

Your essential social media guidebook

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Why do I need this guide?

This guide will help you navigate the world of social media marketing. It will give you the basic tools and know-how to help engage and create an audience to promote your business.

Social media marketing is a requirement for any competitive business today. If done well, it can lead to increased customer engagement and insights, higher sales, brand equity, and better search engine optimization for your website.

Let's get started!

Facebook

The Paid Post

With over 2 billion active users as of 2018, it's important that you engage the platform where current and potential customers will most likely be. There are many forms of Facebook advertising separated into categories by desired outcome. It can include app installs, page likes, or offer claims, but in this guide we are focusing on the Link Ad because the format allows for more copy and direct clicks through to your webpage. Paid advertising is used to find and reach audiences outside of those who have favoured your company page. Grow your audience on a wider scale that you would not normally get through unpaid/organic posts.

Text

90 characters

Clearly explain what you're promoting. Include discounts or offers here.

Headline

25 characters

A good headline grabs people's attention, but also tells them what the ad is about.

Link Description

200 characters

Explain what people are clicking to and what to expect when they get there.

Destination URL

This displays the website you will be driving your audience to when they click this, the picture, or the CTA.

Profile Photo

180 x 180

Place your company logo here. Your audience will immediately associate your company with the post being made.

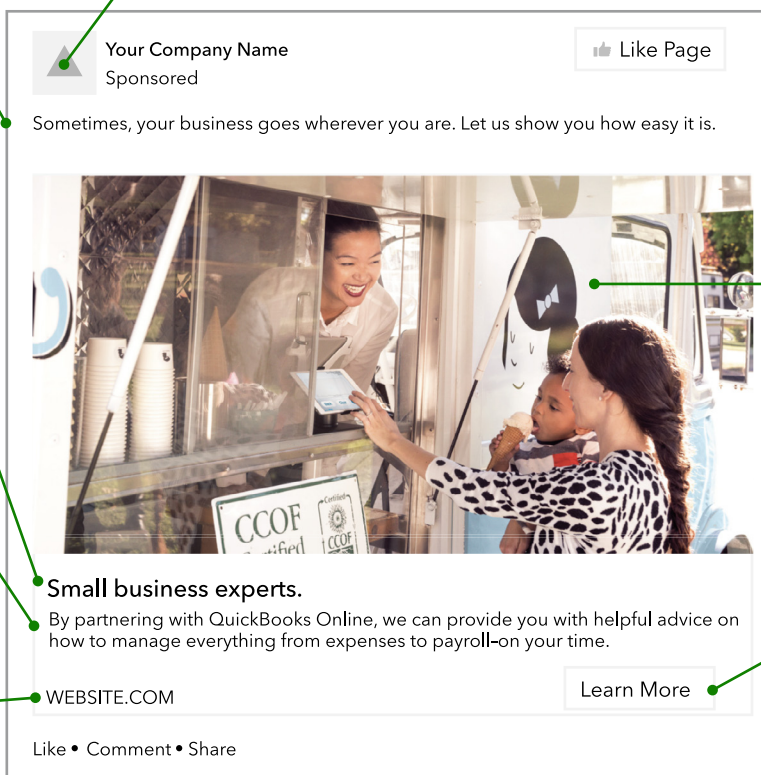
Link ad photo

1200 x 630

This is the first thing your audience will see. Use a high quality photo that's interesting and relevant to your post.

Call to Action Button (CTA)


Facebook lets you choose from 5 different buttons: Shop Now, Book Now, Learn More, Sign Up, or Download.



Desktop view

▲ Your Company Name
Sponsored Like Page

Sometimes, your business goes wherever you are. Let us show you how easy it is.



Small business experts.
By partnering with QuickBooks Online, we can provide you with helpful advice on how to manage everything from expenses to payroll—on your time.


WEBSITE.COM Learn More

Like • Comment • Share

Mobile view

▲ Your Company Name
Sponsored

Sometimes, your business goes wherever you are. Let us show you how easy it is.



Small business experts.
By partnering with...
website.com Learn More

Like • Comment • Share

Right column



Small business experts.
website.com
By partnering with QuickBooks...

Tip #1

Engage your audience. Make posts useful (tax tips), relevant (impactful news article), interesting (fun fact), or timely.

Tip #2

Provide links back to your content (i.e. company blog) and drive traffic to your website.

Tip #3

The best time to post is Saturday or Sunday at 12PM to 1PM.

The Paid Post

The advantage of the organic post is that it's free. The main purpose is to engage your Facebook Fans. In order to have your audience return to your page, click on your posts and share your content you have to give them compelling reasons to do so. You also have to make them feel as though they are part of community. You can do this through several ways such as posting relevant or insightful content that gives value. New changes to the tax law that help them save money? Interesting fact that helps them save time? Important changes to your business? Constructive advice about your business? Know your audience and what's important to them, so that you can provide content that's relevant to their needs. Let them know that you are listening.

Copy

There's practically no character limit, but keep it short and impactful.

Image

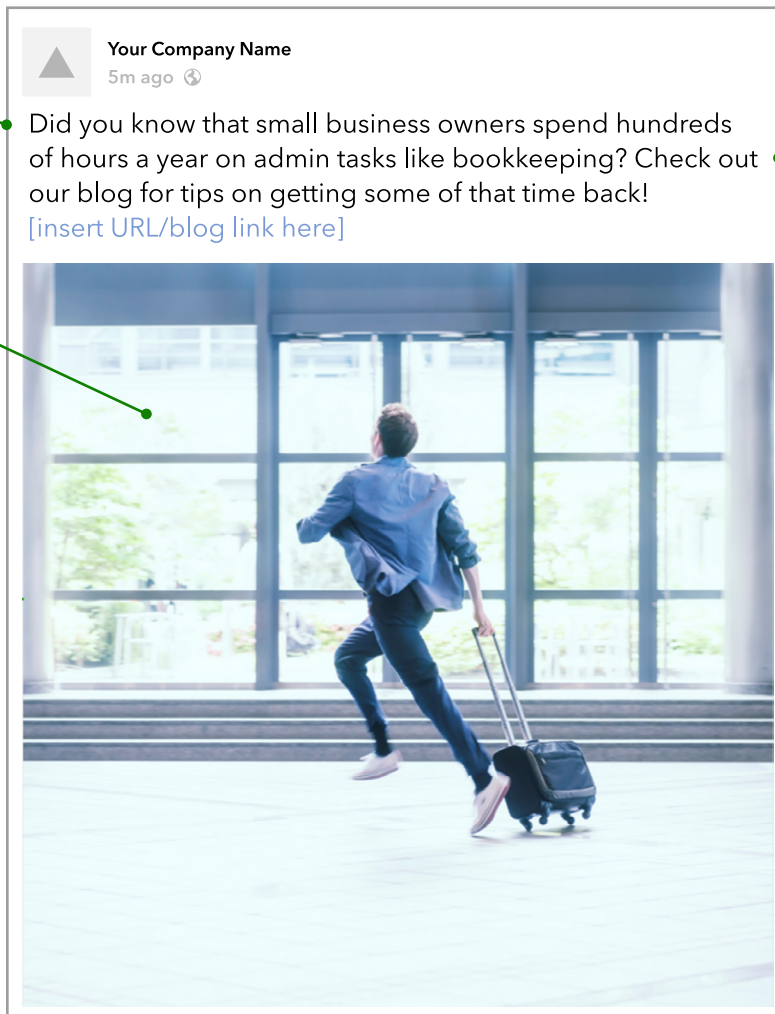
You're not limited to landscape modes. The picture here has a 1:1 ratio (square shape).

Always use an image.

Aim for high contrast.

Make it relevant to your post.

It doesn't have to be a lifestyle photo. Infographics and illustrations are good too.



Call to Action (CTA)

Use short links if possible.

Sites like **bitly** offer free services to create short links and let you track clicks.

This gives you the insights to know what type of post engage your audience the most.

Twitter

The Promoted Tweet

As of 2018, monthly active users on this platform are over 335 million. Promoted Tweets are largely the same as standard Tweets, and can also be liked, retweeted, or commented on. The difference is that promoted tweets will also reach users in their live feeds or their search results, giving a company the opportunity to increase audience reach and engagement over and above those who have followed. There are many types of Twitter cards to cater to your CTA, such as image Cards and Video App Cards. The card we will be showing is the Website Card, in order to drive users to your website. When using this card, you will only be charged for the clicks to your website that are acquired from the campaign and all other actions and engagements are free.

Profile Photo

400 x 400

Company logo goes here, providing visual brand association with your promoted tweet.

Tweet

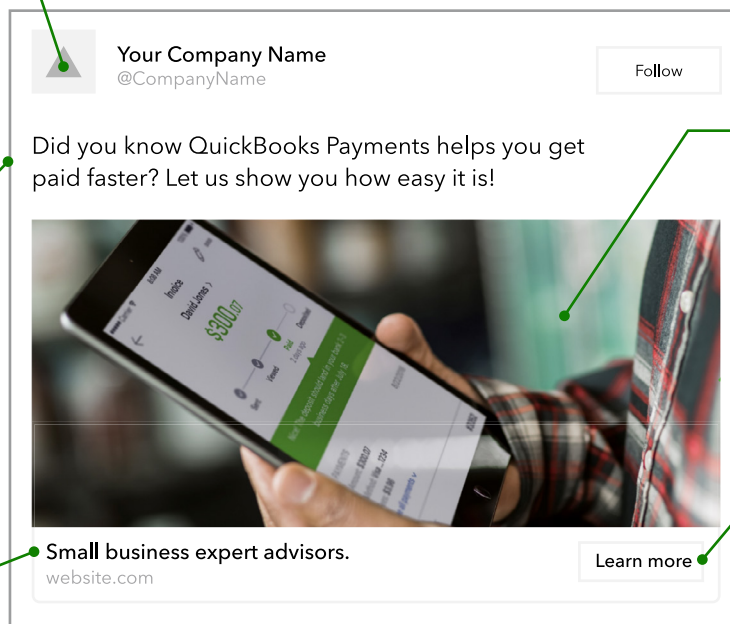
280 characters

Until recently, this used to be 140 characters. As a best practice, try to keep your tweets punchy and snackable.

Headline

70 characters

This space is used to describe your website.



Add image

800 x 320

Think about what you are trying to communicate and how it represents your business and message.

Call to Action Button (CTA)

Twitter gives over 20 options to choose from: Read more, Shop now, View now, Visit now, Learn more, Get a quote, Schedule now, etc.

Tip #1

Ask a direct question or use action verbs to entice engagement from your audience.

Tip #2

Use images or short videos in every tweet. Limit use of hashtags and @handle mentions to focus message.

Tip #3

The best time to tweet is Wednesday from 12PM-1PM or 5PM-6PM.

The Organic Tweet

Voice

The tone of your language represents the personality of your business.

A conversational but professional voice can humanize communications and increase engagement from your followers if you keep your messages authentic.

Links

Twitter's link service (<http://t.co>) automatically shortens links for easier viewing and helps you measure how much traffic to your link is being driven by your post.



Copy

280 characters

Feel free to personalize responses where appropriate. Followers want to know that there are "real people" behind the business and that it is listening to them.

Determine your goal for the tweet and ensure that the message you craft does so in a clear way.

Image

910 x 512

Same best practices apply to your image as it would on any social media platform. Keep it interesting and relevant to your post.

LinkedIn

The Sponsored Post

LinkedIn has over 400 million users, mostly comprised entirely of business people and professionals. Content on this network is primarily focused on business and networking, rather than personal updates or entertainment. Your audience, even before targeting, is already primed for business communication. It's arguably the best platform for B2B. Sponsored posts are one of many ways to advertise on LinkedIn, and are displayed as native ads within a person's newsfeed like any other post.

Profile Photo

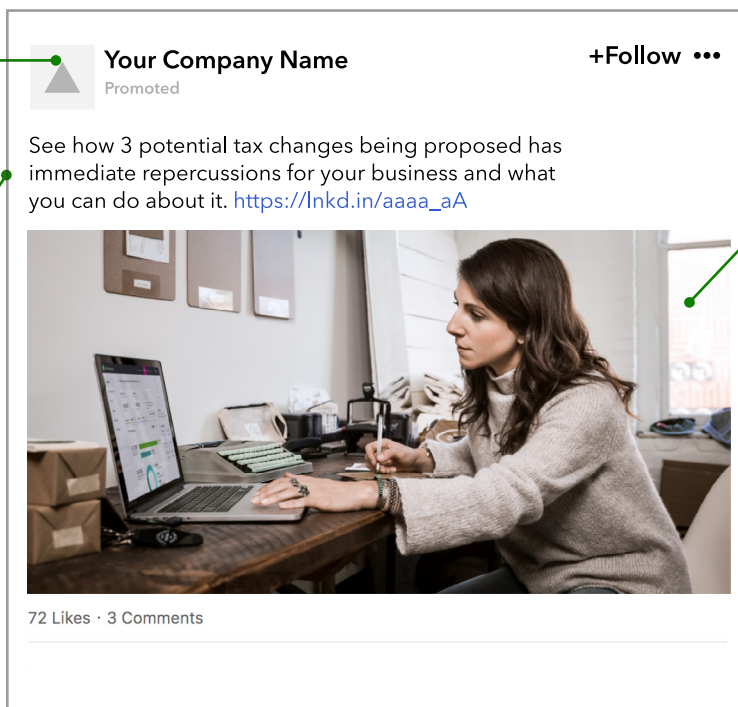
400 x 400

Company logo goes here, providing visual brand association with your promoted tweet.

Text

600 characters

Although you are allowed a high character count limit, keep your message to 140 characters. Not only is it easier to digest for your audience, it won't get cut off by a "...read more" link.



Add image

1200 x 627

Avoid bland stock photography and cliché images. Use colors that stand out from the page.

Consider using tools like **Canva** to help you easily create professional looking designs.

Tip #1

Use snackable text, compelling headlines, or key stats and facts that are important to your audience.

Tip #2

Use images in every single post. Test different pieces of content and measure what resonates.

Tip #3

The best time to post is midweek from 5PM-6PM.

The Organic Post

Organic posting is one of several tools at your disposal, and if used effectively, can continue to grow your engagement and audience base. The highest performing LinkedIn Company pages post consistently--several times a week, or even several times a day. They ask thoughtful questions and engage with their followers in the comments. Often, they will repurpose infographics, posts from their company blog, links to events, webinars, ebooks, or other content. Identify your goal, and then post accordingly. Know your audience by looking through their profiles and creating content that you think they will find interesting. Use built-in analytics and measurement tools to identify what you are doing right or wrong.

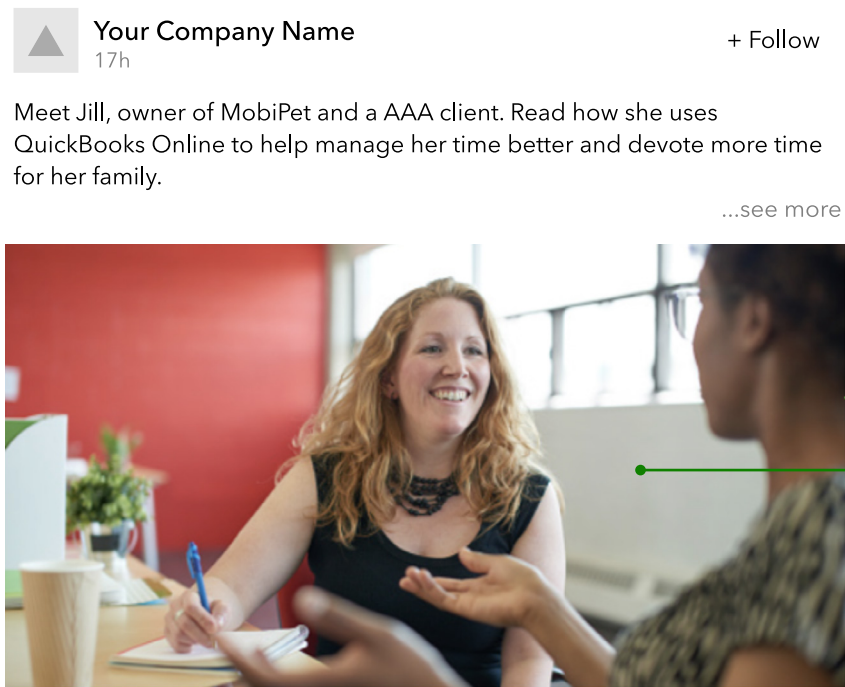
Copy

280 characters

Build trust with your audience by using resources, case studies, and insightful content.

Write articles that show how you add value to your clients and either publish it or link to it in a post.

LinkedIn members use the platform to further their professional goals. They will pay attention to content that helps them be more productive or successful.



Your Company Name 17h + Follow

Meet Jill, owner of MobiPet and a AAA client. Read how she uses QuickBooks Online to help manage her time better and devote more time for her family. ...see more

72 Likes · 3 Comments

Like Comment Share

Image

531 x any height

According to LinkedIn, images lead to a 98% higher comment rate than posts without.

YouTube videos can also lead to engagement, with up to a 75% higher share rate.

Write articles that show how you add value to your clients and either publish it or link to it in a post.

For QuickBooks ProAdvisor Program and brand guidance, please refer to the requirements set forth in the QuickBooks ProAdvisor Program Agreement and the QuickBooks ProAdvisor Program Member Guide for Brand Use.

You may access the QuickBooks ProAdvisor Program Member Guide for Brand Use [here](#).

[QuickBooks ProAdvisor Program Agreement](#)

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