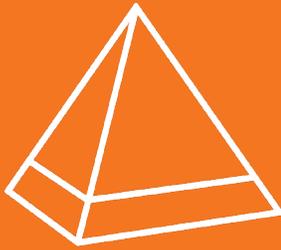


SOCIAL MEDIA PLAYBOOK

Reaching customers is vital to your business and our award-winning team is here to help!



AWARDS

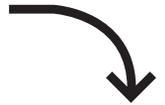
2019 PPAI GOLD Pyramid: Social Media
2019 PPAMS: Best in Content Creation



GOLDBOND
MORE THAN YOU EXPECT

WE'RE HERE TO HELP

As a valued customer, you have access to all of these resources **for free!**



ACCESS OUR LIBRARY

We have a library of unbranded videos and photos featuring products you already sell, ready to be posted on your social media platforms.



INDUSTRY INFORMATION

Industry related quotes, articles, and tips help give your feed a balanced look and keep your customers interested. We produce these on a regular basis.



SUPPORT TEAM

We provide support from a team that knows what it's doing. If you see anything on one of our platforms you'd like to use, simply ask and we'll send it over.



MORE THAN YOU EXPECT

We will continue to strive to do more than you expect in every area of our service. If you have any questions about Social Media, don't hesitate to contact our award winning team.

WHY SOCIAL MEDIA?

 Facebook	Monthly Active Users:	Daily Active Users:	Founded:
	2.2 Billion	1.4 Billion	2004
	Photos uploaded daily:	Video views daily:	Rank:
	300 Million	8 Billion	#1

 Instagram	Monthly Active Users:	Daily Active Users:	Founded:
	800 Million	500 Million	2010
	Photos uploaded daily:	Stories daily:	Rank:
	95 Million	250 Million	#3

 Twitter	Monthly Active Users:	Daily Active Users:	Founded:
	330 Million	100 Million	2006
	Tweets published daily:	New accounts daily:	Rank:
	140 Million	460,000	#6

 LinkedIn	Monthly Active Users:	Total Registered Users:	Founded:
	200 Million	546 Million	2002
	New accounts monthly:	Company Pages:	Rank:
	5.26 Million	20 Million	#9

BEST PRACTICES

“Social media is about the people, not your business. Provide for the people and the people will provide for you.” - **Matt Goulart**



QUALITY

Hi-res photos, sharp video, and proper grammar tell your audience you care about what you do. Quality on Social Media translates to associating your company with a quality product.



LINK

Always share a link with your posts. Linked images, videos, and posts greatly increase engagement and direct followers where you need them to go.



ENGAGE

Engage your audience. Retweet, like, share, comment, and followup on every post. You never know what may turn into a lead.

PRODUCTS | YOUR BUSINESS

Around 40% of your posts should focus on your products and what you do as a business. This includes ads, specials, and anything you want to sell to your customers.

ENTERTAINMENT | COMPANY CULTURE

Another 35% of your posts should focus on your company: parties, charitable work, office antics, behind the scenes, or the day-to-day happenings on the job. This will help your audience develop a connection with your team.

INFORMATION

Roughly 25% should be informative, having nothing directly to do with your company other than being in the same industry. Articles, quotes, and industry stats are great for this category.

**A BALANCED
APPROACH**

40
percent

35
percent

25
percent

THE RIGHT PLATFORMS FOR YOUR AUDIENCE

Facebook

FOCUS

Quality

CONTENT

Inspirational and informative photos and videos that generate interaction

AUDIENCE

Social Network leader with largest audience; large focus on interaction with friends & family



Twitter

FOCUS

Quantity

CONTENT

Strong photos with links or conversation starters

AUDIENCE

66% of users under age 35 with most of those being female. 82% of users access via mobile device



Instagram

FOCUS

Rich Imagery

CONTENT

Photos and video to give a real life picture of company culture and products

AUDIENCE

90% of users under age 35. 75% of users take action, such as visiting a website, after viewing an ad



LinkedIn

FOCUS

Formal/Technical

CONTENT

Industry specific articles and helpful links to aid like-minded professionals

AUDIENCE

Professionals looking to network and build a career: 60% of users over 30



*2018 statistics from Hootsuite Social Media Strategy Workbook & Salesforce Pardot Complete Guide to Social Media for B2B Marketers

FOLLOW US

Facebook



/GoldBondInc

Instagram



@GoldBondInc

YouTube



/GoldBondInc

Twitter



@GoldBondInc

LinkedIn



Gold Bond, Inc

Vimeo



Promo Products

Pinterest



/GoldBondInc