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PUT YOUR AUDIT TO WORK

Social Media Competitive Audit Course
with Lauren Teague



**Views aren't enough.
Content must work harder.**

The C's to thumbstopping social media

START WITH CONTEXT, WHICH IS INFORMED BY WHERE THE AUDIENCE IS IN THE JOURNEY OR FUNNEL STAGE.

The following C's support this strategic direction. Audiences will pay attention to content that is well packaged, clear in delivery and intent, and connects with an audience's need or interest.



CLARITY

- Avoid jargon
- Meet expectations
- Use brand's voice & tone
- Single message



CONNECTION

- Be human
- Aim to be useful
- Understand your audience
- Empower the storytellers



CONTAINER

- Right content type
- Right delivery
- Right channel(s)

How the C's work to produce a desired outcome



**CLARITY +
CONNECTION**



INFORM

Useful
Purposeful
Transfer Knowledge

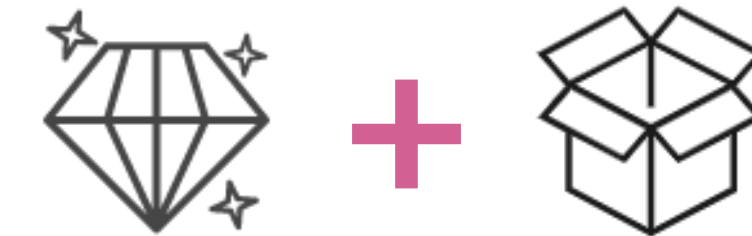


**CONNECTION +
CONTAINER**



ENGAGE

Build trust
Generate interest
Increase participation



**CLARITY +
CONTAINER**



CONVERT

Has impact
Builds relationship
Complete transaction

Create the playbook

FIGURE OUT THE X'S AND O'S FOR YOUR SOCIAL MEDIA PLAN

1. Define core content
2. Supplement with curated and atomized content
3. Create a game plan for each social channel
4. Build hashtags and emoji sets
5. Execute

Make content relevant (again)

GIVE THE FANS WHAT THEY WANT

- Core content aligns with editorial or marketing strategy
- Should address multiple personas and/or journey stages
- Spend at least half your available time creating, publishing, and engaging with your core social media content
- Respond and curate at least as much as you create

Be sure to atomize content

GET MORE JUICE FROM THE SQUEEZE

- From every big piece of content, there should be 8 smaller content pieces that can be created and tied back
- Think about...
 - What big content executions do you already have?
 - How many social posts can you create from one piece?

Hashtags

USE THEM OR LOSE THEM

1. Custom-branded
2. Trendy or themed
3. Content-related (in the image)
4. Industry-related

The recipe

- 4-5 popular hashtags (500K-1M)
- 5-6 moderately popular hashtags (50K-500K)
- 3-5 niche specific hashtags
- 1-3 branded hashtags

Create hashtag stacks

BUILD DIFFERENT HASHTAG SETS BY TOPIC OR CHANNEL...
RESEARCH USING RIVAL IQ, RITETAG, AND INSTAGRAM SEARCH

THEME:

THEME:

Create an emoji stack 🧐

SELECT EMOJI BY COLOR, ICONOGRAPHY & RELEVANCY TO YOUR BRAND, INDUSTRY & THEMES

THEME:

THEME:

Consider the channels

EVALUATE EACH SOCIAL MEDIA CHANNEL BY HOW IT CONTRIBUTES TO KEY OUTCOMES...
RANK IMPORTANCE FROM HIGH TO LOW, WHILE CONSIDERING NEW CHANNELS OR THOSE TO SUNSET

INVEST	DEVELOP	SUNSET	EMERGING

LinkedIn game plan

PURPOSE:

Primary Audience:

Current engagement rate:

Posts per week:

Best content type:

Emoji to use:

Key metric & goal:

Secondary Audience:

Landscape engagement rate:

Daily time for engagement:

Feature to try:

Hashtags:

Secondary metric & goal:

Instagram game plan

PURPOSE:

Primary Audience:

Secondary Audience:

Current engagement rate:

Landscape engagement rate:

Posts per week:

Daily time for engagement:

Best content type:

Feature to try:

Emoji to use:

Hashtags:

Key metric & goal:

Secondary metric & goal:

Instagram Stories game plan

PURPOSE:

Primary Audience:

Secondary Audience:

Current engagement rate:

Landscape engagement rate:

Posts per week:

Daily time for engagement:

Best content type:

Feature to try:

Emoji to use:

Hashtags:

Key metric & goal:

Secondary metric & goal:

Facebook game plan

PURPOSE:

Primary Audience:

Secondary Audience:

Current engagement rate:

Landscape engagement rate:

Posts per week:

Daily time for engagement:

Best content type:

Feature to try:

Emoji to use:

Hashtags:

Key metric & goal:

Secondary metric & goal:

Twitter game plan

PURPOSE:

Primary Audience:

Current engagement rate:

Tweets per week:

Best content type:

Emoji to use:

Key metric & goal:

Secondary Audience:

Landscape engagement rate:

Daily time for engagement:

Feature to try:

Hashtags:

Secondary metric & goal:

TikTok game plan

PURPOSE:

Primary Audience:

Secondary Audience:

Current engagement rate:

Landscape engagement rate:

Posts per week:

Daily time for engagement:

Best content type:

Feature to try:

Emoji to use:

Hashtags:

Key metric & goal:

Secondary metric & goal:

[] game plan

PURPOSE:

Primary Audience:

Secondary Audience:

Current engagement rate:

Landscape engagement rate:

Posts per week:

Daily time for engagement:

Best content type:

Feature to try:

Emoji to use:

Hashtags:

Key metric & goal:

Secondary metric & goal:

Spend 10 minutes a day engaging

PRIORITIZE CONVERSATION WITH A DAILY ENGAGEMENT ROUTINE

REVIEW:

- Check for new audience replies and comments in social posts going back one week.
- Use notification dashboards to help identify and manage new comments on older posts and videos.
- Review direct messaging inboxes for questions and comments that need responses.

ACTION:

- Respond with likes and hearts, comments, or GIFs to audience comments as appropriate.
- Pin top Instagram comments to each feed post, going back to posts as old as one week.
- Identify posts and comments that may need further follow-up (will take longer than 10 minutes to research and respond) and triage those internally to reply the following day.

Get in the game

PUT YOUR NEW PLAYBOOK TO WORK

- Focus on creating content to support significant campaigns
- Keep gaps open for moment-in-time posts and nimble content (UGC)
- Spend 10 minutes a day engaging with audiences
- Plan content tests to gauge response in different channels
- Leave space to try new channels and formats

“The goal is not to be good at social media; the goal is to be good at business because of social media.”

Jay Baer

About Rival IQ

Rival IQ is an easy-to-use analytics tool that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for **you and your competitors**.

Stay ahead of the competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate and respond to competitor activity before the market shifts.

Do more with your data

Dive deeper into your social media analytics with Facebook, Twitter, and Instagram Insights, boosted post detection, LinkedIn Insights, and so much more.

GET YOUR FREE TRIAL ►

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Lauren has been in the business of using social media and video since 2007. Using the proven processes she's developed to excel in marketing and communications, she now teaches others how to make messages relevant, connect with key audiences and succeed in business by using social media and content.

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