

Social media guidelines

» By now you should already have social media links in place on your site, but are you using them to their full potential? Web designer **Laverne Pereira** highlights how to best use social media for your business.



As social media sites gather more and more information, such as 'likes', trends and social activity about their users, companies are turning to this information for their own gain. Applications which allow for social media output to be used and organised on a company's own platform are therefore becoming an ever more crucial business tool.

Apps can be used for this, such as flipboard.com which collates all content from a user's social sites to deliver a better experience. With authorisation from the user, their information can then be featured within a brand's platform.

A further advantage is that Facebook's development system can allow for your own app to be submitted and used within Facebook. So, if you have a great development team, why not use them to take advantage of social media data for your own site or app?

The most important focus when using social media is to know who your target audience is and to filter information to them which will gain interest in your brand and maintain a loyal customer base.

Facebook

- Monitor your Facebook page with notification emails – nothing is worse than a post not being replied to within an hour, while anything later could give your business a reputation for poor response times.
- Have a maximum of four posts throughout the day, as too many could cause the follower to unsubscribe from your updates.

- Use Facebook tab additions to implement html content for competitions and campaigns. Involver offers you two tabs for free (www.involver.com).
- Add photos, videos and content that your followers will be interested in.

Twitter

- Design your twitter page in accordance with your brand's style. Have consistency with all your sites, especially when they give you the tools to do so (www.twitter.com/settings/design).
- Mention current topics that relate to your business in your tweets to gain more followers.
- Send picture updates of recent activity to keep followers involved.

LinkedIn

- Create an account for your business.
- Create a network with your colleagues and business peers.
- Recruit for new job posts.
- Regularly update with recent business news.
- Network with others within your industry.

Google +

- Create a business page.
- Add all of the profile information about your company.
- Create circles for different target audiences.
- Post content that is tailored for each circle.

It is worth noting that if you are planning to relate any of your social media content to the Olympics, you will need to be

aware of the intellectual property and protections involved. For further guidelines see pages 8-9. *fpb*

New technologies

Along with social media, viral marketing and web/native applications, there are more radical technologies rising to help engage potential visitors with your site.

QR codes are used to join print to web, and you can use these block-like codes within advertisements to link to a specific landing page for a competition for example, or to monitor how many people engage via analytics. You can generate your own using www.qrcode.kaywa.com and embed the code image in your printed work. This is merely an addition to print, to drive more traffic to your sites. It should not replace content or information about a specific campaign but aid it, to give the reader a quick link to your site.

In terms of augmented reality, Aurasma (www.aurasma.com) has developed a software using image processing to bring print mobile technology and video together. You can use their app to hover over a front cover of a magazine and experience an interactive video display informing you about the cover article.

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