





# A STARTER'S GUIDE TO SOCIAL MEDIA

with  
**Soriginal**

# Know your Audience

Applies To:



- Where are they?
- When are they online?
- What do they Like?
- When do they watch?
- What do they Click?
- What's worked in the Past?



## Rule of Thumb

Look at Facebook Analytics and try and get as many conclusions about your audience as you can.

*If you're just launching...*

*Applies To:*



- *Ask your staff these questions.*
- *Be Objective & Pragmatic.*
- *Look at Competitors*

*Rule of Thumb*

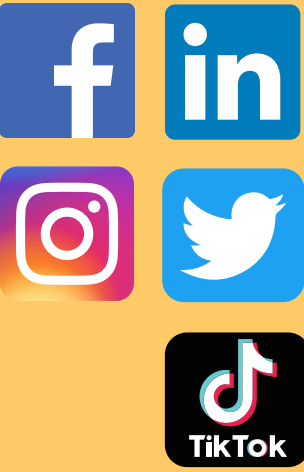
*Be sure you have Content for first 6 Months and don't post for the sake of posting; 1-2 per day max to be safe.*

# Hashtags

- Add #'s at the *Start* or *End* of caption.
- Think long-term, use a hashtag people can relate to *You*.
- Be *Consistent* with it.



*Applies To:*



# Tagging

- *Don't* overtag an image.
- Tag relevant *Partners* on caption.
- Tag other orgs on a *Comment* for extra exposure.

# Captions

- Write as if you are *Speaking*.
- If you can, speak with *Emojis*.
- *Ask* your audience questions.

Applies To:



# Links

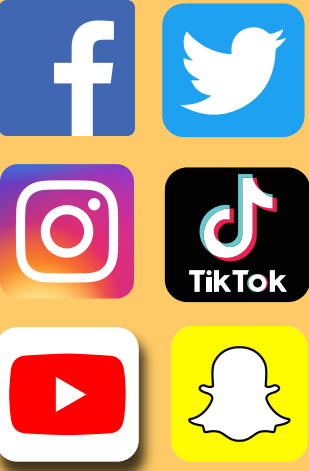
- *Shorten* if necessary  
Make you're it's  
*Clickable*
- Lead users somewhere  
*Easy to Navigate*



# Trends

- Be sure you're *On Trend* with content and language.
- Keep up and be ready to *Change* strategy monthly.

Applies To:



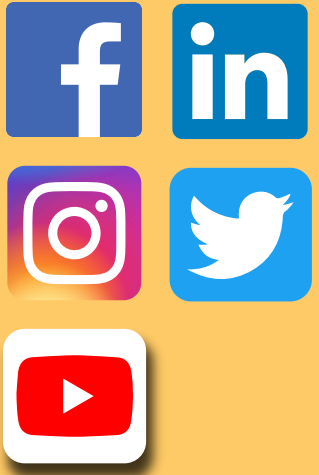
# Termination

Learn what the following means:

*Reach, Impressions,  
Reactions, Engagement &  
Videos*

# Photo Guidelines

Applies To:



- Focus on *Quality*.
- Understand *Dimensions* for each platform.
- Use *People*, smiles and *Recognisable People*.

## Rule of Thumb

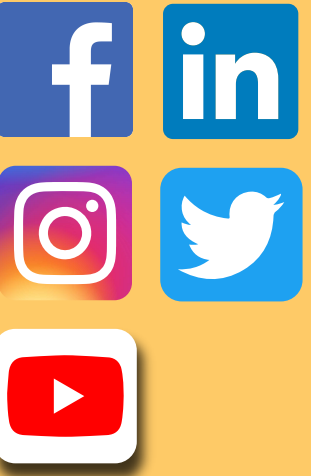
- Create graphics directly for *Social Media*; don't post your designed-for-posters on social.



# Video Guidelines

- Punch to start
- Understand *Ratio* for each platform.
- 40 secs max for a *Video Post*
- 3 minutes for *Long Videos*

Applies To:



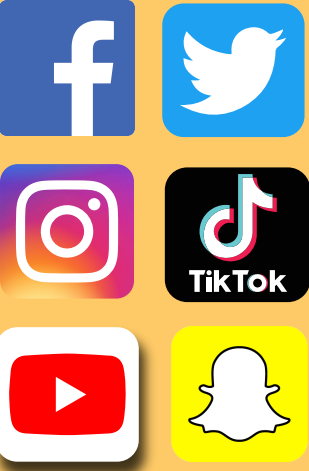
## Rule of Thumb

Apply same as  
*Photo Guidelines*

# Short Content

- *Use Stories:* Posts which *Disappear* after 24 hours.
- *Take advantage of it*  
Great for *Live* content

*Applies To:*



## Top Content Tip

Take advantage of all the *video editing tools* there are within each platform.

# How can 8 original *HELP?*

We deliver social media management & execution  
to keep our clients active and thriving.

Find out what  
*Your Strategy*  
should be.

*Get In Touch*

