

AN EFFECTIVE SOCIAL MEDIA POST

A RECIPE

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Everyone wants to know how to bake the perfect social media post. In this short eBook, we share our time-tested, follower-approved recipe for crafting great social media posts. So put on your social media hat, throw on your networking apron, and fire up the creative ovens.

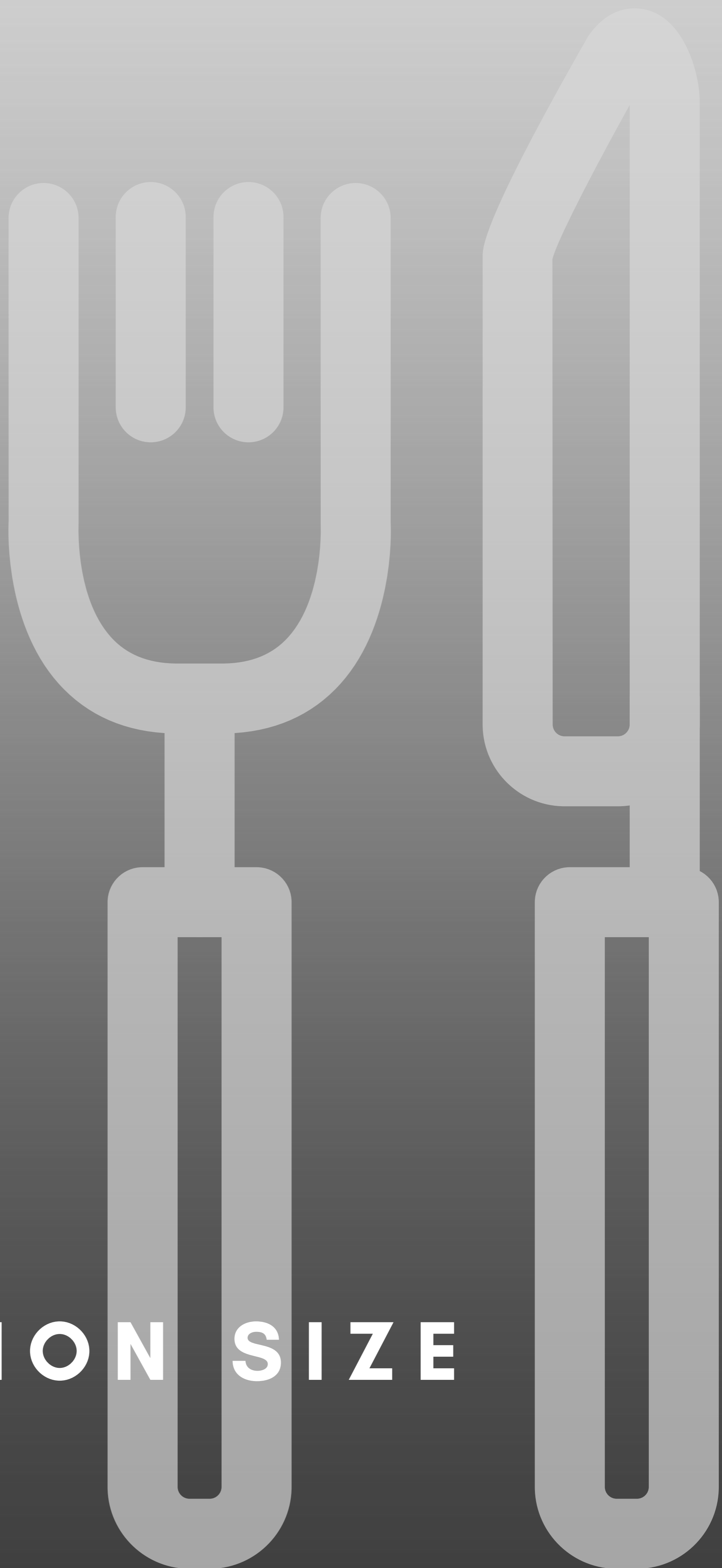
What Makes a Great Recipe?

An effective social media post is entertaining, informative, or helpful to your audience of followers. Cater to all your followers by providing a variety of social media posts that make them laugh, cry, engage, respond, and share. When crafting your post, focus on good ingredients and the right timing.





**RECIPE
OF AN
EFFECTIVE
SOCIAL MEDIA
POST**



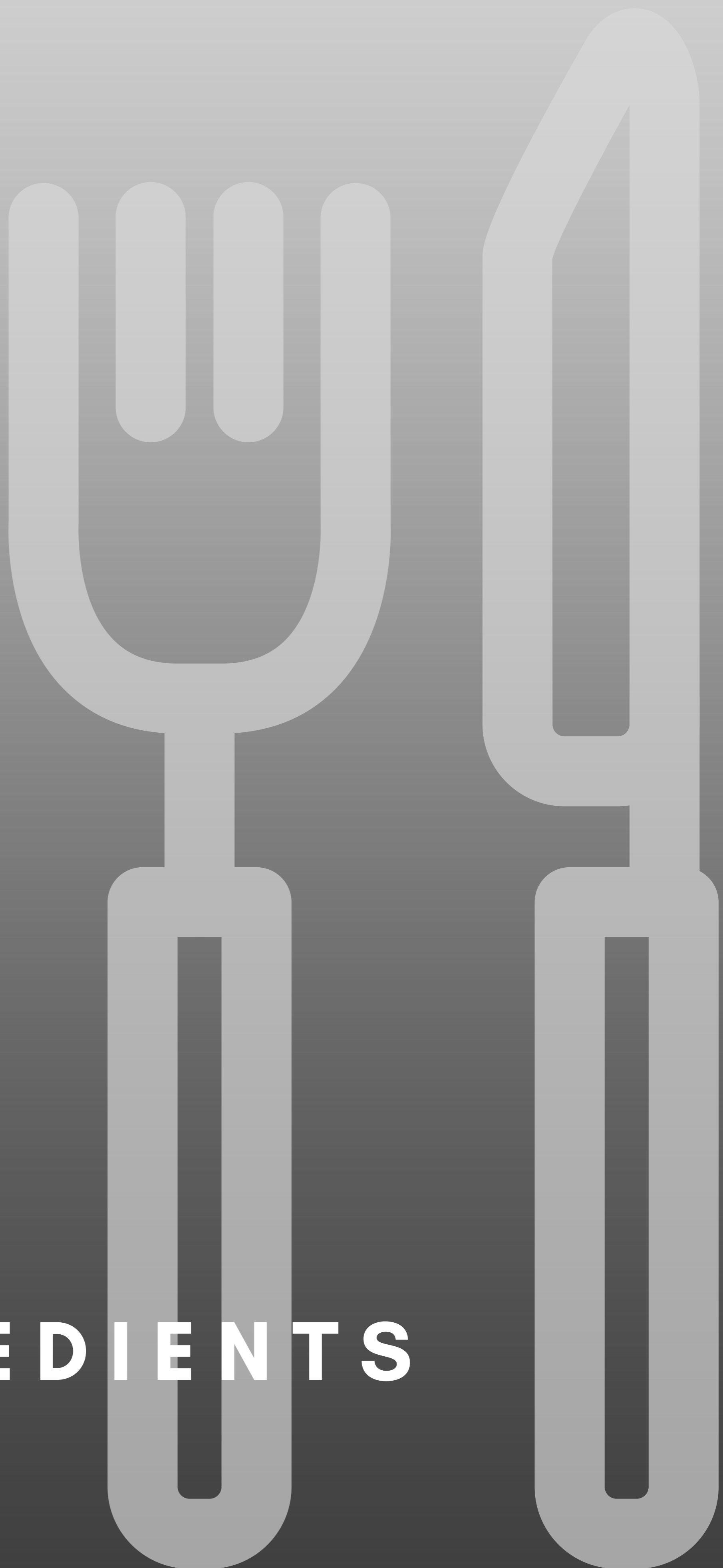
P O R T I O N S I Z E

PORTION SIZE

Before getting to work in your social media kitchen, determine who will be coming to your social table and consuming your posts.

- **Ask yourself: Who is my audience? For many service-based, local businesses, the audience is existing clients, potential clients, and an extended network of interested social media users. Keep in mind that your ultimate consumer is NOT you or someone just like you. The ultimate consumer is an everyday social media user who is interested in the services you offer but not an expert in your industry.**

BUSINESS	AUDIENCE
Optometrist	Patients, Parents, Young Professionals, Seniors
Veterinarian	Clients, Local Pet Owners, Animal Caretakers
Chiropractor	Patients, People Looking for Non-Invasive Care, Parents
Yoga studio	Experienced Students, New Students, Athletes, Fitness Enthusiasts



INGREDIENTS

Ingredients:

Every delicious social media post has a few base ingredients: Hot Topic, Relevant Subject, and Well-Phrased Text. Introduce a little variety by adding in High-Quality Images, Local Information, and Information about Your Staff or Office Events.



1 Hot Topic.

It all starts with a Hot Topic. For example, in summer, businesses will post about vacations, being outside, the heat, etc. Stay away from Hot Topics that will make your post too spicy for followers, such as Politics, Religion, Race, Ethnicity, etc.

1 Relevant Subject.

Your social media taste testers will be turned off by posts that aren't relevant to your business. Think about it like this: When you go to eat at a Chinese restaurant, you don't expect to see pizza on the menu. Choose a relevant subject that fits into your overall brand or services.

1 Bunch of Well-Phrased Text.

Adding the correct ingredients, at the right time, in the proper amounts enables you to create a consistent product. Additionally, the text of your post says a lot about your business and your brand. When whipping up a social media post, be sure all text is spelled correctly and feel free to use common language. Experiment with your text to see what gets the best results with your audience.



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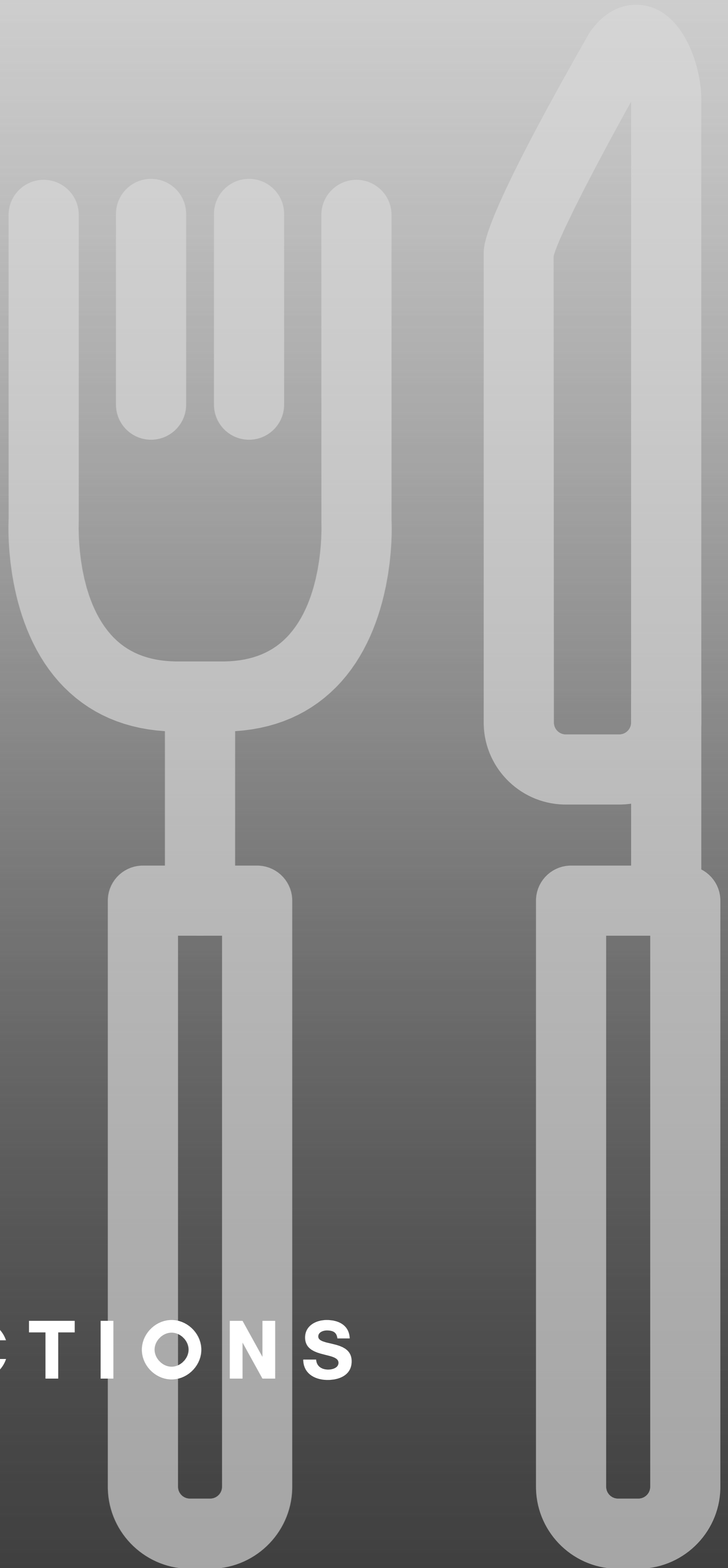
A Dash of High-Quality Images.

Social media posts with images attract more attention on social networks like Facebook and Google+. Always choose high-quality images to include with your posts for maximum appeal. The most appetizing images are interesting in composition and color. If your image is fuzzy, out of focus, or dull, your audience may not stop to check it out. If you ask any Chef, they will tell you that food presentation is essential since it's the diner's first experience with the food. In regards to social media posts, presentation is often a follower's first experience with the post and should entice them to click on the post, engage with the post, or visit your page.

1 Bundle of Customization.

When it comes to eating, there are Vegetarians, Pescatarians, Gluten-Free Diets, Low-Carb Diets, Vegan, etc. Additionally, there are specialties for regional cuisine that cover certain types of local proteins, seasonings, spices, eating habits, etc. When you make your social media posts, don't be afraid to customize your recipe for your local audience. When possible, discuss local events or happenings. Also, include information about your staff or your services to give your post a local, relevant flavor.





DIRECTIONS

Directions:

Just as with any recipe, follow these directions until you are familiar with the process. Once you have got the recipe down, feel free to experiment and try new things.



1. Prep Your Social Network.

Prep your social networks by adding professional images, headers, banners, and descriptions. Once you are comfortable that your social pages look professional and complete, start trying out your social recipes.

2. Combine Ingredients.

Collect your “ingredients” ahead of time by planning out your posts on a monthly basis. Gather all the images, links, articles, cartoons, videos, etc. needed for your posts. Plan which ingredients to use at what times. Write down what topics you will cover and any relevant subjects you need to cover.

3. Mix Ingredients.

From the ingredients you have gathered, start mixing: Write text for images, add images to facts you are sharing, create engaging quotes for videos, match up article links with text to attract your audience, etc.





4. Bake Time.

Depending on the social network, a post has a certain shelf life. The best way to accommodate these different shelf lives is to space out your posts. Just like you can't stick 20 different types of cake batter in the mixer at once, you can't add 20 different kinds of posts at one time. Carefully space out your posts to give them their own time to "bake" and get engagement.

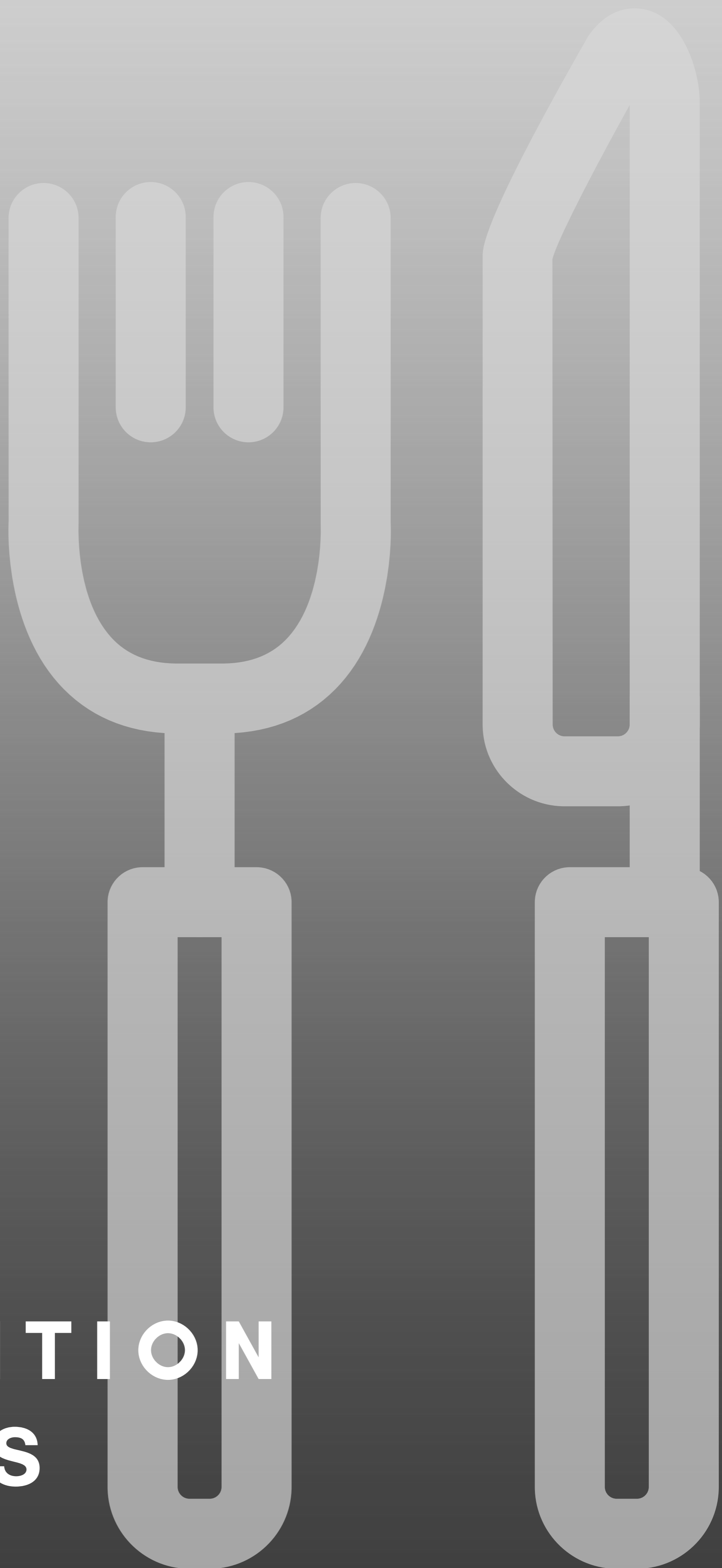
5. Check Periodically.

Keep an eye on your social posts to ensure they are advancing as expected. If you have a post that is getting a bunch of comments, engage with each commenter. Like, +1, or Star their responses. Checking-in on your posts lets your audience know that you care and are interested in them as well.

6. Add Comments and Replies.

There are always critics out there, both positive and negative critics. In many cases, people comment on social media to leave positive reviews or feedback. Respond to both positive and negative reviews with a professional, courteous manner. In many cases, the reviews or comments can help inform your social media strategy or even your service offerings.

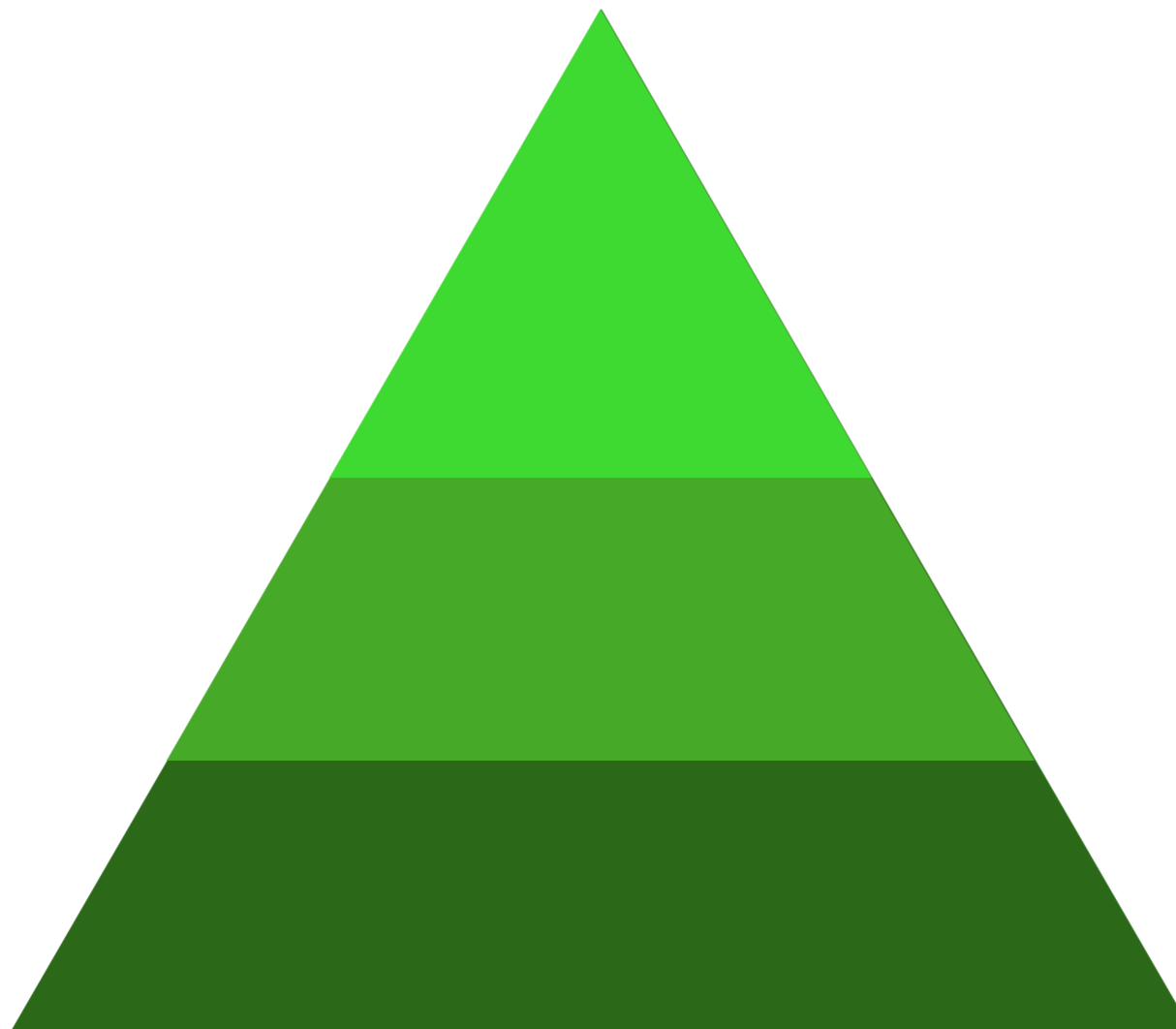




**NUTRITION
FACTS**

Nutrition Facts

Just as people need good nutrition for their body to function, so do your followers need stimulating posts to stay engaged with your brand. Take time to determine the “nutritional” information of your posts to see whether it’s giving your audience what they need to stay connected to your business.



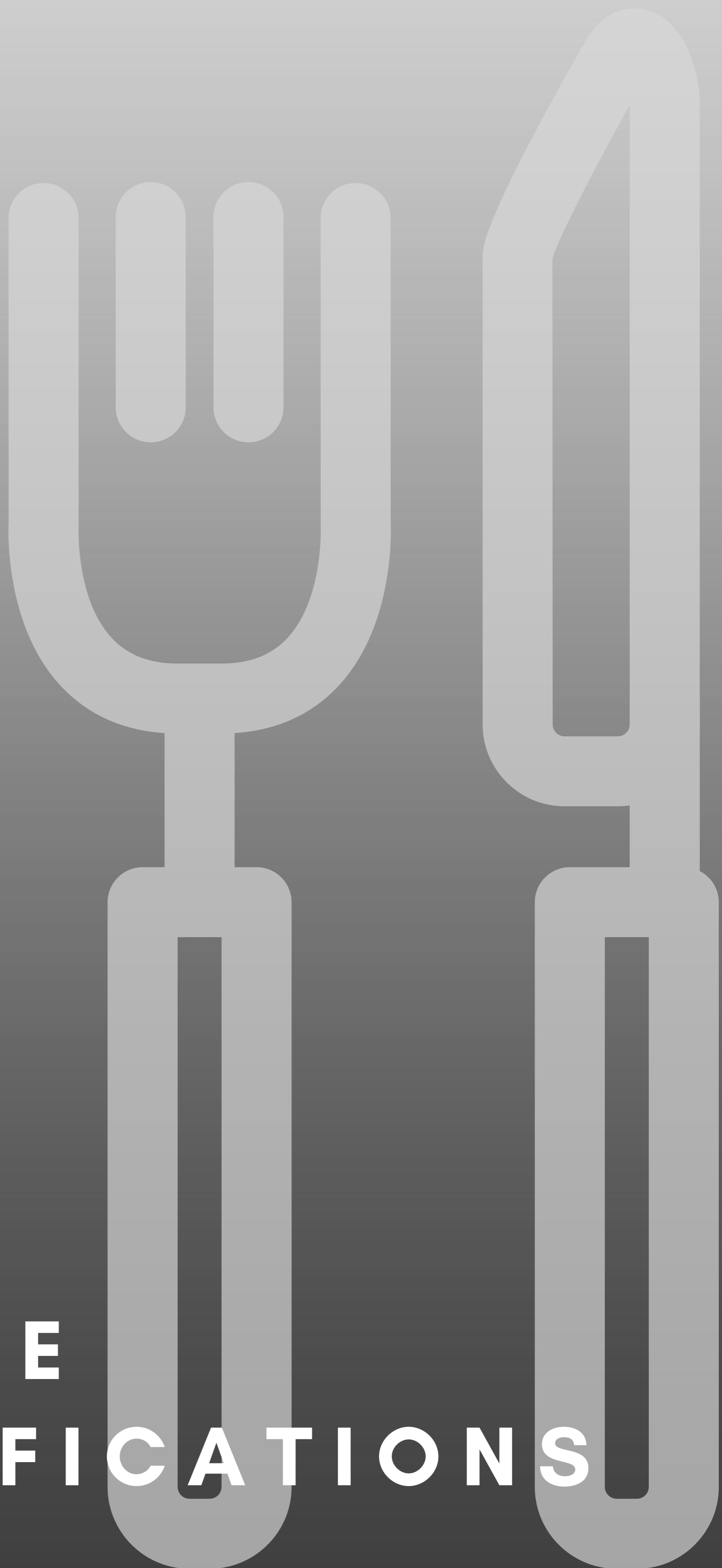
Analytical Review

Take a comprehensive look at the reporting metrics in Facebook and Google+. The overall statistics will show if you have new followers, how many people are engaged with your page, and what types of engagements are happening. If you see a general dip during the week where you shared several technical or controversial posts, reconsider what you are serving up to followers.

Insights and Actions

Delve down into the layers by looking at each post's analytics individually. Compare two like posts to see which did better. Also, take a look at your timing. Do morning posts do better than evening posts? Are people sharing cartoons but ignoring quotes? Think of it like food. If you served up two types of pie, which pie was more popular (has left pieces left)? If a veterinarian’s post about dog costumes does infinitely better than a post about dog medications, it says that followers are more interested in consuming fun and entertaining posts.





**RECIPE
MODIFICATIONS**

Modifications:

Variety is the spice of life. As mentioned before, followers will get bored of certain posts if they are all the same. You wouldn't serve a meal of cornbread, corn tortillas, corn cakes, and corn chips, so don't serve up one type of post on your social media.



Post Type.

A common mistake business owners make is sharing only educational articles on social media. While the articles may discuss ground-breaking innovations, social media users are looking to be entertained. Business owners who share bite-sized bits of educational information get significantly better engagement from followers. Create a balance of different posts for your social media. Consider sharing memes, quotes, brief articles, images, factoids, and videos. A good variety will not only get you noticed by your followers, but will also keep visitors to your social media pages engaged and entertained.

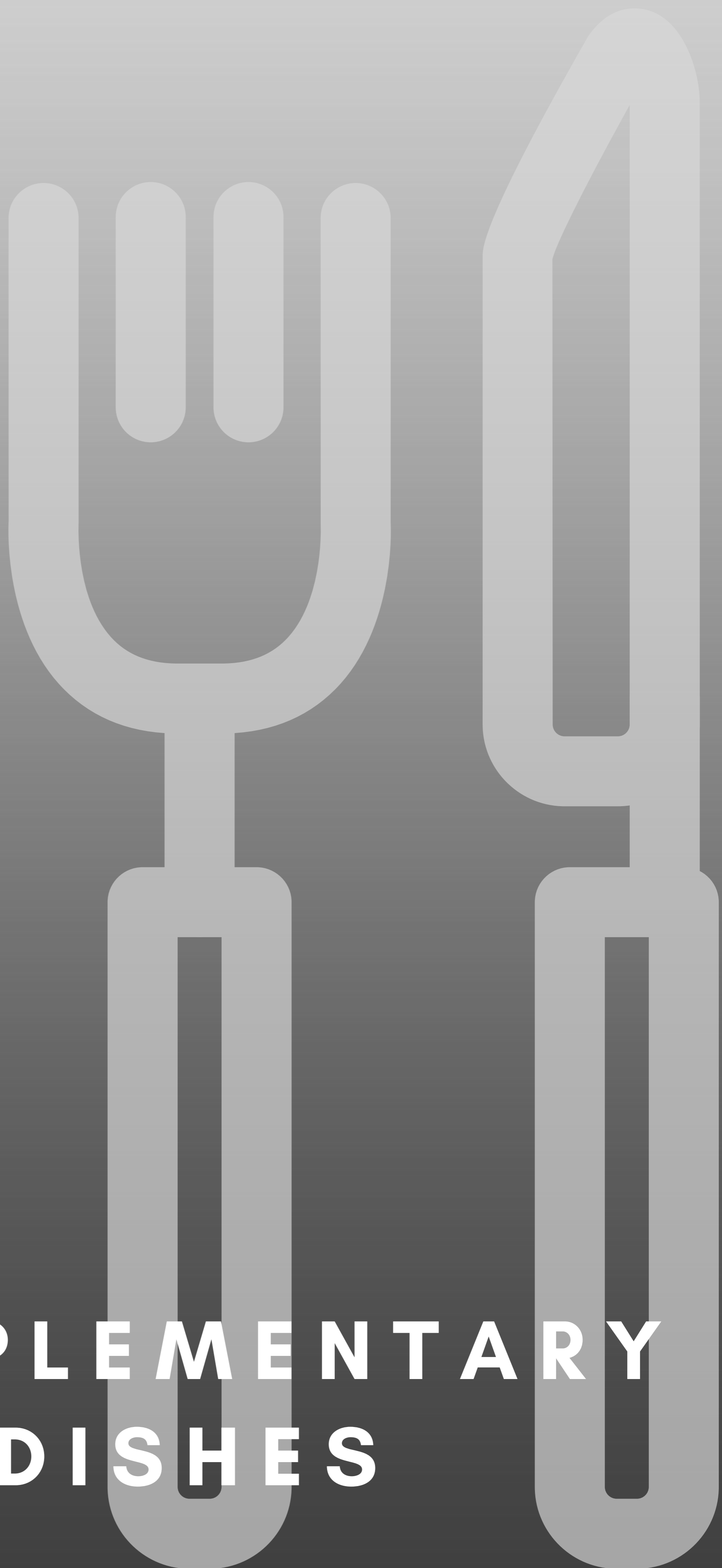
Seasonality.

Most restaurants have seasonal and special items that change by day or by month. As a business owner, you likely have monthly or seasonal promotions as well. Incorporate these seasonal promotions or topics into your post schedule. For example, an optometrist may run a special on eye exams for kids during Back-to-School time or a chiropractor may run a massage special during Mother's Day weekend.

Promotional Vs. Educational.

While social media users follow brands to learn about promotions, they are also interested in other brand information. The 80-20 rule is a great way to organize your posts, with 80% of posts being educational or engaging and 20% being promotional. Think of a chocolate cake: 80% of it is cake with only 20% or less being frosting. If a cake had 30% or 40% frosting, it would be too much and would overwhelm the taste. Space out your promotions and allocate educational and entertaining posts for the bulk of your content.





**COMPLEMENTARY
SIDE DISHES**

Suggested Side Dishes

If your website is a healthy main course, then social media is the dessert that everyone craves and looks forward to eating. You have your professional website, professional social media pages, and are producing engaging social content, now what?



Video.

Sharing other people's videos on your social media is a great way to start using video to engage your followers. The next step is to start creating your own videos to attract more visitors. Video testimonials, for example, will get you the highest return on the smallest investment. Once you create your own videos, you can embed them into your website and start sharing them on social media.

SEO.

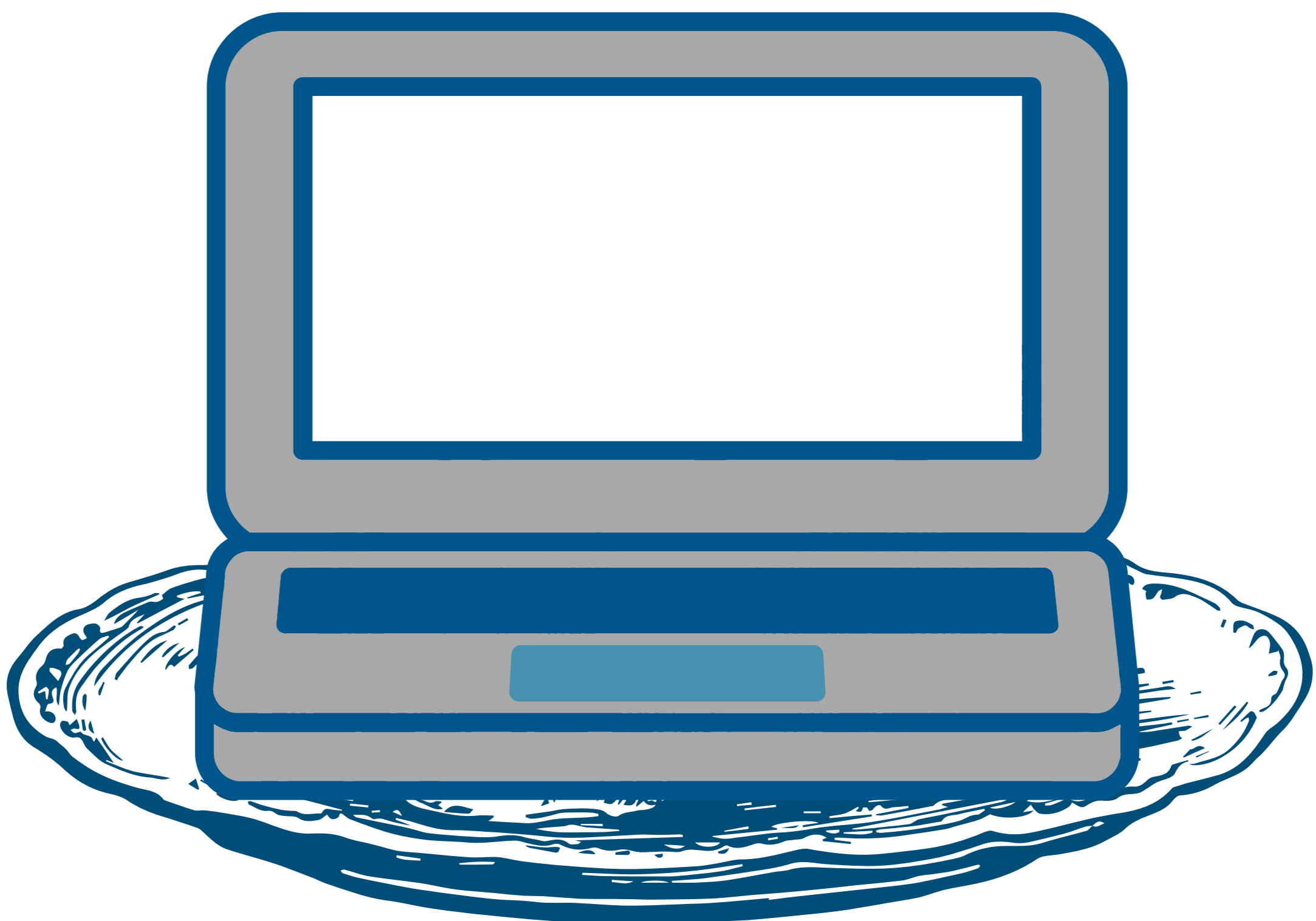
Onsite and Offsite search engine optimization (SEO) is an organic complement to social media and vice versa. When your website shows up in local search results, online users are more likely to visit your website and then check out your social media (if linked from your website). The ultimate goal being to have a strong social presence to turn a social media visitor into a follower.



Suggested Side Dishes

PPC.

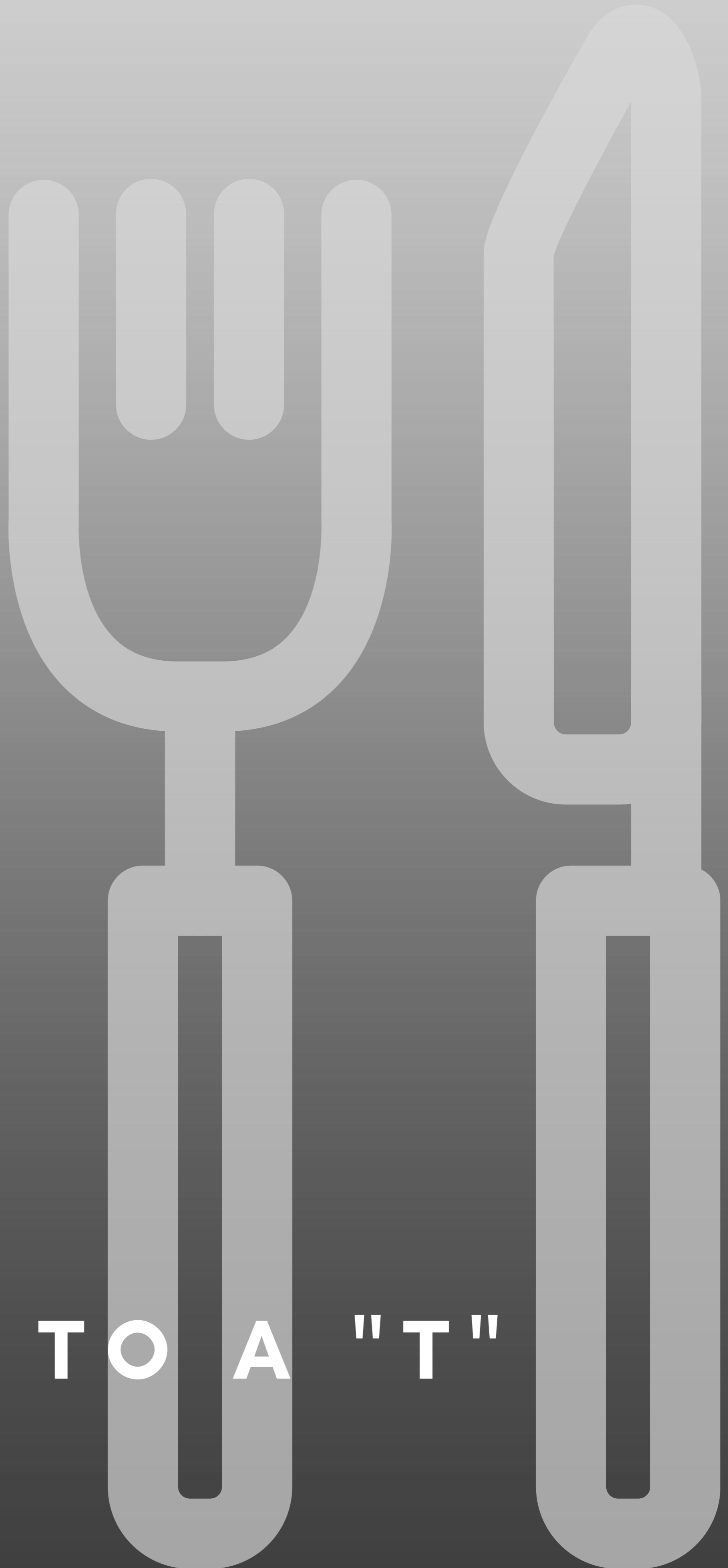
The top results on Google and Bing are pay-per-click (PPC) advertisements. If you are looking to drive relevant, local users to your website and quickly, PPC is choice. With Google AdWords, a business owner has the option to include social pages to further enhance a PPC ad and strengthen conversions.



Website.

If you have not done so already, connecting your social media pages to your website is a great way to keep current and potential clients engaged. Many businesses think a social media presence is enough to earn new business. This is not the case. Today's savvy consumer expects a local business owner to have a professional website AND a social media presence. Linking the two shows potential and current clients that you are maintaining your business information (i.e. hours of operation, services, etc.) and that you are consistent with reaching out to your clients.





DONE TO A "T"

Conclusion

We hope you have enjoyed this eBook and are excited to start baking your own social media posts. While we have given you the Recipe for an Effective Social Media Post, perfecting the recipe and getting the right outcome make take some trial and error. Good luck and happy social baking!



GET IN TOUCH!

The eDoctors Team is here to build the right digital marketing package for your needs. Let us explain the benefits and opportunities we have available for you.



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