

Social media in practice

Quick wins in a noisy world

I am...

- Kwinten Lambrecht
- Belgian (Go Red Devils!)

I am...

Wait!

I am...

What would you
like to know
about me?

@kwinlambrecht

Today I will give you hands-on tips on how to sell your content

(for likes, interactions, website clicks, and exposure. Not for money.)





8 s e c o n d s

Social media can be a very powerful tool

But not if you use it only as an extension of your website, or at random.

ChromeFileEditViewHistoryBookmarksWindowHelp

Recipe 10992844 – IFTTTTwitterLean Metalearning

https://www.facebook.com/pages/Lean-Metalearning/1456135257950773

Apps+ DegreedPost to QuoraPress ThisErik's SitesSocialWritingIndonesianFrenchChineseLanguagesJavaMETALEARNINGOther Bookmarks

Lean Metalearning

ErikHome

You are posting, commenting, and liking as Lean Metalearning — Change to Erik van Mechelen

LmLean MetalearningTimelineRecent

Lm12-13

Lean Metalearning

Be the first person to like this.

Update Page InfoLikeFollow

Community

Learn the Lean way. Avoid painful long cuts to gaining knowledge and skills. Change your life and help others.

About

Photos

Email Signup

Highlights

StatusPhoto / VideoEvent, Milestone +

What have you been up to?

LmLean Metalearning shared a link.

April 5

Our latest post: It's Your Privilege to Learn

http://ift.tt/1kdFb0N


http://www.leanmetalearning.com/privilege-learn/
www.leanmetalearning.com

Like · Comment · Share

LmLean Metalearning shared a link.

April 8

Our latest post: I Grew up in Java but Couldn't Get Started Learning Java http://ift.tt/1ecaJSw



Recent

2014

Jaye Hertz

An afternoon dedicated to beer and bacon? Deal! Thanks Stanley's Bar Room!

Maren Stjernholm

likes

Elise Poppen's photo.

Lauren Melcher and KM Davis

are now friends.

David Anderson

is listening to

You by Galantis on Spotify.

Ashlee Chudanov

collected winnings from a resort on myVEGAS Slots.

Ashlee Chudanov

collected winnings from a resort on myVEGAS Slots.

David Hardnett

likes

Jane Alice's photo.

David Anderson

is listening to

Playground - Tiesto Remix by Jack Eye

Ryan Uyehara

6m

Sean Legler

8m

Lauren Melcher

7m

Logan Peter

7m

MORE FRIENDS (6)

Search



Last tweeted: December 2006.

TWEETS
2FOLLOWING
3FOLLOWERS
87 Follow**Paniraj**

@pani

 Joined December 2006**New to Twitter?**Sign up now to get your own
personalized timeline!

Sign up

Tweets

Tweets & replies

**Paniraj** @pani · 22 Dec 2006

going home on sunday



14



7

**Paniraj** @pani · 21 Dec 2006

sleeping to dream the dream of my life!



14



5





In tegenstelling tot wat algemeen aangenomen wordt is Lorem Ipsum niet zomaar willekeurige tekst. het heeft zijn wortels in een stuk klassieke latijnse literatuur uit 45 v.Chr. en is dus meer dan 2000 jaar oud. Richard McClintock, een professor latijn aan de Hampden-Sydney College in Virginia, heeft één van de meer obscure latijnse woorden, consectetur, uit een Lorem Ipsum passage opgezocht, en heeft tijdens het zoeken naar het woord in de klassieke literatuur de onverdachte bron ontdekt. Lorem Ipsum komt uit de secties 1.10.32 en 1.10.33 van "de Finibus Bonorum et Malorum" (De uitersten van goed en kwaad) door Cicero, geschreven in 45 v.Chr. Dit boek is een verhandeling over de theorie der ethiek, erg populair tijdens de renaissance. De eerste regel van Lorem Ipsum, "Lorem ipsum dolor sit amet..", komt uit een zin in sectie 1.10.32.

Het standaard stuk van Lorem Ipsum wat sinds de 16e eeuw wordt gebruikt is hieronder, voor wie er interesse in heeft, weergegeven. Secties 1.10.32 en 1.10.33 van "de Finibus Bonorum et Malorum" door Cicero zijn ook weergegeven in hun exacte originele vorm, vergezeld van engelse versies van de 1914 vertaling door H. Rackham.



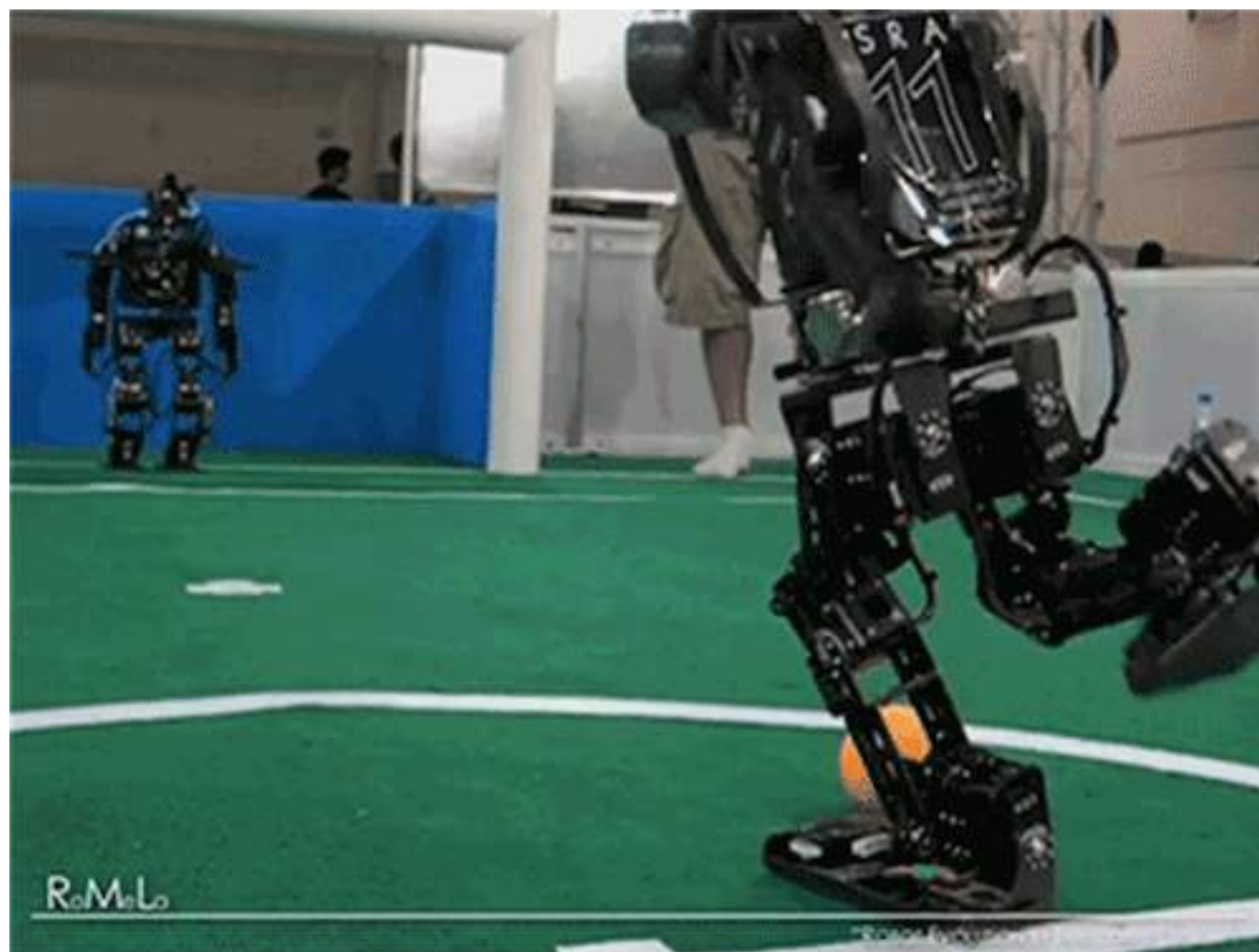
You need a strategy

How a strategy can be made

- Goals
- Target audience
- Content ideation
- Content creation
- Content selling
- ROI and evaluation

Think about your goals first

There are plenty of goals



Inform
Engage
CTA
Build Awareness

...

About your project

But what are your SMART goals?

SMART?

This year, we want a 30% website visitors increase

By the end of the year we want 1000 new Facebook fans

Before the summer we want to pitch three stories via Twitter

During our next event we want at least 10 people to be live-tweeting

KPIs

Clicks

Press clippings

Overall reach

Quality views

Who's your target audience?

Journalists
Citizens
Local governments
Potential projects

Think about which content works best for which target audience and for which platform.

TAX TOV

Target audience












- Journalists
- Politicians & stakeholders
- Citizens
- ...

Tone of voice

- Information-driven
- Results-driven
- Soft selling-driven
- ...

Each platform is different

- Audiences
- Ways of presenting content
- Behaviours
- Timing
- Advertising
- Everything is changing all the time (sorry!)

	Facebook	Twitter	Instagram	Pinterest	LinkedIn	Google+
More popular with women						
More popular with men						
More popular 18-29						
More educated						
Higher income						

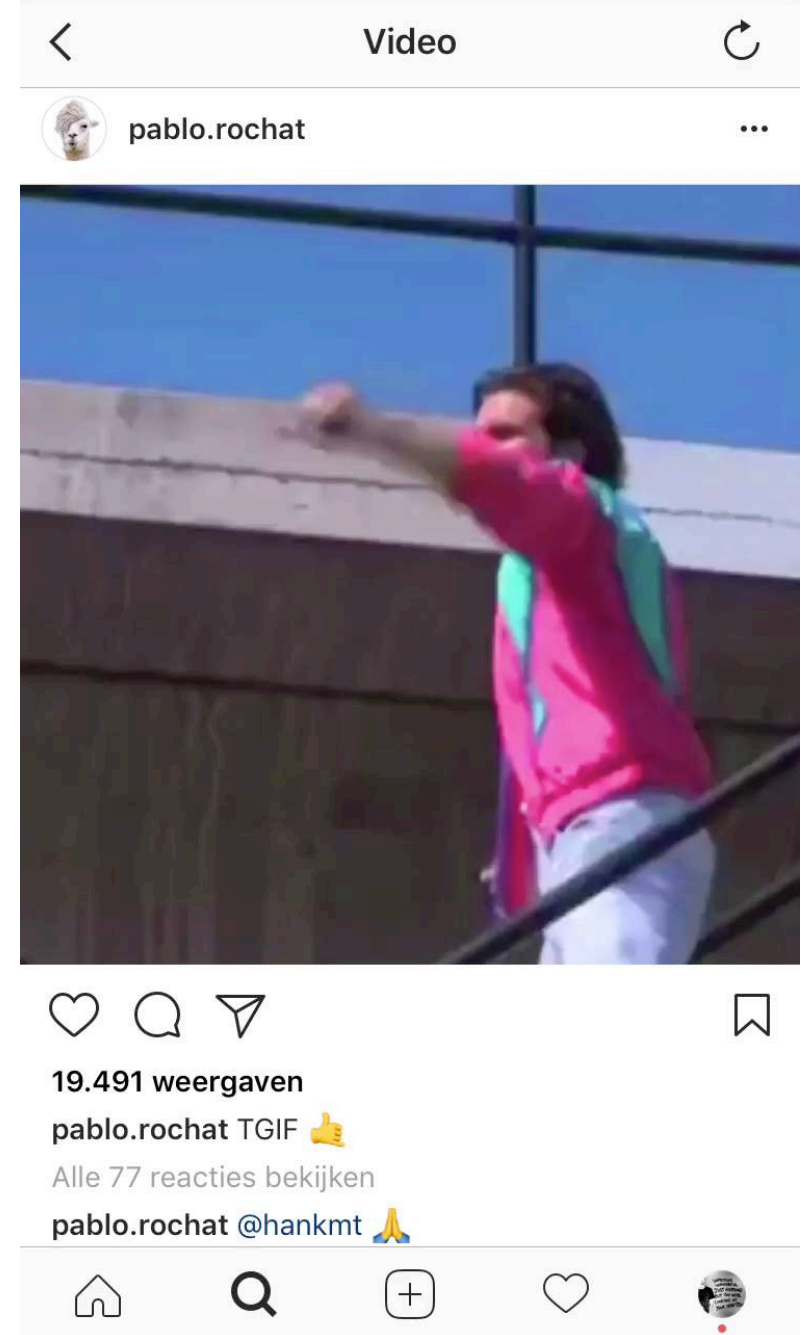
Moreover...



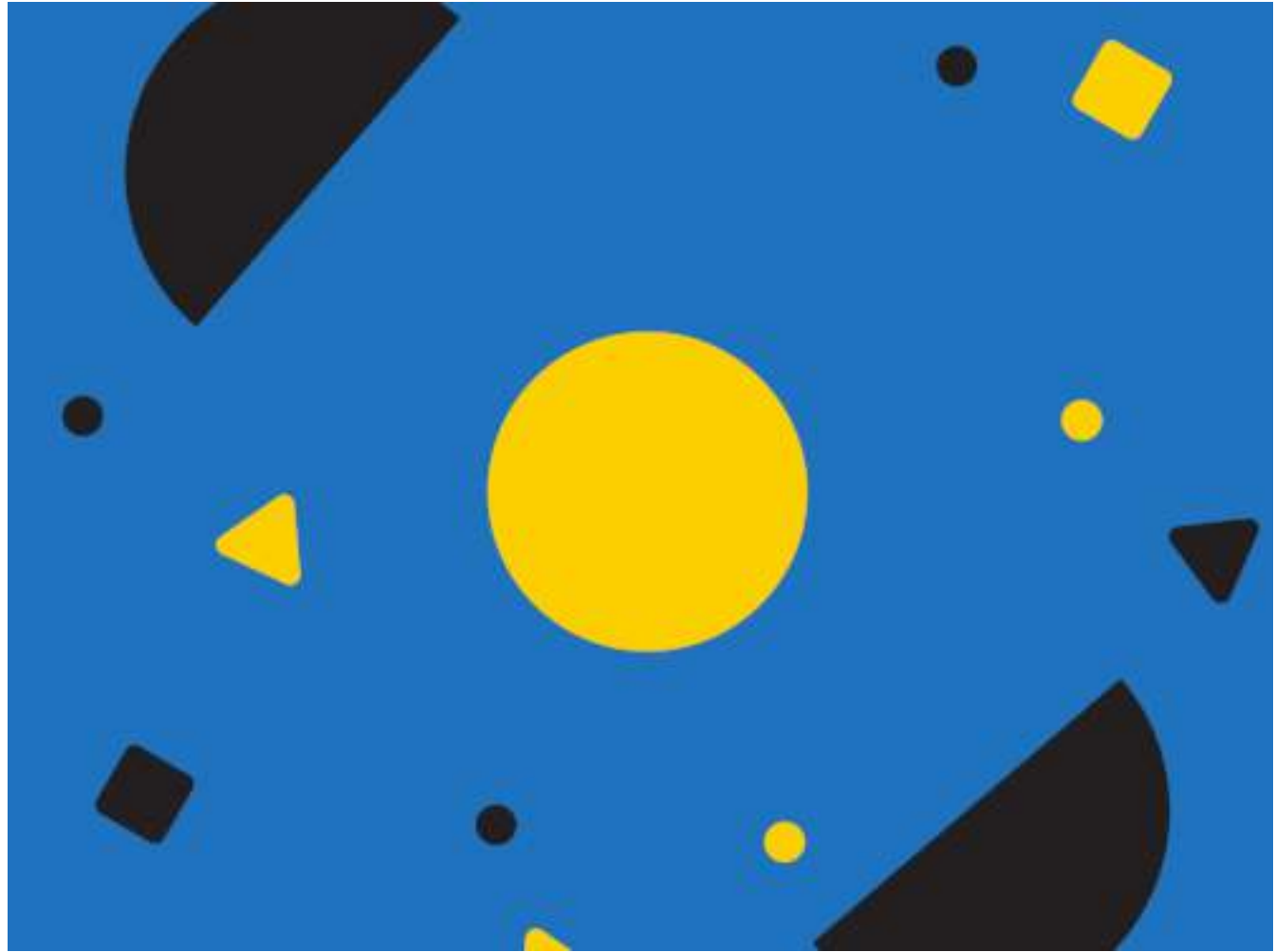
Your 'serious' target
audiences are human beings
too.

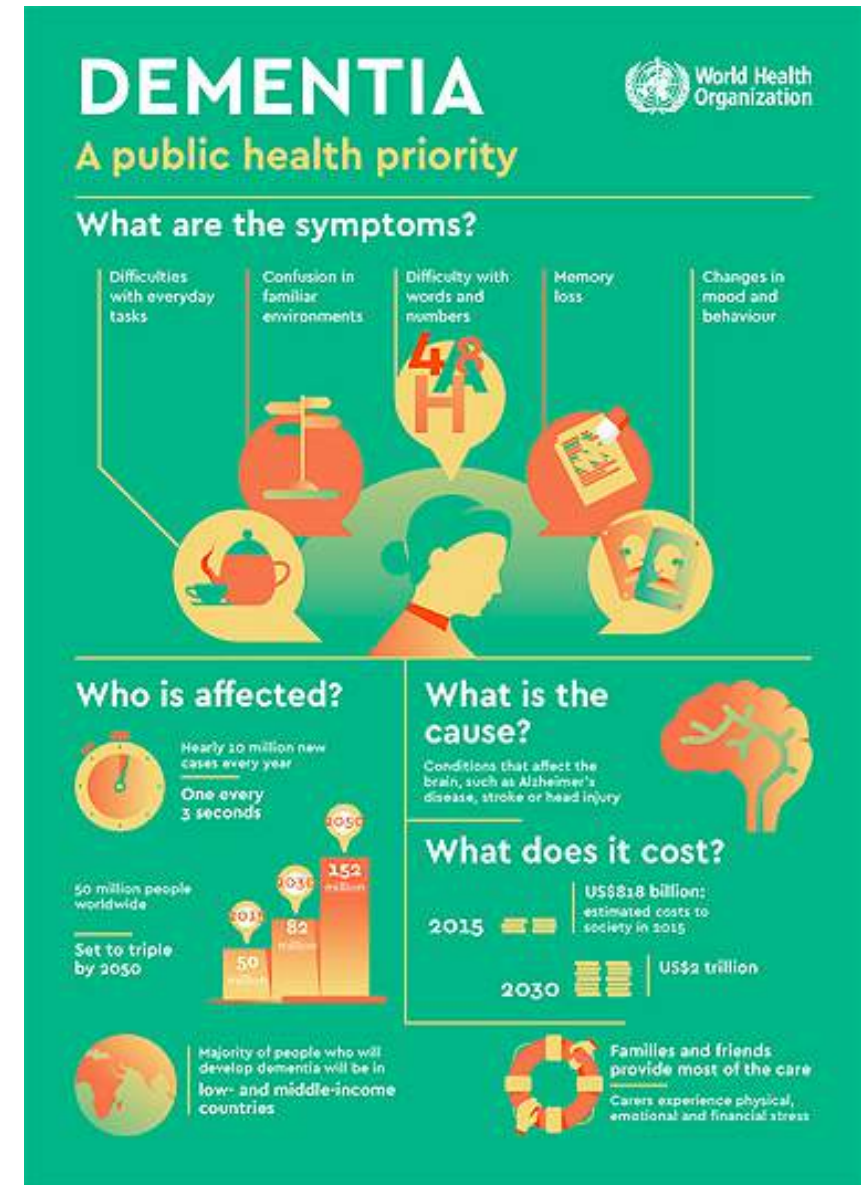
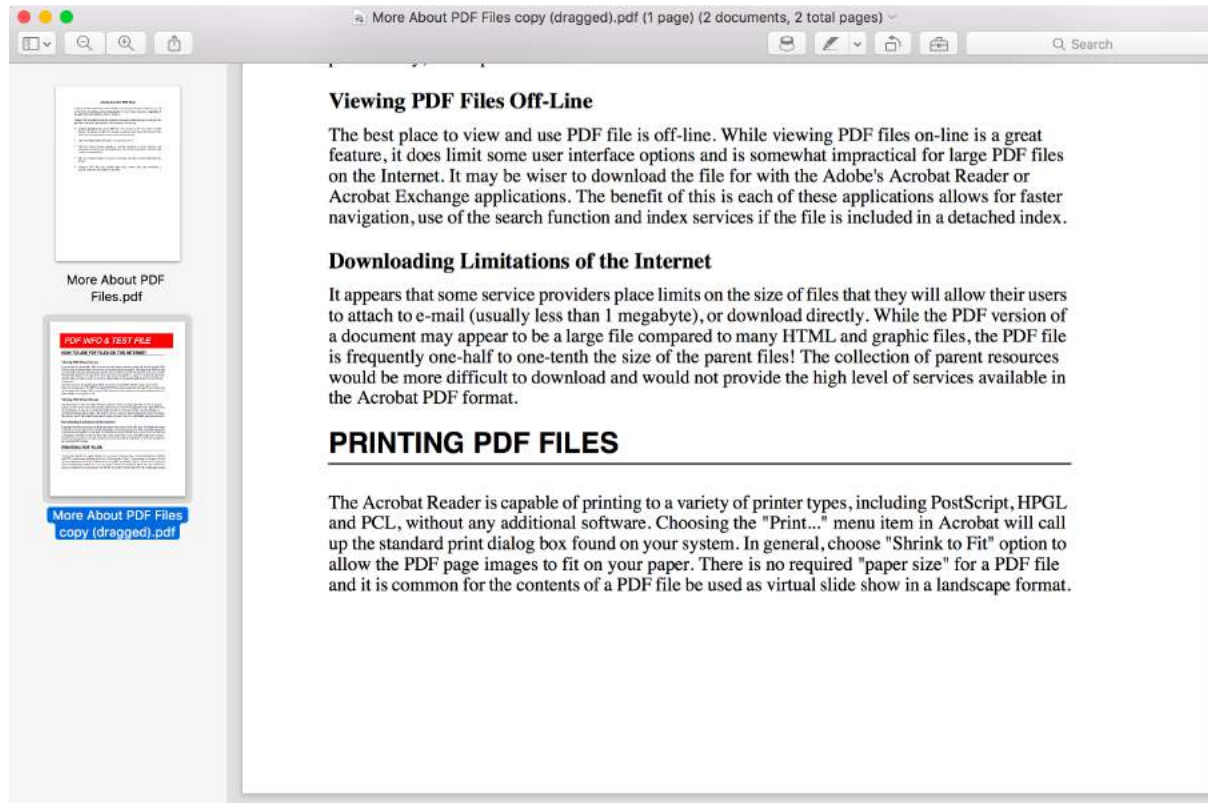
And humans want to be
entertained.

Here's an example



Also, people don't lose taste.





COLLABORATION

#ALLTOGETHER

HOW to EXTEND the
CONSUMPTION PERIOD
With food packaging?

with
biomarkers



an approach
UP
RISK ↓

TIME + MARKET

SPARK

SCAN → Who is here who am I int



AN
Tr
HDAI







Over to the elephant in the
room

Content!



Which content?

Three questions

- Would others find it interesting?
- Is it revealing a part of me that I'm comfortable with sharing?
- Does it fit with the message I want to express and my goal(s) on social media?

Use your own content

- Behind the scenes
- News items
- Day-to-day facts and figures
- Introduction of staff
- Small videos of project visits
- Live tweets at events...

Repurpose your own content



CONSUMMATION D'ENERGIE \Rightarrow ENERGIES FOSSILES

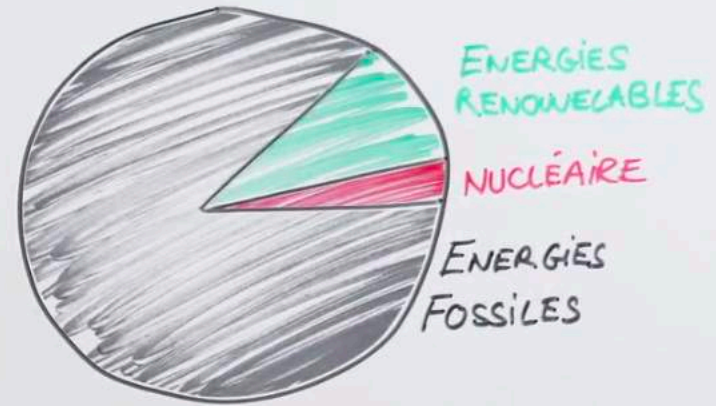


CONSUMMATION D'ENERGIE \Rightarrow ENERGIES FOSSILES



The European Union
needs to lead the
energy transition.

TRANSITION



Status

Photo

Check In

Ben

likes Five Four.



Five Four

Sponsored ·



Write your own dress code.



Effortless style

See more at fivefourclub.com



Delivered to your door

Join Now



Just \$60 a month

Join Now

993 Likes · 29 Comments



Like



Comment

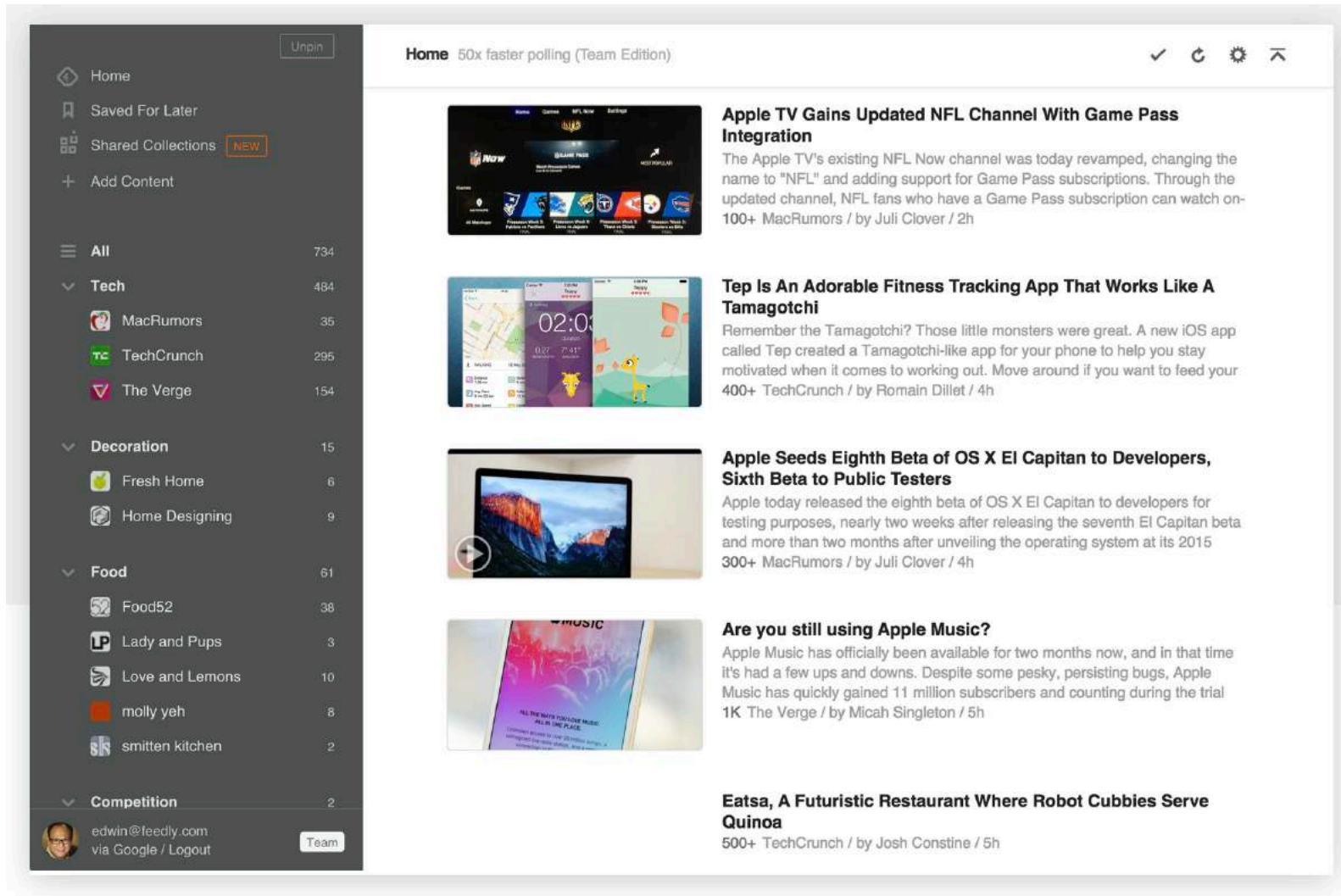


Share

5-3-2!



Where to find content?



Feedly

Alternative:
Pocket

Where to find content?

Most Shared | Trending Now | Backlinks | Content Analysis | Facebook Analyzer | Question Analyzer

Filter by Date ⓘ

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☒ Past Year
- ☐ Past 2 Years
- ☐ Past 5 Years
- ☐ Specific Range

☐ Only B2B Publishers

☐ One Result Per Domain

Country (TLD) ⓘ >

Language ⓘ >

Filter Domains ⓘ >

Content Type ⓘ >

Word Count ⓘ >

Publisher Size ⓘ >

Apply Filters

Reset Filters

Most Shared

climate change

How to run an Advanced Search ▾

ⓘ Results not relevant enough? [Click here to search for "climate change" in the article's title only](#)

Sort by Total Engagements ▾

	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements ↓
Heart-Wrenching Video Shows Starving Polar Bear on Iceless Land By National Geographic — Dec 7, 2017 nationalgeographic.com	1.2M	51.9K	180	8K	-	39	1.3M
67 Environmental Rules on the Way Out Under Trump By Nadja Popovich — Oct 5, 2017 nytimes.com	1.2M	9.6K	354	1.4K	-	128	1.2M
Floods in India, Bangladesh and Nepal kill 1,200 and leave millions homeless By Chloe Farand — Aug 29, 2017 independent.co.uk	852.7K	6.2K	0	21.3K	-	12	880.2K
When Will Climate Change Make the Earth Too Hot For Humans? By David Wallace-wells — Jul 10, 2017 nymag.com	818.6K	44.6K	590	4.8K	-	168	868.6K
President Donald Trump Imposes 30% Tariffs on Solar Panels By Brian Eckhouse — Jan 22, 2018 time.com	719.1K	5.6K	88	5K	-	23	729.8K

Buzzsumo

Where to find content?

Google!

Meldingen

Meldingen van interessante nieuwe content op internet

Hoe vaak

Onmiddellijk

Bronnen

Automatisch

Taal

Elke taal

Regio

Elke regio

Hoeveel

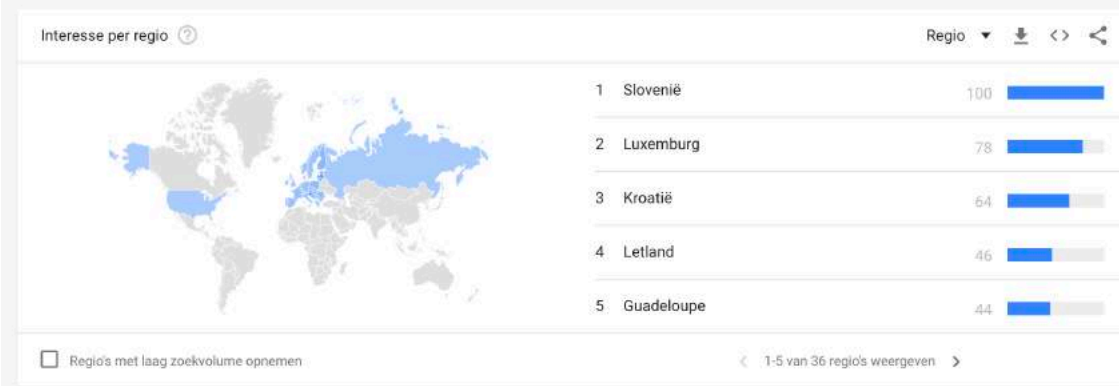
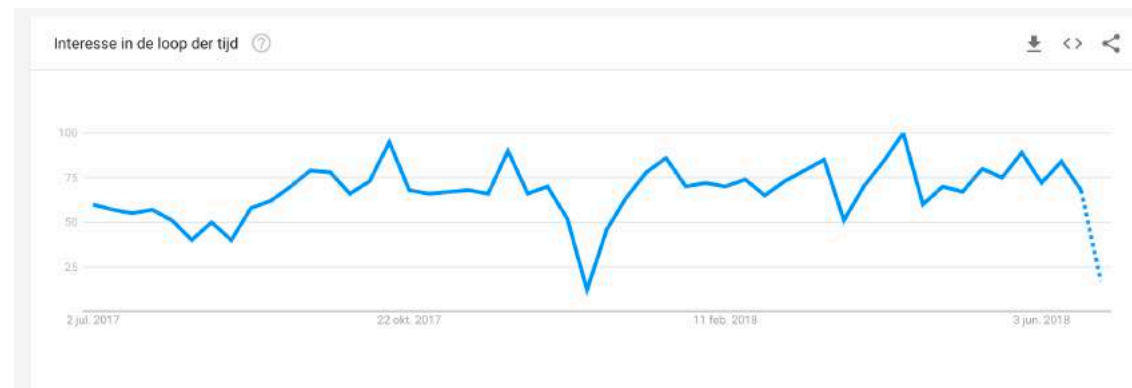
Alleen de beste resultaten


Verzenden naar





RSS-feed

Melding maken

Opties verbergen








Gerelateerde onderwerpen 

Stijgend    



1	Express mail - Onderwerp	Snelle stijger
2	Vereniging - Type organisatie	Snelle stijger
3	Bozen - Stad in Italië	Snelle stijger
4	Kringlooeconomie - Onderwerp	Snelle stijger
5	Concurrentievermogen - Onderwerp	Snelle stijger

< 1-5 van 22 onderwerpen weergeven >

Gerelateerde zoekopdrachten 

Stijgend    

1	interreg sverige norge	Snelle stijger
2	interreg nwe	+160%
3	interreg atlantic area	+160%
4	interreg north west europe	+130%
5	interreg vlaanderen nederland	+120%

 1-5 van 11 zoekopdrachten weergeven 

Content creation

Use the native tools of the
platforms

Facebook



Photo/Video



Feeling/Activity



Check in



Write Note



Support Nonprofit



Tag Product



Add a milestone



Advertise Your Business



Get Messages



Publish a Job Post



Create an Event



Offer/Discount



Poll



List



Start a Q&A

Facebook



Facebook Live

- When?
 - Breaking news
 - Behind the scenes
 - Interviews
 - Session coverage
- How?
 - Stability
 - Sound
 - Wi-fi connection
 - Prepare some tweets in advance
 - Identify the main handles and tags ahead of the live session

Twitter



LinkedIn

- Images
- Video
- Pulse



Advice for young communication professionals (?)

Published on May 3, 2017 [Edit article](#) | [View stats](#)

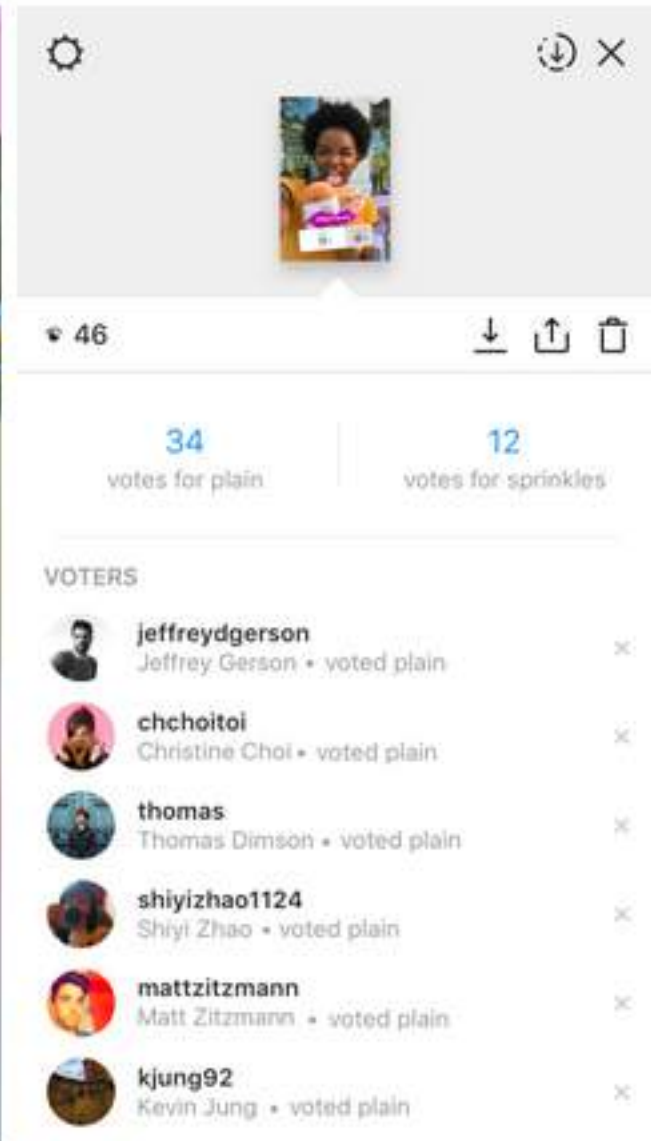


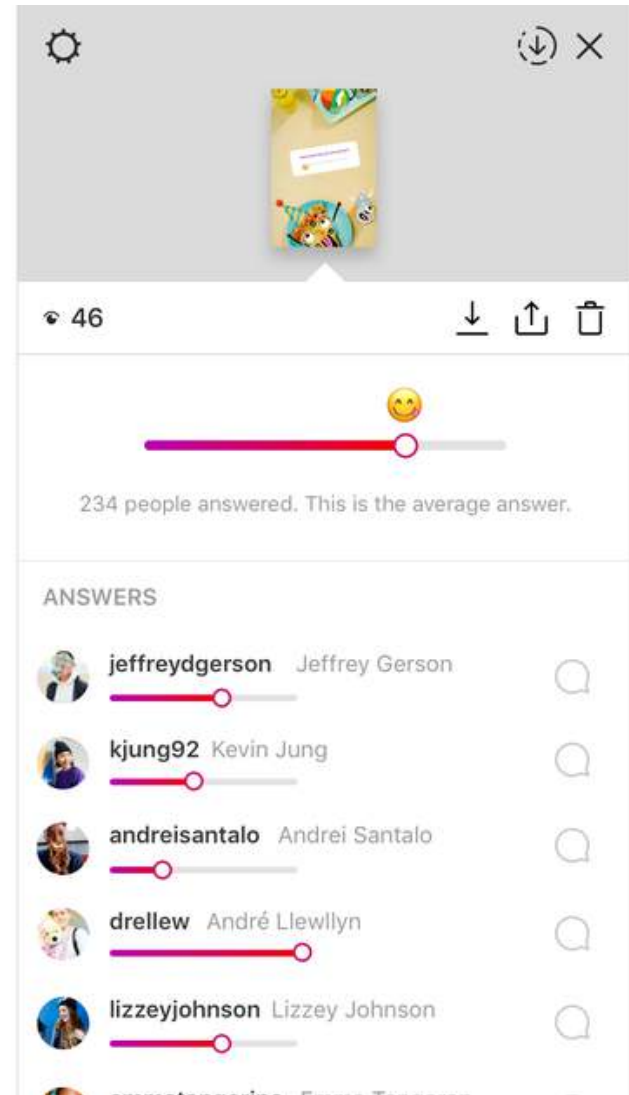
Kwinten Lambrecht
Communications creative
[5 articles](#)

399 47 0 3

And we haven't even
talked about Instagram...







Key tips

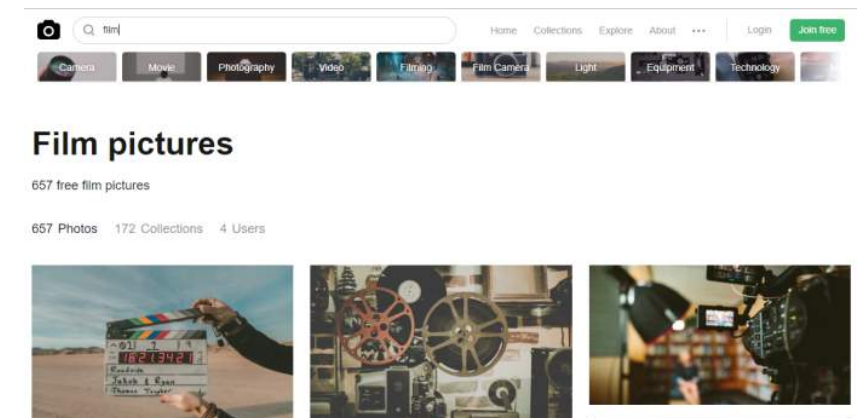
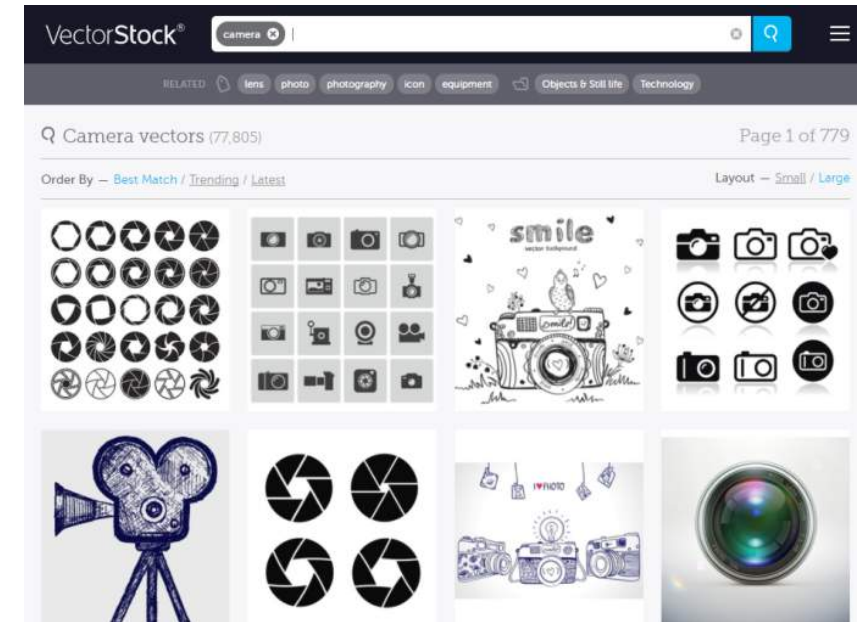
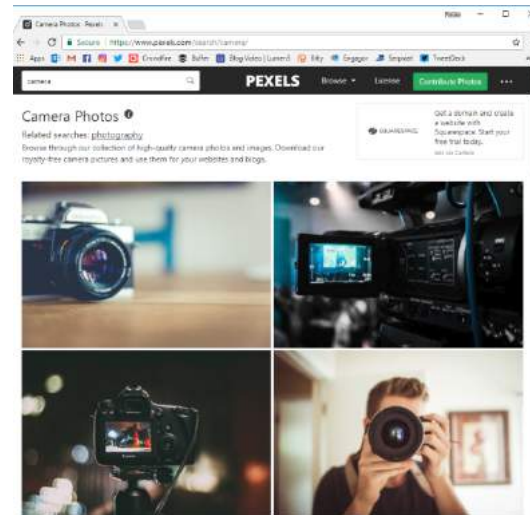
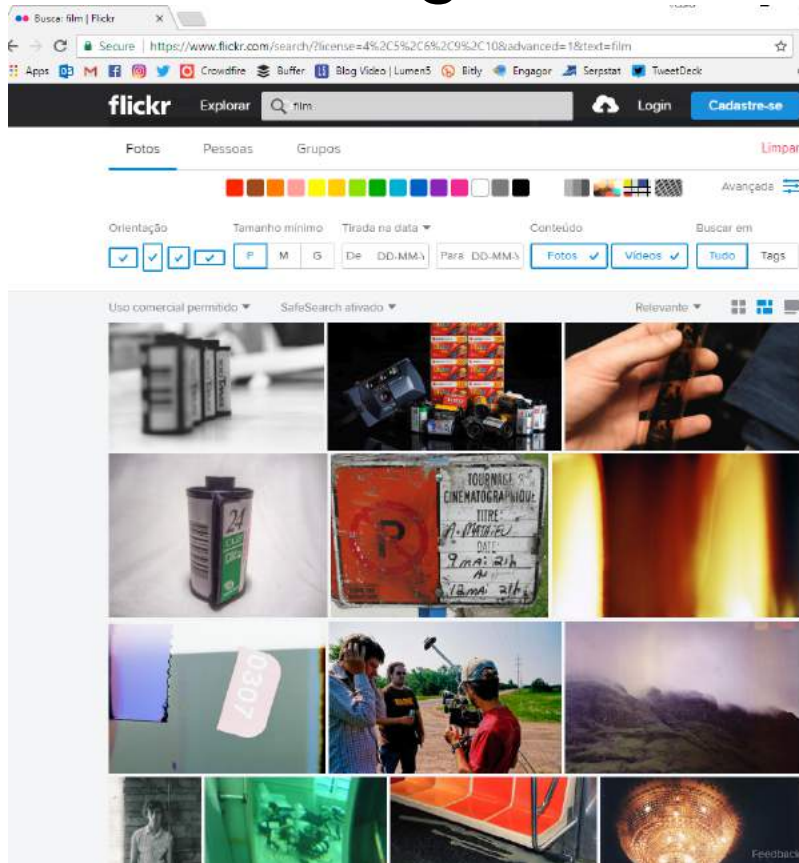
- Feed content to the platforms
 - Including video!
- Keep an eye on recent innovations
- Play around and test what works
- Attribution, tagging, location tagging

Useful tools for content production

Visuals

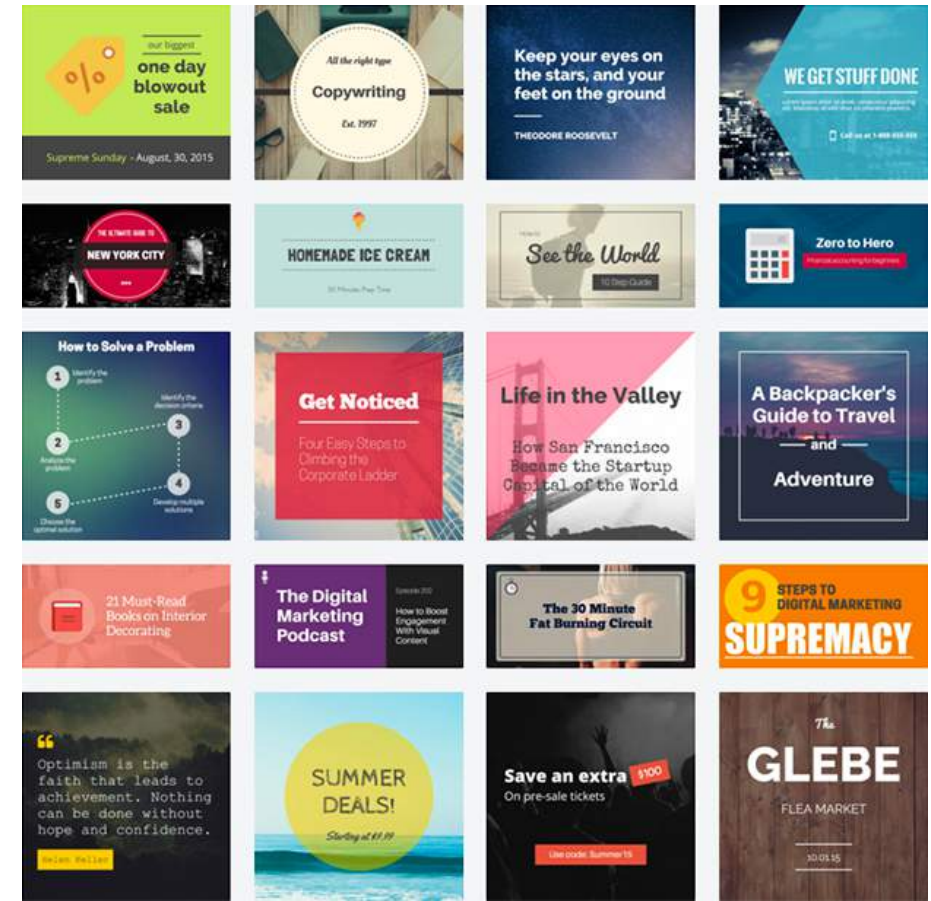
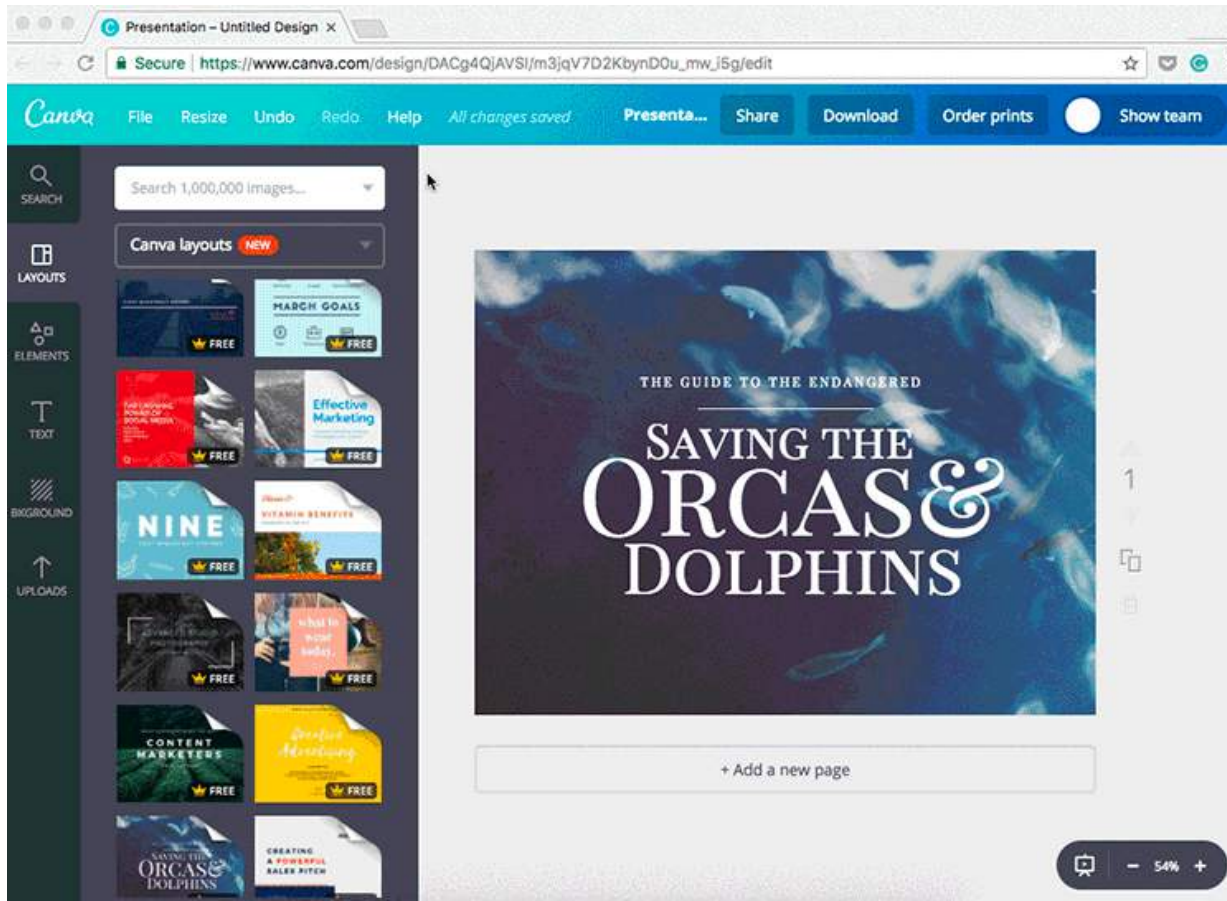
Visuals

- Finding suitable images



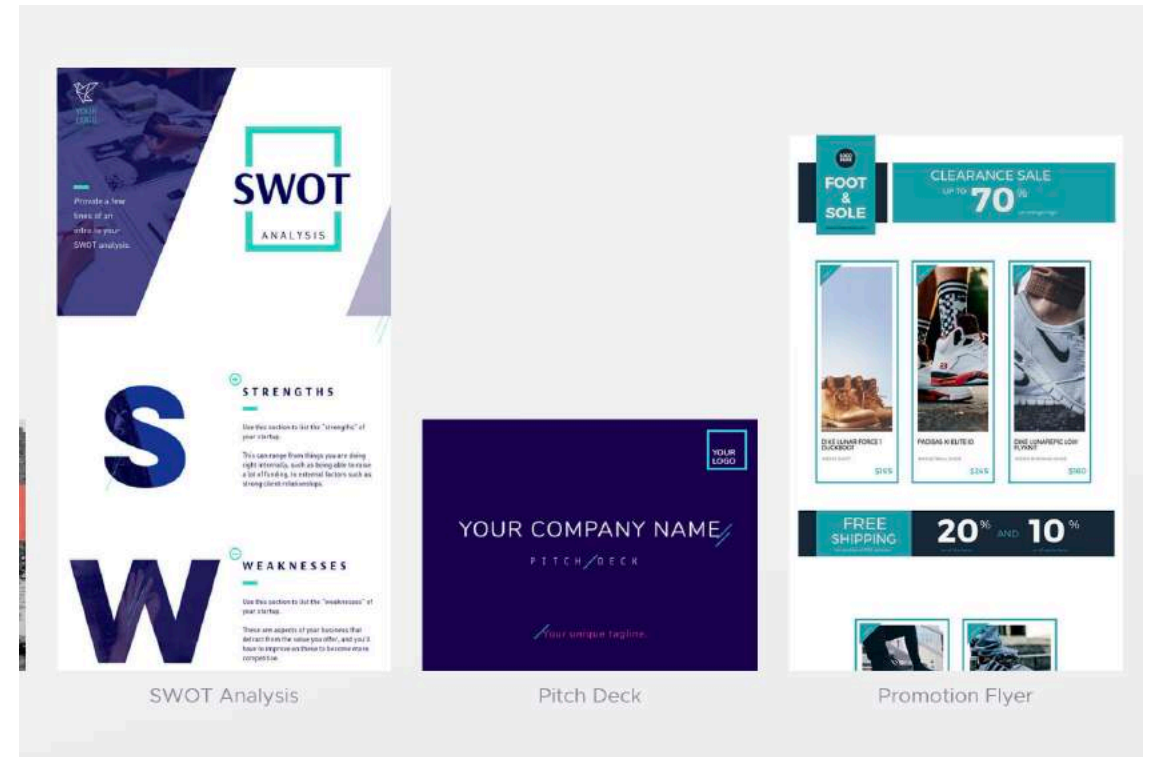
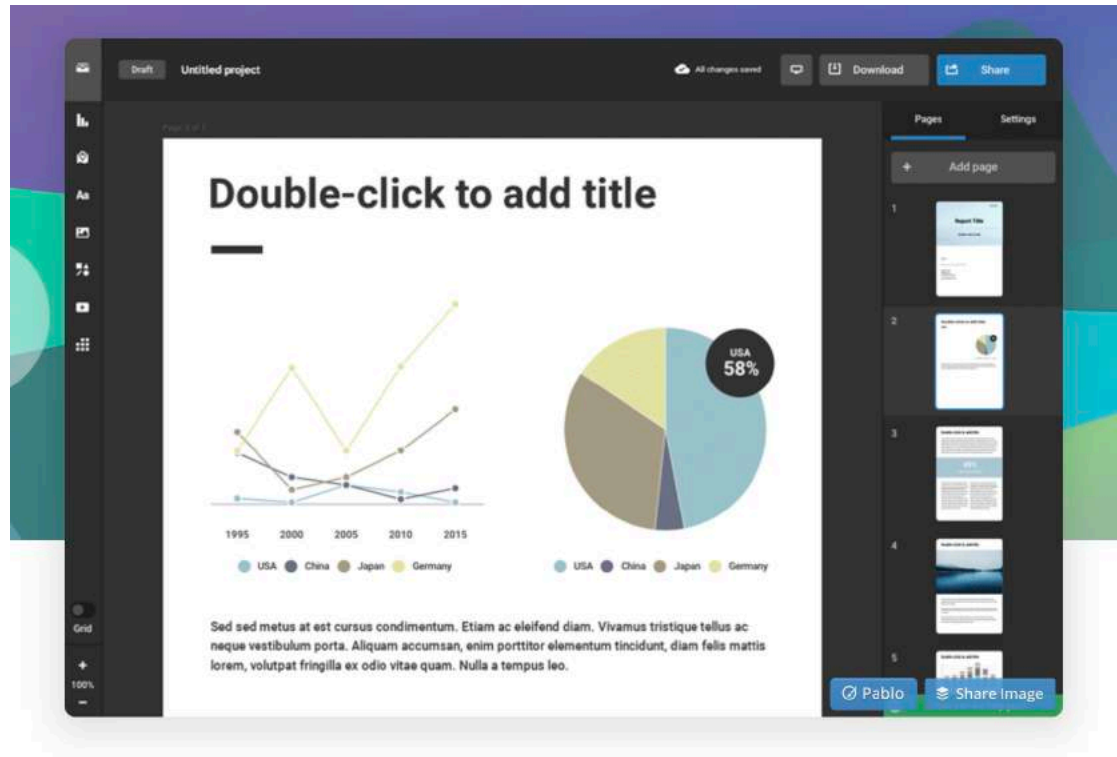
Visuals

- Visual making: Canva & Snappa



Visuals

- Visual making: Infogram & Piktochart



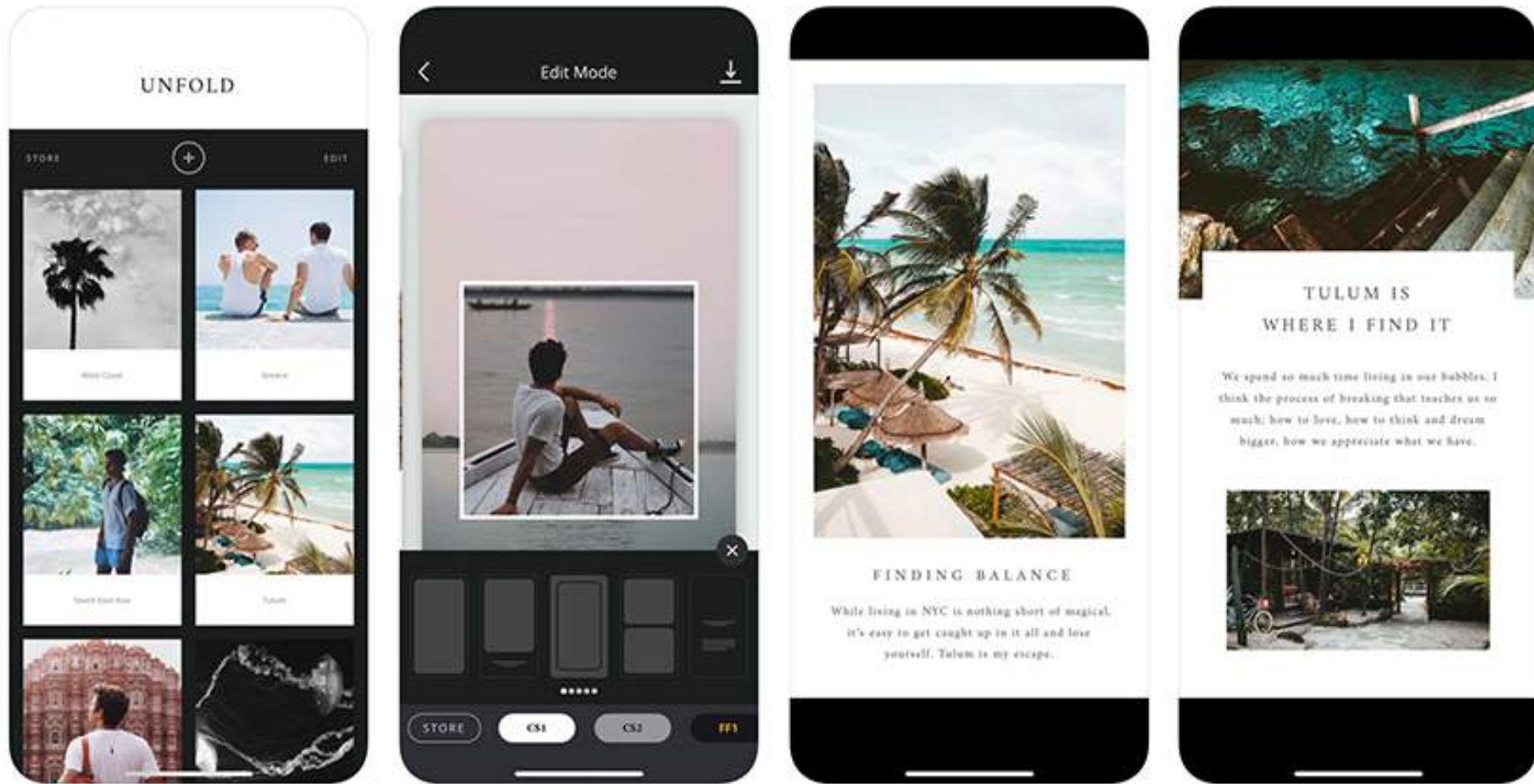
Pablo!

For those who don't have time...

Or Powerpoint?

Or gifmaker.me?

Mobile apps: My favourites



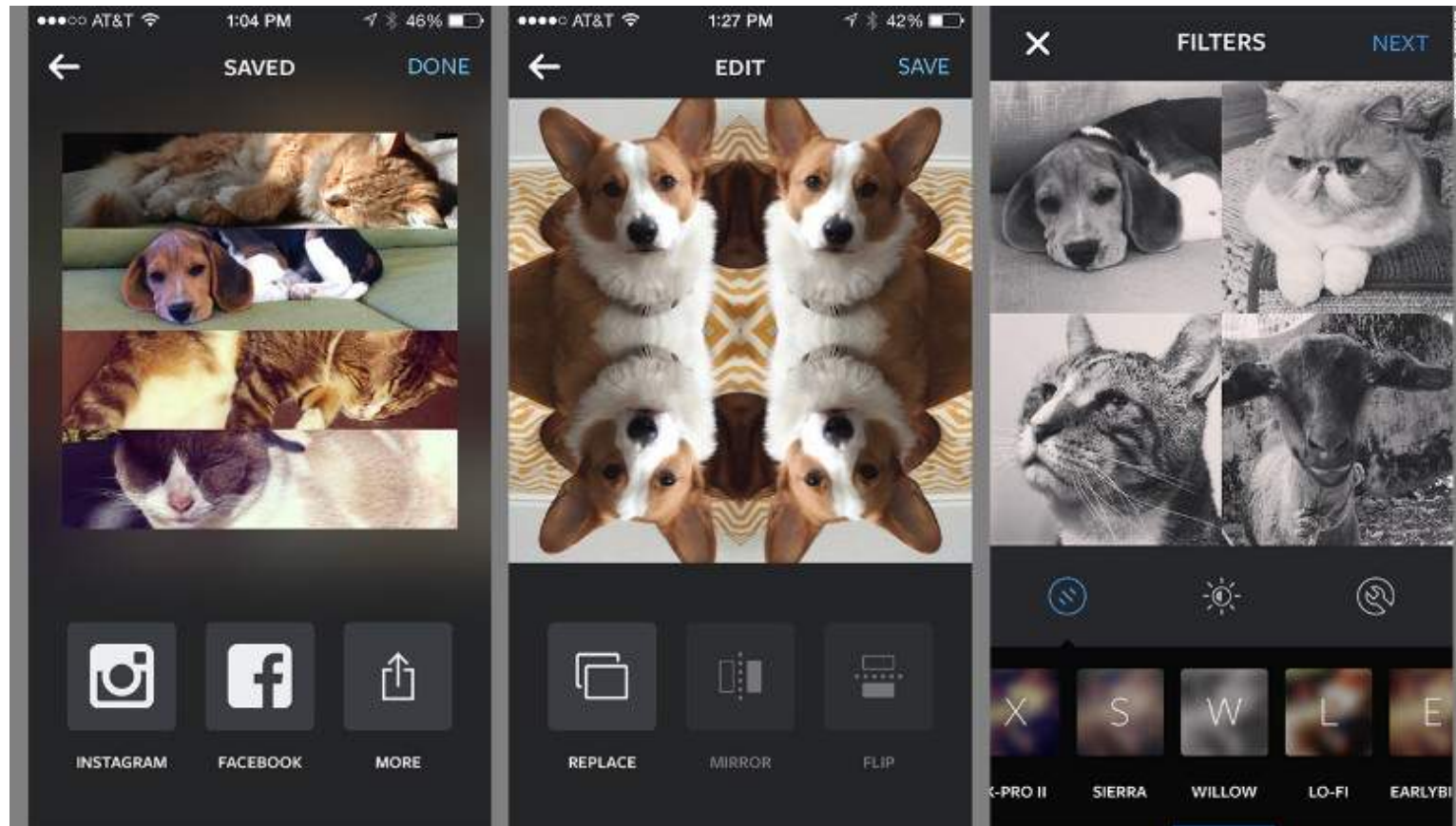
UNFOLD

Mobile apps: My favourites



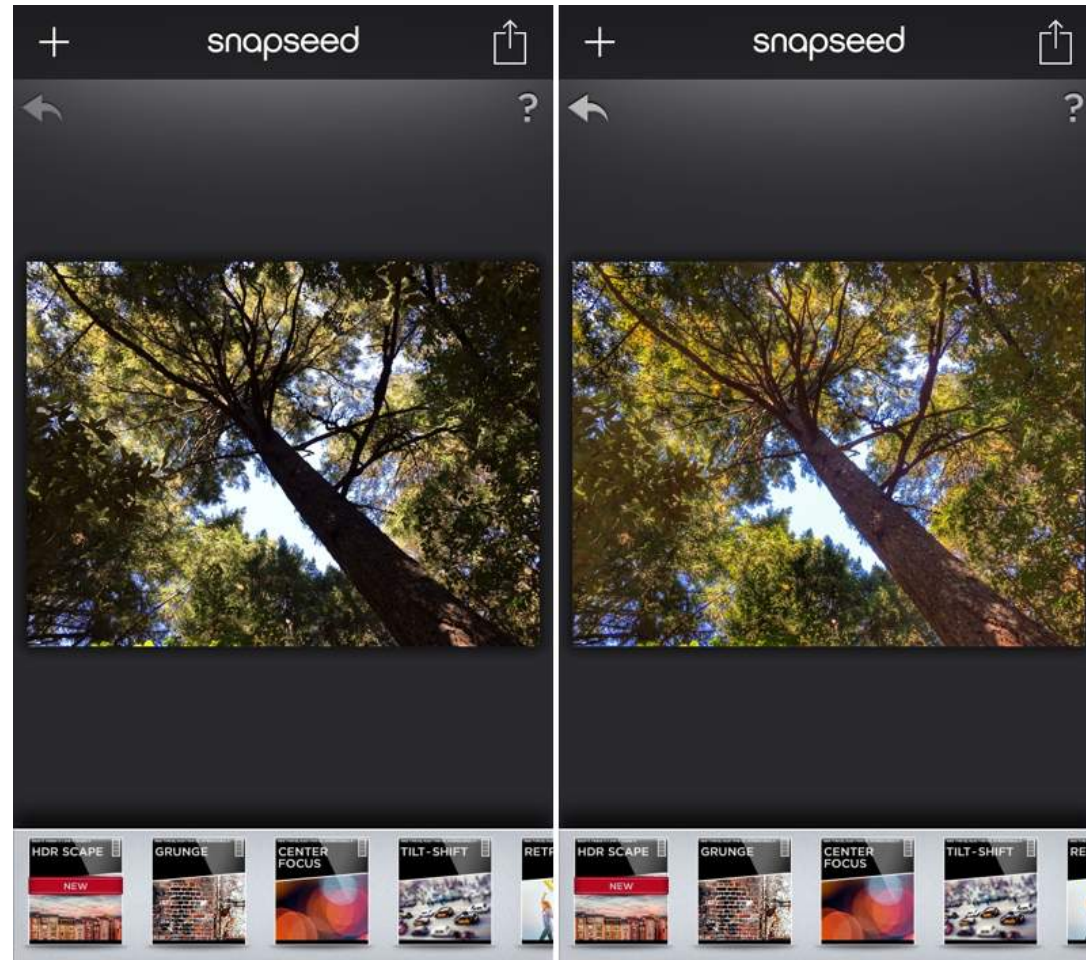
VSCO

Mobile apps: My favourites



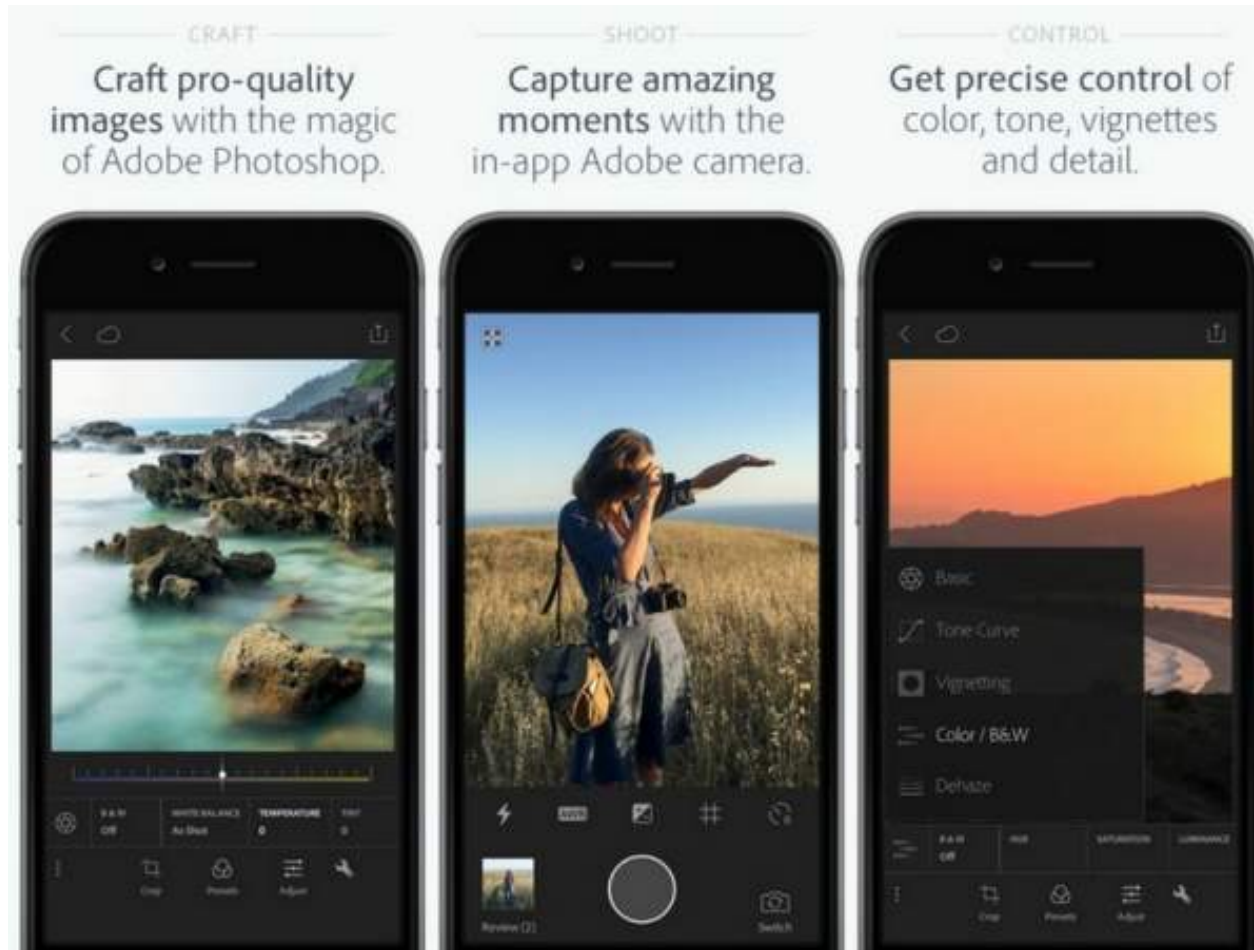
LAYOUT

Mobile apps: My favourites



SNAPSEED

Mobile apps: My favourites



Lightroom

Video

Before you begin...

- Can you do it yourself?
- What's your main message?
- Think distribution first – vertical, square, 16:9
- Choose quick editing tools

Video



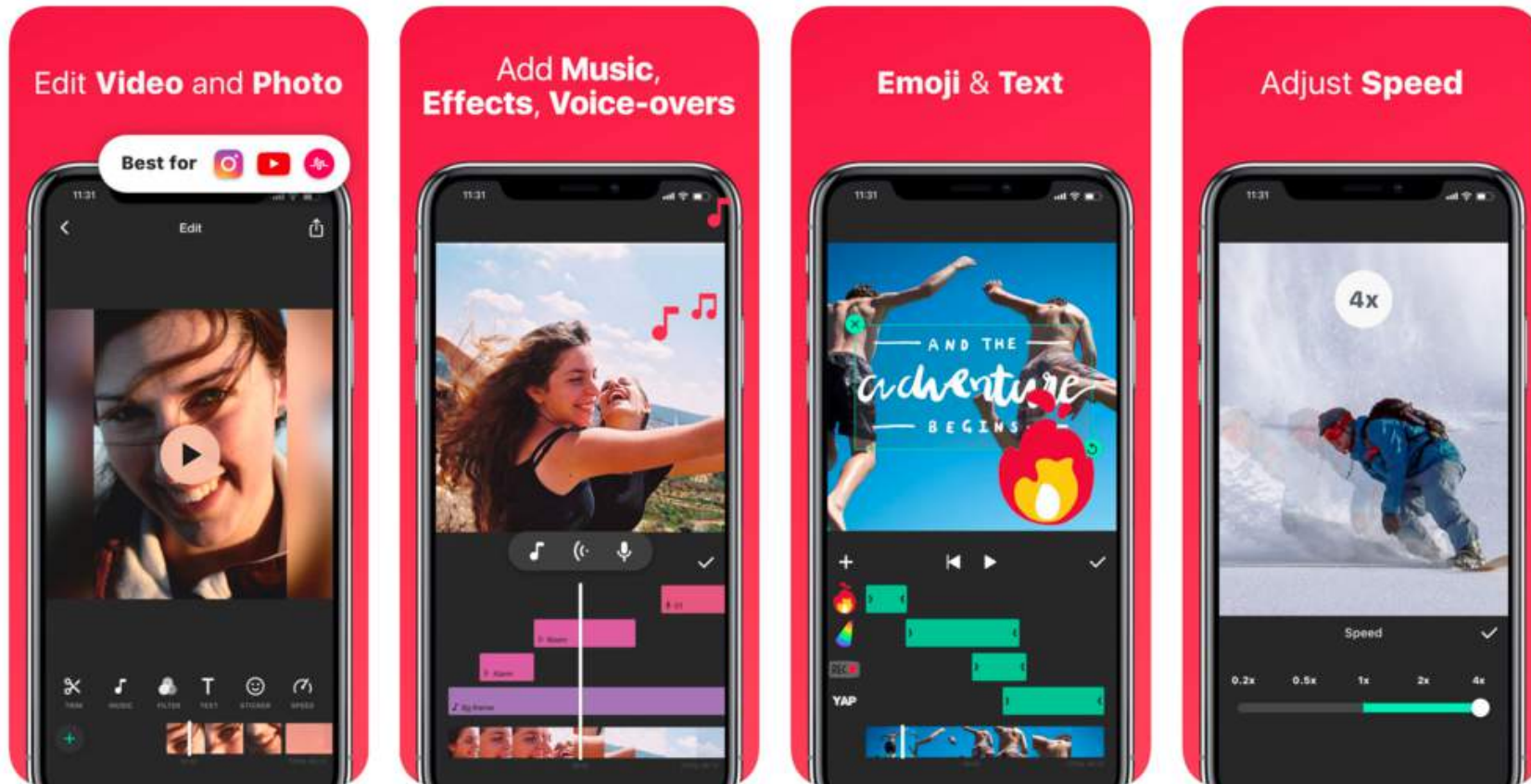
Boomerang

Video



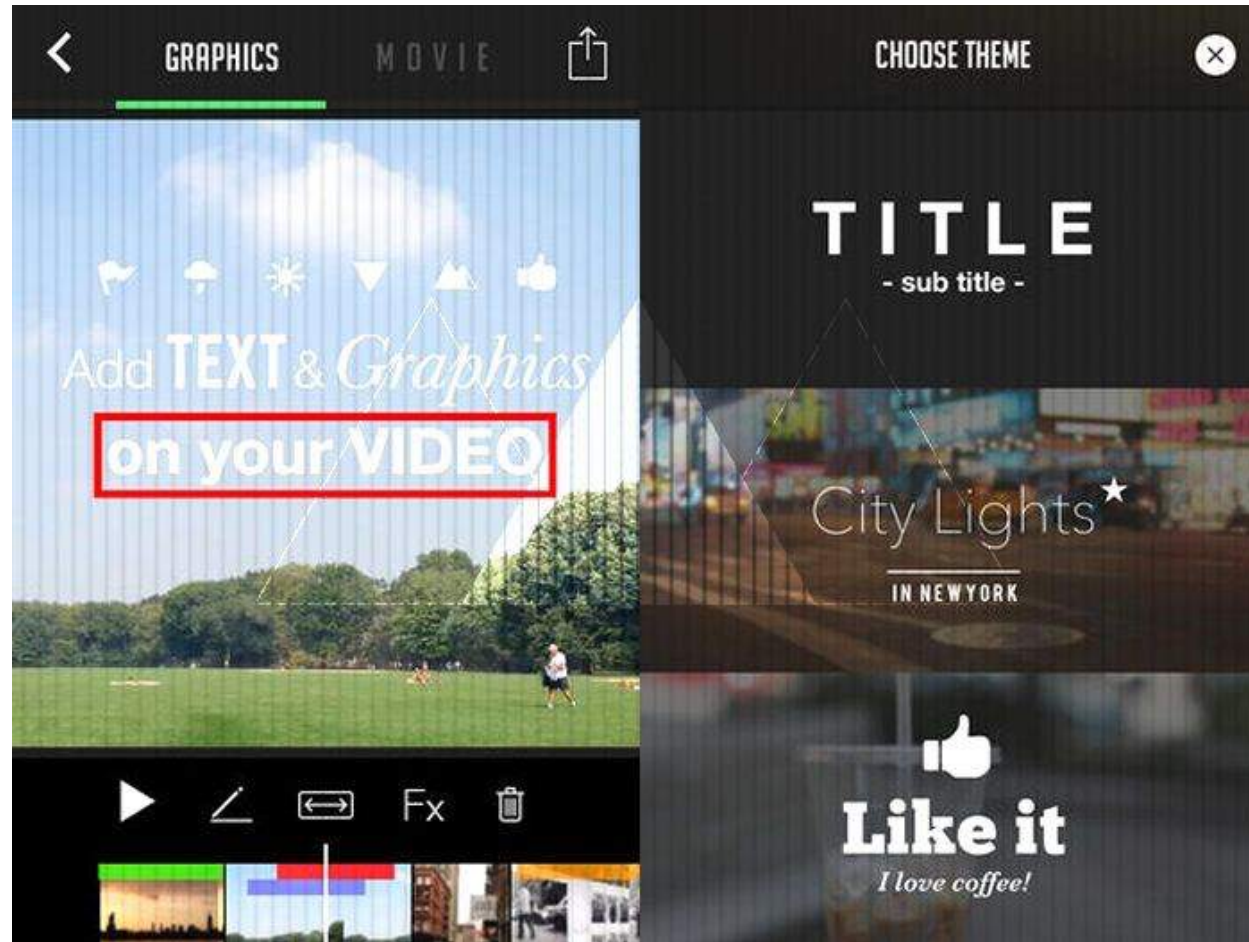
Hyperlapse

Video



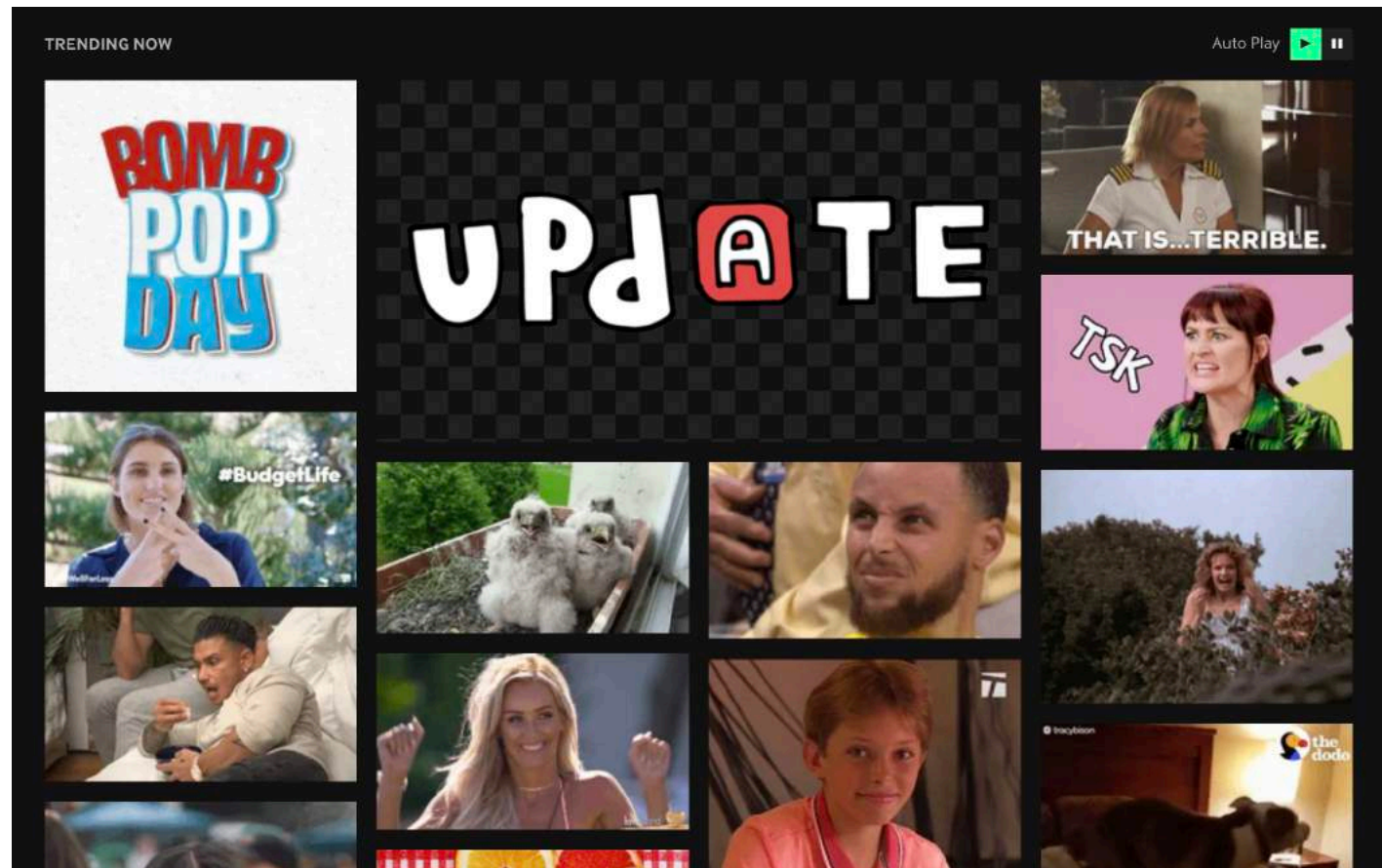
INSHOT

Video



GRAVIE

Video



GIPHY & GIPHY WORLD

Now, sell your content...

Timing is crucial



Overview

Promotions

Followers

Likes

Reach

Page views

Page previews

Actions on Page

Posts

Events

Videos

People

Messages

When Your Fans Are Online

Post Types

Top posts from Pages you watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local time zone.

DAYS

592

593

601

610

596

598

593

Sun

Mon

Tues

Wed

Thurs

Fri

Sat

TIMES

400

300

200

100

0

03:00

06:00

09:00

15:00

18:00

21:00

Compare your social graph to competitors, friends, or industry leaders.
Want to weed dormant users from users you follow?

 wilreynolds

 willcritchlow

 dr_pete

Compare their followers

Do it

Or, see examples comparing celebrities, politicians, and soft drinks.

Comparison of followers of wilreynolds & willcritchlow & dr_pete

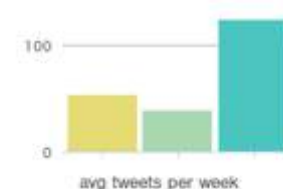
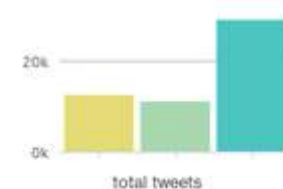
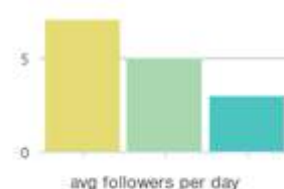
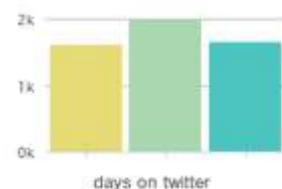


11,380 followers of wilreynolds
10,667 followers of willcritchlow
6,478 followers of dr_pete

followers only of wilreynolds »	6,669	21.4%
followers only of willcritchlow »	5,872	27.7%
followers only of dr_pete »	3,217	15.1%
followers only of wilreynolds & willcritchlow »	2,217	10.4%
followers only of wilreynolds & dr_pete »	683	3.2%
followers only of willcritchlow & dr_pete »	767	3.6%
followers of all three »	1,811	8.5%

combined total followers

21236



Make a content planner

Include icons representing each network next to the title of the post

Easy to read and contains all the information for your content marketing strategy



Social media content planner

Your calendar should reflect who is responsible for writing and publishing each piece of content

Have a separate sheet for each month, with activities further broken down by day

Content planner

- Keep an eye on recurring dates or moments
 - UN day of ...
 - International day of ...
 - EU day of ...
 - Holidays
- 'Jump' on current affairs (e.g. World Cup)
- Adapt content to timing
- Try to reach new communities

Content planner: Reaching new communities

- TAG accounts and people in your tweets and Facebook updates
- Use hashtags in Tweets & Instagram
- Find new hashtags, use them, monitor them

Content planner: Reaching new communities



Content planner: Reaching new communities

The image shows a screenshot of a Twitter interface with three panels. The left panel is the 'Notifications' tab for user @kwinlambrecht, showing notifications from Mikaël Van Eeckhoudt and Luk Lambrecht. The middle panel is a search for 'interreg', showing a tweet from Interreg Southwest and a tweet from EU Regional Policy. The right panel is a search for '#climatechange', showing a tweet from CINE31 and a tweet from BioNept. The interface includes a sidebar with navigation icons and a top bar with search and filter options.

Notifications @kwinlambrecht

Mikaël Van Eeckhoudt liked
Kwinten Lambrecht @kwinlambrecht 8h
Schepen van leugens @ElsAmpe in @BRUZZbe (bit.ly/2MkZxVN): "Deze doorsteek vermindert het autoverkeer en creëert een veiligere situatie voor fietsers, tram en voetgangers." Oordeel vooral zelf wie 'wint' 🤔
#Brussel #bruxelles #doodskaai #quaidelamort #gewoonliegen

Luk Lambrecht @luklambrecht 35m
Replying to @kwinlambrecht
LONG leve de file...

Luk Lambrecht liked
Kwinten Lambrecht @kwinlambrecht 8h
Samen alleen in de file; leading by example.

Luk Lambrecht Retweeted
Kwinten Lambrecht @kwinlambrecht 8h
Samen alleen in de file; leading by example.

Search: interreg

Interreg Southwest @Sudoe5 4m
🔴 On 3/07 do not forget to open the link and click on @ClimACT_SUDOE cos' without education & young people awareness we will never tackle climate change!! 🍏🍏🍏

EU Regional Policy @EU_Regional
Replying to @EU_Regional
Now that all the projects have been presented, browse their websites and get ready for the opening of the public vote on 3rd July to elect the "#RegioStars Public Choice Award" winner 🏆!
Further information will be posted on ec.europa.eu/regional_polit...

Search: #climatechange

Filtering by

CINE31 @cine31 4d
Anti #Trump #Tshirt #Tee
Check my @TeePublic All Tees \$14!
#donaldtrump #Twitter #twitter #dumb #racist #alien #TrumpRussia #resist #resistance #usa #america #climatechange #humanrights #migrants #torture
buff.ly/2HzJq5x

BioNept @BioNept 5d
401 consecutive months with global temperatures above the 20th century average!
#climatechange #climate #ClimateChangelsReal

UN Climate Change @UNFCCC
. @NOAA & others report continuing record-high global temperatures
#ClimateChange in 2018 bit.ly/214SKgd
Melting Antarctic ice, recurring superstorms & monsoon flooding are reminders of the need for swift #ClimateAction & to deliver on the promises of the #ParisAgreement

Content planner: Reaching new communities

- TAG accounts and people in your tweets and Facebook updates
- Use hashtags in Tweets & Instagram
- Find new hashtags, use them, monitor them
- Team up with **influencers**, or get their attention

Content planner: Reaching new communities

- Map influencers on the go
- Find 'real' influencers
- Think about collaborations
 - Interviews
 - Guest blogger
 - Guest Social Media Manager
 - Backstage Reporting
 - Co-create content
 - Feature in Twitter lists
 - Invite them to host events

Content planner

- Keep an eye on recurring dates or moments
 - UN day of ...
 - International day of ...
 - EU day of ...
 - Holidays
- 'Jump' on current affairs (e.g. World Cup)
- Adapt content to timing
- Try to reach new communities
- Schedule content!



"But, Kwinten,
we don't have
time for all of
this!"



TweetDeck

Facebook scheduler

Content planner: Scheduling content

The screenshot displays the Buffer content planner interface. On the left, a sidebar contains the Buffer logo, a list of connected accounts (lambyk Instagram, kwinlambrec Twitter, Kwinten La... Facebook), and a 'Connect More Profiles and Pages' section. The main area features a large modal for creating a new post. The post text is 'Hello everybody and welcome to my training session. I hope you are not bored yet?'. Below the text is a dashed box for an image with a plus icon and a character count of 199. At the bottom of the modal, it shows 'Post Schedule: Jun 27, 9:05' with an 'Edit' button and a blue 'Schedule Post' button. To the right of the modal, there are links for 'My Account' and 'Settings'. Below the modal, a vertical timeline shows scheduled posts at '9:05 (CEST)', '14:02 (CEST)', and '15:03 (CEST)'.

buffer

Accounts

- lambyk Instagram
- kwinlambrec Twitter
- Kwinten La... Facebook

Connect More Profiles and Pages

My Account

Settings

Hello everybody and welcome to my training session. I hope you are not bored yet?

199

Post Schedule: Jun 27, 9:05 Edit Schedule Post

9:05 (CEST)

14:02 (CEST)

15:03 (CEST)

Oh, and don't forget to
reschedule content

Every social media update as
a three-second audition



Test and build best practices

- Keep it short, but to the point (max 100 characters)
- Be visual with photos, GIFs and videos
- Ask questions
- Giveaway Posts
- Links (with or without image)
- Polls
- Live
- Q&A
- Use emoji's
- Involve people

Use copy that attracts people

- **What's in it for your audience?**
 - [Do something] like [world-class example]
 - Interesting adjectives + unique nouns
 - [Amazing Headline]: Subhead
 - Who Else Wants _____ The Secret of _____
 - Little Known Ways to _____
 - Here's a Quick Way to [solve a problem]
 - Have a / Build a _____ You Can Be Proud Of
 - What Everybody Ought to Know About _____
 - [Number] Lessons I Learned From _____

Use copy that attracts people

- **What's in it for your audience?**
 - How to Survive Your First _____
 - The Ultimate List of How to _____
 - How to _____ –The Essential Guide
 - How to _____ like _____
 - How to _____ even if / without _____
 - How to _____ while _____
 - How to use _____ to _____
 - How to _____ in five easy steps

And post on a frequent basis.
The 5-3-2 rule may help tackling
this challenge



Advertising

There's one more thing...

Advertising helps getting
leverage

Advertising helps getting
leverage

Why advertising?

- organic reach is decreasing
- it will increase your brand awareness
- it will reach a targeted audience
- it is cost-efficient
- it is measurable
- it encourages advertisers to be creative

There are plenty of advertising formats

Jasper's Market
Sponsored · 🌐

Like Page

Stop by Jasper's and take a look at our latest shipment of fresh produce!




32 Likes 3 Comments 2 Shares

Like Comment Share Buffer

Jasper's Market
Sponsored · 🌐

Like

Jasper's Market is now open downtown! We feature a large selection of fresh produce to help you meet all of your family's cooking needs.



1 Like 1 Comment

Like Comment Share Buffer

Suggested Post

Jasper's Market
Sponsored · 🌐

The fresh, floral air energizes you. The warm, tranquil waters refresh you. The breathtaking, natural beauty renews you. There's no place on earth like Hawaii.




Tap to open

From the farm to your table.

1.2K Likes 121 Comments


Like Comment Share


There are plenty of advertising formats

**Jasper's Market**
Sponsored · 🌐

Like Page

Stop by Jasper's and take a look at our latest shipment of fresh pr



**Jasper's Market**
Sponsored · 🌐

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.





Fig Tart with Almonds
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.
WWW.JASPERS-MARKET.COM


88 Likes · 5 Comments · 13 Shares


Like · Comment · Share · Buffer

**Jasper's Market**
Sponsored · 🌐

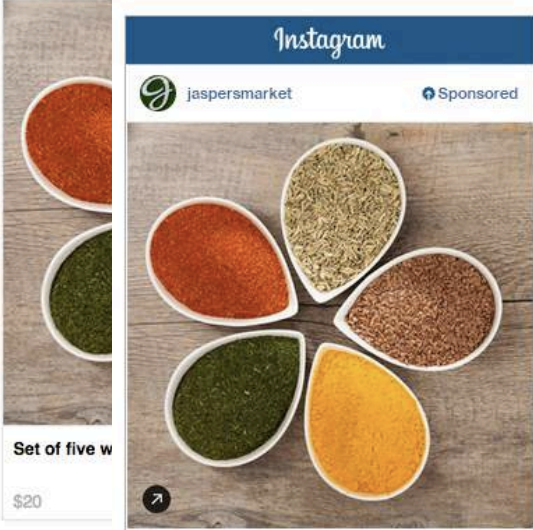
Like

a large selection of g needs.



**Jasper's Market**
Sponsored · 🌐


Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.




Set of five w
\$20

12 Likes · 2 Co

Like




jaspersmarket Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!
[LEARN MORE](#)

**Jasper's Market**
Sponsored · 🌐

Suggested Post

The fresh, floral air energizes you. The warm, tranquil waters refresh you. The breathtaking, natural beauty renews you. There's no place on earth like Hawaii.



Tap to open

From the farm to your table.

Likes · 121 Comments

Like · Comment · Share

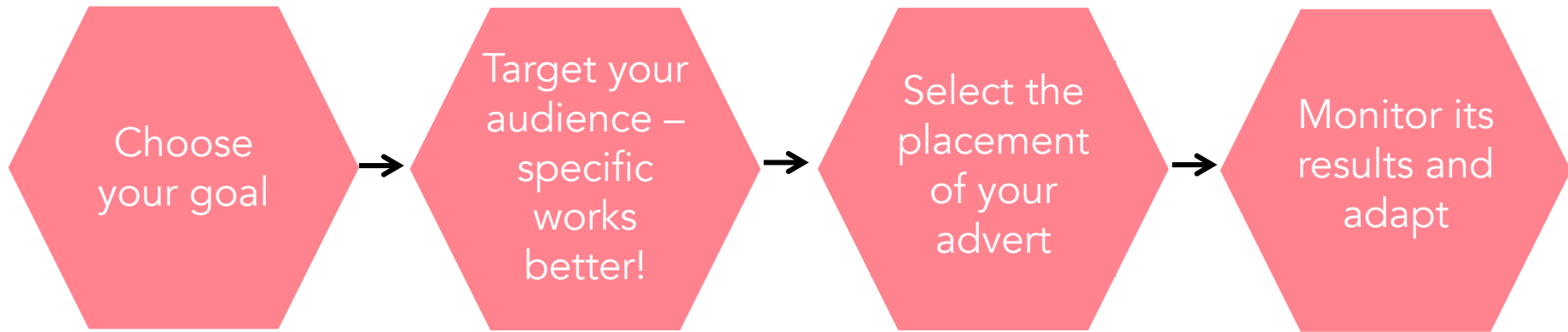
There are plenty of advertising formats

- Twitter advertising
- Google advertising
- YouTube ads
- LinkedIn Ads
- ...

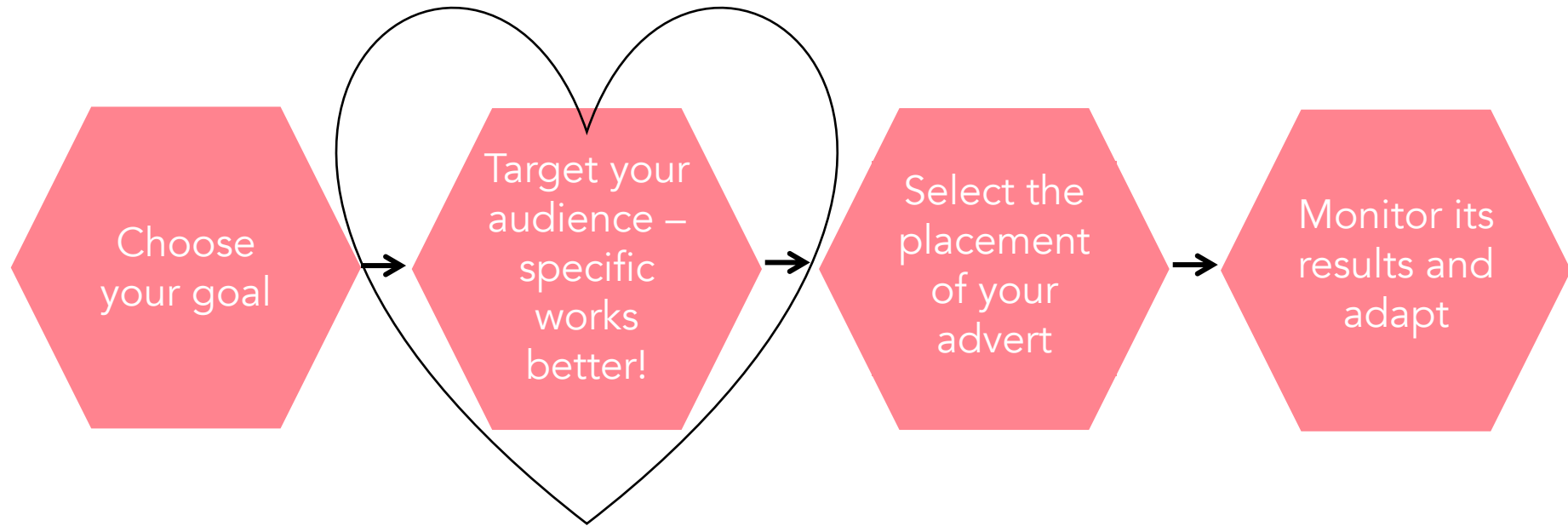
Key tips

- Define a budget first, how much are you willing to spend?
- Choose the right platform, taking into account content and audience
- Adapt your ads on the go
- Promote content that is 'doing well' already

Campaign structure



Campaign structure



Targeting is so powerful

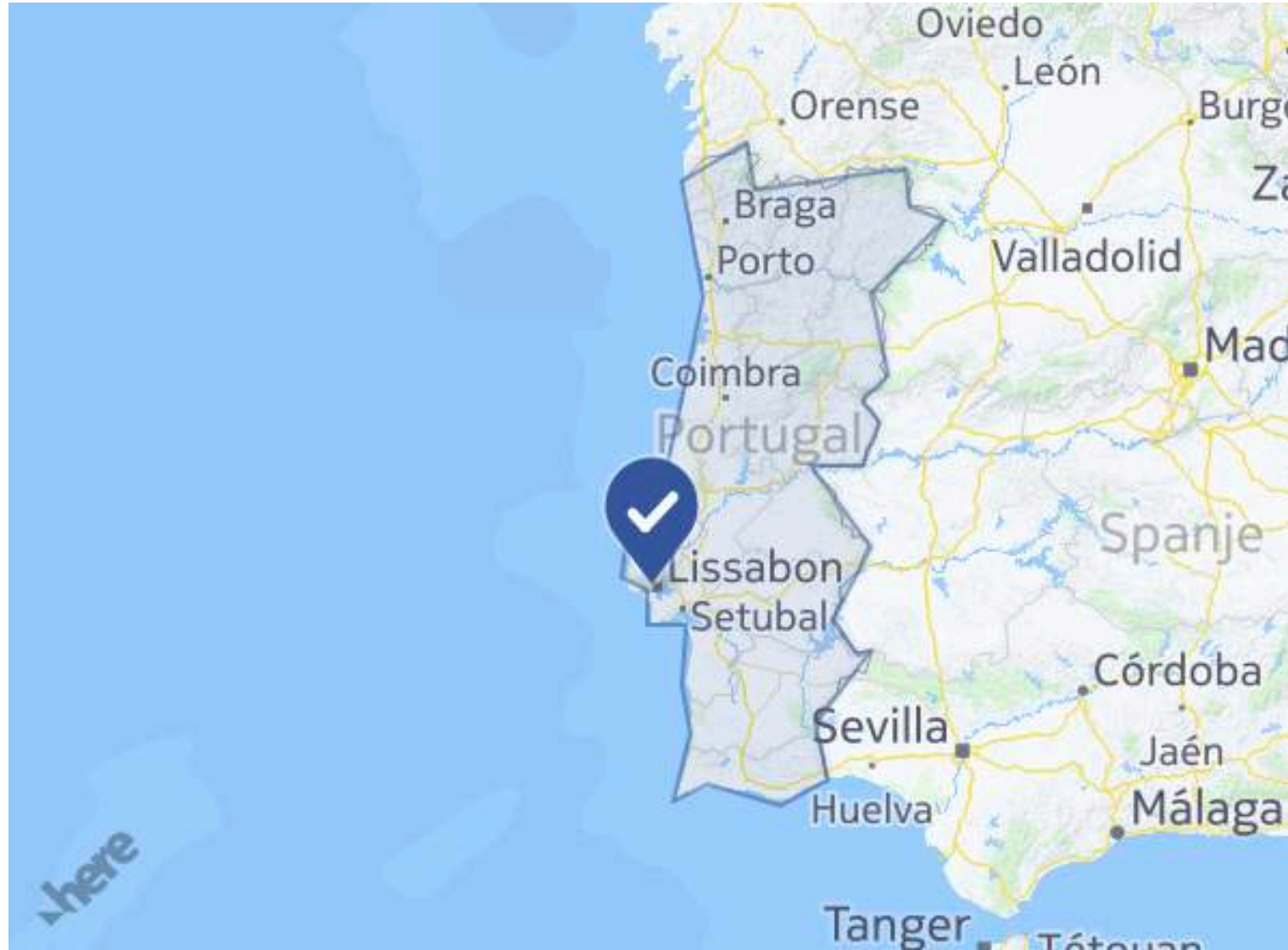
- Location, gender, age, language
- Device
- General interests
- Website visits
- Lookalike audiences
- CRM lists

Targeting is so powerful

- LinkedIn
 - Target members of groups, companies, institutions, job roles
- Twitter
 - Target keywords or hashtags
 - Hijack events
 - Influencer/followers marketing
- Instagram
 - Stories ads are enormously popular
- Facebook
 - Very strong location targeting



Location on Facebook



Location on Facebook



Location on Facebook



Key tips

- Be prepared
- Create good-looking content: video is hot
- Test and adapt accordingly
- Optimise your placement
- Scale your budget
- Avoid audience saturation
- Analyse conversions and Cost Per XXX

Convinced?

Your boss isn't?

Ask him/her: "What the RONI?"





Thank you!

Get in touch for a creative brainwash, or
brainstorm.

Kwinten Lambrecht

www.kwin.be

@kwinlambrecht

Exercise

10 groups

'End plastic ocean pollution now'

GIF

Video

Infographic

Visual

Emoji text