



Photo: Thomas Hawk on Flickr

# 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



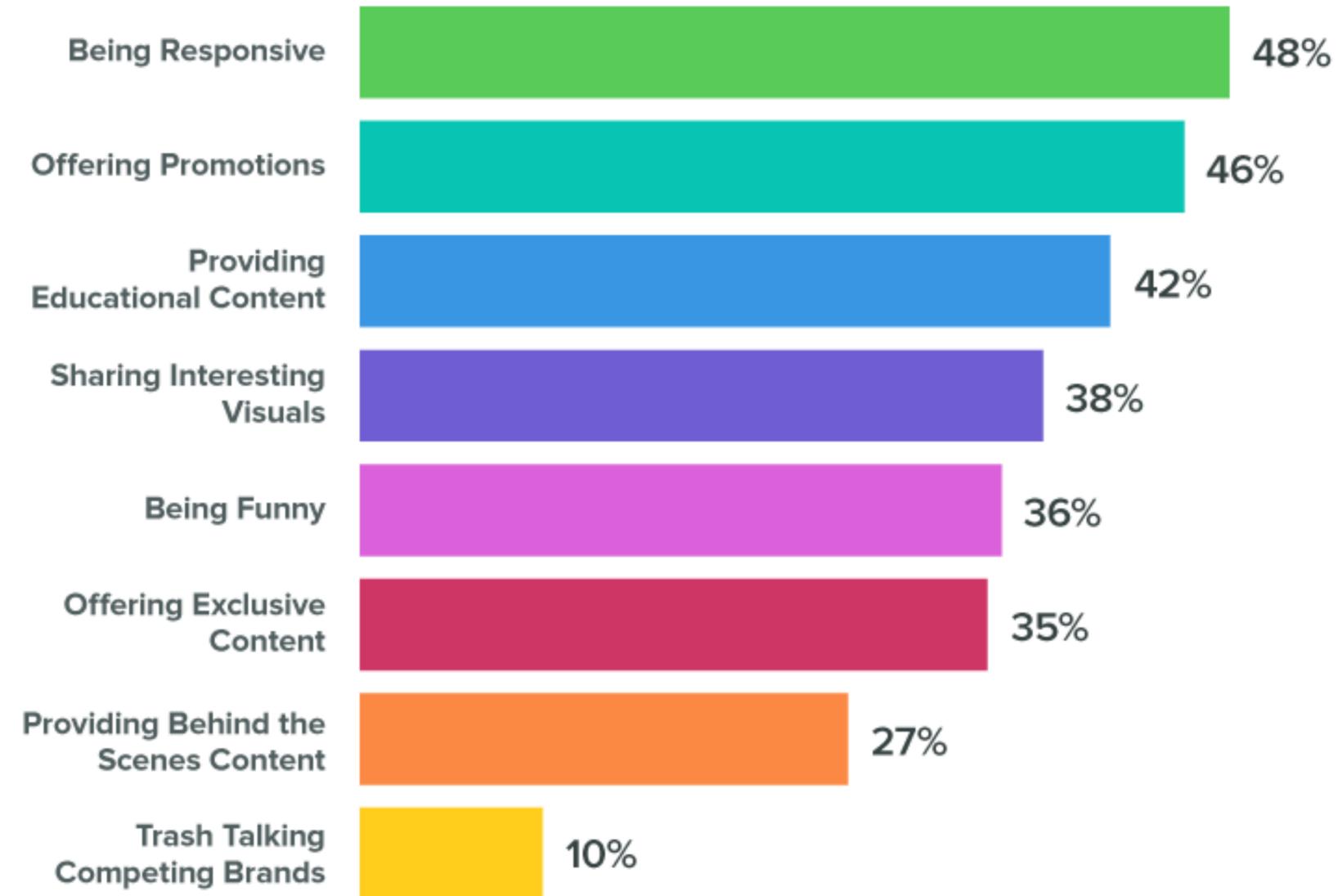
Source: Sprout Social



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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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**GET THE SLIDES:**  
<http://bit.ly/sm4smorg>

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**Thank you!**