

The Most Commonly used Social Media Networks



- Blogs / Forums
- Microblogs
- Geoblogs
- RSS feeds/ Podcasts



- Video



- Images

Ideally the content should be tailor-made to fit each network and its users



The Most Commonly used Social Media Networks

Facebook Business Page

The screenshot shows a Facebook Business Page for Redline Company. The header includes the Facebook logo, a search bar, and the user's name 'Annika Östman'. The main content area features a large image with the text 'It's a jungle out there... stay ahead of the pack' and a list of services: '1 Speedy delivery', '2 Bespoke design', '3 Easy to use Content Management System', and '4 Responsive templates'. Below this is a photo of three women and the company name 'Redline Company' with 482 likes. The page also includes a 'Product/Service' section, social media links for Twitter and YouTube, and a 'Me gusta' button. On the right side, there is an 'Administrador de anuncios' section with a list of years from 2009 to 2013. At the bottom, there is a section for '24 amigos' who like the page and an 'Invita a tus amigos' section.

Most convenient for businesses – according to Facebook recommendations



The Most Commonly used Social Media Networks

Redline Company

It's a jungle out there...
stay ahead of the pack

1 Speedy delivery
2 Bespoke design
3 Easy to use
4 Available templates

YOUR EXTERNAL MARKETING DEPARTMENT

Update Info Activity Log

Timeline About Photos 19 Friends 164 More

Complete Your Profile

About

Works at Redline Company

Lives in Marbella, Spain

From Marbella, Spain

What is your relationship status?

Photos · 19

Tag more photos

Status Photo Place Life Event

What's on your mind?

Redline Company August 29

¡ dulces regalitos!! Llegados de Bélgica, justo a la hora del café
Gracias Geert Ritsie!!

Unlike · Comment · Promote · Share

You, Cristina Garcia Rodero, Andrea Barzan, Krill Luize and 4 others like this.

Recent

2013
2012
2011
2010
2009
Born

Sponsored

Vale Vale T-Bone Dinner

DON'T LIKE IT - DON'T PAY FOR IT!

Join · 2 people are going to T-Bone Dinner

Nykredit i Marbella

Bliv fan af Nykredit i Marbella og hold dig opdateret om vores aktiviteter her på Costa del Sol.

Like · 714 people like Nykredit i Marbella.

Swimming Pool Problems?

Specialised Pool Repairs

Total pool service leak detection & repair.
Pool HeatPump Servicing, Construction & reform
Sandi Europe likes Specialised Pool Repairs

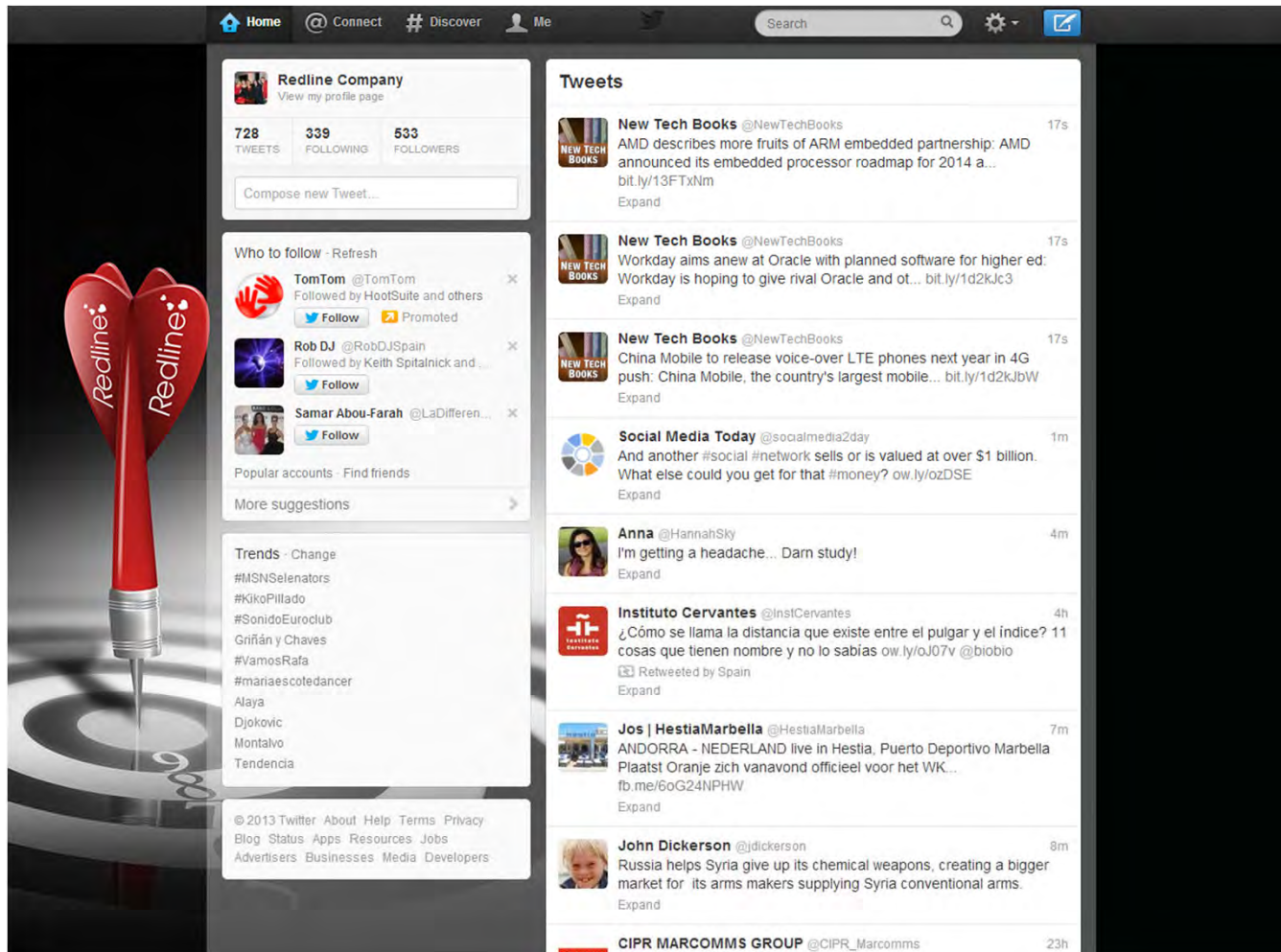
Chat (15)

Facebook Personal

Ideally the content should be tailor made to fit each network and the users



The Most Commonly used Social Media Networks



Twitter

Ideally the content should be tailor made to fit each network and the users



The Most Commonly used Social Media Networks

The screenshot shows a LinkedIn profile for Annika Östman. The profile includes a header with the LinkedIn logo, a search bar, and navigation links. The main content area features a profile picture, name, current and previous employers (Redline Company), education (Mid Sweden University), and a list of connections (193). Below this is an 'Activity' section with a text input field and a list of recent updates. The 'Background' section is visible, showing a 'Summary' with a goal statement and a list of specialties: Languages, Social media, E-marketing, and Technical things - IT. The right sidebar contains 'People You May Know', 'ADS BY LINKEDIN MEMBERS' (with ads for Fractals, Resource scheduling, and openSourceCM), and 'People Also Viewed' (with profiles for Line Lyster, Tony Pike, Kingsley Koka, Natalia bashurina, Marina Durante, Juan carlos Benitez González, and César Rubio).

LinkedIn personal

Ideally the content should be tailor made to fit each network and the users



The Most Commonly used Social Media Networks

Redline Company 29 followers **Following** [Edit](#)

[Home](#) [Services](#) [Insights](#) [Analytics](#)

Share an update

Drive engagement by posting an update to your followers.

[Analytics](#) · [Page Insights](#) · [What's New](#)

New! Company Page Analytics!

Now it's easier than ever to see:

- How your posts are doing
- Where your followers are coming from
- Performance trends across time periods you define

[See it now](#)

How You're Connected

5 first-degree connections
1 second-degree connection
8 Employees on LinkedIn

[See all](#)

Careers

Interested in Redline Company?
Learn about our company and culture.

[Learn more](#)

Services

Copywriting
Whether on websites and blogs or in brochures, press releases and newsletters,...

[See all](#)

ADS YOU MAY BE INTERESTED IN

Scale Your Business Today
Download this ebook to learn how to better manage your time.

Outsourcing 3.0
A new paradigm to Market Research Outsourcing by Cross-Tab

Effective Email Marketing
Turn the Humble Email into a

Recent Updates

Redline Company Oferta de trabajo!

Se buscan comerciales
redlinecompany.com · Redline acaba de lanzar fantásticos paquetes de servicios para que los sitios webs destaquen y tengan una poderosa presencia online. creemos que el mundo debería conocerlos... ¡y si no es todo el mundo, al menos los clientes potenciales! Para ello...

Organic [?](#)
Targeted to: All Followers

5	0	0	0.00%
impressions	clicks	interactions	engagement

[Sponsor update](#)

Like · Comment · Pin to top · 1 month ago

LinkedIn company page

Ideally the content should be tailor made to fit each network and the users

What are the benefits?



- Presents the business to the market in a friendlier manner
- Content Marketing – supports SEO efforts through unique content
- Communicates your business in a more informal way
- Immediate feedback and interaction with the target market
- Market Research opportunities

Choosing the most relevant network



- What is the target market?
- What interest to they have?
- What media are they interested in?
- What languages do they speak?

To be active in all of the networks requires time and consistency

Managing Social Media



Social Media profiles are Public and can be a liability to a company if not managed properly

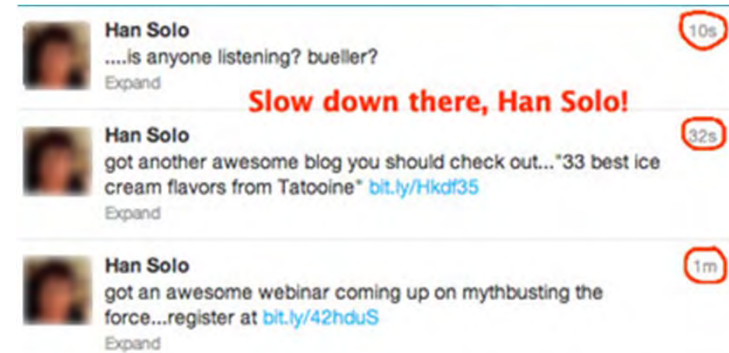
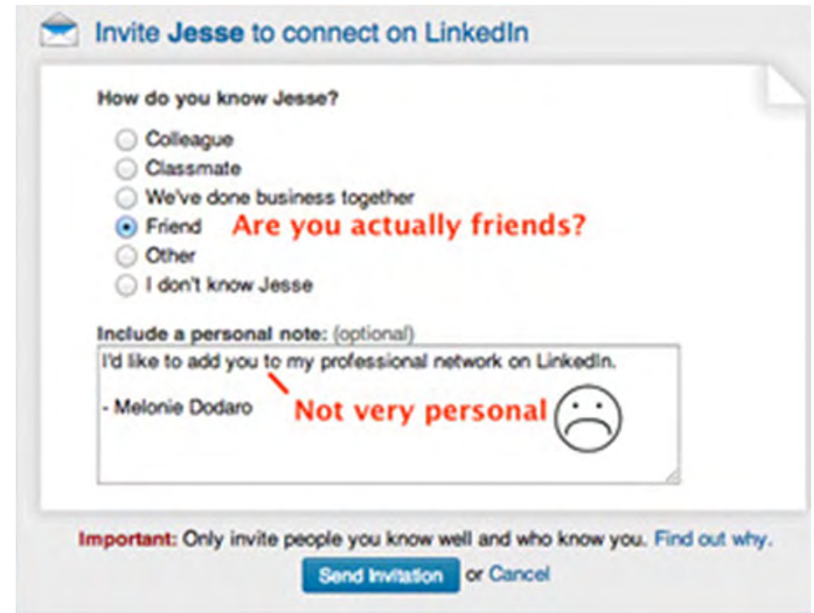
Managing Social Media



The image shows a screenshot of a Facebook interface. On the left, a large post features three Minions from the movie 'Despicable Me 2'. The text above them reads '¡Por fin es viernes!' (Finally it's Friday!). The Minions are holding various items: one has a drink, another has a small object, and the third is holding a rainbow-colored object. The text 'MILLANOS FAVORITO 2' is visible in the bottom right corner of the image. On the right side of the screenshot, a sidebar displays several advertisements and social media interactions. At the top, it says 'Te gusta · 30 de agosto'. Below that, there are options to 'Me gusta · Comentar · Compartir'. A comment from 'A. B. C.' says 'Me gusta esto.' and it notes 'Se ha compartido 1 vez'. There is a text input field for a comment. Below the interaction area, there are three advertisements: 'Try HootSuite Pro Free!' from hootsuite.com, 'VALE VALE Bar & Grill' with a soft opening week special dinner menu, and 'Lära dig spanska nu!' from lp.babbel.com.

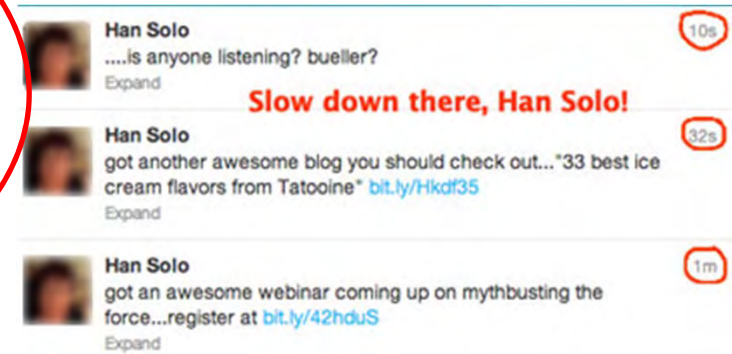
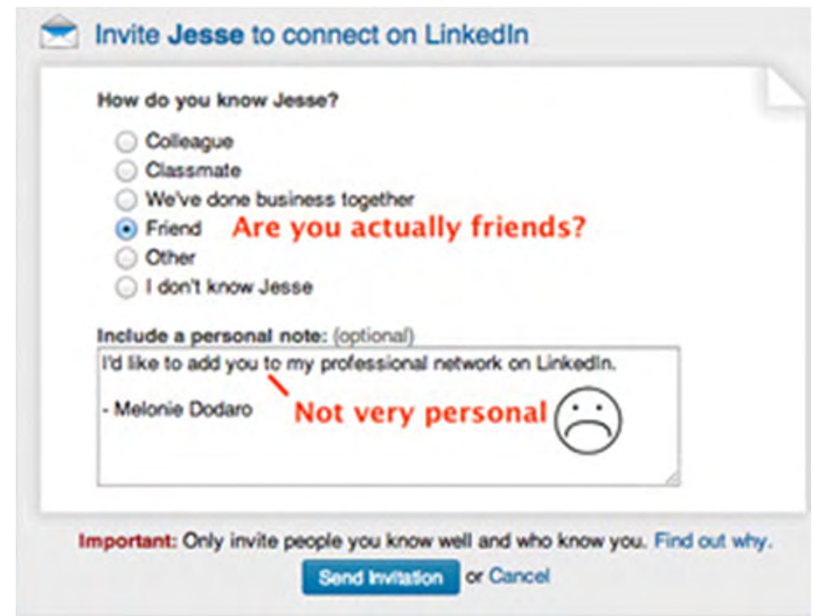
Think before you post content – how will your message be perceived?

Social Media Etiquette



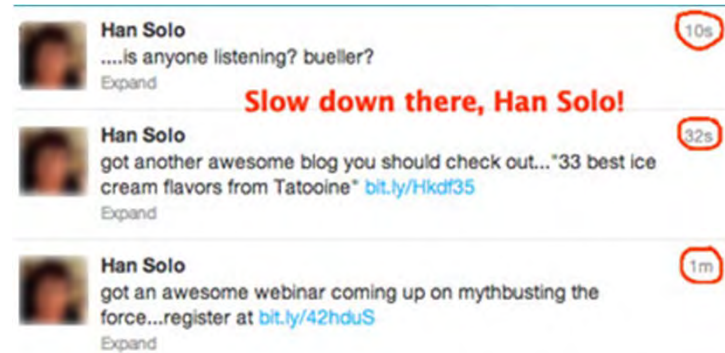
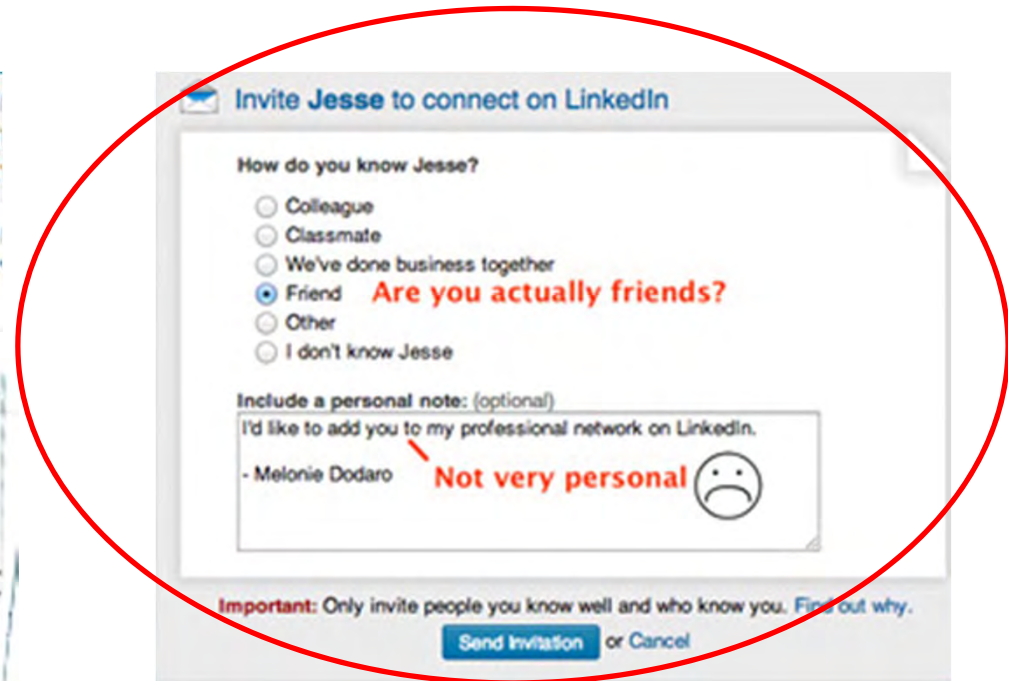
Personalise your message

Social Media Etiquette



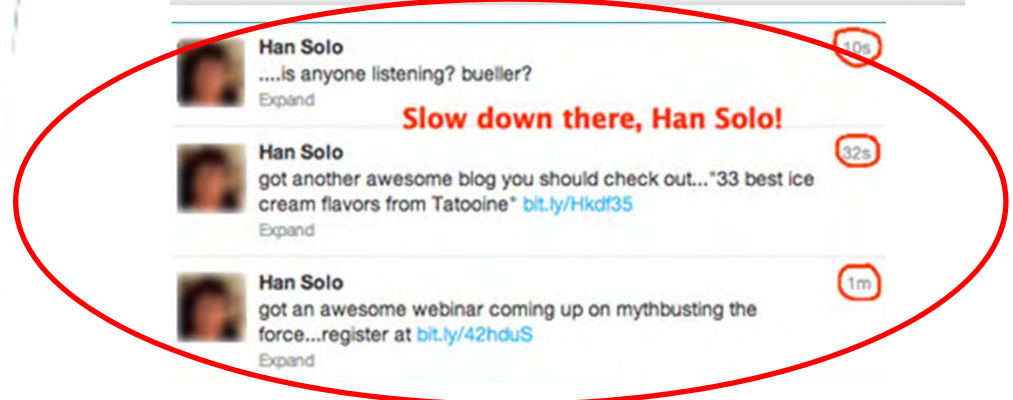
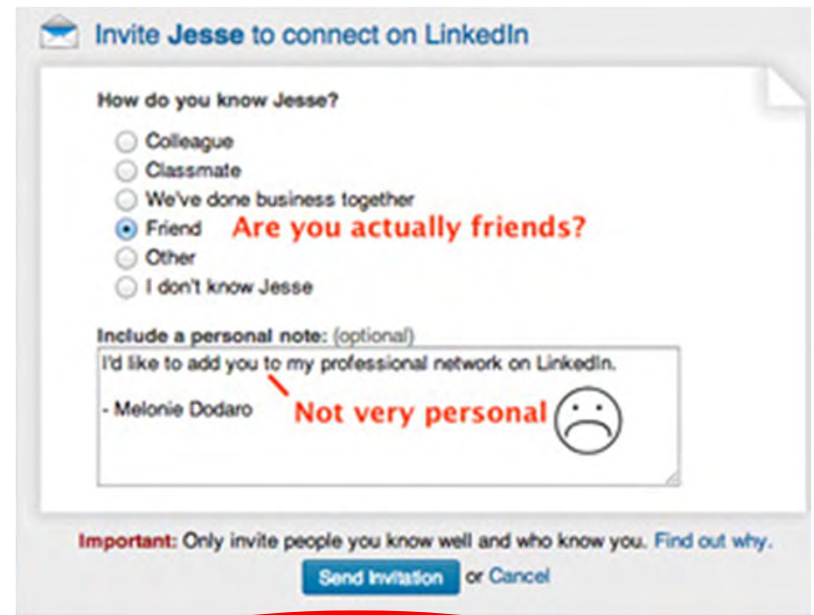
Interaction and linking is good only when relevant

Social Media Etiquette



Are you really friends with the person? Add a personal note for the person.

Social Media Etiquette



Posting often is good – but when is it too much?

Managing Social Media

The image shows a Facebook post from the page 'ghd ESPAÑA', dated June 4, 2013. The post features two main images: a collection of five ghd flat irons in teal, purple, and green, and a woman wearing a dress with a matching green, white, and black pattern. The post text in Spanish describes the 'ghd Jewel Collection' as a new line of stylers and blow dryers in amethyst, sapphire, and emerald colors. It includes a link to a search tool for hair salons. The post has 615 likes, 31 comments, and 209 shares. The Facebook interface includes a search bar, navigation tabs for 'ghd', 'ghd ESPAÑA', 'Biografía', and '2013', and a 'Me gusta' button. The right sidebar shows a calendar for 2013 and a 'Crear página' button.

Good example of posting – crisp images that are relevant to the target

Managing Social Media

The image shows a screenshot of the People.com Facebook page. At the top, the Facebook navigation bar is visible with the user's name 'Annika Östman' and the search bar. The main header features a collage of celebrities and the 'People' logo. Below this, the page name 'People.com' is displayed with a verified checkmark and a notification that 1,869,475 people like the page and 109,552 are talking about it. A navigation bar includes links for 'Fotos', 'Me gusta', 'Fans Only', and 'Videos', along with a '1,8 millones' like counter. The main content area shows a post from 'People.com' shared via 'Celebrity Baby Blog' from 5 hours ago, announcing the birth of a son to Mario Lopez and Courtney. The post includes a photo of the couple and a quote. Below the post is an 'Invitar' (Invite) section with a search bar and a list of suggested friends: Asa Granberg, Linus Holmberg, and Marielle Ceken. The right sidebar contains a 'Reciente' (Recent) year filter, an 'Anuncios' (Ads) section for 'Moda Mujer M&S' and 'Yves Saint Laurent', and a contest announcement for 'Arctic Monkeys'.

Be realistic – high numbers in interaction is a challenge

Time to look in the mirror



Leave your social media efforts in the hands of a professional marketing company