

# Everybody Knows About the Bird

But what's the word on social media brand building?

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# #Are You There Yet?

**Ask yourself this question:**  
*What word comes to mind when people think of you?*

This speaks to your brand and your brand promise.

The American Marketing Association defines a brand as the name, term, sign, symbol or design that identifies the products or services of a company. Beyond the name recognition and visual identity, though, strong brands conjure up strong associations of what the brand promises to deliver. The article *5 Steps to Building a Personal Brand (and Why You Need One)* from Inc.com, describes branding as a “signature image, a unique voice, and a recognizable standard” that people expect from you.

Branding is not an easy task. Think of it this way ... if 10,000 other companies are offering the services that you do, how do you differentiate yourself? How can you be memorable?

## What's your brand personality?

Below is a list of the eight most common words used to describe brands from a variety of industries. Which ones can be said about you?

- Innovative
- Professional
- Responsive
- Caring
- Reliable
- Customer focused
- Trustworthy
- Service oriented

Other honorable mentions:

- Approachable
- Committed
- Dedicated
- Dependable
- Dynamic
- Easy to work with
- Efficient
- Friendly
- High quality
- Honest
- Positive
- Practical
- Resourceful
- Respected
- Welcoming

To quote Maya Angelou:

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Using social media to associate your company with a good feeling is important. Moreover the impression that is created when your posts are viewed can be a key to a successful social media campaign.

This e-book offers tips and advice for building your brand on Facebook, LinkedIn and Twitter.

The key is to make sure your social media posts reinforce the brand attributes people associate with you — or that you want to be known for.

A post congratulating a client on their new home, for example, could reinforce you are caring.

A post explaining why someone might consider a refinance could reinforce your service orientation.

Always ensuring posts are appropriate and free of error reinforces your professionalism.

Source: “*Discovering Brand Personality*” from *BrandingStrategyInsider.com*





## To Tweet or Not to Tweet? That Is the Question

It seems every month a new social media platform emerges. Don't believe it? Find a group of teenagers and ask them what social media sites they frequent.

Every social media platform serves different audiences with different purposes. Below is an overview of the three most popular social media sites, their history and their purpose.



**Facebook:** The easiest way to stay in touch.

Facebook is clearly the most social of the social networks. Originally started in a college dorm for use by college students as an interactive, online yearbook of sorts, Facebook is the perfect place to stay in touch with family, friends, acquaintances and colleagues. The look, feel and tone are more conversational and personal. Use it to share stories and connect with people.

### **Fast Facts**

*1+ billion monthly active users and growing.  
1 in every 7 people on Earth is on Facebook.*

# 1+ Billion



**LinkedIn:** Your professional connection.

LinkedIn is the world's largest professional network. The LinkedIn mission is simple: Connect the world's professionals to make them more productive and successful. Use LinkedIn to establish yourself as an expert, make career-enhancing connections, and for professional development.

**Fast Facts**

*347+ million monthly active users and growing.  
LinkedIn gains 2 new members per second.*

347+ Million



**Twitter:** The Thought Leader.

While celebrities might have millions of followers hanging on to their every move, Twitter actually got started as a way to share ideas. Twitter provided a way to connect with other like-minded individuals on thought leadership. Twitter's mission statement is to give everyone the power to create and share ideas and information instantly, without barriers. Use it to share ideas, follow ideas, and establish yourself as an expert.

**Fast Facts**

*288+ million monthly active users and growing.  
500 million Tweets are sent per day.*

288+ Million





# 5 Fool-proof Ways to Build Your Brand on Social Media

- 1 Integrate.** Include icons and links in your email signature and e-newsletters, so people can easily engage with you on social media.

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2

**Post consistently.**

Develop an editorial calendar to ensure consistent sharing of content several times each week (but strive for daily!). Think of broad topic areas, so you can gather information ahead of time. Page 10 has topics to get you started.

- Facebook
- LinkedIn
- Twitter

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
●● ●●●	●● ●●●	● ●●	● 1 ●●	● 2 ●●	●● 3 ●●●	●● 4 ●●●
●● 5 ●●●	●● 6 ●●●	● 7 ●●	● 8 ●●	● 9 ●●	●● 10 ●●●	●● 11 ●●●
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3

**Be meaningful.**

Provide content people care about. What will make their lives better? What might they enjoy? What will make them feel important and valued? While many companies promote special offers frequently, if the general public starts to view these posts like a Sunday paper circular they will stop engaging.

4

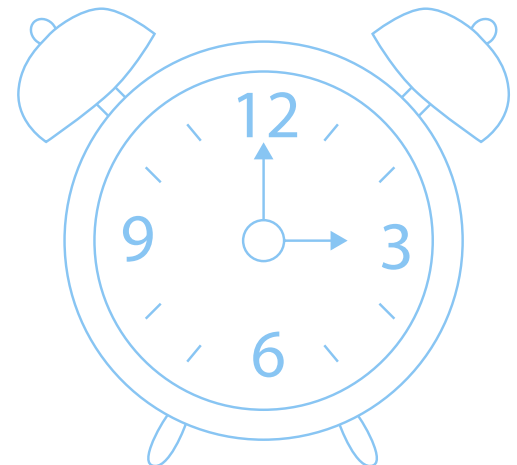
**Don't make it all about you.**

Think of social media like a dinner party or networking event. If you show up and only talk about yourself, the engagement is not very rewarding for those around you. Ask questions. Ask for opinions, advice, tips and more. Encourage clients to post photos of their success stories. Invite others to the conversation.

5

**Time it right.**

What time is your audience checking their social media? Until you know for sure, post in the mornings around 9 a.m. and the afternoon around 4 p.m. If your audience is most active on weekends, schedule posts for the weekend.





# Focus Your Social Media Outreach

## Reach Out

### Facebook

- Friend or like people in your region.
- Friend or like other professionals who would make a great network connection or resource.



### LinkedIn

- Connect with people you've met at events.
- Ask 1st-level connections to introduce you to their connections.
- Join groups like professional networks and your local Chamber.
- Invite people to write an endorsement for you that speaks to your service, professionalism or expertise.

### Twitter

- Follow other professionals, thought leaders and community members, and they will follow you in return.



## Inform

- Share photos and graphics.
- Post videos.
- Link to an article.
- Link to your blog or LinkedIn post.
- Promote and link to resources on your website.



- Post a blog.
- Share an article.
- Call attention to relevant current events.

- Share photos and graphics.
- Link to an article.
- Link to your blog or LinkedIn post.
- Promote and link to resources on your website.

## Engage

- Ask for responses, like "What's the #1 thing you would recommend?" or "What's your best piece of advice on this?"
- Tag others.
- Encourage sharing with friends.

- Ask a thought-provoking question about your article or blog post.
- Provide ways to contact you for more information.

- Include others' Twitter handles.
- Use relevant hashtags.

Posts at a glance	Facebook	LinkedIn	Twitter
Character limit	63,000+	700 characters	140 characters
Photo sharing	✓	✓	✓
Video sharing	✓	✓	✓
URL shortener			✓



### Did You Know?

Sharing photos and videos dramatically increases social media engagement

## 13 Topics to Post About

Get started on your editorial calendar with these general topics.

### Feel-good posts that reinforce you care:

- Holiday traditions
- Seasonal traditions
- Client success stories
- Lifestyle tips about gardening, health, financial planning, etc.

### Relevant current events that reinforce your service orientation:

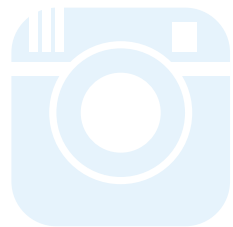
- News headlines that impact your clients
- Daylight saving time
- Tax deadlines

### Helpful advice that reinforces your trustworthiness and expertise:

- “Did you know” tidbits
- “Top 3 Tips” to accomplish something
- Regulatory changes that impact clients

### Invitations that reinforce your approachability and professionalism:

- Your speaking engagements
- Your special events
- Seminars or workshops you are teaching



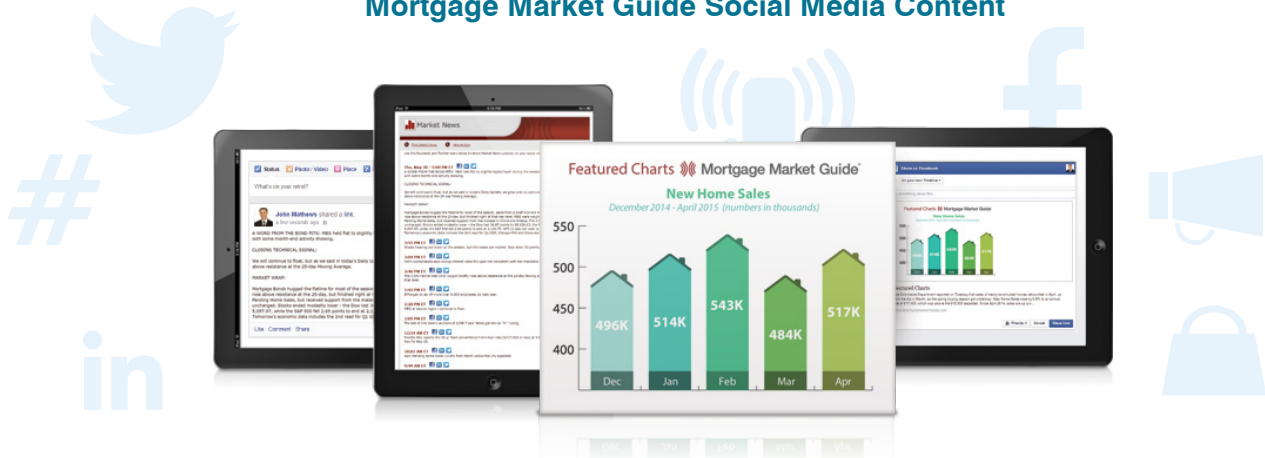
# Up Your Game on Social Media With Vantage Production

Create a buzz on your Facebook, LinkedIn and Twitter feeds with post-ready content homebuyers and referral partners care about.

## Platinum Marketing Social Media Content



## Mortgage Market Guide Social Media Content



Get Vantage Production's post-ready content and watch how fast your connections and referrals grow.

**Want to talk now about Platinum Marketing or Mortgage Market Guide?**

Email [sales@VantageProduction.com](mailto:sales@VantageProduction.com) or give us a call at

**(800) 963-1900**