



## SocialMediaExaminer.com Facebook Page Editorial Guide

(Example Guide 2010)

Thanks very much for agreeing to contribute to the Social Media Examiner Fan Page.

Our standards are high, but that's the reason you're likely interested in participating.

**Below are important guidelines:**

1. **Mix up the Media:** Make sure to mix up the media in the post, including: links to other blogs and articles, videos, photos, and straight status updates (quotes, questions, updates without links).
2. **Text Updates:** A text update is a post without links. Each weekday our goal is to post a new text update to ensure our fans regularly see something new.
3. **Link Updates:** Each weekday our goal is to post at least 2 new links to a blog, an article, or a video. Here are some additional posting specifics:
  - **New SME Blog Posts:** On the day a new SME article is posted, it should also be posted on the Fan Page. The goal is to post it on the Fan Page at 10am, but no earlier. When posting a SME blog post, always include some type of commentary to encourage comments (ask a question, ask for feedback, etc.).
  - **Afternoon Post—Add Value:** Amy will post a link to a popular 3<sup>rd</sup> party article each weekday between 12:30-2pm.
  - **Evening Post—Questions:** 3 times a week between 3-7 pm PST, an engaging, interesting question related to social media marketing should be posted to the Fan Page. These questions can be created in advance and loaded into Social Oomph to make this process automated.
  - **Additional Posts:** Each weekday Cindy will post one or two links to 3<sup>rd</sup> party blogs or articles with a question to engage our fans. She will do so during the times we are not planning to post.
  - **SME Cartoons:** When a new cartoon is posted on the SME site, upload the cartoon with the description or caption to the “Social Media Funnies” photo album that already exists on the Fan Page.
  - **Expert Fridays:** On occasional Fridays we will highlight one key influencer or expert in social media marketing. Here is a breakdown of what we will do to create engagement and a buzz around this initiative:
    - 1) Amy will ask someone to be the Friday expert by jumping on the Fan Page a few times throughout the designated Friday to engagement with fans and answer questions.
    - 2) On the prior Wednesday we will reveal the name of the expert to get people interested. We will post a recent article from the expert to introduce people to his/her content.  
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- 3) On the prior Thursday Amy will ask people to send in their questions for the expert. Amy will compile the best questions and get them to the expert. Amy will post another link to a blog, article or video from the expert to continue the buzz.
  - 4) On Friday we will remind fans about Expert Friday and the expert can then answer questions, engage with fans and post some of their own content if appropriate.
4. **Engagement:** The general rule is we want to make sure we reply to every single person that posts on our Fan Page (when applicable). Either thank them for stopping by, answer any questions they may have, comment on their post, add value to their comment—whatever works for their post.
  5. **Monitor Posts:** Delete any posts that are links back to our page, but do not add any other value. In addition, delete any posts that are overly promotional to the person posting.
  6. **Suggested formatting for posts:** The following suggestions will help the readability of your posts:
    - a. **Use short sentences:** Most online readers are skimmers. Accommodate them.
    - b. **End your post with engaging questions or an action request:** To encourage discussion, whenever possible, please conclude your posts with a question, such as "What are your thoughts?" "What is your experience?" or an action request, such as, "Please enter your comments below..." or "If you like this article, press the SHARE button below."
    - c. **Identify yourself:** After each post, make sure to include your name so that our Fans know who is posting. For example: "Top 10 headline tips from Copyblogger (#3 is excellent!): LINK –Amy"
  7. **Audience Profile:** Please remember you are writing to a business audience who is *likely NOT ultra-experienced with social media marketing* but is very knowledgeable about general marketing principles. Assume they understand some of the basic terms like tweet and retweet. Our reader is likely a business owner or marketing professional. **They are coming to Social Media Examiner to learn.**

**Questions??** Start with Amy, then Mike.