



Written by: Kristen Bandola | published on November 2, 2015

Digital Advertising Primer

With all the different social media platforms on the internet, it can be daunting to know which is the best one to use and best practices for each. A successful social media presence starts with setting up a good foundational social media campaign that can help you build visibility and connections for your business. With so many platforms available, your business has the potential to reach a wide variety of people.

Social media-friendly businesses do not just create a Facebook page or Twitter account and leave it at that. They regularly update and post new material on their accounts, steadily and consistently sharing useful and relevant information. They may also, if appropriate, utilize multiple platforms, including LinkedIn, Instagram, Pinterest, YouTube, Snapchat, Display Ads, and even address targeting.

Which social media channels should you maintain a presence on? From an SEO perspective, the answer certainly is: the more, the better. However, this is not always practical or even desirable for some businesses and organizations. When potential customers perform a Google search for your business, you want to make sure they can access your social media profiles in addition to your website. This also helps the branding of your organization to be dispersed throughout the web. This allows your customers to click through and read your content, see how many followers you have, and even ask a question.

However, from a business perspective, it may make little sense to have a presence on a social media channel when none of your customers, prospects, or targets can be readily found there. It is also pointless to create a social media account on multiple platforms if it is not maintained and regularly updated. There is nothing worse than a social media presence that is inadequately updated or maintained.

A good place for your business to get its start on social media (if it has not yet) is making sure your name is the same across all of the social media platforms you have chosen. If they cannot all be the same, they at least need to be similar. Having a consistent name will make it easier for potential clients to find the right accounts.

Create a presence on the social media platforms that make sense for your business, and ensure you have resources to make updates on a regular basis. Don't make the mistake of hiring an intern, or your nephew to update your social media platform. This is your business or organization, and what is read and posted needs to be carefully written and of high quality. Get professional help if you need good writers, designers, video and content creators. Trinet helps many organizations and businesses take their social media presence to the next level.

KnowEm (<http://knowem.com>) is a quick and easy way to establish if your business name is available on specific social networks. You simply enter your business name in the search box, and the tool will search for your name across different platforms.

Let's compare some of the more popular social media platforms out there to help you begin.

Platform	Facebook	Twitter	Instagram
Est. User Base	1.49 billion Q2 2015	316 million Q2 2015	400 million Sep. 2015
Targeting Options			
Email	Yes	Yes	Yes
Phone #	Yes	Yes	Yes
User ID	N/A	Yes	N/A
Location	Specify by address and radius	Specific country, region, or town	Specify by address and radius
Interests	Includes: Likes, apps, shared items on profile	Keyword targeting based on recent Tweets	Includes: Likes, apps, shared items on profile
Demographics	Age, gender, work, family status, ethnicity, calendar events, income, political affiliation, and more	Language, gender	Age, Gender, Work, Family Status, Ethnicity, Calendar Events, Financial Status, Political Affiliation, etc.
Behaviors	Device usage, digital activities on and offsite, and more	Device usage, shopping, spending habits	Device Usage, Digital Activities on and offsite, and more
Connections	People or friends of people connected to the page.	Relevant account's followers	People or friends of People Connected to the page.

Platform	Pintrest	SnapChat	Youtube	LinkedIn
	100 million Sep. 2015	100 million (DAILY ACTIVE USERS) May 2015	1 billion Feb. 2015	187 million Q1 2015
Targeting Options				
Email	Yes	No	Yes	No
Phone #	No	No	No	No
User ID	No	No	Same as email address	No
Location	Country	Location (city, county)	Down to postal code or radius	Down to city
Interests	Other brands audiences engage with	Live Story Program, Discover Channel	Broad and specific category selection, keywords, and topics	Industry, groups
Demographics	Language, gender	Age is only for Alcohol Brands, Gender	Age, gender, parental status, language, device	Age, gender, degree, school, skills, job title, job function, job seniority, company size, industry, company name
Behaviors	Device usage	No	Remarketing	No
Connections	Pinners who have a lot of your Pins	No	No	Groups

When creating your digital advertising for social media strategy; make sure that you identify the following:

- Define your personas – personas are a proxy or a way to identify the types of people who you're trying to reach with your online campaign.
- Who is your target audience? Discover their interests, geography, occupation, time spent on internet, age, preferred social media platform

Measurement -

- What are your goals?
- What do you want to measure?
- Goals drive your strategy and vision

Content

- When writing copy, Keep it Brief!
- Twitter: Tweets shorter than 100 characters receive higher retweets!
- Facebook: Keep posts between 100-250 characters
- Make sure to include calls to action (CTAs)
- Images and Video are the best content, and receive the most engagement
- Provide access to exclusive info and be a relevant source
- Consider the “What’s in it for Me?” for your followers
- Pose thoughtful questions that help engage and solicit a discussion
- Remember the goal is to have your audience share their thoughts
- Comment, like, retweet, etc. to build loyalty and personality
- They want to perceive you as an actual person
- Be timely
- Post topics that are related to current and trending news
- Goal is to have your audience share their thoughts
- Provide timely feedback to your constituents
- How often are you posting on social media?

Post Frequency



- Post around 1 - 5 times a day
- Highest retweets at 5pm



- Post 5-10 times per week in the early afternoon
- Most engagement spikes during end of the week
- Post around 2-5pm



- Post once per day
- Posting on weekdays during business hours increases engagement
- Best times to post 7am-8am and 5pm-6pm

In short, selecting the right social media platform is an important business decision. It involves thinking through whom your target audience is, where they are located, developing and regularly posting content, carefully timing posting and type of content, and properly staffing the effort. Trinet works with many organizations and businesses to help them navigate the social media madness with poise and success. **Call us today** to get your social media efforts moving in the right direction.

Trinet's innovative team can help with our social media initiatives and provide you with the expertise to create an integrated campaign. Implement a cohesive experience for your target audience: Call us today at (949) 442-8900 or visit www.trinetsolutions.com.



About Trinet Internet Solutions, Inc.:

Trinet Internet Solutions, Inc. is a full-service web firm specializing in web design and development, strategic digital initiatives, online marketing and ongoing growth, support and analysis. Founded in 1995, Trinet offers web marketing solutions to businesses, non-profit organizations and ministries nationwide to bring bottom line results. To learn more, please visit www.trinetsolutions.com.

