

Social Media for the Busy Professional, continued

Getting Up to Speed. Terms You Need to Know

Engagement. An action taken by a social media user on your page including likes, reactions, shares, or comments.

Handle. The user's unique account name. Example: @elevateaec

Hashtag. A word or phrase following the '#' symbol used to find content on specific topics or to make content more discoverable to other users.

View. A view on social media means the content was viewed. For videos, the count happens after 3 seconds, so we can't always be sure it was a meaningful view.

Impressions. The number of times your posts are seen by users. For example, if five people have seen your post on LinkedIn, there are five impressions on that post. And, if someone in your network shares your post, you gain impressions from their connections too.

Share(s). Shares refer to the number of times a users' content is re-posted on social media. The share feature is a clickable button that allows you to repost other users' content to your own timeline (your own personal newsfeed).

Click-Through-Rate (CTR). The ratio showing how often viewers of your post click it. CTR is the number of clicks that your post receives divided by the number of times your post is shown ($clicks \div impressions = CTR$)

Posts. Posts are short (>1,300 characters) status updates including quotes, awards, and quick tips.

Articles. Articles are long-form pieces of writing (up to 100K characters) equivalent to blog posts. Link to your website to increase traffic and include a call to action!

Videos. Videos are movies/clips shared in posts. Video views are the equivalent to 3-5x a post view. Native video posts are shared directly on the platform while external video posts contain links to video sites such as YouTube. Keep videos under 1 minute in length.

And, Finally Make Sure You Look and Sound Good!

Creating an eye-catching and complete bio that presents your qualifications and crafts your image on social media is essential. Keep your bio professional and share your WHY while featuring your unique skills and offerings. Use the bio space to highlight client challenges and how you solved them, and use headlines to grab attention and showcase your signature projects.

Social Media Tools. These tools can help you schedule, organize, track, and design your social media program:

Content Calendar: Todoist.com

Elevate's Free Social Media Calendar Template: request from cindy@elevatemarketingadvisors.com

Social Media Management: Hootsuite, Loomly, Monday, Everypost, SocialFlow, Sprout

Analytics: Google Analytics, Google Trends, Native Analytics (profile views)

Design: Canva, Ripl, Animoto, Unsplash

URL Shortners: Bitly, Cuttly, Sniply, ClickMeter, Rebrandly, TinyUrl