



CONWAY



BEST PRACTICE IN SOCIAL MEDIA

Best practice in marketing-promotions is somewhat of a universal thing.

The basic principals for advertising are similar for social media.

BEST PRACTICE TIPS



Maintain a tone that matches closely with the existing brand- messaging.

Maintain a consistent presence- frequency.

Traditional ethics rules still apply online.

BEST PRACTICE TIPS



Always remember, this is a public platform.

Use social media to engage with readers, but professionally, positively and with the best intentions.

Beware of perceptions.



BEST PRACTICE TIPS

NEVER post when you are angry or irritated.

Don't retaliate – social media is no place to start an argument.

NO ONE WINS

BEST PRACTICE TIPS



BEST PRACTICE TIPS





BEST PRACTICE TIPS

No cross-posting the same message on different channels.

Entertain and Inform - use a “soft” sell approach.

Match the Right Content to the Right Network

BEST PRACTICE TIPS



Be Visual

#Don't #Abuse #Hashtags

Give Credit When Credit Is Due

Be Visual

THE HUMAN BRAIN
PROCESSES VISUAL
INFORMATION
60,000X
FASTER THAN TEXT



Our brains are hardwired to quickly process visuals.




are processed
60,000X
faster
in the

than text. ¹

The brain processes
visual

cues in

250
milliseconds

90%
of information that
comes to the

is visual. ¹

Source: AdWeek

People only read **28%** of the words on a page.



HOW WE ABSORB INFORMATION

The new state of content...

- Shorter news stories
- Use of bullet points
- Direct information, less nuance

GOOD POST or BAD POST?



Kathlijn Fruithof

Trade & Investment Commissioner, hub.brussels at Consulate General of Belgium...

1h



Last post as a throwback at 21st of May: End of Day1 of the Brussels Days.
Networking reception at the beautiful residence of our Ambassador. Good times!



GOOD POST or BAD POST?



Paul Kleijne

Partner ARCUSplus

1d



IBM Global Locations Trends 2018: het aantal FDI-projecten in 2017 nam toe met 10%, het aantal FDI-banen nam af met 5%. Ierland gaat nog steeds aan kop met het aantrekken van hoogwaardige projecten, maar (onder andere) Nede ...see more

Top-ranking destination countries by average job value of investment projects – 2017 (2016)



4 Likes

Like Comment Share

GOOD POST or BAD POST?



Andreas Hatzigeorgiou, PhD

Chief Economist

3d • Edited

Och låt mig presentera giggaren Charles som jag just åkte **Uber** med i Seattle.

Han var exalterad över att skjutsa mig till en kamerabutik. Varför?... [...see more](#)

fredag till 433 8th Ave N, Sea



Ge en komplimang

SIZING IS IMPORTANT



The ideal image size for a LinkedIn post is:
522 pixels wide by 368 pixels tall.

SIZING IS IMPORTANT



Site Selectors Guild

710 followers

20h

+ Follow

#SSGInterchange kicks off tonight in Memphis, TN! Thank you to **TVA Economic Development** and **Greater Memphis Chamber** for sponsoring tonight's networking reception.



GREATER MEMPHIS CHA

8 Likes · 4 Comments


Like Comment Share

6 TIPS FOR A GREAT POST

1. Create a content strategy
2. Use good photos with clear messages
3. The post should be useful and relevant
4. A helpful, concise description is key
5. If you use a link, use one that works
6. Quality of the information source – when you repost, it's like quoting. Use a reputable source.

GOOD POST or BAD POST?




Rafael Perez likes this

 **Invest in Canada | Investir au Canada**
8,584 followers
5d + Follow

Canadian cities across the country excel in artificial intelligence - including Edmonton. Talent & research institutes like **Alberta Machine Intelligence Institute (Amii)** and **University of Alberta** make Edmonton a world-cla ...see more




70 Likes · 2 Comments · 1,709 Views


 Like  Comment  Share

GOOD POST or BAD POST?

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70 Likes · 2 Comments · 1,709 Views

Like Comment Share

GOOD POST or BAD POST?



Edwin B Cohen Publisher, GLOBALBusinessNewsDOTnet

1.2million audience since '06 YTD 70,000 USCan60% Eur20% AP15% Lat4% MEA1...

1h

It's in our DNA to bring together smart business people from across silos and from across generations, from across borders, from across time and from across cultures... to meet, exchange ideas, learn, and thrive together within a nc ...see more



AUGUST 2, 2018

Briefing: State of the Industry

Impacted by tech vs legacy;
Demographics and Non-traditional;
Globalization, Diversity,
Employee Experience, Social,
GeoPolitics, Legal & Political

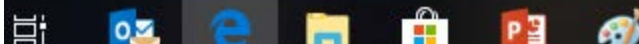
VENUE: KPMG LLP
200 S Biscayne Blvd,
Miami 33131
google map



<https://www.google.com/maps/@25.7722808,-80.1879193,15z>

Leadership

 Angela Amaki, Senior Manager KPMG LLP	 Renée Ferras, VP HR Latin America American Tower Corporation	 Ana Gaborian, CEO Employee Mobility Solutions	 Gustavo Nigema, MDA-CRP-GMS VP Latin America Weichert/MI	 Garrick Respress, VP Client Development BGRS	 Pam Dunbar, VP Sales & Marketing Ares	 Carrie Takayabu, CRP, GMS-T Director, Global Business Dev HR&Op	 DeLaine Joachim, Director National Accounts PREMA Relocation Mortgage	 Thomas Nadorfy, Managing Director LARM Group
 SueEllen Bonilla, Mgr Retirement & Relocation AutoNation	 Ann Moore, Managing Partner AT&T Furnished Housing	 Michael Witowski, VP - ECA International	 Christopher Chalk, Global Mobility Mgr SEMDIS	 Mariane Synecsko, LLM, GPHR, GMS-T Leader-Global Mobility - LatAm/APac Microsoft	 Danny Angelo, VP Reg Sales Director Corporate & Institutional Lending Chase	 Shannon Barnes, VP Business Development Attracting Relocation	 Natalie Smith VP Business Dev OneSource Relocation, LLC	 Andrew Steffova, Global Mobility Manager Siemens



BEST PRACTICE



Stephen Corte

VP of CORTEC, LLC.

4d

Thank you to LED and the Governor's office for the continued support! We are proud to support our local community! [#CORTEC](#) [#Expansion](#)



Louisiana Economic Development

8,183 followers

5d

Cortec Announces \$2.5 Million Expansion At Port Allen Facility: The project will create new jobs to perform work previously done by out-of-state companies <https://lnkd.in/g3PgZXw...> ...see more




32 Likes · 3 Comments


Like Comment Share

BEST PRACTICE




 **Stephen Corte**
VP of CORTEC, LLC.
4d




Thank you to LED and the Governor's office for the continued support! We are proud to support our local community! #CORTEC #Expansion

Louisiana Economic Development
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32 Likes · 3 Comments

 Like  Comment  Share

BEST PRACTICE



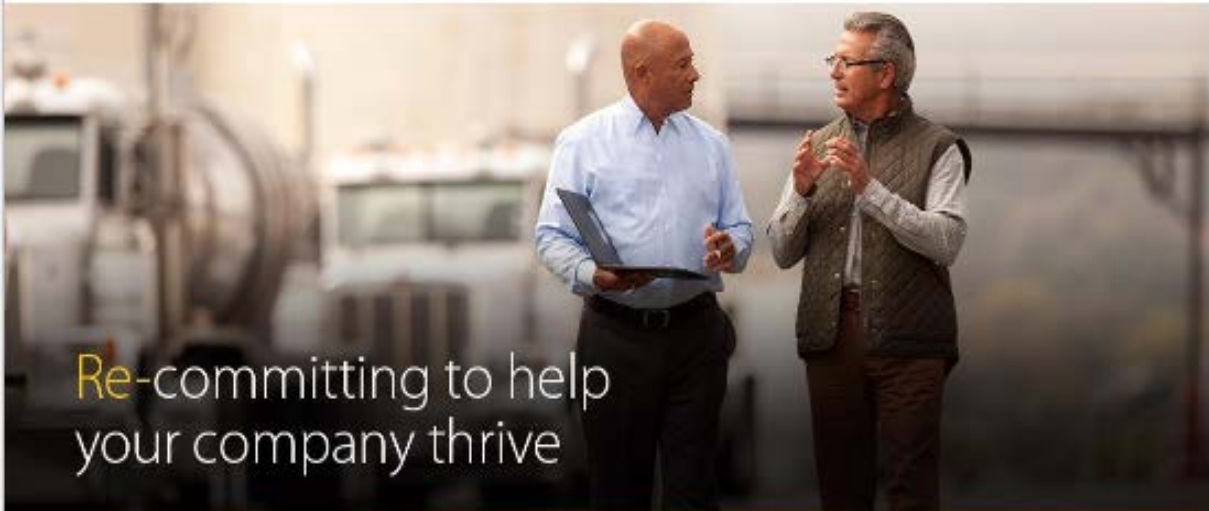
Wells Fargo

661,010 followers

Promoted



We're re-committing to helping your company thrive. One relationship at a time.



Re-committing to help
your company thrive



Established 1852
Re-Established 2018

Wholesale Banking

See what Wells Fargo Wholesale Banking can do for your business.

welcome.wf.com

82 Likes · 29 Comments

BEST PRACTICE



Building Prosperity for the US and UK with the Construction Sector Deal

Antony Phillipson on LinkedIn

8 Likes

Like Comment Share

BEST PRACTICE

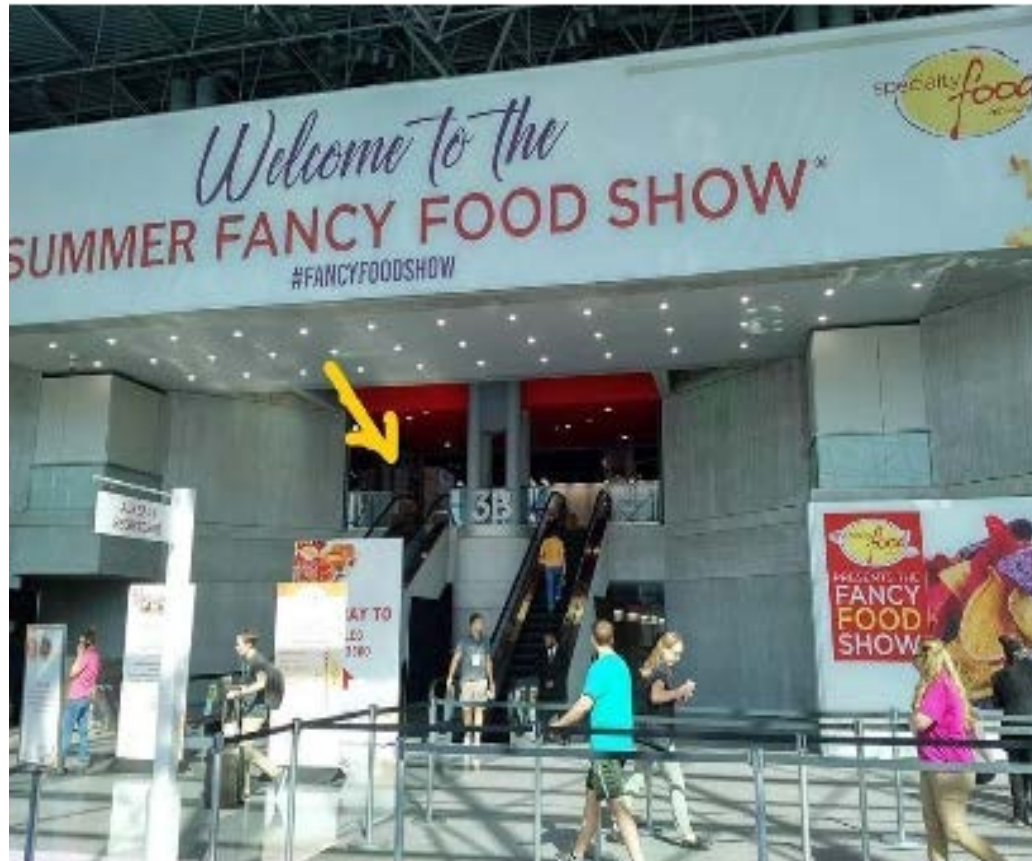


Kathlijn Fruithof

Trade & Investment Commissioner, hub.brussels at Consulate General of Belgium in N.L.

2w - Edited

Setting up our booth at the Fancy Food Show in New York. We have an excellent location just at the entrance of 3B hall, nr 2105-2121. Come and meet our exhibitors.



BEST PRACTICE



The Billington CyberSecurity Summit is the leading annual government-focused cybersecurity conference and exhibition in Washington, DC, with over 600 cyber officials from US government and industry in attendance.... [...see more](#)



BEST PRACTICE





Recent Tweet from **Kurt Badenhausen**

Floyd Mayweather heads @Forbes list of top-paid celebrities:

1. Mayweather \$285M
2. Clooney \$239M
3. Kylie Jenner \$166.5M
4. Judge Judy 147M
5. The Rock \$124M

forbes.com/celebrities/#9...

pic.twitter.com/MfsELKo18W

BEST PRACTICE



BEST PRACTICE



BEST PRACTICE



 **Janet Ady**
Marketing & Growth Strategist for EDOs & Manufacturers | Author | Speaker
18h

I was recently in southern Nevada for the Las Vegas Global Economic Alliance 2018 Fam Tour. This part of the country is about much more than just the famed Las Vegas Strip. There are innovative high-tech projects like Virgin Hyperloop ...see more



27 Likes - 3 Comments

The image shows a large, white, cylindrical component of the Virgin Hyperloop One project. The word 'Virgin' is written in red script, and 'hyperloop one' is written in black lowercase letters. A worker in an orange safety vest and red hard hat stands next to the cylinder for scale. The background is a clear blue sky and a gravel surface.

GOOD VS. BAD



We can't understand best practice
without understanding bad
practice...

BAD PRACTICE



 **Anouck Gotlib**
Creative Director & Marketing at Belgian Boys
1d • Edited

It's such an honor for Belgian Boys to be featured in **#OprahMagazine** Thank You **Oprah Winfrey** and the editorial team! **#theOlist #Oprah** Thank You 🙏 !!! Get the August 2018 issue today! ❤️❤️❤️ **#belgianboys #m** ...see more



MAGAZ **YOUR SOUL**
PAGE 122

GENIUS JEANS
You're one zip away from looking 10 lbs. lighter

THRILLS & CHILLS
Books that'll keep you on the edge of your beach towel

LOBSTER GRILLED CHEESE OR SEX?
"I choose sex," said no one ever

*"We all want to feel radiant, joyful, and alive. It starts with choosing love—in any form."
—OPRAH*



Blue Mar
Because lobster is such a delicacy, it's not always the first thing you think of when you think of grilled cheese. But these lobster grilled cheese sandwiches are so good, they're worth the extra effort. The lobster is cooked just the way you want it, and the melted cheese is so creamy, it's like a warm hug. **Blue Mar** is a grilled cheese sandwich with lobster, melted cheese, and a hint of lemon. [Get the recipe here](#)

A few things we think are super delish!



BAD PRACTICE



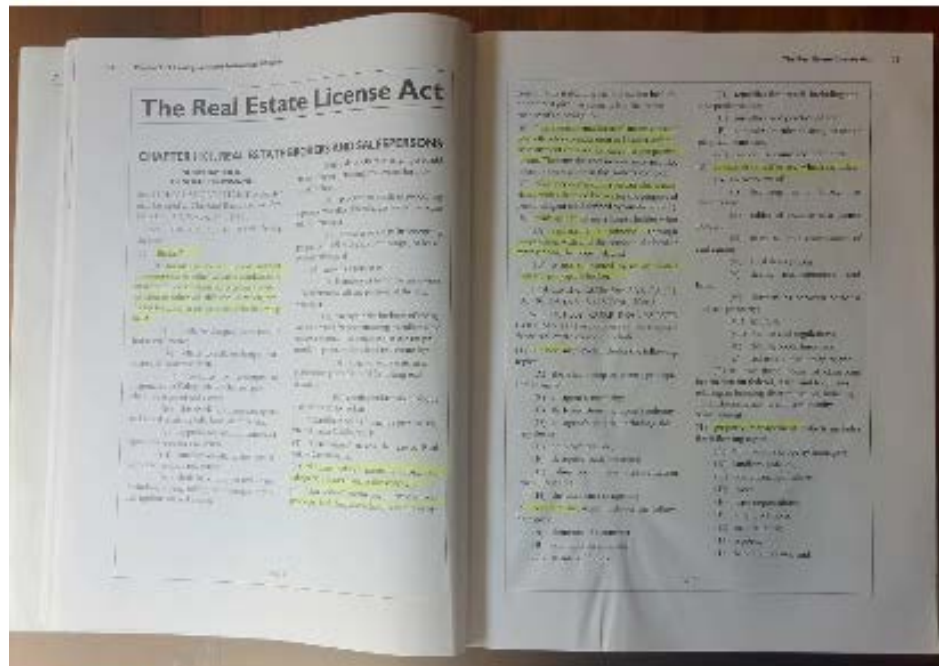
Dean Barber

Principal at BBA: A Better Process Means Better Results

22h • Edited

Last week, I joked with a fellow consultant, a long-time friend who does corporate site selection and economic development work, that he might very well lose respect for me for pursuing a real estate license. Well, yesterday, I took the national and state (Texas) exam and I am relieved to have passed.

I wish I could report that it was easy, but it was not, at least not for me. And this is despite the fact that I have worked with real estate professionals for years. Texas is supposedly the hardest state to become a licensed agent. But going through the process, which entailed 180 hours of education, should help me in assisting both economic development organizations and corporate clients nationwide. We shall see.




52 Likes - 14 Comments


BAD PRACTICE



https://www.youtube.com/watch?time_continue=33&v=i1zJ2jgb7dM

 **Eurig Thomas**
Head of External Communications - Wales at Openreach
55m

Delivering Superfast Broadband in Wales



0:01 / 2:38

Delivering Superfast Broadband in Wales
youtube.com

Like Comment Share

The image shows a screenshot of a YouTube video player. At the top, the user's name 'Eurig Thomas' is displayed along with their profile picture and a green verified badge. Below the name is their title 'Head of External Communications - Wales at Openreach' and the time '55m'. The video title is 'Delivering Superfast Broadband in Wales'. The video player shows a landscape of Wales with a large tree in the foreground and mountains in the background. The video is paused at 0:01 of a 2:38 duration. The YouTube logo and various control icons are visible at the bottom of the player. Below the video player, there are icons for 'Like', 'Comment', and 'Share'.

BAD PRACTICE



invest in skåne **Invest in Skåne** 1,897 followers 9h [+ Follow](#)

[#SkåneBizOpps](#) [#EENCanHelp](#)

Calling digital marketing studios, companies and consultants:... [...see more](#)



4 Likes

Like Comment Share



CONWAY

Q&A

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THANK YOU