

# SURVIVAL GUIDE:

How to Navigate  
the Wilds of  
Social Media for  
Content Marketing



CONTENT  
MARKETING  
INSTITUTE™

A UBM COMPANY

# Take the Social Route to Content Marketing Success

**U**npredictable algorithm shifts. Falling reach and lower engagement rates. Growing consumer mistrust from fake news and data breaches.

Despite woes like these, people still use social media platforms – and marketers are still drawn to their relationship-building powers. In fact, in **2019 research from Content Marketing Institute and MarketingProfs**, 61% of B2B marketers and 69% of B2C marketers say they've increased their use of social media for content marketing compared with one year ago.

However, navigating the social media landscape is like entering a dark forest without a map. If you aren't familiar with the terrain and don't have a solid plan, you can't expect to reach your destination, let alone make it out of the woods unscathed.

This guide is full of tools that will help you find the best path to success, from planning your social media explorations, to growing legions of brand fans, to engaging them in meaningful ways.

We'll cover the top content marketing opportunities in the social sphere, including:

- ▶ Landmark locations like Facebook, Twitter, and LinkedIn
- ▶ Video viewing-centric channels like YouTube and Twitch
- ▶ Streaming media sites like Snapchat Stories and Instagram Stories
- ▶ Emerging social platforms like Vero True Social and WeGather Online



## **DON'T FORGET:**

For even more insights, join us at Content Marketing World 2019 where we'll have 28 educational tracks – including two dedicated to social media and content promotion/distribution. **Register to attend**, and use code **SOCIAL100** to save \$100!

# Table of Contents

<b>Step 1: Survey the Landscape</b>	Page 4
<b>Step 2: Map Out the Details of Your Plan</b>	Page 6
<b>Step 3: Start With Landmark Locations</b>	Page 8
■ Twitter	Page 9
■ Facebook	Page 12
■ YouTube	Page 15
■ Instagram	Page 18
■ Pinterest	Page 21
■ Snapchat	Page 24
■ LinkedIn	Page 27
<b>Step 4: Dip Your Toes in a Stream</b>	Page 30
<b>Step 5: Consider Going Off the Map</b>	Page 33
<b>Keep Exploring</b>	Page 37



## STEP 1

# Survey the Landscape

**E**very organization should use social media to listen to relevant conversations. But remember: Just because you can share something on every available channel doesn't mean you should.

Depending on your audience, budget, and goals, some platforms might be worthy of your social media investment, while others may be too costly, too crowded, or too unpredictable for your needs.

Yet, social media is continually evolving the opportunities it offers to help marketers build meaningful and trusting relationships with socially connected consumers – especially for those brands that aren't afraid to explore new territory or push the boundaries of their creative storytelling.

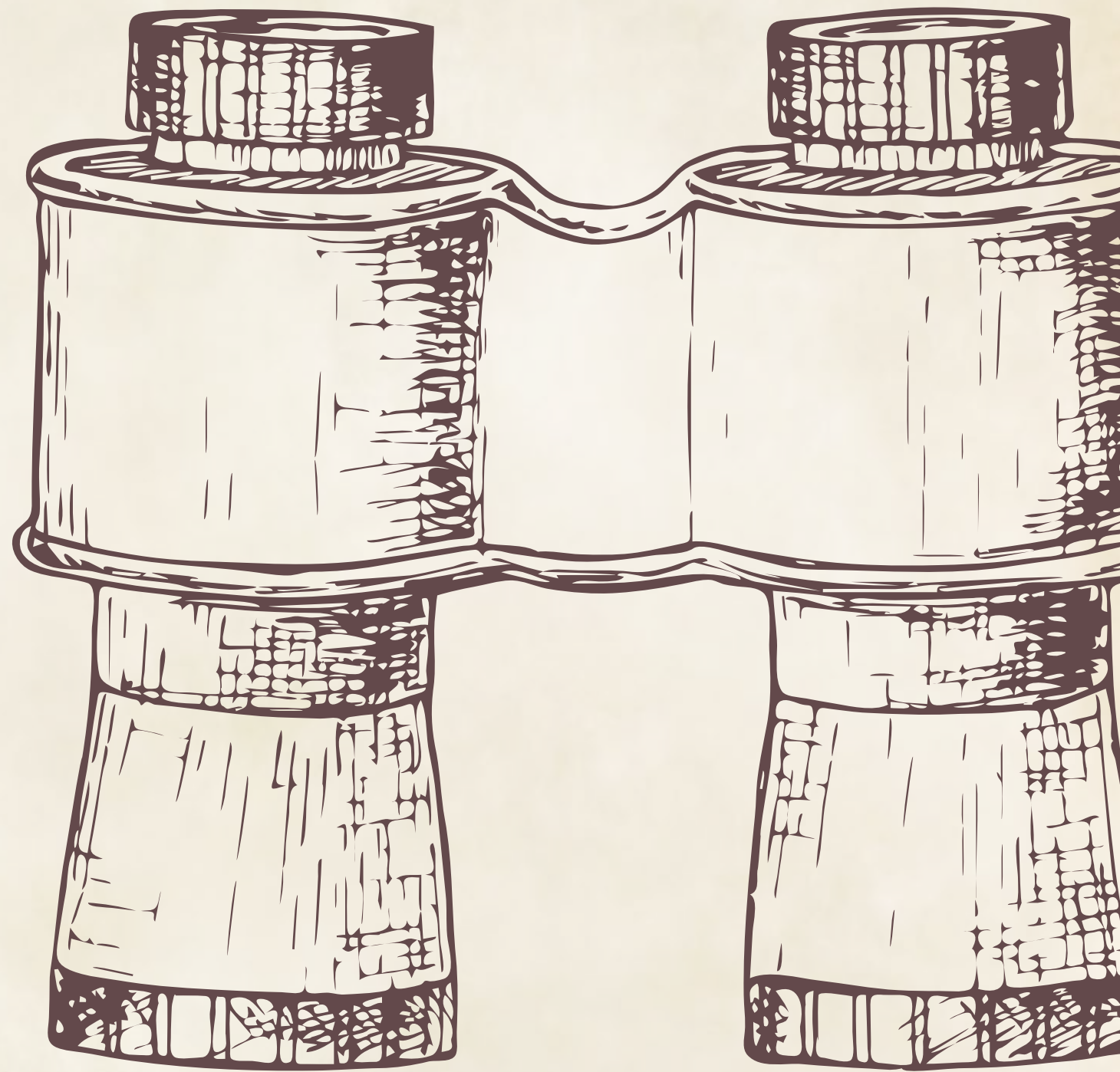
For example, consider just how many of today's brands (both large and small) are now creating appealing conversations on streaming media platforms like Instagram Stories, Snapchat, Facebook Live, or (the newly announced) **LinkedIn Live**: Of the marketers surveyed for CMI/MarketingProfs' 2019 Benchmarks, Budgets, and Trends research, 68% of B2C and 37% of B2B companies say they have used or developed social media stories in the last 12 months – a significant sign of the content marketing times, given that many of these platforms have only been available to consumers for a few years.



# Survey the Landscape

Considering the volatility of the social space, the best plan of action may be to start with a small number of platforms where you can own the conversation and build from there. This is why creating a social media channel plan should be the first step you take before sharing your content on any social network.

Essentially, a channel plan maps your organization's use of a given channel to your overarching brand story. It lays out the key opportunities a platform offers and outlines the marketing objectives, quality standards, and engagement practices your business will adopt when working with that platform.



## STEP 2

# Map Out the Details of Your Plan

**T**o create a basic **social media channel plan** from scratch, start by answering the following questions for each channel you believe you should be working with:

- ▶ **Who uses this channel, and what are they using it for?** Is it an important channel for our **target personas**? What are their conversations and consumption habits like here? Have our competitors established a strong presence or is there a chance for us to own the channel for our industry?
- ▶ **Will it help us meet our objectives?** Why does it make sense for our business to use this channel? What specific **goals** do we want our efforts to help us achieve?
- ▶ **Does it fit in with our editorial mission?** Will our content be viewed as unique and valuable or will the community find it intrusive or irrelevant?
- ▶ **What's our call to action?** What do we want fans and followers to do after viewing our social media content? Share it? Comment? Visit our site? Subscribe to our newsletter?
- ▶ **What kinds of content will work best on this channel?** Are our **topics** relevant to this audience? How can we create unique, useful conversations that the audience will appreciate? Are we creating enough content in the most appropriate formats to communicate consistently?
- ▶ **What's the right tone of voice to adopt?** Would a friendly, fun approach work best, or will the audience be expecting a more serious, professional demeanor?
- ▶ **What's the ideal publishing velocity?** Should we post once a week? Multiple times a day? What days and times of day work best? Do we have the ability to sustain our efforts over the long term?

If your responses don't reveal a compelling opportunity to engage on that channel, or if its environment isn't well-suited to your brand's particular content vision and mission, it may be best to step away and reserve your team's resources for social media platforms that are a better fit.



# Map Out the Details of Your Plan

## HANDY SHORTCUT:

Here's a sample template you can use to organize the details of your social media channel plan. Fill it in for each social network you decide to leverage in your content efforts.

DISTRIBUTION CHANNEL	PURPOSE		EDITORIAL PLAN					MEASUREMENT	
	WHO WE WILL REACH	GOALS/BENEFITS	FEATURED TOPICS	IDEAL VELOCITY	FORMATS	TOPE/RULES OF ENGAGEMENT	TEAM RESOURCES	CALL(s) TO ACTION	KPIs
Facebook	- "Susan" persona - "Steven" persona	- Thought leadership/influence - Awareness of events	- Tools/Templates - Creative campaigns - Tips/Shortcuts - Event announcements - Industry expertise	- Post at least 4x/day - For every company-related posting, share 3 non-promotional posts - Respond promptly to direct inquiries Additional theme-related posts: - Monday: Research data - Tuesday: White papers - Wednesday: Example of the week - Thursday: Speaker videos - Friday: Meet the team	- Posts - E-books - Visual content - Research data	- Experienced; friendly; enthusiastic - Never "force" our company into other conversations unless it's highly relevant/helpful	- Carrie (marketing lead) - Mary (community manager) - *Direct specific comments/questions on content piece to author and/or the editorial team to address	- Subscribe to our weekly newsletter - Download the e-book - Register to attend an event - Enroll in our training program	- Subscriber growth - Downloads attributed to Facebook - Use of promo codes

You may also want to consider including the following data:

- ▶ **Target terms and tags:** Compiling a list of the **keywords** and topic categories you are likely to leverage will make you more effective at including them in the content updates you share.
- ▶ **Potential distribution partners:** Noting **any influencers**, industry experts, or network connections you may have at your disposal can help you manage and amplify your outreach on the channel.
- ▶ **Promotion opportunities:** Think about what tools, **paid campaigns**, and other opportunities you can leverage to help support and boost your content's performance.



## STEP 3

# Start With Landmark Locations

**C**ontent marketing thrives on these popular platforms, which often have high traffic and few barriers to entry. But the competition for attention can be tight in noisy, crowded environments like these, so brands should track their efforts carefully and be prepared to change course if their progress starts to stall.





# Twitter

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## WHAT PUTS IT ON THE MAP:

With more than **326 million active users** a month, Twitter is still a top destination for people who want to stay informed and discuss what's happening in their world the moment an event occurs. Its ability to facilitate spontaneous, real-time conversations comes in just as handy for meeting the increasing demand for customized, responsive customer service as it does for turning a small gesture of corporate goodwill into a memorable marketing moment. And, with its now-expanded character counts, Twitter is a place where fully fleshed-out brand stories can unfold, tweet by tweet.





## Twitter

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### SECRETS OF SURVIVAL:

- ▶ **Extend the reach of your long-form content.** Try tweeting out a key takeaway along with a link to the full piece.
- ▶ **Use hashtags wisely.** Always **check the hashtag** first to see how much activity it receives, the sorts of content people share, and how well (or otherwise) such content is received.
- ▶ **Consider hosting a series of **Twitter Chats** on a relevant topic of interest to your audience.** You may also want to set up a recording of the hashtag you use to organize the conversation, which can help you track top-level insights revealed during the discussion.
- ▶ **Pay to play.** Twitter is a vast and noisy space, so consider using Sponsored Tweets, Promoted Accounts, or other **paid promotion techniques** to help get your messages heard above the chatter.

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# Twitter



Wendy's  
@Wendys

Follow

Fresh, never frozen since 69  
Trying to cop that mixtape, better get in line  
Grabbed a couple wings now you're trying to  
fly  
But nothing gets 'em dipping like a Frosty  
and fry



Wingstop 🍗 @wingstop

Be there. Done that.

Bring something fresh... not frozen. 😊 [twitter.com/wendys/status/...](https://twitter.com/wendys/status/...)

AN INTREPID EXPLORER  
WORTH FOLLOWING:

# WENDY'S

Don't call it a comeback: They've been doing this for years. Wendy's might not be the fast-food industry's market leader, but when it comes to serving up fresh and funny spontaneous content on Twitter, it can't be beat(boxed). Take the fierce rap battle the meal-master MCs served to competitor WingStop, which dared to step to the burger queen's lyrical stylings after a good-natured jibe from a local customer went viral.



# Facebook

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## WHAT PUTS IT ON THE MAP:

Though an older-skewing audience, frequent tweaks to its format and formulas, and consumer data controversies may cause some marketers to rethink their role in this community, Facebook remains a premier platform for building engaging connections around the interests marketers share with their audiences.

With over **2.27 billion active users** per month worldwide, its broad reach and near-universal appeal have kept Facebook at the center of virtually every content marketer's social media strategy. However, its popularity can be a double-edged sword, as the ever-increasing volume of content shared here means brand messages are highly likely to get lost in the shuffle.





## Facebook

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### SECRETS OF SURVIVAL:

Simply sharing your content is no longer enough to get it into the newsfeeds of your target audience. Not only will you need to carefully monitor and optimize your organic performance on an ongoing basis, you may want to support your highest-value content pieces with paid content promotion or experiment with alternate posting approaches such as **Facebook Instant Articles**. If you decide to go this route, here are some tips to help you get your time and money's worth:

- ▶ **Align your content assets with your marketing funnel stage.** For example, if your goal is to drive initial awareness, a simple, click-and-watch video may be more of an appropriate ask than downloading a detailed e-book.
- ▶ **Routinely split-test your creative to lift results.** Focus on larger variables – like whether it's better to feature a video or a blog post in your campaign – to identify opportunities to achieve budget-saving conversion lifts.
- ▶ **Leverage advanced targeting techniques** like custom audiences and look-alike audiences to grow your reach among Facebook users who share relevant characteristics with your existing brand fans and followers.
- ▶ **Use retargeting ads** to re-engage those who consumed your Facebook content but failed to take any further steps.





## Facebook



AN INTREPID EXPLORER  
WORTH FOLLOWING:

## CRICKET WIRELESS

For mobile smartphone carrier Cricket Wireless, few platforms have been as critical as Facebook when it comes to connecting with its most important audiences. For example, to celebrate Hispanic Heritage Month (HHM), Cricket produced a Facebook-first video campaign, “Live from the Cricket Lounge.” The live acoustic concert featured Mexico City-born pop siblings Jesse & Joy, and the performance was followed by a Q&A with influencer Rocsi Diaz. Unfortunately, soon after the campaign debuted, central Mexico experienced a devastating earthquake so, to further its support of the Latinx community, Cricket repurposed the livestream to raise awareness and raise money for the band’s charity to provide aid to those impacted by the disaster.



# YouTube

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## WHAT PUTS IT ON THE MAP:

Videos attract billions of views every day, and YouTube is still the **reigning king of video sharing**. Emotionally resonant and universally appealing, videos are ideal for creating unique, entertaining experiences that can drive brand awareness, subscriptions, and other critical content marketing goals. And, if you factor in YouTube's latest tech enhancements (including 360° viewing and interactive capabilities), its capacity for personalization, and its popularity among pro-level influencers, you have a social platform that's perfectly primed for spinning your brand's stories into viral gold.

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## YouTube

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### SECRETS OF SURVIVAL:

In his presentation at Content Marketing World, Video Creators CEO Tim Schmoyer urged content marketers to think of YouTube as a mechanism for growing a community, rather than as another subscription channel you need to manage. Here are a few tips he suggests for accomplishing this:

- ▶ **Focus on quality, not metadata.** According to Tim, video titles, descriptions, and tags play only a small role in the discoverability of videos on YouTube. “Your viewers actually determine how well your videos will rank,” he says. So, your primary goal should be to create engaging stories that will compel users to watch and share them regularly – which signals to Google that your content is worthy of being surfaced on more viewers’ feeds.
- ▶ **Include familiar icons to create viewing rituals.** Rituals are repeated interactions or customs that people grow to love and expect from your brand. Tim recommends you make them an integral part of your creative process.
- ▶ **Know what’s working and what isn’t.** YouTube provides account holders with an **analytics dashboard** that displays key stats like viewing duration and audience retention. Tim urges creators to watch the last 20 audience retention graphs to spot triggers that may be causing people to stop watching at a particular point in a video’s progression – a clue as to what you might want to optimize to extend their engagement.

**LEARN MORE:** [What You Need to Do to Build a Loyal YouTube Audience](#)



## Start With Landmark Locations



### YouTube

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#### AN INTREPID EXPLORER WORTH FOLLOWING:

## KANTEGA

Kantega – a Norwegian company that develops bespoke software – was looking for a way to attract skilled developers for its team. The demand is high for these kinds of candidates so, to give its recruiting process an edge over the competition, Kantega produced *The Mysterious Life of Developers*, a mockumentary film documenting the everyday life of developers, narrated in the style of David Attenborough. After posting on YouTube, the video rapidly became a viral hit, generating over 180K shares, 60K comments, 200K reactions, and 22 million views. And, on top of getting picked up by major industry news outlets – and picking up a **2018 Content Marketing Award** for Best Use of Video in Content Marketing – it hit the marketing mark by driving a 3571% increase in traffic to Kantega's career website.



# Instagram

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## WHAT PUTS IT ON THE MAP:

Instagram puts a visual spin on the content-based micro-conversations that made Twitter a household name. With its unique photography filters, streaming video storytelling features, meme-friendly editing tools, and ease of use on mobile, it's the perfect platform for capturing those authentic little moments that bring out the human side of your business. With an audience of over **1 billion active monthly users** and some of the **stickiest referrals** on the social media scene, Instagram offers brands a tremendous potential to both grab attention (especially for the younger, selfie-obsessed set) and drive people to action.





# Instagram

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## SECRETS OF SURVIVAL:

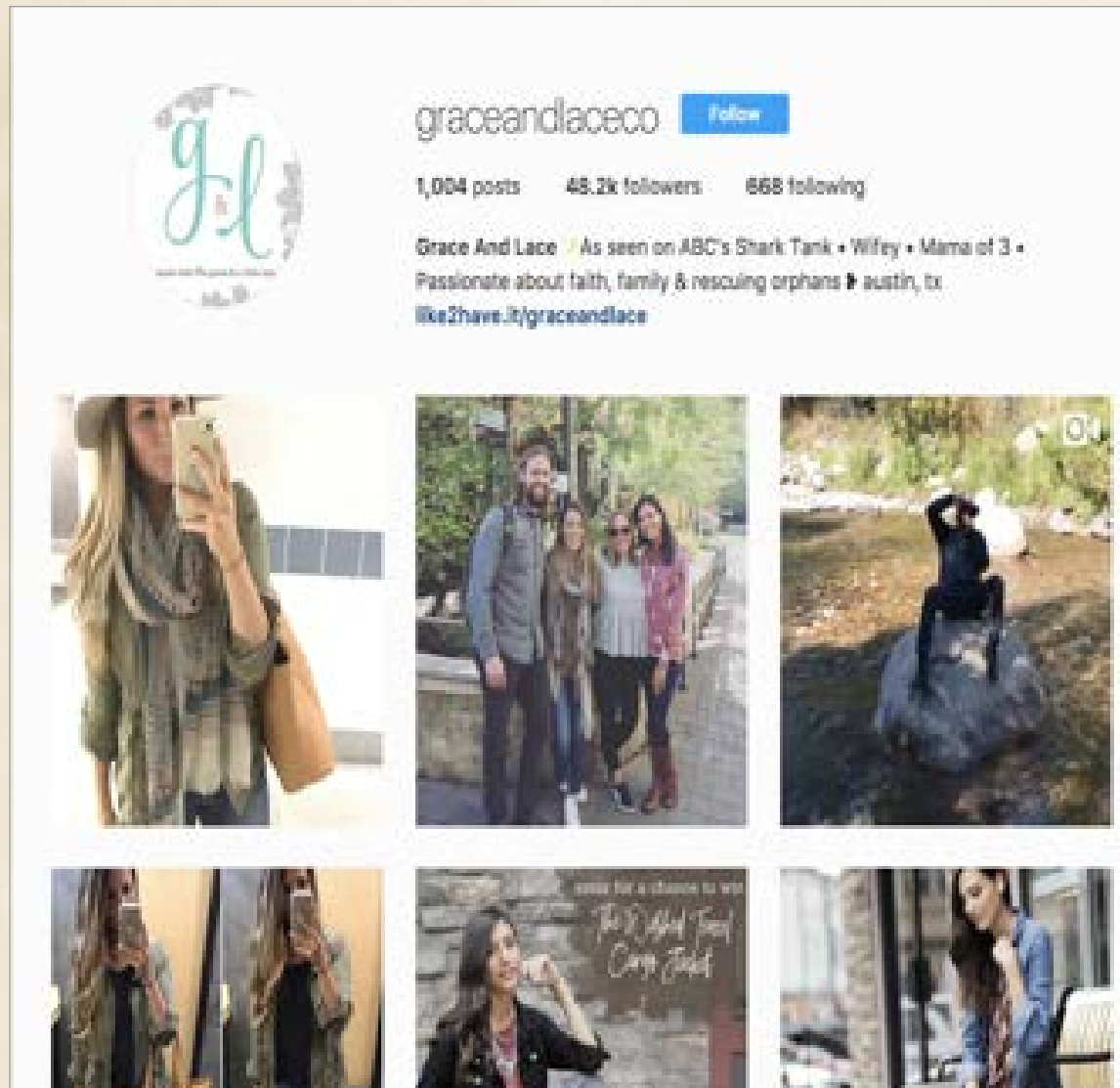
Instagram works best when marketers familiarize themselves with users' personal interests. Here are a few tips **Shane Barker** offers to help achieve this:

- ▶ **Fuel their creativity.** Encourage your viewers to create user-generated posts featuring your product or message.
- ▶ **Create a contest.** Product giveaways are a natural fit for this platform. Don't forget to use a hashtag that encapsulates your message or captures the viewer's attention enough to make them want to participate and promote your offering.
- ▶ **Demonstrate how your products fit their lifestyle.** Consumers like to get ideas and see what other products fit with yours, so keep your content as actionable as possible.
- ▶ **Tell a story that involves your product.** This creates a compelling reason for consumers to click on your site and start shopping.

**LEARN MORE:** [7 Instagram Stories Ideas to Get More Followers](#)



# Instagram



**AN INTREPID EXPLORER  
WORTH FOLLOWING:**

## GRACE & LACE

Storytelling can help users connect with your retail brand in a positive way and build a connection that might motivate them to initiate a new retail therapy session. Consider the example set by Grace & Lace, a clothing retailer that appeared on ABC's Shark Tank. The company keeps its Instagram community members (61,000 strong) engaged by sharing motivating anecdotes, real-life experiences, and behind-the-scenes moments that are relatable and inspirational for its audience.

**LEARN MORE:**

**4 Tips for Engaging Instagram Content**





# Pinterest

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## WHAT PUTS IT ON THE MAP:

As memorable and customizable as the world's largest digital scrapbook, Pinterest has continued to elevate visual content to an easily catalogued art form. This ever-expanding platform (which has now hit the milestone of **250 million monthly users**) certainly works well for content discovery. Yet, it's particularly popular among B2C retail marketers, who are growing more savvy about putting their eye-catching product shots into practical contexts as a way to turn window shoppers into more informed and satisfied buyers.

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## Pinterest

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### SECRETS OF SURVIVAL:

- ▶ **Make your business account easy for fans to find.** Ensure that your business name is self-explanatory and easy to spell. You should also take the time to verify your site and include links to other social media accounts for increased crossover and visibility.
- ▶ **Put a button on it.** To encourage readers to share your content on Pinterest, add a “Pin It” button on your website. Since the average pin is searchable months after it has been posted, you can bet that encouraging your users to pin your content can help you increase its life span significantly.
- ▶ **Co-create with your brand fans.** To make the most of user-generated content, create a collaborative board that allows your followers to post photos of how they interact with your product, good, or service. But if you do this, be prepared to moderate this regularly.
- ▶ **Take advantage of Rich Pins.** **Rich Pins** (a paid Pinterest service) enable businesses to enhance the information included in their Pins. They can allow you to add such details as retail locations and contact information, product pricing, easy-install buttons for apps, or lists of recipe ingredients and cooking instructions.

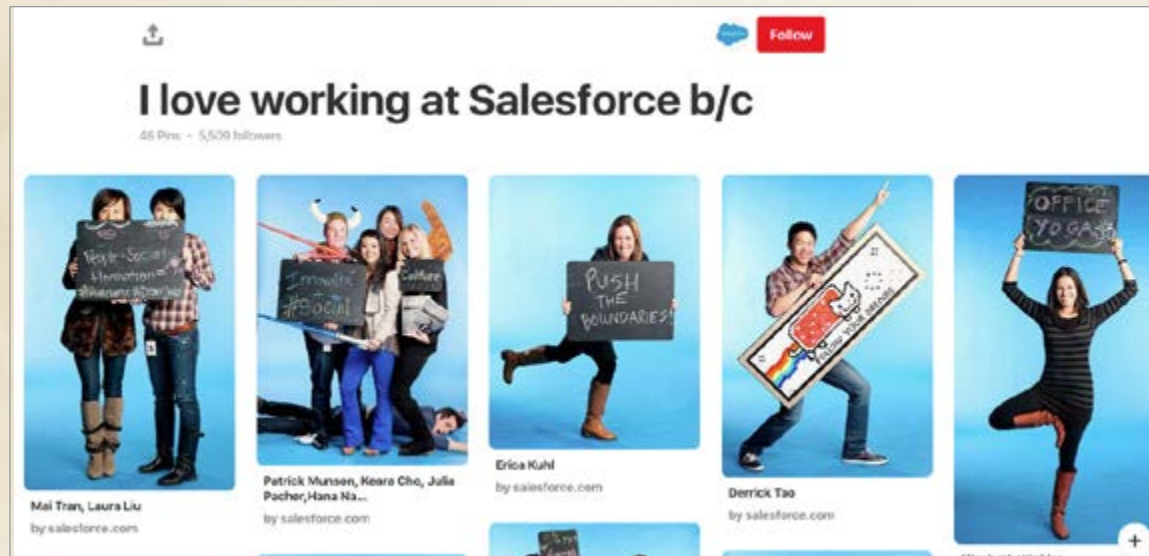
**LEARN MORE:** [Grow Your Pinterest Following: 5 Simple Steps for Brands](#)



# Start With Landmark Locations



## Pinterest



AN INTREPID EXPLORER  
WORTH FOLLOWING:

# SALESFORCE

Think a marketing services enterprise like Salesforce has no role to play on Pinterest among all of the mouth-watering recipes, flawless vacation vistas, fashion-forward design inspirations, and other B2C-focused fare? Think again. The Customer Success Platform's P-board game stays on pin-point with curated collections built around tech industry-friendly topics – like Silicon Valley trends and innovative gadgets. But this serious business isn't afraid to go more content-casual to keep followers engaged and entertained, as evidenced by boards like "I love working at Salesforce because..." which are filled with portrait-style snapshots of employees creatively expressing their inner goofball.



# Snapchat

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## WHAT PUTS IT ON THE MAP:

At its core, Snapchat is a visual messaging app that lets users send Snaps – photos, videos, and graphics-based messages – that disappear within a few seconds after they're viewed. It's the ultimate platform for getting your brand in front of IM-minded and FOMO-driven young audiences that are eager for unique, personalized experiences. But, with a unique ad inventory that's unlike most of its social media competitors, there's a bit of a learning curve for content marketers. And, with more than **3 billion Snaps** created each day, you may have to put your creativity to the test in order to turn those fleeting moments of consumer interest into enthusiastic, ongoing brand fandom.





# Snapchat

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## SECRETS OF SURVIVAL:

Snapchat offers three ad units – Sponsored Lenses, Geofilters, and full-screen vertical Snap Ad videos –each of which requires a varying degree of manual customization and technical expertise.

- ▶ **Sponsored Lenses** are interactive filters users can activate with facial recognition triggers (such as raising eyebrows) or by tapping on the screen. Since marketers need to work directly with Snapchat's developers to properly create and code the lenses, these types of campaigns can be challenging to execute.
- ▶ A **Sponsored Geofilter** is a sponsored photo or video filter that appears on a Snapchat user's account based on the brand's defined geographic location. While small, local geofilters are self-implementable and relatively inexpensive, if you are looking to geofence an area of more than 5 million square feet, you will need to involve a Snapchat representative.
- ▶ The easiest and most versatile point of entry is the **Snap Ad**, which offers up to 10 seconds of full-screen vertical video, with an option to add interactive attachments so users can further engage with your brand while remaining in-app. However, according to Katana CEO Melissa Lopez, that flexibility can come at a cost: Snap Ads have a minimum buy of around \$10,000 per month, with CPMs between \$20 and \$40 depending on where the ad appears.

**LEARN MORE:** [All Your Snapchat Advertising Questions Answered](#)



## Snapchat

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AN INTREPID EXPLORER WORTH FOLLOWING:

## ZENDESK

Zendesk builds software that helps businesses build better relationships with their customers. Yet, their Snapchat channel truly stands out by highlighting the people *behind* the customer-service scenes. For example, to help followers relate to what workdays are like in the life of a Zendesk support agent, the company produced a recurring Stories series on Instagram called Will It Panini? Each post features Snapchat Channel Manager Kayla Schmidt taking a random food, putting it in the office kitchen's panini press, and leading a lunchtime team taste test on whether the ingredient has what it takes to "panini" or not. The results may not always be pretty, but we dare you to try and look away.





# LinkedIn

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## WHAT PUTS IT ON THE MAP:

Users have long recognized LinkedIn as the gold standard of business-focused social networking. But, thanks to the company's open-access Publisher program, the network has emerged as a powerful tool that marketers can use to grow their influence and thought leadership; promote workplace opportunities; support content efforts they've published on other media channels; and spark personal, purpose-driven conversations with like-minded members of the LinkedIn community.

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# Start With Landmark Locations



## LinkedIn

### SECRETS OF SURVIVAL:

In a joint presentation at Content Marketing World, Vengreso's Bernie Borges and Viveka von Rosen shared their top strategy tips for using LinkedIn to drive visibility, credibility, and traffic – both on and off the platform. They include:

- ▶ **Don't be afraid to "go long."** You have 1,300 characters available when posting to your personal profile and, unlike on Facebook or Twitter, LinkedIn users expect to engage with longer-form content. So, take advantage of those extended attention spans by sharing your lengthier content here – like white papers, research reports, case studies, and blog posts.
- ▶ **Tag people in your posts.** When you @mention someone in a status update or group post (i.e., by including @[name] in your message), it appears in their notifications, making it more likely they'll see it – and share it. This goes for people you mention directly in your content, as well as clients you've been talking to, or others who you know will find it relevant. Keep in mind that there are some limits to the number of people you can **tag in a group**, so be courteous and thoughtful in your tagging. Also, keep in mind that the **mention feature** is not available for articles you publish directly on the LinkedIn publishing platform.
- ▶ **Create native engagement.** LinkedIn's algorithm seems to prioritize native content over links. So, for example, if you are sharing a video, upload the file directly to the platform rather than linking to an external site where your video is already hosted.

In a recent **CMWorld Twitter chat**, Viveka also shared one of her favorite "ninja" tricks: Get your friends to promote your content to their relevant "sharing hubs" (i.e., LinkedIn groups), which work just like group conversations on Facebook Messenger. Many groups have strict rules (such as CMI's LinkedIn group), so proceed accordingly.

**LEARN MORE:** [How to Use LinkedIn as a Brand Publishing Platform](#)



## Start With Landmark Locations



### LinkedIn



AN INTREPID EXPLORER WORTH FOLLOWING:

## CIELO BANK

Cielo Bank may be a market leader in credit and debit cards in Brazil, but that doesn't mean the company doesn't struggle to attract young and creative financial professionals to join its workforce. To help flip the script on consumer perception from inflexible bank to innovation-focused potential employer, Cielo created a video series for LinkedIn using previous program trainees to discuss their daily life while working at the company. As a result of the effort – which was built around popular recruiting themes like innovation and quality of life – the company increased its inbound job applications by 52%, picked up a 2018 **Content Marketing Award** for Best Use of LinkedIn for Content Marketing, and even compelled a high-profile Brazilian influencer to reach out and ask for a job.

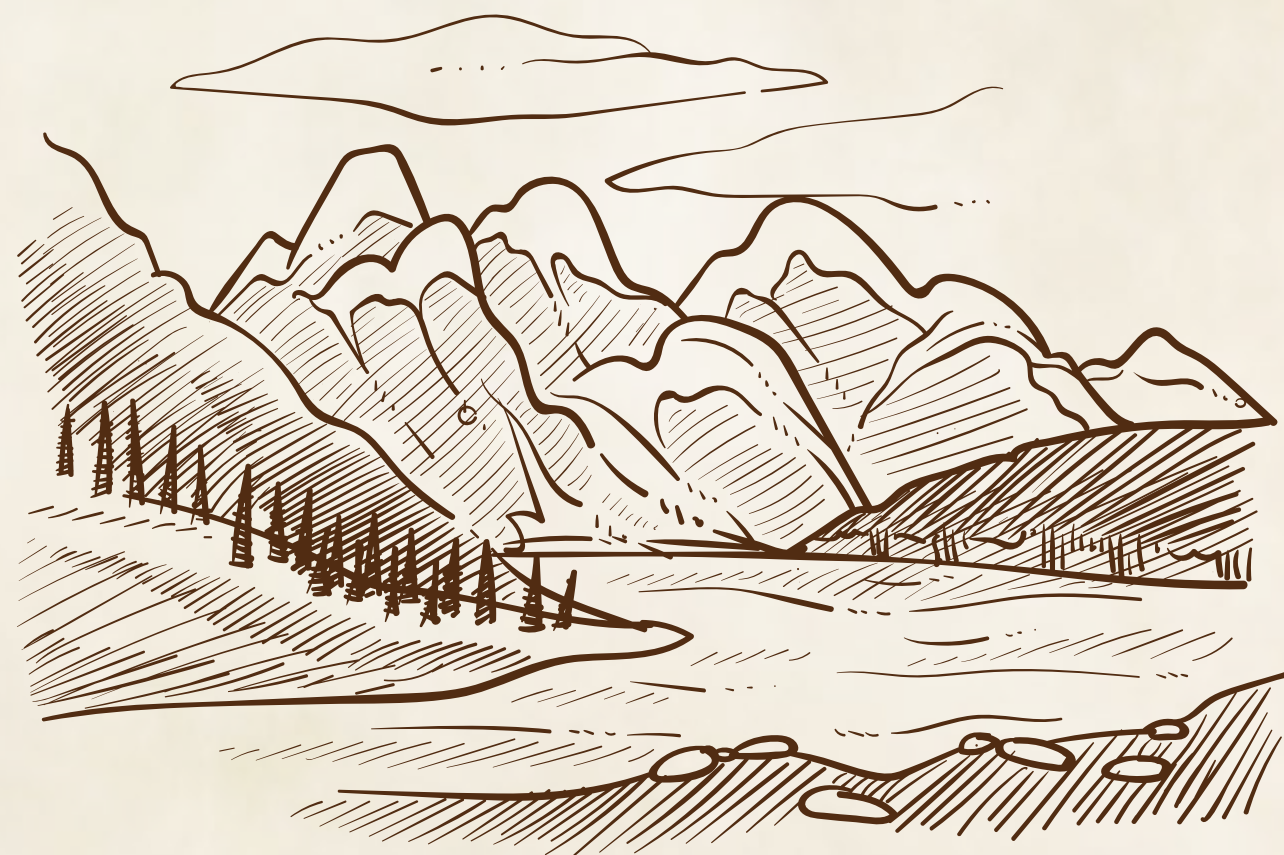
## STEP 4

# Dip Your Toes in a Stream

**C**reating and watching selfie videos is ingrained in the consumer's social experience. Many well-established social channels – including Facebook, Instagram, and LinkedIn – now offer livestreaming media capabilities. And newer names on the social scene, like Twitch, are creating new revenue streams by using the technique to build communities around engaging in shared passions – like participating in esports competitions or binge-watching a beloved TV show – in real time.

### WHAT PUTS IT ON THE MAP:

As NOW Marketing Group President Jessika Phillips explains, the unrehearsed and unedited nature of livestreaming media creates a consumer experience that feels more like a fun, spontaneous hangout with friends. Livestreaming videos also show up in followers' feeds in a different way than other kinds of social posts, giving your messages greater visibility. It's a great option for delivering breaking news content, adding some splash to a big company announcement, sharing the energy and excitement of a **live event**, or giving your loyal fans a role in your content experience as it unfolds.





## Dip Your Toes in a Stream

### SECRETS OF SURVIVAL:

While livestreamed content might feel “off-the-cuff,” you still need a solid plan to ensure that your creative execution lives up to your audience’s expectations. Jessika offers a few tips to get you started:

- ▶ **Define your audience and hatch a plan for attracting it.** Ask yourself whether you have the expertise or credibility to satisfy your target audience. If not, can you collaborate with a content creator, subject matter expert, or industry influencer who does?
- ▶ **Make a sound investment in your equipment.** Even with great ideas and an excellent on-air personality, poor audio and video quality can kill your livestream. At the very least, you’ll need to have a good hands-free microphone, portable lighting, a tripod and/or stabilizer, and a reliable connection to WiFi.
- ▶ **Embrace consistency.** As with any content marketing initiative, avoid the one-and-done approach. If you’re considering livestreaming, make a commitment to publish on a regular schedule.
- ▶ **Be human.** Livestreaming isn’t intended to be pristine and perfect. Be yourself; embrace your quirks and sense of humor. If you do, chances are good you’ll connect with like-minded people.

**LEARN MORE:** [Ready to Go Live? All You Need to Know Now](#)

## Dip Your Toes in a Stream



AN INTREPID EXPLORER  
WORTH FOLLOWING:

# OLD SPICE

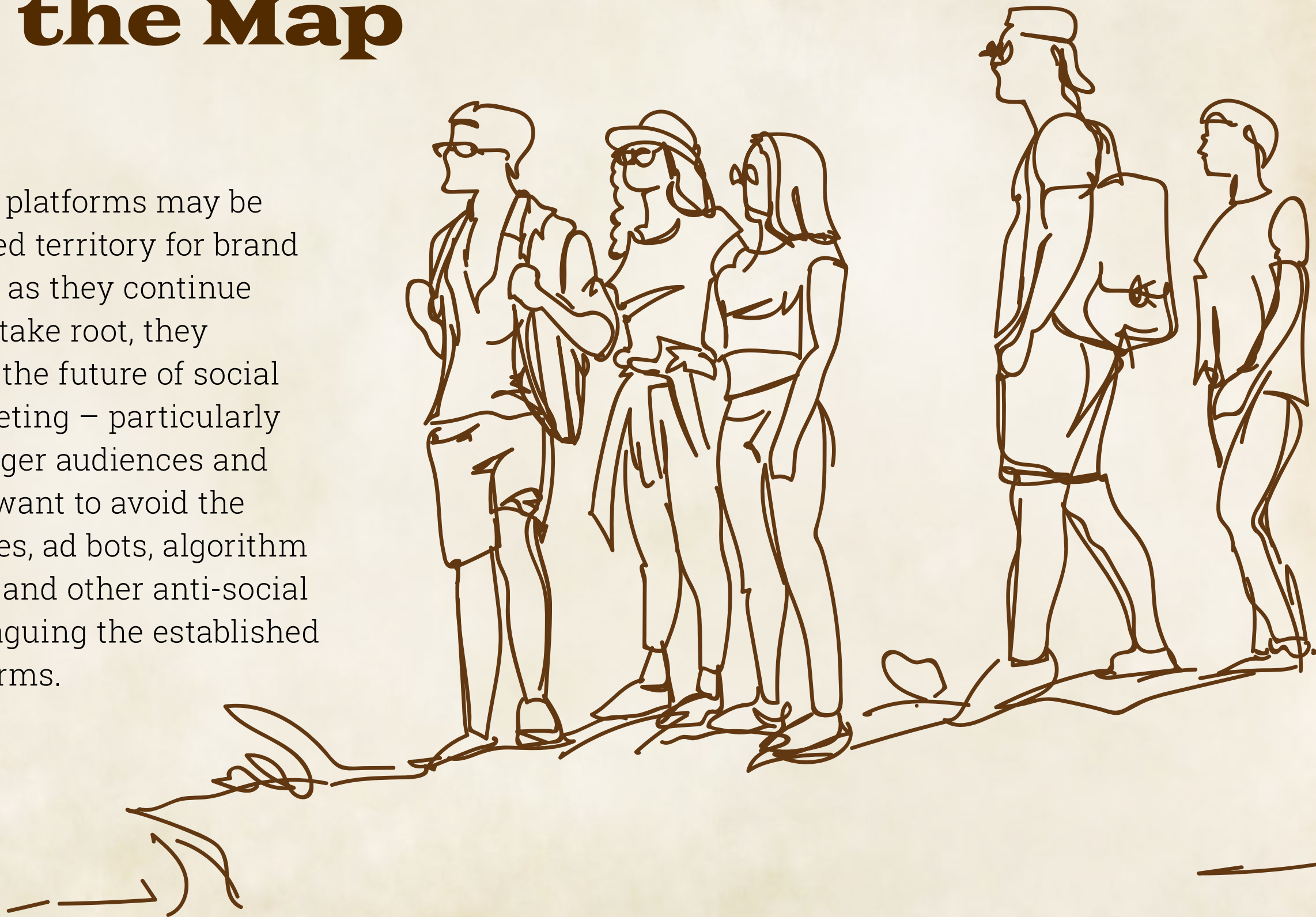
Old Spice partnered with Twitch to launch a wilderness adventure livestream. The program left a man (dubbed Nature Man) in the woods for three days and let Twitch users control his movements in real time – exactly the type of brand-led livestream content that works well on the video-based social community platform.



## STEP 5

# Consider Going Off the Map

**E**merging platforms may be uncharted territory for brand content. But, as they continue to grow and take root, they could shape the future of social media marketing – particularly among younger audiences and people who want to avoid the privacy issues, ad bots, algorithm uncertainty, and other anti-social practices plaguing the established social platforms.



## Consider Going Off the Map

If you want to set out on a road less traveled, these enterprising social scenesters might be worth exploring:

- ▶ **Facebook Messenger:** While this direct-messaging app isn't exactly a separate social channel, marketers can use Messenger to create one-on-one conversations around their shared content. For example, you can boost reach and engagement on a single Facebook post with a paid Messenger campaign. Or, you can take a creative page from author James Patterson, who published an entire novel, **The Chef**, on the platform – including special multimedia features that immersed readers more deeply in the story and its characters.
- ▶ **Vero True Social app:** Launched in 2015 as an alternative to the ad-heavy, algorithm-driven social media experience, Vero gives control back to users. It offers features that made people fall in love with social networking – like status updates, link-sharing, and photo and video posts – but leaves the ads, data mining, and privacy invasions behind. The app serves its news-feed content in chronological order and eschews third-party advertising, making it an intriguing option for brands that just want to connect with the people and things they care about most in an organic way.



## Consider Going Off the Map

- ▶ **TikTok:** Formerly known as Musical.ly, this fast-growing mobile video destination supplies a database of creative assets – including songs, sound bites, audio/visual effects, and filters – that community members can mix and mash-up to create short, fun videos for social sharing. It has been taking the app stores by storm, hitting a milestone of **500 million global monthly active users** in 2018 and even **beating Facebook, Instagram, Snapchat, and YouTube** in monthly downloads last July. The fun, fast-paced, and collaborative nature of TikTok content makes it a great sandbox for Generation Z-friendly brands to play in; plenty of intrepid marketers are already rising to the occasion with themed hashtag challenges, lip-sync competitions, and creative partnerships with influencers in the TikTok creators community.
- ▶ **WeGather Online:** This time-sensitive and topic-driven community works more like a combination of Meetup and a Facebook fan group than a mass-messaging platform for marketers' content. But, like Signal, this nascent network may someday serve as a gathering place where brands can collaborate with consumers or conduct other personally resonant, content-related conversations.

# Consider Going Off the Map

## WHAT ABOUT...

While some social channels continue to grow like weeds, others have been struggling to stay out of them. Even though they're sometimes overshadowed by flashier marketing fare, they still offer opportunities to engage your audience. You may just need to seed your efforts with a little extra creativity.

**SlideShare:** Ranked among the top 100 most-visited websites in the world, SlideShare has continued to enhance its features, media capabilities, and design tools since LinkedIn acquired it in 2012. However, the platform has made significant changes to its lead-gen and linking practices in recent years (such as **disabling hyperlinks** on certain pages and stopping their lead gen program) that can make it a less attractive option for primary social distribution. Still, this workhorse can play an important role in your content strategy by serving as a centralized content hub where audiences can search for presentation decks, template collections, detailed process tutorials, and other long-form content efforts from your brand.

**Reddit and Quora:** Sites with user-generated content like Quora and Reddit can be a gold mine for referring traffic to your website, boosting brand authority, and reaching niche audiences for your business. But these tight-knit conversational communities don't take breaches of their **written (and unwritten) etiquette** guidelines lightly. So, if you don't want to risk getting banned from relevant discussions, do your homework before you post: Make sure your brand's contributions are welcome and appropriate to the conversation, avoid blatant promotions and up-vote requests, and answer questions based on your relevant experience – not on your brand's POV.



# Keep Exploring

There's no single path to achieving content marketing success on social media. But the advice shared by some of our industry's most-skilled social guides offers useful trail markers to help you on your journey.

## **SOCIAL MEDIA STRATEGY AND TOOLS**

- ▶ [3 Models \(and Tools\) to Understand, Predict, and React to Your Social Media](#)
- ▶ [How to Establish the Best Social Media KPIs for Your Content Marketing Goals](#)
- ▶ [How to Use Social Media Monitoring as More Than a Listening Tool](#)
- ▶ [50 of the Best Social Media Tools Selected by Top Marketers](#)

## **CONTENT PROMOTION TIPS AND IDEAS**

- ▶ [5 Ways to Get More People to Your Content](#)
- ▶ [4 Unconventional Ways to Promote Blog Content on Social Media](#)

## **PROCESS AND PLANNING**

- ▶ [Community Management: A Social Media Expert Spills Her Secrets](#)
- ▶ [Is It Time to Invest in PPC Campaigns for Your Content?](#)
- ▶ [21 Things to Do \(or Not Do\) After a Social Media Algorithm Change](#)
- ▶ [If You Give a Community a Cookie ... How to Create a Great Digital Neighborhood](#)

## **LAWS AND ETHICAL CONSIDERATIONS**

- ▶ [Is Your Brand Breaking the Law on Social Media?](#)
- ▶ [Influencer Marketing Fraud: The Shady Side of Social Media](#)



# About Content Marketing Institute

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**Content Marketing Institute** is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and **ContentTECH Summit** event is held every spring. CMI publishes **Chief Content Officer** for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this **video** to learn more about CMI. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit **[www.ubm.com](http://www.ubm.com)** and **[www.informa.com](http://www.informa.com)**.

Don't miss the latest insights, ideas, and inspiration you need to create winning content marketing efforts. **Subscribe to our weekly newsletter.**