

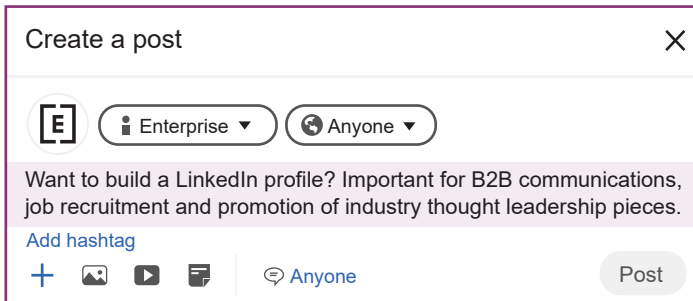
THE ENTERPRISE GUIDE TO SOCIAL MEDIA

ORGANIC



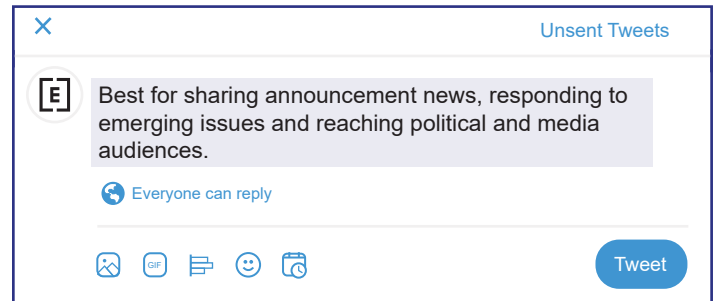
LinkedIn

A platform geared towards professionals, networking and sharing business initiatives.



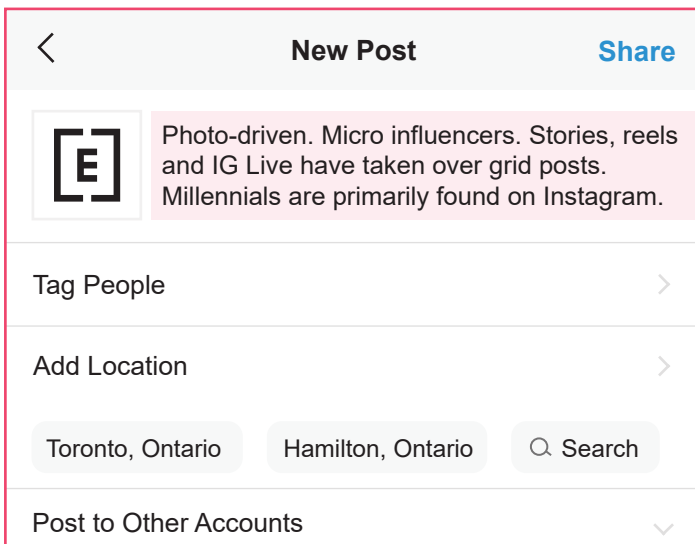
Twitter

A platform that is news-oriented, broader and older audiences, more about information sharing than creative content.



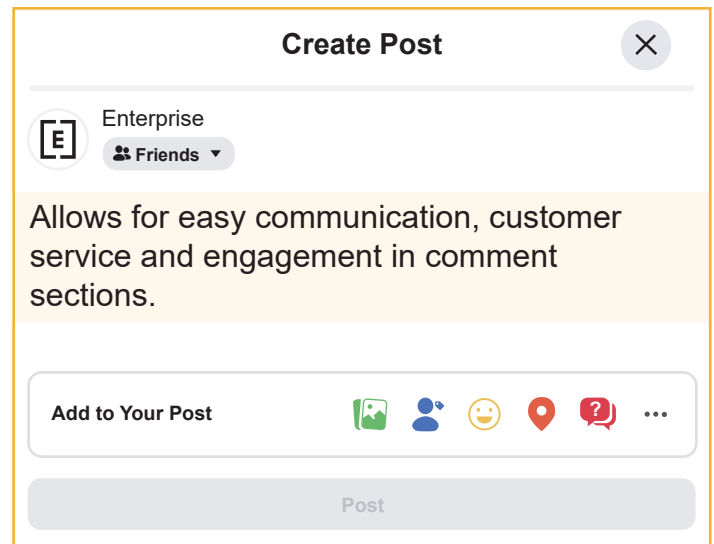
Instagram

A platform that allows brands and clients to disrupt routine scrolling with engaging content.



Facebook

Most effective platform(s) to reach, inform, and engage members of the public with visual content.



BEST PRACTICES FOR PAID ADVERTISING

1 Statics and videos work best when they work together.

Lead with a concept that will get eyes on your content. Have a clear message for static concepts.

2 Easy as ABC

- Attention
- Benefit
- Call-to-action

3 Provoke and Inspire

- Ask questions
- Lead with emotion
- Use numbers to reinforce an emotion
- Keep text short and to the point

4 What's your signal? The more first-party data you can feed the algorithm, the better your chances of finding the right people to support your goals.

5 Stay Informed. There is no secret society of advertisers. When ad platforms release updates, they communicate those changes via email. Get on those email lists and test new features to improve your workflow and marketing stack. Small updates pay huge dividends when handling large budgets.



The image shows a screenshot of a Facebook sponsored post from Enterprise Canada. The post features a green background with the text "EXCITING VISUALS GO HERE" in large, bold, white and green letters. Above the text, there is a small text box that reads "Facebook is the single most important platform for reaching target audiences and for executing paid social advertising." Below the main text, there is a "Call to Action" button and a link to "ENTERPRISECANADA.COM". The post also includes a "Sponsored" label and a "Call to Action" button. At the bottom, there are icons for "Like", "Comment", and "Share".