



Do's and Don'ts of social media – avoiding the spam

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www.cqstrategicmarketing.com



About CQ



- 30 years experience in business to business (B2B) and services marketing
- Qualifications including CIM and MSC from:

- Marketing roles with:



Accountants & business advisers

- Member of:



EVERSHEDS

Clients



Why do you want to use social media?



- Networking
- Raise the profile of the business
- Promote a particular service/product
- Recruit
- Help your SEO



What social media should I use?

- Depends on your audience!
- B2B or B2C
- Focus on 2 or 3, don't try to do it all





LinkedIn statistics

- 433 million users worldwide
- Two new members join LinkedIn every second
- 40% of users check LinkedIn daily
- LinkedIn is used in 200 countries and territories
- Having a LinkedIn photo makes your profile 14 times more likely to be viewed
- 59% of LinkedIn users don't use Twitter

Source (LinkedIn – August 2016)

<https://www.linkedin.com/pulse/2016-linkedin-stats-you-should-know-updated-katy-elle-blake>

What should I post?



- Your company news stories or recent press coverage
 - New appointments
 - New contract wins
 - New product/service offer
 - Technical updates/changes in your industry
 - Apprentices
 - Awards wins
 - Event announcement or images post event
 - New accreditation gained eg ISO, IIP etc
 - Internal company news, staff long service awards, promotions

What should I post?



- Details of your product or services or latest offer
- Details of where your target market can meet you at an exhibition or trade show
- Examples of your work/details of a completed project
- Job vacancy details for your company
- Share a relevant/interesting news story for your industry sector or target market

How often and when should I post?

- Daily – weekdays
- First thing
- Lunchtimes
- Evenings



Hints and tips

- Daily posting on social media with links to your website will help your site be found (SEO)
- Images catch attention more than words
- Videos – utilise YouTube but also share on social media pages
- Schedule posts to keep a regular profile but save you time
 - www.hootsuite.com Free – up to 3 profiles
 - www.buffer.com Free – 1 per platform
 - www.sproutsocial.com Paid

Hints and tips

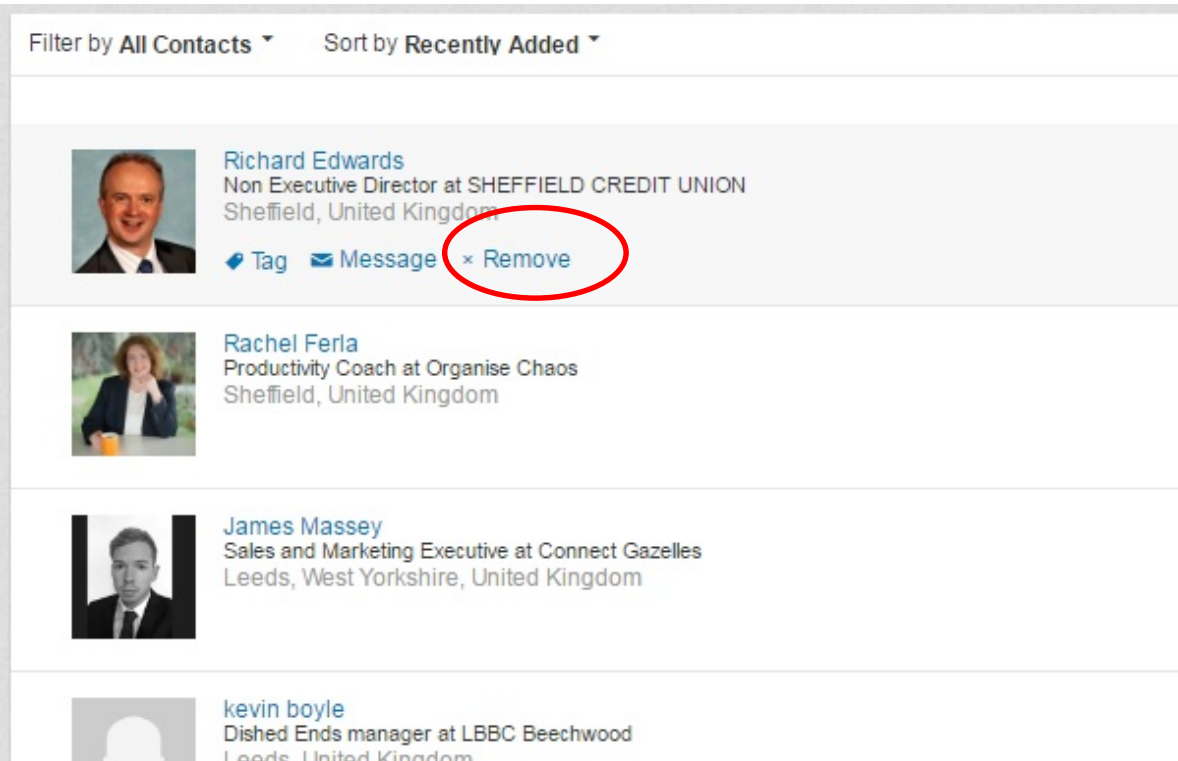
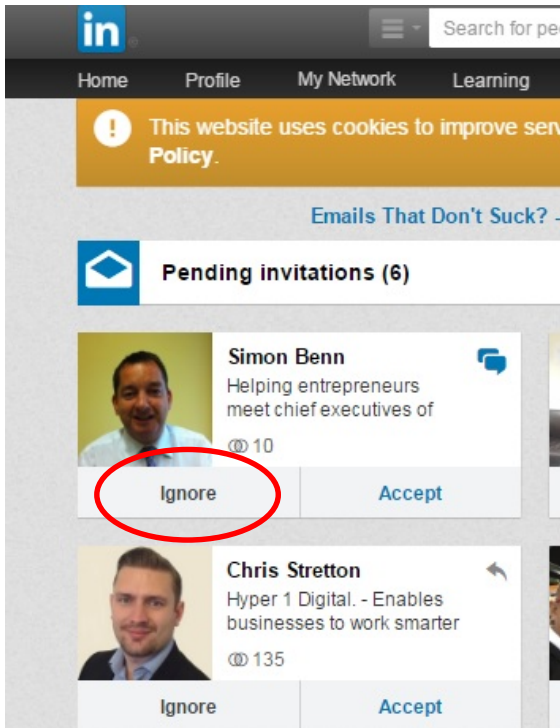


- You can export your connections from LinkedIn
- Like, share/retweet, follow, comment on
 - your own company content so your network sees it
 - relevant industry content so your network see it
- Make sure you have more than one person in your company with access to your company profiles
- Make sure you have a social media policy in your employment handbook

Anti-spam



- Be selective with who you connect with
 - On LinkedIn if someone has LION on their profile they are an Open Networker
 - Ignore or remove connections – they won't be messaged!



Anti-spam



- Privacy settings

- hide your connections?

A screenshot of the LinkedIn Privacy settings page. The top navigation bar includes the LinkedIn logo, a search bar, and icons for account, privacy, and communications. The 'Privacy' tab is selected. The main content area is titled 'Profile privacy' and lists several settings with 'Change' links. A left sidebar contains a menu with 'Profile privacy' selected, and other options like 'Blocking and hiding', 'Data privacy and advertising', and 'Security'.

Setting	Description	Action
Edit your public profile	Choose how your profile appears in search engines	Change
Who can see your connections	Choose who can see your list of connections	Change Connections
How You Rank	Choose whether or not to be included in this feature	Change Yes
Viewers of this profile also viewed	Choose whether or not this feature appears when people view your profile	Change No
Sharing profile edits	Choose whether your network is notified about profile changes	Change Yes
Profile viewing options	Choose whether you're visible or viewing in private mode	Change Full profile
Notifying connections when you're in the news	Choose whether we notify people in your network that you've been mentioned in an article or blog post	Change Yes

Anti-spam

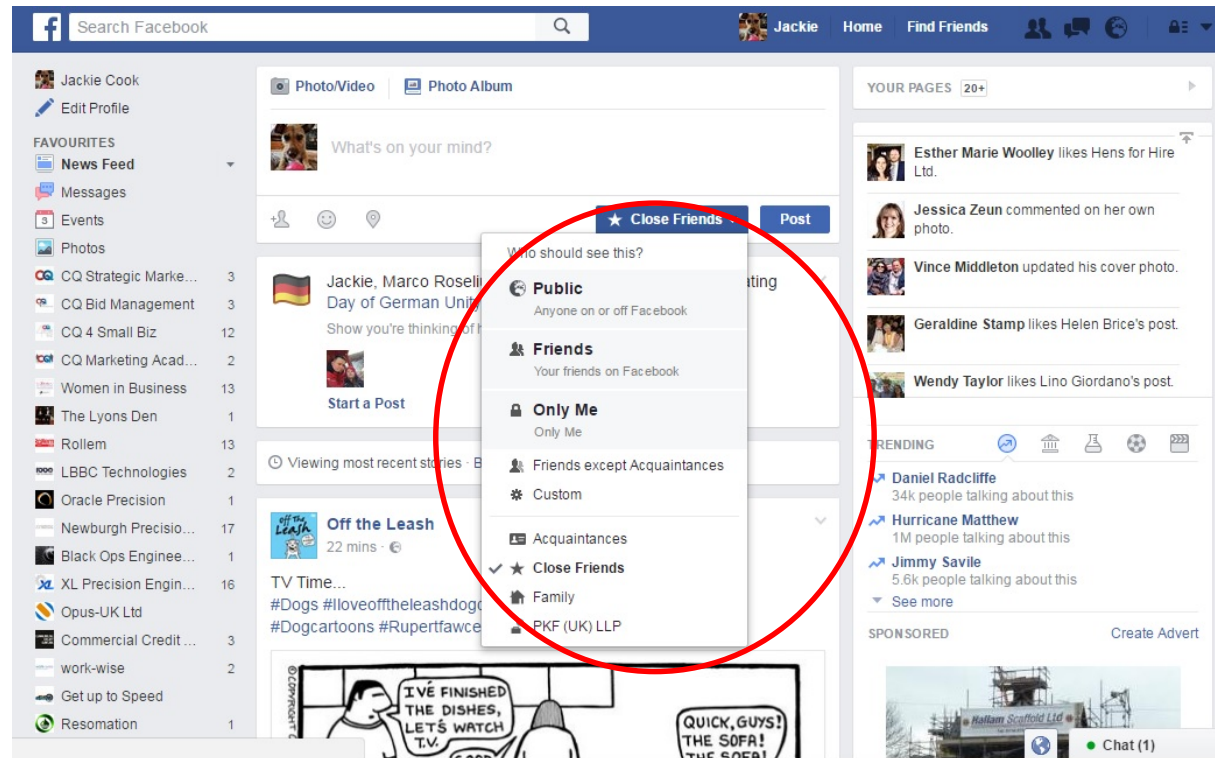


- Privacy settings
 - Blocking connections
 - Showing you on company page

A screenshot of the LinkedIn Privacy settings page. The top navigation bar includes the LinkedIn logo, a search bar, and various utility icons. Below the navigation bar, the 'Privacy' tab is selected and highlighted with a blue dashed border. The main content area is titled 'Blocking and hiding' and contains several settings sections: 'Followers' (set to 'Everyone'), 'Blocking' (set to 'Change'), 'Data privacy and advertising' (with sub-sections for email and phone number suggestions, both set to 'Everyone'), 'Representing your organization' (set to 'Yes'), and 'Sharing data with third parties' (set to 'Change'). A sidebar on the left lists other privacy categories like 'Profile privacy', 'Data privacy and advertising', and 'Security'. The URL 'settings/privacy' is visible in the bottom left corner.

Anti-spam

- Privacy settings
 - Facebook – can change who can see each post



Anti-spam



- Unfollow or Hide from your newsfeed both people and pages




Why Companies Overlook Great Internal Candidates
hbr.org • Not everyone wants to be a job hopper.

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Carol Ward (nee Tighe) has a work anniversary.
Celebrating 4 years at Lord Ashcroft International Business ...

Like Message Skip



Matthew Leach (MIRP, MSc HRM)
Director at Circle Recruitment


Hi All, I'm currently recruiting for this position. Find the Job Description and apply to it!

Scrum Master / Agile / Scrum / Java / SQL / Greater Manchester
aplitrak.com • Scrum Master / Agile / Scrum / Java / SQL / Greater Manchester – 50K My client is currently seeking a Scrum Master with proficient ...


Like • Comment • Share Hiring? Post a job ▶

- Hide this particular update
- Copy link to share
- Unfollow Matthew Leach (MIRP, MSc HRM)
- Report this update


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Salesforce Made Easy
Simple Step-By-Step On-Screen Guidance for Salesforce, Try Free




Optimize Agency's Margins
Learn from agency professionals how to bolster agency margins and potential



Emails That Don't Suck?
Free report: 5 tips for creating tech marketing campaigns IT pros will like



Phil Hedley has a new connection 14m



Daniel McShannon
KCPOS Marketing at Kamarin Computers

Connect

Do's and Don'ts



Do

- Tell people you have social media
- Share content regularly (at least weekly)
- Keep it relevant
- Check your spelling and grammar!
- Be informative

Don't

- Post 'clickbait'
- Spread yourself too thin
- Use 'Posts' for short updates
- Be too pushy
- Have only one person as admin on your company profiles

Contact Us



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