



ReminderMedia's
Success Guide Series

Harness the Power of Social Media with American Lifestyle Exclusive Content



Introduction

Unless you've been sleeping for the past decade, you know that social media is essential to your business. Clients expect you to have a social media presence. These days, not being on social media is like not having a website. And that's not the only reason to get social.

It's where your clients are.

74%

OF ONLINE ADULTS USE SOCIAL NETWORKING SITES.

Facebook, Twitter, Pinterest, and all the other big networks offer opportunities to build and strengthen connections with your clients virtually any time and anywhere. You can start conversations. You can create ice breakers for follow-up calls. If you pay attention, you can learn about your followers' interests and share relevant content with them.

Despite this, social media can seem daunting given the sheer number of networks, frequently changing technology, and busy work schedules.

**284
MILLION**

Twitter has more monthly active users (284 million) than the entire population of the fourth most populous nation in the world (Indonesia with 255 million).

**1.4
BILLION**

With over 1.4 billion users, if Facebook were a nation, it would be the most populous on earth.



The hardest part of maintaining a social media presence for many is finding things to share. As a ReminderMedia client, you have access to fresh social media content with each issue of American Lifestyle magazine. We've tried to make it as easy as possible to share it on all your social media networks. This success guide will show you how.

Where to Post

It seems like a new social network pops up every week. And given how much is written about the benefits of social media, you may be tempted to immediately jump into all of them. Resist.

Engagement is more important than frequency. We recommend starting slow with one or two networks you know best. If you have a personal Facebook account, for instance, you should be able to learn how to use a business page pretty quickly. Once you get comfortable and start having success, then you can look to expand into the next site.

Choosing where to post will also depend on what it is you are posting. Each site has different features, strengths, and goals, and requires a slightly different strategy.



Facebook is a versatile social media network that people use for a variety of reasons, including getting or staying in touch with others, sharing images and videos, and as entertainment. It's a good choice for almost any content you have to share.

Google+ is another social website that offers options for sharing multiple types of content, such as images, video, and text. In addition, it lets you segment followers so that you can easily target your shares. You can use this for almost any content, but it's your top choice for content you only want certain clients to see.

Twitter is a communication tool with a 140-character limit. News, customer service, and quick messages are among the most popular uses. If what you're sharing is timely, Twitter is a great option.

Pinterest is a visual social media site. Everyone from shopaholics to DIY enthusiasts to small business owners use it for inspiration, organization, and reference. So if you have great images of home staging or decorating ideas, tasty recipes, or some other inspiring idea, this is a great place to share them.

Read more about what specific content works best for these sites later in this guide.

When to Post

Lots of research has been done on the best days and times of the day to post to social media. TrackMaven analyzed over 1.5 million Facebook posts from nearly 6,000 brand pages as well as 1,423 Twitter accounts and 1.7 million tweets. SurePayroll and Ghergich & Company also compiled data on how timing affects social media performance. Here are the results of those findings:



Facebook interactions increase on **weekends**. Interactions were also higher for posts that went out during the **evening**.



Socialbakers research suggests the ideal number of updates to post on Facebook is **1-2 per day**.



Sunday was the best day to get retweets, and the most retweets are generated at **night**.



A study from Socialbakers found that average engagement rate declines after the third tweet posted during one day. On the other hand, because Twitter feeds fill up so quickly, Track Social found that response spikes at **5, 11, and 21 tweets per day**.



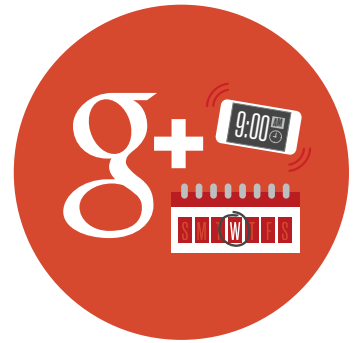
Saturday mornings are the most effective time to pin content, with the exception on fashion and retail businesses.



The best time for them was **Friday at 3 p.m.** Conversely, sharing during normal work hours was found to be the least effective.



Top brands have experienced rapid growth by posting **multiple times per day**.



Wednesday at 9 a.m. is the best time to post on Google+.



Early morning and evenings are the worst.



Consistency is more important than frequency on Google+. Some users have seen traffic drop up to 50% when posting less than normal.

While these stats are helpful in planning an initial social media strategy, you'll want to test the variables for yourself. Depending on the industry, location, and other factors, your audience's social media activities may differ from the typical user.

What to Post

Social media is a place to engage and build relationships, not to overtly sell your products and services. That's why social media experts recommend making no more than 20% of your activity about your business. The rest should be content that interests, entertains, or enlightens your followers.

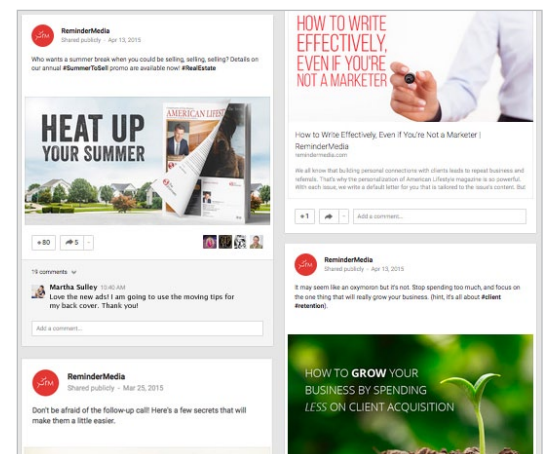


American Lifestyle magazine and Social Media Shares are great places to find share-worthy content. According to research from CoSchedule and Buffer, food, home, and lifestyle topics account for 85% of the world's most shared content.

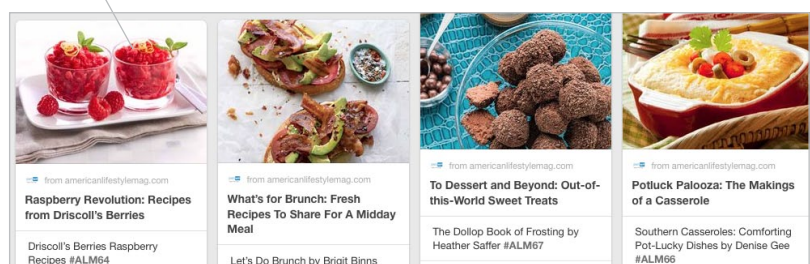
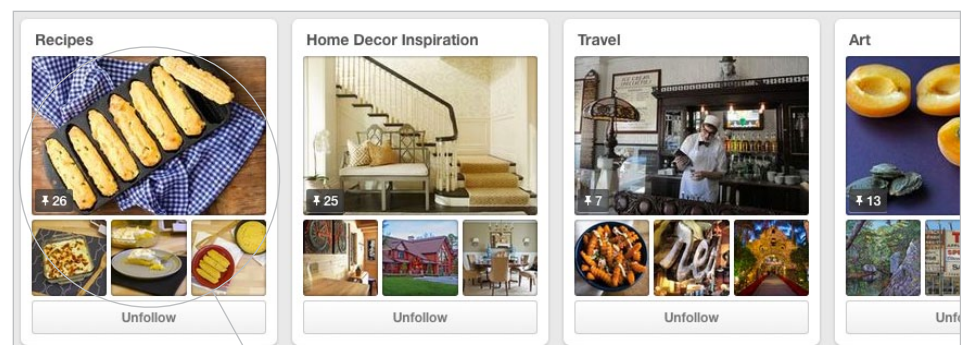


Images are highly engaging. In Socialbakers' analysis of the top 10% of posts by more than 30,000 Facebook brand pages, photos generated 87% of all interactions. No other format had more than 4%.

Here's how a popular Social Media Share stands out in Facebook and Google+ feeds.

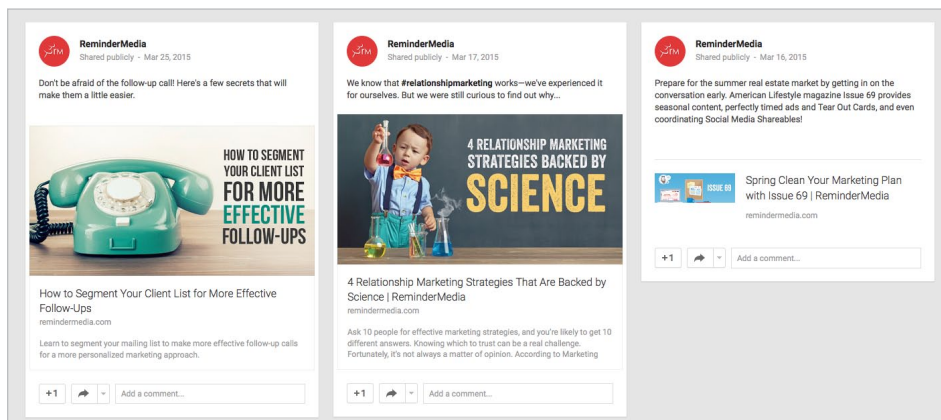


Group related images together on Pinterest boards to attract people seeking specific types of content, such as recipes, and engage your followers.



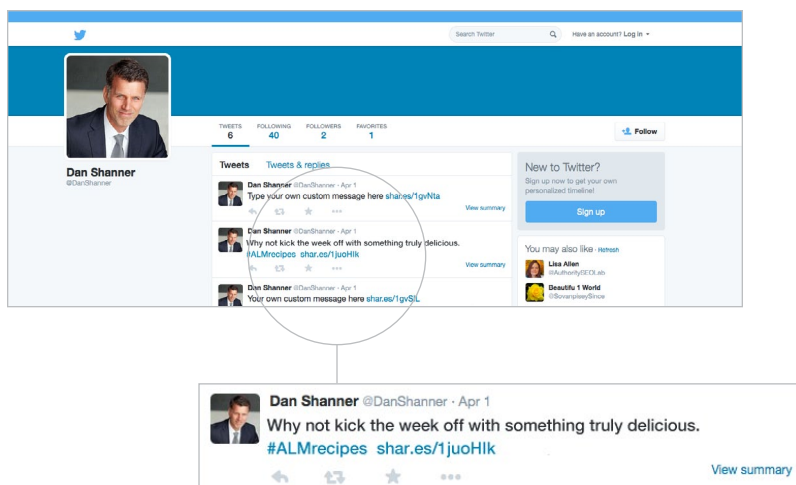
What to Post

Social media company HootSuite wrote on their blog that they found learning opportunities to be among most successful content on Google+. That makes educational or how-to shares worth trying on those sites.



Linking to interesting articles or even entire issues of American Lifestyle magazine is a great way to engage clients on Twitter. For added impact, include hashtags, and mention other people. Research from Buddy Media found that tweets with hashtags receive two times more engagement than those without.

Here's an example:



HASHTAGS

LET YOUR FOLLOWERS
KNOW WHERE THE
INFORMATION
COMES FROM WITHOUT WASTING
PRECIOUS CHARACTERS.

Like all of the advice in this success guide, you want to be sure to test these out for yourself as results will vary from business to business.



How to Post

There are several ways to post American Lifestyle content to your social media accounts. The easiest way is to use social sharing buttons. Here's how:

To share exclusive Social Media Shares content:

1. Click on "Social Media Shares" on the left side of your American Lifestyle Online Account Manager. You can choose from the current and previous issues.
2. Click the "Share This on Social Media" button or "View This Blog Post" button under the content you want to share. This will bring up the content on a new page.
3. Click the icon of the social media site you want to share the content on.



For Facebook, choose where to share the image from the dropdown menu in the top left of the next screen. To post to your business page, select "On a Page you manage." You can type something into the box above the image to say something personal or add your unique twist, but this is optional. Then simply click "Share Link," and the post will appear in your Page timeline.



For Twitter, you'll see a prepopulated tweet and link on the page that pops up. You can tweet this as-is by simply clicking the "Tweet" button, or revise with your own custom text if you wish.

The tweet will link back to the full content resource, and your clients can then share it with more of their contacts.



For Pinterest, choose the image you wish to pin if there is more than one in the share. Then choose which of your boards you wish to pin to.



For Google+, you can add a comment in the box at the top of the page. Underneath the photo, you can choose who to share the content with. Public is the default, meaning anyone will be able to see your share. To target specific circles, click on the "X" to clear the public selection, and then click in the bar to select from circles or browse individuals by clicking the icon to the right of the box. When you've made your selection, click the "Share" button.

See the next page for steps to share from the American Lifestyle magazine website. ➔



How to Post



To share from the American Lifestyle magazine website:

1. Go to www.americanlifestylemag.com.
2. Find the content you want to share from the magazine archives, blog, or recipes.
3. Click the icon of the social media site you want to share the content on.
4. To share from within your social media accounts, follow the steps below.



1. Log in to your account.
2. Type your message into the status update box, and be sure to include a link to the American Lifestyle magazine resource you're referencing.
3. Use the icons at the bottom of the box to schedule the post for later, target a specific audience, add your location, or embed a photo or video.
4. Click "Post."



1. Log in to your account.
2. Click the "Tweet" button on the top right.
3. Compose your tweet. To save space, shorten links to American Lifestyle magazine content with Bitly or a similar solution.
4. Add a photo or location with the buttons on the bottom, if desired.
5. Click "Tweet."



1. Log in to your account.
2. Start typing a message in the "Share what's new..." box.
3. Use the buttons at the bottom to add photos, links, or videos.
4. Choose who to share your update with in the "To" field.
5. Click "Share."



If you're new to Pinterest, the first step is to create one or more boards, where your pins will be saved.

1. Click the "Create a board" button on your profile page.
2. Complete the fields to name your board, describe what your board is about, and select a category for it.
3. Choose whether to keep your board secret, so that only you have access to it, or leave it visible to all.

Follow these steps to pin images from your computer or the web while on Pinterest.com.

1. Click the + icon on the bottom right-hand side of the screen.
2. Choose "Upload a Pin" to pin an image on your computer or "Pin from a website."
3. If you are uploading a Pin, click "Choose Image," and select a file. If you are pinning from a website, enter the URL, and click next.
4. Select the board you want to pin the image to, and add a description.
5. Click "Pin It."

Another way to pin images from the web is by adding the Pinterest button to your browser.

1. If you haven't done so, install the Pinterest browser button.
2. Click the P icon at the top of your browser.
3. Choose an image.
4. Pick a board for your pin, and add a description.
5. Click "Pin It."

Conclusion

It's easy to get wrapped up in all of the little details of social media. Obsessing over the perfect time of the day to share to a network, how many likes we get on a post, or the ideal length of a post are commonplace. But it doesn't have to be complicated or overwhelming.

At its core, social media is really about connecting with people on a personal level. Regardless of what tactics or tricks you use, your goal should always be the same: to build rapport and strengthen relationships with clients and prospects.

If you do that, you'll be successful.



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for shareable content
that you can send to
your network!



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