



STAYING RELEVANT ON SOCIAL

A GUIDE TO BRANDED
REACTIVITY ON SOCIAL MEDIA



THE ROLE OF ORGANIC SOCIAL

WHILE AN INVESTMENT IN PAID SOCIAL CAN HELP BRANDS ACHIEVE CERTAIN BUSINESS OBJECTIVES (E.G. DRIVE SALES), AN ORGANIC SOCIAL MEDIA PRESENCE IS AN IMPORTANT TOOL THAT CAN HELP **DRIVE RELEVANCE & BUILD A RECOGNIZABLE BRAND IDENTITY** BOTH OF WHICH ARE IMPORTANT FOR ANY COMPANY REGARDLESS OF THEIR BUSINESS PROBLEMS OR GOALS.

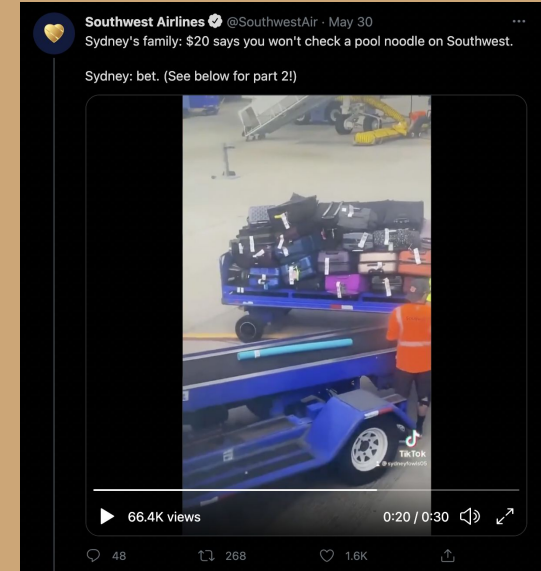
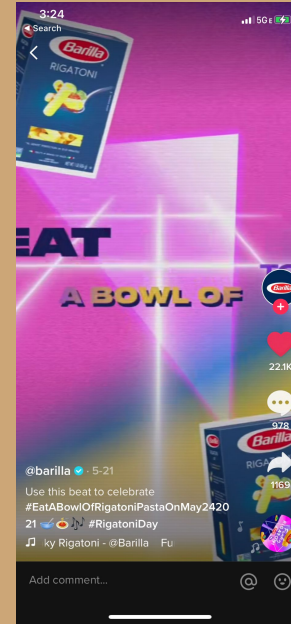
DRIVING RELEVANCE + BUILDING AN IDENTITY

WHEN LOOKING TO APPEAR RELEVANT TO YOUR TARGET AUDIENCE WHILE ALSO WORKING TO CREATE AN OWNABLE BRAND PERSONA ON SOCIAL MEDIA THERE ARE A FEW KEY BEHAVIORS TO STRIVE TOWARDS:

- 1. BE TIMELY**
- 2. ACT LIKE A HUMAN (NOT A CORPORATION)**
- 3. PARTICIPATE IN CULTURE + CONVERSATION**
- 4. TAKE RISKS**
- 5. CREATE OWNABLE CONTENT**

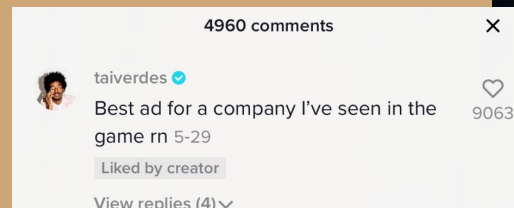
HOW TO: **BE TIMELY**

WHEN CREATING CONTENT FOR ORGANIC SOCIAL IT IS IMPORTANT TO REMEMBER THAT **TIME IS OF THE ESSENCE**. HOPING ON A MEME TREND OR LIVE TWEETING A MAJOR CULTURAL EVENT CAN HELP MAKE YOUR BRAND APPEAR **RELATABLE AND RELEVANT**.



HOW TO: ACT LIKE A HUMAN

SO MANY BRANDS ACT ROBOTIC AND STIFF ON SOCIAL, DESPITE THE FACT THAT IT'S THE **MOST CASUAL CHANNEL**. WHEN RESPONDING TO DMs, WRITING POST COPY, OR ENGAGING WITH A CONSUMER IT'S IMPORTANT TO **SOUND REAL AND EXPRESS EMOTIONS**. AVOID CONTENT THAT FEELS OVERLY CURATED AND INSTEAD **MIMIC THE POSTS AND BEHAVIOR OF REAL HUMANS ON EACH PLATFORM**. THIS ALSO MEANS DESIGNING CONTENT SPECIFIC TO EACH PLATFORM INSTEAD OF CROSS PROMOTING ACROSS EACH CHANNEL.



HOW TO: PARTICIPATE IN CULTURE + CONVERSATION

THE MOST SUCCESSFUL BRANDS ON SOCIAL EMBED THEMSELVES IN TIMELY & RELEVANT CONVERSATIONS ON SOCIAL MEDIA. WHETHER THIS MEANS **TWEETING AT OTHER BRANDS**, **JUMPING IN ON A TRENDING CONVERSATION**, **OR COMMENTING ON A VIRAL POST** - BEING PART OF THE CONVERSATION IS KEY.



HOW TO: **TAKE RISKS**

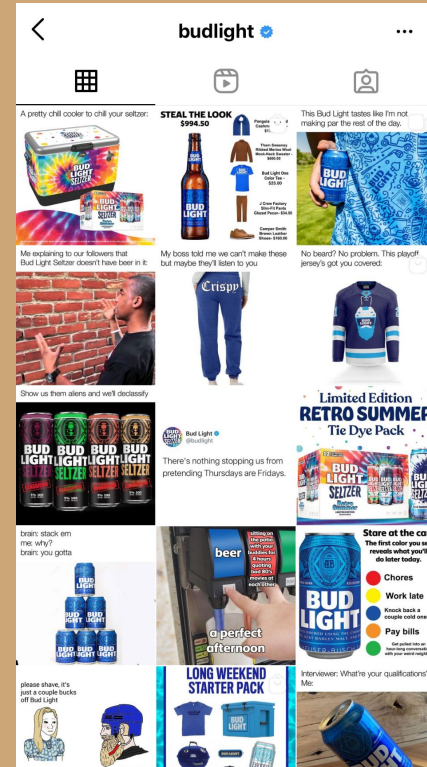
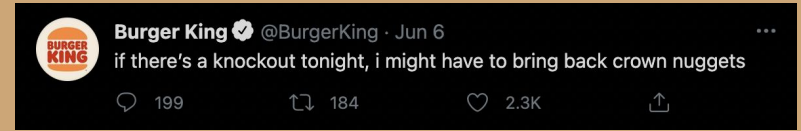
WHEN CREATING FOR SOCIAL IT'S IMPORTANT TO KEEP IN MIND THAT **NOT EVERYTHING YOU POST WILL BE EFFECTIVE** OR DRIVE HIGH ENGAGEMENT RATES. THE IMPORTANT THING IS TO NOT SIT STILL AND INSTEAD PUSH YOUR TONE AND CONTENT WHEN POSSIBLE. TAKING RISKS IS THE ONLY WAY TO GROW ON SOCIAL.



HOW TO: CREATE OWNABLE CONTENT

WHEN ACTING OUT THE PREVIOUS 4 BEHAVIORS IT IS IMPORTANT TO ALWAYS KEEP IN MIND YOUR BRAND'S IDENTITY. **WHETHER YOUR BRAND HAS A SARCASTIC, SERIOUS, OR INFORMATIVE PERSONALITY STAYING TRUE TO THAT PERSONA IS IMPORTANT - CONSISTENCY IS KEY.**

WHEN PARTICIPATING IN CULTURAL CONVERSATIONS, TRENDS, MEMES, ETC. **IT IS IMPORTANT TO ENSURE THIS CONTENT IS CONTEXTUALLY RELEVANT TO YOUR BRAND.** TIE A MAJORITY OF REACTIVE POSTS BACK TO YOUR BRAND'S CONSUMER BENEFIT OR RTBs.





**THANK
YOU!**