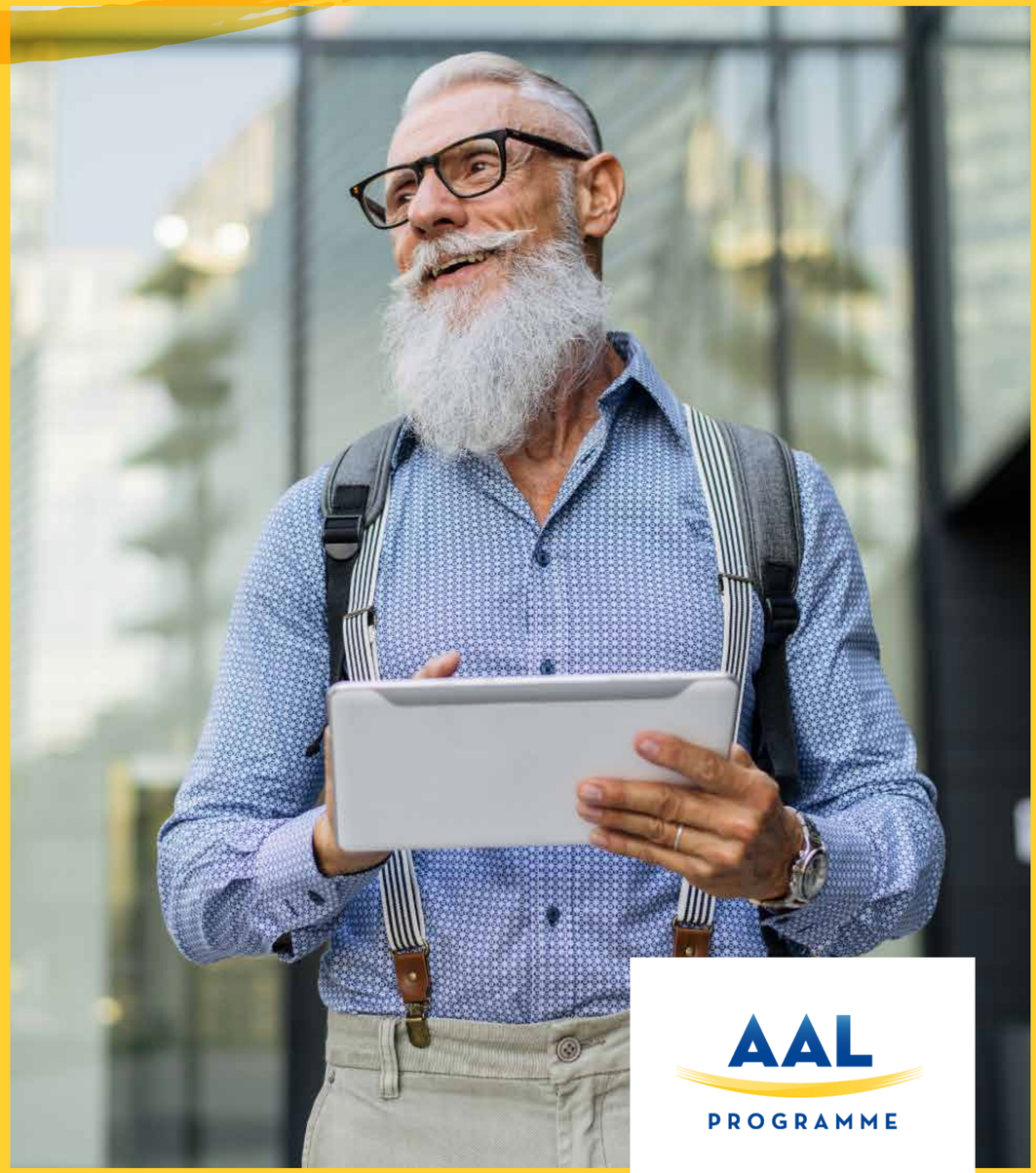
SOCIAL MEDIA KIT



AAL PROGRAMME

SOCIAL MEDIA KIT

“The best piece of advice I ever received was that “No” is often just the starting point, and most careers worth having involve a fair amount of determination, grit, and just general “try, “try, try again”-ing.”

Kathryn Minshewf, Founder of The Muse

SOCIAL MEDIA KIT

While many marketing leaders recognize the impact of digital, and have taken action, 25% have only just started their digital transformation while 31% are yet to establish a firm strategy (Smart Insights).
In such a competitive e-commerce environment, it's no longer prudent for businesses to not have a defined social strategy or segment it from their marketing efforts.

Marketing is now digital—and there's no turning back. So, for those with a digital strategy—defined, integrated or otherwise—this TOOL KIT FROM AAL will explore effective ways to optimize it to drive digital transformation, encourage customer engagement and increase revenue.

INDEX

01

SOCIAL MEDIA PLAN

Checklist 05
Audience 06
Check our social networks 07
Competitors 08
Content 10
Social media review 11
Social media calendar 12

02

FACEBOOK

Create a Business Page 14
Upload a catalogue of products 16
Make a Facebook Ad 18
Guide image sizes 20

03

TWITTER

How to create an account 23

03

LINKED IN

Manage a Linked in page 25
Company page 26

04

INSTAGRAM

Image sizes 28

05

WHATSAPP BUSINESS

Create an account 30
Upload a product catalogue 31

SOCIAL MEDIA PLAN

SOCIAL MEDIA PLAN

Before starting to design a social media plan, we should ask ourselves the following questions, as a first brand reflection before uploading any content to our social networks.

To achieve this, interrogate questions such as:

1. *What do customers want from our company?*
2. *What do consumers respond to on social media?*
3. *How do we differ from competitors?*
4. *Does the company have a USP (Unique Selling Point) and if so, what is it?*
5. *Do we capitalize on it in our content marketing?*
6. *What trends are emerging that we need to be aware of?*
7. *How can we communicate better with consumers?*
8. *What platforms are customers using that we are not?*
9. *What are the preferred platforms or touchpoints used by consumers in the company's niche or industry?*

SOCIAL MEDIA PLAN

These types of questions will help to identify gaps in the marketplace while empowering the business to understand its place in the market and what consumers want from your product or service

Let's find our audience

Who needs the product / service that we offer?

How do we improve the lives of our clients?

What solution do we offer them that attracts them to our business?

SOCIAL MEDIA PLAN

Let's check our social networks

Social Media Channel	*Frecuency of post*	*Reach*	*Media*
Facebook			
Instagram			
Twitter			
Pinterest			
Google My Business			
Youtube			

SOCIAL MEDIA PLAN

And now, study and write those of our competition

Top Profiles	*Competitor 1*	*Competitor 2*	*Competitor 3*	*Competitor 4*
Facebook				
Instagram				
Twitter				
Pinterest				
Google My Business				
Youtube				

SOCIAL MEDIA PLAN

Once done, answer the following questions:
What type of content works for your competition?
Insert here the text of the networks of your competition that most attract your attention and the ones that have more "likes" and engagement.

Now, try to achieve a similar communication tone using your competitor's calls to action and analyze the results.
Example 1.
Example 2.
Example 3.
Example 4.

Now let's start with the metrics or KPI's
(the values in number that tell us if we evolve or not)

Followers as of ____
(write the date you fill in this document here)
Followers as of ____
(one year from now) what we want to achieve

SOCIAL MEDIA PLAN

With everything you have learned in this exercise, now try to describe what type of content you have to do on each social network:

Type of content:

Now, with all the data from the exercise, we will try to make a calendar of how many publications are suitable for our social networks.(indicate the number of posts you are going to publish each day on each social network, and try to write the content)

SOCIAL MEDIA PLAN

Before starting the Social Media actions, think about your digital footprint.
A bad online reputation from the CEO of the project can damage the vision of your consumers and distance them from your brand.

Done?

Get a good profile photo to use online as entrepreneur
If you don't have a profile photo on LinkedIn, Twitter, Facebook, etc, you'll look like a bot (or at least like someone who didn't bother to do it). Avoid using a photo of you from a party or social event, and make sure you use something recent, not a photo from 20 years ago. You may even want to invest in a professional headshot to use online. Try to use the same photo on every social network you use for consistency of branding.

Sort out your privacy settings.
If you haven't already done so, ensure that your privacy settings are fairly high on all your social media accounts. The exception here is Twitter, which most people will use as an open, public network. On Twitter, make sure you're only posting content that you'd be happy for potential customers to read. Keep in mind that tweets can, and do, appear in the media, as many journalists use Twitter as an easy source of reactions to breaking news and major events.

Delete anything compromising from the past.
Politicians and other public figures are often criticized for things they said on Twitter years before assuming office. You don't want the same to happen to you! If you've said anything at all controversial on Twitter (or other social networks), go through your past posts and delete anything that could be used against you.

Seek LinkedIn recommendations from past employers/clients.
Unless you already have plenty of great recommendations on LinkedIn, ask past employers (or clients) to post a couple of sentences about you on your profile. This can be a great way to showcase your skills to your employers. Note: don't bother with the "endorsements" function, which most employers aren't interested in.

Google your name regularly.
Personal online reputation management isn't something you do one rainy weekend and promptly forget about. It's an ongoing process of ensuring that your name continues to be linked with positive results. Make a point of Googling yourself regularly – particularly when you're actively job hunting.

Look for ongoing opportunities to get links to your website.
If you're speaking at a conference, you may be able to get that organisation to link to your website and/or to your social media accounts. This can give your web-site/accounts a significant boost in search engine results pages.

Respond professionally to emails, messages, etc.
Whenever you reply to comments on your blog or reply to tweets, keep in mind that you're having a public conversation that others can see. Even one single email could be put online and used against you. Always try to respond at your professional best – rather than in anger, or after a night out. Pay attention to grammar and spelling, too.

SOCIAL MEDIA PLAN

Week							
Date							
Day of the week							
Social Network							
Post cathegory							
Format							
Message							
Call to action							
Link URL							
Hashtags							
Number of characters							
Link (optional)							

Instructions:
You can use this calendar to plan content on your social media.
You can select the media by clicking on the 'Canal Social' cell of this calendar. Should you need to make different content per social network, you can multiply the calendar by however many networks you use.
Before beginning to use the calendar, don't forget to click on the 'enable content' box at the top.

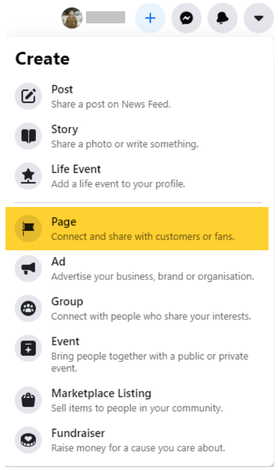
How to use the social media calendar

Write the day of the month you wish to begin on (the week day will be automatically calculated)
In the 'type of post' cell, you will be able to choose the type of content you wish to create.
In the 'comment' cell you can write the message you are going to upload to social media (the character count and URL will automatically update. Include a CTA (call to action) for your audience so they can know what to do (for instance: Buy now/More information/ Latest additions?) and the appropriate hashtags.

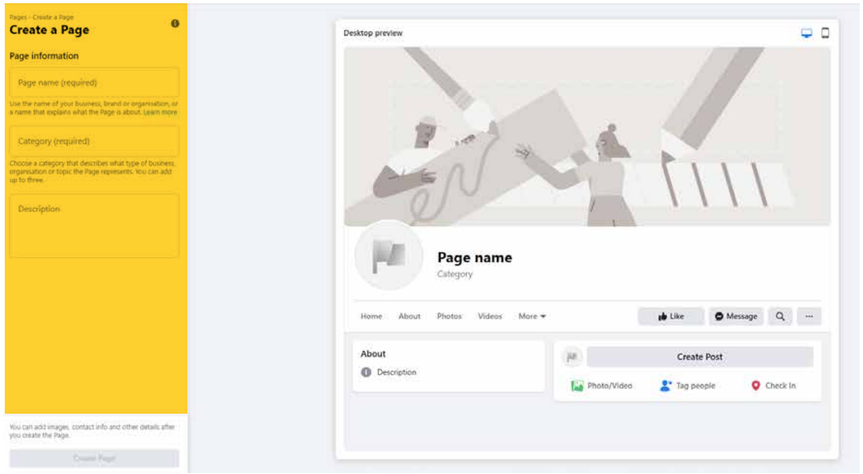
FACEBOOK

FACEBOOK

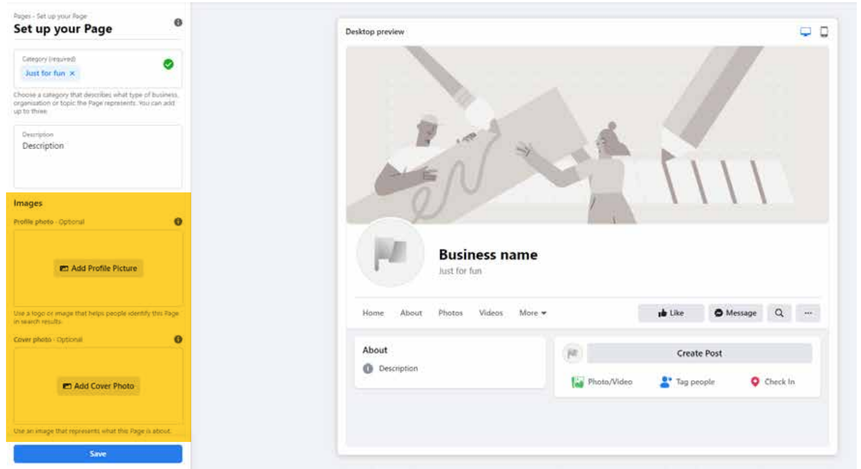
How to create a business page on Facebook



- *Access your personal profile.*
  At the top right, click on "+" and select the 'Page' option.



- *Complete the requested information*
  - *Brand name*
  - *Category*
  - *Description of the business*



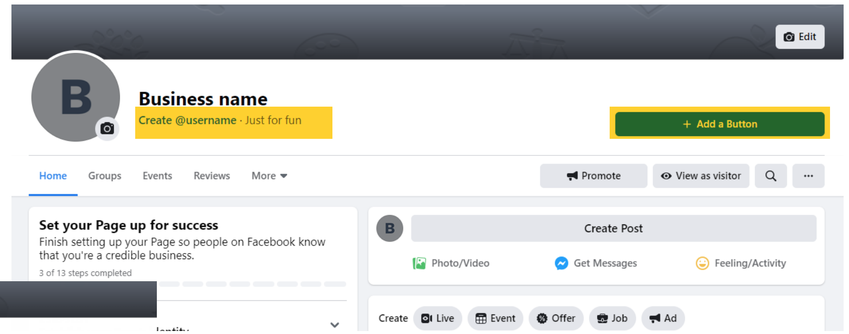
- *Upload your profile and cover images*
  - Profile photo (180x180 px):
  Use the brand's logo.
  - Cover photo (851x315 px):
  Use an image that visually describes the topic of the page.

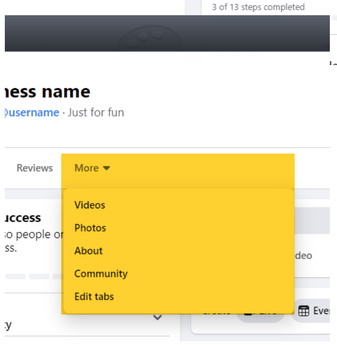
FACEBOOK

How to create a business page on Facebook

1.1

- Create a username
  Click on 'Create username'
  and write your brand name.



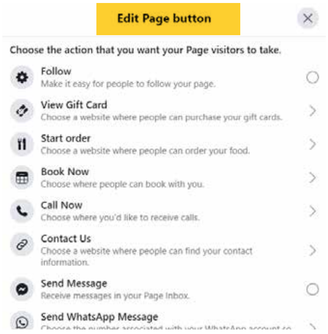


1.2

- *Edit the 'Tabs' section*
  At the top, click on "More",
  and then on "Edit tabs."

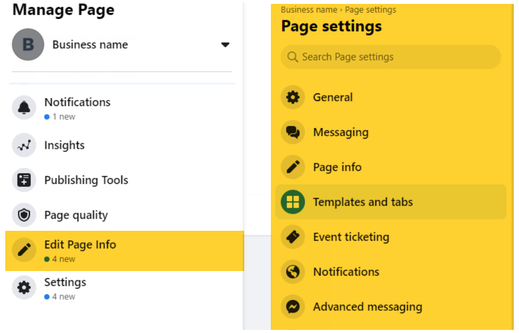
2.1

- *Create a call to action button*
  What is the main objective of your page?



2.2

- *Click on 'Add button' and choose the option that best suits your need.*



3.1

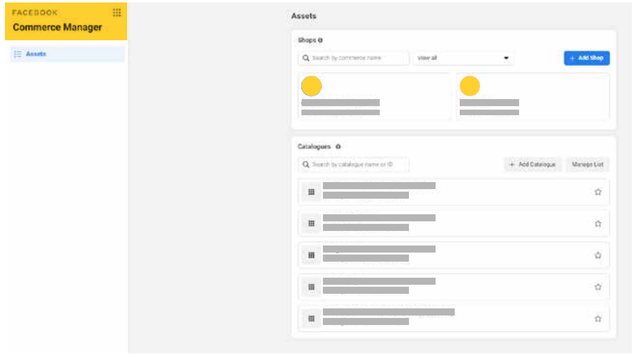
- *Configure and edit the information on your Facebook page*
  Click on 'Edit information' and insert the basic information of your business.

3.2

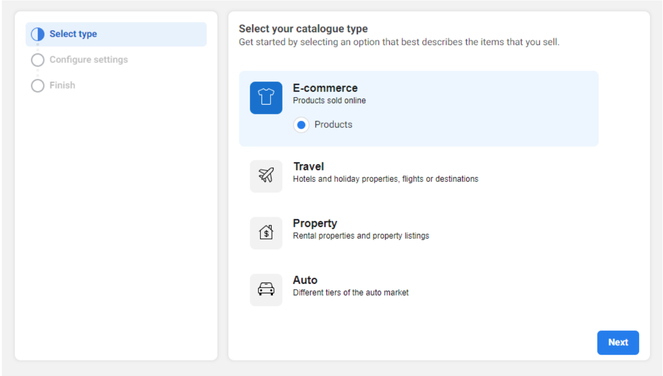
- *Activate those that you consider relevant to your business and of interest to your audience.*

FACEBOOK

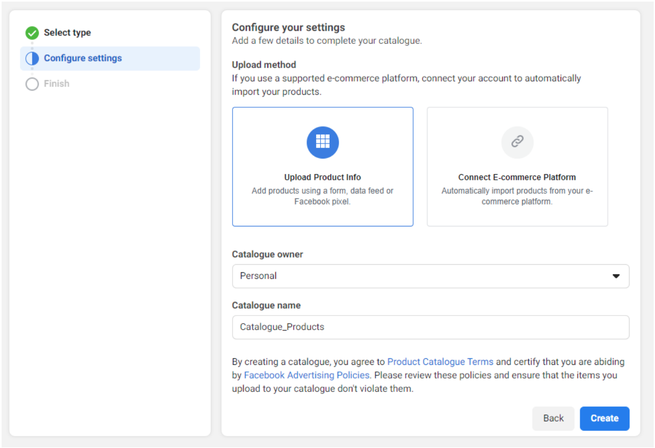
How to upload a catalogue of products to Business Manager



- **Step 1:**
  Access your commercial administer on facebook via Facebook.com/products.
  Log in using your Facebook details: username and password.



- **Step 2:**
  Once logged-in, click on the 'Add Catalogue' button.
  A tab will open in which you should select the type of catalogue.
  Choose the option best suited to your product



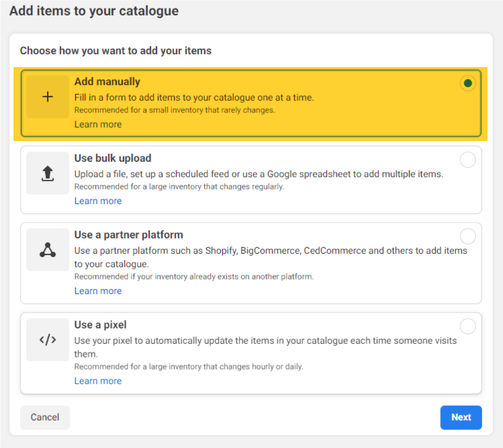
- **Step 3:**
  Add products on a large scale, adding information about each item.

  To do this:
  Select the Business Manager account that will be the owner of the catalogue and give it a name.

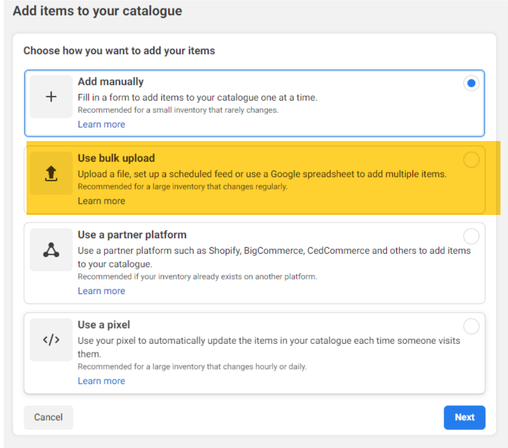
FACEBOOK

How to upload a catalogue of products to Business Manager

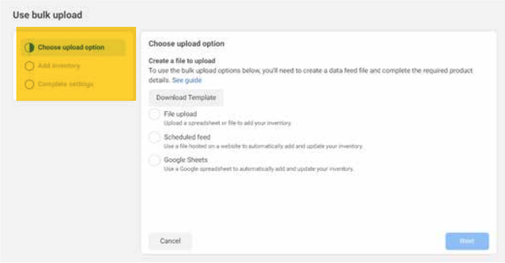
Once on the 'general information' tab, click on 'Add Items'. Select one of the following methods:



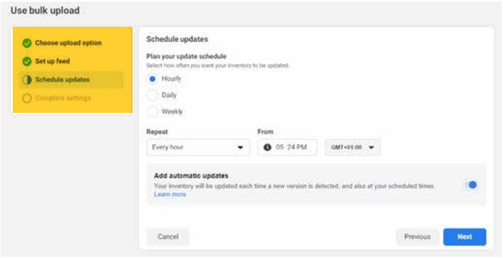
- ***3.1: Add items manually***
  Choose this option if you have a small inventory
  Attach the product images and fill out the following information:
  Then, indicate whether you wish the product to be visible to the audience and whether there is available stock.
  Finally, if you have the same product in different colours, or other variants, add them here.



- ***3.2. Bulk upload***
  Select this option if you have a large inventory that changes frequently.



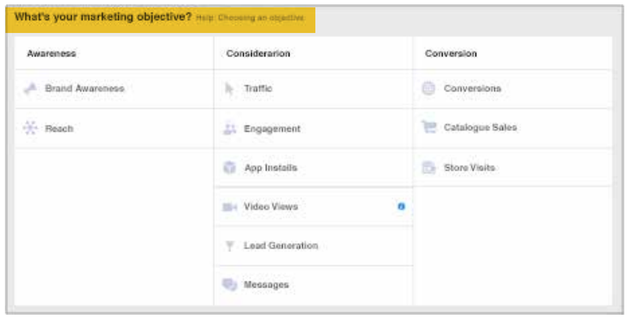
- ***3.2.1 Upload items to a catalogue*** *with a data feed file*
  Use this method if you're only going to upload the file with the product information once.
  Create a data feed file in one of the compatible formats.
  Enter a name and select a currency.

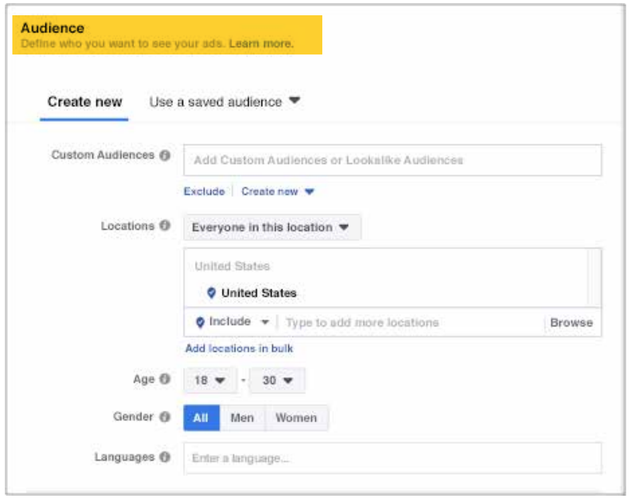


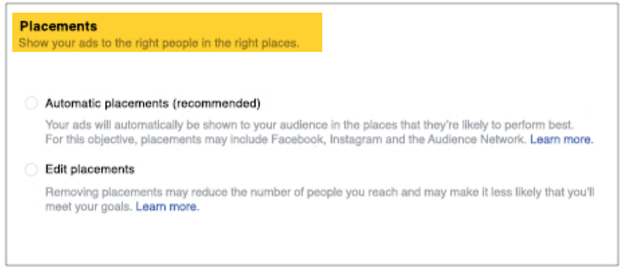
- ***3.2.2 Scheduled Feed Uploads***
  If your inventory changes frequently, select Scheduled feed to set up regular uploads.
  Enter the URL where your file is hosted.
  Choose how often you wish the catalogue to be updates.
  Enter a name and select a currency.

FACEBOOK

How to make an Facebook Ad







- *Choose the objective*

  To choose the most suitable objective, ask yourself the following question: what is the most important result I hope to get from this ad? It can be to increase the sales on your website, increase the number of downloads of your application or achieve greater brand recognition.

- *Select the audience*

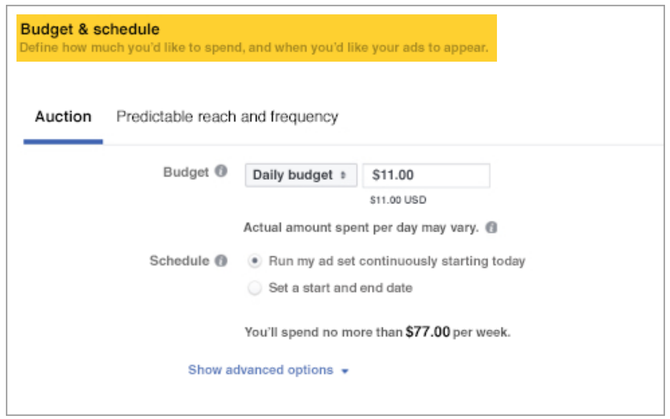
  Take advantage of the information you have about the people you want to reach - such as age or location, among other data - and choose the demographics, interests, and behaviors that best represent your audience.

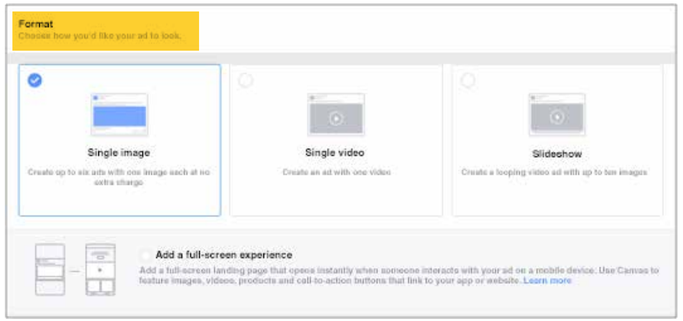
- *Decide where you want to post the ad*

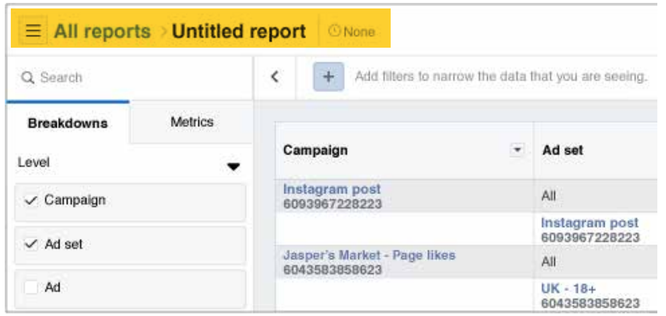
  Next, choose where you want to post your ad: on Facebook, Instagram, Messenger, Audience Network, or all of these platforms. In this step you can also decide if you want to serve the ad on specific mobile devices.

FACEBOOK

How to make an Facebook Ad







- **Set a budget**

  Enter the daily or total budget, as well as the period of time for which you want to keep your ads running. Set limits that guarantee that you will never spend a higher amount that is inappropriate for your circumstances.

- **Choose a format**

  Choose your ad format from six highly versatile options designed to work seamlessly on any device and at all connection speeds. In your ad, you can show a single image or video, or choose a larger format where you can include multiple images.

- **Analyze their performance**

  After the ad is published, you can track its performance and edit the campaign in the ad manager. Check if one version of the ad works better than another, or if the ad is not being delivered efficiently, and make any necessary changes.

FACEBOOK

Guide to Social Media Image Sizes

In this quick-scroll world of social media, the visual face of your brand is often times the first thing your audience sees and possibly the one thing they remember.

Profile Picture: 180 x 180 (Displays 170 x 170 on Desktop)

Say cheese: this is going to be the photo representing you or your brand on Facebook. This is the square photo that appears on your timeline layered over your cover photo. Your profile picture will also appear when you post to other walls, comment on posts or when your profile is searched.

Image Guidelines

Must be at least 180 x 180 pixels.

Photo will appear on page as 170 x 170 pixels on desktop and 128 x 128 on smartphones.

Profile pictures are located 16 pixels from the left and 176 pixels from the top of your cover photo on desktop.

Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.

Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

Business Page Profile Picture: 180 x 180 (Displays 170 x 170 on Desktop)

Facebook recently changed its Profile image for Business Pages to appear to the left side of the screen. The new look helps Facebook Business Pages stand out among personal accounts. However, the dimensions are the same, but the photo appears on the page slightly different.

Image Guidelines

Must be at least 180 x 180 pixels.

Photo will appear on page as 170 x 170 pixels on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.

Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

Business Page images will be cropped to fit a square.

Cover Photo: 820 x 312

Your Facebook cover photo will only appear on your Facebook timeline, but it is a lot bigger than the profile picture, which gives you more freedom to choose something creative. Where your profile picture might be a good choice for a picture of you, or a brand logo, use this space to post something that speaks more toward you as an individual or as a brand.

Image Guidelines

Appear on page at 820 x 312 pixels. Anything less will be stretched.

Minimum size of 400 x 150 pixels.

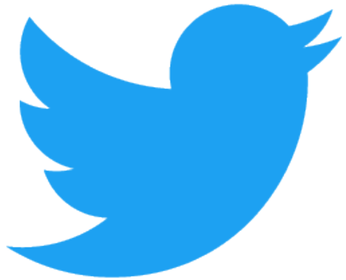
Displays at 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones.

For best results, upload an sRGB JPG file less than 100 KB.

Images with a logo or text may be best as a PNG file.

Business Page dimensions are exactly the same as personal accounts.

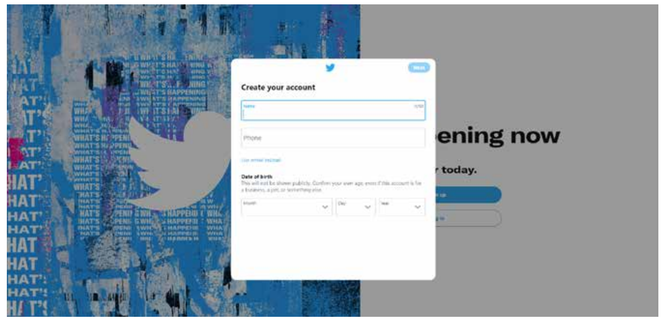
TWITTER



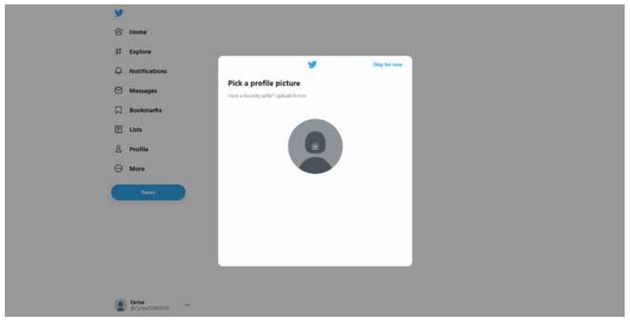
TWITTER

HOW TO CREATE AN ACCOUNT ON TWITTER

- **Creating an account on Twitter** *is something that more and more professionals and companies are doing every day that need to improve their visibility on the Internet and at the same time, get a new and powerful flow of information.*

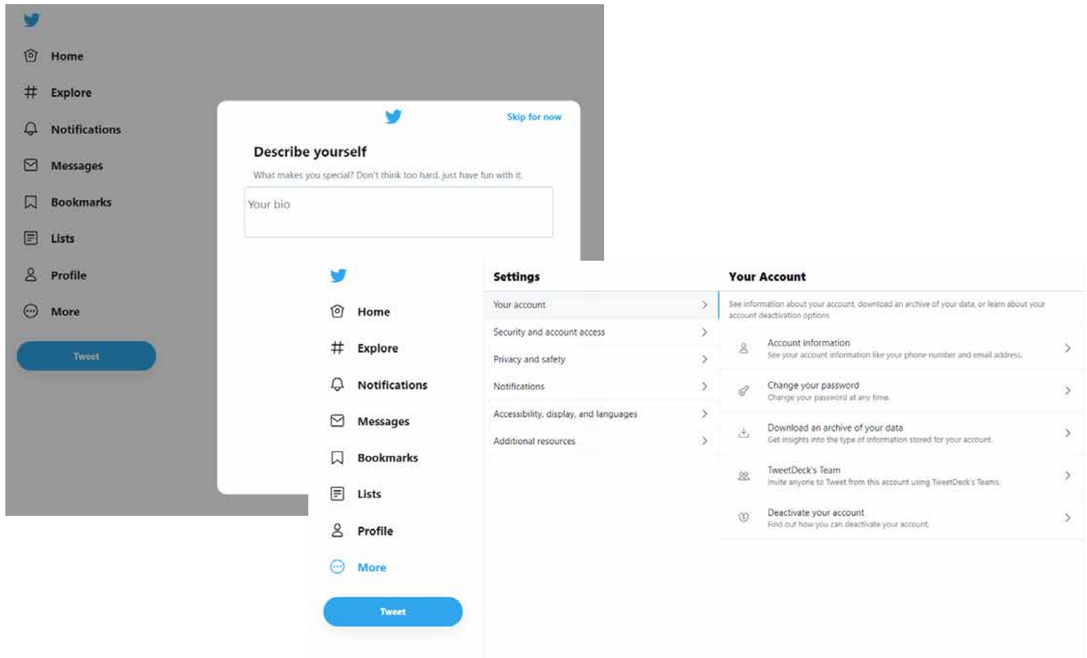


- **Create your profile**
  Go to https://twitter.com/ and go to the Twitter home page; in it we will find the option to log in if we already have an account and below, the one that matters to us this time: Regi ster.
  Here we must begin the process of creating a new account on Twitter. We enter the name of our business and an email or phone number. Once these fields have been filled in, we click on the 'Next' button.



- **Next, it will show us a section** *that says Personalize Your Experience. We give the following without selecting any option.*
  Now you must choose a username (@YourUsername). This must be unique, it cannot coincide with any other Twitter username.
  In the next section, we check that the fields are correct and click on 'Register'. They will send us a code, either to our email or phone number (the option chosen above) that we must include.

TWITTER



Set up your account:

In order to edit it, once inside our profile we click on the Edit Profile button.

Once there, completing the profile is very simple and 3 steps are enough:

1. The first thing is to add a profile picture and a header photo. The profile picture can be the business logo.

2. Change the color of your profile to an identifying color of your brand.

3. The next step is to create a biography, in which we must briefly and clearly explain our business and value proposition.

4. Add the link to our website and the address in the corresponding spaces.

Good practices

- *Stay active: create content to keep your account active. Having an inactive account is the same or worse than not having one.*
- *Make good use of Twitter: Retweet, use trending hashtags in your sector ...*
- *Seeks to interact with followers: Interaction with followers brings empathy, loyalty and helps expand the brand.*
- *Follow professional accounts that are related to your business.*

LINKED IN

LINKED IN

How to manage a LinkedIn page

LinkedIn can offer you many business opportunities and a whole network of contacts to make the most of. This type of business page is ideal to publicize your business, communicate and provide information about new projects, to name but a few examples.

- *Plan*
  Planning (in all areas of your business) is essential. Plan what you wish to publish, depending on your objectives, and decide when you are going to publish it.
  Look at when your users are most active on the network (usually first thing in the morning or late in the afternoon) and plan your releases around the number of users connected. It is also important to keep in mind the frequency of your posts.

- *Writing posts*
  Write intelligent, brief and optimized content that proves you are an expert in your field. Add key words that suit and define you.

- *Interact with your audience*
  Give feedback to your follower. Thank them for their participation, reply to their comments and make sure to follow up on all those inputs that may be beneficial in optimizing your products/services.

- *Content*
  Make sure to publish content of value and that can be interesting for your users.
  Create your own content. Sharing other people's content is fine, but its possible that your users may have already read it and, therefore, may not bother to pay attention to your page.
  Save a space in your content planning to upload posts that display your talent. For example, publish your business' new projects, some of the recent creations or incorporations of personnel.
  It is also very important to add Calls to action in all your posts: ask that they enter a link, recommend content or share infographic.

Add photos that are visually attractive or videos that can add value. All these details will increase the engagement and participation of your audience.

LINKED IN

How to Manage Your LinkedIn Company Page

LinkedIn can offer you many business opportunities, and a whole network of contacts to take advantage of. This type of company pages are ideal to publicize your business, make communications or provide information about new projects, for example.

- **Plan**

  Planning (in all areas of your business) is essential. Plan what you want to publish based on the objectives and decide when to publish it.
  It is ideal that you look at when your users are most active on the network (usually first time in the morning or late in the afternoon) and plan your publications based on the number of connected users. It is also important that you take into account the periodicity of your publications.

- **Drafting**

  Write content that is smart, short, optimized and shows that you are an expert in your field. Add keywords that suit and define you.
  Interact with your audience
  Give feedback to your followers. Thank them for their participation, respond to their comments and make sure to write down all those inputs that may be beneficial to optimize your products or services.

- **Contents**

  Make sure to publish content that adds value and that can be interesting for your users.
  Create your own content. Sharing someone else's content is fine, but there is a possibility that your users have already read it and, therefore, do not bother to pay attention to your page.
  Reserve a space in your content planning to make publications that show your talent. For example, publish the new projects of your company, some of the latest creations or the incorporation of personnel.
  It is also very important that you add calls to action in all your publications: ask them to enter a link, recommend the content or share an infographic.
  Add visually appealing photos or videos that can add value. All these details will increase the engagement and participation of your audience.

INSTAGRAM

INSTAGRAM

Instagram Image Sizes

- *Instagram is one of the most popular photo-sharing social networks. It's the best place to showcase your visual creativity, even down to making a compelling grid out of the way your photos' thumbnails display in sequence.*
- *Profile Picture: 110 x 110*
  Instagram is based on visuals, which should be an indication of how important it is to follow these image size guidelines. Ensure your profile image is recognizable so users can find you even easier through search or explore.

- *Image Guidelines*
  Appear on your profile at 110 x 110 pixels.
  Square photo: make sure to maintain an aspect ratio of 1:1.
  Photo Thumbnails: 161 x 161

- *When someone goes to your page, they'll be presented with all of your content arranged in rows of thumbnails. These smaller renditions of your images and videos will expand when clicked and include a place for people to comment.*
  Image Guidelines
  The thumbnails will appear on the page at 161 x 161 pixels.
  Square photo: make sure to maintain an aspect ratio of 1:1 ratio.

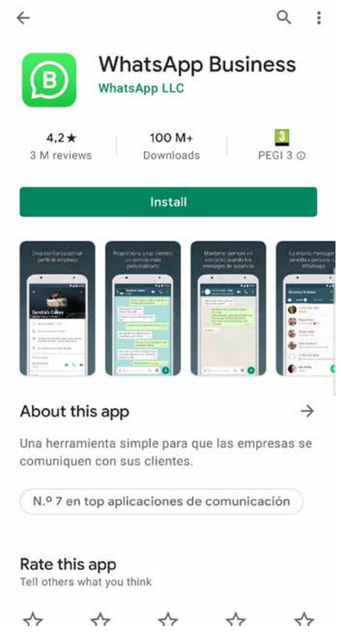
- *Photo Size: 1080 x 1080*
  Instagram is all about the images and videos presented in your followers' feed. In fact, Instagram higher resolution photos when taken from the native application. If you decided to upload a photo or video from any other device, the resolution will be much lower.
  Image Guidelines
- *The size of Instagram images has been increased to 1080 x 1080 pixels. Instagram still scales these photos down to 612 x 612 pixels.*
  Appear in feed at 510 x 510 pixels.
  Square or rectangle photos: make sure to maintain an aspect ratio between 1:1 or 1.91:1.
  For portrait (4:5) photos, recommended dimensions are 1080 x 1350 pixels.
- *Instagram Stories: 1080 x 1920*
  With more than 300 million daily users, Instagram Stories are a popular source of visuals on the app. There are both video and image options available to publish. And while this feature is meant to be ephemeral, it's possible to upload your own content.
- *Image Guidelines*
  Recommended resolution is 1080 x 1920.
  Minimum resolution is 600 x 1067.
  Aspect ratio is 9:16.

WHATSAPP BUSINESS

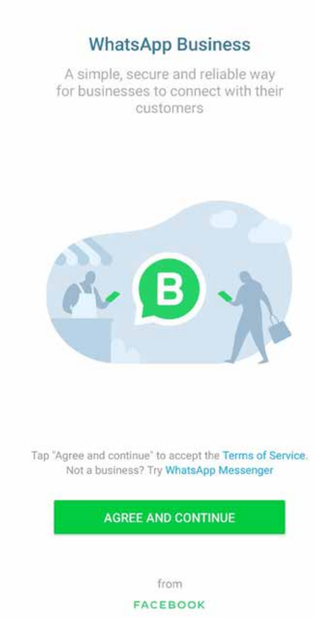
WHATSAPP BUSINESS

How to create a WhatsApp Business account and upload a product catalogue

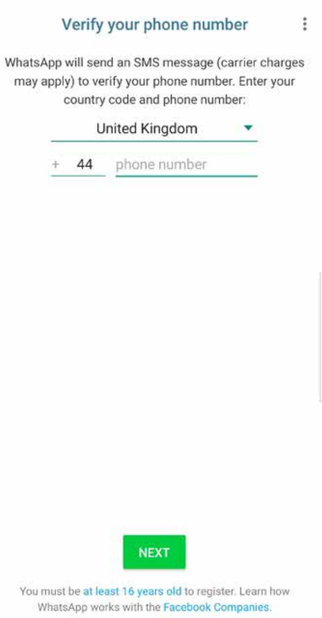
Create an account for your business on https://www.whatsapp.com/business/



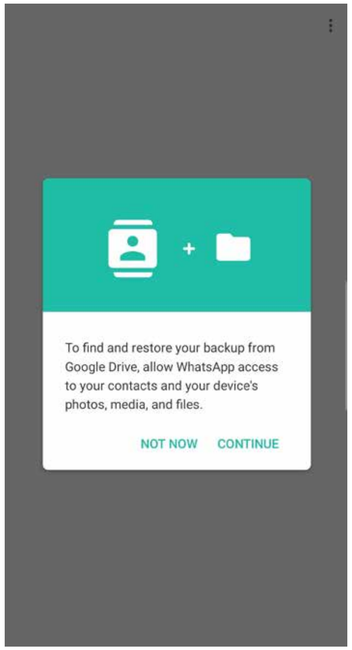
1. *Download the application*



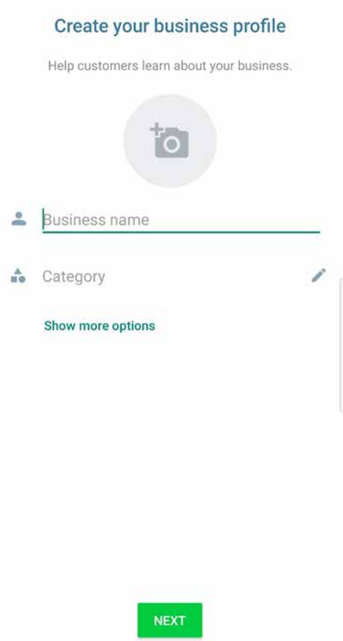
2. *Accept the terms of service*



3. *Verify your phone number*



4. Accept the necessary permissions In this way, the application will be able to synchronize your contacts and later you will be able to upload images of your products.

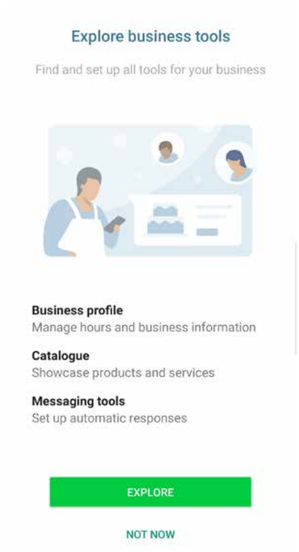


5. Create your company profile Publish your brand logo and fill in the requested information.

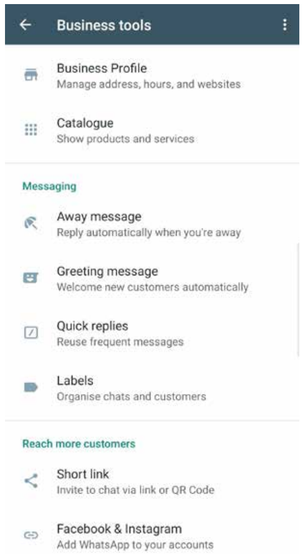
WHATSAPP BUSINESS

How to create a WhatsApp Business account and upload a product catalogue

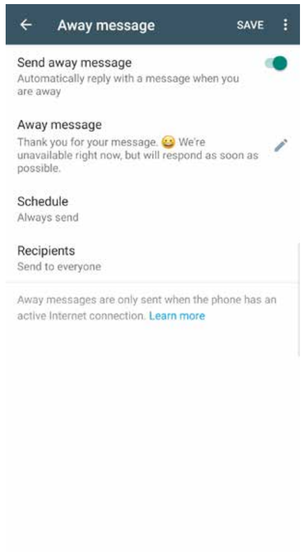
Getting the most out of WhatsApp Business



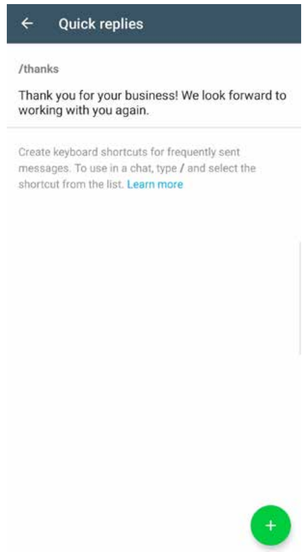
1. *Company profile*
If you wish, in addition to the information previously provided, you can determine your business hours, your email and your website.



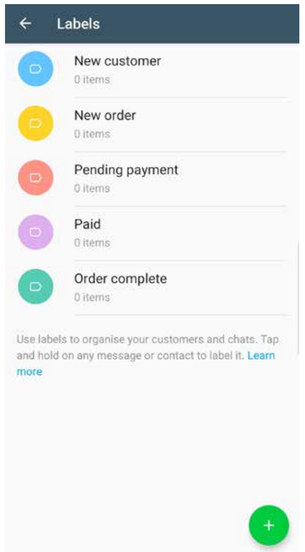
2. *Absence messages*
If there are times when you won't reply to messages, you can compose an automatic reply.
Select the time you want this message to be sent and the contacts to which it will be sent.



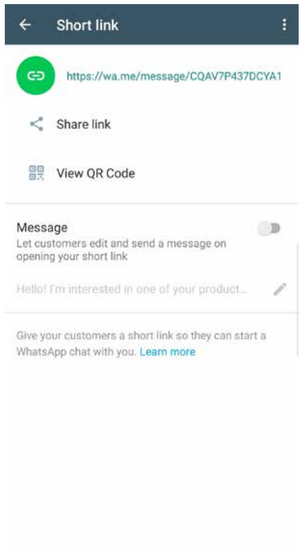
3. *Welcome message*
To welcome your customers, you can write a welcome message to those who contact you for the first time.



4. *Quick responses*
If you write the same message frequently, you can enable quick replies. In this way, typing "/ (name)" will send the response that you have previously written.



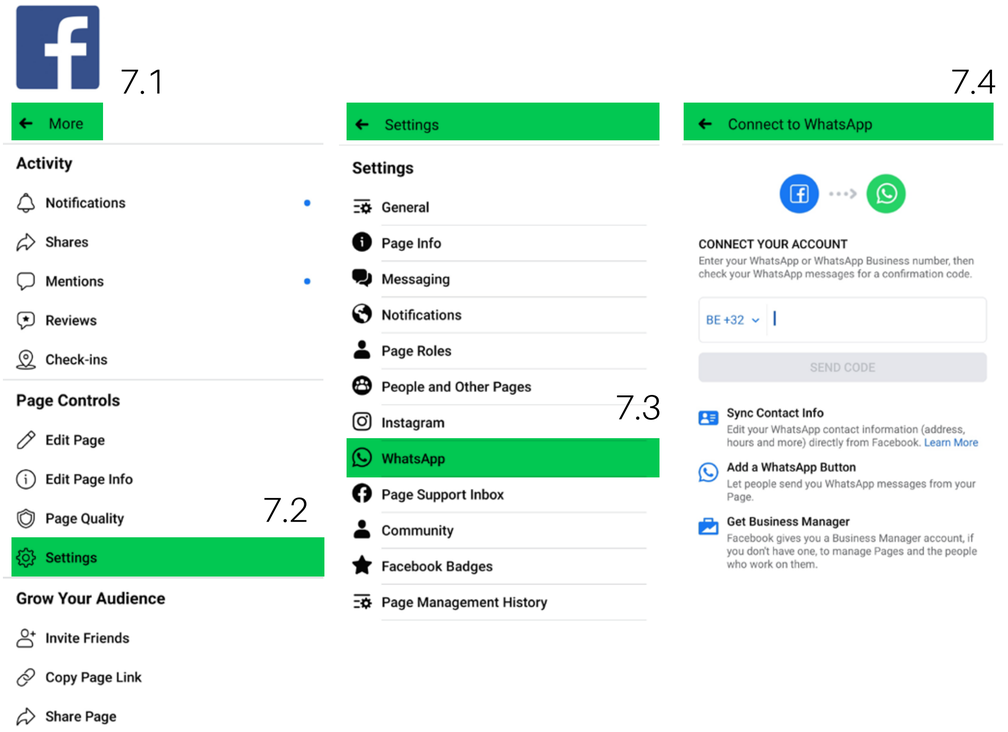
5. *Labels*
Organize your contacts by labels. You can create new categories, in addition to the ones that appear by default.



6. *Direct link*
Share a link or a QR code with whoever you want to chat with through WhatsApp Business. This way, you can directly access the conversation.

WHATSAPP BUSINESS

How to create a WhatsApp Business account and upload a product catalogue



7. Linked accounts

You have the option to link your WhatsApp Business account with your Facebook page.

Your audience on this social network will be able to contact you directly through the button that you have enabled.

How to do it:

Access your Facebook page and click on 'Settings'.

Select 'WhatsApp' and insert your phone number.

How to upload a product catalog

Add your articles one by one by attaching their images and the requested information:

Once published, you can share the link of each one of them by clicking on the following button:

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PROGRAMME