

SOCIAL MEDIA HANDBOOK

A guideline for businesses in South Africa

1 YOUR BRAND

A brand is more than a name and a logo. There are vital elements, which when combined, create a strong impact, brand loyalty and brand love. Describing your brand in one sentence is a good place to start; this is the essence of your brand.

PURPOSE

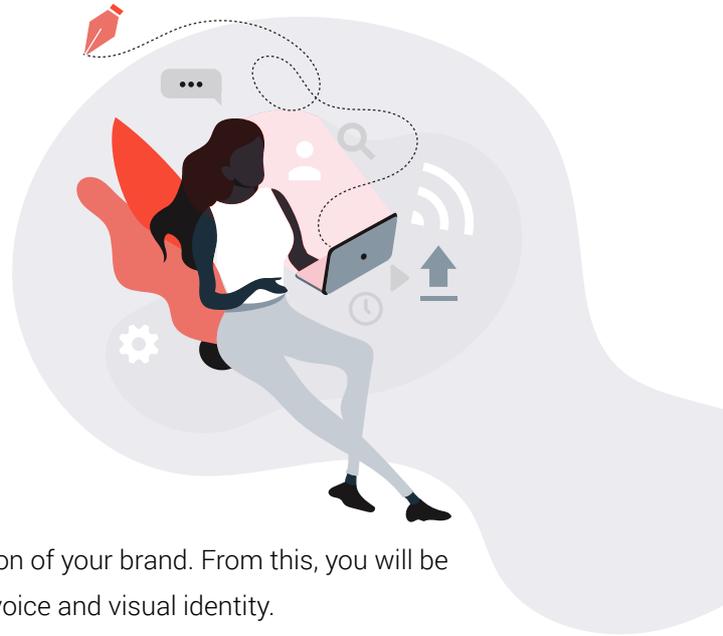
Defining what your brand stands for is the foundation of your brand. From this, you will be able to determine your brand's personality, tone of voice and visual identity.

The first step to understanding your purpose; is to define and understand what problem you are trying to solve for your customer. This is the core of what your brand stands for; it should be sincere and well-articulated.

To identify your purpose, start by asking yourself and your team what do we believe in, and what do we value as a company. Examples of this would be "is your brand environmentally conscious?" or "do you believe in honest, transparent business practices?".

If you're still struggling to figure out where you fit in, look at other brands that you feel you would associate with in the future. It is imperative to collaborate with like-minded brands, for example, if you support a vegan lifestyle, you wouldn't collaborate with a steak-house. Keep this in mind as you discover your purpose, it will guide what values you share and you may uncover your own in the process.

The most important thing when it comes to purpose is ensuring it is an extension of your own beliefs. If you don't buy into your own brand purpose, your team and customers won't either.



BRAND PERSONALITY

Now that we know your purpose, it's time to dive into how you communicate. Think of brands in the same light as people, we each have our own set of characteristics that make us who we are. You need to maintain a consistent voice wherever you interact with your audience, whether that is offline or online. With a brand personality, your cross-platform efforts will work towards the same underlying message, strengthening your marketing efforts.

If you don't quite understand what this means, here are some examples of brands with personalities fitting to who they truly are: Nandos, Burger King, Oreo and Apple. But what really sets them apart? Brands like these have strong personalities that are cemented across all their methods of communication. For example, Nandos' brazen personality is evident, not only in their TV ads, but filters into all their online communication and across their social channels.

TONE OF VOICE

When you know your purpose and who you are, finding your tone of voice is an easy ask. Tone of voice is how you communicate with your audience. Your brand's tone of voice helps bring it to life, it communicates your brand's personality and its values. It is not only what you say, but how you say it. Figuring out how you communicate is an important step. Ask yourself questions such as: is your tone formal or informal, colloquial or strict, are you outspoken or reserved? 3 Steps to define your brand's tone of voice:

- **Reaffirm your brand's beliefs:** This will help you keep your content aligned to what the brand stands for, and will reinforce your brand's message.
- **A quick start guide with the brand's ideal voice:** A list of words you do or don't use. A guide will ensure that everyone that works on the brand understands how to communicate and the brand's voice.
- **Avoid switching up communication.**
Don't confuse your audience!



VISUAL IDENTITY



Each brand has their own personality. The question is how to show it?

A visual identity is more than a logo, it encompasses every piece of communication that represents your brand, for example: websites, email signatures and business cards. These marketing materials build a recognisable face for your brand.

When you see an advert, you may be able to figure out who the advertiser is before the unveiling of the logo at the very end. It may be the font, the colours used or the imagery that give you insight into who the advertiser is. If you can figure out the brand before knowing for certain, you've just been exposed to a brand with a strong visual identity. An example of this is Coca Cola, their subtle hints of red, other than on their actual product, showcase their brand before the product reveal and logo.

The key to achieving this is consistency. The best way to do this; create a visual identity guide and then stick to it. You will need:

- **A logo with variations.** Short and long versions, with rotations, distances from edges, colouring and more,
- **a set of primary colours**, no more than 3, as well as secondary colours,
- **a font**, a primary and secondary font.

DO'S & DON'TS

Everything that we do is guided by a set of rules and it is no different in digital marketing. Creating a rulebook or a list of 'do's & don'ts', along with your visual identity guide, makes it easier to know how to market your brand effectively. Ensure these are clear and concise to avoid any kind of confusion.

Examples of what to include in your guidelines include your take on swearing, and ensuring you remain inclusive of all communities.

2 YOUR AUDIENCE

Now that we know who you are as a brand, it's time to figure out who your audience is.

WHO IS YOUR CUSTOMER?

You will need to determine your desired target audience before you can market to them effectively.

- Start with **demographics**, for example, gender, age, location and language of your target audience.
- Move on to **psychographic** characteristics, these are insights into the way your audience thinks and their values. This is their personalities, attitude, interests and hobbies. It is important to note, that the age of your target audience does not dictate their interests.
- Lastly, the **behaviour** of your audience, past behaviour can help predict future design making.

WHAT SOCIAL MEDIA PLATFORMS ARE YOUR CUSTOMERS USING?

Do a little research. Find out where your audience 'hangs out' and what kinds of things they are talking about and sharing.

Depending on your brand and customer, this will determine the platforms you have a presence on. If your audience doesn't use a particular platform, you have no purpose there

3 PLATFORMS

There are a number of platforms to pick and choose from. Some may not be relevant to your business. Your presence on any platform will be determined by your brand purpose and your audience

TYPES OF SOCIAL MEDIA PLATFORMS

There are plenty of social media platforms out there, but each one can be subcategorized into one of the below:

- **Blogging:** This is an informal medium and can be used for industry related information.
- **Micro-blogging:** This is essentially the same as blogging, however in a concise manner.
- **Social networking:** A fan or profile page that gives businesses an opportunity to interact with their fans.
- **Multimedia:** an online sharing platform of videos, photos and other rich media.
- **Reviews and opinions:** An online forum to share reviews and opinions of your product.
- **Wikis:** A central source that can be edited and curated by multiple users, rather than a single person.



SOCIAL MEDIA PLATFORMS

Facebook

The social media giant falls into the category of social networking. Users and brands have the ability to create profiles or fan pages and interact with one another.

If you don't have a Facebook page, it's time you get one. One of the first place users will search for you, after Google, is on this platform.

It is important to keep this consistent and up to date. With an inactive page, any visitors will assume you've gone out of business.

Instagram

Since Facebook's acquisition of the platform, it has begun to take on a similar look and feel. The Instagram platform falls into the category of a social network, with elements of other categories seeping in, such as the ephemeral, fleeting content of Snapchat Stories and the ability to save/bookmark posts like on Pinterest.

The platform is made up of lifestyle content showcased on the profile page and adds an element of raw, uncut content on Instagram stories. Instagram has given you the ability to save your curated Stories to a highlight reel, visible at the top of your profile page.

Twitter

Twitter is the platform for conversation and engagement. It's also a great place for customer support and connecting with your customers and brand advocates on a more personal level.

LinkedIn

This is a more formal social media platform, more suited towards business professionals. Even though it is somewhat more rigid, it falls into the same category as Facebook; social networking. With a LinkedIn profile, you have the ability to network with old and new connections as well as establish credibility in the industry.

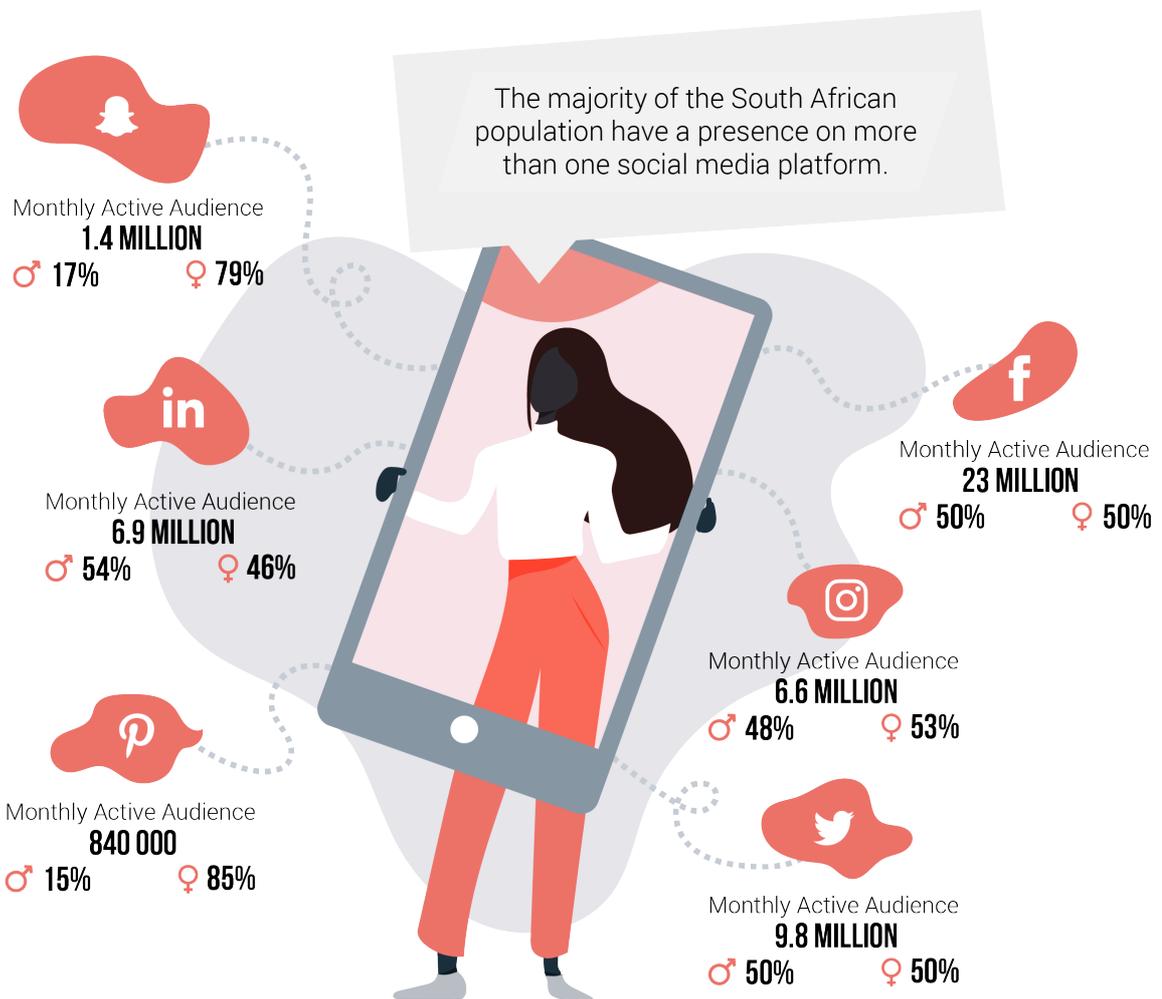
Snapchat

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Pinterest

A visually striking platform better described as a virtual pinboard. This social media platform is known as a social bookmarking platform, a collection of links, images, and videos in one central location, your Pinterest page. Pinterest offers a great opportunity to create beautiful and curated content, but it also acts as a traffic driver with links to your website, a specific page or your blog. Users can shop online or use your images as inspiration for their future home!



4 CONTENT BEST PRACTICES

YOUR PROFILE

That's right, your profile is content. It's also what someone will read when considering whether they should follow your brand or not. Give the user a reason to follow you. Tell them what you typically talk about. Make sure your profile image and cover photos are the correct size and aren't pixelated or cut off as this will make your profile look unprofessional. Always make sure your social media profiles are up to date.

CONTENT PILLARS

Content Pillars are the subjects you talk about on social media. Talk about too little, or only talk about your business and its services and you won't keep your audience engaged. Talk about too broad a range of topics and it becomes impossible to build a relationship with your brand. 3-5 content pillars are the guideline.

Examples of content pillars that some brands talk about:

- Interesting **days of the year**
- **Public holidays**
- **Brand values**
- **Product/services offered**



IMAGERY

We know that visuals are very important when it comes to social media, but choosing the right imagery is the tricky part. The secret to visuals are to keep it simple and relevant to the brand. Keep it bright, clear and lively. Always choose imagery that shows positivity instead of giving the brand a negative connotation with sad imagery.

VIDEO

The secret to video on social media is to understand the best practices cross-platform. What works for one platform does not necessarily mean that it will work for the other. Avoid using landscape video content on portrait platforms such as Instagram. Videos need to catch users attention within the first 3 seconds, keep it short and to the point.

How long should your video be? Best practice for all platforms would be 30 seconds.

- **Twitter:** 30 seconds
- **Instagram:** 30 seconds
- **Facebook:** 30 seconds

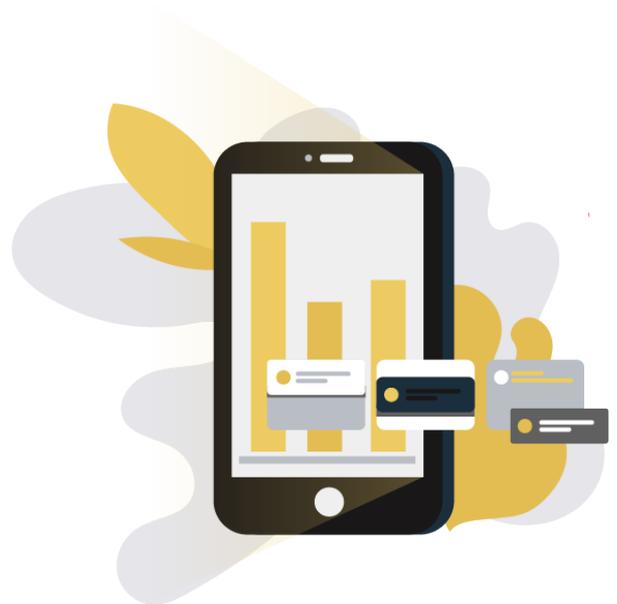
TIPS & TRICKS

- Each platform has **best practices**, be aware of those before writing content.
- **Engage** with users by asking them questions.
- Give a **human element**, ie. post photos of your team.
- Have a recognizable **profile photo**.
- Post **content regularly**.
- Be **consistent**.
- Use **tracking pixels** to measure your efforts
- Don't **overdo hashtags**

5 ORGANIC SOCIAL

LESS IS MORE

Although your organic content is an essential part of your marketing. Remember to keep to your brand purpose. Organic social media is a great way to develop and build your brand but posting irrelevant content too often might influence your brand in a negative way rather than positive. There iChoose to engage with your audience on a regular basis with relevant content that creates word of mouth.



OPTIMAL POSTING TIMES

Every platform has a spike in online traffic. It is essential to take this into consideration when posting. You may have to conduct a few tests; figure out which days of the week get you the best results, and work your way down to the time of day. Luckily, we have a few tricks to help you figure this out.

	Days to post	Best time	Did you know?
Facebook	Sunday, Thursday & Friday	9am, 1 & 3pm	You can now view the days and times your fans are online, go to your <i>Facebook Page > Insights > Posts</i> .
Instagram	Monday & Thursday	2am, 8-9am & 5pm	You can now view the days and times your followers are online. Go to your <i>Instagram profile > Insights > Audience > scroll to the bottom</i> .
Twitter	Wednesday	12, 3, 5 & 6pm	B2B Tweets perform best during working hours.

6 PAID SOCIAL

We've heard the phrase "pay to play" numerous times when it comes to Social Media, but what does that actually mean? Organic content alone is not enough to reach your audience, brands only reach a small percentage of their fans through organic content. Social media is a cost-effective and flexible way to not only advertise to a wider audience but to test what content your audience prefers to consume. Using paid media behind your content can help you rise above the noise of your competitors. The best way to see which objectives, ad sets, and creative works well is to set up your campaign, monitor performance and reassess.

Paid Social is flexible and you have the opportunity to optimize consistently to ensure your media budget is working towards giving your brand the best ROI. Each platform has a set of objectives that can be your ads can be geared towards when setting up your paid social campaigns. Here is a list of the objectives per platform:

FACEBOOK

- **Reach:** Shows your ad to the maximum amount of users
- **Brand Awareness:** increases awareness of your brand by showing it to people who are most likely to be interested.
- **Website Traffic:** Sends users to your website
- **Engagement:** drives users to interact with your posts, like your page, claim offers and respond to your event
- **App Installs:** promotes installs of your app
- **Video Views:** Users are prompted to view your video content
- **Lead Generation:** Drive more sales leads via a native form
- **Messages:** Get users to message your page
- **Conversions:** Drive valuable actions on your site ie. sign up or purchase
- **Catalogue Sales:** Ads that automatically show products from your catalogue based on the users' interests
- **Store Traffic:** Prompt your audience to visit your store depending on their location

Some of the above objectives can have multiple different ad formats geared towards them, for example, a carousel ad format can be supported in reach, brand awareness, website traffic and conversion objectives. This is a benefit because if you see that the ad isn't performing in one objective, it can be tested in another to find the objective that yields a better result.

INSTAGRAM

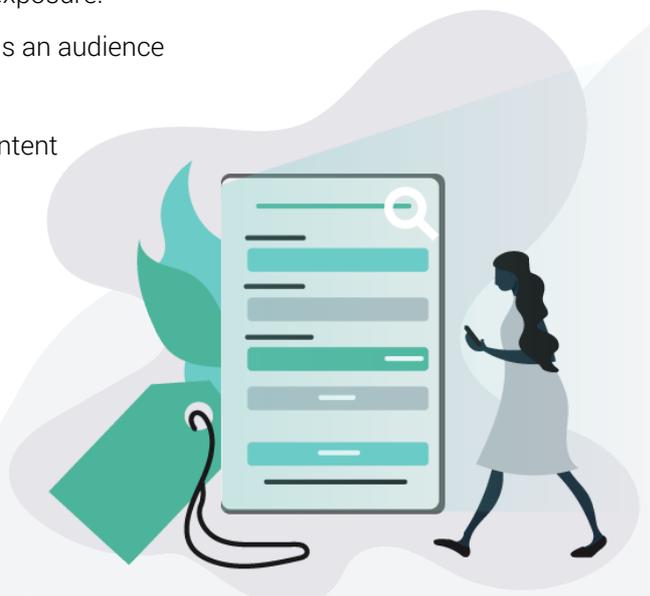
Instagram ads can be set up via Facebook ads manager or business manager. You will be able to use the same objectives as above with similar ad units to Facebook, bearing in mind that the Instagram news feed would be square creative and Instagram stories will be vertical creative.

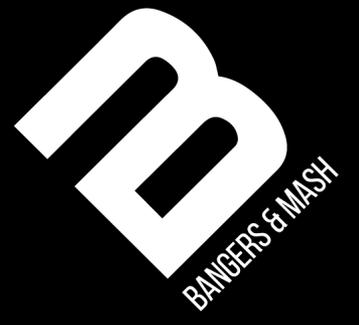
#Tip: Instagram is a platform for BEAUTIFUL content, make sure your ads don't look like ads. Use the platform to promote a lifestyle that aligns to your brand. A great example of this is Woolworths, they use the platform to curate their products in a lifestyle setting and their stories drive behind the scenes content.

TWITTER

Each objective has been created to specifically drive the type of engagement you require. Here is a list of the objectives you can find when creating a promoted Twitter campaign:

- **Awareness:** Promote your Tweets for maximum exposure.
- **Tweet Engagements:** This objective gears towards an audience who is likely to start a conversation
- **Video Views:** Increase the views on your video content
- **Followers:** Grow your Twitter following
- **Website Clicks and Conversions:** Driving traffic to your website
- **App Installs and Re-Engagement:** Promote your app and increase downloads
- **Store Traffic:** Prompt your audience to visit your store depending on their location





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