

———— **Catriona Pollard** ————

Learn from leading social media expert **Catriona Pollard**



cpcommunications
public relations | social media

Contents

What You Need to Know Before Joining Social Media	3
Social Media Strategy Checklist	4
Twitter	6
Using Twitter for Business: Engaging Your Customers Online	8
LinkedIn	10
How to Get The Most From Your LinkedIn Company Page	13
Build Your Profile With a LinkedIn Group	14
Facebook For Business	16
How to Manage Your Time on Social Media	18
Best Time and Frequency to Post	20
Ways to Measure Social Media Effectiveness	23
About CP Communications	25
About Catriona	26
Contact	29

What You Need to Know Before Joining Social Media

With so many social media platforms available, it can be hard to figure out which one will deliver the best results. However, there are a few things to consider before choosing a social media platform.

Remember that the platform you use has to be aligned not only with your aims, but also with your capabilities. Social media can be quite time consuming, so if you're a busy person you need to make sure you can build it into your day.

An option may be to start off with one social media platform, systematise the way you use it and if you feel you have time, set up a second one.

To begin using social media it will be best to examine the characteristics of each platform and determine which one best suits your goals, business values and target audiences.

To help you choose the platforms that work for you, here are five of the top social media sites and how they can help your business:

- **Facebook** is a great site to use for customer engagement, feedback and brand development for your products and services. However, it may not be the best social media platform to drive traffic to your webpage.
- **Twitter:** Twitter can be used quite successfully to drive organic traffic to your website as the more followers you have the more people will see your tweets and click on your links. The challenge, however, is creating an interesting and quality tweet in only 140 characters.
- **YouTube:** If you have a funny cat video then you'll get heaps of hits on your YouTube channel, but if not, it can be hard to build an audience. It is a fantastic way to get opinions and information about your business into the public in a visual and creative way. If you plan on presenting and speaking, YouTube is essential to showcase your presentation style.
- **LinkedIn:** If you want to position yourself and your brand as an expert in a specific industry, this is the site for you! LinkedIn is a professional site that allows you to build connections with people who will assist you to build your personal brand. Take the time to research and join groups that are relevant to you and your potential audience.



Social Media Strategy Checklist

There are so many social media outlets to choose from, but with all the options, how do you determine which one best suits your business?

Before you sign up and start tweeting or Facebooking, you should think about the social media strategy. This means taking time to stop and think about what you want to accomplish. It's pointless to create accounts for every social media outlet without a clear understanding of your objectives.

Here are a few questions to answer and points to consider while creating your social media strategy.



✓ Describe your business.

If you can't describe your business and value you have to offer in a sentence, how will potential new customers know what you do? You will need to do this first.

✓ Why social media? What do you want to accomplish using social media?

You need to define your objectives on why you want to use social media. Are you joining to make more contacts within your industry? Do you want to build on your relationships using an online medium? Would you like more engagement from your current customers? Do you want others in your industry to know you're up to date with technology and trends? Whatever your reason, you're bound to find an outlet that suits your business.

✓ What social media outlets are best for you?

There are many different options when choosing social media outlets. Some options include social networking sites (i.e. Facebook), real-time updates or micro-blogs (i.e. Twitter), blogs, social news websites, just to name a few. You need to examine the characteristics of each social media outlet and see which of those support what you want to accomplish. For example, if your goal was to make new contacts with other business professionals in your industry, perhaps LinkedIn would be an outlet to consider.

✓ **Do you have something to share?**

Social media is about sharing content and information, as well as making connections with others. This connectivity is a way to build your relationships and meet new contacts. Do you have something interesting to share? Do you have news? Do you have information that is relevant and fascinating? Having something to share will encourage people to keep coming back for more.



✓ **How will you drive people to participate?**

You can have multiple social media accounts and link them to each other to expand your business' profile. Do you have something to share? Sharing content and information will encourage your contacts to participate in dialogue with you. Whether it's posting a comment on your blog or inviting others to read your information, ongoing participation will lead to more interest. Participation is a two-way street, if you make the effort your customers will too, thus building stronger relationships.



✓ **Prepare to lose control of your brand.**

Putting your brand out there will provoke debates, opinions and comments that might not necessarily be favourable. Are you prepared to lose control of the conversations about your business (even just a little)?

✓ **How will you measure success?**

Do you have a metrics system in place that can measure the effectiveness of your social media activity? Will you look at the quality of each comment made to determine if they're positive, neutral or negative, how will you rate these? Will you be measuring your profile views or how many followers or subscribers you have? Have any business transactions happened as a result of your online conversations? If your goal was to build relationships with other contacts, are you doing this and are your relationships positive? You need some sort of measuring system to tell you whether or not social media is having a positive effect on your business.

Platforms: Twitter

Twitter can be a great avenue to demonstrate your expertise and gain a following of people interested in hearing what you have to say.

Twitter is a great way to establish two-way real-time communication with potential and current clients, industry affiliates and professionals from external fields and industries whose ideas and advice, in the form of tweets, could lend to your business' development.

To build your followers naturally, share links to helpful or insightful articles related to your expertise (this includes your own articles and blogs, but also those from other sources), cross-promote your LinkedIn discussions, follow people in your industry and target markets and interact with them.

Once you have good Twitter relationships you then have the means to potentially communicate to a much larger audience than you would normally have access to.

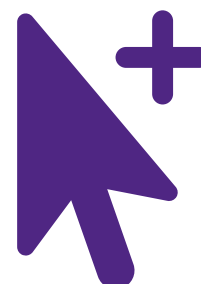


CHOOSING YOUR TWITTER NAME

The first step to creating your Twitter account is choosing your Twitter name which, in Twitter language, is referred to as your Twitter handle. As with most social media platforms it is important to be transparent in order to gain trust.

If your Twitter account is for personal use, your Twitter handle could be your own name. If you will be tweeting about your industry and business activities your handle could be your company name.

If you are trying to establish an online community your handle could be a name depicting the community. For instance if you solely wanted to build an online food community you could create the Twitter handle 'foodie' and tweet reviews on restaurants, recipes and food blogs.



CREATING YOUR ACCOUNT

To create your Twitter account go to <https://twitter.com/signup> and enter your details. This page will inform you what Twitter handles have already been taken and what handles are still available.

Once your Twitter handle is approved click 'sign in'. Twitter will then guide you through the next steps which include posting your first tweet (a 140 character sentence), finding friends, and using Twitter on your mobile.

HOW TO FIND TWITTER FRIENDS AKA FOLLOWERS

Twitter suggests friends for you. You can also follow the followers of the people you are interested in. Some people will follow you back once you follow them, although not everyone!

To geographically choose who you follow, use the free application [Twellow](#). Here, you can also find people categories such as PR, accountants or gifts.



PASSING ON OTHER PEOPLE'S TWEETS: RE-TWEETING

If someone you are following says something in their tweet that you agree with or like, you can promote their tweet to all your followers by re-tweeting it.

This means that the tweet will be seen by the tweeter's followers, your followers and the followers of anyone else who re-tweets it. This is a great way of connecting to new people and building two way communication.

Example of a retweet we have posted.



Example of someone who has retweeted our tweet.



WHAT TO TWEET

If you are using Twitter for personal reasons, tweet whatever you want. Tweet about your feelings, your views on current affairs, daily activities and upcoming events.

If you are using Twitter for business purposes you should have a Twitter strategy that aims to achieve specific objectives. Decide on what you're going to tweet about. Ask the question: What is my target audience interested in? Do not just market your product on Twitter because the whole aim of Twitter is to establish two way relationships.

We tweet about our clients, upcoming events we're excited about, our blog and about articles that relate to public relations and social media.

Our Twitter strategy is to teach our followers more about the field of public relations, to communicate who we are and to build our credibility by keeping our followers informed about what successes we achieve for our clients.

Decide on how often you are going to tweet. We try to tweet around four times daily on our CP Communications Twitter account, [@CPCPR](#).

Twitter is an incredibly powerful way of connecting with people, finding new suppliers, building your profile and potentially getting new clients. Really the only way of understanding Twitter is to do it.



Using Twitter For Business: Engaging Your Customers Online

People are often sceptical when we explain engaging in Twitter can really benefit their business. Creating a Twitter account for your business opens up opportunities for communication and attracts new customers for businesses – when managed correctly.

Twitter is an effective method of reaching your target audience in real time, however having a presence on Twitter and getting your desired audience to follow you are very different things.

To get people to want to follow your business' Twitter account it needs to present a personality and, like all business communications, a strategy for using Twitter needs to be put into place.

CREATE A PERSONALITY

If your tweets come across as marketing ploys or if they are really promotional, followers will see straight through you. If you display an honest and interesting personality, followers will recognise that there is a real person behind your tweets. If they see this they might be more inclined to take note of what your business has to say.

To create a Twitter personality for your business:

- **Hold two-way communication:** A common mistake people often make when starting out on Twitter is to broadcast messages rather than watching conversations people are having and joining in where possible.
- **Follow people back:** When people follow you, follow them back and engage with them. You can tweet questions or interesting ideas that encourages a response from your followers. You can also tweet about events taking place in your office or events your staff may be involved in. Show that you're listening to others by re-tweeting relevant tweets and replying to people.

DEVISE A STRATEGY THAT ALIGNS WITH YOUR COMMUNICATIONS PLAN

Engaging in Twitter should be an element of your business' communications plan. You should have a Twitter strategy aimed at achieving a specific objective. There is no point having an account simply because everyone tells you, you should.



Factor the following into your Twitter strategy:

- **Tweeting**

Decide what your business wants to communicate through Twitter. Messages do not all need to be specific to your company, followers will respect your business more if you tweet about news and events within your specific industry.

Start by setting up a few Google News Alerts that will deliver daily information to you about the topics you choose. You can then post interesting articles and topics relevant to your industry on Twitter. Ask open questions to engage stakeholders and potential clients and to get the conversation started.

The most valuable tweets are those that share information about your field and offer comments on topical issues. This will build your credibility and encourage trust between your business and your followers.

- **Schedule**

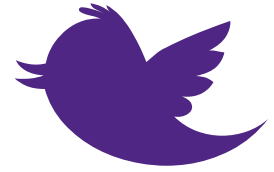
How often should your company be tweeting? It's important that this is decided on as part of your strategy so employees responsible for Twitter know how often they should be tweeting. This will make sure that your Twitter presence is consistent on a day to day basis.

Three to six tweets a day is recommended however this will depend on the conversations that are taking place on any given day.

- **Follow your target audience**

Many of the people you follow on Twitter will follow you back. Try to follow your target audience by searching similar companies and publications within your industry and follow their followers. Your list will gradually grow over time by adding new people you hear about through others on Twitter. Follow people based on their interests, conversation topics, location, mention of your business or based on who they're following (ie competitors or other stakeholders).

If you are transparent and honest your followers will return the favour. Twitter is a pool of business opportunities; enter it with a direction and presence and your business' Twitter personality will flourish along with your business.



LinkedIn

Unlike Facebook and Twitter where you can mix personal with professional; LinkedIn is specifically for business and professionals.

LinkedIn is a non intrusive way of staying in touch with business contacts. And even better, it's an easy entry point for small businesses looking to get into social media because it doesn't take much time and it's pretty easy to use.

When you join, take time adding your profile – add a summary of where you are working now, and your previous positions. Don't forget to add a professional photo. Also include what you want to be contacted about. At the bottom of your profile, you can select interests like reference requests, consulting offers, or career opportunities.

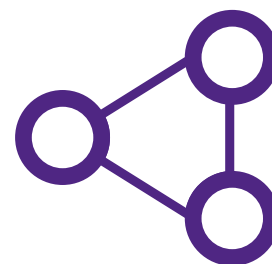


CONNECTIONS

LinkedIn allows you to quickly add your contacts via Outlook or other email accounts. You can search for people you want to link with and LinkedIn suggests people you may know, and then you can send them a message asking them to add to your network.

LinkedIn isn't a popularity contest – it's the quality of connections rather than quantity. Having said that, the more connections you have the more networked you are. As with 'real-life' networking, people would much rather work with people who their associates are connected to.

After each networking function I attend I add the people I have met to my LinkedIn connections so we can easily stay in touch with each other without having to email or call. I also take a look at my connections' connections to see if I know anyone that I would like to reconnect with.



SHARING CONTENT

Associating your personal brand with the content of your posts and discussions makes you stand out and become synonymous with that content. This builds credibility and trust.

Every time you update your status on LinkedIn it will go into the news feed of your LinkedIn connections.

Make it a habit to post updates regularly (ideally you should do this at least once a day).

You also have an ability to 'like', 'comment' or 'share' your connections' updates. If there is someone you would particularly like to build a relationship with, you could initiate a conversation by interacting with their status updates.

Type of content to share

Post an interesting article, blog post or quote relating to your area of expertise or industry. Here are some content suggestions.

- Any article or video from a respected publication e.g. Sydney Morning Herald, Forbes, BRW, etc.
- Your media coverage (online).
- Infographics.
- Whitepapers.
- Industry surveys.
- Thought-leading articles from your industry.

To save time, you can copy relevant updates from Facebook and Twitter onto LinkedIn that are of a professional tone.

When sharing a URL, simply paste the URL into the status box and the article link and image will automatically appear.

The trick is not to simply share the URL, but to add an editorial comment that relates to your area of expertise.

Here are some examples I have used:

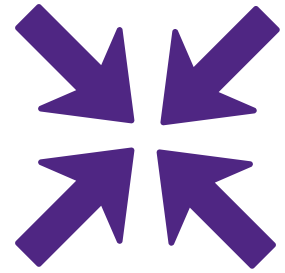
A media pitch is a waste of time if it isn't relevant to the journalist you're sending it to. Getting this right requires researching your target media and understanding what topics they cover, who their audience is as well as their deadlines. Sending your pitch to the most relevant journalist at a publication is critical. There's no use sending a technology story to an education writer. (<http://publicrelationssydney.com.au/index.php/tips-for-creating-an-excellent-media-list/>)

LinkedIn is the perfect vehicle for business professionals to build thought leadership. Even just updating your profile status on a regular basis can highlight your expertise. However, don't just post a link, share an insight or an opinion that others might find interesting. (<http://socialmediasydney.net.au/how-to-use-linkedin-to-build-your-thought-leadership/>)



JOIN GROUPS

There are thousands of Groups on LinkedIn. Joining groups is a great way to build your online network of connections on LinkedIn. They allow you to find communities of professionals who share a common experience, passion, interest, affiliation or goal. You can join a Group or even create a Group. We have started a group '[PR & social media for businesses](#)' which offers insight and discussions around these topics.



RECOMMENDATIONS

Recommendations are an effective way of promoting, and getting promoted by the people who you work with. People who are happy with your work can write a brief description of their experience on your LinkedIn profile. Ask clients or co-workers to post recommendations, which future employers and clients can view to gauge your skill and level of trustworthiness. Obviously, what goes around comes around, so you should also take the time to recommend people you've had good experiences with.

IMPROVE YOUR GOOGLE PAGERANK

Have you noticed that when you Google a person's name often their LinkedIn profile is highly ranked. This means you can influence what people see when they search for you online. So make sure you add not only important (credible) information but also your website and blog on your profile.



PUBLIC PROFILE

For the public profile instead of using the default URL LinkedIn automatically gives you, customize your public profile's URL to be your actual name. For example mine is <http://www.linkedin.com/in/catrionapollard>. I have added this to my email signature as well as my website and blog. On your website you can add the LinkedIn badge to each of your staff bio's so potential clients can read more about them.

How to Get The Most From Your LinkedIn Company Page

The LinkedIn company pages are a valuable way to share information about your business, products and industry with followers.

If choosing to create a page, you can't just make it and then leave it and expect people to find you. You have to make the page work for you and stand out from other company pages. If looking to start a company page, or to ramp up your involvement on the site, try these easy steps.

POST UPDATES

Like Facebook, you can now post updates to your followers. This can include information about your company such as job opportunities, new clients, or linking to articles or blogs that relate to the industry you are in, or are targeting.

Try and post at least once a day on a topic that is related to your industry, but don't be too over-zealous or promotional and make sure the updates have value for your followers. Pick a few areas that you are an expert in and stick to these topics when posting updates.



ENSURE ALL OF YOUR EMPLOYEE'S PROFILES ARE UP-TO-DATE

Followers of your company page are able to click on your employee's profiles; therefore you should ensure that their profiles suit your businesses goal and tone. They can also view employee information, which graphs similar companies based on factors such as number of employees, growth and education.

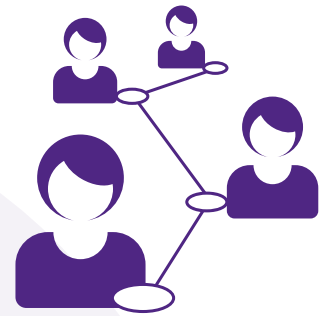
Ask employees to update profiles and write a standard summary about the business for them to put on their profiles. Make sure all of their job titles are up-to-date (yours too!) and they all have professional looking profile pictures, so you are showing the business in the best light possible.



USE THE ANALYTICS FUNCTION

This function shows you who's following your company, including which industry they are from, their job function and which company they work for. It also shows you how many members are following you on a monthly graph, so you can see any surges in followers, or drop-offs.

Having this information easily accessible means you can better understand if your approach is working and if you're attracting the right followers from your targeted industries. Put this information along a baseline of your activities on the company page to see what is attracting visitors and what is turning them off.



LINK IT

Add share icons to your email signature, website and blog. Make it easy for people to connect with your company and advertise the fact that you have a presence on LinkedIn.

LinkedIn is constantly adding and changing functions and capabilities on the site. Make sure to check consistently for new features, and when they arrive, take advantage of how they work. LinkedIn is only going to grow in popularity and is a fantastic tool to promote your business.



BUILD YOUR PROFILE WITH A LINKEDIN GROUP

LinkedIn offers great opportunities for building your professional profile by joining groups, answering questions, connecting with like-minded people and even starting your own group.

Groups on LinkedIn are a popular application. They attract people from specific professions, industries or interest areas to discuss their common interests, ask questions and provide answers about industry trends and more.

Starting a LinkedIn group is a great way to be exposed to people in your industry or profession and raise your profile as an expert or thought leader. If you're willing to make the commitment, follow these tips to best manage and build a LinkedIn group.



STARTING A LINKEDIN GROUP

- Unlike Facebook, a LinkedIn group must be managed by a person rather than a business page. This person alone can manage the group, so choose carefully who should manage it.
- Do upload a profile image – it adds professionalism and credibility.
- Choose a group name that relates to a topic of interest or profession rather than the brand name, as more people will relate to it.



HOW TO BUILD YOUR MEMBERSHIP

- Invite your connections to join the group – chances are these people share common interests.
- Promote the group on your business website, email signature, e-newsletter and social media accounts like Facebook and Twitter.
- Identify key influencers already contributing on LinkedIn in the subject area and invite them to join your group.

MANAGEMENT OF THE GROUP

- Depending on your privacy settings, you may need to approve comments before they appear on the wall. If this is the case, check the page 1-2 times each day to keep conversation flowing.
- Until members begin initiating discussions, you should post twice a week. A good tactic is one post that asks a question, and one that links to an interesting article that is relevant to the topic of the group.
- If there are already active discussions, contribute to these rather than starting another discussion.



Your LinkedIn group might take a few weeks to begin attracting members and generating discussion. But by following these tips you should find that before long you'll be in charge of a lively discussion – a great way to position yourself as an expert in your profession!

Join the CP Communication's group: [PR & Social Media for Businesses](#) to learn more about social media.

Facebook For Business

If you thought Facebook was just for keeping contact with friends and family, think again. It can be a great way of building an online community, or simply reaching another audience online.

A Facebook Company Page is a fantastic way to connect with your target audience on a more personal level. It can be used as a customer service platform or a way to generate market research and find out what your customers really want. Mainly it's a great way to ensure your brand has an open two way communication channel with its target audience.

With a Facebook Page you create a public profile that helps you to share your business and products with Facebook users. You can ask people to 'like' your page and you can engage with them by posting videos, photos, company news, promotions and discounts and by starting discussion groups.

Also, you can make your page viewable by everyone, whether they are members of Facebook or not.



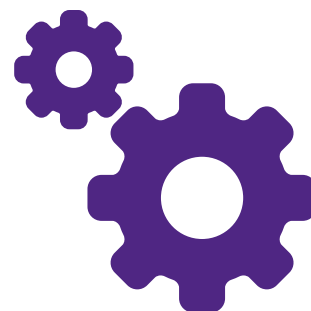
SETTING UP YOUR PAGE

Go to <http://www.facebook.com/pages/create.php> and you need to choose one of three categories for your business: Local Business (and the industry); Brand, Product, or Organisation; and Public band, Artist or other Public Figure.

For the ones we have set up, we have chosen 'Brand, Product, or Organisation'. Then you choose what type of organisation. Then you type in the name of your Facebook page and hit 'Create page'.

Then upload your business logo, provide information about your business, contact information, hour of operation (if you have a retail or local office), and a general description that describes your business.

As you add more details about your business you can view the changes live on the page you are creating. This is all you need to publish a basic Business Page on Facebook.



ADDING CONTENT

Posts and comments should be conversational, functioning as an insight and connection into your business. The majority of posts should cover topical and relevant news, articles, infographics and videos.

Think about leveraging existing online content, your Facebook account can align with your blog and/or website posts. Majority of posts should include a link and/or a relevant image to accompany text.

Ask questions to engage with followers and try not to be too promotional. Posts should include some behind the scenes or company news that isn't promotional (e.g. a post about a staff member's birthday) to allow followers to engage and connect on a more personal level.



GETTING LIKES

Once you've "liked" your business, your friends on Facebook (some of which are likely customers) will see a message in their home page. When your Facebook friends become "fans" of your business then their friends will see a message, and so it goes...

You can also send a message to all of your friends asking them to become friends. One of our clients posted a message on their intranet letting all staff know that the company had a Facebook page so they could choose to become fans.

Add the page link to your website, email signature, blog, business card – as many places as possible!

Claim the name of your page which means you can point people to a direct URL ie www.facebook.com/cpcommunications. To do this, go to <http://www.facebook.com/username/>

To see how your fans are interacting with your page, and to get some demographics click on "Insights" within "Edit Page". You may like to use this information to develop targeted competitions.



How to Manage Your Time on Social Media

We've all experienced it, the social media time warp, where we log onto our Facebook or other social media platforms and don't resurface until hours later.

However, just because social media can be time consuming, it doesn't mean you shouldn't do it.

You just need to learn some time saving tricks to make the most of your time on social media and use it more effectively.

Here are some of our top tips to help you manage your time.



USE SCHEDULING TOOLS

Scheduling tools such as [TweetDeck](#), [Hootsuite](#) and [Buffer](#) allow you to schedule your posts in advance. For example TweetDeck allows you to create your tweets and chose different times to automatically post them during the day. This means you could spend half an hour on Monday morning setting up all your posts for the rest of the week.

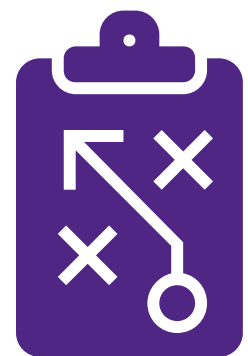
Facebook also allows you to schedule posts straight from your profile page. Even though you've scheduled your posts you should still log into your social media platforms to respond to comments.



HAVE A STRATEGY

If you use social media without a purpose or a strategy you will waste a lot of time. This usually occurs when you spend hours looking through your social media accounts being unsure what to post or comment on. You need a [social media strategy](#) to help you define your goals and objectives for using social media and to make the most of your time spent on each platform.

Your strategy will help you define what to post, when to post it, who will be in charge of posting, how to reply to comments and how to measure your engagement.



CHOOSE A PLATFORM

You may find social media difficult to handle if you are juggling every social media platform available. The best idea is to focus on one social media platform and become a confident user before moving on to another.

Choose a social media platform your target audience uses and start engaging with them. Once you have a community of loyal followers they may be more willing to connect with you on other platforms as well.



CROSS LINKING

Don't waste time posting three different articles on three different social media sites when you can use the same article for all your platforms. For example the content you post on LinkedIn can also be tweeted, Facebooked or Pinned.

Tools such as Tweetdeck and Hootsuite allow you to share your content automatically across all your social media platforms. However you need to make sure your post will be suitable for all your social media platforms. For example a tweet with lots of hashtags is not suitable for Facebook where hashtags aren't really used.

Don't fall into another social media black hole, start using these tips today and you will notice a big difference in the time you spend on social media.



The Best Time to Post and Frequency

Posting the right content at the right time can make the difference between getting lots of valuable comments on your post and clicks on your links or no engagement at all.

The best time to post on social media depends on a variety of factors including the type of information you post, the platform, your target audience and how they interact with the platform. This means different businesses may find different times of the day work best for them.

Here are some general guidelines that we have found for the best times to post on Twitter, Facebook and LinkedIn.



THE BEST TIMES TO POST FOR ALL SOCIAL MEDIA CHANNELS

From Monday to Friday the best time to post on social media is when the majority of people will be either at a computer or using internet enabled mobile devices. This is usually in the mornings between 7:00am to 9:00am when people are travelling to work, during lunchtime between 12:00pm to 1:00pm, or early evenings between 5:00pm and 7:00pm when people are travelling home.

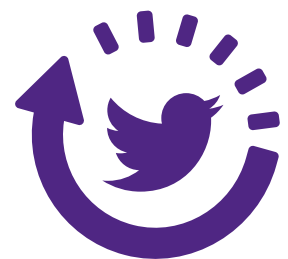
Friday afternoons are always quiet across most platforms and engagement picks up again around Sunday evening.

THE BEST TIMES TO POST ON TWITTER

The best time to post on Twitter is 8:00am and between 1:00pm and 3:00pm on Mondays through to Thursdays. Generally a good rule of thumb to follow is to post between 8:00am and 3:00pm Mondays to Thursdays.

Mornings are great to post on Twitter because that's when most people are sifting through their streams to catch up on the daily news.

However, do not post after 3:00pm on a Friday or after 8:00pm on any other day, unless it is breaking news and must go out ASAP, because there is very little engagement during these times.



Frequency of posts

The shelf life of a tweet is very short and only lasts about eight hours (or in a split second depending on how your followers use twitter). With this in mind it's a good idea to post at least four tweets a day to ensure you maximise your exposure in the newsfeed. You can also post more than this amount including retweeting your old tweets, if they are still relevant.

To save you time on Twitter you can use an app like Buffer or a platform such as HootSuite to schedule your tweets. This means you could spend half an hour in the morning scheduling your tweets so they go out automatically during the day at certain times.

You will still need to check your Twitter feed regularly throughout the day to monitor engagement and respond to comments.

THE BEST TIMES TO POST ON FACEBOOK

According to research conducted by bit.ly, a URL shortening service, Wednesdays at 3:00pm provide the highest average engagement and clicks on Facebook. In addition, links and updates posted between Mondays and Thursdays from 9:00am to 4:00pm also generate a good level of engagement.

Similar to Twitter, engagement on Facebook dies down on Fridays and picks up again from Sunday.

Frequency of posts

The minimum for posting on Facebook is twice a day. However it depends on the type of posts and who your target audience is. You should also regularly monitor and respond to comments and questions posted on your page.

Facebook also allows you to schedule posts from your Facebook company page, which means you can spend half an hour in the morning setting up your posts for the day.



THE BEST TIMES TO POST ON LINKEDIN

Ideally it's best to post content around 12:00pm or early evening for LinkedIn. If you post a status, message or share a link to an article at this time, you're more likely to catch business professionals on lunch checking their online social networks. Another good time is early evening between 5:00pm and 6:00pm. At this time users are at the end of their work day and are checking social media while travelling home.

The worst time to post content on LinkedIn is between the hours of 10:00pm to 6:00am.

Frequency of posts

You should post around once a day on your LinkedIn personal profile and/or Company Page. To make this process easier you can use the same articles you posted on your Twitter and Facebook profiles. You may need to change the wording of the post to ensure it suits the tone of LinkedIn. Avoid automating your posts to go straight from Twitter to LinkedIn profiles. This looks like you are not active on LinkedIn and you won't be able to generate a high level of engagement.



If you have a LinkedIn group, posting one to three times a week is suitable. These posts should be thought provoking and engaging to start discussions with your members. You also need to regularly check back and contribute comments to any discussions.

These recommendations for the best times to post on social media may not always be effective for every business. You should experiment with posting on social media at different times of the day with different types of content to find out what works best for your business.

Ways to Measure Social Media Effectiveness

For social media there are many ways we can measure how successful the strategy is:

Increased revenue

What was the level of business the client was doing before the social media campaign, and what is the level they are doing afterwards? Has it dropped, stayed the same, or risen?

Measure buzz

You can use online buzz measurers such as Social Mention (www.socialmention.com) by typing in key words and it does a real-time social media search & analysis. To find out how influential you are on twitter you can use Twitter Grader (www.twitter.grader.com), Klout (www.klout.com) and DailyRT (www.dailyrt.com). Topsy (www.topsy.com) is a search engine powered by tweets and for Facebook try Facebook Grader (www.twitter.grader.com)

You can pay for comprehensive social media analysis such as Sentiment Metrics which gives the subscriber a report of their progress.

Increased visitor numbers

If you have existing social media profiles, have they had an increase of visitors/subscribers since you started your campaign? If you have just launched your social media profiles, keep track of the numbers. Do your visitors/subscribers increase rapidly, consistently or not at all over a set amount of time (weekly or monthly)?

Competitive advantage

Do a before and after comparison. Are you doing better in terms of media coverage than your competitors? Can you determine whether or not you are doing better than your competitors on social media?



Search activity

Have people searched for your business more after a social media campaign? Do you have a search engine mechanic that allows you to view how many 'searches' there has been about your business?



Links and sharing

Do people link your sites to theirs? Are you providing links that are easily shared? Are people sharing your content? For example, Facebook has a share mechanic where users post content on the walls of their friends.

Audience responses

Are you getting 'thanks' or 'very informative' comments or feedback from customers on your profiles or posts? Looking at your responses, are they generally positive?



About CP Communications

Looking to grow your sales pipeline?

Want to stand out from your competitors?

Want to be seen as the industry leader?

The right mix of media exposure, great content and social dialogue can be the spark you need to amplify your brand, elevate you above the noise and boost sales.

Getting noticed in today's fast moving world takes more than a one-off media release or short-lived Facebook promotion. **It takes strategy, great content, tenacity and a desire to push creative boundaries.**

Sydney public relations agency, **CP Communications blends cutting-edge offline and online PR and social media** to help you gain a competitive advantage, increase your profile and drive sales.

We are experts in finding that sweet spot that drives success for your business. We work closely with you to really understand the nuances of your business and **craft a highly tailored and creative strategy geared for success.**

It's customised public relations that thinks long-term about your reputation and business, and successfully drives sales.

We're inventive. We're tenacious. We're driven. And we do whatever it takes to get results for you.

How we can help you:

- [PR strategy and programs that get you noticed](#)
- [Cutting edge social media strategies that get people talking](#)
- Content marketing that drives engagement and sales
- [PR and social media workshops to upskill your team](#)

We want to get people talking about you and getting the sales you deserve. If that's what you want call our Sydney public relations agency today on (02) 9460 9200 or email info@cpcommunications.com.au.

About the author – Catriona Pollard

Catriona is the founder and director of CP Communications—one of Australia's most respected and innovative PR and social media agencies. She works with world-leading brands as well as up-and-coming organisations.

She is passionate about social media, public relations, business and bringing them all together to create real, financial success for entrepreneurs and organisations.

As an early adopter of social media in the Australian PR industry, Catriona created the popular blog Public Relations Sydney that has been listed as the top two business blog in Australia. Catriona is also listed as one of the top 100 PR people worldwide to follow on Twitter.

She is also a highly regarded expert and media commentator in PR and social media and her views on social media and PR have been internationally published in the media, including Huffington Post, Management Today, Smart Company, BRW, Sky News, Sydney Morning Herald and The Australian.

Catriona Pollard has first-hand experience in moving from unknown to expert. She started her business with nothing (not even a computer) in her sunroom. She had to figure out how she could become a well-recognised expert in PR to drive sales for her fledgling business.

Her transformation to an international speaker, popular media commentator and leader of a highly successful PR Agency has been captured in her book, *From Unknown To Expert*, www.unknowntoexpert.com.

From Unknown to Expert: *How to use clever PR and Social Media to become a recognised expert*, a comprehensive step-by-step program for entrepreneurs and business owners to learn how to become a recognised expert and thought leader.

Catriona's step-by-step Unknown To Expert 5 Star System has been used by thousands of people to become highly paid and sought after experts and thought leaders.

Catriona blogs at CatrionaPollard.com, PublicRelationsSydney and SocialMediaSydney and can be followed on twitter [@CatrionaPollard](https://twitter.com/CatrionaPollard) and [@CPCPR](https://twitter.com/CPCPR).



Book Catriona to speak

Catriona can speak with authority on a range of topics that appeal to both entrepreneurs and corporates, and for groups large and small.

She shares the challenges she has faced moving from unknown to expert, practical social media and PR tactics for businesses and so much more.

Catriona is renowned for being an inspiring presenter who shares practical skills and expertise so attendees can immediately implement what they've learnt to see real results.

She has shared her dynamic and practical expertise with thousands of people both in Australia and around the world for organisations such as DELL, CeBIT, Prologger, Women on Boards, CEO Institute, Commonwealth Bank and University of Sydney.

Catriona is particularly passionate about women in leadership and has delivered presentations to thousands of women leaders about how to use communication in leadership to build careers and businesses.

Catriona presented an inspirational and motivational talk at TEDx Macquarie University on the topic of 'Being Open to Yes'. She encouraged people to move from the shadows into the spotlight, to redefine the spotlight so it means something to everyone and to understand we all deserve to be there and share our voice with the world.



To enquire about Catriona speaking at your next event, please contact CP Communications:

Ph: +61 2 9460 9200 or info@cpcommunications.com.au

Looking to do your own PR?

Get Catriona's book - From Unknown To Expert!

Buy the Book at www.UnknownToExpert.com

Public relations and social media can be the difference between being a well recognised expert and thought leader in your niche and just wishing you were.

From Unknown To Expert delivers a comprehensive, step-by-step framework that will skyrocket you into the role of recognised expert and influencer so you can drive business growth.

Use the proven Unknown To Expert 5 Star System to:

- Increase sales
- Get more paid speaking opportunities
- Win more referrals
- Gain more credibility and exposure
- Enable amazing new opportunities that you never even dreamed of.

From Unknown To Expert will give you the confidence and skills to get the media coverage and online community you deserve.

In this vast and competitive media landscape, anyone who wants to be recognised in their field must take ownership of their expertise. From Unknown to Expert captures 20 years of PR and social media knowhow into a practical guide to help people gain more exposure, increase sales and enable new career opportunities

This book is perfect for anyone wanting to move from unknown to expert including: entrepreneurs, business owners, managers, CEOs, topic experts, coaches, consultants and anyone wanting to achieve the role of a recognised expert and thought leader in their field.

Get your additional Templates, Lists and Examples that are from my personal library. Powerful and valuable content with will accelerate your journey From Unknown To Expert. www.UnknownToExpertFaster.com

Buy the Book and Acceleration pack: www.UnknownToExpert.com



Contact

We want to get people talking about you and getting the sales you deserve. If that's what you want contact us today on (02) 9460 9200 or email info@cpcommunications.com.au.

For more information on social media strategies and tactics read our blog at www.SocialMediaSydney.net.au and www.PublicRelationsSydney.com.au

CP Communications
Suite 404, 10-12 Clarke Street, Crows Nest
(02) 9460 9200
info@cpcommunications.com.au



www.cpcommunications.com.au



www.PublicRelationsSydney.com.au



<http://www.linkedin.com/company/cp-communications> and [CatrionaPollard](#)



www.facebook.com/cpcommunications



<http://bit.ly/CPCGoogle>



<http://pinterest.com/cpcpr/>



[@CPCPR](#) and [@catrionapollard](#)



<http://www.youtube.com/user/PublicRelationsTips>



www.socialmediasydney.net.au

Sign up for our FREE newsletter packed with PR and social media tips & events – on our [website](#).