

TUNING UP YOUR SOCIAL MEDIA

25 TIPS FROM SABATIER

Engaging your members on social media is a great way to *build that community* of fans for your coop brand.

1. Share the best content – even if it is not yours

Some brands are resistant to sharing content created by their competitors, but it ultimately has a positive effect.

By sharing the best content from any source, you become the one-stop-shop for the information your members care about. Be sure to source the content.

2. Relate to common experiences

There are certain things that all of your members can relate to -- like paying bills or getting stuck in traffic. By posting highly-relatable content, you are more likely to get engagement from your Facebook fans.

3. Offer an incentive or prize

Facebook contests and giveaways are highly effective for creating brand awareness, generating leads, and growing your presence on the platform; you just need to ensure that what you're offering is unique, truly valuable and relevant to your coop brand.

4. On occasion, tie social media activity to a cause or initiative

If you want a sure-fire way to connect with your members on an emotional level, support an initiative or charitable cause they care about. When you show genuine effort to support an initiative and align your coop brand with a noble cause, members often want to be in your corner.

5. Share Videos to Take Your Part of the 100+ Million Hours Watched on Social Media *Every Day*

Facebook users *alone* watch 100 million hours of video *every single day*. And 82% of Twitter users watch video on that network. It's safe to say that sharing videos will help you *engage* your fans and followers.

- If you're looking for social video ideas, consider how-to, entertainment, behind-the-scenes, culture, recruiting, response, shout-out, event, promotional, demonstration, interview, and even customer testimonials.
- The best video length for Facebook engagement is about 1 minute and 30 seconds, and Twitter's direct upload maximum length is 2 minutes and 20 seconds. So, you could smartly record one video and share it across multiple networks, then also upload it to YouTube for additional exposure.
- Edit your video with [Windows Movie Maker](#), [iMovie](#) or [ScreenFlow](#). Add captions to make your message accessible for everyone, even if sound is off.

6. Tag Your Guest Bloggers or People You've Quoted in Your Social Messages

Tag the people you want to recognize in the social messages you write. Here are a few ways to engage fans, friends, and influencers with your social accounts:

- Create a quote graphic with a tool like [Canva](#) or design your own with Photoshop. Tag the person you quoted—or the business they work for—in your social message. You can easily find their Twitter handle by searching their name, or search for their business page on Facebook.

- Thank those people you reference by tagging them in a social message with a link back to the content you've published so they can see how you've recognized their hard work.
- You may accept guest authors to write for your blog. Tag your guest bloggers in the social messages you schedule to promote their blog posts.
- Consistently ask your audience for feedback on what to create next. For example, it's easy to ask your audience for their advice on the next content you should create.

7. Curate and Share Others' Valuable Content with Your Following

Your followers trust that you will find content that they will be interested in. Social media content curation is a lifesaver for an audience drowning in information.

There are many different ways to curate, in what some have called your social media mix. An easy way to start is to set up [Feedly](#) with the RSS feeds from your favorite blogs.

8. Schedule Your Social Messages to Send at The Best Times to Increase Your Reach

For every network, there are certain times of the day when the users are most active. By scheduling your social media messages to post at the best times, you're that much more likely to engage your followers. See infographic in ppt.

9. Write Emotional Headlines

Use a [headline analyzer](#) to ensure that your content is appealing and emotional.

There are three solid headline formulas that tend to perform well:

1. How To {Do Something} That Will {Help You Experience Desired Result}
2. {#} Ways To {Do Something} To {Produce Desired Result}
3. What Is the Best {Topic} That Will {Do Something Desirable}?

Here are some samples:

How To

How to Start ___ That Will Help You ___
How to Improve ___ So You Will Feel Like A ___
How to Make A ___ in A ___
How to Run A Successful ___ To ___

Questions

When is the Best Time To ___?
How Do You ___ When You ___?
Why Is ___ Better Than ___?
What Can ___ Teach You About ___?

List

___ From ___ Of the Most Popular ___
Ways to Be ___ When You Don't Feel ___
The 6 Types of ___ That Will Give You ___
The 10 Step Solution For ___

10. Share Your Content More Than Once on Social Media

You can get 31.5 times more click-throughs when you share your content on social media more than once. You can share the same piece of content on social media more than once to help you fill up your social media posting schedule.

11. Use Hashtags to Double Your Engagement Rate

Hashtags on Twitter can double your engagement rate. On other networks like Pinterest, they work well for categorizing your content.

Find trending hashtags with:

- [Twitonomy](#)
- [Hashtagify.me](#)
- [What the Trend](#)
- [RiteTag](#)

12. Use Images, Memes, And Animated GIFs

Tweets with images get 18% more click-throughs than those without. And tweets with animated GIFs get 167% more click-throughs than tweets with images. Memes bring humor to busy news feeds (and let's just remember that *half of all people share* entertaining content).

Find inspiration for visual content:

- Look to [GIPHY](#), [PopKey](#), and [reddit's top GIFs sub-reddit](#) for animated GIFs. [GIPHY also has a GIF maker](#) to help you make your own GIFs.
- You can also [check reddit's home page](#) for memes and more, or try a site like [memes.com](#) to make your own.
- There are some tools to help you make engaging images and graphics for your social media messages.
- [Adobe color wheel](#) for complementary colors.

- [Aviary](#) for imagery, editing, and more.
- [Bannersnack](#) for banner ads and promotion.
- [Buncee](#) for combining visuals and text with your images.
- [Canva](#) for awesome blog graphics, imagery, and more.
- [Chisel](#) for writing words on images.
- [Da Button Factory](#) for... um... buttons.
- [Freebiesbug](#) for free fonts.
- [Google Drawings](#) for sketching out a thought.
- [Haiku Deck](#) for turning words into graphics and presentations.
- [imgflip](#) for generating memes.
- [infogr.am](#) for infographics.
- [Magdeleine](#) for imagery.
- [Matthew Kosloski's hexbook](#) for complementary colors.
- [Online Image Editor](#) for... editing images online.
- [Paint Shop Pro](#) for sketching out your thought.
- [Phonto](#) for layering text on images.
- [Photoscape](#) for editing images.
- [Photoshop](#) for editing images (and a lot more).
- [Picasa](#) for small graphics you could use on your blog.
- [Picmonkey](#) for free online photo editing.

- [Piktochart](#) for infographics, reports, charts, and presentations.
- [Pixel Buddha](#) for fonts and icons.
- [PixTeller](#) for making awesome posters.
- [Placeit](#) for free iPhone and iPad mockups.
- [PowerPoint](#) for smaller graphics.
- [Prezi](#) for animated presentations.
- [Quotes Cover](#) for making visual quotes.
- [Visage](#) for turning your data into beautiful graphics and charts.
- [Visual.ly](#) for imagery and brand creative services.
- [Word Swag](#) for adding visual words to images.

13. Post Standalone Social Media Messages to Increase Shares

It's easy to want to share content that contains links back to your content. However, a growing trend is emerging for brands to share standalone social media messages...posting a message with a graphic—something with a funny, inspirational, or encouraging message.

14. Recycle Your Evergreen Content to Share

Creating, sharing, and repurposing evergreen content helps increase content results. Evergreen content is perfect for engaging your social media following. Here are some examples:

Questions and Answers

What is the best (topic)?

When is the best time to (topic)?

Why is (topic A) better than (topic B)?

Step by Step Process

The Complete Guide to Make a Successful (topic)

(#) Easy Steps to make a (topic)

Ultimate Guide

The Ultimate Guide to (topic)

How to (verb) The Best (topic)

Thought Leadership and New Methods

This is the (topic) Every Member Needs

How to (desired effect) with the (new method) technique

15. Create A Facebook Group to Build a Community

Creating your own [Facebook Group](#) gives you the opportunity to engage with your community. You can ask questions, get feedback on your upcoming content and other projects, and even share content.

Get started by going to Facebook. In the Groups area to the left of your newsfeed, click on “Create Group”.

You can make your Group public, closed, or secret—it all depends on the kind of community engagement you’re hoping to foster. Write an intro and guidelines to help your following participate accordingly. You can also select additional admins to help you manage your Group.

16. Find New Twitter Followers

There are a lot of tools out there for Twitter that make it easy for you to find more followers based on similar interests.

- [Nearby Tweets](#) is a tool that helps you find followers based on a combination of keywords and location.

- Then there's [InboxQ](#), which is a Web app that allows you to find Twitter conversations in real time based on certain keywords. You can join these conversations and contribute in meaningful ways to engage new followers.
- [Twitdom](#) and [Tweepi](#) are also helpful for finding new followers.

17. Capitalize on *The Most-Shared Content* by Sharing Infographics

infographics are the most shared form of content.

18. Hold Q&A Sessions

Consider holding Q&A sessions on social media with higher-ups—including CEOs—to help make your coop more relatable. Q&A sessions are also a great way to inform the public about new products, services, and promotions.

- Have your audience send in questions beforehand so you can be prepared for what they want to know.
- Be prepared for any tough questions and knowing how you'll respond quickly.

19. Conduct Polls and Surveys

People are often willing to provide you their opinion—and this is especially true on social media networks. It also shows them that you care about their opinions, which in turn helps to build trust and loyalty, further strengthening your brand identity and reputation.

- Use survey creation sites like SurveyMonkey to easily create polls to post on your social media sites.
- Be quick. Keep your surveys short and sweet. Your audience is more likely to respond when you keep your poll simple. And offer an incentive.
- A poll is generally **easier** to do since you can just ask one question and have a list of answers to choose from. Because they take little to no effort to complete, followers are more likely to do them.

20. Ask Followers to Engage

Simply asking your followers to engage will often work. When posting content on social media, ask your followers to share, like, or to share their opinion on it.

- Explain to your members *why* they should share your piece of content. Give them *a reason* to do it. Reasoning may pump your acceptance rate to as high as 94%.
- Focus on a single call to action, don't confuse your audience by asking too much.
- Only 16% of your visitors will actually read your content from start to finish. You should not miss your chance to ask them for a share.
- Your tweets have a 12x higher chance of being retweeted if you ask for it, and 23x higher if you actually spell out the word "retweet."

21. Make It Easy for People to Engage

Consider a sharing widget.

Encourage your customers and website visitors to find you on social media and to follow or like you by using social media plugins on your blog. If you are going to use social sharing buttons, the top/left side of the page seems to do best.

- Definitely limit the networks you include when using social media buttons.
- Facebook and Twitter will usually provide the most shares, but make this decision based on your audience. For example, Google+ has good traction for many blogs.

22. Respond Quickly

“Research shows that customer emotions become permanent with time. It’s best for an effective intervention to take place as close to the experience as possible,” says Baba Shiv, Stanford Professor of Marketing at Stanford’s Graduate School of Business.

When people post comments on your social media, respond quickly. If you don’t, then it’s going to seem like you’re not very active on your own social media pages—or you simply don’t care.

23. Use Social Media Tools to Analyze and Improve

Almost every social media platform provides its users with a number of different tools that you can use in order to improve your social media strategy.

Tools such as [Twitter Analytics](#), [Google Analytics](#), and [TweetDeck](#) can provide you with valuable information such as social activity numbers and follower demographics in addition to making it easier to track and monitor social conversations.

Customize your posts to each tool, don't use the same tagline for Facebook and Twitter—they all have different lengths, use cases, and purposes that draw attention.

24. Initiate a Conversation with Your Social Media Followers

Ask questions or solicit input on topics.

25. Mention Your Followers

You can't mention all of them, but occasionally mentioning some of your coop brand enthusiasts increases engagement.

Conclusion

Engagement is integral to successful social media marketing-- more so than a number of people you reach. An engaged audience is an audience that is more likely to promote your products or services or recommend it to their friends.



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