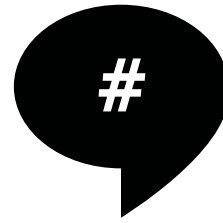
How to discover trending content

Hashtags are a great way to discover what people are talking about on social media. It is important, though, to know the dangers of wading into a topic that could turn negative. Check out our [How to Use Hashtags](#) blog post for best practices and tips.

Find trending topics on Twitter and Google+ (these trends are often happening simultaneously on Facebook and Instagram) that you can track by creating streams in your Hootsuite dashboard to monitor for the associated hashtags.

Tag relevant keywords relating to a product or service (*#roomforrent*), lifestyle (*#recipeoftheday*), event (*#TEDTalk*), or location (*#EastVan*) to expand your reach to a qualified user group searching for this type of content.

Be specific with your hashtags. Targeting a smaller audience interested in your topic gives you a greater chance of improving engagement and sentiment around your brand.



Pro Tip

Develop and nurture your following without burdening the audience by following the rule of thirds when it comes to social content:

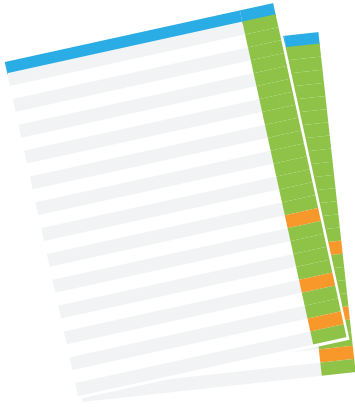
- 33% should promote your business, convert readers, and generate profits.
- 33% should surface and share ideas from thought leaders/pioneers in your industry or like-minded businesses.
- 33% should be based on conversing with others and building your brand through engaging with people.

Sticking to the rule of thirds will keep your audience engaged, informed, and interested in what you have to say.

The Rule of Thirds:



Automatically schedule your content



Save time by bulk uploading your content and have it automatically scheduled in your Hootsuite dashboard.

Use this template to create a series of social messages you would like to share. Add the date and time you would like each message to be scheduled, include the content in a separate column, and include any relevant links in another column, then simply hit upload.

Download bulk upload template:



Additional resources

Check out these additional resources for further insight into engagement and amplification strategies.

Read the Hootsuite blog:

- [The Do's and Don'ts of How to Use Hashtags](#)
- [How Social Media Turns Your Employees Into a Secret PR Army](#)
- [How To Increase Twitter Engagement With Twitter Images](#)

Login to [Hootsuite University](#) and watch the following videos:

- SCMD 162: Growing Your Online Community
- Lecture Series: How to Amplify Your Paid & Earned Social Media with Storify with Xavier Damman, CEO of Storify
- Lecture Series: Be Local Everywhere - Growing Your Online Community with Dave Olson from Hootsuite
- Lecture Series Webinar: Social Media 101 for Nonprofits: Building a Thriving Community



Measuring Your Brand

In this chapter, you will learn about:

1 Measuring your social efforts

2 Finding—and compiling—the most relevant data using Hootsuite Analytics

3 Social analytics in action



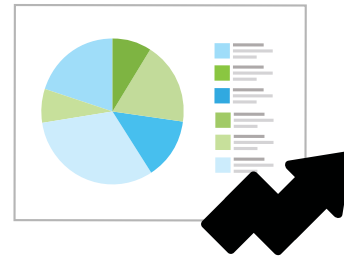
How to measure your social efforts

All of your hard work and planning around social media could go unappreciated or unnoticed within your company if you don't have the proof that it's working. Showing the results of your efforts starts with setting goals around your initial strategy, then measuring the progress.

Tie your overall social strategy to company goals. Every business has its own set of metrics, but some of the most common include:

- Reach, or the potential audience for a message based on total follower count
- Leads generated by your social posts
- Sign-ups (or conversions) for your product(s) or service(s)
- Revenue tied back to your social posts
- Select a social media analytics tool, such as Google Analytics or Hootsuite Analytics.
- Use a URL shortener like Ow.ly that can track who is clicking on your content and from what region.
- Create a custom report and determine how frequently you will review social media metrics (weekly or monthly, for example).
- Measure what's working and what isn't, and optimize your strategy based on the insight you've gained from the data you're tracking.

Finding the data you need with Hootsuite



1. Get started with Hootsuite Analytics through this [Onboarding Resource Center](#).
2. Custom reports can be built using a variety of analytics modules and customized to your business goals. View this [3-minute video](#) on how to build a custom report.
3. Enhance your social analytics with key analytics apps:

Twitter Analytics:

- [Riffle Twitter Insights](#)
- [Twtrland](#)
- [Demographics Pro for Twitter](#)

Instagram Analytics:

- [Iconosquare](#)
- [Vidpiq](#)

[YouTube Analytics](#)

See social analytics in action

Success using social media means tying your social efforts back to the success of your business, which is most easily done through social media analytics.

A good example of this is a month-long campaign that MediaLeaders launched for the Palms Hotel. They tracked their social media activity end to end, and by linking room bookings back to specific social messages using Hootsuite and Google Analytics, they were able to show the revenue of a single social message.

You can replicate this by tracking revenue from your own social outreach efforts. Get started with this 5-Step Campaign Checklist.

5 Step Campaign Checklist

1. Set your campaign goals and build your marketing plan (content strategy and media mix)
2. Make sure your goals are set up in Google Analytics
3. Set custom URL parameters in Hootsuite
4. Post all social messages through Hootsuite to ensure all links are being tracked
5. Once the campaign is completed, check its impact on engagement with Hootsuite Analytics and on conversion with Google Analytics

Additional resources

Check out these resources for more insight into measuring the effectiveness of your social media activity.

Read the Hootsuite blog:

- [How to Measure Your Social Media ROI](#)
- [How to Use Twitter Analytics for Business](#)
- [Social Media Metrics for Small Businesses](#)
- [Social Media Reporting for Social Media Managers](#)
- [Hootsuite Analytics: Best Practices to Measure Social Media for Business](#)

Log in to [Hootsuite University](#) and watch the following videos:

- Lecture Series: 5 Ways to Measure Success on Twitter with Hootsuite
- Lecture Series: Storytelling on Tumblr: How Great Brands Create, Engage & Measure Success with Ari Levine from Tumblr
- Lecture Series: How to Use Social Video to Drive Results with Cameron Uganec from Hootsuite
- Lecture Series: Becoming an Effective Brand Publisher: An Analytics Driven Approach



Ongoing Learning

A concrete social media strategy—one that takes into account the different social media platforms, your unique brand voice, and other factors such as which social metrics matter to you—is an important step in gaining solid benefits from social media. But your efforts won't stop there, and we're here to help as you move into the next stages.



Check out [Hootsuite University's complete lineup of courses](#). We're always adding more!



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Add another layer to your expertise with the [Advanced Social Media Strategy Certificate \(ASMS\)](#), co-sponsored by Hootsuite and The Newhouse School at Syracuse University, NY.