



SOCIAL MEDIA FOR MANUFACTURERS

*THE IMPORTANCE OF SOCIAL MEDIA IN
YOUR ORGANIZATION & HOW TO USE IT*



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WELCOME

Thank you for taking the time to read through this social media e-book. We hope you find this information engaging and valuable as you implement social media as a marketing strategy.

IMPORTANCE OF SOCIAL MEDIA

It is estimated that nearly 3 billion people around the world use social media. Social media has become an important piece of our daily lives and that is why it needs to become an essential part of the way you do business.

Implementing social media into your business strategy can be intimidating, but the benefit greatly outweighs the challenge. Social media can help you achieve awareness, increase communication, give your business an authentic voice, engage with your customers, and be a resource.

We are excited to share with you some tips and tricks to get your social media up and running.

Goals

What is the purpose of social media marketing?

Brand Awareness

You want to make people aware of your company- who you are, what you do, and how you can help. Give your company a voice on social media.

Customer/Client Engagement

Building client relationships is important. Social media allows you to serve your existing customer base while building a strong community of new and potential clients..

Information

Use social media to share relevant and timely content. You are a resource so sharing knowledge, services, and updates is important when serving and building the trust of your customers.

Sales & Leads

By creating an online presence, you are ultimately implementing a strategy to increase sales and leads. An important rule of thumb is the 80/20 rule. You should be serving and informing 80% of the time, selling and promoting 20% of the time.

Customer Service

Customers often use social media to find resources and ask questions. Be consistent and reliable especially when your followers message you, comment on posts, and engage with your content.

Myth Busters

Myth: Social Media is only for young people and it doesn't apply to my work.

Fact: While most young people do, in fact, use social media, about 80% of 30-49 year-olds, 70% of 50-64 year-olds, and 40% of those aged 65+ use social media. You will find your customers via social media.

Myth: My business needs to be on every social media platform.

Fact: It is likely that not all platforms apply to your business. The best way to learn which platform works best is to experiment with content on each platform. If one isn't working as well as the others, don't feel pressured to continue using it.

Myth: I need to hire a young social media expert.

Fact: The success of social media campaigns doesn't depend on age or expertise. It often depends on creativity, strategy, and adaptability. If you've got a creative employee willing to learn, research, and develop content – put them to use on your social team.

Myth: I don't have a big enough budget to be successful with social media marketing.

Fact: While large budgets are certainly a bonus when it comes to social media marketing, it isn't the end all be all. Content that is organic or does not have money behind can be the most viewed content on social media apps and can generate significant interest and viewership. Strategy, timing, and quality of content all play a part in successful organic reach.

Myth: Social media is a drag and way too difficult to implement.

Fact: Social media isn't meant to be a chore and shouldn't be viewed that way. It is meant for developing relationships. It gives you an avenue to connect with your customers, engage with them about your services, and can be really fun. Remember to remain positive and optimistic about social media marketing.

Types of Social Media Platforms

The following are the different types of social media platforms we will be discussing in this e-book. Keep in mind they may not all apply to the work you do and the type of content you will be sharing, however, we encourage you to experiment with the platforms to find out which ones best suit you and your audience.

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube

Types of Content

The following are examples of the types of posts you will be sharing on social media.

- Photos
- Videos
- Articles
- Blogs
- Infographics
- Podcasts
- Webinars
- Testimonials



Image Size Guide

Each platform has its own optimal size dimensions for content. Here is a guide if you are creating unique graphics and images for multiple platforms. The dimensions are measured in pixels. These are subject to change frequently so it is important to stay up to date on them.

Facebook	Post	Cover Photo	Profile Picture	Event Photo
Image Size	940 x 788	1920 x 1080	360 x 360	820 x 312

Twitter	Post	Header Photo	Profile Picture
Image Size	1024 x 512	1500 x 500	400 x 400

LinkedIn	Post	Cover Photo	Profile Picture
Image Size	1200 x 618	1400 x 425	400 x 400

Instagram	Post	Story	Profile Picture
Image Size	1080 x 1080	1080 x 1920	400 x 400

YouTube	Video	Channel Cover	Profile Picture	Thumbnail
Image Size	1920 x 1080	2560 x 1440	800 x 800	1280 x 720

Don't know how to make graphics?

A great resource that provides countless free graphic templates is www.canva.com. Canva allows you to easily make graphics for all social platforms. Canva is also a mobile app.

Where to find stock photos?

While we don't encourage the use of stock photos for all of your content, there are times when they can be really handy. Free stock photos can be found at Pexels.com, Unsplash.com, Pixabay.com, and so many more. Just remember to use images that help portray your message and align with your business identity.

Facebook

About

Facebook is platform that allows you to connect with your customers and clients. It is a good place to share a wide variety of content. You can also advertise your events, communicate updates, and inform customers about your offerings and company culture through this channel.

Audience

Facebook is generally known to be the most widely used social media platform. It is estimated that 70% of U.S. adults use Facebook. The majority of businesses use Facebook for B2C marketing.

Benefits

Facebook has a lot of unique tools that other platforms don't have. This includes the ability to schedule posts directly on the app or site, create events, collect customer reviews, and more. It is the most versatile platform we will talk about.



Facebook

Do:

- Use the call-to-action button at the top that links to your website
- Invite people to follow your page
- Remember quality posts over quantity of posts
- Diversify your content
- Link some of your posts back to your website
- Experiment with posting at different times
- Pin an important update or post to keep it at the top of your page
- Experiment with Facebook ads to reach your targeted audience
- Consider creating a Facebook group to interact with customers
- Use Facebook stories to share daily activities, projects, employee takeovers, and other on-the-fly content

Don't:

- Create a complicated page name to make it difficult to find your company
- Focus on selling the whole time
- Post long videos
- Always use stock photos, try to incorporate authentic company images
- Leave your business 'About' section empty
- Use text only posts
- Use copyright images off the internet

Additional Tips:

- Use analytics to guide your content creation and posting times, but don't obsess over them
- Schedule posts directly through Facebook
- Adjust planning based on past successes/failures



Twitter

About

Twitter is a platform that is used for the purpose of “microblogging”. It is a fast-paced, text-oriented platform that focuses on timely and relevant content. It requires knowledge of current trends and events.

Audience

It is estimated that only 22% of U.S. adults use Twitter. While this seems relatively low compared to other platforms, it can still be a useful tool. Know that Twitter users are seeking to be informed and use that information when considering what to Tweet.

Benefits

If used frequently, Twitter can be used to keep up with industry trends, recent articles and studies, and a place where your business can be a trusted informational source. It is a good place to build trust with your following and receive instant feedback on new initiatives, ideas, and events.



Twitter

Do:

- Have a consistent with your Twitter handle and name
- Be an industry resource
- Be conversational and develop voice
- Focus on text
- Keep your hashtags to a minimum (0-2) and ONLY if relevant.
- Use relevant graphics, images, videos, and links
- Focus on real-time information
- Tweet often
- Quote tweet and retweet information from other organizations if it applies

Don't:

- Schedule every Tweet
- Use typos in your text
- Use a long URL, consider using Bit.ly
- Retweet inappropriate content
- Forget to link your website in your bio
- Create an account and never use it
- Set your account to private
- Tweet every five minutes

Additional Tips:

- Follow industry leaders, competitors, customers and clients
- It's possible Twitter may not suite your needs. If it doesn't, consider focusing on another platform.
- Always share relevant updates and information



LinkedIn

About

LinkedIn is traditionally used as a social media platform for business professionals to connect with one another. It is commonly used to build professional networks, advance career interests, and share company updates.

Audience

People use LinkedIn to consume information that pertains to the professional world. They log on to interact with connections, job search, and keep up with businesses and organization trends.

Benefits

Using LinkedIn gives you the opportunity to share relevant industry information, communicate with other business leaders, hire new employees, and increase networking. Using LinkedIn can also increase SEO.



LinkedIn

Do:

- Encourage employees, customers, and suppliers to follow your page
- Have employees link their employment to company page
- Try to post valuable content once a week
- Use images, graphics, videos and hashtags
- Give a shout out to partners and tag them in your posts
- Encourage employees to reshare company content
- Market events
- Share job openings

Don't:

- Overshare or over post
- Self-promote too often
- Have a stagnant profile
- Be unprofessional

Additional Tips:

- Be sure professionals, c-level leaders, and employees are aware of the company page
- Connect with those who can relate to your industry
- Consider experimenting with LinkedIn ads
- Provide industry resources and information content



Instagram

About

Instagram is a platform that allows you to share images, videos, and other visuals. It is good for building strong customer relationships and putting a face to your business.

Audience

Approximately 37% of Americans use Instagram. It tends to be a good channel to reach millennials and young adults. Instagram users follow and engage with friends, family, influencers, and others who connect with them. Oftentimes people also like to follow local businesses they admire.

Benefits

Instagram has several different tools that allow you to leverage your business, connect with customers, and increase your conversion rate. When used to its potential, it gives your business a voice and tone that will help you build successful relationships with your following.



Instagram

Do:

- Use a business account so you can see your analytics
- Focus on a consistent feed
- Use photos and graphics that align with your brand
- Post 2-3x a week for high engagement
- Use hashtags, tags, and locations to increase your organic reach
- Research hashtags and make sure they are relevant
- Use 10-20 hashtags on each post
- Use stories for sharing behind the scenes content
- Engage with your followers through questions, polls, and videos
- Encourage followers to bookmark or save helpful posts
- Like and leave authentic comments on other posts
- Be personal, show the people behind the work, tell “human stories”
- Showcase company culture

Don't:

- Over post on Instagram story (3-6 per day is a good rule of thumb)
- Post irrelevant content
- Post generic stock photos
- Oversell
- Use bots or other tactics to gain followers inorganically

Additional Tips:

- Be relatable – talk about who you are and who you help
- Post photos of people and faces
- Don't be afraid to experiment with Instagram tools
- Look at the analytics to see when your audience is active, who they are, and when to post
- Keep updated on Instagram trends with other educational resources



YouTube

About

YouTube, second behind Facebook, is another popular social media platform. Even though it is widely used, it is often overlooked as a social media tool. It is a bit more complex than other social avenues, but has the capability to generate a lot of traffic. A unique aspect to YouTube is that it is not only a social media platform, but also a search engine.

Audience

YouTube allows businesses to market B2B and B2C. People of all ages use the platform frequently, including nearly 60% of those aged 56+. YouTube is where people go to learn about specific topics and interests, which you can use to your advantage. If you want to show your audience how to use a product or service, creating “how-to” videos is a great idea!

Benefits

A few benefits of YouTube include finding a wide (sometimes global) audience, everlasting content that can be repurposed, and increased SEO.



YouTube

Do:

- Plan and develop content
- Have good sound quality by using microphones
- Create horizontal videos if recording on a phone
- Consider the background of your video
- Edit your videos
- Create thumbnails for your videos
- Use descriptive titles and fill in the description section
- Use tags, keywords, and specific phrase to increase SEO
- Add subtitles for those watching with the sound off
- Keep content organized, create playlists when video content is related
- Use a watermark and link to your website on the video
- Direct viewers to like and subscribe

Don't:

- Have shaky videos , consider using a tripod
- Use on-the-fly content or content that hasn't been well-thought out or developed
- Post several videos at once
- Make super long videos
- Use as video storage

Additional Tips:

- Consider hiring a professional videographer
- Content ideas include product demos, customer testimonials, employee highlight, webinars, charitable events, facility tour, interviews, to-dos, behind-the-scenes
- Always create interest, hook your audience
- Reply to comments



Final Thoughts

Plan

Dedicate time to plan for social media posts. Your posts should be thoughtful and intentional. Consider creating monthly content calendars and draft out posts ahead of time. This should make the task less daunting and more actionable! If you can't schedule a post on the app directly, use a scheduling platform like Hootsuite that will automatically schedule posts for you.

Taskforce

If possible, try to implement a social media taskforce in charge of developing and implementing content. Otherwise, consider hiring a social media intern. Provide them with this guide to get started.

Brand Identity

Your social media channels are a direct reflection of your company. It is important that your profile and header pictures represent your brand and that all other important information is available. Your content should align with your company's vision and goals. Always use high quality photos, logos, and graphics. Consider developing graphic templates or hiring a photographer, videographer, or designer to ensure the quality, longevity, and consistency of your content.

Content

When brainstorming content, remember the 80/20 rule. 80% of your content should serve, 20% should sell. Focus on sharing about your value, company culture, and how you can help. Use social media to promote your products, events, culture, and expertise, just be wary of not overselling. Be sure to tailor content to each platform. Copy and visuals might not always be the same depending on the platform. However, be resourceful and consider repurposing content from one channel to use on another to see how it performs. Be adaptable and intentional on each platform. Visuals, graphics, and videos are key.

Engagement

Most social media platforms will provide you with analytics and data so that you can measure the success of your content and the behaviors of your audience. Use this information as you make social media decisions. Remember that interaction is key. Always respond to questions and comments in a timely and genuine manner. If you ever receive negative comments, respond publicly and positively. Be sure to reach out directly as well to help solve any issues.

Sources

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THANKS FOR READING!

*We would love to connect and stay in touch!
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