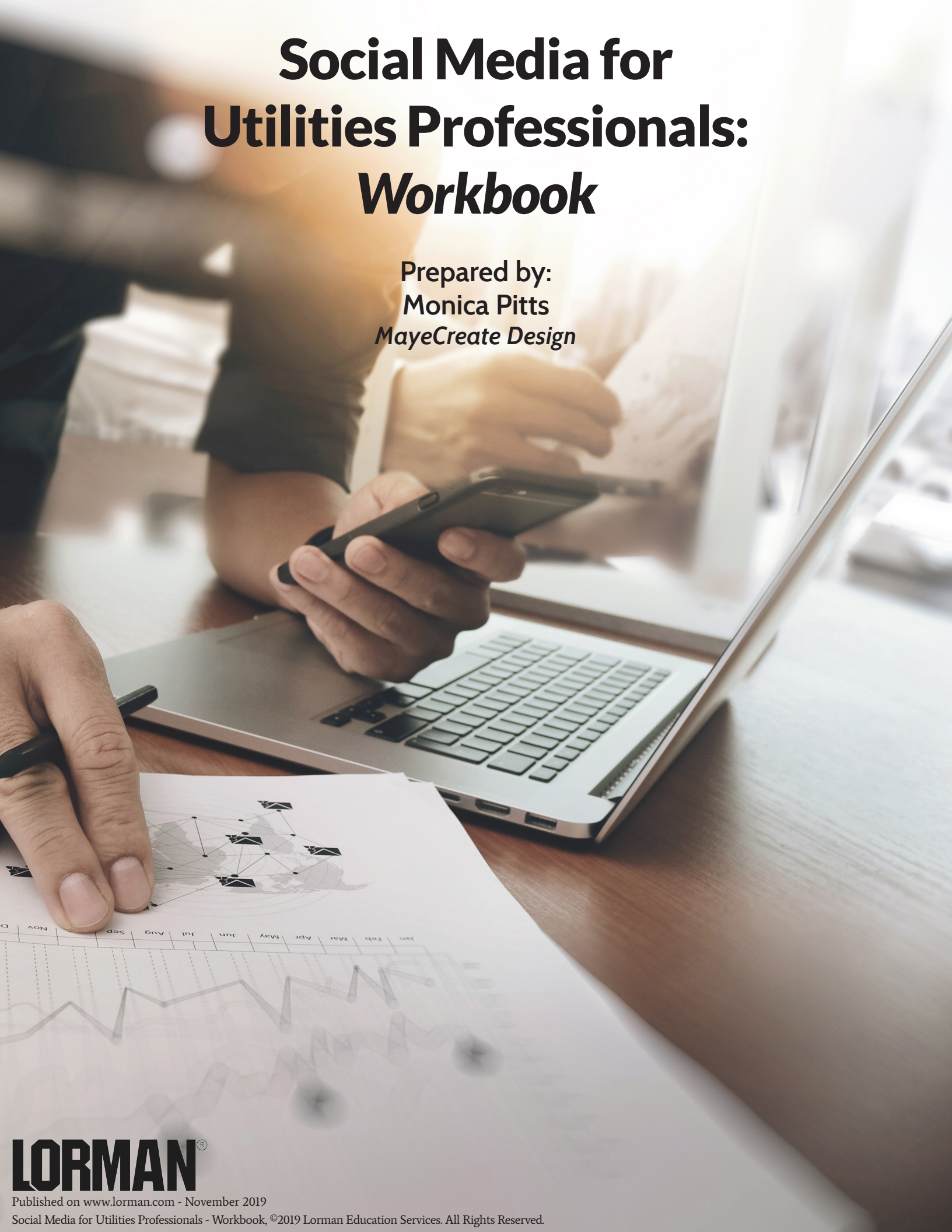
Social Media for Utilities Professionals: *Workbook*

Prepared by:
Monica Pitts
MayeCreate Design



LORMAN®
Published on www.lorman.com - November 2019
Social Media for Utilities Professionals - Workbook, ©2019 Lorman Education Services. All Rights Reserved.

INTRODUCING

Lorman's New Approach to Continuing Education

ALL-ACCESS PASS

The All-Access Pass grants you UNLIMITED access to Lorman's ever-growing library of training resources:

- ☑ **Unlimited Live Webinars** - 110+ live webinars added every month
- ☑ **Unlimited OnDemand and MP3 Downloads** - Over 3,500 courses available
- ☑ **Videos** - More than 1,800 available
- ☑ **Slide Decks** - More than 2,800 available
- ☑ **White Papers** - More than 1,800 available
- ☑ **Reports**
- ☑ **Articles**
- ☑ **... and much more!**

Join the thousands of other pass-holders that have already trusted us for their professional development by choosing the All-Access Pass.

Get Your All-Access Pass Today!

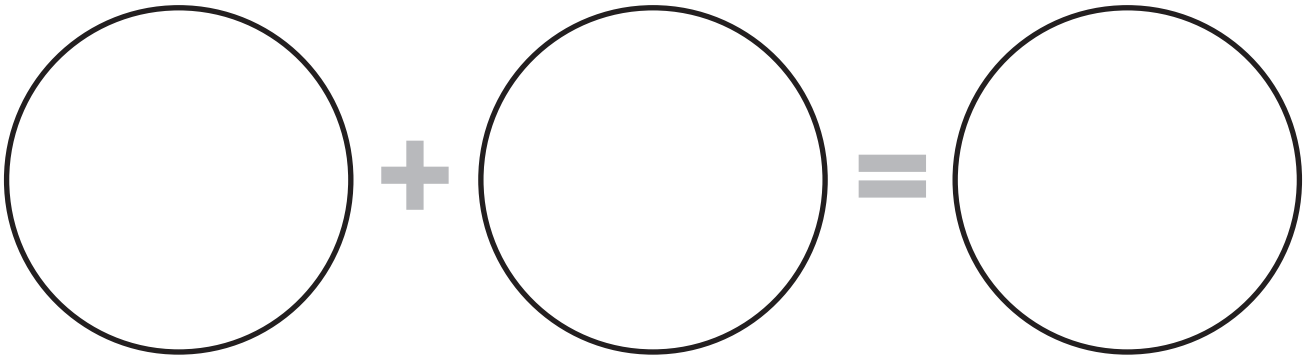
SAVE 20%

Learn more: **www.lorman.com/pass/?s=special20**

Use Discount Code Q7014393 and Priority Code 18536 to receive the 20% AAP discount.

*Discount cannot be combined with any other discounts.

BUILDING YOUR PLAN



YOUR SOCIAL MEDIA PLAN

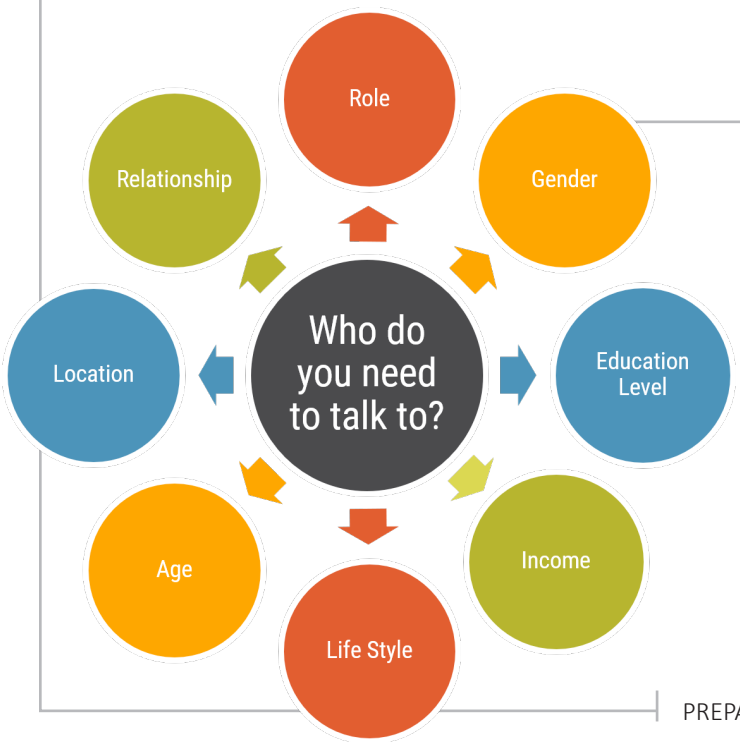
1. Goal
2. Strategy
3. Creative
4. Follow Through

WHY ON EARTH ARE YOU DOING THIS?

WHAT ARE YOUR SOCIAL MEDIA GOALS?

WHAT PROBLEM ARE YOU TRYING TO SOLVE?

- ☐ People don't know we exist
- ☐ Having trouble recruiting new hires
- ☐ Don't have enough business, need more
- ☐ Clients are one and done, we need return business
- ☐ You're doing great work but no one knows



WHO ARE YOU TALKING TO?

KNOW YOUR AUDIENCE

WHO DO YOU NEED TO TALK TO?

WHAT PROBLEM DO YOU SOLVE FOR THEM?

WHAT DOES YOUR AUDIENCE CARE ABOUT?

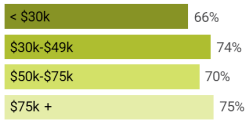
INTERESTS | **ATTITUDES** | **OPINIONS**

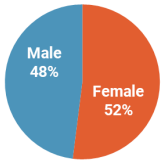
WHERE'S THE BEST PLACE TO MEET YOUR NEW FRIENDS?

FACEBOOK

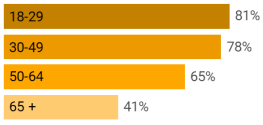
- ✓ 68% of U.S. Adult Internet Users
- ✓ 2 Billion Monthly Users

INCOME
of internet users who use Facebook





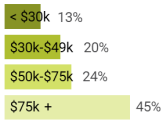
AGE
of internet users who use Facebook

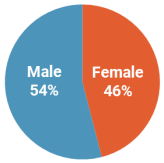


LINKEDIN

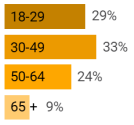
- ✓ 25% of U.S. Adult Internet Users
- ✓ 106 Million Monthly Users

INCOME
of internet users who use LinkedIn





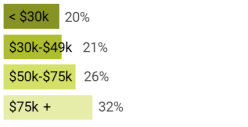
AGE
of internet users who use LinkedIn

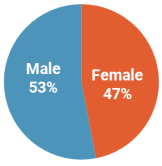


TWITTER

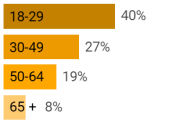
- ✓ 24% of U.S. Adult Internet Users
- ✓ 317 Million Monthly Users

INCOME
of internet users who use Twitter





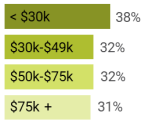
AGE
of internet users who use Twitter

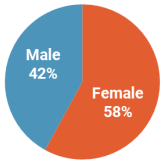


INSTAGRAM

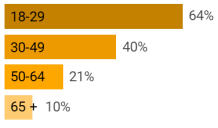
- ✓ 35% of U.S. Adult Internet Users
- ✓ 800 Million Monthly Users

INCOME
of internet users who use Instagram





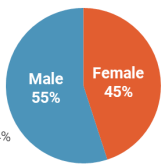
AGE
of internet users who use Instagram



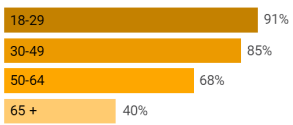
YOUTUBE

- ✓ 73% of U.S. Adult Internet Users
- ✓ 1 Billion Monthly Users

INCOME
of internet users who use YouTube



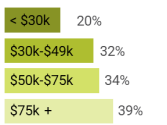
AGE
of internet users who use YouTube

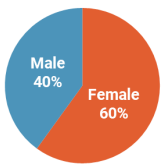


PINTEREST

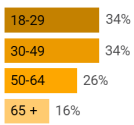
- ✓ 29% of U.S. Adult Internet Users
- ✓ 200 Million Monthly Users

INCOME
of internet users who use Pinterest





AGE
of internet users who use Pinterest



HOUZZ

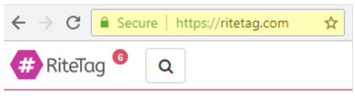
INCOME
of average Houzz user

AGE
of users on Houzz

HOW WILL YOU CONNECT WITH YOUR FRIENDS?

DO YOUR RESEARCH

- ☐ Review your competition
- ☐ Review companies you admire
- ☐ Find influencers
- ☐ Find popular hashtags



USE _____ TO _____ HASHTAGS FOR MAXIMUM INTERACTIONS PER POST.

HOW OFTEN WILL YOU POST?

Check here if you'll post to this network

	NETWORK	SUGGESTED AMOUNT	GOAL	SUGGESTED SHARES	GOAL
	FACEBOOK	3-10 times/week		1 every other day	
	LINKEDIN	2-5 times/week		1 every other day	
	TWITTER	3-15 per day		7 per day	
	INSTAGRAM	1-2 per day		N/A	
	YOUTUBE	just be consistent		N/A	
	PINTEREST	5-30 per day		80% is repinned content	
	HOUZZ	5-30 per day		mostly shared content	

OUTLINE YOUR PROCESS

WHO WILL WRITE? WHO WILL TAKE PHOTOS?

HOW WILL PEOPLE SUBMIT PHOTOS?

WHO'S ALLOWED TO POST?

HOW WILL POSTS BE REVIEWED? (EX: IN A GOOGLE DOC OR IN LOOMLY)

WHAT'S THE APPROVAL PROCESS?

OUTLINE YOUR PROCESS (CONT.)

WHO WILL REVIEW THE POSTS?

WHAT HAPPENS WHEN THE PERSON WHO'S SUPPOSED TO REVIEW THE POSTS DOESN'T ACTUALLY DO IT?

WHO WILL RESPOND TO COMMENTS?

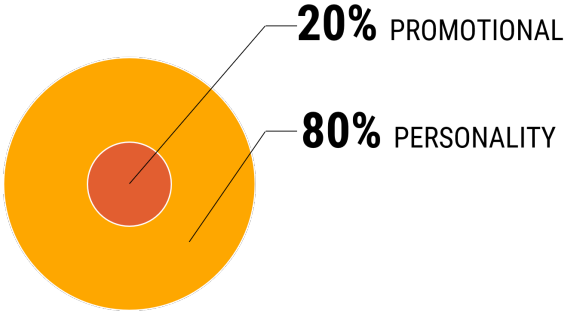
HOW WILL YOU HANDLE NEGATIVE COMMENTS?

HOW WILL YOU KNOW IF IT'S WORKING?

WHAT WILL YOU POST?

MIX & TYPE

FOLLOW THE 80/20 RULE



WHICH BRAND OR SERVICE SHOULD HAVE THE MOST MOMENTUM?

WHAT OTHER SERVICES DO YOU WANT TO BRING AWARENESS TO?

OUTLINE BRAND IDENTIFIERS

WHAT TONALITY WILL YOU USE? EX: FRIENDLY, STRONG, DIRECT, FUNNY.

HOW WILL YOU REFER TO YOURSELF OR YOUR BUSINESS?

WHAT DO YOU CALL THE PEOPLE WHO WORK FOR YOU?

WHAT DO YOU CALL YOUR CLIENTS?

WHAT WORDS ARE OFF LIMITS?

WHAT VALUES WILL YOU PORTRAY?

WHAT TOPICS ARE OFF LIMITS?

TOPICS

_____

_____

_____

_____

_____

_____

BE AUTHENITIC

- ☐ Questions
- ☐ Video tutorials
- ☐ Testimonials
- ☐ How-to & Troubleshooting
- ☐ Q&A with employees
- ☐ Quotes
- ☐ Industry specific stats
- ☐ Company events
- ☐ Community service
- ☐ Thank you to clients
- ☐ FAQ from call centers
- ☐ New hires
- ☐ Awards
- ☐ Company history photos
- ☐ Quotes from management or staff
- ☐ A day in the life of...
- ☐ New projects

POST CRAFTING TIPS

- ☐ Include a visual
- ☐ Share a video or animated GIF
- ☐ Include an emoji
- ☐ Use a hashtag
- ☐ Include a link
- ☐ Keep it short
- ☐ Ask a question

_____

_____

_____

_____

_____

_____

USEFUL TOOLS

- ✓ **Loomly** - lets you post to multiple networks, comment on posts and can help guide your team through the publishing process. It also has analytics.
- ✓ **Hootsuite** - allows you to post to even more networks and you can respond to comments. It also has analytics.
- ✓ **Business.Facebook.com** - a more robust interface to easier manager Facebook pages and ads. Facebook allows you to schedule your posts.
- ✓ **TweetDeck** - allows you to schedule posts on Twitter.
- ✓ **Zapier** - connects two programs together and automates actions, it can create posts from one network to another.
- ✓ **Google Drive** - easy file sharing for people involved in your creative process.
- ✓ **Cyfe** - a dashboard creator that allows you to report data in a way you can actually understand it.
- ✓ **Google Analytics** - tracks traffic on your website and can tell you what visitors from social media do on your site.
- ✓ **Google Data Studio** - can make pretty charts out of anything in a spreadsheet and connects with all things Google.
- ✓ **Cava** - a free program that makes really pretty graphics and allows you access to templates and stock photos.
- ✓ **Typorama** - a cool app that makes text art blocks to overlay photos.
- ✓ **Adobe Spark** - a simple video creation tool and graphic editor with lots of easy to use templates.
- ✓ **Powerpoint** - layout a slides as social media graphics then save as an image. Or layout a number of slides and save as a video.
- ✓ **Image Resizer for Windows** - a free and easy to use image resizing tool allowing bulk image resizing with just a right click.
- ✓ **Wideo** - online video creating tool.
- ✓ **Adobe Premier** - a flexible and robust videos editing and creation tool with tons of features.

HOW WILL YOU KNOW IF YOU'RE WASTING YOUR TIME?

DATE RANGE: _____

NETWORK	FOLLOWS	POSTS	ENGAGEMENT					REACH	IMPRESSIONS
			%	SHARES	COMMENTS	REACTIONS	CLICKS		

WHICH POSTS HAD THE MOST SHARES/CLICKS/REACTIONS?

WHAT POSTS GOT THE MOST COMMENTS?

	VISITS FROM SOCIAL MEDIA	BOUNCE RATE	PAGES PER SESSION	NETWORK		
WEBSITE				FB	TW	LN
				IN	PN	YT

FINAL TIPS & TRICKS

- ✓ Start by gathering your organic supporters. (a.k.a your mom)
- ✓ Use images whenever possible.
- ✓ Video will be your good friend even if it's low quality.
- ✓ Cross promote between platforms.
- ✓ Use your phone! It'll be your best weapon and odds are good your viewers are on theirs as well.
- ✓ Lead by example.
- ✓ Don't share your own posts, if you want to like them or share them do so from your personal account.
- ✓ If you think a post is great but it didn't go as planned – repurpose it later! (Wait at least a week to repost.)
- ✓ Engagement is your most important metric.
- ✓ Be authentic.

The material appearing in this website is for informational purposes only and is not legal advice. Transmission of this information is not intended to create, and receipt does not constitute, an attorney-client relationship. The information provided herein is intended only as general information which may or may not reflect the most current developments. Although these materials may be prepared by professionals, they should not be used as a substitute for professional services. If legal or other professional advice is required, the services of a professional should be sought.

The opinions or viewpoints expressed herein do not necessarily reflect those of Lorman Education Services. All materials and content were prepared by persons and/or entities other than Lorman Education Services, and said other persons and/or entities are solely responsible for their content.

Any links to other websites are not intended to be referrals or endorsements of these sites. The links provided are maintained by the respective organizations, and they are solely responsible for the content of their own sites.