

LeadRival's

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Does Your

Firm Know

Social Media?



What is social media?

Social media involves interactions on the internet where information and conversations are shared throughout networks. This is all created and exchanged by individuals or companies on social networking services such as Facebook, Twitter, or LinkedIn.

Why use social media?

Social media should be used by all brands to gain free online exposure through marketing to different social networks. By having online accounts, a brand can connect with customers on a more personal level, while also sharing beneficial information that can be passed on to others. It's a quick way to generate new leads by influencing others through trust and relationship building.

Facebook is the most popular social media website for family and friends to connect with each other. Originally created for college students in 2004, it has since blossomed into a platform for people and companies to naturally interact through messages, comments, and wall posts.



Did you know that 52% of all marketers found a customer via Facebook in 2013? Every demographic imaginable uses Facebook and interacts through personal accounts, company pages, and group or event pages. There are options for reaching any target market and should be considered viable for connecting with people in a casual setting.

Twitter is a very popular form of social media where users interact through sending “tweets” that are less than 140 characters. Originally founded in 2006, it has become the go-to platform for quick, real-time news updates and social sharing.



Did you know that in 2015, around 62% of Twitter users were between the ages of 18 to 49? People are tweeting about everything from daily thoughts to historical events. B2B marketing has more than 14% engagement during weekdays while B2C marketing engagement is higher on weekends.

LinkedIn is a growing social network for business professionals to connect with trusted associates. Since 2003, it has helped promote personal networking and connect professionals with companies. It links people through creating online identities, exposing job opportunities, and building credibility online for brands.



Did you know that over 70% of LinkedIn users in the United States are between the ages of 25 and 54? LinkedIn is best for companies looking to market directly to professionals in the workspace. This social network is designed for a more serious setting and allows for companies to connect with people in all roles at companies.

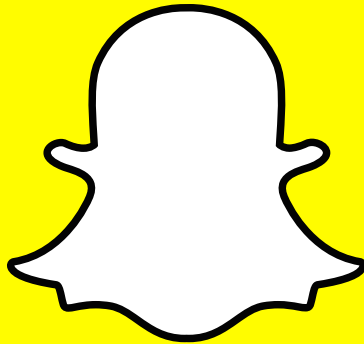
Google Plus is a social network platform for Google users to connect and share information. What once started out as an exclusive invite-only service has now turned into a platform that interlinks all Google products. Primarily used by people with Android phones, Gmail accounts, and YouTube channels, Google Plus is a platform that has seen mixed reviews in recent times.



Android Central acknowledges Google Plus as “a ghost town or only for techy people”, and we’d have to agree there. Though it would definitely help any brand looking to have an extra page pull up on Google searches, we haven’t really seen anything worthwhile come from this social channel. The best thing it offers is a custom directory listing that shows a brand’s latest Youtube post.



Instagram is a photo and video editing and sharing social network for mobile users. It links with all large social networks for posting purposes but is limited to only media devices for posting. Most of its users are on the younger end of the spectrum, with core demographics between the ages of 16 and 24. Other users are marketers, advertisers and people in the technology industry.



Snapchat is a social messaging service for sending temporary photos and videos. Launched in 2011, this social network is mainly used by teens and young adults to send daily 10-second updates. It's usually advertised and marketed on by event pages and technology companies looking for a quick touch to consumers.



Livestream is a live video streaming platform for businesses to broadcast events. Used by major Fortune 500 companies, it streams to all demographics. It currently competes with other live streaming apps such as Periscope or Meerkat. Most live streams on those two sites have been utilized by celebrities, television channels, news stations, and politicians. All are great platforms to consider for brands wanting to host their own live webinars for customers to attend.

Which social media is right for your firm?

Did you know that people who are over 65 years old still use social media? This means that any demographic can be reached online if the right social network is chosen.



Anyone and everyone has Facebook. Targeted demographics can easily be reached by updating and interacting on a company profile. Current customers can leave great reviews or ask questions, which show up on news feeds and becomes free advertising to their connections. For law firms, Facebook is a great place to run advertising campaigns!



Though LinkedIn is a great social network to be involved with, it generally sees users searching for their next job or looking to connect with co-workers. But, LinkedIn does have groups where attorneys can add value to forums and group pages by answering questions and becoming an expert on legal topics.



Twitter is a network that keeps people close through hashtags and replies. This can result in lead building through posting current content on a regular basis. Individuals intentionally log onto Twitter to look into and learn about certain topics, which is why consistency is key for relationship building.



When the head of the Google Plus product left the company and the rest of the staff got transferred to other projects, there is a good chance that even Google knows their social network is dead. Some might debate the small discussion groups are still worth logging in but most don't see its purpose. We still suggest that all companies – big or small – have a Google Plus page for local search purposes.

Brands wanting to use Instagram and Snapchat should understand the need for constant content uploading for relevance. It's meant for a younger, fast paced market. A firm can still gain some leverage by posting content from conferences or from around the office.

How To Correctly Post On Social Media: The Importance of Hashtags

Twitter's Definition: "The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages."

Hashtags play an important role in all of today's social media networks, not just Twitter. When used correctly, they categorize posts by topic and make discovering content easier. It creates a clickable link directing users to other posts made with the same hashtag. When following the 4-1-1 or 5-3-2 posting rules, which we go over later, we love using hashtags to find reputable tweets to repost each week. Also, make a note to check out hashtags.org to see hashtag analytics for free!



How To Correctly Post On Social Media: How To Use The @ Symbol

Any time a twitter user wants to tag someone in a tweet, using the @ symbol will autofill different user names that you are currently following. Inserting the twitter name of someone that you aren't following is still possible, it just won't autofill a name in.

Facebook and LinkedIn follow the same format for using the @ symbol, they reveal a drop down menu of names when inserting. This is good for inserting any friend, company or group into a post. The only difference between this option on Facebook and LinkedIn is that they remove the @ symbol when posting and replace the tagged name with a clickable link back to the profile.

4-1-1

5-3-2

Tips For Scheduling Social Media

Social media plays an important role in any company which is why scheduling content properly can make or break a firm's image. There are two rules, the 4-1-1 rule and the 5-3-2 rule, that should be followed when creating social media posts. They are proven forms of brand building and relationship nurturing that work for any company willing to try them. Determining which one to use simply depends on personal preference and time available to invest in scheduling a full social media calendar.

Originally created by Joe Pulizzi, the 4-1-1 social media rule is a short and simple way to have a healthy balance of content on all social media networks. We have found by following this rule, our self-promoting posts have increased in value to our followers.

4 posts with relevant and original content from others –


This is the easiest media rule to post because it's gathered from industry-related blogs. Create these with a quick self-written snippet before the link and be sure to include an image, especially if one is not provided.

1 post that's a retweet/share relevant posts from your network –

This content involves some digging, but should be a quick, effortless repost.

1 post that's Self promoting content –

Whether the post is from your firm's blog or is an advertisement, this content should be limited to once a week.



This social media rule is best for firms with more content and time to manage it. With a few alterations to fit specific marketing needs, this is a great way to increase traffic to different social media pages, while also showing a firm's brand personality.

5 posts with relevant and original content from others -

This is the easiest media rule to post because it's gathered from industry-related blogs. Create these with a quick self-written snippet before the link and be sure to include an image, especially if one is not provided.

3 posts with content from your firm –

Try switching up what is posted to include one new blog, one old blog and one advertisement for your firm.

2 posts with unrelated or fun content –

Post content that is a quote, an infographic, or just a quick update on how business is going.



Best Times To Post On Social Media

Many studies show that posting at certain times on different social media sites increases content interaction. Though each business should look at previous patterns to see what works best, below are the results from our conducted research.

Facebook:
1:30 pm or 3-4 pm

LinkedIn:
11 am Mon/Fri,
12 pm Tu/Wed/Th

Twitter:
12-3 pm M-F

Monday – Easy & Light

Start off the week with easy list blog posts or quick infographics.

Tuesday – Easy & Beneficial

This can have a bit more substance to it, but is still easy to get through

Wednesday – Videos & Links

This is the day that videos perform best; alternatively try reposting/sharing links

Thursday – Best Content

Post your firm's blog post or a really strong content article

Friday – Funny, Reviews

Lighten up Friday with a bit of humor or an awesome review

Saturday/Sunday – Promotional

If you're going to run ads, studies show that B2C ads thrive on weekends



Content Segmented By Day Of The Week

When scheduling social media, each day of the week should follow a certain posting guideline for the best results. We picked up some great tips that Jason Miller of LinkedIn shared during the 2015 Dallas Digital Summit and broke them down for everyone.

Getting Started

Now that we have talked about what should be posted on social media, it is time to discuss how to post on social media. There are many companies that offer social media solutions, such as Hootsuite or Sprout Social, and we've tried them all. We're currently using Sprout Social due to pricing and the ease of their user interface.

Want to save money and manually create a social media schedule? We've created an entire page in this white paper that you can print off and fill out yourself.



Monday, ____ ____, 20 ____	Social Media	Time	Copy	Link
	Facebook			
	LinkedIn			
	Twitter			
	Google +			

Tuesday, ____ ____, 20 ____	Social Media	Time	Copy	Link
	Facebook			
	LinkedIn			
	Twitter			
	Google +			

Wednesday, ____ ____, 20 ____	Social Media	Time	Copy	Link
	Facebook			
	LinkedIn			
	Twitter			
	Google +			

Thursday, ____ ____, 20 ____	Social Media	Time	Copy	Link
	Facebook			
	LinkedIn			
	Twitter			
	Google +			

Friday, ____ ____, 20 ____	Social Media	Time	Copy	Link
	Facebook			
	LinkedIn			
	Twitter			
	Google +			

Sat/Sunday, ____ ____, 20 ____	Social Media	Time	Copy	Link
	Facebook			
	LinkedIn			
	Twitter			
	Google +			



The Do's and Don'ts of Social Media

By LeadRival

"This social-networking thing takes you to crazy places."

- Bill Gates



The Do's

Be Engaging

1

Interact with the people following your brand! Talk to people, ask questions and make the most out of the "social" aspect of social media.

Post Relevant Info

2

Pay attention to trends in social media that you could use to your advantage. People are more likely to react to current content vs old news.



Follow the 4-1-1 Rule

3

Use a posting ratio of 4 parts other peoples' content, 1 part educational content, and 1 part sales related content.

Be Consistent

4

Create a social media plan that will keep you on track with posting regularly. Don't expect people to stick around if you post monthly.



Share Great Content

5

If you are posting things that you won't even read, you probably aren't reaching your audience effectively.

Track Progress

6

Use a website, such as SproutSocial, to track your social media progress to see what is working and not working for your brand.



The Don'ts

Only Use 1 Service

1

Try to expand your idea of social media. Your best customers might not just come from Facebook, Twitter, or LinkedIn. Use multiple sites!

Selling Too Much

2

People are not following you for a sales pitch every day. Become a point of educational info and you will see better results from followers.



Spamming Followers

3

Don't instantly message people or send an automated direct message. It will annoy everyone.

Inconsistent Message

4

When posting different info to different social media sites, make sure your brand message matches everywhere.



Avoiding Customer Service

5

Don't delete negative comments, instead respond to them and nurture your relationships online.

Not Being Visual

6

There are so many options for posting, so use them! Post videos and pictures to add variety to your social media page.



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