

# HOW TO SUCCEED ON SOCIAL MEDIA

An ultimate guide on how to drive organic traffic and growth to your online presence, with a whole host of tips and tricks to help you navigate and best utilize each key social media platform.



# WHAT ARE 'BEST PRACTICES'?

"A working method or set of working methods that is officially accepted as being the best to use in a particular business or industry."

So we're about to hit you with the most hip tips n' tricks for a successful social media strategy, because let's be real - it's hard out there. Worrying about followers and being so focused on popularity can take its toll, so we're here to help make the process a bit easier.

As well as creating awareness for your business, social media helps to drive engagement, boost online presence and build brand authority. This guide will show you the most effective and important methods of each platform that have also been industry-expert-approved.

Let's begin the journey to reaching your goals.

The platforms that are going to be reviewed in this guide are:

Facebook

LinkedIn

Twitter

Instagram

YouTube



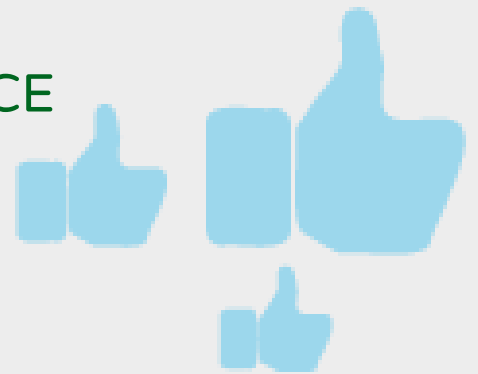
# facebook



**STAY CONNECTED  
WITH EVERYONE**

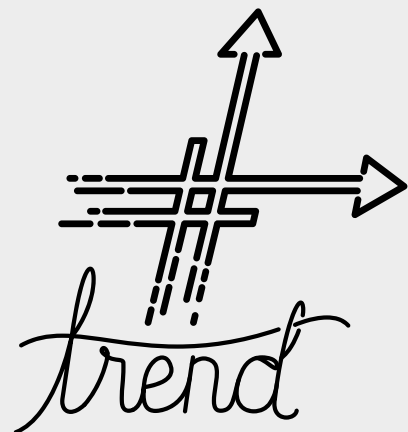
# TOP TIPS TO DRIVE ENGAGEMENT AND CONNECT WITH YOUR AUDIENCE

GET PERSONAL WITH YOUR AUDIENCE



FIND OUT WHAT CUSTOMERS WANT  
(QUESTION POLLS)

JUMP ON TRENDING TOPICS



USE BRANDED GRAPHICS



GET SOME VIDEO CONTENT OUT THERE  
(FACEBOOK LOVES IT)

USE EMOJIS (FRIENDLY AND LIGHT-HEARTED)



Fun Fact:  
'Crying Laughing Face'



Is The Most Used Emoji



SHARE YOUR BLOGS (IMPROVES SEO)

POST AT OPTIMAL TIME



Tuesday, Wednesday and Friday,  
between 9-11 am, for best  
results



# PROFESSIONAL NETWORKING AND KNOWLEDGE SHARING

# GUIDANCE ON HOW TO PERFORM BETTER

## HEADLINING YOUR POSTS



“How to” and “List-style” headlines perform better

### TITLE

Between 40-49 characters



## LENGTH OF POSTS

Users enjoy long-form content

## INCORPORATE VISUALS

Rich media leads to 98% higher engagement rate with images, and 75% higher share rate with YouTube videos.



## tone of voice

Use neutral language as opposed to either positive or negative language. Instead of taking a position and opinion on a subject, simply talk about the facts of the matter.



## MAKE YOUR CONTENT READABLE



As silly as it might sound, make your content readable for an 11-year old! The simpler it is, the more positively your content will be received (leading to increased views, sharing, comments and likes).

## WHEN TO POST



The best time to post on LinkedIn is from Tuesday to Thursday, between 9am and 2pm.

# CONNECTING WITH PEOPLE IN REAL-TIME

**THE MOST FREE  
THINKING PLATFORM**



# WANT TO BE A TOP STAR ON TWITTER THEN FOLLOW THE TOP TIPS

## FOR ORGANIC TWEETS

- Keep your messages concise
- Use up to 2 hashtags
- Always include a clear call to action
- Avoid all caps posts
- Keep your tone of voice conversational
- Use emojis to spark emotions



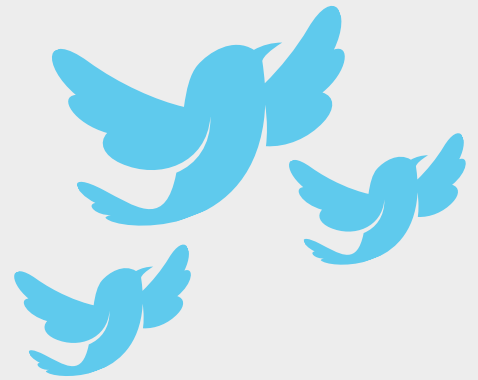
## FOR VIDEO CONTENT

- Keep your videos around 6-15 seconds long and use captions for sound off viewers
- Show your logo and keep it on a permanent place and not moving around the video
- Grab the attention as early as possible
- Use human interaction when marketing your products/services



## FOR IMAGES

- Avoid images that can be downloaded and used by other brands as well
- Incorporate your company's culture in your images
- Have consistency when creating your own images, templates and illustrations
- Use eye-catching colours (avoid bland and generic colours)



## FOR POSTS WITH CREATIVE VISUALS

- Avoid imagery with heavy text
- Keep your videos short (max 15s)
- Use closed captions for videos with dialogues (not everyone will be able to watch it with sound, be inclusive)
- Make sure your link is clickable



**CREATE CONTENT THAT  
CAPTURE THE EYES, HEART  
AND IMAGINATION**

# TOP TIPS FOR INSTAGRAM SUCCESS

## KEEP TRACK OF YOUR PERFORMANCE

Use the platform's built in analytical tools, to monitor which content is giving great results and what's not doing so well.



## HASHTAGS

- Increase visibility and discoverability
- Higher engagement
- Avoid using more than 10 relevant hashtags

## CAPTIONS

- A 2,200 character limit
- Organic posts should have between 138-150 characters
- For Ads it's around 125 characters





## CONSISTENCY IS KEY

- Be consistent with your feed by finding 2-3 editing styles to play around with.
- Find your own style and maintain it by using your brand colours to show your identity.

## DIVERSIFY YOUR CONTENT

It's not all about pretty pictures - add depth to your feed by incorporating:

- Videos
- Reels
- Instagram stories
- User-generated content
- Quotes and text-based images from industry influencers
- Behind the scenes posts
- Do collaborations
- Go Live and connect with followers in real-time



## OPTIMAL TIMES FOR POSTS



Monday through Friday at 11 am  
Tuesday from 11 am to 2pm.



# **THE PLATFORM THAT CHANGED THE WAY**

**PEOPLE WATCH,  
CREATE  
AND THINK ABOUT  
VIDEOS**



# HOW TO ACT ON YOUTUBE

## TOP BENEFITS OF YOUTUBE

- Helps you reach a powerful audience
- 2nd most viewed website after Google
- 2nd most popular search engine after Google



## OPTIMISE YOUR CHANNEL



- Use keywords - it will help you rank organically on Google
- Fill in your About Us section
- Create 30-60s introductory channel snippets
- Sort your various topics in playlists
- Title your headings and descriptions properly to guide the viewer
- The first 15-30s are crucial (must capture the viewer's attention)
- Always have captions available



## BE PATIENT

Results probably won't be immediate, it will take some time to grow your viewer base.

## PROMOTE YOUR CHANNEL ON YOUR OTHER SOCIAL MEDIA PLATFORMS



## VIDEO IDEAS TO CONSIDER

- Listicles - popular content type that can be informational and entertaining at the same time (often short and to the point).
- Product videos - allows viewers to connect with a product in a different way.
- Behind the scenes - this way you give insight to the audience about the back end of your business or product/service.
- How-tos - instructional step-by-step guides that demonstrate how to use a product or resolve a problem. They provide answers to viewers' questions and educate them further.
- Testimonials - people pay close attention to other people's opinions before making a lot of decisions. With testimonials you can boast previous success stories to promote yourself, and people will invest.
- One last word of advice: Try not to violate any copyright laws!

# 5 TOP FINAL TIPS



BE CLEAR ABOUT YOUR GOALS AND WHAT YOU WANT TO ACHIEVE

IF YOU STRUGGLE ON THE HASHTAGS USE HASTAGIFY

MONITOR YOUR PROGRESS AND MAKE ANY NECESSARY CHANGES

RESPOND TO COMMENTS AND MAKE YOURSELF VISIBLE IN NON-PROMOTIONAL WAY

WHEN CREATING VIDEOS IDENTIFY MISSING GAPS AND INCLUDE THEM

# CONGRATS ON FINISHING THIS GUIDE



We from **BEANSTALK**  
**SOCIAL** are very proud of  
YOU!

If you still feel unsure don't  
hesitate to contacts us!

WE ARE DEDICATED ON  
HELPING SMALL BRANDS  
GROW AND ACHIEVE THEIR  
GOALS!

