Strategically Social
Content Control– Managing Message to Make the Most of Your Posts

Do your social media assets have the right balance between periodic posting and information overload? Are you tracking the right news and information sources to feed your followers? Do you have policies about what, when and where to post to make the most of your online promotion efforts? When it comes to content, are you in control? Attend Content Control to learn how to find, digest and deliver what your customers are dying to know. Hear best practices and tips for posting and publishing updates that will be sure to entice your followers away from their digital screens and into your district.

Led by John McPhee, Formic Media

September 18, 2013

John McPhee joined Anvil Media in 2005 where he provided SEO, PPC and social media strategy for the travel/tourism industry (Provenance Hotel Group, Travel Portland, Travel Oregon), B2C clients and B2B-businesses and earned multiple social media marketing (SoMe) awards for strategy and performance. McPhee has also worked with the PSU multimedia class on a project for Portland Center Stage, as well as donated his time to the SMART reading program for the past four years. In 2010, McPhee joined Formic Media (Anvil’s sister company) and is currently Vice President. John has been a great partner of Venture Portland and is excited to help move the needle for small business owners looking to increase their online visibility and sales.
Stay up-to-date on all things Venture Portland by ‘Liking’ us on Facebook and ‘Following’ us on Twitter!
STRATEGICALLY SOCIAL

CONTENT CONTROL: managing message to make the most of your posts

9.18.2013
Formic Background

- Launched in 2008 to service small business & partners
- Provide localized SEO, PPC & social media services
- Team is Google AdWords & Google Analytics certified (Microsoft Accredited as well)
- Focus on education (monthly Seminar Series)
- Ability to partner with other firms & agencies (white label)
Agenda

- Connecting social assets
- Finding the right content
- Creating a social media calendar
- Posting frequency & schedule (day/time)
- Using tools for efficiency
- What is working
Connecting Social Assets
Connecting Social Assets

- What are your social assets?
  - Website
  - Facebook
  - Twitter
  - Google+
  - YouTube
  - Pinterest
  - ...and the list goes on and on...
Connecting Social Assets: Website

- Increase social media visibility by using icons
Facebook should be the “hub” of all of your social media efforts

- Use apps to feed content to Facebook
  - Blog
  - Twitter
  - YouTube
  - Contests/Promotions
Connecting Social Assets: Facebook

- REMEMBER:
  - Your website is your BEST digital asset
  - You don’t really own anything on social media
  - Make sure the goal is to drive users back to your website
Connecting Social Assets: Facebook

- Networked Blogs

Respecting People. Impacting Business.™

Express Employment Professionals - Saint Johns
29 likes · 2 talking about this · 4 were here
Connecting Social Assets: Facebook

Receptionist
March 07, 2013 04:00PM PST

Reception, punctual, multi-tasking, strong phone and customer service skills Read full article

Be the first of your friends to like this.

Production Assistance
March 03, 2013 04:00PM PST

Is interested in 2-3 individuals the week of 3/11 to put USA stickers on product, need to be put on in a specific place and straight, looks like they’ll need on the 13-14-15, Tony will get back with us ASAP with the exact dates and hours & # of associates needed Read full article

Be the first of your friends to like this.
Connecting Social Assets: Facebook

- Twitter (use Involver)

@jwmcphee  @formicmedia
Connecting Social Assets: Facebook

NECoalition
"OLCC's policy will focus on public safety and community livability considerations when guiding alcohol beverage system growth." - OLCC about 2 days ago · view

NECoalition
Hearing for HB 3256 on Wed. Mar 20th 8am. Bill would allow OLCC to consider noncompliance of Good Neighbor Agreements in licensing decisions about 2 days ago · view

@jwmcphee   @formicmedia
Connecting Social Assets: Facebook

- YouTube (use YouTube Tab)
Connecting Social Assets: Facebook
Connecting Social Assets: Facebook

- Contests & Promotions (use Wildfire)

@jwmcphee    @formicmedia
Contests & Promotions (use Wildfire)

Cannon Beach Love Stories Contest

Prize Details
One contestant will win 20 gift certificates for 1 night stays at the world-class Stephanie Inn
- 1 prize to be awarded
- restrictions do apply

Contest Instructions
Behind every grain of sand there is a story. What is it about Cannon Beach that holds your heart?
It could be your love for the Stephanie Inn, your special romantic celebration in Cannon Beach, the panoramic beauty of the shoreline, your favorite cove, the epic tidal pools at Haystack Rock...whatever you’re smitten with about Cannon Beach. Write your story. Just be sure it is about love and Cannon Beach.

Prize Eligibility
Only persons residing in Australia, Canada, China, France, Germany, India, Israel, Netherlands, Spain, United Kingdom, and United States who are at least 18 years of age can enter.

Contest Starts
February 14, 2013 @ 01:00 am (PST)

Contest Ends
April 05, 2013 @ 11:59 pm (PDT)
Create a custom background
Be consistent with other social media profiles

Cross Promotion
@jwmcphee  @formicmedia
Connecting Social Assets: Twitter

- Share content from other platforms on Twitter (YouTube, Pinterest, etc)
Connecting Social Assets: YouTube

- Create a custom background
Connecting Social Assets: YouTube

About Formic Media, Inc.

Formic Media, Inc. (Formic) provides a comprehensive, yet straight-forward and affordable menu of digital marketing and website design services. Formic specializes in search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, and mobile marketing.

See what our clients have to say about our work.

formicmedia.com
Full Client List
Testimonials
Case Studies
Formic Blog
Facebook
Twitter
LinkedIn
SlideShare
Contact Us

Cross Promotion
Finding the Right Content
Finding the Right Content

- Use what you’ve got...
  - Blog posts
  - Brochures
  - FAQs
  - Videos
  - Images/Pictures
  - Customer questions
Finding the Right Content

- Use what you’ve got...
  - Industry publications
  - Local websites
    - Relevant to your business
    - Off topic to show personality
  - Partnerships
    - Venture Portland
    - Your business association
    - Other businesses within your district
Finding the Right Content

- Venture Portland’s website

Did You Know?

- Alberta Street has more than 40 restaurants. The Alberta Substation (2703 NE Alberta Street) is in the former Northwestern Electric Company Alberta Substation, built in 1931.
- The Community Cycling Center (1700 NE Alberta Street) opened in 1994 and has a bike shop, year-round programs and more than 1,000 volunteers.
- Since 1997, ‘Last Thursday’ has been an art walk like no other, with summer attendance in the thousands occupying galleries, eateries and the street.
Finding the Right Content

- Venture Portland’s Facebook

Kenton businesses should share, comment & like
Finding the Right Content

- Venture Portland’s Twitter

Venture Portland @VenturePortland
11 Feb
Party! Neighborhood business districts offer great ways to celebrate Fat Tuesday your way-including Mississippi Ave’s Mardi Gras Parade!

Venture Portland @VenturePortland
11 Feb
Retweeted by Mississippi Ave.
Finding the Right Content

- Finding content & conversations
  - Twitter search
Finding the Right Content

- Tools for finding content & conversations
Finding the Right Content

- Finding content & conversations
  - Google alerts

Search query: "portland yarn"
Result type: Everything
How often: Once a day
How many: Only the best results
Deliver to: jwmcphee@gmail.com

Web
5 new results for "portland yarn"

Rose City Yarn Crawl
We’re getting a new look! ryc logo Introducing our new logo artwork created by talented local gal Ami Davis. In addition to her skills as a designer and concept ...
www.rosecityyamcrawal.com/

Seattle to Portland Yarn Train - Snohomish Knitters Guild
Here are some of the photos that were taken by participants and shared with the guild. Please be sure to ‘Like’ us on Facebook, follow us on Raveiry and/or ... www.snohomishknittersguild.org/seattle-to-portland-yarn-train...
Finding the Right Content

- Finding content & conversations
  - Feedly
Finding the Right Content

- Tools for finding content & conversations
  - Followerwonk (through paid subscription to Moz)
Creating a Social Media Calendar
Creating a Social Media Calendar

- Get organized with a calendar

<table>
<thead>
<tr>
<th>Distribution Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
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<tr>
<td>LinkedIn</td>
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<tr>
<td>Twitter</td>
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<tr>
<td>Pinterest</td>
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<td>Email</td>
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<tr>
<td>Website</td>
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<tr>
<td>Landing Page</td>
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<tr>
<td>Blog</td>
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<tr>
<td>YouTube</td>
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</tbody>
</table>

### January 2013

| New Content                          | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M |
| Top Vendors Analyst - Report         | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| New Product Features - Blog Post     | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| Small Business - Infographic        | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| Who We Are - Video                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| How to Succeed - eBook               | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| One Small Change - Case Study        | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| How to Find Time - Webinar          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| Our Solution - Demo Video           | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10| 11| 12| 13| 14| 15| 16| 17| 18| 19| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |

Theme: How To Get Started With Social Media

@jwmcphee   @formicmedia
# Creating a Social Media Calendar

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Other</strong>: Create and optimize Pinterest, Behance, and Dribble accounts. Optimize current accounts.</td>
<td><strong>Facebook, Google+: Twitter</strong>: Spread media release. Set up Wildfire.</td>
<td><strong>Pinterest</strong>: Like, comment, and re-pin material uploaded by art schools and students.</td>
<td><strong>Pinterest</strong>: Continue to engage art schools and students.</td>
</tr>
<tr>
<td><strong>Behance, Dribble</strong>: Engage users on these networks. Upload posters to account.</td>
<td><strong>Pinterest</strong>: Upload posters.</td>
<td><strong>Facebook, Google+: Twitter</strong>: Engage users. Spread posters.</td>
<td><strong>Pinterest</strong>: Upload print ads.</td>
</tr>
</tbody>
</table>

[@jwmcphee](https://twitter.com/jwmcphee)  [@formicmedia](https://www.formicmedia.com)
### Creating a Social Media Calendar

#### Tuesday, September 24, 2013

<table>
<thead>
<tr>
<th>Platform</th>
<th>Strategy/Marketing Message</th>
<th>Media</th>
<th>Content</th>
<th>Time (PST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
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<tr>
<td>Twitter</td>
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<tr>
<td>Instagram</td>
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<tr>
<td>Vimeo</td>
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</tbody>
</table>

#### Wednesday, September 25, 2013

<table>
<thead>
<tr>
<th>Platform</th>
<th>Strategy/Marketing Message</th>
<th>Media</th>
<th>Content</th>
<th>Time (PST)</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
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<tr>
<td>Instagram</td>
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<tr>
<td>Vimeo</td>
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</tr>
</tbody>
</table>

@jwmcphee @formicmedia
Posting Frequency & Schedule
Posting Frequency & Schedule

- Facebook

**THE BEST AND WORST TIMES TO POST ON SOCIAL NETWORKS**

Maximize the reach of your social media posts by learning the best (and worst) times to communicate with your audience.

**FACEBOOK**

- **BEST**
  - 1pm to 4pm
  - 8pm to 8am

- **WORST**

**SOURCES**

- [http://blog.bitly.com/post/22663850994/time-is-on-your-side](http://blog.bitly.com/post/22663850994/time-is-on-your-side)
- [http://elainefogel.net/2012/05/14/best-times-to-post-links-in-social-media/](http://elainefogel.net/2012/05/14/best-times-to-post-links-in-social-media/)
- [http://mashable.com/2012/05/05/best-time-pinterest/](http://mashable.com/2012/05/05/best-time-pinterest/)
Posting Frequency & Schedule

- Twitter

![Twitter Posting Schedule]

**Sources**
- [http://blog.bitly.com/post/22663850994/time-is-on-your-side](http://blog.bitly.com/post/22663850994/time-is-on-your-side)
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- [http://mashable.com/2012/05/05/best-time-pinterest/](http://mashable.com/2012/05/05/best-time-pinterest/)
Posting Frequency & Schedule

- LinkedIn

**BEST**

7am-9am or 5pm-6pm

10pm to 6am

**WORST**

TRAFFIC BUILDS

Before/After Business Hours

Peak Time Tuesday - Thursday

TRAFFIC FADES

9am - 12pm

1pm - 5pm

AVOID Posting on Monday & Friday

SOURCES

http://blog.bitly.com/post/22663850994/time-is-on-your-side
http://elainefogel.net/2012/05/14/best-times-to-post-links-in-social-media/
http://infographicpic.com/best-time-to-post-on-pinterest/
http://mashable.com/2012/05/05/best-time-pinterest/

@jwmcphee  @formicmedia
Posting Frequency & Schedule

- Google+

Google+ 

BEST

9am to 11am

TRAFFIC BUILDS
After 9am
PEAK TIME
During work hours

WORST

6pm to 8am

TRAFFIC FADES
After 5pm
AVOID
Posting in the evening

SOURCES
http://blog.bitly.com/post/22663850994/time-is-on-your-side
http://elainefogel.net/2012/05/14/best-times-to-post-links-in-social-media/
http://infographicpics.com/best-time-to-post-on-pinterest/
http://mashable.com/2012/05/05/best-time-pinterest/

@jwmcphee  @formicmedia
Posting Frequency & Schedule

- Pinterest

 Mejores momentos para compartir en Pinterest:
- 2pm-4pm or 8pm-1am
- 5pm to 7pm

Horario de tráfico:
- Aumenta después de las 12pm
- Aumenta en la mañana de sábado
- Evita publicar después de las 5pm
Using Tools for Efficiency
Using Tools for Efficiency

- Facebook post scheduling

https://www.facebook.com/help/389849807718635/

@jwmcphee   @formicmedia
Using Tools for Efficiency

- HootSuite: scheduling tool
  - Facebook
  - Twitter
  - LinkedIn
  - Google+ (brand)
  - WordPress
  - Foursquare

@jwmcphee  @formicmedia
TweetDeck: scheduling tool
- Twitter only

Using Tools for Efficiency

@jwmcphee   @formicmedia
What is Working?
Reporting

- Facebook Insights

<table>
<thead>
<tr>
<th>Overview</th>
<th>Likes</th>
<th>Reach</th>
<th>Talking About This</th>
<th>Check-Ins</th>
</tr>
</thead>
</table>

All dates and times are in Pacific Time

**Total Likes:** 183  
**Friends of Fans:** 93,984  
**People Talking About This:** 4  
**Weekly Total Reach:** 419

![Graph showing data trends over time](image.png)
Reporting

- Facebook Insights

---

**People Who Like Your Page (Demographics and Location)**

**Gender and Age**

- Female: 50.8%
- Male: 47.5%

**Countries**

- United States of America: 170
- Tunisia: 2
- United Kingdom: 2

**Cities**

- Portland, OR: 105
- Vancouver, WA: 9
- San Francisco, CA: 6

**Languages**

- English (US): 175
- English (UK): 3
- French (France): 2
Reporting

- HootSuite
  - Click stats

Ow.ly: Summary Stats

@jwmcphee   @formicmedia
Reporting

- HootSuite
  - Clicks by Region
  - Top Referrers
### Reporting

- **HootSuite**
  - Most popular tweets

### Ow.ly: Most Popular Links

<table>
<thead>
<tr>
<th>#</th>
<th>URL</th>
<th>Description</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>2</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>3</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>4</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>5</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
</tbody>
</table>
Reporting

- Google Analytics

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>955</td>
<td>82.40%</td>
</tr>
<tr>
<td>Twitter</td>
<td>100</td>
<td>8.63%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>70</td>
<td>6.04%</td>
</tr>
</tbody>
</table>

Visits: 25,654

Visits via Social Referral: 1,159

Conversions: 158

Assisted Social Conversions: 4
Thank you!

John McPhee
@jwmcphee
Facebook.com/FormicMediaInc
johnm@formicmedia.com
503.517.9059 x122
UNDERSTAND YOUR AUDIENCE

Know your target audience(s)
Tip: Get specific. Create personas.

You’re busy. So are they.
Don’t waste your time or theirs.

It’s not all about you
Show interest in needs of others not just yours.

Do unto others...
Others like mentions & RTs as much as you.

Limit the pleas for help
Ideally keep this below the 10% mark.

Be responsive
Respond within 24 hrs. Aim for less.

PLAN YOUR CONTENT

How much time do you have?
Be realistic. Block out time. Stick to it.

Monthly: content strategy
ID what’s coming up. Schedule campaigns.

Monthly: key messages
Define key messages for campaigns & events.

Use an editorial calendar
Download a free one at TopNonprofits.com/edcal.

Weekly: batch content creation
Maximize time. Minimize mental gear shifts.

Scheduling posts in advance OK
Tip: vary timing slightly and avoid :00 and :30.

Check feeds at least 2x per day
If only 2x, then mid morning & late afternoon.

How will you measure success?
Tip: Set measurable goals. Track progress.

facebook

Think headline, not article
Get attention. Then add ?, action, or link.

0101
Post every other day *
Best frequency to get and keep likes.

A picture is worth 1000 words
Tip: Limit depressing ones.

Tell good stories

Use analytics with your links
Insight, good. Dashboard obsession, bad.

twitter

Don’t treat it like Facebook
Vary content & don’t auto-post between.

Post at least once a day *
More is better and vary times slightly.

Space out your tweets
No more than 1/hr (excluding @replies).

Best CTR: 8-9am, 2pm, 5pm, 3pm *
(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.

Best RTs: noon-4pm *
(test yourself) Bad: Before 10am, after 7pm.

Tweet on the weekend
Less busy means greater CTR but less RTs.

Keep it short and sweet
Below 125 characters allows manual RTs.

Don’t be a downer *
(+): tweets shared 34% more, (-): 13% less.

Place links early (1/4 mark) *
Highest probability of CTR. Very end OK also.

* Based on research by Dan Zarrella http://danzarrella.com
Resources

Nonprofit Posting Guide
http://topnonprofits.com/posting-guide/

Editorial Calendar Tips

Facebook
- ABC’s of a Successful Facebook Page
  http://socialcaffeine.com/the-abcs-of-a-successful-facebook-page/
- How to Develop a Facebook Page
  http://www.allfacebook.com/facebook-page-strategy-2009-03
- All Facebook Blog
  http://www.allfacebook.com/
- 5 Tips for Promoting your Facebook Page
  http://www.searchenginejournal.com/how-to-promote-your-facebook-fan-page/15902/

LinkedIn
- How to Create a Company Page
  http://learn.linkedin.com/company-pages/
- Small Business User Guides
  http://smb.linkedincréatives.com/

Twitter
- How to Create a Twitter Account
  http://support.twitter.com/articles/100990-how-to-sign-up-on-twitter
- 100 Twitter Marketing Tips
  http://lounge.verticalresponse.com/profiles/blogs/100-twitter-marketing-tips-to

Yelp
- Yelp Support Center
  https://biz.yelp.com/support/using_business_account

Google Places
- Google Places Support
  http://www.google.com/support/places/

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