

CareerWise | 2022

Social Media Strategy Guide + Toolkit

Social Media Best Practice

1. Know Your Audience

First things first - you need to determine who it is you are trying to reach on social media. Gen Z? Parents? HR professionals? The more you know about your potential audience demographics – and your current audience demographics – the better.



2. Determine Which Platforms to use

It's easy to think you need to have a presence on EVERY social media platform, but that's not the case. Not all platforms will be relevant to your audience and social media goals. So how do you determine what platforms you SHOULD be on? By researching the demographics of each channel. View the latest demographics and usage for each platform below:



Facebook

Demographics + Usage



Instagram

Demographics + Usage



LinkedIn

Demographics + Usage



Twitter

Demographics + Usage



Youtube

Demographics + Usage



Snapchat

Demographics + Usage



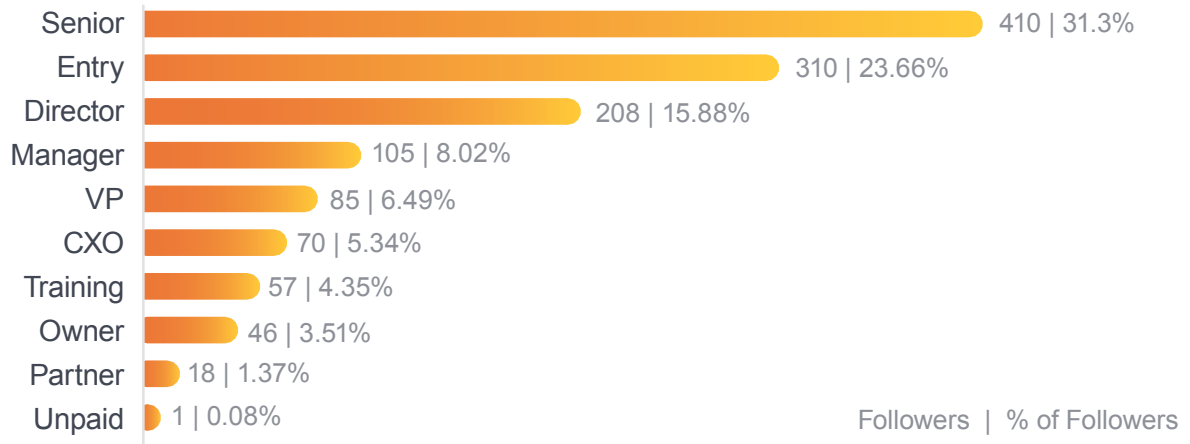
TikTok

Demographics + Usage

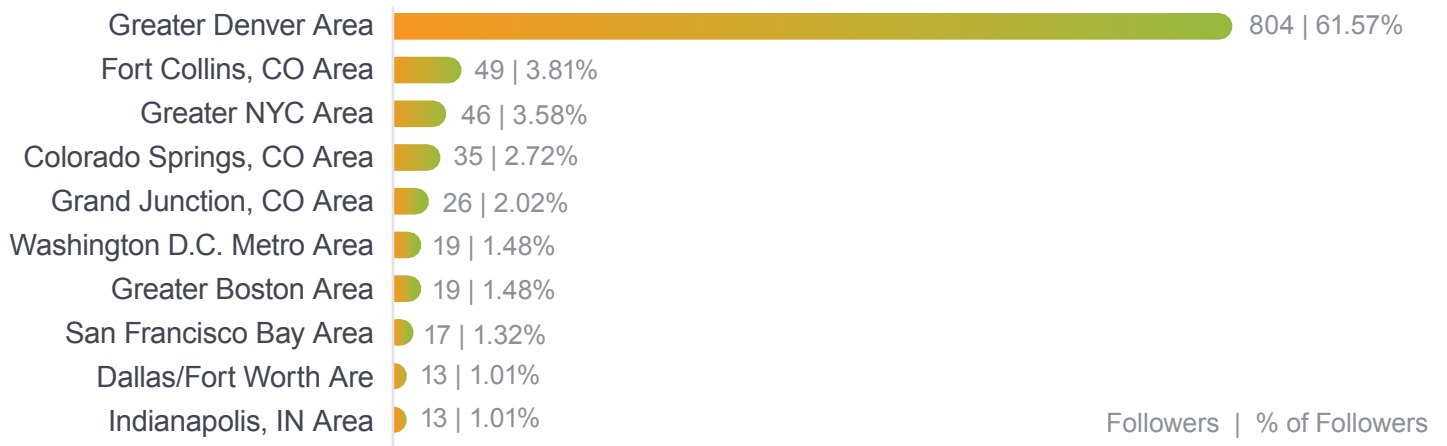
Sample Demographic Cont.

(CareerWise Colorado's LinkedIn)

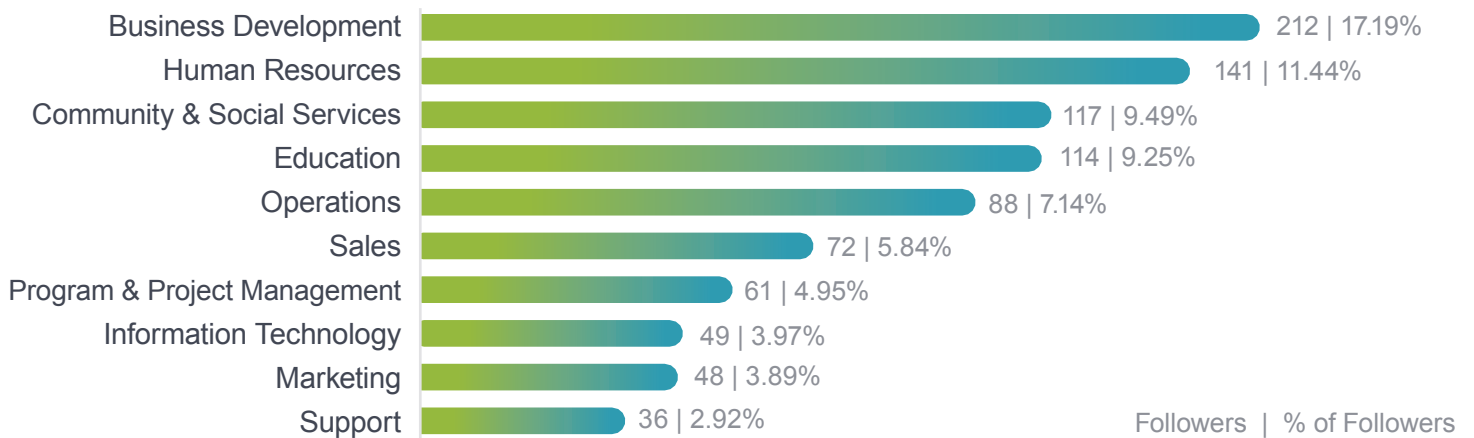
Top Seniorities



Top Locations



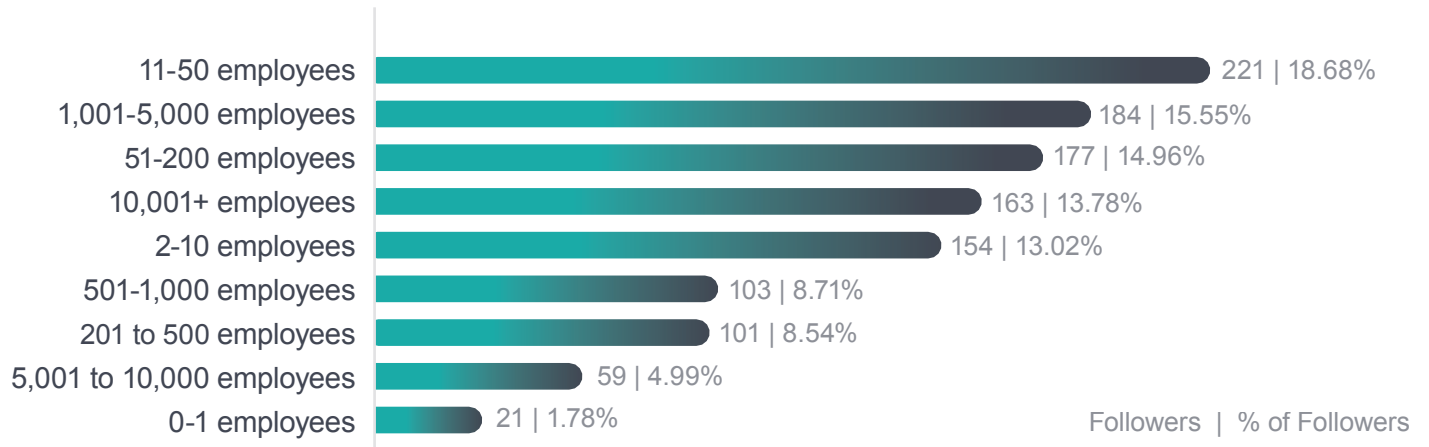
Top Job Functions



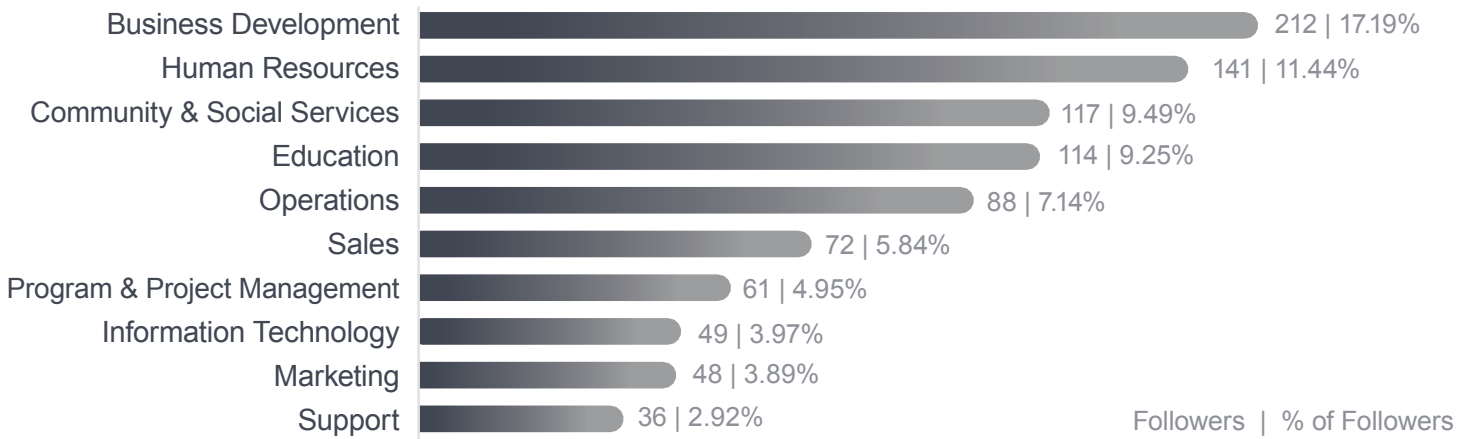
Sample Demographic Cont.

(CareerWise Colorado's LinkedIn)

Top Company Size



Top Industries



3. Make a Plan + Set Goals

Before you start posting, determine what you want to achieve with the content you will be sharing in relation to your strategic goals. Is your goal to:

- *Help potential audience(s) find you?*
- *Convince potential audience(s) to become partners?*
- *Establish a thought-leadership position?*
- *Keep your audience(s) engaged + demonstrate value?*

And how do these goals align with your social goals?

If your objective is to **help potential audience(s) find you** then your social content should **focus on brand awareness**.

If you're aiming to **convince potential audience(s) to become partners**, your social content should **focus on conversions**.

If your goal is to **establish a thought-leadership position**, your social content should **focus on engagement**.

If your business objective is to keep your **audience engaged and demonstrate value**, then you should **focus on [consumer sentiment](#)**.



4. Track Your Metrics + Adjust Accordingly

Now that you know what your goals are, what platforms you are going to leverage and who your audience is, it is time to determine what [key metrics](#) matter and are meaningful based on your organization's goals.

If your social media goal is general brand awareness, you need to track **reach, impressions** and **follower growth**.

If you're aiming to increase overall engagement, you need to track **comments, likes, @mentions, shares, saves**, etc.

If your goal is audience conversions, you need to track **website clicks, email sign-ups, etc.**

If your social media goal is to assess **audience voice**, you need to track **testimonials, social media sentiment, average response time (for social customer service)**, etc.

Social Media Content Ideas

Brainstorming and delivering new social media content ideas daily can be challenging. To help ease that creative burnout, we've compiled a list of 20 content ideas to not only keep your platforms fresh and engaging for your followers, but attract new audiences.

- *Spotlight an employer, education partner or apprentice*
- *Host an AMA (i.e. #AskUsAnything)*
- *Run a social media takeover*
- *Share industry news or other curated content*
- *Go live with partners or other stakeholders for a Q&A*
- *Share press coverage*
- *Share thought leadership content (blogs, white papers, etc.)*
- *#AskCareerWise_____*
- *Ask your audience*
- *Create a daily, weekly or monthly series*
- *Repurpose your own content*
- *Celebrate national holidays (i.e. International Women's Day, Black History Month, etc.)*
- *Go behind the scenes at an event*
- *Share a milestone*
- *Tap into a trending topic*
- *Share industry wisdom*
- *Showcase user-generated content or influencer content*
- *Introduce your team members*
- *Tease an upcoming announcement*
- *Share employee or student testimonials (i.e. "reviews")*

LEVERAGE YOUR EXISTING AUDIENCE – Your existing audience(s) have already bought into the service you are selling—so use them! Identify potential brand influencers or ambassadors you can leverage to help build your brand and endorse your service.

DON'T FORGET TO USE HASHTAGS! – Incorporate relevant, specific and short hashtags into your content's copy to increase engagement with followers, build brand awareness, add context to posts and help your target audience find you. Note: More isn't always better, so be intentional.

RESPOND TO ALL COMMENTS AND @MENTIONS - AND BE TIMELY! – You don't want to simply broadcast messages to your audience; you want to encourage a dialogue and create two-way conversation.

Suggested Hashtags: #careerwise
#careerwise[insertyourcommunity]
#youthapprenticeship
#apprenticeship
#registeredapprenticeship
#tomorrowstalent #nextgentalent
#workforcedevelopment
#talentrecruitment
#earnwhileyoulearn

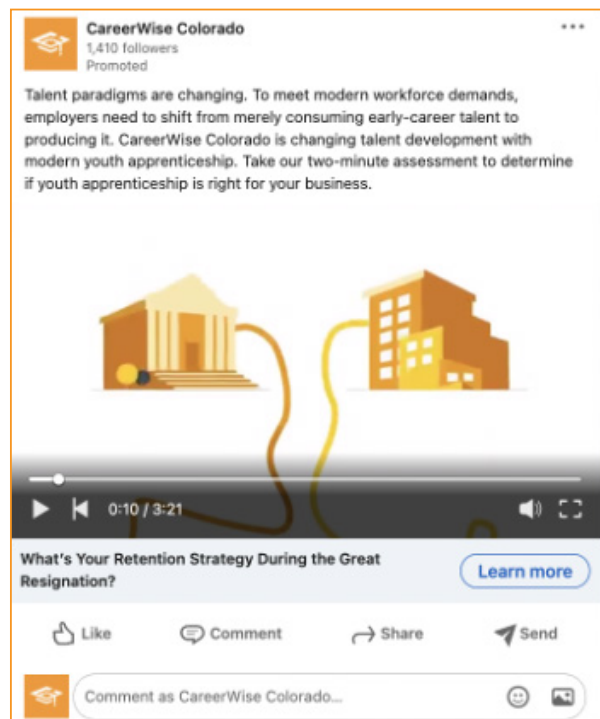
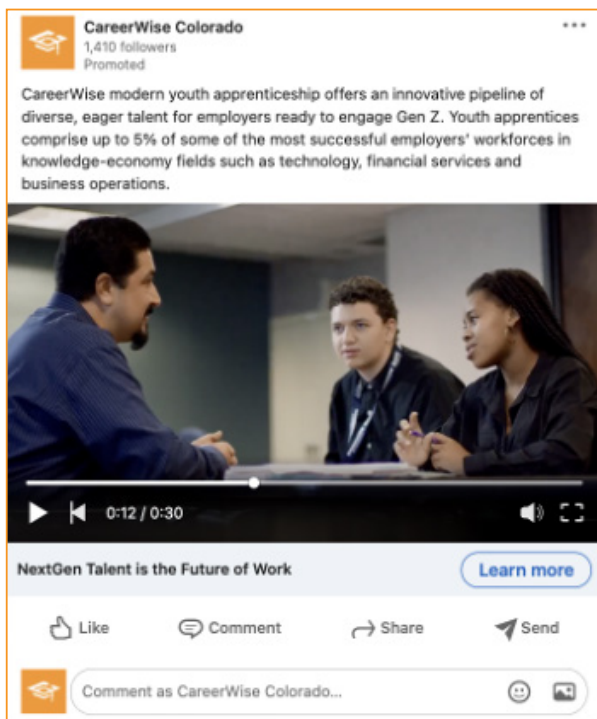
Pro Tips

Follow the social media 'Rule of Thirds'

1. $\frac{1}{3}$ share posts to promote your organization, covert views, and generate leads and ROI
2. $\frac{1}{3}$ share posts of ideas from thought leader in your industry (or like-minded organizations)
3. $\frac{1}{3}$ share posts of personal stories to build your brand voice

Incorporate paid content into your strategy | Organic social media content is important for establishing brand voice and is the foundation of any strategy. However, only a small percentage of your audience will see organic content, because all platforms are saturated with users. The reality is that the social media world is pay-to-play and any social strategy should include both organic and paid content.

Sample CWC LinkedIn Ads

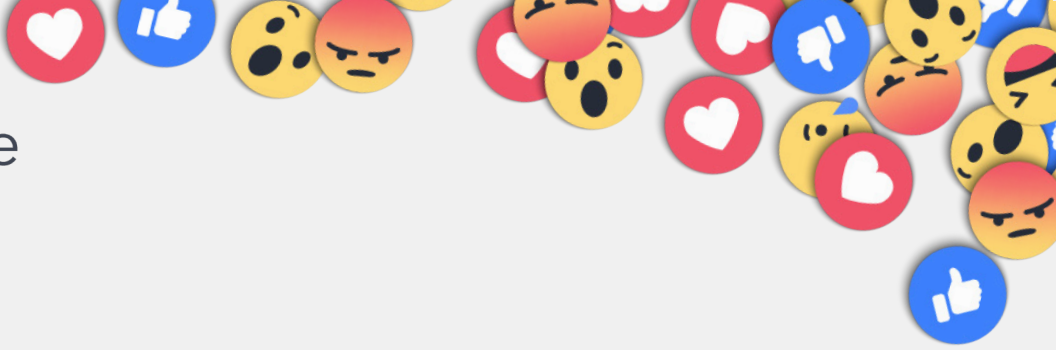


Tools and Resources

- [Hootsuite's Social Media Strategy Template](#)
- [Social Media Content Calendar template](#)
- [CareerWise Youth Apprentice Social Media Ambassador Sign-Up Form template](#)
- [Social Media Takeover Guidebook + Agreement Form template](#)
- [Sample Social Media Posts to Get You Started](#)
- [Link to CW photo library and affiliate video assets](#)



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