

# showing up on social media







We help you share the right message with more people because in a noisy digital world, you deserve to have your voice heard.

# introduction

Welcome to the **Showing up on Social Media** guide. You have most likely downloaded this guide because you are interested in **growing, boosting, or even discovering** more about the power of having an excellent social media presence. This guide will serve as an asset that will help you work toward all three of these goals.

We are excited that you're here. You have taken an important first step toward Showing Up on Social Media and we're grateful for the opportunity to help you along in this journey.

First, let us tell you a little about our journey. Revox Social, LLC was formed in June of 2019. Chris Norris is the owner and strategist of Revox Social, LLC. At Revox, we help you simplify your social and digital media marketing so that you can reach more people with the right message.

The word Revox is Latin for "another voice," and we take very seriously the opportunity to be that voice for our clients, representing them accurately and professionally through social and digital media platforms.

In 2019, we began offering Social Media Management services where we create and post content to the client's social media channels as well as reply to comments and messages. Later that year, we began to also offer Social

## Here we go...

Media Consulting services where we work with the client to develop a strategy and offer tips and best practices to help them manage their own social media channels better. And finally, in April 2021, we officially launched our Video Production services which allow businesses and organizations to share information, updates and stories through the powerful medium of video.

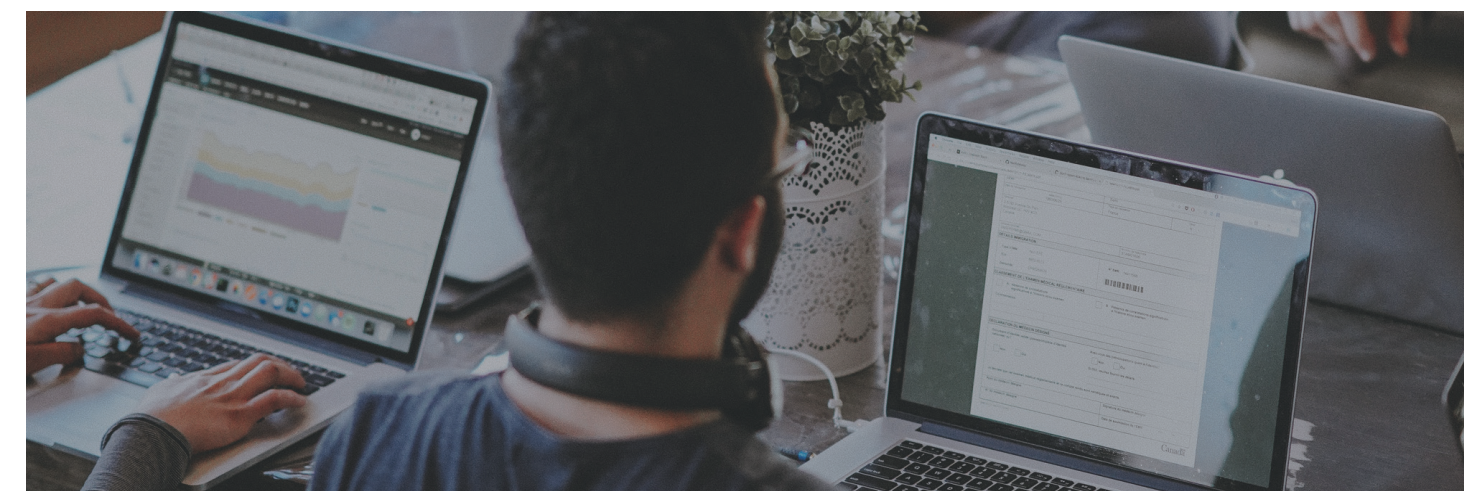
We are committed to helping businesses and organizations expand their reach online and successfully connect with customers. In order to do that, they need someone who cares about their social and digital media as much as they do—a partner they can trust. We've helped dozens of clients grow their online presence and reach new customers.

As leaders, business owners and brands, we want potential clients to stop by our business and

discover what we offer. We want these people to clearly understand our offerings (our products, services, and solutions) — and how our offerings have the potential to change their lives. We want to create satisfied clients who then tell others about us to potential clients — so they can also become satisfied clients who in turn tell others. Then, we want this cycle of success to continue. We want to form a community around your brand or business. We want to invite people to join your tribe! It all begins by getting people to YOUR "front window."

Maybe your front window is a physical storefront. Or, perhaps your website serves as figurative "front window" of your organization. In either case, your social media serves to be the lights and signs that ultimately point the right people there.

Without bright lights and consistent signs showing up in the right places, neither will consistent and qualified potential clients and customers.







### Who are you trying to reach?

This is a very simple question. However, don't let the simplicity of this question negate its essentiality.

It is paramount for leaders and business owners to determine exactly who their ideal client is. In other words, who should know about your products, services, or solutions — and what are their specific needs?

Begin by creating an ideal client avatar. Humanize this person. Give them a name, a job, hobbies, preferences...etc. Understand why they would choose to follow you on social media and what you have to offer their unique needs. Be as specific as possible. This will increase the potential to target and effectively reach your unique, ideal client.

## step one | identify your audience

You are the expert here — and through your experience determine:

Who needs to know about your organization?

Who you feel can best be served by your organization?

What value can you provide or offer to people that goes beyond a sales pitch or offer?

Once you have a good handle on your ideal client, begin to work on showing up where they are hanging out and spending time on social media.

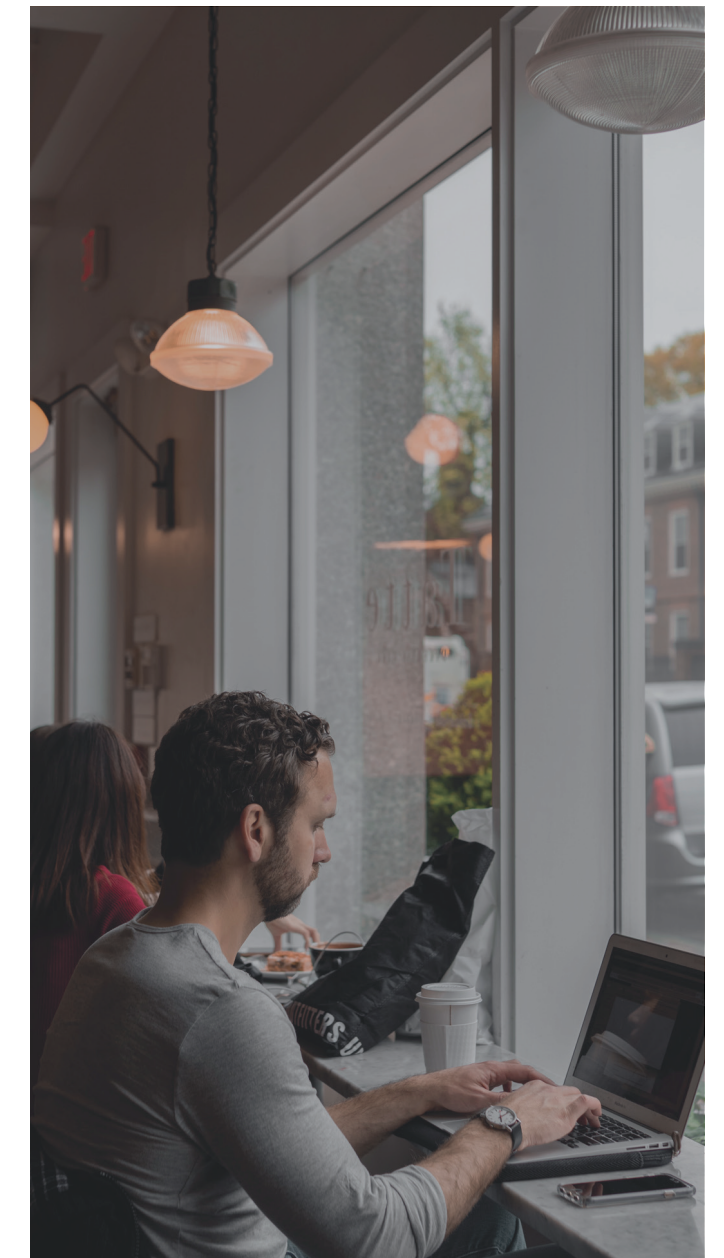


Not all social media channels are created equal — and not all social media channels are used equally. To get specific people to your “front window” takes targeted efforts.

Once you understand exactly who you want in front of your “front window,” your social media can be tailored to specifically attract those people. This begs the question — how do you choose which channel is best to attract your ideal client?

Fortunately, much research has been done in this area — and the data is good. We want to save you hundreds of hours (and thousands of wasted marketing dollars) by providing some of the highlights we have discovered as to social media usage.

For our purposes today, we will be sharing with you demographic data from the big 5 social media channels: Facebook, Instagram, Twitter, LinkedIn, and Pinterest courtesy of the Sprout Social team.





## Facebook

This social media channel needs no introduction. You most likely have (or have had) a Facebook account at some point in time if you are curious about social media. This channel has the most users in terms of all social media channels — yet, are **most people your niche?**

According to the data, here are the primary users of Facebook:

- Facebook users are **54% women** and **46% men**.
- **51%** of **13-17** year olds use Facebook.
- **81%** of **18-29** year olds use Facebook.
- **78%** of **30-49** year olds use Facebook.

## LinkedIn

LinkedIn is the “professional social network” and is often used by B2B (business to business) marketers to share content.

Here is what the data says:

- LinkedIn has over **590 million** registered users.
- **29%** of **18-29** year olds use LinkedIn.
- **33%** of **30-49** year olds use LinkedIn.
- **24%** of **50-64** year olds use LinkedIn.

## Instagram

This is the fastest growing social media network utilizing photos and stories to engage followers. However, does it fit your brand?

Here is what the data says about Instagram’s users:

- **35%** of all US adults use Instagram with **1 billion** monthly active users.
- **400 million** people use Instagram’s stories daily.
- This network is appealing to **teens** and **young adults** with its straightforward, photo-centric design and ease of use.
- **72%** of **13-17** year olds use Instagram.
- **64%** of **18-29** year olds use Instagram.

## Pinterest

Pinterest is a visual search engine that has changed the way people shop online.

Here is what the data says:

- **61%** of pinners have made a purchase after seeing a product on Pinterest.
- **41%** of online women use Pinterest while 50% of new signups are men.
- **34%** of **18-29** year olds use Pinterest.
- **34%** of **30-49** year olds use Pinterest.
- **26%** of **50-64** year olds use Pinterest.

## Twitter

Twitter is a valuable customer service and communication tool, yet it is widely misunderstood.

Here is what the data says about Twitter:

- A twitter feed can be organized **chronologically**, bypassing the algorithm showing you only top tweets first.
- **32%** of **13-17** year olds use Twitter.
- **40%** of **18-29** year olds use Twitter.
- **27%** of **30-49** year olds use Twitter.

After examining this data and how it compares with your ideal client avatar — which channel (or channels) line up for you? This will provide clarity as to where you need to show up consistently.

(This data has been provided by Sprout Social at <https://sproutsocial.com/insights/new-social-media-demographics>)





## step three

# cater your content for the channel you choose

At this point, you are clear on (1) who you want to attract as a client — and (2) you have selected the social media channel (or channels) that will best attract these clients.

Now, it is time to begin using your creative energy. To be most effective, the content you create needs to fit the social media channel (or channels) that you have selected.

Generally speaking, some social media channels are better suited for certain uses. Here is what we have discovered:

**Facebook** If Facebook is your channel of choice, you may want to think about posting a photo, video, blog post, or even taking a poll. Facebook Live (a capability for live video streaming) is a great way to interact with potential clientele in real time. Recently, Facebook live has become extremely successful as viewers get a real-world look into your life or into the life of

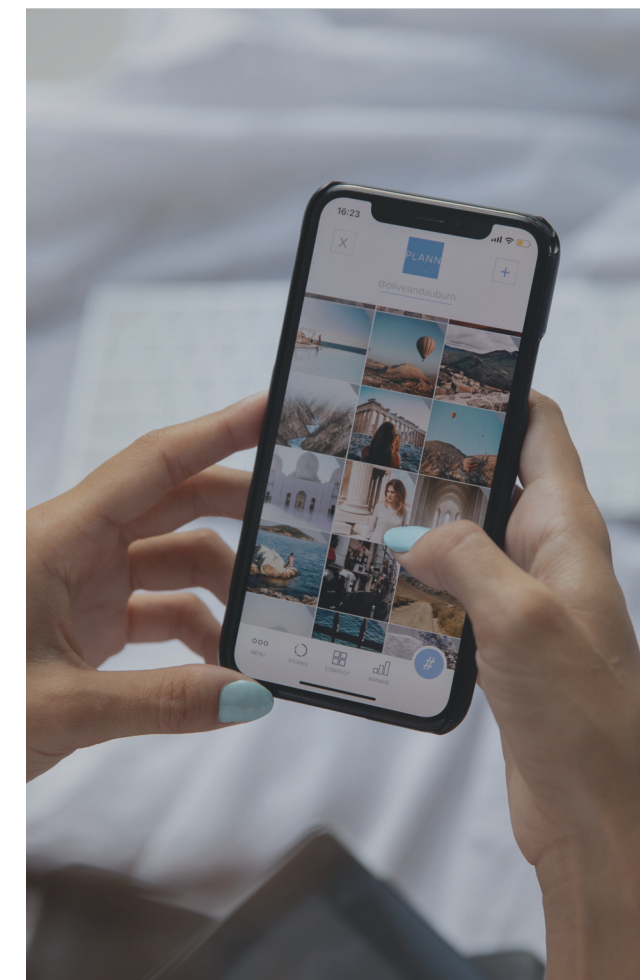
your organization. Facebook overhauled the newsfeed in 2018 to favor “meaningful social interactions” which means it is harder for business/brand pages to show up in their customers’ newsfeeds. That means you need to find creative ways to engage your followers in, as Mark Zuckerberg describes, ‘meaningful’ ways.

**Instagram** If you choose to use Instagram, you may want to consider the use of high quality imagery, product photos, video, ephemeral (in the moment) content, or even infographics. Quality is key here — so whatever images you choose need to look great.

**Twitter** If you choose to use Twitter, consider posting frequent, short updates with photos/video when available. There is a limit to how many characters you can use in a post, 280 to be exact, so keep posts brief, pithy and actionable.

**LinkedIn** Because LinkedIn is primarily geared to the business world, consider using industry-related articles / blog posts, video tutorials, or white papers in the content you post to LinkedIn. Through LinkedIn, you can position yourself as an expert in your field!

**Pinterest** Due to Pinterests’ image-rich capability, consider featuring photos, videos, or online shop items if this is your channel of choice. If your product or service can be categorized, consider using Pinterest boards to showcase your business.



## Bonus Tip

When brainstorming ideas for content, think about how an idea may be featured across multiple channels with some minor tweaking. Recycling and tweaking ideas is a great way to save time and consistently showcase quality posts. For example, capture a flat-lay image of a sweater you are selling for Instagram. On Pinterest, you can show an image of the sweater, the cost, and a link to purchase it. On Twitter, you may tweet a link to your sale page with a catchy tagline about sweaters. On LinkedIn you can post about how your business is geared toward selling sustainable fashion. You get the picture. One great idea can be tweaked across many channels to fit the platform and demographic you are trying to reach.

The more you post across your social media channels, the more comfortable and successful you will become in developing effective content. There is no magic formula — there are only guidelines pointing you toward success. The more you create, the more you will discover what works for you and your organization. This brings us to the fourth and most important step...



## step four

# create community and interact often

Here is where you truly discover the power of showing up on social media.

Just like in any physical location — the more you show up there, the more people you get to know. Think of your favorite coffeehouse... In your first visit, you may have interacted with a barista or a random friend inside. If you return back to that same coffeehouse twice a week, you may get to know a handful of people fairly quickly. If you show up at the coffeehouse twice a day (without being creepy of course), you may quickly come to know most of the employees along with the coffeehouse regulars — and perhaps even a few newbies to the venue just by nature of being there consistently.

This is also true of your social media channels. To create a sense of community, you need to show up and **BE** a part of the community. This will build your credibility, give you a consistent voice, and allow you to connect with the community at a whole new level.

Because not all social media channels are created equal, each channel requires a different type of consistent interaction. For instance...

On **Facebook**, community can quickly be built through commenting, liking, and sharing posts from other like-minded or related pages. Just 15-30 minutes per day can generate significant returns. You may ask followers for feedback through open-ended questions and polls — or maybe even offer exclusive access, special sales, and key information only to your followers. If you consistently post 3-5 times per week on Facebook and post a variety of content including photos, videos, links, or quotes — you will build engagement and increase your influence. Also, don't forget to say thank-you to those who engage with your material. These types of interactions work well to both learn about and build your tribe through this platform. Consider joining or creating a Facebook Group to achieve this type of community interaction.

On **Instagram**, just 15-30 minutes per day can jumpstart the growth of followers, while also increasing your influence over your community. Here are a few quick tips to try: Begin by searching for relevant hashtags in your niche market. Click on 5-10 images that catch your attention. Like 4-5 posts and comment on 1-2 posts. Discover other accounts either similar to yours or whom you'd like to model your account after by searching, following, and commenting on their posts. Perhaps even repost or reshare their content. As you engage with those in your community, you will learn which types of posts generate energy within the niche — while also beginning to build your influence among other Instagram influencers. Feel free to regularly repost people who tag your products or use your branded hashtag. Your followers will love this! Add them to your feed or your story. Another great idea is to utilize the DM feature to answer questions

or thank your followers. Perhaps even go the extra mile by sending a voice memo through DMs.

On **Twitter**, build community by identifying hashtags regularly used by others in your niche and search for them. This will help you get familiar with the existing community in your niche. From there, like, reply, and retweet other people's tweets.

Be sure to occasionally follow new people as well. You can even consider hosting or taking part in a Twitter chat. One thing to note however — please ensure that your account is public so that people can easily message you with a direct message (DM). This will help you maintain a high level of customer service while ensuring your ability to reply to all messages in a timely manner. Also, consider utilizing Twitter's list features to organize key customers or competitors.





Through **LinkedIn**, community can be built by searching for business or industry related hashtags and posting your comments to their threads. This will help keep you current on trends while also allowing you to network with other professionals. As you comment, express gratitude for sharing the post. (e.g. "Thanks for sharing this. I've seen this trend in our business as well and couldn't agree more!") As you seek to grow your network, invite people within your niche to connect with you while always adding a personalized note in the connection request. (e.g. "Hey, it was nice talking with you today at the networking event. Glad to connect here.") Finally, as you connect with new people, take the time to endorse your connections for the skills they have shared with you — or have demonstrated to you.

---

As you endorse others, leave honest, thoughtful, and specific endorsements that identify exactly what your connection has helped you achieve. Beyond endorsing their professional skills, be

sure to highlight their personality or character traits. This adds an element of personalization and authenticity.

There are also a few **best practices** that can be generally applied across all social media platforms to create community and interaction. They include tagging locations, tagging other accounts (when applicable), regularly including a call to action in your posts, seeking feedback by asking open-ended and fill-in-the-blank questions, and finally using photos and videos when possible.

If all of this sounds a bit overwhelming to you, we can understand. At first, anything new or unfamiliar may seem overwhelming at times. However, as you use social media, gain fluency in your preferred channels, build your tribe, and attract new followers — you WILL discover the power and potential social media possesses to position your organization directly in front of your ideal clientele.

This leads us to the final step...



# step five

## let us help you show up on social media

Learning social media has been likened to learning a new language, in a new culture, with people you have never met.

You may wonder if a time investment into social media is worth the investment — or if it will generate any sort of return. We can answer that question right away — yes.

**Social media IS worth the investment — but is it worth YOUR investment?**

As a leader, you are busy and your time is valuable. You may discover that creating engaging posts, liking and following influencers, creating polls, commenting on accounts...etc. may NOT fit into your schedule — or may not be the BEST use of your time. 30 minutes a day on Facebook, 15 minutes on Instagram and Twitter, plus another 30 minutes searching LinkedIn and pinning posts on Pinterest adds up quickly.

The truth is, you are probably doing too much to begin with. With a business to grow, clients

to serve, products to develop and showcase, teams to lead, vision to cast, and goals to achieve — your hands are full. **We understand.**

An effective leader is constantly determining the opportunity cost for their own time — and although social media is necessary, it may not be the most effective use of YOUR time.

This begs the question — if not you, WHO should invest this time on behalf of your organization?

Are you able to hire a social media manager? According to Glassdoor, the average salary for a full-time social media manager is near \$55,000/year. Will that fit into your budget? If your organization is in a position to do this, fantastic! This is money well spent.

However, if you don't have the time to personally invest in social media — and cannot afford the \$55,000 per year price tag of hiring a full-time social media manager — **there IS another solution.**



We understand that time is your most valuable asset and keeping up with your social media can be time-consuming. With our **Social Media Management** services, we develop a strategy and create content that engages your audience. With Revox's Social Media Management services, it's a done-for-you, full service and peace of mind process. We help you stay consistent with your posting and replies to comments and messages, all while helping to grow your reach online and remain connected to your customers. To make social media worth the effort, you need to put in the work and trust the experts to do that for you.

### Social Media Management Services:

Manage your social media profiles (Facebook, Instagram, LinkedIn, and more!)

Develop a posting schedule that aligns with your social media goals.

Post content consistently to your social feeds.

Research and create a hashtag strategy for Instagram.

Media creation available when needed (photo/video shoots).

Our organization was built to serve leaders and entrepreneurs through **social media coaching**. Through **Social Media Coaching**, we will guide you with clear, effective, and practical steps forward. Here is a sample of the coaching services we offer:

### Social Media Coaching Services:

Development of a strategy to improve your social media presence.

Optimization of your social media channels and the content you are posting to achieve maximum engagement, exposure, and conversion.

Creation of a posting schedule to schedule and post quality, consistent, and engaging content.

Training of your team on social media best practice through lunch-and-learn or team teaching options.



And we can't forget to mention the importance of video as part of a successful social media strategy. At Revox Social, we create high-quality, professional-looking videos for your business through our **Video Creation Services**. We will help you reach your customers in a personal way through the powerful medium of video. In order to do that, you need someone who can capture your business in a creative and compelling way—a visual storyteller you can trust.

### Video Creation Services:

Planning and storyboarding video ideas and concepts.

Conducting and/or filming interviews.

Log and edit all footage.

Add graphics, color correction, and audio effects in post-production.

Upload and share final video to website, email, social media, or television.

Let our experience and expertise take your social media to the next level. Through Social Media Coaching, we would love the opportunity to help build your brand and increase your influence. Let's work together to develop social media solutions uniquely tailored to your organization or brand.

**Begin using social media as a tool and not a time suck today as you setup, show up, and level up your social media presence.**

Learn about our services at [revoxsocial.com](https://revoxsocial.com)



### contact us



814.580.8433  
chris@revoxsocial.com  
revoxsocial.com