



COVID-19 CLEANUP

FOR YOUR SOCIAL MEDIA ACCOUNTS

A GUIDE BY  **revox**
SOCIAL




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THE TRUTH IS, CORONAVIRUS IS SCARY AND THERE IS SO MUCH UNCERTAINTY INVOLVED WITH THE FUTURE. OUR FUTURE AS PROFESSIONALS AND BUSINESS OWNERS IS UNCERTAIN. IN FACT, AT THE TIME OF THIS DOCUMENT BEING PUT TOGETHER, I WOULD ASSUME MOST OF THE PEOPLE READING THIS ARE WORKING FROM HOME FULL-TIME.

HOW IS THAT GOING FOR YOU?

FOR ME AS A RELATIVELY NEW BUSINESS OWNER, IT IS ALLOWING ME TO FINALLY GET SOME TIME TO WORK ON MY BUSINESS INSTEAD OF IN MY BUSINESS. FOR YOU, THAT COULD MEAN THAT WITHOUT A BRICK AND MORTAR OFFICE TO DRIVE TO EACH DAY, YOU MAY HAVE MORE TIME TO FOCUS ON SOME OF THE BACK-ENDS OF YOUR BUSINESS SUCH AS YOUR WEBSITE, YOUR EMAIL LISTS, YOUR PRICING, YOUR GOALS, YOUR BUSINESS STRATEGY AND YOUR SOCIAL MEDIA.



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I BET YOU'RE BUSY AND IF SO, YOU MAY FIND IT DIFFICULT TO KEEP UP WITH ALL THE POSTING, COMMENTING AND UPDATING. THAT IS WHY WE WROTE THIS GUIDE TO HELP YOU TAKE A FEW MOMENTS IN THE DAYS AHEAD TO FINALLY CATCH UP ON YOUR SOCIAL MEDIA ACCOUNTS. IT WON'T TAKE THAT LONG IF YOU HAVE A PLAN AND A STRATEGY TO HELP YOU ALONG, YOU CAN MAKE THE MOST OF THAT #WORKFROMHOMELIFE!

TOGETHER, WE'RE GOING TO WALK THROUGH A FEW "HOUSEKEEPING" ITEMS TO TIDY UP YOUR SOCIAL MEDIA MARKETING STRATEGY SO THAT WHEN YOU'RE BACK IN THE #DAILYGRIND OF YOUR 9 TO 5, RUNNING THE BUSINESS OR LEADING YOUR MARKETING TEAM, YOU'LL BE READY TO HIT THE GROUND RUNNING.

READY TO GET STARTED? LET'S GO!

1. UPDATE YOUR PROFILES

LET'S START FIRST WITH FIRST IMPRESSIONS AND THOSE OFTEN HAPPEN WHEN PEOPLE LAND ON YOUR SOCIAL MEDIA PROFILE. AN IMPORTANT INITIAL STEP IN CLEANING UP YOUR ACCOUNTS IS REVIEWING EACH OF YOUR SOCIAL PROFILES AND MAKING SURE THEY ARE FILLED OUT, UP TO DATE AND ACCURATELY DESCRIBE YOUR BUSINESS OR ORGANIZATION. BE SURE THAT YOUR PROFILE HAS PERSONALITY, IS LIGHT-HEARTED AND DOESN'T SOUND LIKE AN "ABOUT US" PAGE ON A WEBSITE.

HERE ARE SOME THINGS TO LOOK FOR:

- USE AN ATTENTION-GRABBING OPENING SENTENCE THAT IMMEDIATELY TELLS YOUR POTENTIAL NEW FOLLOWERS WHO YOU ARE AND WHAT YOU DO
- INCLUDE THE RIGHT RELATED KEYWORDS IN YOUR DESCRIPTION. THIS WILL HELP WITH GOOGLE SEARCH RESULTS
- MAKE SURE YOUR CONTACT INFO AND HOURS ARE UP-TO-DATE
- EDIT OR UPDATE YOUR BRANDING INCLUDING A PROFILE PHOTO AND COVER IMAGE
- ADD A CLEAR CALL-TO-ACTION SO PEOPLE KNOW WHAT YOU WANT THEM TO DO NEXT (EX: FOLLOW US, CONTACT US OR VISIT WEBSITE)

2. ANALYZE YOUR AUDIENCE

WHEN WAS THE LAST TIME YOU TOOK THE TIME TO GET TO KNOW THE PEOPLE FOLLOWING YOUR SOCIAL MEDIA ACCOUNTS? I BET YOU KNOW YOUR LOYAL CUSTOMERS, SUPPORTERS AND STAFF BUT UNDERSTANDING YOUR AUDIENCE ONLINE IS A CRITICAL STEP TOWARDS SOCIAL MEDIA SUCCESS. LUCKILY, MANY OF THE SOCIAL MEDIA CHANNELS GIVE YOU INSIGHTS AND INFORMATION ON WHO IS FOLLOWING YOU SO YOU CAN BETTER GAUGE THE TYPE OF POSTS AND INFORMATION TO SHARE.

HERE ARE SOME THINGS TO LOOK FOR:

- THE AVERAGE AGE OF YOUR FOLLOWERS
- MAJORITY OF MALE OR FEMALE FOLLOWERS
- TIME OF DAY YOUR FOLLOWERS ARE ONLINE
- HOW YOUR FOLLOWERS ARE FINDING YOU
- WHICH POSTS ARE THEY INTERACTING WITH MOST

3. EVALUATE YOUR POSTS

THE FINAL AND POTENTIALLY MOST IMPORTANT STEP IS TO TAKE A LOOK AT WHAT YOU'RE POSTING ON SOCIAL MEDIA. OFTENTIMES, CREATING CONTENT IS THE MOST TASKING PROCESS FOR ANY SMALL BUSINESS OWNER OR MARKETING MANAGER SO IT IS WORTH THE EFFORT TO MEASURE THE RESULTS. IF YOU'RE TAKING THE TIME TO POST TO YOUR CHANNELS, DON'T YOU WANT TO KNOW WHAT IS WORKING AND WHAT IS NOT? EVEN IF YOU'RE ONLY ABLE TO POST A FEW TIMES PER WEEK, YOU WANT TO MAKE SURE THAT WHAT YOU SHARE IS RESONATING WITH YOUR FOLLOWERS.

HERE ARE SOME THINGS TO LOOK FOR:

- SCAN YOUR FEED AND SAVE YOUR TOP 3 TO 5 POSTS (SEE INSIGHTS TO IDENTIFY THESE)
- NOTE THE TYPE OF POST: PHOTO, VIDEO, WEB LINK, TEXT UPDATE
- RECORD THE TIME OF DAY THESE POSTS WERE SHARED
- WAS THE POST TYPE EDUCATIONAL, INSPIRATIONAL INFORMATIONAL OR ENTERTAINING?
- WHICH POSTS GATHERED THE MOST ENGAGEMENT: LIKES, COMMENTS AND SHARES?



FINAL THOUGHTS

AS YOU SPEND TIME WORKING ON YOUR BUSINESS INSTEAD OF IN IT AND YOU'RE READY TO RE-VISIT YOUR SOCIAL MEDIA STRATEGY, WE HOPE THAT THIS GUIDE WILL HELP!

QUITE POSSIBLY, MORE THAN EVER BEFORE, PEOPLE ARE SCANNING THEIR FEEDS FOR INFORMATION, UPDATES AND ENCOURAGEMENT DURING THESE UNCERTAIN TIMES. ARE YOU PREPARED TO CONTINUE TO SERVE YOUR CUSTOMERS THROUGH SOCIAL MEDIA?

IF YOU NEED HELP WITH ANY OF THESE HOUSE-KEEPING TASKS OR IF YOU'RE LOOKING TO IMPROVE YOUR SOCIAL MEDIA STRATEGY, WE CAN HELP YOU.



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