11 Tactics, Tips & Tools to Leverage a Powerful Social Media Strategy

By Madalyn Sklar
Social Media Marketing Strategist
About Madalyn Sklar

• Internet Entrepreneur since 1996
• Social Media Marketing Strategist
• Keynote speaker
• Twitter chat host
• Blogger
• Podcaster
• Ranked #1 Social Media in Houston
What We Are Going to Learn Today

I’m going to share 11 effective ways to elevate your presence on social media using a variety of tactics, tips and tools.

I’ll be covering:

- Branding
- Consistency
- How Often You Should Post
- Content Curation
- Evergreen Content
- How to Use Hashtags
- The Importance of Images
- Engagement
- Analytics
- Live Streaming Video
- Tools
Before We Dive In...

Let’s Take A Quick Poll
1. Branding
1. Branding

- Have great imagery – profile and header images
- Have a compelling bio
- Social Media is crowded – how can you stand out?
1. Branding
1. Branding
1. Branding

Making plans for the weekend? Infinite 3D Printers will present a series of 3D printer tutorial classes at the Boynton Beach City Library. The classes will teach 3D printing and modeling to introduce this limitless technology to everyday people throughout the Boynton Beach community.
1. Branding
1. Branding
1. Branding
2. Consistency
2. Consistency
2. Consistency

What an AWESOME idea!
Know anyone interested in Broward County Veterans Resources?
http://www.broward.org/.../Veterans/Pages/Default.aspx

To make sure over 10,000 kids travel to and from school

11,267,192 Views

Thanks to these vets, kids are getting to school safely. Watch the full doc here:
http://nationswell.com/no-veteran-left-behind-safe-passage.../
2. Consistency

Broward County Library shared Our Beautiful Planet's video.
5 hrs • 0

One of nature's most stunning displays...in photographs.
In life...remember it's hurricane season until NOVEMBER 30!
Are you ready? Here's YOUR FLIP GUIDE: ... See More
2. Consistency
3. How Often Should You Post?
3. How Often Should You Post?

- What are your goals with social media?
- What is your mission?
- Know that no two libraries are alike
  - There are so many factors to consider
    - Location
    - Demographics
    - How many hours/week can you devote to this?
3. How Often Should You Post?

- Facebook: 1-2 times a day
- Twitter: minimum 3 times a day – more is okay
- Instagram: 1-2 times a day
- Instagram Stories: several times throughout the day
- LinkedIn: 1-2 times a day
- Pinterest: 1-2 times a day
- Snapchat: several times throughout the day

- Tip: Check your analytics regularly to see how your posts are doing and adjust accordingly.
4. Content Curation
4. Content Curation

• Discovering
• Gathering
• Presenting

• Share **your** articles, press releases, and information
  • Blog posts
  • Photos
  • Videos
  • Events

• Share articles and information from **other sources**
  • From relevant websites and social media
  • Influencers and industry leaders
4. Content Curation

SEFLIN, the Southeast Florida Library Information Network, is a non-profit membership organization of Southeast Florida libraries.
4. Content Curation

Southeast Florida Library Information Network
July 27

We are looking forward to seeing everyone at tomorrow's 2016 Regional Conference - http://ow.ly/MbEe302FdLY

CHANGES IN THE PROFESSION:
NEW FRONTIERS, CHALLENGES AND OPPORTUNITIES
4. Content Curation

University of Miami Libraries shared University of Miami’s photo.
September 13 at 4:19pm ·

University of Miami
September 13 at 3:51pm ·

U.S. News and World Report ranks the University of Miami 44th in the “Best National Universities” category and #1 in Florida http://bit.ly/2cuokVt
4. Content Curation
4. Content Curation
4. Content Curation
4. Content Curation
4. Content Curation

As you ZIP BY...can you pause for one click?
ONE and only ONE CLICK!
Take our easy survey - a single click!... See More
5. Evergreen Content

FRESH

EVERGREEN
5. Evergreen Content

• What is “Evergreen” content?
  • Generic articles and information
  • Lists
  • How To’s
  • FAQs
  • Resources
  • Reviews
  • Videos

It’s information that doesn’t expire.

It is NOT
• News articles about the latest trends
• Event announcements
• Stats or numbers that will go out of date
• Seasonal information
5. Evergreen Content

Why Evergreen?

It should be interesting, relevant and timeless.

This is content you can share again and again.

Set it and forget it.
5. Evergreen Content

Most-Clicked Posts Past 30 days
Your latest posts are looking good, keep it up!

Recent Most Clicks Least Popular All Posts

Tuesday 30th August

How to Rapidly Grow Your Twitter Following
http://buff.ly/2bvYOX0 #TwitterSmarter

8:23 AM via Buffer for iOS

5 Retweets 4 Likes 0 Mentions 249 Clicks 85.9k Potential

★ TDP TWEET

Re-Buffer

Re-Buffer
5. Evergreen Content

Tuesday 30th August

How to Rapidly Grow Your Twitter Following
http://buff.ly/2bvyOX0 #TwitterSmarter

8:23 AM  via Buffer for iOS

5 Retweets  4 Likes  0 Mentions  249 Clicks  85.9k Potential

How to Use Social Media Automation in Your Marketing Strategy http://buff.ly/2bAOMFQ

1:09 PM  via Buffer for iOS

14 Retweets  13 Likes  0 Mentions  237 Clicks  125k Potential
5. Evergreen Content
### 5. Evergreen Content

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<thead>
<tr>
<th>Title</th>
<th>Author/Link</th>
<th>Date/Time</th>
</tr>
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<tbody>
<tr>
<td>How To Run A Twitter Chat with @BrianHonigman <a href="http://bit.ly/1hhM2qA">http://bit.ly/1hhM2qA</a> #TwitterSmarter</td>
<td></td>
<td>08/05/2016 09:00 PM</td>
</tr>
<tr>
<td>I love podcasting! Have you heard my #TwitterSmarter podcast? You’ll learn Twitter tips. <a href="http://bit.ly/twittersmarter">http://bit.ly/twittersmarter</a></td>
<td></td>
<td>09/10/2016 04:00 PM</td>
</tr>
<tr>
<td>I’m ranked #1 in Houston’s Top 25 Social Media Power Influencers! <a href="https://goo.gl/3dHaE">https://goo.gl/3dHaE</a> #HoustonTop100</td>
<td></td>
<td>09/14/2016 11:53 AM</td>
</tr>
<tr>
<td>Is Twitter Still Relevant? Hear My Thoughts on @AJInsideStory <a href="http://goo.gl/HRYNjO">http://goo.gl/HRYNjO</a> #TwitterSmarter</td>
<td></td>
<td>09/07/2016 11:00 PM</td>
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<td>Know the difference between authenticity and transparency says @PamMktgNut <a href="http://bit.ly/1JcsqQS">http://bit.ly/1JcsqQS</a> #TwitterSmarter</td>
<td></td>
<td>09/11/2016 11:00 AM</td>
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</table>
6. How to Use Hashtags

What the
#Hashtag?!
6. How to Use Hashtags

• Be specific with your hashtags

• Make your hashtags relevant

• Don’t make them too long

• Do not use too many hashtags in your posts

• Monitor your hashtags with Hootsuite
6. How to Use Hashtags
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6. How to Use Hashtags

Jim Kenney @PhillyMayor · Sep 12
It’s #LibraryCardSignUp month! Request a @freelibrary card online & they’ll mail it to you! bit.ly/1TQYn54
7. The Importance of Images
7. The Importance of Images

There's something for everyone—and every @Snoopy at the library. September is #LibraryCardSignUp Month!
7. The Importance of Images

Get a library card at any location this month, and you’ll receive a free pair of headphones, while supplies last! #LibraryCardSignUp
7. The Importance of Images

Meet the team at the Information Desk. #canekickoff
8. Engagement
8. Engagement
8. Engagement
8. Engagement

Jay Sylvestre created a mini display from University of Miami Special Collections on the first floor of Richter #canekickoff
9. Analytics
9. Analytics

Page Summary  Last 28 days

Results from Aug 19, 2016 - Sep 15, 2016

Actions on Page  August 18 - September 14
We don't have data to show you this week.

Page Views  August 18 - September 14
5
Total Page Views ▼71%

Page Likes  August 18 - September 14
25
Page Likes ▼75%

Reach  August 18 - September 14
13,052
People Reached ▼1%

Post Engagements  August 18 - September 14
319
Post Engagement ▲19%

Videos  August 18 - September 14
22
Total Video Views ▲0%
9. Analytics

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
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<tbody>
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<td>09/15/2016 5:18 pm</td>
<td>5 Ways to Take Your Content Marketing from Good to Great [Buf]</td>
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<td>143</td>
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<tr>
<td>09/15/2016 8:04 am</td>
<td>The Dos and Don'ts of Social Media Management [Buf]</td>
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<td>840</td>
<td>0</td>
<td></td>
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<tr>
<td>09/14/2016 5:18 pm</td>
<td>The Best Time of Day to Do Everything, According to Science [Infogra]</td>
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<td>1.1K</td>
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<tr>
<td>09/14/2016 8:04 am</td>
<td>Twitter's new, longer tweets are coming September 19th [Buf]</td>
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<td>319</td>
<td>0</td>
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<td>09/13/2016 5:18 pm</td>
<td>When people ask about my secret to Twitter success, I say: tweet dail</td>
<td></td>
<td></td>
<td>415</td>
<td>1</td>
<td></td>
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</table>
9. Analytics

Post Details

Madalyn Sklar
Published by Buffer ⏰ · Yesterday at 5:18pm


1,083 People Reached

0 Likes, Comments & Shares

0 Likes
0 On Post
0 On Shares

0 Comments
0 On Post
0 On Shares

0 Shares
0 On Post
0 On Shares

0 Post Clicks

0 Photo Views
0 Link Clicks
0 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Report as Spam
0 Hide All Posts
0 Unlike Page

Get More Likes, Comments and Shares
Boost this post for $5 to reach up to 5,100 people.

1,083 people reached

Boost Post

Like Comment Share Buffer
9. Analytics

It's time to get busy. There's no more waiting for things to happen to you. It's time for you to stand up and make things happen. No more sitting on the sidelines. Take action today. Let me know what one action you're taking today to bring you closer to your goals. For me it's more blog posts and video. Let's step up and accomplish this together!

A powerful vision emerges when we couple our dreams with a set of clear goals.

LEWIS HOWES
9. Analytics

Your Tweets earned **1.8M impressions** over this **28 day** period.
9. Analytics

Tweet activity

Tweet Activity

Madalyn Sklar @MadalynSklar
Ask @hootsuite: What are some tips & tricks for using GIFs on Twitter. #TwitterSmarter pic.twitter.com/k2PEUddFfe

Impressions 28,116
Total engagements 90
Likes 21
Retweets 18
Detail expands 18
Media engagements 12
Profile clicks 7
Link clicks 5
Hashtag clicks 5
Replies 3
Follows 1
9. Analytics

**Most-Clicked Posts** Past 30 days
Your latest posts are looking good, keep it up!

<table>
<thead>
<tr>
<th>Recent</th>
<th>Most Clicks</th>
<th>Least Popular</th>
<th>All Posts</th>
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**Tuesday 30th August**

- How to Rapidly Grow Your Twitter Following
  - [http://buff.ly/2bv6OX0](http://buff.ly/2bv6OX0) #TwitterSmarter
  - 8:23 AM  via Buffer for iOS
  - 5 Retweets  4 Likes  0 Mentions  249 Clicks  85.9k Potential

- [Re-Buffer](#)

- [Re-Buffer](#)

- [Re-Buffer](#)

- [Re-Buffer](#)
10. Live Streaming Video
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President Frenk speaks to University of Miami student media leaders about his thoughts on the coming year and beyond.
10. Live Streaming Video

The Miami Hurricane was live.
August 19 at 8:29am

The University of Miami's student media had a chance to sit down with UM President Julio Frenk.
11. Tools

SOCIAL MEDIA TOOLS
11. Tools

My favorite tools & apps I use daily:

- Hootsuite
- Buffer
- Feedly
- Tweet Jukebox
- Nuzzel
- Juice
- Mention
- Repost
11. Tools

My favorite tools & apps I use daily:

• **Hootsuite** – hootsuite.com
• **Buffer** – buffer.com
• **Feedly** – feedly.com
• **Tweet Jukebox** – tweetjukebox.com
• **Nuzzel** – nuzzel.com
• **Juice** – juice.li
• **Mention** – mention.com
• **Repost** – repostapp.com
Questions?

It’s time for Q&A
Reach Madalyn Sklar at:

Twitter: @MadalynSklar
Facebook: Facebook.com/MadalynSklar
Instagram: MadalynSklar
Snapchat: MadalynSklar
Website: www.MadalynSklar.com
Email: madalyn@madalynsklar.com