

HOW TO BUILD A SOCIAL MEDIA CAMPAIGN?



Social media is not just a place to share your holiday's photos or comment your friends' posts. It is also a powerful place where people can come together and harness the best parts of humanity. It is a platform where we can quickly, easily and effectively make a real difference in this world.

There's no question that social media has changed the world as we know it as we are more connected now than ever before.

Social media has also changed the way that we learn about issues affecting the world around us. And this is a really good thing. Where once we felt powerless to help, now we can spread awareness and lend our support. **We really can change the world!**

Building an effective social media campaign is no easy task. Not only do you have to really get to know your target audience well but you also need to find out where they hang out online and how you can reach them.

Like any other digital marketing tactic, building a social media campaign takes time, expertise, and resources. But with a little guidance, you can be on your way to develop a campaign that piques your audience's interest and compels them to engage with your cause.

Below, we'll take you through each step of developing a social media campaign for your audience

STEPS OF THE CAMPAIGN PROCESS

1. IDENTIFY YOUR TARGET AUDIENCE



The first step when building a social media campaign is knowing exactly who your audience is and what they find important.

It takes time to get to know who your target audience is and what they care about, what challenges they face, where they go to get information, and what they look online.

Once you know who your audience is and what they care about, you'll be able to reach them more effectively through a social media campaign. Not only will this target market research inform the types of content that you use in your campaign but also your approaches to reach and engage your audience.

2. DEVELOP SPECIFIC CAMPAIGN AIMS, GOALS AND OBJECTIVES



You need to set out a clear campaign aim, the change you want to see and the impact you want to make. It should be easy to communicate and clear to understand. This campaign aim should be:

- **compelling and inspiring**
- **targeted – identifying who or what needs to change**
- **focusing on impact – articulating what real-world change will result**
- **succinct**

Before you can get started launching your social media campaign, you also need to decide what your goals and objectives are for the campaign. Consider not only what you hope to get out of this specific campaign but also how these goals align with your marketing goals and overall objectives. It's important to make sure that your goals are clearly outlined.

We recommend using the **SMART** goal setting system to help ensure that your social media campaign goals are clear and attainable. **SMART** stands for: **specific, measurable, achievable, relevant, and time.** Using **SMART** goals is one of the best ways to set yourself up for success.



Let's take a closer look at what makes a goal **SMART**

Specific — the more specific you can be with writing down a goal, the easier it will be to clearly see what it is you are trying to achieve.

Measurable — how will you measure your success?

Attainable — is your goal attainable?

Relevant — a relevant goal is aligned closely to your objectives. Does this goal support your objectives, vision, or values?

Time Specific — give your goal a deadline.

Setting **SMART** goals is a good guarantee of online marketing success. Once you have a clear set of goals, you can track your key performance indicators and metrics more accurately. Make sure to revisit your goals on a regular basis to determine if you are still on track or if something needs adjusting.

It's also important to note that your specific campaign goals will play a vital role in your social strategy. The ways that you engage and the types of content that you use in your campaign will vary based on your specific objectives.

Keep your goals in mind when choosing the type of promotion tactics as well as the type of content you will create for each campaign.

3. DEVELOP VISUAL AND WRITTEN CONTENT FOR CAMPAIGN



it's time to finally create content! Be sure that every piece of content is assigned to someone on your team.

These are some of the facts that you need to have in mind when developing content for a social awareness campaign:

Share the Facts and Figures: Nothing speaks credibility the way research and statistics do. **People love getting to know facts and statistics**, especially those they were previously unaware of. Social causes always have a range of statistics, research, and knowledge to share to enlighten an audience. The community is most often unacquainted with these facts and figures. Come up with info graphs, charts, and creative images that will make effective posts to engage the community as well as enlighten them about bases of your cause.

Share Stories: These could be narratives of people, videos experiences, heart-wrenching pictures of those who need help, and other content meant to inspire. Let your audience know how to make a difference. **To raise awareness, telling stories is one of the best ways to do this.**

Be positive: This doesn't mean every post needs to be happy - there's a huge difference between positive and happy. **You want your audience to be excited, and inspired by your posts**, and that doesn't always mean happy posts. In some of your posts, you may choose to share your opinion or take a stand on something important to you and your cause.

Keep it short and simple: People value their time. If you want your audience to give you their attention, **you need to show that you value their time also.**

When it comes to visual content, you want to make sure that any images or video you use have quality. Make sure that your visual content is easy for viewers to understand without any explanation. The video or image should speak for itself and provide value on its own.

For written content, make sure that the content is engaging and free of grammatical errors that may be distracting to your audience, make your content and posts easy to read, keep paragraphs to only two or three sentences and be as succinct as possible when writing on your topic

CONTENT FOR SOCIAL MEDIA

It is critical that you ask yourself: Is this content really relevant to my audience? You can understand by "relevant" any post (whether with image, text, video, gif etc.) that can solve a question or meet a need at the exact moment it

Customize your content for each social network. Equal publications shared on the Internet make no sense. Remember that the Facebook user is also on Instagram

When posting any content, put yourself in your audience's shoes and ask yourself:

- > **What do I get with this content?**
- > **Is this content useful to me?**
- > **Does the post contain anything that can help me solve a problem?**

Types of Visual Content You Should Use In Your Social Marketing Campaigns

Images

- > Illustrations
- > Photos
- > Gifs



Videos

- > Educational Videos
- > Explanatory Videos
- > Interactive Videos
- > Lives



FACEBOOK CONTENT DESIGN



If you produce content on the Internet, you need to be aware of the size of images for social networks.

FACEBOOK SIZES

Facebook is the most popular social network in the world, and to stand out on it, it's essential that you have an effective marketing strategy.

Image recap:

File type must be PNG, JPEG, or GIF.

Page cover: 1200px x 675px

Profile picture: 1080px x 1080px

Link image: 1080px x 566px

Post image: 1200px x 630px



UPLOADING | FACEBOOK

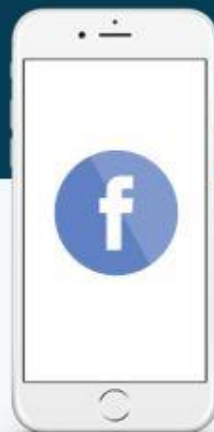
PHOTOS AND VIDEOS

On Facebook, you can add photos, videos, albums, and live video broadcasts to your profile for all your friends to see.

UPLOADING PHOTOS OR VIDEOS

To upload photos or videos to your profile, follow these four simple steps:

1. Go to your profile.
2. Press the "Photos" tab.
3. Press "Add Photos/Video".
4. Upload pictures or videos from your computer.
5. Share the post.



CREATING PHOTO OR VIDEO ALBUMS

To create a photo or video album, follow these four simple steps:

1. Go to your profile.
2. Press the "Photos" tab.
3. Press "Create Album".
4. Upload pictures or videos from your computer.

INSTAGRAM CONTENT DESIGN



If you produce content on the Internet, you need to be aware of the size of images for social networks.

INSTAGRAM PHOTO SIZES

Instagram posts are no longer limited to square! However, your images will still be cropped to square on your profile page gallery.

Image recap:

File type must be PNG, JPEG, or GIF.

Profile photo: 180px x 180px

Square post: 1080px x 1080px

Landscape: 1080px x 566px

Portrait: 1080px x 1350px

Story image: 1080px x 1920px



UPLOADING | INSTAGRAM

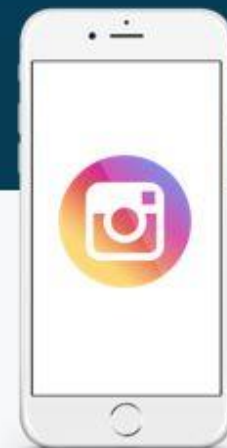
PHOTOS AND VIDEOS

On Instagram you can add photos, videos, and stories to your profile for all your friends to see.

UPLOAD, EDIT, AND POST AN IMAGE

Now, for the most important part of Instagram – how to upload and post an image:

1. Tap the + icon at the bottom of your screen.
2. Choose a photo or video from your library – or shoot one in the app.
3. Crop the image.
4. Pick a filter.
5. Use hashtags for post optimization.
6. Share the post.



YOUTUBE CONTENT DESIGN



If you produce content on the Internet, you need to be aware of the size of images for social networks.

YOUTUBE VIDEOS

YouTube is one of the biggest, most popular websites in the world, which is what makes it an incredibly powerful marketing tool.

Supported formats:

YouTube allows to upload videos in the following formats:

MOV, MPEG4, MP4, AVI, WMV, MPEGPS,
FLV, 3GPP, WebMD.



UPLOADING | YOUTUBE

VIDEO

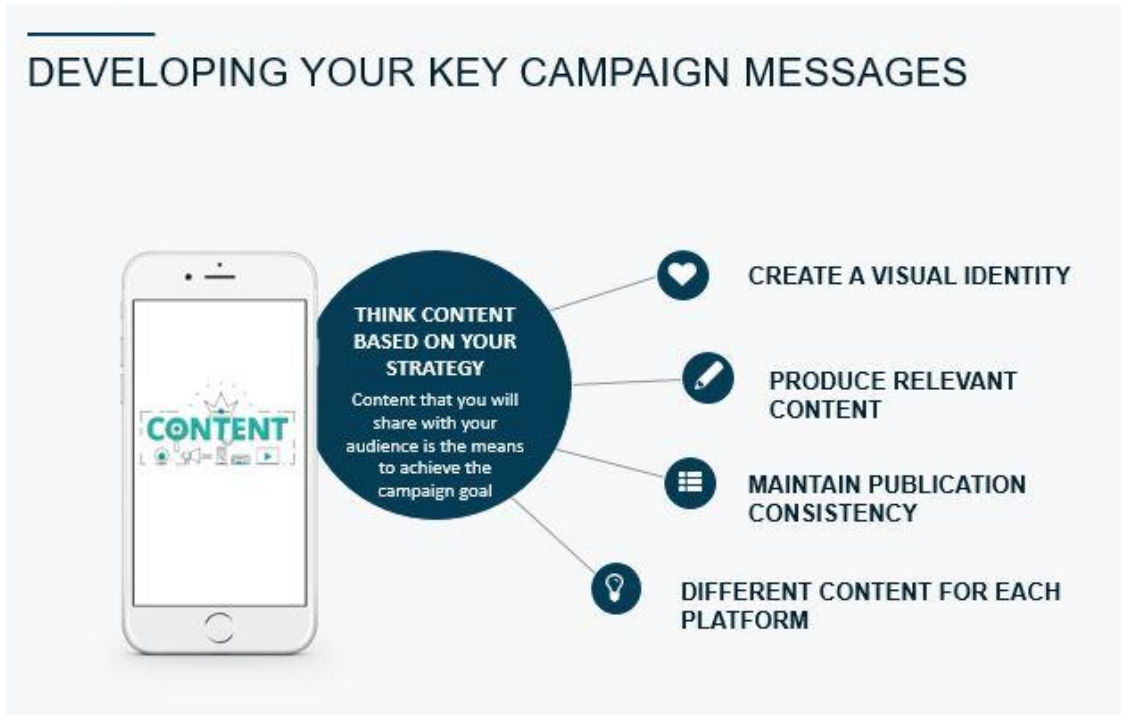
On YouTube you share videos and stories to your profile for all your friends to see.

UPLOAD VIDEO

Now, for the most important part of YouTube -- how to upload a video:

1. Log in to your YouTube account.
2. Click on the video icon at the top right hand side of the window, which can be found next to your user icon, messages, apps, and notifications.
3. Click 'Upload Video'.
4. Then, press 'select files to upload' to find the video file saved on your computer. Or, you can drag and drop it into the window.
5. Add a description of the video so people know what your content is about before watching it.
6. Share the video.





4. CREATE A CONTENT CALENDAR

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:
Twitter:	Twitter:	Twitter:	Twitter:	Twitter:	Twitter:
LinkedIn:	LinkedIn:	LinkedIn:	LinkedIn:	LinkedIn:	LinkedIn:
Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:
Pinterest:	Pinterest:	Pinterest:	Pinterest:	Pinterest:	Pinterest:
YouTube:	YouTube:	YouTube:	YouTube:	YouTube:	YouTube:

it's time to create a content calendar.

After you know the types of content that you will create and the topics you'll focus this content on, you should keep this information organized in a content calendar.

A content calendar makes it easy to see what content is coming up and keeps everyone on your team on the same page about tasks and deadlines.

- Topic or title
- Description
- Type of content
- Author
- Due date
- Post date
- Any other important notes


Keep this content calendar in a place where everyone on your team can access and update it. We recommend using Google drive. It's important that everyone on your team can update their progress or make notes on issues or delays so that it's clear when the content will be complete so you can update your social media campaign timeline.

The types of content that you create for your campaign will differ based on your goals and objectives. Here are some guides on what to do:

CONTENT CALENDAR

A content calendar represents exactly what its name implies: a calendar with all your future social posts

- ✓ **Why do you need a content calendar?**
Once you know where we want to go and what resources we have, it is important to create a calendar that guides all tasks and plans work, ensuring that there are no gaps left unfulfilled.
- ✓ **What should this calendar have?**
Themes, publication dates, platforms chosen, or keywords are some of the elements that should be present in the calendar.
- ✓ **How can do the Calendar?**
Think about some of the specific functions you will need and remember to set the schedule.
For example:
 - > Planning and Research - Day 1-2
 - > Content Production - Day 3 to 5
 - > Review and Editing - Day 6 to 8
 - > Publication - Day 9
 - > Review – Day 9 onwards



5. SCHEDULE POSTS THROUGHOUT THE MONTH



Once the content is created, it's time to schedule it according to the timeline you've outlined in your content calendar. The pacing of your posts will depend on a number of factors such as your social media campaign goals, length of the campaign, types of content, and when your audience is most active. It's best to do a little research before you start posting so that you know when the optimal times to post are.

Optimal posting times depend on the social media channel as well as the audience you are trying to reach. Here's a general guide to the best times to post on social media based on 2018 industry research:

facebook

Thursday is the best day to post on Facebook. The best times to post on this channel are Wednesday at 12 and 2 p.m. and Thursday at 1 and 2 p.m. However, it's safe to post on any weekday from 10 a.m. to 3 p.m. Evenings, early mornings, and weekends have the least amount of engagement. Though the best days and times will still vary based on audience and industry, these are a general outline for posting on Facebook.

Instagram

The best days and times for posting on Instagram may vary between audiences and industries. However, research shows that the best days and times to post on Instagram are: Wednesday at 3 p.m.; Thursday at 5 a.m., 11 a.m., and 3 to 4 p.m.; and Friday at 5 a.m. You can safely post Tuesday through Friday from 9 a.m. to 6 p.m. Keep in mind that Sunday has the lowest engagement.

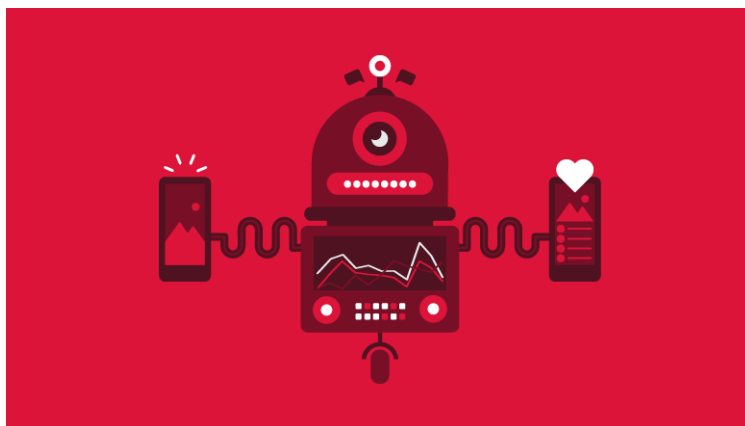
6. MONITOR AND RESPOND TO ENGAGEMENT



You can't just set and forget your social media campaign. You've got to keep an eye on the engagement across all of the channels that you are using as part of your campaign. Whether you log onto each platform during the week or you use a social media management program to bring all the messages and comments into one dashboard, it's vital that you monitor engagement and respond to what others are saying.

Each social media channel will notify you on the main dashboard to any comments, messages, likes, re-tweets, etc. Make sure to go through these notifications carefully to see who you may need to respond to. If someone asks questions, answer them to the best of your ability. If they are just leaving a comment or trying to start a conversation, take this as an opportunity to engage.

7. ADJUST IF NECESSARY



You don't have to wait until the social media campaign is finished to adjust your tactics. For example, if you find that a piece of content is really resonating with your audience, find new ways to promote that content and get more traction from it as part of your current social media campaign.

Similarly, if tactics aren't working, you don't need to wait until the end to adjust your approach. Find out what works by testing different things along the way. Just be sure to monitor your results each step of the way and compare this data with your initial campaign goals to determine if you're on the track to success.

8. ANALYSE YOUR RESULTS AND ADJUST FOR FUTURE CAMPAIGNS



All of the work that you've put into developing and implementing your social media campaign will pay off when you start to see more traffic coming and more conversation happening through your online communities. It's important to track these successes and translate them into what results they have brought to your business.

However, you need to go beyond just tracking the successes of your campaigns. If you really want to get the most out of your social media campaign, you'll need to analyse the data from your social media efforts and use it to make adjustments for future campaigns.

Identify which tactics or pieces of content worked best and which still need some work. If there were any surprises along the way, find ways to use what you learned and apply it to future campaigns.

TOP SOCIAL METRICS

It's important to track action results through social networking metrics



Now, it's time to get started with your Social Media Campaign!



All you need to do to get started with your first social media campaign is to follow the steps above. The more research you do on your audience up-front, the more successful your strategy will be – which means you'll have the opportunity to see the results you really want from your campaign.

Remember, social media is not just something you can set and forget. In fact, if you want your social media campaign to be effective, then you'll need to engage with your followers, and leads along the way.

Good Luck and don't forget!

"It always seems impossible until it's done." – Nelson Mandela