

How to Optimize Your Social Media Channels

(Plus Best Practices You Can Actually Use)



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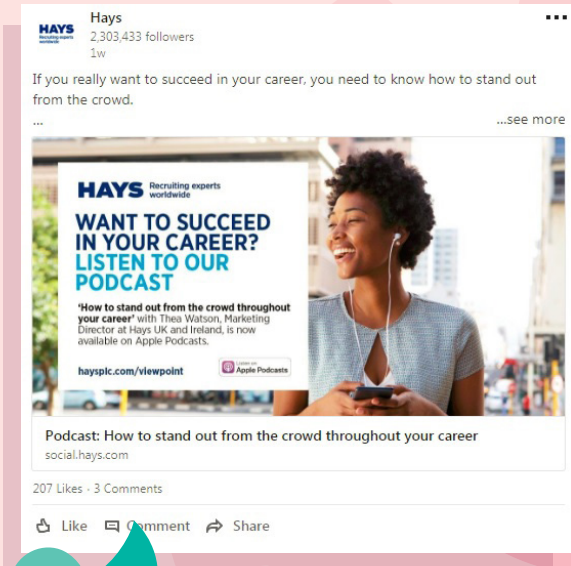
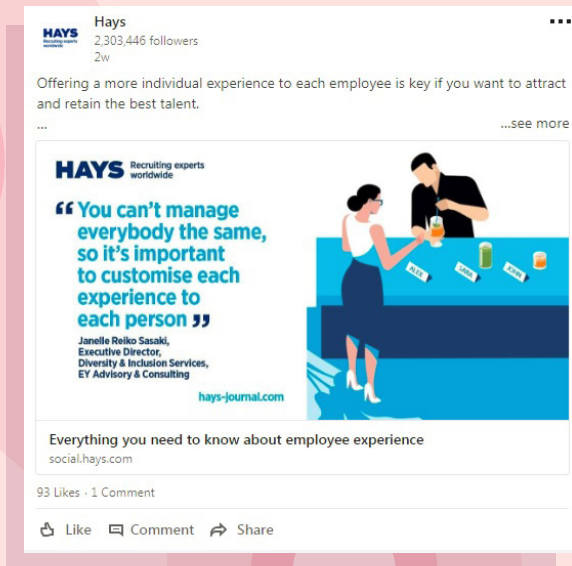
Example: Vox

Vox was built for the online world of short attention spans and social sharing. By providing not just news but added context and opinions, Vox, as its bio suggests, helps followers “understand the news” with short snippets of teaser text linking to longer form content.

As this example shows, the copy is short, the title of the article is direct and punny and the most visually prominent feature, the image, illustrates clearly the objective of the tweet and what I, as a user, stand to learn from it.

Being cognizant of how quickly people scan through Twitter, Vox cuts to the chase immediately with content that’s applicable to a wide audience. Although there are no hashtags, the topic itself allows for open-ended responses and thoughtful comments from followers.

That’s a tactic every business can mimic.



Example: Hays

So who is the exemplar of LinkedIn profiles? According to LinkedIn itself, it's **Hays, a recruiting firm that topped the list of "Best Company Pages in 2017."**

Your business LinkedIn page should serve as a hub for great, diverse content that brings value in a more direct, professional manner.

In these three posts, Hays used custom illustrations, quotes, podcasts, infographics and stellar branding to offer followers thought leadership in multiple formats.

HIRING!



Example: Cotopaxi

There's a reason travel and lifestyle brands excel at Instagram. The organic experience between company and consumer through such a simple medium works because **audiences want their media to be an escape from the daily drudgery of web content.**

That's exactly what Cotopaxi, an outdoor clothing brand that funds poverty relief, accomplishes with its Instagram posts.

In this example, there is no mention of a product, and there's no overt business pitch – just a simple story, a compelling photograph and enough breathing room for followers to imprint themselves into this moment. Who wouldn't want to replicate this experience?

Now, the next time someone is in the market for outdoor apparel, this short post might help Cotopaxi be front of mind. **And that's how social media marketing should work.**



cotopaxi • Follow

cotopaxi "The group of women I was hiking with and I were about 3 hours into our hike from the top of Glacier Point when we reached this spot. I couldn't help but to feel so much gratitude to be experiencing the views and trails that Yosemite had to offer while being with some rad babes."

📷: @doriexploring with @kellikay214 enjoying a girl's trip through Yosemite National Park.

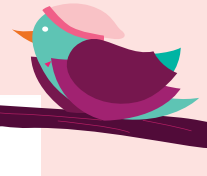
#ExploreYourSpace #Cotopaxi #GearForGood



1,229 likes

MAY 16

Log in to like or comment.



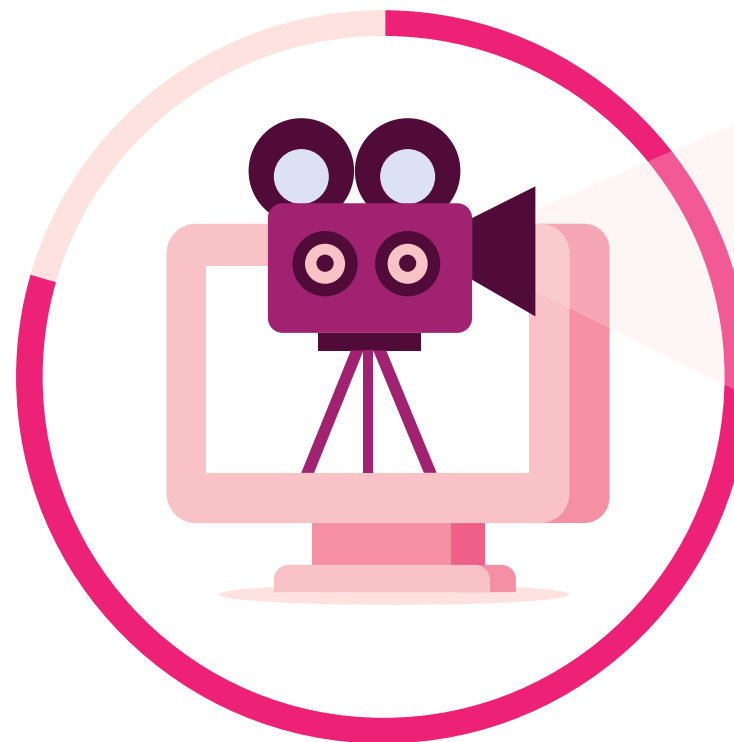


YouTube

Because nearly 80 percent of all online traffic is video, YouTube is a must-have marketing channel.

In addition to having more users than Netflix, Hulu and Amazon, YouTube is also one of the largest search engines, offering companies a multitude of opportunities to reach customers through visuals. And by customizing channel trailers and using YouTube's video editor tools, you can turn your marketing presence into a versatile production studio.

By making videos as comprehensive and informative as possible, you increase watch time, which is a top ranking factor in search. Think of them as the visual equivalent of long-form how-to guides, packing value into each frame and standing out from every other competing video on a given subject.



Platform Usage:

1.8 billion monthly active users



Character Limit:

*70 for video titles.
5,000 for video description.*



Ideal Character Length:

9+ minutes



Content Types:

- *Tutorials*
- *Interviews*
- *Testimonials*



Engagement Tips:

Verbally ask for comments on your video. Thread together subsequent videos in a playlist to keep viewers on your page.



The screenshot shows the YouTube channel for Brian Dean, who has 127,996 subscribers. The channel is categorized under 'VIDEOS'. The video grid includes:

- How to Get More Views on YouTube in 2018 (FAST)**: 13K views • 3 weeks ago
- My 15 All-Time BEST SEO Tips (That Get Results)**: 37K views • 1 month ago
- How to Get More YouTube Subscribers in 2018**: 106K views • 2 months ago
- How to Get Higher Google Rankings in 2018 [New...]**: 120K views • 4 months ago
- YouTube SEO: 9 Actionable Tips for Ranking Videos...**: 81K views • 5 months ago
- DIY SEO: 9 Powerful Techniques To Rank in...**: 55K views • 6 months ago
- Advanced Keyword Research Tutorial (5-Step Blueprint)**: 70K views • 9 months ago
- This SEO Strategy = 175.59% More Google Traffic (NOT...)**: 56K views • 10 months ago
- On Page SEO - 9 Actionable Techniques That Work**: 110K views • 1 year ago
- Advanced Step-By-Step SEO Tutorial (2018)**: 384K views • 1 year ago

Example: Brian Dean

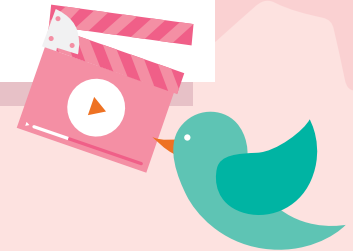
Are there important points you want to get across to your audience that are just too dense to write out in 3,000 words?

Make a video instead.

You're asking someone to grant you a moment of his or her time with every piece of content you create, and a video is the most digestible, presentable manner to satisfy each person's content needs without being boring.

That's what Brian Dean of Backlinko does with his YouTube channel.

Brian's channel is consistently branded, employs expert splash screen design to entice clicks and uses verbiage that promises actionable results. You'll also note that each video is 9 minutes or longer, meaning you know that you're in for an in-depth experience that is likely to answer all your questions.





Example: MIT Technology Review

Is anyone smarter than MIT? Who knows.

On Medium, MIT Technology Review posts provocative, conceptual think pieces that the average web surfer would find difficult not to click on.

Whether it's forcing subscribers to re-examine the routines of their daily lives or pondering some of life's greatest mysteries, **MIT uses Medium as a channel to dream big.**

It's easy to see how readers could spend hours going down an MIT rabbit hole as they collect more knowledge but also conceive more questions they didn't even know they wanted to ask.



Snapchat

With mere seconds before its video and image content disappears, Snapchat places a premium on users' time and their relationships with brands they follow. Can you engage a user immediately? Can your message resonate with them long after your content has expired?

That's the name of the game with ephemeral content.

With geofilters, branded imaging effects and in-app messaging, Snapchat allows businesses to launch ad campaigns that entice users to participate – all they have to do is apply your filter to be part of a million-person movement. In terms of promotion and social engagement, few platforms can match Snapchat's prowess.



Platform Usage:

180 million monthly active users



Character Limit:

10 seconds for single snaps, but unlimited length if users tap through threaded snaps.



Ideal Character Length:

*4-7 seconds for single snaps.
Longer for snaps as part of a story.*



Content Types:

- Brand Promotions
- Images
- Videos



Engagement Tips:

Use geofilters to tag your campaigns and encourage fan participation.



Example: The New York Times


How do you explain archaic constitutional legalese to a young audience in less than two minutes?

You better not try to do so with multiple paragraphs.

The New York Times used a 1:48 snap, M&Ms, several filters, short text overlays and simple narration to expound on how the Electoral College works. It's effective, users loved it and the video performed well on the NYT site and its other social channels as well.

The Times is a beacon of savvy journalism and breaking news, but it's **not afraid to cater to newer, digital-native audiences, and use a little humor while doing it.**



The New York Times 
@nytimes Follow

The electoral college explained, on Snapchat
nyti.ms/2eBwUCj

The electoral college, explained with...

106K views 0:01 / 1:48

2:10 PM - 8 Nov 2016

The screenshot shows a tweet from The New York Times (@nytimes) with a 'Follow' button. The tweet text is 'The electoral college explained, on Snapchat nyti.ms/2eBwUCj'. Below the text is a video player showing a Snapchat-style video. The video has a purple text overlay that reads 'The electoral college, explained with...'. The video content shows a close-up of several M&M's candies (blue and red) on a white surface. The video player shows '106K views' and a progress bar at '0:01 / 1:48'. Below the video player, the tweet is timestamped '2:10 PM - 8 Nov 2016'. A stylized bird icon with an 'm' on its chest is pointing towards the video player.

Pinterest

Companies that are heavily product-driven use Pinterest to post high-quality images of their goods, not unlike Instagram.

But Pinterest is a more diverse content platform that functions like a traditional website, in that it has landing pages (boards), custom layouts for UX and consistent content flows (pins).

By publishing on a schedule, saving pins and curating ideas your audience will love, you form a navigable path for visitors to move through your content.



Platform Usage:

200+ million monthly active users



Character Limit:

500 for pin descriptions. 200,000 pins.



Ideal Character Length:

17 or less for board names to avoid ellipsis



Content Types:

- *Images*
- *User-generated content*
- *Event promotion*



Engagement Tips:

Construct boards that touch on all relevant themes around your business.



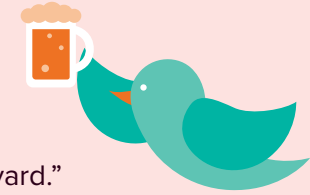
Example: Deschutes Brewery

The importance of keywords and content relevance on Pinterest cannot be overstated – more so than other social channels, **Pinterest is designed for SEO**. Pair strong profile architecture with to-die-for imagery and you get Deschutes Brewery.

While Deschutes certainly pins visuals of its own products, it also has distinct boards for “Deschutes Fan Photos,”

“Women & Craft Beer” and “Our Backyard.”

Followers get the full breadth of Deschutes culture and values, plus the many fun facts and quirky pins that come with an Oregon brewer that understands the power of a fresh brand image and user-generated content.



Deschutes Brewery
102.1k monthly viewers

7k Follow

Bend, OR
www.deschutesbrewery.com

Brewing damn tasty experimental craft beers in the Pacific Northwest. Family & employee owned since 1988.

Boards Pins

- Beer Brunch**
58 Pins
- Our Backyard**
236 Pins
- Now Flowing: Beer Ev...**
185 Pins
- Deschutes Fan Photos**
190 Pins
- Beer Culture**
576 Pins
- Craft Beer Pairings**
324 Pins
- Home Brewer's Haven**
140 Pins



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