

fibi & clo
NEW YORK

Social Media HANDBOOK

fibi & clo Social Media Policy and Guidebook

Social media is quickly taking over the marketing world. Any business that does not have a social media strategy and presence is a business set up to fail. fibi & clo will help train you to master social media, but keep in mind that social media is only one part of your business. Be sure to always get out the door to meet people and make connections.

This guide highlights the steps you need to create a social media strategy for your business.

"Social media" is a way for people to communicate and interact online. While it has been around since the dawn of the World Wide Web, in the last 10 years or so we've seen a surge in both the number and popularity of social media sites. It's called social media because users engage with (and around) it in a social context, which can include conversations, commentary, and other user-generated annotations and engagement interactions.

Publishing content has become exponentially simpler over the last several years, which has helped skyrocket the use of social media. Non-technical web users are now able to easily create content on a rapidly growing number of platforms, including those that are owned (hosted communities, blogs, etc.), rented (social networks or third-party communities), and occupied (commenting, contributing, etc.). Today's web has shifted from a "one-to-many" to a "many-to-many" method of engagement, and we're loving it!

Nearly one-third of the global population are active social media users. Social media presents businesses with the opportunity to earn customer trust, showcase expertise, and meet potential customers. But businesses that lack a clear social media strategy struggle to get the customer engagement levels, insight and sales they're looking for.

fibi & clo as a company has a robust and thorough social media strategy, and we would like you to help augment those efforts. By creating your own social media presence, your business will benefit.

Create SMART social media goals

All business planning should start with defining clear goals, and social media is no exception. One of the biggest reasons why social media strategies fail is because goals aren't aligned with core business values. For long term success on social media, choose goals based on followers, engagement, leads and sales.

Followers = How many followers do you have?

Engagement = How many likes or comments do your posts receive?

Leads = How many people contact you after seeing your site to request more info about the opportunity?

Sales = How many sales per month do you get because of your social media activity?

Start by writing down at least three social media goals that relate to or support your business objectives. SMART goals are specific, measurable, attainable, relevant and time-based.

As Woody Allen adroitly observed, "Seventy percent of success in life is showing up." With that in mind a good goal for everyone starting with social media would be:

Goal: To post three times a week and increase my following by 100 people and receive 5 new leads from my activity within one month of starting my efforts.

Notice how we did not specify a sales amount. If you are increasing your social media following and getting people interested, then the sales will follow.

Now write down your goal: _____

Conduct an inventory of your social media presence:

If you already have a presence on social media, do an inventory of those sites. Take note of the number of followers, quality and quantity of activity or engagement, and whether all links work

Social Media Site URL, Current Follower #, Quality Engagement Y/N

- 1.
- 2.

Develop your content strategy

Now that you've solidified your goals, it's time to determine what content will help you achieve them.

fibi & clo will provide you with pictures, posts and ideas to keep your content calendar full. If you would like to create your own content, create a theme for all your content, but be sure your content follows fibi & clo's brand guidelines. If they do not, our social media team will ask you to take them down without explanation (as they are very busy and you'll have to trust they know what harms the brand and what does not).

For example, if you want to focus on your customers, your content will show the shoes in aspirational locales. Your theme could be "glam beach," or "outfits for the shore." Be sure to take pictures of you and your sandals in cool places around town, or when you go on vacation. Also encourage your customers to send you pictures of them in their sandals, so that you can put them on your social channels as well. Always be sure to edit your posts so that you post only the best.

If you want to focus on the business opportunity, use pictures of sandal parties and share success stories of your team.

If you want to do both, make sure you alternate back and forth to give a variety to your viewership. Do not alienate any one group. Make all posts inclusive.

Highlight customers: Highlight customers using your product, content they've created, or even their stories. It will appeal to their natural desire to be acknowledged and included. This also helps them feel like they've added value back to their community and instills a sense of ownership.

Behind the scenes: Give your audience a look behind the curtain by showcasing behind-the-scenes pictures. This increases the feeling of getting special limited content, and thereby, their affinity for your brand.

Community relations: If your business is involved in community or charity activities, share that with your audience. You may feel like this comes off as bragging, but it can be done in a humble and selfless manner. Your customers follow you because they've invested in you and in what you're doing, and your efforts outside the office are an extension of that relationship. You might even get them involved!

Know your audience: Know everything you can about your audience, and give them what they want to see. Humor works particularly well on video, for example, and beautiful imagery of any kind tends to work incredibly well on Pinterest. You might even try to get to know people by spending time on the platform in your personal profiles. You can use that to get to know what works there and how people share and communicate.

In the sections below, you will see strategies for content for different types of social channels. Content strategies will be different depending on the social channel(s) you choose to specialize in. Please note, you do not need all of these. Pick the channels you are comfortable with and make sure you can devote a couple hours a week to each social channel. It's ok if you only pick one. It's better to do one well, than several poorly.

Tips and tricks for all social channels:

Add value to the conversation by sharing content that will make your customers' lives easier. Ideas can be outfit of the day, cool places around town where they can wear their sandals, and date night ideas.

Facebook

We recommend either using your personal page or creating a separate business page for your business. When labeling your business page be sure to follow this format:

[YOUR NAME Independent Agent for fibi & clo]

Be sure to fill out your profile with your information and your “Why.”

Start posting. Here are some example of posts. Best practices are to post three times a week.

Example posts:



What not to do:

This post is not within the fibi & clo style guides and marketing policies.



Being a fashion brand, we do have periodic sales, but we need to be sophisticated with how we present ourselves. As a general rule, never put text on photos. Only write in the caption. It took years to build our brand, months to design a single sandal, and it can all be destroyed in a second with a bad post. Always refer to our brand guidelines and policies and procedures concerning marketing and when creating posts.

Facebook Live: This is our favorite Facebook tool and we use it all the time. Use Facebook live to kick off your visual party and to show a customer's testimonial. Facebook live videos get more views than posts, and they are a lot of fun to do. Just remember that it is LIVE. Have an idea of what the show will be about, and do a dry run rehearsal first. Also, make sure everybody agrees to be filmed in advance. Don't turn the phone quickly. Make sure all turns are slow and smooth. For best results, invest in a phone tripod.

Facebook Messenger is a new way to combine email, instant messenger and Facebook messages. As new stand-alone group message services popped up throughout 2010 and 2011, Facebook clearly saw an opportunity and acquired one of the more popular group-messaging apps known as Beluga. They have since re-branded this app as Facebook Messenger. On iOS, Blackberry, and Android devices, this is a stand-alone app, but it also integrates across the Facebook app and web experiences. You can use this service to reach out to your past and future customers. Just be sure to not always connect with them about sales. Share interesting content that adds value to their lives.

Events: Events allow users to organize around a point in time. Security here is fairly customizable, allowing for public, private, and somewhere-in-between events. A key feature here is the baked-in ability to export your Facebook events to other calendars, no doubt increasing usage and reliance on this feature that blends users' personal and professional lives. You will want to encourage your online hostesses to set up a Facebook event so that they can invite friends and keep track of comments and questions.

Don't spam: This is a big NO through all of marketing. Always be tactful, classy, and do not spam. This includes sending mass-event invites and messages and invitations to like your brand pages from your personal account. It's not impossible to spam as a business page either, but Facebook's functionality prevents most of it.

Posting: While many social media tools allow you to post from them to Facebook, you'll have the best results by posting directly to Facebook from Facebook itself. Facebook's algorithm biases toward post that originate from its own interface. Responses and comment moderation, however, can be done via social management software without issues.

Scheduling: Thankfully, Facebook does allow scheduling of posts directly in their interface. Scheduled posts will appear only to the moderators in the "Activity Log." Keep in mind, though, that engagement is a primary goal, and you'll want to be around for the responses to your scheduled posts.

Instagram

Now owned by Facebook, Instagram is for creating and sharing photos and short videos. With over 150 million monthly active users, the network boasts of an incredibly active and vibrant user base that posts over 55 million images per day. Users can subscribe to pages curated by their friends and brands they like. Through the "Explore" function, users can also view the most popular videos and pictures across the network and search using keywords and hashtags. The app has lightweight editing features allowing users to creatively alter their images before they're shared. The videos have a maximum length of 60 seconds, so creativity counts. Instagram allows users to share their videos and pictures to other networks, including Facebook, Twitter, Foursquare, Tumblr, Flickr and through emails.

The key to Instagram is to post photos your ideal client would love to see. For fibi & clo, this means lots of photos of our shoes and sandals, as well as photos of you and your customers wearing the sandals in exciting places. For an example of good posts, please go to fibi & CLO'S Instagram page (@fibiandclo). Also, see the above examples for Facebook for dos and don'ts.

You may repost any graphic from any of fibi & clo's owned digital properties. You may also post your own unique content. Just be sure to follow our graphic and brand guidelines. We always want to elevate the brand. If you post bad photos, you will be doing yourself and the brand a disservice. We also may ask you to take it down.

Keep your bio concise and easy to read. Include the link to your website in the bio so that your followers can easily navigate to your unique URL.

An example of a good bio would look like:



Instagram does not allow for live links within your posts or comments. Your bio is the only place where a link can be placed and appears clickable by your followers. So for that reason, never write out your link in your post descriptions. It is much better to write "To go to my personal webpage please click the link in my bio."

Be Visually Appealing

Be Creative! Instagram is a very visual platform. Followers love to see clean, bright and positive images. Make sure your posts are not too busy.

#hashtagsareimportant

Hashtags! Hashtags and Instagram go hand in hand. They are the key for people to find you, like your photos, and ultimately follow you. Instagram allows up to 30 hashtags for every post, but we do not recommend that you use that many. Here is a list of great hashtags to use:

#fibiandclo

#sparklysandals

#blingbaby

#shoeparty

#neverloseyoursparkle

Get Followers Engaged!

Call to action posts. Instagram is perfect for posts that ask the follower to do something. Whether it be an image asking which vacation spot they prefer, which pattern they like, or red vs. white wine, engaging images and questions, are ways to increase your likes and boost your follower count.

Like & Follow Those You Love

Like and Follow back. As an avid Instagram user, I appreciate those that take a tiny portion out of their day to like my posts and follow me. After I post to Instagram, I set aside 10-15 minutes to see who liked my post, go to their feed and double tap 1-3 of their posts. Same for those who follow me. When I see a new follower, I quickly review their page and if they are a true person and not a spambot, I click the follow button.

Consistency Is Key!

Be Consistent. This is the best Instagram tip out there. Instagram thrives on consistency and posting at least three times a week will keep your followers engaged and coming back for more. If you are someone who forgets about posting, sign up for an App like Hootsuite where you are able to schedule posts in advance and receive reminders when it is time to post them.

Pinterest

Through beautiful images and easy-to-use "pinning," this website has taken the online community by storm. Following its beta launch in 2010, Pinterest provided a way for users to simply share and create image collections for hobbies, style, businesses, and more. Whether you're a business owner connecting with your users through images or simply trying to redecorate your home in DIY-fashion, Pinterest has something for just about everyone.

Give credit: Sharing other people's content is at the heart of Pinterest, so giving proper credit is of utmost importance. Ideally, everything is pinned from its original source, even if that means digging a bit to find it.

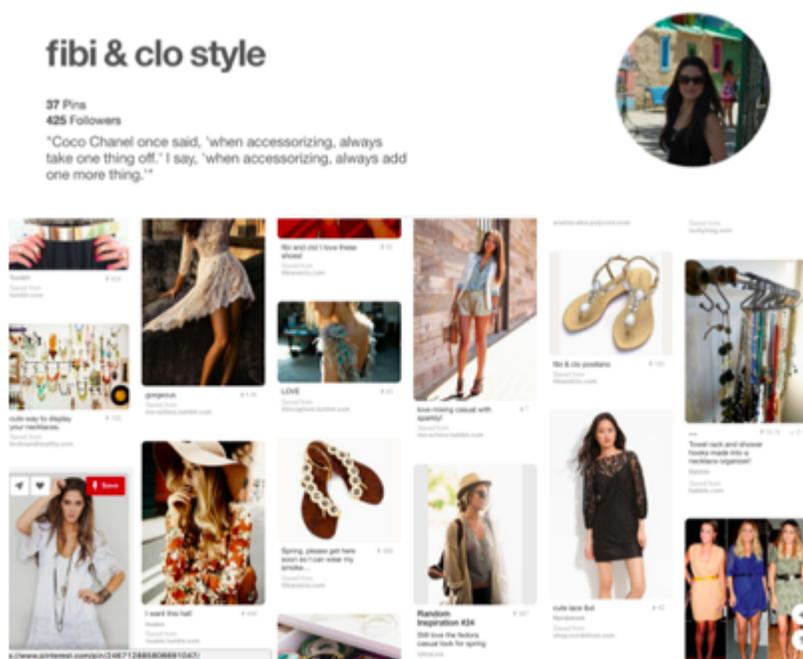
Change captions: Repinning isn't like retweeting on Twitter. You'll want to be sure to update the caption on a repinned pin to make it your own. It should represent you and your brand, and should show relevance to your community. Don't forget to use target keywords that your audience searches for so they can easily find your pins.

Don't flood: Pinning throughout the day is going to be a brand's best bet, and there are tools to help you schedule pins in advance. If you pin all of your content at once, you'll flood your followers' streams, and it could annoy them enough to unfollow your brand.

Organize: Keep your boards organized, as people will follow them for specific content. A user who subscribes to a "recipes" board doesn't want to see images of fancy cars or interesting furniture. If you want to share new types of content, create new boards.

Group boards: Group boards allow more than one user to pin to a board. You can collaborate with partner companies, your coworkers and anyone else with whom you'd like to collaborate on unique and interesting content. You'll definitely want to have a strategy and purpose behind a shared board.

Here is an example of a great board (to check out AnaLiza's boards go to @analizaalba1):



Tweak your social media strategy

With a general understanding of what resonates with your audience and supports your objectives, you can start to adjust your social media strategy accordingly. Rewrite your content strategy based on your analysis and update goals as you've met them. Tweaking your strategy should be an ongoing process. Use feedback to guide you through updates.

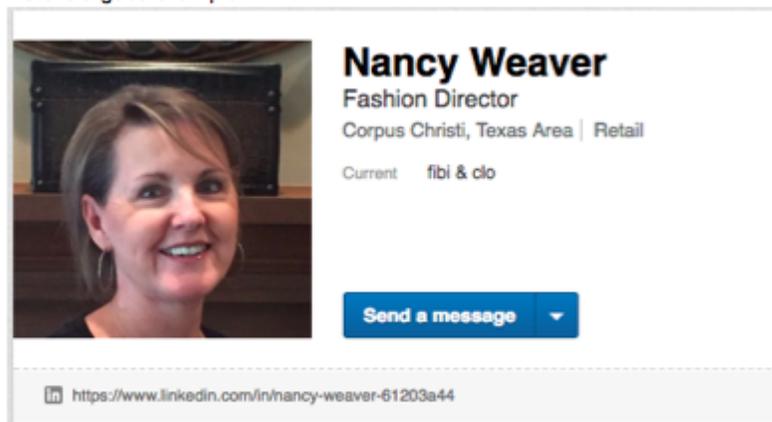
Twitter

Less and less people are using this except for comedy and politics. It's not the best venue for sandals, so we don't recommend starting an account if you're new. If you have a substantial follower base already, awesome! Corporate is just not an expert in this area so you'll have to rely on your own savviness.

LinkedIn

We recommend creating a professional LinkedIn profile. Your potential recruits will research you when deciding whether to join. Everybody Googles! Put your best foot forward and fill out your profile.

Here is a good example:



If you would like to use LinkedIn to find new customers we recommend following these steps:

Complete your personal profile thoroughly and honestly. Be sure to put in your headshot and not a picture of a sandal or our logo. Your customers, hostesses and potential recruits will want to see your smiling face. Trust us, people will research you before joining your team.

Find your connections and reach out. Every once in a while, pick someone you haven't talked to recently and send them a note— without needing anything—just to say 'hi' or share something interesting that you think they'll enjoy.

Link to your profile from your blog, Facebook and/or Twitter accounts to help people find your profile. (In fact, if the content being shared is relevant, link back to those pages from your LinkedIn profile. Keep in mind, though, that those links might draw hiring managers to those associated pages.)

Participate in Groups. Your personal authority and trust can be boosted, leading to new opportunities, leads and connections. Note that this functionality is currently only available to individuals.

As LinkedIn continues to become a place for people to share quality content, we will see more engagement around that content. Be a part of that movement: Share your own content and share high-quality content from others.

Be genuine: In every interaction you have on LinkedIn, be yourself as much as you possibly can. When connecting with someone else, avoid sending the standard "I'd like to add you to my professional network on LinkedIn." Not only is it less likely to be accepted, you may even get marked as spam, resulting in your inability to send future connection requests. Personalized interactions make the other people feel like you actually value and care about them and take interest.

SOCIAL BRAND GUIDELINES

When writing our brand name, it must always appear like "fibi & clo." Notice that it is all lowercase and we do not write out "and", we use "&."

When putting our logo on a photo to share on social media, always use the logo as it appears on our website. It must be the logo within the block scroll box.



Always specify your designation as an independent agent so that customers do not mistake you for a corporate representative.

Never put text on graphics. Use the caption area to get your point across. This elevates the brand.

Shoes must never be featured with dirt or excessive wear and tear. Any photo of the shoes must appear to be purchase ready. If the shoe is on the foot, make sure the foot is recently pedicured and the shoe does not appear to have wear and tear.

If using Facebook, and you would like to alter our photos to avoid being blocked, you may do the following.

1. You may only use these three apps for pictures:
 - a. Word swag
 - b. VSCO
 - c. Camera plus
2. You may put very thin black or white borders on the pictures.
3. No text except your name and website in the allocated area.
4. Text must be black or white depending on the background.
5. Font must be didot or gotham.

If you post content that does not meet the above guidelines you will be asked to have it removed. Please report questionable content to hello@fibiandclo.com. Guarding our brand is everybody's responsibility. If the brand suffers, we all suffer. Please carefully study our policies and procedures as well.

Recommended Reading:

Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World

file:///Users/michaelleen/Downloads/10-minute-social-media-audit.pdf

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