

Own the Social Sphere

Your ultimate guide to social media

Connections that **Matter**

No matter your industry, connecting with your audience is central to building your brand, running your business, and having a well-rounded marketing strategy. It's not just **what** you say but **who** you're saying it to, as well as **where**, **how**, and **when**.

Social media is a chance for you to make the connections that will help you thrive in your business and as a marketer. By focusing on how to develop content that clicks, you'll find your business will flourish with your following.

What you'll learn:

- 03** Start with a social media audit
- 05** Know your audience
- 08** Select the perfect channel
- 09** Set goals and develop social media campaigns
- 12** Create content that clicks
- 14** Social campaign worksheet
- 17** Social media best practices
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- 22** Metrics glossary
- 23** Measure social impact

Conducting a Social Media Audit

A social media audit allows you to assess your current social media channels and see how they are performing against your business goals. By evaluating your social media accounts, you can easily identify what is working well, what needs improvement, and what can be eliminated.

Use this worksheet to audit your current social media accounts. Gain insights about how your social media strategy is currently working and get an idea of what you can improve on for the future. Tip: Make a fresh copy for each channel you currently use.

Platform: _____ Most Recent Post Date: _____ Total # of Published Posts: _____

Goals:

1. _____
2. _____
3. _____

Hashtags:

KPIs:

1. _____
2. _____
3. _____

Notes:

Followers

Impressions

Engagement change*

Top performing
content types

Top 5 best
performing posts

Likes

Reach

Follower change*

- 1.
- 2.
- 3.
- 4.
- 5.

- 1.
- 2.
- 3.
- 4.
- 5.

Shares

CTR

Were goals achieved?

Yes No

*Change since last audit
**See page 22 for a metrics glossary

Questions to Ask Yourself:

1. What type of content is achieving my performance goals? (video posts? reels? stories?)
2. If your goals were not achieved, why do you think that is?
3. What type of content has the highest engagement?
4. Are the posts/content getting the same response on each platform?
5. Does certain content perform better on one platform than others?
6. Is one platform performing better?
7. How have your follower and engagement metrics changed over time? Have they gone up or down?
8. Are your posts aligned with your brand voice? If not, are the posts aligned with your brand voice performing well?

Auditing Your Competitor's Accounts

Auditing your competition is a great way to stay on top of trends and target potential customers. In auditing your competitors' accounts you'll want to pay attention to:



Account followers

(Total followers and influential accounts followed)



Post Engagement

(High and low)



Hashtags Used

(Pay attention to the top hashtags used)



How Often They Publish



Content

(Type and messaging of top performing pieces)

Competitor: _____

Platform: _____

Total Account Followers

Influential Accounts Followed

- 1.
- 2.
- 3.

Post Frequency

Engagement rate

Audience growth*

Hashtags used

Most recent post date

Total # of published posts

Top 5 best performing posts

- 1.
- 2.
- 3.
- 4.
- 5.

Platform: _____

Total Account Followers

Influential Accounts Followed

- 1.
- 2.
- 3.

Post Frequency

Engagement rate

Audience growth*

Hashtags used

Most recent post date

Total # of published posts

Top 5 best performing posts

- 1.
- 2.
- 3.
- 4.
- 5.

Platform: _____

Total Account Followers

Influential Accounts Followed

- 1.
- 2.
- 3.

Post Frequency

Engagement rate

Audience growth*

Hashtags used

Most recent post date

Total # of published posts

Top 5 best performing posts

- 1.
- 2.
- 3.
- 4.
- 5.

Know Your Audience

Marketing means nothing without an audience. You want your messages, designs, and videos to be seen and, more importantly, to be seen by the right people — those who are primed to engage with your content and take an interest in your business. These people are your target audience.

Social media marketing is no different. Finding the right target audience is key to building a successful presence in the social sphere.

Determining Your Target Audience

To understand who your target audience is on social media, you'll need to take the time to research, refine, and repeat.

1

Research

Data is everything when it comes to developing a quality target audience. You'll want to make some educated guesses about who your social media target audience will be based on your current customer base, but then you're going to have to back them up by collecting the appropriate data as you test and refine your audience target.

2

Demographic data

The first step to determining your target audience is to take a deep dive into the demographics of your current customers. Think about the people who are purchasing your products or booking your services. Some demographics you'll want to pay attention to are:

Age | Income | Gender | Location | Job/Career

3

Search out your audience

As you recognize what your customer base looks like you'll have a good understanding of the type of users to gear your content towards online. The first step is to find where your audience is hanging out online. Remember that your audience might not be present on every platform.

4

Find your competition

Use your competition as fuel for your social media marketing efforts. Find competitors within your industry and see what kinds of content they are posting and who their audience is.

5

Repeat and refine

It's important to remember that your audience will grow and change as your business does. Keep your finger on the pulse of what's happening in your social sphere by repeating the cycle every quarter and refine your target audience(s) when necessary.

How to Attract Followers

Getting people to notice your business takes work and attracting followers can seem like a tough challenge. But fear not, we've got you covered with some top tier tips and tricks to help you peak potential customers' interest and see your follower count skyrocket.

1

Start with your base

When you first create your social media accounts, start with your base to attract followers. This includes your friends, family, and current clients. Ask your base to follow your accounts and spread the word about your business.

2

How to grow beyond your existing base

Once you've tapped into your stores of loyal fans, it's time to figure out new ways to grow your social following. Hashtagging, following relevant accounts, and sharing links to your other marketing and social channels will help you to expand your social reach.

3

Hashtagging

Hashtags are a great resource to getting your content seen by potential customers. Tag your content with no more than ten relevant and/or trending hashtags to make sure your content is easy to discover. Sources like WhatTheTrend (@WTT) will teach you [how to find hashtags](#).

4

Follow relevant accounts

Following user accounts and business accounts relevant to your brand can help you grow your presence and expose your content to new customers. Just be sure to follow credible accounts, don't purchase followers, and don't follow a ton of accounts in one visit (you'll end up looking like a bot).

5

Cross-channel CTAs

Encourage customers to follow your social media accounts by adding clickable links or QR codes to your email marketing, print materials, and website.

Target Audience

It's not enough to craft quality content, you have to make sure that your content is seen by the people who are primed to engage with and invest in your business. Use this worksheet to outline your target audience(s) for each platform you intend to use.

1. Who is your target audience:

ex: Students and local young families who like good coffee and pastries

2. What is their age:

3. Gender:

4. Audience goals:

ex: To get caffeinated, be a part of a tight-night community, to eat really good food

5. Values:

ex: Supporting the local community, work-life balance, intellectualism

6. Social Media Platform(s):

ex: Instagram/Facebook

Select the Perfect Channel

The world of social media is vast and varied. Different channels attract different users, host different types of content, and have different standards about what posts appear at the top of your feed. Use the data below to help you select the perfect channel for your business.

Facebook

Demographics

Average Age: 25-35

Gender:
43% female, 57% male
(no other genders measured)

Time spent per day:
33 minutes

Content Types

- Sharing events
- Webinars
- Company updates

Twitter

Demographics

Average Age: 18-29

Gender: 38.4% female,
61.6% male
(no other genders measured)

Time spent per day:
31 minutes

Content Types

- Customer service queries
- General updates
- Memes

Instagram

Demographics

Average Age: 25-34

Gender: 48.4% female,
51.8% male (no other
genders measured)

Time spent per day:
29 minutes

Content Types

- Memes
- Video content and reels
- Event showcase and promotion, bite-sized content, hints and tips

LinkedIn

Demographics

Average Age: 25-34

Gender:
48% female, 52% male
(no other genders measured)

Time spent per day:
22% of users access the
network daily

Content Types

- Blog
- Podcasts
- Company announcements

Pinterest

Demographics

Average Age: 50-64

Gender:
78% female, 22% male
(no other genders measured)

Time spent per day:
14.2 minutes

Content Types

- Product-centric posts
- Ideas to inspire product use
- Mood boards

TikTok

Demographics

Average Age: 10-19

Gender:
61% female, 39% male
(no other genders measured)

Time spent per day:
89 minutes

Content Types

- Brand awareness content
- Product demos
- Customer testimonials

YouTube

Demographics

Average Age: 50-64

Gender:
78% female, 22% male
(no other genders measured)

Time spent per day:
14.2 minutes

Content Types

- Product demos
- Customer testimonials
- Event recaps
- Q&As
- Business ads

Set Goals and Develop Social Media Campaigns

Once you know what social channels you want to focus on, it's time to start developing your goals. Each social media campaign you create should align with a goal you have for your business.

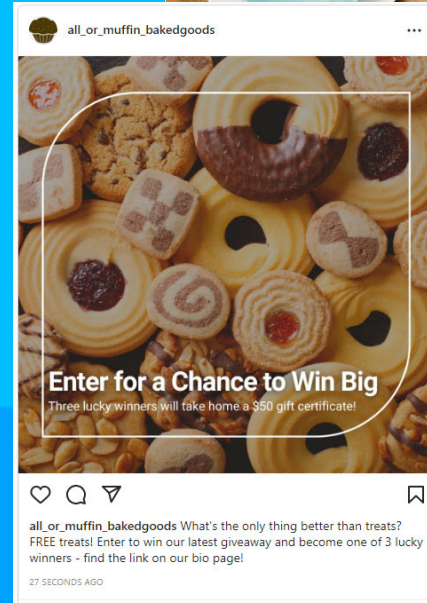
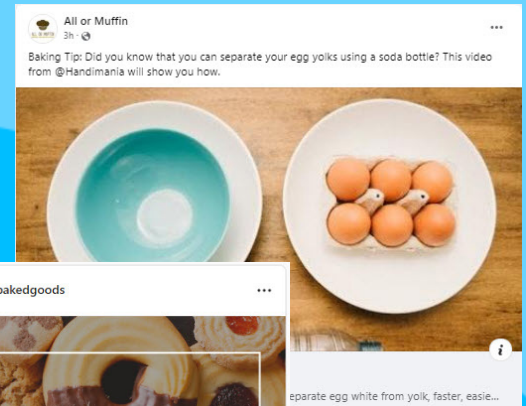
When setting your goals remember to make them SMART goals (Specific, Measurable, Attainable, Relevant, and Time-Bound). Need ideas? Here are some common goals to structure your campaigns around.

Drive Awareness

Increases familiarity with your business, product, or service. Can also increase your social following.

Goal: Educate and boost public awareness

- Q&A interviews
- Questions
- Fill-in-the-blanks
- Behind-the-scenes media
- Tips and tricks
- Content promotion
- News
- Company info
- Giveaways
- Contests
 - Enter-to-win
 - Share-to-win

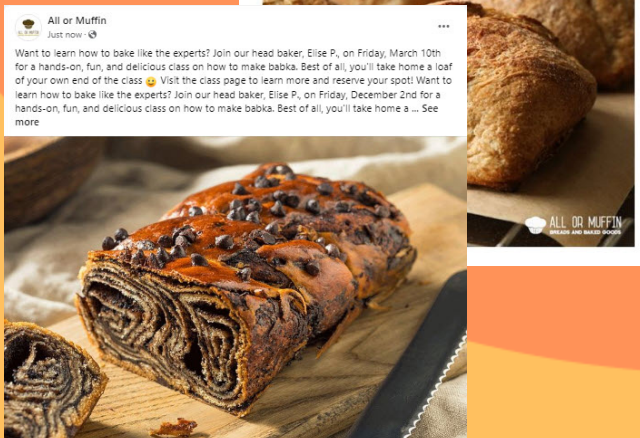
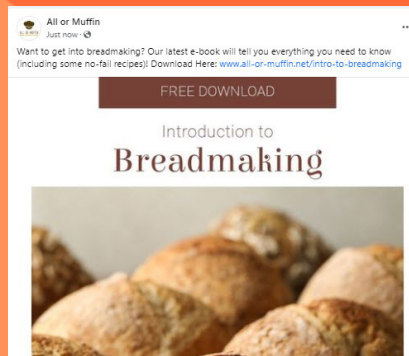


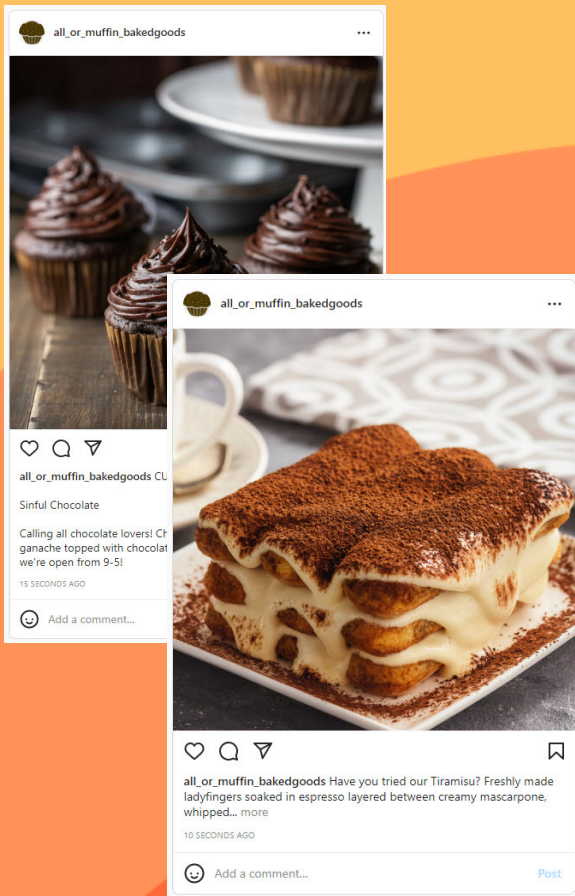
Grow Contacts

Invites customers/prospects to connect with you via email through sign-up forms or other lead-generation pieces.

Goal: Educate and boost public awareness

- Contests
- Enter-to-win
- Downloadable content
- Email opt-in
- Event RSVPs





Promote Product/Service

Alerts customers and prospects to a product launch, service expansion, brand initiative, or promotion.

Goal: Increase revenue or acquire new customers

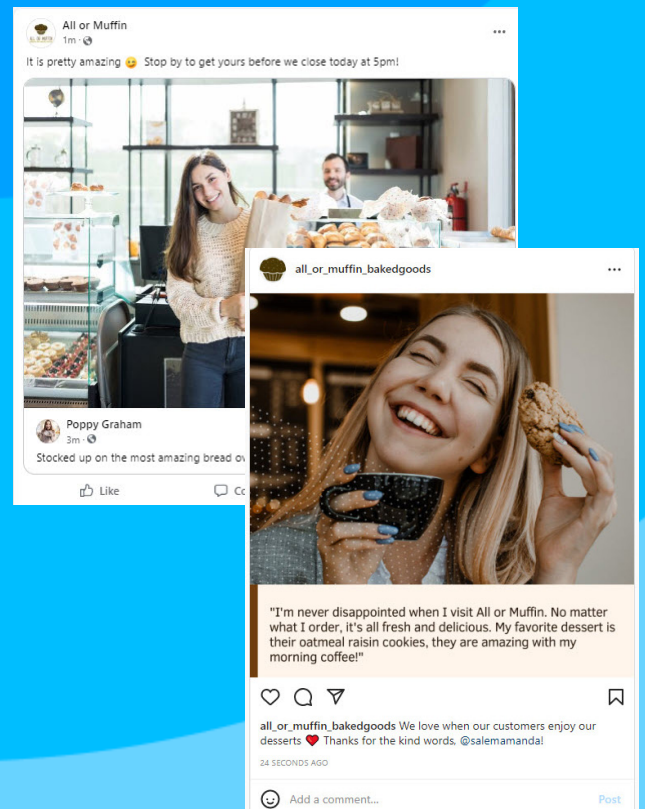
- Ads
- Promotions and sales
- Product features (images/video)
- Customer testimonials
- Product teasers/previews
- Tutorials
- Fundraising kickoff

Customer Advocacy

The digital version of word-of-mouth advertising.

Goal: Establish long-lasting customer relationships, boost brand awareness, and increase sales by amplifying positive customer experiences.

- Customer stories/quotes
- Polls/voting
- User-generated content
- Product reviews



Social Media Goal Planning

Use this worksheet to develop social media goals. Set your goal and outline the actions or posts that will help you achieve your goals.

Goal 1:

Actions/posts

1. _____

2. _____

3. _____

4. _____

5. _____

Goal 2:

Actions/posts

1. _____

2. _____

3. _____

4. _____

5. _____

Goal 3:

Actions/posts

1. _____

2. _____

3. _____

4. _____

5. _____

Example:

Goal 1:

Increase brand awareness

Actions/posts

1. Baking tips carousel

2. Coffee art pictures

3. History of our company
video

4. Coffee brewing
techniques reel

5. _____

Goal 2:

Increase follower count

Actions/posts

1. Favorite coffee
photo contest

2. Product giveaway

3. Coffee roasting 101
event

4. _____

5. _____

Goal 3:

Increase sales

Actions/posts

1. Coffee sale
promotion post

2. New drinks
highlight posts

3. _____

4. _____

5. _____

Create Content that Clicks

Once you know where to post, it's time to figure out what you want to say and when you want people to see your message.

Develop a content calendar

The first place to start is with your content calendar. As you plan out content, ensure to account for consistency in posting but include various content types to keep your audience engaged. It's okay to have spaces in your content calendar. Social media is a fast and evolving marketing channel; there's always room for doing things on the fly. Leave room for current trends while maintaining a regular schedule.

Repurposing content

As you watch your content flourish on the web, take note of the pieces that can be repurposed for future use. Remember there is no use in reinventing the wheel — when content works, it works.

Here are some ideas on how to repurpose your content:

1

Turn blog post content into an Instagram carousel

2

Create an infographic or checklist from a popular guide or ebook

3

Take a step-by-step guide and turn it into a video

4

Share your email newsletter to your feed

The Keys to Content Success

The good news is you're not in your social media journey alone.

Copywriting: What you say matters, so it's essential to think about the kind of stories your audience wants to hear, in addition to what you want them to know about your business. To help you get off the blank page, consider playing around with [AI technology](#), just remember that the content and creativity is ultimately up to you.

Imagery: Photography, video, and design help people to see what your brand is all about. Original images are best to help you show off the personality of your brand, but if you don't have access to high quality original images, there are some free and paid for stock image websites, like [Unsplash](#), [Shutterstock](#), [Pexels](#), and [Adobe Stock](#).

Scheduling: Consider investing in [social media scheduling software](#) to save time and resources. Scheduling allows you to plan out content in advance and gives you a better bird's eye view of what kinds of posts you got planned across channels.

Social Campaign Planning

Use this worksheet to help you develop a social media campaign. Enter your goal and outline the posts you'll create to achieve it.

Campaign Goal: _____

	Post 1	Post 2	Post 3
Content Type			
Caption/Message			
Call to action			
Links			
Post Date			
Design Ideas			
Social Channels			
Hashtags/Keywords			

Example:

Campaign Goal: Event signups

	Post 1	Post 2	Post 3
Content Type	Static design	Video reel	Image carousel
Caption/Message	Get ready to get your bake on! Our strudel class is coming up soon. Save your spot today.	This apple strudel can be yours, made with your own two hands when you sign up for our strudel class. Only a few spots left!	This is your last chance to sign up for Bakeshop's apple strudel making class. We hope to see you there!
Call to action	Sign up	Claim your space	Huzzah for strudel
Links	signup.bit.ly	signup.bit.ly	signup.bit.ly
Post Date	X/X/XXXX	X/X/XXXX	X/X/XXXX
Design Ideas	Static image of people in the Bakeshop culinary lab	Montage of strudel making, dough stretching etc.	Image carousel of stills from previous video
Social Channels	Instagram, Facebook	Instagram, Facebook	Instagram
Hashtags/Keywords	#BakeshopStrudel	#BakeshopStrudel	#BakeshopStrudel

Social Platform Size Guide

Facebook

Profile photos must be at least 170x170 pixels.

Cover photos appear on your page at 820 x 312 pixels.

Images shared in a post have a recommended size of 1200 x 630 pixels or 1080 x 1080 pixels.

Instagram

Profile images appear on your homepage at 110 x 110 pixels.

Image thumbnails appear on your profile at 161 x 161 pixels. Square photos are 1080 x 1080 pixels and rectangular photos should be 4:5 aspect ratio.

Story videos should use a resolution of 1080 x 1920 pixels or an aspect ratio of 9:16.

Pinterest

Profile images appear at 165 x 165 pixels on the homepage.

Pins on the main page appear at 236 pixels with a scaled height. Expanded Pins have a minimum width of 600 pixels with a scaled height.

It is recommended to use an image aspect ratio of 2:3 for pins.

LinkedIn

Your company logo image should be 300 x 300 pixels.

The company business banner size is recommended at 1128 x 191 pixels.

Images shared in a post have a recommended size of 1200 x 1200 pixels.

TikTok

Videos should have a resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.

News feed videos have a max file size of about 285MB for Apple and 72MB for Android. Ads have a max file size of 500MB.

Videos have a max length of 3 minutes.

YouTube

The channel profile image should be 800 x 800 pixels.

Custom thumbnail images should be 1280 x 720 pixels.

The channel cover photo has a minimum size of 2560 x 1440 pixels with an aspect ratio of 16:9.

Shorts videos have max length of 60 seconds and a recommended resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.

Twitter

Profile photos have a recommended size of 400 x 400 pixels.

Header photos should be 1500 x 1500 pixels.

Link images appear at 1200 x 675 pixels.

Tweets sharing a single image should use a standard 4:3 or 16:9 aspect ratio.



How Often Should You Post on Social?

Social media is a great way to share important news, products, and updates with your followers, but how often should you be posting? Here are some guidelines to help you create a consistent and effective social schedule.



Three to seven times a week



One to three Tweets per day



One to five posts per day



Feed: No more than one time per day (treat Reels as part of your feed).
Stories: three to 10 stories per day.



Two to three videos per week



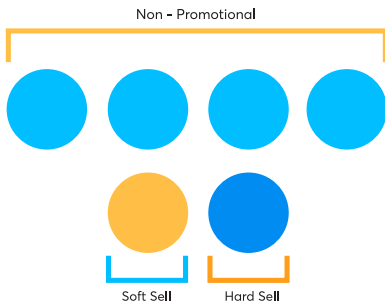
One to four times per day



Three to five posts a week

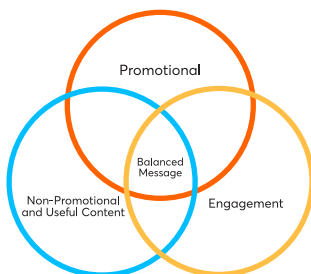
Content Mix Guidelines

Social media is a great way to share the spirit of the season with your followers, but how often should you be posting? Here are some guidelines to help you create a consistent and effective holiday social schedule.



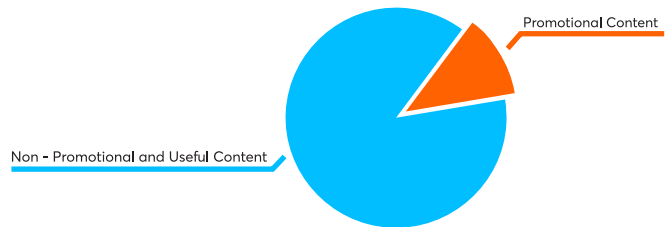
4-1-1 Approach

For every six postings you publish, **four should be non-promotional content, one should be a soft sell** (think event invite), and **one a hard sell** (buy now).



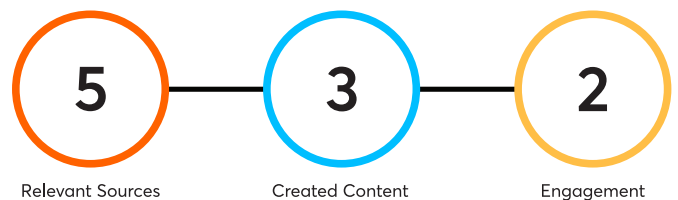
The Rule of Thirds

Not to be confused with photography composition rules, the rule of third says **1/3 of your posts should be promotional, 1/3 should be non-promotional and useful, and 1/3 on engaging with your audience.**



80/20 Rule

Out of all the posts you publish, **80% of posts should contain non-promotional and useful content** and **20% should contain promotional content.**



5-3-2 Approach

For every ten posts you publish, **five should be posts from other relevant sources, three should be content you've created** (promotional or non), and **two should engage with your audience and humanize your brand.**

Social Media Best Practices

You've set your goals, you've found your target audience, and you're ready for your company to shine on social media. As you craft content and revisit your social media strategy, make sure to check in with these best practices.



Go where your audience is



Post consistently



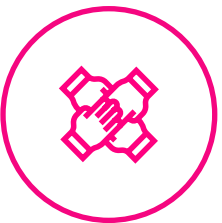
Schedule your content



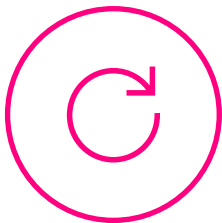
Engage with your audience regularly
(daily if possible)



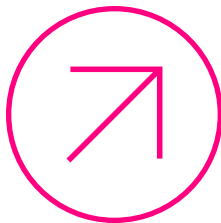
Curate content from credible sources



Follow community and content guidelines



Repurpose content



Stay on top of trending content and topics



Check in on your competition



Reevaluate your strategy regularly

Keep your content visible

Shadow Banning: Even the name sounds scary, but fear not! We're here to give you the low-down on the social media practice and teach you how to avoid it.

Shadow Banning refers to the actions taken by social media platforms to limit the visibility of a post or user's content. Usually, bans are the result of violating community or content guidelines. Here's how to keep your content in the (visible) loop:

- Don't purchase likes or followers
- Don't post graphic content (violence, nudity, illegal drugs, illicit activities)
- Don't use too many hashtags or banned/irrelevant hashtags
- Don't spam other accounts
- Don't act like a bot

Social Strategy

To help you plan out your social media strategy take some time to go through this worksheet and identify your industry, audience, content, goals, and tactics.

1. What is my industry?

2. What content mix am I going to use?

- 4-1-1
- 80/20
- The rule of thirds
- 5-3-2 approach

3. Why are you using each social media channel?

LinkedIn: _____

Instagram: _____

Facebook: _____

Twitter: _____

Youtube: _____

TikTok: _____

4. What is your overall aim for using social media?

5. What campaign goal are you trying to achieve?

6. How often will you post in a week?

7. How often will you check your audience's engagement?

8. In what manner will you respond to your audience?

9. In what manner will you respond to others' content?

10. Trending hashtags to watch:

Engagement Includes:

- Likes
- Comments
- Shares
- Mentions

1. What is my industry?

Baking/Food Service

2. What content mix am I going to use?

- 4-1-1
- 80/20
- The rule of thirds
- 5-3-2 approach

3. Why are you using each social media channel?

LinkedIn: Press, connection to other businesses

Instagram: Main channel, show off product, attract followers

Facebook: Show off product, event management

Twitter: No presence

Youtube: No presence

TikTok: No presence

4. What is your overall aim for using social media?

Attract customers, schedule and promote events, build brand recognition and credibility through helpful tips, etc.

5. What campaign goal are you trying to achieve?

Increase monthly follower count, increase revenue from pre-order sales, increase event attendance

6. How often will you post in a week?

3-4 per week on Instagram, 2 per week to Facebook, 1 a week on LinkedIn

7. How often will you check your audience's engagement?

Daily on Instagram, twice a week on Facebook, once a week on LinkedIn

8. In what manner will you respond to your audience?

Quickly, with a casual, friendly tone that is eager to answer questions and deals with concerns generously

9. In what manner will you respond to others' content?

In a supportful way! We love to engage with fellow local businesses and the community

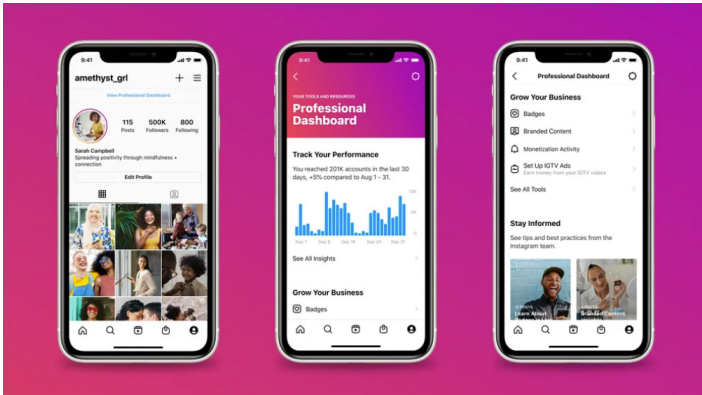
10. Trending hashtags to watch:

#bakeshop #bakeshopsmithfield #smithfieldeats #VAeats #smithfieldVA #localbakeries #nytcooking #bonappetit

Measure Your Success

So you've planned out your campaign, launched your posts, and are ready to measure your results. Based on your campaign's goal, you'll want to pay close attention to different metrics.

To get started, either head into your social scheduling tool or discover your success metrics natively on social media:

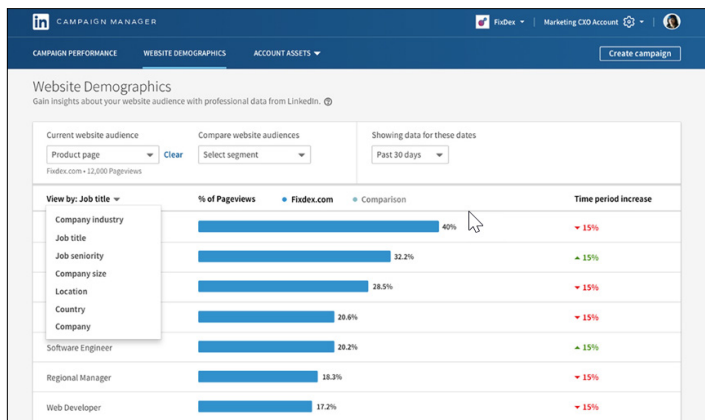
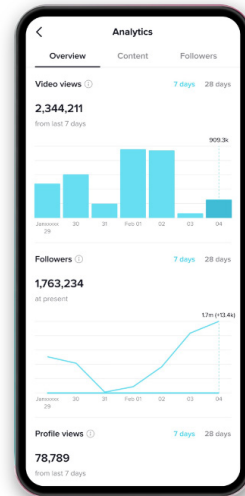


Instagram

When you are running a professional account in Instagram, you have access to a professional dashboard. See how many accounts you've reached, comparisons to previous performance, check impressions, and note engagement.

TikTok

Under your TikTok analytics page you'll find valuable insights like profile views, content shares, and video views and more.



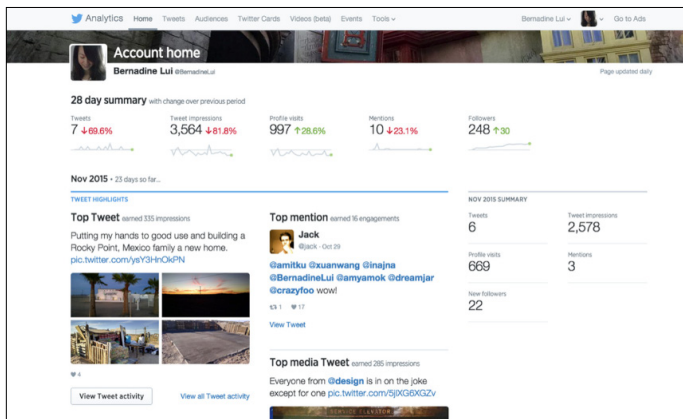
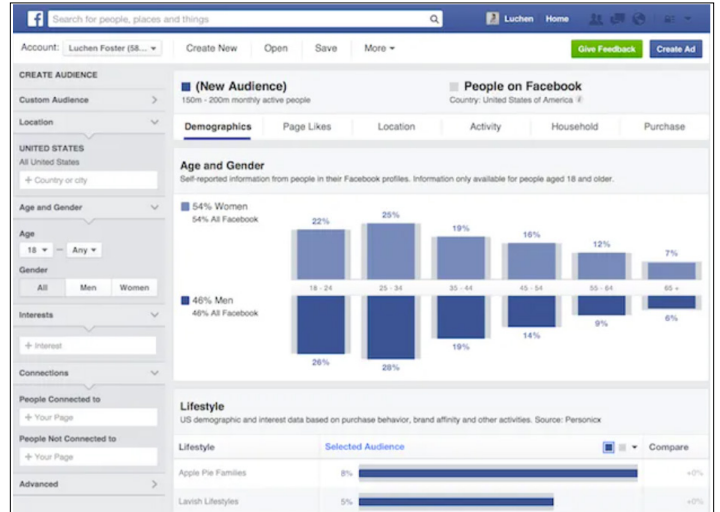
LinkedIn

You can find campaign performance, website demographics and other metrics in your LinkedIn Campaign dashboard. Compare audiences and pages.

Measure Your Success

Facebook

Use the Facebook insights page to hone in on your audience demographics like age, location, and lifestyle.

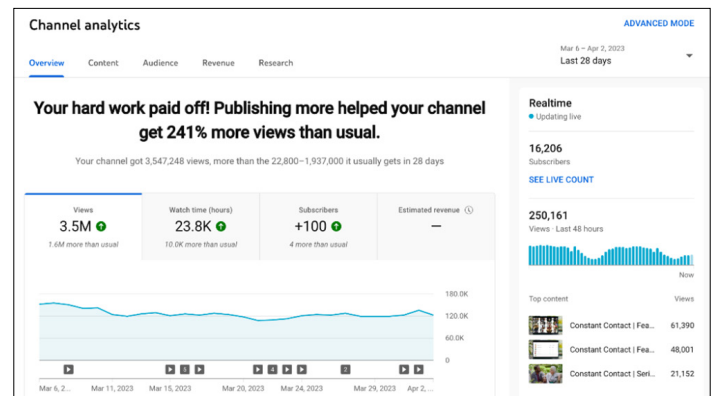


Twitter

Find your Twitter analytics on your [analytics account home](#) to see a record of your tweets, impressions, visits, mentions, and followers. Note that any links you post into Twitter that have not already been shortened (with a tool like Bit.ly) will be automatically shortened and tracked with t.co (Twitter's shortening tool).

YouTube

Find your YouTube analytics under the Analytics guide on the left-hand side menu. Your dashboard will show you an overview of your channel metrics, like view count and subscribers, and then will allow you to drill down further to see content, audience(s), and any ad revenue you have earned.



Metrics Glossary

Here's a little metrics glossary to help you start your analysis.

Awareness Metrics

Awareness and reach are great ways to measure the awareness of your brand and content with your followers and on a particular social channel.

Impressions are the number of views your content receives. Impressions are a good metric to look at when you want to see if your content is working on a moment to moment basis. A high level of impressions early on means your content is likely to get positive engagement and sharing.

Reach is the potential for viewership. Measuring reach allows you to see how wide of a net your content is casting — broad reach means your content is reaching new audiences, while low reach means your content might be stagnating.

Engagement Metrics

Engagement metrics show you how your audience interacts with your content.

Individual engagement includes things like:

- Likes
- Comments
- Shares/Retweets

Post engagement is the number of individual engagements your post receives divided by impressions or reach.

Account mentions occur when a follower tags you in a post or mentions you without your request. Account mentions are proof of customer advocacy.

Return on Investment Metrics

Return on investment metrics help you determine your campaign's profitability.

Social referrals are when people reach your website through a link provided on one of your social media accounts. GA breaks this down by social channel to show you how many referrals you receive for each.

Click-through-rate (CTR) is the comparison between content impressions and content clicks.

To help you understand where your business falls on the engagement metrics spectrum, check out the numbers below.

Industry averages - average engagement rates (2022, collected by Socialinsider.io)

- TikTok - 4.25%
- Instagram - 0.60%
- Facebook - 0.15%
- Twitter - 0.05 %

Measure Social Impact

Use this worksheet to measure your monthly social media impact. Enter the goal(s) you had for the month, the platforms you used, and your success metrics to help you determine what worked and what could be improved for the future.

Goal: _____

	Month 1	Month 2	Month 3
Platform			
Impressions			
Reach			
Likes			
Comments			
Shares			
Click-through-rate (CTR)			

What worked: _____

What could be improved: _____

Example:

Goal: Increase email subscribers by 3%

	Month 1	Month 2	Month 3
Platform	Instagram	Instagram	Instagram
Impressions	11k	11.3k	10k
Reach	14k	15.3k	13.3k
Likes	4,300	4,700	4,400
Comments	787	794	750
Shares	239	250	340
Click-through-rate (CTR)	1.2%	1.5%	1.3%

What worked: Shares increased over time

What could be improved: Click-through-rate decreased over time, consider testing different calls to action.

Conclusion: What You Can Do to Get Started

Now that you have all the knowledge you need to optimize your social media presence, it's time to get started by auditing your own social media presence and setting the goals that you want to achieve with future campaigns. Use the worksheets provided in this guide to help you along your way to owning the social sphere.

Constant Contact's [social media tools](#) allow you to reach new audiences and grow your business. Post and engage with your social channels in one integrated, streamlined location.

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