

Spredfast



# Building your brand *on the Big 6 Networks*

Social strategy blueprints

**T**he Big 6 social networks offer tremendous marketing opportunities—and each one is very different. That's why Spredfast has assembled our 6 Blueprints for Social Network Success. In this quick-read collection, you'll discover more than 50 constructive, actionable marketing tips and real-world examples from major brands like Hyatt, British Airways, Target, and General Mills. *Let's start building!*



10 Tips to Make your Facebook Content News Feed-worthy



10 Tips to Rock the Twittersphere



10 Pins to Inspire your Brand's Pinterest Boards



10 Tips to Capture The Moment on your Brand's Instagram Account



7 Ways to Wow your Professional Followers on LinkedIn



6 Tips to Get More from your Brand's Google+ Page Today



Spredfast  
about an hour ago

## 10 Tips to Make your Facebook Content Newsfeed-worthy

There's only one surefire way to reach the heart of your Facebook Fans: the newsfeed. And for brands, that means knowing and resonating with your audience is crucial. The next time you go to engage your fans, put yourself in their mindset and start thinking like your audience.

### **Tell me a little about yourself.**

Yes, that means be human and personable. I liked you on Facebook, so I'm interested in knowing more about your company culture, who your employees are and events you're hosting so I can connect with your brand in a more direct way.

### **Skip the 1000-word updates. Show me with pictures and video.**

I scan my newsfeed multiple times a day and the things that catch my attention are often mixed media that stand out next to long text blurbs.

### **Show me your chops.**

As a part of your fan base, I'm probably interested in learning from you. I use your products, am considering using your services and look to you for new ideas as a leader in your industry. From all those intriguing assets, positioning posts and whitepapers you share, I'm really starting to see you as a thought leader next to your competitors.

### **Help me find that product, tv episode, answer...**

Nothing makes me more excited than when I find something serendipitously in my newsfeed that I was looking for. Better yet, surprise me with interesting content I didn't even seek out.

### **Don't lump me in with the irrelevant stuff**

I live in New York, so why do I care about a promo in San Francisco? It's much more helpful when you target updates to my personal location or interests.

### **You ruined it! Now fix it**

I just posted on your Page how upset I was. But then you swooped in and acknowledged my problem. That's why I just told my friends in the office how much I really love your brand.

### **Oh, you want to know what I think?**

I can definitely be a lurker, but it can be fun to give my opinion when you ask. I wouldn't have thought about sharing how I use your product or service, but now that you've asked, I'll take a minute to comment with my thoughts. Oh look, some of my friends chimed in, too. I didn't even realize we had that in common.

### **Limited access? I love being a VIP.**

Really? I can get a discount on your newest product just because I Like you? I didn't even know you offered that online, but at that price, I want to try it out. And with that special bargain, I'm going to tell a few of my friends, too.

### **Take our relationship to the next level**

I didn't go straight to your Page, but after your promo in my newsfeed caught my eye, I clicked and it brought me to a custom designed page. Whoa, you're running a contest where I could win an awesome prize or share pictures and videos of my own? Of course I'll fill out your form to have the chance to get something I want in return!

Like · Comment · Share

You and 275 others like this.

# 10 Tips to Rock the Twittersphere

[@Spredfast](#)

## Tips

### 1. Provide value.

It sounds straightforward, but if you want to continue to build a community and cultivate new and existing relationships, your followers must find your activity valuable. If at least 1 in 5 of your tweets is not getting retweeted, you are not providing value.

### 2. Leave room for the Retweet.

A great power of Twitter is the ease of sharing content from anyone and everyone you find interesting. Make sure your content is easy to share by leaving enough of the 140 character limit to include "RT" and "@" and "your user name character length".

### 3. Don't shy away from showing personality.

Slang, emotion and a point of view provide a memorable tweet while also distinguishing yourself from the sea of other Twitter users and tweets. Personality FTW!

### 4. Embrace the hashtag.

Getting found can be a challenge, especially when starting out. Find relevant and/or popular hashtags relating to your content and integrate them in your tweets. Hashtags will help your content get curated into searchable topic areas, while establishing yourself as part of mini Twitter communities.

### 5. Insert links.

When tweeting about your own content, inserting links is always a best practice. Don't just have an opinion, provide a doorway to further detail and other helpful resources.



**Spredfast** 

@Spredfast FOLLOWS YOU  
Austin, Tx

The leading social relationship platform empowering enterprise brands and agencies to create great social experiences that build lasting relationships.  
[spredfast.com](http://spredfast.com)

TWEETS	FOLLOWING	FOLLOWERS
7,584	3,512	17.4K

Following  

## Examples 1-5



**Paul McCartney** @SirMacca • 1m

Good news: we are booked for 40 gigs over next two months in Hamburg #thebeatles. Bad news: all 40 gigs at a strip club.



**George Harrison** @HarryGeorge • 2m

RT @SirMacca Good news: we are booked for 40 gigs over next two months in Hamburg #thebeatles. Bad news: all 40 gigs at a strip club.



**Paul McCartney** @SirMacca • 3m

New drummer says his name is Ringo Star. Yeah, & I'm Sir McCartney of Liverpool. Who are you kidding? Bet his real name is Wallace.



**Mick Jagger** @MickTheLips • 4m

Lots of buzz about @SirMacca and @JohnLennon. Whatever. If it's not #TheStones, I can't get no #Satisfaction [vine.co/v/aNdItrIEd](http://vine.co/v/aNdItrIEd)

 Vine



**Paul McCartney** @SirMacca • 5m

Raging fight in the band. Which Beatle has the worst haircut? Help us decide by voting at [blog.beatles.com](http://blog.beatles.com).

## Tips

### 6. And shorten your links, too

140 characters is a small space for big thoughts. Using a link shortening service such as Bit.ly will provide more room for your well-thought-out words. As a bonus, it will also help you track how many clicks each link receives to show the effectiveness of your content.

### 7. Share your handle far and wide.

How will friends, followers or clients build a relationship with you on Twitter if they don't know you are active there? Don't limit Twitter to the Twittersphere – share your Twitter handle on your business card, website, email signatures and in other creative ways to raise awareness of your presence.

### 8. Start a meme.

Once a community of followers has been built on Twitter, consider starting your own meme or hashtag to empower people to add to the activity stream and become active in conversations. This could be helpful, serious or even funny. The point is to make a memorable, engaging topic spread faster and easier.

### 9. Send a thank you for mentions.

If people take the time to talk about your brand or share content on your behalf, make sure you acknowledge their activity to show your appreciation. It might be a simple favorite of their tweet, or you may choose to provide a personalized reply.

### 10. Look for questions being asked about your industry.

Provide valuable answers as quickly as you can for anything pertaining to you or your space. Offer to talk more via other channels if users prefer different forms of follow up.

## Examples 6-10



**Paul McCartney** @SirMacca • 6m

Check my latest blog about Sgt Peppers Lonely Hearts Club and, Transcendental Meditation and Maharishi Mahesh Yogi – <http://bit.ly/Xd4aS5>



**Paul McCartney** @SirMacca • 7m

Get a load of this, a guy calling himself [@TheVoiceofaGeneration](#) dropped me his card after our last show. [pic.twitter.com/mRtmbRnMn](http://pic.twitter.com/mRtmbRnMn)



**Paul McCartney** @SirMacca • 8m

Heard enough about this [@Elvis](#) character. [#britishinvasion](#) taking over the US airwaves starting this summer, y'all!



**Paul McCartney** @SirMacca • 9m

Thanks for the mention [@MickTheLips](#). Not familiar with your little band – have you done anything I might have heard of?



**Paul McCartney** @SirMacca • 10m

OK. Enough of the rumors, Ringo. I am not dead. Email me at paul AT beatles dot com if you want to talk in person.

# 10 Pins to Inspire Your Brand's Pinterest Boards

Is your brand trying to reach the 50 million plus unique monthly users on Pinterest's visual inspiration platform? Here are ten tips to inspire and instruct you to make the most impact with your brand profile, boards, and pins.

Be Inspired

Share Me



## 1. Get Verified.

Set up a Business Account and verify your Website so Pinners know you are a trustworthy source.  
Pinned from [blog.pinterest.com](#)



## 2. Use thematic boards to organize your pins.

REI has various #REIGifts boards for different categories (under \$25, for hikers, for gadget lovers)  
Pinned from [rei.com](#)



## 3. Use High Resolution, High Quality Images.

Betty Crocker's "Princess Party" board features baked goods in a full Party Guide photo shoot.  
Pinned from [bettycrocker.com](#)



## 4. Add Context with Pin Descriptions.

Homeaway uses key words to describe this rental: Swimming in the Clouds 8 BR, Indoor-Outdoor Pool/Home Theater Vacation Rental in Sevierville from @HomeAway! #vacation #rental #travel #homeaway  
Pinned from [homeaway.com](#)



## 5. Make Your Content More Useful with Rich Pins.

News outlets like the Detroit Free Press can include headlines, and story descriptions to articles to add context to Pinned article images.  
Pinned from [freep.com](#)



## 6. Use Rich Media like Gifs and Video.

AARP Links directly to its Youtube programming like Cheap Life, a series on saving.  
Youtube by CheapLifeChannel  
Pinned from [youtu.be](#)



## 7. Incorporate Infographics and Text-based Pins.

Cheerios overlaid text on an interesting photo to drive message pullthrough.  
Pinned from [cheerios.com](#)



## 8. Spread the Pinning Wealth.

Chobani's "We Make a Good Pair" board features recipes for yogurt companions (granola, jam, etc.) not the product itself.  
Pinned from [fourmarrsonevenus.com](#)



## 9. Engage with Tastemakers.

Target even launched new product lines with influential pinners (like this pin from The Oh Joy for Target collection.)  
Pinned from [abullseyeview.com](#)



## 10. Reward Superfans.

Whole Foods encouraged Pinners to swap party ideas for a chance to win a \$250 Whole Foods Market Gift Card  
Pinned from [wholefoodsmarket.com](#)

Feeling inspired? See how to put these pinning principals into action.



### 1. Get Verified

Create or convert your account to a business account to gain access to tools and resources that help brands inspire others. Verify your website to signal to Pinners that you are a trustworthy source.

### 2. Use Thematic Boards to Organize Your Pins

Pinners are often seeking inspiration for a particular task or pursuit. If your brand has multiple, varied product offerings, organize your boards in a logical way to deliver a relevant, valuable experience to Pinners. So a sporting goods retailer may organize boards by individual sports while a home improvement retailer may have a board for each room in the home.

### 3. Use High Resolution, High Quality Images

This platform is all about creating and sharing rich visual experiences; poor quality images or uninteresting subject matter won't cut it. Pin images that are inspiring, diverse, and that draw the eye. If you are an ecommerce site, don't simply Pin your full product offering, switch it up!

### 4. Add context with Pin descriptions

Using relevant keywords in Pin descriptions is critical to content discovery via search and the "Interests" tool which surfaces content based on Pinners niche interests. Detailed descriptions also help Pinners understand why they might want to add the Pin to one of their own boards when they find it.

### 5. Make Your Content More Useful with Rich Pins

Adding extra details to Pins can make your content more useful and actionable for Pinners. Use Recipe Pins to include ingredients, instructions, and serving suggestions. Product Pins share information like pricing and availability, and even notify Pinners when prices drop.

### 6. Use Rich media like Gifs and Video

Gifs and Videos play directly within Pinterest allowing you to provide Pinners with even more rich, engaging

experiences without interrupting their Pinning experience. Share tutorial videos, 360° product views, or interviews featuring your employees or customers.

### 7. Incorporate Infographics and Text-based Pins

While real world photography is high-value currency on Pinterest, there are other ways to inform and inspire Pinners. B2B and B2C companies can convey information in a quick, interesting way with infographics and overlaying text on an image can create powerful message pullthrough.

### 8. Spread the Pinning Wealth

Like any other social channel, the (visual) conversation on Pinterest shouldn't be entirely about you and your brand. Pin content that will resonate with and inspire your target customer, not strictly the products or services you want them to buy. Ideally, all of that diverse inspiring content will prime Pinners for purchase.

### 9. Engage with Tastemakers

In nearly every interest category (DIY, Cooking, Auto, Fashion, etc.), there are a number of influential and prolific Pinners. Identify the power Pinners relevant to your own business and follow and engage to start building a relationship. This increases the likelihood that they will Repin you on their own accord and also opens up the pathway to make a bigger ask such as curating a board on behalf of your brand.

### 10. Reward Superfans

Search for users that frequently share your content and let them know that you see them. This could be through simple social actions, such as commenting on, Liking, or Repinning their Pins. You could also really wow these users by sending them one of the products they Pinned or a discount code to purchase the product online.



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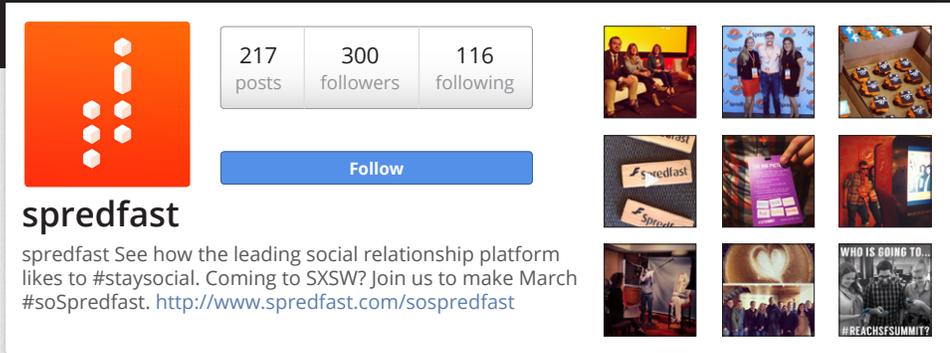
The leading social relationship platform enabling brands and agencies to build lasting relationships with fans and customers on social media.

Austin, Tx · [www.spredfast.com](http://www.spredfast.com)  

Follow

# 10 Tips to Capture The Moment on your Brand's Instagram Account

If pictures are worth 1000 words, find out how to say the right ones to your Brand's Instagram followers.



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 spredfast See how the leading social relationship platform likes to #staysocial. Coming to SXSW? Join us to make March #soSpredfast. <http://www.spredfast.com/sospredfast>

## 1. Optimize your Bio.

Help people understand your purpose on Instagram and how they can engage with you. Do you have a branded hashtag you'd like to promote? Include it here. Include a link to your homepage or relevant landing page.



♥ 552 likes  
 • rei Here's @scottpiccolo at the top of Mount Washington. What a view! #newengland #mountains #REI1440Project #EmeraldLake

## 2. Use your limited real estate wisely.

REI uses Instagram's Geotag feature to remind followers to use the #REI1440Project hashtag when sharing photos celebrating the outdoors.



♥ 131 likes  
 • linkedin Today we launched LinkedIn Volunteer Marketplace, providing #nonprofits and professionals with a platform to easily find and connect with each other. Use your skills to make a positive impact and check out the LinkedIn Volunteer Marketplace here: [volunteer.linkedin.com](http://volunteer.linkedin.com) #LinkedIn4Good



## 4. Commemorate Big Moments.

Launching a new product? Making a big company announcement? Share a visual "press release" on Instagram. Whole Foods announces new store openings by sharing photos from their "bread breaking" ceremony when new stores open.

## 3. #Don't #Go #Hashtag #Crazy.

It comes off as a little #desperate. LinkedIn does a great job of incorporating their branded hashtag (#LinkedIn4Good) with a relevant, more trafficked hashtag (#nonprofits) to gain exposure.



## 5. Tap in to timely events by sharing relevant images.

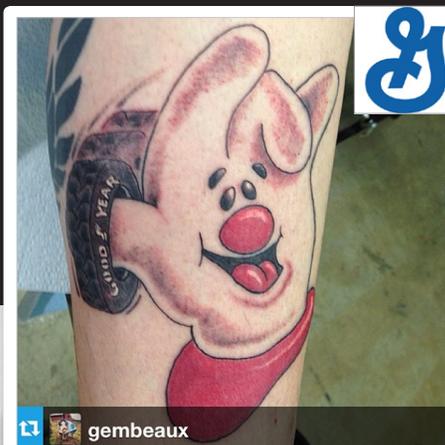
AT&T, an official sponsor of the USA Olympic Team in Sochi, shared picture perfect moments from the games.



**british\_airways**

1 month ago  
In honour of #Milan #FashionWeek, we thought we'd highlight some of our chicest cabin crew. Who remembers these uniforms on a #BritishAirways flight? #tbt

♥ rema3450, planephotos\_dub, anandadaff and 750 others like this.



 gembeaux

**7. Return the Love.**

When loyal fans share images that feature your brand, strengthen those relationships by engaging with #UGC. General Mills regrammed this customer's commitment (in ink!) to the Hamburger Helper brand.

**6. When in Rome, do as the Romans do.**

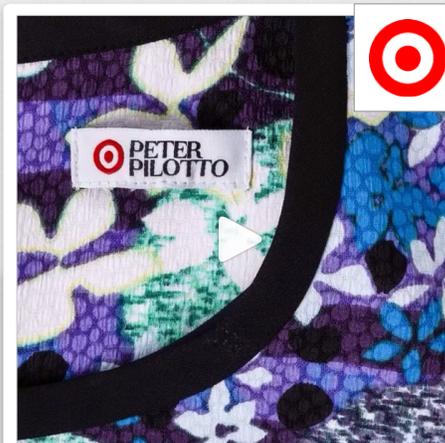
Tap into existing memes like Throwback Thursday to create consistent mini-campaigns and gain exposure on heavily trafficked hashtags. British Airways used #TBT to flash back to a fashionable flight crew.



**hyatt**

1 week ago  
Tweet @HyattTweets today if you are staying with us & we will make your Valentines Day a whole lot sweeter! #InAHyattWorld (photo taken by @milesfmblyghty) #hyatt #valentinesday #love #vday

♥ gmm\_loves\_cheer, hyattregencydfw, guibosohatty and 128 others like this.



**9. Share Compelling Video in 0:15 or less.**

Whether you catch a moment on the fly or upload a beautifully produced spot made specifically for Instagram, take advantage of the opportunity to deliver rich media in stream. Target used video to provide a sneak peek of their newest collection

**8. Provide an Exclusive Experience.**

People like to know that they have insider access. Share exclusive deals or details with your Instagram followers. Hyatt offered a sweet deal to followers staying at their properties on Valentine's Day.



♥ 939 likes  
● chobani Seen on the Chobani Cup Truck tour! cc @hardbodynews @ourladyof2nds @yesiwantcake @spredfast #chotallyawesome

**10. Take the show on the road.**

Since Instagram is inherently mobile, it's a great platform to share images and videos from roadshows and location-based events. We caught up with Chobani on their Cup Truck Tour.

 **7 Ways to Wow your Professional Followers on LinkedIn**

With over 300 million members, LinkedIn offers brands an opportunity to connect with professionals who mean business. Follow these seven tips to stay top of mind with your professional audience.



**How You're Connected**



**111** first-degree connections  
**145** second-degree connections  
**274** Employees on LinkedIn

**2. Enable Your Best Advocates—Your Employees**

People trust people more than brands. Empower your employees to share your company's great content and updates with their own connections to expand your reach with increased credibility.

 **Spredfast SRP**  
 13,742 members  
 + Join

 **Performance Index**  
 1,568 members  
 + Join

 **Experiences**  
 12,822 members  
 + Join

**4. Showcase your Diverse Offerings**

One way to deliver highly targeted content to your LinkedIn connections is by building LinkedIn Showcase Pages to highlight individual brands or business units. LinkedIn members can follow these child pages of your Company Page to stay connected with the parts of your business that matter most to them.

**1. Make the Right First Impression** Think of LinkedIn's hero image and company description as your best business suit and elevator pitch. Most social networks provide visual real estate that helps introduce your brand. Use this space on LinkedIn to communicate what you do, who you are, or your values.

**Spredfast** Relive the highlights from Spredfast Summit 2014.



**3. Capture Attention in the Newsfeed with Multimedia Content**

Slideshare Decks and YouTube videos shared in status updates will play directly within your followers' LinkedIn feed. Rich media helps your brand stand out and drives higher engagement rates.

Like (13)    Comment (4)    Share    5 hours ago

**Spredfast** Seattle, let's talk socbiz over a VIP dinner! RSVP now to secure your spot for Thursday. <http://sfa.st/1rGflgC>



**Join us at Daniel's Broiler on 5/1/14**

sfa.st · This exclusive event is a great opportunity to network with other big name brands in the area, and hear from retail giant Costco about their strategies for a successful social business.

 **Organic** 

Targeted to: 101 followers (Greater Seattle Area,Spokane, Washington Area,Oregon,British... [more](#))

Like (17)    Comment (2)    Share    1 days ago

**5. Send the Right Message to the Right Audience** Whether your brand offers different market sized solutions, speaks to diverse buyers, or provides regional products or services, chances are you have multiple audiences. Use Targeted Updates to tailor content for specific audiences using the following parameters: Company size, Industry, Function, Seniority, and Geography.

**Spredfast** Create lasting relationships with consumers by offering a great social experience. We'll show you how. <http://sfa.st/1fQRB7V>.



sfa.st **The Social Experience eBook: Free Download**

In the pages of this eBook, 12 leading social brand strategists and visionaries share their insights and approaches to creating great social experiences.you how. <http://sfa.st/1fQRB7V>.

Like (46)    Comment (2)    Share    3 days ago

**6. Share Informative, Insightful, or Inspiring Content** LinkedIn users are seeking professional content that focuses on knowledge and improvement. Before posting content, ask yourself, "Why does this matter to my target audience? How does it make them better at their job?"

**Spredfast** Weekend Reading: Grab a cup of coffee and catch up on the latest social business news. <http://sfa.st/1fQRB7V>.



sfa.st Catch up on all of the social media news that was fit to print from this including announcements from the big social networks and how social media might be making us better writers.

Like (33)    Comment (7)    Share    4 days ago

**7. Put in Overtime** The majority of time that professionals invest in reading professional content takes place at home, not in the office. When planning your editorial calendar, don't limit yourself to 9-to-5. Publish content in the early morning, evenings, and even on weekends and pay attention to engagement activity to identify optimal posting hours..

People Also Viewed

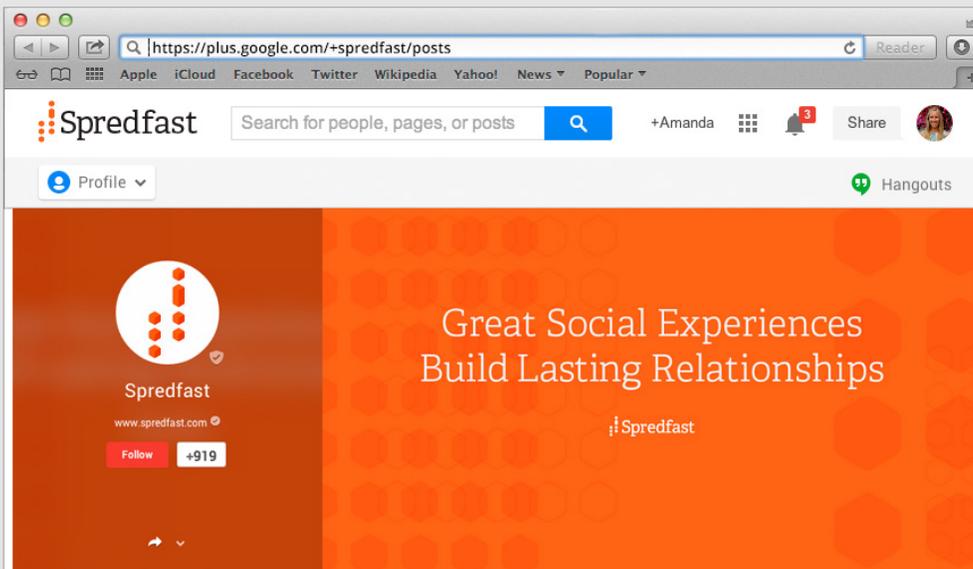


Google+

## 6 Tips to Get More from your Brand's Google+ Page Today

Say hi to Spredfast

Brands on Google+ have a number of opportunities to connect with web users socially and via search. Make sure you are taking advantage of these six ways to set your brand page apart from the rest.



### Let People Know You're There

Make sure you have verified your Google+ page as a brand and claim your custom URL. These are signals that let Google+ users know you are the real deal and help surface your brand more dynamically in search engine results.

### People

### Your circles

### Organize your Community and Target Messages with Circles

Your brand has different target audiences with different needs and interests. Organize Circles by key groups (customers, partners, brand advocates, influencers, etc.) so that you can increase productivity when monitoring and create relevancy when publishing to targeted groups. The people and brands added to circles and other Google+ users cannot see the names of your circles or whom you've added to each.



Spredfast  
Shared publicly - Yesterday 9:10 AM

#gif #winning #jlaw #oscars

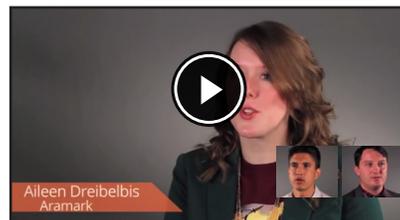


+1 Add a comment...

### Share Moving Content with Your Followers

Google+ is one of the few social platforms that support gifs (Pinterest and Tumblr do as well). Tap into the fun and emotional nature of rich media by incorporating unique multi-media elements that can't be showcased elsewhere.

Spredfast  
Shared publicly - Marcy 3, 2014



Big Brands Discuss: #WhySocial

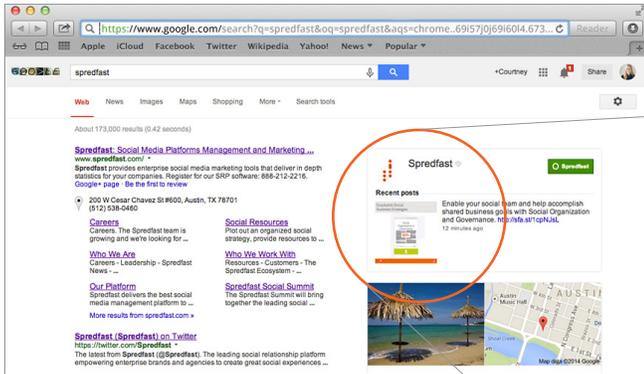
Thu, March 3, 10:00 AM  
Hangouts On Air  
7,049 people watched

### Broadcast Live Events using Hangouts On Air

Stream live events or host interactive conversations using Google+ Hangouts On Air. People have the option to watch from YouTube or directly within your page stream and the full broadcast will be recorded and saved on your YouTube channel for future viewing.

Follow

About **Posts** Photos Videos



### Share timely, compelling content to get discovered in search

After verifying your business page, your Google+ page overview and recent high-quality content will surface on the right-hand side of brand search results. This primo real estate can't be bought. Take advantage of the opportunity to surface valuable owned content alongside organic search results.

### Spredfast Shared publicly - Yesterday 9:10 AM

Enable your social team and help accomplish shared business goals with Social Organization and Governance. <http://sfa.st/1cpNjSL>



### Spredfast Shared publicly - Feb 26, 2014 #SocialMedia

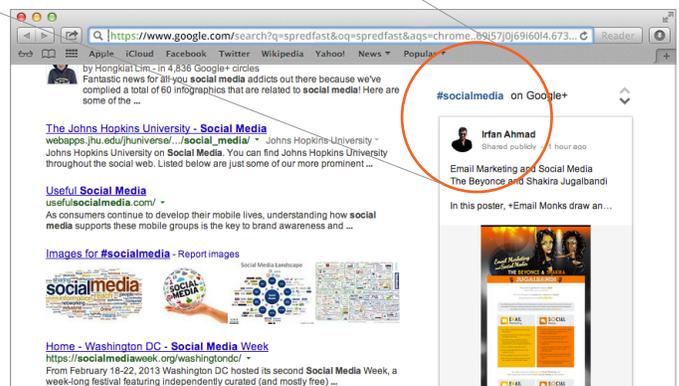
Learn the 5 tips to optimize visual storytelling for #socialmedia brands. <http://sfa.st/1frHhHu>



5 Ways Businesses Are Using Visual Storytelling on Facebook | <http://sfa.st/1frHhHu>

### Add Context and Increase Discoverability with Hashtags

Another way to increase visibility in search results is to tag your posts with relevant hashtags. Google now supports hashtag searches directly from its search engine and surfaces a stream of Google+ Posts that include the searched hashtag on the search engine results pages.





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