

HOM Training

Module 3 | Social Media Basics

Module 3 Overview:

Account Management, Maintenance, & Growth

- Interaction
 - Account Information Access
 - Logging in to client accounts
 - Community Engagement
 -  Notifications Checklist.pdf
 -  Common Responses
 - Watch a [Training Video on Checking Notifications](#)
 - **Notifications Activity**
 - Hashtags
 - **Hashtag Activity**
 - Engagement/"Getting Lost"
- Content Development
 - Types of Content
 - Stories
 - **Facebook and Instagram Stories Activity**
- Account Growth
 - Growing your Facebook page audience natively
 - New features
 - Buying followers or engagement

Account Management & Maintenance & Growth

Brand Consistency should be among all things

Constantly Changing

Things change every single day. Maybe not all at once, but some of these features might vanish, some of them might be around for the long haul. But I highly recommend you do some research of your own - because things change.

- Where do you look for industry information?
- How do you stay up with changes to social media?

Google Alerts

Set up a google alert for each of our clients. Use their Name and/or Brand name in quotation marks to help get the most accurate alerts. For example: "Emily Heidt" and "Heidt of Media"

Interaction

Let's start by finding and accessing the Account Information documents for each client. You will want to get logged in to the accounts, specifically the ones you have not been added to as an admin already. Like Twitter, Pinterest, and Instagram.

- We may need to get confirmation codes for certain clients - so this is a process we will need to go through together.

Community Engagement:

Engaging needs to be client specific and completed with the brand perspective and personality in mind.

When it comes to anything during our outside of work hours that is client facing or representative of The Heidt of Media, our personal opinions and our personal voices go away completely, especially when we are writing content on behalf of a client, our voices then become our clients voice to the public.

Always be **mindful of the account** you are commenting, posting, and engaging from. Be sure responses and likes are not coming from your personal account, or another client account unless you purposefully intend to do so..

1) Notifications

Every account needs daily attention. It is your job to check and respond to all of the incoming notifications for our clients social media pages, which includes but is not limited to:

- Messages
- Comments
- Likes
- Tags
- Mentions
- Shares
- Reviews

Here's a great resource to use to make sure that you are being VERY thorough in your notification checks for each client. [📄 Notifications Checklist.pdf](#)

Check all notifications on all platforms, and then check them twice. Sometimes it is not enough to just check them through Facebook Business Suite, you MUST also check them manually on Instagram.

Notification Routine:

Frequency

While our eyes are always on the lookout for notifications that come through, we dedicate time first thing in the morning and again each afternoon (Monday-Friday) to check notifications thoroughly and ensure responses are timely.

Typically we have dedicated eyes on the accounts over the weekend if things arise that need more immediate attention.

Responses

Our team will typically respond to notifications as we receive them.

If our team is unsure how to handle a response appropriately we will email or text a screenshot and a suggested response and ask for further guidance.

Watch a [Training Video on Checking Notifications](#) here.

Responding to Comments

Notify the team of important tags, mentions, reposts, influencers, and events with the accounts. Inform the team and/or leadership of difficult comments and conversations on social media. Do not engage with hot topics and hostile individuals.

☐ **Common Responses** - How to respond to comments and messages. These change over time, and are not something to be used exactly with responses everytime. Just a starting point for tone of voice and how to evoke continued conversation and speedy response times.

*It is your job to add to this document AND the individual client specific common response documents as needed over time to reflect common questions we receive.

Make sure when you are responding on Facebook that it's from the FB Business Suite app on your phone OR paying close attention in a computer browser so you can easily see which account you are responding from.

2) Hashtags

Hashtags are more than just writing down whatever is at the top of your mind. You might hashtag #DoltForTheGram because it's funny, but there **are** important research and methods behind choosing the perfect hashtags for your post.

Here are some basics: **HASH-TAG** /'haSHtag/ (noun)

1. a word or phrase preceded by a hash sign (#), used on social media websites and applications, to identify messages or posts on a specific topic.
EX: "Spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"

It's probably important to cover some of the basics of hashtag use in general.

- 1) A hashtag must begin with #, formerly known as a number sign or a pound sign. This creates a link within each social media platform. This link will take you to a category of content, where you can find posts, (text, photos, videos, etc) from users who have also used this hashtag.
- 2) Hashtags can be one word, a phrase, or even a sentence - without any spaces.
- 3) Hashtags can utilize letters and numbers.
- 4) Hashtags will break, meaning they will not work, if you use symbols or spaces in the middle. Symbols you cannot use in hashtags include, but are not limited to: @ , ! \$ % ^ & * () { } [] | \ < > . / ? ` ~
- 5) Hashtags on Instagram also allow the use of emojis.

Hashtags have changed A LOT over the years, but before we teach you the history and background that we have been tracking up to this point we want to hear from you.

Hashtag Activity

Complete the activity by using the Slides specific to you below:

- Amie Dominguez - Hashtags | Module 4 Activity
- Hailee Milligan - Hashtags | Module 4 Activity
 - What hashtag strategies are currently out there & being used right now?
 - What is the industry saying works?
 - What is the industry saying doesn't work?
 - List your sources.
 - Build a hashtag strategy.
 - Create a set of hashtags for us to use for each client.

3) Engagement/"Getting Lost"

Interaction: Engaging with new audiences and different types of content will help algorithms determine to whom, and how much to display your content in similar threads.

Inspiration: Find accounts that are your #GOALS. See how other people are putting their digital strategy to use on each platform.

Baseline: Get yourself a baseline for where your competitors are at and where you would like to be at. Followers, posting frequency, the works.

Content Development

Types of Content

- User Generated: Highlight a customer journey, experience, or content that they have shared. This type of content is exactly why influencer marketing and reviews are so powerful. [Here's an example of a client utilizing User Generated Content in our strategy.](#)
- Informational: Give users the ability to see why your product or service is the right one for them with contextual information. [Here's an example of a client utilizing Informational Content in their strategy.](#)

- In-Use: Allow your audience to see how your product or service will be used to improve their life and fit into their lifestyle. [Here's an example of a client utilizing In-Use Content in their strategy.](#)
- Humanizing: Share your story, brand culture, and your vision. Keep it short and engaging. [Here's an example of a client using Humanizing Content in their strategy.](#)
- Evergreen Content: Content that can be used any time of year. Evergreen content is easy to spot for many clients. It can be a combination of many types of content and will still be impactful year-round. [Here's an example of Evergreen Content in a social media strategy.](#)
- Campaigns: A series of similar or themed content. For example, a campaign can focus on one particular service, a particular segment of your audience, or have a certain theme. There are many ways to apply campaigns and themes in a social media and content strategy. [Here's one example of a monthly Campaign in action.](#)

Types of Creative

Think about when you are using your personal social media channels. Take time to consider **why** you like a particular image, advertisement, or post. Think about what aspects you like about each post or sentence. Elements and aspects can be utilized for client's social media as well!

- Photo
- Video
- Link
- Plain Text
- Graphic

Why are some types of creative better than others?

Feed the beast from all angles is important

Don't get too bogged down on just one platform. One way I've heard it said is - the more places you put yourself online, the more opportunities there are for potential clients to find you. With that being said... You want to keep your brand consistency and target audience in mind. Know that we have to start somewhere.

For us, that means starting with basics to introduce you slowly to concepts that we apply in larger ways and quantities farther down the line (AKA tomorrow or next week).

Stories

Stories can drive a ton of engagement and value — whether you're sharing a Story from a brand account or your own personal profile.

- Stories can last for longer than 24 hours if you add them to your highlights.
- Highlights can remain on your profile for as long as you like.

Current Clients Who Use *As of June 2022

- Motor Bike Works - 2-5 stories per day, Tuesday-Saturday
- Maui Foods - 2-4 stories per day, Monday-Friday
- Animal Investigation and Response -
- Western Son Vodka - 2-4 stories per day, Monday-Friday

Facebook and Instagram Stories Activity:

1. Help plan and outline Facebook and Instagram stories for the other clients that should include stories in their strategy.
 - Include: THLN, Texas Humane Network, Realtime, and Razoyo.
2. Access the Account Reference Documents that are specific to each client and add a slide to detail out your plan and strategy. Title the slide: "Your Name - Story Strategy"
3. Include any details you think may be important to the team, including:
 - Frequency/How often the stories should be posted. Weekly? Monthly?
 - What days?
 - What content should be included for each client? Example for Texas Humane Network would be Book of the Month.
 - Any other suggestions we should consider for stories?
 - Design suggestions?
4. Review, present, and discuss your findings with the team.
 - This isn't meant to be a pretty designed presentation, this is intended for you to get to know the clients on your own and evoke a conversation.

Account Growth

Growing your Facebook Page audience natively

Can be done when people outside of the current list of followers engages with our content. You can also invite people to like a page if they are one of your personal

friends on Facebook. We encourage our clients to invite their personal friends to like the pages to give us a good start.

Here's a [Training Video on Growing Facebook Pages Natively](#). Some features have been added since this video was created. Mainly allowing quick access to the "Send Invites" bulk feature within [Business Suite](#).

- On the Home Tab you can scroll down to see the "Grow your audience" section and invite people en masse from there.

New Features

If you begin using the new features as they are released you get a slight boost in engagement, reach, and click through - because the platforms are typically still testing out the feature. They want to see how users react, how businesses utilize it, and if they want to keep or delete a particular feature.

Buying Followers or False Engagement

The supreme court ruled that boosting your numbers in any way is considered false advertising, therefore ILLEGAL.

Also, social media algorithms seem to penalize you for doing so. They reduce your post reach, your account reach, and ultimately restrict some of your brand capabilities (depending on the platform.)

Success! You've now completed Module 3!