

The Guide

powered by 

to March Social Media

Awareness Days

All

Marie Curie Great Daffodil Appeal
Walk All Over Cancer 2021

5th-14th

British Science Week

11th

World Kidney Day

14th

Mothering Sunday

17th

St. Patrick's Day

18th

Global Recycling Day

19th

Red Nose Day

22nd

World Water Day

Top Tips



Defining Your Goals

It's all very well having social media channels, but what are your objectives for them? What does a successful social channel look like for your brand?

Most social media channels have reporting functions, and choosing 4 or 5 key metrics to monitor each month will help keep everyone focussed on your goals.

Here are our 4 suggestions for insights you should be monitoring.

Post Reach

Reach tells you how many people have seen your post.



This is different from **Impressions**, as Impressions refer to how many times your content has been displayed.

Reach, on the other hand, calculates how many unique audiences have viewed your content.

Post Engagement

Engagement can refer to a number of metrics.

'Likes' or similar can indicate the popularity of the post, although naturally, not everyone who likes the post will 'like' it!

'Likes' also do not necessarily equal a sale, so are only useful to a point.

'Shares' are a great form of engagement, as they increase the reach of a post.

They can also help you to penetrate new audiences, as the sharer may have contacts that are new to your channels.



If your content contains a URL, 'Link Clicks' is your number 1 statistic.

If you're posting a link your objective is almost certainly to induce people to click on it, making 'Link Clicks' an accurate and

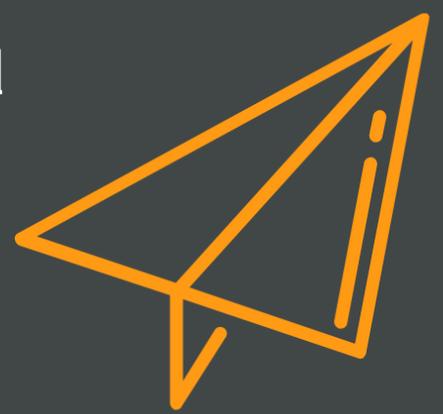
reportable piece of data with which to monitor the success of your posts.

Message Response

Time

Facebook's gold standard for **response times** is within 15 minutes, but operators should be aiming to get back to customers **within an hour**. This is a perfect starting place for goal-setting.

Operating procedures may need looking at to ensure this level of responsiveness, alongside some additional staff training, but it's worth it to provide a consistent and attentive service to your customers.



Review Score

Reviews are a great way to increase trust in your brand, encourage others to visit your facilities, and to monitor your performance.

There are several high-profile online locations where customers can leave reviews, the most prominent being Google, Trip Advisor, and Facebook.



You can use these reviews to help determine your performance level and set tangible goals. perhaps you could aim for five 5 Star reviews per month on each platform, or similar.

#trending

Explore the top industry-related topics being searched for on Google

gym lockdown



gym reopening uk



power rack



home gym



leisure centre



tennis court



Platform Updates



Shops Now Available in the UK

Facebook's brand new 'Shops' feature has finally made its way over to the UK. Facebook says:

"The Shop experience for consumers will feature curated collections, products and recent posts from businesses of all sizes. People will be able to see personalized content from brands within the News Feed, and through in-product notifications or small business favorites they follow."

Will we one day see customers signing up for memberships using Facebook?



Testing of Auto-Captions in Stories

Instagram is beginning to test a sticker applicable to Stories which will auto-caption speech.

This is a good step for ensuring the accessibility of Instagram Stories, as well as saving creators and social media managers a lot of time!



Control Who Replies to Promoted Tweets

This update, which will be made applicable during the Tweet creation process, should go some way to reduce the activity of trolls and critics on Twitter adverts.

Advertisers will be able to leave it as the default, which will mean that anyone can reply, or they'll be able to select "People you follow" or "Only people you mention", restricting who can respond.

See you next month!