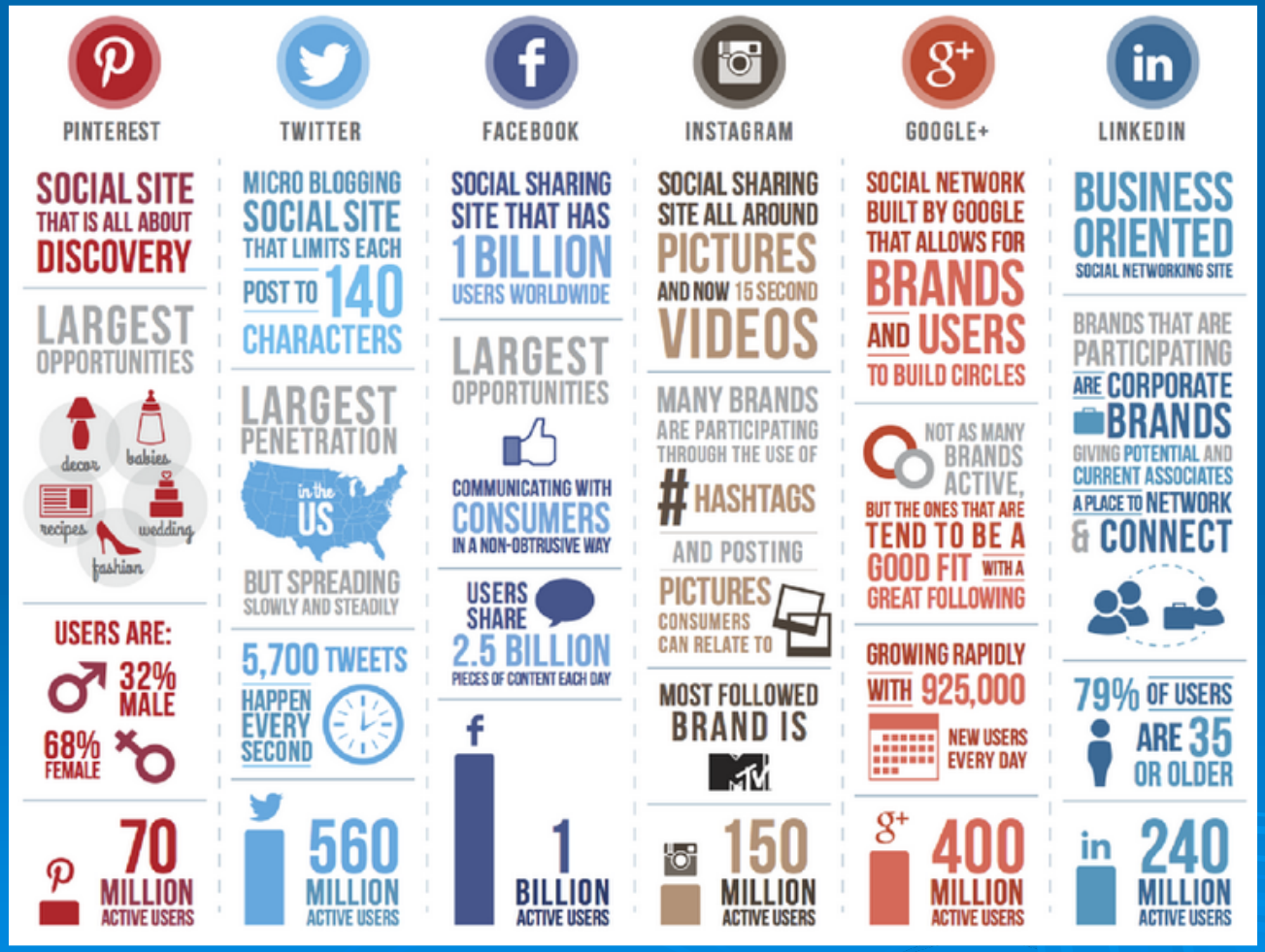
Web and Social Media



Have you started researching your industry – do you know what kind of work there is out there?

Have you bookmarked websites that may help you to learn about the opportunities that exist in your industry?

Do you read industry magazines or belong to online creative communities?

If not, start now!

http://www.thedrum.com/

www.adage.com

https://www.campaignlive.co.uk

www.marketingweek.com

http://www.adweek.com/

www.digitalmarketingmagazine.co.uk/

www.designweek.co.uk

www.creativereview.co.uk

www.marketingdonut.co.uk

www.marketerquarterly.com/

www.mandmglobal.com

www.impactbnd.com/blog

Brand Identity

Marketing yourself mean that you should consider yourself as a ‘brand’? Start getting involved in online communities now and establish a web presence.

Try to maintain some consistency across the sites in your web presence.

Make sure all your sites link to each other.

Create a business brand for yourself!

Brand Identity

Thanks to the internet our world has shrunk

Every person who wants one can have a global presence alongside multinational corporations

This means if you don’t then you are at a disadvantage

Brand Identity

Many sites allow you to integrate content from other places. E.g. Twitter feed, blog linking.

These make it easy to meaningfully connect your sites together.

But be professional and remember that that means an embarrassing Tweet could show up all over your web presence....

Never mix business and pleasure!

Blogs

Develop your own style.

Be professional!

Check you're speling and gramer.

www.wordpress.com

Blog site – free and easy to get started.

Just a blogging site?

WordPress was used by more than 27.5% of the top 10 million websites as of February 2017.

www.wordpress.com

tumblr.

www.tumblr.com

Tumblr lets you effortlessly share anything.
Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. You can customize everything, from colours to your theme's HTML.

Hosted Sites

www.deviantart.com

Hosted Sites

www.carbonmade.com

Hosted Sites

www.dropr.com

Dropr allows you to create and browse portfolios from music to art, photography to print.

Hosted Sites

www.vimeo.com

Professional video upload and sharing site.

Social Media

These sites have become almost a requirement for anyone wishing to build their reputation.

But remember to keep professional and personal sites separate.

Quickly grow your professional network.

www.linkedin.com

facebook®

www.facebook.com

Over a billion members and counting.

Notoriously cavalier with personal data. Keep on top of your privacy settings

Your profile page is not a suitable promotional medium! Use fan pages instead

facebook®

More than six in 10 employers discarded a job seeker’s CV after checking their Facebook page according to a survey of 450 employers by careerbuilder.co.uk.

www.twitter.com

‘Micro-blogging’ site.

Many other sites can publish activity to your Twitter feed.

Other sites let you embed your feed.

twitter

Follow
@Pink I'm ready with my Bomb. Time to blow up #RodLaverArena Bitch.
Reply
Retweet
Favorite
More
1
FAVORITE
7:31 PM - 7 Jul 13

Yep, we all know about this one – but how many of you have uploaded a self promotional video?

about.me

www.about.me

A single-page profile site.

Shows a description of you and can link to most relevant social networking sites.

Think of it as an online business card.

What Social Media platforms should you be on?

First thing's first, discover where your target audiences congregate online.

Find the network where users are most receptive to you or your brand.

It's all about market research!

Ask this of your desired target audience:

What sorts of content do they engage with? (visual, interactive, written, personal)

What tone of voice will they relate to? (humour, professionalism, emotional)

What topics will they appreciate?

Conversely, what must you avoid when communicating with your audience?

Is your audience predominantly male or female?

How old are they?

Are they mobile users?

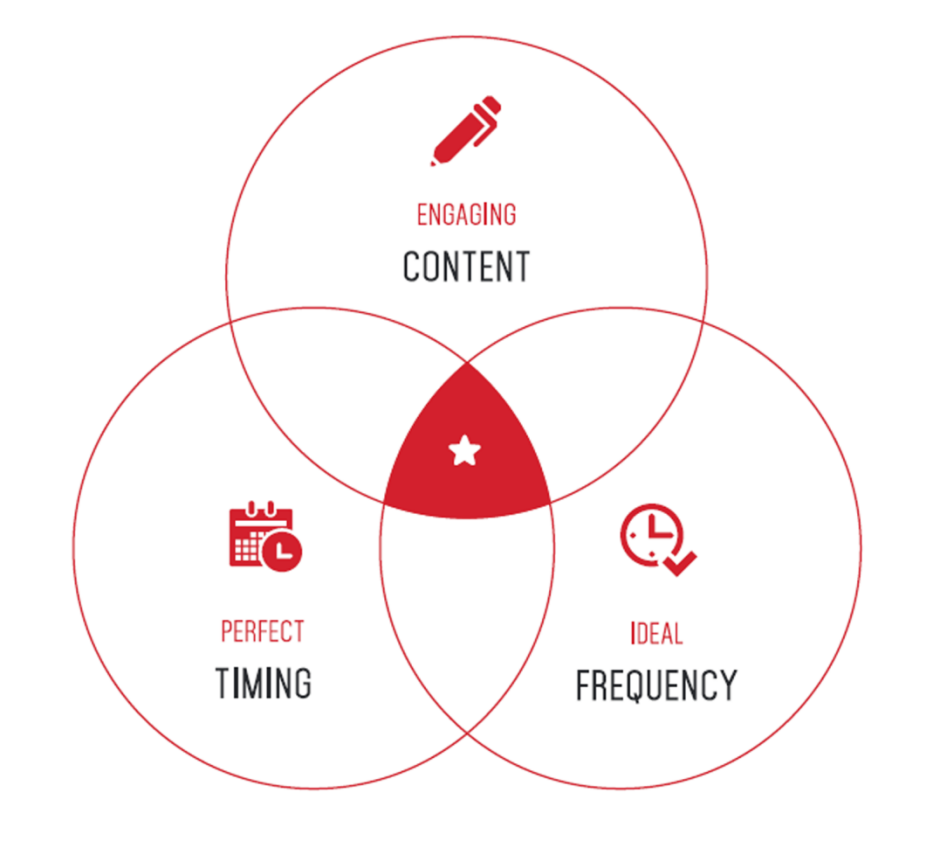
Consistency should be at the heart of your strategy:

Each social profile should be tailored using your brand colours, text, symbolism and imagery.

It’s fine to use alternating imagery, but as long as your brand is consistent throughout, you’re doing a good job.

Your goal is to make the user journey as simple, enjoyable and distinctive as possible.

When should you post on social media?



Industry statistics can give you a good starting point to begin with - below is a good rule of thumb to get you started:

Twitter	Facebook	Google+	Pinterest	LinkedIn
8am - 10am 11am - 1pm	1pm - 4pm	7am - 10am	12am - 2pm	8am - 10am
4pm - 7pm	6pm - 10pm	2pm - 3pm	7pm - 10pm	4pm - 6pm

What activities will most likely result in a brand being un-followed on social media?

Automated Messaging	34%
Poor usage of #Hashtags	19%
Too much self promotion	45%
Other	1%

Multi-dimensional content gains the most impressions and shares on Social Media.

Think attractive imagery, high-quality, snappy video and audio snippets.

Log in to Facebook or Twitter and count how many of the more popular posts include this type of content.

People love visuals; they will far outweigh text-only posts.

A 2014 study of more than 1.2 million Facebook posts revealed that 75% of the most popular updates were photos.

More shares means more impressions.

More impressions leads to more engagement and increased interaction.

These interactions manifest into traffic to your website and increased brand awareness.

The topics of your posts shouldn’t be rigid.

Purely promotional content will have an adverse effect and merely put the audience off.

Purely topical content that is irrelevant to your product, service or industry will eventually confuse the audience.

Mix it up. After all, variety is the spice of life.

Check out this Social Media content ideas model, you may find it useful for your own campaigns:

40% Curation

- Current news and events
- Share influencers' content
- Collect, analyse and compare industry topics

25% Creation

- Spins on topical news subjects
- Attractive custom imagery and video (Vine)
- Micro-sites deploying link-worthy content

25% Community

- Launch customer-centric competitions
- Launch fun, simplistic tools and 'gamify'
- Post surveys, questionnaires

10% Promotion

- Inject human element into promotion
- How can the promo provide assistance
- Additional spins i.e. Check out our new blog

Your Task

Provide evidence of industry research

Develop your own social media presence

Build your online portfolio

Include all of this in your ‘diary’