

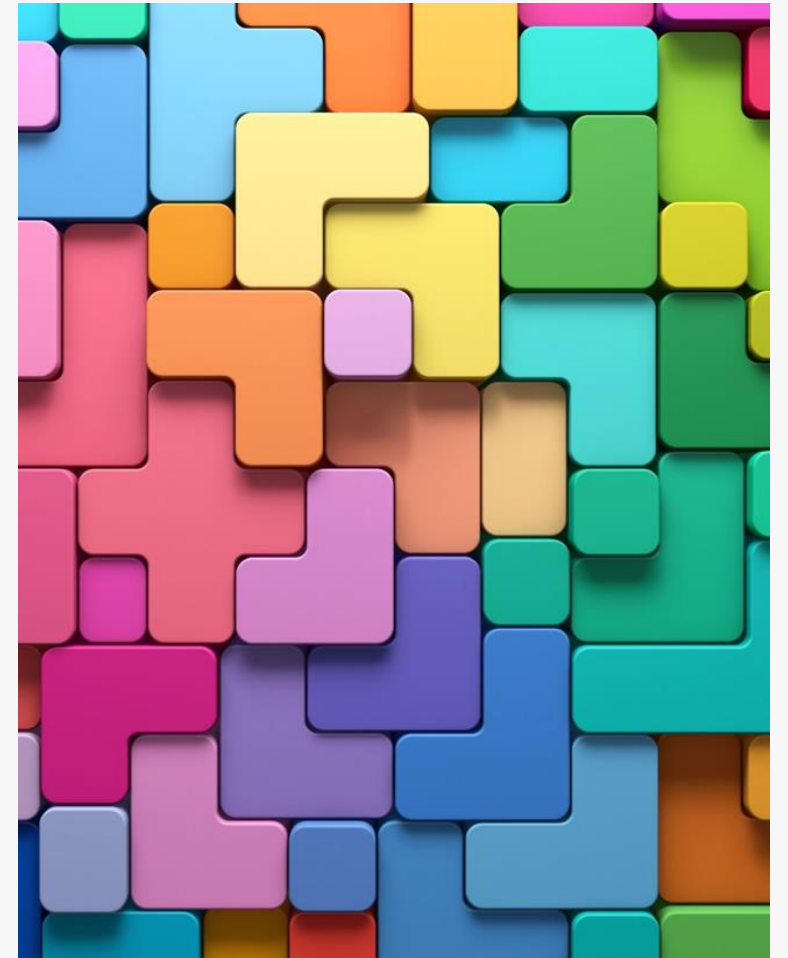


Co-funded by  
the European Union



# Activity 3 - Online Marketing Strategies

LTTA in Antibes, France November 21st  
- 25th 2022





Funded by  
the European Union

# ONLINE MARKETING

*A direct link to your audience:*

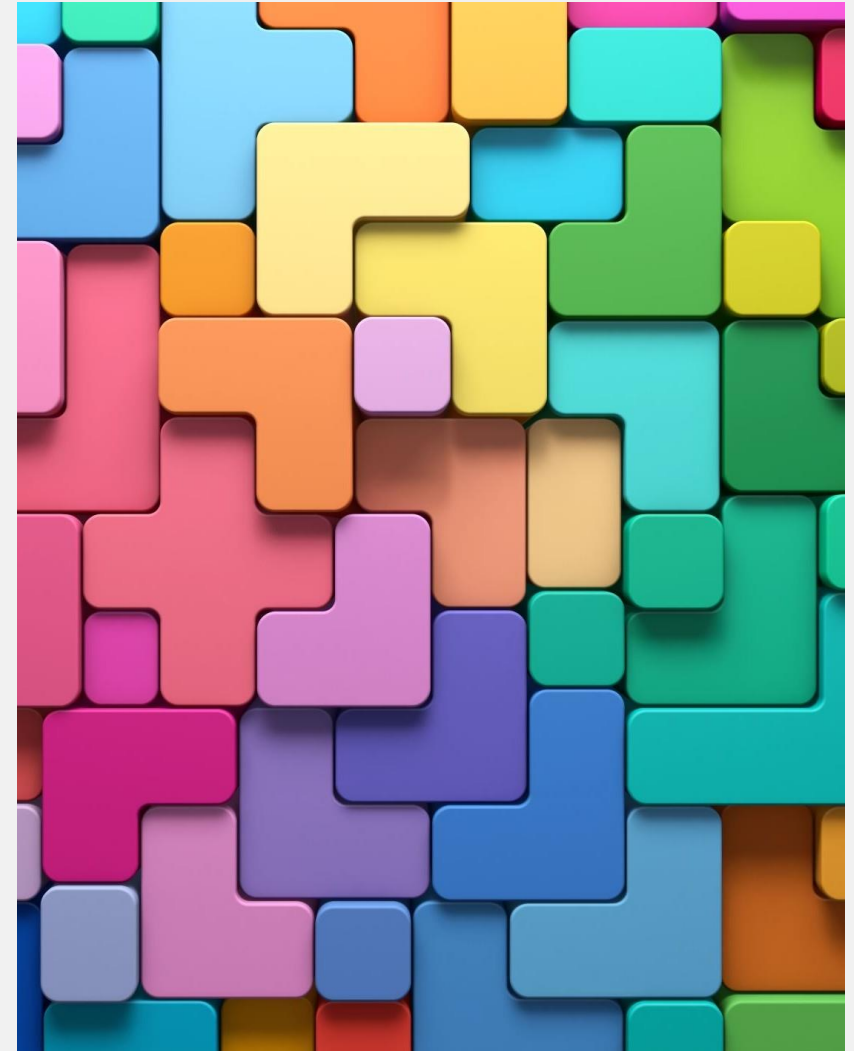
*selling products*

*showing your expertise*

*teaching skills*

*learning what your customers need/want*

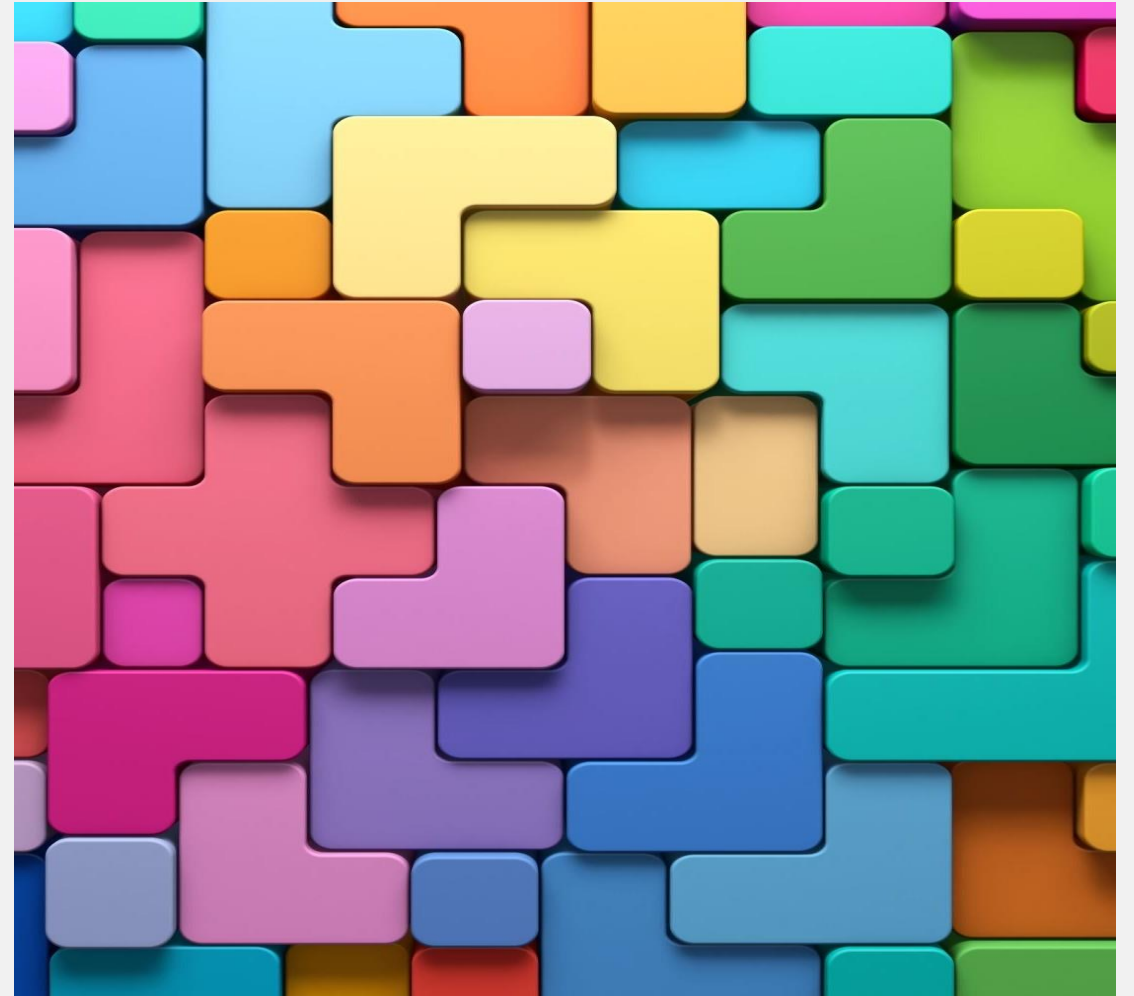
*build your brand*



---

# DAY 1

*The different platforms: use, public, targets, etc.*



## INTENTION

### Top 10 Motivations Behind Using Social Media

% who say the following is a main reason for using social media





*The top 10 reasons are all linked to what we call passive networking: users come to consume content rather than contribute*

Which means that if you set up a strategy, you can:

Sell a product

Sell yourself

Make yourself visible

---

You reach large audiences.

You have a direct connection with your audience.

You can create organic content.

You have access to paid advertising services.

You build your brand.

You drive traffic to your website.

You can evaluate your performance.

You can join social media networks for free

You can create viral content

You can uncover valuable insights

---

Market shares in the US:

YouTube: **73%**

Facebook: **68%**

Instagram: **35%**

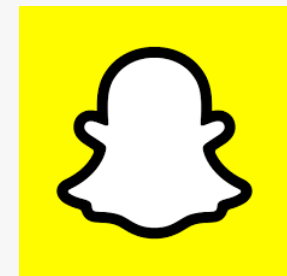
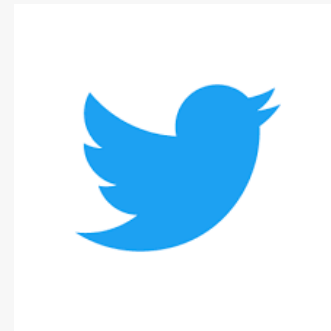
Pinterest: **29%**

Snapchat: **27%**

LinkedIn: **25%**

Twitter: **24%**

# Main social networks





Probably the biggest and most well-known social media site.

Usually not the best platform for generating direct sales but definitely one of the best for raising awareness. With such a large potential audience we'd say Facebook is a must have for any brand.

Therefore we would suggest all kinds of businesses should have a Facebook presence. Use your profile to share important information about your business and keep followers up to date with happenings.

Some top tips:

*Adding an image to your post can lead to 120% more engagement than having just text.*

*Quick and snappy posts under 250 characters get 60% more engagement than longer posts.*

*Posting on a Thursday or Friday can get 18% better engagement than other days of the week.*

*Posts with questions can get twice as much engagement as those without.*



---

Even if it doesn't seem like it, YouTube is one of the most used social networks by internet users.

Videos are a clear source of attraction, so YouTube's competitors are starting to make use of them.

That might explain why YouTube has introduced a new app to download videos and watch them anytime, anywhere: **YouTube Go**

Tutorial: creating a YouTube channel

[https://www.youtube.com/watch?v=l0eM1\\_JVqHE](https://www.youtube.com/watch?v=l0eM1_JVqHE)



Official guide:  
<https://business.linkedin.com/>



People use this platform to find jobs, network and check up on business partners meaning they only log into the site every now and then rather than daily like many other social media platforms. LinkedIn is gradually losing a battle with google+ for business networking but experts predict it will continue growing due to it being the only of its kind focusing truly on business and professional lives over personal lives.

LinkedIn, although a social media platform, is very different to most. It is highly influential in job searching for both employers and applicants, and is great for networking between businesses. So if you're looking to network or hire, it's perfect! But if you're more after brand awareness or increasing revenue, you may as well concentrate on some of the others. It can still be extremely helpful to have a linkedin account simply for when you decide to hire or communicate with other companies and professionals. We would suggest having an account but using it differently to the rest. For example, post content about office achievements or job vacancies rather than advertising.

**The key is to find, approach and connect with folks you already know, folks you'd like to know and folks you should know.** You should also post your own content, showing off your expertise on a regular basis.



Twitter is great for brands as its users tend to follow brand pages much more compared to other sites where they concentrate of friends and family. They use the site to keep up to date with what's going on, which is why only 60% actively post! The rest simply stalk their loved celebrities and brands! Twitter users are attracted to following brands they like due to the potential to find exclusive offers, discounts and promotions.



Twitter is all about the now. It's the perfect platform for keeping your customers or clients up to date with your brand as well as keeping in touch with news and advancements relevant to your brand. Twitter is another social media platform which can be extremely effective for a range of brands, as long as you're using it correctly and to its full potential. We would recommend most companies to have a twitter although it is important that you are able to keep up with the community with regular posts and conversations within your sector.

Some top tips:

*Twitter users tend to be online during their morning commute to work, the afternoon and the evening, with a drop between 6 and 7pm while they have dinner.*

*Including an image in your tweet can increase engagement hugely.*



Instagram is a photo sharing site meaning every post is an image which can only work with some companies, particularly those with products to show off. An important consideration for using Instagram is the age demographics. 43% of mobile users aged 18-29 are on the site meaning the platform is ideal for targeting the young adult generation.



INSTAGRAM

- 400 million active users a month
- Instagram user base is skewed towards a younger demographic
- Instagram has a user engagement rate of 4.21% - far exceeding Facebook and Twitter
- 40 million photos are shared on Instagram everyday from a user based that is 75% outside the U.S.

This platform is most useful for brands that are image friendly, such as restaurants, food, clothes, fashion, etc. Basically, if you can post aesthetically pleasing photographs of your brand then this is the platform for you, as well as if your target audience includes the 18-29 age group.

Some top tips:

*Put thought and effort into your images. Well-constructed photographs receive a much better engagement as most of the sites users are amateur photographers and appreciate a nice photograph as well as the product.*

*Consider sharing photographs from around the office showing how fun and exciting your office is. Also think about celebrating holidays and events with relevant images such as celebrating national chocolate day in the office.*



Google+ boasts google hangouts and circles as well as a link to youtube proving it to be a very useful site for content sharing. It is particularly useful for brands with a location as a google+ account can be linked to a location on google maps. Despite a very high number of users, the site generally sees less engagement than many others and seems yet to take off. The main attraction of google+ is it's link with google who loves a website with an account. Creating a Google+ account can increase SEO meaning it can help your website rise in search engine listings, which is extremely beneficial.



Google+ is a social network that allows you to interact with individuals and businesses that can be **organized in 'circles' according to the interests that you have in common or the type of relationship you maintain with them.** You can add and create as many 'circles' as you want to organize and categorize your contacts. You can use any name with any meaning that makes sense to you.

Some top tips:

*Google holds having a Google+ page very highly in its search engine, therefore using this platform can help greatly with SEO. So you may as well join!*



Snapchat basically works as an **instant messaging app**. You can add contacts and send them videos or photos to one specific person or to a group. The main difference is that you **select how long the receiver will be able to see the message** (up to 10 seconds) before it's destroyed. Snapchat is probably the fastest app for taking and sharing photos with your phone. The advantage is that you can share a photo or video in a fast, ephemeral and imperfect way not obsessing about perfection because whatever you send will be temporary. It was the social network in vogue until Instagram released its own 'snapchat' called Instagram Stories.



Pinterest is very much female dominated, so if your target audience is mostly female this site is for you! Therefore products such as beauty, hair and decoration do very well on this site. In fact, 70% of Pinterest users use the platform to get inspiration on what to buy meaning if it suits your brand it's a must have. You use the site by creating pin boards of images as inspiration, therefore you need to ensure you are posting aesthetic images of your products along with relevant details.

Some top tips:

*Product pins can allow you to place more information with a pin such as price.*



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

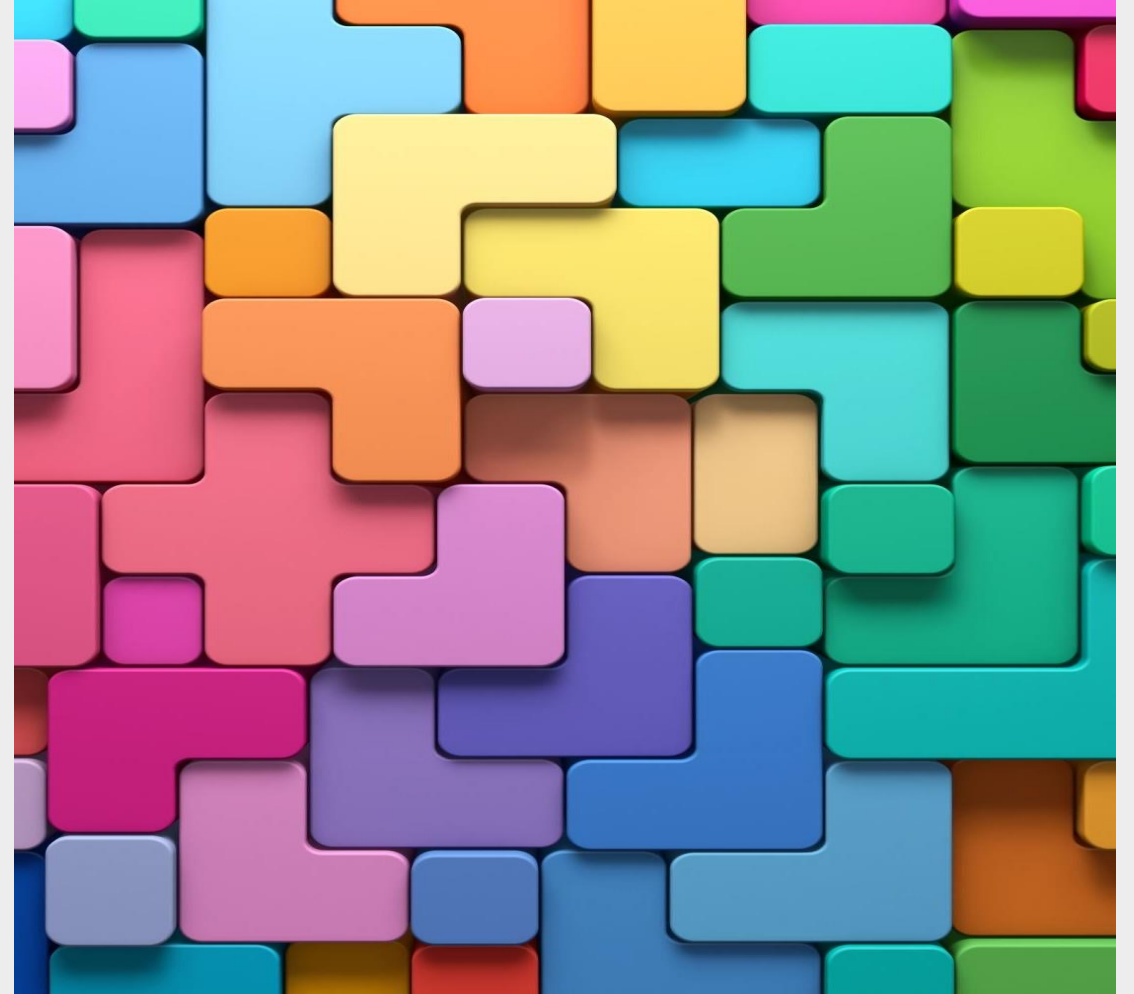


300 MILLION USERS

---

# DAY 2

*Personal Branding*



---

It's a personal communication strategy about who you are as a professional

Can be seen as a sales pitch

It's your professional reputation "Your personal brand is what other people say about you when you leave the room."

Peter Montoya and William Aruda

**BUILD YOUR OWN BRAND**



---

*How are you seen?*

*What do you want people to see?*

*How do you set out to invent/present your image?*

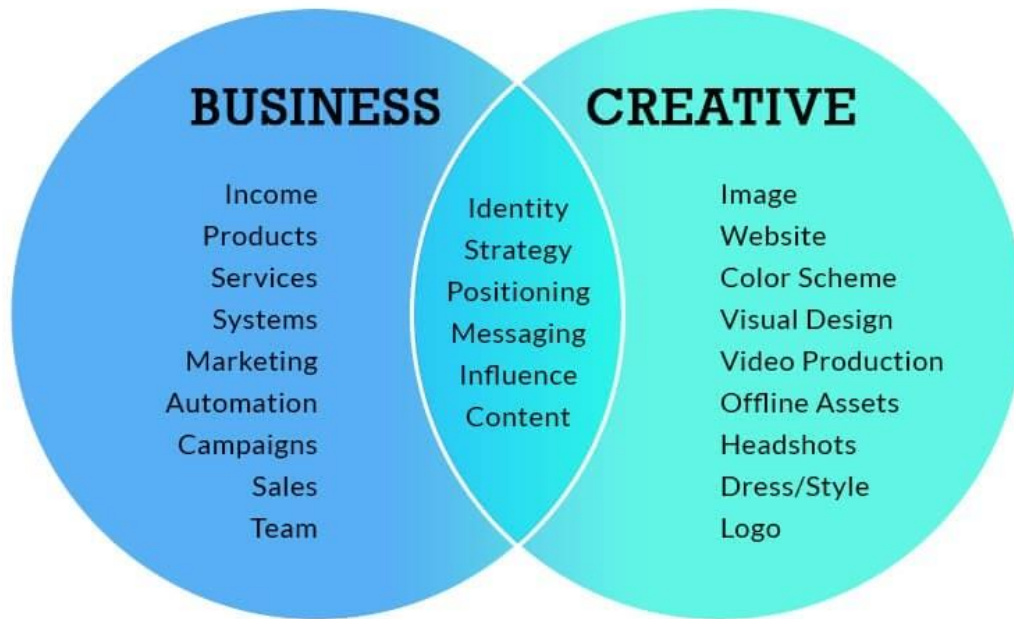
*What is your reputation?*

*Your brand is maybe not what you wish it to be*

*It's a form of storytelling*



## TWO SIDES OF A SUSTAINABLE PERSONAL BRAND



Selling a product/service

Selling yourself





# Vision & Mission

## VISION

## MISSION

ASPIRATIONS AND GOALS

BUSINESS OBJECTIVE

FUTURE

PRESENT

EFFECT

CAUSE

SOMETHING TO BE ACCOMPLISHED

SOMETHING TO BE PURSUED FOR THAT ACCOMPLISHMENT

DEFINES CORE GOAL

DEFINES CORE PURPOSE

WHERE YOU WANT YOUR BUSINESS TO GO

WHAT DOES YOUR BUSINESS STAND FOR

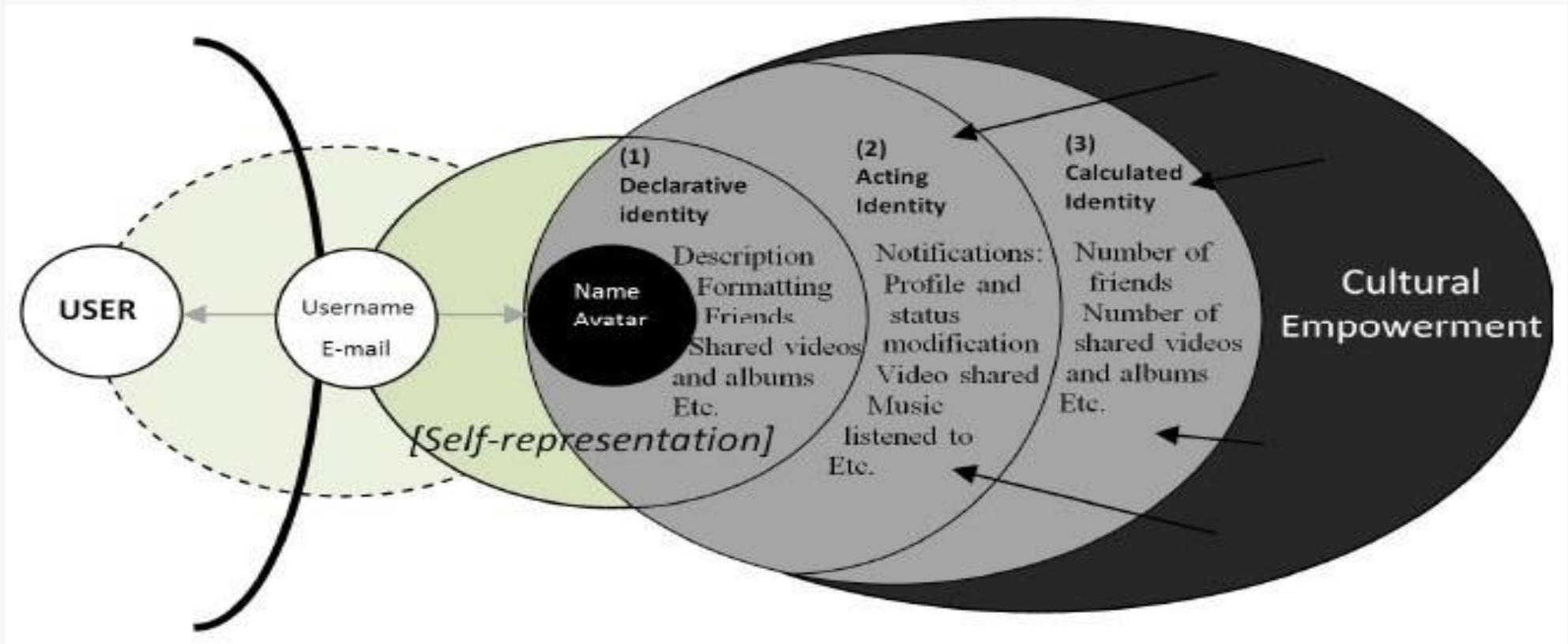
WHY YOU DO WHAT YOU DO

WHAT VALUE DO YOU ADD

CLEAR DIRECTION

CLEAR STANDARDS





Write your sales pitch  
Write your  
company/product  
sales pitch



---

# DAY 3

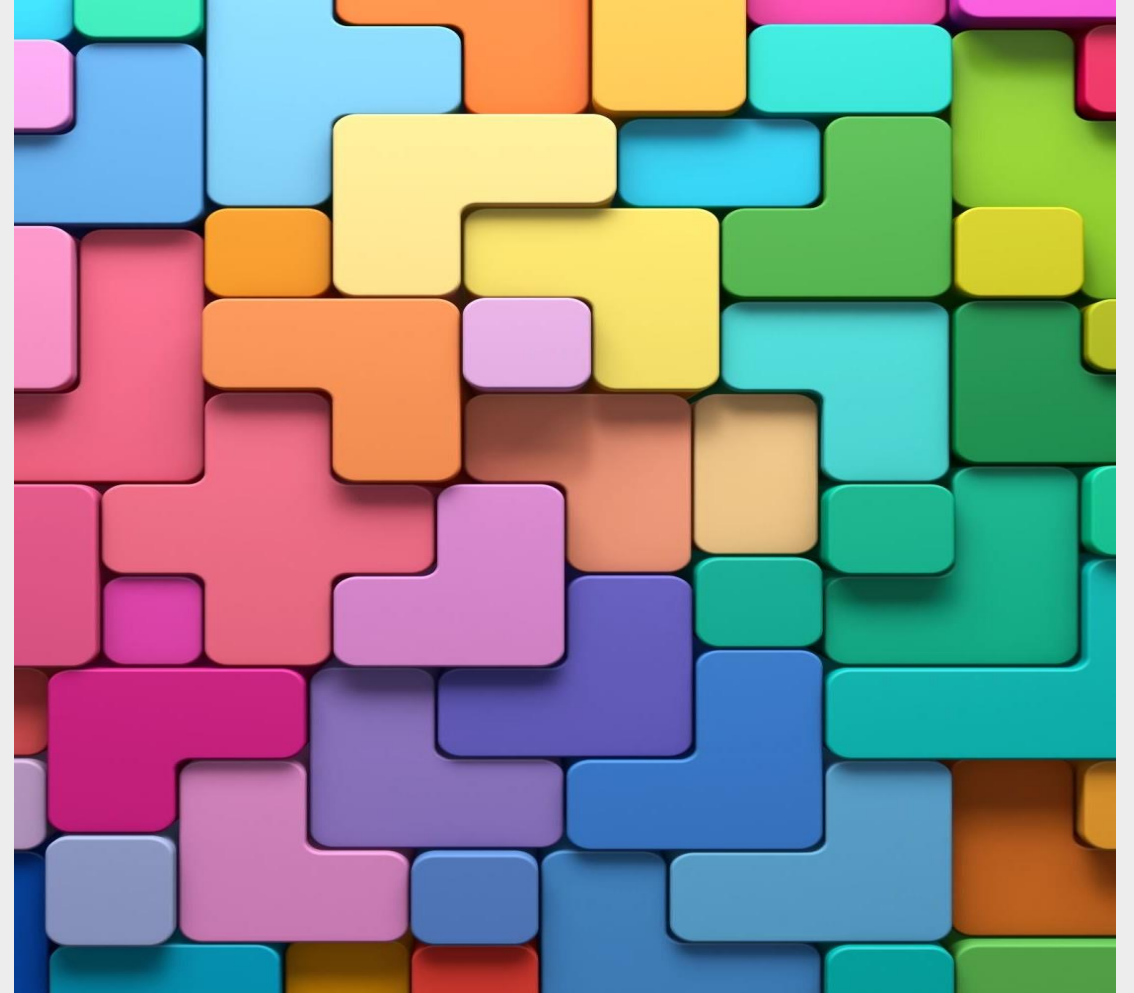
## *Marketing targets*

### *1. Setting up a strategy*

*What are your goals SMART (specific, measurable, achievable, relevant, time bound)*

### *2. What is your budget*

### *3. When and how*



# SOCIAL MEDIA STRATEGY



**Who is your customer?**  
What age bracket?  
Gender?  
Location?  
College degree?



**What are your goals?**  
Establish your brand?  
Increase visibility?  
Generate traffic to website?  
Grow sales and revenue?



**Where is your audience?**  
Are they online?  
Where do they shop?  
Belong to associations?  
Publications they read?



**How will you execute?**  
What do you need to learn?  
What tools are necessary?  
Who is responsible?  
How will you measure?



**What differentiates you?**  
What's your elevator pitch?  
Gather best testimonials.  
What makes you unique?  
Craft a compelling story.



**When will you communicate?**  
What social networks?  
How often will you post?  
Will you blog?  
Will you use visuals/video?

# STORYTELLING

Einstein: Logic will take you from a point A to B. Imagination will take you everywhere

Before: talking about brands was talking about facts, statistics, reasoned argumentation

Today: it's about telling a story, creating emotion and helping customers visualize a new « life »

<https://youtu.be/-sM79W0KYk0>

<https://youtu.be/BCHhwxvQqyg>





# HOW STORYTELLING AFFECTS THE BRAIN

## NEURAL COUPLING

A story synchronizes the listener's brain with the teller's brain.

## MIRRORING

Mirror neurons enable listeners to mirror experience

## CORTICAL ACTIVITY

Two areas of the brain are activated when processing facts. Stories activate many additional areas such as the motor cortex, sensory cortex and frontal cortex.



## DOPAMINE

The brain releases dopamine in response to an emotionally-charged event, resolution of conflict, or even recognition of a pattern, creating a pleasurable response and ease of memory and recall

## CORTISOL

The brain releases cortisol when it experiences conflict which increases attention and memory

## OXYTOCIN

The brain releases oxytocin in response to characters that increases empathy and connection as well as compassion and trust

# STORYTELLING

<b>Don't</b>	<b>Do</b>
Use jargon or business-speak	Use visuals to show your ideas
Focus too much on yourself or your brand	Know your audience
Leave plot holes	Outline your plot and core message
Make your characters too perfect	Be honest
Skim over the details	Go deep
Sell your CTA too hard	Make it useful
Overcomplicate the story	Leave room for imagination



# STORYTELLING

## 1. Characters

Every story features at least one character, and this character will be the key to relating your audience back to the story. This main character is often called the protagonist.

Your characters form the bridge between you, the storyteller, and the audience. If your audience can put themselves in your character's shoes, they'll be more likely to follow through with your call-to-action.

## 2. Conflict

The conflict is the lesson of how the character overcomes a challenge. Conflict in your story elicits emotions and connects the audience through relatable experiences. When telling stories, the power is in what you're conveying and teaching. If there's no conflict in your story, it's likely not a story.



### 3. Resolution

Every good story has a closing, but it doesn't always have to be a good one. Your story's resolution should wrap up the story, give context to the characters and conflict(s), and leave your audience with a call to action.

If you're new to storytelling, there are a couple other elements you'll want to think about as you build your first story.

### 4. Structure

Your plot is the structure of your storytelling.

A blog can have great writing and relatable characters. But if you don't create a natural flow of events, your blog will confuse your reader.

Your "About" page on your website can run through the story of your business. But if you don't break it into clear and useful segments, your site visitors might bounce before they get to the good part.

Plots don't need to be in chronological order. There are many ways that you can experiment with the **structure of your story**.

# STORYTELLING

## 5. Setting

The context of your storytelling impacts how your audience takes in your story.

The setting is more than where a story takes place. It's how you can:

- Share the values and goals of your characters
- Shift the tone of conversations and action
- Make it easier to show instead of tell

# TUESDAY TIP



Notes from Cognitive's Visual Storytelling Practice



JOURNALIST CHRISTOPHER BOOKER SPENT 34 YEARS RESEARCHING & WRITING

## THE SEVEN BASIC PLOTS

TO UNDERSTAND THE META-THEMES IN OUR STORYTELLING...

- 1 OVERCOMING THE MONSTER
- 2 RAGS TO RICHES
- 3 THE QUEST
- 4 VOYAGE & RETURN
- 5 COMEDY
- 6 TRAGEDY
- 7 REBIRTH



THE PROTAGONIST SETS OUT TO DEFEAT AN ANTAGONISTIC FORCE (OFTEN EVIL) WHICH THREATENS THE PROTAGONIST AND/OR PROTAGONIST'S HOMETLAND.

THE POOR PROTAGONIST ACQUIRES THINGS SUCH AS POWER, WEALTH, AND A MATE, BEFORE LOSING IT ALL AND GAINING IT BACK UPON GROWING AS A PERSON.

THE PROTAGONIST AND SOME COMPANIONS SET OUT TO ACQUIRE AN IMPORTANT OBJECT OR TO GET TO A LOCATION, FACING MANY OBSTACLES AND TEMPTATIONS ALONG THE WAY.

THE PROTAGONIST GOES TO A STRANGE LAND AND, AFTER OVERCOMING THE THREATS THE RETURN WITH EXPERIENCE.

LIGHT AND HUMOROUS IN CHARACTER, THE CENTRAL MOTIF IS THE TRIUMPH OVER ADVERSE CIRCUMSTANCE, RESULTING IN A SUCCESSFUL OR HAPPY CONCLUSION

THE PROTAGONIST IS A HERO WITH ONE MAJOR CHARACTER FLAW OR GREAT MISTAKE WHICH IS ULTIMATELY THEIR UNDOING. THEIR UNFORTUNATE END EVOKES PITY AT THEIR FOLLY AND THE FALL OF A FUNDAMENTALLY 'GOOD' CHARACTER.

DURING THE COURSE OF THE STORY, AN IMPORTANT EVENT FORCES THE MAIN CHARACTER TO CHANGE THEIR WAYS, OFTEN MAKING THEM A BETTER PERSON.

CAN YOU SEE WHICH BASIC PLOTS YOUR NARRATIVE WOULD TAKE?

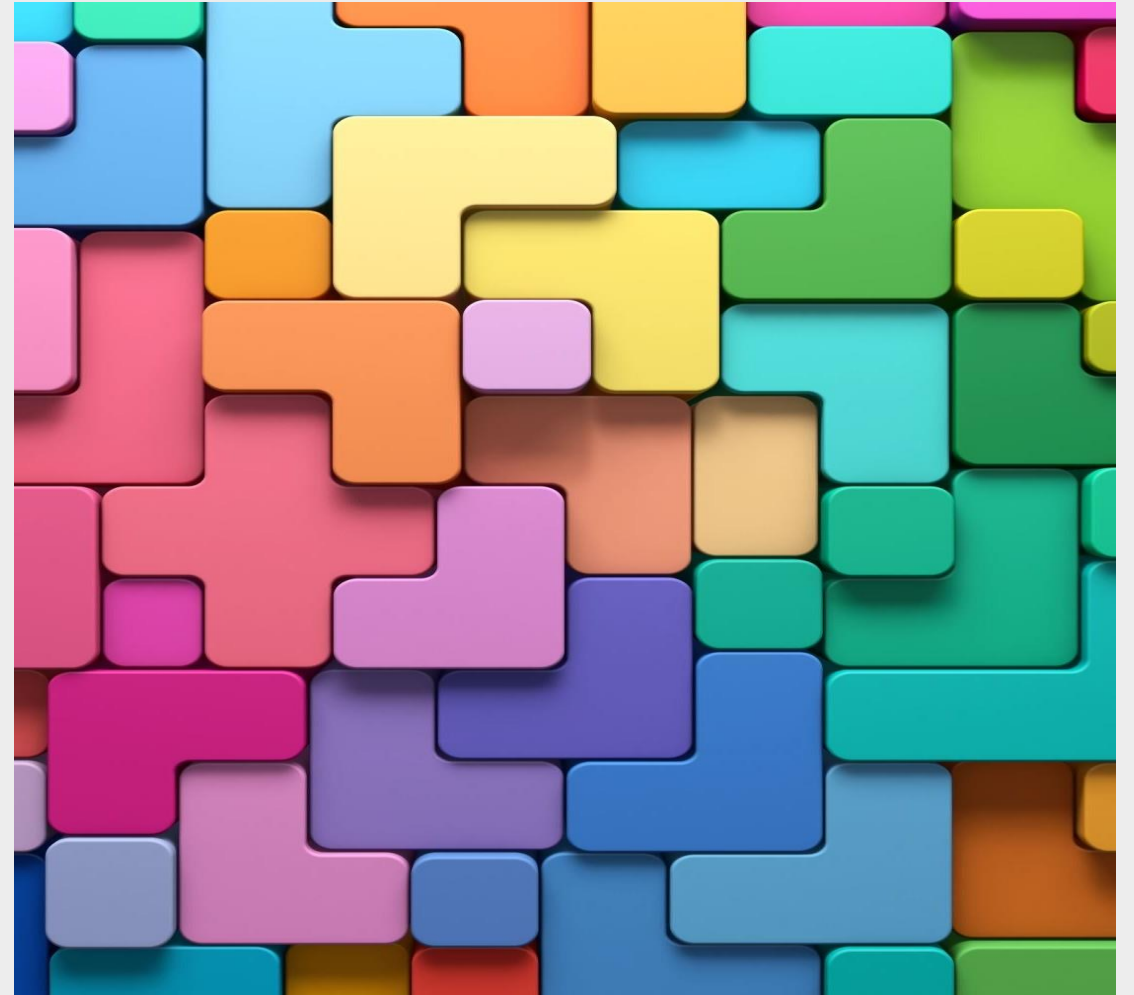


---

# DAY 4

*Yours choices + targets*

*Set up your digital marketing plan*





## Specific

Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.

## Measurable

You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.

## Attainable

Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.

## Relevant

This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.

## Time-Bound

Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.

---

## **Creating content in the form of images, videos and audio files**

### **Create engaging campaigns or contests:**

A social contest or campaign can work wonders in acquiring new followers and subscribers, especially if you have made sharing the post, a compulsory requirement.

When you create a contest related to a popular or 'hot' topic on any of your social media profiles, you are inadvertently creating an opportunity for individuals to participate and interact based on a shared interest

Use also small/less popular Social Media Platforms: Pinterest, StumbleUpon, Vine

### **Create a company page on LinkedIn**

You will agree when we say that LinkedIn is the best professional networking website on the internet.

While it is mainly used for creating a professional profile for oneself, you can also use it to create a profile page, especially for your company.

This not only proves your company's credibility, but also creates a perfect base for publishing news and content related to your services or products.

---

## **Set up your brand on social profiles:**

Create a brand identity

## **Build communities/groups & conduct events:**

One marketing strategy which is tried-and-tested and has worked wonders for many people, is that of creating (closed) groups on platforms like Facebook.

Because a closed group cannot be accessed by non-members, it creates a sense of curiosity among people to join the group and find out what's on offer.

And when you are regular in posting fresh, engaging content/offers on your group, your members will stick around and gradually convert into customers.

Then, once you have enough members in the group, you can also conduct events on a regular basis to ensure maximum participation from your followers.

## **Respond to comments & queries promptly**

If someone leaves a comment or query on your profile, it is your responsibility as the owner to respond to the comment as soon as possible asking your followers for their opinions.

Even if the comment is a grievance, you must apologize and assure them you are working on the solution.

This will prove your sincerity to your customers and convince them that you take their complaints seriously, potentially converting them into loyal brand advocates.

---

### **Conduct online polls & surveys:**

One of the best means of connecting with your target audience and getting their views is by conducting polls or surveys online and literally asking your followers for their opinions.

Online polls on Facebook, Twitter or any other platform, would show your customers that you value their opinions, while also solving the purpose of getting their point of view regarding your brand.

### **Follow a systematic posting schedule:**

Publish your content or update your profile at a specific time, at regular intervals.

Based on the amount of activity observed during a certain time period, there are specific time intervals in the day which are ideal for posting blogs or uploading/tweeting any news.

---

Once you start following a systematic schedule for posting on your social profiles pay attention to certain metrics, your followers will know when they can expect an update from you, and hence, will see/read your updates more diligently.

**Here are some ideal posting times for some popular social media sites**

- Facebook- (Thursday & Friday) 1 PM - 4 PM
- Twitter- (Monday- Friday) 1 PM - 6 PM
- YouTube- 1 PM - 3 PM
- Blog Posting- 11 AM
- Instagram- 3 PM -4 PM
- Google+ - (Monday- Friday) 9 AM - 11 AM
- LinkedIn- (Tuesday- Thursday) 7 AM - 11 AM & 5 PM - 6 PM
- Pinterest- (Saturday) 2 AM - 4 AM & 8 PM - 11 PM
- Tumblr- 10 PM

---

## Pay attention to Online Metrics:

Some of these metrics include;

- The **referring links from where the visitor** was directed to your website.
- The **page which majority of the people visited last, before leaving your website**. This will give you an idea about which page needs immediate attention.
- The **average number of pages visitors are exploring on your website**. This will tell you whether your website as a whole is offering anything which is engaging enough for the visitors or not.
- Finally, the most important bit, **the amount of time spent on the website as well as on the individual pages**. Any page which compels visitors to spend more time on them, are clearly the winners. The more the amount of time, better is your user-engagement.

<https://neilpatel.com/blog/17-social-media-tools/>

---

## Understanding algorithms - Instagram

While it's important to note that the new algorithm is subject to change, these three main ranking factors can still help inform your Instagram strategy:

- **Relationship with the user.** If a certain user has interacted with a lot of your past Instagram content, they'll be more likely to see your future content. This makes continual, repeat engagement on your posts important for building a loyal audience.
- **Interest the user has conveyed.** This signal is based on whether the user interacts with similar posts and accounts when they explore Instagram. Users who also engage with similar content are more likely to see your own posts.
- **Relevancy of the post.** When you publish a post on Instagram, the algorithm gives it a relevancy score, which impacts who it shows in the feed.

---

There were also other, more general considerations that Instagram shared, which you should make note of:

- If users follow a lot of accounts, you've got more competition for the top spot in their feed.
- If users either don't spend a long time on Instagram or don't open the app that often, you decrease the odds of having your content seen if you aren't in one of the very top slots.
- On Instagram, business accounts and creator accounts are not immediately at a disadvantage in terms of organic reach compared to personal accounts.
- If users' content doesn't comply with Instagram's [community guidelines](#), Instagram will take that post down. If it happens repeatedly, Instagram will suspend that user's account.
- If users post something that is labeled as misinformation, Instagram will put a label on the post and lower it in feed and Stories. If a user posts misinformation multiple times, Instagram may make that user's content much harder to find.

## Understanding algorithms – Instagram - TIPS

You can also engage with users on *their* posts to build relationships outside of your own content by leaving interesting and involved comments on content from potential customers, [relevant influencers](#), and related businesses.

Posting first on larger accounts that have a big following can help get your comment more visibility and [get more Instagram followers](#) for your profile. Think about accounts that your target audience is likely to follow, follow them, and join the conversation.

In addition to connecting with similar-minded creators, try following certain hashtags with relevancy to your brand and engaging with posts that use those tags. This is another great way to optimize for higher engagement rates.

To maximize the potential of every post, try to have your content go up during your peak posting times.

Finding your peak posting times may take a little bit of trial and error, but a good place to start is in your Instagram Analytics report, available to all Instagram Business profiles in the mobile app.

[Instagram hashtags](#) can increase your reach by helping you show up in relevant searches.

For this tactic to be effective, however, you need to choose the hashtags that your target audience actually searches through to discover content and other users.

Community hashtags are especially active. These niche hashtags may not have as many posts as the more popular hashtags, but they are already being circulated and searched through by groups on Instagram looking to connect with others who are interested in that topic, movement, or community.

When doing this, be genuine and add value. Don't try to just look for opportunities to get in a public sales pitch or leave generic responses. For example, if they tell you to check out the link in their bio about their new product, actually click the link in their [Instagram bio](#), check out their product, and leave a thoughtful comment. Show your brand's personality and engage in a meaningful way.

This creates [social proof](#) for your content, increasing your comment count while also encouraging further replies. But it also boosts your chances of earning more engagement while your post's potential reach is at its peak.

Responding to a comment can also encourage follow-up comments from the original poster, even if it's just a thank you for answering a question. In some cases, though, this can jumpstart a conversation, giving you significant engagement that will help the reach of this post and future posts, too.

Don't just add these hashtags to the Instagram captions of your own posts, however. Click through and engage with the posts you see that are using them. A simple like on someone's post, at the very least, might translate into a profile view or even a follow.

## Understanding algorithms – Instagram - TIPS

[Instagram Stories](#) get a lot of attention because they aren't subjected to the same algorithm as posts in your feed. They're also a great way to speak to your followers and build loyalty, resulting in more engagement on your static Instagram posts and, thus, more reach.

<https://blog.hootsuite.com/instagram-hashtags/>

### Pay for reach with Instagram ads and influencers

The fastest way to solve limited organic reach on any platform is to pay for it instead. Done correctly, this can give you a burst of momentum that can help you drive better organic results later on. You have two main options here: [Instagram advertising](#) and [influencer marketing](#).

[Instagram ads](#) do cost money, and the ad spend can add up quickly if you're not careful, but it's a good investment if you're having trouble gaining traction on the platform.

Be sure to set a lifetime budget, especially if you're new to Instagram, so you remain in control of your spend.

- **Add hashtag [stickers](#) with your branded hashtag.** When users tap through on your branded hashtag sticker, they'll be taken to a feed of static posts using that hashtag, whether they're your own, customer submissions, or both. Add a location tag as well to help your content show up in local searches.
- **Share Stories from other users.** Instagram allows you to not only be notified when someone shares a Story that mentions you, but also to then share their Story directly to your own. You can even encourage or incentivize your followers to share one of your posts to their Story.
- **Inspire engagement with interactive stickers.** This includes poll stickers, the emoji slider, and question stickers. The latter lets you ask users questions and then post their replies to additional Stories later on. This gives you even more content that your followers might interact with.

---

## Understanding algorithms – Facebook - TIPS

Facebook [says](#) Feed “shows you stories that are meaningful and informative.” As of 2022, the Facebook algorithm figures out what those stories might be using three main ranking signals:

1. **Who posted it:** You’re more likely to see content from sources you interact with, including friends and businesses.
2. **Type of content:** If you most often interact with video, you’ll see more video. If you engage with photos, you’ll see more photos. You get the idea.
3. **Interactions with the post:** Feed will prioritize posts with a lot of engagement, especially from people you interact with a lot.

Facebook [indicates](#) it prioritizes content that is “meaningful and informative.” So what does that mean, exactly?

- **Meaningful:** Stories the user will want to talk to friends and family about or spend time reading (based on past behavior), and videos they want to watch.
- **Informative:** Content someone will find “new, interesting, and informative,” which will vary by user.

Understanding what will be meaningful and informative to your specific audience means you need to understand their unique interests and behaviors. That means you need to do some audience research. We’ve got a [free template](#) to get you started.

---

Facebook [says](#), “people on Facebook value accurate, authentic content.” They also specify that the types of posts people “consider genuine” will rank higher in Feed. Meanwhile, they work to reduce the ranking for posts people find “misleading, sensational, and spammy.”

A couple of tips for signaling the algorithm that your content is accurate and authentic:

- **Write clear headlines:** Make sure your headline clearly describes what users will find in our post. You can certainly get creative, but don’t use clickbait or misleading titles.
- **Be truthful:** Put simply, tell the truth. Don’t sensationalize, exaggerate, or outright lie. Engagement bait won’t win you the algorithm’s sympathy.

---

## Understanding algorithms – Facebook - TIPS

The algorithm prioritizes posts from Pages that a user has interacted with in the past. This means that bumping up your reply game is key.

If a person takes the time to comment on your post, don't waste the opportunity. Making them feel heard with a reply makes it more likely they will continue to comment on your posts in future. This, of course, sends more of those juicy engagement signals to the algorithm. Ignore them and they'll likely go silent in return.

**Pro tip:** Whether you're a solopreneur or you have a whole team of community managers in place, Hootsuite Inbox makes managing these conversations at scale a lot easier.

**Facebook itself** says that if a post triggers a lot of conversation among a user's friends, the algorithm applies "action-bumping logic" to show that post to the user again.

Reels and Stories live in a separate world from the main News Feed algorithm. Both appear in tabs at the top of Feed, above all the other content, offering you a Facebook algorithm bypass strategy.

If you're looking for new eyeballs, Reels are an important part of your strategy. Facebook **says**, "We're focused on making Reels the best way for creators to get discovered." Brands can also find new connections through Reels if they **make quality content**.

Your employees have more credibility and authority with the Facebook algorithm than your brand page does. This is because they have more credibility and authority with their own followers and friends.

<https://blog.hootsuite.com/steps-to-create-a-facebook-business-page/>

# Understanding algorithms – LINKEDIN

LinkedIn's algorithm measures a range of factors to guess how relevant any given post might be to your audience.

It will sort your content into one of three categories: **spam**, **low-quality** or **high-quality**.

## Here's how LinkedIn determines where your post belongs:

- **Spam:** You might get flagged as being spam if you use bad grammar or include multiple links in your post.

Avoid posting too frequently (more than every three hours), and don't tag too many people (more than five).

Hashtags like **#comment**, **#like**, or **#follow** can flag the system, too.

- **Low-quality:** These posts aren't spam. But they aren't following best practices for content, either. If you can't make your post engaging, the algorithm considers it low quality.
- **High-quality:** These are posts that follow all LinkedIn content recommendations:
  - The post is easy to read
  - Encourages responses with a question,
  - Uses three or fewer hashtags,
  - Incorporates strong keywords
  - Only tags people who are likely to actually respond. (That means no spamming Oprah, OK?)

Once the LinkedIn algorithm has established that you haven't posted something too spammy, it'll push your post to a handful of your followers.

If there's lots of engagement (likes! comments! shares!) right away, LinkedIn will push it to more people.

But if no one bites at this stage (or worse, if your audience flags your post as spam or opts to hide it from their feeds), LinkedIn won't bother sharing it further.

This all takes place in the first hour after you share a post, which means it's make-it-or-break-it time!

Make the most of this time test by:

- **Posting at a time when you know your followers are online** (check out our [guide to LinkedIn analytics here](#) to help you figure out when that is!)
- **Responding to any comments or questions**
- **Spark engagement** with a question or prompt
- **Post consistently** so that super fans know when your new stuff drops
- Get active elsewhere on LinkedIn by interacting with other posts. You never know if seeing your name might inspire someone to come take a peek at your latest content, right?

Who gets to see your post from here depends on three ranking signals:

## How closely you're connected.

## Interest in the topic.

## Likelihood of engagement.

First, there's the cardinal rule: Know thy audience. Start by conducting thorough audience research.

# Understanding algorithms – LINKEDIN - TIPS

First, there's the cardinal rule: Know thy audience. Start by conducting thorough audience research.

Use analytics and intel from your other platforms. Graph interests, and get a better understanding of what your audience cares about. You can even use a competitor's audience to build personas.

- Posts with images get [twice as many comments as text posts](#)
- [LinkedIn videos](#) get five times the engagement.

Creators need to use formats that are popular with LinkedIn members. This will likely earn points in both the “interest relevance” and “engagement probability” columns.

For maximum exposure, schedule your posts for when the majority of followers are usually online.

Generally speaking, [the best time to post on LinkedIn is 9 a.m. on Tuesdays or Wednesdays](#). But every audience is unique.

There are several **tactics creators can use to gain extra traction on LinkedIn:**

- Tag relevant companies and members
- use keywords strategically
- include relevant hashtags.

Branded hashtags also have high potential here. If you create a hashtag worth following, chances are the algorithm will surface posts that use it to the hashtag's followers.

If you think a recent post might be of interest to employees or customers, share it in Slack or in your e-newsletter.

This can be a great way to engage inactive LinkedIn members with your content. In turn, the engagement will improve your ranking with the algorithm. It's a win-win.

## Avoid outbound links

LinkedIn doesn't want you going anywhere. So it's no surprise that the algorithm doesn't prioritize posts with outbound links as much as other types of posts.

**If you need to share a link to something off-platform, pop it in the comments.** Sneaky! We love to see it!

LinkedIn's algorithm rewards engagement—especially posts that inspire conversations. **One of the best ways to start a conversation is with a question.**

Ask your audience to share their opinions or insights with you. Posing the right questions positions your brand as a thought leader.

Original posts go a lot further and spark more engagement than a shared post.

**If you're going to repurpose content or have a user-generated content strategy, try to find a way to reframe it, adding your own commentary or value.**

## Understanding algorithms – LINKEDIN - TIPS

Whether you run a personal profile or a [Page](#) on LinkedIn, be sure to:

- Fill out your [personal profile](#) and [Page](#) as completely as you can, and keep them updated. (According to LinkedIn, Pages with complete info get [30 percent more views](#) each week!)
- Add connections (people you know, or think would be interesting to see updates from).
- Encourage employees to show that they work at your company and use your corporate hashtag.
- Follow others and attract followers ([these are different](#) than connections on LinkedIn).
- Take part in LinkedIn Groups, or host your own.
- Give and receive recommendations.
- Make sure your [profile is public](#), so people can find you, add you and see your posts.
- Join conversations and be active on the network, generally.
- Promote your LinkedIn pages on your website and in other appropriate spaces (e.g., employee bios, business cards, newsletters, email signatures, etc.). Setting up [customized URLs](#) is useful for this. You can find the [right logos here](#).

Whenever LinkedIn releases a new format, the algorithm usually gives it a boost. So get experimental!

If something performs well, replicate it.

**Use LinkedIn Analytics or Hootsuite Analytics to understand what posts perform best and why.**

Know the niche, and live in it. These are the kinds of things that thrive here:

- Tips related to scaling a small business
- a breakdown of your corporate culture philosophy
- behind-the-scenes moments at the office
- takeaways from an inspiring conference

**Be real and relatable, and your audience will be more likely to offer the same in return.**

Now the analysis of the relevance of your publication is done in 3 phases:

- 1) 10 minutes after its publication,
- 2) then 8 hours after,
- 3) finally the following days according to the commitment of phases 1 and 2

# ALGORITHME LINKEDIN : LES INFORMATIONS CLÉS À RETENIR

## Les formats

	Document PDF	2,2x à 3,4x reach
	Sondage	2,1x à 2,9x reach
	Carrousel	1,8x à 2,3x reach
	Texte & photos	1,2x à 1,6x reach
	Vidéos	0,5x à 0,8x reach
	Post 1 lien externe	0,4x à 0,5x reach
	Newsletter	0,2x à 0,9x reach
	Article	0,1x à 0,2x reach

## Le nombre de hashtags

La fourchette la plus efficace est entre

2 < # > 6

## Le bonus du mode créateur

Entre 15 et 35%

de portée supplémentaire sur vos posts en moyenne !

Activez le mode créateur si vous publiez au moins 2X par semaine

## Le poids des engagements

1 like	=	1 vue en plus
1 clic sur "voir plus"	=	4 vues en plus
1 partage	=	7 vues en plus
1 commentaire	=	12 vues en plus

## L'impact du SSI

+25%

de portée si votre SSI est supérieur à 70/100

## Le rythme de publication

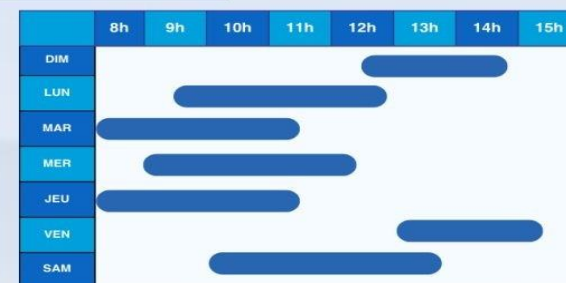


1 à 3

posts/semaine avec un intervalle de minimum de 18 heures pour éviter la cannibalisation

Le plus important est la régularité

## Le meilleur moment pour publier



Générer de l'engagement dans les 90 premières minutes !

## Commenter son post



Pas en premier !



Mais quand il y a quelques commentaires faites-le cela apporte +20% de growth dans la 1ère heure

## Recommandations



Ne mentionnez pas plus de 15 comptes par post



Pas plus de 10 émojis par post et pas plus de 4 sur la même ligne, pour ne pas pénaliser la portée



La longueur des publications doit être entre 1200 et 1600 caractères pour performer.



Répondre dans les commentaires dans les 12H.



Ne modifier pas votre post dans les 10 minutes qui suivent la publication.



Le Dwell Time a perdu son importance. Ce qui compte est de générer des engagements dans les 90 premières minutes.

---

*Which platforms?*

*Who are you targeting?*

*Why? What is your aim?*

*How will you go about it?*

*Linkedin*

*Recruiters, business partners*

*To recruit, be recruited, to find new clients*

*Set up my account, define target, plan what I want to say...*

*Which platforms?*

*Who are you targeting?*

*Why? What is your aim?*

*How will you go about it?*

*Instagram*

*Clients, brands*

*To create a specific image*

*Decide on the message I want to give, associated with photos, every week ?*

---

Set up instagram: <https://blog.hubspot.com/marketing/how-to-use-instagram>

Set up Facebook : <https://www.youtube.com/watch?v=nkKnIRQO2KI>

Set up LinkedIn: [https://www.youtube.com/watch?v=SzeG\\_FpIOP0](https://www.youtube.com/watch?v=SzeG_FpIOP0)

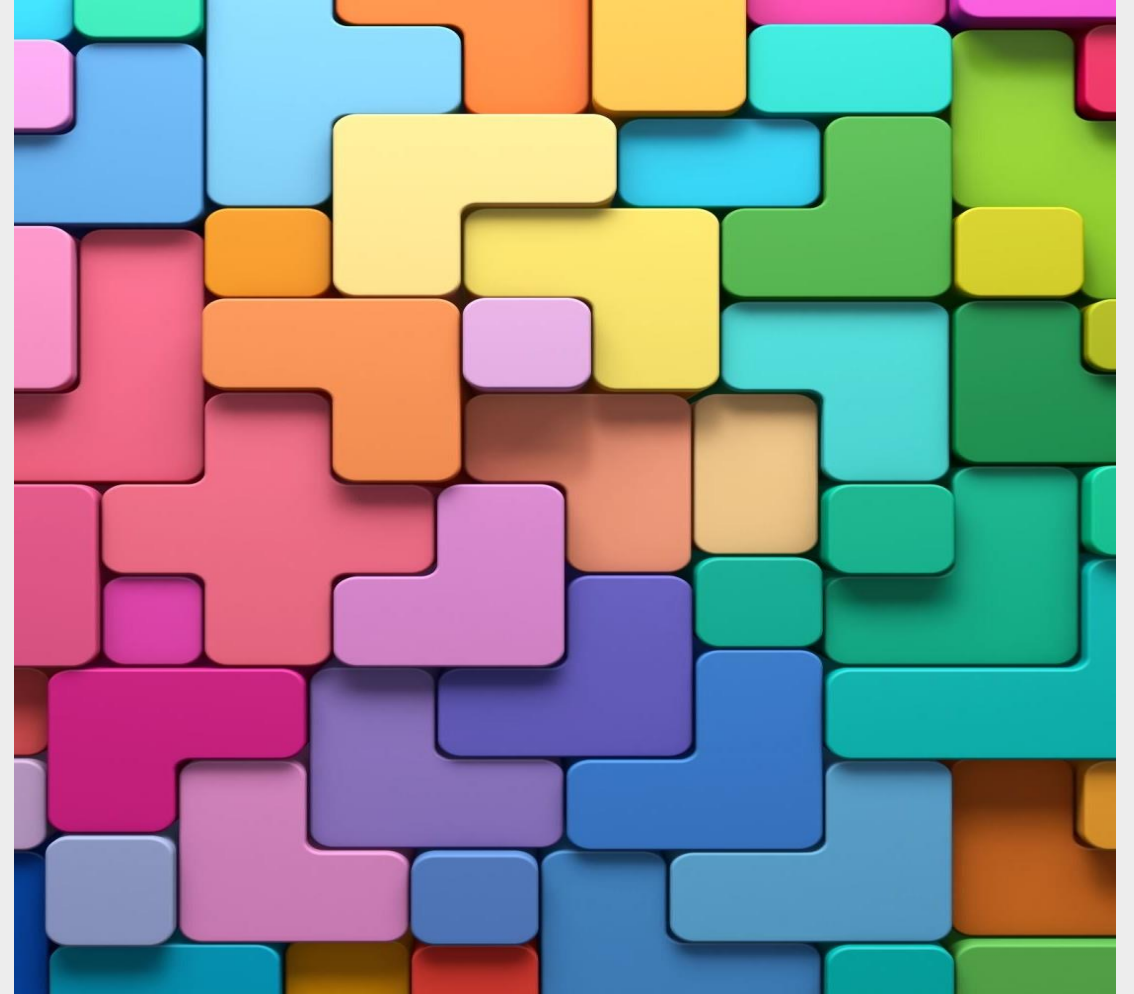
Set up Pinterest (business): [https://www.youtube.com/watch?v=3L\\_srBHB1aU](https://www.youtube.com/watch?v=3L_srBHB1aU)

---

# DAY

# 5

*Tell us your marketing plan*



---

---

## PROS AND CONS OF USING SOCIAL MEDIA

<https://socialnetworking.procon.org/>

