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Social Media Strategies for Small Organizations



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Social media is valuable for businesses of any size or industry, and finding customers on social media has a direct impact on sales and your bottom line.



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Likelihood of Buying from a Brand People Follow on Social Media

Q2 2016



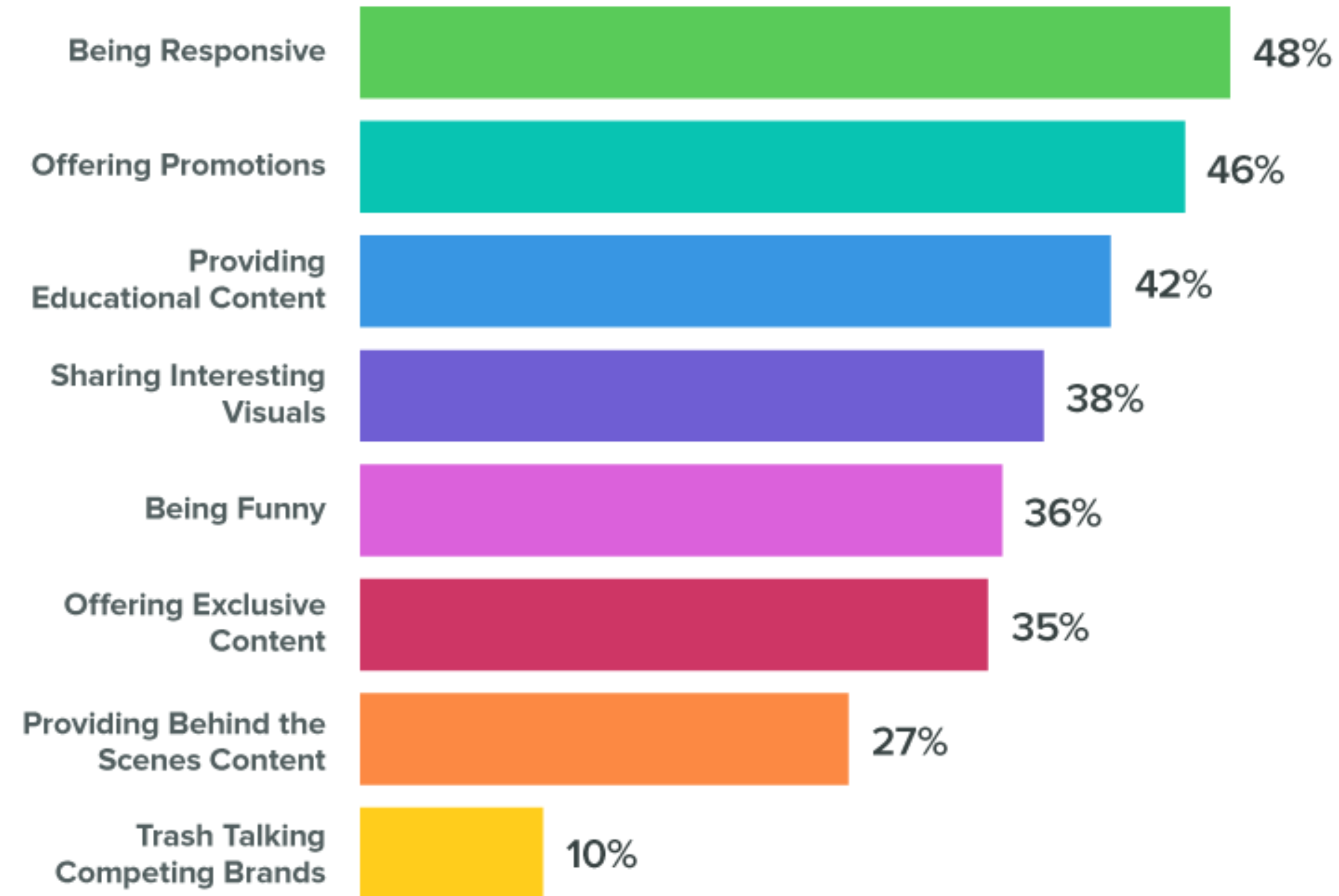
Source: Sprout Social



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Brand Actions on Social That Prompt Consumers to Purchase

Q2 2017



Source: Sprout Social



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Start with a strategy

- ▶ Set your goals & objectives
- ▶ Conduct a social media audit
- ▶ Choose the right metrics to measure success
- ▶ Get social analytics & reporting tools
- ▶ Select which platforms are right for you
- ▶ Create a content calendar



Goals & objectives

Chose an objective:

- ▶ Increase brand awareness
- ▶ Increase community engagement
- ▶ Increasing website clicks

S.M.A.R.T. goal framework:

- ▶ Specific
- ▶ Measurable
- ▶ Attainable
- ▶ Relevant
- ▶ Timely



Social media audit

- ▶ Create a document for your audit
- ▶ Track down all your social media accounts
- ▶ Make sure each account is complete and on brand
- ▶ Understand the audience for each network
- ▶ Centralize channel ownership and passwords
- ▶ Compare yourself to competitors
- ▶ Don't forget your website, blog, Google listing



Metrics

Can include:

- ▶ Reach
- ▶ Audience engagement
- ▶ Site traffic
- ▶ Leads generated
- ▶ Sign-ups and conversions
- ▶ Revenue generated

Ask:

- ▶ Does it align with my objectives?
- ▶ Does it help me make decisions?
- ▶ Do I have the capacity to measure it effectively?



Social analytics & reporting tools

Some options:

- ▶ Sprout Social
- ▶ Snaplytics
- ▶ Iconosquare
- ▶ Buzzsumo
- ▶ Google Analytics



Which platforms are right for you?

- ▶ Choose 1 or 2 where your audience is
- ▶ Learn the rules (written & unwritten)
- ▶ Adapt your content to the platform
- ▶ Monitor and respond
- ▶ Identify and follow influencers



Content calendar

80-20 rule:

Use 80 percent of your content to inform, educate, or entertain your audience and 20 percent to promote your brand or sell your products. Sprout Social



Create great content

- ▶ Build relationships with engagement
- ▶ Share compelling visuals whenever you can
- ▶ Focus on quality over quantity
- ▶ Combine organic with paid
- ▶ Learn about hashtags



**Look, learn,
copy, get inspired**
by others (not just in your industry)



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**Do a few things
really well,
and grow from there.**



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Questions?

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Thank you!