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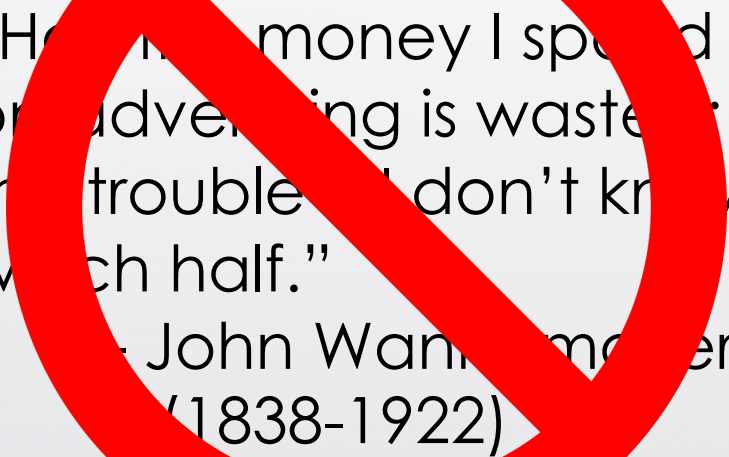
# Make Money with *Strategic* Social Media

Russell E. Walker, PhD

DeVry University

August 15, 2019

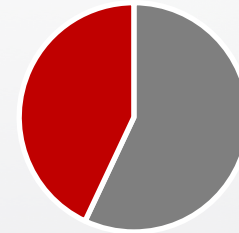




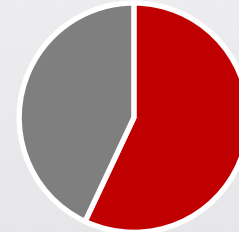
"How much money I spend  
on advertising is wasted  
the trouble I don't know  
which half."  
— John Wanamaker  
(1838-1922)

"All advertising is personal."  
— Douglas D. Kelly, *Surviving in  
the New Retail Marketplace* (2019)

# Rethinking the Approach



**46%** will unfollow a brand due to too many promotional messages



**57%** are more likely to buy from a brand they follow on social media

Source: SproutSocial Index, Edition VIII (2016Q3)

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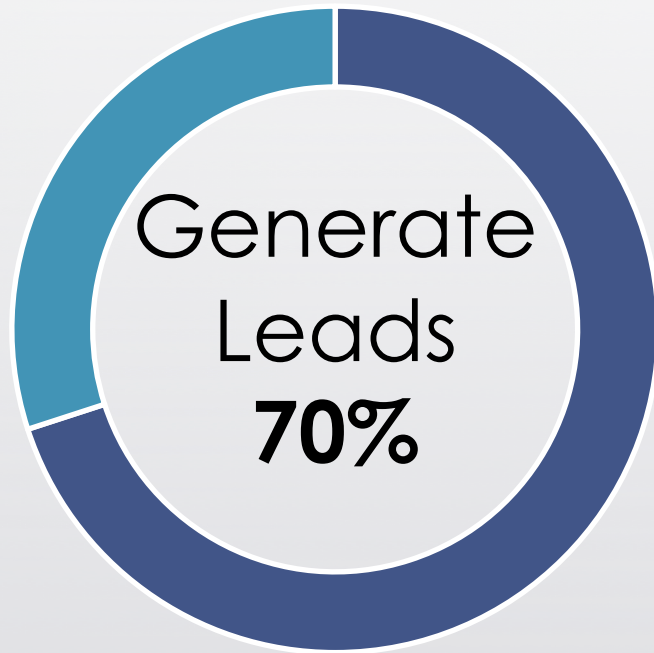
# Components of a Social Media Strategy





# Objectives

## Reasons Small Businesses Use Social Media

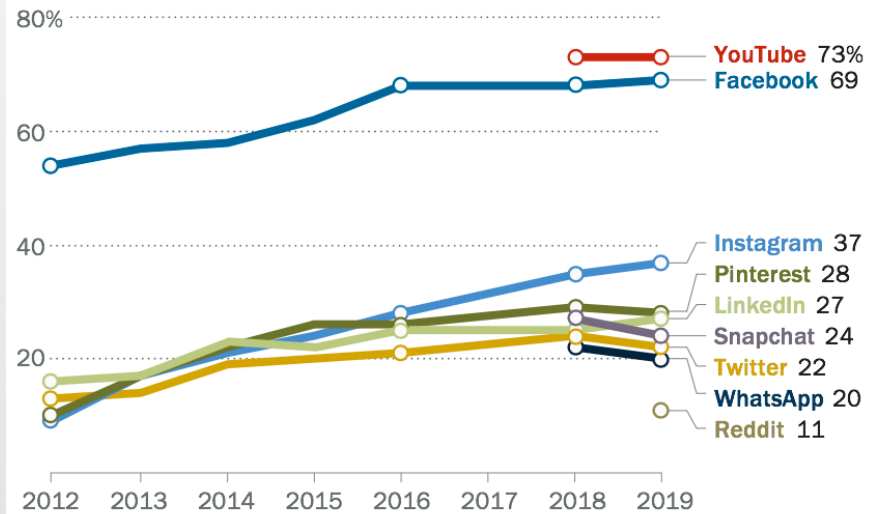


Source: Quick Sprout (April 19, 2019)

# Platforms: Popularity

## Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

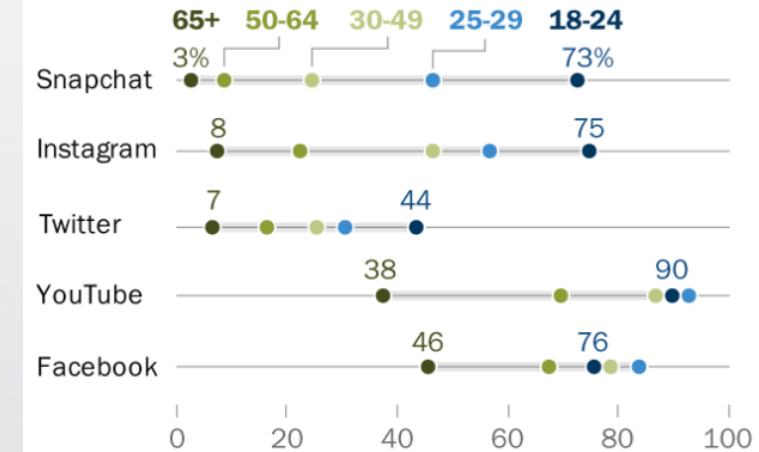


Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

## Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Source: Pew Research Center Social Media Survey (2019)

# Platforms: Characteristics



## Facebook

- Massive user base
- Easy targeting
- Business page as hub
- Nieces and grandkids



## LinkedIn

- B2B
- Professional and helpful
- Less visual



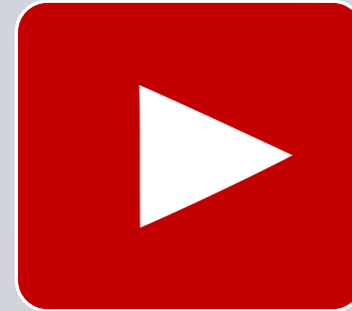
## Twitter

- News media, professionals
- Constantly flowing river
- Short, light and bright



## Instagram

- Highly visual
- High image quality
- Captions



## YouTube

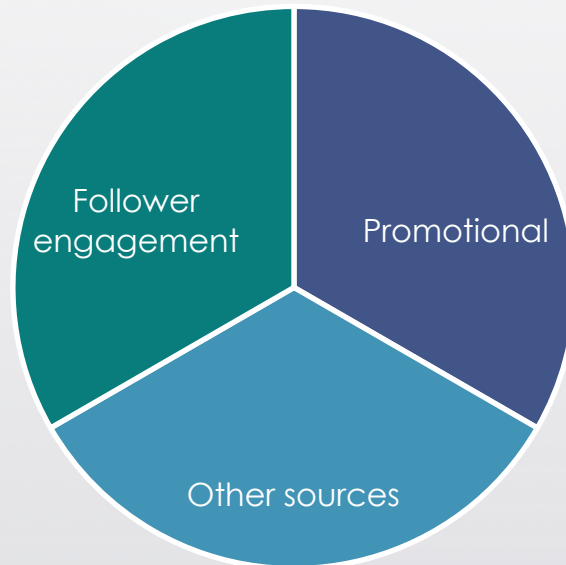
- 2nd largest search platform
- How-to videos
- 2 minutes
- Reuse existing website videos
- Google Ads

Source:  
Wyman  
(2019)

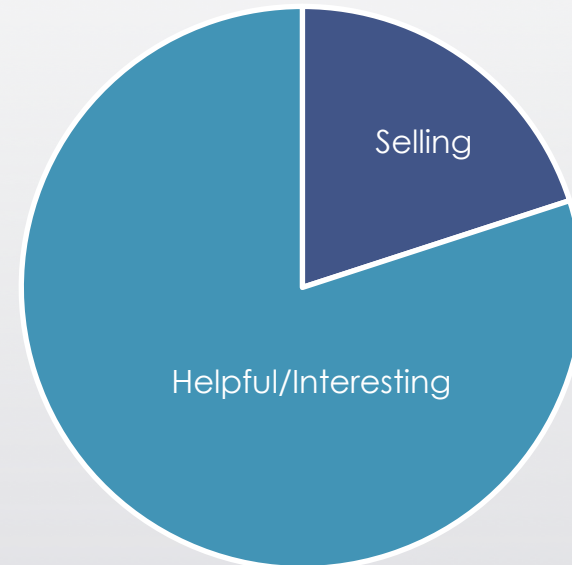
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# Content: Mix

Rule of Thirds



80/20 Rule



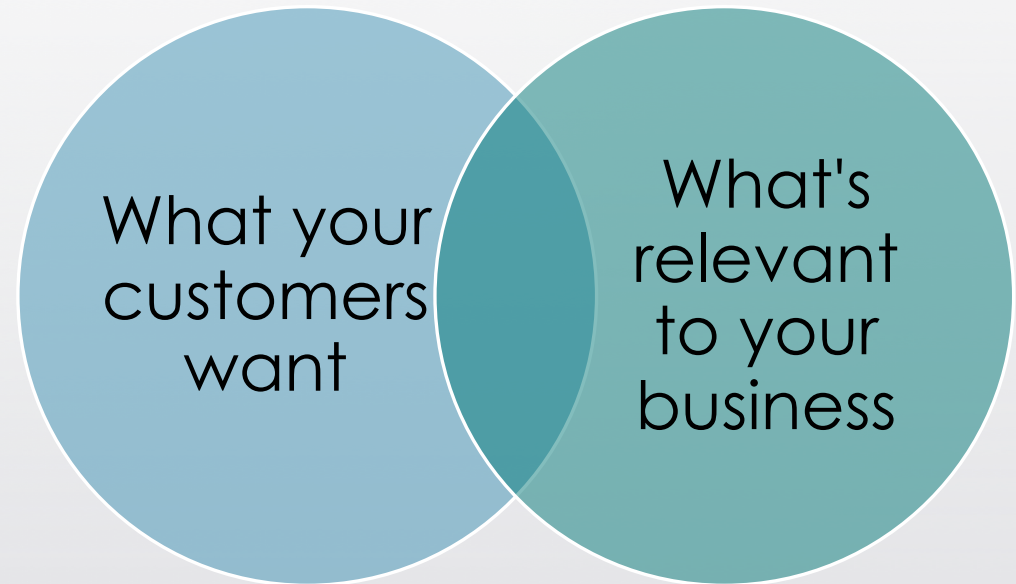
Source: Hootsuite (2018)



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# Content: What to Post

- User-generated content
- Curated content
- Informative / Inspirational / Promotional
- Customer-centered
- Adapt for each platform
- Mobile-friendly (80% of users)
- Visual
- Consider live video streams
- Always include call to action





# Activity: Content Conga


- On the provided worksheet, jot down up to 10 ideas for social media posts you could do today.
  - Events (business-related, relevant holidays, etc.)
  - News
  - Tips, FAQs
- Exchange lists with a neighbor and discuss



# Content: Ideal Post Lengths

Facebook	Post: 40-80 characters Ad headline: 5 words Ad body: 14 words Link description: 18 words
Twitter	Tweet: 71-100 characters
Instagram	Caption: 130-180 characters Ad caption: 125 characters
LinkedIn	Status update: 50-100 characters
YouTube	Video title: up to 70 characters Video description: Up to 5,000 characters

Source: SproutSocial



# Content: Hashtags

- Branded
- Community
- Match to your content
- Check before you use
- Be consistent
- Catch trends
- Ideal number varies by platform
  - Twitter, Facebook: 1
  - Instagram: 9

## Most popular hashtags

Facebook	Instagram	Twitter
#love	#love	#ff
#me	#instagood	#followfriday
#cute	#photooftheday	#followback
#photooftheday	#fashion	#giveaway
#happy	#beautiful	#contest
#beautiful	#happy	#win
#self	#cute	#competition
#girl	#tbt	#crypto
#picoftheday	#like4like	#ico
#smile	#followme	#bitcoin

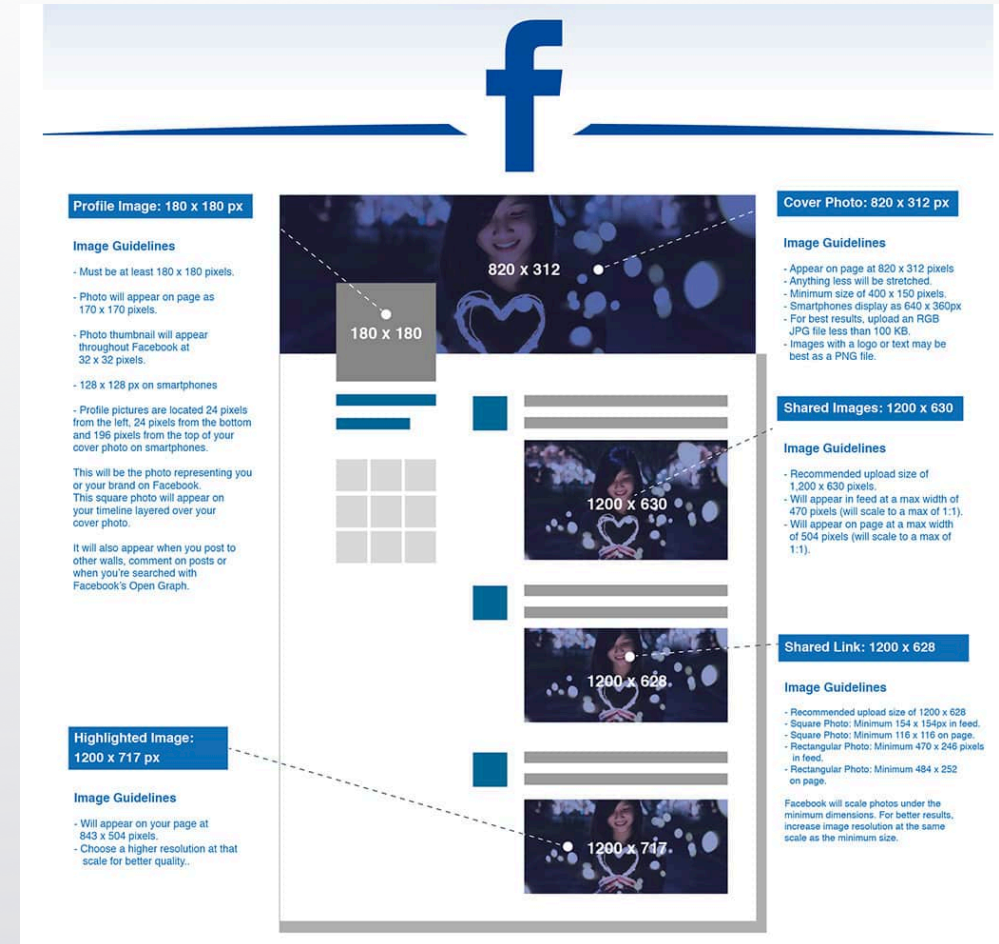


## Activity: Hashtag Hustle

- Jot down up to 10 ideas for hashtags that may be relevant to your business.
- Then, using your laptop, tablet or phone, search for each hashtag on Facebook, Twitter, or Instagram and make notes on what you find.
- Make a judgement on whether each hashtag is a good one to use for your business.

# Content: Images

- Check guide for sizes for each platform
  - 2019 Social Media Image Sizes Cheat Sheet <https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>
- Canva has templates for all major platforms
  - <https://www.canva.com/>
- Ensure images are licensed for commercial use
  - <https://burst.shopify.com/>
  - <https://www.motionelements.com/free/gifs>
  - <https://pixabay.com/>



## Profile Image: 180 x 180 px

### Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 170 x 170 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- 128 x 128 px on smartphones
- Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.
- This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.
- It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

## Highlighted Image: 1200 x 717 px

### Image Guidelines

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality..

## Cover Photo: 820 x 312 px

### Image Guidelines

- Appear on page at 820 x 312 pixels
- Anything less will be stretched.
- Minimum size of 400 x 150 pixels.
- Smartphones display as 640 x 360px
- For best results, upload an RGB JPEG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

## Shared Images: 1200 x 630

### Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

## Shared Link: 1200 x 628

### Image Guidelines

- Recommended upload size of 1200 x 628
- Square Photo: Minimum 154 x 154px in feed.
- Square Photo: Minimum 116 x 116 on page.
- Rectangular Photo: Minimum 470 x 246 pixels in feed.
- Rectangular Photo: Minimum 484 x 252 on page.
- Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.



# Frequency: How Often to Post

- Regular schedule
- Plan in advance
- Sustainable
- Tie to holidays, special events
- Respond to customers
- Stay agile

## Ideal posting frequency by platform

Facebook	1x/week – 2x/day (1x/day optimal)
Twitter	Multiple times per day
LinkedIn	1x/week
Instagram	Varies, but be consistent
YouTube	As content is available

Source: Wyman (2019)

# Frequency: Social Media Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Facebook:</i>	<i>Facebook:</i>	<i>Facebook:</i>	<i>Facebook:</i>
How to Really Use ConvertKit	Smart SM Launch	Build My Brand Kit	List-Building with Facebook
<i>Twitter:</i>	<i>Twitter:</i>	<i>Twitter:</i>	<i>Twitter:</i>
How to Really Use ConvertKit	Smart SM Launch	Build My Brand Kit	List-Building with Facebook
<i>Instagram:</i>	<i>Instagram:</i>	<i>Instagram:</i>	<i>Instagram:</i>
How to Really Use ConvertKit	Smart SM Launch	Build My Brand Kit	List-Building with Facebook
<i>Pinterest:</i>	<i>Pinterest:</i>	<i>Pinterest:</i>	<i>Pinterest:</i>
How to Really Use ConvertKit	Smart SM Launch	Build My Brand Kit	List-Building with Facebook
<i>YouTube:</i>	<i>YouTube:</i>	<i>YouTube:</i>	<i>YouTube:</i>
	Smart SM Launch		
			EMAIL BROADCAST: SM Launch
	Smart Social Media	Smart Social Media	Smart Social Media
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
<i>Facebook:</i>	<i>Facebook:</i>	<i>Facebook:</i>	<i>Facebook:</i>
	Free Resources	Create a Social Media Plan	
<i>Twitter:</i>	<i>Twitter:</i>	<i>Twitter:</i>	<i>Twitter:</i>
	Free Resources	Create a Social Media Plan	SM Success Tweet
<i>Instagram:</i>	<i>Instagram:</i>	<i>Instagram:</i>	<i>Instagram:</i>
	Free Resources	Create a Social Media Plan	
<i>Pinterest:</i>	<i>Pinterest:</i>	<i>Pinterest:</i>	<i>Pinterest:</i>
	Free Resources	Create a Social Media Plan	
<i>YouTube:</i>	<i>YouTube:</i>	<i>YouTube:</i>	<i>YouTube:</i>
	List-Building with Facebook		

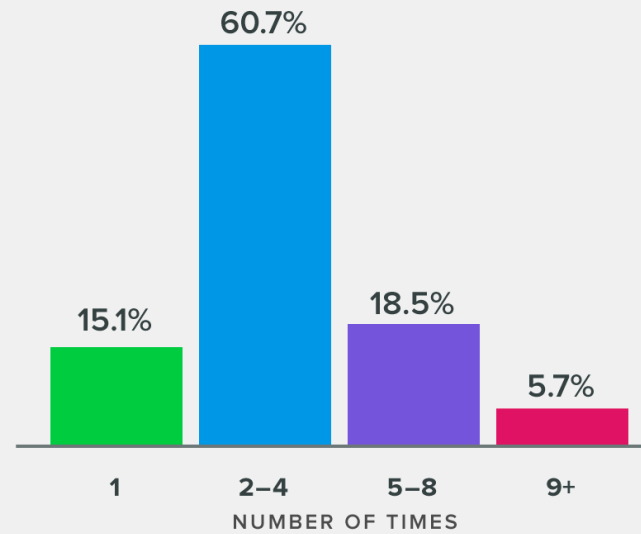
Source: Clayton, S. (2017)



# Frequency: Repetition, Repetition, Repetition

## Number of Times People Need to See Something on Social Before Purchase

Q2 2016

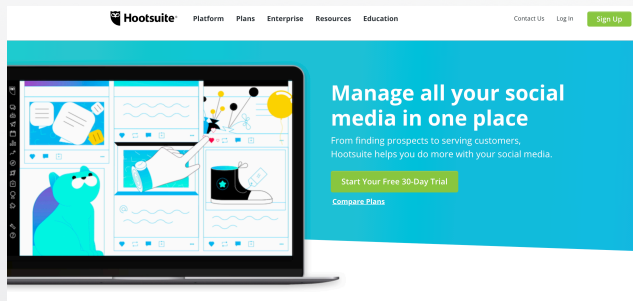


sproutsocial

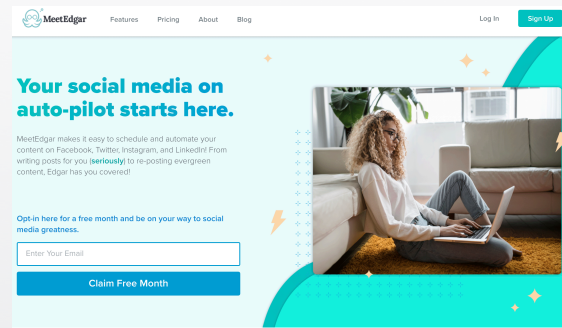
[sproutsocial.com/index](http://sproutsocial.com/index)

Source: SproutSocial Index, Edition VIII (2016Q3)

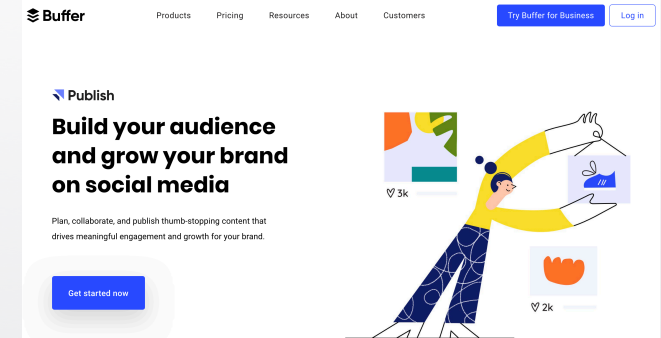
# Frequency: Automation Tools



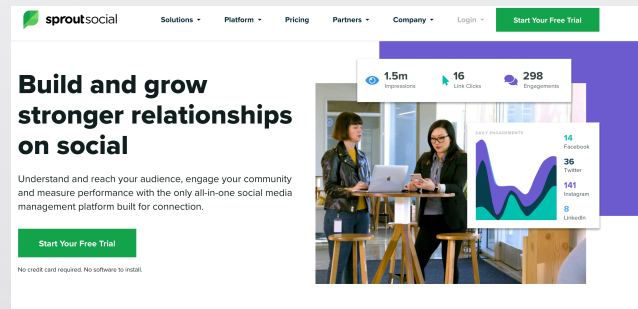
Hootsuite - <https://hootsuite.com/>



MeetEdgar - <https://meet Edgar.com/>



Buffer - <https://buffer.com/>



Sprout Social - <https://sproutsocial.com/>



Post Planner - <https://www.postplanner.com/>

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# Promotion: Why

“You’ll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard—it should encourage meaningful interactions between people.”  
—Mark Zuckerberg (January 11, 2018)



Image by Anthony Quintano via Wikimedia Commons (CC BY 2.0)

# Promotion: How

- Boosted posts versus ads
- Start small and measure results
- Boost to followers rather than cold audience if possible
- Micro-target – smaller audience is better
- Set a budget
  - \$1,000/month “typical” for SB (Boucher, 2019)

The screenshot displays the Facebook Boost Post configuration interface, divided into three main sections: Objective, Audience, and Duration and Budget.

**Boost Post**

**OBJECTIVE**

What results would you like from this post?

- Send people to your website**  
Link clicks · From \$1 a day
- Get more people to react, comment and share**  
Post engagements · From \$1 a day

**AUDIENCE**

- People you choose through targeting
- Fantasy readers around bookstores** [Edit](#)

Location - Living In United States: San Diego (92111), San Francisco (94110) California; Ann Arbor (48104), Detroit (48226) Michigan; Minneapolis (55407) Minnesota; New York (10003) New York; Portland (97209) Oregon; Memphis (38104) Tennessee; Bradford Center (05033) Vermont; Seattle (98122) Washington

Age 13 - 65+

People Who Match Interests: E-books, Amazon Kindle, Sword and sorcery or fantasy books

[Less](#)

[Create New Audience](#)

**DURATION AND BUDGET**

Duration ⓘ

Days  End date

Total budget ⓘ

Estimated People Reached ⓘ

**630 - 1,800 people per day** of 190,000

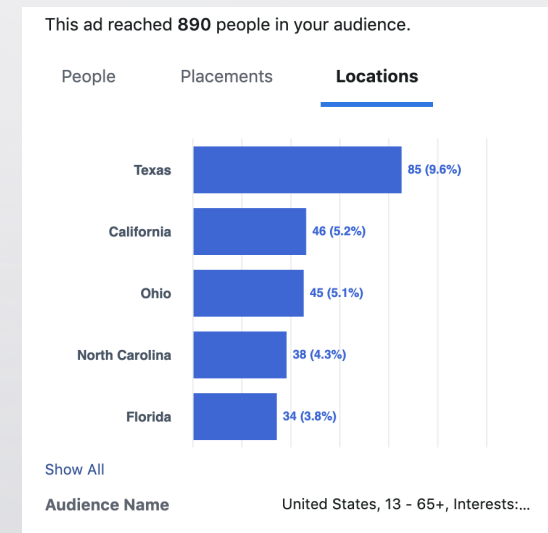
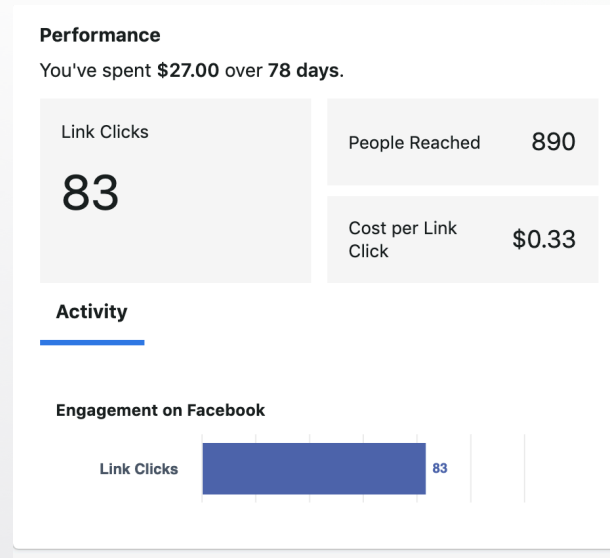
Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$5.00** per day. This ad will run for **10** days, ending on Aug 25, 2019.

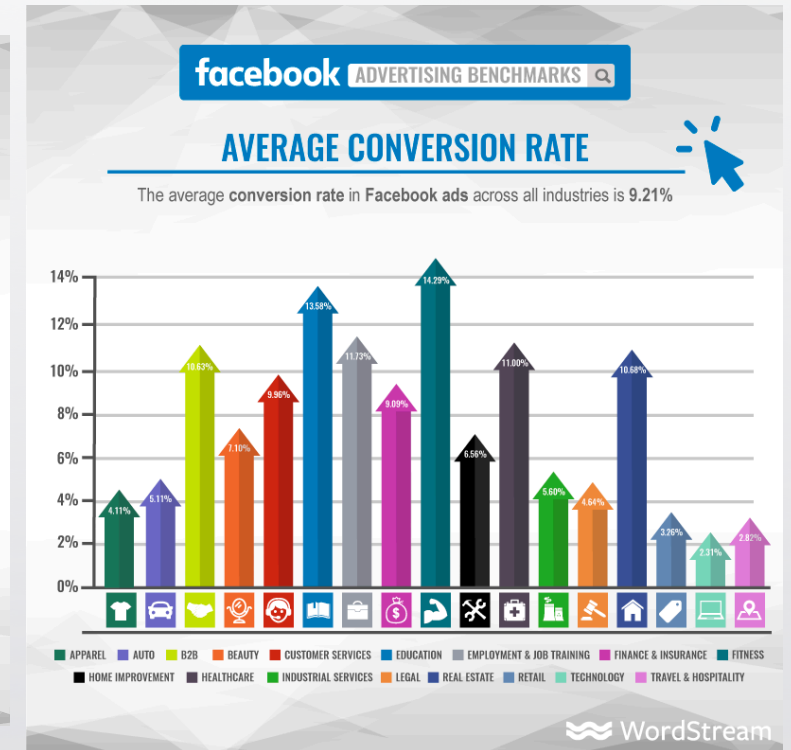
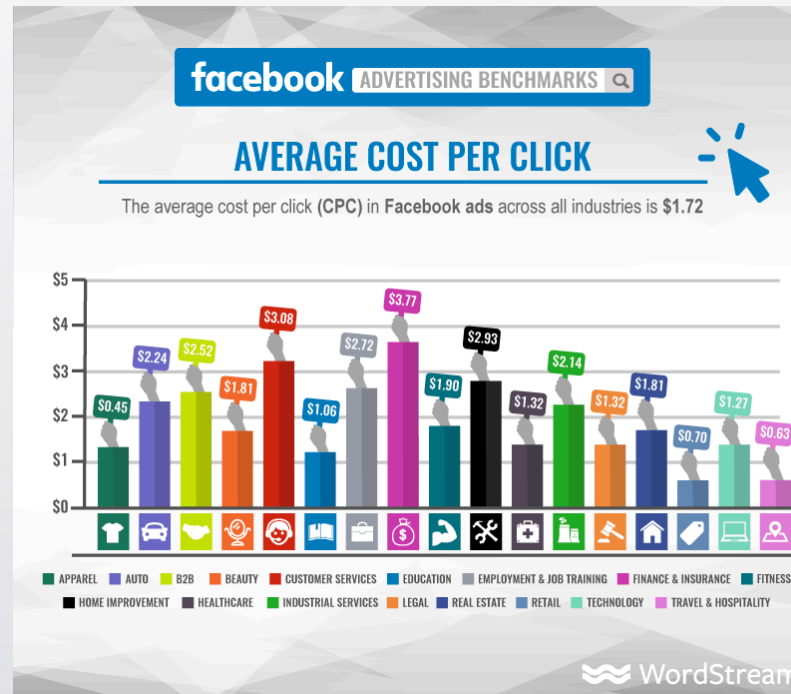
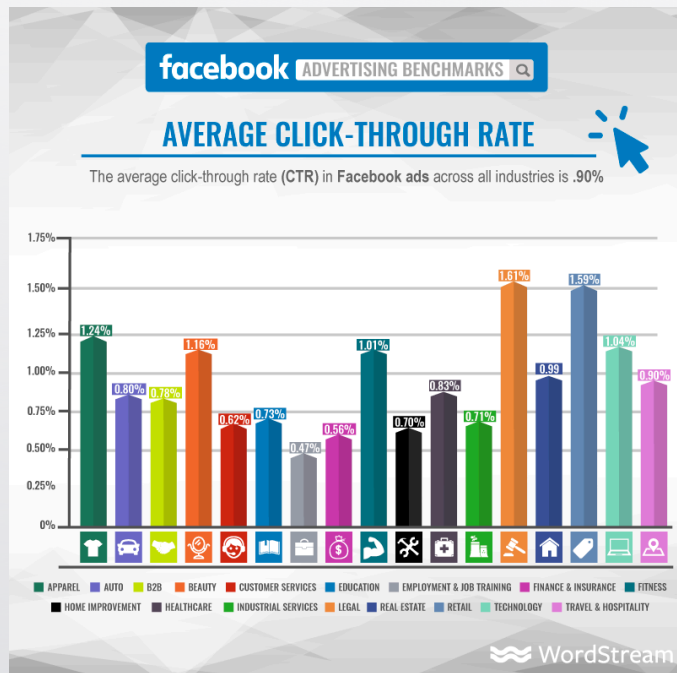
Automatic Placements (Recommended)  ON

# Tracking: Metrics

- Reach
- Engagement
- Amplification Rate
- Social Media Referrals
- Click-Through Rate
- Conversions
- Cost per Conversion



# Tracking: Benchmarks (YMMV)



Source: Irvine (2019)

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# Management

- Owner/Manager versus Delegated
- DON'T just give the intern the keys!
- Review and control . . .
- . . . But stay agile!



# Don't Do This . . .

**Umberto's Clothing Store**  
@TheLastMasterTailor

Home  
About  
Photos  
Reviews  
Posts  
Community  
[Create a Page](#)

Like Follow Share ... Call Now Send Message

Write a post...  
Photo/Video Tag Friends Check in ...

**4.9** 4.9 out of 5 · Based on the opinion of 7 people

**Community** See All  
Invite your friends to like this Page  
68 people like this  
73 people follow this  
25 check-ins

**Photos**

**About** See All

2141 N Bellflower Blvd  
Long Beach, California 90815  
Get Directions  
(562) 597-0391  
Send Message  
www.umbertoclothier.com/brands

Sewing & Alterations · Men's Clothing Store · Women's Clothing Store

Price Range \$\$  
Hours 10:00 AM - 7:00 PM  
Open Now  
Suggest Edits

**Page Transparency** See More

**Recommendations and Reviews**  
Recommended by 9 people

Great service. My favorite place to buy my suits. John and Umberto are the best.  
October 22, 2017

Excellent service. My favorite place over 20 year's to buy my suits and cologne. John and Umberto ar... See More  
October 29, 2017

Great personal service from a true tailor.  
October 13, 2013

**Do you recommend Umberto's Clothing Store?**

Yes No

See All

**Posts**

**Umberto's Clothing Store**  
July 13, 2017 · 🌐

Family is one of the most important things in life! Not only does my wonderful son Tony work with me full time, but currently I'm blessed to have my amazing daughter Gina help out on the days she is not at her usual work.

👍❤️ 10 2 Comments

Like Comment Share

**Umberto's Clothing Store**  
July 12, 2017 · 🌐

To all who "check in" on facebook thank you, it is appreciated. We will be trying to make this facebook page more active, informative, and lively. It won't happen tomorrow, but it will happen.

👍❤️ 5

Like Comment Share

See All

**ABOUT** See All

2141 N Bellflower Blvd  
Long Beach, California 90815  
Get Directions  
(562) 597-0391  
Send Message  
www.umbertoclothier.com/brands

Sewing & Alterations · Men's Clothing Store · Women's Clothing Store

Price Range \$\$  
Hours 10:00 AM - 7:00 PM  
Open Now  
Suggest Edits

**Page Transparency** See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - February 28, 2011

**Related Pages**

**Xzai-On Kumjat**  
Artist Like

**AnatomicHarmonics**  
Science, Technology & E... Like

**Milano Mens Fashion**  
Men's Clothing Store Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2019

**Umberto's Clothing Store**  
January 13, 2017 · 🌐

Still looking good!

**Steve Shorr** updated his profile picture.  
July 1, 2014

Umberto's Long Beach - 1st Modeling Assignment

Like Comment Share

**Umberto's Clothing Store**  
January 13, 2017 · 🌐

Just a photograph of some former inventory, rest assured that there is no shortage of current items.



# Do This!

**Little Man Ice Cream**  
@LittleManIceCream

Home  
About  
Posts  
Events  
Photos  
Reviews  
Videos  
Iconosquare  
Menu  
Jobs  
Community  
[Create a Page](#)

Write a post...

Photo/Video Tag Friends Check in

**Little Man Ice Cream** updated their cover photo. 21 hrs · 🌐

Like Comment Share

**2620 16th St**  
Denver, Colorado 80211  
Get Directions  
(303) 455-3811  
Send Message  
www.littlemanicecream.com  
Ice Cream Shop  
Price Range \$  
Opens at 10:00 AM  
Closed Now  
Popular hours

**Little Man Ice Cream** · 21 hrs · 🌐

The Northside Pride Open Mic Night, hosted by Mia Asano Music, is TONIGHT from 7-10PM!!!

Check out our host (and Sweet Cooie's scooper), Mia Asano, absolutely shred this Dave Matthews cover...She is clearly a diamond in the rough (watch the last 15 second of the video for her solo)! Come watch her violin SING on the Little Man Plaza in LoHi tonight! 🎻

241 Views

**Mia Asano Music** · May 2 · 🌐

Last night at Royale. Had so much fun playing with these amazing musicians!!!

Thank you @partyrocklive @marcuslinial @freshkidsforblair @drmagdn @jonathanarons @ramsaysmusic @fishoutofwhiskey @albis\_music

Like Comment Share

See All

Mon Tue Wed **Thu** Fri Sat Sun

Suggest Edits

**Page Transparency** · See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - March 17, 2009

**Related Pages**

- Tattered Cover Book S... Bookstore · Like
- 5280 Magazine Magazine · Like
- Linger New American Restaurant · Like

**Pages Liked by This Page**

- Sue Ustas · Like
- So Let's Roll · Like
- Cornerstone Apartme... · Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

**Upcoming Events**

ALAMO THEATRE PRESENTS Little Man ICE CREAM

**FLICK Fridays**

- Aug 16** Flick Fridays Jun 7 - Aug 30 · Little Man Ice Cream · Denver, Color... Film · 388 people · Interested
- Aug 17** Swingin' Under The Stars - Deja Swing! Sat 7:30 PM MDT · Little Man Ice Cream · Denver, Col... Dance · Interested
- Sep 7** Sock Drop Sock Hop 2019 benefiting Urban ... Sat 12 PM MDT · Little Man Ice Cream · Denver, Color... Causes · 154 people · Interested

See All

**Photos**

**WE WILL BE CLOSED TOMORROW UNTIL 5PM FOR OUR EMPLOYEES**



## Activity: Page Peer Probe

- On your phone, pull up your business's Facebook page (if you have one) and the page of a competitor
- Swap with a neighbor and review
- Discuss at least one positive aspect of each page and one aspect that could be improved

“We don’t have a choice on whether we do social media, the question is how well we do it.”

– Erik Qualman

“Social media replaces nothing, but complements everything.”

– Neal Schaffer

# Contact Information

Russell E. Walker, PhD

Senior Professor, College of Business & Management and  
College of Engineering & Information Sciences

3880 Kilroy Airport Way  
Long Beach, CA 90806-2449

Phone: 562.997.5331

Email: [rwalker2@devry.edu](mailto:rwalker2@devry.edu)



@RussEWalker



[linkedin.com/in/profwalker](https://www.linkedin.com/in/profwalker)

Website: [russellwalker.com](http://russellwalker.com)

