

# Win at Social Media



**Strategy Framework** An Easy to  
Follow 6-Step Success Formula  
for B2B & Professional Services

willow



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# Introduction

Before I begin, let me clarify that this e-book won't work a miracle for you if you're looking for quick hacks. It won't work if you want to go "viral" on social media. It's not a shot of caffeine.

But it is a magic formula. It will bring structure. It will shift your focus - from getting short term gains to providing long term value. Hey, social media is here to stay for the next 20 odd years. And this will ensure that the time & effort you put into it results in the growth of your business. These are the 6 Pillars of Social Media.

**LUDWIG DUMONT**  
CEO WILLOW



Whether you're a founder, lawyer, accountant, consultant, marketer, or coach, you're probably here because of some common challenges that all B2Bs and professional service providers have to face.

## You run out of ideas

You sometimes have no clue what to say or to post on social media.

## You're discouraged

You have been posting for a while but can't see any results.

## You're disorganized.

You actually know what to do, but you just can't deliver.

I structured this e-book in 6 simple pillars. They're a combination of research and things we've learned the hard way over the years. If you don't actually feel like reading this e-book, no worries, we'll summarise our 6 pillars for you.

Some of these tactics might seem very predictable, but hard to achieve. Cause you suffer from 0 inspiration, fear of putting yourself out there, or just struggling to come up with a To-Do list and actually doing it. Other tactics might seem very new. Things you haven't thought of yet. Some of them will inspire you to create better posts, faster.

## About Willow

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But wait, why am I the right person to teach you about this? I founded Willow with quite a deep understanding of the problems B2B businesses face when trying to reach their customers, prospective employees, or a wider set of stakeholders.



Social media & digital marketing was already complicated for expertise-driven businesses. Lawyers, accountants, and consultants were famously hesitant to tweet or post a status update.

Fast forward 5 years, you find that social media has overtaken traditional marketing and advertising channels, and customers can't trust your business if they can't find it online.

So for almost 3 years, with Willow, (formerly Willow) my team and I have been working exclusively with Professional Service Providers like yours. We help with their social media presence, making it simple to understand, and easy to excel at. Always in a sustainable fashion.

In this e-book, we're laying out the framework that we use with all our clients to do just that. Enjoy the reading, hopefully, you find some value, and don't hesitate to get in touch if you'd like to have a chat.

## Useful links

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### Website

[www.willow.co](http://www.willow.co)

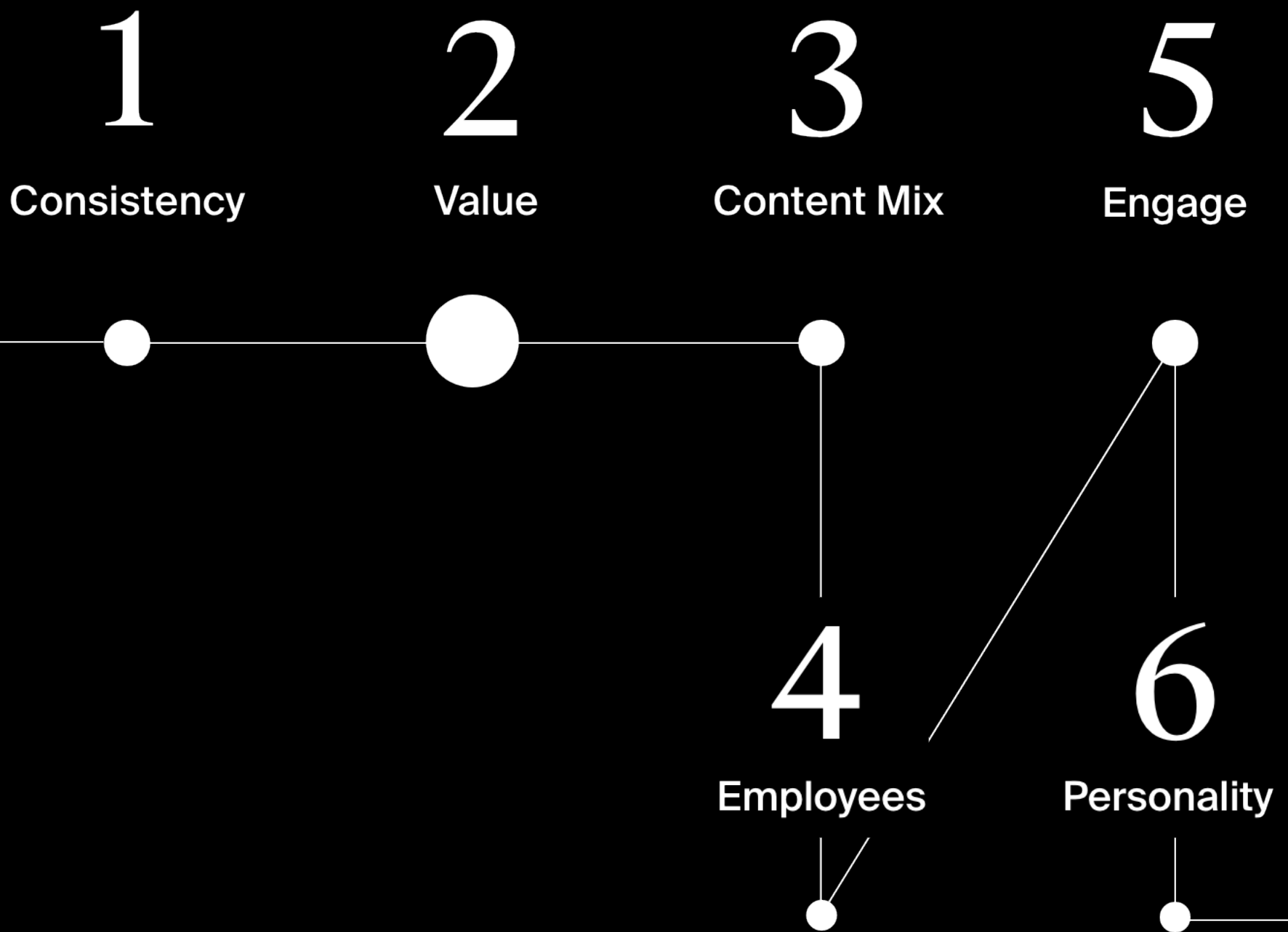
### LinkedIn Willow

[www.linkedin.com/company/willowdotco](http://www.linkedin.com/company/willowdotco)

### LinkedIn Ludwig

[www.linkedin.com/in/ludwigdumont](http://www.linkedin.com/in/ludwigdumont)

# The 6 Pillars framework



## 1. Consistency

Post a minimum of two times a week on both your personal channels as on your business channels. You need to plan every month ahead. Focus on one social media platform at a time. Every platform needs a different approach. Use consistent branding and tone of voice.

## 2. Value

A pay-it-forward mentality is an important mindset to win on social media. This means that you should be giving before ever even thinking about asking something. Sharing your knowledge with your network is a solid way of creating a value-perception about yourself and your business.

## 3. Content mix

Stay relevant by sharing a diverse mix of different content types. This will help you to stay interesting for your audience, but will also help you to achieve certain business goals you might be looking to achieve.

# You need six out of six



## 4. Employees

Your biggest asset is the people you work with every single day. Period. Make sure to capitalize on this the right way. Asking your co-workers to engage with the content you share is a great way to grow your audience the right way and build a valuable followership.

## 5. Engage, engage, engage

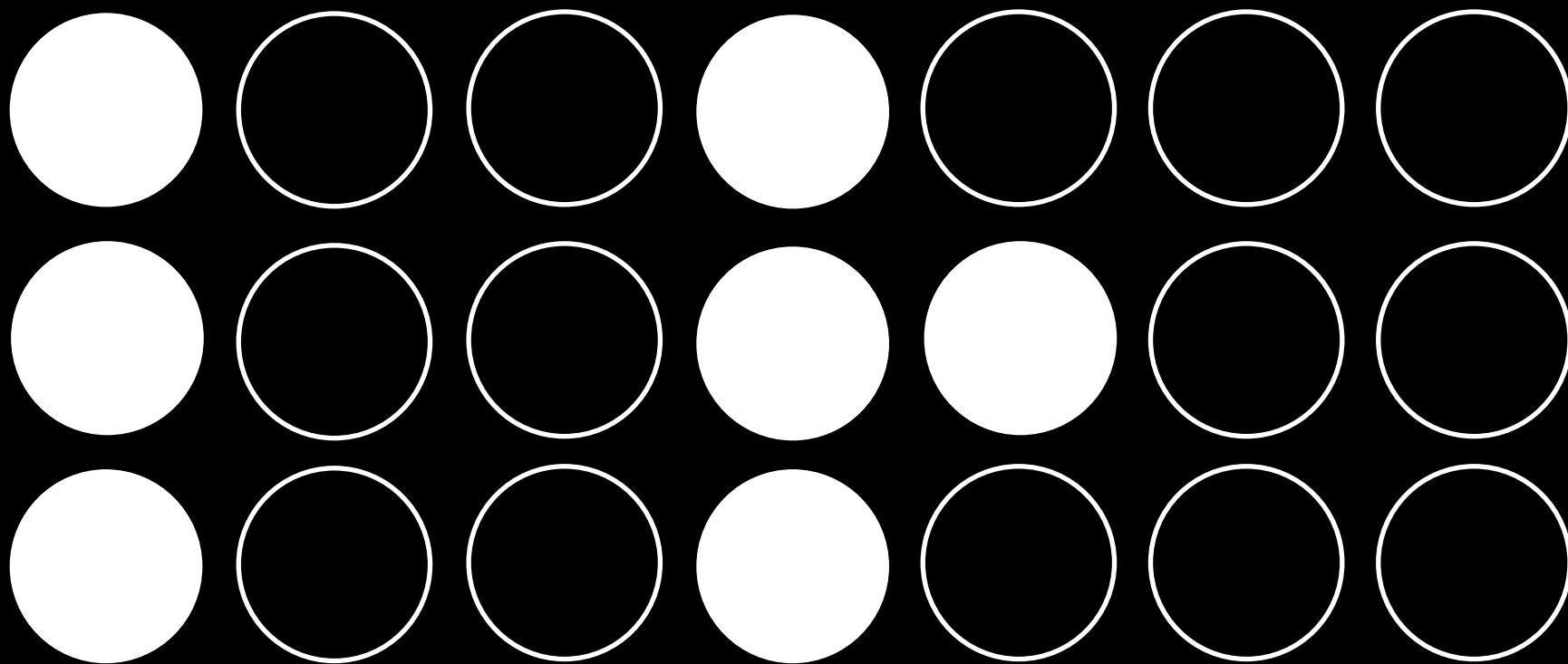
Make sure people know you're invested in your company, your people, and your projects by engaging with what's going on on social media. Make sure to interact with matters that are linked to you and your business to stay on-point.

## 6. Make it personal

Humans connect with humans and although a company is basically a group of humans, your presence on social media must radiate personality. Show yourself as you are and nurture authenticity by always keeping it real!

**content  
creation**

**habit**





# 1. Consistency

The key to maintaining and growing an audience is consistency and intertwined with that volume. Today, only 1% - yes I came up with that number myself - of all Professional Service Providers is consistent on social media. This is the first thing that will set you apart from the others.

But what parts of your social media posting have to be consistent? What do I mean specifically? The first part is: posting every week at a consistent rate. Never leaving a gap. Always having something out there. Consistently showing up in your audience's feed. It's also the key to be remembered and stick in people's minds. The second one: Consistency in the language you use, the visuals you use, and the tone of voice. This is a bit more vague and harder to grasp. Don't worry though, I'll explain later.

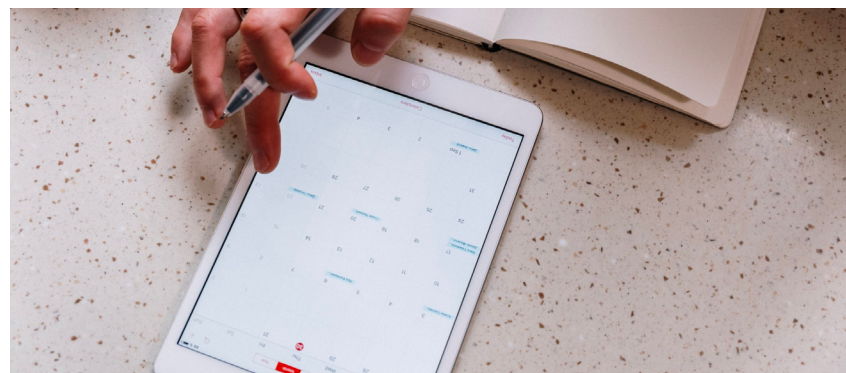
## Creating a content calendar

Start by listing all the special moments taking place in your organization, in the lives of your clients or in your own life. Launching a new product? Welcoming a new hire? Your clients have to pay their taxes?

Next, plot all these moments on a calendar. These moments can turn into posts

later that month. I call these moments "events", since they are unique and only happen now and then.

Besides those unique events you should always create some extra spots in your social media calendar to provide value. I'll explain in detail what this looks like in the pillar "Content Mix."



Maintaining a social media calendar lets you plan ahead, batch your work, avoid multitasking, and note down all your creative brainwaves for later. You and your team need to commit to how often and what you will be posting. Without this plan at the start of every month you'll be lost.

Basically it's the best way to make sure you'll never find yourself desperately scrolling through generic inspirational quotes hoping to find something to post ever again.

Before you know it, you'll be posting multiple times a week, without needing to babysit your social media feeds constantly.

## Frequency

A much debated question. How often should I post per week? This might already come as a shock to you. Multiple times per week? Yup, that sounds about right. The biggest reason is that one single post per week will only reach a fraction of your followers. Not everyone will get to see that post in their timeline. Unless you always get crazy engagement.

LinkedIn itself recommends posting every business day on their platform. Other platforms haven't put out any recommendations. We recommend posting 4-5 times a week. But doing that every week can be difficult when you're starting out. Remember: Quality over quantity. If you can't commit to posting 2 quality posts every week, you certainly won't start posting 4. So instead of just filling 4 posting slots with subpar content, post 2-3 quality ones.

It's good to set a realistic goal. Of course if you're comfortably posting twice a week, surely doubling that won't be a big change for you?

## Channels to use

Crush. One. Channel. At. A. Time. Distributing your focus between all your social media channels at the same time will likely not succeed. Why? Each of them requires

a specific approach and specific types of posts. For example, you can't just share articles or blog links on Instagram. Interpret researched what people are looking for on each platform. Here's what they found.

### LinkedIn

59%	Improve my career
55%	Search for new opportunities
40%	Learn from leaders and experts

### Facebook

77%	Stay up to date with friends
60%	Be entertained
21%	Search for new opportunities

### Twitter

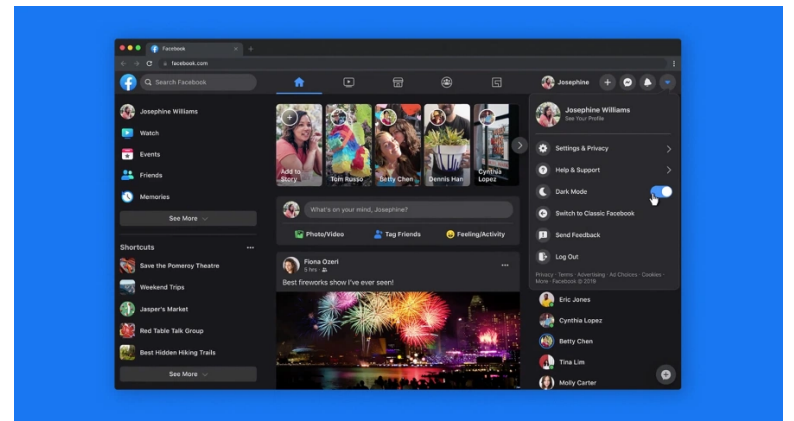
51%	Be entertained
31%	Stay up to date with friends
20%	Learn from leaders and experts

## LinkedIn

LinkedIn is still the go-to-platform right now for B2B and expertise-driven businesses. It has been for a while now.

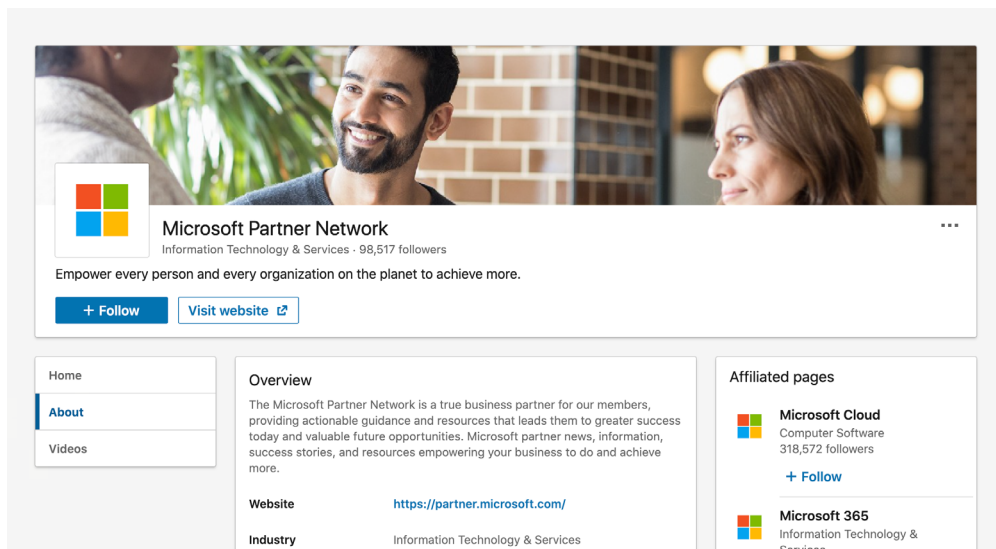
And here's some good news. Today there is still a way on LinkedIn to reach a decent number of people and get good engagement. The biggest reason? There is still little content to show in people's timelines compared to Facebook. But it's changing rapidly. Newer content types on LinkedIn like LinkedIn Live and LinkedIn Events are also incentivizing people to create more content.

definitely a case there. The rule for Facebook is, your content always has to show faces or be entertaining. Question is, can you deliver such content week-in-week-out?



## Twitter

Twitter is a different animal altogether. The more you tweet, the better. The more you favorite and RT other tweets, the better. To be honest, there's quite some untapped traffic in Twitter. Specifically, trends and topics. Twitter gives you a convenient list of Trends that you can really exploit. Tweeting about a trending topic gives your content a good chance to ride the wave. So if you have a channel that already has some following, don't give up on it. Twitter also works well for personal stories. Just post them as Threads by replying to the previous tweet. It's also one of the best platforms to interact with your target audience, look for people talking about your interest or your company, and then just start a conversation with them.



## Facebook

Facebook is getting a bad rap, but is now often being overlooked. While the younger generations might have left the building (or that's what they want you to believe), yes, they are still checking their Facebook. Older generations are still very active on Facebook. So there's

## Instagram

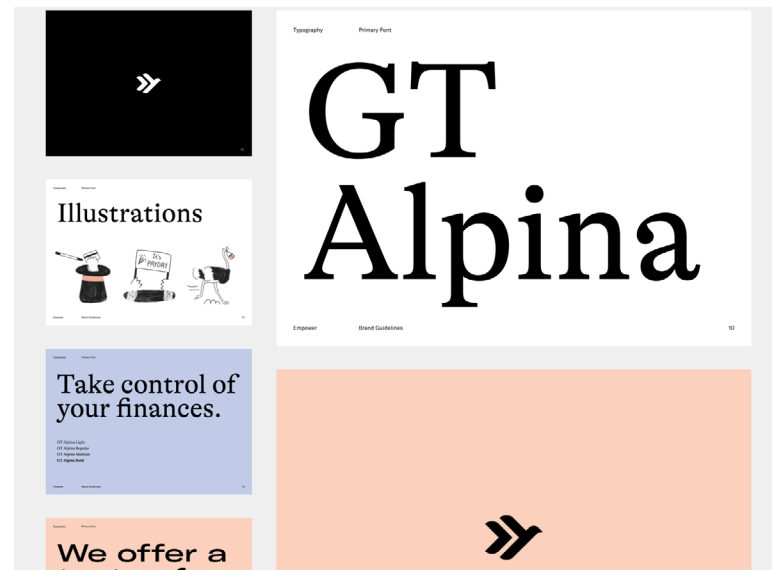
Instagram works well if you have a lot of team buzz, a visual product to sell. Think real estate, architecture, etc. If you only have an office or remote work places. It will probably get visually boring quite quickly. Though, there are some amazing examples of lawyers sharing valuable advice through short videos on Instagram.



→ **Quick tip:** Newer content types have a better reach than existing content types. The first mover advantage is real. Try out LinkedIn Live, LinkedIn Stories & LinkedIn Events before they lose their sheen.

## Consistent branding

There are a gazillion brands on social media trying to get the precious attention of people online. So, making your message stick has probably never been more difficult. But on the other hand, it'll never be this easy again. So here's how you can stand out with your branding consistently.



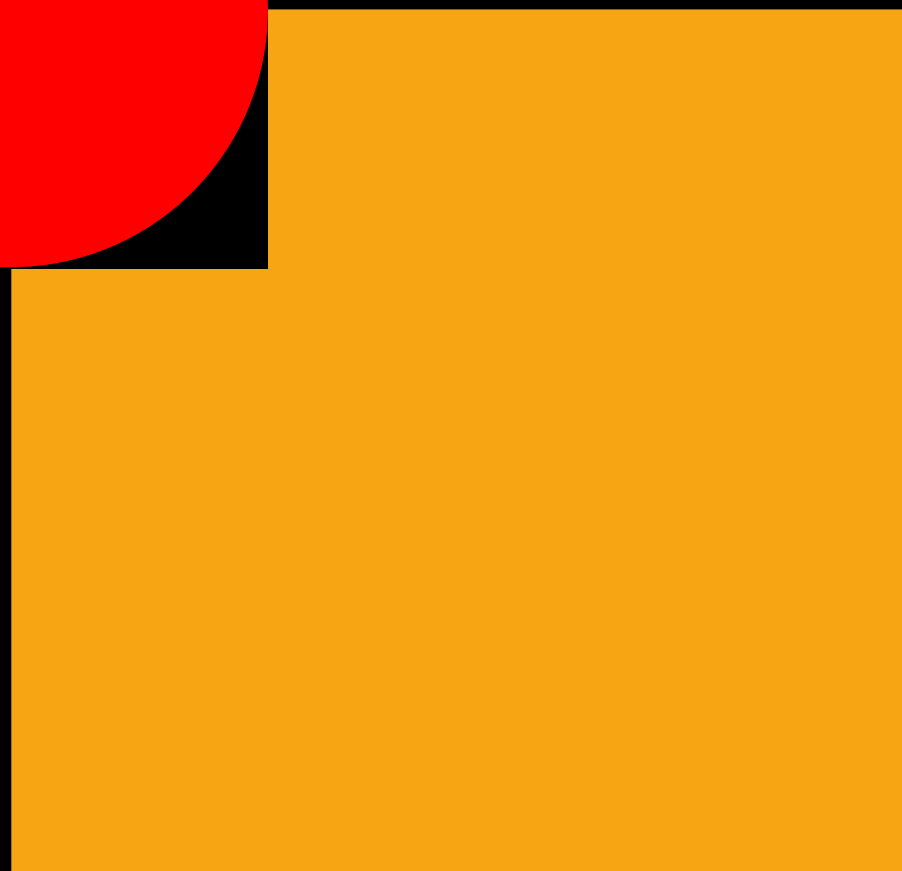
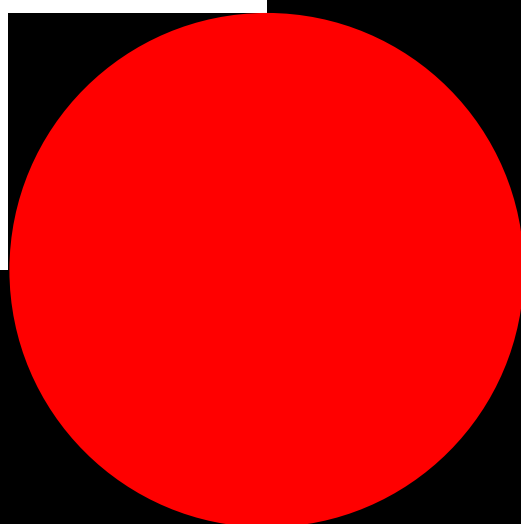
## Build a Persona & Visual Identity

Start with your building your brand persona. If you have been in business for quite some time, you can even ask a few of your customers how they perceive you. What words come in to their heads when they think of your brand? That's a great starting point.

Next, figure out the visual elements that complement that persona. It doesn't have to be a complete brand guide. Just figure out a color palette, some visual elements (patterns, shapes, pictures) to go with it. Needless to say, it's easier to stand out with brighter colors, but if your brand warrants a more sober outlook, stick with that.

SUN	MON	TUE	WED	THU	FRI	SAT
			1 April Fool's Day	2	3 Weekly Employee Tip	4
5	6 Curated Post	7 World's Health Day	8 New Employee Starting	9	10 Weekly Employee Tip	11
12 Easter	13 Curated Post	14 Blog Post	15 Tax Day (US)	16	17 Weekly Employee Tip	18
19	20 Curated Post	21	22 Earth Day	23 Team Event	24 Weekly Employee Tip	25
26	27 Curated Post	28	29 Blog Post	30		

# Give first

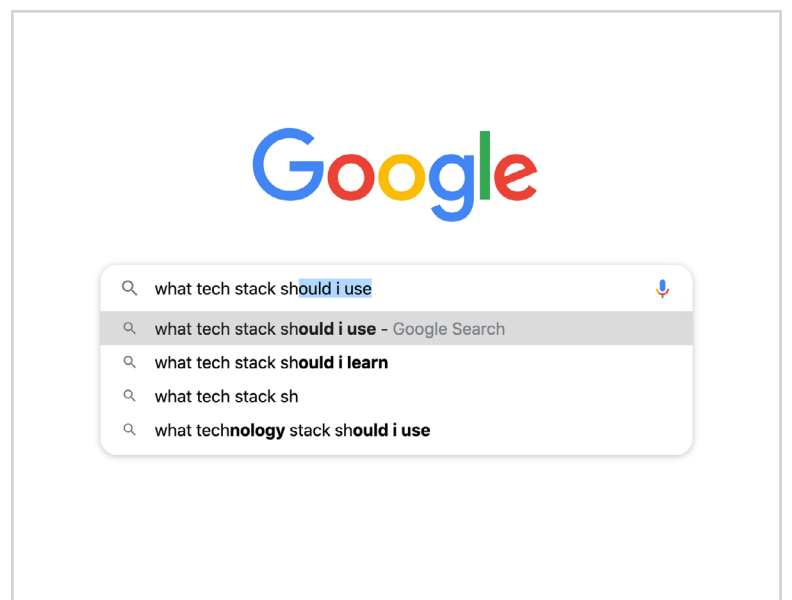


# ask later

## 2. Value

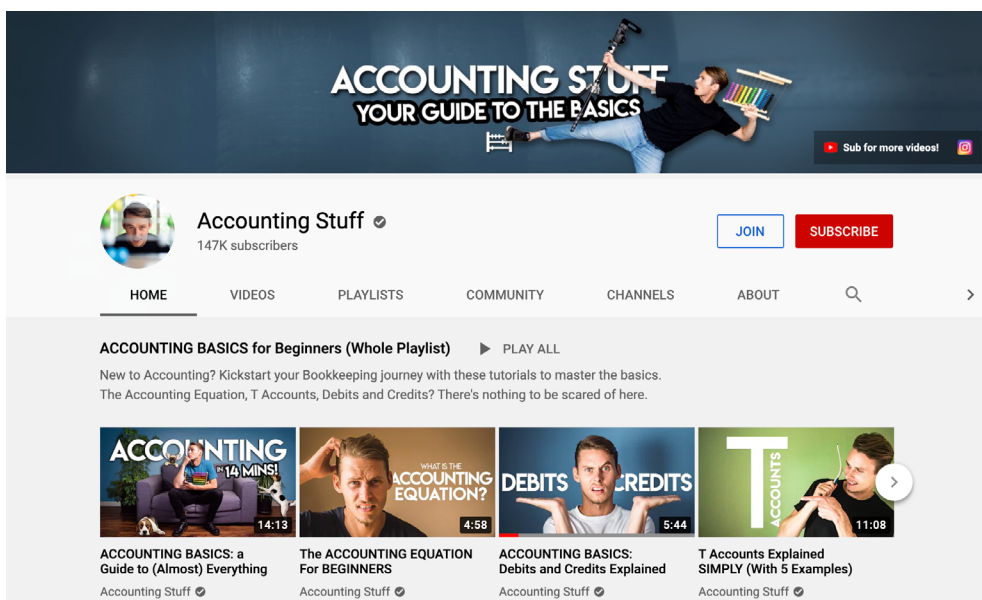
Although this e-book is mostly about Social Media this pillar actually goes to the core of everything you do. If it's social media, your website, your marketing or just life in general, make sure you are creating value for others first. Especially if you want their money, their email address or their time. This should actually be fairly easy for you. You are in the service business, selling expertise, selling know-how or selling to people who are keen to learn something new. What are you doing with all your knowledge? Just sitting on it? Keeping it behind closed doors or only giving it away if someone starts paying for it?

about this is by just looking at your current clients. What keeps them up at night? What questions do they ask you on a daily basis? What are the problems that you are solving for them? You should throw all that knowledge out there.



The easiest way is writing weekly tips or answering a weekly question. Make it personal. A little bit more advanced. Just start writing blogs. Or bring all your knowledge into an e-book and share it with the world. Why not take out your smartphone and interview your employees in the office? Look. If you really want to cut through the noise, you'll have to be a bit less scared and just DO IT.

You shouldn't be selling expertise without using the word expertise. You should show every day that you are the expert.



Best example? You are reading it. I could be asking money for this e-book or the webinars we give. We do it for free. The best way to start thinking

That's how you build a reputation.

### Platform optimized content

All that value you generate can be repurposed on different channels. Respect the platform you're on.

It's always better to keep people within the platform if that's possible. Let us give you some examples. Let's say a lawyer wrote a very clear concise article on how to get the latest stimulus from the government. Instead of posting the link everywhere you can do it differently everywhere.

**On linkedin?** Post it as a native LinkedIn article. You'll get more reach cause you are keeping people inside the platform. You can always link back to your website later. **On twitter?** Create a summary and make a thread. Same for Instagram. Create a summary. Put some text on a background and spread it into a story. **Facebook?** Post a picture of one of your employees and say it is the tip of the week.





 **SalesWise**  
1,895 followers  
3w • 

[+ Follow](#) 

← SALESTIP 6/8 →

De komende 4 weken geven we elke dinsdag en donderdag een conc ...see more  
[See translation](#)






SalesTip #6: Verkopen is luisteren - SalesWise  
saleswise.eu

   14




Try to avoid article links  
when there is a **better  
alternative**

 **SalesWise**  
1,895 followers  
3w • 

[+ Follow](#) 




← SALESTIP 6/8 →

De komende 4 weken geven we elke dinsdag en donderdag een conc ...see more  
[See translation](#)



0:00 / 3:18

SalesTip #6 - Verkopen is luisteren

   14



**Post natively** to LinkedIn  
video or add a play icon to  
the thumbnail

# Operation Value Examples

# Sharing value

Combining news with actual value.

1

**NautaDutilh**  
15,717 followers  
2mo • 🌐

+ Follow ...

On 2 July 2020, the **#Taxonomyregulation** entered into force. With this Regulation and the connected Disclosure Regulation, new requirements will apply to **#financialinstitutions** that offer financial products as 'green ...see more

## NautaDutilh Taxonomy Regulation Overview • 1 page

### Taxonomy Regulation adopted

New sustainability requirements for product documentation, investment policies and governance

The Taxonomy Regulation entered into force on 2 July 2020. As a result, new product documentation requirements will apply to financial institutions. For each product, it should be disclosed to which extent an investment is sustainable. Additional requirements will be applicable pursuant to the Disclosure Regulation. These also relate to the undertaking as a whole: how is sustainability included in the investment policy and governance?

What do the new regulations mean for your documentation and business?

01

Which parties are subject to the new regulations?  
Both the Taxonomy Regulation and the Disclosure Regulation apply to 'financial market participants', including:  
a. banks  
b. investment firms  
c. fund managers  
d. insurance companies  
e. certain pension providers  
Moreover, many of the obligations arising from the Disclosure Regulation also apply to insurance and investment advisors.

02

To which products do the requirements apply?  
The requirements arising from both regulations apply to 'financial products', which includes:  
a. investment portfolios managed in accordance with MiFID II (portfolio management);  
b. investment funds and investment companies (AIF or UCITS);  
c. insurance contracts with an investment component;  
d. certain pension products.

03

What are the applicable obligations?  
a. Both regulations require financial market participants to publish information on the sustainability of their products.  
b. More generally, with respect to sustainability and climate risks, financial market participants are required to indicate how these risks are taken into account at product and company level.  
What is your policy on sustainability and climate risks?

Please note that even if a product is not marketed as green or sustainable, information must be disclosed. Obligations will thus still apply even if you do not offer green or sustainable products.

04

Where should the information be included?  
The new obligations relate to information to be included in:  
a. a fund prospectus  
b. the annual report  
c. key investor information  
d. the website  
e. marketing documentation  
f. periodic reports

05

When will the new rules apply?  
a. On 10 March 2021, the Disclosure Regulation and its Regulatory Technical Standards will become applicable. Therefore, all documents (website, pre-contractual information, periodic reports) should be ready by this date.  
b. On 1 January 2022, the first part of the Taxonomy Regulation will become applicable.

Why do I need to implement these requirements now?

The new rules require proper preparation.

1. In order to determine which documentation needs to be adapted, products and services will have to be analysed.

2. In order to be able to adapt the documentation properly, the right data must be available. This also requires analysis and preparation.

3. The adjustments must be in line with your company's broader sustainability strategy.

4. Information must be adapted in various places (website, pre-contractual information, periodic reports) as well as in policies, such as the investment policy and the remuneration policy.

5. The new obligations should be embedded in the PARP process.

We are keeping close track of developments regarding these regulations and would be happy to help you meet the new requirements.

For more information please contact



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2



One-pager turns something complicated into something easy



Rule of three. Give quick and valuable tips.

1

Dr. Ari Zelmanow likes this

 **Noah Kagan** • 3rd+  
Chief Sumo at Sumo.com  
1d • 

[+ Follow](#)




3 Mistakes FIRST TIME entrepreneurs make:

1. Spending over \$1,000 to start a business but still having \$0 in revenue.
2. Bounce from idea to idea never committing to one.
3. Buy too many courses and invest in too many "masterminds".

What are some other mistakes you've seen?

I just made a video with 7 more of these newbie mistakes I see entrepreneurs make all the time (Link in the comments)


Don't fall for these! Learn from others' mistakes instead.

   172 · 36 Comments



2

Ask a question to start a conversation.

Most Relevant ▾

 **Noah Kagan** Author  
Chief Sumo at Sumo.com  
1d ...

Avoid THESE 10 mistakes when starting your business:  
<https://youtu.be/car49F5exDU>

Like ·   10 | Reply

3

Give even more value by adding a self-made video

## Giving away leads for free.

1



**Nitin Bajaj** • 3rd+

Helping companies generate B2B leads, 5M+ LinkedIn views, Most Viewe...  
3d • Edited •



It's time for some new leads for you all on [#linkedin](#).

These companies will be needing [#hiring](#) services, [#advertising](#), [#marketing](#) support, technology upgrade, office space and more.

[Sharedpro](#) raised undisclosed funding.

[CashKaro.com](#) raised \$10M.

[Asirvad Micro Finance Private Ltd.](#) raised \$29M.

[Airmeet](#) raised \$15M.

[pumpumpum](#) raised undisclosed funding.

[Market Pulse Tech](#) raised \$750K.

[Infurnia](#) raised \$1M.

[Dozee](#) raised \$1.5M.

All these companies have raised [#funding](#), next thing they will do is invest that money into multiple segments.

Reach out to these [#companies](#) right away.

P.S: If you want me to keep pumping such [#b2bleads](#) here on LinkedIn, then show me some love by commenting & liking on this post :)

P.P.S: If you want to reach out to decision-makers in these companies, check out [the first comment of this post.](#)

P.P.P.S: I have written an ebook on B2B sales & LinkedIn. If you want a copy, answer this -

626 · 113 Comments

2

Tagging all the companies increases the reach.

3

Extra value in the first comment

# Respect the platform

Native LinkedIn article  
will get more reach.

1


The screenshot shows a LinkedIn article interface. At the top is a dark navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. The article title is "Questions Remain After IRS Rolls Out Guidance On Payroll Tax Deferral". Below the title is the publication date "Published on September 1, 2020". The author's profile is shown as "Kelly Phillips Erb" with a circular profile picture and the text "Tax Attorney | Writer | Podcaster | Speaker". To the right of the author's name are the statistics "1 article" and a "+ Follow" button. The main text of the article begins with "On August 8, 2020, President Trump issued a directive to the Department of Treasury to allow for the deferral of payroll taxes for the period of September 1, 2020, through December 31, 2020. Details were scarce, but a few days later, Treasury Secretary Steven Mnuchin suggested to Fox Business' Maria Bartiromo that the deferral would be voluntary." This is followed by a paragraph: "Today, the Department of Treasury and Internal Revenue Service (IRS) finally issued official guidance for taxpayers. For many, it raised more questions than answers." Below this is another identical paragraph. The article then lists a point: "1. Know what you want - and then ask for it. You'd never show up at a company and say, 'I want to work here.' You'd say, 'I want to be your tax attorney' or 'I want to work as an electrical engineer.'" So don't just advise that you want to write for Forbes or some". At the bottom of the article are interaction buttons for "Like", "Comment", and "Share", and a notification icon with the text "57 · 11 Comments".

in Search

Home My Network Jobs Messaging Notifications Me Work

## Questions Remain After IRS Rolls Out Guidance On Payroll Tax Deferral

Published on September 1, 2020

 **Kelly Phillips Erb**  
Tax Attorney | Writer | Podcaster | Speaker

1 article + Follow

On August 8, 2020, President Trump issued a directive to the Department of Treasury to allow for the deferral of payroll taxes for the period of September 1, 2020, through December 31, 2020. Details were scarce, but a few days later, Treasury Secretary Steven Mnuchin suggested to Fox Business' Maria Bartiromo that the deferral would be voluntary.

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1. **Know what you want - and then ask for it.** You'd never show up at a company and say, "I want to work here." You'd say, "I want to be your tax attorney" or "I want to work as an electrical engineer." So don't just advise that you want to write for Forbes or some

Like Comment Share

57 · 11 Comments



**Kelly Phillips Erb** @taxgirl · Sep 1

Answering some more questions bc I've received a few angry emails:  
The [#payrolltax](#) deferral is not the same as a tax cut.  
The President's Order, as written, does not provide for forgiveness.  
Any statements that there will be forgiveness do not reflect current law.  
(1/2)

3

35

108



**Kelly Phillips Erb** @taxgirl · Sep 1

For now, the deferred [#tax](#) must be repaid beginning in Jan of 2021.  
The repayment will be taken out of your wages & is in addition to - and not  
as some suggested a replacement for - your "normal" [#SocialSecurity](#) tax.  
It's not a swap. It's an add.  
No, I'm not making this up.  
(2/2)

6

26

74



2

On Twitter, keep it short and use a thread

# Don't Get Too Excited

## Payroll Tax Deferral

In simple terms, you will get an extra 6.2% on your paycheck from Sept-Dec, but you will have to pay it back Jan-April so **SAVE THAT MONEY**, that's why it's called DEFERRAL. This applies to those who make less than \$104,000 per year. Many companies have opted out though some Federal Employees can not opt out. Check with your employer.

Employee Taxes	
Description	
OASDI	←
Medicare	
Federal Withholding	
State Tax - MD	

The amount to save is the amount that appears on your paystub as Social Security or OASDI (Old Age, Survivor, & Disability Insurance) under Employee Taxes on your paystub. Be sure that you are withholding Medicare, Federal and State Taxes all year.

LAURA FOOS



IMLAURAFOOS



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D.C\Maryland\Virginia



**imlaurafoos** 🌟TAX TIP TUESDAY🌟  
Wanted to share as I've gotten some messages about PAYROLL TAX DEFERRAL...don't get too excited as it's exactly that a DEFERRAL!! So if you were not able to opt out so you began receiving extra money on your paycheck, **SAVE IT** as you will have to pay it back Jan-April next year 😭😭😭. You could be affected if you make less than \$104,000 per year and a federal employee. The deferral is 6.2% Social Security Tax or it will show up on your paystub as OASDI. You should set this amount to the side so you aren't short come next year!! 💰💰.

Hey Fit Friends, while you're checking your paystubs to see if they are withholding the Social Security taxes or



81 likes

1 DAY AGO

Add a comment...

Post

3

On Instagram, use emojis, images and colours

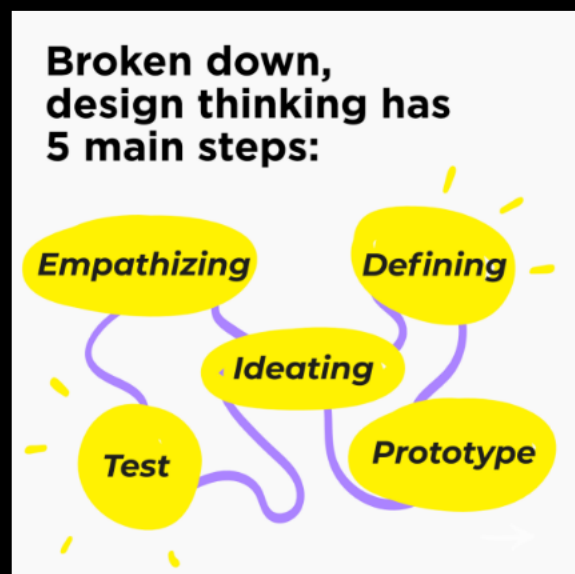
# The value carousels



The biggest myth is that design thinking is just for **product, UX and UI designers.**

Design thinking can be utilised to solve all **problems - corporate, creative, big or small.**

Design Thinking is a way of thinking about problems by shifting **attention to what real users need.** Users here are the center focus point of all activities.



- Here is what they mean
- Empathizing** { Understanding the users problems
  - Defining** { Defining the problem more concretely
  - Ideating** { Coming up with multiple solutions that might work for the problem
  - Prototype** { Creating a prototype or solution
  - Test** { Testing them with real users

Within each step there is a ton of flexibility to solve problems. This is **NOT** a concrete step by step process.

Instead, think of **Design Thinking as a mindset.** You can go through the process phase by phase, or decide to conduct the phases simultaneously.

There's a lot to unpack in each step. So give us a follow to learn more about **what Design Thinking is.**

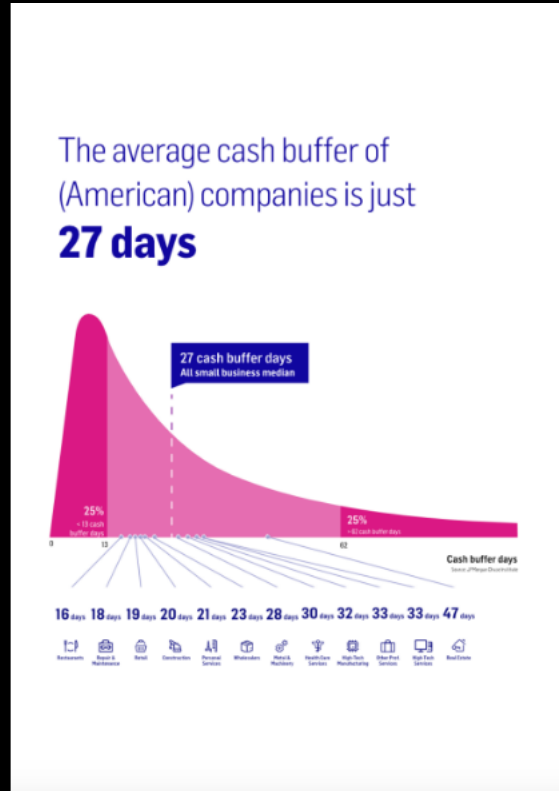
Share the knowledge



# WHAT'S NEXT?

How do companies **deal with crises** and how they can prepare **for what's next?**

the Pocket



Most companies will go into **'defensive mode'**

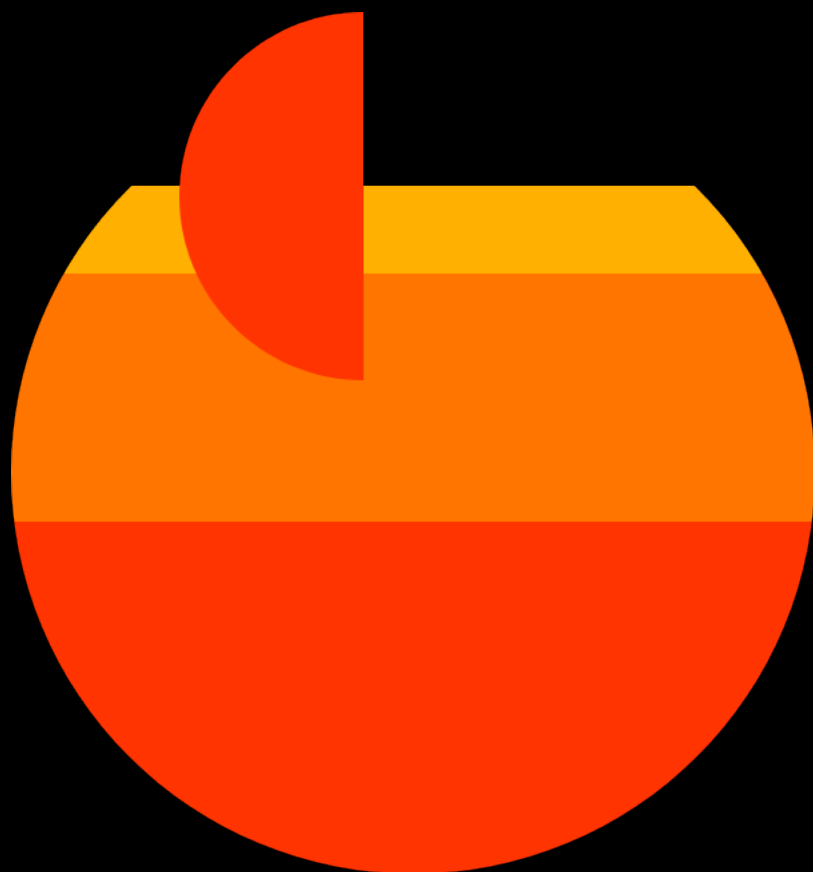
- Contact your users
- Strongly monitoring cash reserves
- Putting certain projects and investments on hold
- Invoking 'temporary unemployment' measures for employees
- Last resort: even terminating contracts

# WHAT SHOULD BE ON YOUR MIND?

# IT'S TIME TO **REDUCE DEPENDENCY** ON OTHERS

# **CUSTOMER CENTRICITY** IS EVEN MORE IMPORTANT IN **TURBULENT TIMES**

**Mix it up,**



**keep it fresh.**

## 3. Content Mix

Cereal sometimes gets boring if it's just plain cereal. Add some trail mix to it and suddenly breakfast looks more exciting, tastes better, and it's (probably) more nutritious as well. Almost makes you want to take a picture of it and post it on Instagram.

Your content plan follows the same rules. You need to keep the interest of your audience with a good content mix. Nice splashes of color on your visuals to get their attention, generous helpings of information to get their buy-in, and promos to get them walking down your funnel.

### What to post

So what's a good content mix? According to the LinkedIn playbook, you should follow a 4-1-1 framework.

This framework says that for every single piece of content you share about yourself (or your organization), share an update from another source, and most importantly share four pieces of content written by others. The other 1 in the framework stands for promotional content. I do not recommend this framework however. This is advice from 2018 when people were not making enough content to fill all the timelines. Today I recommend this framework.

### **The rule of thirds:**

1/3 social engagement,  
1/3 curated content  
1/3 original content.

1/3 of your updates are **about you and your content** (original)  
1/3 of your updates are for **sharing content from others** and surfacing ideas (curated)  
1/3 of your updates are based on **personal interactions** that build your brand (social engagement)



### Original content could be

**Promotional pieces:** Product or feature highlights. Some amazing stats from your business. Customer testimonials.

**Original pieces of content:** Helpful tips, e-books, presentations, case studies, podcasts, blog summaries, employee highlights, webinars, event posts etc.

### Curated content could be

Carefully collected articles, videos, and blogs from other sources. Industry news or news that has impact on your customers.

### Social engagement could be

Sharing your employees' posts or sharing insightful posts from customers or industry colleagues. This is different than curated content because you are directly sharing the social media post.



### DJ'ing / Curating

I get it. Creating content at such a high pace is hard. You run out of ideas. Sometimes you run out of time.

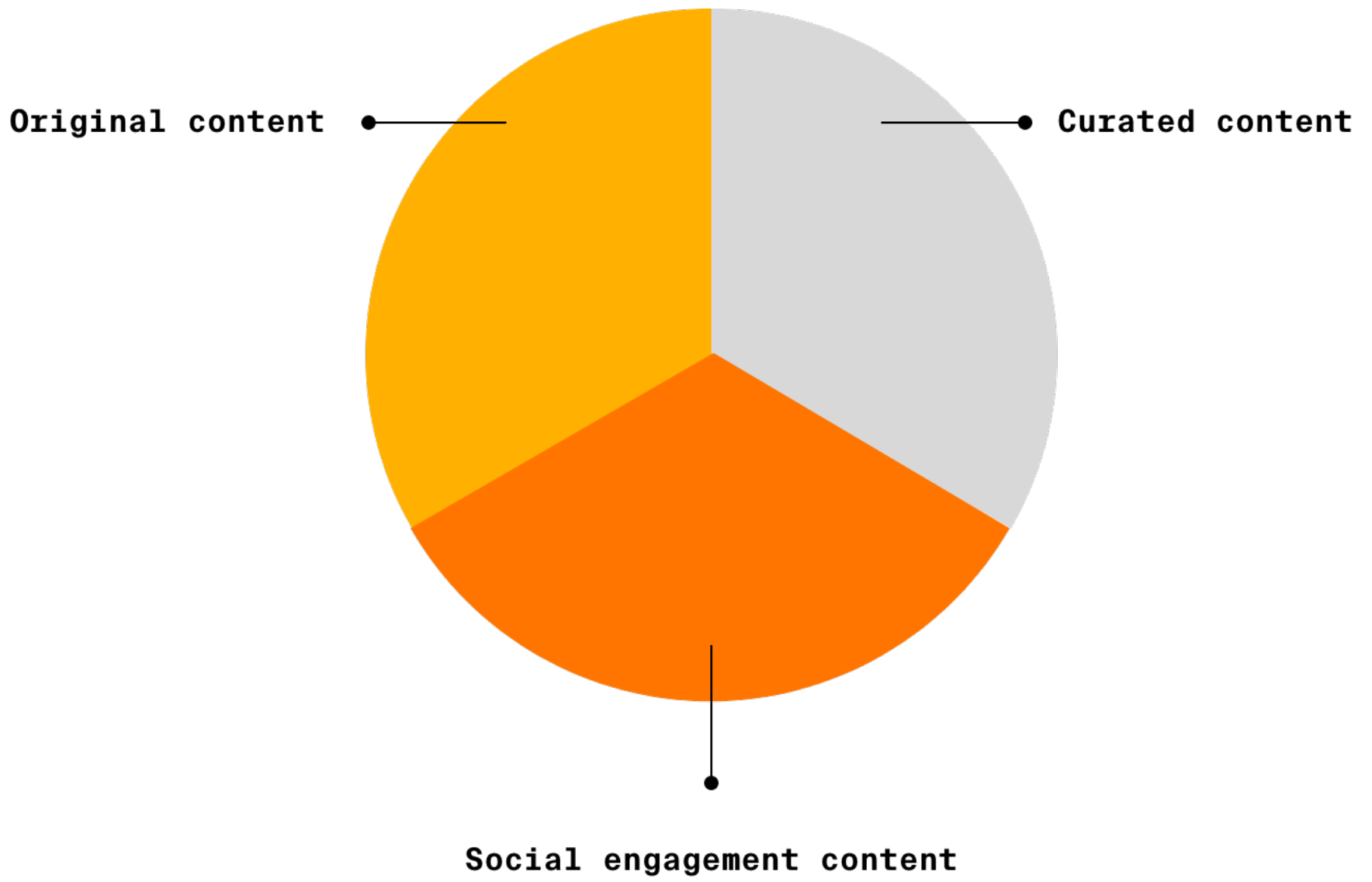
But. Millions of articles, videos, infographics, and other pieces of content get published every single day. If you're not in a very small unknown niche, you're in luck. There is a lot of content on the internet that is specific to your audience. All you've got to do is:

1. Gather the best articles & videos
2. Write your two cents on top of it
3. Share it with your audience

Want to go a step further in Curating? Repurpose the curated content! Transform the curated article into a few social media posts. Use the curated content as inspiration to create your own content. The possibilities are endless. Just remember to credit the original content creator in your post.

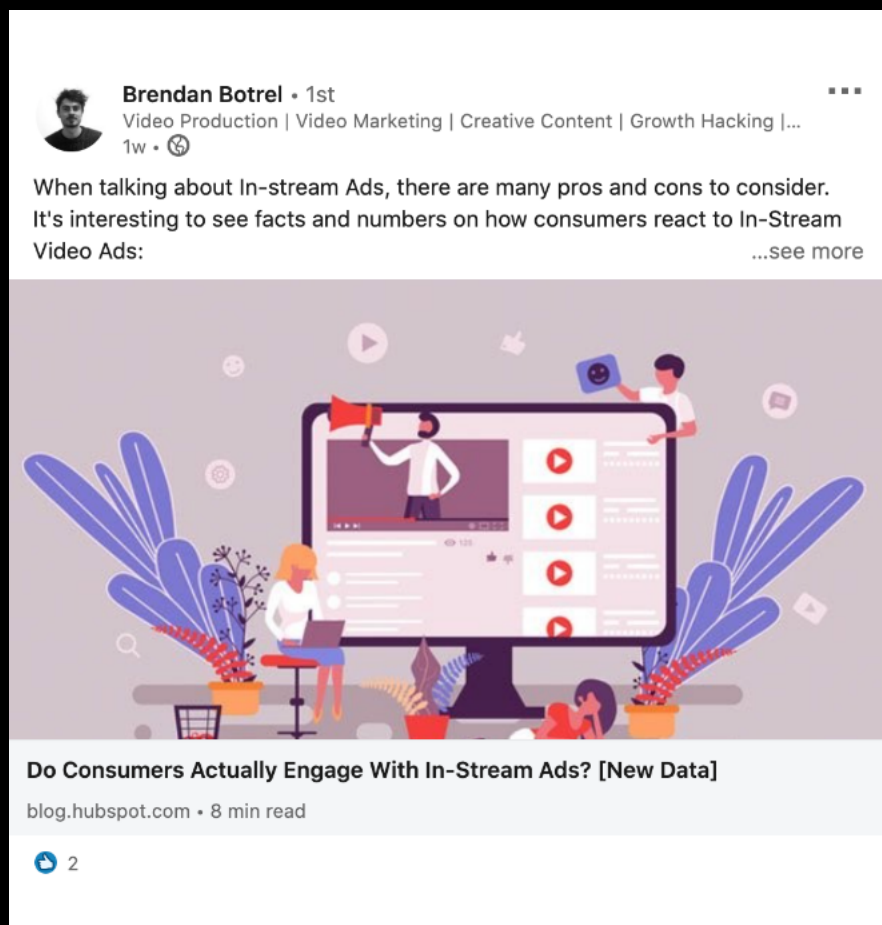
### Repurpose your website

A lot of people forget that they already have amazing content on their website. And they actually already put a lot of time in it. So, it's just a matter of recreating them for social media. Also. If you share a blog from your website once, you're being very shy. It doesn't hurt to share your original content more than once. You worked hard for it and chances are pretty slim that all your followers saw it the first time you posted.

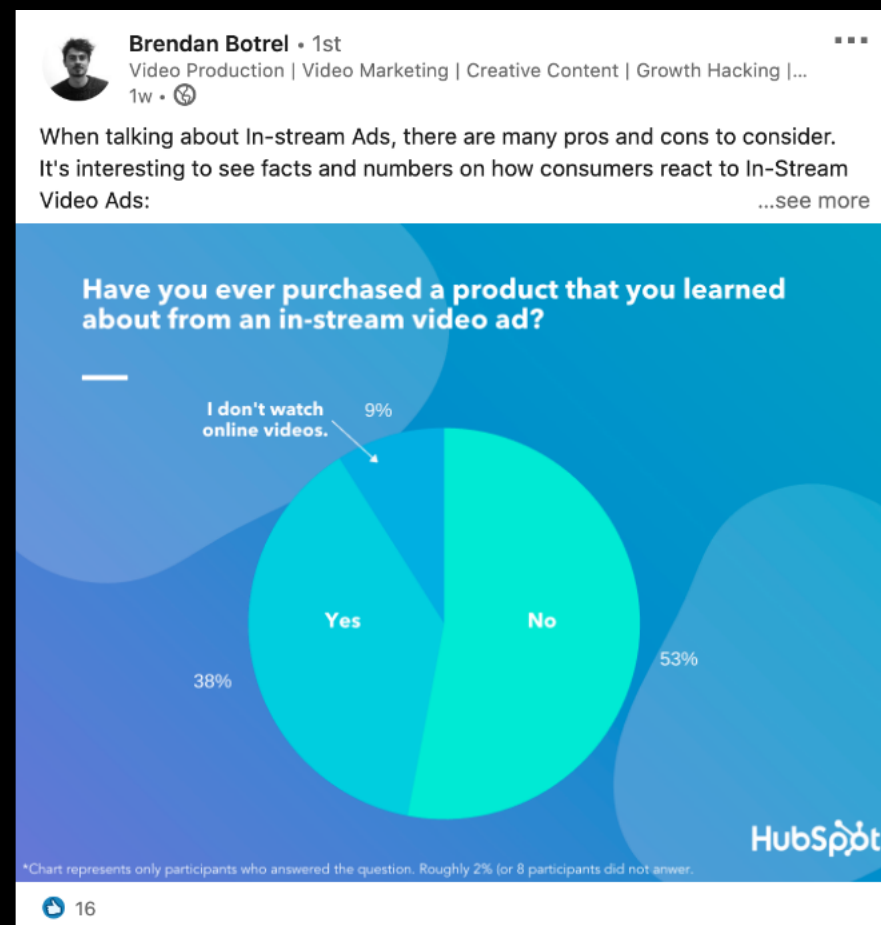


# Operation Content Mix Examples

# Content curation



Avoid article links when there is a **better alternative**




Take out the **infographic** from the article and credit

**Elke Vanderfeesten** • 2nd  
 ⚡ lead facilitator @VOLT7 / CSPO / Design Sprint Master / passionately c...  
 5mo • 🌐

Waarom we ook in coronatijden moeten blijven innoveren en groot durven denken ...

[See translation](#)



Waarom we ook in coronatijden moeten blijven innoveren en groot durven denken

bloovi.be • 3 min read



Avoid a boring headline when there is a **better alternative**

**Elke Vanderfeesten** • 2nd  
 ⚡ lead facilitator @VOLT7 / CSPO / Design Sprint Master / passionately c...  
 4mo • 🌐

💡 Hoe creëer je een innovatiecultuur in je bedrijf?

Hoewel er geen magische formule is, zijn er wel stappen die je, als bedrijfsleider, kan nemen om je bedrijf beter af te stemmen op creativiteit en nieuwe ideeën.

⚡ Geef ademruimte aan een team om te innoveren.  
 Het lijkt een overdreven luxe in deze tijd maar het is van levensbelang voor je toekomst.  
 Laat je medewerker actief tijd inplannen; om nieuwe vaardigheden te leren, een idee uit te werken of om een oplossing te zoeken voor een uitdaging. Versterk je intern intellectueel kapitaal!

⚡ Bouw teams.  
 Creëer mogelijkheden tot collaboratie. Breng eens mensen bij elkaar die misschien op het eerste zicht weinig voor elkaar kunnen betekenen. Een frisse kijk en de juiste vragen kunnen helpen een ander inzicht te krijgen.

⚡ Gebruik je collaboratie tools ( slack, teams,, ) ook voor innovatie.  
 Maak een channel aan voor nieuwe ideeën en eentje voor uitdagingen die medewerkers tegen komen. Participeer als bedrijfsleider. Afhankelijk van je stijl en grootte van je bedrijf. Een 'thumbs up' of een stimulerende vraag helpt.

⚡ Vereenvoudig je organisatiestructuur en verwijder onnodige goedkeuringsprocessen.  
 Door overbodige lagen weg te halen, kan je bedrijf sneller reageren op veranderende omstandigheden.

#volt7

[See translation](#)



**Summarize the article and write your 2 cents.\***

\*Respect copyright and always link sources



Warning clients about possible fees means solving a problem.

2

1

Capture the attention with emojis and strong headline



The image shows a Facebook post from 'Madou Vandromme Accountancy' dated '5 February'. The post features a yellow warning icon and a headline: 'Opgelet: streng boetebeleid teistert de horecasector! 🚨'. The main text reads: '👉 De opsporingsdiensten zijn terug op pad. Deze keer wordt 'het reservatieboek' geïviseerd. Ondernemers die hun oude reservatieboeken niet kunnen voorleggen, worden getraakteerd op een geldboete van maar liefst 1.000 euro. Inderdaad: duizend euro.' Below the text are links for 'See more' and 'See Translation'. The post includes a large background image of a person writing in a notebook and a circular inset photo of a smiling woman. At the bottom, it says 'EEN BIJDRAGE VAN ELLEN' and features the 'MADOU ACCOUNTANCY VANDROMME' logo. Engagement metrics show 22 reactions (thumbs up, surprised face, sad face) and '3 comments 7 shares'.

3

Add your employee to make it personal and recognizable

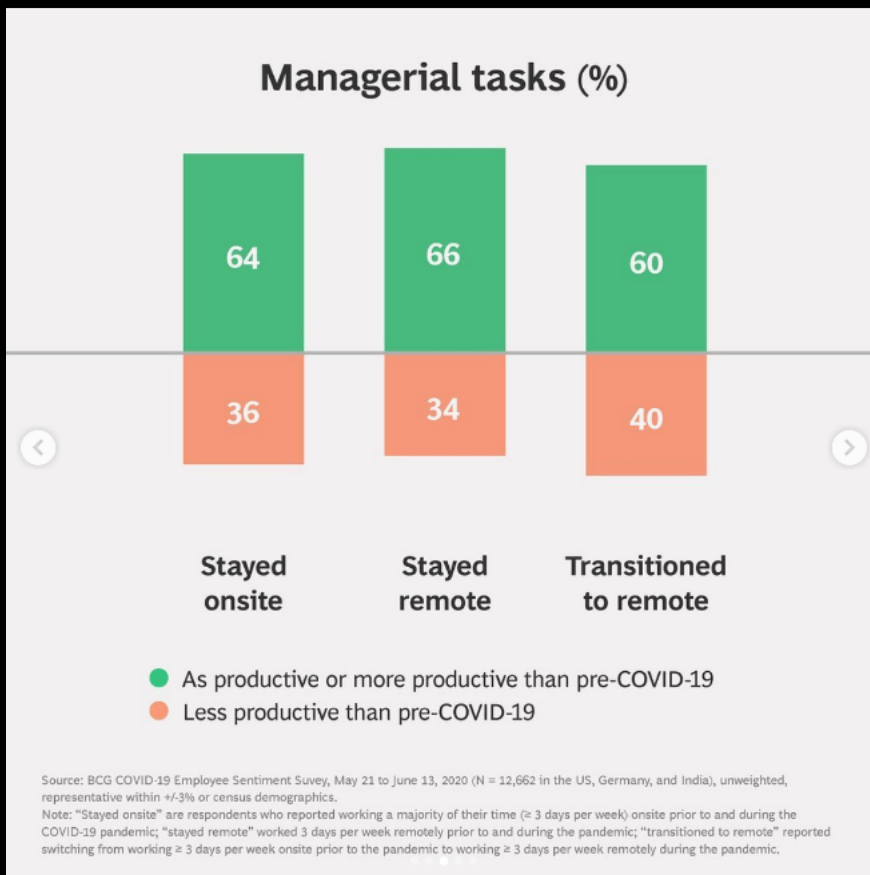
# One story three versions

Instagram

1



Many People Have Maintained or Improved Productivity During COVID-19, but Fewer Have Done So on Collaborative Tasks




Employers need to unlock productivity on collaborative tasks, especially if employees work remotely

**BCG** Boston Consulting Group (BCG)  
2,388,425 followers  
1mo · 🌐

How should CEOs lead in times of crisis? In our conversations with more than 100 CEOs about leading through the ongoing pandemic, they emphasized six themes: [#LeadingInTheNewReality](https://lnkd.in/dhCzZev) <https://lnkd.in/dhCzZev>

**CEOs Reflect on Leadership in Perilous Times · 7 pages**



1 / 7

👍 🏆 🗨️ 393 · 5 Comments

**BCG** Boston Consulting Group (BCG)  
2,388,425 followers  
1mo · 🌐

How should CEOs lead in times of crisis? In our conversations with more than 100 CEOs about leading through the ongoing pandemic, they emphasized six themes: [#LeadingInTheNewReality](https://lnkd.in/dhCzZev) <https://lnkd.in/dhCzZev>

**01 Purpose Guides Action**


Purpose anchors an organization's day-to-day activities in a higher goal. It is a company's reason for being that underlies what it does, makes, or sells. CEOs have drawn on the well of purpose to handle the crisis.

It isn't just useful now, but it will be hugely useful for the future, especially if the crisis lasts another year or two. Purpose motivates a lot of people, especially when you can articulate that what you are doing is more than just making money.  
-CEO

2 / 7

👍 🏆 🗨️ 393 · 5 Comments

**BCG** How Transformative CEOs Lead in a Crisis 🔖 👤 LOG IN



RELATED EXPERTISE: [TRANSFORMATION](#)

# How Transformative CEOs Lead in a Crisis

**JULY 24, 2020**  
By [Lars Fæste](#), [Christian Gruß](#), and [Jose Flores](#)

📄 📁 T f in 🐦 ✉

**People don't buy  
from brands.**

**They buy from  
people they  
know and trust.**

## 4. Employees

### Cost-effective marketing

It is safe to say that the majority of your employees have social media channels. This means your employees and colleagues will have thousands - depending on how big your company is - of combined social media connections. Studies also show that almost 85% of people would choose products or services that have been recommended by friends, family and colleagues.

So, encouraging your employees to engage in the company's social media platforms could be a sure-fire way to increase your social media reach. It's also worth noting that personal accounts have 5x more reach than business accounts.



While you might consider social media a second home, the same may not be true for all of your employees and co-workers.

That's one of many reasons why it's a good idea to create some sort of social media guide that will introduce your employees to social media from a professional point of view. Don't make this into a big scary deal. If you'd look online and search for social media policies you'll mostly find policies from big corporations. They are scary. If I'm correct most of your co-workers are career professionals who know how to behave and respect the image of your company.

In a nutshell, you want to tell your employees to share content that makes them look like an expert, shows that it is fun to work at your company, and see them engaging with your content and other people.

### Level 1

This is the simplest way to inject your employees into your social media strategy. People love to see people. That's why posts with faces work tremendously well on any platform. You could show a behind-the-scenes, use your employees to share tips every month or capture those team moments.

## Level 2

If your business page is sending out an update or you are sending out an update, make sure your employees know about this. The first minutes of a post are the most important. In those first minutes, algorithms look at how often someone is clicking on your link, commenting or reading your post. If these metrics are good, your posts get boosted to reach more eyeballs. So having people sharing your post immediately or commenting on it, will make your reach go up.

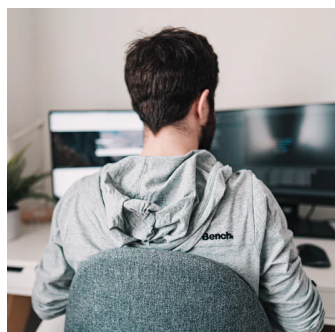
According to LinkedIn, 30% of the engagement on a Company Page post comes from employees, who are 14X more likely to share that content vs. other content types.

## Level 3

This one might be a little bit less obvious and also harder to achieve. It actually very much depends on the attitude of your employees and your workplace culture. You should encourage and turn your employees into thought leaders. This means sharing industry news, their opinions on what's happening



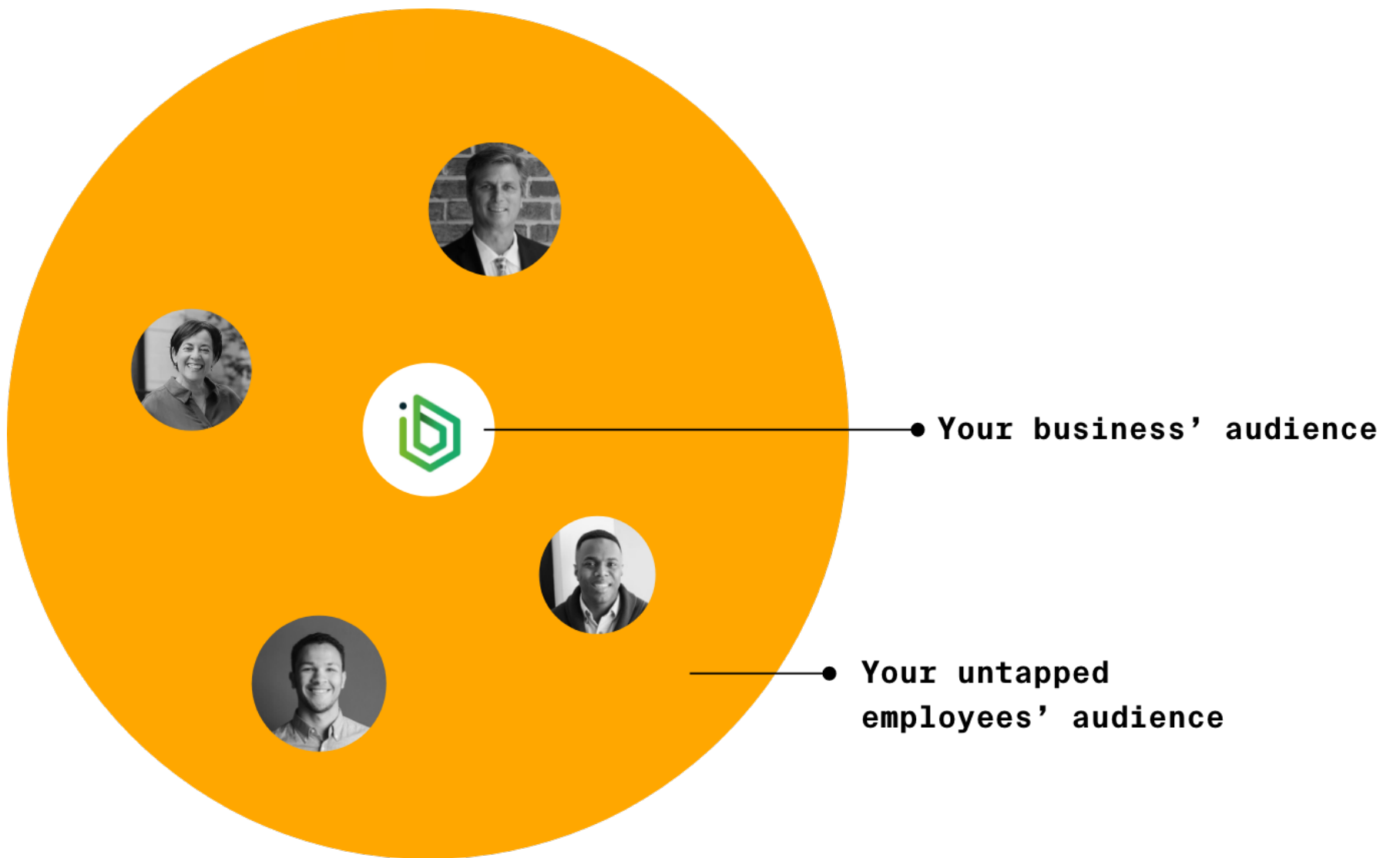
# the main differentiator for your brand



within your field of expertise, and sharing achievements or failures at work. Even better if they like writing blogs and tips themselves. Everyone has something to say. Let them be passionate about their work and vocal and opinionated on social media.

This will be the main differentiator for your brand: putting a human face on your company goes a long way toward differentiating your brand in a crowded marketplace. It's also mutually beneficial. While you get to engage your audience with authentic content, your employees get a sense of value from being entrusted with this responsibility. Your employees will see their thought leadership as a long-term investment in their personal brand, and they'll be less likely to look for work elsewhere.

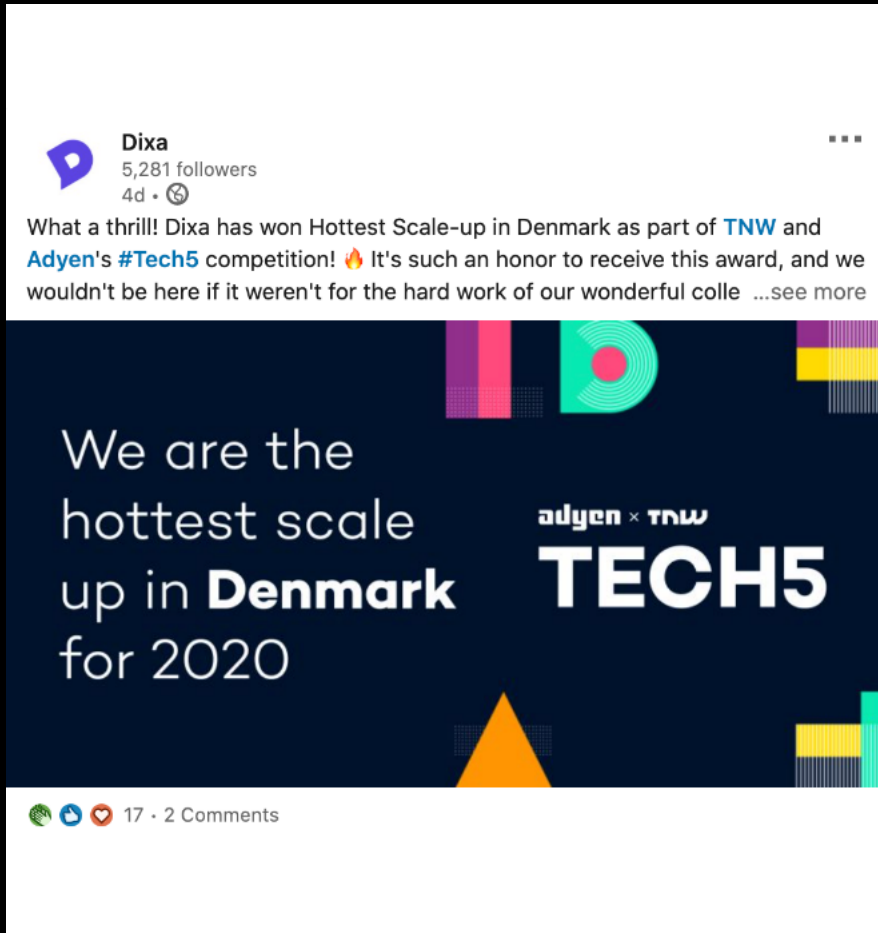
On top of that, by supporting thought leadership, your company demonstrates that it's open to new ideas and collaboration. This positive attitude can spread to every aspect of your organization. The result is increased productivity, a stronger sense of teamwork, and a culture of empowerment.



# Operation Employees Examples



# Celebrating employees



Celebrating your team shouldn't be about **someone else's logo.**



Celebrating your team means **showing your team.**

Reshare the post from your business page

1

Kenji Kuramoto • 3rd+  
Founder & CEO  
1mo • 🌐

My favorite days at Acuity are when we get new team members!

**Acuity Financial Experts**  
680 followers  
1mo • 🌐 [+ Follow](#)

**BIG NEWS!** 🎉

We are excited to welcome 6 former ScaleFactor employees to the Acuity team (including 4 in leadership roles):

- Sergio Salinas, CPA, Director of Tax
- Janine Erika Dizon, Accounting Manager
- Taylor McElheney, Director of Accounting
- Trey Chavez, Director of Customer Success

Read the full announcement here:

**Acuity Adds Six Former ScaleFactor Team Members**  
acuity.co

👍 🌱 ❤️ 97 · 10 Comments

2  
Tag all the employees

3  
Show their faces

## Describe genuine qualities

1



**HiSmile**  
2,971 followers  
2w • 🌐

+ Follow

It is hard to describe **Jennifer Curtis** in a nutshell, as she quite literally does everything within our Customer Experience team.

Starting with deriving insights from thousands of customer touch-points each week to communicating with other areas of business to ensure effective changes are made. This is in addition to quality assurance of all customer-based processes, maintaining relationships with our software providers and working alongside our Logistics Team to work through various carrier issues as quickly as possible.

We appreciate Jenny for all the hard work and consistent dedication to not only our team but providing the best CX to our customers, day in and day out.

Happy 3 years Jenny!

[#HiSmile](#) [#customerexperience](#) [#workanniversary](#)

2

Show real appreciation

3

Add a personal quote

“For me it’s important that the customer’s voice is a part of every aspect of the business. Being able to provide insights and learnings from customer interactions is vital in aiding business growth as well as a seamless customer experience.”

Jennifer Curtis | Customer Insights & Operations

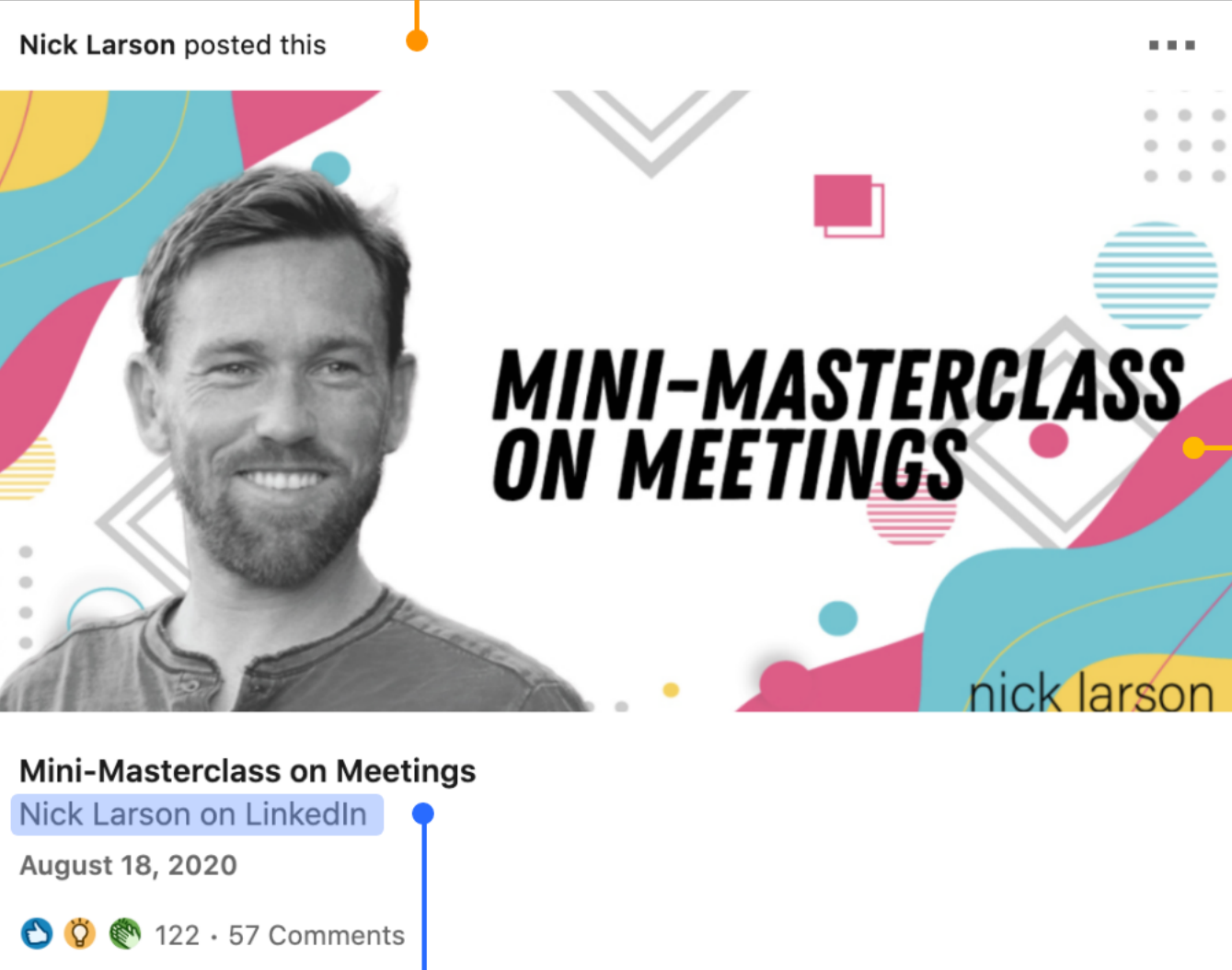


👍 ❤️ 🌱 50 · 13 Comments

# Employee as thought leader

Use your personal account

1



2

Personal branding with clear headline

3

Post natively on LinkedIn for better reach

Brand your employee  
as the expert

1



In The Pocket

6,250 followers

5mo •



Last week our Chief Product Officer [Hannes Van de Velde](#) gave a webinar on the state and future of mobile development. In case you couldn't make it, you can watch it here:

2

Share your  
webinars

Welcome to:

The State of Mobile

We will get started in a few minutes



shift

15 Years of Mobile

vimeo.com

14 • 3 Comments

# Employee stories

**"Sometimes the best way to contribute**

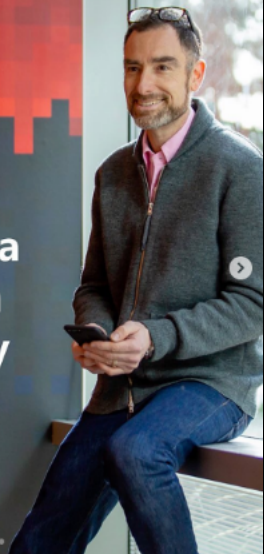


Seth Eisner  
General Manager Finance,  
Worldwide Commercial Business

**is to make space for others to speak.**



**I relearned that lesson at a meeting when I inadvertently answered a question for someone else.**



**Our CFO pointed out my misstep.**

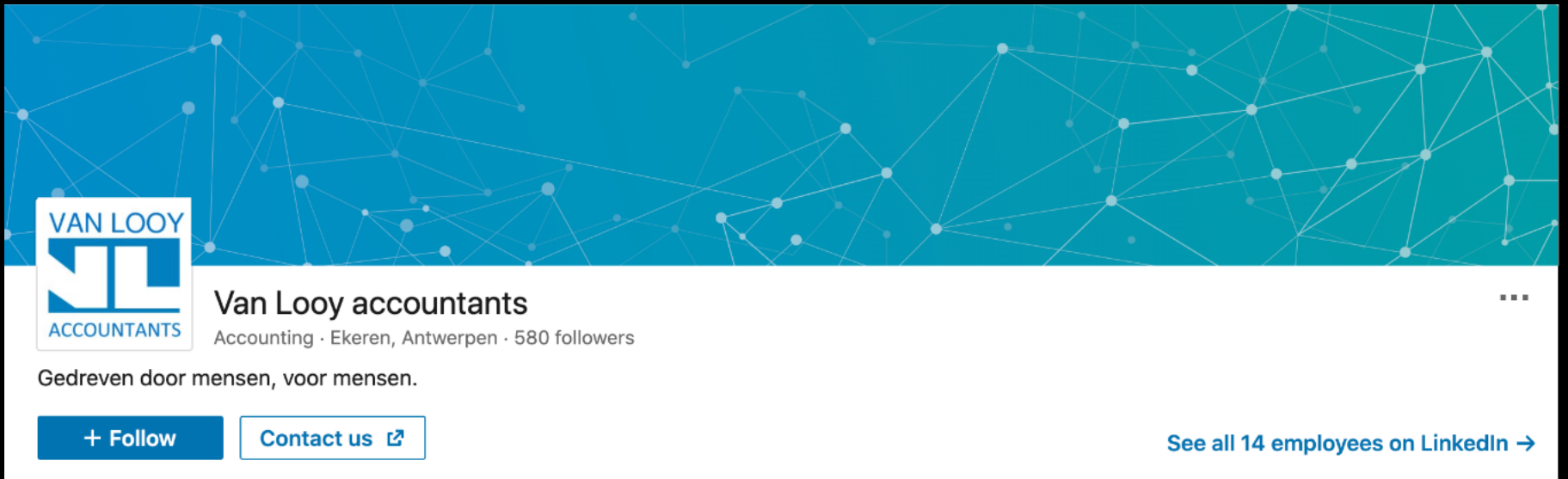


**It was a powerful lesson I now share with others**



**about consciously including all voices."**



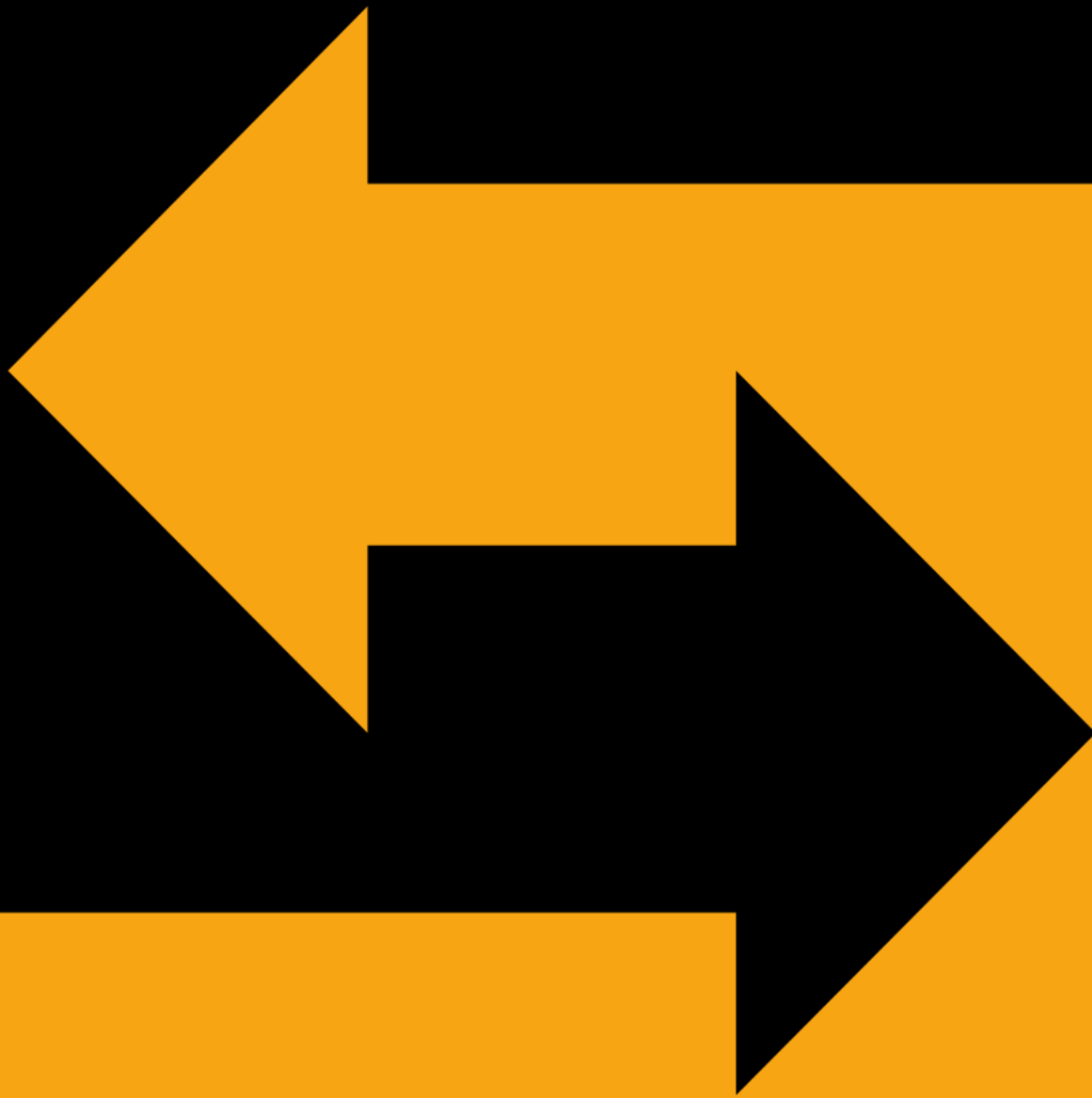


Avoid empty cover photos or photos that don't make you feel a connection.



Cover photos should always show your employees.

# Two-way street





## 5. Engage

I'll risk sounding like a broken record here, but social media IS all about the social. Interactions in the form of likes, comments, shares, and clicks are the micro-currency of social media. However, the truth is to win on social media you actually have to be social. The number of page likes and followers means nothing if you can't build a community of like-minded people who actually care. The way to get there is by becoming part of the conversation

To earn social media's micro-currency, you need to invest in interactions and do some leg work. Let's break this down.  
**Interact with posts from top people**

**and brands in your industry.** This invites their attention and their followers' attention to your social media.

**Join LinkedIn groups or Facebook groups** with like-minded people that can benefit your business.

If your **clients** post something on social media, interact with it.

**Urge your immediate network to engage with your content right after you post it.** Encourage them to go beyond just a like, and leave a genuine comment. This initial activity will cause social media algorithms to show your posts to more people.

Every time you comment on someone else's posts extra pairs of eyeballs go to your business or personal direction. For best results, set 30 minutes to an hour in your schedules every week for this activity. Or if you're already scrolling too much online anyway, make it a habit to engage instead of lurking.



**Operation**

**Engage**

Examples


When you interact you often appear in the timeline

1

IBM commented on this

**Bente Acking** • 3rd+  
Founder & CEO TheHeroLoop & Loopdigital | Nordic Women in Tech Awards R...  
1w • Edited •

We are REGIONAL FINALISTS in Europe for IBMs challenge "Call for Code" with TheHeroLoop!! Out of thousands of compelling ideas and submissions, the judges have identified the top solutions Worldwide! ...see more



**Call for Code 2020 Regional Finalist - IBM Developer**  
developer.ibm.com • 1 min read

93 • 8 Comments

2

Keep it light

Most Relevant

**IBM**  
9,191,207 followers  
5d ...

Congrats! That is incredible to hear! We will cheer for you **Bente** and team! 🎉  
Regards, Thomas, IBM Nordics

Like · 7 | Reply · 1 Reply

**Bente Acking** **Author**  
Founder & CEO TheHeroLoop & Loopdigital | Nordic Women i...  
4d ...

Thank you so incredibly much! 🙏 We hope our efforts will help grow kindness, friendships and cure loneliness for everyone who will use TheHeroLoop app! 🌸 We are enormous ...see more

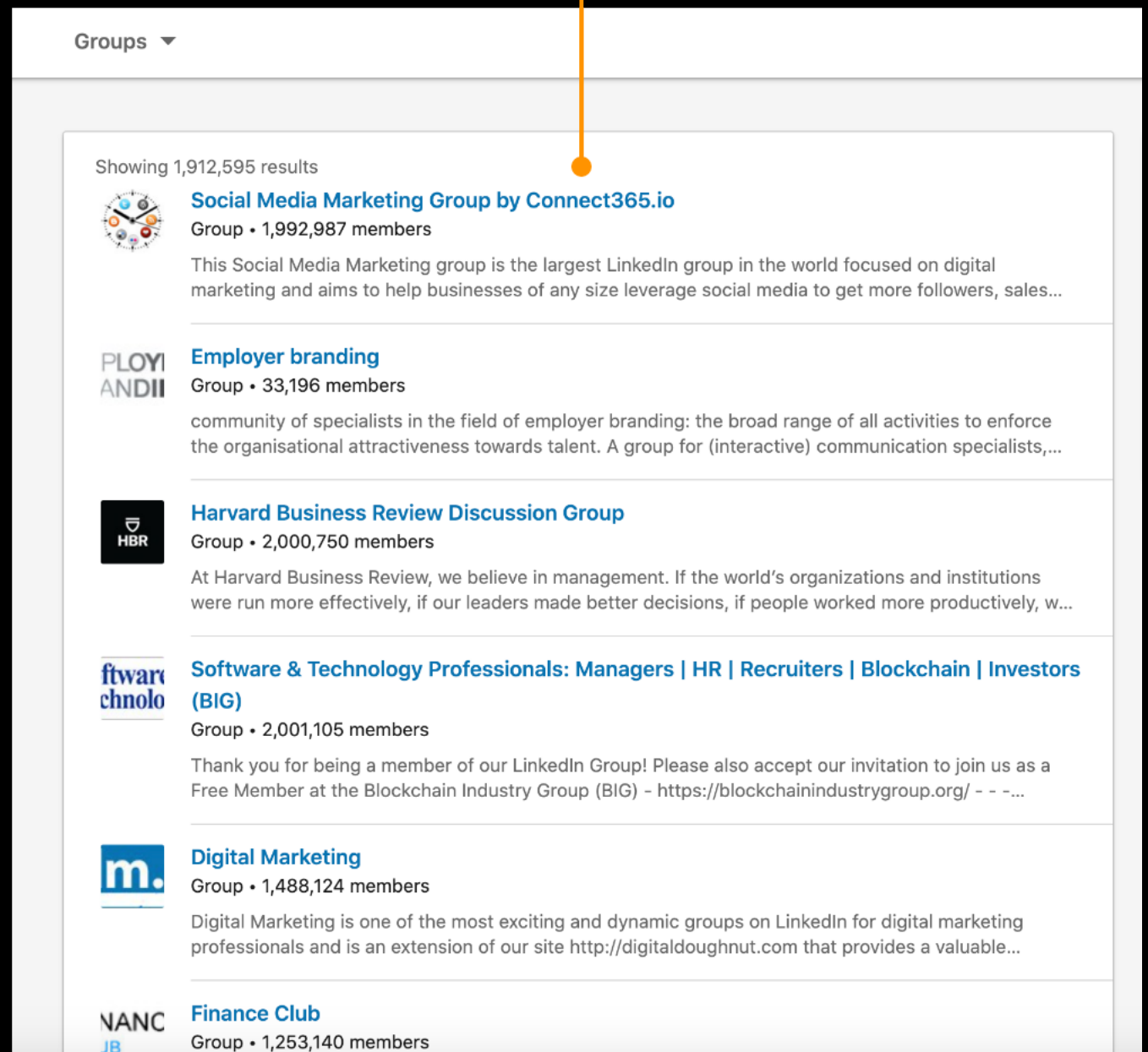
Like · 1 | Reply

Load more comments

# Join groups

Join relevant groups or create one yourself


1





The screenshot shows the LinkedIn Groups search results page. At the top, there is a 'Groups' dropdown menu. Below it, the text 'Showing 1,912,595 results' is displayed. The first group listed is 'Social Media Marketing Group by Connect365.io' with 1,992,987 members. The second group is 'Employer branding' with 33,196 members. The third group is 'Harvard Business Review Discussion Group' with 2,000,750 members. The fourth group is 'Software & Technology Professionals: Managers | HR | Recruiters | Blockchain | Investors (BIG)' with 2,001,105 members. The fifth group is 'Digital Marketing' with 1,488,124 members. The sixth group is 'Finance Club' with 1,253,140 members. An orange line with a circle containing the number '1' points to the 'Groups' dropdown menu.


Groups ▾


Showing 1,912,595 results


 **Social Media Marketing Group by Connect365.io**  
Group • 1,992,987 members  
This Social Media Marketing group is the largest LinkedIn group in the world focused on digital marketing and aims to help businesses of any size leverage social media to get more followers, sales...

 **Employer branding**  
Group • 33,196 members  
community of specialists in the field of employer branding: the broad range of all activities to enforce the organisational attractiveness towards talent. A group for (interactive) communication specialists,...

 **Harvard Business Review Discussion Group**  
Group • 2,000,750 members  
At Harvard Business Review, we believe in management. If the world's organizations and institutions were run more effectively, if our leaders made better decisions, if people worked more productively, w...

 **Software & Technology Professionals: Managers | HR | Recruiters | Blockchain | Investors (BIG)**  
Group • 2,001,105 members  
Thank you for being a member of our LinkedIn Group! Please also accept our invitation to join us as a Free Member at the Blockchain Industry Group (BIG) - <https://blockchainindustrygroup.org/> - - -...

 **Digital Marketing**  
Group • 1,488,124 members  
Digital Marketing is one of the most exciting and dynamic groups on LinkedIn for digital marketing professionals and is an extension of our site <http://digitaldoughnut.com> that provides a valuable...

 **Finance Club**  
Group • 1,253,140 members



**Josh Turner** • 3rd+

WSJ Bestselling Author, Founder/CEO at Connect 365 - Simple Lead Gen ...  
19h



VIDEO: Breaking down a typical LEAD Generator campaign. Watch here:

<https://lnkd.in/e83M4Jg>

...see more

2

Share valuable articles, videos, slides or infographics



# PROCESS



CLICK THE PLAY BUTTON OR GO TO [CONNECT365.IO/LGSMMG](https://connect365.io/LGSMMG) TO WATCH

(YOU'LL NEED TO DOWNLOAD THE SLIDE DECK TO BE ABLE TO CLICK LINKS. LINKEDIN'S RULES... NOT MINE. :)

151 • 24 Comments

3

Enjoy the attention.



**Kevin Johnson** • 3rd+

Executive at EMR Finder

5h ...

Thank you Josh for sharing.

Like | Reply



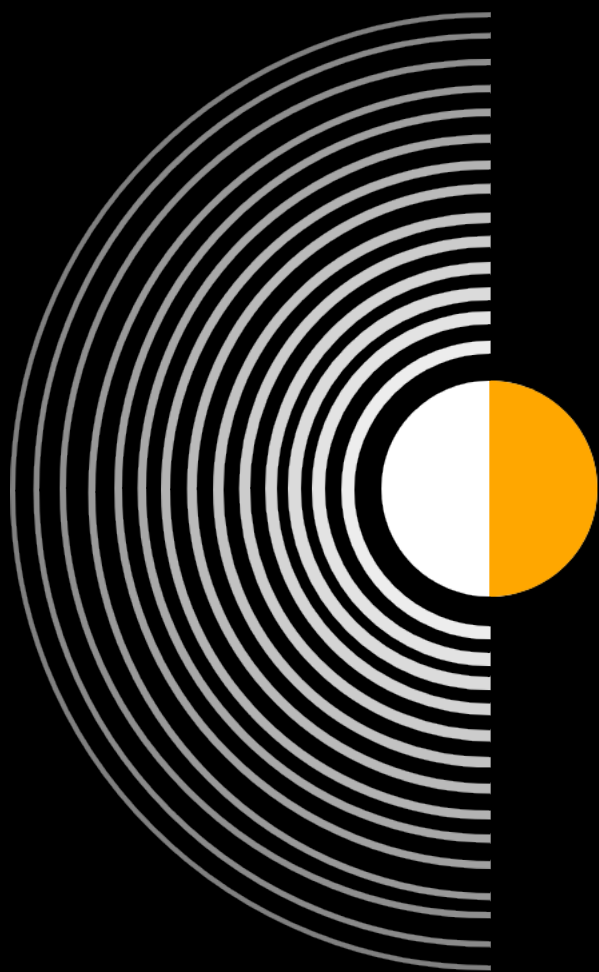
**Jack R Henderson** • 3rd+

Principal at INVESTMENT INSTITUTE GROUP OF COMPANIES.

6h ...

Congrats Josh. Good breakthrough.

# Cut through



# the noise

## 6. Personality

### Personal Branding

So many business owners like to hide themselves and their employees behind their logo. I get it. It feels safe. Putting out content on Social Media can be scary. But again. Logos don't sell services. People, personal reputation and expertise do.

Having a personal brand is therefore almost more important than your business pages. It helps tremendously on many fronts, whether it's job hunting, running your own business or at any stage in your career. A personal brand is what separates you from the rest of the pack and helps build important connections that boost your business growth and professional development.

One of the great promises to build on personal branding will become a threat sooner than later: reach & engagement for personal profiles is 5x greater than that of business pages. It's therefore no surprise to see business owners or marketers abandoning their business pages. This is flat out wrong. If you did it right, your business following is mostly customers (new, current or past). Your personal profile is a mix between some of your customers, professionals in the same industry, and friends and forgotten classmates. You see the difference? Your business page will need content that out-teaches your competitors on the problem your customers face. For example "How to negotiate a good deal with a bank for a home mortgage." Your personal page can be more focused on the industry itself. For example "How we automated our mortgage workflow".

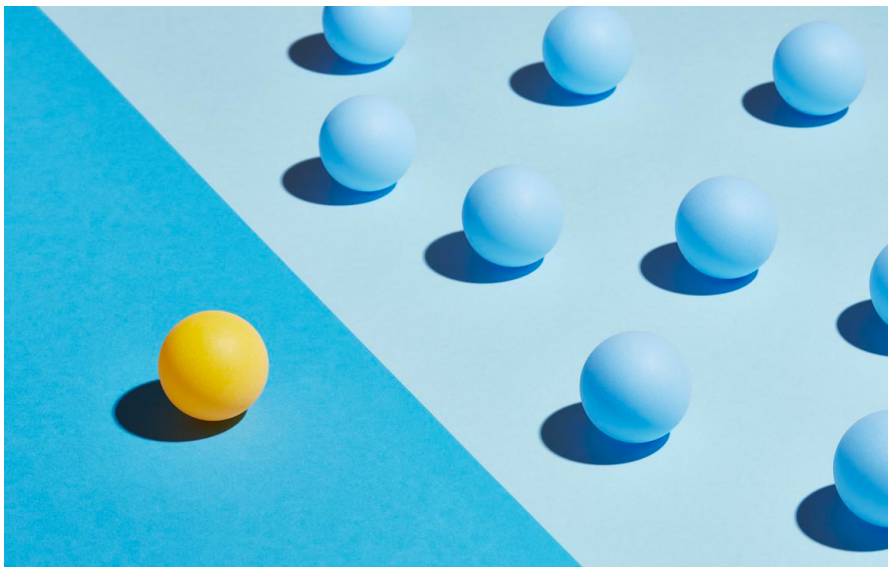
**" Today personal brands are becoming more important than your business brand"**



## Personal stories

---

Sharing on your personal pages means sharing personal things. To be clear, I'm not talking about spewing out a nonstop stream of puppy photos, bible verses, or personal opinions on LinkedIn. I'm talking about tying personal stories into the business-themed content you share on LinkedIn. Sharing your successes and failures, discussing a journey, giving your opinion, or letting people see what your daily life is like, both inside and outside work.



You have the unique power to show transparency efforts on social and bring out the best in others. One third of consumers say they would purchase more from brands whose CEOs demonstrate transparency on social. By setting an example of

transparency, CEOs can lead the charge in empowering their employees to share and advocate authentically for the brand on social.

## Be Human

---

This phrase gets thrown around all the time like its meaning is obvious. It's obviously not. Businesses still keep hiding behind big words and robotic language. It only pushes their audience further away from them. How you should start? **Cut your sentences down** like you're getting paid \$100 for every word you cut. **Be open to sharing your mistakes.** Mistakes that you've obviously learnt from. **Less broadcasting,** more talking. Engage in conversation with your followers rather than just announcing things from a speaker installed high up in a tower. And last but not least: **always write how you speak.**





### Subscribe to the newsletter

Stay up-to-date on all the latest news from the world of Human Resources



### Stop hiring the wrong people

Sign up to your free hiring for culture fit course and receive 10 bitesized lessons

# Operation Personality Examples

# Personal stories

Go straight to the point

1



**Julian Gratton** • 3rd+

Award-winning freelance Copywriter, Creative Director and Marketing Strategi...  
5d • Edited • 🗑️

I just got rejected for a freelance role because I wouldn't complete a test brief.

A test that would have taken me an entire day to complete.

A test that I wasn't being paid for.

A test for a three day job that paid well below my day rate.

This, despite having an extensive portfolio and offering to send them other work that proved I could easily complete the task.

Something tells me they were just looking for free work.

Thing is, am I being complacent?

Am I the only one who thinks it wrong to be asked to complete a test to get a gig?

Yours truly.

Confused in Manchester!

👍 🌱 🤝 554 · 221 Comments

2

The rule of three

3

Ask a question at the end



**Elke Vanderfeesten** • 2nd  
⚡ lead facilitator @VOLT7 / CSPO / Design Sprint Master / passionately c...  
3w • 🌍

De eerste schooldag! 🎒  
Ieder jaar wel weer een bijzonder moment maar dit jaar toch net iets meer...

Leraren, schoolbesturen, begeleidingsdiensten, kinderopvang, zoco's, directies, ouders maar nog het meest de leerlingen... wat een ongelooflijk aanpassing - en doorzettingsvermogen hebben jullie getoond!  
Met vallen en opstaan en soms het liefst even blijven liggen...

Toegegeven... veel scholen kregen een stevige schop richting 21 ste eeuw maar de meeste hebben de opportuniteit gegrepen.

De juf van mijn jongste (2,5j) zorgde iedere morgen voor een filmpje. Een verhaal met verwerkingssuggesties, een bewegingsactiviteit, een knutselactiviteit met verschillende mogelijke uitkomsten en bovenal een community om te blijven communiceren met vriendjes en ouders.

Ook al verliep niet alles altijd vlekkeloos, we hebben in die paar maanden ALLEMAAL meer stappen vooruit gezet dan dat we hadden kunnen realiseren in de komende jaren. Hoe geweldig is dat!

Laat dit dan ook een hele warme oproep zijn om de klok niet terug te draaien.

Laat Corona de Innovatiekick ⚡ zijn die het onderwijs nodig had.

In onderstaand artikel (link in eerste comment) vind je alvast enkele digitale kickstarters!

Lieve juffen en meesters... jullie werden gemist...

[#Innovation](#) [#powerofmoments](#)

2

Adding a personal story

3

Adding extra value in the comments

# Support good causes

## UNLIKE ANY OTHER

### SPOTIFY HQ CELEBRATES SWEDISH PRIDE



#SPOTIFYPRIDE 

spotifyjobs • Following

spotifyjobs We stand by our LGBTQIA+ family here at @Spotify, and we were proud to show it by flying our flags at HQ in Stockholm for Swedish Pride week! #JoinTheBand

7w

mhedfors 🙌🏻👏

7w Reply

domenica3 Can I just work for you guys 🙌🏻

7w Reply

huib.\_ 🌈🌈🌈

7w Reply

323 likes

JULY 31

Add a comment... Post

The percentage of women Spottifiers have grown

# from 28% to 41%

in four years in our offices.

spotifyjobs • Following

spotifyjobs We're proud of the commitment we've made to improving Spotify's diversity. Let's keep going. #JoinTheBand

6w

thisismead Y'all, it's a great start! 🙌🏻🙌🏻🙌🏻 Let's get more womxn in production roles though... #sheisthemusic

6w Reply

lanawolo Wow!

6w Reply

bharadwaj.r.s @bharadviranqavajula , did you

413 likes

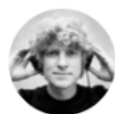
AUGUST 13

Add a comment... Post

# Creativity

Short and sweet  
introduction

1



**Cedric Engels** • 2nd  
Sounds like a good ID - thepowerofsound.be  
5mo • 🌐

Are you looking for a new challenge as accountant/financial piano player?  
**Sonhouse - sound production agency** is hiring (NL/FR): [tim@sonhouse.com](mailto:tim@sonhouse.com).  
**#joboffer #jointheband**



2

Image that  
makes you  
smile

👍 ❤️ 🌐 45 • 2 Comments

3

Yes you can actually get  
likes for being different



**Ludwig Dumont** • 1st

Supporting SMBs with an online presence that works. Just that.  
2mo • 🌐



👁️ Looking for a design-maverick (pref 4 hands-on freelancer) who can help me with a cool and impactful summer project! If you know someone (who might know someone), feel free to let me know.

Thanks 🙏 #Design #LogoDesign #findapro

Want a job to complain about?

1

Self-relativism  
and recognizable

👍 ❤️ 🌱 45 · 2 Comments

# Clear language

Go straight to the point

1

The image shows a screenshot of a LinkedIn post by Cassie Kozyrkov, Chief Decision Scientist at Google, Inc. The post is annotated with three numbered callouts. Callout 1 points to the text 'Lies about #analytics:'. Callout 2 points to the three bullet points below. Callout 3 points to the article title 'What makes a data analyst excellent?' and the image of cheetahs. The post includes a blue highlighted sentence: 'If you are tempted to fight me, first read the article.' and the hashtags #datascience #statistics #dataanalytics. The article title is 'What makes a data analyst excellent?' with a 5-minute read time. The post has 1,773 likes and 100 comments.

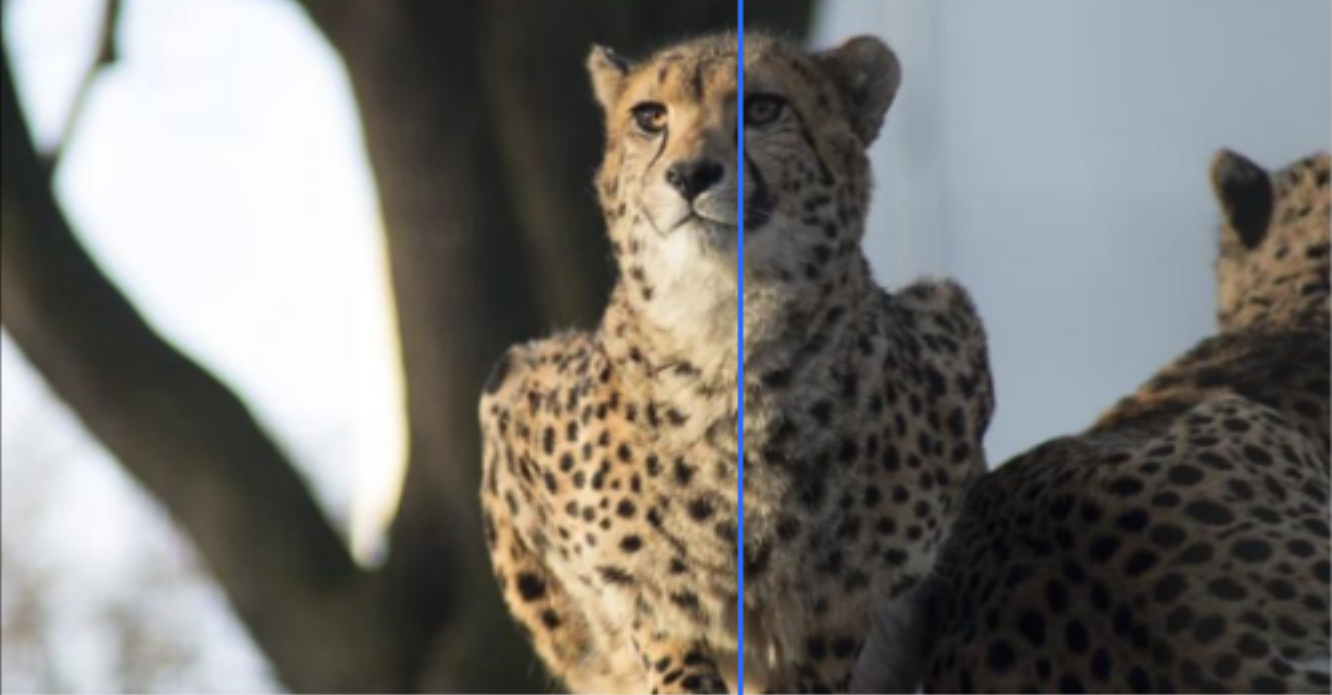
**Cassie Kozyrkov** • 2nd  
Chief Decision Scientist at Google, Inc.  
1mo • Edited • 🌐

Lies about **#analytics**:

- 🤖 Analytics is statistics. (No.)
- 👤 Analytics is data journalism/marketing/storytelling. (No.)
- 👤 Analytics is decision-making. (No!)

If you are tempted to fight me, first read the article.

[#datascience](#) [#statistics](#) [#dataanalytics](#)



**What makes a data analyst excellent?**  
towardsdatascience.com • 5 min read

👍👎🔒 1,773 • 100 Comments

The rule of three

2

3

Show some passion



In all seriousness.  
Have some fun.

Pinned Tweet

 **Kelly Phillips Erb**  @taxgirl · Jul 28

Let's try that again, shall we? [giphy.com/gifs/d9TIF8m2Q...](https://giphy.com/gifs/d9TIF8m2Q...) via @GIPHY



 1    4    39   

# Organic VS Paid

No matter how many followers you have on social media, ultimately you're looking to turn them into customers. However, only 1 out of every 7 social media posts should be asking people to buy from you. Any more than that and people will start to lose interest very quickly.

That's where social media advertising comes in. Paid social media ads allow you to bring in sales by targeting the right audience.

Organic social media, on the other hand, is the social media posts you create every week to increase the size of your audience, wow them, and persuade them with great content. Same counts for people who are looking to apply for a job with you.

## The perfect combo

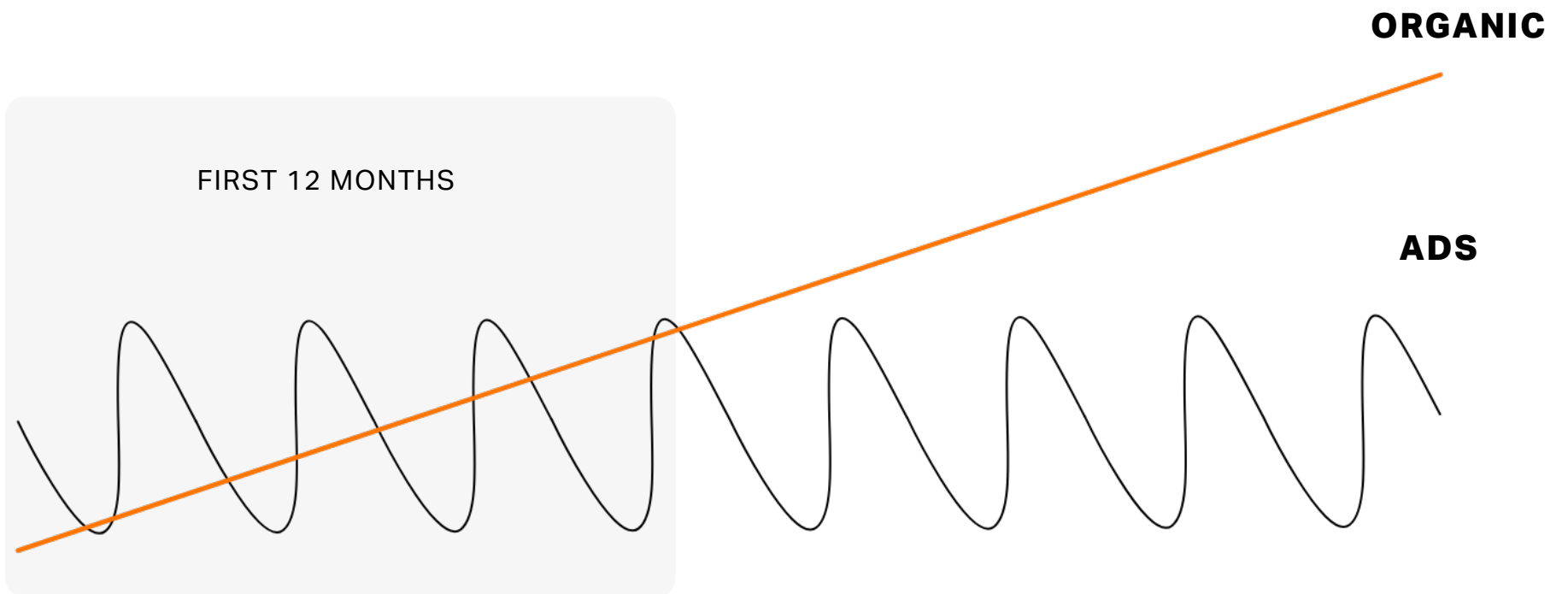
Choosing to do paid social media ads without organic social media posts will hurt your business, however. People tend to trust businesses with a legitimate social media presence. People also tend to trust social media more than they trust ads.

On the flip side, if you choose to just post on social media without running ads, that's risky too. Social media platforms now limit how many people see your content. On Facebook, just 5.2% of your followers get to see what you post. That's just 1 in every 19 people who follow your business page. On LinkedIn, the newsfeed is being taken over by ads, editorials, and LinkedIn's own product offerings instead of organic posts from businesses.

The best approach is to then take advantage of both organic and paid in tandem to make for a robust social media strategy.



# Sales uplift vs ads vs organic



# Social media posting

## What it can do...

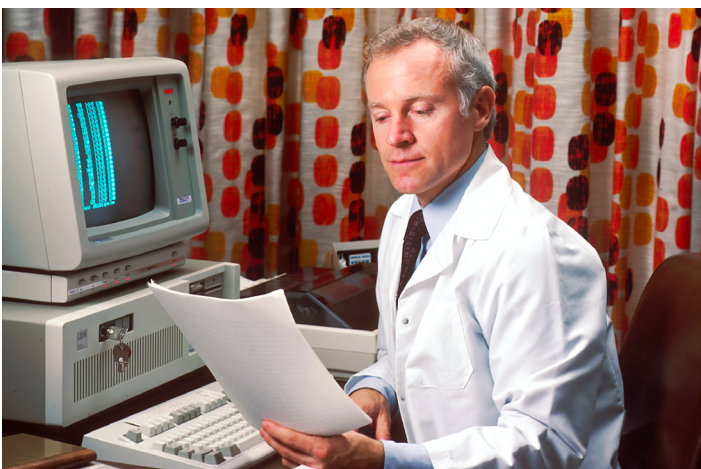
**Establish a relationship with your current customers.** Mainly your followers will be friends, family, fellow industry members, and especially current customers. Your existing clients want to be informed, entertained, and learn something. Be a good host and talk about things that have an impact on their lives or something that can solve their problems.

**Influence the buyer decision massively.** People check you out before they buy. If you put up a thousand signs to your storefront but your storefront looks empty and old you'll lose customers. That doesn't mean you have to put up more signs in your storefront. Just put something valuable and teasing.

**You bump into leads.** They bump into you. Now and then your post will get some traction. This means that people are sharing it or avidly commenting on it. Eventually, a stranger (to you) will see: "Jack commented on a post of your business". They notice you and who knows what happens after. Another scenario is that you find new interesting people to your business.

**Give future employees the desire to work for you.** It's no secret that you check out your future employees on social media. So it's no surprise they are doing the same before applying to a job. In some industries, it gets harder to find the right profiles. Social media can help you look more attractive.

**Make sure that people will remember you.** When you have an already existing follower base it's good to keep your business on their mind. Whenever they need you again or someone asks for a company that can do what you do, they might think of you.



# Social media posting

## What it can't do...

**Replace any paid marketing activities.** If you're in the process of attracting new customers or improving brand recognition. You'll have to do more than social media posting. Google Ads, for instance, works well for a business where people are actively looking to solve a problem. Social media advertising works great for businesses that need that 'aha I needed that' moment from a future customer.

**Magically create leads.** If you start executing our 6 pillars today nothing magical will happen tomorrow. This is where most of your competitors and maybe you too fail. You will be looking for a 1:1 relation between your output and your input. Two things on that. First of all. It takes time. Don't give up after 6 months. Don't give up after 12 months. Please give up after 18 months. Second of all. It's hard to measure that an ad you were running led to someone visiting your social media page, getting convinced, and eventually buying from you? It's hard to measure if a new hire was looking at your company pictures on Instagram

and thought, this is actually an awesome place. So, often the influence of your social media activity is not visible right away.

**Fix your company culture.** Although you can look more attractive to future employees, the reality will catch up with you anyway. If you have a great company culture, it will be easy to translate this to the online world. If your company culture kinda sucks, then I'm afraid you'll have to fix that first. Social media can't do that for you.

**“ Don't give up after 6 months. Don't give up after 12 months. Please give up after 18 months.”**

## To outsource or not to to outsource

It's a question our team and I have been debating for the last few years, mainly trying to solve it as well. What is the best solution for you if you want to get your social media to an amazing level? Should you go to an agency and pay 50 to 300 euros per post? Should you hire a freelancer who can come up with a plan, organize and execute it? Or should you just pay for a tool each month to get things going yourself? The answer our team came up with is quite simple. If you or someone else isn't willing or going to deliver on all of the 6 pillars you're in for a disappointing ride.

understanding your specific expertise and personality. They're also slow on quickly playing into events happening now and not tomorrow.



### Freelancers

Freelancers will excel at and suffer from the same things as agencies. Chances are quite high they will be able to understand you and your business better. You can really build a personal connection with freelancers and that will help you to transmit your message accurately.

**“ If you or someone else isn't willing or going to deliver on all of the 6 pillars you're in for a disappointing ride.”**



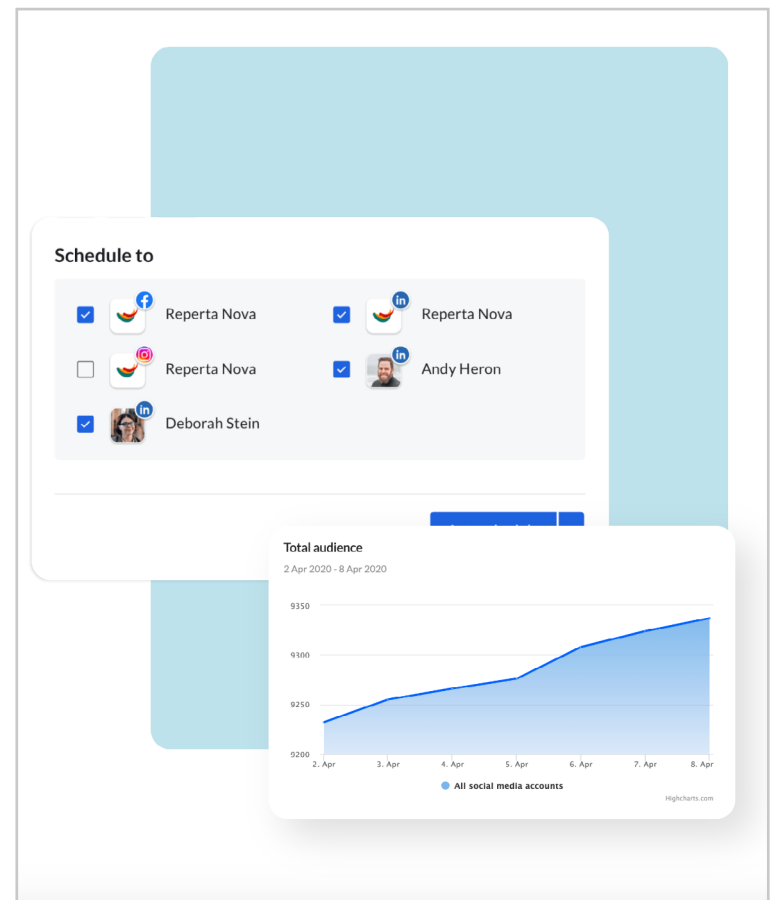
### Agencies

Most of the agencies will do an amazing job at creatives. They will deliver stunning visuals. That's definitely a good thing. However, they won't be as good in

## Tools

Tools can help you be more productive like following a to-do list. They can help you save time by combining all your channels in one. And they can inspire you and show you what to post and when. But just like Nike Shoes and Running Apps. You still have to do the running. But you and I both know, once you reach the 5km mark you'll get addicted. And you feel rewarded.

The decision then lies with you, depending on how much time & effort you're willing to invest in your business' social media presence. If you want to go it alone, great, as long as you know you're spending your time & effort with a focus on these 6 pillars in mind. If not, then go with an agency, freelancer, or a solution that helps you deliver on these 6 pillars.



# You want a 6 out of 6?

Willow is the ultimate social media solution for busy professionals: run your socials more efficiently using our powerful platform and trust our marketing experts to tell you exactly how to do it. We'll make sure you push through!

[willow.co](http://willow.co)