

Social media for publishers and content creators

An introduction

Publishers need audiences. Duh.

To a publisher, the audience is like oxygen: can't survive without them.

Publishers have content, audiences want content – so what's the big problem? Well, in a nutshell... reaching the right people.

Traditional marketing is like standing in a public place and shouting. It works, to an extent, but it's a crude, one-way process.

Social media marketing – when done well – is about having conversations. It is far more direct and effective and it works in both directions. When it is done well.

Yes, on social media people will have conversations with brands. Use this!

Conversing with brands? Why not?



channel4  10/03/2024

...

"Are you doing proper work on Crufts?"

"Yes"

"Are you sure you're not just editing clips of dogs you think are adorable"

"No"

.... BUT LOOK"



32 replies · 1,931 likes



angelkershawartist

And what's wrong if you are? We want to see cute doggies!



famousrob

That would make me watch channel paw... I mean channel fur... ah whatever. Cuuute!!!



nickycorphello

Public service broadcasting 🐾🐾



soupsutcliffe

This is very proper work, vital to the well-being of the Nation.



cannotpleaseall

I'd say that's exactly what you should be doing.



bookster99

Somehow I've been watching this clip for 15 minutes.

Use social media to...

- *Reach out to an audience*
(market content)
- *Communicate directly with them*
(understand them better)
- *Measure a campaign's effectiveness*
(refine and improve content and methods)
- *Get help spreading the message*
(work smarter not harder)

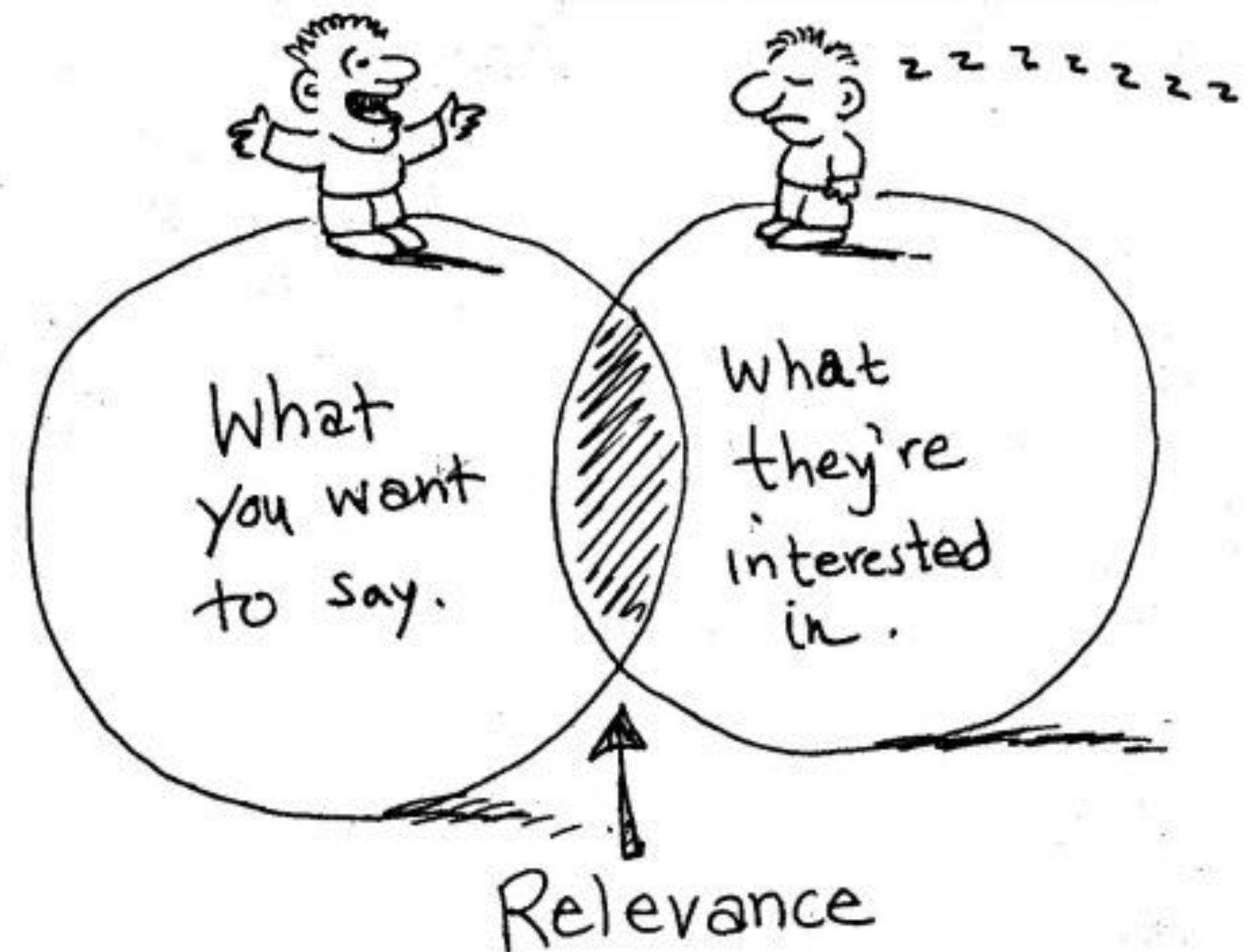
						
Shopping inspiration	✓	✓	✓	✓	✓	✓
Stumbling across something in feed	✓	✓	✓	✓		✓
Information gathering	✓		✓	✓	✓	✓
Recommendations from family/friends		✓				
Paid influencer recommendations					✓	

First, understand your audience







Understand them both in general and specifically in the context of the social media platform. This means understanding their:

- **Pain points** (key concerns that generate aversion responses)
- **Motivators** (key concerns that generate positive responses)
- **Validators** (sources of decision-making info and support)

In short, find out what they like and don't like.



And understand the platforms

-  LinkedIn — business meetings, little book of contacts, a professional face
-  Facebook — your friends, after work, chatting over a drink. Schoolmates, friends, family
-  MySpace — was the youth club disco, teen parties. Loud, chaotic, self-focused, messy
-  TikTok — the selfie of the social media world, self-obsessed and loving it
-  Twitter/X — like having a conversation on Post-It Notes, but with more (and more) anger
-  Instagram — a visual diary of random stuff. Flexible but rooted in visual media



Any others?

Interactive marketing and digital convergence

The three Cs of interactive marketing:

- Content
- Community
- Commerce

While there are variations, *content* is absolutely king. But always remember who you're making this for (*community*) and why (*to make a living*)

Engagement means your community helps you be more effective, more memorable... more 'more'



**CONTENT IS KING,
COMMUNITY IS QUEEN
...AND ENGAGEMENT
IS THE KINGDOM!**

Work smarter not harder

Help your audience share your content:

- Include share buttons
- Keep things clear, snappy and interesting

How do you reach your audience in the first place?

- Create compelling content
- Use partners and influencers to amplify your voice

‘Paid social’

- Some platforms offer social media post boosting. This is very important for getting your content in front of more people.

Partners and influencers...

1. A publisher seeds content (as ready-to-use as possible) to partners or influencers
2. The partner or influencer pushes the content out to their audience
3. Then the publisher connects and respond to people, keeping the conversation going



Partners are organisations (typically) who want content to share with their audiences. Normally there is no fee involved.

Influencers are individuals (typically) who want to make or adapt content to share with their audiences. Fees are normally involved.

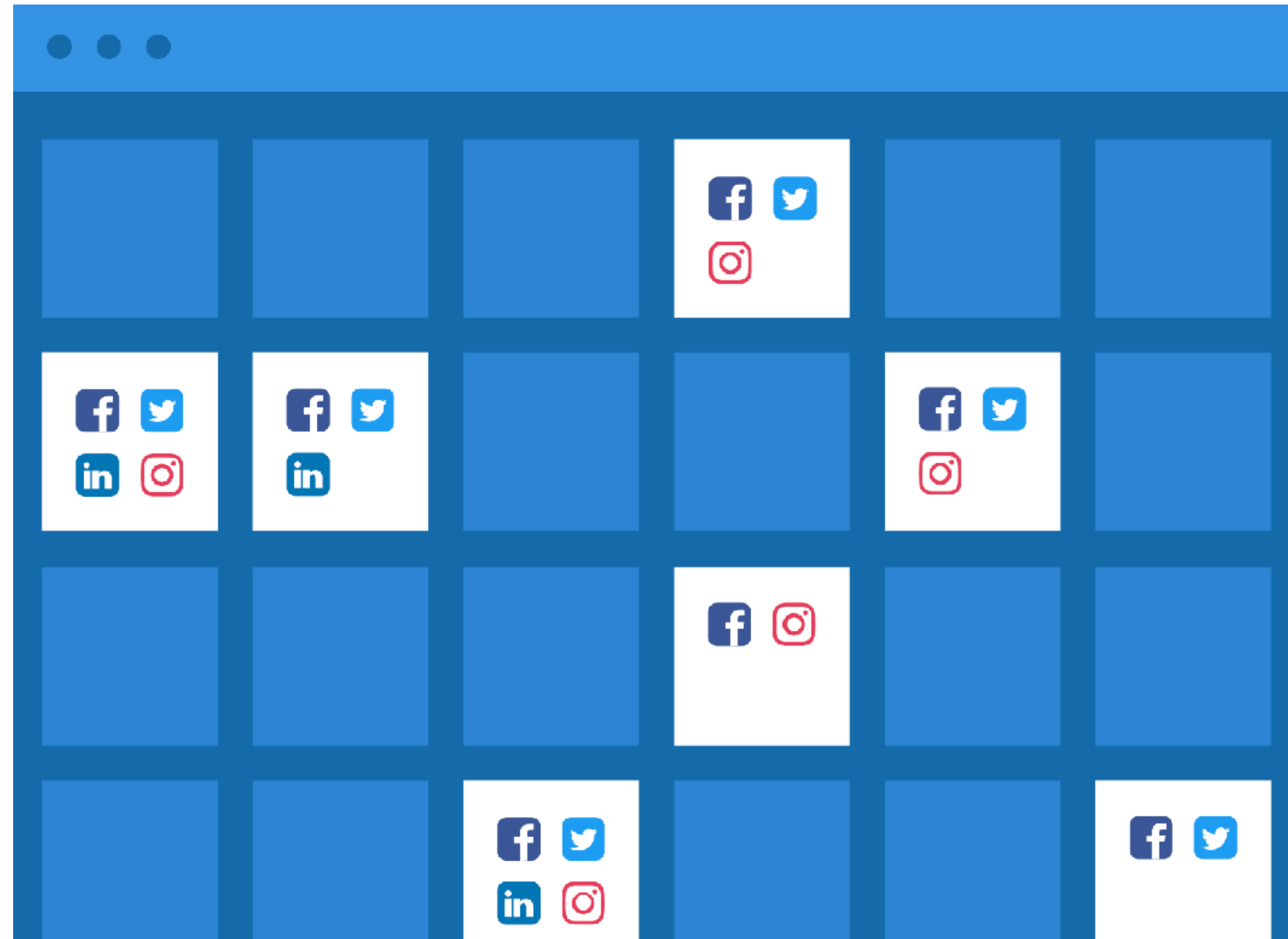
Plan ahead

Use a calendar to schedule your content, and don't forget about external calendar events (Pancake Day, etc.)

Regular posting is very important – but make sure it's sustainable!

You could make use of news events (lockdown, etc.) – but unless you intend to be clearly political treat actual politics with care; it can divide as well as define

Most publishers will post using dedicated scheduling tools



If you're going to be social then BE SOCIAL!

Join in other conversations (but don't spam)

Be memorable.

Be share-worthy.

Be witty, thought-provoking, interesting, useful or outrageous.

Just don't be dull!



Which platform/s?

But before you jump on a new social media platform stop and think:

- Do you understand it?
How about its users?
- Is this marketing going to reach your target audience?
- Is it going to deliver the return on investment you want?
- Will the platform still be popular this time next year?

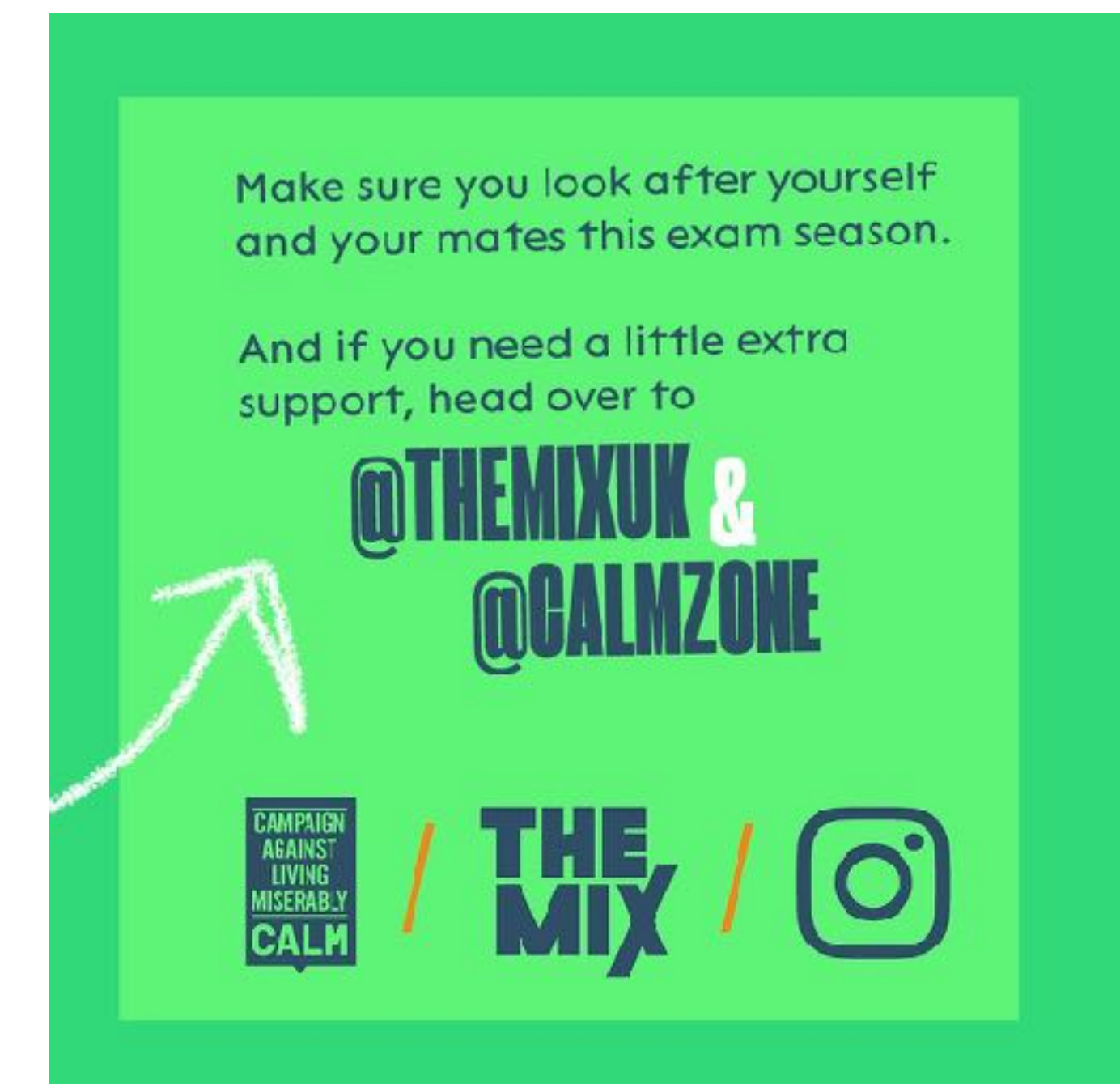
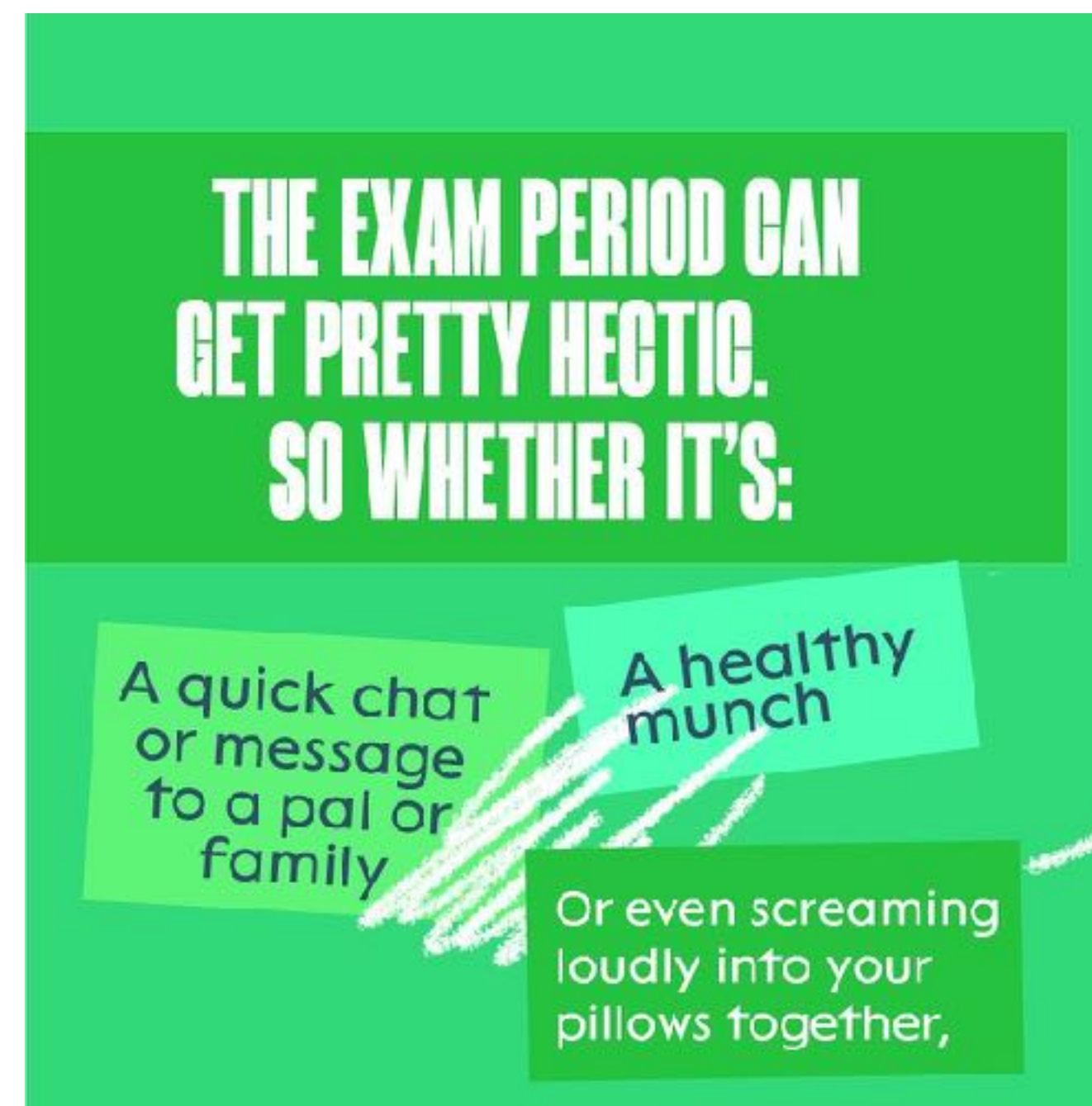


Instagram's own instazine: #GramFam

Created with The Mix, a youth crisis support service, and CALM

Aims to provide students with advice and mental health support during exam season

Includes video to try and boost engagement



But... isn't this click-bait?

Well, what's wrong with click-bait?

If it delivers on what the bait promises and doesn't undermine your brand, then nothing!

Although if it delivers what it promises then is it really click-bait?

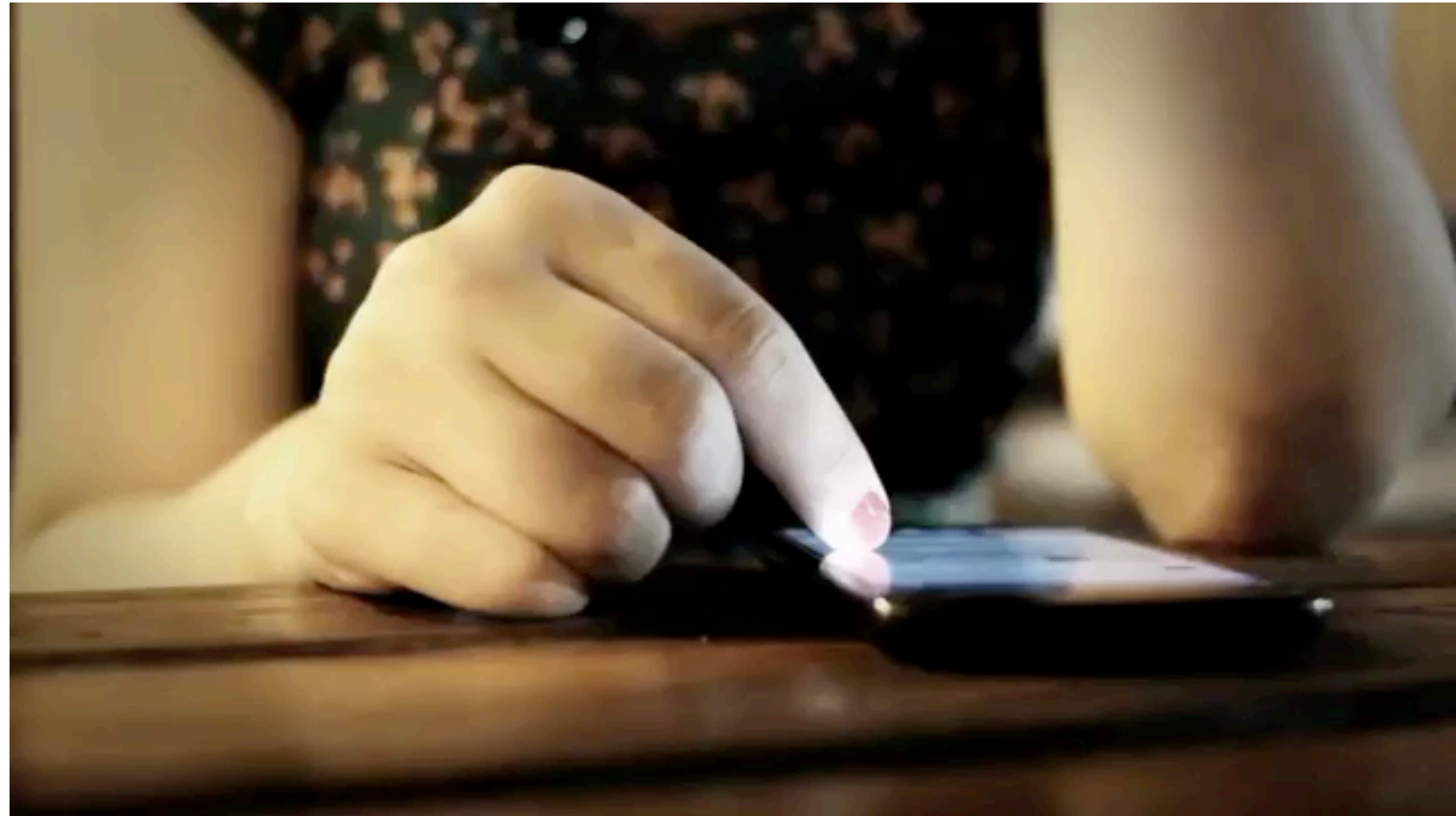


Social media is constantly evolving

Unfortunately *you* don't get to decide if your posts are click-bait or not. So stay aware of trends and changes – and avoid 'gaming the system.' The social networks set (and update) the rules.



2016: Facebook allows branded content to be posted by companies

2018: Facebook demotes branded publisher content in favour of user-generated content.







Nailing it: Innocent Smoothies

“The secret of success is authenticity. Once you can fake that you’ve got it made.” — Anon

 **George Mabey** @Georgemabey 

@innocent Hi guys, as smoothie experts, please settle an argument for me. What is the difference between a milkshake and a smoothie?

 [See George Mabey's other Tweets](#) 

 **Innocent drinks**  @innocent 

Milkshakes - bring all the boys to the yard.
Smoothies - taste nice and don't require you to remove strangers from your property. [twitter.com/Georgemabey/st...](https://twitter.com/Georgemabey/status/1234567890)



Links and references

Josh Steimle, “I posted something on BuzzFeed. You won’t believe what happened next.” (Social sharing experiment with stats): <https://www.joshsteimle.com/marketing/i-posted-something-on-buzzfeed-you-wont-believe-what-happened-next.html>

404TechSupport, Clickbaiting: the disease that has infected the web: <https://www.404techsupport.com/2014/09/02/clickbaiting-the-disease-that-has-infected-the-web/>

Sprout Social, “Producing & Publishing Social Media Content” (index of 11 useful articles): <https://sproutsocial.com/insights/topics/social-media-content/>

Social Media Examiner, “Facebook Branded Content Policy Update”: <https://www.socialmediaexaminer.com/facebook-branded-content-policy-update/>

Marketing Land, “Facebook updates branded content policy”: <https://marketingland.com/facebook-updates-branded-content-policy-clarify-qualifies-content-232980>

The Drum, case study on the recent Innocent Smoothies campaign: <https://www.thedrum.com/news/2019/11/29/why-innocent-drinks-decided-get-blue-and-argumentative-social>

Scepter Marketing, “Digital Marketing and the rise of social media influencers”: <https://sceptermarketing.com/digital-marketing-and-the-rise-of-social-media-influencers/>

PR Week, Innocent Smoothies social media manager interview: <https://www.prweek.com/article/1426904/confessions-social-media-manager-innocent-looking-its-drinkers-nonsense-dogsatpollingstations>

Links and references

The 3 Cs of Digital Marketing: <https://www.linkedin.com/pulse/3-cs-digital-marketing-siddharth-hosangadi>

Start with Who: <https://medium.com/@michelbachmann/start-with-who-15b8857ed718>

We Long to Belong — Why Community Is the Last Great Marketing Strategy: <https://www.awai.com/2023/04/we-long-to-belong-community-marketing-strategy/>

Content - Community - Commerce: <https://www.linkedin.com/pulse/content-community-commerce-suveer-bajaj>

Community Commerce, The Next Step of Social Commerce: <https://www.bazaarvoice.com/blog/community-commerce/>

“From Discovery to Purchase: The Role of Community Commerce” a study revealing the potential of creator-driven marketing for brand growth: <https://acnnewswire.com/press-release/english/70341/>