



## GRAYSCALE MARKETING

# 1. Social Media Bible

### Guide

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## | How it Fits In

| Client Workflow

## | Who Does It

| Org chart

| Contacts

## | The Process

| New Client

### Day 1

Gain access to Facebook page as an admin or editor

Download Facebook Pages Manager App

Ensure Each social media page for the client is attached to our social trackers (Sprout Social and Hootsuite)

### Week 1

Research new client / look at analytics

Read discovery document

Determine audience and best times to post

Brainstorm a theme with creative team and actionable items

Determine which channels / platforms will be used.

If the client does not have suggested platform, create one and add logins to credentials

If one needs to be create ensure the name is the same or as close as possible to all other client usernames

### Week 2

Outline dates for the campaign.

Outline image and video needs.

Assign deadlines to team members for projects.

Choose hashtags

Write post copy

ALWAYS have copy review by another set of eyes

Shoot/design visual content

Edit content

Approve graphics or videos
Check links
Upload messages into publishing tool
Schedule campaign
Review and secure all your social media profiles before we make any post.
<b>After Launch</b>
Analyze the performance of each of your social media profiles
Review your publishing schedule
Run an audience analysis
Complete a content analysis
Run a SWOT analysis
Add or delete social channels from your profile
<b>Measure Results</b>
Review goals, images, video, and ensure we are on track to provide the best content and copy
Discuss weekly numbers with analytics lead weekly.
Disucss and implemet changes as needed.

| Facebook

<b>Facebook</b>
Make sure new branded profile picture and cover photo are up and that they match across platforms
- You cannot schedule profile or cover photo changes. That needs to be completed between 12am & 4am
Go back to the first picture the client ever posted - unless it is a brand new page - Click the likes on that image - invite each to like the page
- Do this for each picture and video the client has ever posted until you are caught up to current
Set up auto responder on messenger with a call to action and that we will be back with them shortly
Ensure the about section is fully completed with long form answers, key words, links, address, hours, images, and more
Ensure the clients page "Our Story" is complete, includes keywords, links, and the image is correct and centered

Ensure the page is categorized correctly

Remove all tabs not used or out of date - (Settings, edit page, tabs)

Ensure the clients facebook page is attached to their instagram page (Their Instagram page must be a business page)

## Post

### Scheduling

- 2- 3 Facebook Page Post Minimum per-page per-day - Some clients will need 4-5 a day
- 1 Facebook Post in every upcoming event page daily
- Each post needs to be spaced out a min of 4-5 hours (See analytics on the FB page for when to begin)

### Is this a venue, event?

- If a venue or event - Think about where it is located. Is it a big city or smaller town? Does it have factory workers? When is shift change? When does school start? Base posting schedule on this
- Work with client to build list of car lots, restaurants, factories, universities
- Work with creative and the business owner to build a partnership between those locations and the venue / event.
- Once partnership is established creative needs to make posters for venue owner or street team to take to these locations
- See if venue owner will create a special code for staff or students

Each post needs to be 40 characters or less unless it is a long form post

When writing copy try to make it conversational - Open ended questions, how do you feel, what do you think, which do you like best type of post

### Content

- Images / content needs to be clear, high quality
- Videos need to start strong - lots of movement, lights...anything to grab people's attention and get them to watch it
- Post need to be a mix of content - Videos, images, just text, links to blogs and the website / spotify / etc

Profile pictures and cover photo changes count as post so be mindful of this. All major changes should be made late or early - 12am -4am

Keep constant eye on engagement and reach numbers - If engagement is low speak with creative and make real time changes to post things that will drive comments or shares

Going live - The client needs to plan for this. If they want to do it, it needs to be 20 mins or longer and have interesting copy on the post

If it is a venue we need to help them plan for going live pre-show or during the show depending on the days posting schedule

### **Bands / Artist**

Work with the artist teams to have artist or band create a custom video (request this from management team / digital team / agent) Start with Agent.

Also ask for any autographed merch, drumheads, drum sticks, mugs, koozies, hats, posters. Anything they can share and have them mail it to us or the venue.

### **Once a post or ad has been created, scheduled, and posted**

Engagement

- Every comment is liked
- Every comment is thanked or responded to with at least an emoji
- Every share is liked and commented on if privacy allows (Thank you for sharing, hope you can come to the venue soon) Thank you @person!
- If any of those people respond, ask a question, or comment again the process begins again.

### **Daily To-Do's**

Both at 10am and at 6pm daily: Check notifications, likes, comments, messages, shares and mentions

Each and Every post - Open likes and invite anyone that has not liked the page to do so

Open each event and answer questions, like and thank comments, like and thank shares and invite them to like the page

### **Do Not Do**

Do not post links in the copy of post. If you are going to use links - paste them, allow it to populate, then delete link and input new copy

No #'s on Facebook

No tags on Facebook unless we have to

No missed days Post have to be made every day

No political or religious post

Do not post without the post being reviewed by at least one other person for correctness and grammar

Do not Shared post - If a shared post is used make sure it is a heavily engaged with post

Do not post any new post within 4 hours of another post (this includes sharing, creating event, changing profile or cover images and going live)

**Street Team**

Create private FB group that people must request access to and call it that band or venue or event street team

Create 1 post on top that covers the rules of the page and what they gain from joining the team. Free tickets, meet and greets, VIP

Creative needs to make show posters

Owner needs to have those posters printed

Street team and pick up posters at the venue

Each street team member get between 15-30 posters

Each street team member must hang those posters in high traffic areas and take a selfie of themselves in front of it and submit it to the street team page.

## | Instagram

**Instagram**

Set up the page as a business profile

Edit their profile image to match the other social profiles

Edit their profile to describe their page, use emojis, key words

Link to their website

If the client can use a button link to it. ie. buy tickets now

Use branded content - Color, font, logo on all images for consistency

**Post**

2 -3 Post every day

Each post needs to copy and 4-12 hashtags

Research hashtags that could fit for that area / region. Try to use hashtags that everyday people use and search . Not agencies

Each post that recives a comment gets hearted and a response - The response need to be specific to that person that commented

Post stories daily

- Work with creative

Create stories with cover photos on them and save them to their page and feature stories and add to those stories

All posts need to be sized properly to fit the platform / square

### Daily

DM 20 new followers a day

- Message says Thank you @person do you live in \_\_\_\_\_ (if a venue) if a brand or artist it needs to be different but leading to a call to action -stream my stuff, use the coupon

Search for influencers in each market (If venue / event) and DM them and offer them tickets or VIP. Discuss with client

Choose a hashtag that fits the client and pick the top 10 accounts that use that # / post on those top 10 post in the comments sections and try to add value to the conversation

If it is a venue - Search a # that mentions that city

When following new fans find competitors in the city and follow their fans, then coffee shops, then restaurants, then other businesses in the market

Do not follow more than 5,000 people at any given time

### | Twitter

#### Twitter

Set up the page

Edit their profile image to match the other social profiles

Edit their profile to describe their page, use emojis, key words

Link to their website

Use branded content - Color, font, logo on all images for consistency

#### Post

5 -7 Post every day spaced out over the day

Each image needs to be sized correctly

Each post that receives a comment gets hearted and a response - The response need to be specific to that person that commented

You can use keywords in post

Use links to drive to website / blog / ticketing platform

Use gifs / images., videos, polls, and links

Tweet at 10 different pages per day per client in venue or fest markets - Say hi, share a funny joke, ask for a coupon we can share on our pages. Build a relationship. Ask good questions, add value, ask their opinion

Work with the artists teams to have them tweet and tag us

### **Growth**

Search for influencers in each market (If venue / event) and DM them and offer them tickets or VIP. Discuss with client

choose a hashtag that fits the client and pick the top 10 accounts that use that # / post on those top 10 post in the comments sections and try to add value to the conversation

If it is a venue - Search a # that mentions that city

When following new fans find competitors in the city and follow their fans, then coffee shops, then restaurants, then other businesses in the market

Do not follow more than 5,000 people

### **Daily to-do**

DM 10 new followers a day - Thank you @person do you live in \_\_\_\_\_ (if a venue) if a brand or artist it needs to be different but leading to a call to action -stream my stuff, use the coupon

Search for influencers in each market (If venue / event) and DM them and offer them tickets or VIP. Discuss with client. The influencers might be a bar or restaurant. Offer them tickets to give away on their pages.

### **Do Not Do**



No hastags - Do not use them anymore.

Do not use the #retweet - If you want to drive re-tweets just type it out.

| LinkedIn

**LinkedIn**

Gain access to the company page and the Golden Rules page so that you can post

**Post**

1 post per day

Post need to be quotes, short video clips / animation, podcast links, youtube links, and most importantly long form blogs

| The Tools We Use

Hey Orca

