

Webinar Transcript

Marketing Masterclass: Maximising Social Media for Business

March 2021

00:00 – Introduction from host (Greg Smith)

Greg: I'll tell you a little bit about what we're going to bring you. We've been collaborating with seafood businesses to understand where we can add more value and facilitate knowledge sharing. Together we identified a gap and an opportunity for Seafish to host a collection of masterclasses to help businesses across industry with their own marketing efforts. Which in turn supports and drives an increase in seafood consumption and that's what we're all about. That's why we're here today - it's about providing businesses with tools ideas and skills to engage consumers across the UK. So in time those consumer attitudes towards seafood will change and people will start eating more fish and more shellfish more often.

00:45 – Love Seafood consumer brand

We launched our new consumer brand Love Seafood in 2020. It's an ambitious long-term initiative which has been built to unite a diverse seafood industry under a single common message and goal. It's all about inspiring the nation to fall in love with fish and shellfish. With Love Seafood we'll help consumers across the UK reconnect with buying and eating seafood by promoting three pillars – choice, convenience and balanced living.

So how will we do all of that? Well we'll encourage consumption of seafood at home and outside the home when that's possible 365 days a year. Love Seafood is ultimately a 20-year always-on approach to seafood campaigning which highlights industry champions like you guys and provides audience relevant advertising, more content to inform and inspire the nation. So we've built the platform to provide seafood businesses with support and tools to help communicate directly with consumers when possible and that kind of leads me on to the value of today's session.

01:57 – Introducing guest speaker

I'd like to introduce you all to our very special guest speaker today. Her name is Leah Silverlock and she's from the John Doe Agency one of our agency partners on Love Seafood - whilst we're here in the background to help you and your business make most of the Love Seafood brand and assets, Leah is going to connect the dots with access to her insight ideas and knowledge which will support your own social media marketing efforts. So, Leah a very warm welcome from us to you and thank you so much for joining us. I'm going to stop sharing my screen just now so you can share yours and the stage is yours.

02:34 - Presentation from speaker (Leah Silverlock)

Leah: Great thank you so much. I'm going to do the usual, can everybody see that? Good and so as Greg mentioned my name is Leah Silverlock and I lead on all things social media here at John Doe, which essentially means that I work with brands to help them shape manage and grow their audiences and grow their social media footprint.

Today we're going to work through a couple of elements so we're going to look at the current social media landscape. We're going to do some platform discussions and look at what social media can bring to the table and how we can talk to the people that we need to talk to. We'll just dive right in

and as Greg mentioned, if you do have questions just pop them into the chat and we'll pick them up at the end.

There's also a couple of slides towards the end where we can get to know each other's businesses. If you're maybe feeling a little bit shy and you don't want to ask a question but there are people here who do want to ask questions and are a little bit more confident, I would definitely encourage you to tell me about your business. If you see something or we are going through things today and you're thinking this PowerPoint is great I love it but it hasn't answered my question and I really want to ask that, then definitely go for it because that also might be somebody else's question. I'd definitely encourage you to pop things in the chat or make mental notes and then we can come back to it later.

04:11 - Current social media landscape

We're going to look at the current social media landscape at the moment. We've got here five platforms and you might notice that there are two missing which are Snapchat and Pinterest. I've identified these five as I thought that they might be the most valuable to this audience, but again if we are missing some things speak to the Love Seafood team afterwards and when we're sending this deck around afterwards with notes I can include one or two slides about Snapchat and about Pinterest.

I'm just going to run through the purpose of each social media platform and what you might find on there or what you could be creating on there.

Our purpose for Facebook is broadcast essentially so think like a publisher, tell stories that really evoke emotion and use groups which we're going to talk about a little bit later and use the space to really kind of nurture and grow communities.

Twitter the purpose here is to really flex that tone of voice, so we're talking about things that are happening now. It's conversational, it's designed for quick reactive commentary and it's best used for customer engagement customer service and having an opinion. A lot of people on that platform are very bold and brave and they like to make statements. Some of you might have seen one on Monday from Burger King, some of you might not. People like to be a little bit controversial on this platform.

Instagram our purpose here is to inspire so users are more likely to shop here or on Facebook. But if you're not selling something physical and we can use it to humanize the brand. So for example at Love Seafood we're not selling seafood products but we are here to inspire people to buy seafood products or to consume seafood products through recipes or kind of fun interactive gifts stories, things like that.

And for Tick Toc our purpose here is to motivate action. Most people, or not most people but some people, think that it's just an entertainment space. It's definitely not, it's very educational. There's a huge trend at the moment in learning languages on the platform. It's there to educate and also it can also help you to build out your brand personality and we'll also talk about that a little later on.

LinkedIn, which potentially might be everyone here favourite platform. I know it's definitely one of mine. It's for thought leadership, our purpose here really is to share opinions, so employees can be really great valuable assets here. They can be excellent advocates or we're sharing opinions through our business pages. What we find is that LinkedIn tends to work better alongside Twitter, so you can have long form opinion and then short quick bursts. An opinion based on what's trending right now in the news or within your industry that you're operating in, it's all about teaching someone

something. Then obviously you've got the more functional side of LinkedIn which is job hunting or recruitment.

There's a couple of snapshots just of audiences on this slide as well. For example two billion active users on Facebook and the largest demographic is 35 to 55. If we move on to Twitter 328 million active users on this platform. Instagram 500 million active users and Tick Tock (I'm not going to run through them all but just picking out one or two) 17 million daily active users, 18 to 24 year olds being the largest demographic. Then LinkedIn 300 million daily users

08:31 - Are brands using social media

I'm going to do a couple of little myth busting slides next. So brand's using social media:

- There's 90 million businesses on Facebook
- 91% of fast moving goods brands use two or more social media channels - that doesn't mean that you have to but that's just the stat.
- 68% of Instagram users engage with a brand regularly so whether that's through a DM, they're liking some content they're watching stories they're making comments they're saving or they're sharing that content.
- 42% of twitter users say that their first 42 of customers, sorry say that their first point of contact for a brand, is usually Twitter. That's potentially because twitter is reactive it's in real time you're more likely to get a response because it's out in public and there's no hiding really.

09:30 - Myth busting: likes and followers are what truly matter

This is not the case, reaching the right audience is definitely what truly matters. People who are aware of the social media industry or if there are any marketers here might know this or might have heard of this but Facebook and Instagram are making huge changes to get rid of vanity metrics.

That journey started for Facebook in 2018 when they introduced what the industry calls Facebook zero. They made a commitment to bring Facebook back to more of a community space and create native functions that will inspire community engagements, whether that's groups or events, and they're really looking to prioritize those over and above high reaching content or advertising content. They've also recently committed to removing likes from Facebook pages and changing the language around that to become a follow, so just shifting the language a little bit to create something more meaningful for people on that on that platform within that space. By removing the word like and changing it to follow they are basically trying to say that people will follow something because it's meaningful to them they've made a connection it means something. I'm a fan I'm going to follow you because I want to be here, whereas alike is a little bit more vacant a little bit more of a vanity metric.

Instagram are doing the same, so they're currently testing a lot of features out that will remove likes from Instagram. I, as an Instagram user, will be able to see my likes but you as someone who has just discovered my account will not be able to see links. It's about reaching people it's about creating connection meaningful valuable content over and above vanity metrics. There might be some CEOs in here that are dead against that and they just want to see vanity metrics they want to see high numbers, but to make it work it's really about creating that that connection with your audience

11:47 - Myth busting: My business should be on as many platforms as possible

Incorrect, too many channels can definitely dilute your message and it can decrease the quality of your content. If you are someone who is very lucky enough to be in a huge social media marketing

team and you have massive resource then yes, definitely, be on every single platform that's possible, because you'll no doubt have a strategy for every single platform. You'll have individual content creators and you'll be able to do so much. But if you are a resource of two people, one person potentially, if you're an entrepreneur, you own your own business and it's just you then being across everything is time consuming. It can cause fatigue it can become overwhelming. If you're just copying and pasting the same thing across all of your channels you're not really creating value for your audience. You're not creating that authentic meaningful connection.

12:54 - The pandemic has given audiences social media fatigue

I hear this a lot people tell me this a lot and I can definitely say that is not true. I think potentially we're all fatigued by Zoom and by speaking to a screen and potentially parents want their children to be fatigued by social media, but it's definitely not true. Social media users have jumped by 20.4% in the past 12 months. This could be for a number of reasons. The UK discovered tick tock I discovered tick tock and I'm not 18. I think potentially people have a lot more time or people want to use social media to connect with other people so social media users has definitely jumped there is not fatigue.

13:39 - You can't track and measure accurate results

So I actually still hear this quite a lot and it's a bit of a hangover from six or seven years ago when analytics weren't as strong across multiple platforms but they were really strong on Facebook. Not the case anymore. Everything you do, whether it's on Tick Tock, Pinterest, Snapchat, Twitter, Instagram, Facebook and you're just a user you're not a business profile you can track everything that you do and you can create great analytics. So definitely not true, you can track everything and you can see numbers going up and down and when you start to see numbers going up and you start to see your reach going up and you can see your hard work paying off t's a really great feeling.

14:20 - Social media is for young people

Not true. Baby boomers, 55 year olds and 65 year olds, are the fastest growing demographic on two of the biggest platforms, Facebook and Instagram. That's over the past 18 months, so huge interest from 55 to 65 year olds and it's not just for young people.

14:54 - The Value of Social Media

We're going to move on to the value of social media so if there are any questions on any of what we've just spoken about just pop them in the chat and Jacob will pick them up and then we'll discuss them later.

So when we talk about social media marketing we're referring to how it can help you meet your goals. It's not really a standalone tool to market your business it should definitely fit in with a 360 marketing plan, 360 marketing strategy. It's there to help you spread the message it's not the one and only thing that you should be doing. It's there to help complement all your other things and all your other activities. So we talk about raising awareness, targeting consumers, generating leads driving sales, customer support and driving web traffic.

When we talk about raising awareness, in the industry language that's community management and customer service and so we use those kind of high priority tactics to make our content go a little bit further. That's really all about reach and engagement.

When we're talking about targeting consumers we are talking about advertising. You know, using built-in business managers across your platforms, creating really targeted ads to regions. If you are someone who doesn't have a lot of money to spend on social media there are other ways that you can do regional targeting, so and we can look at regional targeting of Facebook groups so joining

localized groups to really spread that message. For example I recently moved to Glasgow and I joined my local Facebook group straight away because that is a great place for information. I can find out when shops are opening again, where's the best place for coffee in the East End and I can find out about local the local butcher deliveries, fish monger deliveries. Lots of different things come from these kind of localized small Facebook groups and we will definitely speak about them later. Hashtag planning. If you are a business that has beautiful content – you've got really beautiful produce and you're skilled at taking photography – you're able to create really beautiful content and Instagram is a place that you feel comfortable on. If you want to spread content throughout that platform then having a really targeted hashtag strategy to go alongside your content is something that's really important there for targeting.

Lead generation again is up advertising and community building is also in here, so using community management and outreach to generate leads Facebook groups again would be considered a lead generation tool. Really clear links with call to action and optimizing channels as well.

Driving sales again optimizing your platforms to make sure that they're ready for direct sales so if you are using Facebook, you know definitely make sure that your private messenger is turned on so that people can contact you people can ask you questions and also people can buy direct through your Facebook or people can buy direct through your Instagram. Or if people are contacting you on Twitter about sales you can set up automatic messaging that will direct them immediately to the website or it will show links or your customer service info. There's great little tools there so it's just about optimizing it and really getting to know your platforms. Anything you do can always be undone, so don't ever be afraid to change the settings or do anything like that it can always be undone.

Next one for driving sales - is of course advertising.

Customer support this again is your customer service aspect, so looking at your private messenger your DMs how you're optimizing that, who's looking after that, who on your resource is able to talk to customers. There is a real customer um expectation across social media now and how users actually behave on the platforms. They expect a certain level of customer service and they expect to be treated online as though they're in a shop, so just remember that when you're putting content out or you are putting something on sale that people will expect to have a back and forth. They will expect to have a really high level of customer service and you know 90% of them are very nice there's only about 10 that can be a bit impatient.

Driving web traffic so again that's about optimizing your platforms, making sure that all of your links work. Making sure that if you have for example a Facebook business page that you've got a book now button or a buy now button at the top of your page. That you are using every opportunity that the platform gives you to drive traffic to your website. And of course there are social media platforms that don't want you to leave, that don't want you to send people away - such as Instagram. They will do everything that they can to keep you on the platform and not have links going out, but they've set up now Instagram shopping and all that kind of stuff so you can also set that up.

20:53 - Facebook

For Facebook we're going to talk a little bit about the average user. So an average user follows 22 Facebook business pages. Half of all those users will engage regularly within a Facebook group. It's the most social media channel used by all ages globally which is huge, and we already touched on

the fastest growing demographic. 48% of Facebook shoppers in 2020 purchased direct from the platform, so that optimization of Facebook is actually really crucial.

One of the great things about social media or about Facebook in particular is that it develops native functions. So when I say the phrase native functions what that essentially means is Facebook creates its own tools for you to use and the more you use those tools, the greater success you will have on that platform. Which is essentially what people mean when they say algorithm. The algorithm on different social media platforms is just like playing a game, so you score points. On Facebook the highest ranking point scorer thing that you can do is to use their native functions. So if you don't have a high budget, say for example you really want to do advertising but you only have £100 a month, and it's a really saturated market because you're doing home deliveries - and everybody in your area is doing home deliveries and everyone's talking about it you don't really know how to break through that noise - how you navigate that is by using native functions.

When we say native functions we mean: Facebook groups, Facebook events, going live on Facebook, saving content and creating peer-to-peer conversation - that's probably the hardest. If we go back to Facebook groups, you can create your own Facebook group, you can join other Facebook groups, you can contact admins and ask to cross post or you can just be an active member of different Facebook groups, the more you do that the longer and harder your content will work.

Going live and really great function if you for example are a restaurant and you're not open right now but you have great staff, you've got a great chef who's you know really charismatic and you want to put him in front of a camera great. Go live on Facebook and teach someone teach people how to use or prepare certain seafood or certain fish and teach them a recipe teach them how to store seafood - create some sort of moment that they can take part in while using and a native function.

An event - potentially there aren't going to be any events happening in the next couple of months but again it's a really powerful need to function

When I say peer-to-peer – going back to Facebook zero what happened in 2018 when they made that commitment to be more community focused – it's the best thing that you can have on your content. So I create a Facebook post and I publish that that Facebook post and what I want is Mary down the street to tag Janice from down the street and say hey did you see this. And I want them to have a conversation. I don't want to intervene in that conversation too much, I want peer-to-peer conversation. So essentially creating engagement engaging content that will sit well with your audience. You're going to want people to tag and share that that content, so that's a really high ranking thing across Facebook.

25:12 Facebook groups for generating leads

We spoke about Facebook groups a little bit earlier again we're just going to touch on it for helping to generate leads and I'm providing value through that. Facebook groups is currently and will be for the next at least 24 months the most powerful thing that you can do on Facebook. So creating a group or joining a group is a highly recommended tactic.

If you want to create your own Facebook group great, do you have a niche? Maybe not maybe you are just a local restaurant local fish monger and local producer - find something that you can create a group around and start bringing people into that space. If you're not comfortable doing that then join a group that's already there and just start speaking to people, make yourself known and start warming up those leads. Because it really is, I can't stress this enough, the most preferred thing to do on Facebook right now.

26:19 – Facebook Driving Sales

Driving sales again we've touched on this. Advertising can be really beneficial here on Facebook if you do have the budget to do it. If not then go back to trying to use those native functions a little bit more and to make your content work harder. But Facebook has a great business manager and if you have budget to spend on ads it's really intuitive. We can create ads based on engagement or we can have different objectives based on engagement, brand awareness, traffic, conversions and video views. There's plenty of opportunities to drive sales. (I'm just going to let somebody in from the waiting room sorry).

27:09 Instagram

Instagram again, the same kind of format that we've just done, so how can it provide value? 80% of users follow businesses on Instagram. 65% percent of the top performing Instagram content features products - whether that's overtly in your face or in the background. What that says to us is that users aren't afraid to see a product they're not put off by a product and user behaviour is generally shopping on Instagram now - inspiration and then shopping. 68% of users are female and 200 million Instagramers actively visit the profile of a business every day, so that's a huge number.

Our native functions here again are really important. We're looking at Instagram stories, guides if you have them yet, reels, grid posts, carousels. These are the kind of top native functions, these are the higher ranking things that you can do and that will make your content go further and will help you to grow your platform. The more you use reels for example - that's the newest native function so it's the highest ranking - the further that your content will go and the more people that will actually see you because it's in Instagram's best interest to push that as much as possible, so factoring that in is huge.

28:43 – using native functions on Instagram

Also using different native functions like carousels - everyone's going to be sick of the phrase native functions by the end of this! - using carousels example to show your brand portfolio. It's a really great high-ranking thing to do right now. If you are a fishmonger for example, let's show let's show what you've got today, let's show what you've got this week. Or, if you are again talking about a small resource team you can go a different way and you can use your platform to amplify other people's content and amplify consumption of seafood that way. So again if you are a fishmonger, let's show people how you can use your produce by sharing other people's content - by sharing recipes - and become kind of a user generated platform. You're just re-amplifying really great content that's already out there um and you know that's somewhere where Love Seafood can actually help with the recipes and content packs and the kind of amplification of content.

I know that potentially we are speaking to teams here who do have little resource and each one of these platforms can take a lot of time, especially Instagram because there's so much to consider so that's a great tactic for you if you are in a small resource team. Create a platform that people will want to be involved in, create your own hashtag and encourage your customers to use it when they're cooking their food and then you can re-amplify that content on your grid you can re-amplify it into your stories and it kind of takes the pressure off a little bit of you know constantly creating.

Instagram, as an inspirational and a photography platform, will rank your content on how good your photography is, so if it's a high quality picture you're going to get higher reach you're going to get higher engagement. If it's a bit blurry, a bit pixelated, it's not formatted for that platform or it's a small photo, then you will start to lose rank within that algorithm. So great way to negate that is to repurpose other people's content, with permission of course.

31:21 Instagram to create connections and relationships with consumers

Instagram can also be used to, or it's not just Instagram social media, can be used to create great connections and develop relationships with your customers and consumers. Taking the time out to thank, and again if you were going to use your platform to amplify other people's content, this is a great way to build that connection. Creating shout outs to other people within the industry, tagging great work, saying thank you to your customers by creating this nice little piece of content and then doing shout outs. Social can be a great way for you to actually speak direct to your consumers.

32:03 Using social media to share your brand story

Social Media can be a great way to share your brand story. If you've got a really interesting story you can use dynamic platforms like Tick Tock or Instagram stories to create little videos to give people a bit more insight into who you are, what you do, where you come from. I work in social media but I'm not someone who's particularly comfortable being in front of a camera on social media, I mean I'm doing it now in front of about 60 people which is fine, but I wouldn't be someone who would have my phone in front of my face and recording content, and that's okay because I can use my brand or I can use my restaurant or my business as the subject matter instead of me and I can do voiceovers. So there's great little kind of workarounds if you're not comfortable in front of in front of the camera. You can do a couple of other things that will make you more comfortable, but yeah it's a great way to share your brand story

33:10 Using social media to create community around your brand

It's also a great way to create community around your brand. The picture here is little moons and I don't know if anybody followed that recently or saw it or has even had it, but they created a huge following on Tick Tock before they launched. It's a UK owned small business, they're like little ice cream things, and they created a huge community just by showcasing how they were creating the actual little ice creams, their development process, all these different things and they sold out across the UK within 24 hours of launching into Tesco. It became a real status symbol and it created real community interaction, people were tagging different locations of where you might be able to get it across the UK within different Tesco. They were giving stock updates and now what they have for content is a never-ending source of reviews that they can repurpose and that community is still very active in telling other people about the brand. So social can be used as a great tool to kind of build people around what you're trying to sell.

32:27 Twitter

Twitter again this is just a couple of stats. Twitter is very fast-paced, it's very real-time conversations, it's excellent for customer service. Content on twitter works very differently to have content on platforms such as Facebook and Instagram does. For example the life cycle of a tweet is 18 seconds. After 18 seconds your tweet severely diminishes power, so you lose about 50% of your reach after 18 seconds, so on this platform you have to constantly be producing - whether you are you know just one or two sentences, you're constantly sharing an image, you are talking to people you just have to constantly be in the conversation. It can be very time consuming, but it can be really worth it because Twitter is great for directing traffic. It can be a great traffic tool.

The total number of twitter users in the UK is 13 million. 54% reports taking action after seeing a brand mentioned in tweets, that's a huge number. 80% of users across a platform are on their mobile phone, so that's definitely something to think about when you're creating content is how we consume content. I think a great reminder of that is how do you look at social media, and how do you use it, because that's probably how other people will use it. So if you are someone who's only

looks at twitter on their phone, or only goes on Facebook on their phone, or only goes on Instagram on their phone then that's kind of what you should be creating content for.

82% of Twitter users say they use the network to get their news so it's a real news source. People are going on there to find out the latest information. Again it's very fast-paced so it really suits that kind of lifestyle. If you are for example if you're a restaurant, Twitter might not be the best place for you to put up your menu every week or it might not be the best place for you to talk about recipes, but it might be a great place for you to bring other restaurants together within a local area and have a Twitter chat every week. Or it might be a great place for you to talk about other brands, or talk about brands that you use within your restaurant, or talk about local produce. But it might not be a great place for you to put up a piece of content and think that people are going to go to your profile to see that content, because it won't be there. It won't be at the top of the feed so it's not really a very powerful use of that platform - you want to kind of have rolling content consistently.

32:34 Twitter to gather feedback

It's a great place to gather feedback to develop further content. So for example here we've got a picture of Cointreau and they're kind of known for doing this - they tend to do a lot of polls. Twitter also has native functions, every single platform that we're going to be talking about has native functions. A great one for twitter is polls and, more recently, spaces and threads. So potentially instead of for example if you're a restaurant and you're going to put a menu out, instead of doing that then you can create polls and ask people: where do they think your project comes from, or what would they like to see on the menu next week, things like that. It's a great way to have a kind of conversation about your product or about your brand.

38:24 Twitter to provide customer service

Customer service, we've all been there even, I've been there (even though I'm usually on the other side of it, I'm usually the person that answers all of these questions and deals with all the customer service element) it's a great a great tool for customer service. A lot of people will assume that you're on Twitter and that's a way to contact you for a really fast response.

38:50 LinkedIn

LinkedIn the number one B2B channel. It now has 4.2m active job listings, it is a huge recruitment side. 48% of the content is thought pieces or industry insight. It is most used to showcase the industry. There are lots of different conversations happening about what is best practice - should it be long form? should it be short form? what can I talk about? I don't really know my business that well. I would say that the best thing for LinkedIn is employee advocates and research in your own industry. So if you are struggling for content on LinkedIn and you're thinking what am I going to write about, I don't want to seem preachy, just look at what other people are doing within your industry and follow suit and start to join in conversations.

LinkedIn again is very community-led and it encourages you to comment on pieces on people's content and encourages you to share content and save content. It can be a really great tool and we spoke about it earlier, but that employee advocate side of it is a huge way to get your business noticed. It might not be the best place for you if you are a restaurant or a fishmonger or you are a small business, but if you are an industry leader or for example like Seafish then LinkedIn is a great place for you to talk about things that that you're doing, actions that you are taking, tapping into industry news, relevant news and creating that content. It allows people to see you as an industry leader.

40:57 - Community

So I've mentioned community quite a lot. It is a bit of a social media term of how we speak about audiences and how we speak about followers or fans - we call them communities. Social media communities are essentially online properties in which members relate common experiences and interests. What we spoke about earlier about people coming together, people creating a community around a brand, is essentially what every single social media platform is there for: to build community, to build funds, to build following. We're going to look at three different types - so there are three main purposes contributing to the sprawl of social media.

41:48 – Communities of Interest

There are communities of interest which we've spoken about, so subjects that people find interesting, topics are created and maintained and populated by everyday people. They're commonly visited, they've got high dwell time when we say dwell time we mean that people are staying on that group for a long time. So it's important to them, they're finding what they need, they're exploring a group or a community or a space similar to a website. Reddit is probably the most common community of interest space. It's not technically a social media site, but people will go on reddit and they'll stay for hours. And that's one of the great things about Tick Tock. When it was created they found is that people wanted to stay there for hours, so one of their most powerful attributes is they've got really high dwell time.

42:57 – Communities of Task

So this focuses on peer-to-peer reviews, quick fixed points of action or research, people who seek to fulfil a specific goal. For example in the image here I've put cycling, so that's a real community of tasks - women's cycling, cycling advice, how to fix bikes and so kind of really like functional practical communities.

48:28 - Communities of vocations

so this one might be interesting for the seafood community. It's more of a professional focus or a place where people are seeking to share advice and share knowledge. They tend to offer very clear boundaries of communication and it's a little bit more formal.

43:57 – Why are they important?

So why are communities important. We've discussed this a little bit already but algorithms. So they are high-ranking. Facebook and Instagram really want you to create community around your product. There is a huge mistrust within social media platforms within digital platforms and that has been ongoing for the past about six years, but it's getting a little bit stronger now. It's the new word of mouth, so community groups or communities are highly valued by their brands because they're the people that sell their product, they're the people that tell their friends about the product. It's essentially a kind of notice board. It's become the new community hub or the new local notice board, the new trip advisor. People will often take to social media first to say if something's great or say if something is bad

45:02 - How do I manage my community?

Community management is a really involved task if you have a big resource team. For example in my role, I will work with different brands and create space within my day to talk to different members of their community. I will answer comments, I will invite people to like the page, I will like comment react to comments but I'll also identify different ways in which I can create outreach opportunities. If it's region based for example I can pick a brand and pick a competitor and then look through their

competitor audience and follow their journey around social, start liking their content - that's kind of community management from my professional end.

Community management if you are a small business or you're an in-house brand managing that that team you are essentially just talking to your customers. You're just creating authentic connection, you're creating moments with people who are taking the time to comment and like on your content. It's the real social element of social media. You're taking the time to acknowledge people, to say hi to create conversation, to direct them to the website. It's the non-sales side of customer service I guess it's a really simple way to put it. So for how we manage it so again it's four parts: customer service, creating meaningful conversation, and creating opportunities to bring the brand to life or opportunities to direct off the website or to find more information, and it's an opportunity to bring the kind of brand and community together.

47:06 – Skyscanner #winning

We're going to look at a couple of examples now. I'm not sure if anybody saw this happen a couple of years ago but this is a great example of um community management. Skyscanner, there was a fault on their website and that meant that someone was going to have a 47 year layover in Sydney or Bangkok and they were just like what's happening, how can I have this? Skyscanner responded, they gave them some really great information about what they could do when they were stranded for 47 years. They really took it with a pinch of humour and then the community started coming in behind it saying this is a great response, they love it thank you very much. So instead of going hard-hitting 'we're so sorry, this will never happen again, this is what happened' it was very much like we can fix this for you, but in the meantime this is what you can do. It also gave a great opportunity for Skyscanner to show that they know their destinations. They're not just a place where you can buy a flight, they're a place where you can find out information about destinations so it's a good lesson in some destination marketing.

48:32 Weetabix #winning

I'm sure everybody saw this month, so Weetabix put Heinz beans on their Weetabix and the internet went mad. This is a great example of brand community management, because alongside talking to our audiences as a brand you monitor your competitors. Every single brand that you see here will have a tracker on every single competitor within this chat and they're tapping into their audiences by being part of this conversation. Lidl are jumping, Domino's pizza are probably tracking little and they know that if they comment on this Lidl's audience is going to see those comments, so it's great brand awareness for each one of these.

49:21 Nestle #fail

This is how not to react to some comments. A year or two ago nestle went through a lot of issues with sustainability and ethical ways of working. Some people were making not so great comments and instead of ignoring them or instead of directing them to a space on the website that would have a statement, the Nestle team decided to take on all of these comments and it just got a little bit out of hand. The best practice here is to try and defuse a situation, because all of this is public and it will never go away. Diffuse the situation take it offline if you can. The same that you would do with a customer in store - try to calm it down, try to listen to what they're trying to say but not be patronizing or and have a very hard line. So yeah, this kind of just turned a little bit nasty where Nestle started to get a little bit personal and we're just very rude.

50:38 negativity

Responding to negative reviews, again this is not how you would respond. Someone arrived and the manager was late, they weren't given the right room, you know it was just bad experience after bad experience. Instead of apologizing or thanking the customer or highlighting the kind of actions that you're going to take to improve this experience this business decided to just say what do you expect, you pay little you get cheap, they're a budget hotel. And they were quite rude.

Another example of some negativity and it was actually brought to my attention by Andy from Seafish is that there's been a lot of fishing or troll accounts across the sea fish community or across the food and drink community in particular. People that are setting up home deliveries, creating fake accounts and also using those accounts to spread negativity and creating fake reviews. If that does happen obviously report those accounts and make sure that you're taking those right processes per platform. Yeah the best thing to do there is to just get them deleted.

52:08 Content

The value of social media content and telling brand stories, educating, inspiring, creating meaningful connections and driving actions. So the stories that we share you know they're helping to build connection, they're helping to tell people who we are. Social is very much about being social - it's not about just putting piece of content up that's just an ad, you really want to create a story, you want to create meaningful connections and you want to be impactful, you want to add value where you can. All of this can really come from your overall KPIs and what you're there to do and what your business needs.

53:06 What Willy Cooks

A couple of examples, so I don't know if anybody follows this account but 'what willie cooks' is a really great food account from the creators of mob kitchen and huge on Instagram. They create content regularly but the opportunity here is using video content to educate and inspire audiences. They create content that is all based around food, it's based around dishes that you think that you can't make at home and there are some great dishes here about seafood. He does a little bit of myth busting and with a little bit of humour. That's a great way to show that we all know that people are maybe a little bit afraid of cooking seafood, or they don't know how to store it, or there's a little bit of hesitation there. They've identified that and decided right well whenever we cook seafood we're going to educate, we're going to talk about how you store seafood, how you cut seafood how you cook it, where's the best place to buy it from and what flavours go with what seafood.

54:13 Innocent Drinks #boostyourday

Innocent drinks, opportunity here was to highlight and educate on benefits of products. Again this could be useful within um the seafood community - are we talking about different kinds of proteins or are we talking 'it's cheaper than x y and z', or it's got a delicate taste or different kind of benefits that aren't necessarily physical but just benefits to someone's life.

54:40 - How do we identify opportunities?

How do we identify opportunities, so I popped this slide in here to encourage people to tell me about their business and I can help you identify opportunities. I'm happy to do this at the end or we can do it now?

Greg: Greg here, we will we'll crack through this and then we will come to questions at the end. I'm conscious we're quite close to four o'clock now, if anyone has any stick them in the chat we will continue on we will record all of our answers to the questions Leah so you're not going to get away

scot-free, we will ask you as many as we can afterwards Please do crack on for an eye and then we'll come to the end

Leah: Okay cool we are almost at the end, there's just uh a note on the resources from Love Seafood and I know that the Love Seafood team will be able to tell you a little bit more about it. Within those content packs and those resource packs there are recipes, there's also assets to use alongside recipes. Potentially you might have your own recipes to share, but there are pieces of content there that are optimized for different social media platforms that you can use. I'm just going to put these all up. So these are just a couple of different places where you can get content. The Love Seafood assets is in the asset bank and any questions about this can be directed to the Love Seafood team who are always on hand to help. Even if you wanted to ask questions on the Love Seafood social channels, you'll get me so you'll know who I am so please say hi, definitely ask questions and I can connect you with the Love Seafood team.

56:48 – Native functions

We've already briefly spoken about these different tactics and I'm just conscious of time. So um native functions, what are they? We've spoken about Facebook and Instagram. Tik Tok's only one that we haven't spoken about, so duets and live and then videos. Why these are important is: they are high ranking within algorithms, they're a great way to make your content work faster work harder, get in front of more people and score points within the algorithm.

57:18 Create where you consume

Create where you consume, again we touched on this briefly. If you are an Instagram user and you only use Instagram and you're a small business, you're an entrepreneur, your business should be on Instagram. Because that's where you consume content that's where you spend your time on social and that's where you're most comfortable. Always start in a place where you're most comfortable and where you find content easy to consume. You're more likely to create content on that platform and be on that platform more because you're already comfortable with that space.

57:54 – Social media surgery

That's it. So time for questions you can ask me anything - if there's things I didn't mention or questions that you had about things that I have talked through, or if there are opportunities like we spoke about earlier, if you wanted to tell me about your business and I can help identify opportunities if you're struggling with content.

Greg: Leah thank you so much and that was a fantastic session. For everyone's information we're going to hang around. I'm conscious it's almost four o'clock if you have to leave us that's okay.

Leah: Sorry

Greg: No Leah, don't be daft, it's great to have all the information and the insight from you. We are recording this so we'll make it available to everybody afterwards. We've captured a lot of the questions already we'll take as many of those now as possible and then provide that recording to everybody. So from me to you Leah, the Weetabix piece I think was a winner I loved I hadn't seen that on Instagram it's fantastic. A great representation of their brand as well which was lovely. Tips for off camera as well as on camera was good. It can be intimidating sitting there with the lens facing you, so it's nice to hear tips and techniques from you about how you can do that without having it right in your face. 18 seconds or die on Twitter was what I wrote. 18 seconds or you're irrelevant, so you really do need to keep your content fresh there don't you. And my claim to fame is that I know

Jen at Skyscanner, I used to work with her before she started at Skyscanner and she really did break the internet that day it was incredible.

Leah: it was good yeah

Greg: So hats off to her. Thank you again. Let's go to some of the questions that we've gathered. So the first one is from somebody who works in graphic design, but they also run social media too. They post a lot on Facebook and Instagram and but don't post a lot on LinkedIn. They'd like to do a bit more on LinkedIn but they're not sure how to use the platform as it feels a lot more professional do you have any tips for LinkedIn as they kind of view a little bit differently from other social media

59:53 Tips for LinkedIn

Leah: Yeah, my big tip on LinkedIn is it's not about the graphic, so if you are a graphic designer LinkedIn is not about the asset. It's not about a highly stylized piece of content. LinkedIn is all about the words and about the message, so it's really copy content heavy. I would say the biggest tip is LinkedIn reach and engagement is always slow to start, but again the more you create on that platform the further your content will go, so start off small. Start off with repurposing things that you already have on other social media platforms that you think are relevant for a professional audience. Repurpose content that you've got on your website that you think could be distilled down into some nice bullet points into a LinkedIn post. And I would say don't overthink it. It's not really graphic-led – I mean you'll see a lot of like LinkedIn gurus creating a lot of fun graphics, but it's not graphic lead it's all about the copy, it's all about the words that you're saying. So yeah, a great place to start is repurpose your social content that you think is fit for a professional audience, or if you're a consumer facing brand and you're B2C, put a little spin on that kind of B2C element to hit the B2B market. If you, for example, are a clothing shop and you sell baby clothes – use some stats, use some sale figures, use some industry figures around the increase in pregnancies in the pandemic and go that way. Increases in mass production increases in different products.

Greg: Brilliant Leah, thank you very much. Okay we've got another good one here. So this is from somebody who says 'my company is not large on Facebook'. So they're not massive on Facebook and most of the connections have some connection financially with the company. They're B2B and not branded, most of their interaction they see when they post things targeted to their employees. So they want to push forward and use the platform as a marketing asset, but we see our employees really want it used for recognition/morale. So how do you balance that platform usage in terms of internal versus external content? It's a great question and that's Facebook aligned.

01:02:22 Balancing internal / external content on Facebook

Leah: That is a great question. Okay so my advice here would be to, if you're getting good engagement from your employees and they really want to use that space, then I am leaning towards giving that space to them and using it as a workplace group. I'm just thinking with like my algorithm hat on - the more engagement you get the more people who are going to see your profile. So if your employees are really engaged and they want to share that content. They're proud of, you know, people are winning awards or someone's getting promoted and they're proud to share that then that's a great thing. That's a great advocacy for your brand if your employees are willing to talk about the place that they work and share and allow your brand to share their personal space, so you're taking up space within their personal feed. I think that's a really lovely thing and I think it's about harnessing that more than trying to fit in sales messaging in and around it. Potentially look at a different platform to create sales messaging or create B2C messaging, but I would say that that is that's a really rare thing that you've got, because people's feeds are personal and if they really want to talk about the business then I would allow them to do that and I would encourage them to do

that because the more they talk about it the more their connections will see it and the more people it will reach.

Greg: Fab thank you Leah. Here's one here's a conundrum for you and this is where the algorithms maybe don't get it right. Incredibly relevant to all of us in this industry, so these guys have had products rejected by Facebook and Instagram as they don't approve of selling live products, even though fresh fish is actually not live in many, many cases. Any advice on getting around this? They've appealed it multiple times but the social media platform approach is quite inconsistent on products and responses.

01:04:37 – Selling live products on Facebook and Instagram

Leah: It is.

Greg: Are there people behind the keyboards?

Leah: No, so when it comes to post approval, image approval - it's all automated there's no wiggle room. My advice would be to, if you're on Instagram, one way around this could be to create carousels so that your first and last image don't feature your 'live' produce. Because they'll rank the first and last image first. So if you're graphic lead for example, or your first image on Instagram is your shop front, or your business front, or it's something to do with people and faces - they'll rank that first. You can have like an open and closed story almost within an Instagram carousel and then have your produce throughout that.

Another way to get around this potentially is to create wording across your imagery. Facebook has now changed its stance on the 20% text rule. So before it was the bane of all marketers that you couldn't have more than 20 text on a Facebook image if you were putting money behind it, or if you if you were a business page and you wanted to reach like a huge amount of people. I'd look to putting text behind or a text in front of the image and then yeah and just seeing where you get to. It is all automated, there are no people behind it, but you can connect with a Facebook agent and explain who you are what you do, potentially they might ask you to provide identification and business identification and so then that will be marked as a record on your account every time you post something. But yeah, is it is it like fit is it like the fish faces and like seafood is that what they think it is? I'm not sure who asked the question but yeah that would be my advice. And if you're consistently trying to post something and it's not working but you're still doing it, Facebook will also mark you down on your content when it does go through. So if you're constantly pushing something that Facebook is telling you isn't right, when your content does get through it'll be like blacklisted so it's like cracking a terrible code.

Michelle (person asking question): So hi thank you, I'm Michelle it was me that asked that awful question. I'm so sorry Leah. It's specifically about, anyone that's selling fresh fish online - the posts are fine they're fine with pictures of fresh fish, it's actually when you try and link them in the shop function - in Instagram is even worse, but on Facebook say it's I don't know, cod fillets or john dory or something, it'll just come back and basically says it's not allowing it. We know that it's fresh fish for sale, it's not fishing tanks, you know so they don't allow live products - like cats, dogs all those sorts of things, so simplistically the algorithm is saying that fresh fish is the same. It will allow some products not everything, it is so inconsistent. I'm not expecting an answer now but I think it's probably one for Seafish to perhaps try and flag

Leah: it won't just be you

Michelle: Yeah I didn't mean to put you in the corner.

Leah: No no, it's incredibly frustrating. I've been in a situation when I worked with a pharmacy client and every single thing we posted was just drugs, so it was like a big no. No matter what we did we couldn't have a shop function. But what might be good Michelle, if it's okay with you, is potentially getting my details from Love Seafood team and connect with me personally and then we could maybe share some screenshots, because I'd definitely like to help you with that or at least figure out how we could help.

Michelle: yeah, that would be great. I think it could be a good case study for other operators as well, because yeah absolutely they're all going to have this challenge and if someone can fix it then I don't mind who it is, so thank you very much Leah and sorry for painting you into a corner.

Leah: No, no - that's absolutely fine. There's a lot of pressure now I like pressure but

Greg: Great question Michelle, thank you both. That stuff is invaluable and you're right it will support other businesses too so we will take that on your behalf for others too and find out through Leah how we can try and get around that one.

I'd say what we'll do we'll take one more question. We've got another probably five or six here, so we will answer those we'll do that offline with support from Leah and we will post that make it available for everybody alongside the recording. The last one for you Leah is another seafood related. Somebody here carries out social media content creation and marketing for several fish and chip restaurants across Northern Ireland. In relation to building community and engaging with customers on social media, they're curious for your opinion on practical ways they could boost their social community involvement - in addition to efficient replying and regular content posting ,so it's kind of doing it all isn't it. Boost the community involvement engagement, efficient replies responses, community management and efficient content building.

1:10:33 – Practical ways to boost social community engagement with fish and chips

Leah: I feel like we need a whole other presentation. So fish and chip community. One of my favourite Facebook groups is, and you're all probably members of it but, fish and chip UK. I love it, every Friday hundreds of people share just fish and chips and it's been so nice during lockdown. People are making fish and chips at home, it's been great we've amplified some of it on Love Seafood channels as well and we're quite active within that group. Creating community engagement okay, first place to start is always your insights, always research. It's always going through what has worked in the past and what hasn't worked in the past. That also includes what's worked for you as a business, so if you've seen uptake in footfall or sales or growth from certain pieces of content, I would start by identifying those first and foremost. That will help you to inform your content production, or will help you inform what people want to see and then you can build community around that.

So for example fish and chips, you know, controversy is always good with fish and chips sadly. You know I'm from Dublin but lived in Edinburgh for a very long time, chippy sauce is a big thing. Is it salt and sauce, is it curry sauce is it mushy peas, is it salt and vinegar. How people eat their fish and chips and you've 100% talked about this as a team or you'll already know this, but how people consume it will definitely be the number one thing that they'll talk about. And how people enjoy it and who they enjoy it with, so potentially there's something around community building around who you enjoy your fish and chips with. Is it a special moment? For me whenever I have a chippy, it's always about Friday nights. Mum never cooked we always got a chippy and I come from like a really small seaside town just inside Dublin, so it's potentially more about that emotive side of fish and chips. We refer to it as the nation's favourite because it is the nation's favourite. So tapping into why it is the

nation's favourite, why it's your audience's favourite - rather than just posting opening times or menus or things like that.

I guess it's also if you're running multiple fish and chip shops social, tapping into those local communities, so really using localized groups and local hashtags and amplifying other things that are happening within that community through your social media platforms, through your comments and through your community management really being a key part of that social community. I mentioned earlier you know that I've just moved to Glasgow and the first thing I did was join a Dennistoun Facebook group. Make sure you're in those Facebook groups, make sure you're present and people can see you. You don't have to be in those groups tracking things every single day, but you know you're just checking them you're making sure that people know that you're there. If people are posting about fish and chips or even just fish or and people posting – you know there was a huge trend on Tick Tock about people making recipes out of potatoes, you know be part of that conversation because chips come from potatoes. Yeah utilizing those localized groups, and building community and content around the emotive side of fish and chips. That's more conversation, definitely I think get my details from Love Seafood and I can talk to you more about exactly what you are doing now and what you need to be doing or what you would like to be doing

Greg: brilliant Leah thank you so much so on behalf of Seafish and Love Seafood thanks again everybody and thank you Leah