2023 Social Media Branding Guide

How to create effective and relevant content online

Table of Contents

Create your own journey - Click where you want to start your social media learning experience.

General
Guidance

LinkedIn

Twitter

Facebook

Instagram

TikTok

YouTube

Mastodon

Reddit

Contact Us

Guidance for All Platforms

Have Up-to-Date Information Posted
- Recent profile picture
- Complete bio or profile summary
- Active cadence of posts and interactions (like, comment + share posts)

Establish a Brand Voice
- Be aware of brand personality
- Respond to users to remain engaged with relevant audiences

Be a Thought Leader
- Share personal views on relevant topics and company posts
- Think Twice: Before you post something, consider its ultimate value to your network
- Disclaimer: "All views are my own" - The content you share will express your own opinions and don't speak directly on behalf of your organization

Cybersecurity Guidance
- General safety (limit sharing of personal information), account privacy, passwords, 2FA

Consistent branding across all social media platforms
- Logos
- Banner images

Completed page descriptions

Active content cadence
- Minimum one post a week (will vary across platform type)

Employee engagement

LinkedIn

LinkedIn is the most important platform in the professional setting. It's important to keep your connections and content industry-relevant.

Have Up-to-Date Information Posted
- Use a single headshot or high-resolution photo of yourself – no selfies, no distracting backgrounds
- Wear work appropriate attire – business casual or professional
- Upload an appropriate, workplace-friendly image for a background header image - a branded header, work-friendly hobby or templates from LinkedIn

Profile Information
- Make sure your profile is complete and up to date, detailing your full job experiences, employers and education to establish credibility in your industry or area of expertise
- Utilize 'Creator Mode' to grow your reach and influence on LinkedIn, showcase content on your profile and get access to creator mode

More on LinkedIn ≫

LinkedIn

Guidance for individual profiles

- Suggested formatting: Checklist
- Share company news and milestones on your profile, including accomplishments and events
- Connect with colleagues in your industry to grow your network
- Always use imagery (graphic or video) to maximize the effectiveness of posts!
- Additional info for LinkedIn best practices in 2023: https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017

Guidance for company pages

- Suggested formatting: Use a numbered list
  - Profile: Include company logo, banner image with consistent branding and completed biography
  - Profile Hashtags: Add up to three hashtags
- Tag employees and relevant company pages when sharing thought leadership and partner content
- Employee engagement: Notify employees of a new post

05

Twitter

Twitter can be utilized for professional purposes through engagement with coworkers, your company's account and individuals within your industry

Establish disclaimer: Consider a separate Twitter for work, otherwise have a disclosure statement: "Views are my own"

Changes to look out for in 2023:
- **Need more characters for posts?** Twitter notes is in Beta, allowing users to post up to 2,500 characters
- **Want to only see or promote topics in your interests?** Utilize Topic Tag Bar to organize your feed and curate content toward trends tagged to those topics
- **Don't like something your're tagged in?** 'Unmentioning' is planned to launch this year to allow users to remove tagged content they don't want affiliation to
- **Lacking community connection?** Twitter now allows post reactions via video and photo

Twitter is social - changes to the platform and how it operates can change day to day. Keep up to date: https://business.twitter.com/en/blog.html

More on Twitter ≫

Twitter

Personal Branding

- Grow your community: Follow companies and thought leaders with common interests
  - Engage in conversations and track relevant hashtags - utilize Topic Tag Bar
- Engage: Like, retweet and reply to posts - foster a community
- Cadence: Tweet 1-2x daily to stay active. Be authentic and showcase your personality as it relates to your field. Use relevant media (images, videos and GIFs) to enhance content
- Keep in mind that retweets and likes are public to your followers (remember your brand)

The checkmark and label rainbow - what does it all mean?
- Checkmarks:
  - Blue - Prior 'certified' content creator or, as of 2022, a subscription-based user
  - Gold - Official business account
  - Gray - Government institution or official, or a multilateral organization

Is Twitter Blue worth it? Here's what it means for you:
  - Priority in replies, mentions & search
  - Ability to post longer video and audio

Company Branding

- Profile: Include company logo (400x400 pixels), header image (1500x500 pixels) with consistent branding and complete brand bio

  Pro tip: Include a unique link or Google UTM in your bio to track visitors to your website

- Pinned Tweet: Content that you want visitors to your profile to see most. This should be your best current piece of content that represents your brand

  Pro tip: Try to rotate your pinned tweet once a quarter to nurture your community

- Content: Continue to vary your content posted. Utilize videos, links, retweets and varying graphics

  Pro tip: Maximum video length is 2 minutes and 20 seconds - but shorter videos hold stronger engagement metrics. Strive for 15 seconds or less to capture your audiences attention

- Cadence: Stay consistent! This is a conversation-driven platform - the more you tweet, the better. One to five tweets a day is recommended

Facebook

Facebook is mainly for personal use and company updates. This platform prioritizes meaningful content that stimulates conversations within personal networks.

- How to engage: Like, share and comment on your company page
- How to post: Post in-feed content for big updates and utilize FB Stories for small, interest-based community updates
- Be sure to join groups and follow brand pages
    - With Facebook groups, you can network, unlock new opportunities, gain insights and meet people with similar interests
- Consider sharing multimedia content like videos for higher engagement
    - Be sure to include links in posts

More on Facebook 》》

08

Facebook

Personal Branding

- Define personal brand goals
  - Is it to land your dream job?
  - To share with followers current life happenings?
  - To gain credibility in your industry?
- Be aware of the target audience - who are you speaking to?
  - This will influence how your craft your messages
- Post regularly and engage with the network, audience, industry
- Keep your social media persona consistent no matter the platform

Company Branding

- You need to articulate your brand
  - Detail your story, purpose, identity and connection (to space and industry)
- Be mindful of your competitive edge
- Promote branded content
- Be personable, not just professional
- Highlight business milestones

Instagram

Instagram can be used for personal purposes and to promote company culture and recruitment.

Instagram Best Practices
- Amplify your personal brand and promote your industry
- How to engage: Like, share (direct message), comment on company posts
- Post appropriate pictures from work-related events
- How to post: Use IG Stories to quickly share company content
  - Use high-quality images or visuals

Instagram Personal Branding
- Determine your goals
  - Is it building a network?
  - Spotlighting your expertise?
- Set your profile up for success - name, job and title, personal website or links, hashtags, etc.
- Take advantage of Instagram Stories
  - Share snippets of your brand in real time
- Stay consistent in posting
  - When starting out, aim for 3 to 5 times a week
- Post at optimal times throughout the day
- Utilize hashtags

10

TikTok

TikTok is a video-based social networking platform that prioritizes entertainment content and shares videos aligned with viewers' past viewing and engagement.

More on TikTok »

Audience Insights:
- As of 2023, the app has been downloaded 3.5+ billion times
- Caters to a younger audience: 80% of users are between the ages of 16-34
    - 60% of users are from Gen Z
    - The average user opens the app 19 times per day

TikTok Influencer Space:
- The platform's discoverability exposes users to brands and content in an entirely new way, setting the foundation for successful influencer marketing outcomes
- Users no longer have to rely on traditional followers to see high engagement; TikTok's algorithm allows a diverse range of voices to be heard

Account Management and Best Practices:
- Define and connect with your audience
- Select your preferred device for recording purposes – As of early 2023, TikTok only saves draft content to the device it was created on, meaning it will not transfer to other devices
- Post often and engage with the app the way consumers do
- Use trending hashtags and sounds
- Use subtitles/captions
- Upload high-resolution content
- Monitor and participate in relevant trends
- Consider brand voice
- Select privacy settings of your choice (private account vs public)

12

Concerns Surrounding TikTok

As of December 2022, Congress passed a bill banning TikTok from being used on federal government devices. Local U.S. governments are taking action as well, and there are ongoing conversations about app regulations/bans for all U.S. users.

- This comes from several national security concerns surrounding the platform
- One major concern is the potential for unauthorized access to networks and devices through apps such as TikTok or other apps with embedded spyware. The data these apps collect may not be adequately protected from third parties and may potentially be used by attackers
    - Nearly half of states' local governments have blocked use of the platform on government-owned computers
- **What this means for consumers:** Similar to any permissions you give your devices, users should be mindful of the personal information they're allowing the app – or any social platform – to access
- Full text of Congressional bill banning TikTok from federal government devices: https://www.congress.gov/bill/117th-congress/senate-bill/1143

11

YouTube

YouTube is a video sharing service and social media platform. Users can watch, create and upload their own videos to share with others.

Guidance for Company Channels

Channel Profile:
- Include company logo for profile image, company branded banner
- Share completed description: Short overview or mission statement
- Add associated links: Company website

Best Practices:
- Consistently upload video content to create repository, organize content type into playlists
- Include a video watermark with company branding
- Create unique video thumbnails and use targeted keywords in the video title
- Use detailed long-form descriptions with keywords for each video - Include: content summary, relevant thought leaders, tags and additional links to boost company social media channels
- Enable subtitles/captions
- Channel trailer

13

✓ Higher character count for posts compared to Twitter

✗ No paid content or advertising

✓ Wide variety of server options to join

✗ Organic posting is the only option

✓ Ability to create your own server and set of community rules

✗ Challenging format to tag users; platform is clunky

✓ Decentralized social platform

✗ Still in early stages of user participation

Mastodon

Since Elon Musk's takeover of Twitter, Mastodon has become the "Twitter alternative," with currently over 2.5M active users. Mastodon positions itself as "social networking that's not for sale." While users have to select which server to join upon creating an account, you can follow anyone across any server.

Things to Know:
- Mastodon gives users 500 characters per post and allows pictures, videos, audio and poll uploads
- Journalists are beginning to shift from Twitter to Mastodon

How to Engage:
- To follow users outside of your selected server, you'll need their username and server/domain name - for example: @username@mastodon.servername
  - To mention someone in a post: @username@servername
- Utilize hashtags for users to find your account/post
- Interacting with posts: you can like, respond and bookmark posts, as well as 'boost' (the equivalent of a Twitter retweet)

14

Reddit

Reddit is a discussion-based and content rating platform where users can join communities for various hobbies and interests. Users can vote/interact with uploaded content and Reddit administrators monitor each community. Reddit is primarily used among the 18-35 demographic.

Best Practices for Brands:
- Monitor any chatter or feedback surrounding your brand - You can leverage keyword search tools to alert you when a user mentions a company/product's name
- Identify appropriate communities to engage with - Creating organic posts, responding to users' posts, participating in discussions, etc.
  - Ask Me Anything Interviews (AMAs): One of the most popular communities on the platform, users can ask questions to interviewees

Thank You

Contact Us

info@w2comm.com

www.w2comm.com

8200 Greensboro Dr #1450 McLean, VA 22102

W2Communications