



Your patience is appreciated...



...Lunch With Haley will be served shortly.

Team Social Sharing

Data. Trends. Best Practices.



PRESENTED BY

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DATA.



- 2.89 billion monthly users
- 69% of ALL adults
- 74% of high-income earners use Facebook
- On average, people access Facebook 8x per DAY
- Facebook users make 2 billion searches per month
- Video gets 59% more engagement than other post types



- It takes 7 to 13+ touches to generate a viable lead
- Posts published between 9 and 11 p.m. EST seem to do best
- 60% of Gen Z users wished they could communicate with more businesses via messaging
- B2B decision makers spend 760 minutes per week on Facebook
- 43% of B2B marketers named Facebook as their most important advertising channel
- Adding a CTA button to your Facebook ad boosts clicks by 2.85x



- 1 billion monthly users
- Biggest demographic 18 - 24-year-olds (95% are less than 35)
- Average user spends 17 minutes per day on the app
- Posts that include another handle get 56% more engagement
- Videos get 21.2% higher engagement than photos



- 80% of Instagram users follow a business
- 72% claim to have made a product purchase after seeing it on the app
- How-to videos are the most popular form of Instagram content
- Brands pay Instagram influencers between \$100 and \$2,085 per post



- 303 million monthly users
- 57% mobile
- 20 million open jobs
- 91% of executives rate LinkedIn as their first choice for professionally relevant content
- 2 million posts, articles and videos are published on LinkedIn every day
- Only 1% of users post content weekly
- Most users spend 17 minutes monthly on LinkedIn



- Companies that post 20x per month reach at least 60% of their unique audience
- Links to YouTube play directly in the LinkedIn feed and have a 75% higher share rate
- InMail has a 300% higher response rate than email
- 80% of B2B leads coming from social media are from LinkedIn
- HubSpot found that traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%



- 330 million monthly users
- 63% are 35 - 65 years old
- Tweets with images get 18% more clicks, 89% more likes and 150% more retweets
- Direct message campaigns are 300% more effective than email in terms of click rate



- A tweet has 18 minutes before it is buried by new tweets
- Companies that use Twitter for service see a 19% lift in customer satisfaction
- 93% of brand follows on twitter plan to buy from that brand

TRENDS.

1. **Social is about connection. Community. And experience.**

According to Search Engine Journal, **social media in 2020 is about going back to basics.**

Understand your audience.

What are their needs, interests and challenges?

It's not about you; it's about them.

What can you offer that people value?

What makes them want to be part of your community?

How can you connect on a more human level?

2. Trust matters.

We're all tired of "fake news,"

and with an election cycle, there will be more disinformation than ever.

Employees want their employers to take a stance on social issues

and be a force in building a more equitable world.

Candidates will be driven to **brands that stand for something.**

Show your company's mission and core values

in your social content - don't just state them but demonstrate them.

Get everyone in the organization involved

in telling the company story - more on that later!

Build an ambassador program

with your internal employees or even your temporary workers.



3. Niche marketing and micro-influencers.

Segment your market into clearly defined audiences

Then create Personas

to better understand the profiles and personalities of each of your audiences.

Create social content to engage each audience

with the right message for the right people at the right time.

Within each market segment look for influencers -

well-known and well-connected people to help spread your content.

Micro-influencers don't have huge online followings, but they have engaged audiences, and you want to become part of their conversations.

4. Start on social. Stay on social.

Facebook and LinkedIn want users to stay on Facebook and LinkedIn.

In the past, content-sharing strategies were about driving people back to our websites...and then to engage with people there.

Now we need to think about ways to engage with people while they are on the social site - through comments, direct messaging and direct response (with paid social).



5. Public vs. private engagement

Look to use more private channels of communication (e.g., PM, messaging apps).

Private channels can be for customer service, consulting, or to be able to ask more personal questions.

Implement bots on your website or social site to automate messaging for easy to answer questions.

6. AR/VR

Snapchat has offered filters for years.

Now, more big brands are starting to experiment with adding AR powered shopping and making it easy to share branded images and video.

Facebook now has "Facebook Spaces"

where 3 people can interact using a VR device.

While these trends are not hitting staffing...yet,

look for AR and VR to radically alter how we recruit, screen talent, and even interact with one another.



7. Localization becoming more prevalent.

Just like local SEO,
localization of content on social media matters.

By geotagging social content,
companies are finding ways to make their content more relevant to people in specific locations.

Facebook, Twitter, and Instagram promotions
allow you to target audiences from a specific locality through their IP addresses.

Small companies can use targeting to attract people from further away.
Big companies can make their content more relevant in specific locations.

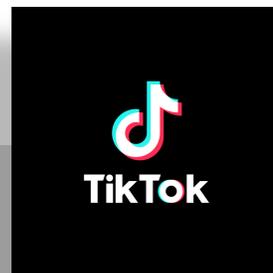
8. TikTok's meteoric success teaches us lessons.

800 million users spend 46 minutes a day on the platform...
watching 15-second videos.

Whether or not the platform lasts is definitely a question,
but TikTok shows us that people (especially our kids) want a place to play,
be creative, and share.

People prefer content with both authenticity and a "sound bite" level of depth,
If you want to engage your audience on social, you have to:

- Show real people doing real things.
- Master converting your message to relevant, visually compelling sound bites.
- Use video in your social marketing to build community.



9. Paid social continues to grow in importance.

Organic reach from company pages continues to decline.

If the goal of your social marketing is to “drive conversion” performance marketing, (paid social) has to be a core part of your social marketing strategy.

The most effective social marketers are those who are experts

in both brand building (through organic content) and performance marketing, who can optimize ads to maximize the impact, reach, and conversion.

Paid social should not just be about conversion,

it should also be about strengthening your company brand because over the long term, brand building creates brand preference and reduces price resistance.

10. Video importance continues to rise.

As TikTok taught us, consumers love video.

So do social sites.

People are watching more video than ever

on Facebook, Instagram and LinkedIn – and the sites are more likely to show video content to your followers.

Companies need easy, low-cost ways to produce video

to help tell their story and convey their value.

The use case for video in staffing is huge:

- Live video showing client worksites or educational events
- Testimonial and case studies
- Micro-thought leadership
- Authentic video that illustrates your company culture



11. User-generated content

Struggling to come up with new ideas for blogs, videos and social content?

Get your clients and candidates involved!

Get people to tell their stories

- Why I love to temp
- How ABC staffing change my life
- How working with ABC staffing impacted my business

How to get your clients and candidates to provide content

- Ask them!
- Hold a contest
- Interview people via tools like Zoom
- VideoNOW

12. Stop being boring!

Good news

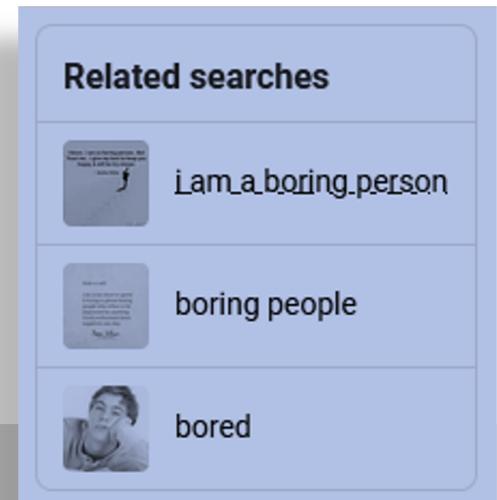
We are spending 200% more time on social media.

Bad news

There is 300% (or maybe 500%) more crap in our feeds.

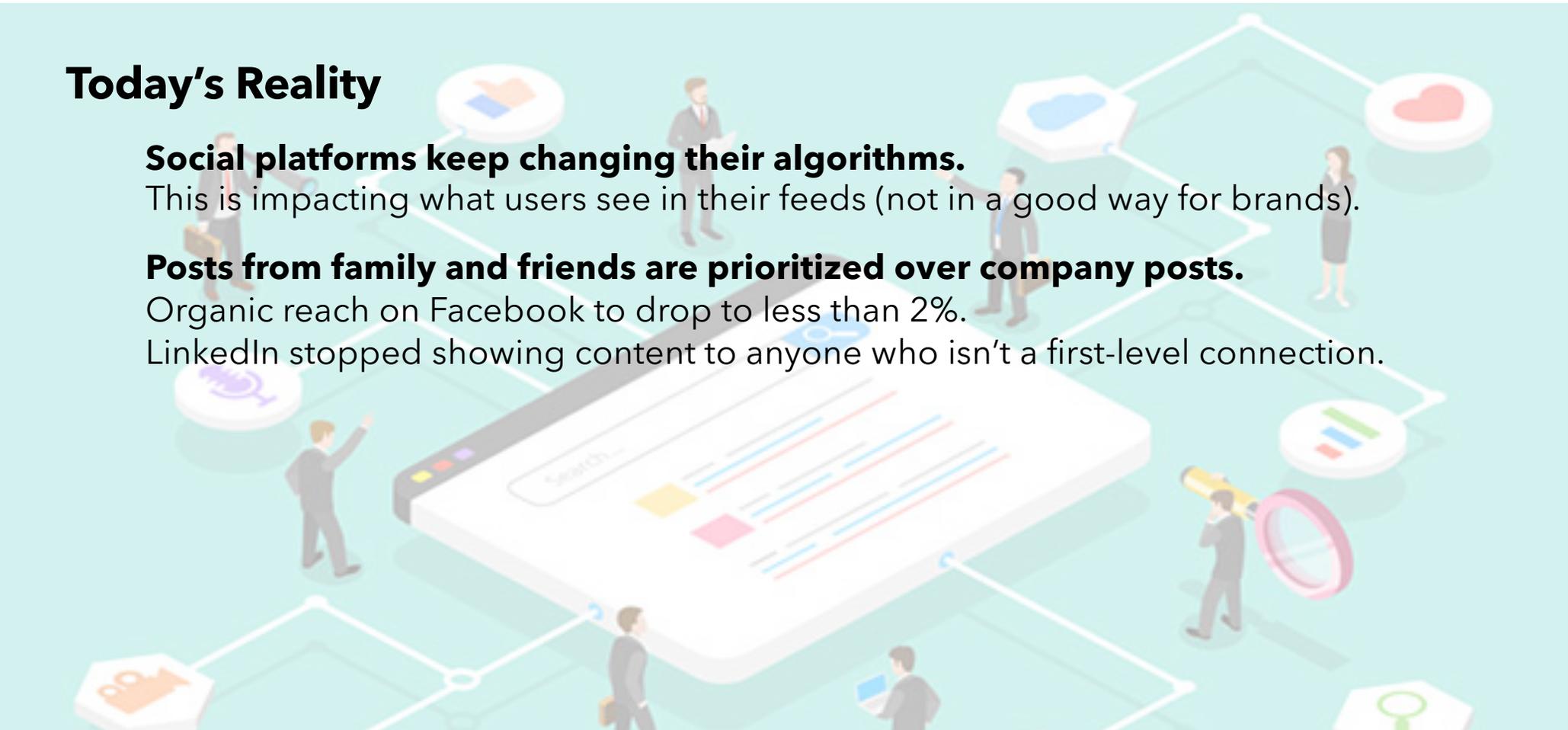
How can you stand out?

- Be authentic
- Tell stories people want to hear, see and read
- Thumb-stopping imagery
- Answer the questions your clients and candidates are asking
- Have fun
- And remember - social media is about them...not you!



TEAM-BASED SHARING.

Today's Reality



Social platforms keep changing their algorithms.

This is impacting what users see in their feeds (not in a good way for brands).

Posts from family and friends are prioritized over company posts.

Organic reach on Facebook to drop to less than 2%.

LinkedIn stopped showing content to anyone who isn't a first-level connection.

So, what can you do?

Option 1: Pay to play

Most companies are integrating paid content distribution (PPC) in with their organic content sharing.

Option 2: Team-based social sharing

Employee advocacy is the best way to maximize your reach...

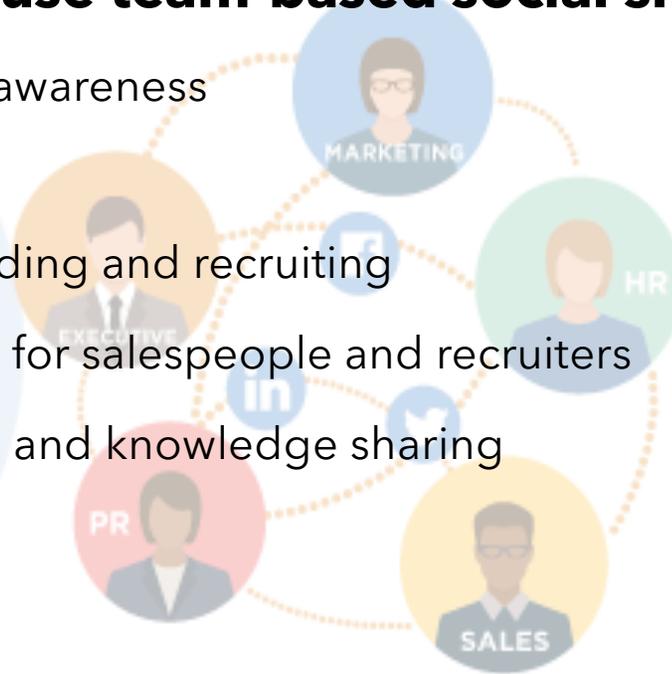


The case for team-based social sharing.

- **84% of consumers value recommendations** from friends and family overall other forms of advertising.
- Leads developed through employee social marketing **convert 7x more frequently.**
- Content shared by employees receives **8x more engagement.**
- Sales reps using social media **outsell 78% of their peers.**
- **79% of firms reported more online visibility** after implementing team sharing; 65% reported increased brand recognition.
- **Messages shared by employees went 561% further.**
- Employees of social-engaged companies are **more likely to stay** at their company.

How do companies use team-based social sharing?

- Brand health and awareness
- Lead generation
- Employment branding and recruiting
- Personal branding for salespeople and recruiters
- Employee training and knowledge sharing



Keys to success

- **Produce better content...lots of it.**
The biggest winners on social media provide large quantities of fresh and relevant content to consumers, when they need it.
- **Get EVERYONE involved in sharing.**
Salespeople. Recruiters. Branch managers. Executives.
Even your temporary employees.
- **Beg. Plead. Or better yet, automate!**
 - Buffer
 - [Dlvr.IT](#)
 - NetSocial

CREATING BETTER CONTENT.

Creating better content

- **Planning**
 - Content research - document the questions clients and candidates ask
 - Create a theme for each month or quarter
 - Get the team involved in brainstorming topic ideas
 - Create a content calendar
- **Leverage what you already have**
 - Blog feed
 - Job board feed (all jobs, featured, for individual skills, recruiters or locations)
 - Talent showcase
 - Resource center content
 - Newsletter content

Creating better content

- **Get the team involved**

- Set a monthly or quarterly goal
- Get one person to review, optimize and post

- **Ask your team to share their expertise**

Employees, and particularly those on the front lines, are uniquely qualified to create content that your audience will find relevant because they spend every day answering questions for your clients and candidates.

- **Start with video**

- Easier to talk than to write
- Record yourself, interview or conversation
- Use tools to ask others to make a recording for you (Video NOW)
- Convert video to text
- Convert raw transcript to one or more blog posts

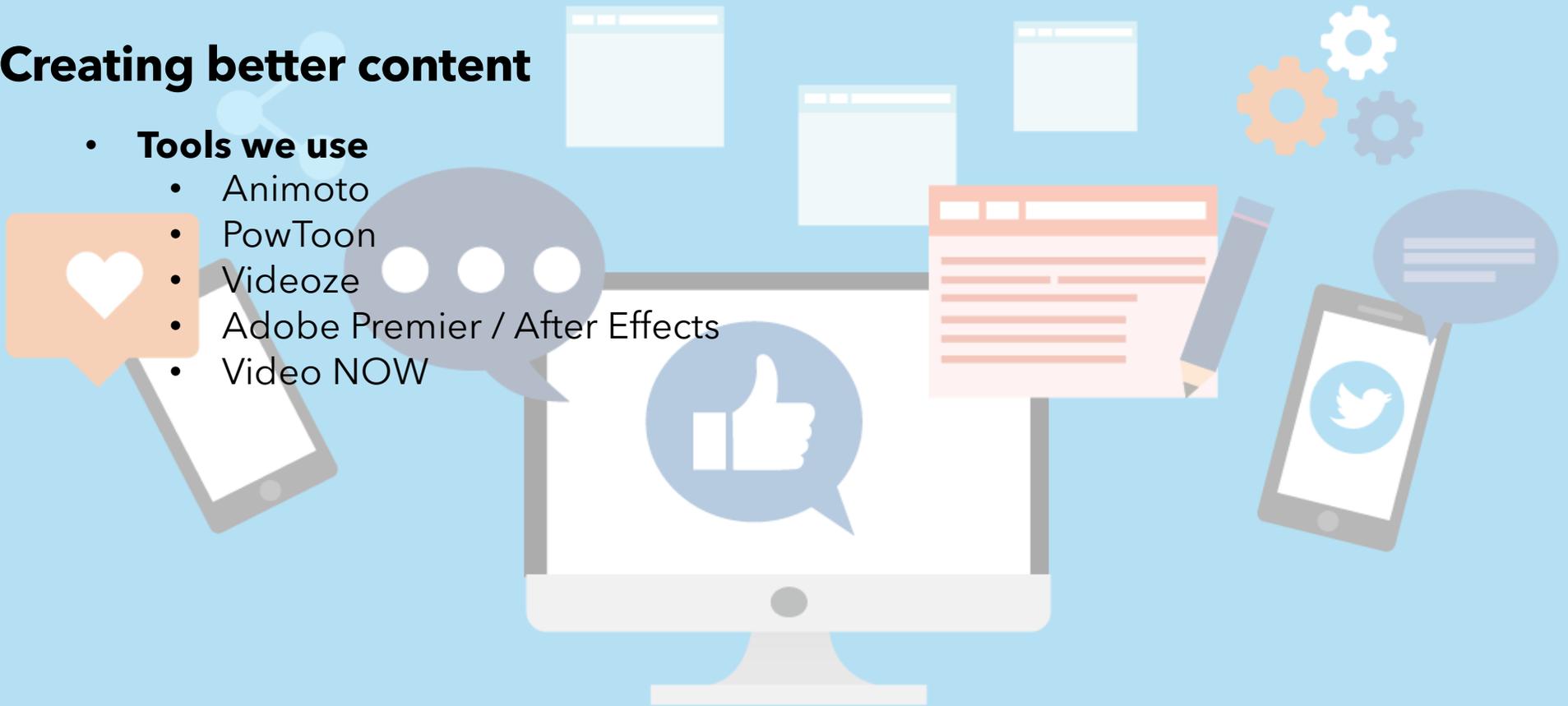
Creating better content

- **Curate from 3rd parties**
 - Feedly
 - Google Alerts
- **Get help**
 - Interns
 - Freelance
 - Hire a content manager
 - Outsource

Creating better content

- **Tools we use**

- Animoto
- PowToon
- Videoze
- Adobe Premier / After Effects
- Video NOW





CONTENT MARKETING IS A TEAM SPORT.

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Any questions?



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