Social Media Best Practices
Want to promote the importance of both early and frequent eye exams on social media, but not sure where or how to start? Fear not! We’ve prepared a toolkit for you so you can start:

- Envisioning your campaign
- Creating engaging content specific to the social media platforms you love and use (and those you don’t!), and
- Keep audiences engaged over the long haul.

Let’s Begin
6 STEPS FOR PLANNING AN EFFECTIVE SOCIAL MEDIA CAMPAIGN
6 STEPS FOR DEVELOPING AN EFFECTIVE SOCIAL MEDIA CAMPAIGN

1. Identify your target audience(s)

Clearly defining the target audience is crucial to ensuring your campaign drives results. Thinking through your target audience(s) can help you fully understand how to reach them through different social media platforms, what type of content resonates with them most (i.e., video, images, infographics, livestreams, etc.) and the type of messaging that will influence them most. While outlining who your audience is, consider the following:

- Who are you trying to reach with your campaign?
- What are their demographics? (i.e., What gender do they identify with? What are their ages, locations, jobs, income, etc.?)
- What are your audiences’ pain points? What do they care most about? What influences them to make decisions?
- Where are your audiences most active online? Where do they get their news and information? In what format do they prefer to receive information? (i.e., Visually engaging or text based?; Short and to the point or more comprehensive?; A little of both?)
6 STEPS FOR DEVELOPING AN EFFECTIVE SOCIAL MEDIA CAMPAIGN

2. Craft a killer strategy

A social media strategy is a plan outlining your goals for using different social media platforms, the tactics you will use to achieve those goals and how you will measure your progress. When crafting an effective strategy, you should:

1. **Establish specific, measurable, attainable, relevant and timebound social media goals** and identify how you will track them. Your goals should align with your overall campaign objective so you can easily demonstrate the value of your campaign once it’s finished.

2. **Analyze the industry landscape on social media with your audience personas in mind** to generate creative ideas for your campaign and ensure it stands out from what has already been done. Research campaigns with similar objectives and trends you’re seeing in the eye care space. How are eye care professionals currently talking to their patients and prospective patients on social media? Are there similar campaigns that you can draw information from? If so, which strategies worked well, and which missed the mark? Case studies are a great place to start when conducting this research.

3. **Choose your key channels based on what you know about your audience and how they like to be reached.** If your audiences are most active on Facebook and Instagram your campaign content should be shared to those platforms and crafted with each platform’s content best practices in mind (i.e., what kind of content do people share on Facebook vs. Instagram?).
6 STEPS FOR DEVELOPING AN EFFECTIVE SOCIAL MEDIA CAMPAIGN

2. Craft a killer strategy, cont.

4. Identify what kind of content you’ll share and how often you’ll post. Compile the key messages that will be shared throughout your campaign. Brainstorm ways to creatively share those key messages as different types of content. It’s also important to determine how often you will share content each week to your social channels.
   • **Example Content Ideas:**
     - **Thought Leadership Content:** statistics and other attention-grabbing facts about the number of people affected by treatable eye conditions, how many adults and children don’t visit the eye doctor regularly, etc.
     - **Educational Content:** information from ECPs on commonly undiagnosed eye impairments, disorders and diseases and ways they can affect people long term if they are not managed by a professional.
     - **Testimonial Content:** patients sharing their and/or their children’s experiences with common eye impairments, disorders and diseases, and why it is crucial to schedule regular eye exams.
   • **Example Content Cadence:**
     - Facebook: 5x per week
     - Instagram: 3x per week

5. Plan campaign content. Outlining what you will share each week or month in advance allows you to be strategic about when posts will be published and potentially increase their engagement. This can mean tying specific posts to key moments in time like eye-related holidays, industry announcements, practice initiatives, etc. Consider things like the back-to-school timeframe, World Sight Day in October and more.
3. Draft standout copy

Write your posts in advance so each post aligns with your campaign's goals and with social platform best practices like character limitations, hashtags, etc. (see appendix). The idea is to capture your audience's attention early and make them want to know more. Here are a few tips for drafting compelling content:

**Start in the middle**
You don’t need to write the copy in the order people read. Identify the point you want to make then go back to the beginning or end.

**Watch transitions**
If two paragraphs don’t easily connect, find a different approach.

**Stick to one, maybe two messages**
The more key points you try to jam into one post, the easier it is for the reader to lose sight of the purpose for the post.

**Don’t stress until the end**
The most important part of your post is the bookends – the opening is the way in and your close is the lasting message. The middle should connect the two, with your closing connecting back to the opening.

**Give yourself the right to not say things well the first time**
The more you allow yourself to be imperfect, is how you’ll create a post that does resonate with your audience.
4. Design attention-grabbing creative

People may be more likely to pause on, interact with and respond positively to posts with images that capture their attention. Every post should include photos or videos that are connected to your written copy. Avoid images that don’t accurately reflect the message you’re trying to communicate.

You don’t have to be a designer or photographer to create great visuals. Free tools like Canva include templates, sized for each social channel, which allow you to drag, drop and design like a pro. Additionally, free stock image sites like Unsplash provide you with access to tons of royalty free images you can use in your designs. Want to capture your own photos? Consider these tips:

- **Crop, don’t zoom.** When using your phone’s camera, manually zooming will decrease the quality of the photo. Instead, step closer to your subject or crop the image afterwards.
- **Pay attention to your background.** If possible, before taking your picture, clear the background of anything you don’t want in your photo. Before posting, make sure to check that there is nothing unintentionally included.
- **Use symmetry.** Try to frame your subject and their surroundings in a symmetrical way to provide balance to the photo. You can also use the rule of thirds, placing your subject in the left or right third of the image.
- **Find your light.** Of course, we can’t always control the lighting when taking a photo. But, if possible, try to find natural light wherever you are. Position your subject facing the light source so that they are not back lit.
5. Boost top-performing posts

Keep an eye on your content after you publish it and make note of posts that get a lot of likes, comments and shares. If you have a marketing budget, consider ‘boosting’ these standout posts to put your message in front of a larger group of people who fall within your target audience quickly.

Boosting allows you to target users, who don’t already follow your brand, based on their interests, behaviors, and other demographic data. This can be extremely valuable when you’re trying to get your message to a large number of people. Visit the links below for instructions on how to boost content on key platforms.

- Facebook
- Instagram
- Twitter
6. How to measure the success of your campaign

With any social media campaign, it’s important to track your campaign’s progress so you can see what worked well and where you can improve for the next time. See below for some metrics to consider when you launch your campaign.

Key performance indicators that could be useful to consider:

- Engagements (how many people liked, commented on or shared your post)
- Impressions (how many people saw your post)
- Clicks on your post
- Click-through rate to website (if there’s a link in your post)
- Video views
- Appointments booked as a result of seeing your campaign content
# Best Practices by Platform

## Facebook
- Ideal organic copy length: 80 characters or less
- Ideal ad copy length:
  - Headline, the first text people read, is 5 words.
  - Main Text, the snippet above your image or video, is 14 words.
  - Description, the text that lives directly below your headline, is 18 words
- Ideal length for videos: 30-60 seconds

## Instagram
- Ideal organic copy length: 138-150 characters
- Ideal sponsored copy length: 125 characters or less
- Ideal number of hashtags to include with organic copy: 5-9

## Twitter
- Whether you’re running an ad or not, tweets containing less than 100 characters receive, on average, 17 percent higher engagement than longer tweets.
- Ideal length for organic and promoted tweets: 71 – 100 characters

## YouTube
- Ideal length for videos: 3 minutes
- Ideal length for video titles: 70 characters or less
- Ideal length for descriptions: 157 characters or less
- Ideal length for playlist titles: 70 characters or less
SOCIAL JARGON 101

**Algorithm**: in the context of social media, an algorithm is how a social platform determines which content to display at any given time to a particular user. Social networks are notoriously secretive about how their algorithms work, but in general, they use clues based on a user’s social relationships and interactions to determine which content that user will find most appealing.

**Brand Advocate**: a someone who loves your brand so much that they promote your products or services without being asked. However, brand advocates can become even more valuable if you connect with them directly to engage and empower them.

**Brand Awareness**: a social media metric that captures how likely people are to be aware of your brand. You can measure brand awareness for any given period by tracking the amount of attention your brand gets online in the form of mentions and engagement. The more people are talking about you online, the greater your brand awareness.

**Caption OR Copy**: a description that accompanies a photo on social media. Captions can include text, hashtags, @ mentions, and emojis. Captions are an important part of telling your photo’s story on social media and a key driver of engagement.

**Carousel**: an Instagram or Facebook post with multiple photos and/or videos. Followers can swipe through the images. Sometimes referred to as a “Gallery.”
**Analytics**: an umbrella term used to describe both social analysis tools and the information those tools provide. Most social networks include their own analytics tools to help businesses analyze how well their posts are doing for metrics such as reach, engagement, and follower growth.

**Click-through rate**: abbreviated CTR, is a measure of how many people who view a social post, ad, or other piece of content click through to read more, buy, or take some other action. It’s a useful metric because it measures how effectively your social content drives people to your owned web properties. The formula to calculate CTR is number of clicks divided by total impressions. CTR is usually expressed as a percentage.

**Conversion**: A conversion occurs when a social media user or visitor to your website takes a specific, desired action. Making a purchase is often the desired conversion, but it is not the only one. Other conversion examples include lead-generation actions like opting into a newsletter, registering for a webinar, or downloading a whitepaper.

**Conversion rate**: the number of conversions divided by the number of visitors. It’s a social media metric that allows you to measure how well your social media efforts are working to achieve specific business goals.

**Cost-per-click (CPC)**: a metric for how much each click costs in a pay-per-click advertising campaign. Cost-per-click and pay-per-click are sometimes used interchangeably, but they’re actually two sides of the same coin. Pay-per-click is the type of ad model, and cost-per-click is the fee per click.

**Engagement**: any form of interaction with your brand on social media. Likes, comments, and shares are all forms of engagement.
Engagement rate: a measure of how many people interact with your social media content. There are several ways to calculate engagement rate, but all aim to calculate what percentage of people who were exposed to a post chose to engage with it in some way.

Impressions: a metric that counts how many times an ad or promoted posts is fetched from the server and displayed on a social network. It is not a measure of how many people have seen the ad. For example, one social media user might have the same ad appear in their newsfeed multiple times over a certain period. Each of these instances is counted as one impression.

Insights: when used in relation to social media and with a capital “I”, Insights usually refers to the analytics and performance statistics you can see on your Instagram profile in the Instagram app. Depending on the type of profile you have, Instagram Insights show you the demographics of your followers, what time they are most likely to be online, the reach of each post, and more.

Key performance indicator (KPI): a metric tracked over time to determine progress towards a valuable business goal. Social media KPIs might include audience growth rate, amplification rate, and customer satisfaction score.

Metric: a quantitative measure of social media success. Put simply, it is a figure based on real numbers and can be tracked and measured over time. Vanity metrics include ego-boosting engagement statistics like comments, shares, and likes. Other metrics, like conversion rate, can help prove social return on investment.
Pay per click (PPC): is a type of advertising where an organization pays each time a user clicks on an advertisement. The costs incurred during a PPC campaign vary based on the competitiveness of the target keyword. The amount that you pay for each click in a pay-per-click campaign is your cost per click (CPC).

Reach: refers to the total number of people who have been exposed to a social post or ad. This metric does not necessarily indicate that all of these people have actually seen your content. They could have scrolled right past it, for instance. Reach simply indicates that the content appeared in the user’s social feed at least once.

Sentiment: is a way of describing the way people feel about your brand on social media. Rather than just measuring the number of posts or engagements related to your brand, it captures the feelings and attitude contained in those posts.

Sentiment analysis: is an examination of how an audience feels about a brand, company, or product based on social data. Sentiment analysis typically involves natural language processing or other computational methods to identify the attitude contained in a social media message.