SOCIAL DOMINATION: HOW TO CONQUER 'THE BIG 3' SOCIAL MEDIA NETWORKS

Anum Hussain

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@anum

inbound marketer.
community activist.
tech enthusiast.
cookie lover.
taco bell addict.

DOMINATION PLAN

1. Form a Strong Alliance
2. Perfect Your Machinery
3. Improve Your Communication

1 FORM AN ALLIANCE

A brief story about the Big Three …

VS

VS

2 PERFECT YOUR MACHINERY

From sea to sky … aircraft advancements.

FACEBOOK

Posting Options on Facebook

Status

Link

Photo

Video

Event

Check-In

1,500

possible stories are filtered through per day on an avg Facebook user's News Feed

Lars Backstrom, Facebook Engineering Manager

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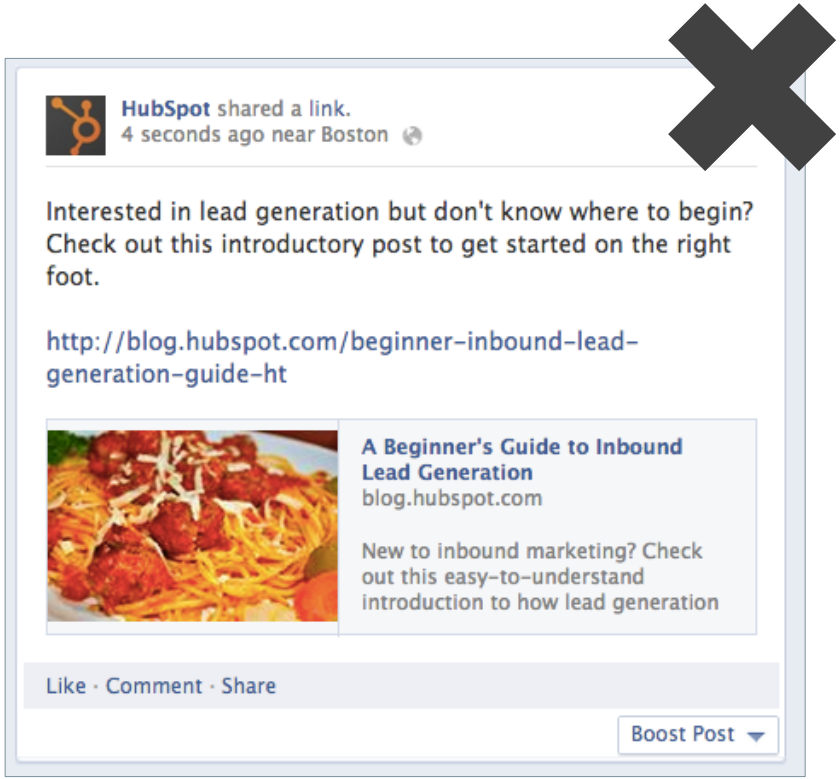
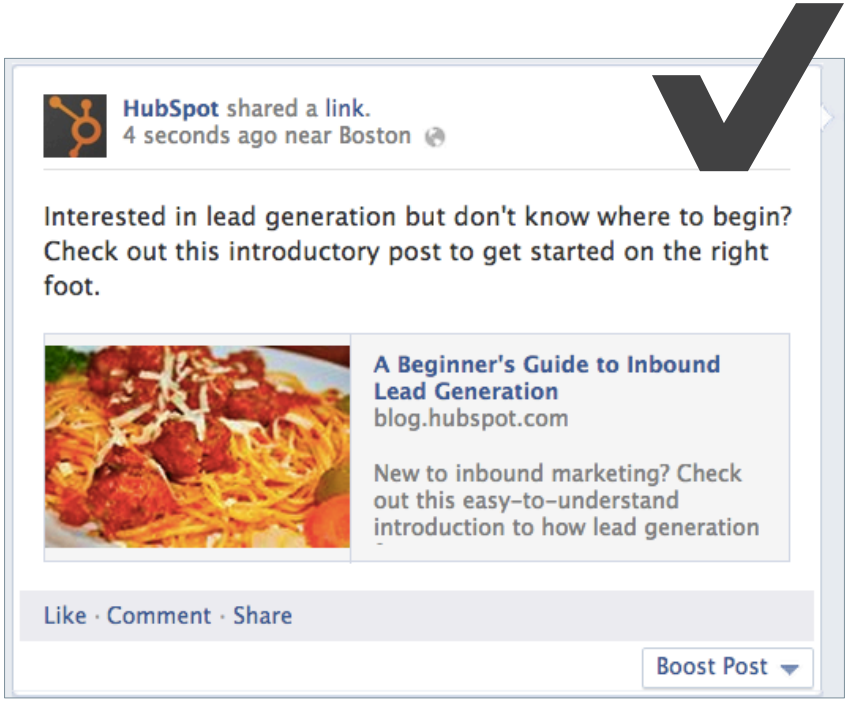
possible stories are filtered through per day on an avg Facebook user's News Feed

Lars Backstrom, Facebook Engineering Manager

Best Practice 1: Remove Links from Copy





Photos on Facebook Pages receive

53%

more Likes than the average post.

Source: HubSpot

Photos on Facebook Pages receive

104%

more comments than the average post.

Source: HubSpot

Best Practice 2: Employ Photos Over Links

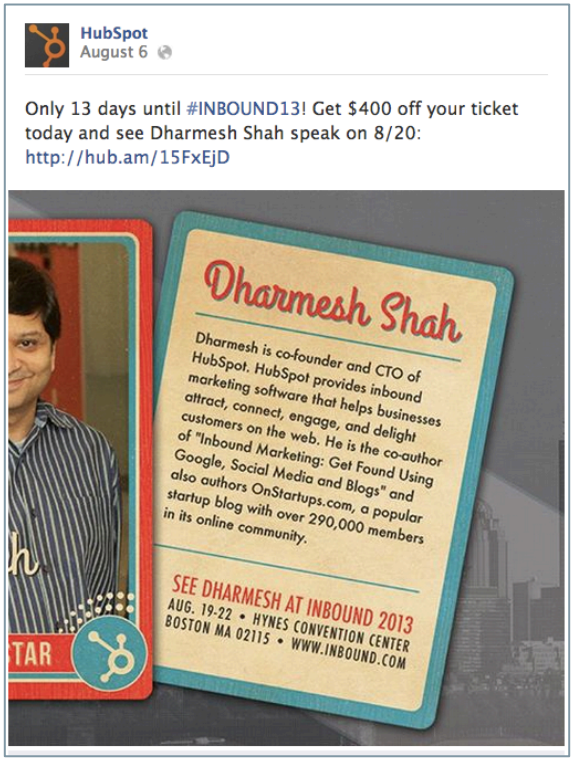
Best Practice 3: Optimal Image Upload Size

Timeline Image Preview:
403 x 403 px

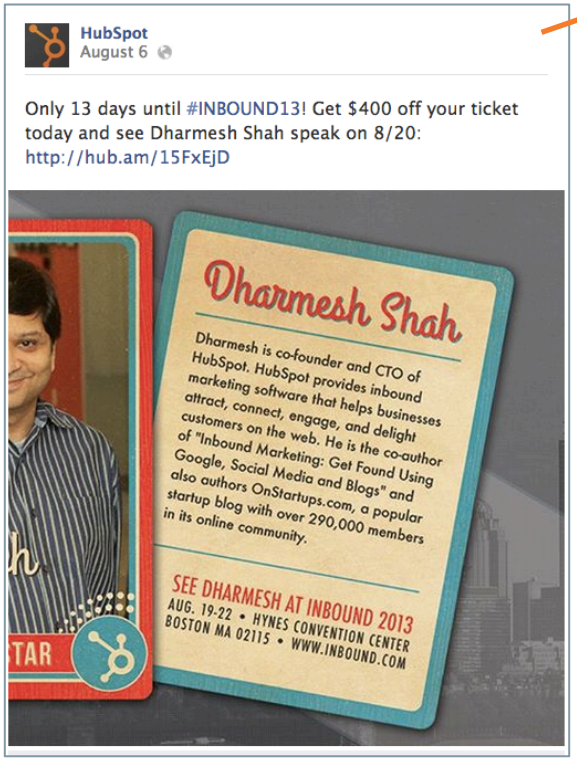
Shared Link Preview:
156 x 116 px

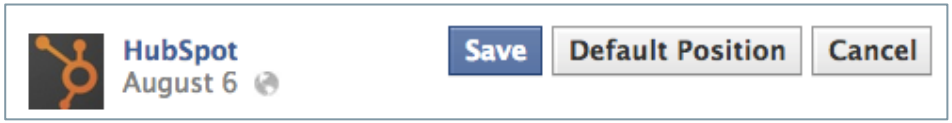
Shared Video Preview:
156 x 87 px

Best Practice 4: Reposition Timeline Photo



Best Practice 4: Reposition Timeline Photo





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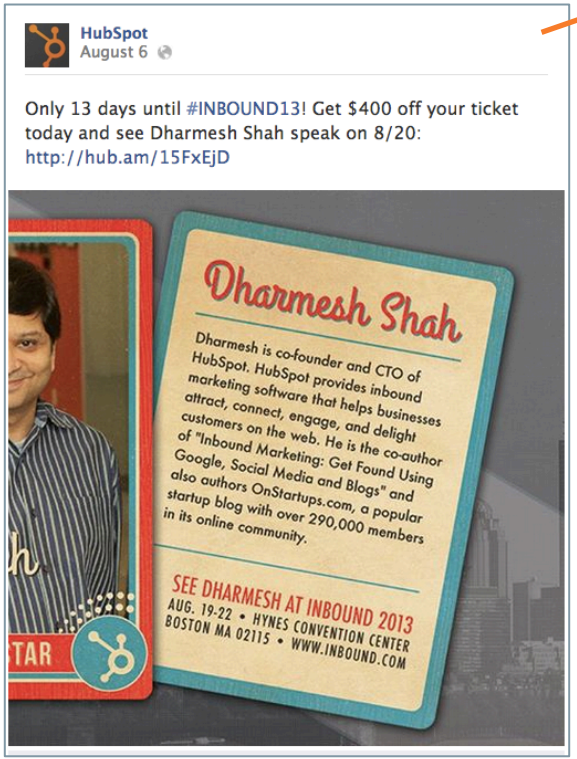
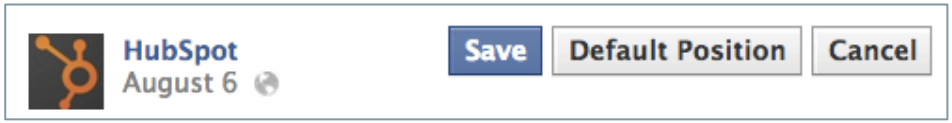
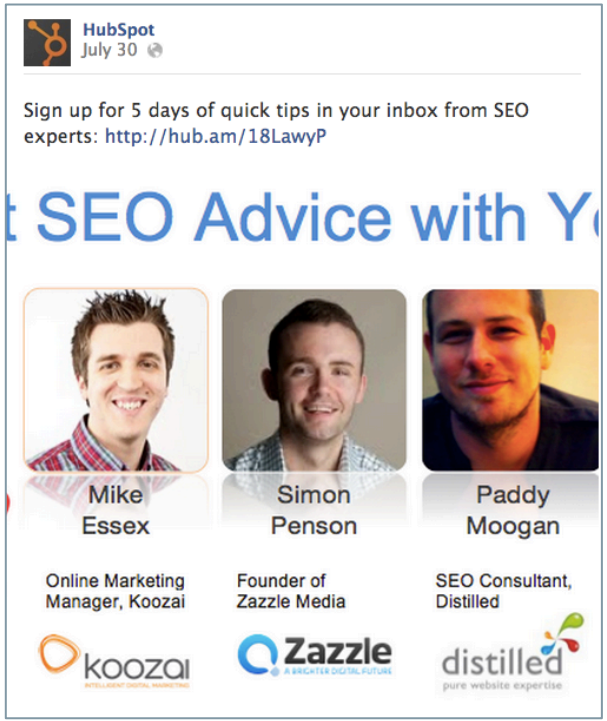




Best Practice 5: Highlight Horizontal Photos



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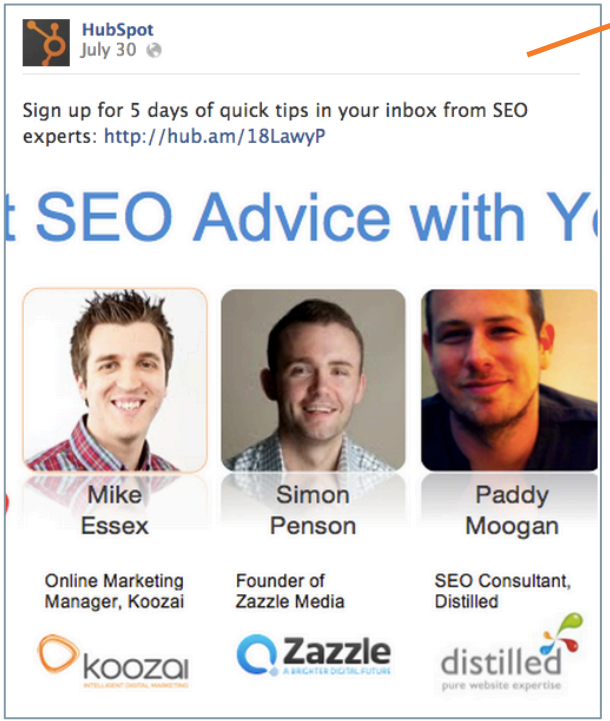

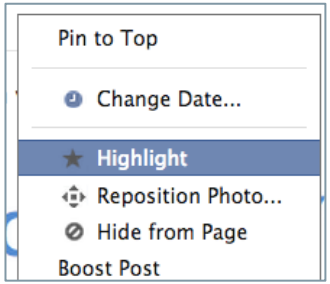

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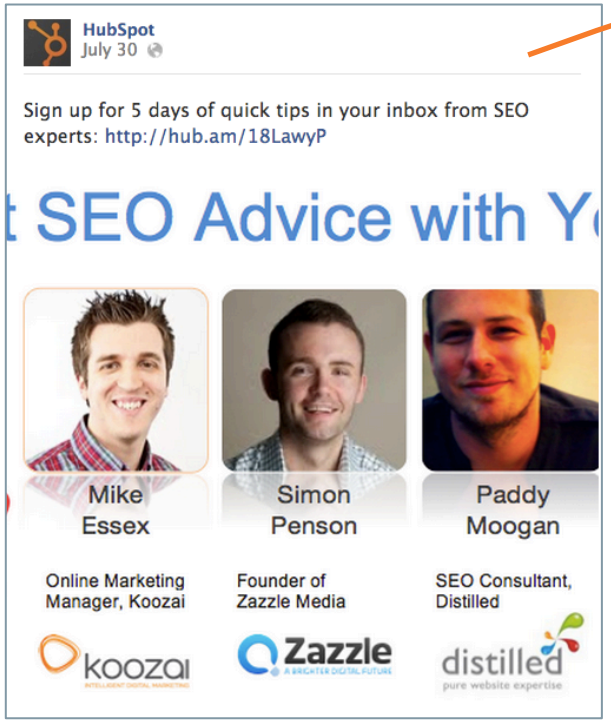

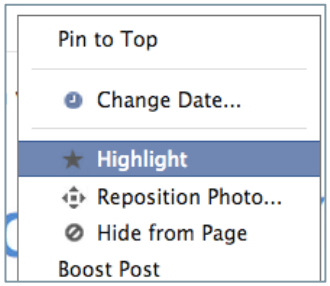

Best Practice 6: Post to Timeline Before Album

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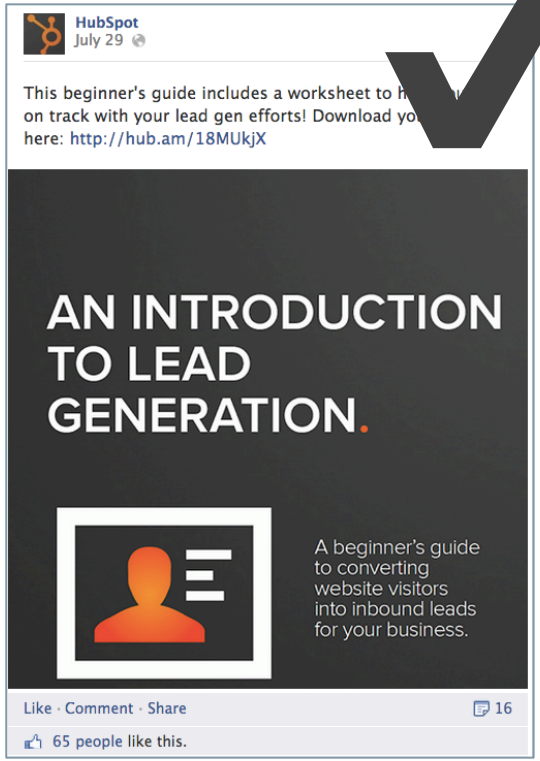
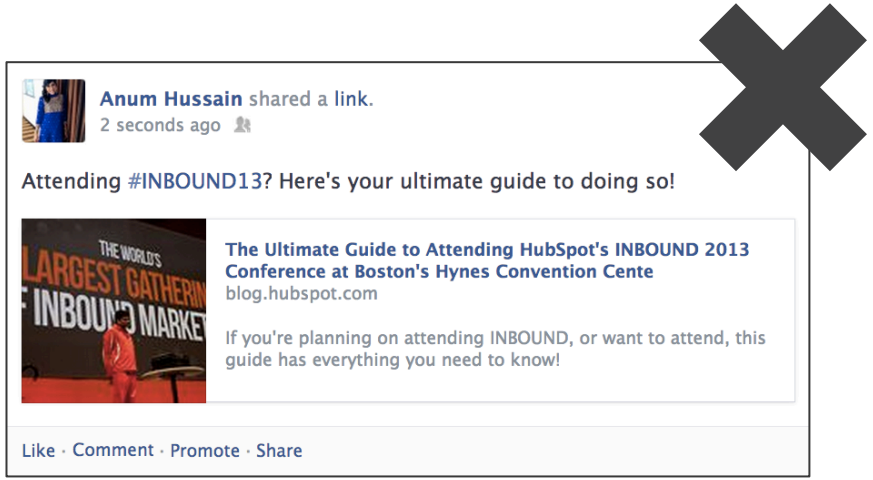
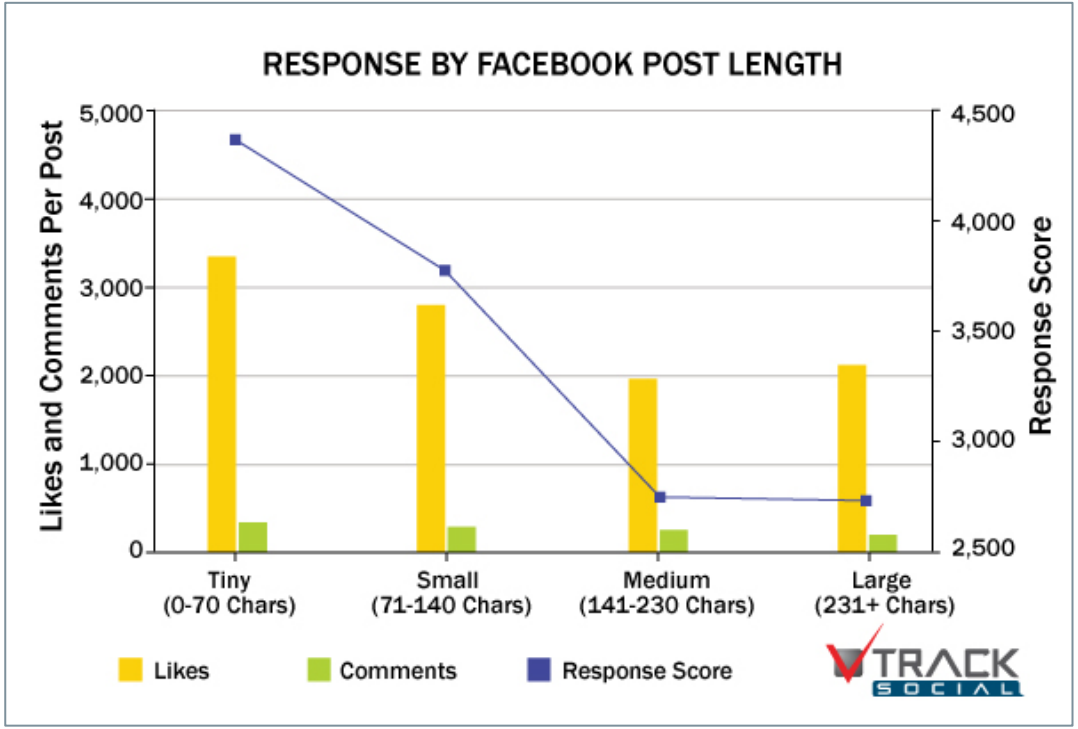


Best Practice 7: Link Titles < 100 Characters



Best Practice 8: Keep Post Copy Succinct



LINKEDIN

Posting Options on LinkedIn

Status

Link

Photo

Video Link

2.6

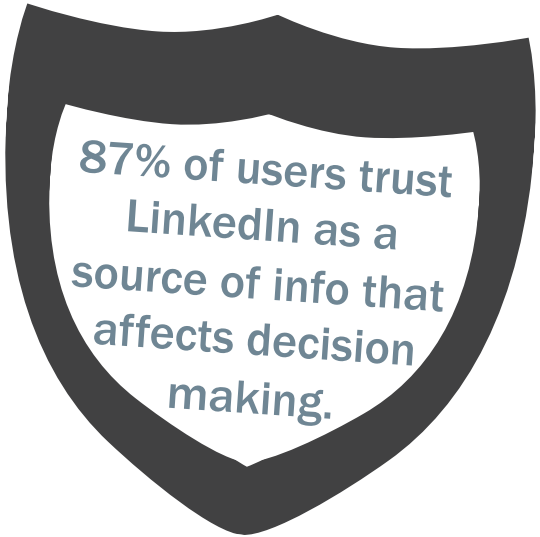
million companies have LinkedIn Company Pages

LinkedIn

2.6

million companies have LinkedIn Company Pages

LinkedIn



Best Practice 9: Include Shortened Link in Copy

HubSpot With LinkedIn, you can become whoever you want to be if you put in a little bit of time -- specifically 15 minutes.

How to Build Authority on LinkedIn in 15 Minutes a Day

blog.hubspot.com · Learn how to build your personal and business brands on LinkedIn in just 15 minutes a day.

HubSpot Have you developed your personal brand on LinkedIn before? What worked for you -- and what didn't? Check out more here >> http://hub.am/15zBeG7

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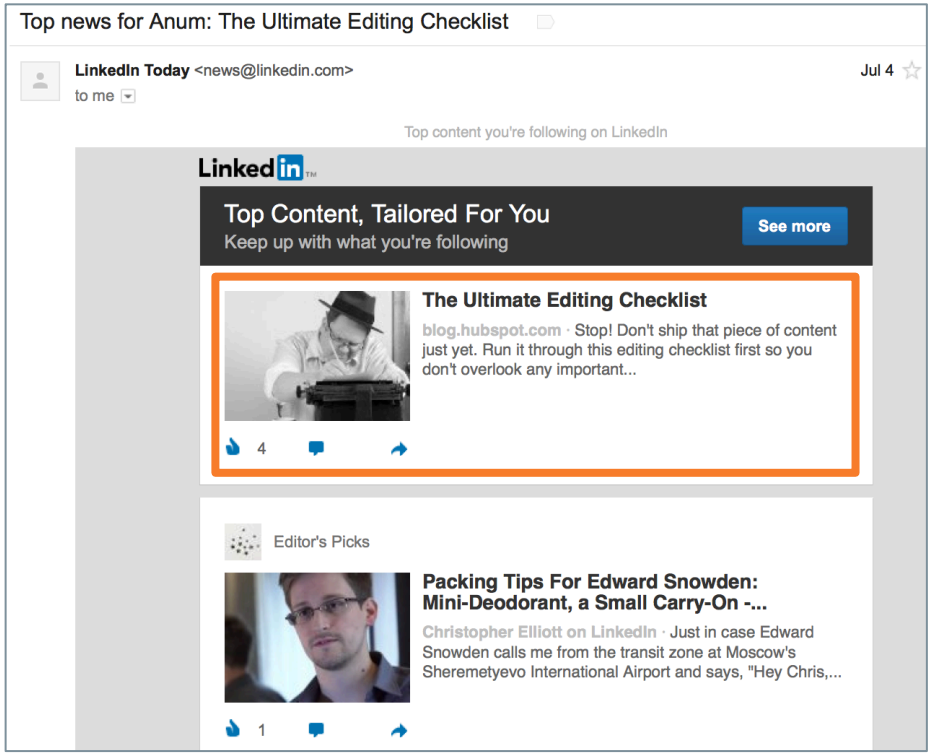
How to Build Authority on LinkedIn in 15 Minutes a Day

hub.am · Learn how to build your personal and business brands on LinkedIn in just 15 minutes a day.

* USE OF SHORTENED LINK HERE IS OPTIONAL

Best Practice 10: Rally Around One Post



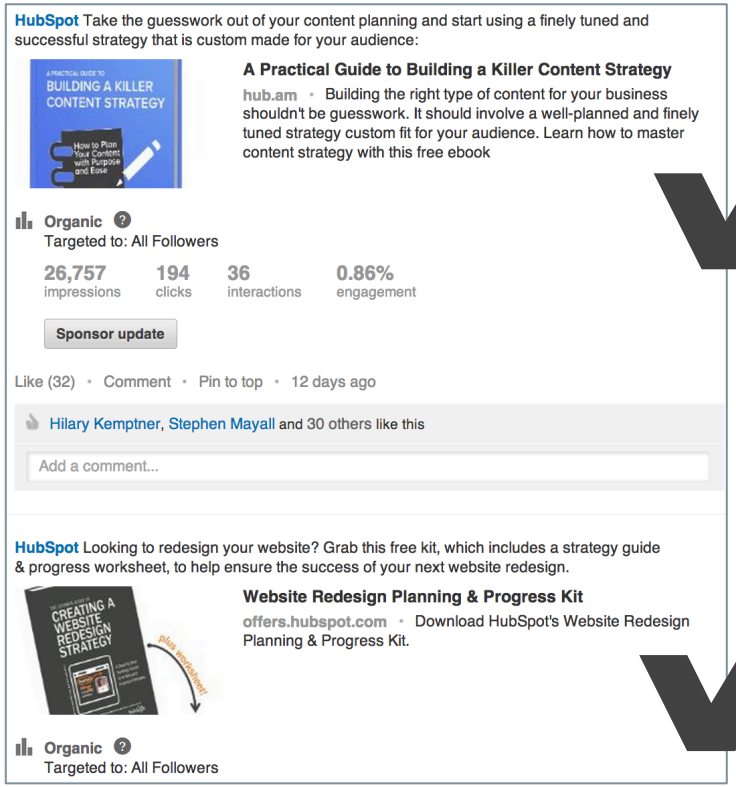
LinkedIn is

277%

more effective for lead gen
than Facebook and Twitter.

Source: HubSpot

Best Practice 11: Share More Marketing Offers

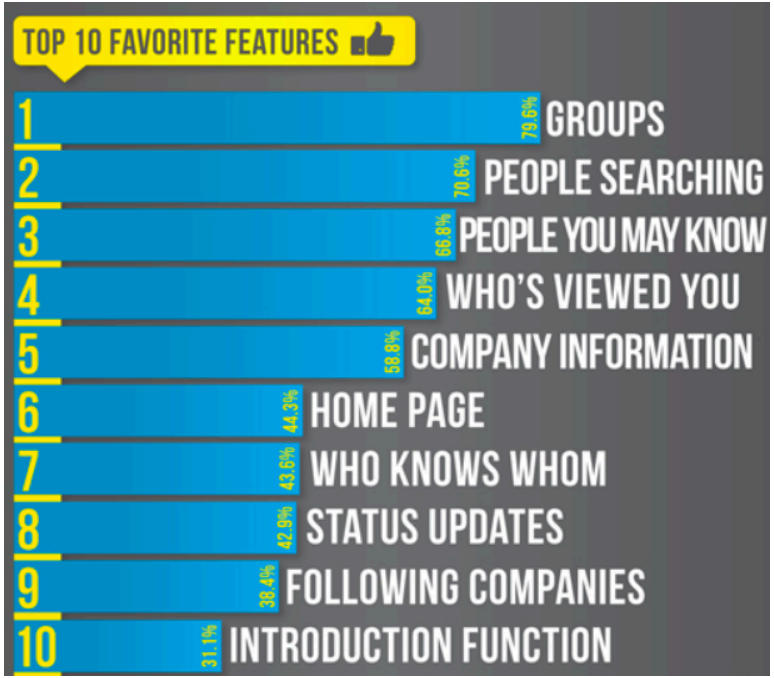


53%

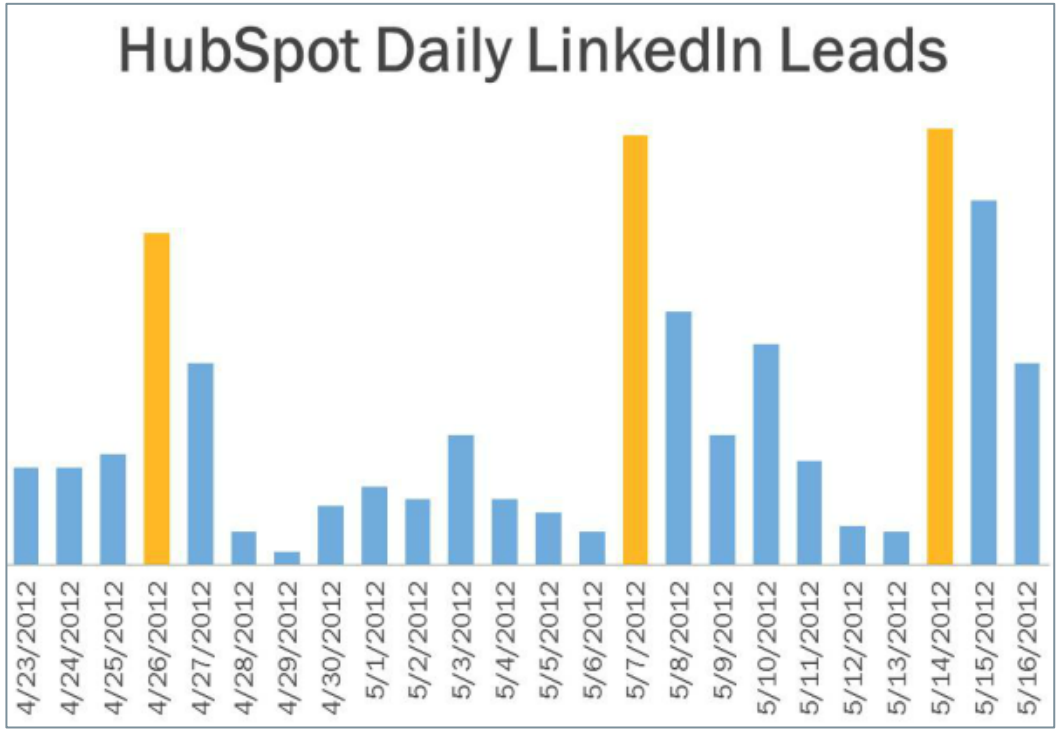
of LinkedIn users join 10 or more groups.

Source: Power Formula

Best Practice 12: Engage in Groups



Best Practice 13: Use LinkedIn Announcements



TWITTER

Posting Options on Twitter

Status

Link

Photo

Video

3y, 2m, 1d

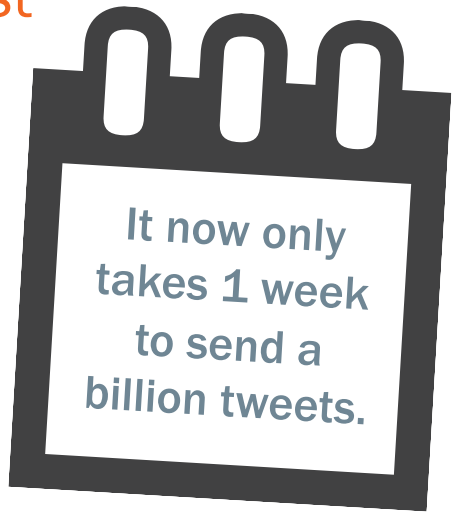
is the time it took from the first tweet to the billionth tweet.

Twitter

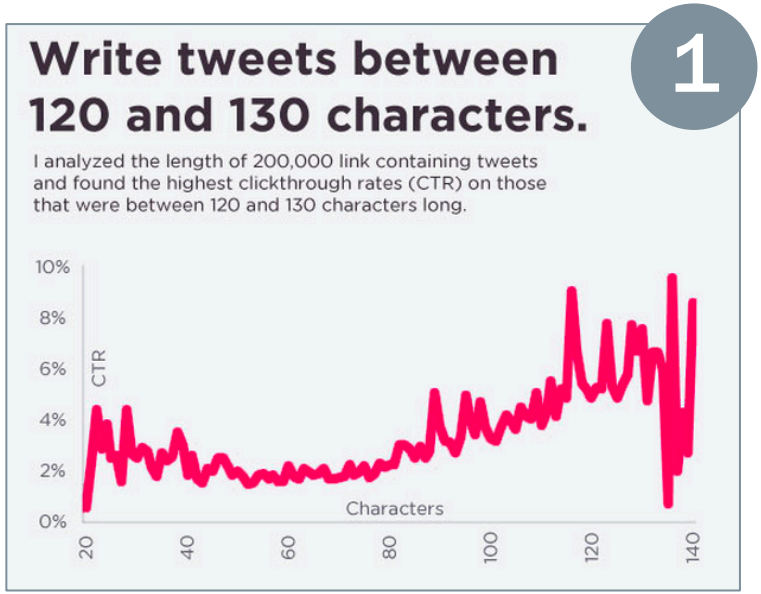
3y, 2m, 1d

is the time it took from the first tweet to the billionth tweet.

Twitter



Best Practice 14: Keep Tweets Short

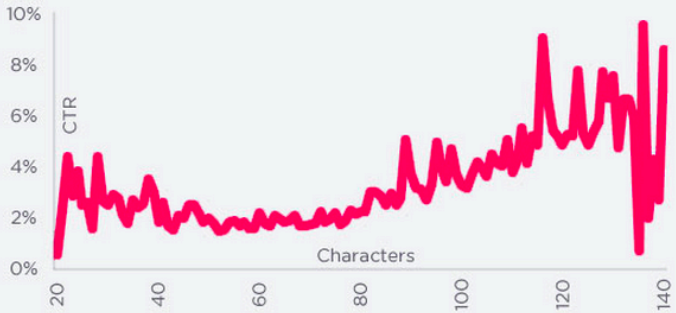


Best Practice 14: Keep Tweets Short

1

Write tweets between 120 and 130 characters.

I analyzed the length of 200,000 link containing tweets and found the highest clickthrough rates (CTR) on those that were between 120 and 130 characters long.



2

Anum Hussain @anum

Awesome presentation & blog post featuring 25 Star Players Coming to #INBOUND13 [SlideShare] bitly.com/19ehSLo via @hubspot by @rsprung

View summary

Amanda Sibley @AmandaSibley 1m

RT @anum: Awesome presentation & blog post featuring 25 Star Players Coming to INBOUND [SlideShare] bitly.com/19ehSLo via @hubspot

View summary

Best Practice 15: Include Twitter Handles

Anum Hussain @anum
The Ultimate Guide to Attending #INBOUND13 -
blog.hubspot.com/ultimate-guide… via @hubspot, by Rachel Sprung
Expand

Anum Hussain @anum
The Ultimate Guide to Attending #INBOUND13
blog.hubspot.com/ultimate-guide… via @hubspot, by @rsprung
View summary

Best Practice 16: Know Reply VS Mentions

Anum Hussain @anum 5m

@bleaning Hey Brittany, this is a test tweet that is only being seen by YOU :)

Expand

Best Practice 16: Know Reply VS Mentions

Best Practice 16: Know Reply VS Mentions

*

BRIAN FOLLOWS @ANUM & @BLEANING

Best Practice 17: Use Hashtags Judiciously

> **Including more than two in a Tweet is probably overkill**, and you only need to tag the most important word that represents the theme of your Tweet.

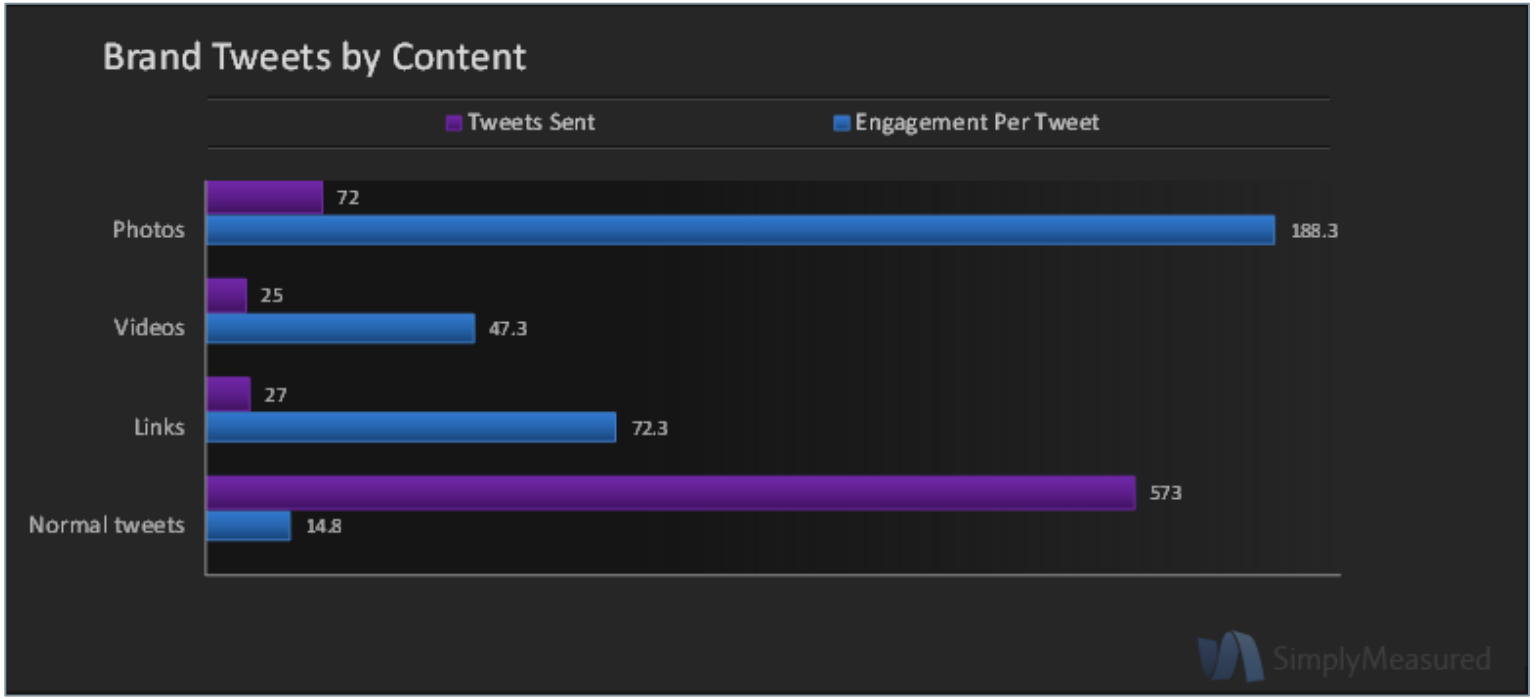
Source: Twitter

Best Practice 17: Don’t Force Trending Hashtags

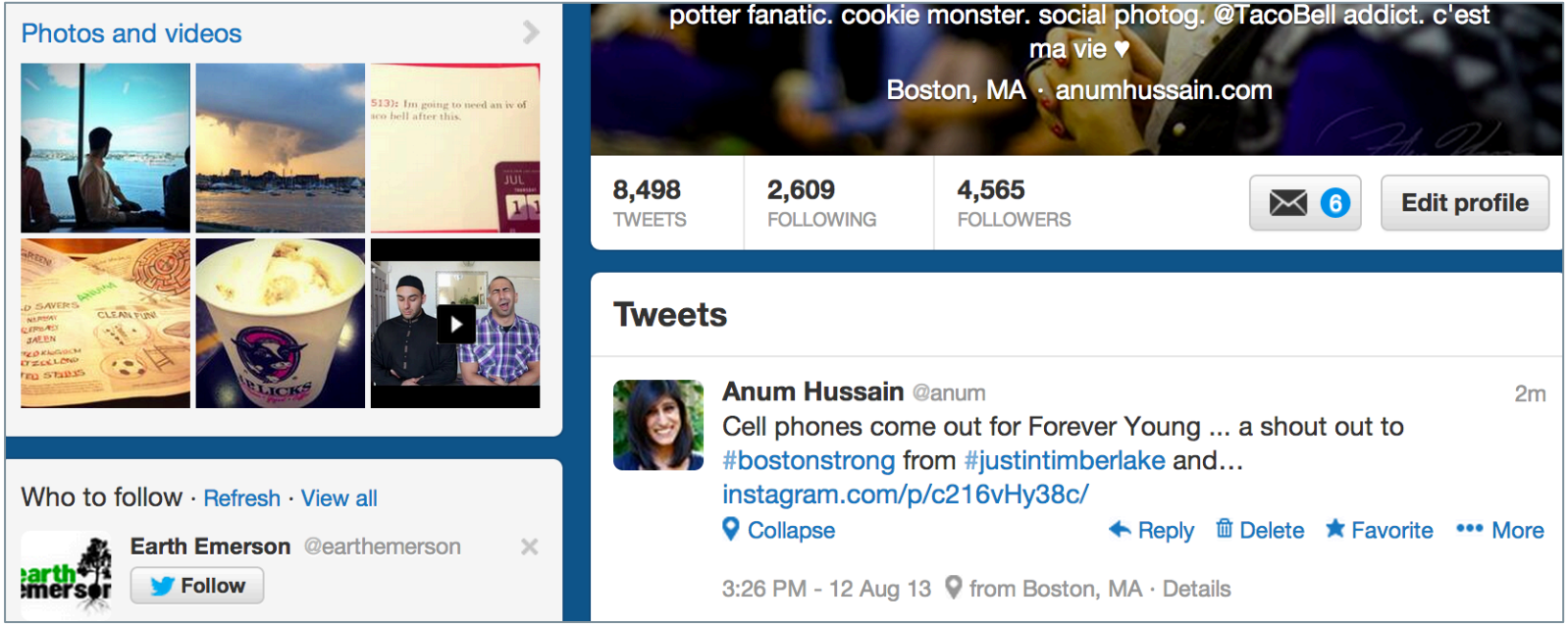
> 17% of the top 1,000 search terms on Twitter **“churn over”** on an hourly basis.

Source: Twitter

Best Practice 18: Incorporate Visual Content



Best Practice 19: Direct Upload Photos to Twitter



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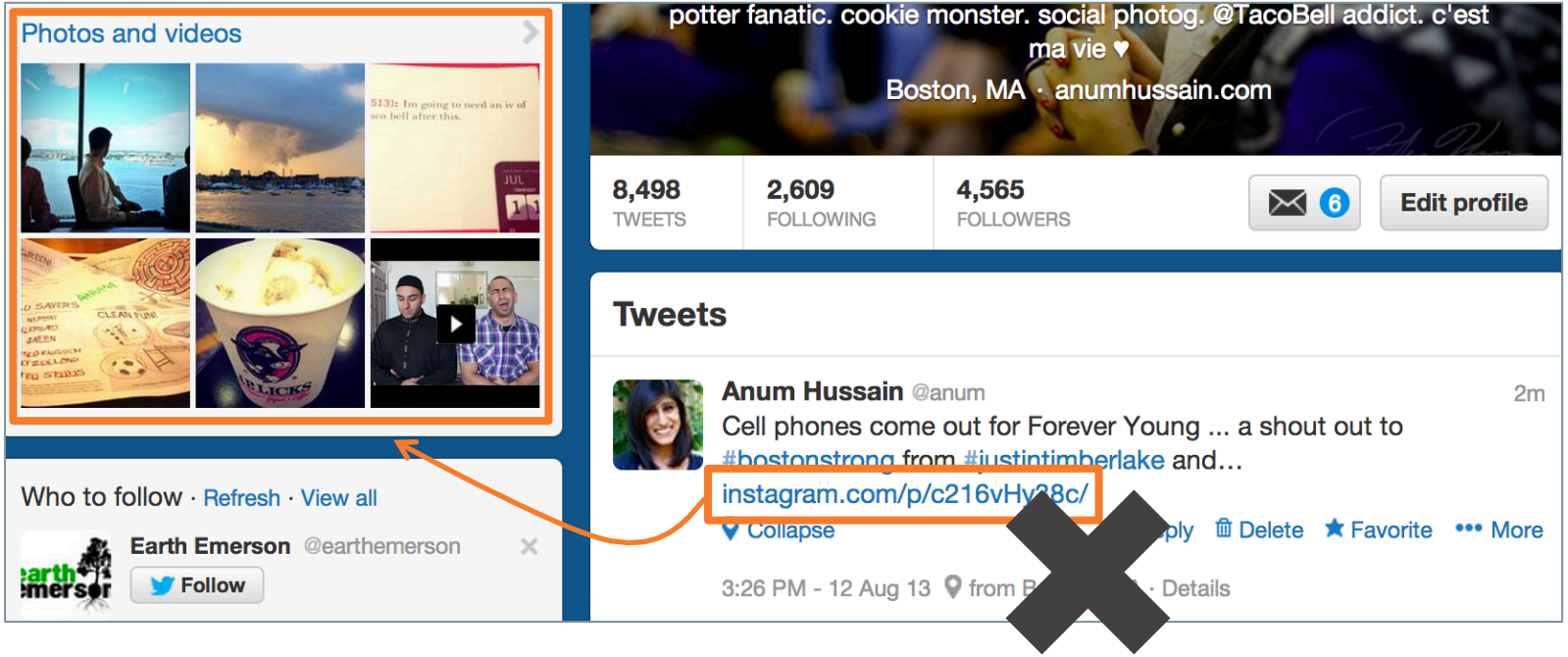

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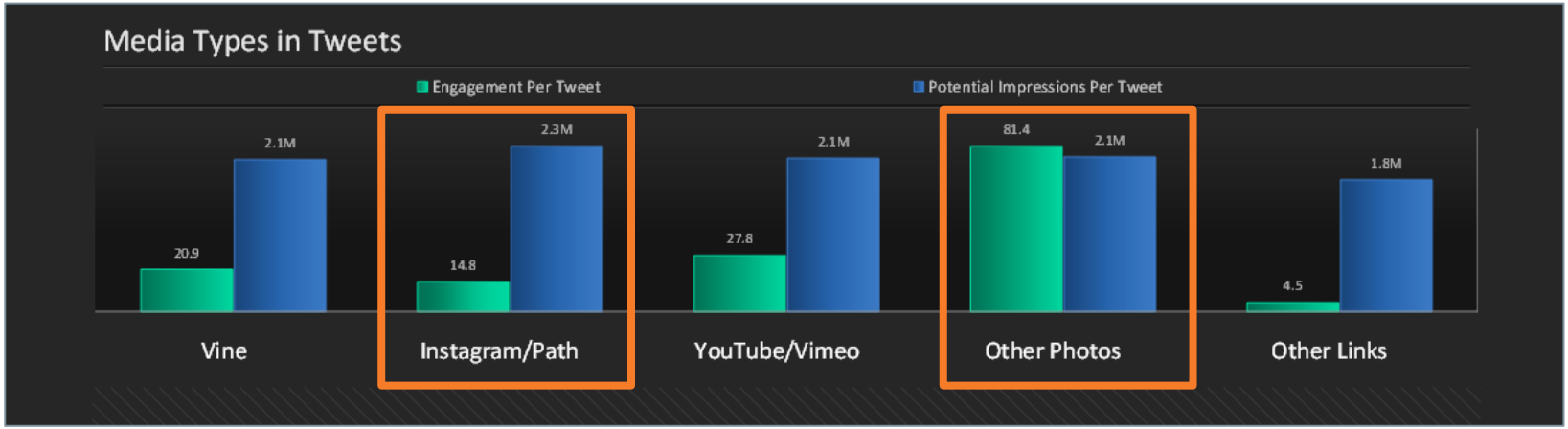

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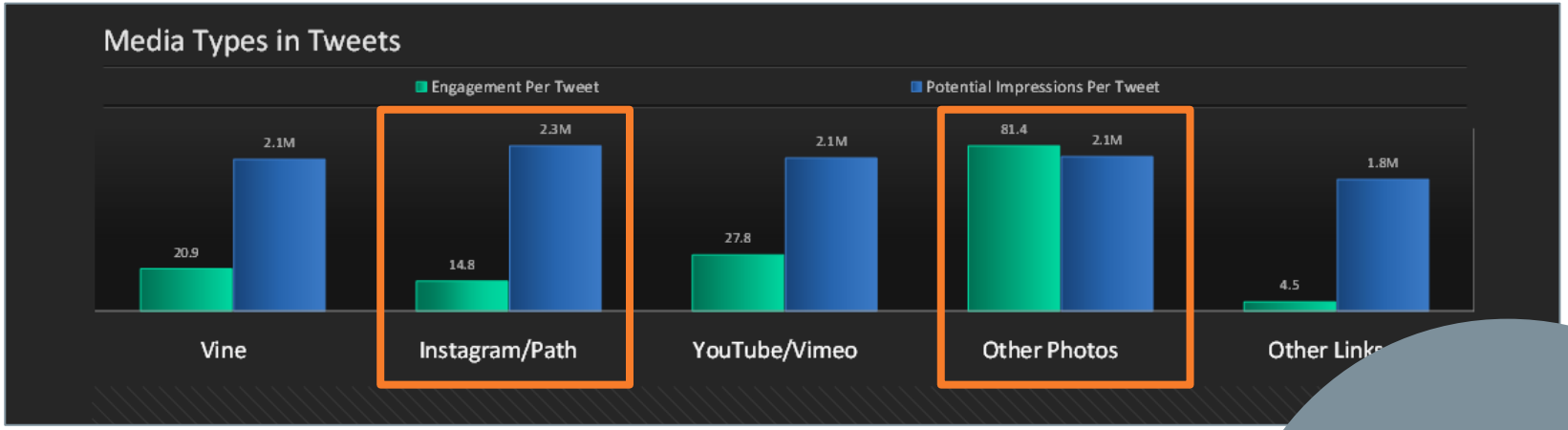
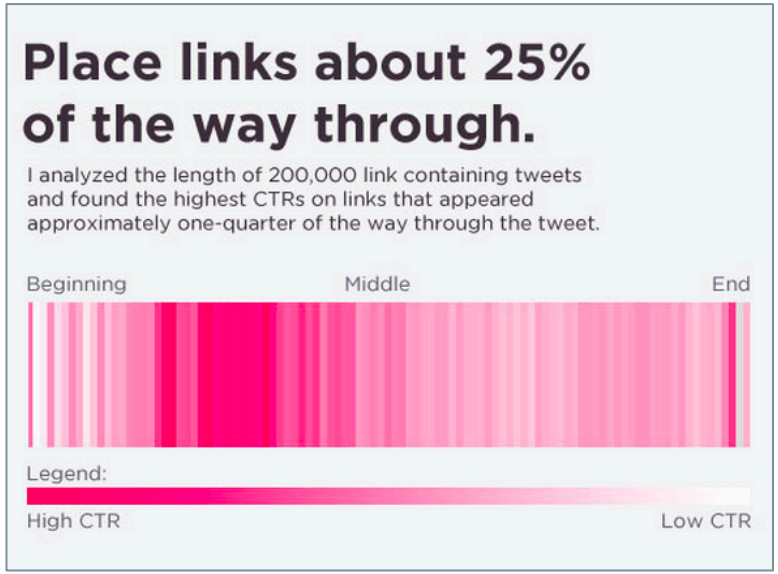


*

SMALL SAMPLE SIZE

Best Practice 20: Place Links in Middle of Tweet



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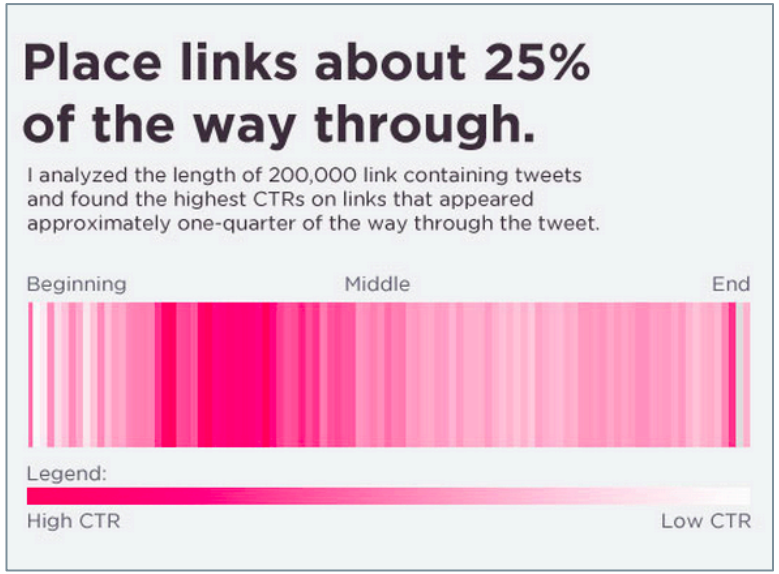
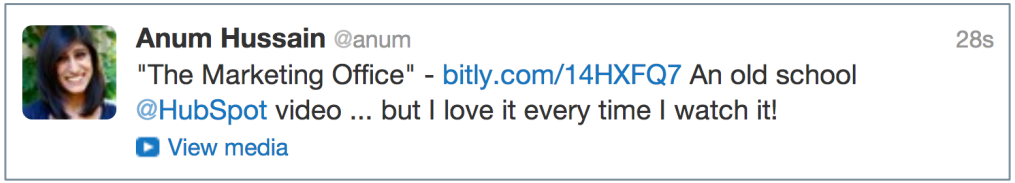




FOR EXAMPLE ...

Best Practice 21: Include Links in Profile Bio

Best Practice 22: Use Shortened Links

Lane Sutton @LaneSutton 7 Aug

Predictions for this year's @hubspot #inbound13 keynote: buying the Red Sox, renaming as the #hubsox w/ orange... hub.am/13MMGP1

Expand

*

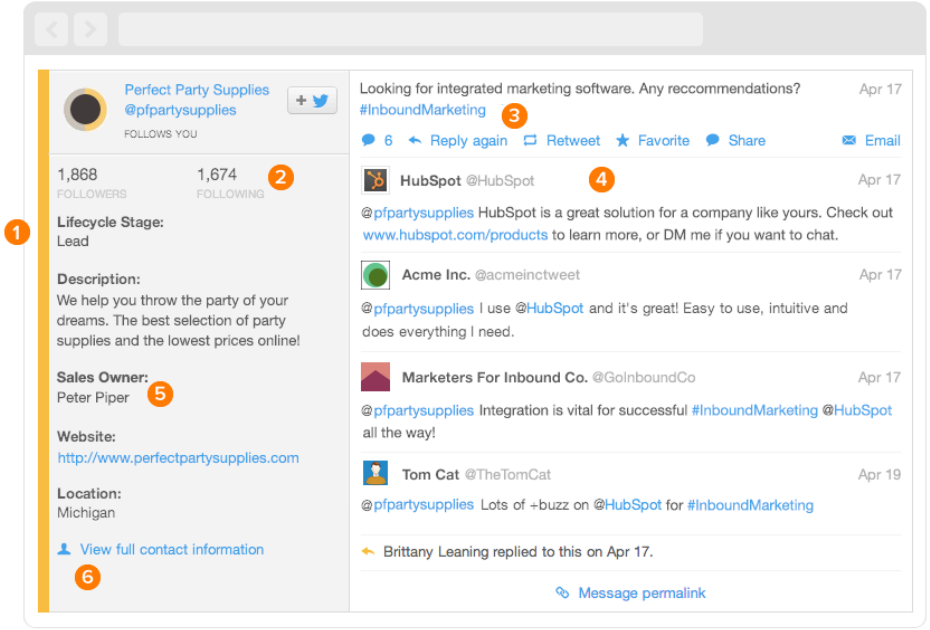
LINKS ARE ABOUT 20 CHARACTERS

Best Practice 23: Optimize Posting Schedule

Highest number of clicks appear between 1PM and 3PM from Monday to Thursday.

The best time to get retweets is from 4PM to 5PM on Fridays.

Bonus Best Practice: Use Social Inbox



1. Color-coded lifecycle stage: immediately know whether someone is a prospect, lead or customer.
2. View your contact's follower and following count to see how influential they are.
3. Reply, re-tweet, favorite, share, or email them—all within HubSpot.
4. View a record of the entire conversation, both what you and the contact has said.
5. View the contact's sales rep to see if sales has already had interaction with them.
6. Easily click through to view full contact info, including a history of all interactions with the lead.

3 IMPROVE YOUR COMMUNICATION

Radios became portable.

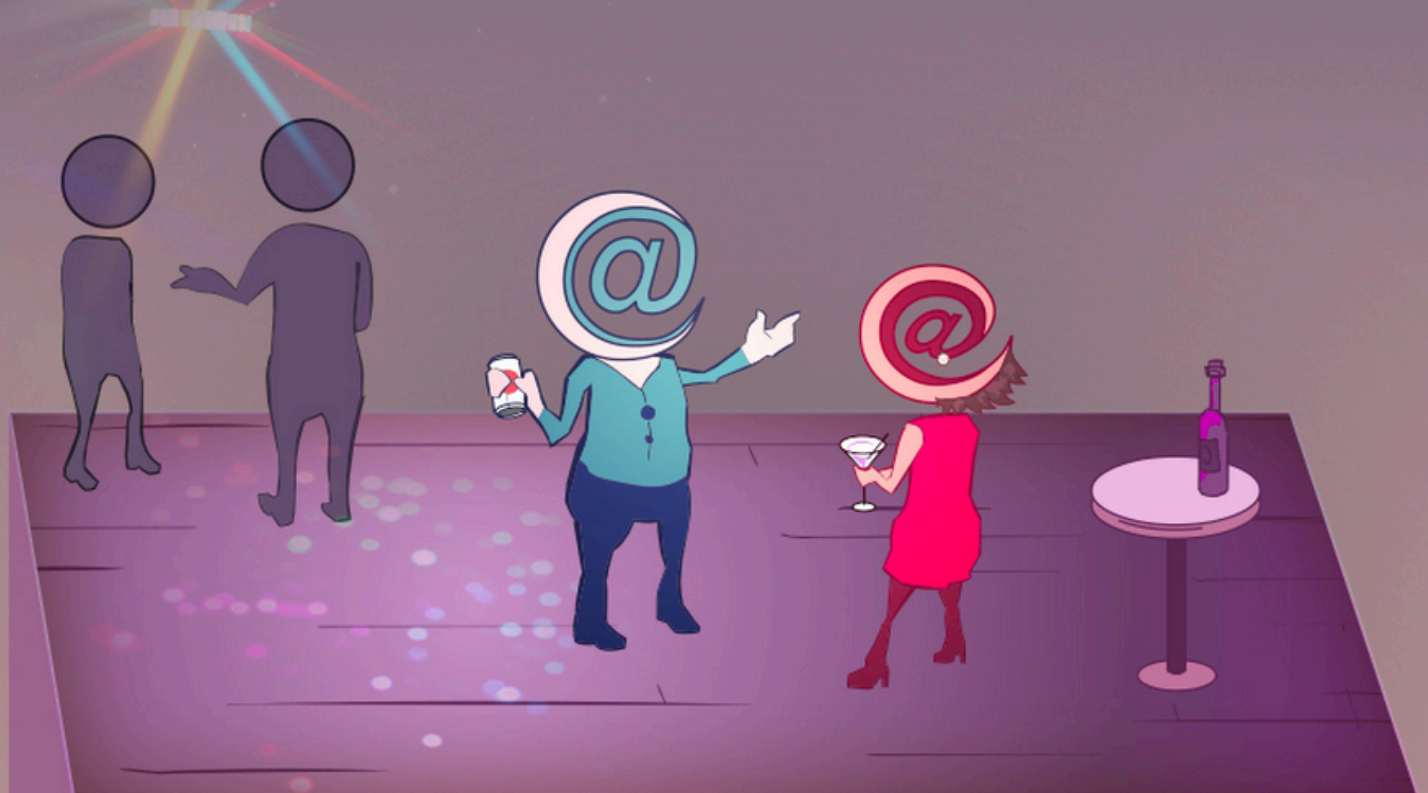
This is not social media monitoring.

The Social Part of Social Media: A LOVE STORY

What a Real Relationship on Social Media Should Look Like

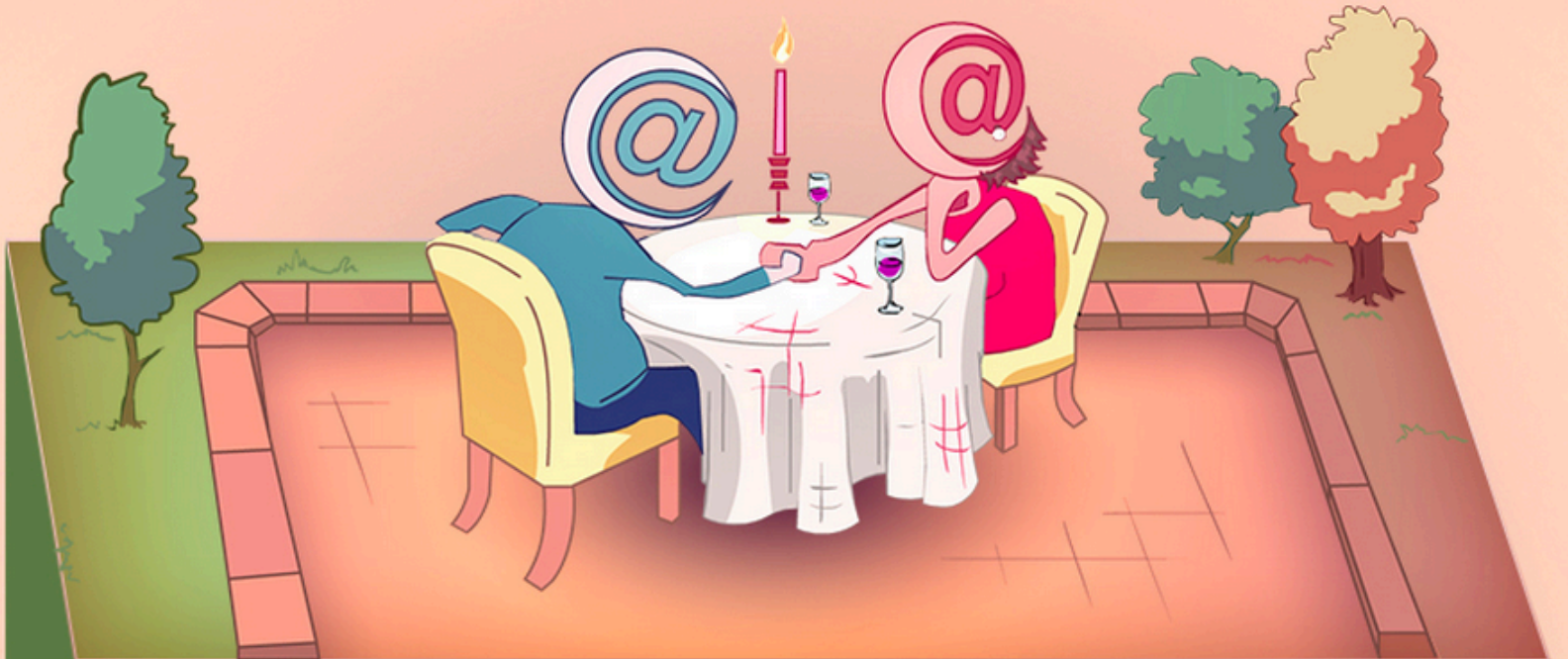
Your Twitter Feed is Like a Party.

Make Your First Impression a Lasting One.

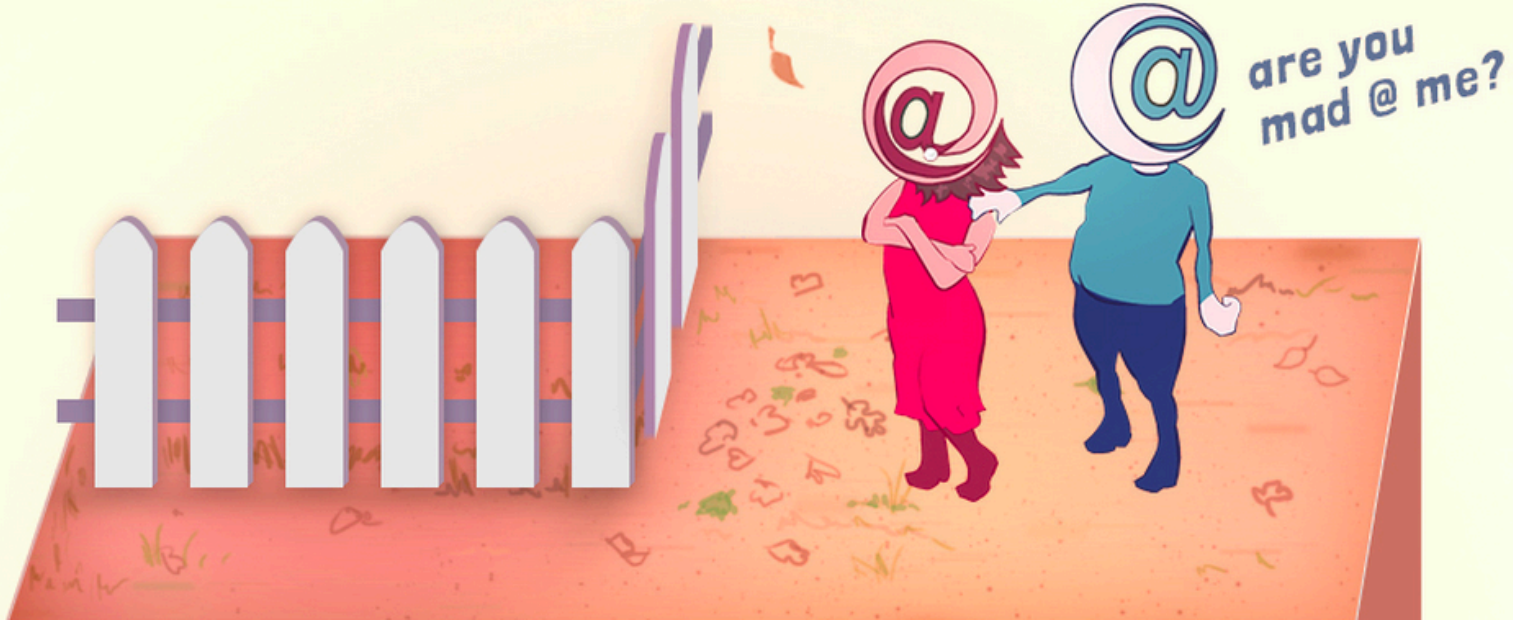


Keep the Conversation Going.

Seal the Deal With Personalized Gestures.



You're Both Only Human (If You Use Social Right).



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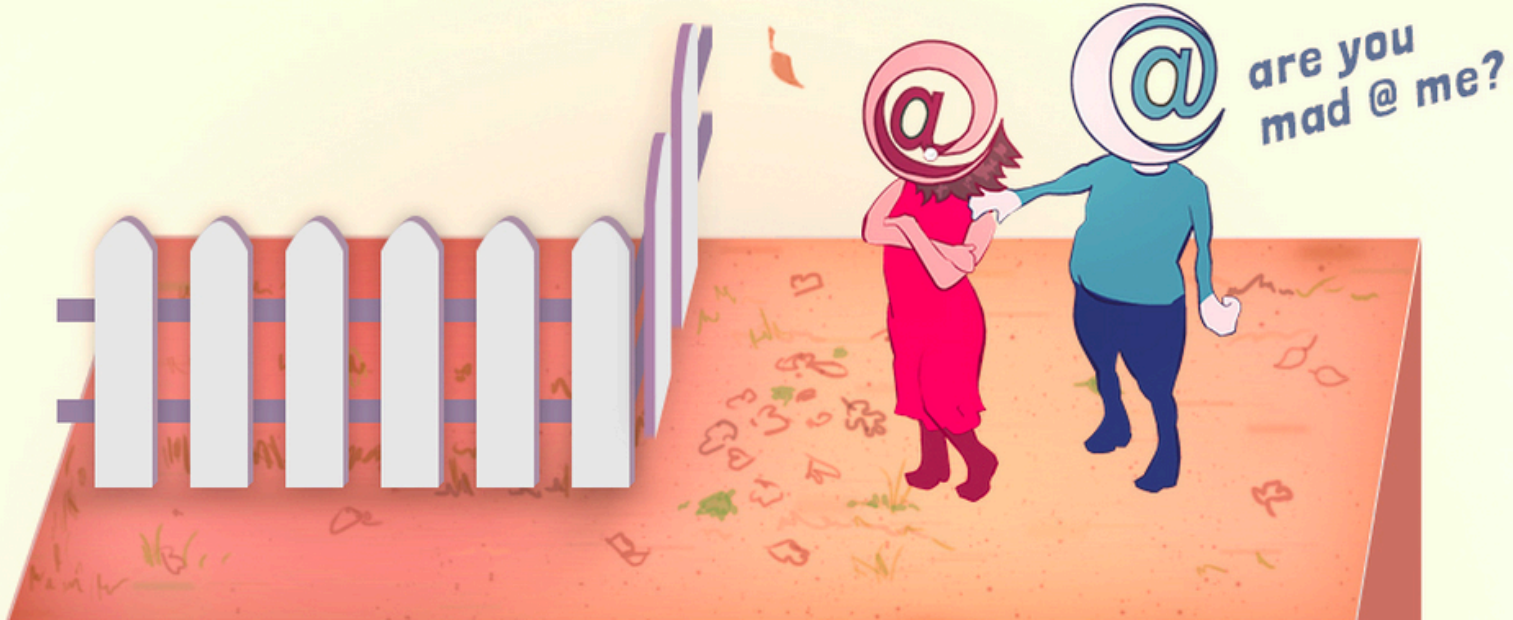

Don't Let the Love Fade After the 'Honeymoon Stage.'

Customers don't want to be forgotten. Delight your customers by keeping the conversation going. Maybe throw in some flowers, or an invite to a webinar, as a symbol of your growing relationship.

LET'S TALK SCALE.

Set Up Google Alerts

News **2** new results for **"hubspot" -site:hubspot.com**

Practical Ways to Leverage Both Google Analytics & **HubSpot**
Business 2 Community
Practical Ways to Leverage Both Google Analytics & **HubSpot** image google **hubspot** analytics Let's say that you've created a great new website and gone through hell and back to optimize everything for search engines. You were an alt-text wizard with every **...**
See all stories on this topic »

How Two Owners Got the Web Sites They Wanted
New York Times (blog)
It invested an annual fee of $7,000 in a package that uses a WordPress plug-in to add the **Hubspot** software to the existing site. The software captures an e-mail marketing list from visitors who click on the site's downloadable content. **Hubspot** also **...**
See all stories on this topic »

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News **2** new results for **"hubspot"** **-site:hubspot.com**

Practical Ways to Leverage Both Google Analytics & **HubSpot**
Business 2 Community
Practical Ways to Leverage Both Google Analytics & **HubSpot** image google **hubspot** analytics Let's say that you've created a great new website and gone through hell and back to optimize everything for search engines. You were an alt-text wizard with every **...**
See all stories on this topic »

How Two Owners Got the Web Sites They Wanted
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It invested an annual fee of $7,000 in a package that uses a WordPress plug-in to add the **Hubspot** software to the existing site. The software captures an e-mail marketing list from visitors who click on the site's downloadable content. **Hubspot** also **...**
See all stories on this topic »

Monitor in 45 Minutes a Day

- [x] 10 minutes: Scan Facebook wall for comments
- [x] 1 minute: Check Facebook messages
- [x] 15 minutes: Check for Twitter chatter with your leads and customers
- [x] 2 minutes: Scan Google Alerts for important product mentions
- [x] 2 minutes: LinkedIn Company Page
- [x] 5 minutes: Find and flag industry-related LinkedIn Today articles
- [x] 10 minutes: Monitor and respond in LinkedIn Groups

… NOW WHAT DO YOU DO WITH ALL THIS INFORMATION?

Don’t throw it all away.

Set goals for improving your social media.

QUESTIONS?