



— *Top 25* —

Social Media Strategies



25 Actionable Social Media Strategies You Can Implement Today

A collection of actionable social media tips, real-life examples of the way people are using specific strategies on social media today.

Strategies

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Introduction

We're incredibly grateful to have the chance to learn from others and experiment for ourselves with what works best on social media.

And we're so very happy to share our best strategies with you!

To collect all these favorite tips in one place, we've compiled our top 25 social media strategies into this free ebook. We've included strategies for Twitter, Facebook, Pinterest, and more---all of which you can implement today, in just a few minutes and just a few clicks.

I hope you find value in the tips we've shared here. Feel free to send along any feedback at all, direct to me at kevan@buffer.com or on Twitter @buffer.

Grateful for the chance to connect with you,
Kevan



Share the same content multiple times



Your content rocks, and people are excited to see it!

What happens though is that so much rockin' content lands on social media every second that a person can't possibly catch it all.





At Buffer, we reach 5% of our followers with a tweet and 2% of Facebook fans with a new update.

So, share your story multiple times in order to reach those who missed it the first time!

Change up your message: alternate the headline, grab a pullquote, share an image, etc. so that you have something new to share (and can learn what resonates most by checking analytics after).

And final step: Come up with some sort of sharing schedule. Here's ours (feel free to steal):



				
On publish	✓	✓	✓	✓
1 hour later	✓			
3 hours later	✓			
Next day	✓			
Next week	✓	✓	✓	
Next month	✓		✓	
Two months	✓			

How many times can you reshare? A [Wisemetrics study](#) found that, on average, the second tweet gets 86% as much performance as the first one, and even after 6 repetitions, you're still at 67% of the first tweet.



Include an animated GIF in “thank you” tweets

2.

We've shared on the Buffer blog that [thanking Twitter users](#) for sharing your content can lead to 1 in 4 of those thank you tweets resulting in a follow. A 25 percent conversion rate is incredible!

So how can you take this strategy even further?

Add an extra dash of delight with an animated thank you.

You can include an animated GIF by finding one online, saving it to your computer, and uploading to Twitter as an image attachment.

Alternately, if you share a Giphy link (i.e., <http://gph.is/1aljRyd>) on Twitter, the GIF will play in the timeline, the profile page, the embeds, the permalinks of the Tweet, and in search!



You can use this strategy for thanking new followers also, with the hopes that maybe they'll retweet you (= more exposure). :) [We found this tip worked](#) about 65% of the time to get either favorited or retweeted or both.



Add to your Buffer in bulk



Share & schedule 150 tweets in 5 minutes or less???

When I first read that, I was a bit incredulous - and quite curious. Yet, sure enough, it's entirely doable! And quickly!

- Fill a spreadsheet with tweets or updates. Pro tip: I like to export my stuff from Buffer, in line with our tip to share content multiple times, right?
- Upload these updates to Bulk Buffer (<https://www.bulkbuffer.com/>)
- Done!

This strategy helped [Michael Grubbs](#) save **2 to 3 hours per day**, going from spending three to five hours of content distribution each day to 30 minutes.



Move your social sharing buttons around (or get rid of 'em)



Where do you have your social sharing buttons on your website?

Venture Harbour [tested the location of the social share buttons](#) on their blogposts, finding that a floating sidebar with sharing buttons increased the rate of sharing by 52%.

The point here isn't just to make your share buttons float in your sidebar, but rather to experiment. Try new places. Try *no* places (Smashing Magazine found this *increased* their social shares).

Test, test, test, and let us know what you find!

We use the [the Digg Digg plugin](#) for our share buttons on the Buffer blog. There're lots of cool options out there, including the floating sidebar!



Use current events to boost your Facebook post visibility



5.

How do you get your posts seen by your Facebook fans? One consideration of the [Facebook News Feed algorithm](#) is timely, trending content.

[Aaron Lee is a big proponent of aligning your content with the trends.](#) Why? As Aaron tells it, "The main reason is that trends are the stories your fans are already talking about!"

Here're the three categories Aaron thinks of when sharing timely content.

1. Holidays – Christmas, New Year's, Thanksgiving, etc.
2. Special events – The Oscars, the Super Bowl, Cinco de Mayo, etc.
3. Special interest – No shave November, Origami Day, etc.

One way to see what's trending on FB is to check the sidebar of your main Facebook feed. There's a cool trending section in the right sidebar. :)



Use BuzzSumo to see who's sharing your content



Influential people love your content. It's true!

Now, how to go about finding them. :)

One cool strategy is to search for your site on BuzzSumo (<http://buzzsumo.com/>), then click over to “View Sharers” on the search results page. From here, you can refine and sort the sharers by the following:

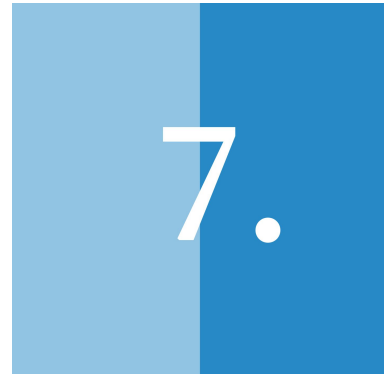
- Page authority – The Moz page authority for a user’s URL
- Domain authority – The Moz domain authority for a user’s URL
- Followers – The total number of followers each user has
- Retweet ratio – The percentage of the user’s tweets that are retweets
- Reply ratio – The percentage of the user’s tweets that are replies
- Average retweets the user gets

BuzzSumo is also a favorite tool of ours for finding and researching content ideas.

Type a keyword into BuzzSumo and see what types of content are most popular on that subject. :)



Use a dummy account to save a reservoir of validated tweets and updates



We've called it the Waiting Room, the Backlog, the Buffer for our Buffer. (We're open to other suggestions, too!)

Basically, what we've got here is a heap of tweets and updates that have done really well on our social channels. We can then pull from these greatest hits when we're reposting on social media.

The trick for us was in finding a fast and efficient way of going about it. Here's what we've tried so far.

- We created a test account on Twitter and a test page on Facebook and connected both to Buffer.
- Once per week, we'll go into Buffer analytics for the Buffer Twitter and Facebook profiles and see which posts performed the best—in our case,



it'd be 200 or more clicks on Twitter and a Facebook post that reached 1,000 or more people.

- When we find one of these posts, we drag it into the test account.
- Then later on when we need to fill the queue, we drag the post from the test account back over to the main account, edit the update text a smidge, and we're good to go!

Note: On the test accounts, we remove the schedule so that none of the updates ever actually post. This keeps everything we save in the main queue. We can also then shuffle all these updates to get fresh ideas on which greatest hits to reshare.

We've gone about another way of doing this also, using a spreadsheet and bulk upload. It's fun stuff, if you're interested! ([Details.](#))



Tweet to landing pages with specific asks



Make 5, 10, 20, or more landing pages for your website, each with a specific ask, then compose a social media message to accompany each of these pages.

The thought behind it is that this approach is perhaps slightly more in tune with a clear CTA. Instead of sending people from a finely-worded tweet to a generally-worded homepage, you can keep that traffic targeted by supporting your social media message with your landing page message.

Unbounce (<http://unbounce.com/>) is a cool way to make landing pages, or you can create them quite simply in WordPress or whatever runs your website.

Here are links to some of Hiten Shah's favorite landing page examples of this strategy: [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#).



Include an image in your tweets



I like this from [Noland Hoshino](#):

Twitter is like looking out the window of a fast moving train. If you insert a “billboard” (photo or graphic image) tweet, people will notice it.

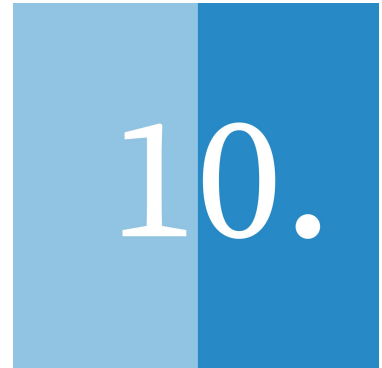
We've seen up to **[double the engagement](#)** with this strategy. And looking at the data behind millions of Buffer updates, we've found that tweets with images consistently outperform tweets without.

In need of a good image? We built a tool for that. :) Feel free to give [Pablo](#) a try. You can create a Twitter image in 30 seconds or less.

We've written a bit about [our personal Pablo process](#), if that might be interesting to you. :)



Ask questions



A super simple one:

Ask questions in your social media posts.

These tend to encourage conversation with your community and lead to higher amount of interactions and responses.

To go a bit deeper, we've found that there're a couple different ways to ask, depending on whether you want simple yes/no answers or more in-depth responses, both of which I've seen work great on social!

- **Do, did, does** - Starting your question with any of these words tends to lead to yes/no
- **What, why, how** - Starting with these tends to lead to longer responses

There's a really cool article re: questions - Courtney's post about [interviewing tips](#) - some of which might be really relevant here!



Organize accounts into Twitter lists



The more folks you follow on Twitter, the harder it becomes to see everything that comes into your Twitter timeline. Before long, we're talking thousands of tweets per day!

One option: Build Twitter lists.

You can [build Twitter lists](#) for just about anything: VIP supporters, friends, family, influencers, partners, fellow businesses/brands, etc. And if you need to, any Twitter list can be made private.

We've made a list of Buffer [teammates](#). I've made a list of [cool content sharers](#) (and, less strategically, a list of favorite [football](#) players).

Look through the lists of your followers to find new, relevant people and accounts to follow.



Enlist a group of supporters to engage with your content



Brand new to a social channel?

At first, your updates might appear a bit unloved, until you've got a chance to ramp up your reach and engagement.

One fun strategy for getting more likes and comments from the start: Encourage a small and active group of supporters to engage with your content.

Framing this, you could **pitch it as a VIP program or an ambassador program** and of course use it as a great chance to show gratitude and appreciation for these servant sharers.

A few likes/comments/reshares here and there can make a big difference between a page feeling sparse and a page feeling alive! (Intuition tells us that lively pages beat sparse ones.) :)

Here's a sample email if it'd be helpful:



Hi there [first name]!

First, thank you! You've been such a key part of the [your brand/business] community, and I'm so grateful for the chance to connect with you. :)

I'd love to share early some behind-the-scenes plans we've got going on and to get your input. You're one of the first to hear! We're launching a new [social network] profile!

Could I ask a small favor? We'd be so thankful for any help in liking, commenting, or resharing our posts there as we build an audience. I'd love to make this easy for you also by pinging you with quick message when we have new content, if that might help.

Would you be up for this?

P.S. Would you also be up for sending through your mailing address? I've got some goodies I'd love to send. :)



Find and engage with influencers in your area

13.

[Followerwonk](#) shows you analysis of your Twitter followers, including a map with a breakdown of where specifically each follower is.

Haha, how cool is that?



You can keep clicking the map to get more and more granular with the location (country > state > city). We imagine this could be super valuable for brands or businesses with a local interest, seeing who's nearby.



To access this report, log in at Followerwonk and choose an Analyze report, with your @username and “analyze their followers.”

Followerwonk is the best. :) It integrates with Buffer also, so you can see when your followers are online and set your Buffer schedule to match.



Get your team sharing with you and for you



Personally, I have an audience of a few thousand on Twitter, Facebook, and others.

Combined, my Buffer teammates and I have an audience of a few *hundred* thousand!

The way advocacy works is that you can tap your team to help you spread your social media updates. If you've got a new announcement or blog post to share, you and your team can all share it and ramp up the spread and reach of the content.

This can happen organically (by building a team that loves sharing and loves your content) or strategically (by notifying the team when you've got new stuff).

Buffer in particular has a built-in way of making this a cinch. With Teams and Groups, you can [suggest content to your whole team](#) in one click (easy for the sharer) and they can customize the message and quickly add into their queue (easy on the teammate).



Another cool use of your team's social media power is that you can mine the connections of your team on a network like LinkedIn to see if you've got any ties to influencers or potential customers/contacts.



Reserve your name on all social media platforms



Even if you're only actively working a [handful](#) of social channels (smart move, btw!), you never know what channels you might want to try next - or which ones might be hot tomorrow if not today.

Claim 'em all, just in case.

Reserve your username on every social network. This'll help with branding (so that no one else grabs it and does something off-brand with it) and with future social sharing (if you want to get involved later).

[KnowEm](#) is a great place to visit to see which social networks you've yet to claim.

There're 500+ of them!

(You can start with KnowEm's page of just the most popular, if you want.)

Interesting story, we've tried to grab "buffer" as our username in most places, and we haven't quite succeeded as fully as we'd like. Some channels we use "bufferapp" because "buffer" is already taken. And on Twitter, we were fortunate



to be in touch with the original owner of @buffer who kindly passed the
username on to us!



Schedule routine drive-bys of your social media accounts



There're a few different ways to go about responding to folks on social media.

You can hang out on there all day, waiting to catch new comments. You can set up your email notifications so you're nudged every time you're needed (not a bad strategy for Twitter, in particular, as it's so real-time).

Or you can schedule drivebys.

Fifteen minutes in the morning, afternoon, and evening, driving by each of your social channels to see if anything requires responses.

We've done the driveby approach here at Buffer, replying to Facebook, Google+, LinkedIn, and Pinterest comments a couple of times each day - morning and evening.

Pro tip: If you've got one or two posts scheduled each day to social media, you can plan your drivebys around your posting schedule. Hop on over to your profiles 15



minutes after something publishes, so you're comments on others's comments are fast and timely. :)

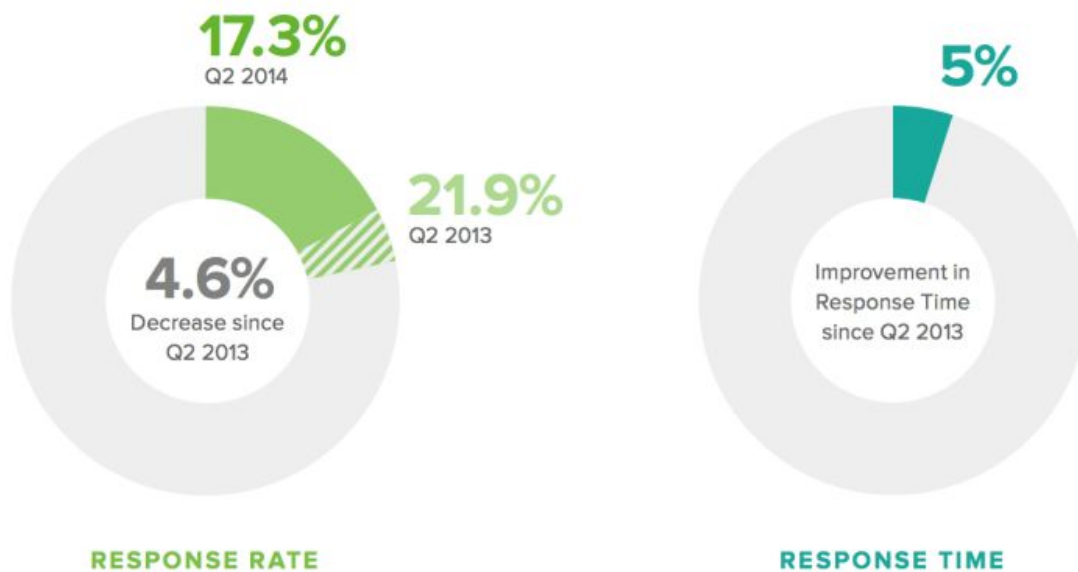


Respond to everyone



(Even better: Respond to everyone within 24 hours!)

Did you know: Only 17% of brands respond to everyone who reaches out to them on social media.



So not only do you have the chance to engage directly with those who want to engage with you, there's also the chance to stand out among your fellow social media brands and businesses!



Simply by responding to everyone, you set yourself apart.

And with this being social media, it's great to respond in a timely manner, typically 24 hours or less (or a couple hours or less on Twitter).

There're a few ways to stay on top of all your mentions:

1. Track your mentions with a monitoring tool like Mention.

[Mention](#) tracks any time your name surfaces online, be it in a blog, a social media post, status update, or otherwise. You can view the mention right from your Mention dashboard or set up email notifications and alerts.

2. Supercharge your email notifications

All major social networks do email communication really well. You can adjust your notification settings to see a wide variety of different types of interactions—new followers, new comments, mentions, messages, and more.

- [Click here](#) to edit your email settings on Twitter
- [Click here](#) for Facebook
- [Here](#) for Google+
- [Here](#) for LinkedIn
- [Here](#) for Pinterest

When you have these emails arriving in your inbox, you can then [filter them into folders and add labels as well](#). In Gmail, for instance, it's possible to create a colorful inbox that alerts you to new mentions on social media.



3. Receive alerts via text message or desktop notifications

To take things one step further, you can connect your email to another service like SMS or desktop notification so that you can receive notifications in the most immediate way possible for you. Here are a couple ideas for recipes to help with customized notifications.

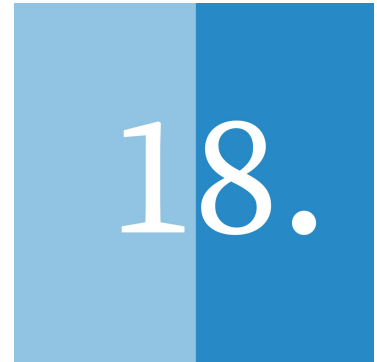
- [Email me when I receive new Twitter followers](#)
- [Notify you of Facebook messages via email](#)

Additionally, mobile push notifications can be quite useful for monitoring your mentions. Downloading the official app for your social channel (e.g., the Facebook app or Twitter app) gives you some great options in this regard.

What should you do if there're a handful of mentions you missed? Like, over the weekend or a vacation perhaps? Our intuition is that it's better to respond later than never. And if you can respond in a fun way (think: animated GIFs way back from tip #2), you'll have a great chance to delight.



Go to your archives to share evergreen content



All of those great articles and blog posts you've written in the past can and should remain a part of your sharing strategy in the present.

Here're a few ways we share from our archives at Buffer:

- Go to an archive page on the blog (e.g., <https://blog.bufferapp.com/page/3>) and share the evergreen posts from that page.
- Re-Buffer posts from analytics. (Here's a screen capture [example](#).)
- Re-Buffer posts from a test account we've populated with popular tweets. (The reservoir method mentioned a few days ago.)

When we're passing through our blog archives, we like to schedule fast and simply using the Buffer browser extension. With one click, we're able to open a Buffer window, and one click more we're able to add to our queue!



Choose 1 to 3 areas of expertise



What sets you apart from others?

Lots of things, I'm sure.

Finding this unique element (or two or three unique elements) will help you set up and target personal brand or business strategy on social media. Jayson Demers, [writing at Inc](#), has a great way of summing up the value of finding your expertise.

Before you can establish or develop your expertise, you have to decide what you want to be known for.

Specificity is a trade of volume for significance.

There are many different ways to approach the process of determining your expertise. A couple that make a lot of sense for us here at Buffer include checking with yourself by asking questions and performing a bit of personal research on your favorite topics.

Among the questions you might consider:



- What is the “one thing” that everyone says you rock at?
- What are your passions and interests?
- What do you read about most often online?
- Will you still be interested in this particular area six months or a year from now?



Use as many of these 7 Twitter bio tips as possible in your bio



Neil Patel shared some really useful [Twitter bio tips](#) in a post on the Buffer blog, and I found these to be incredibly accurate for the bios that I most love.

Here are his seven his best tips. He recommends incorporating as many as you can (no worries if you can't fit them all).

- It's accurate. One professional description.
- It's exciting. One word that is not boring.
- It's targeted. One niche descriptor.
- It's flattering. One accomplishment.
- It's humanizing. One hobby.
- It's intriguing. One interesting fact or feature about yourself.
- It's connected. Your company or another social profile.



A few examples:



Neil Patel
@neilpatel

I'm an entrepreneur who likes to blog. I have started two SaaS analytics companies, @CrazyEgg and KISSmetrics with @hnshah. I love all things business.

quicksprout.com
Joined March 2007

Rand Fishkin ✓
@randfish

Moz founder, author, blogger, husband to @everywhereist, tiny Techstars investor, & feminist. I tweet 30-40X/week about marketing, SEO, technology, & startups.

Seattle, WA
moz.com
Joined June 2007



Test your posting frequency. Here're some ideas. :)



Research into [the ideal frequency of posting to social media](#) shows some good guidelines for getting started in choosing your sharing volume. Much of the research refers to company brands, so you might like to use these tips as starting points for finding your own best frequency, whether you're a brand or a business.

- Facebook – 2 times per day
- Twitter – 5 times per day
- LinkedIn – 1 time per day
- Google+ – 2 times per day
- Pinterest – 5 times per day
- Instagram – 1.5 times per day

To hit these frequencies consistently, we use [Buffer's social media management tools](#), which lets us fill a queue with posts and send the posts according to a schedule we've made.

I'm currently at 3x per weekday on Twitter and 1x per day everywhere else. :)



From a high level, our best answer for posting frequency is "it depends." The best frequency for *you* will be the frequency that seems to work best after you've tested and tried things out. (You can calculate average reach or engagement per post (total reach or engagement/number of posts), and once it starts to dip, lower your frequency.)



Create a 4:1 ratio of types of tweets/updates



I took a lot of inspiration from Buffer founder Joel Gascoigne in [finding the right balance of updates to share](#).

His 4:1 sharing system works like this:

1. Choose a staple type of update to share: image, link, quote, reshare, status update.
2. For every four staple updates, share a different type of post for variety



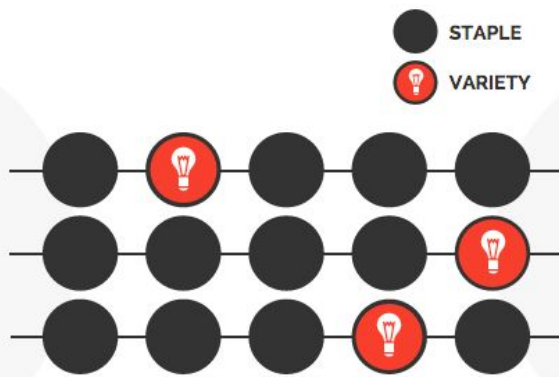
THE 4:1 SHARING SYSTEM

1. Start with the basic five types of updates we all post:



2. Choose a "staple" update, a single type that will make up the majority of your shares.

3. Create a 4:1 ratio of sharing: for every four "staple" updates, publish one different type for variety



There are many other great ideas out there, too, about how to share to social media. [You can check out a list here](#) with some neat ideas like the 4-1-1 rule and the golden ratio.

This strategy leans a bit heavily toward the Twitter side of things, though I think the sentiment would work on most any social network - Facebook, Google+, especially. :)



Hide your vertical Pinterest images in your articles by changing their height & width



A few weeks back, we shared a post on the Buffer blog about [creating Pinterest content no matter how visually inclined your brand is](#). One of the questions we had while writing the post:

How do you insert a tall, vertical Pinterest image into a blog post without taking up a whole lot of room?

[Hugh Briss replied to the post](#) with a [super interesting tip](#) that lets you include a Pinterest-optimized image without using up much real estate in the post itself.

- Upload your tall Pinterest image to the post
- Change the height and width to 1-pixel each
- Done!

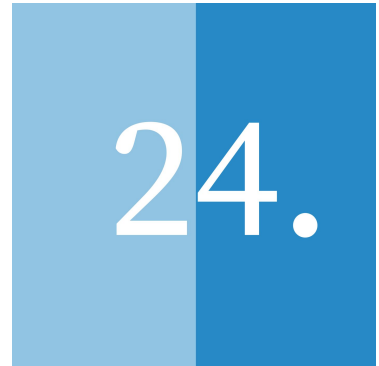
We tried this on [our social media templates post](#), adding a 1-pixel image above the first picture of the post. Now, when you click the Pinterest “Pin It” button or



use the Buffer extension to schedule a Pin, our secret, optimized Pinterest image comes up automatically.



Sort your stats to find your best updates



One of my favorite ways to keep our Buffer queue full is to discover the posts that have done best in the past.

And there's a super easy way to do this in the Buffer dashboard.

[Using the new sortable analytics](#), I can sort all the posts that have been shared to the Buffer queues, sorting by metrics like clicks and retweets, then filtering by date (past 7 days, past 30 days, or even a custom timeframe).

We then grab the ones that have resonated most with our audience and re-Buffer them to our queues, tweaking the message slightly or reworking the images or calls-to-action.



How to show your boss or client the value of social media



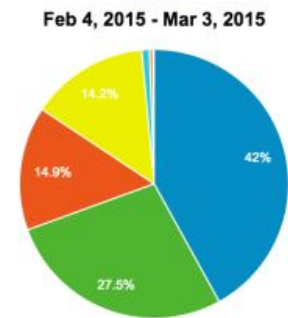
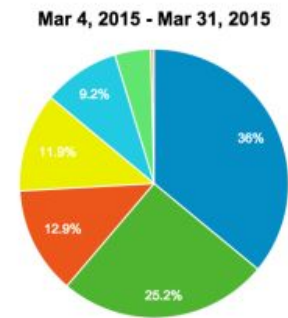
We've talked a bit before on the blog about [creating social media reports](#) that you can share with others. And I wanted to quickly mention one way that we've noticed the positive effect of social media and its impact for the Buffer product.

If you go into Google Analytics and click on Acquisition > All Traffic > Channels, you can see a breakdown of the different sources that send visits to your site.

Here's what things look like for traffic to our main site at [buffer.com](#).



Default Channel Grouping		Sessions	Sessions	Contribution to total: Sessions
		6.03% ▲ 1,747,819 vs 1,648,485	6.03% ▲ 1,747,819 vs 1,648,485	
<input type="checkbox"/>	1. ■ Direct			
	Mar 4, 2015 - Mar 31, 2015	629,135	36.00%	
	Feb 4, 2015 - Mar 3, 2015	691,870	41.97%	
<input type="checkbox"/>	2. ■ Organic Search			
	Mar 4, 2015 - Mar 31, 2015	440,684	25.21%	
	Feb 4, 2015 - Mar 3, 2015	452,741	27.46%	
<input type="checkbox"/>	3. ■ Social			
	Mar 4, 2015 - Mar 31, 2015	225,548	12.90%	
	Feb 4, 2015 - Mar 3, 2015	245,569	14.90%	
<input type="checkbox"/>	4. ■ Referral			
	Mar 4, 2015 - Mar 31, 2015	208,457	11.93%	
	Feb 4, 2015 - Mar 3, 2015	233,844	14.19%	



Typically between 10 and 15 percent of Buffer visits come via social media. The raw numbers are quite telling also—200,000+ visits per month from social.

Regardless of the size and scale of your social traffic, the impact of social can often be clearly seen in charts like these.





BUFFER

The best way to drive traffic, increase fan engagement
and save time on social media.

Schedule Your First Post in Seconds

[>> Get started for free today! <<](#)



For even more social media tips, [visit the Buffer blog!](#)

We publish new, in-depth articles multiple times each week and are eager to share our latest experiments and findings on what's working on social media!

The screenshot shows a web browser displaying a Buffer blog article. The browser's address bar shows the URL <https://blog.bufferapp.com/social-media-marketing-plan>. The Buffer logo is visible in the top left, and a navigation menu includes 'Social', 'Open', 'Overflow', and 'Happiness'. A search bar is located in the top right. The article title is 'How to Create a Social Media Marketing Plan From Scratch' by Kevan Lee, dated July 20, 2015. The article features a chalkboard-style infographic with room names and dimensions: 'KITCHEN 12x10', 'LAUNDRY 6x10', 'BATHR: 6x9', 'BEDR: 13x12.6"', and 'WARD ROBS'. The article text begins with 'When I went rock climbing for the first time, I had no idea what I was doing. My friends and I were complete newbies about ropes and rappelling and every other bit of jargon and technique that goes with climbing. We saw others doing it spectacularly well. We were thrilled at the thought of reaching the top of the climbing wall; we had no idea how to get there.'

7,504
Tweets
6365
Buffer
1.2k
Likes
1.9k
+1
Pin it

Save an hour a day on social media with Buffer **Schedule your first post**

Buffer Social Open Overflow Happiness Search

buffersocial
Thoughts on sharing, creating, analyzing and converting with social media. Save time on social media with Buffer. [Schedule your first post now!](#)

How to Create a Social Media Marketing Plan From Scratch

By Kevan Lee
JULY 20, 2015
142 Comments

This post originally published on July 16, 2014. We've updated it here with new research and stats and a cool new infographic. 😊

When I went rock climbing for the first time, I had no idea what I was doing. My friends and I were complete newbies about ropes and rappelling and every other bit of jargon and technique that goes with climbing. We saw others doing it spectacularly well. We were thrilled at the thought of reaching the top of the climbing wall; we had no idea how to get there.

