

Social Media Plan + Research

Weekly Times to Post 2023:

Monday 6 am 11 am 12- 1 pm	Tuesday ☆ 7-10 am	Wednesday 5-6 am ☆ 9-11 am	Thursday 6 am 11 am 12-1 pm	Friday 7 am 2-4 pm
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Strategy / Best Practices:

- Set goals
- Get consistent
- Study competitors
- Develop a flow
- Diversify your content
- Repurpose and recycle content
- Use your own analytics
- Take advantage of hashtags

Helpful tools to look into:

- Agora Pulse
- Later.com
- Zoho Social
- Buffer
- Hootsuite
- Social Pilot
- Sprout Social
- Filmmaker Pro
- Google Analytics
- Canva
- Semrush Social Media Toolkit
- Chat GPT for captions

Images :

- Upheld to a certain quality standard
- Post weekly or biweekly
- Should be fun and could just be graphics about the company or business in general
- Show Cyntergy's culture through fun yet professional posts

Stories :

- Fun and often
- Times when more than a few people are gathered
- Fast and quality can be lower to show ease
- Play with the trends, can use lower quality content

Videos :

- Project videos (30 sec - 1 min)
- Parts of renders once approved
- Show the 8 disciplines
- Reels (15 sec+)
- High quality
- Not overwhelming the feed, but strategic

Master Content List :

- BTS of projects (sketches, site visits, software photos, etc.)
- Create department graphics that can be the first page of a carousel post or instagram reel
- Day in the life of a (one per discipline over time)
- Get involved in local events if you can sponsor something and then post about that
- Have collaborative posts for a site and have their account host the post as well
- Huddle content - could be a reel if there is a game or great photos to show off the culture
- Introduce the Exects in a fun way on social media through a story or a personality picture and a little bio for clients
- Lunch and learn content
- Nice looking stories that are consistent (could be as simple as your office view)
- Over view of Tulsa Architecture
- Polls or trivia on stories
- Quality photography to show off your work
- Reference the website if it has been updated
- Related national day of ____ posts such as anything for business or industry specific
- Shout out people or the company for anything and everything
- Celeb look a likes
- Superlatives
- Show off the office or any perks that happen
- Time line posts that shows a project from start to end
- Typography focused posts things to break up the feed while using your logo or colors
- What's new in Architecture

Hashtags:

Applicable Top #hashtags of 2023

#design
#travel
#interiordesign
#photography
#architecture
#business
#interiors
#community

5 Types of Hashtags

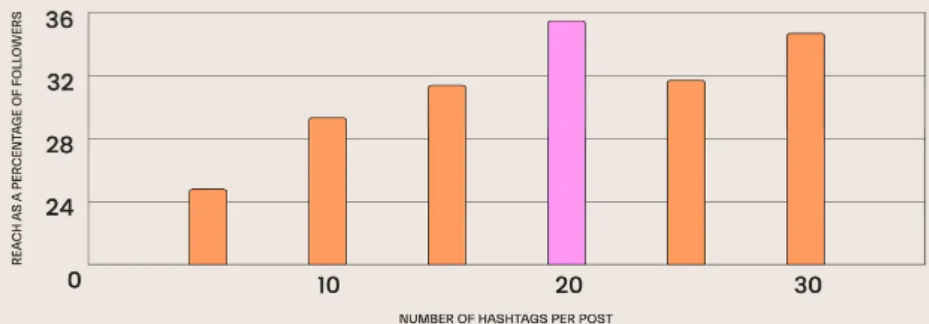
Struggling with hashtag inspiration?
Keep these categories in mind.



HASHTAG TYPE	USED FOR
Location	Places, neighborhoods, cities, and countries
Branded	Campaigns, events, or your brand
Industry	Your business niche
Community	A specific group of people
Descriptive	The content of your actual post

Later

Number of Instagram Hashtags vs. Reach Rate Per Feed Post



Later

*Reach rate = reach as a percentage of follower count
*Based on 18M Instagram feed posts in 2021
*Excludes Instagram Videos, Reels, and Stories

Oberlo's 15 Ways to Increase Engagement Across all Medias

1. Post Content Worth Engaging With
2. Respond to All Comments
3. Encourage Readers to Comment, Like, and Share
4. Start a Facebook Group
5. Run Contests and Giveaways
6. Use Images in Every Post
7. Get More Followers
8. Ask a Question
9. Post Multiple Times Daily
10. Optimize Your Headlines for Engagement
11. Share Content That's Relevant to Your Audience
12. Use Two Attention Grabbing Words at the Beginning of a Post
13. Go Above and Beyond in Your Interactions
14. Host a Weekly Twitter Chat
15. Use Emojis

LinkedIn Audience in the US

A LOOK AT THE WORLD'S LARGEST PROFESSIONAL NETWORK

LinkedIn reached out to a sample of its **over 50 million US members** to learn about who they are and what they do on LinkedIn.



212 million business leads generated in 2011 via LinkedIn.



3 out of 4 use LinkedIn to keep up on business news or research companies.

LinkedIn's audience of professionals is one of the **most influential, educated and affluent** on the Web.



8 out of 10 LinkedIn members drive business decisions.

93% More likely to be college graduates than the average adult online.

\$86k Average household income, **23% higher than the US general population.**



Members turn to LinkedIn for a variety of reasons:



76% Networking
with other professionals



72% Fostering
their professional identity

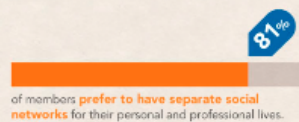


46% Following
current industry discussions

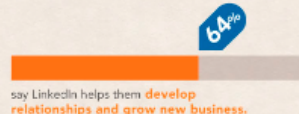


43% Learning
about companies

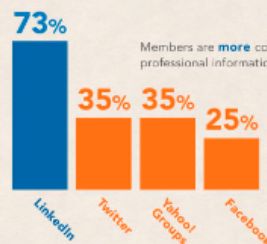
LinkedIn members deeply value our brand as a **professional, trusted, and remarkably different social environment.**



87% of members prefer to have separate social networks for their personal and professional lives.



64% say LinkedIn helps them develop relationships and grow new business.



Members are **more** confident in the professional information on LinkedIn.

LinkedIn

Source: LinkedIn US Audience 200 Study, August 2011. LinkedIn US audience member count as of November 2011. The Nielsen Company ©PwC Ref 4 2011.

marketing.linkedin.com

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