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# Organic Social Campaigns Guide

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Social media is extremely important for all businesses. As Erik Qualman said, "We don't have a choice on whether we do social media, the question is how well we do it?"

Contrary to popular belief, social media sites like Facebook & Instagram are not only "pay to play", you can achieve amazing things with your organic content.

Did you know that the average reach for a Facebook post is approx. 5.2%\*? Instagram is now no longer a photo-sharing app \*\*. Instagram is looking to "lean into entertainment and video after seeing the success of competitors like TikTok and YouTube" and 8.3% of TikTok users say that TikTok has played a role in their purchasing decisions\*\*\*.

There are ways to improve your reach and engagement on social media without having to pay for an ad campaign or boosted post. Use the guide below to help you to achieve a higher reach and engagement for your social media posts, which will build brand awareness, allow you to build relationships that will lead to you acquiring new customers.

Recommendation	Important Notes	Results
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## Strategy

<p><b>Develop your digital marketing strategy and ensure that your Organic Social Campaigns are in line with business objectives and brand objectives.</b></p>	<p>You must roll out an integrated digital marketing strategy where all channels are using the same narrative. Content and activities should be in line with your overall objectives. This will ensure consistency and overall a higher success rate.</p>	
<p><b>Set SMART goals and KPIs e.g. Campaign A:</b></p> <ul style="list-style-type: none"> <li>• <b>Objective: Brand Awareness</b></li> <li>• <b>Measure: reach, impressions, engagement rate and click-through rate.</b></li> </ul>	<p>Setting goals and targets are important for the success of any campaign. This allows you to learn and make relevant changes for a better success rate.</p>	
<p><b>Are your images and video in keeping with brand guidelines?</b></p>	<p>It is important to become a recognisable brand by using consistent colour schemes, fonts, tone of voice and type of content created.</p>	

## Scheduling

<p><b>Identify the best days &amp; times to post.</b></p>	<p>Use your Insights to gauge what days and times you get the most reach and engagement.</p>	
<ul style="list-style-type: none"> <li>• <b>Know how many posts you should publish each day/week. One rule does not fit all, what days' work best for you and your customers?</b></li> </ul>	<p>Test to gauge what volume of content works best for you and your network. Posting too often can annoy and alienate and posting too infrequently can reduce the impact of your channel.</p>	
<p><b>Identify scheduling tool(s) for each channel.</b></p>	<p>Scheduling will help free you up to focus on other business areas, as well as helping to create consistency in the number of posts you publish daily/weekly.</p>	

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## Content Planning

<b>Identify what type of content works best. Factor in seasonality/peak &amp; off-peak seasons.</b>	This will depend on your audience. Understanding what works, will help you to achieve higher reach and engagement.	
<b>Plan your content pillars? Example: Behind the scenes, educational, FAQ etc.</b>	Breaking your content into categories will help with content creation.	
<b>Factor in seasonality/peak &amp; off-peak seasons.</b>	Giving each post a purpose of objective will help you to measure the performance.	
<b>Ensure each post has an objective or purpose e.g., product/service awareness, demonstrate your expertise, drive to website etc.</b>	You have seconds to catch their attention, make each second count.	
<b>Give each post an engaging headline/opening.</b>	Defining your brand voice & tone will make it easier to develop & build relationships.	
<b>Use your brand voice/tone</b>	Emojis can help to show tone and give more content. They are also fun.	
<b>Use emojis</b>	You are fighting for attention against thousands of posts. If your post catches the user's eye it will help to increase engagement and that will, in turn, increase your reach.	
<b>Make your image or video cover stand out.</b>	Emotive posts get higher engagement and reach.	
<b>Assign each post an emotion. This is the emotion you want to evoke in the reader.</b>	Emotive posts get higher engagement and reach.	

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<b>Research and use hashtags.</b>	Using hashtags can help to give your content more content but it will also help you reach new people outside of your network.	
<b>Plan your calls to action and include them in your captions. Do not use engagement bait.</b>	A call to action is the action you want the reader to take e.g., watch the video, visit the website, learn more, shop online etc.	
<b>Plan your cross-posting carefully to ensure the caption suits the channel.</b>	Write captions that are relevant for the channel. For example, if you publish your Instagram post to Facebook, it should not ask the reader to click the link in your bio on the Facebook post.	
<b>Do not post and ghost. Build relationships by engaging with others.</b>	Comment on other relevant posts. Social media are communication channels and should be used to develop relationships.	

## Resources

### Calendar:

<https://covid19.failteireland.ie/downloads/social-media-content-calendar-digital-marketing-on-a-shoestring/>