# Social Media for Construction

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INTRODUCING

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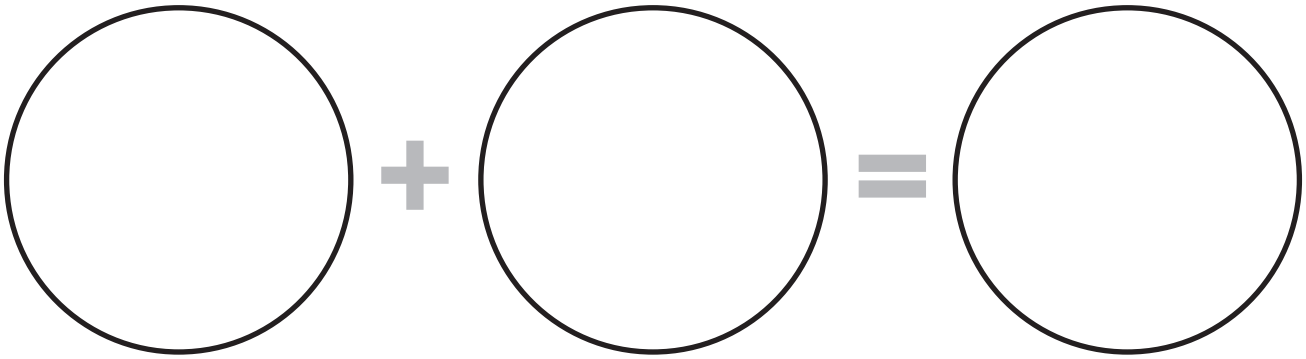
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# BUILDING YOUR PLAN



## YOUR SOCIAL MEDIA PLAN

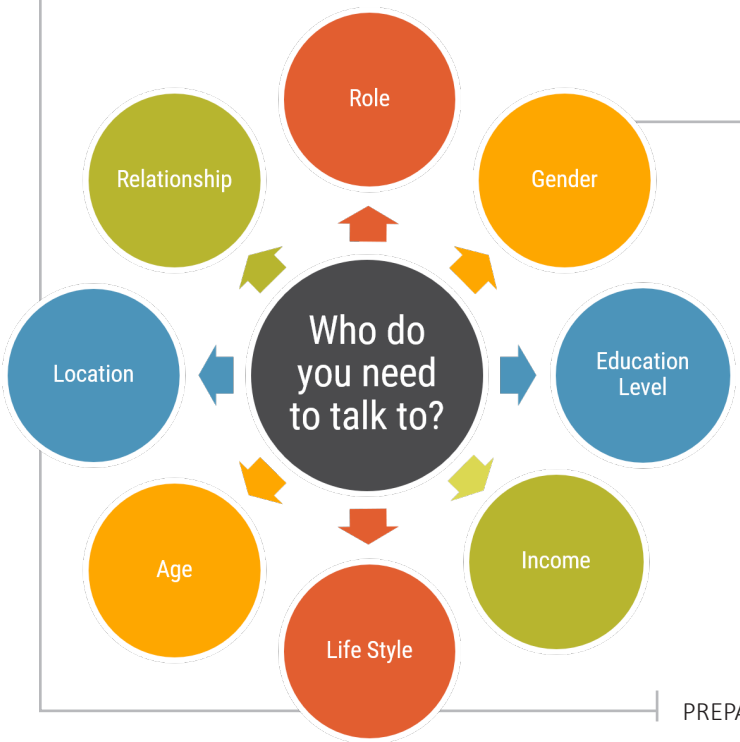
1. Goal
2. Strategy
3. Creative
4. Follow Through

## WHY ON EARTH ARE YOU DOING THIS?

WHAT ARE YOUR SOCIAL MEDIA GOALS?

WHAT PROBLEM ARE YOU TRYING TO SOLVE?

- ☐ People don't know you exist
- ☐ Having trouble recruiting new hires
- ☐ Don't have enough business, need more
- ☐ Clients are one and done, you 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?

# SOCIAL MEDIA FOR CONSTRUCTION



WHAT DOES YOUR AUDIENCE CARE ABOUT?

**INTERESTS**

**ATTITUDES**

**OPINIONS**

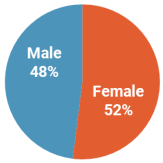
## WHERE'S THE BEST PLACE TO MEET YOUR NEW FRIENDS?

### FACEBOOK

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

**INCOME**
of internet users who use Facebook

| | |
|---|---|
| < $30k | 66% |
| $30k-$49k | 74% |
| $50k-$75k | 70% |
| $75k + | 75% |




**AGE**
of internet users who use Facebook

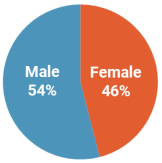
| | |
|---|---|
| 18-29 | 81% |
| 30-49 | 78% |
| 50-64 | 65% |
| 65 + | 41% |

### LINKEDIN

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

**INCOME**
of internet users who use LinkedIn

| | |
|---|---|
| < $30k | 13% |
| $30k-$49k | 20% |
| $50k-$75k | 24% |
| $75k + | 45% |




**AGE**
of internet users who use LinkedIn

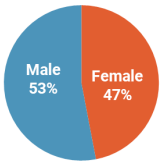
| | |
|---|---|
| 18-29 | 29% |
| 30-49 | 33% |
| 50-64 | 24% |
| 65 + | 9% |

### TWITTER

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

**INCOME**
of internet users who use Twitter

| | |
|---|---|
| < $30k | 20% |
| $30k-$49k | 21% |
| $50k-$75k | 26% |
| $75k + | 32% |




**AGE**
of internet users who use Twitter

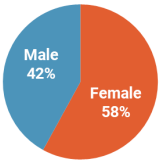
| | |
|---|---|
| 18-29 | 40% |
| 30-49 | 27% |
| 50-64 | 19% |
| 65 + | 8% |

### INSTAGRAM

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

**INCOME**
of internet users who use Instagram

| | |
|---|---|
| < $30k | 38% |
| $30k-$49k | 32% |
| $50k-$75k | 32% |
| $75k + | 31% |




**AGE**
of internet users who use Instagram

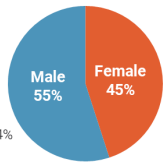
| | |
|---|---|
| 18-29 | 64% |
| 30-49 | 40% |
| 50-64 | 21% |
| 65 + | 10% |

### YOUTUBE

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

**INCOME**
of internet users who use YouTube

| | |
|---|---|
| < $30k | 68% |
| $30k-$49k | 78% |
| $50k-$75k | 77% |
| $75k + | 84% |




**AGE**
of internet users who use YouTube

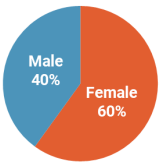
| | |
|---|---|
| 18-29 | 91% |
| 30-49 | 85% |
| 50-64 | 68% |
| 65 + | 40% |

### PINTEREST

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

**INCOME**
of internet users who use Pinterest

| | |
|---|---|
| < $30k | 20% |
| $30k-$49k | 32% |
| $50k-$75k | 34% |
| $75k + | 39% |




**AGE**
of internet users who use Pinterest

| | |
|---|---|
| 18-29 | 34% |
| 30-49 | 34% |
| 50-64 | 26% |
| 65 + | 16% |

### HOUZZ

**INCOME**
of average Houzz user

| |
|---|
| $124k |

**AGE**
of users on Houzz

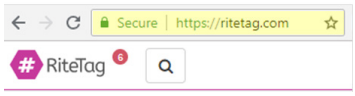
| | |
|---|---|
| 25-54 | 72% |

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# 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?

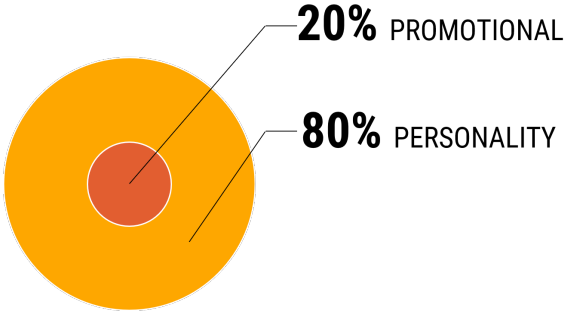
HOW WILL YOU HANDLE NEGATIVE COMMENTS?

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.

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