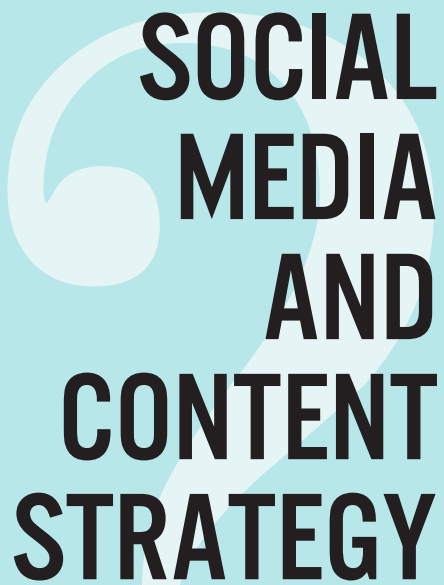


TRAINING MATERIAL



**SOCIAL MEDIA
AND CONTENT
STRATEGY**

EYESS



SOCIAL MEDIA AND CONTENT STRATEGY

Summary

Website

- CMS
- Landing Page
- SEO
- Content: Text
- Content: Image
- Content: Video
- Content: Tools

Social Media

- Editorial Plan
- Content strategy

Impact Measurement

- Methodologies and tools

WEBSITE



5 Features every websites should have

Your Website is the “Hub” of Your Online Presence. Social Media is a Marketing Tool. Thus, it is important to ensure each website has:

1 - A clear message

Combine interesting and relevant images with short, immediate messages that invite action or explain what you do.

2 - Simple navigation

A website is useless without a clear navigation. Also the use of a secondary or “breadcrumb” navigation can help users move more easily.

3 - Responsive and cross platform design

The same site must work across all devices automatically and no platform specific versions should be developed. Site visualization must be consistent with all the most used browsers (Chrome, Firefox, Opera, Safari, Explorer).

4 - Search engine optimization (SEO)

If you want your website to rank well in search engines for specific keywords, e.g. your business name, it will require an understanding of some basic on-page SEO.

5 - Social media integration

Make your content shareable with social share buttons. It will help you to increase awareness of your content, also improving user experience.

Things you don't need:

Anything that autoplays, whether it's music or a video. Extraneous information and media will only slow down the page's loading time, distract and gives a bad user experience.



A tool to build and manage website

A content management system (CMS) is a software application or set of related programs that are used to create and manage digital contents.

It is relatively the easiest way to have a website updated to current technologies, with adequate safety standards (taking care to update the core constantly) and to have available tools that cover all the needs for marketing and SEO.

4 different solutions:

Wordpress

Based on PHP (a server side script language) & MySQL (Relational database management system), Features include a plugin architecture and a template system. It is mostly associated with blogging but supports other types of web contents, including more traditional mailing lists and forums, media galleries, and online stores. It is used by more than 60 million websites.

Drupal

there is a current of thought that judges this CMS as much lighter and more advanced than wordpress, but its relative complexity makes it impossible for you to use it without a dedicated Drupal team to take care of fixing components.

Joomla

The first version was released in 2005.

Search Engine Optimization (SEO) is one of many areas, where Joomla tends to perform rather poorly as compared to other CMSes, especially WordPress, and also requires more effort to understand the dynamics of adding contents.

Moodle Platform

Modular Object-Oriented Dynamic Learning Environment.

Moodle is used for blended learning, distance education, flipped classroom and other e-learning projects in schools, universities, workplaces and other sectors.



LANDING PAGE

A website within the website

For specific goals and purposes, a good strategy can be to dedicate a landing page, for instance, to a particular event or a fundraiser.

A specific landing page should be an extension of the website, which will deal exclusively with the topic of the call to action you proposed in your mailing list or in your advertising campaign.




Web Content Writing

Keywords are the foundation of the SEO process. However, many marketers misunderstand the research process.

Optimizing content for SEO means that you need to incorporate keywords into your blog posts or web copy. It doesn't mean that you need to do so at the expense of good writing. Instead, use your targeted keywords where they fit naturally. If you are not sure about any search-term weirdness, read your copy aloud a few times.

Google now recommends that content creators write naturally. So, web copy should sound natural, not forced. Avoid repetitive keyword usage; instead, try using synonyms or longtail versions of your target term to mix things up.

CONTENT/ TEXT



Make the contents harmonious and easy to read

Instead of text-heavy paragraphs, use bullet point or numerical lists. Instead of one long page of text, organize content into labeled tabs.

Always include “white space”. This is the empty space that surrounds paragraphs, images, and other elements on your web page.

Comfortable amounts of white space among text make it easier and more enjoyable to read.

It’s also important to divide content into sections with descriptive sub-headers. The sub-headers not only help readers to navigate the page, they will also help search engines find your content.

CONTENT/ IMAGES



*Different media, different dialectics,
different reactions*

90 percent of the information transmitted to the human brain is visual, and people process visual information 60,000 times faster than text.

An easy-to-read chart or graph can also do a better job of explaining a complex topic than text alone.

If you're not a graphic designer, there are lots of ways to use visuals on your website and some great services out there to help you make graphics yourself, like Canva and Piktochart.



CONTENT/ VIDEO

Video

According to some reports, video content viewership has gone up by 258% on Facebook and 99% on YouTube as of late 2017.

Social media videos generate up to 1200% more shares than texts and images combined.

Common reasons for using video include brand awareness, training, lead generation and customer support.



SOCIAL MEDIA

The most popular social media sites in 2019

Social media is a term through which we gather a series of tools and activities that combine technology and communication, to stimulate social interaction.

1 - Facebook – 2.23 billion Monthly active users

Facebook is the biggest social media site around, with more than two billion people using it every month. There are more than 65 million businesses using Facebook Pages and more than six million advertisers actively promoting their business on Facebook. Recently the average age of Facebook users has risen significantly, becoming popular in the adult segment of the population.

2 - YouTube – 1.9 billion Monthly active users

YouTube is a video-sharing platform where users watch a billion hour of videos every day. If your strategy is particularly video-based, you should be present on the platform.

4 - Instagram – 1 billion Monthly active users

Instagram is a photo and video sharing social media app. It allows you to share a wide range of contents such as photos, videos, Stories, and live videos. Instagram is particularly popular among young people between 18 and 29 years old.

5 - Twitter – 335 million Monthly active users

Twitter is a social media site for news, entertainment, sports, politics, and more. What makes Twitter different from other social media sites is its strong emphasis on real-time information, which is the main reason to be there.

6 - LinkedIn – 294 million

LinkedIn has evolved into a professional social media site where industry experts share content, network with one another, and build their personal brand. It has also become a place for businesses to establish their thought leadership and authority in their industry and attract talent to their company.

LinkedIn, due to its professional nature, is popular among college graduates and employed people.

EDITORIAL PLAN



The benefits of planning

Building an editorial plan to manage your team properly, It maximizes the time spent developing a campaign and, above all, it contributed to higher quality contents and good timing.

When a social media marketing calendar is done and executed, you can go back and see what you developed, find out what was successful, and try to recreate that again.

CONTENT STRATEGY

Social media sharing plan

One way to ensure the content you share on social is balanced with a mix of megaphone and conversation is to use a social media sharing plan. We've covered some useful plans before:

4-1-1 – 4 pieces of content from others, 1 reshare, 1 self-serving post

5-3-2 – 5 pieces of content from others, 3 from you, 2 personal updates

Golden Ratio – 60% others' content, 30% your content, 10% promotional

Rule of Thirds – 1/3 posts about you, 1/3 curated content, 1/3 conversations

Non-Profits sharing plan

Steven Shattuck (Hubspot) proposes a three-part system for non-profits, the "Three A's":

- Appreciation
- Advocacy
- Appeals

Appreciation – 1/3 of your social updates should recognize your donors, supporters, volunteers, and employees

Advocacy – 1/3 should engage and share with the content of other groups or nonprofits who are relevant to your area

Appeals – 1/3 should solicit donations or help

The only way to choose the suitable approach among these proposed, is to test it and verify the validity of the impact of your strategy.



IMPACT MEASURE- MENT

Data and Social media

Data on social media is generated by a wide variety of users' actions. Each of these actions leaves a digital trace that can be stored and analyzed.

All Social platforms offer data access and analysis services (**Facebook and Instagram Insights, Twitter analytics, LinkedIn Analytics ecc**).

Some data is accessible only by page managers, others are accessible to anyone.

There are also plenty of external platforms and tools that can extract and process data in increasingly refined forms.

METHODOLOGIES AND TOOLS

4 Fundamental questions to ask ourselves

1. how am i going?

ACTIVITY: These metrics serve to keep an eye on our own online behavior and to check if we meet the goals and standards we set ourselves.

2. How are my web pages and content going?

EXPOSURE: means the coverage obtained from the published contents, ie the number of people actually reached by my posts. These metrics serve to understand and quantitatively monitor the scope and “firepower” of our content.

REACH: Number of unique visitors

ENGAGEMENT: it refers to the ability of our content to generate interactions with our audience. The names change from platform to platform but the sense is similar: Facebook (Like, sharing, comments); Twitter (Retweet, quote, preferred).

FAN/FOLLOWER REACH: Ratio of the total number of fans/followers to the number of people viewing the content).

3. Who is my audience?

INFLUENCERS & SOCIAL NETWORK ANALYSIS

4. How do they talk about me on the web?

CONTENT & SENTIMENT ANALYSIS: A more qualitative (and more complex to realize) analyzes. It is a matter of extracting from the collected data what the public says about us, about the topics it talks about outside and inside our community and about the polarity (positive / negative) of their comments.