

UNIT II COMMUNITY BUILDING AND MANAGEMENT

Science of Social Media - Keys to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

PROMOTING SOCIAL MEDIA PAGES

Why promote social media pages

Social media marketing (SMM) can help in building your company's brand, driving website traffic, and increasing sales. According to Statistics, increased exposure is the leading benefit of social media marketing, followed by increased traffic and more leads.

By getting more eyes on your brand, you can build a larger following and a loyal customer base. By the end of this article, you'll have learned all the ways companies are benefiting from social media marketing and found inspiration for how your brand could better use it.

1. Improve your brand

When done correctly, social media marketing can have a positive impact on your brand. It can help humanize your company while building trust, loyalty, authority, and recognition. By posting content that shows the people behind your brand as well as real users of your product, you can build brand credibility and trustworthiness.

People like to see authenticity. By living out your brand values and putting employee and customer needs first, your brand can stand out from the rest. Sprout Social found that company alignment with their own personal values was 74% more important to consumers in 2022 than the previous year. Aligning ideals with actions that support activism and philanthropy can greatly benefit your brand.

An excellent recent example of an organization practicing what it preaches is Patagonia. Founder Yvon Chouinard gave away the company with the aim of helping combat the climate crisis. Chouinard is dedicating profits to organizations and projects that benefit the environment. Patagonia has had a history of activism, and this action from the founder further showed the brand lives its values.

2. Engage the audience

Social media is not only a good way to grow brand awareness, but it also offers companies the chance to engage, respond to posts, share user-generated content, and follow up with dissatisfied customers. Unlike traditional media like radio, television, newspapers, and magazines, social media allows customers and businesses to interact.

Getting customer perspectives on your products and services is easier than ever, thanks to social media. You can share new content and get immediate feedback on your company's offerings, as well as see what people are saying about your company on their own accounts.

Some companies respond to posts in a sweet, wholesome way. Others choose to troll competitor accounts and joke around. Social media gives brands and customers a chance to express themselves in the moment. Engaging with your followers on social media can show that your company cares about customer needs through personalized interactions.

3. Promote customer service

Your company may already have chat, email, and phone lines dedicated to serving your customers, but social media is another great way to connect. Additionally, since the criticism you receive over social media is very public by nature, a well-timed and thoughtful reply shows your broader audience that you're listening to feedback and responding. Providing a resolution to an upset customer not only increases the chance of that customer shopping with your company again — it also shows other consumers the type of service you offer, building trust and loyalty.

While the relevant department or individual may not be the person sharing the posts, it's important that customers are able to request help over social media and be guided to the proper support location. Social media users expect brands to be available via social media to answer their questions, and about half of users expect brands to provide a response within three hours.

4. Impact sales and conversion rates

Successfully marketing your brand or a specific product on social media should have a positive impact on sales and conversion. Ultimately, of course, that's the goal of spending on any type of marketing.

While many of the leads gained from social media are considered top-of-funnel, industry research has found that the average person spends 147 minutes — or nearly two and a half hours — on social media each day. This means your content will be seen widely and if effective, it can compel viewers to become customers.

5. Improve search engine result page (SERP) presence

Google is constantly pulling information from social media platforms — such as Instagram images, Facebook pages, and tweets — into its search engine results. By successfully marketing your brand on social media, you increase your SERP presence as well. Keeping an eye on what's new and trending can help you cater your social content to the needs of the public while adding your brand's unique flair.

Think of the questions your audience may have and how specifically they would phrase their questions in a search engine. Platforms like Instagram and Facebook allow you

to make edits after posting, so if more relevant questions and keywords arise, you can make changes as needed. Blog content is another great way to draw in audiences, and it can be posted easily on social media for your followers to find.

6. Boost website traffic

Ideally, your social media post should send your readers somewhere, and that place will most likely be your website. Think about your sales funnel for social media. A lead views your content on a social platform, follows a link to your website to learn more, and — hopefully — decides to make a purchase from your site. Ecommerce conversion is a whole other topic, but social media marketing can at least get the audience to your site.

Social media content helps with increasing your company website's traffic. By posting high-quality content from your website or blog to your social media platforms, you can easily attract readers each time you publish. Engaging in interactive chats on social media is a great way to get your brand's name out there, reach new audiences, and demonstrate your skills while directing people to your website.

7. Retarget missed customers

Suppose a customer is on your website and they've added a product to their cart, but for some reason they don't buy. With social media marketing, you can retarget this customer to engage them again to complete their purchase — or at least keep your brand on their mind.

8. Learn about your audience

Reading what your customers say about your brand on social media can be a valuable way to get a feel for your products, promotions, popularity, and more. You can use the data on which posts perform well to help you get an idea of what your customers like — and vice versa. This is called social listening.

By keeping an eye on social media, you can have an ear on customer conversations. This way you stay in the loop on what's trending and how to better adjust your brand to fit consumer needs. You can address pain points people are experiencing by analyzing problems they post about, as well as areas of interest.

For example, maybe your target audience is posting about how more brands should donate profits to meaningful causes. You can respond to this need by sharing information on what your organization is doing to give back and make a difference.

9. Build partnerships

Social media allows you to connect with other companies working in the same space or in similar spaces that align with your business goals. It also offers the opportunity to partner with influencers who can help promote your brand. Customer reviews are an important part of brand trust and engagement. When people share information about your

product on social media, you gain credibility, build brand awareness, and even can increase sales.

There are endless possibilities for connection on social media. More than 1.8 billion people use Facebook Groups each month, and there are tens of millions of groups to choose from. This is an effective way to find business partners and find people to collaborate with your business. LinkedIn is a professional platform and serves as a great opportunity to meet potential business partners, employees, employers, or collaborators. With more than 467 million members, you have plenty of opportunities for collaboration.

Twitter is another way to reach the right people. The platform's List function creates groups of people that may meet your social media goals, helping you engage with those prospective business partners. Instagram is one of the best platforms to reach content creators and collaborators. Influencer marketing is projected to become a nearly \$16.4 billion space this year. Instagram creators can add brands to their preferred brands list to indicate the companies they would like to collaborate with.

10. Keep up with industry trends

Following other brands or influencers will show you what's happening in your industry. Through social media, people can see real-time conversations between customers and businesses alike. Your target audience's social media content can help you keep up with industry trends. For example, maybe #winterwear could help you find the content creators and influencers you need to promote your business.

Paying attention to social media can show you what your customers are interested in and where your brand could improve to meet their needs. Using customer data is one of the best ways you can channel your content to meet people's needs. It is important to keep an eye on words, phrases, and hashtags associated with your industry, but seeing real numbers will give you a better idea of what your customers are invested in.

How to Promote your Brand on Social Media

Your content is all published and you've registered all your social accounts. Now what? How do you get the word out about your pages and where do you focus your time? These social media promotion ideas will kickstart your marketing initiatives.

But first, let's get some of the basics out of the way. You want to make sure you're taking full advantage of the space in your profiles.

The first step of promoting your social media accounts is making sure people know where to find you. And that means getting all of your ducks in a row.

Here are 12 clever social media promotion ideas to get you from the starting to the finish line of your campaign:

1. Fill Out Your Profile

This seems like a no-brainer, but you'd be surprised at what you might be missing out on. Unless you're going for an ultra-minimalistic look, your brand's Facebook Page should be filled out. Add a monthly check-in to your social media checklist to explore new features.

In the About tab, you have space to add links, including other social networks' profiles. The Story section allows you to give more information about your company in a storytelling format.

Article uses the About section to let customers know where else to find them. Not all the links are active, but the icons do indicate the networks.

2. Add Your Branded Hashtags

Instagram recently added the ability to link other accounts and hashtags to your bio. Originally, people had to make do with memorizing the hashtags or creatively using an emoji. Now, you can use the space to promote other location-specific accounts and add hashtags.

These hashtags can be your standard branded ones or special hashtags, like for a contest.

3. “Follow Us on Social”: Cross-Promote on Other Channels

Some of the easiest cross-promotion for cross channels is occasionally reminding your followers that you have other social media accounts. You don't need to be shy about asking people to follow you on social media, or on other networks. This can be as simple as a link to a given social media page accompanied with a call-to-action asking people to follow the account.

For a more subtle approach on cross-promotion, use space in your bio to mention that you're on other networks. For Snapchat-heavy users, a profile photo change to their Snapcode works well.

4. Use Unique or Branded Social Icons on Your Website

If customers are searching for you, your website is usually the first to pop up in the search results. Make it simple for them to find the social networks that you're on. Many website themes now incorporate social media icons that you can easily fill out.

Take the icons a step further by adding your brand's graphics or colors to it. Some websites use short banners while others are happy with changing the color.

5. Provide Social-Only Discounts

In traditional advertising, you see weekly deals in the newspaper or receive discounts in email. Social is no different. These discounts are served to a certain segment of your audience and end after some time.

The simplest way is to offer a code in a post. Experiment around with social-only discounts. Try doing flash deals with limited quantities in Instagram Stories or posting an Offer on Facebook.

Driving Brand Awareness with Social Media Promotion

In this third part, we'll address a few social promotions you can take on with a goal of getting your brand in front of as many people as possible. Your success metric here is usually the number of impressions.

6. Contests & Giveaways

These are a no-brainer for brand awareness. Setting up a low-barrier contest for your brand is simple and there are many examples of successful contests. The easiest giveaways are those where the fans have to do very little to enter. These are also the highest in engagement. If you're just starting out on contests, we would recommend this route.

