



# The Ultimate Guide To Optimizing Your Social Media Posts

Curated insights from social selling leaders, movers and shakers

Produced by: Joanne Gore Communications



# A Quick Intro to Social Selling

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- One of the biggest challenges facing today's sales teams is the need to deliver the right customer experience at the right time – and how to figure out when that is – throughout the buyer journey.
- Whether it's you – or your competitors – whoever makes their way into the first half of your prospects' buying process, will find it easier to win them over and close the sale.
- Social selling allows you to be present during the critical first half of the buyer journey – as you position who you help, how you help and why it matters now.
- While it takes work, providing meaningful and useful information to your buying audience is the cornerstone to successful social selling.

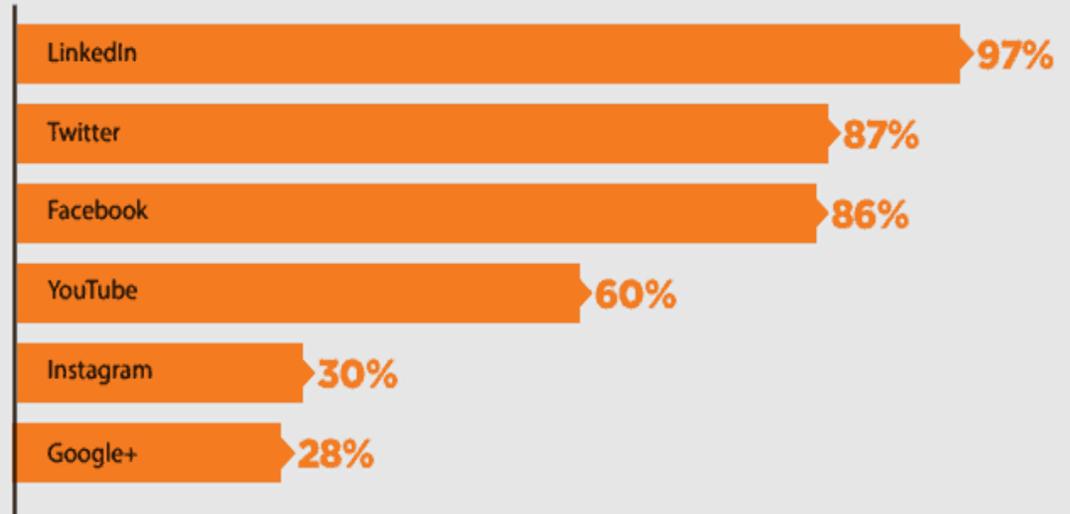


# Social media is an amazing tool to grow your B2B business

Use this guide to help you make the most of your social media content and:

- Acquire new leads
- Gain insights into what works – and what doesn't
- Have a direct connection to customers
- Build brand awareness and visibility
- Drive customers to your website
- Improve sales

## Social Media Platforms B2B Marketers Use for Content Marketing Purposes (Top 6)



# Getting Started

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PART ONE

# Posting Your Social Content



# Posting Guidelines: When to Post and How Often

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## LINKEDIN

- LinkedIn itself recommends posting every business day on the platform. Aim to post at least 3 times a week and no more than once a day. According to HubSpot after posting more than once a day, engagement significantly drops.
- Best times: Wednesday from 8–10 a.m. and noon, Thursday at 9 a.m. and 1–2 p.m., and Friday at 9 a.m.

## FACEBOOK

- Once a day or less! Three times a week is a good number.
- Best times: Tuesday through Thursday, 8 a.m.–3 p.m.

Source: Buffer

## TWITTER

- The average life of a Tweet is less than 18 minutes. So, we suggest that you post 5-10 tweets a day to ensure the highest reach of your content. Though, not everything posted on Twitter needs to be your own content. You can also post useful articles, videos, tips and re-tweet from industry influencers or publications.
- Best times: Monday through Friday, 8am-4pm; Peaks Wednesday and Friday at 9am



# Posting in Groups

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- Join groups in LinkedIn and Facebook that make sense for your industry and product.
- Groups are great for marketing, especially from a business point of view because they allow you to interact with a highly targeted audience. LinkedIn and Facebook allow you to join groups (you as an individual, not your business page). This is a great way to further target your audience. For example, if you are in SaaS, you can join 'SaaS-Software As A Service-Networkers' in LinkedIn with 19,665 members to interact with. On Facebook, you can join 'SaaS Products and Marketing' with 12,000 members.
- In groups, you can not only post your social media content, but comment on others' posts – who may be your ideal customers – and engage them in conversations.
- The key is to be active in the groups. The more they see you, the more trust is engendered, and the more likely you are seen as knowledgeable in your field.

Source: Buffer



# Adding Your Own Hashtags

- Choose a hashtag you want to add to your post.
- Research your hashtag. Use Google to search the hashtag and see what comes up. You can test the reach of a hashtag by inserting it into Facebook or LinkedIn search and you can see the number of followers of that hashtag.
- Place your hashtag in the search and check the following: Are users using this hashtag to distribute something inappropriate? Never, never use these if you see this to be the case.
- Are users posting content to a potential hashtag that has nothing to do with what you want? Don't use that hashtag
- Add hashtags at the bottom of your post. Limit to a maximum of 5 hashtags. Hashtags can be listed consecutively or vertically:

**#B2B #marketing #customer #engagement**

**#B2B**

**#marketing**

**#customer**

**#engagement**

Source: [Carol Mitchell-Lin](#)

## What do you look for?

Look out for inappropriate content.

Look for how often new content is posted.

Take note of what other accounts/companies are using that hashtag

Watch out for irrelevant content on that hashtag



# Tagging People in Your Posts

- Yes, that's essentially what a social media tag does: it notifies a friend or business that you've mentioned them on that social network. It lets them know they have been talked about, making them curious to check out what you've said and what your post is about.
- A “heads up” to that person – or company – that they are on social media, prompts them to engage with you. By tagging others, you will increase the size of the audience who could likely engage with your post.
- A TAG differs from a HASHTAG. Using the @ refers to a **person/group** in a conversation, and the # refers to a **topic** of conversation.

# Tagging People in Your Posts

## WHEN TO TAG

- Tag those people, brands, or influencers who are relevant to your account
- Tag industry-related professionals, companies
- Tag to promote a partner business, to encourage them to engage with you and share your post
- Tag a supplier you use, perhaps noting how you use them
- Tag a customer to thank them for purchasing your product and show appreciation

## HOW TO TAG

- Choose the post and the platform (LinkedIn, Twitter, Facebook)
- Within the post, where you want to tag a person, type the @ symbol and start typing their name with no spaces.
- When you see the person's name in the list that comes up, select their name.
- Complete the process of posting.

## NOTES ON TAGGING

- Too many tags may lead the platform to identify spamming. And no one wants that.
- Consider how your tag will be perceived by the person who is being tagged
- Don't tag the same people in every post.
- If you are wondering whether or not you should tag someone, leave it out.

### Sources

[Hootsuite](#) [Marketing by minal](#)

[GO sales & marketing](#) [Maria peagler digital](#)



PART TWO

# Engaging on Social Media



# Start with your LinkedIn Profile

This is where a little extra work produces a big payoff

Knowing how to configure your LinkedIn Profile is the first step towards creating more awareness, leads, and sales through the platform.

Complete these actions to get ready to launch your LinkedIn journey.



# LinkedIn Profile Configuration

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## 8 Steps to Optimizing for Success

Knowing how to configure your LinkedIn Profile is the first step towards creating more awareness, leads, and sales through the platform. Complete these actions to get ready to launch your LinkedIn journey:

1. Upload a Cover Image that reinforces your brand, and/or your benefits to clients
2. Upload a Headshot where you're looking at the camera, ideally zoomed in to see your head and shoulders
3. Update your Headline that considers the needs of your Target Audience, using this simple template:
4. Helping \_\_\_\_\_ (who?) achieve \_\_\_\_\_ (what?) by \_\_\_\_\_ (how?) | keyword | keyword  
*Example: We help companies stretch their Mktg dollars & tell their story to today's business buyers*



# LinkedIn Profile Configuration

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## 8 Steps to Optimizing for Success

4. Update your Contact info to include at least the following:
  - Your Company's Website URL
  - A personal blog if appropriate for your work/brand
  - Phone Address Email address
  - Birthday (and ensure it is visible to at least your network, best is "All LinkedIn members")
5. Turn off "People also Viewed"
6. Re-write your About to at a minimum:
  - Focus on the outcomes you deliver to your Target Audience
  - Include your email and phone number
  - Add 2-3 relevant Media to your About
7. Ask for 2-3 Recommendations, and revise with the other person until you're happy
8. "Show" your newly received Recommendations so they're visible

[Source: David Rosendahl](#)



# Engaging and Interacting with Comments

When someone comments on your post, try to start a conversation with your response. You can start by thanking them for their comment, then you can ask THEM a question to further engage.

Questions can really get a conversation rolling.

Ask about their views, their opinions, about some aspect of your product, or about something mentioned in the post. Ask questions that are meaningful and industry-relevant, especially when you are posting in a group.

Use this same practice to comment on other posts – you'll get a lot more traction than leaving a simple "like".



# Responding in a Timely Manner

Respond as quickly as you can. If you reply quickly, it makes the social media commenter feel as if they have been heard and this, in turn, creates a stronger sense of connection. Come up with prompt responses for those who reply to your posts or comments.



# Posting To Grow Your LinkedIn Presence

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1. Engage with others right before and after you post
  2. Find people who care for you and build your tribe
  3. Always strive to deliver value, not entertainment
  4. Let others know you are open to connect
  5. Accept every single request no matter what
1. Only use relevant and popular hashtags
  2. Write your content for everyone to understand
  3. Experiment with different times of the day to post
  4. Keep the conversation alive by asking questions
  5. Treat others with respect, dignity and appreciation



## PART THREE

# Additional Ways To Maximize Your Social Media Engagement



# Engage in a Little Social Media Exercise

## THE 20 MINUTE METHOD: Engaging in Social Media to Produce Results

This quickie is from our friend Joel Lalgee, HeadHunter Media. Engaging does not have to be intimidating as Joel shows us how in 8 easy steps!

1. Write down 10 ideal prospect companies.
2. Find and locate 2-3 employees that post regularly (at least once a week.)
3. Follow them. This will send an alert that you followed them (it's different than connecting, you can't reject a follow.)
4. Save their profile links in a spreadsheet or use Sales Navigator.
5. Check their profiles a few times or week, or use Sales Navigator to set alerts.
6. If they post, engage in a meaningful way and start conversations...do this regularly and get to know them for a few weeks.
7. Ask for a meeting to discuss conversations.
8. Continue doing regular sales activities to boost results.

Source: [Joel Lalgee](#)



# Joanne Gore Communications:

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## Helping you tell your story to today's business buyer

Knowing what you do, why you do it, and who should care, seems easy enough. But oftentimes boiling down your message to one that matters to your audience leaves many scratching their heads. JGC will help you identify your key messages, define your target market, and examine the competitive landscape. The result is succinct, targeted, relevant messaging that can be used in all forms of content across a variety of channels.

Having this shareable and re-purposable content will stretch your marketing dollars and provide the foundation for a strong lead nurturing program that extends throughout the buyer journey.

Whether you need a comprehensive, multi-channel content marketing strategy, or a carefully crafted subject line, we'll help you pinpoint who you help, how you help and why it matters today.





Stretch your marketing dollars with programs that generate awareness, engagement and growth

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