



ONLINE AND SOCIAL MEDIA STRATEGY FOR ACCOUNTING TECHNICIANS

<https://www.publicaccountants.org.au/events/event-search/eventdetails?ec=AATDG22213>

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<https://us02web.zoom.us/j/83428057823>

Melbourne, Victoria, Australia – Zoom Online

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What are the most important decisions to make when deciding how to promote your accounting services online? How do a website, social media, online profiles and reviews help you be found by your ideal client? How often should you be posting online and how much time should you spend on social media? How do you decide what to publish?

Join Sue Ellson for a practical session to understand what to include in your own social media strategy. The major social media platforms will be discussed - LinkedIn, Facebook, Instagram, Twitter, YouTube and Google My Business, as well as major online listings. A comprehensive workbook will also be provided.

Sue Ellson is an Independent LinkedIn Specialist, a former banker and a gigster (a person who uses technology to attract aligned gigs). She is the author of five books on LinkedIn, Careers and Business, Hyper Local Marketing and Gigsters. She teaches at the Centre for Adult Education (CAE) and Social Media College (for the Australian Institute of Management) and provides training and consulting services to individuals, small, medium and large businesses, schools, universities, associations and government.

Contents

1. PREVIOUS PRESENTATION – LINKEDIN FOR ACCOUNTING TECHNICIANS AND BOOKKEEPERS	5
2. AAT AND IPA – PLEASE FOLLOW, JOIN, SUBSCRIBE.....	5
3. WEBSITE ESSENTIALS	5
4. BEFORE YOU START.....	7
5. WHAT DO YOU NEED TO BUY TO HAVE YOUR OWN WEBSITE?.....	9
6. WEBSITE GOALS	10
7. MARKETING AND PUBLIC RELATIONS PLAN.....	11
8. SOCIAL MEDIA STATISTICS	11
9. FIRST STEPS FOR SOCIAL MEDIA.....	12
10. WHERE DO YOU START WITH SOCIAL MEDIA?	13
11. COMPLETE A SOCIAL MEDIA AUDIT	13
12. WHAT DO YOU NEED TO CONSIDER?.....	14
13. ALGORITHMS, SIGNALS AND BEHAVIOURS	15
14. AUDIENCE RELATIONSHIP MARKETING ON SOCIAL MEDIA.....	17
15. VISUAL MARKETING	17
16. SOCIAL MEDIA OPTION LEVELS.....	18
17. SOCIAL MEDIA PLATFORM SELECTION REQUIREMENTS ANALYSIS	19
18. LINKEDIN	20
19. FACEBOOK.....	21
20. TWITTER	22
21. INSTAGRAM	23
22. GOOGLE MY BUSINESS AND YOUTUBE	24

23. WHAT YOU CAN SHARE ON YOUR WEBSITE AND SOCIAL MEDIA..... 25

24. SIMPLE PLAN FOR GOING FORWARD 26

25. WHAT HAVE YOU LEARNT IN THIS WORKSHOP?..... 26

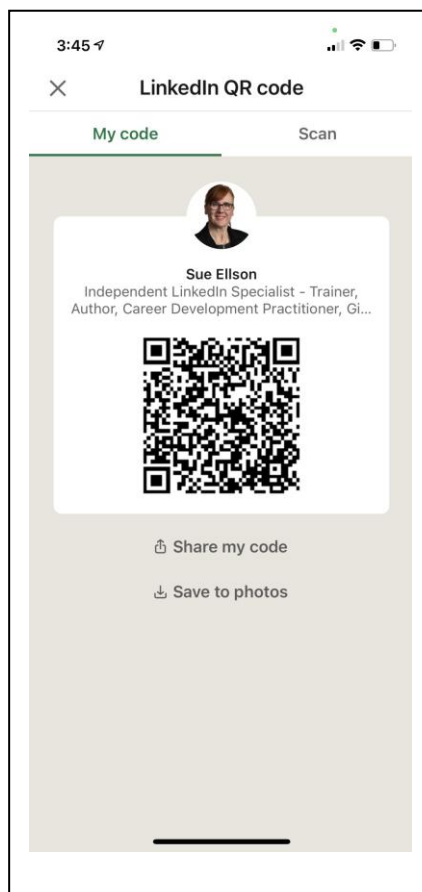
26. WHAT WILL BE MOST HELPFUL TO YOU?..... 26

27. WHAT ARE YOU GOING TO DO IN THE NEXT THREE DAYS AND TWO WEEKS?..... 26

28. NEXT STEPS!..... 27

29. SAY THANK YOU..... 27

30. QUESTIONS 27



Sue Ellson BBus MIML CDAA MPC ASA WV SPN

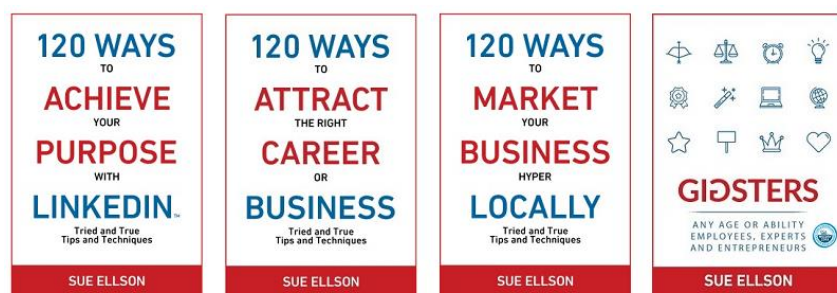
Professional Experience

1982 Started work at Westpac in Adelaide
1987 Started digital literacy and training
1994 Moved to Melbourne from Adelaide
1994 Consulting – careers, business, marketing, training
2001 First website online NewcomersNetwork.com
2001 Member of the Australian Institute of Management
2003 Joined LinkedIn 21,744 Connections, 24,008 Followers, 1,781 views/90 days, 593 searches/7 days
2005 Member of the Australian Human Resources Institute
2008 Independent LinkedIn Specialist, Member of Melbourne Press Club
2012 Started CamberwellNetwork.com
2014 Teaching at the Centre for Adult Education
2015 Associate Member of Career Development Association of Australia
2015 Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 Wrote and published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
2017 Teaching at Monash Training and Professional Development
2018 Answering questions on Quora.com – Top Writer 2018
2018 Member of Career Development Association of Australia (CDAA) and Writers Victoria
2018 & 2019 Top 10 LinkedIn Expert in the Asia Pacific Region
2019 Member of Small Press Network, Finalist The Australian Career Book Award for
Fourth book *Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs*
2021 Fifth book *LinkedIn for me and my career or business*
2022 Two more books – *Poems for lovers to read to each other and Poems for me to truly be*

Voluntary Experience

1991 – 1992 Committee Member, Westbourne Park Netball Club
1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Rep Australian Institute of Bankers SA Young Banker's Committee
1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
2001 – 2002 Committee Member, Cultural Tourism Industry Group
2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
2003 – 2007 Committee Member Victorian Community Committee for Harmony
2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
2013 – 2018 Volunteer Foster Carer RSPCA Victoria and Forever Friends
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network & Camberwell Network and answers to questions on Quora.com and Clubhouse.com

Four Books available FREE at https://www.researchgate.net/profile/Sue_Ellson



1. Previous Presentation – LinkedIn for Accounting Technicians and Bookkeepers

<https://sueellson.com/blog/linkedin-for-accounting-technicians-and-bookkeepers>

2. AAT and IPA – please follow, join, subscribe

AAT LinkedIn Bookkeepers Connect Australia LinkedIn Group

<https://www.linkedin.com/groups/4476401>

- choose join (currently 742 Members)

Twitter <https://twitter.com/AATAustralia>

- follow (currently 1,682 Followers)

Facebook <https://www.facebook.com/aataustralia>

- follow (currently 2,960 Followers and 2,424 Likes)

YouTube https://www.youtube.com/channel/UC_Ne6atz6_60KPrIbLjV3g

- subscribe (currently 174 Subscribers)

Institute of Public Accountants

LinkedIn <https://www.linkedin.com/school/institute-of-public-accountants>

- follow (14,435 Followers, 6,541 Alumni)

Twitter <https://twitter.com/ipaccountants>

- follow (9,717 Followers)

Facebook <https://www.facebook.com/ipaccountants>

- follow (36,286 Followers, 34,505 Likes)

YouTube <https://www.youtube.com/user/ipaccountants>

- subscribe (1,720 Subscribers)

3. Website Essentials

You can start your business with a free LinkedIn Profile <https://linkedin.com> and a free Google Website <https://business.google.com> at no cost!

Google expects – a website that is updated frequently and provides a good experience for visitors, an active social media presence, online reviews, listings and links on other websites – how many of these do you have (or need to do)?

1. Publish on your website or high domain authority website
2. Share content on social media
3. Engage on social media regularly
4. Ask for reviews and respond to them
5. Ensure all of your general and industry listings are up to date
6. Secure links on other websites – reciprocal links, publications etc

Don't forget to connect with the local council (where you work and where you live) and your state government and the Australian government as there are many excellent resources available to you for free or low cost. LinkedIn Learning courses available free of charge if you have a local library card.



<https://linkedin.com>

<https://business.google.com>

<https://www.whitepages.com.au/products/listing>

<https://www.yellow.com.au/product/yellow-online>

<https://www.truelocal.com.au/add-business>

Reviews

<https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse>

Join <https://localguidesconnect.com> if you are giving reviews to others (add photos too!)

Consider creating a page on your website <https://sueellson.com/reviews> (I use WP Customer Reviews plugin for WordPress)

Search Engine Optimisation

** Latest free video training <https://sueellson.com/blog/how-to-be-found-on-page-one-of-google-search-results-for-your-name-keywords-and-company>

Should be included in website design, not bolted on afterwards!

4. Before you start

What to do before you speak to a website designer

(so that you understand the principles of producing content online)

<https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

1. Make sure you understand the business case first
2. Be realistic about your first edition - the Minimum Viable Product (MVP)
3. Consider that you need four experts for this process - the business strategist, the project manager, the website designer, the content creator and/or curator
4. Planning and Competitor Analysis
5. Determine your Primary and Secondary Keywords
6. Pay for your own domain name and website hosting
7. Create a comprehensive User Names and Passwords List
8. Decide what statistics you are going to keep

How much should I pay for a website and what should be included in the website design proposal?

(if you are ready to start creating your own archive of published content)

<https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>

1. Your purpose
2. Description of your target audience
3. Your passwords for everything online
4. Your domain name (best if you buy it first)
5. Your website hosting and email addresses (create the hosting account in your name)
6. Your logos and tag lines (vector images)
7. Your primary and secondary keywords (comprehensive list)
8. Your ideas from your competitor and collaborator analysis (don't reinvent the wheel)
9. Your suggested site map (must include About Us and Contact Us) and business process
10. Your content (including text, video, existing links, memberships, social media profiles etc)
11. Your images (original/paid and resized and renamed)
12. Your Google Account creation – for Google My Business, Google Analytics, Google Alerts, Google Search Console etc (again, best if YOU set this up first)
13. Installation of Content Management System (I recommend WordPress.org)
14. Choice of theme / layout (must be fully responsive and suitable for mobile devices), installation, configurations, testing
15. Choice of plugins / features (must include SEO, backup, security, caching), installation, configuration, testing
16. Creation of a style guide for the content of your pages and posts
17. Publishing of content in Search Engine Optimisation (SEO) format and user evaluation
18. Re-fresh or establishment of your social media and other online profiles to be consistent with your website
19. Personal training on how to add or edit content, complete backups and maintain security and have the website listed on <https://archive.org/web>
20. Support, maintenance, updates in the future and the total cost

What to do before you upgrade or redesign your website

(before you lose what you have gained)

<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

1. Prepare a full back up of your existing website
2. Prepare a full list of all of the page URLs (links) from your existing website
3. Review your Google Analytics results
4. Review your conversion rate and how that is achieved
5. Complete a comprehensive competitor analysis
6. Review your use of social media
7. Review your other online directory listings
8. Compile a full list of all of your login details
9. General Maintenance
10. Move forward in manageable steps

Original – performed well

<http://web.archive.org/web/20160404082531/http://www.yarraplumbers.com.au>

The screenshot shows the homepage of Yarra Plumbers Pty Ltd. The header features the company logo, a navigation menu with categories like Plumbing, Heating, and Gas Fitting, and a prominent call-to-action: "Call Now 1300 292 772". Below the header, there's a section for "YARRA PLUMBERS MELBOURNE" with sub-sections for "INSTALLATIONS", "REPAIRS", and "MAINTENANCE". A central image shows a plumber working on a sink. To the right, a sidebar promotes "Need a Melbourne Plumber?" with contact information and a "Click here to Book online a Yarra Plumber" button. The footer lists services under "PLUMBING", "GAS FITTING", and "HEATING".

YARRA PLUMBERS PTY LTD
Plumbing • Heating • Gas • Drainage • Roofing

Call Now 1300 292 772

HOME PLUMBING HEATING HYDRONIC HEATING GAS FITTING HOT WATER DRAINAGE ROOFING AREAS WE SERVE

YARRA PLUMBERS MELBOURNE
Licensed Master Plumbers

INSTALLATIONS REPAIRS MAINTENANCE

■ Home
■ Plumbing
■ Heating
■ Hydronic Heating
■ Gas Fitting
■ Hot Water
■ Drainage
■ Roofing
■ Backflow Testing
■ Leak Detection
■ Areas we serve
■ News

Need a Melbourne Plumber?
Call Now **03 9303 7122**
or **1300 292 772**
24 HOURS A DAY 7 DAYS A WEEK

Click here to Book online a Yarra Plumber

We accept Visa and Mastercard

PLUMBING

- ✓ Residential / Commercial
- ✓ Plumbing Repairs and Maintenance
- ✓ Blocked Drains - clearing and repairs
- ✓ Installation of water saving devices
- ✓ Leaking taps
- ✓ Water Leak detection

GAS FITTING

Repair and installation of:

- ✓ Gas appliances
- ✓ Gas Leak detection and repair
- ✓ Gas Cook tops and ovens
- ✓ Gas Ducted Heating
- ✓ Gas Central Heating (Hydronic)
- ✓ Gas Hot Water Systems

HEATING

Repair and Installation of:

- ✓ Gas fired Heating
- ✓ Hydronic Heating
- ✓ Ducted Central Heating
- ✓ Gas Under Floor Heating
- ✓ Gas Fireplaces
- ✓ Gas Heaters / Wall Furnaces

Revised – disappeared from search results <https://yarraplumbers.com.au/>



5. What do you need to buy to have your own website?

a. Domain Name and Domain Name Privacy

Nothing extra. Not extra versions. Not listings. Not any other offers.

Generally recommend

yourname.com AND

yourbusiness.com or .com.au (need ABN) or .au

Domain name privacy ensures that your contact details are not listed publicly and can reduce the amount of spam.

b. Website Platform which may include website hosting

Recommend a content management system so you can keep the same content and change the layout without editing every page of your website.

Platforms that include website hosting in the cost – SquareSpace, Wix, Weebly, GoDaddy, – cannot migrate, cost is fixed and may increase, some limitations (WordPress.com is an option that can be migrated)

Platforms that require you to pay for website hosting separately – WordPress.org, Joomla, Drupal

Website hosting options – shared server (most common) in Australia or overseas, cloud (for international access)

Website hosting add-on – CDN – content delivery network to increase speed of website

My Recommendation – WordPress.org hosted at ddns.com.au with a basic SSL so your website is at https with your domain name purchased elsewhere like crazydomains.com.au but only domain name and domain name privacy with a basic free theme and specific plugins for security, backup, caching (faster load time), reviews, broken link checker and search engine optimization.

I use the WP Astra Theme with a paid version of Elementor Page Builder (so I can start with a template).

Why? – can expand with more features as you grow, plenty of experts around – but you need to keep backups for ‘when’ you are hacked to ‘reinstate’ your website.

Is it bad if I have something else? – No, any website is better than no website. So if it gets you up and running, great. Remember, that you could start with a free Google website <https://paul-s-j-smith-piano-tuner-technician.business.site> and a LinkedIn Profile <https://www.linkedin.com/in/sueellson> with a zero cash outlay.

6. Website Goals

- Google expects – a website that is updated frequently and provides a good experience for visitors, an active social media presence and online reviews.
- To be found online, you need to be found for:
 - a. Your business name
 - b. Your own name
 - c. Your keywords (a string of 3-5 words that people will search for)
 - d. Quality reviews (Google Reviews most effective but others still helpful)
 - e. Regular/recent activity and wide reach (content on multiple websites)
- The number one criteria for a search is location – for the location of the device (phone, laptop or desktop computer) or the name in the search query.
- Remember that searches are based on typed words but also spoken words (e.g. find the nearest xyz).
- Statistics to track on your website Google Analytics include:
 - a. website speed (the time it takes to load) - less than four seconds
 - b. bounce rate (the percentage amount before they leave) - less than 55%
 - c. time on your website - greater than two minutes
 - d. pages per visit to your website - more than two pages
 - e. good mix of acquisition - organic, direct entry of URL, social media and referrers
- Review your most popular website pages/posts and their calls to action.
- Ensure that all social media profiles are listed on your website with correct link details (including your YouTube channel).
- Title is the most important aspect of a page or post on your website. Remember to include ‘markup’ – headings, bold, lists, quotes etc as well as links to other pages on your website.
- When did you last do a Competitor Analysis and incorporate good ideas?
- Add or update your online listings at <https://www.whitepages.com.au/products/listing>
<https://www.yellow.com.au/product/yellow-online>
<https://www.truelocal.com.au/add-business>

- **Remember that referrals (word of mouth) and the ability to 'verify' online and/or with referrals can drive up to 85% of business – don't forget to FOLLOW UP on leads and ASK existing customers for referrals**

7. Marketing and Public Relations Plan

- What are your goals?
- Who specifically are your buyers? – B2B or B2C or both?
- Have you created some ideal client personas/avatars?
- How do you best reach these people (which social media channels)?
- What do you want your buyers to believe or do?
- What strategies will be most effective – for your TIME, money, energy and effort?

<https://www.business.gov.au/planning/business-plans/how-to-write-your-marketing-plan>

8. Social Media Statistics

Yellow Social Media Report 2020 <https://www.yellow.com.au/social-media-report> (Consumer Report and Business Report).

Australians on social media and the internet

- 56% of Australians use the internet more than 10 times a day
- 27% do so in excess of 20 times a day
- The average number of internet-enabled devices owned is 3.3
- 31% claim the amount of time they spend on social media use has increased in the last year. 13% say it has decreased.

Social media platforms used

- 89% of people use Facebook. It remains the most popular social media platform by a significant majority, however this is down slightly from last year (91%)
- YouTube is used by over half of Australians (54%) and it's the second most popular platform among men
- 45% of respondents use Instagram, which is the second most popular among women
- One in five Australians use Twitter, LinkedIn, Pinterest and Snapchat
- No other social media platform is used by more than 7% of those surveyed

Sensis Social Media Report 2016, 2017 and 2018

<https://www.sensis.com.au/about/our-reports/sensis-social-media-report>

Social Media Trends 2021 (Envato based in Melbourne)

<https://www.youtube.com/watch?v=3yQmBLeOc7A>

Social Media News – Statistics of Average Monthly Users by Platform

<https://www.socialmedianews.com.au/social-media-statistics>

Develop a Digital Strategy (with template and links etc)

<https://business.vic.gov.au/business-information/ecommerce/develop-a-digital-strategy>

Google Digital Garage (learning resources)

<https://learndigital.withgoogle.com/digitalgarage-au>

My strained relationship with the Facebook Algorithm (JP Sears) – satire but very relevant

<https://www.youtube.com/watch?v=i6PixKW4BGI>

Jimmy Rees Social Media People

<https://www.youtube.com/watch?v=f9TrE3W4HwE>

15 Social Media Fails

<https://www.socialmediatoday.com/news/15-social-media-marketing-fails/584741/>

33 of the Best Social Media Marketing Blogs of 2020 – for more information

<https://blog.hubspot.com/blog/tabid/6307/bid/5977/36-awesome-social-media-blogs-everyone-should-read.aspx>

9. First steps for Social Media

1. Create a Usernames and Passwords List (password protected Excel spreadsheet)
2. Create a clear description of your purpose
3. Create a clear description of your target audience
4. Review the various options you have available
5. Start by creating good quality and consistent website and social media profiles
6. Decide on your social media policies and procedures (including style guidelines, hashtags, pings etc)
7. Manage access to your social media profiles carefully
8. Record and analyse the results
9. Discuss changes or improvements, put in safeguards if necessary
10. Implement revisions

10. Where do you start with social media?

- **Quality real estate** – consistent logos, images, videos, text (short and long versions), keywords, messages for your buyers in their language for their needs PROFILE
<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- **Quality connections** – not just your customers but also your staff, suppliers, stakeholders, alliance partners, local community members CONNECTION
- **Quality content** – that you then broadcast appropriately to the right audiences or to the people who find you online (social proof) (IDENTITY) **does not need to be perfect** but must be CONSISTENT – remember all audience stages
- **Quality responses** – timely, appropriate, informative, consistent, authentic, brand congruent TRUST
- **Quality transactions** – ask for the sale (but not on first date), easy sales process, prompt delivery and excellent service SALES / CONVERSIONS
- **Careful analysis and review** – value, results, adjustments and improvements RETURN ON INVESTMENT

Finally remember that ultimately, you will probably need to connect with people in real life!

11. Complete a Social Media Audit

Need to give email address to gain access

<https://sproutsocial.com/insights/social-media-audit/>

<https://blog.hootsuite.com/social-media-audit-template/>

Basic option...

Social Media Channel	Profile URL	Fully Completed Profile Y/N	Followers or Subscribers	Posting frequency	Paid ads used Y/N	Average Number of Reactions	Average Number of Comments	Referral traffic to website per month	Referral traffic % of total	Comments
Facebook										
Instagram										
LinkedIn										
Twitter										
YouTube										
Other										
Other										

12. What do you need to consider?

- Audience size and demographics (does it include your specific target audience)? You can't reach everyone so be clear on what you want to do first!
<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>
- Dynamic value versus Lifetime value (currency now, digital asset long term) – how long something will remain of interest – is it evergreen? (current today and tomorrow and able to be re-used over time)
- Relevance (to the social media platform – for example, don't always need hashtags #subject on all social media platforms – but definitely on Instagram)
- Vanity versus Results (do not be seduced by reach if it doesn't lead to results)
- Cost per lead and Conversion Rates – if you get the click to your website and you don't get the sale, why use social media to attract leads? Make sure your website works for you first!
- Your level of expertise – how much time will you waste working it out for yourself – one hour with an expert and they can teach you what you need to know – you must take ownership of the results and pay for the process to get you there (either time or money)
- How much you will do and how much (or what) you can outsource either locally or internationally (be careful – cheap is not always best and it can ruin your reputation!)
- Your use of paid versus unpaid options (if you are using paid, get an expert to help you FIRST and don't waste your time or money)
- Be ready for the future – social commerce (sales within platforms), mobile payments, reduction in general news, ad blockers, big data, targeted and re-targeted advertising (visit the website, see an ad on Facebook thanks to a tracking pixel), increase in use of Messenger Apps (Facebook, WeChat), membership and subscription services for ad free (Netflix, Stan, Spotify, YouTube Red
<https://www.youtube.com/red>)
- if you Google your name – your LinkedIn Profile will usually be the first link in Google search results if you have optimized your public profile URL – you can get Google results from your social media
- YouTube is owned by Google. Instagram is owned by Facebook. Snapchat (privately held) is rising very quickly. LinkedIn is owned by Microsoft. Don't chase every shiny object, but if the numbers stack up, consider it if it aligns with your target audience
- 70% of decision makers will Google your name before contacting you – 95% before you get the gig

- up to 85% of business is done by referral (also known as word of mouth)
- it is not what you know or who you know, it is who refers you and how you can be verified (both online and via reviews)
- mobile use is constantly increasing <https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide>
- users crave authenticity (not spin or sales), relevant content-on-demand (not interruption), niche marketing (not mass marketing), personal and fun (opportunity to interact – rise of chatbots, pop up live chat)
- What works? (50% of advertising works, problem is, which 50%?) – review your competitors – do not believe you need a \$10,000 course! Take action and learn as you go!!
- Be authentic – salesy does NOT work, quality information (or appropriately humorous) does work
- Magic recipes do not exist – again, avoid the 'next shiny object syndrome' or the magical 'silver bullet' that does everything
- Are you ultimately able to incentivize people or segment them in some way?
- If you are the enterprise owner (or decision maker), YOU MUST TAKE RESPONSIBILITY for your social media activities – make sure you understand what is happening as it is your reputation on the line. A well placed message shared by you can be more effective than the best message sent on behalf of your enterprise

You also need to recognise that all online social media platforms can be a time wasting vortex – so you need to understand what is going to work for your purpose and stick to your plan!

13. Algorithms, Signals and Behaviours

Your results on social media can be affected by what you do and what others do:

- time on profile
- posts viewed per visit to your social media profile
- scroll speed on your posts (aim for high dwell time – time spent viewing your post)
- if people take action (remember social media wants you to stay on social media with as much 'native' content as possible, not linking away from social media)

- Likes (Reactions), Comments, Shares, Sends
- Click through rates (do people take action and how long do they spend there?)
- Impressions (views) - especially those that occur within 24 hours of publication
- Engagement Ratio over time (not just at the time of publication) from both you and from the people who view the content (publish once, engage twelve times)
- Appearance in Google Search Results and ongoing Engagement
- Repeat visits by the same users
- Quality of past content (and how it has performed – frequency, quality, engagement)
- Signals you send (who, when, what device, bandwidth)
- Behaviours and Predictors (based on what you have done before)
- Feedback received (reviews, thumbs down, lack of engagement)
- Completeness and currency (up-to-date-ness) of your profile
- Frequency of logging in and engaging with content from specific people or companies (quite often Friends or Connections better than Companies)
- Content in post – length, detail, markup (headings, styling) additional pictures, links, video, native video, emojis etc and quality of writing, images or video (not too long) and relevant @mentions and #hashtags
- In accordance with user agreement (no nudity, profanity etc)
- How you are connected to the content (likelihood of engagement)
- Relevance to other topics you have shown interest in
- Native content, organic results, paid activity, curated, created or co-created
- Response rates (how quickly you reply to Comments, Direct Messages, Approve Posts or Member requests)
- Trend towards pay to play – not always free, not always fair, cannot always collect information about your Followers (like their email address or phone number) or reach them, even if they are in a Group you have created
- Think of consistency and time IN the market rather than timing the market

14. Audience Relationship Marketing on Social Media

- Start as an acquaintance, visitor, lurker or stalker (checking you out privately)
- Become 'friends' or 'followers' or 'subscribers' after multiple exchanges
- Become a customer or client or well informed person (maybe referral or review)
- Become engaged (contribute occasionally), perhaps purchase more than once
- Become an advocate (represent you elsewhere and share referrals)
- Become an ambassador (start to promote you independently as a direct task and regularly give you referrals)

Remember, you are always on show! You never know who is watching (computers and people as well as competitors). You need to provide content on your social media that engages with all of these relationship stages.

15. Visual Marketing

70% of people are visual learners (rest are audio and kinesthetic)

- design
- personalization
- usefulness
- personality
- story telling
- share worthiness
- visual appeal (faces are very helpful) – text over images more likely to be read - <https://www.canva.com> <https://www.pexels.com> (**DO NOT use copyright images – you must have written verifiable evidence that you have permission to use images or a receipt to say you have paid for them**)
https://www.copyright.org.au/acc_prod/ACC/Information_Sheets/An_Introduction_to_Copyright_in_Australia.aspx <https://nealschaffer.com/free-images-for-blogs/>
- real time amplification (relevant and tied into current events)

16. Social Media Option Levels

Entry level option (20 minutes a week)

- Complete your selected social media profiles in full with suitable logos, description and links
- Add good quality content to your website in the 'Blog' section once a fortnight
- Manually broadcast each Blog Article to each of your social media profiles (min 3x per year)
- Respond to all Comments from your social media profiles as quickly as possible
- Review each social media profile every six months and update it entirely checking all sections
- Monitor and respond politely to all reviews and feedback (wait 12-24 hours if you get angry)

Mid range option (one hour per week)

- Complete Entry level option
- Create some tailored content for each social media profile and post once a week
- Visit related but non-competing social media profiles and participate authentically
- Strategically Liking, Commenting, Sharing other Influencers, Clients, Industry Leaders

High level option (two hours plus per week)

- Complete Mid range option
- Focus on what works best for both reputation and sales (you need both)
- Track and monitor all activity more closely and report on your findings regularly
- Adjust and modify your strategy based on performance (but also rely a bit on gut feel)
- Watch out for significant algorithm changes, new platforms, assess and integrate
- Source strategic unbiased professional advice and outsource or pay for daily attendance and reporting

17. Social Media Platform Selection Requirements Analysis

- Database size and reach
- Accessing your niche audience (is it aligned?)
- Building enterprise digital asset (lifetime value)
- Building enterprise recency and relevancy (dynamic value)
- Building enterprise findability (search engine optimisation SEO for enterprise name, keywords)
- Spend (both time and dollars) and return on Investment (worthwhile or vanity only)
- Measurable (and building the goodwill of your enterprise)
- Scalable (ideally)
- Risk associated with algorithm changes (may only be good for a specific duration)

18. LinkedIn

Focus Area	Rating
Database size and reach	4
Accessing your niche audience	3
Building enterprise digital asset (lifetime value)	4
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	5
Spend (both time and dollars)	3
Return on Investment (worthwhile or vanity only)	4
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	2
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	3
TOTAL	35/50

LinkedIn Profile, Company Profile and Group Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords
- Personalise your URL and include it on your website and all other connection points
- Review all settings and make sure that all comments are notified/approved before publication

LinkedIn – What works well

- Regular postings with good quality images and/or videos, not a lot of hashtags
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content
- Respond quickly to comments, questions and Recommendations
- LinkedIn Sponsored Ads (Newsfeed) and Job Ads have mixed reviews in Australia
- Targeted LinkedIn campaigns (seek an expert's advice – recommend InMails)
- Interaction – personally respond to every Comment if you can
- Participating appropriately in well managed Groups (only if you have time)
- Liking, Commenting and Sharing other good quality content (especially in niche)
- Inmails or Direct Messages may be more effective than Updates via Newsfeed
- Publish good quality Articles that can be search engine optimised and go viral
- Employee marketing (say the CEO publishes an Article or Update) staff to engage
- Ensure that all Company Updates are really relevant and informative (part of due diligence research)
- Align all content with enterprise objectives, encourage all staff good profiles
- Emoji's, PowerPoint converted to PDF in Posts, Images in Posts and Articles

LinkedIn – Good examples

- <https://www.linkedin.com/in/sueellson> Profile
- <https://sueellson.quora.com/The-Benefits-of-LinkedIn>
- <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>
- <https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>
- <https://www.linkedin.com/company/cpa-australia> Company

19. Facebook

Focus Area	Rating
Database size and reach	5
Accessing your niche audience	4
Building enterprise digital asset (lifetime value)	2
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	3
Spend (both time and dollars)	2
Return on Investment (worthwhile or vanity only)	3
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	4
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	1
TOTAL	31/50

Facebook Page and Group Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords
- Personalise your URL and include it on your website and all other connection points
- Review all settings and make sure that all comments are moderated before publication

Facebook – What works well

- Regular postings with good quality images and/or videos, some hashtags
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content (maximum 10%)
- Respond quickly to comments, questions and reviews (make sure Reviews are turned on)
- Facebook campaigns that are directed to people you already know (add your list) or who have visited your website or other representations (Facebook pixel)
- Targeted Facebook campaigns (best to seek an expert's advice)
- Interaction – personally respond to every Comment if you can (turn on Notifications)
- Participating appropriately in well managed Groups
- Liking, Commenting and Sharing other good quality content
- Messenger seems to be more effective than Posts
- Encourage employee participation (if appropriate)
- Using latest features including Facebook Live Video, Adding to Story

Facebook – Good examples

- <https://www.facebook.com/officiallykmusic> Page
- <https://www.facebook.com/groups/businessvic> Group
- <https://www.facebook.com/vicroads> Amazing variety of posts and engagement
<https://www.facebook.com/Palacecinemas> Events and Previews

20. Twitter

Focus Area	Rating
Database size and reach	2
Accessing your niche audience	3
Building enterprise digital asset (lifetime value)	2
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	3
Spend (both time and dollars)	2
Return on Investment (worthwhile or vanity only)	2
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	2
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	3
TOTAL	26/50

Twitter Profile

- Fully completed with excellent quality logos, banners, descriptions, links, keywords
- Personalise your URL and include it on your website and all other connection points (15 characters)
- Review all settings and make sure that Notifications are turned on

Twitter – What works well

- Regular postings with good quality images and/or videos, hashtags encouraged
- A variety of good quality and authentic content that generates engagement
- Good mix of your own content (70%), shared content (20%), sales content (10%)
- Respond quickly to Tweets, Retweets and Direct Messages
- Sponsored Ads (for the Newsfeed) check audience and your presence first
- Targeted Twitter campaigns (seek an expert's advice – try Following key targets)
- Interaction – respond to every interaction and choose 'Like' for Tweets & Retweets
- Follow key Influencers – Twitter can be a wonderful research and curating tool for a specific niche
- Retweeting and Liking other good quality content (especially in your niche)
- Only Tweet regular users – otherwise message people directly even if they were found via Twitter
- Publish good quality Tweets that are topical – but don't be self-indulgent or salesy
- Employee marketing – encourage staff to Follow, Like, Retweet etc
- Ensure that all Tweets are relevant and informative (part of brand management)
- Align all content with enterprise objectives – the CEO can be more influential than the enterprise
- Watch Followers, Following, Tweets, Likes ratios
- Popular with Celebrities, Media, Academics, Creatives

Twitter – Good examples

<https://blog.hubspot.com/marketing/tweet-formulas-to-get-you-started-on-twitter>

<https://twitter.com/barackobama> <https://twitter.com/businessvic>

<https://twitter.com/Boroondara>

21. Instagram

Focus Area	Rating
Database size and reach	4
Accessing your niche audience	4
Building enterprise digital asset (lifetime value)	2
Building enterprise recency and relevancy (dynamic value)	3
Building enterprise findability (SEO for enterprise name, keywords etc)	3
Spend (both time and dollars)	2
Return on Investment (worthwhile or vanity only)	4
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	4
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	1
TOTAL	30/50

Instagram Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords
- Personalise your URL, include it on your website and all other connection points
- Review all settings and make sure that Push Notifications turned on (need Mobile Phone Access)

Instagram – What works well

- Regular postings with good quality images and/or videos, hashtags encouraged
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content (maximum 10%)
- Respond quickly to comments
- Can connect Instagram with Business Facebook Page (best to seek an expert's advice)
- Interaction – personally respond to every Comment if you can (turn on Notifications)
- Liking, Commenting and Sharing other good quality content (remember, links not clickable)
- Encourage employee participation (if appropriate)
- Consider a Style Guide for regular posts – perhaps a text or watermark overlay, special filters etc
- Integrate with your Facebook presence, especially if you have a visual enterprise
- New users can attract a lot of spammers and surprise Follower suggestions
- IG Stories (Archive if you want to keep) and Highlights, IGTV, Reels

Instagram – Good examples

<https://www.instagram.com/foundr> (regular format)

<https://www.instagram.com/lonelyplanet> (great engagement)

<https://www.instagram.com/celestebarber> (nudity and thematic)

22. Google My Business and YouTube

Focus Area	Rating
Database size and reach	5
Accessing your niche audience	2
Building enterprise digital asset (lifetime value)	5
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	5
Spend (both time and dollars)	3
Return on Investment (worthwhile or vanity only)	4
Measurable (and building the goodwill of your enterprise)	5
Scalable (ideally)	2
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	3
TOTAL	38/50

Google and YouTube Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords, photos (plus free website)
- Personalise your URL, include it on your website and connect to your Google Analytics and Google Webmaster Tools etc
- Review all settings and make sure that Push Notifications turned on

Google and YouTube Tips – What works well

- Regular postings with good quality images and/or videos and products and services
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content (maximum 10%)
- Respond quickly to enquiries (Install the Google Business App on your phone)
- Share your Blog Post details as soon as they are Published as an Update
- Consider a Style Guide for regular posts and YouTube Thumbnails
- Respond to Google Reviews (both Good and Bad) as quickly as possible (unless unable to for legal reasons – doctors, dentists etc in Australia) and join <https://localguidesconnect.com>
- Ask for Google Reviews <https://g.page/your-business-name/review>
- Keep your details up to date, add lots of photos (100+), a video tour etc (and consider opening a Bing Account too)

Google – Good examples

<http://paul-s-j-smith-piano-tuner-technician.business.site> (Only online content free Site)

<https://aboutme.google.com/> (Google Person (connected to Gmail or another email))

<https://business.google.com> (Google My Business Page)

<https://google.com/analytics> (Google Analytics installed with you having OWNER access)

<https://google.com/webmasters> (Google Search Console / Webmaster)

<https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>

(set up) **On YouTube**, (owned by Google), make sure you have a Channel (your videos) and a Playlist (all videos in your channel and with you/your business in it)

23. What you can Share on your website and social media

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

AIDA – Attention, Interest, Desire, Action (Excellent Headline) – create or curate

How to – top tips, checklists, summary

Incentive – white paper, free class or consultation, product or trial, webinar, infographics, discounts, contests and competitions

Viral – good quality share, petition, cause for donation, timely topic, humorous and informative <https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

Buzz – news, deadline dates, new releases, exclusives

Reviews – ongoing, respond ASAP, request – Get a Google Place ID here <https://developers.google.com/places/place-id> and add to the end of this <https://search.google.com/local/writereview?placeid=>

Awards and Honours – special announcements, significant media, acknowledge generosity or recognition of others

Thought Leadership – opinion, research, survey findings

Email sequences – connect with the prospects' pain, need or problem, define the pain even better than they can, discuss what they may have tried and why it hasn't worked, present a solution and explain why it's better, include case studies and testimonials, offer a knockout guarantee, if more than one problem, have a specific email on each, each email only cover one idea.

Sales message – make the person look good, save time, save money (show value), make something easier – soft sell – include a question (call to action)

Content calendar – <https://blog.hubspot.com/blog/tabid/6307/bid/33415/the-social-media-publishing-schedule-every-marketer-needs-template.aspx>
<https://blog.hootsuite.com/social-media-templates> (includes Editorial Guidelines Suggestions)

Social Media (or Website) Audit – perhaps you may like to review your strategy when you get back to your business

Curate content - by setting up RSS feeds of top blogs, new agencies, and influencer websites on an RSS reader like Feedly or Flipboard. This way, you can collect all of your content in one place. <https://feedly.com> <https://flipboard.com>

Create content - by using tools like Answer the Public <https://answerthepublic.com> Google Adwords <https://ads.google.com> or alternatives listed at <https://www.searchenginejournal.com/top-content-creation-tools/237653> see <https://quora.com> as well to practice your skills perhaps?

24. Simple plan for going forward

1. Create/Update LinkedIn and Google My Business
2. Connect with all past, current and future clients on LinkedIn and ask for follows/subscribers
3. Update your website at least once a month
4. Engage with social media (of clients, stakeholders, referrers etc) three times a week
5. Share something on social media once a week (curated or created)
6. Consider putting your posts on social media into a monthly email/LinkedIn newsletter
7. Respond to all messages, comments, contact as soon as possible
8. Respond to all online reviews and write at least one a month for someone else
9. Check your statistics and review your online strategy every six months (audit as needed and keep an eye on your competitors and collaborators)
10. Stick to what you can realistically manage – and use technology to your advantage

25. What have you learnt in this workshop?

26. What will be most helpful to you?

27. What are you going to do in the next three days and two weeks?

Three days _____

Two weeks _____

28. Next steps!

Download my books free of charge at https://www.researchgate.net/profile/Sue_Ellson

(in particular, 120 Ways To Market Your Business Hyper Locally and use the Marketing Idea Viability Test before spending money on marketing)

HEAPS MORE at <https://sueellson.com> – upcoming presentations at <https://sueellson.com/presentations/presentations-2022>

29. Say Thank you

Say Thank You to Sue Ellson

<https://g.page/sue-ellson-author/review>

Say Thank You to Association of Accounting Technicians

<https://search.google.com/local/writereview?placeid=ChIJUTQrtsdC1moRg8dM9GFQEqE>

30. Questions

Quick questions via email most welcome sueellson@sueellson.com