



act-on

THE ESSENTIAL SOCIAL MEDIA **RESOURCE GUIDE**

Everything you ever wanted to know about Pinterest, LinkedIn, Google+, Twitter, and Facebook. And then a whole lot more.

Your Guide to a Successful Social Media Program

If you're like most people, you've spent a good amount of time reading blog posts, downloading eBooks and sharing information about social media so you can get a deeper understanding of it. There's a lot of information out there – in fact, it may seem as though every time you start your computer, there's yet more information that you need to digest and understand.

The problem is that there's no simple, easy-to-understand guide that provides a roadmap for setting up, launching, and managing an effective social media program. Oh, sure, there's plenty of *information*, but information is useless unless it's laid out in a clear, action-oriented format.

That's why we created this guide. You'll get tips on getting started, an overview of advertising opportunities, how to track and measure your social campaigns, insider tips, and common mistakes to avoid. You'll learn everything you need to know about the most popular social media platforms and more.

In the end, our goal is quite simple – we want to provide you with the tools and techniques you need to run a successful social media program, actionable information that you can implement right away, and a straightforward, easy-to-use reference guide you can use as you run and manage your social campaigns.

READY TO GET STARTED? GREAT, LET'S GO!





Start by signing up for an account at www.twitter.com by entering your name, email address and a password. You'll then be directed to a page where you can enter more account details such as your Twitter username or handle. Once you've filled out this page, you'll be asked to confirm your email address. Twitter will then recommend people you can follow to get started. Once you're set up, go to biz.twitter.com and login with your username to begin advertising.

Pro tip:

Because Twitter limits tweet lengths to 140 characters, it's a good idea to choose a username that's a shortened version of your company or brand name.

Setup Checklist

To ensure everything is in place before you start tweeting, refer to the list below:

- ✓ **Cover image:**
1500 x 500px
- ✓ **Profile photo:**
400 x 400px
- ✓ **Tweets:**
140-character limit
- ✓ **Promoted tweets/promoted accounts/promoted trends:**
140-character limit
- ✓ **Lead gen cards:**
600 px max width, 1 MB max, 4:1 aspect ratio





Advertising on Twitter

Twitter gives marketers three options to advertise on their platform: *Promoted Tweets*, *Promoted Accounts*, and *Promoted Trends*.

Promoted Tweets:

These ads allow you to reach a larger audience than you could organically. You can choose who your promoted tweets reach by targeting users by demographic data, device, interests, and keywords.

You can also use this type of ad to promote Lead Generation cards, which allow users to effortlessly share their email address with you by just pressing a button. Their email address is then added to your subscriber list.

Pro tip:

Try adding a Lead Generation Card to a Promoted Tweet. According to Twitter, Promoted Tweets with Lead Generation Cards have +42% engagement compared to tweets with strong call-to-action language and a URL.

Promoted Accounts:

This is a way to recommend your account as one to follow on the left-hand side of users' home pages. This option is ideal for those looking to grow their follower base.

Promoted Trends:

This type of ad lets you select and promote a trend related to your business. This can be an existing trend or it can be created. Your selected trend then shows up on the Twitter's trends list.

Promoted Tweet with Lead Generation Card

The screenshot shows a promoted tweet from the account "Home Chef" (@homechef). The tweet content is: "Forget grocery shopping. Chef-designed recipe & fresh ingredient delivery (try 4 meals FREE!)". Below the tweet are standard interaction buttons: Reply, Retweet, Favorite, and More. A call-to-action section follows, featuring four small icons representing food items: a fork and knife, bread, a plate, and a grill. A blue button labeled "Access coupon now" is present. At the bottom of the card, there are links for "Share your name and email address with Home Chef" and "View advertiser privacy policy".

Promoted Account



The screenshot shows a promoted account card for the account "The Barista Bar" (@baristabar). The profile picture is a coffee cup. The bio reads: "Craving coffee? Follow us today for special coffee deals in your neighborhood!" Below the bio are standard stats: 1 RETWEET and 4 FAVORITES. A "Follow" button is visible at the top right. Two callout boxes with arrows point to specific elements: one points to the "Follow" button with the text "Include 'follow us' in your tweet.", and another points to the bio text with the text "Let the user know why they should follow you".



Tracking and Measuring Twitter Campaigns

Twitter's analytics dashboard enables you to view a breakdown of all your activity, along with how many impressions, re-tweets, replies, favorites, and follows you received with any tweet. You can access Twitter's analytics dashboard by going to analytics.twitter.com on your desktop or by tapping any one of your tweets on mobile.

Any Promoted Accounts, Tweets or Trends activity can be monitored via the Twitter ads dashboard, which you can access by going to ads.twitter.com. Here you can view a breakdown of your campaign impressions, engagements, conversions and spend. You can also view how different targetable audiences interact with your Promoted Tweets and Accounts which allows you to further optimize your campaigns.

Keep an eye on these KPIs (Key Performance Indicators)

For organic and promoted tweets: follows, favorites, replies, re-tweets and clickthrough rates
General: brand mentions, hashtag use, follower-to-following ratio

Insider Tips for Creating Tweet-Worthy Updates

1. Share facts and figures:

These are a great way to share important information and add credibility to your tweet, making it more likely that someone will see it and re-tweet it.

2. Add images:

Tweets with images are two times more likely to get engagement than those without.

3. Send shorter tweets:

Although tweets can be up to 140 characters, research shows that those with around 100 to 110 characters get the highest engagement.

Common Mistakes to Avoid

1. Improper hashtag use:

This includes either not using a hashtag or overloading your tweet with too many hashtags. Choose one or two hashtags that relate closely to what you're talking about.

2. Not sounding human:

Twitter users want to feel like they're talking to a real person.

3. Going in without a strategy:

Having a mere presence on Twitter is not enough to drive people to engage with your brand. Make sure you've set up a strategy that guides your activity and helps you remain consistent.

GETTING STARTED WITH FACEBOOK

The first step on Facebook is to set up a page for your business or brand. You can do this by going to facebook.com/pages/create and then selecting the kind of page you want to set up from the options provided.

Once you've selected an option, you'll be directed to another page where you can enter a page description, website URL, and choose a unique Facebook web address.

Pro tip:

Insert your business or brand name at the end of this URL to make it easier for users to access your Facebook page.

Setup Checklist

Here's a quick list of what you need to get setup completed and your page ready:

- ✓ **Cover image:**
851 x 315px
- ✓ **Profile photo:**
180 x 180px
- ✓ **Desktop news feed ads:**
Image: 470px wide
Text: 500 characters
- ✓ **Mobile news feed ads:**
Image: 560px wide
Text: 110 characters
- ✓ **Right column news feed ads:**
Image: 254 x 143px



Advertising on Facebook

To reach an audience that extends beyond your page fans, you can either boost your organic posts or use Facebook advertising.

Boosted posts:

These help your posts appear higher in the News Feed which enables you to reach a greater percentage of your own fans, their friends or any other audience you create based on demographics and interests.

Facebook advertising:

Facebook has simplified its multiple ad offerings into three simple kinds of ad placements: *Desktop News Feed*, *Mobile News Feed*, and *Right Column*. Each of the ad names corresponds to the place where a user sees the ad. Each ad includes a graphic, and allows up to a 25-character headline and 90 characters of descriptive text. You also have the option to add a call to action button on your ads.

Optimizing your ads

Now that you've set up your ads, it's time to optimize! Social Media Examiner outlines "[15 Ways to Optimize Your Facebook Ads](#)" in this great article.

Tracking and Measuring Facebook Campaigns

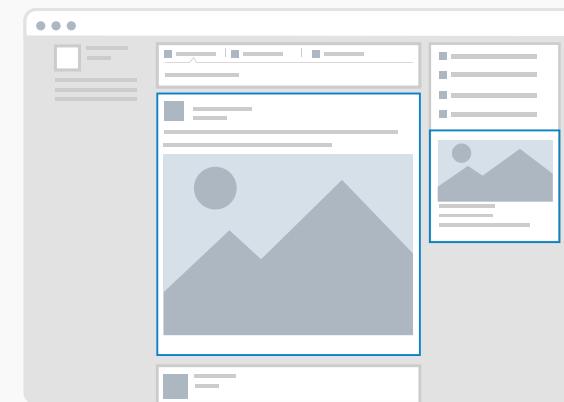
You can track your page activity and promoted posts via the "Insights" tab on your Facebook page. Here you have access to Page Like, Post Reach, and Post Engagement data for any selected time period. You can also view a summary of all your posts and a breakdown of how much organic and paid engagement they received.

To view performance reports for your Facebook advertisements, click on the "Reports" tab on the right-hand side of the ads manager. Facebook shares the reach, frequency, impressions, clicks, clickthrough rates, conversions, and amount spent by default here. However, you can get much more granular with the data and get more information about responder demographics, placement based metrics, and cross device actions taken.

Keep an eye on these KPIs:

Reach, likes, comments, video views, shares, and CTR

Desktop News Feed and Right Column



Mobile News Feed





Insider Tips for Creating Seriously Awesome Posts

1. Post interesting visuals:

Pinterest and Instagram are the more graphic-driven platforms, but Facebook posts that use photos get the maximum amount of engagement. It seems that a photo is worth a thousand likes on Facebook.

2. Engage with your fans as a friend:

When featuring your products, don't share just a photo of it – show someone using it. Also, encourage your fans to share their own photos with your product.

3. Mix it up:

It's easy to get stuck in a rut on Facebook. Sure, posts with photos perform well, but your followers will get bored if you share only photos.

Common Mistakes to Avoid

1. Not responding to negative comments:

While it's tempting to ignore or even delete negative comments, doing so can cause more damage to your brand than any not-so-pleasant comment. The best way to address these comments is to respond to them in a timely and thoughtful manner.

2. Asking for likes and shares:

Even if increasing followers is a campaign goal, asking for likes and shares is never okay. Instead, focus on creating content so compelling that people want to follow you and share your posts.

3. Saying too much:

Facebook is evolving into an increasingly visual social networking platform. Keep posts short and sweet and host longer content elsewhere instead of including it in a Facebook post.



GETTING STARTED WITH PINTEREST:

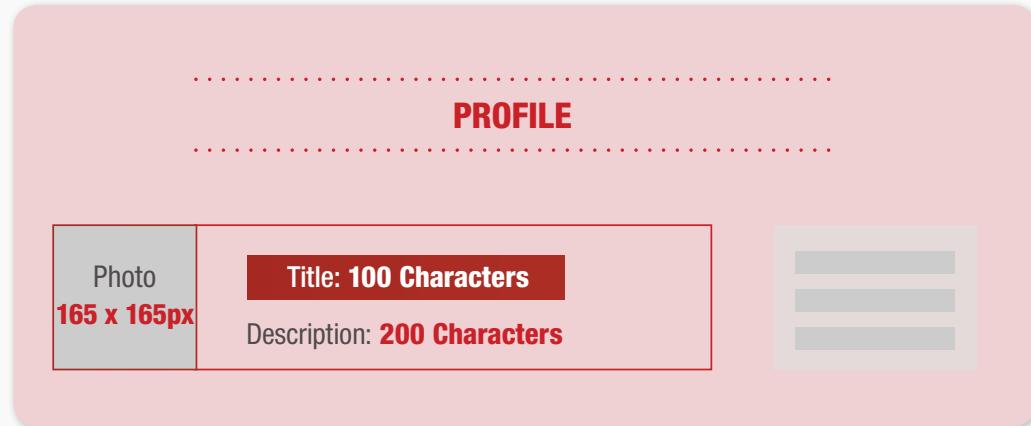
To use Pinterest for business, you can either create a new account or convert your personal account into a business account. If you use a Pinterest business account, it means that you'll have access to advanced features including the analytics dashboard, rich pins, and the option to have a profile with your business name instead of your personal name.

Pro tip:

Confused whether you should keep your personal account or opt for a business account? Well, here's how to decide: if you're using Pinterest to make money (by sending traffic to your blog, promoting your website, or selling a product), then sign up for the business account.

Setup Checklist:

- ✓ **Profile image:**
165x165 image. Pinterest recommends uploading a 600x600 square-shaped image, which is then resized for display
- ✓ **Title:**
100 characters
- ✓ **Description:**
200 characters
- ✓ **URL:**
Don't forget to add and verify your website URL
- ✓ **Boards:**
Large thumbnails 225 x 150px
Small thumbnails 55 x 55px
- ✓ **Board pins:**
222 px in width and the height is adjusted
- ✓ **Pins on main page:**
192px and height is adjusted
- ✓ **Enlarged pins:**
500px x indefinite px





Advertising on Pinterest

Can you buy ads on Pinterest? Sure. They come in the form of Promoted Pins. These look identical to organic pins, or you can choose to promote your regular pins.

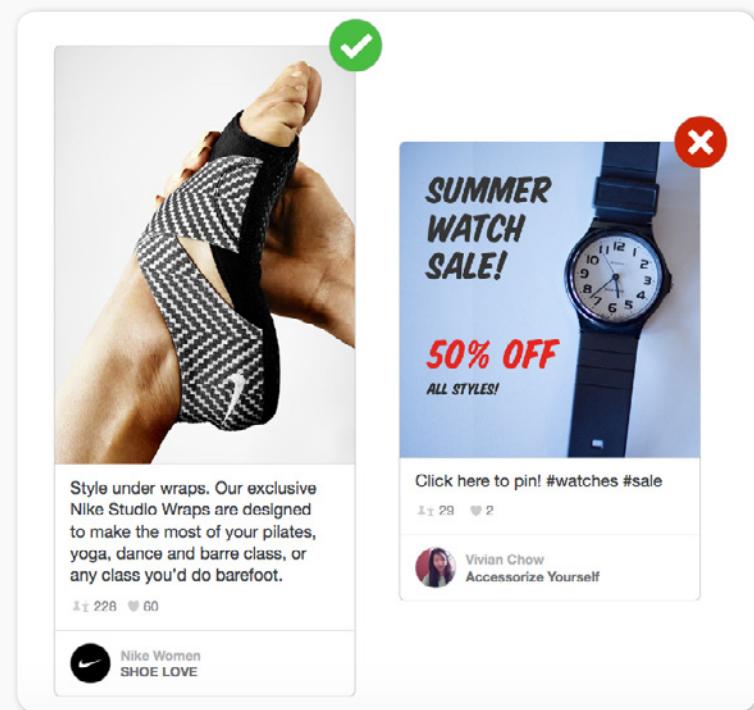
Once you've picked pins to promote, you can target audiences by location, demographics, and device types. These ads are sold on a CPC (cost-per-click) basis, which means you pay only when someone clicks through to your website. Is it worth it? A recent article by [eMarketer](#) found that one-third of Pinterest users clicked on a sponsored post at least weekly, more than both Facebook and Twitter.

Visit ads.pinterest.com to get started and to begin promoting your pins.

Although Pinterest has only this one paid advertising opportunity, there are many ways to use Pinterest to drive traffic to your business website. Here are just a few ideas to get started:

- **Create a blog board:**
59% of Pinterest users click on pins pointing to blog posts and articles according to [GoDigital Marketing](#).
- **Use keywords in your pin descriptions:**
Since Pinterest boards can appear in Google search results, use this tactic to increase the reach of your pin.
- **Add a watermark of your logo to all the pins of your own content:**
When your pin is shared, you're getting more exposure to your brand.

Want to learn more? Read our blog post "[15 Ways Content Marketers Can Use Pinterest to Drive Traffic](#)."





Tracking and Measuring Pinterest Campaigns:

You can view data associated with your Pinterest account by logging on to analytics.pinterest.com using your business username and password.

Once there, you'll be able to see all your top-performing Pins and boards and how people interact with them. You can also view how Pins and re-Pins from your website are performing. The dashboard even provides insight into your audience's demographics, interests, and the other businesses they follow on the platform.

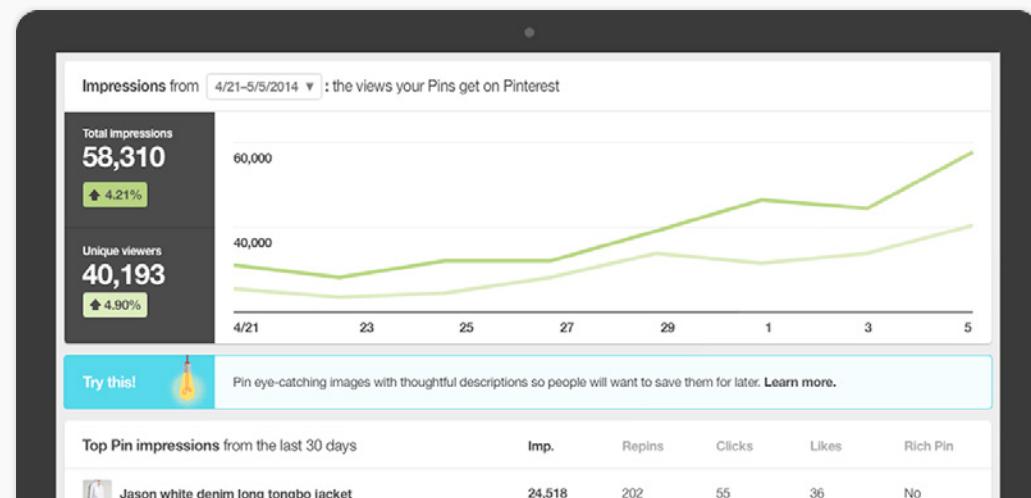
This information allows you to create Pins that are customized to your audiences' tastes and preferences.

Promoted Pins can be tracked via a separate dashboard by going to ads.pinterest.com. Once there, you can view the total number of impressions, re-Pins, clicks and clickthrough rates for your Promoted Pins.

Keep an eye on these KPIs:

For organic Pins: Comments, re-Pins and clicks.

For promoted Pins: Number of impressions, the clickthrough rate, and the total number of re-Pins.





Insider Tips for Creating (P)interesting Content:

1. Resist the urge to make your account into a brand catalog:

As interesting as your products may seem to you, the audience isn't here to buy – instead, they want to be inspired. Start by sorting your products by themes and interest and include both curated Pins and product Pins.

2. Quality over quantity:

While it's important to Pin consistently to keep your account active, be sure to share only the very best pictures.

3. Run contests:

Contests are a solid way to increase engagement with your brand on Pinterest. Asking people to create boards by using images from your website or asking them to submit pictures with your products is a great way to interact and engage with Pinterest users.

Common Mistakes to Avoid:

1. Not using a business account:

If you have something to sell, you should be using a Pinterest Business account. If you don't use a business account, you'll be missing out on a lot of free features that can help you run a great campaign.

2. Incomplete boards:

On a site that's driven by visuals and aesthetics, nothing comes off worse than an incomplete board with missing Pins.

3. Hashtag frenzy:

Pick hashtags wisely. Using multiple and/or irrelevant hashtags won't guarantee you an increase in visibility, but it will certainly make users see you as a nuisance.

SETTING UP YOUR LINKEDIN PAGE:

To get started with LinkedIn, begin with setting up your company page. To do so, log on using your personal account and click “Interest” on the navigation bar and then “Companies.” Select “Create” from the right-hand corner of the page, and use a company email address to begin filling out company information.

Now complete the Company Page overview, which includes information about your company type, size, industry, operating status, and your website URL. Next add a company description, a logo and image, and hit “Publish.” Voila! All done.

Setup Checklist:

Here's a list to keep handy to ensure that your Company Page looks professional and up to date:

- ✓ **Logo:**
100 x 60px
- ✓ **Cover photo:**
646 x 220px
- ✓ **Company comment logo:**
50 x 50px
- ✓ **Shared link thumbnail:**
100x80px
- ✓ **Shared link description:**
230-character limit
- ✓ **Career cover image:**
974 x 238px



Advertising on LinkedIn:

If you're interested in running paid campaigns on LinkedIn, there are two main options: *Sponsored Updates* and *Text Ads*.

Sponsored updates:

These are LinkedIn's native ads which allow you to share your content with a larger audience.

Text ads:

These ads are served to desktop users on the right-hand bar of LinkedIn pages. They include either a 75-character description (Sample 1) or contain a 50x50 image, which is accompanied by 25 character headline (Sample 2).

Both ad types allow you to target users based on their location, industry, company size, and job title. You even get the option to exclude certain companies from your targeting.

LinkedIn also offers Display Advertising, Sponsored Emails (InMail), and Lead Accelerator for larger budgets. To learn more about these products, visit their [Marketing Solutions page](#).

Sponsored update

Skillsoft
Don't miss Jack Welch's webinar Conversations in Leadership: Lessons on Winning next Thurs May 15 at 12pm EDT. Learn how to hire great people, build winning teams & motivate people from one of the top business leaders of all time. Register now - <http://bit.ly/CILWinning>

COMPLIMENTARY WEBINAR
Register Today

Follow Skillsoft · Like (41) · Comment · Share · 15d ago

Text ad sample

1 Your Headline (25 char) - Your Description can be at most 75 characters.

2 Your Headline (25 char)
Your Description can include at most 75 characters.

John Doe Add Connections Advanced

Home Profile Contacts Groups Jobs Inbox Companies News More People Advanced

All Updates · Shares · Companies · More · Search Updates

Share an update · Attach a link · Twitter · Share

Google has 6 new hires and 5 recent departures 5 minutes ago

Yahoo has 15 new hires, 1 promotion or change, 17 recent departures, and 17 job opportunities 8 minutes ago

Netflix has 23 new hires, 1 promotion or change, 15 recent departures, and 9 job opportunities 8 minutes ago

Twitter has an updated profile, 9 new hires, 8 recent departures, and 3 job opportunities 17 minutes ago

IBM has 22 new hires, 2 promotions or changes, 23 recent departures, and 3 job opportunities 38 minutes ago

People You May Know

- Mark Smith, Internet Executive & Business Leader Connect
- Sharon Fox, Director at Sun Partners Connect
- Karen Sun, Web Designer at XYZ Company Connect

See more >

Ads by LinkedIn Members

- San Francisco Architect
Licensed Architect with 19 years experience is available for your project.
- Management Leadership
Learn Ivy League Management At eCornell. 20% Off in April. Request Info!

Who's Viewed Your Profile?

7 Your profile has been viewed by 7 people in the past 3 days.

Tracking and Measuring LinkedIn Campaigns:

You can access the Updates, Followers and Visitors data for your Company Page via the Analytics tab. The Updates sections lets you see how many impressions of both your paid and unpaid updates were served to users, the number of likes, comments and shares on it, and the number of new followers acquired.

The Followers section gives you access to follower demographics, trend data showing how they've changed over time, and how many of them were acquired organically or through paid ads and updates.

To track text ads, use the “Reporting” and “Campaigns” tab by accessing the ads manager (linkedin.com/ads). The “Campaigns” tab provides a graphical overview of the number of impressions served, the number of clicks and the total amount spent during a selected time range. You can export a spreadsheet with these details via the “Reporting” tab.

Keep an eye on these KPIs:

For Sponsored Updates: Likes, shares, comments, and followers acquired

For Text Ads: Clickthrough rates and conversion rates

Insider Tips for Creating Compelling Content on LinkedIn:

1. Add visual appeal:

Adding an interesting graphic to your update is a must to get noticed within a user's feed.

2. Optimize headlines:

Use headlines that are catchy and concise. They're more likely to catch a user's attention and encourage engagement.

3. Ask questions:

Get LinkedIn members to engage with you by asking them for their opinions on a matter. Remember, as with all forms of social media, your posts on LinkedIn should be dialogs, not monologs.

Common Mistakes to Avoid:

1. Skipping a call to action in your updates:

According to LinkedIn, updates with calls to action are twice as likely to drive engagement.

2. Not monitoring analytics:

By not monitoring analytics, you miss out on uncovering insights that can help you reach new people and also deepen your engagement with existing followers.

3. Not interacting with others:

By not interacting with others, you lose the opportunity to be seen on the platform and remain top-of-mind when your customers make a purchase decision. Encourage your employees to join industry-related groups or start your own group to build credibility for your company.

GETTING STARTED WITH GOOGLE+:

Start by setting up a Google+ page for your business by going to plus.google.com/pages/create. On this page, you'll be prompted to select a business type. You can choose between a storefront, service, or brand page.

If you choose one of the first two options, you'll have to specify and verify your location. If you select to create a brand page, you'll be prompted to enter your page name and website URL to finish creating a new page.

Pro tip:

Unsure about what type of Google+ page you should create? Choose Storefront if you have brick and mortar locations that customers can visit and Service if it's typically you who goes to your customer's location to provide service. Create a brand page when you don't want an address or any other physical location data to be shared on your page, or when location is unimportant to your customers such as an online only business.

Setup Checklist:

Once your page is created, keep the following list handy to complete setup and start sharing:

✓ Profile picture:

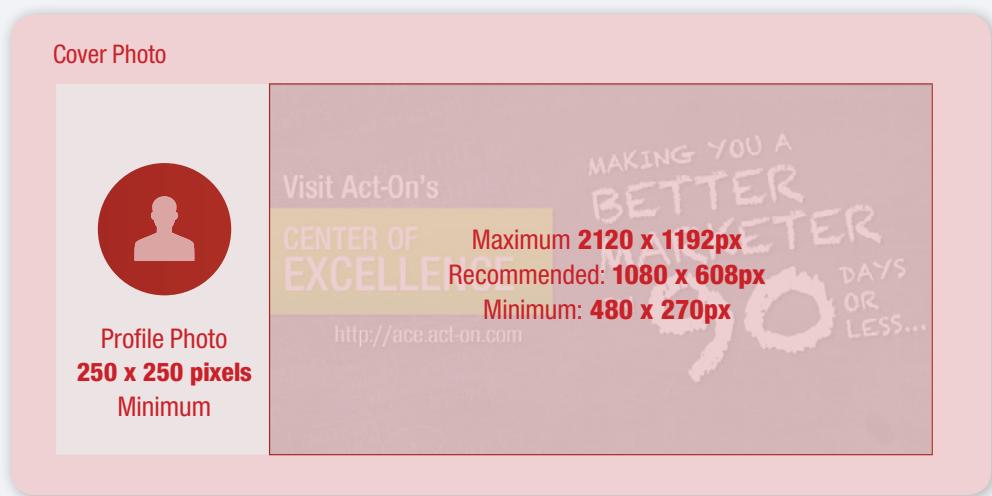
Max: 2120 x 1192px
Recommended: 1080 x 608px
Min: 480 x 270px

✓ Cover photo:

250 x 250px

✓ +Post ad sizes:

728x90
300x250
160x600
300x250



Advertising on Google+:

Advertisers can pay to get their Google+ posts shared as display ads across the web by using +Post ads. People have the option to comment on your ad, give it a +1, or follow your brand. These ads are served through Google's Display Network and can be handled through your Google AdWords account.

In order to create a +Post ad, you must meet these requirements:

- Your Google+ page must have at least 1,000 followers.
- Your post should contain content that's relevant to your audience.
- You have opted in to shared endorsements for Google+ pages.

Tracking and Measuring Google+ Campaigns:

Google+'s "Insights" tab is where you can find data on your posts' visibility, engagement, and audience. "Visibility" includes information on how your post and page impressions have performed over time. "Engagement" identifies the posts that get the highest level of interaction on the platform, and the "Audience" section gives you a demographic breakdown of your followers by country and gender.

Keep an eye on these KPIs:

Clicks, +1s, and comments.

Toyota USA Shared publicly - Nov 15, 2013 Follow

Shopping for a #Corolla made social with the Collaborator. <http://goo.gl/lham>

THE ALL-NEW 2014 COROLLA Start customizing it with TOYOTA COLLABORATOR The easiest way to make shopping easier START

Custom-Built with friends

Customize

+28 Share

12 comments ▾

Ruth Anderson 10:45 AM This new tool is amazing!!!

Christine Smith 11:24 AM That's super awesome! I love it! What's the starting price going to be?

Toyota USA 11:30 AM Christine, they start at \$16,800... but you're going to want the S model, which starts at \$19K. Here's a link to the package options: <http://toyota.us/1is1TMg>

James Wills 11:48 AM Wow! That's cheap! Does it come in Red?

Toyota USA 11:56 AM James, we've got a really great red for the Corolla... "Barcelona Red Metallic"

Add a comment...

Insider Tips for Creating Engaging Posts on Google+:

1. Use pictures and photos in all posts:

And not just any pictures; images that are taller and narrower (“portrait,” rather than “landscape”) are more likely to get attention on Google+.

2. Use headlines:

Make sure your text posts have a catchy headline to grab people’s attention.

3. Share exclusive content:

Reward people for connecting with you on Google+ by sharing content created specifically for this platform. It’ll deepen your relationship with existing followers and encourage others to join.

Common Mistakes to Avoid:

1. Not adding pictures when sharing links:

Google automatically pulls pictures from the link you’re sharing, which in most cases aren’t visually interesting or appealing enough.

2. Not segmenting your followers:

Segmenting your followers allows you to create and share content that is suited to their particular interests and tastes.

3. Treating Google+ like other social media platforms:

Many marketers try using Google+ just as they do Twitter and Facebook and then give up when that approach doesn’t produce results. Google+ lends itself better to posts that are rich and detailed, and sharing such posts will give you results.

Where to Go From Here.

There's only one seriously bad mistake you can make with social media, and that's to sit on the sidelines. If your prospects and customers are using social media, then you should be, too. Just don't expect miracles right away. And don't believe the hype that running a social media campaign will instantly drive new customers to your business. Instead, use the information in this guide to build relationships with prospects and customers. By doing so, you'll find that over time, more and more prospects will be coming your way. You'll also find that more and more customers are sticking around longer. And that is a recipe for success.

[Learn how to turn Social Media into a Business Driver](#)

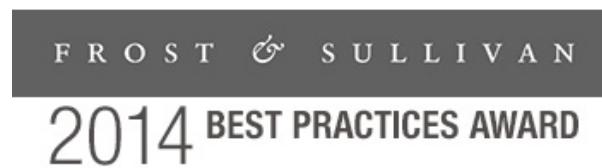


About the Author:

Jamie Turner is the co-author of *Go Mobile and How to Make Money with Social Media*. He is the founder of the 60 Second Marketer and is also the CEO of [60 Second Communications](#), an advertising agency and digital marketing firm that develops mobile, social and traditional campaigns for businesses of all shapes and sizes.



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Deloitte.
Technology Fast500

Inc.
500
2013, 2014, & 2015
FASTEST
GROWING
COMPANIES

Forbes 2013
AMERICA'S MOST
PROMISING COMPANIES

LEADER in Forrester Research, Inc. report, The
FORRESTER WAVE
Lead-To-Revenue Management Platform Vendors, Q1 2014

See all of Act-On's
awards & accolades...



About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more