

6 Local Social Media Engagement Strategies for Multi-Location Brands

SOCI RESOURCES



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The State of Social Media in 2018

Social media is bigger than ever and only continues to grow. The sheer amount of users, engagement, and other activity is staggering. Just take a look at some of the stats:



3 Billion+

MONTHLY ACTIVE SOCIAL
MEDIA USERS



91%

OF BRANDS USE 2 OR MORE
SOCIAL MEDIA SITES



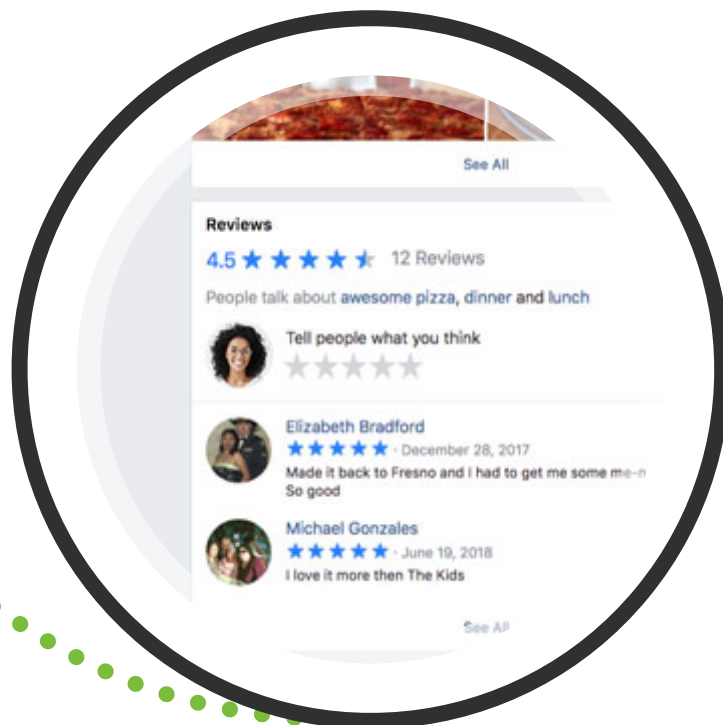
121+M

SOCIAL MEDIA USERSHIP GROWTH
BETWEEN Q3 AND Q4 IN 2017

Social Media Affects All of Your Business

Customer Acquisition

Is second only to referrals



78%

Purchase Decisions

78% of purchase decisions are influenced by Social Content

Customer Care

70% of consumer turn to social for customer care issues

70%



Recent Industry Changes

Facebook and Twitter have changed.

Facebook Is Changing. What Does That Mean for Your News Feed?



Facebook is making the changes to the News Feed by tinkering under the hood and reconfiguring the algorithms. Michael Short/Bloomberg

Facebook is now focused on “meaningful engagement,” deprioritizing likes and reactions for authentic comments and shares.

Twitter bans bulk tweeting and duplicate accounts in bot crackdown

By [Adi Robertson](#) | [@thedextrarchy](#) | Feb 21, 2018, 1:37pm EST

Twitter has banned the bulk posting of content across multiple accounts to cut down on duplicate content and bot activity.

A Top Social Media Challenge

A Survey of 500+ Marketers Revealed

That among others, improving overall social engagement and developing engaging content were their top marketing challenges



★	Improving Overall Social Engagement	61.99%	331
★	Reputation Management (Reviews/Comments)	51.87%	277
★	Developing Engaging Content	51.87%	277
★	Generating Business Leads	35.02%	187
★	Improving Brand Reputation	34.64%	185
★	Scheduling of Content	34.27%	183
★	Leveraging Social Media Advertising	28.46%	152
★	Proving Performance/ROI	26.59%	142
★	Brand Consistency	25.28%	135



6

Local Social Media Engagement Strategies for Multi-Location Brands

1 Know Your Customers & Community

1. Age 

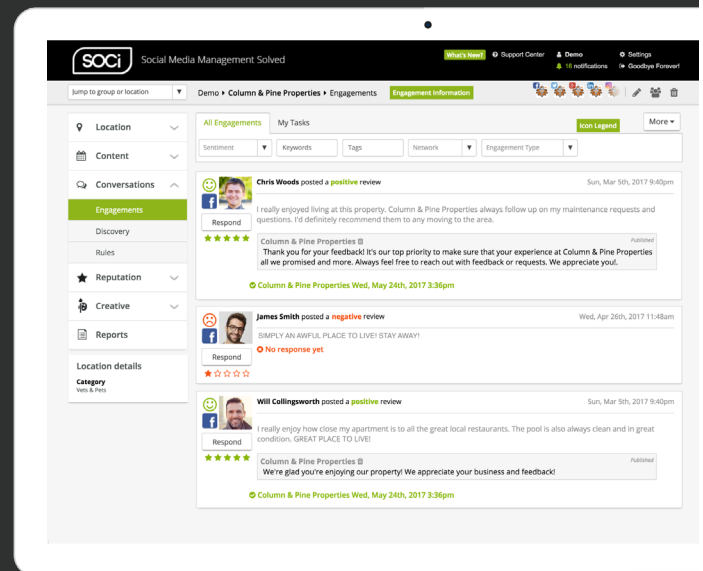
2. Location 

3. Job Title 

4. Income 

5. Pain Points 

6. Most Used Social Network   



Know Your Audience

Social Channel	Adult Usage	Gender	Age Range
YouTube	73%	Male	18-49
Facebook	68%	Female	18-49
Instagram	35%	Female	<35
Pinterest	29%	Female	18-64
Snapchat	27%	Equal	<24
LinkedIn	25%	Equal	25-49
Twitter	24%	Male	18-29

2 Keep It Local

85%

**OF BUSINESS PAGE ENGAGEMENT
TAKES PLACE ON LOCAL PAGES**

Consumers no longer engage with corporate messaging at the national level and have opted to take their conversations to individual locations. Brands have to adapt to this dynamic shift by focusing their social media and reputation management efforts to their location pages.

3

Focus on Meaningful Interactions

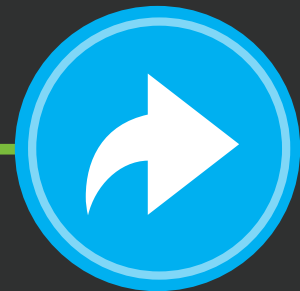
Conversations



Reactions



Shares



Facebook's 2018 update has deprioritized "Likes" and reactions for Conversations and Shares.

Steps to Creating Engaging Content

Ask Questions

to encourage honest feedback



Post Relevant Topics

that will engage your local consumers



Post Visual Content

to encourage honest feedback



Share Personal Stories

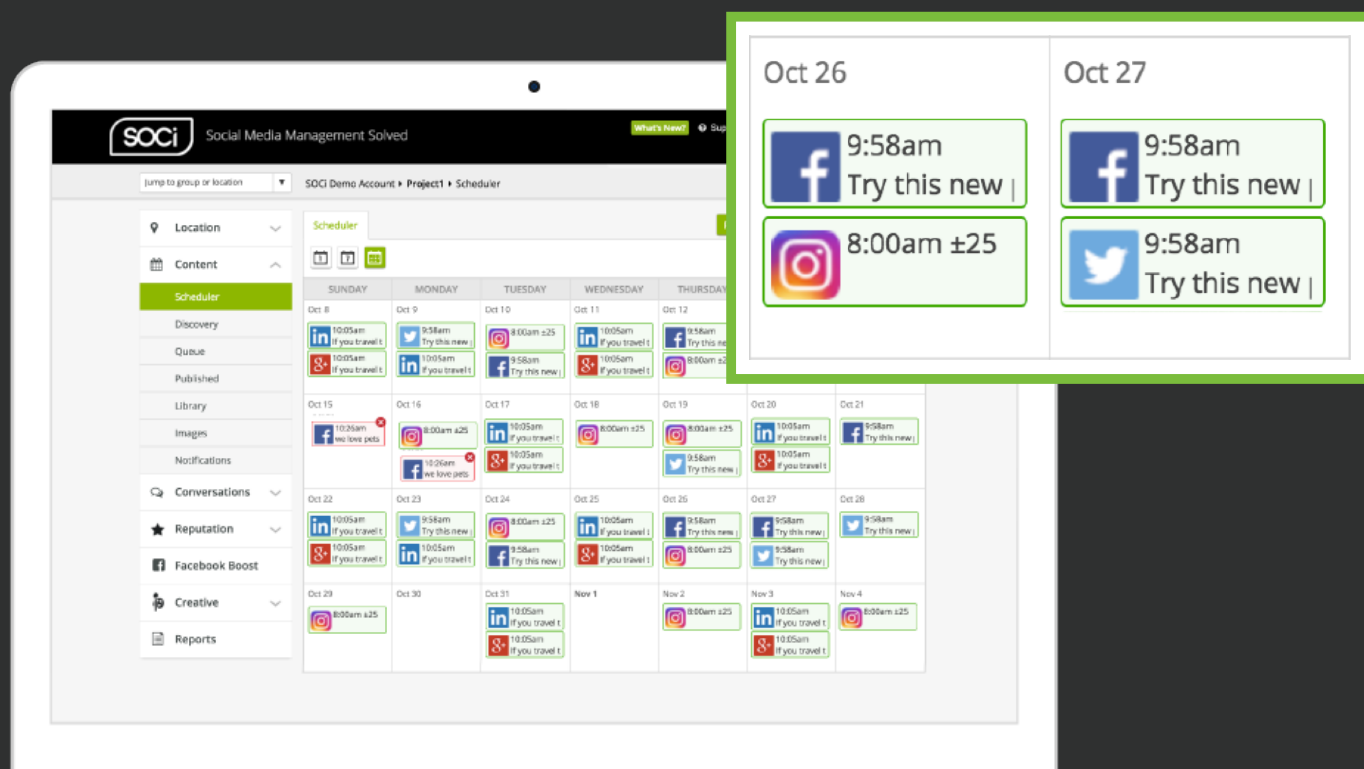
that invite your consumers into your story

4

Post When It Matters Most

Social Channel	Best Day	Best Time
Facebook	TH, F, SA, SU	9am, 1pm & 3pm
Instagram	M, TH	2am, 8-9am, 5pm
Pinterest	SA, SU	2am, 2pm, 9pm
LinkedIn	T, W, TH	7-8am, 12pm, 5-6pm
Twitter	W	12pm, 3pm, 5-6pm

5 Create A Consistent Schedule



Utilizing a smart social media solution with scheduling and publishing tools ensures your content not only goes out to the correct networks, but hits each, across all locations, at the optimal times.

Finding Optimal Engagement



Twitter

15

times per day



Pinterest

11

times per day



Facebook

1-2

times per day



LinkedIn

0-1

times per day



Instagram

1-2

times per day

6 Track, Analyze & Optimize

Now if you bring that concept into the type of content you're creating, you're giving your audience a reason to come back every week.



Most Social Networks Offer Social Media Metrics & Insights for Free:

Facebook offers a lot of insights into your specific post and content performance (click, liked, commented or shared).

Your 5 Most Recent Posts								
Reach: Organic / Paid Post Clicks Reactions, Comments & Shares								
Published	Post	Type	Targeting	Reach		Engagement		Promote
03/23/2018 10:47 am	Do you find yourself sending similar responses or searching for answers?			863	<div><div></div></div>	10 5	<div><div></div><div></div></div>	Boost Post
03/20/2018 5:15 pm	Heading to Central Counties Durham Region Partners in Tourism Symposium			65	<div><div></div></div>	0 0	<div><div></div><div></div></div>	Boost Post
03/15/2018 11:15 am	What good is a strategy if you don't put it into action? Catch the full video			1.1K	<div><div></div></div>	3 5	<div><div></div><div></div></div>	Boost Post
03/12/2018 9:15 pm	Earning an "A" for effort is nice, but it's not enough to succeed in the high school			811	<div><div></div></div>	9 7	<div><div></div><div></div></div>	Boost Post
02/28/2018 11:15 am	From revamping your employer brand and to crisis management, Sprout Social			775	<div><div></div></div>	7 3	<div><div></div><div></div></div>	Boost Post



Positive

Facebook, Twitter, Instagram, LinkedIn etc provides reach and engagement on your specific content pieces.



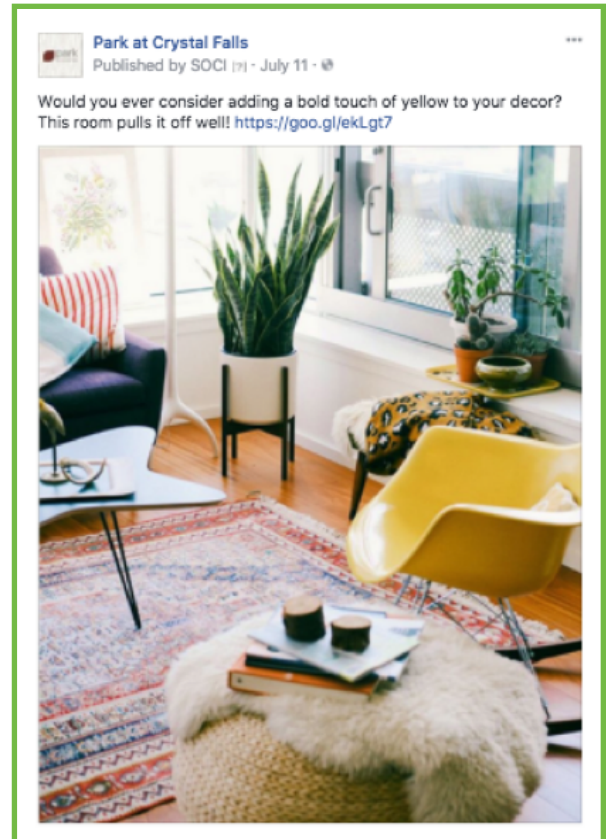
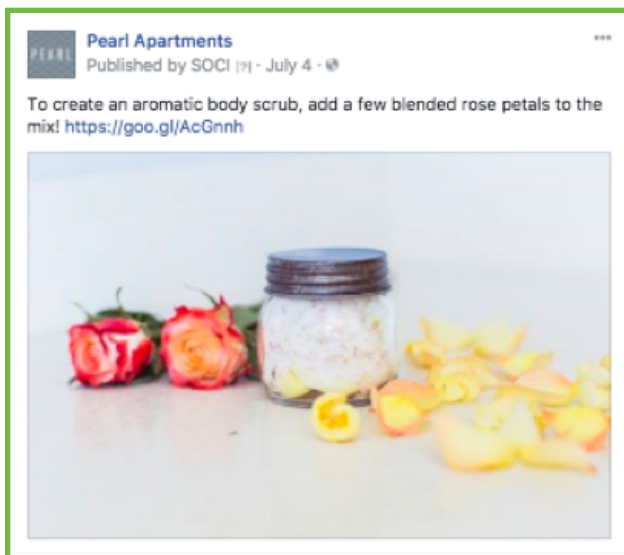
Negative

If you are managing 100s–1000s of pages and posts this can be a time intensive process

Success Story: Greystar

Greystar Real Estate, LLC ("Greystar") is the largest operator of apartments in the United States managing over 400,000 units in over 160 markets globally.

GREYSTAR



Increase in Reach of **187%**

An average of 17,000 people reached per property per month

Increase in Engaged Users of **114%**

An average of 490 engaged users per property per month.



About SOCi

SOCi is an award winning social media and reputation management platform built to help multi-location businesses succeed in social media. Our Mission? To leverage proprietary content discovery and creation technology to deliver efficiency and real results.

Want to connect with us? We always love to engage with like-minded social media nerds. Drop us a line any time!

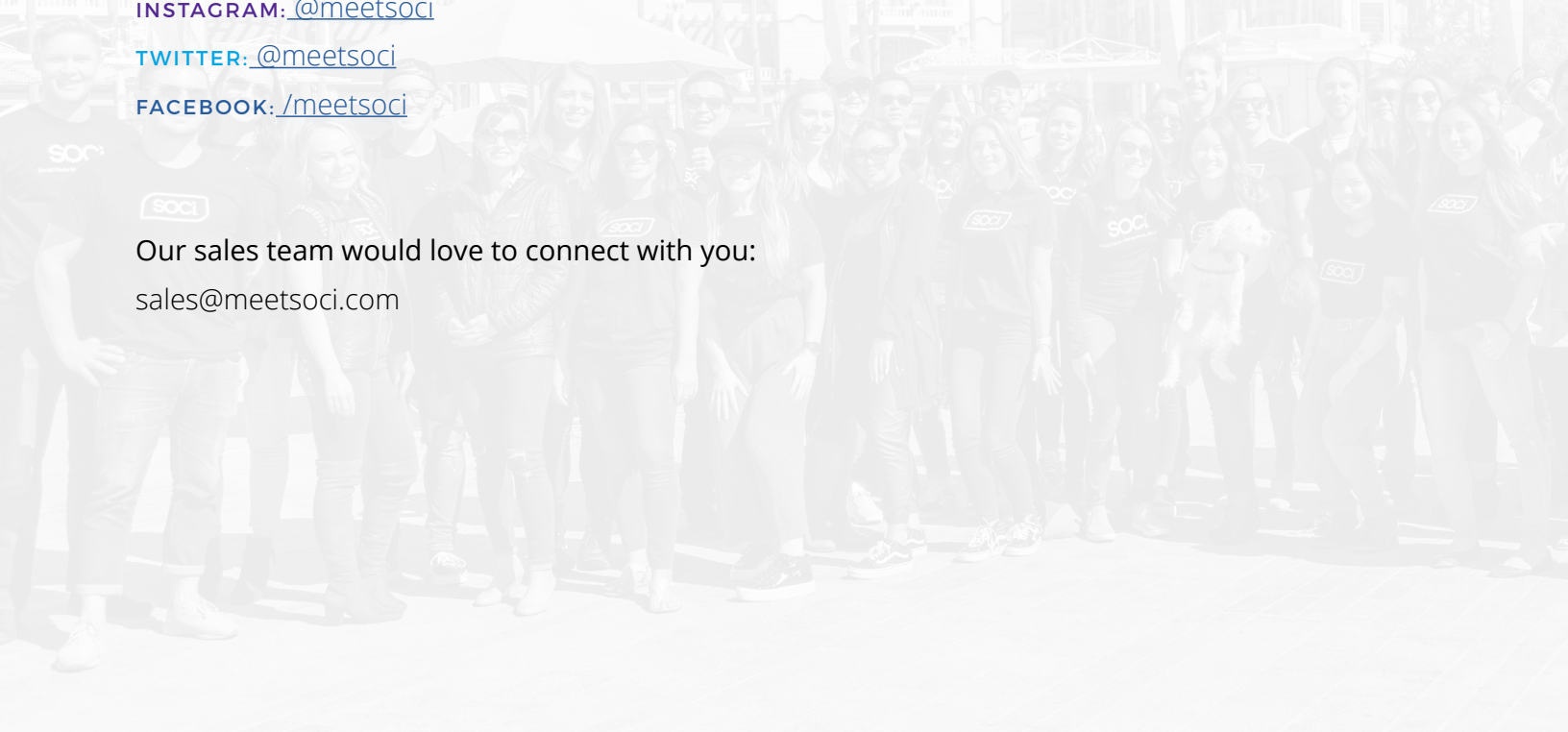
INSTAGRAM: [@meetsoci](https://www.instagram.com/meetsoci)

TWITTER: [@meetsoci](https://twitter.com/meetsoci)

FACEBOOK: [/meetsoci](https://www.facebook.com/meetsoci)

Our sales team would love to connect with you:

sales@meetsoci.com



Thank You!

Are you ready to take control of your online reputation?
SOCi can help!

REQUEST DEMO

Sources

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