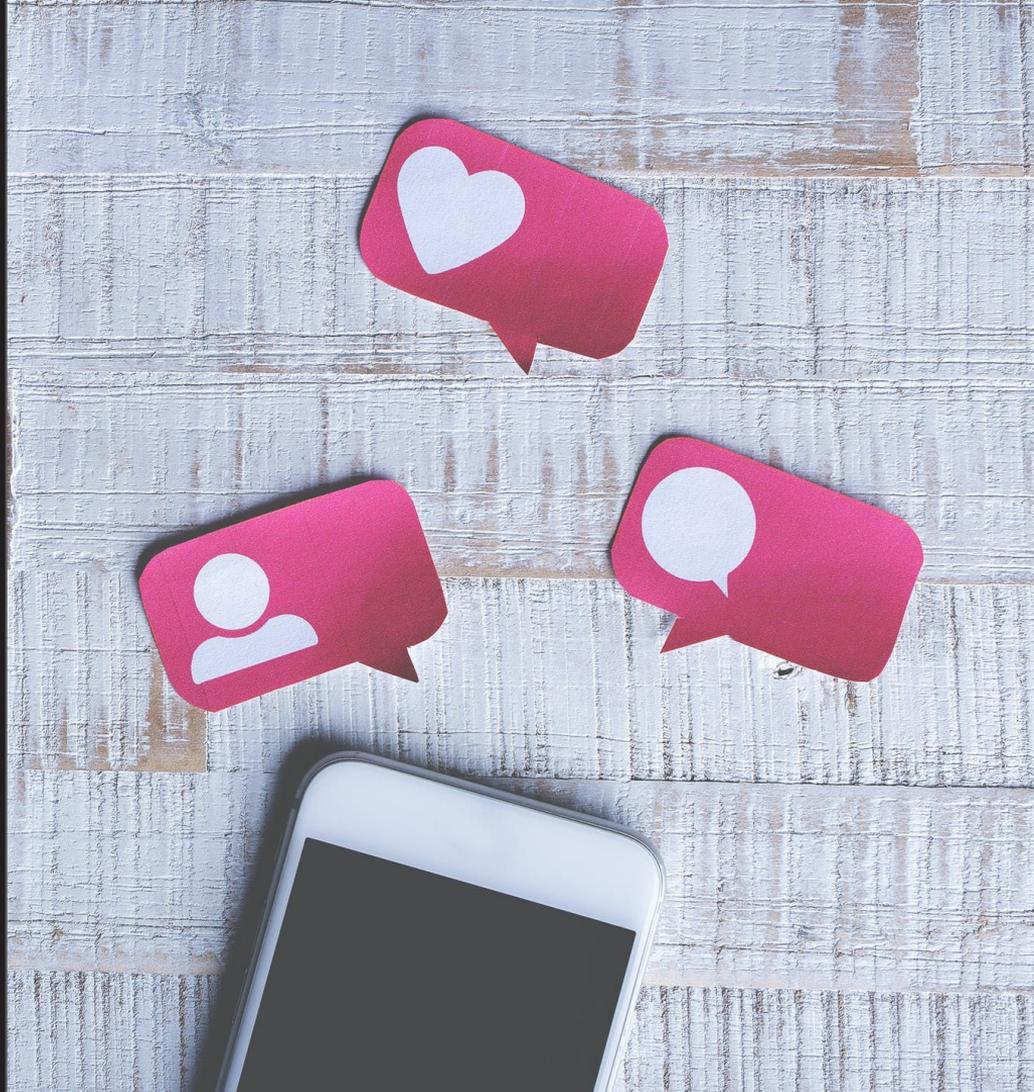




Village of Hanover Park Economic Development Committee.

10 Social Media Best
Practices for 2021

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A Little About Us.

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Founded in 1999

20+ years in business

Profitable every year

Single owner

15% growth annually



Tennessee and Beyond

Offices in Memphis & Nashville

Remote team members

Working with industry leaders across the US



Values Driven

Work with heart

Serve our clients

Treat others well

Tend the tree

Do good



Unique Team Structure

An expert in every seat

Allows us to offer a wide variety of services

Voted Best Place to Work

Partnership Overview.

speak

**Brand
Presence**



Brand Presence

- Web Design
- Video
- Photography
- Branding

Supporting Systems

- Mobile App Development
- Web Development
- Integrations
- CRM Implementation

Strategic Marketing

- Search
- Social Media Marketing
- Email Marketing
- Content Marketing
- Web Design/Content Maintenance
- Ad Placement
- Print Media
- PR and Communications

A Partner Trusted by Many.

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Social Media in 2021.

More than 500 Million users interact with Instagram Stories daily.

51% of brands are using video in their stories.

54% of social media users research products before they buy.

71% say they are influenced on purchase decisions through social.

Social Media in 2021.

All Industries total average 5.5 posts on Facebook per week
and 4.0 posts per week on Instagram

- Financial Services - 4.6 / 2.7
- Food + Bev - 2.5 / 2.7
- Hotels - 3.2 / 2.9
- Nonprofits - 9.2 / 4.0
- Retail 6.1 / 5.5
- Higher Ed 6.8 / 2.9

How can social media help your organization?

- Authority
- Awareness
- Authenticity
- Advocacy
- Activity

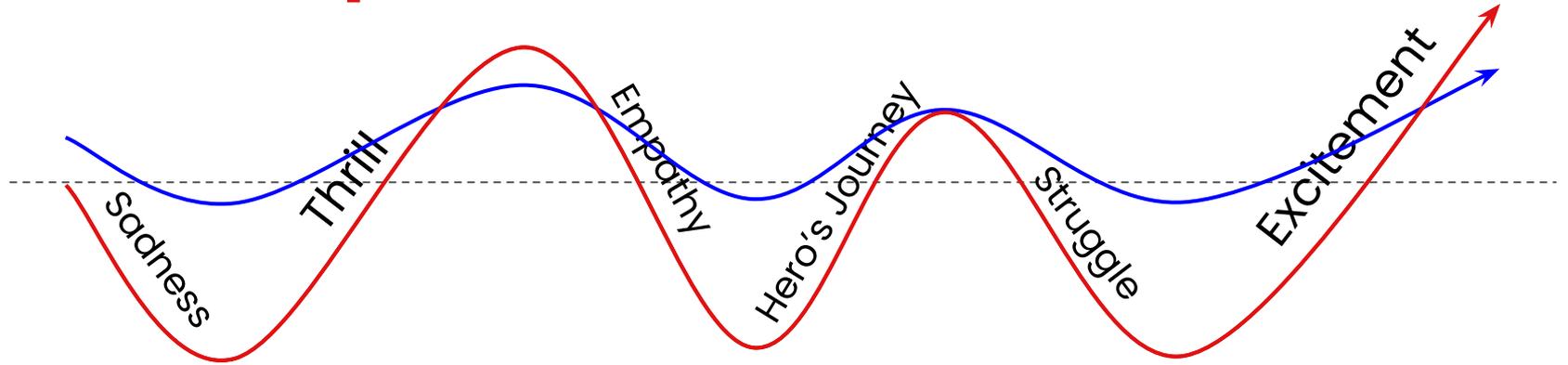


10 Best Practices of Social Media in 2021.

Top 10 Best Practices.



#1 – Remember that human emotion is what keeps social media alive.



Top 10 Best Practices.

Speak

#1 – Remember that human emotion is what keeps social media alive.

What's your appeal?

What feelings can you provide your client? Security, Happiness, Inspiration?

Tell a story.

Appealing to your audiences' imagination helps solidify an emotional connection to your brand.



Like



Love



Haha



Wow



Sad



Angry

Top 10 Best Practices.

Speak

#2 - No one buys your services or products. They buy outcomes and results.

What outcomes do you offer?

Share success rates, testimonials, and news that favors your audience

What does success look like to your audience?



Authority • Awareness • Authenticity • Advocacy • Activity

Top 10 Best Practices.

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#3 – Retargeting Works.

10x Lift

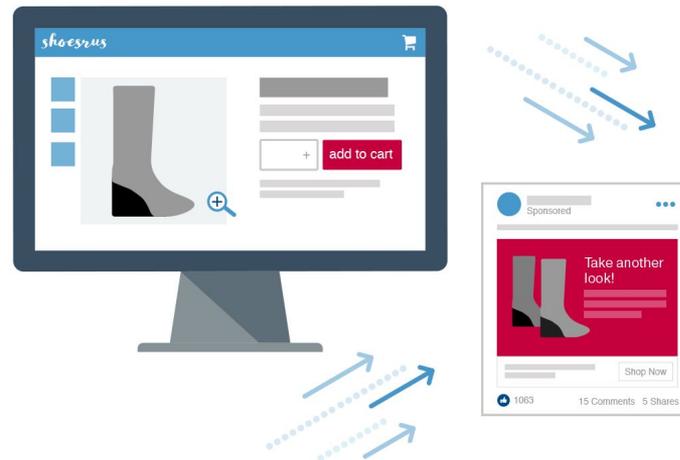
Retargeted Ads perform 10x better than traditional display ads

Recall and Remind

Once people have visited your site, retarget them with specifics and solutions

Social vs. Display

Social – focus on Facebook with Instagram Placement
Display – Google Ad Network



Authority • Awareness • Authenticity • Advocacy • Activity

Top 10 Best Practices.

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#4 - Know your audience, know your platform.

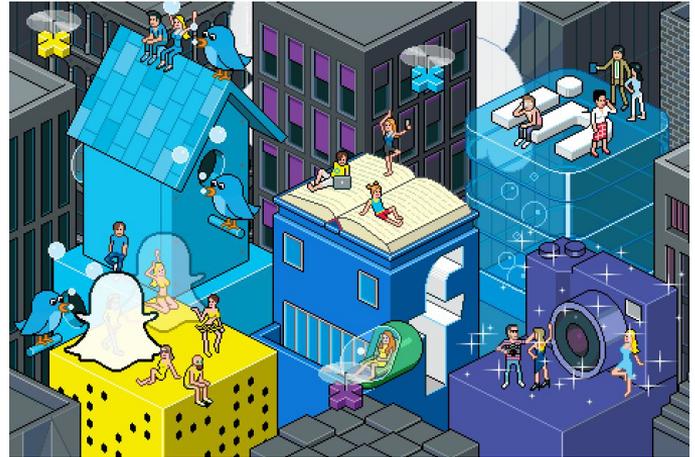
Who are you trying to reach?

Facebook is a primary platform. There are audiences on LinkedIn, Instagram and more.

Don't overextend yourself

Stick to the platforms that make sense for you.

Make time for one-on-one touchpoints



Authority • Awareness • Authenticity • Advocacy • Activity

Top 10 Best Practices.

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#4 - Know your audience, know your platform.

Not all Hashtags are Created Equal

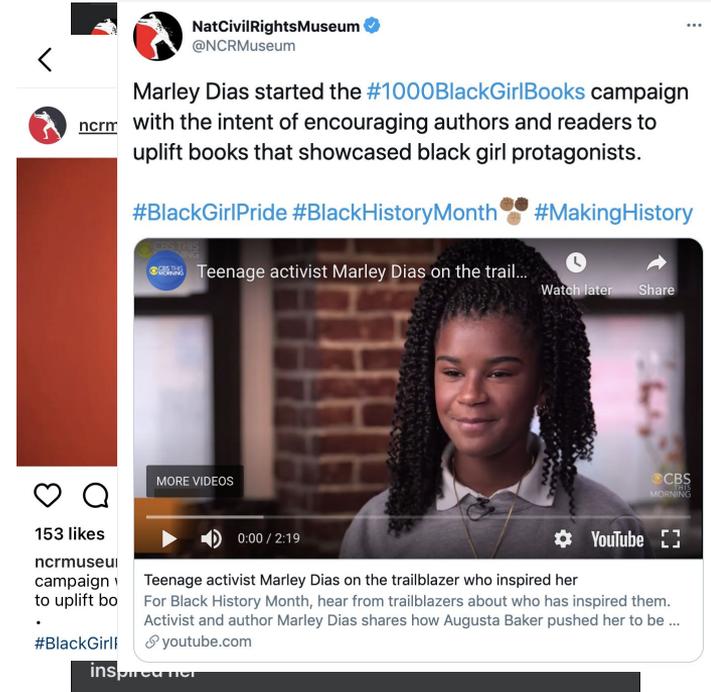
Facebook - commentary

Instagram Feed - visuals

FB/Instagram Stories - what's happening now

TikTok/Reels - entertainment

LinkedIn - industry specific news



Authority • Awareness • Authenticity • Advocacy • Activity

Top 10 Best Practices.

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#5 - Share news and your commentary to fill your publishing calendar.

Show that you are aware

How are things from the headlines impacting us locally?

Show that you know your stuff

Is there freebie advice you can give? Is there a reason people should consult an attorney with this kind of news? Now's the chance.

- + *Trending News*
- + *Upcoming Court Cases*
- + *Pop Culture*
- + *National Politics*
- + *State Laws*
- + *Local Headlines*

Top 10 Best Practices.

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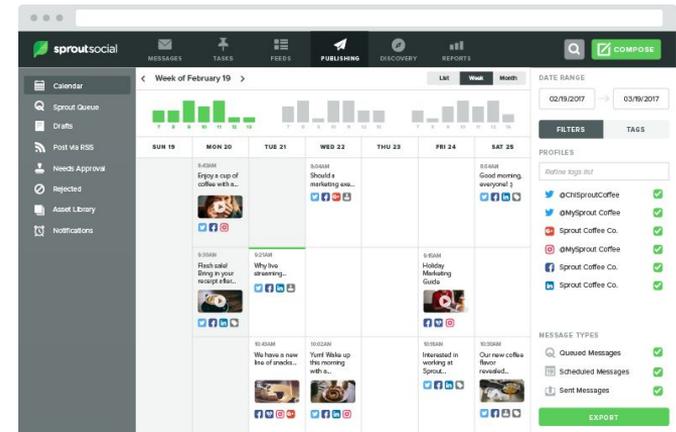
#6 - Have a publishing calendar.

Short term work, long term gain

Keep the team informed

Keeps the entire team informed of what's publishing when, and allows room for creativity

Consistency is important



Top 10 Best Practices.

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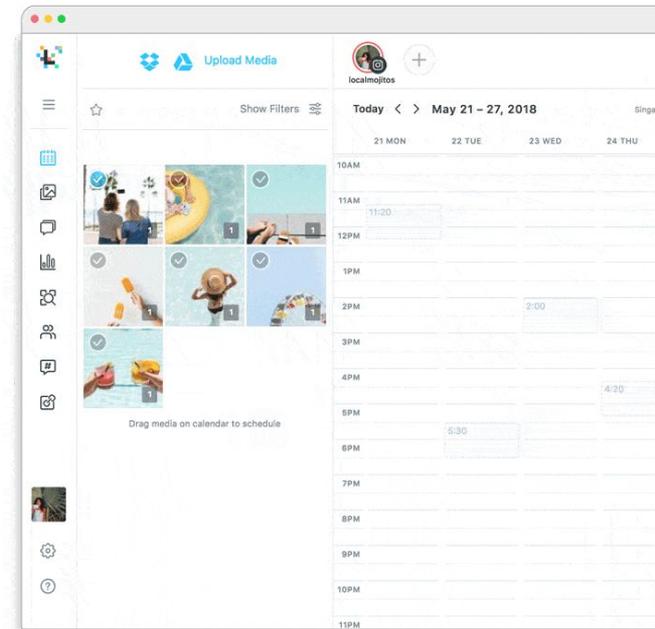
#7 – Planning & Scheduling builds efficiency + strategy.

Save Time

Creating a workflow allows you to get in and get done. Time is money.

Off-the-cuff thoughts aren't strategic

"Boots on the ground" posts are great when they're relevant to what you're trying to do. Posting for the sake of posting decreases engagement.



Top 10 Best Practices.

speak

#8- Consider why people should follow you.

If you were them, what content would you want to see?

Share results, testimonials, reviews, and practice areas.

People might not follow you until they need you.

Promote yourself, think of social media like a “get to know you” interview- share the information that’s important to know.



Authority • Awareness • Authenticity • Advocacy • Activity

Top 10 Best Practices.

Speak

#9 – Know when to press pause.

Be a Global Citizen.

Understand that current events evoke emotion, and even if you don't share the same view, it's important to not exploit or be tone deaf.

If you weren't there, don't appropriate.

9/11 or Veteran's Day, for example, is not the time to promote your business, unless you were involved.

Sentiments, yes. Advertisements, no.



Top 10 Best Practices.

speak

#10 - Be Inclusive and Thoughtful

Representation Matters

Show Your Human Side

74% of respondents in a Twitter survey said they want brands to showcase acts of kindness.

77% feel more positively about brands that support society in crisis



How can social media help your organization?

- Authority
- Awareness
- Authenticity
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Thank you.

Questions, comments,
or want to chat?

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