

# Social Media Content Development

Sarah Saso & Genny Smith

**BUSINESS**  **BRUCE**

*SaySmith*  
brand coaching

# SaySmith – Who We Are



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At **SaySmith** we work with you to get  
YOUR WORD OUT.



We're Sarah Saso and Genny Smith and for more than twenty years, we have each been working in the fields of Business Development, Corporate Branding, Social Media, Marketing Communications and Social Impact. We are connectors, relationship builders and strategic brand marketers.

We coach start-ups, entrepreneurs, women-owned businesses, nonprofits and small to medium enterprises to help them get their word out to build a successful business.



# Agenda

- Overview of Social Media Content Development
- 2020 Trending Social Media Content
- How to Create Successful Social Media Content
- Developing Content for various platforms



# Social Media Content Development

We can distinguish between several social media platforms depending on the type of content:

- Social networks: Users publish and share thoughts, ideas, interests or experiences (e.g., Facebook, Twitter, LinkedIn).
- Media networks: They are focused on videos, images and photos (e.g., Instagram, YouTube, TikTok, Pinterest, etc.).
- Discussion networks: Users ask questions and start a wide conversation with answers and comments (e.g., Reddit, Quora, etc.).
- Review networks: Consumers share their opinions along with reviews on locations and products (e.g., TripAdvisor, Yelp, etc.).



# Trending Social Media Content In 2020

## People like visual content.

- Personal photos
- Text messages
- Video, followed by memes and life updates

## Why do people unfollow a brand, or stop using a platform?

- Irrelevant content is one of the top reasons people stop using a platform or following a brand.
- Excessive quantities of repetitive content that clutters up their feed is another



# How to Create Successful Social Media Content

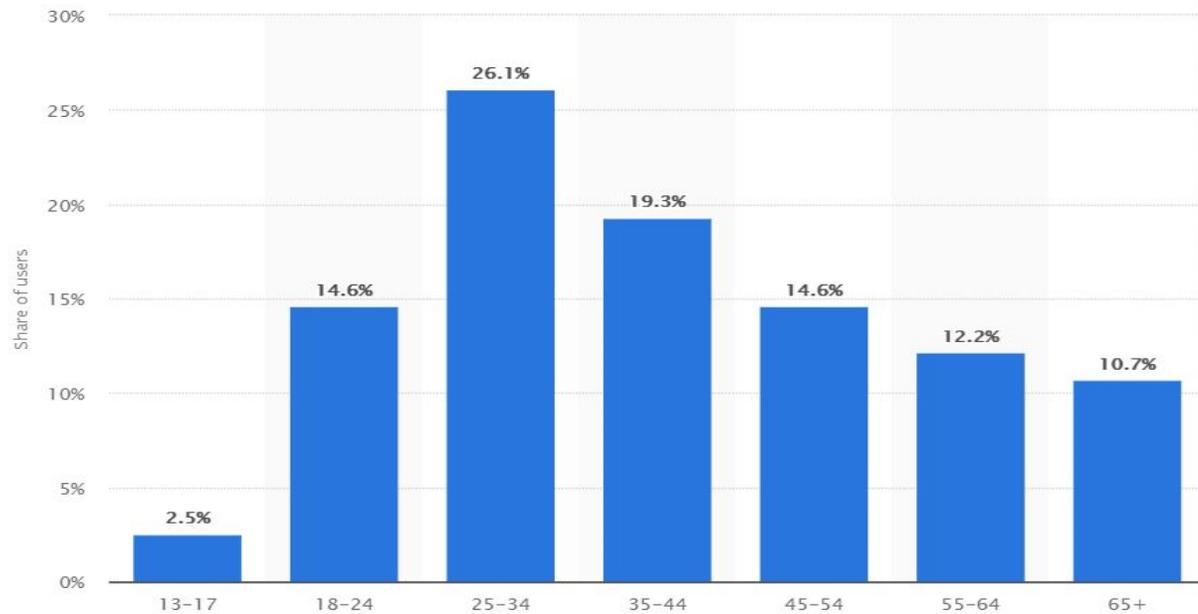
1. Strike a balance between public and private engagement
2. Use public feeds to increase reach
3. Offer value in private channels
4. Automate the easy stuff
5. Get creative
6. Stand Out
7. Be true to You and Your Brand



# Facebook



Distribution of Facebook users in Canada as of August 2020, by age group - 53% are women



© Statista 2020

## Businesses Use Facebook Pages



Facebook has more than  
**80 MILLION**  
small businesses around the world using Facebook Pages.  
(Facebook, 2018)

# Facebook Content Development

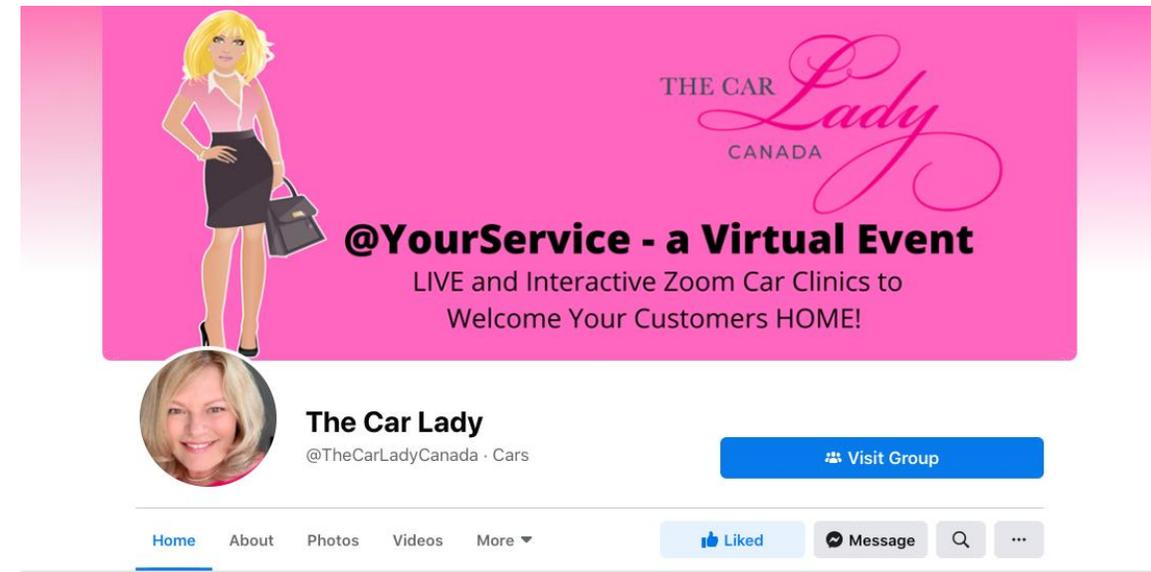


## The content that works best on Facebook:

- The more interesting, engaging or even polarizing your content is, the more likely it is to go viral on Facebook
- Lean heavily on short videos, interesting content and information
- Eye-catching images
- Attention-grabbing headlines

## For Facebook Pages and Groups,

- Interactive content
- Conversation-starters are the way to go.
- Consider live streams and polls





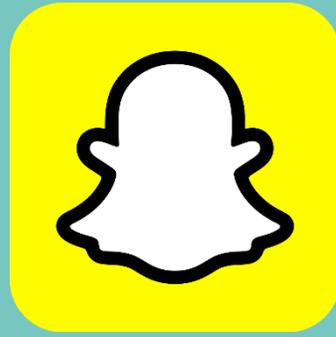
# Facebook Content Development

## You should prioritize Facebook if:

- You want to reach an audience of adults
- You have engaging visual (or video) content that can capture their attention,
- You can invoke an immediate emotional response and make them excited to share with their friends.
- Or if you want an easy way to create an online community around a topic or business.



# Snapchat

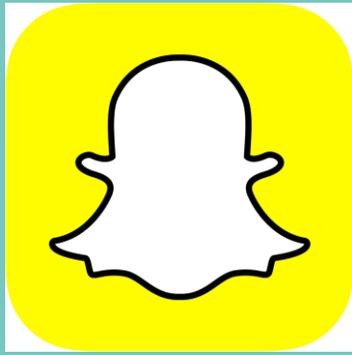


- As of January 2020, Snapchat had approximately 8.15 million users in Canada.
- Snapchat use in Canada is almost entirely Millennials
- Women accounted for 54.5% of Snapchat users in Canada, while male user made up 45.2% of the platform's Canadian audiences
- This platform is following in the footsteps of Instagram and TikTok with an official music library to enhance content



**SIGN  
ME UP**





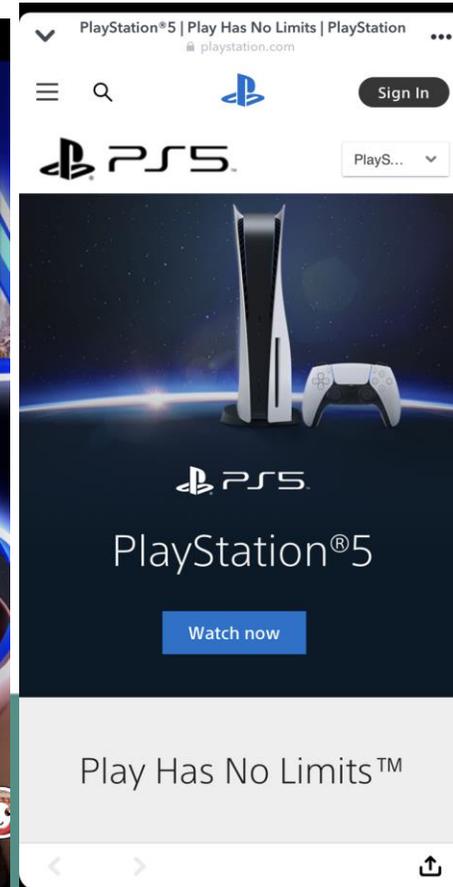
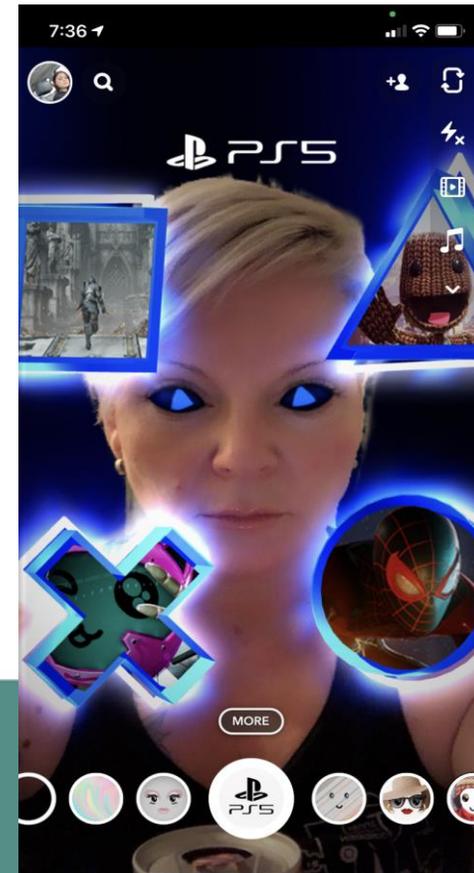
# - Content Development

## The Content that Works Best on Snapchat:

- Video-driven storytelling.
- If you have a knack for creating compelling (usually selfie-style) short videos that can entertain & educate a young audience, then Snapchat is a no brainer platform for you to form connections with your customers.

## You Should Prioritize Snapchat if:

- You want to reach a young audience
- Have an affinity for creating bite-sized, engaging video content.
- You create content understanding that Snapchat users are here to be entertained.



# Instagram



- 3.8% of Instagram users in Canada were aged between 13 and 17 years old,
- 21.8 percent of platform users were aged between 18 and 24 years.
- 69% of Canadian Instagram users are on the network every day
- Men and Women almost equal in their use of Instagram





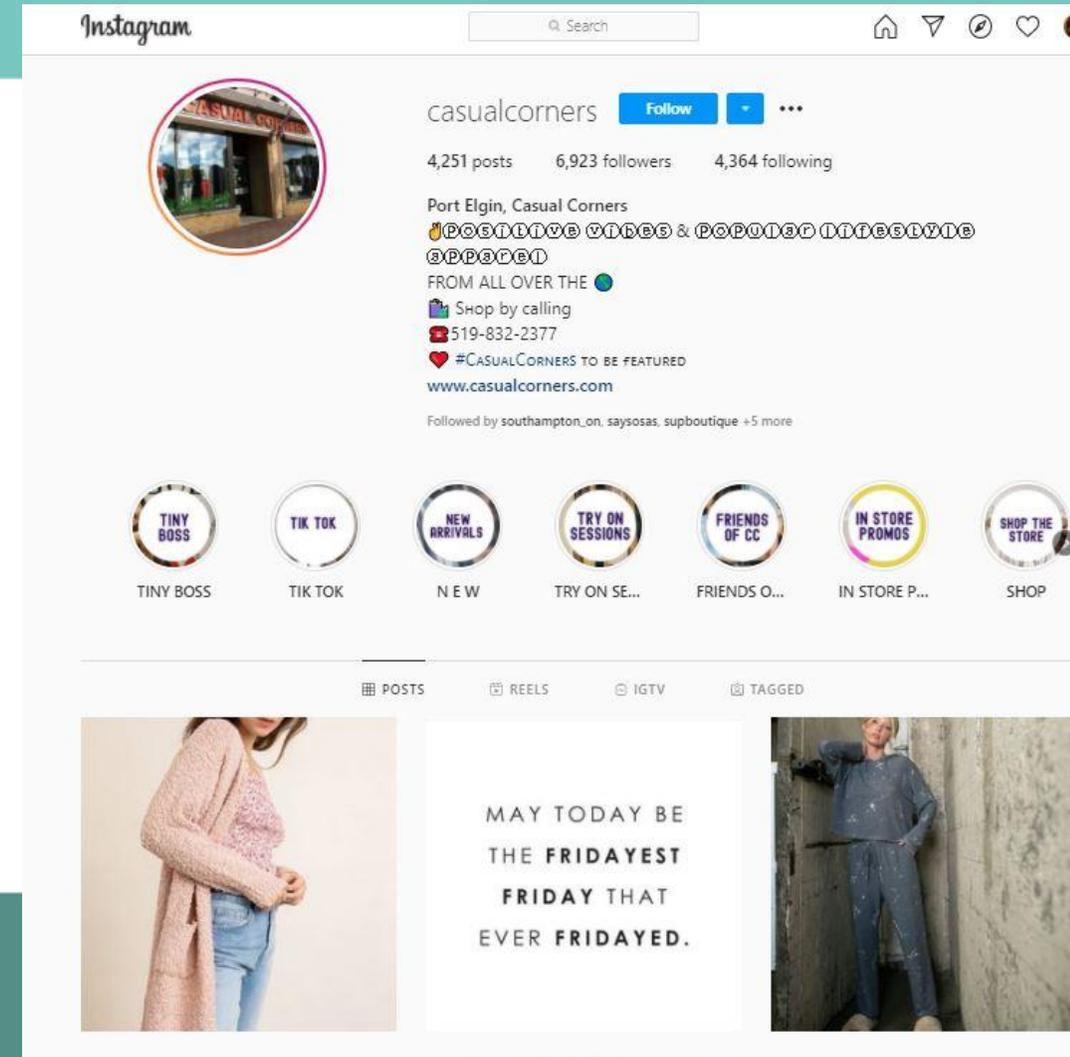
# - Content Development

## The content that works best on Instagram:

- Beautiful photography,
- Stunning visuals,
- Unique designs,
- Selfie-style video that speaks directly to your audience
- Cohesive themes will help you stand out on Instagram.

## You Should Prioritize Instagram if :

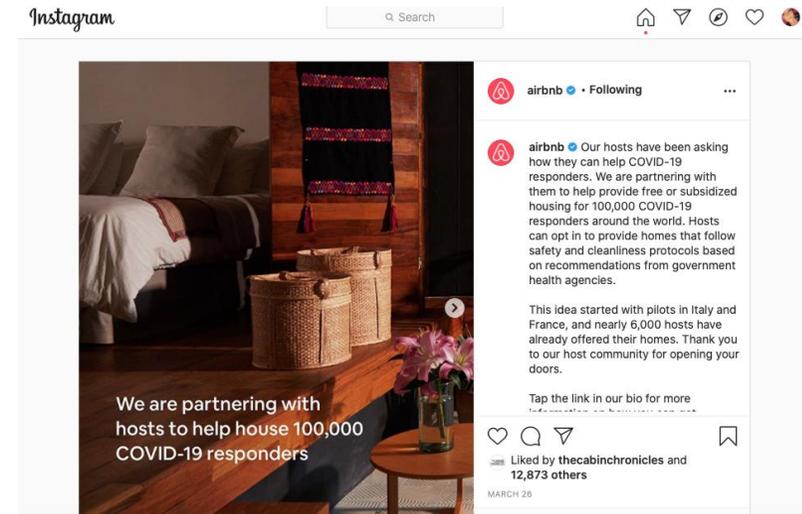
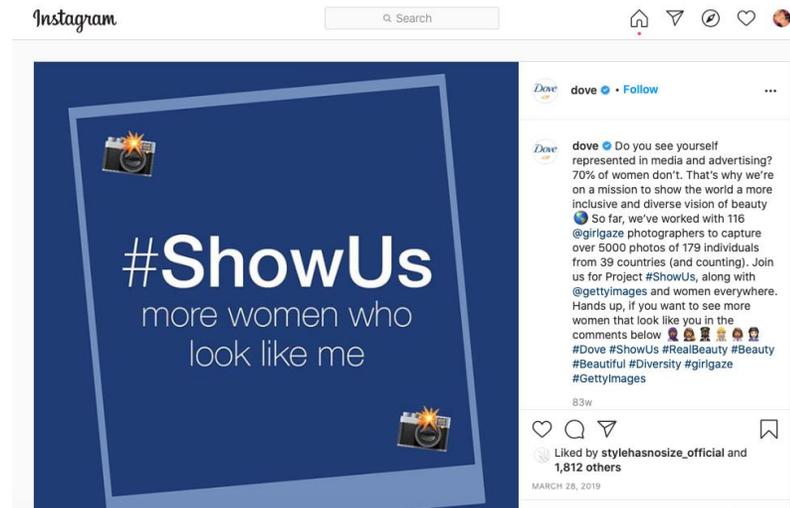
- Your target audience is under the age of 40,
- You run a lifestyle business
- Social commerce or e-commerce platform
- Photography business.





# - Content Development

Dove and AirBnB supported a social cause and gained users' trust for a better brand identity and more engagement through user-generated content.



# Twitter



- 6.8 million active Twitter users in Canada
- 55.9% of Twitter audiences in Canada are male, leaving 44.1% were female
- 46% of Canadians on Twitter say they use the platform regularly between the hours of 6:00 pm and 9:00 pm

The Twitter logo, consisting of the word "twitter" in a lowercase, rounded font followed by the bird icon, set against a solid blue rectangular background.

twitter 



# - Content Development

## The content that works best on Twitter:

- Communicate breaking news,
- Digest bite-sized content,
- Communicate directly with your users in real-time.
- Videos and images tend to stand out best, but
- A well-timed written tweet still works wonders if you're hopping on trending topics and are particularly witty.

## *You should prioritize Twitter if:*

- Your audience skews toward the demographic of mature males between the ages of 30 and 60.
- Experiment with a combination of content types ranging from educational videos to gripping visuals and discussion threads that offer advice & opinions.



# Twitter - Do's



1. Optimize your Profile
2. Make use of the Pinned Tweet
3. Be Consistent with Posting
4. Plan your Content in Advance
5. Use Visuals to Make your Tweets Eye Catching
6. Add Relevant Hashtags to Expand Reach
7. Frequently Engage With Others to Build Relationships
8. Follow People You'll Get Value From & Organize Them Into Lists
9. Be Yourself & Let Your Personality Shine Through





# - Content Development

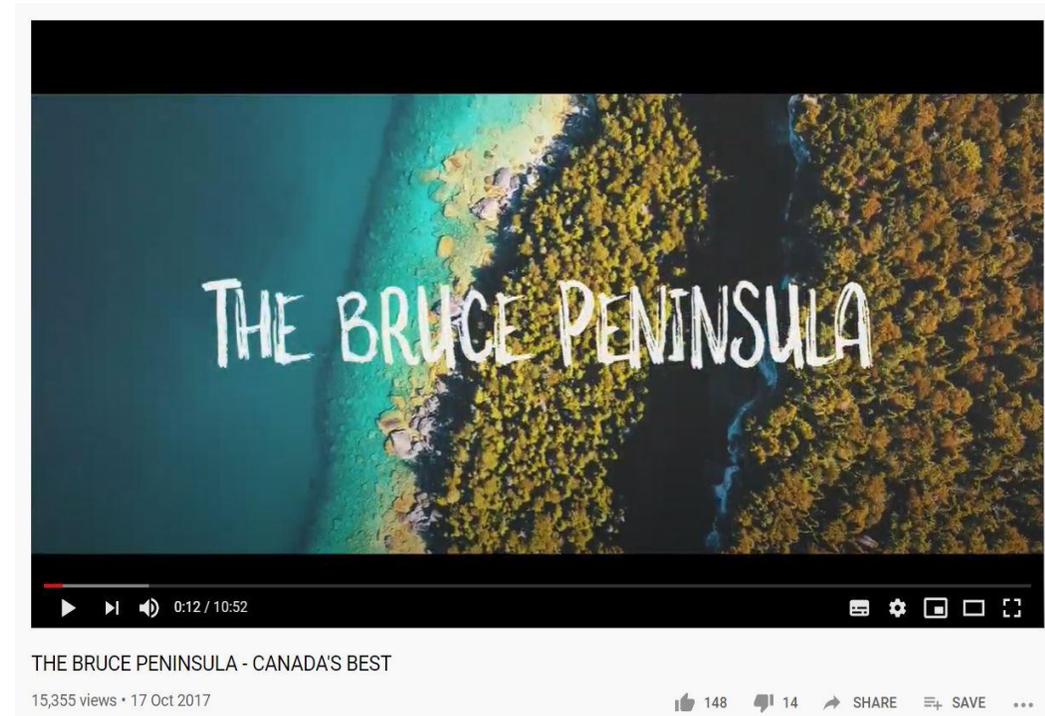
Houseparty partnered with Fortnite to start a **Trivia challenge on Twitter** for their users — a perfect win-win strategy.



# YouTube



- 71% of Canadian Internet users, or 17.6 million people, visit YouTube every month
- Only 55% of Americans users hit the video site every month
- The most dominant age group in Canada is between 18 and 24
- They spend an average of 360 minutes viewing videos every month





# - Content Development

## **The content that works best on YouTube:**

- Video only!
- Long-form and short-form video content can work very well on this platform.
- Viewers tune in for a combination of education and entertainment
- Popular YouTube trends like unboxing videos
- Partnering with YouTube influencers who are excited about your mission could help you test the waters before you dive in.

## **You Should Prioritize YouTube if:**

- Your audience is below the age of 50 and consumes video content as a means of either education or entertainment.
- Or you need a platform to host your videos to embed, link or connect your other social media platforms.

<https://youtu.be/koPmuEyP3a0>





# TikTok

- TikTok is on the rise in Canada and the world
- TikTok has been downloaded over 2 billion times
- Users spend 45 minutes on the app on average
- Users open the app 8 times everyday on average
- The top 50 TikTok influencers have more followers than 16% of the world's population





# - Content Development

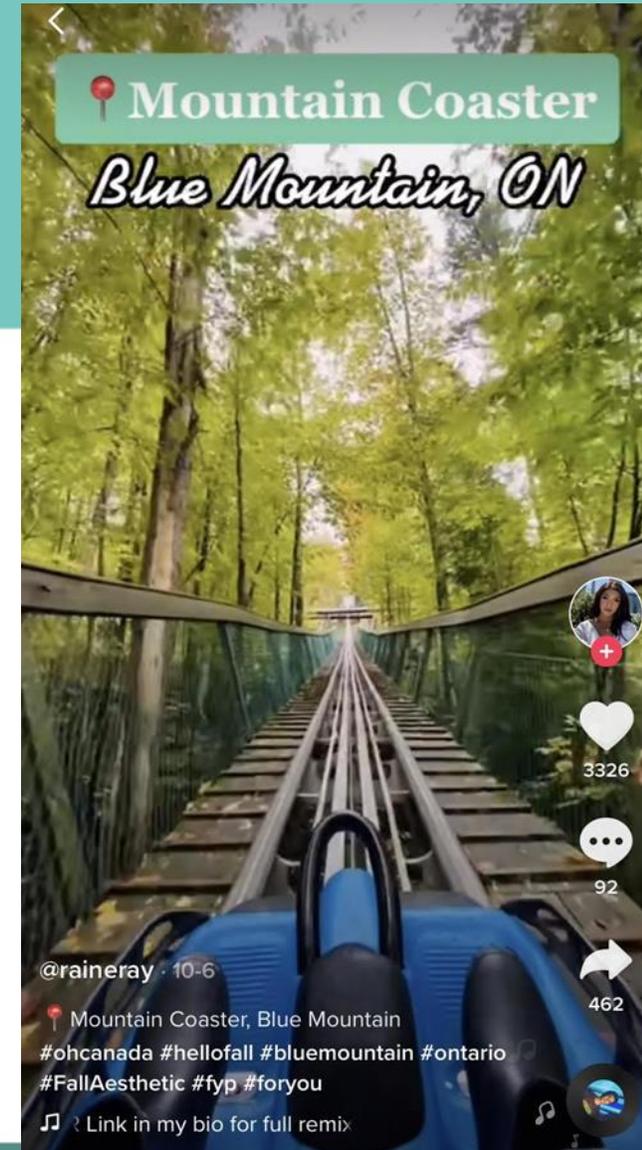
## **The content that works best on TikTok:**

Entertaining, interesting, comedic and sometimes nonsensical short-form video content, usually set to the tune of popular songs.

Think fun, engaging, catchy music-video style content.

## **You Should Prioritize TikTok if:**

*You want to reach (and entertain) a young audience with fun video-based content that doesn't often have a direct connection to your products or services.*



# Pinterest



- 78% of active Canadians on Pinterest are female
- 77% are under 44 years old
- 31% of Canadian pinners are single
- 47% have children
- 73% are employed part-time or full-time
- 34% of Canadians using Pinterest are early adopters
- 86% own mobile devices
- 50% own desktop devices





# - Content Development

## The content that works best on Pinterest:

- Vertically-formated images do best on this platform, due largely to the browsing experience users are presented with.
- Polished imagery with clear copy that conveys what the Pinner will see if they click through performs best.
- Numbers, lists, and quotes should be a big part of your strategy here.
- Don't forget to consider keywords and search terms in your imagery.

## You Should Prioritize Pinterest if :

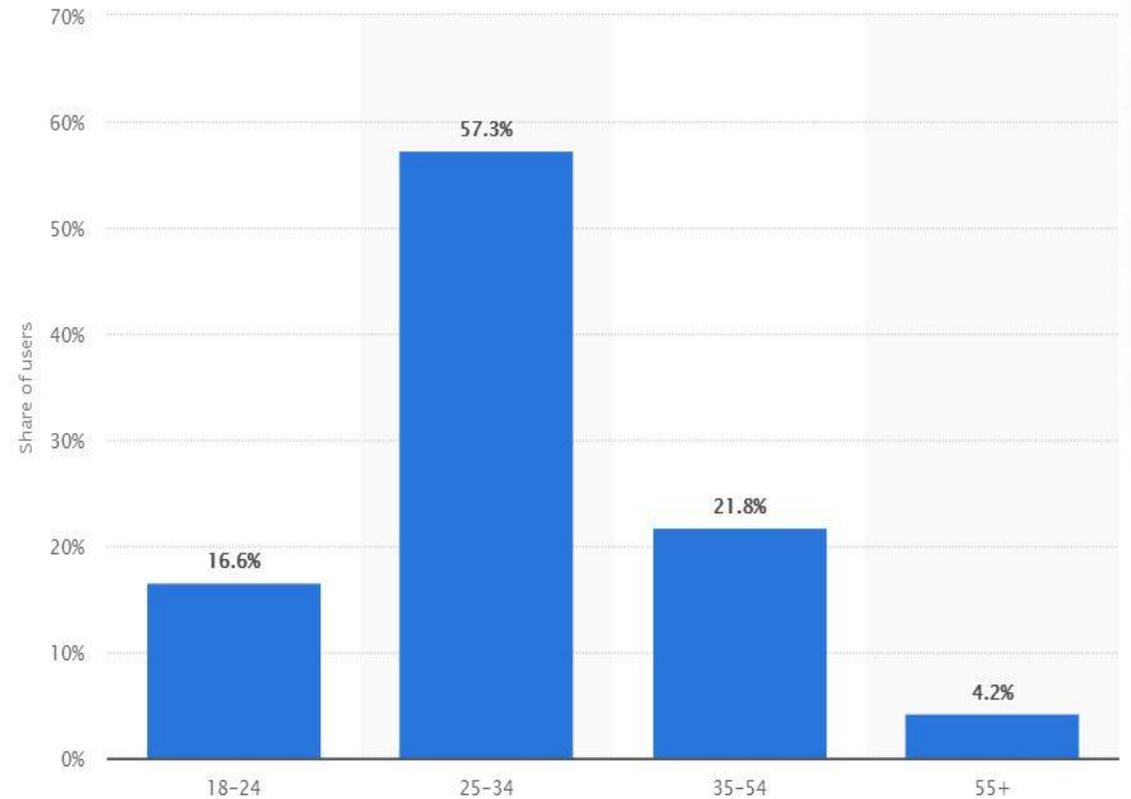
- Your audience consists predominantly of adult women,
- Your business is related to lifestyle, fashion, decorating, or DIY.



# LinkedIn



- There were 16,570,000 LinkedIn users in Canada in September 2019,
- Canadians represent 44.1% of its users.
- People aged 25 to 34 were the largest user group
- Canadians visit LinkedIn about twice per week.
- This network is very popular with middle-aged Canadians (GenX, 45-54 years of age).





# - Content Development

## The content that works best on LinkedIn:

- Business-oriented, professional content to connect you, your business and/products with existing and new networks.
- Articles
- Informative Posts
- Reposting someone else's content

## You Should Prioritize LinkedIn:

- If you are looking to grow your professional networks both personally and professionally.
- Want to appear to be an authority on a particular topic
- Looking to attract job seekers or employment/contracts.



# How Marketers Define Engagement when Measuring Social Media Success?

- 72% - Likes and/or Comments
- 62% - Shares and/or Retweets
- 60% - Interactions with Customers
- 34% - Revenue Attribution
- 32% - Inspiring Consumers to take Action
- 29% - Inspiring an Emotional Response



# Wrap up - Social Media - Do's

DO -

1. Create a posting schedule
2. Set the right frequency
3. Have some fun with it
4. Vary your post type



# Wrap up - Social Media - Dont's

Don't -

1. Don't make spelling or grammar mistakes
2. Don't give into trolls
3. Don't neglect your stories
4. Don't leave your followers out



DOs



DON'Ts

# Questions?

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# Next Session

<https://brucecounty.on.ca/business/events-and-seminars>

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## Video Marketing

November 25 – 10 am

Video offers an opportunity for real, human connection so that people can see our products, connect with our brand and get to know us, who we are and what we stand for.



# Other Sessions

<https://www.eventbrite.ca/o/business-to-bruce-17900946577>

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11/25/2020

Video Marketing

