

Social Media In Symbiosis With Your Corporate Website

Whitepaper

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How to employ social media in the context of a corresponding corporate website? How to strengthen web presence of both website and social media? How to boost your brand (experience) by focussing on website and social media? In this whitepaper we will address the outlines of this matter. Please feel free to invite me to deepen this topic, for example at r.willemse@laverbe.nl.

Starting point: a branded social topology

In order to increase traffic to any corporate website, there are roughly two options:

1. Invest in the Google page ranks of the website by sophisticated Search Engine Optimization and costly optimization of the website.
2. Create and use a topology of corporate social media accounts in which the corporate website is one of the nodes.

The return of investment and the cost effectiveness of option 2 have been proven to be excellent. This because, search engines (and visitors) 'love' social media activities related to utterances on the corporate website and the related social media nodes on Twitter, Facebook, LinkedIn, Google+ et cetera.

Furthermore, in most cases it appears that investing in a corporate website is rather expensive, while at the same time the number of visitors remains relatively low. And, it appears that the corporate website is not the preferred place for the public to communicate and to converse with each other. A social media network is more apt for that purpose.

We therefore advice to set up and use your own social media accounts (Twitter, Facebook, LinkedIn, Google+ et cetera) in order to:

- Share own blogs, articles and corporate messages
- Let people share these blogs, articles and corporate messages within their own networks
- Link-up with closely related websites and social media accounts, thus profiling a social DNA for your corporate website
- Share blogs, articles and corporate messages of closely related websites and social media accounts within the own social media network, thus creating goodwill, further profiling and brand experience
- Listen to whatever is going on at the social media channels and react when necessary
- Facilitate linking, conversation and activation

In short: social media are for people (fun) and for business (turn-over)

For people:

- Sharing, meeting, communicate
- Filtering news

For enterprises and organisations, additionally:

- Online presence
- Online Reputation Management
- Free content en research
- Free referral
- Campaigns with lots of effect
- And, increase of turnover

How to: setting up a social media infrastructure, a possible approach

Internally	Networks	Technically
Acquiring support <ul style="list-style-type: none"> - Presentation - Claim accounts - Describe approach 	Tuning in <ul style="list-style-type: none"> - Present activities - Go /no-go 	Preparing online assets <ul style="list-style-type: none"> - Administrator website - Activate social media accounts - Brief web builder
Profiling <ul style="list-style-type: none"> - Construct profiling and welcome message - Assemble social DNA - Design social media 	Find and create <ul style="list-style-type: none"> - Groups (private?) - Pages - Implement DNA (follow allies and kindred) 	Integrate social media <ul style="list-style-type: none"> - Follow and share buttons in website - Prepare blog and comment options
Kick-off <ul style="list-style-type: none"> - PR / newsletter (once) - Instruct co-workers - Activate co-workers 	The weekly routine <ul style="list-style-type: none"> - Share - Blog - Connect - Listen and react 	Tools <ul style="list-style-type: none"> - Automated sharing - Scheduled sharing - Aggregated listening
Deliver an evaluate <ul style="list-style-type: none"> - Present state of affairs - Share manuals and documents - Share incoming messages 		Admin <ul style="list-style-type: none"> - Passwords and e-mail addresses for social accounts - Implement and tune tools
Training (optional) <ul style="list-style-type: none"> - Blogging - Community management - Search Engine Optimisation 		Support (if necessary) <ul style="list-style-type: none"> - Back-end maintenance website and social accounts - Help desk
	Organize meetings and events	

How to: social media actions, a possible route

- Ratio sending own content / sharing related content: one in ten posts
- Activate a LinkedIn group, Twitter account, Facebook account, Google+ account et cetera, for your theme(s)
- Prepare channels for photos (Flickr, Instagram), videos (Youtube), ideas (Pinterest), subsequently: post and let people post
- Follow related parties on all these channels, thus creating an appropriate DNA
- Invite parties to follow these channels (follow-us button on corporate website and in e-mail signatures of all colleagues)
- Find interesting blogs and knowledge sources, and share when possible automated (Buffer.com and Ifttt.com)
- Use the media from your own media channels (Youtube, Flickr, Instagram) to embed photos and videos in your corporate website
- Provide colleagues with sufficient knowledge on social media, thus making protocols and rules to seem superfluous
- Listen to the social media channels and look for what is being said about your organization; this can be automated to a considerable extent
- Open a blog on the corporate website, and post regularly (for example once a week), and share on all social media channels
- Set up private communities (LinkedIn group, Facebook community, Twitter lists) and invite parties to take part
- Inscribe at relevant groups, add challenging theses and participate in discussions
- React and take part in conversations in your network