

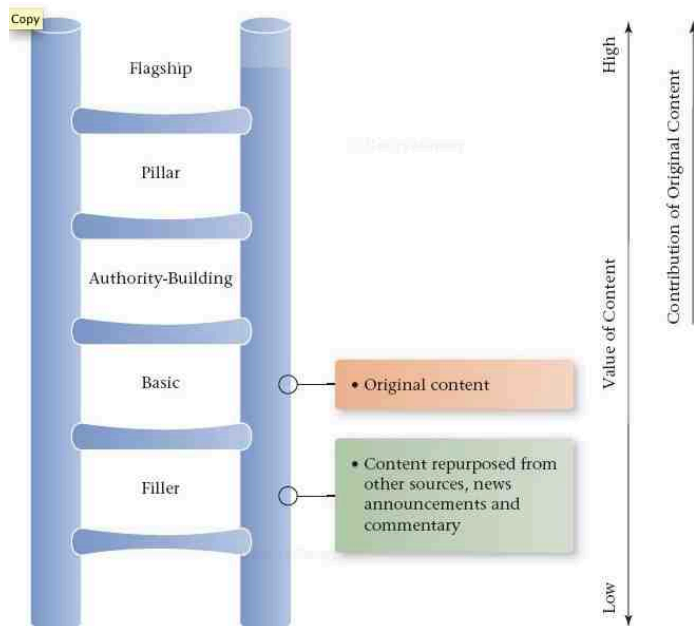
# Social Media Execution

## Central Components of Social Media Execution



## Content is King – The Value Ladder

Unique Content



about your **Content**:

- Catchy titles
- Update frequently
- Keep posts focused
- Invite comments
- Engage others
- Avoid negativity
- Cross promote
  
- Think about photos
- Think about videos

- 38 -

**Social Media**  
Werner Kunz – Spring Semester 2015



## Posting Strategy: How to live with the flow

Posting Strategy

Important Decisions:

- How often?
- How much?
- What kind of categories?
- Posting Order & Timing
- Social Calendar



- 39 -

**Social Media**  
Werner Kunz – Spring Semester 2015

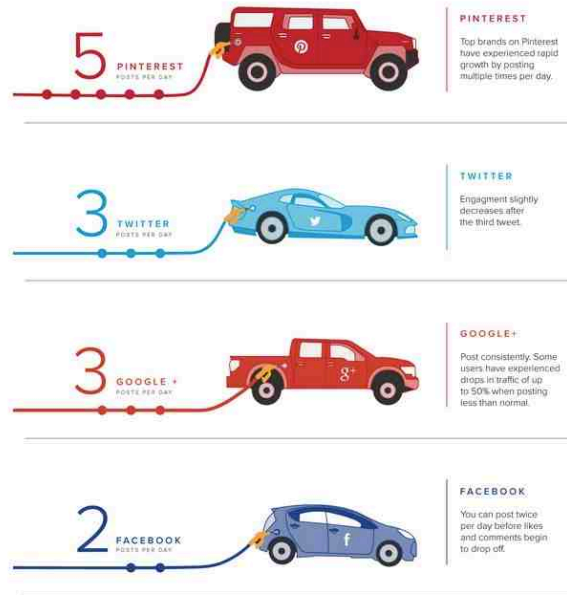


# Posting Strategy: How to live with the flow



## Important Decisions:

- How often?
- How much?
- What kind of categories?
- Posting Order & Timing
- Social Calendar



[https://blog.bufferapp.com/how-often-post-social-media?utm\\_campaign=weekly\\_digest\\_week\\_2015W10\\_dormant\\_test\\_control](https://blog.bufferapp.com/how-often-post-social-media?utm_campaign=weekly_digest_week_2015W10_dormant_test_control)



## How do promote your blog?

- Send the link
- Twitter
- Facebook
- Pinterest
- LinkedIN
- Using other Blogger
- Offer to guest article
- Interview
- Video
- Share to the audience
- Post on other channels.
- #hashtags
- Using the right keywords
- Mailing
- Signature
- Comment another blog refer



## How do promote in different channels?

### Instagram

- Use **Hashtags**
- Build Trust
- Connect and **Collaborate**
- **Post Regularly**
- Fill out your Instagram **profile** completely, and make sure that you have at least seven high-quality images on your account
- **Connect** your Instagram **account** to your Facebook account
- **Comment** on as many images as you can
- **Like** as many images as you can

### Facebook

- Fill out your **profile** completely
- **Invite** your friends
- **Share** a link to your profile
- Add Facebook **buttons**
- Spend a little on Facebook ads
- Calls-to-action on the blog

### Pinterest

- Fill out your **profile** completely
- **Share** a link to your profile
- Include a Pinterest **button** on your site
- **Follow** the boards of your competitors' followers

<https://blog.bufferapp.com/first-1000-followers-twitter-facebook-social-media>  
<http://www.socialmediaexaminer.com/promote-business-with-instagram/>



## How do promote in different channels?

### Google+

- Fill out your **profile** completely
- **Share** a link to your profile
- Add a Google+ button to your website
- Get acquainted with circles
- Join and **contribute** to a community

### Twitter

- Fill out your profile
- Share your profile with all your networks & e-mail
- Include follow button
- Find relevant accounts to follow
- Use relevant hashtags
- Join Twitter chats
- Optimize your tweets

### LinkedIn

- Fill out your profile completely
- Share a link to your profile
- Add a LinkedIn button to your website
- Get your coworkers involved
- Accept all requests, and customize the requests you send

<https://blog.bufferapp.com/first-1000-followers-twitter-facebook-social-media>



## How do you promote your social media project?

Stimulation  
&  
Engagement

### Short term

- Post a the link on various channels
- Word-of-Mouth: Tell all your friends
- Direct Marketing e-mail
- Use specialized communities (Orkut, Google+, Pinterest)
  
- Posting a video on YouTube
- Upload a Photo
- Social Media Events
  
- Interact with other content
- Commenting on similar pages
- Follow relevant people
- Guest authoring

### Long term

- SEO
- Link Sharing/Interlink your content
- Using Tagging & Keywords
- Register your content (e.g. digg)
  
- Complete Profiles
- Grow your network
- Start Snowball-Sharing
- GiveAway/Coupons
- E-Flyer/e-Books
- Participate in Forums
  
- SEM
- Traditional Advertising
- Business Card/E-mail Signature