

SOCIAL MEDIA MANAGEMENT

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BRAND ESTABLISHMENT

- What is a brand?
- How to conduct a brand audit
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WHAT IS A BRAND?

Advertising guru David Ogilvy originally defined a brand as “The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised.

A brand is the way a product, company, or individual is perceived by those who experience it.

Examples: Coca-Cola, Apple, Google, Jumia, Konga, Cybersafe Foundation

KNOW YOUR BRAND

As a Social media expert, every business has a brand. You should strive to know your business' brand. That is, your first job as a social media manager is to know the business and its brand before you manage it. For you to know the brand, you need to perform a brand audit.

PERFORMING A BRAND AUDIT

For you to perform a brand audit, you need to be able to clearly define and describe the following attributes of a business. The Who, What, How and Why of the brand. You can get these from either the owners or their existing social platforms or websites.

The WHY

Why do you as a business exist? What's your product or service offering? What's the business' vision? Why the particular product or service? This is how you clearly define what value a business is adding to the society at large. Are they meeting a need? Supplying a demand? Creating ease and convenience? What industry do you operate in?

The WHAT

This is the most tangible aspects of a business' brand. The logo, what does it mean? The choice of colours? What emotions do they exude? The name, packaging, pricing, history, reputation, service, ads & brand statements.

KNOWLEDGE CHECK

Select the odd one from the following elements of a brand audit:

- A. Where (Ans)
- B. Why
- C. What
- D. Who

BRAND VOICE

Without a brand voice, it will be hard to beat the competitors or even target your ideal prospects. A brand voice is what sets every great business apart from others. This is why global companies budget at least 11% of their revenue on branding annually.

According to market estimates, total media advertising spending the United States in 2020 would amount to 225.8 billion U.S. dollars. By 2024, the figure is expected to grow to 322 billion dollars.

Examples of a brand voice: minimalism, sophistication, luxury, unique



SOCIAL MEDIA PLATFORM FOR YOUR BRAND

Once you have identified your brand and attributes, you need to communicate socially to your customers and prospects. There are different social media platforms to communicate your brand. Some of the major ones are: Facebook, Instagram, Twitter, LinkedIn.

Which of the social media platforms is right for you?

- Your type of product or service
- Your target market
- Spy on your competitors



KNOWLEDGE CHECK

A brand will have it difficult to differentiate itself from competitors without a brand voice

- A. True (Ans)
- B. False

CASE STUDIES

Brand name: Piggyvest

Brand Voice: Security

Major social platforms: Facebook, Instagram, LinkedIn and Twitter

Brand name: Cybersafe Foundation

Brand Voice: Empowerment

Major social media platforms: Facebook, Instagram and LinkedIn

ADDITIONAL READING

[The Who, What, How and Why of a brand](#)

SOCIAL MEDIA CONTENT MARKETING

- What is content and why is it important for brands?
- Role of text, images and videos in content distribution
- Content Calendar
- Case study
- Resources

WHAT IS CONTENT?

Content is any information, idea, event that is useful, purposeful and causes an effect or experience. E.g, Text, graphics, videos, events, etc.

WHAT IS CONTENT MARKETING?

Simply, content marketing is creating and sharing content to attract (short term) and retain (long term) a defined audience.

THE ROLE OF TEXT

Caption

Captions are the social triggers on social media platforms which informs the audience to either take an action or just be informed.

Copy/Copywriting

A copy is a text that aims to inform, persuade or entertain an audience to attract traffic or make a purchase. This is mainly found on graphics, videos.

HOW TO WRITE A GREAT COPY

There are key things to note on how to write a great copy or caption:

- Think about the audience first
- Be as specific as possible
- Target emotions
- Use familiar language



THE ROLE OF IMAGES

Visibility

Images give more context to your caption and visibility to your brand. With the use of images, a defined audience' attention is easily attracted. This is why intentional brands use social media channels.

Role of videos

Videos are more engaging and trigger even deeper emotions. E.g [Just do it campaigns by Nike,](#)

KNOWLEDGE CHECK

Caption is different from Copy:

- A. True (Ans)
- B. False

TYPES OF CONTENT

Educational content

This type of content is used to educate your audience without necessarily selling to them. It's a way to create that "value added service". What Cybersafe Foundation does is an example.

Promotional Content

This type of content is tactically produced to sell to your customers. This is the most popular.

TYPES OF CONTENT

User Generated Content

This type of content is organically created posts by happy customers which you in turn share on your own platforms.

Repurposed content

Types of content that are repurposed from original content. A poll result used to educate or promote is an example.

KNOWLEDGE CHECK

Ginger Tea helps you reduce high blood pressure. What type of content is this if it's coming from a Ginger Tea brand?

- A. Promotional
- B. Educational (Ans)
- C. Repurposed
- D. All of the above

CONTENT CALENDAR

For you to be a successful social media manager, you need to know how to use a content calendar.

A content calendar is a schedule of activities, content that will be shared on a brand's social media platforms and is managed by the social media manager.

Benefit: It enables organisation and professionalism.

CREATING A SOCIAL MEDIA CONTENT CALENDAR

Day and time

Platform

Caption

Content type

Attribute

Collaborators

Objective

Status

KNOWLEDGE CHECK

Which of the following isn't a type of content attribute:

- A. Video
- B. Image
- C. None of the above (Ans)

CASE STUDY

Cybersafe Foundation and PiggyVest

Content type: Original posts

Content attributes: Texts, images, videos

CTAs; Learn More, Sign up

TOOLS

[Using a content calendar](#)

[Canva](#)

SOCIAL MEDIA MANAGEMENT

- What is Social Media Management?
- Who is a Social Media Manager?
- Skills to have as a Social media manager
- Direct Post on Social media
- Tools for social media management

WHAT IS SOCIAL MEDIA MANAGEMENT?

What does this entail?

Social media management is the professional act of managing a brand's social media presence in a way that it boosts traffic, attracts ideal audience and achieve intended purposes such as sales, events registration, website visits, brand visibility, brand positioning etc.

A Social Media Manager (SMM) is the first customer facing employee of a brand. A SMM is the brand enabler and customer support.

SKILLS TO HAVE

Effective communication – Creativity – Customer Support

Efficient and organisation – Administrative and professional – Amiable and funny

Digital marketing/social media ads – Brand monitoring

KNOWLEDGE CHECK

A Social Media Manager (SMM) is the first _____ facing employee of a brand.

- A. Customer (Ans)
- B. Manager

HOW DO YOU MANAGE SOCIAL MEDIA?



DIRECT POSITING

This involves posting directly and daily on social media platforms you manage such as facebook, instagram, twitter etc.

SCHEDULING TOOLS

Facebook Business Suite: An efficient SMM leverages on FB business manager tool to schedule posts on both FB and Instagram for at least a month.

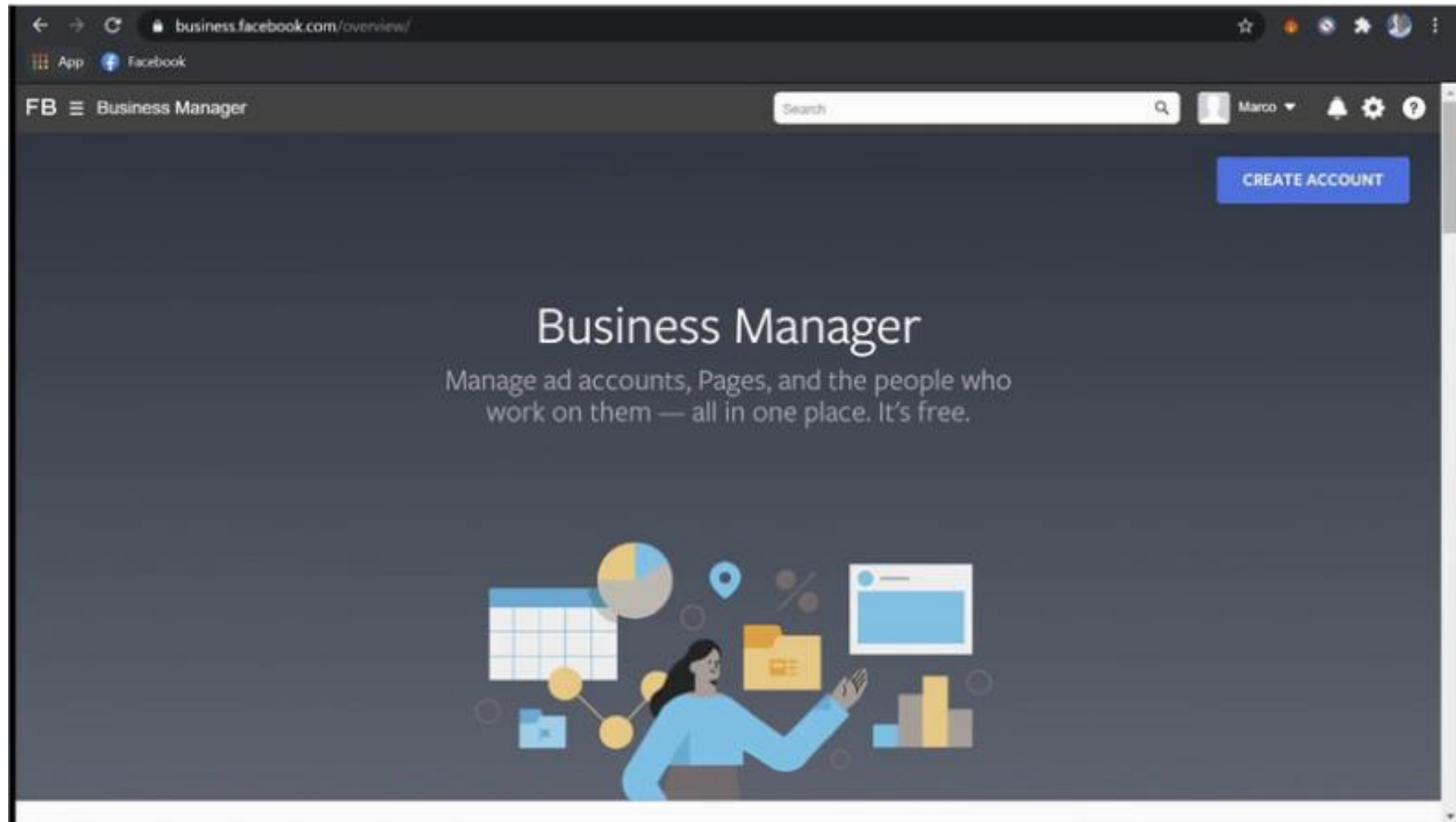
Hootsuite: A popular social media management tool that allows you to schedule posts on various social media platforms.

FACEBOOK BUSINESS SUITE

Steps:

- Visit business.facebook.com
- Create account
- Choose create post
- Select both instagram and facebook
- Click on schedule
- Create your post
- Schedule

Create an account



Fill in your details

✕

Create Your Business Manager Account

Your Business and Account Name

This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

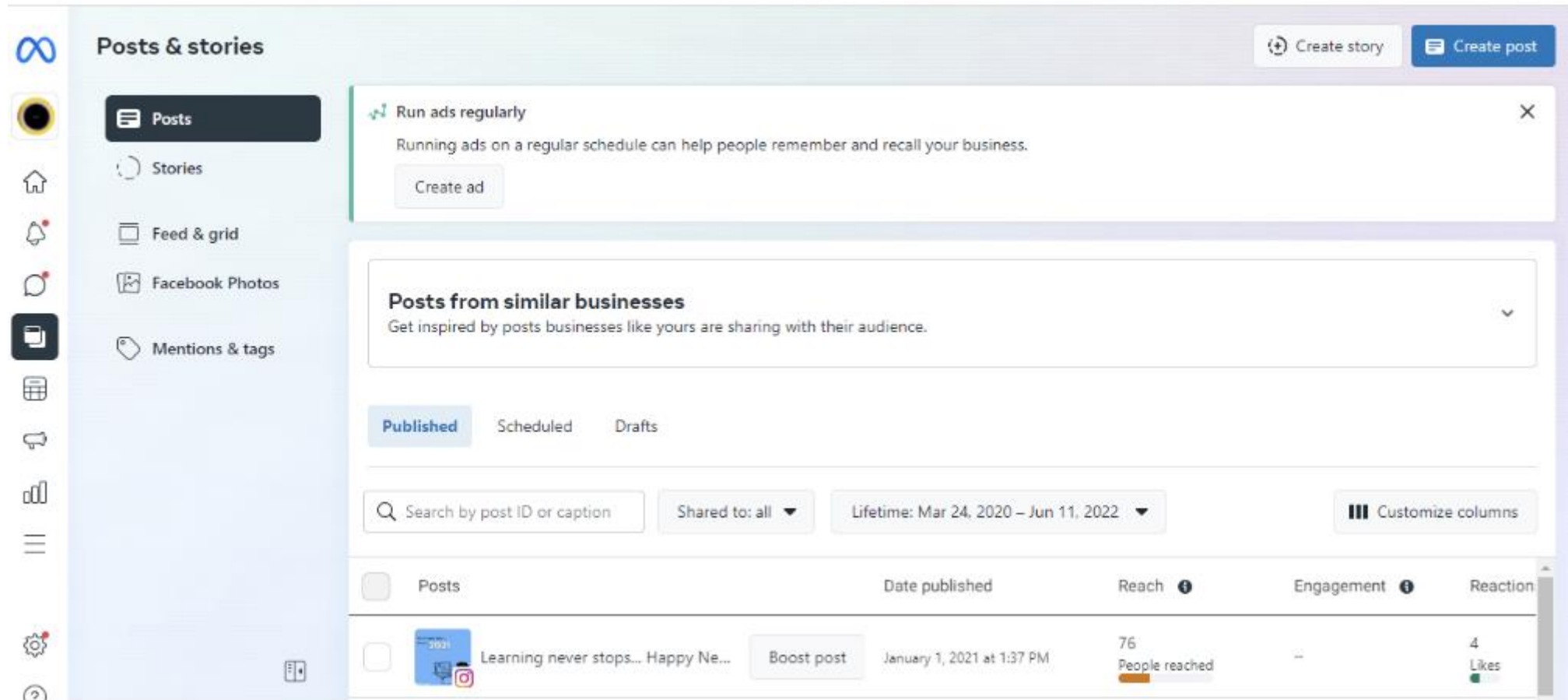
Your Name

Your Business Email


This should be an email you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email.

When you add people to your business, your name and business email will be visible to them.

Create Post



The screenshot shows the Facebook Business Manager interface for 'Posts & stories'. On the left is a navigation sidebar with icons for Home, Notifications, Facebook Photos, Mentions & tags, and a menu icon. The main content area has a top bar with 'Create story' and 'Create post' buttons. Below this is an advertisement for 'Run ads regularly' with a 'Create ad' button. The main section is titled 'Posts from similar businesses' and includes filters for 'Published', 'Scheduled', and 'Drafts'. There are also search and filter options for post ID, caption, shared status, and lifetime. At the bottom, a table displays a list of posts with columns for 'Posts', 'Date published', 'Reach', 'Engagement', and 'Reaction'.

Posts	Date published	Reach	Engagement	Reaction
<input type="checkbox"/>  Learning never stops... Happy Ne... Boost post	January 1, 2021 at 1:37 PM	76 People reached	--	4 Likes

Schedule

Bycep – Talent Com... DAAD - Internation...

Create post

Facebook news feed preview

digitexacademy
Just now

Scheduling options Publish now Schedule Save as draft

Schedule your post at the optimal times to engage with more of your customers or manually select a date and time in the future to publish your post.

Facebook

Jun 11, 2022	11:10 AM
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Instagram

Jun 11, 2022	11:10 AM
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Optimal times

Cancel Schedule

HOOTSUITE

- Hootsuite is also a social media management tool. It's better than facebook manager because it allows you to schedule and manage posts across major social media platforms including LinkedIn and Twitter.

KNOWLEDGE CHECK

What's the difference between Facebook business suite and Hootsuite?

- A. Hootsuite covers more social media platforms (Ans)
- B. Facebook business suite is more advanced
- C. None of the above

Additional tools

[Facebook business suite](#)

[Hootsuite](#)

[How to use hashtag](#)



THANK YOU