

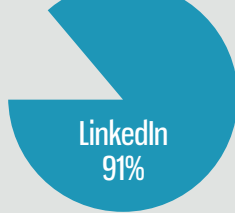
# HOW TO CREATE A GREAT SOCIAL MEDIA PLAN AND IMPROVE YOUR ONLINE PRESENCE



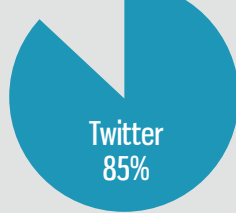
## CHOOSE THE RIGHT SOCIAL MEDIA CHANNELS

Spend time posting on the social media channels that your audience is most active.

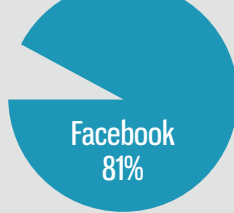
B2B marketers use on average, 6 different social networking platforms. The most popular are shown below.



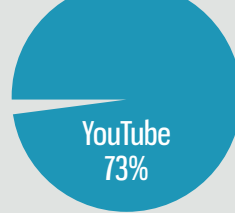
LinkedIn  
91%



Twitter  
85%



Facebook  
81%



YouTube  
73%

Source: Content Marketing Institute



## SIGN UP FOR A SOCIAL MEDIA MONITORING TOOL

By utilizing a monitoring tool you are able to schedule your social posts in advance, saving yourself time and energy.

87% of B2B marketers use social media to distribute content.



Source: NewsCred



## UTILIZE ANALYTICS

Utilize social media analytics to get a better understanding of who is interacting with your posts and when. This will help you tailor future posts.

85 % of B2B buyers believe companies should present information via social networks.



Source: Iconsive



## CREATE A CONTENT CALENDAR

Ensure that you are sharing both your own content and third party content. Keep track of your posts both past and future - an Excel document will suffice.

48% of marketers curate noteworthy content from third-party sources weekly.



Source: Design & Promote



## SCHEDULE POSTS

Put aside 1 or 2 hours once a week to schedule posts for the following week. This is a huge timesaver!

Articles with images get 94% more views than those without.



Source: NewsCred



VENTURE ACCELERATOR PARTNERS

WWW.VAPARTNERS.CA | INFO@VAPARTNERS.CA

