5 STEPS TO BUILDING AN ENGAGING SOCIAL MEDIA PRESENCE

To find out more visit Connexions.
WHAT ARE YOUR SOCIETY’S BUSINESS GOALS?
Determine which of our shared business goals your society is working to achieve with social media.

FOR EXAMPLE:
• Develop future professionals
• Deliver member value
• Build market integrity.

WHAT ARE YOUR MARKETING GOALS?
Use your business goals to guide and establish your marketing goals.

FOR EXAMPLE:
• Increase member satisfaction / NPS
• Build awareness of the charter
• Drive demand for the charter.

ESTABLISH YOUR SOCIAL MEDIA SUCCESS GOALS
Use your marketing goals to establish SMART social media metrics to measure success:

S = Specific
M = Measurable
A = Achievable
R = Realistic
T = Timely

FOR EXAMPLE:
• Increase followers by 2% in May
• Achieve engagement rate of 2% in February.
WHO ARE YOU TRYING TO REACH?
Identify your target audiences for each social media goal

FOR EXAMPLE:
- Candidates
- Prospective candidates
- Members
- Wider investment industry
SELECT SOCIAL PLATFORM

Facebook
BEST FOR:
Building brand loyalty. Sending people to your website.

LinkedIn
BEST FOR:
Thought-leadership articles. Highlighting achievements.

Instagram
BEST FOR:
Short video, inspiring images and stories.

Twitter
BEST FOR:
Encouraging sharing and comments on your content.

YouTube
BEST FOR:
Hosting videos – share the link on other channels.

Weibo
BEST FOR:
Sharing news with China-based audience.

WeChat
BEST FOR:
Engaging China-based community.
DEVELOP ENGAGING CONTENT

STEP: 04

POVIDES VALUE
Choose content that informs, educates, or entertains while still achieving your business goals.

RELEVANT
Select formats to suit your goals, audience, and platform.

RIGHT FORMAT
Use a 70/30 mix of local and global content that you can repurpose in the future.

STEP: 01
STEP: 02
STEP: 03
STEP: 04
STEP: 05
Use your society website's Google Analytics and social media insights to understand audience engagement and track success related to:

**AWARENESS**
- Followers
- Impressions
- Shares

**ENGAGEMENT**
- Comments
- Likes
- @mentions
- Retweets

**CONVERSION**
- CTR to website
- Email signup
- Download case study
- Register for event

**SENTIMENT**
- Nature of comments – positive / negative