




Taking Social Media to the Next Level



Take Social Media to the Next Level for Your Organization

As we spoke about in our last E-Book, *Making Social Media Work for Your Organization*, social media is the most cost-effective and immediate way to connect with consumers. However, many organizations still feel intimidated by social media. That's why we've developed this guide discussing the benefits and quick tips for your organization to effectively use social media in order to better connect with your consumers.



5 Benefits of Social Media for Your Organization

1

Cost Efficiency

Social media is hands-down the least expensive way to reach your consumers. All it takes is time, planning, and a committed, long-term effort to succeed.

2

Increased Brand Awareness

With the right strategy in place, your brand visibility and recognition will greatly increase due to the broad number of members you are able to reach. By engaging with your target audiences – sharing, following, and pushing out content – you will become a reliable resource on your consumers' feeds.

3

Increased Consumer Reach

Social media opens the doors for you to reach past your usual customer base. By making it into the feeds of social media channels, you are more likely to reach audiences you never would have before.

4


Increased Search Engine Results

It is no secret that as the world shifts to digital, people are using search engines to look for goods, services, and businesses. Now more than ever, ranking high in search results is crucial for consumers to find your organization and ultimately drive more traffic to your website. Being visible and active on the internet through social media will improve your search engine results.

5

Direct and Open Lines of Communication

Not only does social media give your organization the ability to push out more human-centered content, you can also interact with your consumers in ways that make them feel valued. Keeping up with your consumers' interactions shows that you are attentive to their needs and care about finding a resolution to their questions and concerns.



5 Quick Tips for Effectively Utilizing Social Media

1

Actively Engage with Your Consumers

Social media gives organizations the opportunity to directly communicate with your consumers, so take advantage!

- Publish sharable content
- Promote any events or organizations you're involved in
- Create or join meaningful Facebook or LinkedIn groups
- Follow, like, and share appropriate content

Perhaps most importantly, ensure that whenever someone reaches out (whether it be message, comment, etc.), you are providing thoughtful responses. Create personalized responses to complaints, compliments, questions, and all other inquiries.

By staying actively engaged on your social media accounts, you'll put yourself at the forefront of your consumers' social media pages and minds, which will build positive relationships with your follower base. And the more consumers become familiar with your brand online, the more likely they are to use your services in the future.

2

Curate Content for Each Platform

Take the time to research each social media platform and cater your content to the user base. For example, platforms such as Instagram and Pinterest are visually based, so you will need compelling photos to engage your audience. Twitter has a maximum character requirement, so posts should be short and concise.

3

Plan Ahead with a Content Calendar

A social media content calendar is a document that is used to map out and schedule the content you'll post across all social media platforms for a certain date-range.

The goal is to keep your social media marketing efforts consistent, organized, and easily tracked. This allows you to look ahead, establish a coherent, cohesive presence for your organization, and address longer-term strategic objectives. It may also benefit your organization to use a web service (for example, Hootsuite or HubSpot) that will allow you to prepare and schedule postings automatically, saving you time in your everyday efforts.

4

Quality vs. Quantity

Although it is good practice to remain active and post frequently to your social accounts, there is such a thing as posting "too much." There is a balance between posting strong, meaningful content and overloading your consumers.

There are a million articles out there suggesting the right number of times to post and when to post for best results, but there is no right answer. Rather, consider the needs of your audiences and the conventions of the channel as your guide. As long as you are continuing to post relevant content that fits your brand's message, you are doing just fine!

5

Establish Measurable Goals

When you begin your quest to create a social media presence, it is critical to ask yourself, "what am I hoping to achieve from being active on social media?". Creating goals gives you a vision of what you want to achieve and real metrics to measure your success. A key when developing your goal is to make sure that your goal is SMART.

SMART goals are:

- Specific
- Measurable
- Attainable
- Results-focused
- Time-bound

A few examples of some SMART goals we suggest for social media include:

- Increased website traffic
- Boost attendance at your events
- Gain deeper member insights
- Drive views for a new product or service
- Generate a larger member base



Conclusion

We understand how important your consumers are. Leveraging social media will help effectively stay connected with your consumers and take your organization to the next level.

To explore other methods to improve your bottom line, we encourage you to reach out to your ConServe representative today. We strive to bring the same level of commitment and innovation to our Clients that you do for your consumers.

We look forward to showing you how we can empower your consumers and optimize collection results.

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