

# Tivity Solutions

Marketing/Communications

## SOCIAL MEDIA STRATEGY

Date

# AGENDA

Why have a social media strategy?

Top site demographics

How, What and How Often should we post?

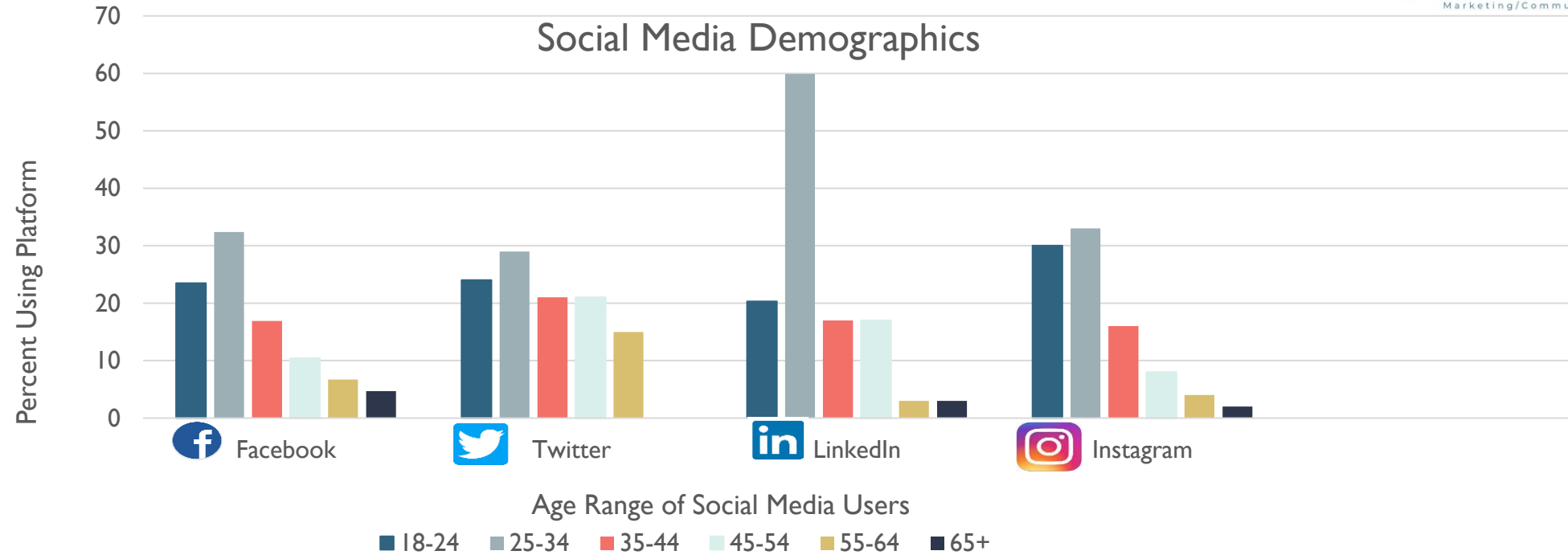
Ideal LinkedIn profile

Twitter, Instagram and TikTok

Social Media planning and management

## WHY BUSINESS NEEDS A SOCIAL MEDIA STRATEGY

- **Business** needs a **social media** presence. ... **Social media** is an essential piece of your **business** marketing strategy. **Social** platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales.
- LinkedIn is king in the land of B2B. *94% of B2B marketers* rely on LinkedIn to market and distribute content.
- If your business primarily uses B2B marketing, LinkedIn is a necessity. It generates 277% more lead generation than Facebook and Twitter combined. With over 562 million users, this professional platform can help build a quality reputation and is an effective way to generate leads for your business. Your business can't afford to miss out on this trend that clearly won't stop anytime soon.
- Don't overlook Facebook. Their largest user demographic is 25 to 34-year-olds. 2<sup>nd</sup> largest? 18-24 year-olds
- Twitter? Instagram? TikTok? Let's discuss...
- Done correctly, social media can help **humanize** your brand and make it more authentic in the minds of customers. And as it turns out, today's customers place a high value on authentic and honest brands.



Source: Hootsuite, Statista

# DEMOGRAPHICS OF TOP SOCIAL MEDIA PLATFORMS

## As yourself

Your social profiles are the easiest way people can find and engage with you. They are also how you can position yourself as an authority in your industry and highlight yourself in a positive consistent way.

Ideal mix 50% Business 30% Leadership (2-3 core topics) 20% Personal

## As Your Company


- Video! Video gets 5X the engagement of other types of posts
- Company Wins and Milestones
- Events
- New Products/Enhancements
- Employee spotlights
- Customer Milestones
- Industry Related Articles



Posting 3x per week is ideal. Tuesday, Wednesday, Thursday are best.

Respond/Like/Share posts and comments. Thank people for engaging.

HOW, WHAT  
AND HOW  
OFTEN  
SHOULD WE  
POST?

## IDEAL LINKEDIN PROFILE



**Ryan Roslansky** · 2nd   LinkedIn



CEO at LinkedIn  
San Francisco Bay Area · 347,727 followers · [Contact info](#)


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### About

I am the CEO at LinkedIn, the largest global professional network. Since I joined the company in May 2009, LinkedIn has grown into a single, holistic, global ecosystem creating economic opportunity for every member of the global workforce by connecting more than 720 million members, 50 million companies, and 90 thousand schools.




### Featured


[See all](#)  



**Hiring For The Future, Not The Past**  
Ryan Roslansky on LinkedIn




For almost two decades now, LinkedIn has been the place where talent and opportunit...


   7,158 · 323 comments



**It's During Bad Times That You Can Tell if Someone is Any Good**  
Ryan Roslansky on LinkedIn




The Shakespeare quote had been next to my dad's work phone for years, but it wasn't un...

   41,462 · 2,950 comments



**My Next Play: L**  
Ryan Roslansky on LinkedIn

Today I shared t team at Linkedl

   14,088

# TWITTER, INSTAGRAM AND TIKTOK

## Twitter



### Benefits

- Gain Customer Insight
- Build Brand Personality/Awareness
- Gather Feedback
- Build Brand Community

### Challenges

- Time Consuming
- Manage Posts
- Feedback
- Respond to concerns

## Instagram



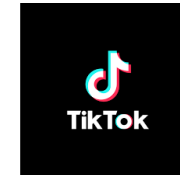
### Benefits

- Share photo or video posts
- Hashtags can increase visibility
- Designed for mobile devices

### Challenges

- Your targeted demographics might not even have an Instagram account.
- It's not always a platform that focuses on commerce
- Advertising may be out of reach for most businesses
- Images to be uploaded via mobile device or PC app

## TikTok



### Benefits

- Large and growing audience
- Video is King
- Great way to target Gen Z

### Challenges

- Cannot link to website easily
- Analytics only track back 28 days
- Audience skews young (60%+ aged 10 -29)
- Negative publicity about the platform itself

# PLANNING AND MANAGEMENT

- Plan your posts
- Monthly planning meetings
- Collaboration tool
- Like/share/respond
- Track engagement, followers



# QUESTIONS?





ABOUT  
TIVITY  
SOLUTIONS

Tivity Solutions is a woman owned small business located in the Washington, DC metro area. With a passion for supporting small business, Tivity Solutions experts partner with our clients to unlock their company's marketing and messaging superpowers. We leverage our clients' unique strengths and capabilities to develop powerful brand messaging and marketing strategies that drive standout growth in a crowded market.