

CONDUCTING A SUCCESSFUL

SOCIAL MEDIA AUDIT



B2B Social Media: Audit for Best Practices

In this digital age, over 80% of Americans are engaged on at least one social channel. Forrester noted that fully 100% of business decision-makers use social media for work purposes, so social has become a business communication tactic that must be part of the B2B marketer's toolset.

But trends in social media marketing are always changing. Tactics that worked six months ago may no longer yield positive results. Best practices and the effectiveness of different social channels will continue to change over time. Your marketing strategy needs to respond to these changes.

Enter the social media audit – the perfect tool to help your company to see what's working and what's not with your social media strategy. Conducting a social media audit doesn't take long and won't cost much, and it will provide valuable insight to help you maximize the results of your social media efforts.

One important part of the audit is to look at all your channels in the same time period. Spacing them out (say, one channel each month) won't show you how your channels influence each other, or how each amplifies (or doesn't) any news you have. Set aside some time at least once a quarter to review them all, as concurrently as possible.

Another huge part of the social media audit is understanding and implementing best practices for each social channel you are active on. In this eBook, we'll help you with exactly that. We'll discuss how to effectively generate leads and drive revenue for your company through social media best practices. We'll look at the four primary social channels crucial to B2B marketing: LinkedIn, Twitter, Facebook, and Google+.



With 94% of companies on LinkedIn, it continues to be the go-to platform for B2B marketing. It makes sense – the greatest benefit of LinkedIn is that the platform is ideal for making contacts and building relationships in a professional setting. Furthermore, LinkedIn is appealing because your sales reps can garner detailed professional information about target sales prospects. If your company doesn't currently have a strong presence on LinkedIn, you should create one.

Company Page/Profile

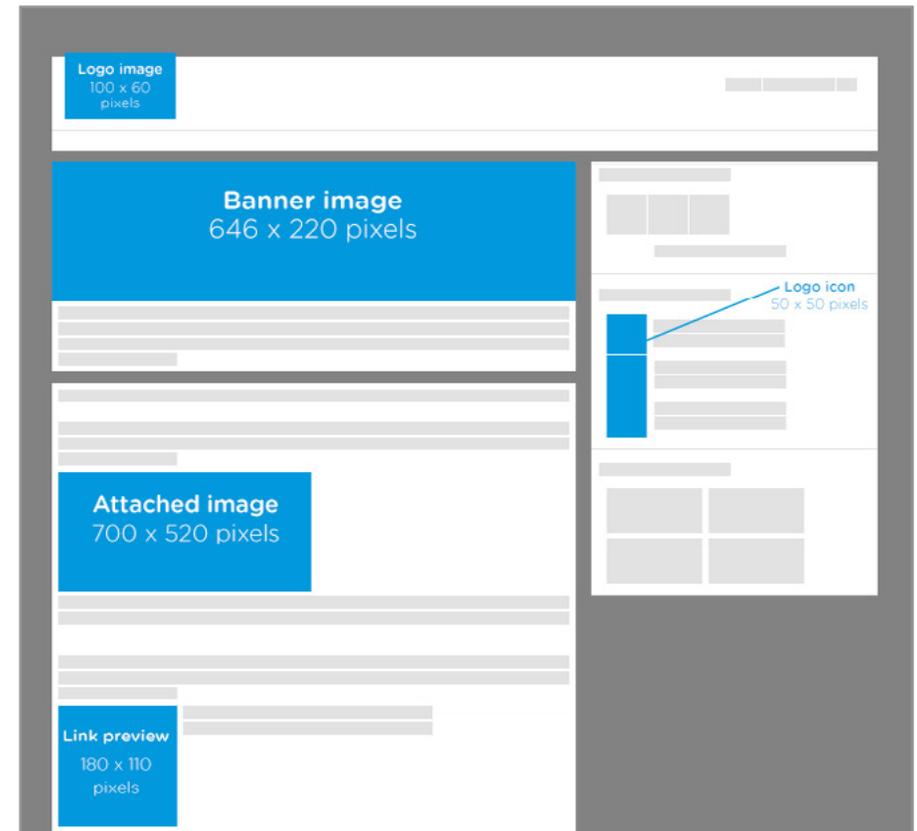
Your LinkedIn company profile is where you make your company stand out among the competition.

- **Make sure your profile is complete and that all information remains up to date.** Your company profile should give viewers a full understanding of your company as concisely as possible. Don't simply copy and paste your standard "About Us" information. Avoid lengthy, wordy descriptions and instead focus on what makes your business unique.
- **Include links.** You should include links to your company website or blog to allow viewers to learn more about your company.

The visuals on your company profile are just as important as the page content – they bring your page to life and are what viewers will notice first when they visit your page.

Make sure images are high resolution and properly sized.

- Your company logo should be 50 x 50 pixels.
- Your banner image should be 646 x 220 pixels. The image should be interesting and brand-relevant.



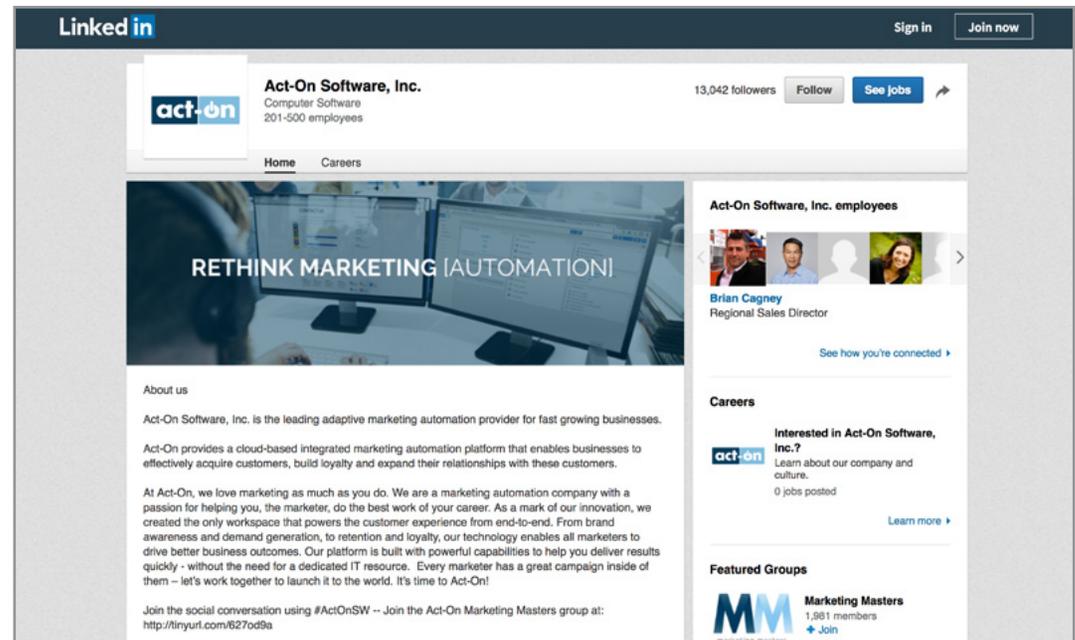
Followers

- **Employees are the most obvious to target as initial followers.** Make sure you encourage employees to set up professional personal profiles, add your company to their page, and follow your company page.
- **Make sure the LinkedIn "Follow" button is installed on your company website.**
- **Share your LinkedIn company page on your other social media channels.**

Groups

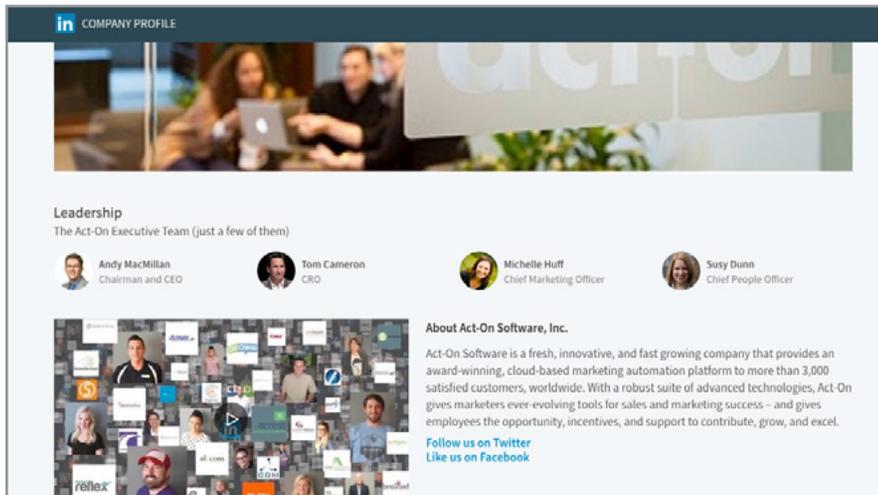
Though there are over one million groups on LinkedIn, your company should still consider creating its own group relevant to the line of business or targeted to customers and partners.

- **Provide valuable information on a regular basis.** Encourage participation and cross-promote on other channels to gain additional attention and attract more followers.
- **Steer away from sharing self-promotional content.** Instead, give insight, expertise, and other information that will provide value to followers.
- **An active and successful group will help to build brand credibility and leadership;** as the group grows, so will your authority.



Life Page

This allows people to get a feel for your company culture, see who executives are and learn your company values. This can be beneficial for potential employees, or prospects who want to learn more about the company.



Turn-On Cultural Insights



Updates

Updates on your LinkedIn pages should do two things:

- 1. Provide current followers with valuable content and give a more detailed look into your company culture.**
- 2. Add value to your LinkedIn page, which will encourage people who are viewing your page for the first time to follow it.**

- Consistency in updates is important – try to post at least once a day.
- LinkedIn is a professional business networking platform and your updates should reflect that. Don't post personal, polarizing, or controversial information. Any information posted in updates is a direct reflection of your company, and should provide value to followers.
- Examples of valuable content include answering customer FAQs, links to blog posts or industry news, invitations to webinars and events, and announcements related to company achievements, job openings, etc.
- Make sure you explore the various ad types that LinkedIn has to offer and test each one to see what works best for your company.

Advertising

Though it's not a necessary part of your LinkedIn presence, if you are doing any social media advertising at all, we strongly recommend that you consider LinkedIn.

- **LinkedIn advertising is ideal for B2B.** Because it's in a strictly professional setting, this is where you're most likely to reach other businesses.
- **LinkedIn ads can be extremely targeted by location, industry, title, company and other demographics, lending themselves to precise strategies.** If your current LinkedIn advertising efforts haven't been successful, look at the buyer personas you're targeting, and consider retargeting. You might be aiming too low or high in the responsibility matrix.

NOTE:



For Mid-sized business we suggest starting with Sponsored Content and text ads.



Sponsored Content

Boost your content to the world's largest professional audience on desktop, smartphone, and tablet.



Sponsored InMail

Reach your target audience with content valuable to them right in their LinkedIn Inboxes.



Dynamic Ads

Grab attention with dynamically generated, personalized display ads.



Display Ads

Run programmatic desktop display campaigns that drive brand awareness and keep you on prospects' minds.



Text Ads

Drive high-quality leads within the budget you choose using our self-service advertising platform.

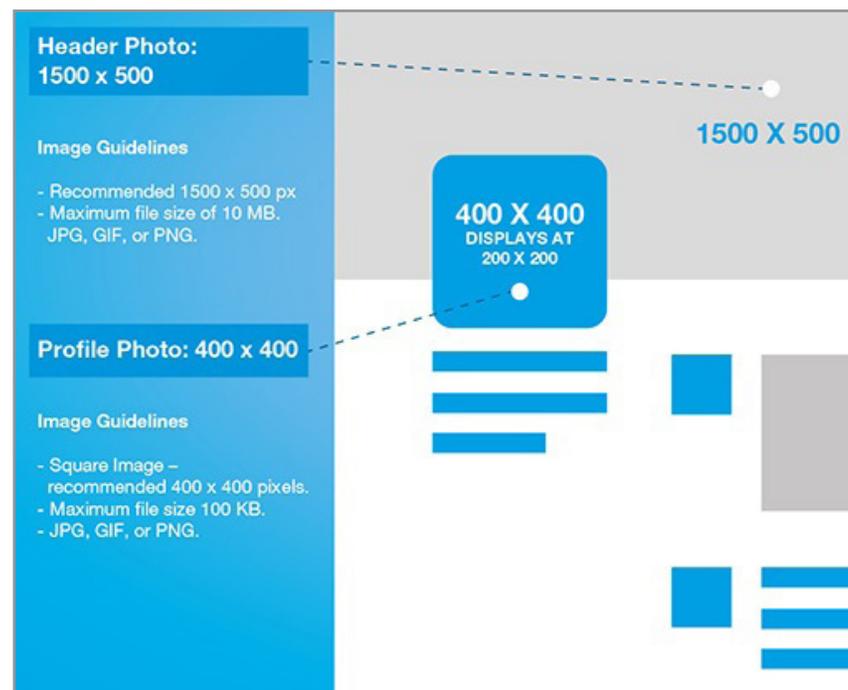


With over 500 million users, this 140-characters-or-less micro-blogging social channel is a great outlet for B2B outreach – in real time. Unlike Facebook and other channels, all tweets can be seen by everyone, giving Twitter enormous potential as an outlet for your company to connect and converse with other businesses and likeminded individuals. It's no surprise that Twitter is the second most popular social media platform among B2B companies, with 88% participating.

Because Twitter is so focused on real-time posting, it's a channel where consistent posting and upkeep is crucial. Here's what to look for when auditing your B2B Twitter account.

Your Company Twitter Page

- **Your Twitter bio is limited to 160 characters.** Get creative with this limited space, and use it to tell people why your business is unique and why they should follow you.
- **Your profile photo appears on your Twitter page, as well as alongside all of your tweets.** Make sure you are using a high-resolution company logo, properly sized at 400x400 pixels.
- **Have you added a custom Twitter header image?** This image is a great way to brand your accounts and make your page feel inviting, engaging and professional. Make sure it is properly sized at 1500x500 pixels. It is also worth noting that the header photo is cropped to a 2:1 aspect ratio on mobile. Check your Twitter account on mobile devices and make sure your header image appears correctly.





Twitter (continued)

Followers

Both gaining followers and following other accounts is critical to the success of your Twitter platform. Be mindful of the accounts you choose to follow. Focus on known influencers in your professional field and prospective clients relevant to your brand.

- **Two easy ways to gain followers that you should use:**
 1. Install the Twitter “Follow” button to your website, and include a link to your Twitter page on your company’s other social media platforms.
 2. Sync your email contacts with Twitter and follow these accounts. (Note that if these clients do not follow back within a week, you may want to unfollow.)
- **Look at the ratio of followers to accounts you are following on your Twitter page.** Following more than the number of those following you can make you lose credibility with users who perceive this lack of engagement as a lack of interest. If this ratio is off on your company account, perform an audit on the accounts you are following. If these accounts aren’t adding value to your tweet stream, are inactive on Twitter, are posting too often, or are constantly self-promoting, it may be time to unfollow. [Tweepi.com](https://tweepi.com) is a great tool for managing and auditing your Twitter account.
- **Who is posting from your company?** If you don’t have a standard set of policies around employees posting to Twitter and other social media platforms, develop one. You can’t police employees’ private accounts, but let them know how to position the company when they mention it, and how to manage mentioning competitors. With more and more employees using social media as an outreach strategy for social selling and influencer marketing, don’t leave this to chance.





Twitter (continued)

Tweet Valuable Content

Your success on Twitter largely depends on engaging followers through your tweets. 70% of users re-tweet others' content because they find it interesting, so follow that example. It's more important to tweet interesting and valuable content to your followers regardless of whose it is, than to tweet just your own stuff. It also shows that you appreciate the good work of others.



- **How often are you linking to your own content?** Audit your Twitter stream for a day or two and see how you're balancing links, retweets and conversations with others. It's easy to get off balance.
- **Evaluate your language.** "Check out my new blog post" is not compelling. "6 Ways to Get That Sale" and has a keyword that will attract likely readers.
- **Review your most successful posts.** What do they have in common? Can you learn a new best practice for your stream?
- **Using images in your tweets can help your content stand out.** Images used in tweets should be a maximum of 1024x512 pixels. Note that the in-stream photo preview of these photos will appear 440x220 pixels.
- **Are you using hashtags in your tweets?** The right hashtag can help you gain attention from people who are interested in that topic. There are a number of sites, both paid and free, that can help you determine the best hashtags to use. Look also for the hashtags that influencers in your space use. Do an A/B test: Send the same tweet out several times (over a specified time period) with a different hashtag and see which ones receive higher engagement.
- **Use Twitter's trending topics when one of them is relevant to your brand to help you reach a wider audience.** But don't use one if it's not relevant, or people will feel misled.



Twitter (continued)

Be Mindful of How Often and Who You Tweet

Your success on Twitter largely depends on engaging followers through your tweets. 70% of users re-tweet others' content because they find it interesting, so follow that example. It's more important to tweet interesting and valuable content.

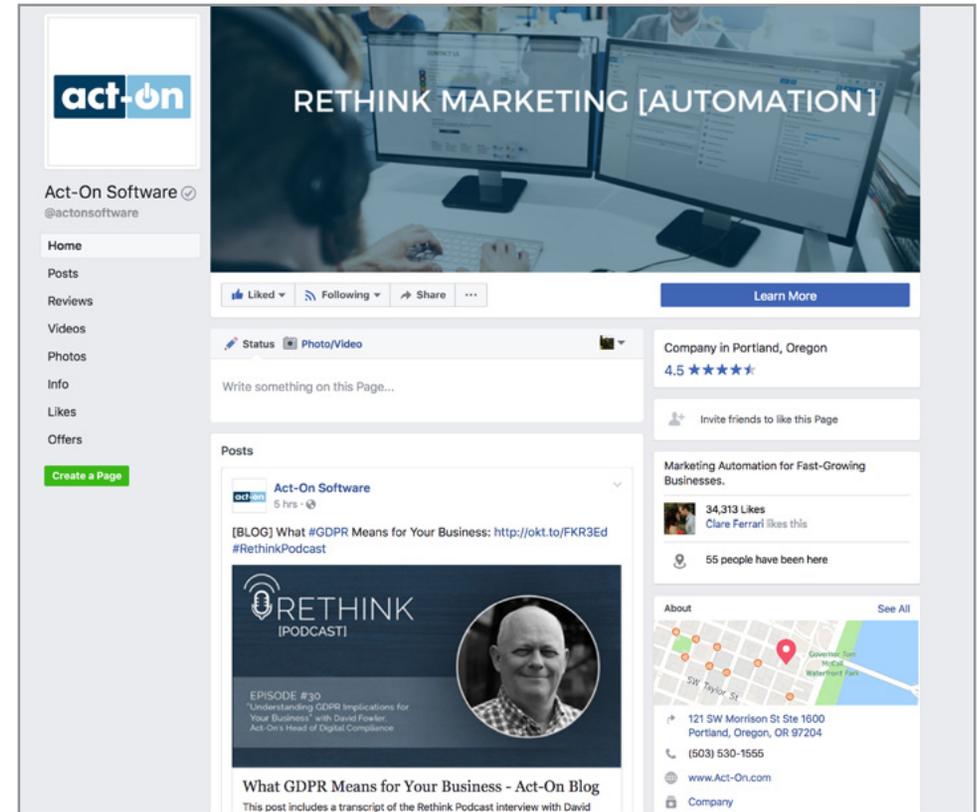
- **Be mindful of how often you tweet. There's an important balance here.** You want to tweet often enough (5-7 times daily) to keep your account active and relevant to followers. However, over-tweeting can make you become a nuisance account and can actually cause a drop in followers. Experiment to find your sweet spot, and re-check with each audit.
- **Scheduling tweets in advance.** Use programs like TweetDeck, Oktopost, Hootsuite, or Act-On's Social Publishing tool can help you put out new content consistently.
- **Fact check.** Check out the profile and content that they share before hitting RT. A constant onslaught of tweets that take over your followers' Twitter feeds can turn people off of your account quickly.
- **Are you reaching out to your followers and the Twitter community?** 80% of your tweets should focus on driving interactions with your followers, such as re-tweets, replies, and favorites. Don't just share your own content, engage with other followers and share their content as well. This is especially important if your company is new to Twitter and you're working to establish a strong following.
- **Tag active followers/influencers in tweets relevant to them.** You should be mindful of who you tag and how often – always make sure you are adding value to followers, especially when tagging/mentioning them in tweets.
- **How quickly are you responding to tweets, questions and comments from followers?** Twitter is a social channel based around real-time interaction, and lagging in response time can frustrate your followers. Use your twitter account to engage with your audience, and to prospect!
- **Consider creating Twitter Lists.** Ensure that you are able to capture what your most important partners, customers, and influencers are Tweeting about. Twitter is a crowded channel, and when you are following thousands of accounts it can be hard to read everything. A Twitter list will make it easier for you to categorize your VIPs and funnel all of their conversations into streams to make engaging with them in real-time possible.



Although Facebook is more oriented towards B2C, we shouldn't count it out completely for B2B. In fact, 84% of B2B companies are active on Facebook. There are over 900 million active users, so even B2B companies can find a target audience and see success on this social channel.

Company Facebook Page

Your company's "About Us" section on Facebook should be complete and include all pertinent information, like industry, contact information, website link, and details about the company. Additionally, make sure your profile photo and cover image are high resolution, on brand, and properly sized. Your Facebook profile photo should be 180x180 pixels, and your cover photo should be 851x315 pixels. Be mindful of the overlap of the profile image over your cover photo.



Facebook (continued)

Page Posts

The major difference between B2C and B2B Facebook accounts is a subtle but important one, and it comes into play when posting to your B2B company page. You're targeting people with business interests, and your posting needs to reflect that. Create and curate content that not only appeals to this audience, but inspires response, asks for their expertise or opinion, and reinforces your audience's role as thought leaders. By sharing your own knowledge and also asking for or acknowledging the expertise of others, you're more likely to see response and get your content shared.

- **It's often helpful to see Facebook as an extension of your existing social channels.** Take cues from content you're successfully posting on Twitter and LinkedIn to get an idea of what you should be posting on Facebook.
- **As with other social channels, image-rich posts are more likely to get noticed, liked and shared. Be mindful of the image size restrictions when posting:**
 - An image should be a maximum of 1200x1200 pixels.
 - An image included with a shared link should be 1200x627 pixels.
- **Consistent posting on Facebook is also important.** Though perhaps not as valuable a social outlet as other channels, you should still post daily to keep followers engaged.





This channel is often overlooked. By some counts, Google+ has over 540 million active users, which would make it larger than both LinkedIn and Twitter. Google isn't saying, though, so it's hard to know the channel's reach. While its social capabilities and activity may not match that of other channels, yet, it may become a strong contender. If you haven't set up a Google+ business page for your company, consider it strongly, especially if you have local interests.

- **As with any channel, your Google+ business page should have all sections filled in with current and accurate company information.** Make sure you have a profile photo (250x250 pixels) and cover photo (2120x1192 pixels) that accurately reflect your company's brand. Adding images and video posts to your page can help you gain higher exposure on Google.
- **If you have branches or franchises, local SEO may be important for your company.** While a Google + page won't necessarily help a website rank better, it's quite important for local SEO. The Google local pack is served from Google + listings, so it is very possible for a local company to have multiple listings on the SERP with good G+ optimization (PPC, local pack, organic, Trip Advisor, Yelp, etc.). Each branch or franchisee should have their own Google+ account (with location) to make this work best.
- **As with Twitter, employees are increasingly using Google+ for social selling. Develop guidelines, and share them.** It's also important to note, that aside from page authority, the number of +1s on a post is directly correlated with how high the content will appear in search rankings. The more social engagement a blog, eBook or Landing Page receives, the better the ranking in Google search. There are plenty of options to post updates, add followers, create circles, and much more on Google+. It's well worth the time and energy to populate this channel.

Traffic counts, but it's not the final metric

It's nice when your numbers continue to trend up, but there's much more to social success than just numbers. If you're using technology that lets you attribute leads to first-touch or multi-touch sources, look at which social sources drive leads, opportunities, and closed sales. You could find that a social channel that's lower in followers is doing the best job of driving revenue. If so, that's the channel you want to spend your time improving.

Also, look at Google Analytics and see what social channels are driving the most traffic to your homepage – this is a good indicator of whether you're sharing valuable content and engaging with the right audience. Benchmark the % of traffic being driven quarter of quarter from the respective social channels and use this as a KPI to measure social effectiveness.

Conclusion: Auditing Will Benefit Your Marketing Strategy

Regularly auditing your social media channels for best practices will help you better understand when and why certain channels may be more effective than others.

Ready to conduct your own social media audit? [Here's a template to get you started.](#)

Once you can see your results in relation to each other and to your other marketing efforts (such as media relations and email campaigns), you can take a more critical look at your social strategy on each channel, and plan how that strategy could be altered to help your company meet its goals. [Learn how to turn Social Media into a Business Driver](#)

Other Social Media Resources



10 Things B2B Companies Should Be Doing on LinkedIn



Facebook Rules of Engagement eBook



10 Things Marketers Should be Doing on Twitter

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