



**BROKER BITESIZE:
BUILDING A BETTER
SOCIAL MEDIA PRESENCE**

1 DEFINE CLEAR GOALS

This should be your first step before embarking on a social media journey. Defining clear and realistic goals gives you direction, purpose, and will help you narrow down the main themes your content will revolve around.



Ask Yourself:

‘What do I want to get out of social media?’

Is it an increase in brand awareness? Do you want to drive traffic to your website? Are you trying to generate more sales? Whatever the question is, write it down in your social media strategy template. Everything you do on social media moving forward should link back to this business goal!

2 GET TO KNOW YOUR AUDIENCE

Knowing your audience is crucial to any successful marketing strategy. Understand your target market’s audience demographics, but beyond that, get to know what makes them Tik (or Tok) so you know what type of content will most appeal to them.



A fun, simple social media survey can be an easy way to connect with your audience and start real conversations. Find out what publications they like to read? What genre of music they listen to? Where they like to eat? This information can help you craft content that truly resonates with them, and helps you build an engaged community.

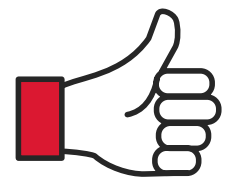
3 CHOOSE THE RIGHT PLATFORMS

Do your research and get to know how each social media platform operates, and choose the right ones for your brand.

Ask yourself:

- > Is your target audience **active** on this platform?
- > Do you have the **resources** to create the content required for the specific channel?

You may want to reach a wider audience on new platforms, but you will have to create content targeted to that audience. Consider how your content can be re-purposed to suit the different social media platforms.



4 CREATE A CONTENT BANK



Now that you have your objectives laid out, and you know which networks you'd like to be active on, you should look to create a content bank.

Review all of your marketing materials and consider how you can re-purpose them to create new content e.g. how to articles, video tutorials, FAQs, case studies. For example, if you have a physical leaflet or poster that works really well, then try to use key information on that poster to create new digital content across platforms.

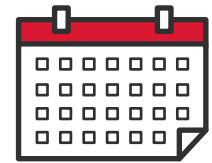
5 IDENTIFY KEYWORDS AND #HASHTAGS



Collecting a bank of the top industry keywords or hashtags your audience is using and regularly reviewing these will help your brand be part of the conversation.

Using hashtags correctly will help increase engagement with your followers, build brand awareness by creating branded hashtags and will help your audience find you more easily. There's a range of third party tools you can use to help you find the right hashtags for your business. Alternatively social media platforms such as Instagram and Twitter allow you to search a hashtag's popularity for yourself. Google Trends is also a free tool we would recommend using to show you trending topics within your industry.




6 CREATE A CONTENT SCHEDULE



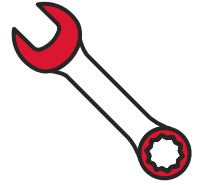
A key factor to a successful social media strategy is a content schedule to help you plan and manage your posts. Based on your business goals and the amount of content you have to share, decide how often you'd like to post on social media and on what days. When planning how frequently you should post, take into consideration the platform you're posting on and the engagement of your followers. You can work out optimal times to post for your followers based on your audience analytics.

To achieve the best results consider using a mix of photo and video content and keep your content current and relevant to your audience. You can stay on top of trends by using sites such as Google Trends and Twitter to see the latest trending topics.

Social Media Content Calendar – Craft Business (Example):

	MON	TUE	WED	THU	FRI	SAT	SUN
	Craft Demo Video		Showcase customers' crafts	Promote new craft collection			Sunday Crafts - What are you making today?
	Monday Motivation - inspirational quote		Educational top tips - craft video		Friday Feeling - Creative crafts		Sunday Crafts - What are you making today?
		Identify trending crafts to discuss		Educational top tips - craft video	Friday Feeling - creative crafts		

7 SET UP SOCIAL TOOLS



To help you save time, look to use some of the various social media tools on offer. Some of our favourites are Hootsuite or Buffer for planning and scheduling social media posts. You could also consider using a tool such as Bit.ly for shortening long website links and also for tracking engagement with your calls to action (CTA).

Everyone will have a preference for different tools, so be sure to try a few and go with the ones that make the most sense to your business.

8 ANALYTICS



Tracking your analytics is an essential part of a social media strategy, as it shows you what's working and what's not. Navigating analytics and data insights can be challenging since each social media platform has so many different metrics.

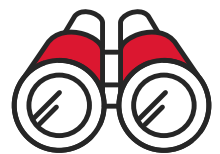
In general, we suggest you pay close attention to follower growth, reach of your posts and how engaged your audience is with your content. Your analytics should link back to your business goals that you set at the start of the strategy.

9 CONDUCT A SOCIAL MEDIA AUDIT



Make a habit of conducting a social media audit on your channels periodically to help you refine and enhance your social media strategy. This can help you review what campaigns worked (or not), assess engagement against your benchmarks, and maybe even set new goals.

10 KEEP AN EYE ON THE COMPETITION



You can learn a lot from watching what your competitors do well – and what flops, so you don't make the same mistakes. Using a Competitor Analysis table can help you identify your competitor's strengths and weaknesses, and importantly where the opportunities are for your own social media activity.

Platform	Followers	Likes	Post Frequency



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