

unaro.



A Beginner's Guide To
**Social Media
Marketing In
2022**



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Introduction. ●

TO SOCIAL MEDIA MARKETING IN 2022

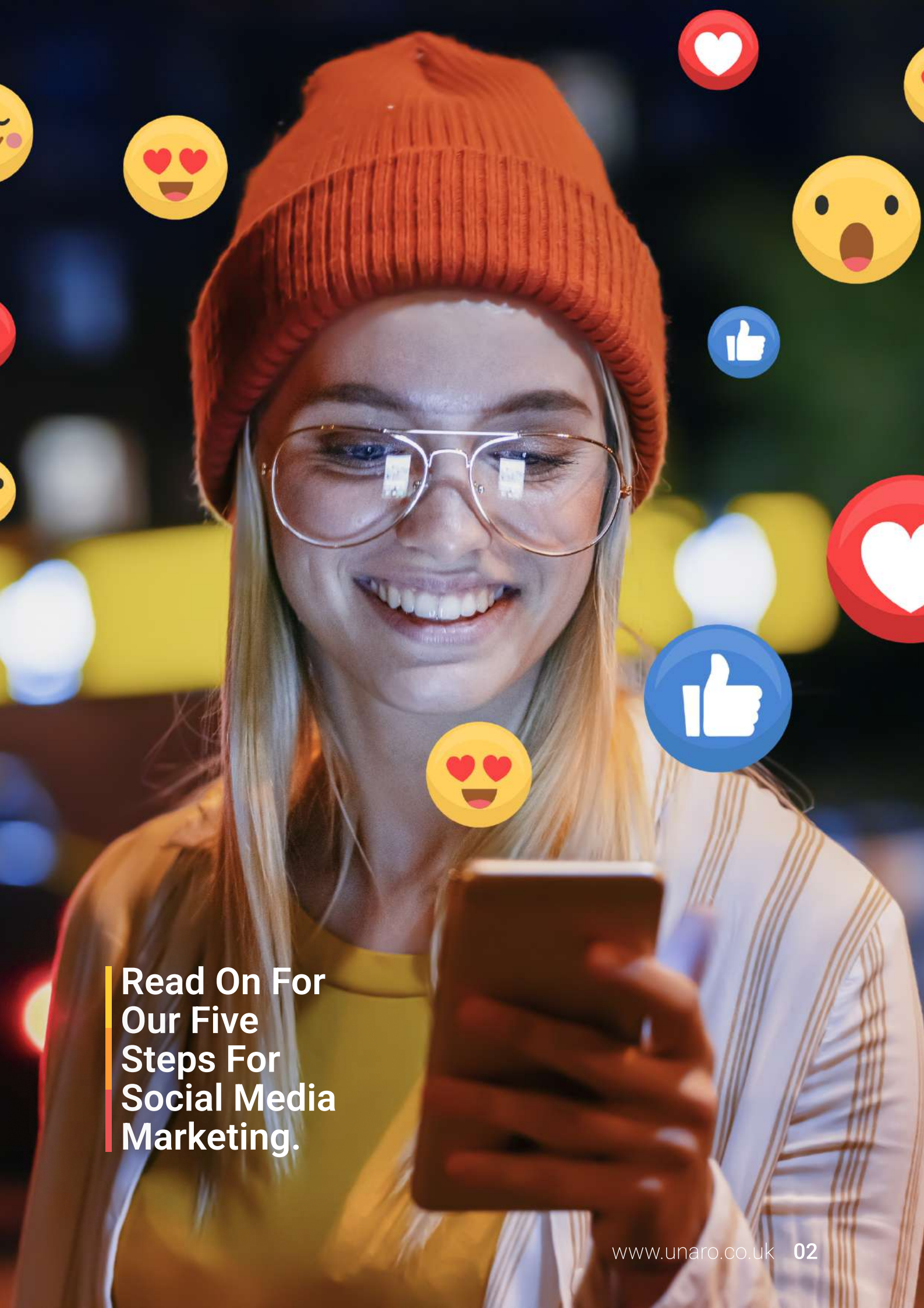
Social Media is an undeniably powerful tool. Friends use it to communicate across the globe, creatives use it to showcase their work to millions, and business owners use it to grow their business and make a living. Social media has grown rapidly and become so popular that culture has shifted to fit around it.

As of 2022, Instagram reports getting an average of 500 million daily users. Facebook reports getting over 1.5 BILLION users.

That's almost a quarter of the entire planet every single day!

However, despite almost every single person using social media these days, getting your head around the ins-and-outs and learning how to fully utilise it can become a bit of a headache. So, if social media isn't your strong suit, have no fear! In this easy guide, we'll break down the basic need-to-knows for taking advantage of social

media for your business. We'll look at a few key terms, content ideas, when's best to post, how to properly use hashtags, and what upcoming trends to take advantage of NOW.



Read On For
Our Five
Steps For
Social Media
Marketing.

Understanding Algorithms.

ALGORITHMS

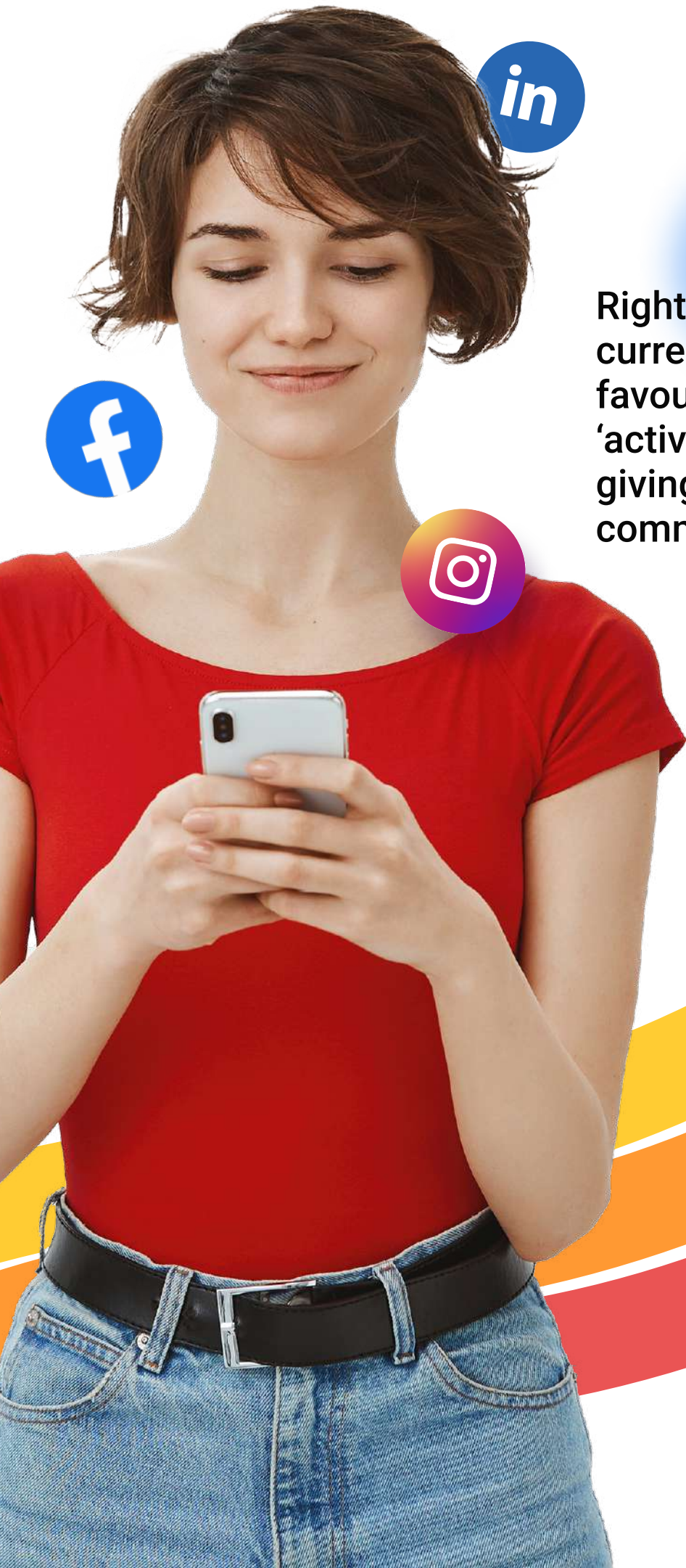
First things first, when tackling social media, you need to know about algorithms. The simplest way to think about this is a set of rules, made by its creators, for the platform to follow. Algorithms live behind the scenes, helping systems categorise, make calculations, and to push/pull certain content.

For example, right now, Instagram's current algorithm favours what they call 'active users', who are giving back to 'the community'. This means that if you are liking, commenting, and sharing other users' content, your own will then have a greater chance of being added to the discovery page and seen by more people. They're also favouring video content and Reels to keep up with TikTok's colossal rise.

Being aware of these algorithm changes, and knowing what the different platforms are favouring and discouraging, helps you

Stay ahead of the social media curve.

So, for your social media strategy in 2022, monitor how the algorithms change and how best to benefit from them. (Luckily, we send out a monthly update for any social media change to help people out with this!)



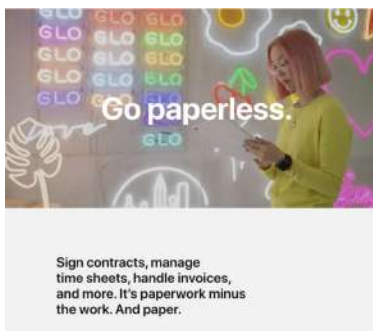
Right now, Instagram's current algorithm favours what they call 'active users', who are giving back to 'the community'.

Your Brands Tone Of Voice

HOW TO APPROACH CREATING CONTENT...

Before you dive into creating content, ask yourself: What does my brand's voice sound like? Do you want to be informative and formal, or have a more playful, informal tone? This is something you have to determine for yourself, as every business is different. However, doing so will give you the clearest direction in how to approach your own social media strategy.

Let's look at a few examples:



COOKIES?

We know what you must be thinking, 'Really? Another boring cookie policy?'. We get it, you've probably come across copious amounts of policies like this one on other sites, but we wanted to give you our cookies story.

We use cookies on our website to improve your digital encounter with us and to make sure that you can have a nice annoyance-free time on our site, while checking out what we think you want to check out instead of doing totally annoying things like entering a password or choosing a language for the twenty seventh time.

This is an online ad for an iPad. Some brands might focus on the tech, some may focus more on the environmental factors of going paperless.

As you can see, they've gone for a sleek minimalist, to-the-point tone, which reflects *Apple's* branding perfectly. Not too technical, not too playful. This ad perfectly encapsulates *Apple's* brand.

Here's another great example of using wording to reflect your brand. Almost every business handles their cookie disclaimer with very formal, technical language. However, *Oatly* saw this as an opportunity to show their friendly, informal brand.

This simple difference shows to people who visit their website exactly who they are, what they're like, and what to expect.

If you're unsure on which direction is best for you, then consider these few things:

Who is your target audience and what do they respond to?

What are your competitors doing?

How does the tone of voice fit your company's culture and values?

B2B

B2C = Business to Customer

B2B = Business to Business

B2C

Another part of brand voicing for social media is B2C vs B2B. Just as you would determine whether your business is B2C or B2B, the same thinking needs to be applied to your social media strategy. This basically means: are you targeting your socials towards other businesses, or consumers? The same

fundamentals may apply to both, however, the content you post and the tone you use are targeted very differently. This is something that may seem obvious, but is often overlooked in a lot of business social media marketing.

When creating content, just ask yourself: does this suit the context and the audience?



A Few Post Ideas

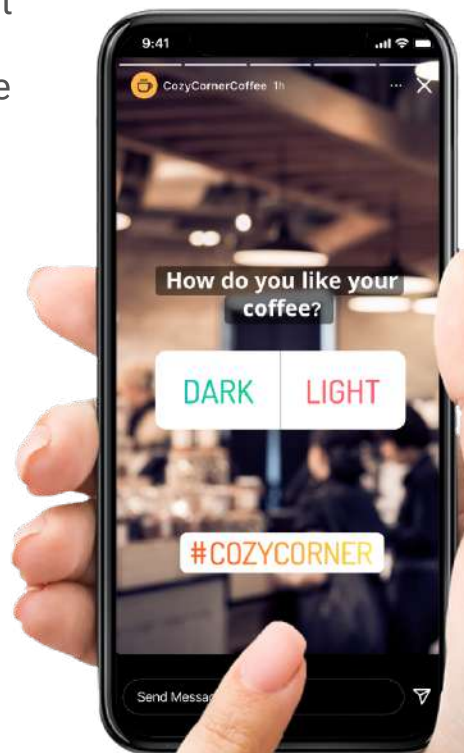
So, you've identified your tone and audience; but what now? The next step is to start drawing up post ideas but, with a sea of competition online, it can be a tricky thing to start. Here are a few ideas to get you started:

1. Geared for Engagement

As mentioned earlier, a huge part of social media algorithms is audience engagement. Nothing will boost your profile more than good-old likes, shares, and comments. So one great option is to create content that is specifically geared toward audience engagement. You could post a poll on your story, or a fill-in-the-blank post. People can't help themselves from casting an easy vote and getting involved. This is also a great option as this type of content can be quick-and-easy to put together and post. Great for when you're in between bigger ideas.

2. Behind-The-Scenes

Consumers have become hyper-aware of when they're being sold to nowadays, especially from a faceless brand. The remedy to this, a technique that so many companies are adopting, is humansing your business. Show your audience behind the curtain and that you are real human beings! This goes a very long way, especially for smaller businesses. Let people know your company's culture, what you're about and who's in your team.



3.UGC (User Generated Content)

One trend that is growing rapidly, and is only going to grow across 2022, is User Generated Content. This is photos or videos of a brand, business, or products, posted online by customers. UGC is essentially free promotion and photography by loyal brand fans who are keen to show off their experience with your products or service. This is particularly commonplace for restaurants. Brands are really starting to capitalise on this and make use of this content. However, remember, when posting UGC, it's important to check with the original creator first and also tag or credit them in the caption.

4.Share Valuable Resources

One of the most substantial tips around social media content is: Put yourself in your audience's shoes. A lot of businesses fall into the trap of wanting to pump out regular content and, in order to do so, end up creating content that is completely irrelevant and unwanted by their audience. Naturally, their feed falls flat because of this. So, one thing you can do is share valuable resources that you yourself have found useful. Blogs, videos, forums, websites and news articles that will resonate with your audience will go a long way. Always remember; your audience will base their decision to follow you on one thing: what's in it for me? Don't be scared to tell the world about something valuable you've just learnt; your audience will like,

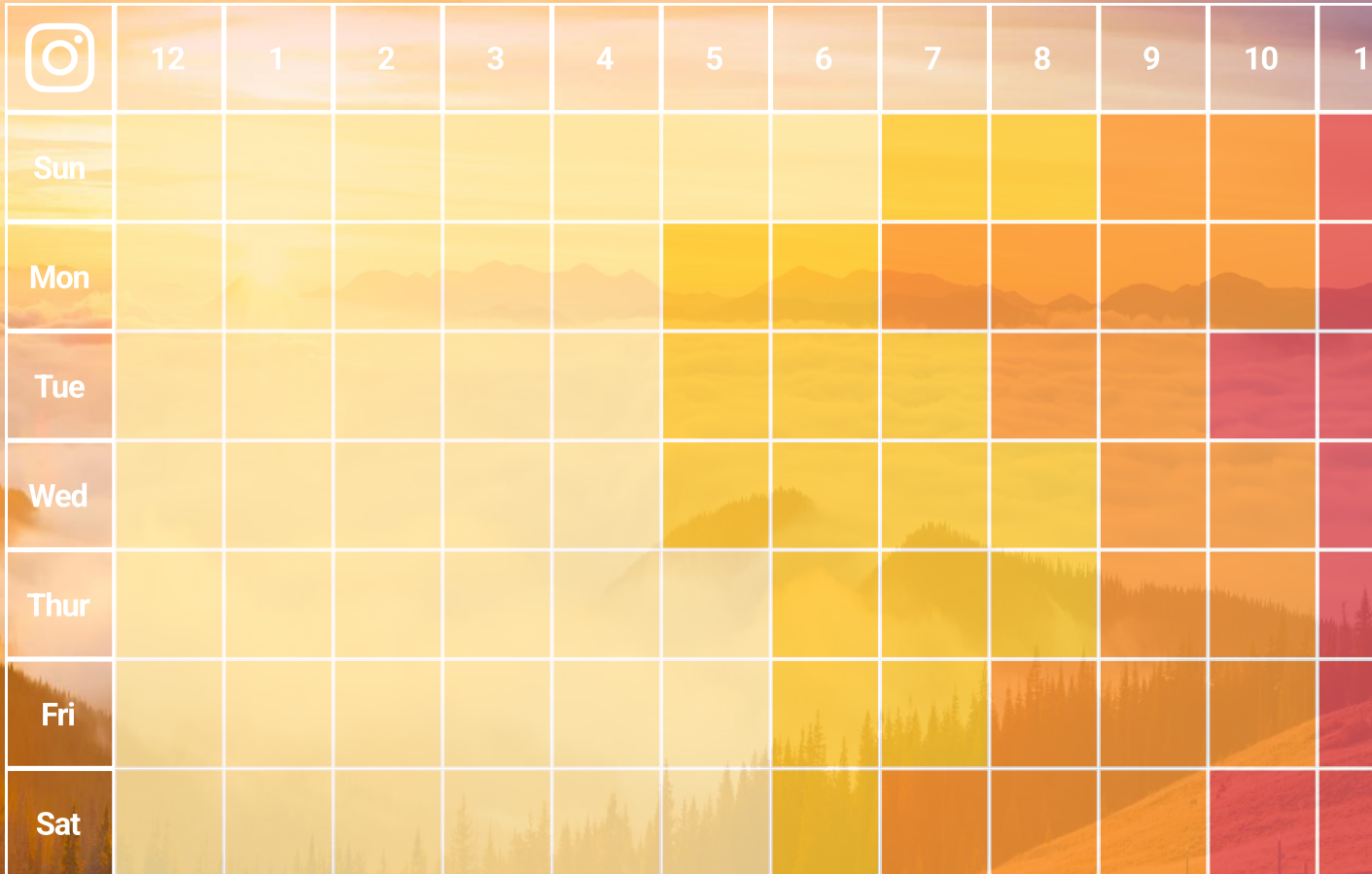
share, comment and stay engaged with your profile a whole lot more if you're passing it on to them. The aim is for your feed to become a valuable resource in itself.

5.Quote Your Customers

Online reviews and feedback are becoming the lifeblood of business. As we move towards a digital world, online reputation is king. Almost all consumers will now read reviews before they purchase a product or service. From this, a lot of emphasis is placed on remedying negative reviews, but what can be just as valuable is sharing and shouting about the positive ones. If most people are looking for a positive reputation before they pull the trigger, why not place them in front and centre of your feed for all to see?

Instagram's Peak Use Times 2022

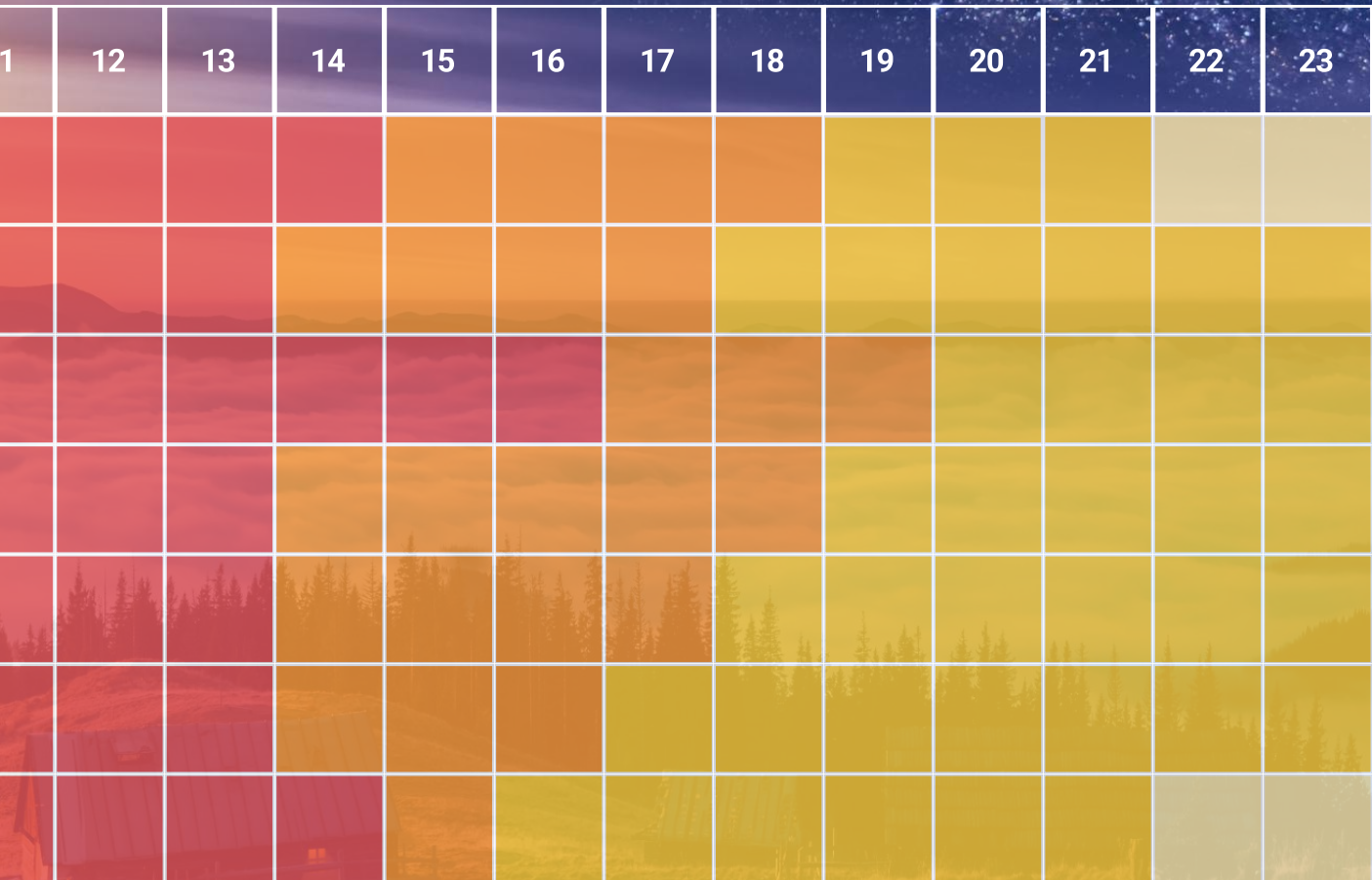
AM 



Highest Engagement

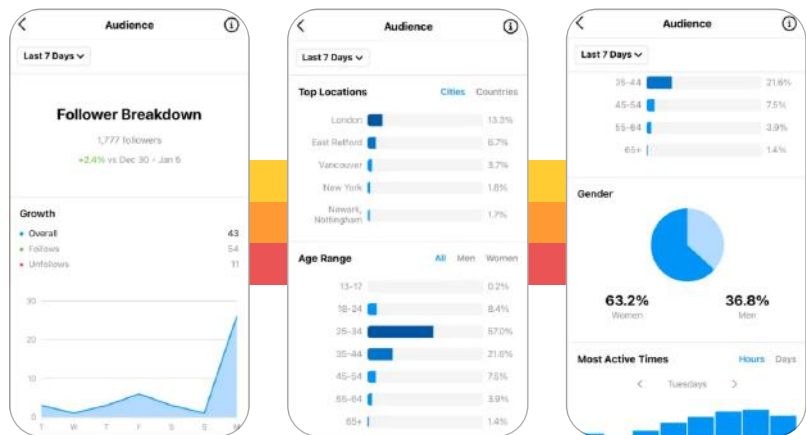
When To Post?

Two often overlooked factors that hugely affect a post's reach are: what time you post, and on what day of the week you post it. However, when you think about it, it makes total sense. When is your audience most likely going to be scrolling through their social media? Luckily, you don't have to ask.



Lowest Engagement

Data is regularly pulled to give us accurate timings. Different resources will go into different levels of complexity about this, but we'll keep it nice and simple for you in the graph above.



P.S. Once you've started implementing your strategy, your own posts performance is the best data you can use. Keep a track of how your own content is performing over time. Look at what content is out-performing others. What day of the week did it go out? What time did you post it?



#Hashtags

In its simplest description, hashtags are labels that help the platform distinguish context, categories, and send your post to the relevant audience. There are 5 different types of hashtags:

Type	Description	Example
Branded	Campaigns, Events, Your Brand.	#Unaro
Descriptive	The Content Of Your Actual Post.	#CustomerReview
Industry	Your Business Niche.	#BusinessMarketing
Community	A Specific Group Of People, Subcultures.	#Hospitality
Location	Places, Neighbourhoods, Cities, And Countries.	#Southampton

How many hashtags should you use per post? In social media's early days, content creators would fill their captions with dozens of hashtags, regardless of whether or not they applied to the post. This was somewhat effective for a time, before social media companies changed their algorithms to stop this. Now, you have to be a lot more strategic with your hashtagging - quality over quantity.

The suggested amount is somewhere between 2-5.

This means determining the context and audience

for your post and using the specific tags to find them. The golden suggestion is to use one tag for every category above.

Where do you find the best hashtags to use?

Once you've determined what types of hashtags you want to use, the next thing to do is find what's popular. Popular tags are going to put your content in front of the most people. However, this is a balancing act. Use an unpopular hashtag and you won't reach as many people as you could. Use one that's too popular and you'll be competing with millions of others using it too. The idea

is to find tags that are popular, but not over-crowded. Finding more niche, less general tags is key here.

Fortunately, there are loads of free-to-use hashtag tools out there. A simple google search for 'hashtag generator' will give you loads of websites that have extracted data about which hashtags are being used and by how many people. These websites will ask you for a few keywords relevant to the post, and then give you a huge list of hashtags, in order of popularity. All you then have to do is pick the ones that work for you.

BONUS:

Future Trends

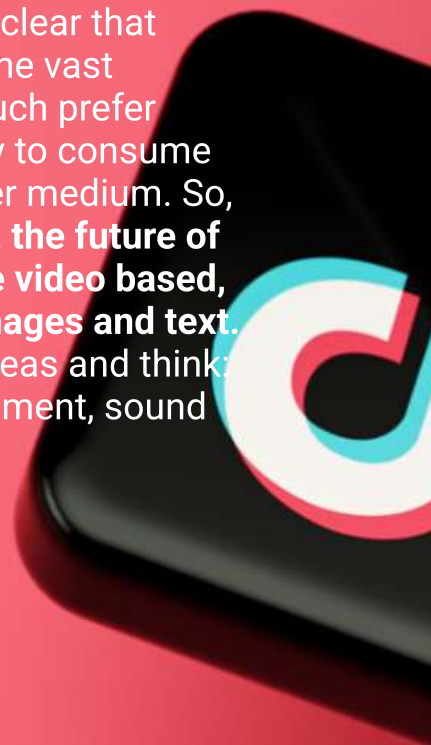
Here are a few rising trends to adopt in your 2022 social media strategy:

The Future Is Video

Thanks to the meteoric rise of a little platform called TikTok (ever heard of it?), all other platforms are now adapting to keep up. Instagram has prioritised their IGTV and Reels, YouTube has their own “short-form video” function, and even Netflix has added a clips-reel tab into their mobile app.

This may be to compete with TikTok’s popularity but, more

importantly, it's because it has become abundantly clear that online consumers (the vast majority anyway) much prefer watching short, easy to consume videos over any other medium. So, across all platforms, **the future of content seems to be video based, rather than static images and text.** Take your content ideas and think: How can I add movement, sound and interaction?

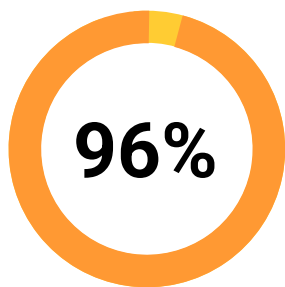




TikTok users
spend more than
850 minutes per
month on the app

LinkedIn Is On The Up-And-Up

There's no doubt that LinkedIn is a massively popular platform. Since its conception in 2002, it's been used by working professionals to showcase themselves, their employers and to find work. However, over time, the way people are using LinkedIn is changing. More and more companies are using it to showcase themselves and attract more business. Marketers are finding this a great platform to utilise because of its ease in finding real people interested in specific industries.



96% of B2B content marketers use LinkedIn for organic social marketing

-Content Marketing Institute

It's not an obvious platform to utilise, but don't sleep on LinkedIn. You may miss out on a huge potential audience if you do.

Social Media Shopping

As technology and the capabilities of the internet become more advanced, the way people do business has completely changed. With people able to do their shopping online with ease, the

need to physically visit businesses has been slowly decreasing. Social media platforms are now looking into how they can keep up with this change.

Instagram, Facebook and Twitter have all announced their intentions to integrate a "Buy Now" button onto their platforms.

Meaning consumers will be able to purchase products straight from the social media app.

This is amazing, game-changing news for businesses, both small and large. The need to drive traffic from social media to your online store may be a thing of the past. This function is not yet universal, but well-worth keeping an eye on in the coming year. Prepare content and social media strategies now, ready for when this inevitably goes live.

CONCL- USION

Hopefully, this guide has given you a helpful insight into the ever-growing, ever-changing world of social media and how to make small decisions that will greatly benefit the impact of your online content.

For further updates and information on social media and online-marketing, follow our social media profiles and blog. Here, we aim to give you great, easy-to-understand, easy-to-implement marketing tips, all year round.



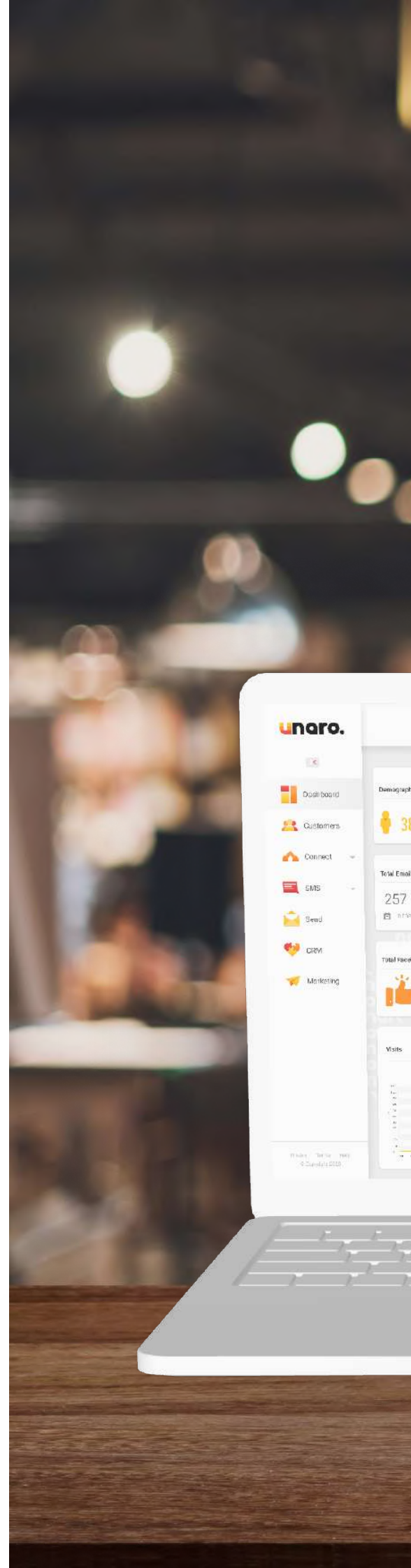
Thanks For Reading!

A little about what we do: If you currently give your customers free Wi-Fi, or want to, then why not receive customer data and analytics in return?

Unaro is an all-in-one Wi-Fi marketing tool that automatically gathers invaluable information about your customer base, alongside email addresses for your mailing list. The easy-to-use platform then allows you to remarket to them via SMS or email, encourage positive online reviews, and direct customers to your social media. If you're looking for an all round, easy-to-use data marketing tool, then Unaro is the one for you.

If you want to find out more about what Unaro can offer you and your business, then get in touch today!

web: www.unaro.co.uk
email: info@unaro.co.uk



unaro.

The All-In-One Marketing Solution.

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