



GoldsteinGroup
communications



Social Engagement Checklist

Measurably Better Marketing

Social Engagement Checklist

Posting to Twitter and Facebook is soooo 2010. Today, companies and their customers aren't looking for social media. They're looking for social media **ENGAGEMENT**. Conversations, connections and two-way relationships are what matter, not one-way postings companies do about what **THEY** think customers ought to know.



Google Says That's What Matters. Or Does It?

Often, in marketing today, it's less about what pundits say and more about what matters to Google. Sometimes it's difficult to decipher what affects Google's algorithm, and Google deliberately creates some of that confusion. Some experts say Google includes "social signals" in determining rankings,* and some don't. But we don't want to lose focus on the key issue: the better your content on social media or wherever, the more people link to it, view it, share it, search for it.

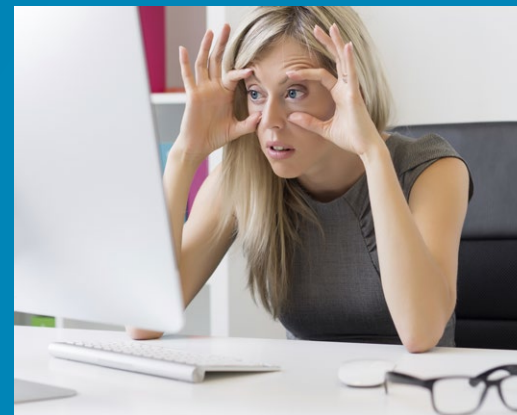
**Great article and infographic on impact of social shares on Google rankings:
<http://www.quicksprout.com/2014/01/31/how-social-signals-impact-search-engine-rankings/>*



Link Building Is Still Important, But Google Has Made It Work Differently

When we are trying to gain traction for our news stories, pages, links, etc., social networking plays a big part. Getting links shared through various PR sites, unrated blogs, and link farms have less and less effect. In today's world of digital advertising, effective social marketing is required to make a difference. There is no way around it.

This conversation approach takes a lot more work and dedication than just posts of your news releases.



So, here is a 6-step checklist of Social Media Engagement practices:

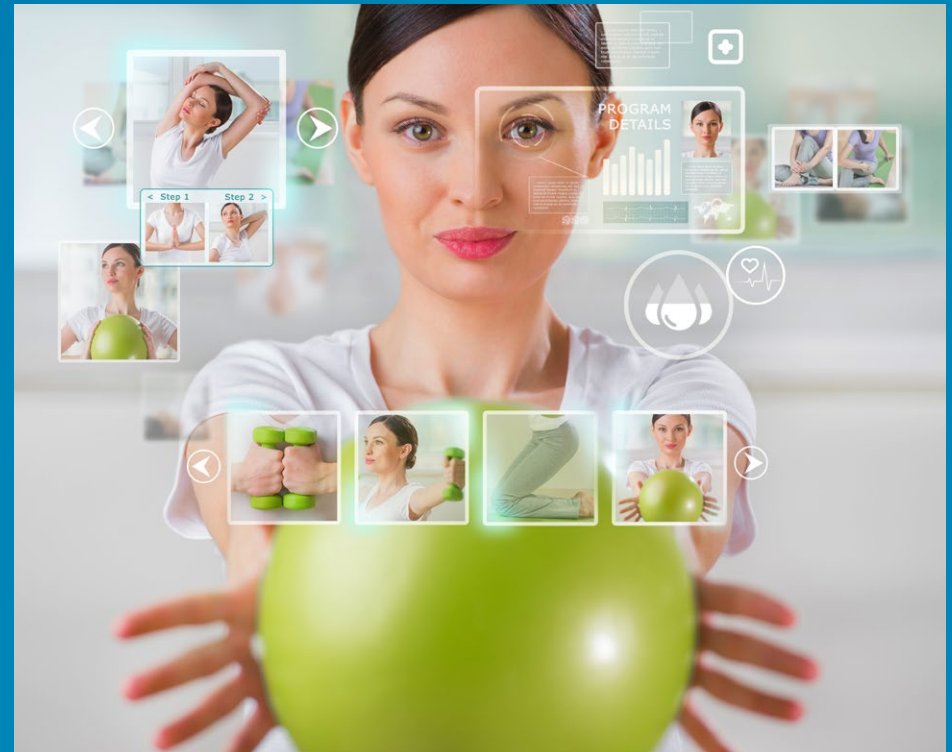
- 1. Develop Your Online Profiles**
- 2. Be Active with These Accounts**
- 3. Don't Just Post—Comment**
- 4. Learn Who the Influencers Are**
- 5. Develop These Influencer Relationships**
- 6. When You Have That Awesome Video, Infographic or Other Piece of Content to Share...**



1 Develop Your Online Profiles

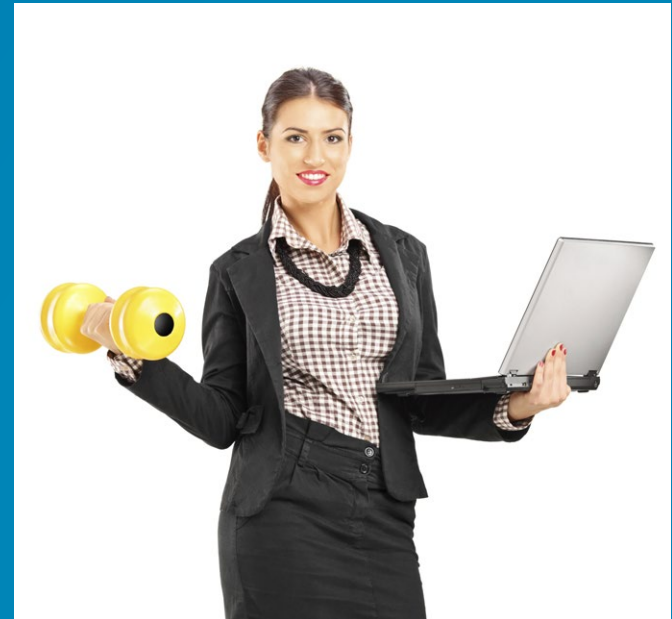
Set up business accounts through major social sites that are appropriate for your business—Facebook, LinkedIn, Twitter, Google+, Instagram (definitely for consumer, perhaps B-to-B)

- Set up a company page.
- Set up people profiles, too
- The “people” profiles should be real people, with identities that are separate from the personal profiles they take with them after they leave your company.



2 Be Active with These Accounts

- You will get more responses from the people accounts—something that has a face with which people can associate.
- This goes beyond posting automatically from your blog or Hootsuite dashboard.
- Post information of interest to your targets, but go beyond just your own content.



3 Don't Just Post—Comment

- Comment on your own posts and in replies to people who have commented or shared your posts.
- Make these comments meaningful—more than a simple “Thanks for sharing!”
- Your comments should always add value.
- Comment on and share others’ links.
- Comment on others’ posts.



4 Learn Who the Influencers Are

Make connections with the organizations and individuals who matter in your industry and are active social media influencers.

- Check out the publishers, editors and association execs in your industry.
- Reach out to guest experts on industry magazine and association sites.
- Identify industry consultants who frequently write and publish online.
- Do online searches to find social media influencers who have large followings.
- Look on LinkedIn groups for active posters.





Develop These Influencer Relationships

- Develop an online relationship with social media influencers to connect to their voice, and connect to their audiences.
- If they know your company, they'll be more likely to share your content.
- Be sure to keep up with what they have going on, so you can be a regular commenter—someone they will begin to recognize online.
- When you have something that is worthwhile to that individual or organization, share it directly with them.
- Do NOT just share every update with them; those are what your broadcast posts are for.
- Also, look to those influencers and see if they have a blog, editorial, article or other regular places you can follow them. Comment on and share their work.



6

When You Have That Awesome Video, Infographic or Other Piece of Content to Share...

- Post it as usual to reach your entire community, which by now should include your target influencers.
- If influencers don't re-post or comment, that's fine; contact them directly.
 - Email tends to work better than social, but messaging as directly as possible is key.
- Send them a message that reads like this: "Hi, Steve. I read that awesome piece you wrote up on XYZ technology last month. I really like how you pointed out the [specific fact(s)] additional costs associated with the change over. I recently did something related to the same tech and thought you might be interested in having a look. Let me know if you're interested."
- Notice, we didn't even share a link here to our content.
- We complimented them and showed we were actually paying attention TO THEM.
- If we have something they can share like an Infographic or video, when they reply, share it with them and offer to write an introduction for the piece specifically for their blog, if they'd like to share it. You're helping them on content curation and taking a little bit of work off of their plate.



About Goldstein Group Communications

Goldstein Group Communications (GGC) creates high impact branding and lead generation programs for b-to-b companies that are seeking more powerful ways to find and keep customers. The agency brings an unusual combination of corporate communications management and engineer-level writing capability to its client roster. With deep experience in electronics, healthcare and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients offer their customers.

GGC was founded in 1992 as a public relations agency and today represents both entrepreneurial and billion-dollar multi-national firms throughout the country, with 60% of revenues coming from clients outside Ohio. GGC combines both left-brain analytics with right-brain creativity to provide a powerful marketing approach that leads to "Measurably Better Marketing."

