

MASTER CLASS: CREATING SOCIAL MEDIA STRATEGY

SOCIAL MARKETING



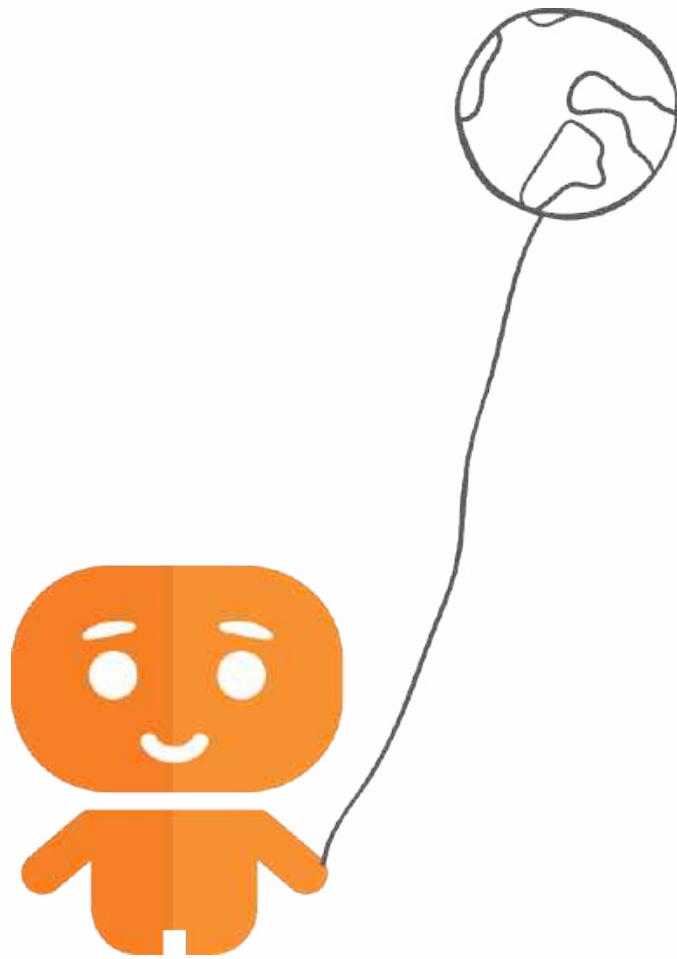
BEGINNERS GUIDE TO SOCIAL MEDIA

TELLING YOUR STORY

EFFECTIVELY

CREATING GREAT SOCIAL MEDIA CONTENT

DRIVING OUTCOMES



What does it mean to
create a strategy?

MAKE SOME

decisions

A dark gray rectangular banner with a folded ribbon effect at both ends, set against a light gray background. The text "WHAT WORKS?" is written in white, bold, uppercase letters in the center of the banner.

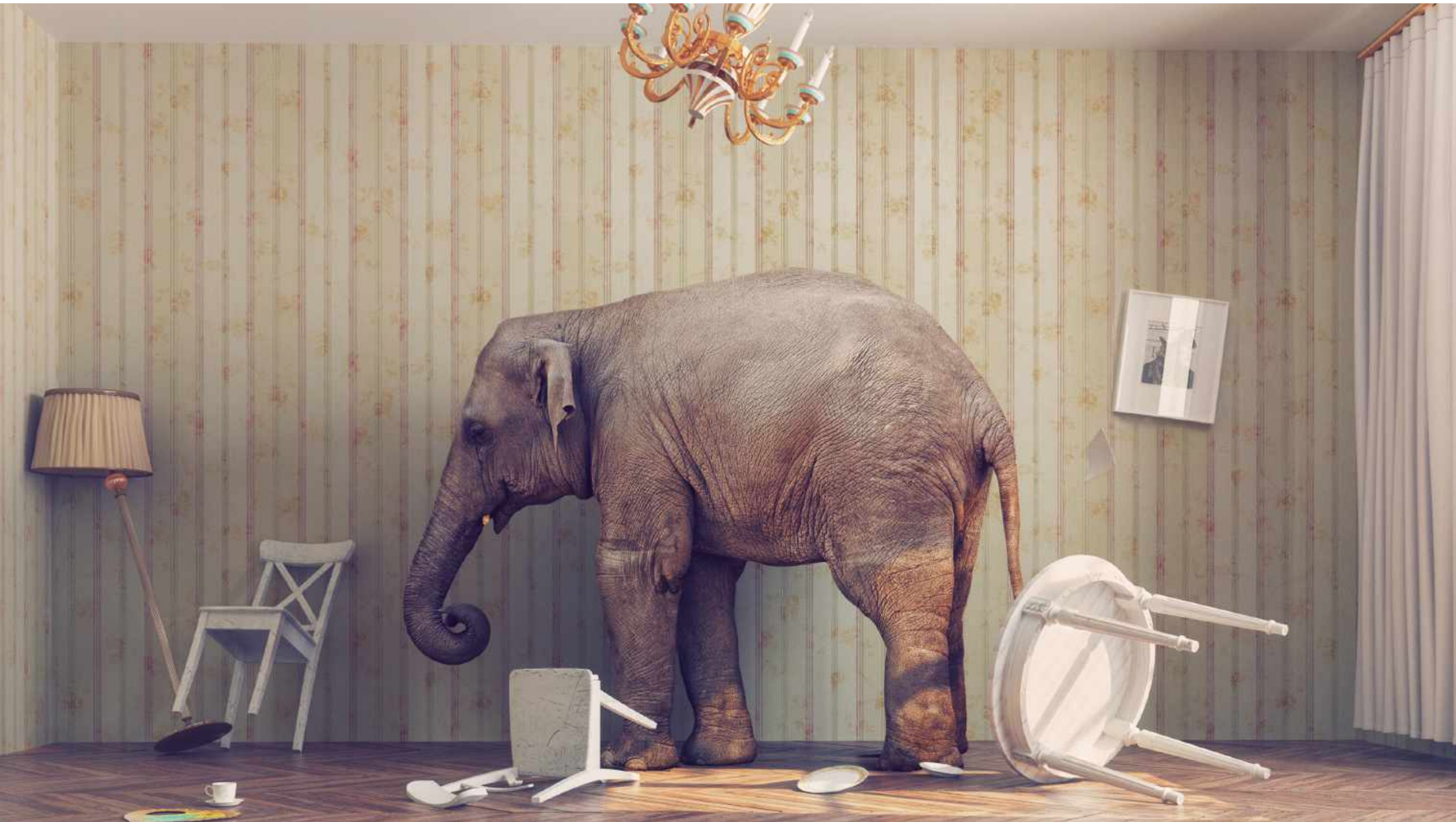
WHAT WORKS?

- ▶ Specific audiences
- ▶ Speaking to people
- ▶ Regular communication
- ▶ Content they enjoy and value
- ▶ Strategies to build a following



WHAT DOESN'T?

- ▶ Scattergun approach
- ▶ Including everyone
- ▶ Sporadic communication
- ▶ Talking about yourself
- ▶ Crossing your fingers





Hancock
CREATIVE

BEGINNERS GUIDE TO SOCIAL MEDIA

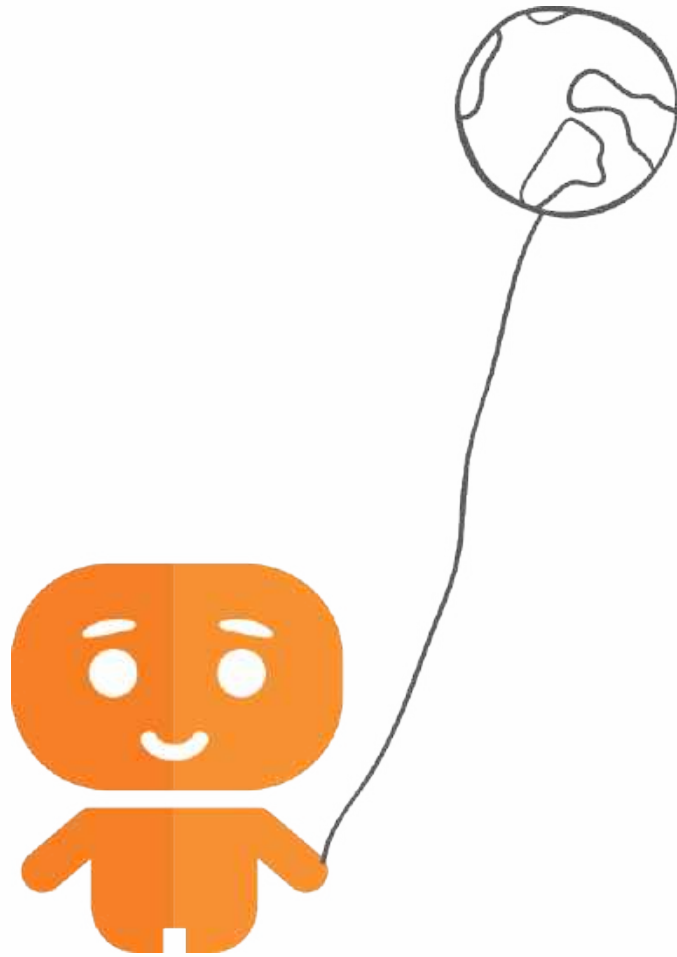
Setting Goals & Choosing Platforms







SET YOUR GOALS



What is the difference
between a goal and a
SMART goal?

“

”

THE DIFFERENCE
BETWEEN A DREAM
AND A GOAL IS
A **PLAN**

$S = \text{Specific}$

M = Measurable

A = Achievable

R = Relevant

T = Timely

CAUSE MODEL FOR 7

common goals

01

Awareness

MIGHT BE FOR YOUR CAUSE
OR YOUR ORGANISATION

measurable

How will you measure it?

02

Money

FUNDRAISING



CUSTOMERS

SALES

03

People

VOLUNTEERS
GAINED

VOLUNTEERS
RETAINED

RECRUITEMENT

04

Brand

can be intangible

Brainstorm your brand and what
it means versus what outsiders
know/think about your brand

05

Traffic

WEBSITE

LANDING PAGE

06

Conversions

REGISTRATIONS

EVENT ATTENDEES



SIGN UPS

SUBSCRIBERS

07

Social

LIKES

REACH

ENGAGEMENT

choose 2-3

Too many goals will dilute your
focus... and results.

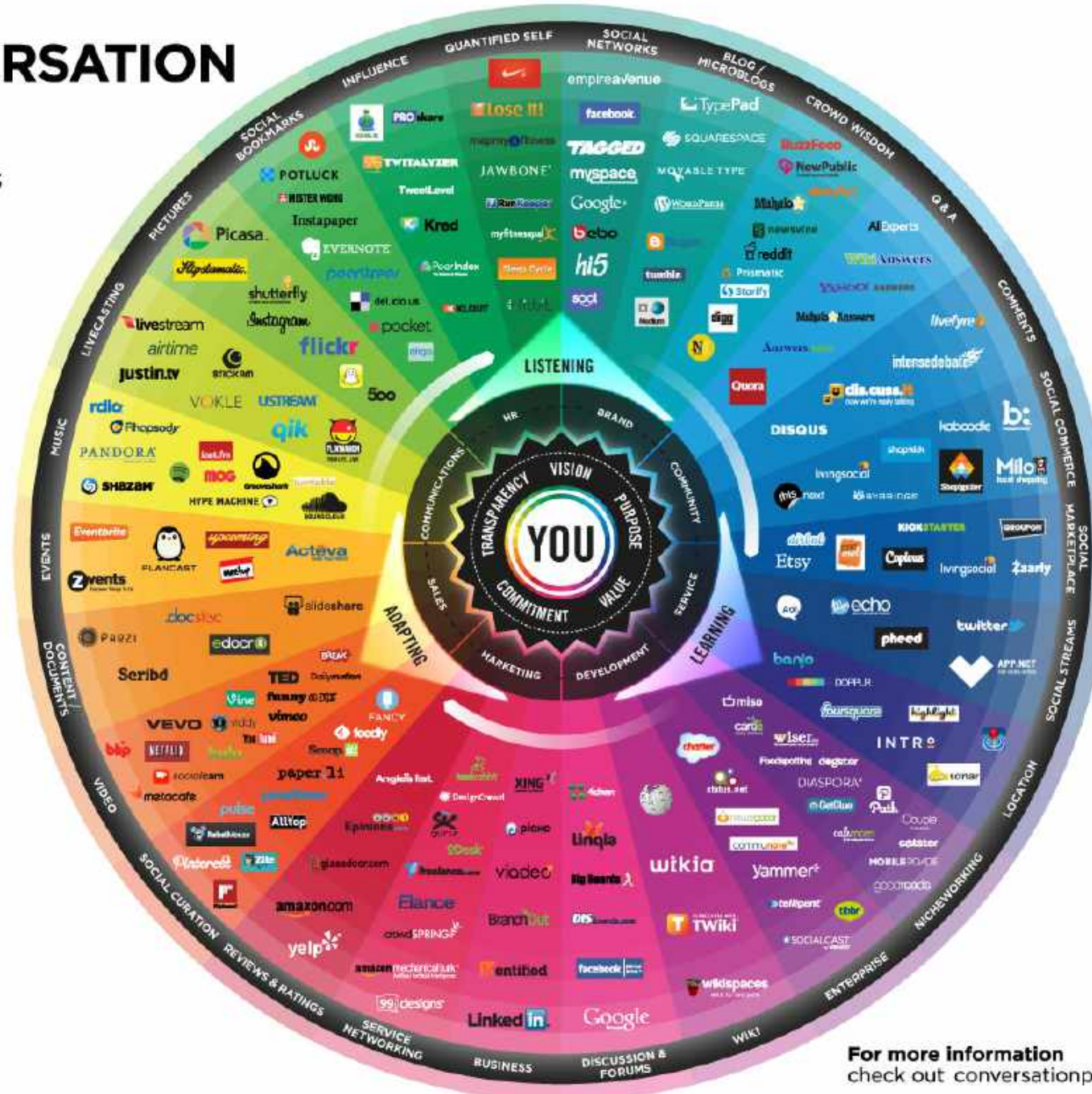
DO THE
work



CHOOSE YOUR PLATFORMS

THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



For more information
check out conversationprism.com

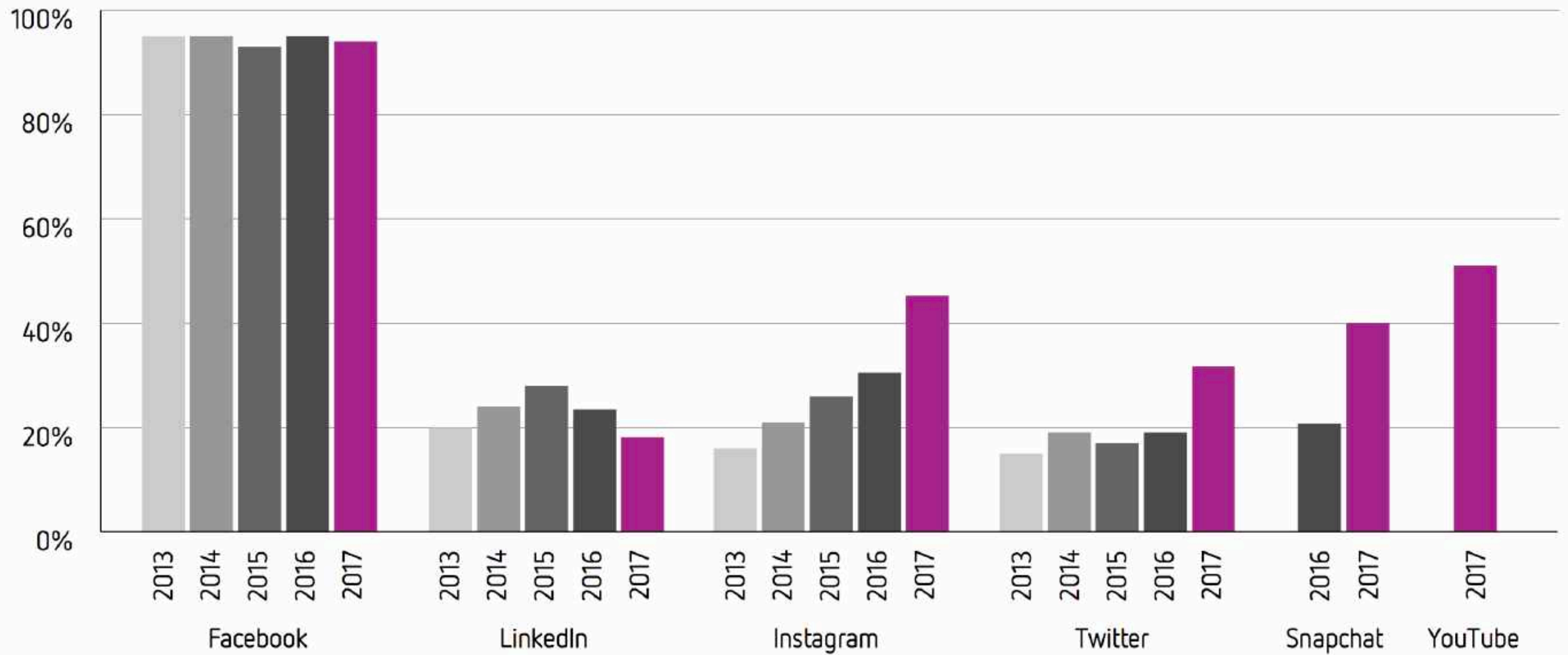
Better to be great on one platform
than be rubbish on all of them



STATS

- ▶ Facebook – 91%
- ▶ YouTube – 51%
- ▶ Instagram – 39%
- ▶ Snapchat - 23%
- ▶ LinkedIn - 22%
- ▶ Twitter - 19%

Social networking sites used



Social networking sites used	Use SM (1321) %	Male (635) %	Female (684) %	18-29 (289) %	30-39 (290) %	40-49 (279) %	50-64 (255) %	65+ (208) %
Facebook	91	88	94	93	93	91	90	91
YouTube	53	56	50	65	60	54	46	32
Instagram	39	34	44	66	53	38	16	11
Snapchat	23	17	28	49	30	15	7	1
Twitter	19	26	13	21	25	22	14	10
LinkedIn	22	28	17	25	24	24	19	16
Tumblr	5	7	3	12	5	4	1	1
Pinterest	22	11	31	27	28	26	12	14
Google's social site Google+	13	14	13	15	18	16	10	6
Vine	2	2	1	5	1	2	0	0
Tinder	3	3	3	6	3	3	1	0

Social media sites used	NSW (288) %	VIC (241) %	QLD (188) %	SA (141) %	WA (159) %	TAS (132) %	NT (85) %	ACT (87) %	Metro (896) %	Regional (425) %
Facebook	91	89	92	93	94	95	95	94	90	94
YouTube	57	62	47	41	44	45	44	46	56	46
Instagram	42	48	40	19	23	36	24	25	44	29
Snapchat	25	27	23	10	14	25	13	11	24	21
Twitter	23	19	16	17	16	16	12	25	21	14
LinkedIn	24	25	22	10	19	6	18	28	27	11
Tumblr	6	7	3	4	3	2	2	5	5	4
Pinterest	20	25	27	9	18	19	20	22	21	23
Google+	15	16	14	11	6	9	10	6	15	9
Vine	1	4	2	1	0	<1	0	1	3	1
Tinder	3	2	1	2	1	<1	3	3	2	2



16m AUS Active Users

A broad reach platform with narrow targeting capabilities.

Reach customers in a highly engaged environment, surrounded by cherished content from friends and family.

BEWARE OF...

- ▶ Low organic reach
- ▶ Volume of content creation
- ▶ Corporate content – needs to be engaging



IDEAL FOR

- ▶ Advertising budget (even a small one)
- ▶ Niche audience
- ▶ Overly-broad audience
- ▶ Connection with an audience aged 50+
- ▶ Reaching mums
- ▶ Measurability



9m AUS Active Users

A mobile photo and video sharing platform. Slightly more female focused, but a strong focus on aspirational imagery.

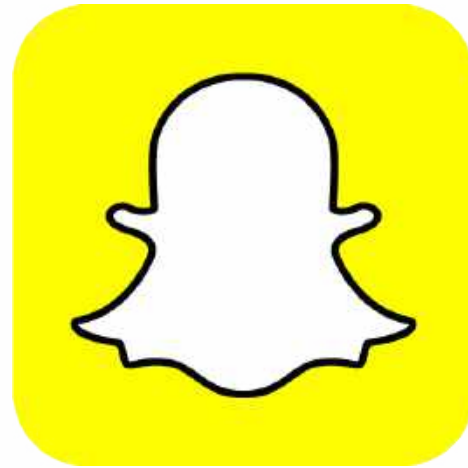
BEWARE OF...

- ▶ Heavy visual requirements
- ▶ 'Bot' traffic and responders



IDEAL FOR

- ▶ Visual opportunity brands
- ▶ Organic growth
- ▶ Topic aggregation
- ▶ Aspirational audiences
- ▶ Young to middle audience ages



6.4m approx

Focus on transient content, hard to capture and rapidly moving. Used extensively by millennials, but growing application by brands.

BEWARE OF...

- ▶ Few success models to replicate
- ▶ Limited paid services currently
- ▶ Challenges with measurability



IDEAL FOR

- ▶ Behind the scenes or raw content
- ▶ Video & image friendly brands
- ▶ Millennial or early adopter audiences
- ▶ Campaign based content
- ▶ Frequent content



5.5m AUS Active Users

A professionally focused environment used by students through to top level executives, with a shared interest in business, professional and personal growth content from reputable organisations.

BEWARE OF...

- ▶ Page engagement limitations
- ▶ Frequency of use
- ▶ Ad costs



IDEAL FOR

- ▶ Reaching students or white collar workers
- ▶ Audience of executive, CEO and higher management
- ▶ Fundraising or partnership opportunities
- ▶ Niche, targeted connections
- ▶ One-to-one connections
- ▶ Industry-specific



5.3m AUS Active Users

A fast-paced content platform, attracting the young to middle market, focused on re-sharing and topic aggregation, fostering keyword and subject matter authority.

BEWARE OF...

- ▶ Time
- ▶ Audience size



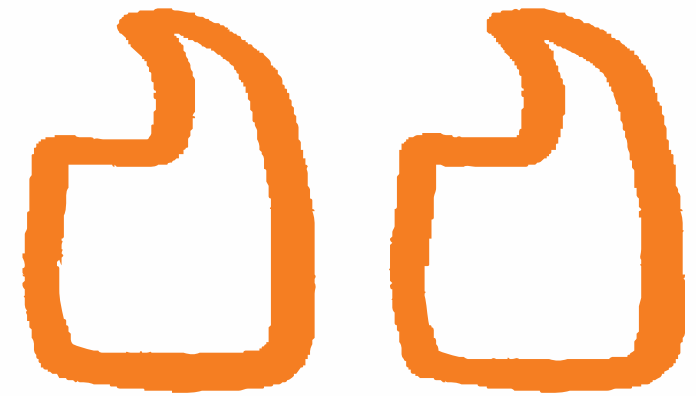
IDEAL FOR

- ▶ Topic aggregation
- ▶ Monitoring & reacting to trends
- ▶ Creative & technical industries
- ▶ One-to-one connections



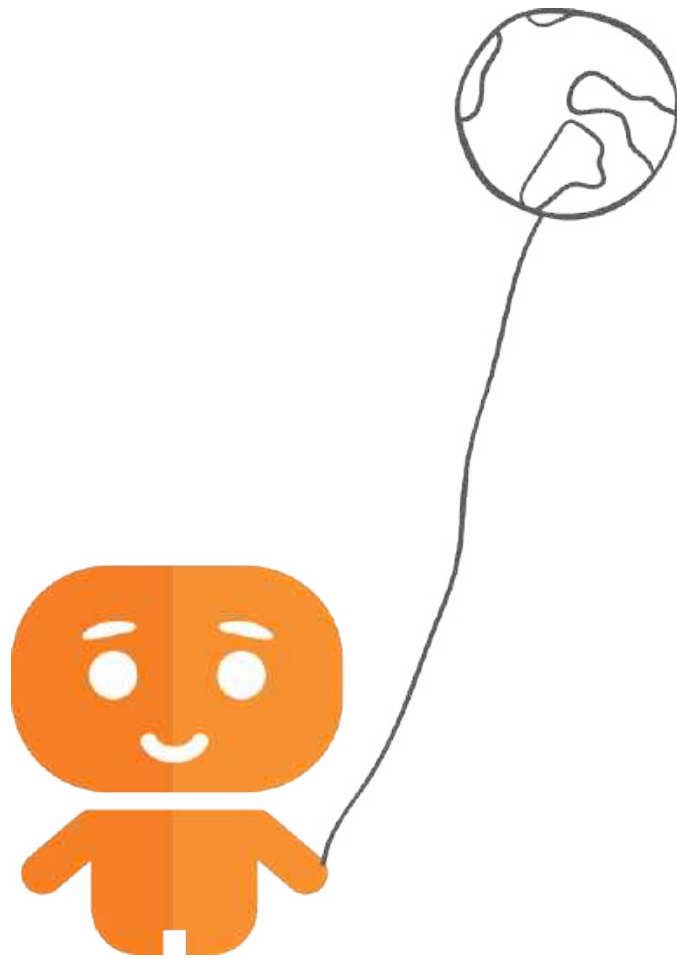
290k AUS Active Users

An image inspiration platform predominately appealing to women 20-55, with a strong focus on shareable and "pin-able" lifestyle content.



NOTE: YOUTUBE HAS 15m

GO BACK TO YOUR
SMART GOALS



Trust the process.

You've done the work,
and are making the best
decision for right now.

SOCIAL CHANGES FAST,
SO EVALUATE REGULARLY

DO THE *work*

Next week: Telling your story effectively



Learn more on Facebook
facebook.com/hancockcreative

Instagram
[@hancockcreative](https://instagram.com/hancockcreative)

Twitter
[@aleciahancock](https://twitter.com/aleciahancock)



Individual or small group
training available.

Have Questions?
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