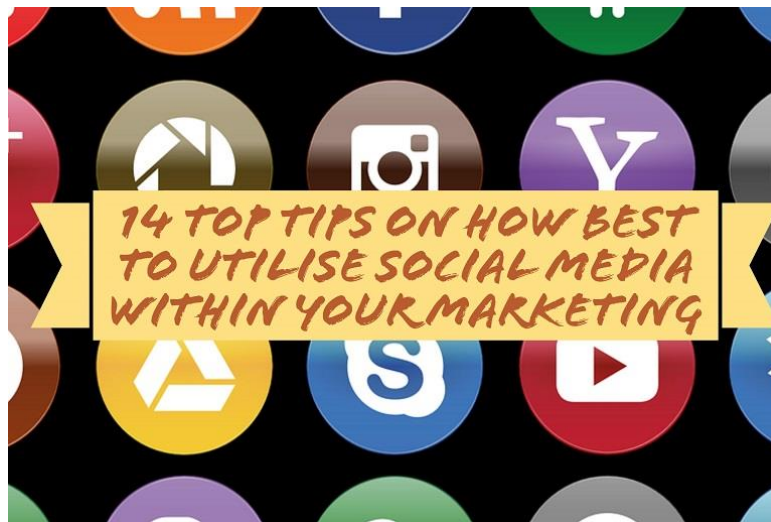




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Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at hello@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.



14 Top Tips On How Best to Utilise Social Media Within Your Marketing

Social media has increasingly become the significant driving force in marketing. So, the question is, how do organisations make the most effective use of this very important tool?

Here are our 14 top tips on how best to utilise social media within your marketing:

1. **Post regularly** – The more your audience hears from you, the more trust your organisation gains. Content posted on a regular basis shows you are a committed organisation.
2. **Provide relevant content** – Engaging and interesting content, that fits in with your industry and organisation is vital. This ensures your audience will read, share and talk about your content.
3. **Post unique content** – If you want to stand out on social media, your content needs to be unique to your organisation. Spending a decent amount of time on creating relevant content, weekly, is worth it. Research and create relevant content, including blog posts.
4. **Share and retweet on Twitter** – This is a great way to widen your audience and by sharing other brands / organisations content, it shows your organisation is committed to sharing relevant information.
5. **Answer questions** – Respond to questions and help your audience out. This will show not only that your organisation is committed to helping people, but it also shows you as an expert within your industry.
6. **Always use images on Twitter** – Use images to your advantage, as tweets with images get better engagement rates than tweets that only use text.
7. **Make use of #hashtags in all relevant social media platforms** – You can research trending hashtags and follow existing trends.
8. **Spend time on your social media platforms** – Spending a decent amount of time on maintaining your social media platforms, weekly, is essential. From uploading recent photographs to checking your links are still active, ensures your audience will love your content.
9. **Schedule your content** – There are so many tools available now, which enables you to schedule your content a week in advance. This ensures you can schedule content, up to 5 times a day. A good free platform you can use is called Buffer.

10. **Create and use videos** – Videos are getting more popular all the time on social media. You can create a video from your iPhone for free or spend a good amount of money on getting a professional video made. Either way, videos showcasing staff members and products & services for example, will engage your audience.
11. **Create your own social images** – There are so many free tools available to create your own branded social images. Check out Adobe Spark.
12. **Encourage employee engagement** – The people who work for you are among your best endorsers. Ensure they are aware of your social media platforms and encourage them to share your content. Be aware of social media policies regarding staff members beforehand.
13. **Be an expert within your industry** – Position yourself as an expert within your industry and post content that reflects your knowledge and commitment to being the best teacher in your industry.
14. **Stick to what you know with to start** – There are so many social media platforms available and it can be confusing sometimes. With some research into your industry, you can see which social media platforms are right for your organisation. Once you know which ones you want to use, concentrate on them.

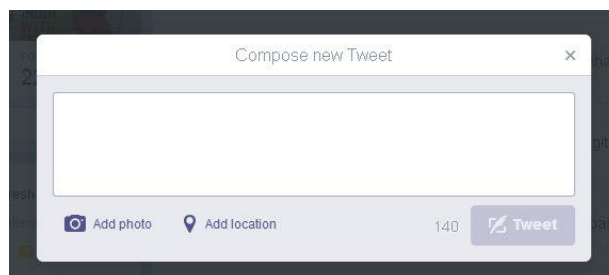


Tweeting with Twitter

Twitter as a social media platform is one of the most popular to use and easy to understand. More organisations are using Twitter to promote their business and build an online community, creating trust among followers and providing useful content to share.

Here are some words native to Twitter that you may already know. These terms and their abbreviations will help in order to understand Twitter:

- **Tweet:** A 140-character message.
- **Retweet (RT):** Re-sharing or giving credit to someone else's tweet.
- **Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.
- **Handle:** Your username.
- **Mention (@):** A way to reference another user by his username in a tweet (e.g. @BCS365). Users are notified when @mentioned. It's a way to start conversations with other users.
- **Direct Message (DM):** A private, 140-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only Direct Message (DM) a user who follows you.
- **Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #Kent). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.
- Twitter have an online glossary, with other popular terminology used, which you may find useful.



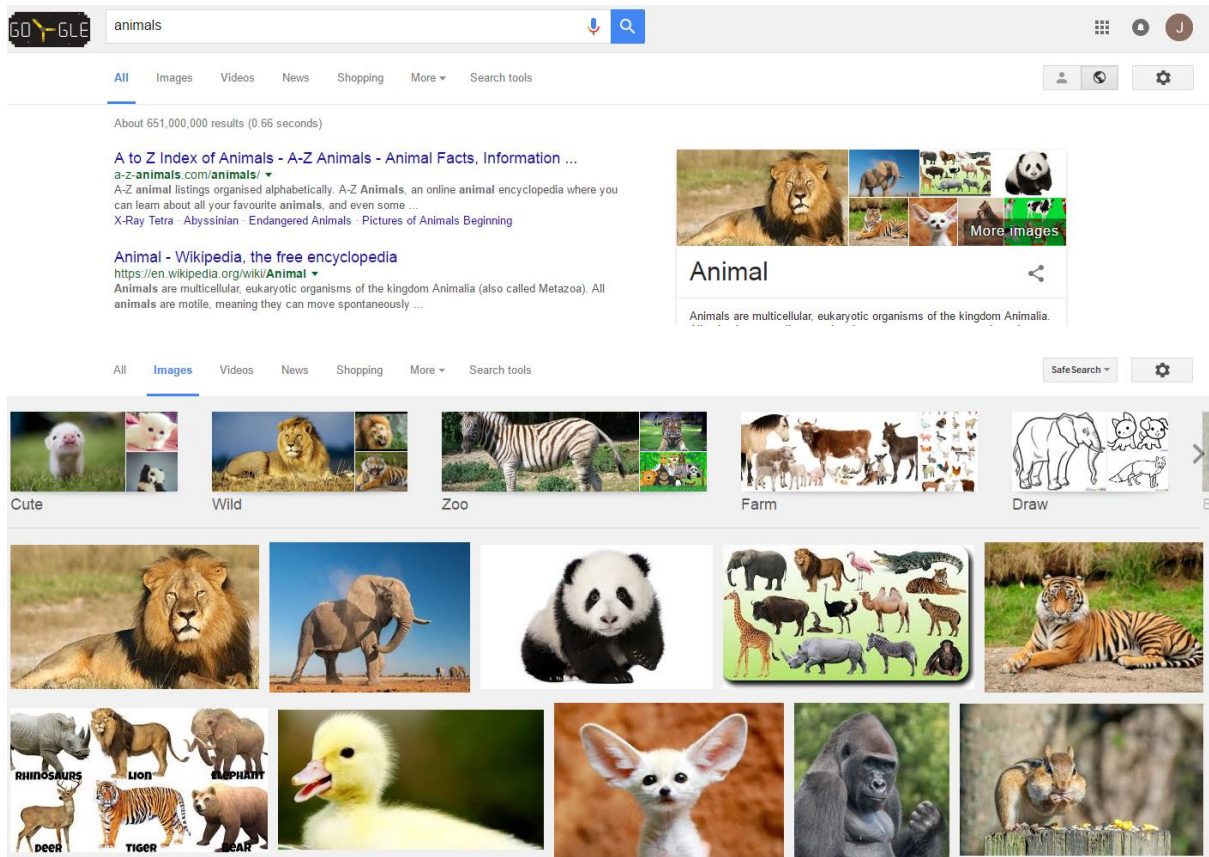
This is what a tweet looks like before you add any text. You have a maximum of 140 characters, images can be uploaded, hashtags can be added and other users on Twitter can

be mentioned. You can really utilise a tweet and increase your social reach. A tweet is essentially a text message, with the difference being that your tweet can be potentially seen worldwide!

Advanced Search on Google

If you pull images from Google on a regular basis, are you aware of the advanced search option? Any image that Google show on their pages may be copyrighted and if you use an image in your marketing or on your website, that is copyrighted by somebody else, you will need permission to use it. So, how do you know which images are okay to use?

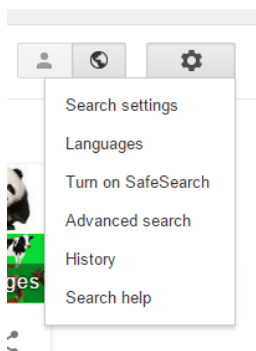
Let's use animals as an example. With around 651,000,000 results, there will be a lot of images!



1. In the top right hand of the Google page, there is this symbol –



2. If you click on this symbol, it brings up these options:



3. Click on **Advanced Search** and the below screen will appear:

Find pages with...		To do this in the search box.
all these words:	<input type="text" value="animals"/>	Type the important words: tri-colour rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/>	Put two full stops between the numbers and add a unit of measurement: 18..35 kg, £300..£500, 2010..2011

Then narrow your results by...		
language:	<input type="text" value="any language"/>	Find pages in the language that you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time that you specify.
site or domain:	<input type="text"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="Show most relevant results"/>	Tell SafeSearch whether to filter sexually explicit content.
file type:	<input type="text" value="any format"/>	Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find pages that you are free to use yourself.

[Advanced Search](#)

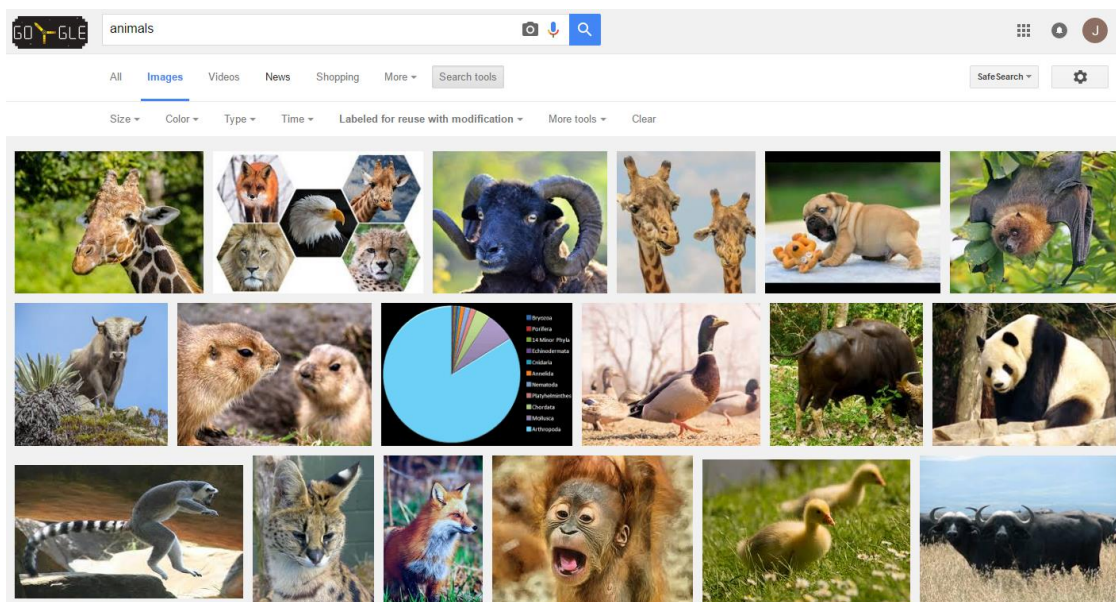
4. You can narrow your results down for your images in these options, but the main focus of this page is the last option at the bottom of the page:

usage rights:

[Advanced Search](#)

5. Click on the drop down box for the options available and click on **free to use, share or modify, even commercially.**

As you can see, most of the original images before the advance search have been removed, as they are copyrighted and therefore, not available to use.



With this search option available, you will have the peace of mind that the images you are using are free to use.



Ideas to Inspire Your Next Blog Post!

Are you looking for blog post ideas? Would you like some direction to inspire your blog post writing?

Although it may be challenging to come up with new blog post ideas, there is a lot you can write about. Here are some ideas to inspire your next blog post:

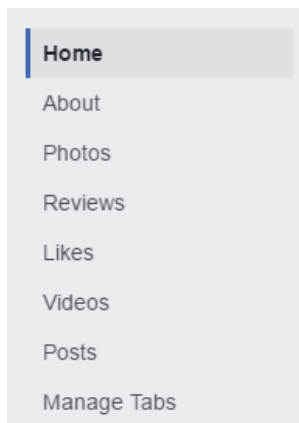
- **Answer common questions** – All organisations, regardless of their industry, have their own frequently asked questions. Write a blog post to answer either a number of questions or focus on one. You can also incorporate the questions in the blog post titles.
- **Feature your staff members** – Help customers and prospects get to know the 'who' behind your brand, by featuring your team. This will strengthen the connection between customers and your business. Be sure to include the employee's photograph.
- **Educate customers** – If you feel like your industry is not exciting enough to blog about, then think again! People constantly search the internet for information on a huge range of topics – let your content be the blog post they read.
- **Create 'top' lists** – People love lists. Lists assemble a lot of information into one place. Incorporate links to your products or services, website pages or previously published blog posts into your lists.
- **Create Q&A content on relevant subjects** – Q&A posts change up your typical blog post content, while providing a more personal angle on your business, brand or industry. You could interview an employee, a happy customer or provide useful Q&A's for topics that your existing customers ask about.
- **Make an announcement** – It is important to limit promotional content on your blog, just as it is important to limit your promotional content on social media. However, a blog post is a great way to share company news or achievements. A great example would be if your organisation received accreditations or certifications – make some noise about it!
- **Never get stuck again!** – Create a content calendar (using an Excel spreadsheet as an example) and when you have a good idea for a blog post, add it in there. Soon enough, you will have lots of ideas for blog posts!



Understanding your Facebook 'Like Page'

Facebook is a popular social media platform, not only for the everyday user, but also for businesses, organisations and charities. Creating a business 'like' page on Facebook is a great way of promoting your organisation, your products & services and connecting with people online.

Here is breakdown of how to make the best of your Facebook 'like' page:



Above is the menu that you will see on your Facebook 'like' page.

Home: Add two relevant and interesting photographs / pictures to your home page – one profile picture and one cover photograph for example. Make it easy for people to see what your page is all about.

About: Write an overview of what your organisation provides, including your address and contact details. There are many options you can complete in the **Page Info** section also, including a long description of what your organisation provides and is about.

Photos: You can upload photographs and create albums, to showcase your employees, customers, events, exhibitions and more. Photographs are really important for existing customers and potential prospects to see 'the people behind the business.'

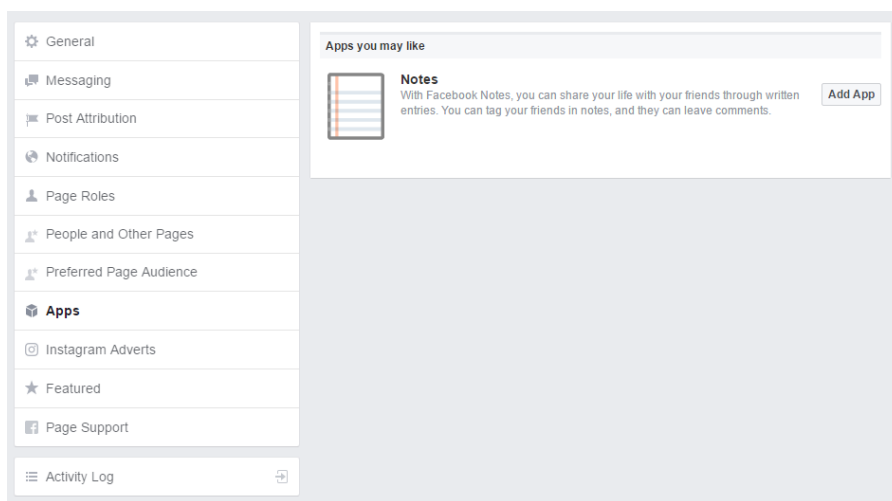
Reviews: If a customer or potential prospect has had a good customer experience, they can leave a review to tell people about it. This is a great way of promoting your organisation and letting people see how good your organisation is.

Likes: This section provides a breakdown of how many people have 'liked' your page. It states the number of people talking about your page, the number of people who have checked in and new page likes on a weekly basis.

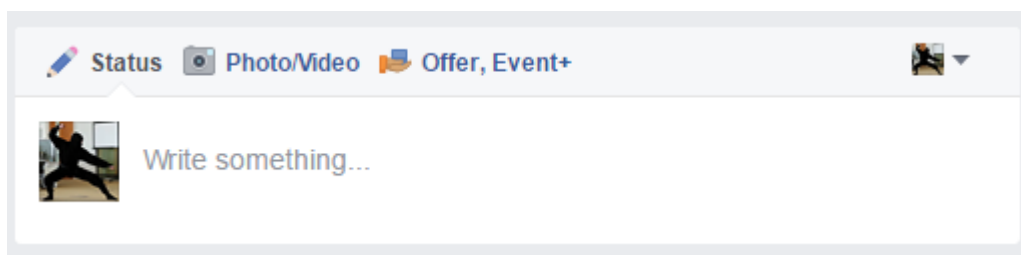
Videos: More and more people are watching online video content. Use this section to promote your organisation, customer testimonials, meet the staff videos, exhibitions and more.

Posts: This section provides all the posts you have shared. You can re-share posts from here and also add comments.

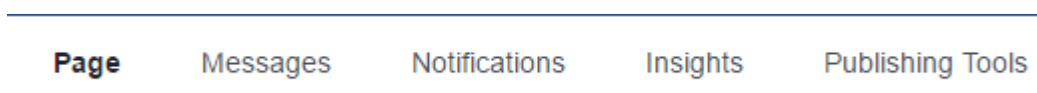
Manage Tabs: By clicking on manage tabs, it provides this page below, where you can manage your 'like' page, including general and messaging options –

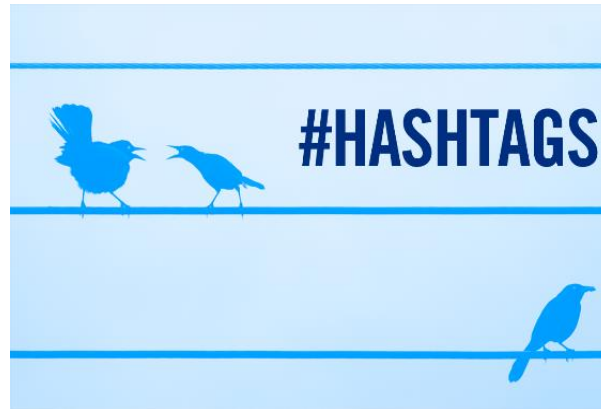


Once your 'like' page is created, you can start posting on Facebook. You can upload images, write a status about your organisation, add an offer or event and much more.



Facebook also provides 'insights' which allows you to see statistics such as page views, page likes and much more. This tab can be seen at the top of your Facebook page (only people with access / admin rights to your Facebook account can see this information).





Hashtags and What to Do with Them

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a tweet. It was created organically by Twitter users as a way to categorise messages.

If you are fairly new to social media or like so many people, are still trying to get your head around it all, you may have heard the term 'hashtag.' Predominantly used on Twitter, a hashtag is simply a way for people to search for tweets that have a common topic.

A tweet is similar to a text message, the difference being, it can be seen by the whole world and you have 140 characters to use. Your tweets are public and anyone can read them. Using a hashtag in your tweets can get you involved in conversations, regular retweets and also gain genuine followers.

Here are the latest hashtags currently trending on Twitter:

Trends · [Change](#)

[#GettingOldIn4Words](#)

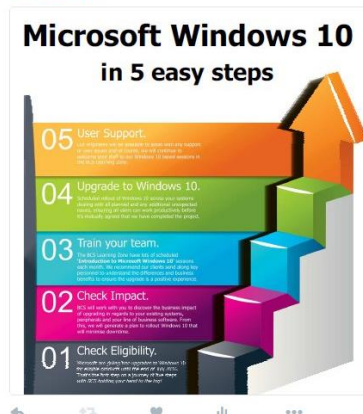
32.1K Tweets

[#ThursdayThoughts](#)

21.9K Tweets

Essentially, using a hashtag enables you to join in a conversation about topics relating to your organisation or interests. Here is an example of a tweet from BCS, using hashtags:

 **365itsupport by BCS** @BCS365 · May 24
You have until July 29th to upgrade for free to #Windows10...
goo.gl/Z0uKFK



Microsoft Windows 10
in 5 easy steps

- 05 User Support.**
Get help with Windows 10. Microsoft offers a range of support options, including the Windows 10 Support Community, Microsoft Answers, and the Windows 10 Support Center.
- 04 Upgrade to Windows 10.**
Check your device's compatibility with Windows 10. Use the Windows 10 Upgrade Assistant to check if your device is eligible for the free upgrade. If not, you may need to purchase a new device.
- 03 Train your team.**
Ensure your team is ready for Windows 10. Microsoft offers a range of training resources, including the Windows 10 Training Center, Microsoft Learn, and the Windows 10 Support Center.
- 02 Check Impact.**
Check the impact of Windows 10 on your business. Microsoft offers a range of tools and resources to help you assess the impact of Windows 10 on your business.
- 01 Check Eligibility.**
Check if your device is eligible for Windows 10. Microsoft offers a range of tools and resources to help you check if your device is eligible for Windows 10.

Using the hashtag #Windows10 allows not only our content to be seen by other people searching for Windows 10, but it is also a good way of starting a conversation within your Twitter community.

By using the hashtag symbol (#) before a relevant keyword or phrase (no spaces), you can engage with people on Twitter. Hashtags can occur anywhere in a tweet – at the beginning, middle or end.

Here are some examples of how people and organisations on Twitter are using hashtags, with the intention of the right people seeing:





So have a go with hashtags, see how you get on and see how many genuine followers you gain from joining in new conversations.

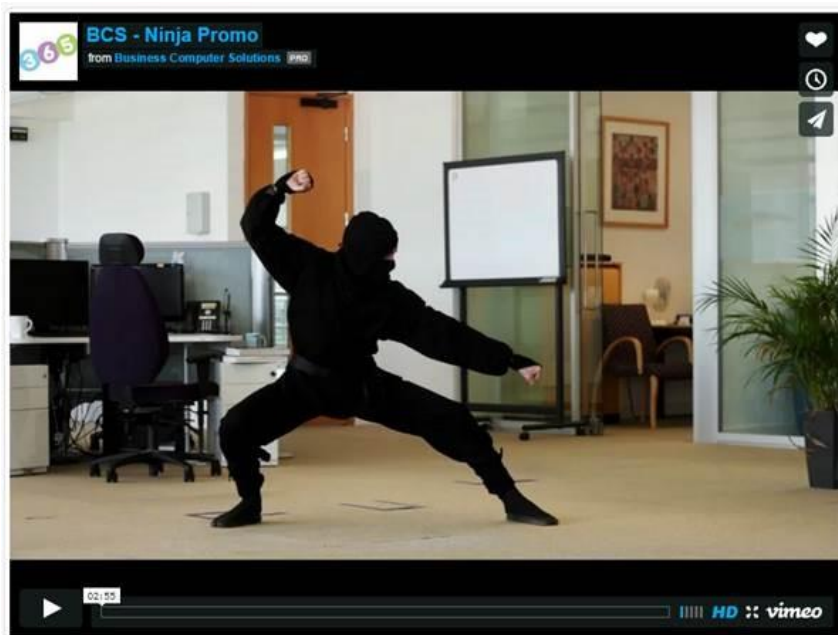
Using hashtags correctly is important – here are four vital tips to remember:

1. If you tweet with a hashtag on a public account, anyone who does a search on that hashtag may find your tweet, so ensure you are using the right hashtag.
2. Don't spam with too many hashtags. Best practice recommends using no more than two hashtags per tweet.
3. Do not sell directly on Twitter. Your presence on Twitter is not to sell but to be part of an online community.
4. Use hashtags only on tweets relevant to the topic you want to showcase.

Social Media Explained

What is social media? With all these complicated buzz words and literally hundreds of social networking sites, it can get confusing. Keeping it simple, social media is interacting with people and creating, sharing & exchanging information, online. Whether you use social media for business, pleasure or both, it's important to know which social networking site is relevant for what purpose.

We will use our BCS Ninja as an example of how we use our social networking sites. Using social media gives us the opportunity to build relationships with people and give a personal insight into BCS, the organisation and the team AKA Ninjas.



Facebook – “Like” if you think our Ninja video is good.

Posting blog articles, pictures and uploading videos about your organisation are good ways of interacting with people on Facebook.

Twitter – Our #ninjas are here 24/7, 365 days a year #shoplocal.

With 140 characters per tweet and a clever use of hashtags, you can interact with people about your organisation.

You Tube – Watch our BCS related videos here!

Uploading videos about your organisation is easily done and with 2.78 million views every sixty seconds, your message will be seen.

LinkedIn – We’re looking for new Ninjas to join our team.

Connecting with business minded people and networking, it is a perfect way to advertise for people to join your team and also promote your organisation.

Regardless of how you define social media, one thing is for certain, it will continue to evolve. Social media is growing on a daily basis, with 1.65 billion active mobile social accounts, worldwide, and figures show users have risen by 176 million in the last year (in 2015).



Top 9 Social Media Jargon Busters

For many people, social media terms are part of their everyday lives and think no more about it. Although for many people out there, it can be confusing, especially with some of the terminology they use around social media. For those head-scratching moments, here are our top 9 jargon-busters regarding social media marketing terms:

1. **Algorithm** - An algorithm is a set of formulas developed for a computer to perform a certain function. Algorithms sites like Facebook and Google use, are critical for developing content promotion strategies.
2. **Bio** - A bio on social media refers to a short bit of text that explains who the user or/and organisation is.
3. **Click Through Rate** - Click through rate is a common social media term used to represent the number of times a visitor has clicked through, divided by the total number of impressions a piece of content receives.
4. **Engagement Rate** - Engagement rate is a popular social media term used to describe the amount of interaction with likes, shares and comments for a piece of content created.
5. **Follower** - In the world of social media, a follower refers to a person who subscribes to your account in order to receive your updates.
6. **Retargeting** - Retargeting is an online marketing and advertising technique that allows marketers to display ads to people who have visited their website or are part of their contacts database.
7. **Search Engine Optimisation** - Search engine optimisation is the process of improving the volume or quality of unpaid traffic to a website from search engines.
8. **Webinar** - A webinar is an online seminar or presentation that is hosted by an individual or a company. Most often, the host requires attendees to fill out a form before granting them access to stream the audio and slides
9. **Viral** - Viral is a term used to describe an instance in which a piece of content, for example -YouTube video, blog article, photo, etc., that achieves noteworthy awareness. Viral distribution can rely heavily on word of mouth and the frequent sharing of one particular piece of content all over the internet.



Protect Your Identity Online – A Quick Guide to Social Networking Safety

Social networking safety is often overlooked. This can leave you vulnerable to being a target for cyber-criminals and possible reputational damage.

Identity theft is any kind of deception, scam, or crime that results in the loss of personal data, including the loss of user names, passwords, banking information and credit card details. Your phone or tablet that you are carrying around is essentially a small computer, which could suffer from malware, spyware and viruses in exactly the same way. *You can follow these simple steps to ensure your sensitive information and privacy are protected:*

- **How much is too much?** – It goes without saying, it is obviously a terrible idea to post your personal phone number, credit card information or home address anywhere on the internet. You never know who will be able to see that information, even if you are sharing it with a closed network of friends. Only share information you are happy for people to see.
- **Beware of people attempting to connect with you** – Anyone can pretend to be whoever they want on the internet. Online scammers present themselves as honest people with an intention to gain access to your personal information for their own purposes. When in doubt, ignore the request or better still, block the user in question.
- **Respect your organisations social media policies** – Your company may have specific rules about what work related events and activities they do and do not want discussed on social media.
- **Optimise your privacy settings** - Social media networks are not designed with your privacy in mind and you will always have to make manual adjustments. Go into your privacy settings, and see where things are set. Never leave any personal information set to be viewed by the public, unless you are happy to do so. If you're a stickler for privacy, there are many things you can set to only be visible by you, including your posts.
- **Always trust your gut!** - Ultimately, you should trust your gut. If you post close to none of your personal information on the internet, you are significantly reducing the risk to your personal security. Remember that you don't have to make something public if you only want to share it to a small group of individuals. If people want to know something, they can just ask or you can send them a private message about it. Simple!