Content Amplification via SOCIAL MEDIA Platforms
Social media is one of the most pervasive activities within a b2b media and information enterprise. However, understanding who owns what and what the real objective of social media is can easily become clouded. Here, Connectiv’s Audience Development Committee offers a step-by-step guide for defining goals and responsibilities between different teams (marketing, audience development, editorial, digital) when it comes to content amplification via with social media efforts.

**Step by Step Set Up**

**Your brand doesn’t have any platforms set up**

1. Research (AD team) –
   a. What platforms make sense to set up for your brand (this step includes meeting with the publisher, edit and sales teams to decide what makes sense)
   b. Survey your audience so you can be where they already are for consuming content via social
      i. Which social media sites do you maintain an active profile?
      ii. Which social media sites do you connect with business contacts?
      iii. Which social media sites do you use as a resource for industry articles or news?

4. Assign Duties – use the meeting to assign duties to each person in the team.
   a. Who will set up the pages or accounts (Facebook, Twitter, LinkedIn, Pinterest, Google+, Tumblr, etc.) and perhaps cross platform department management tool – Tweetdeck or Hootsuite
   b. Who will create and manage the content calendar (this might be done by more than one department; for example the AD team can do the promotional posts while the edit or marketing team can do the content posts). Make sure to state that we need to work together because the AD department does not create content. Figure out who will create/manage the content marketing calendar.

3. Follow up – it’s important to set up follow up meetings to make sure everyone is doing what need to be done. (AD team should take the lead in these follow ups keep everyone involved)
4. Analytics – During the follow up meetings it’ll be important to review the analytics from all the platforms that are being used. How using these platforms are affecting either in positive or negative way the brand; including how the AD promotions are performing. (AD team should take the lead in the analytics)

   e. Key analytics
      i. Audience Engagement (definition varies by platform)
      ii. Audience Growth (trends over time and impact of changes in content)
      iii. Content effectiveness (particularly related to type of content, timing and posting frequency)
      iv. Conversions (impact of social postings – new magazine subs, event sign ups, page views)

   v. Your brand has platforms set up – but no one is posting

1. Research (AD team) – who created the pages. Ask for administrative access. Review what needs to be updated on the platforms (covers, links, etc.)

2. Meeting – set up meeting with publisher, sales, edit, marketing teams to discuss how these platforms needs to be handled going forward.

3. Assign Duties – use the meeting to assign duties

4. Follow up – it’s important to set up follow up meetings to make sure everyone is doing what need to be done. (AD team should take the lead in these follow ups keep everyone involved)

5. Analytics – During the follow up meetings it’ll be important to review the analytics from all the platforms that are being used. How using these platforms are affecting either in positive or negative way the brand; including how the AD promotions are performing. (AD team should take the lead in the analytics)
What to Post on What Social Media Platforms/
Using Analytics to Help Gauge Success

1. Gather with your team and decide what you want your voice to be for each platform. For example, Facebook may be the forum for more lighthearted posts. Decide how many posts you want to publish each day. For example, for some magazines it may make sense for fewer posts on Facebook but more churning of content on twitter. Remember to look at current stats for what works currently. What type of content gets the most clicks and make that the focus of your content on that form of social media. When having these discussions remember to discuss what your voice will be, and remember that these postings are all an extension of your brand.

2. Brainstorm with your team how to get others to share your content. Of course the first goal is to get people to click on your content but then you want them to share your content to increase your visibility. Key to this are headlines, openers, etc. Study what others are doing in this area. Have the team share what sites they like, and why they click on a story and seek to replicate this. For example, content with numbers: Five ways to xx. Maybe if a writer works on a daily newsletter for example, have him write the social media posts for each forum within that article file. Then the editor can help brainstorm for the best post that will get the most clicks and shares.

3. Study analytics. When making changes you have to be able to gauge what is working and what is not. For example, if you want numbers to go up you need to track the numbers. Have your editors look at current stats and then make monthly goals for improvements. Tell editors that the stats won't change if the creativity of the posts don't change. Look at stats monthly to gauge progress.

4. Take a close look at social media posts. If an editor doesn't look at current postings and give advice to those posting then nothing will change. For example, if you look at a post and think of something more creative that could have been done provide that feedback. This will let those posting know that their works is important; it's not a matter of slapping a headline on a page and calling it social media. This will spur those posting to be more creative which should in turn, spur others to share your content.
Additional Things to Consider

1. Don't forget the importance of shorten urls to use on your posts (https://bitly.com)

2. If/ when you meet with the publishers, sales, edit, and marketing teams; you aren't able to get any to commit to handling the content postings each day on the different platforms. My suggestion is to have the AD team create a content marketing calendar that will allow someone on your team to get these posts done on a timely manner. The content marketing calendar should also contain the analytics for each platform; and it will allow you to see the growth of your social media followers/fans as time goes by. The more social can be integrated into each team's daily workflow, the better. It is important to translate the work that each marketer or editor is already to create content and teach them how to easily translate their efforts into a social post. Once they see how to leverage social as a channel for work they are already doing, the easier it is to help ensure consistent, strong content posting.

3. Social Media research and knowledge for everyone involved should be treated as an ongoing active project. Which means you should always be exploring new social sites; things that are on the horizon. And when you find new platforms for social reach; make sure you take the time to look into it and decide if it’s useful for the brand.

4. If you are a global brand – reach outside the US. Look for the social networks used in the various country where your brand has a reach; e.g. China. You’ll need to do research on what platforms are used in the different countries and what you need to get your brand’s social media presence set up in them.
Resources

Social Distribution for B2B Publishers
https://www.youtube.com/watch?v=io3Ijr8xP_k&feature=youtu.be

How to Use Social Media as an Audience Development Tool Part 1
https://www.youtube.com/watch?v=qrvQsp66PSc&feature=youtu.be

How to Use Social Media as an Audience Development Tool Part 2
https://www.youtube.com/watch?v=6d-r5BRJrqE&feature=youtu.be

Checklist for assigning the duties for brand’s Social Media presence.

Responsibilities:

1. Creating the social media accounts in different platforms____________________________
2. Maintaining the platforms (cover images updated, etc.) _____________________________
3. Creating Content Marketing Calendar_______________________________________________
4. Posting Content____________________________________________________________________
5. Posting promotions_________________________________________________________________
6. Monitoring the posts ______________________________________________________________
7. Answering customer service requests_______________________________________________
8. Analyzing each platform on a monthly basis_________________________________________