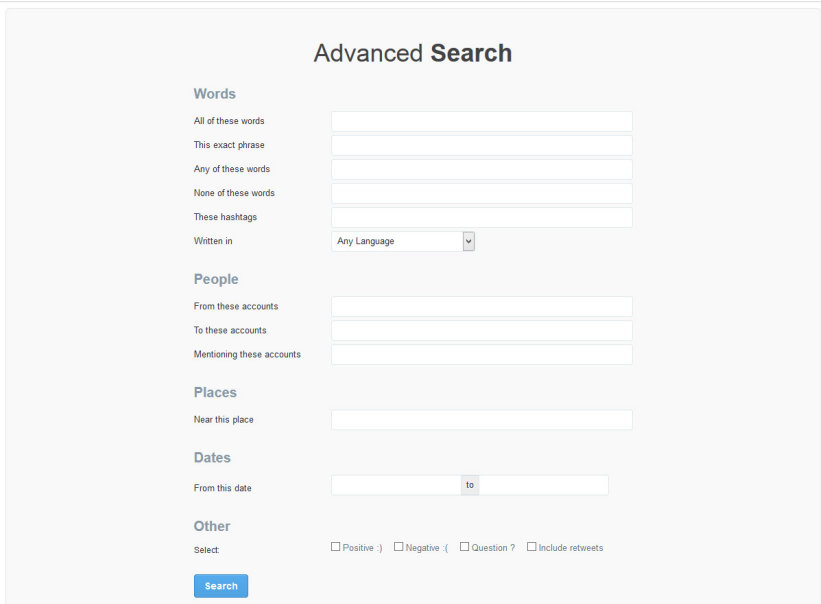


# Social Media Power User Tips

Social media can be a powerful digital marketing tool. To use it effectively, you need to do more than share photos, and like statuses. Here are some power user tips you can use to bring your social media efforts to the next level.

## Twitter Power Tips

**1) Local Targeting:** If you're targeting a specific geographic region as part of your digital marketing efforts, use [Twitter's advanced location search feature](#) to add to your efforts. This allows you to search for tweets by topic or hashtag within certain areas. You can drill down even further and look for positive and negative tweets, or tweets that contain a question. Remember, if you're going to use Twitter's location feature, you have to have your location turned on. (Don't worry, you can turn it off whenever you want.)



The image shows a screenshot of the Twitter Advanced Search interface. At the top, there is a search bar with the text "Search Twitter" and a magnifying glass icon, followed by a link "Have an account? Log in". Below this is the "Advanced Search" section. It is organized into several categories on the left, each with corresponding input fields on the right:

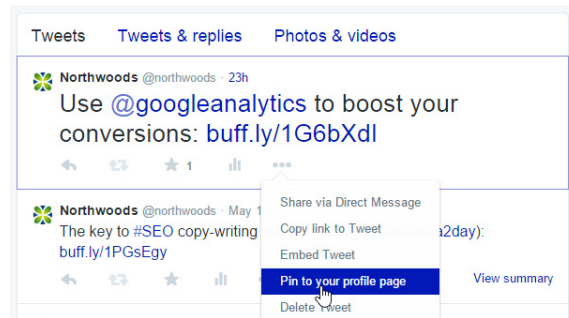
- Words:** Includes radio buttons for "All of these words", "This exact phrase", "Any of these words", and "None of these words". There are three text input fields below these options. A "These hashtags" section has one text input field.
- Written in:** A dropdown menu currently set to "Any Language".
- People:** Includes radio buttons for "From these accounts", "To these accounts", and "Mentioning these accounts". There are three text input fields below these options.
- Places:** A radio button for "Near this place" with one text input field below it.
- Dates:** A radio button for "From this date" with two text input fields separated by a "to" label.
- Other:** A "Select" section with four checkboxes: "Positive", "Negative", "Question?", and "Include retweets".

A blue "Search" button is located at the bottom left of the form.

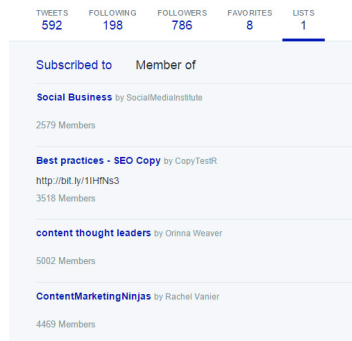


# Twitter Power Tips

**2) Pinning Tweets:** Do you have a big event coming up, but don't want to continually promote it to your followers? Pinning it to the top of your Twitter profile will ensure visitors learn about your event without spamming your followers. To pin a tweet, select the Pin to Your Profile Page option under the tweet. This can be found under the drop down on the "more" menu under your tweet (the menu with three dots).



**3) Lists:** If you're a Twitter user with lots of followers, it can be hard to search through them all when looking for specific competitors or prospects. Luckily, Twitter's list feature allows you to easily (and secretly!) keep tabs on them. To create a list, login to your Twitter account and select the list option. After you've created a list, add specific competitor (or prospect) accounts so you can monitor what they're saying. Remember, keep your list(s) private if you don't want anyone else to see who you're watching.



**4) Who's Watching You?:** Besides building your own lists, you can also see who's (publicly) watching you. [Select the "Member of" option](#) under lists to find out.

**5) Custom Timelines:** Did you know you can embed a custom Twitter timeline on your site? For example, if you're interested in featuring all tweets with a digital marketing hashtag on your website, you can do that! [Create the timeline with Twitter's widget feature, configure it so it has the appropriate look and feel, and add it to your site using a simple HTML code snippet.](#) A custom, embedded timeline on your website around a specific topic can establish you as a thought leader in your space.

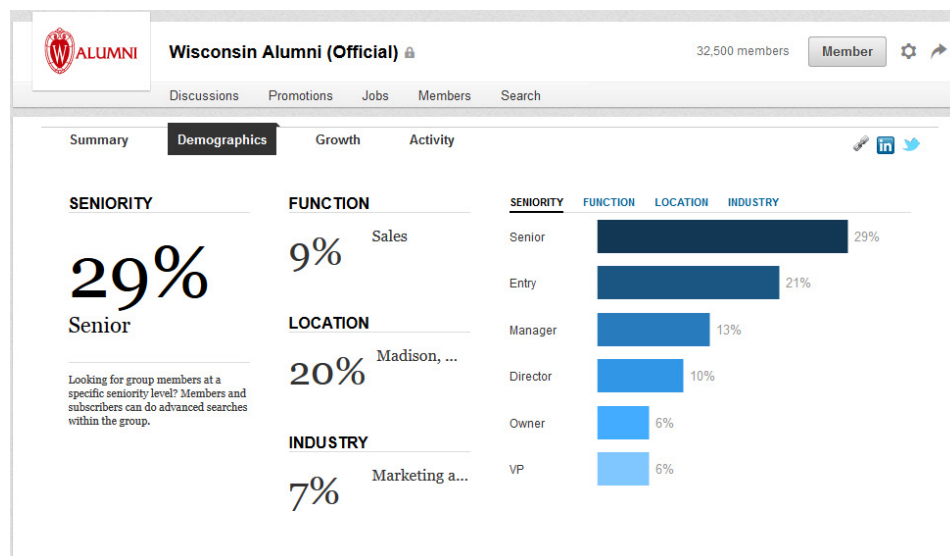
**6) Tag Your Photos:** Be social with your photos. Like Facebook, you can tag individuals in your Twitter photos using their Twitter handle. The best part? The tags don't count against your 140 character limit. This can increase interactions, particularly at an event, like a conference or tradeshow.

**7) Plan Ahead:** Sure, you can use a free tool like Buffer to schedule your tweets, but also using Twitter's draft feature (especially on your phone) is a great way to jot down an idea when it strikes, and save it for a later.



# LinkedIn Power Tips

- 1) Page Descriptions:** Yes, writing a robust page description is important for individuals who land on your page organically. However, more importantly, including relevant keywords in your description can increase your chances of boosting your rankings in LinkedIn and Google searches.
- 2) Recommendations:** Much like requesting recommendations or reviews for your company on sites like Yelp, ask employees and clients to recommend or review your business on LinkedIn. Having someone else tout your brilliance makes more of an impact than doing it yourself.
- 3) Group Data:** Study group statistics for better targeting. If you're a member of a group, click on the gear icon in the group's top navigation. Then select Group statistics in the About section. From there, you can find out more than just the number of members in the group. You can also get insights like members' locations, function, and industry.

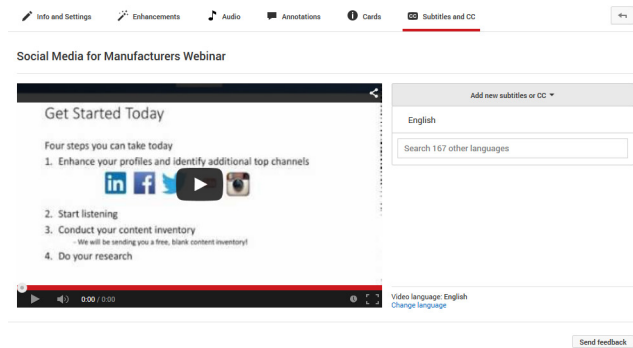


- 4) Mass Emails:** If you're a member of a group with many prospects, you can [email them all](#), at the same time, once a week. As long as the users have enabled these types of messages in their settings, these emails will appear as LinkedIn Announcements in their inboxes.
- 5) Publish Your Content:** Last year, LinkedIn opened up its publishing platform for anyone to use. Encourage your employees to publish their own content. Then (when appropriate) share it on your company's page. This will highlight all of the talented people who work for your organization!
- 6) Multimedia:** Embed multimedia into your company's updates, and show off a new presentation or video.
- 7) InMail:** If you have a highly qualified (but tough to reach) prospect you're trying to connect with, use [InMail to reach out](#). InMail is LinkedIn's internal email system that ensures your message is delivered directly to your prospect's inbox. The downside? InMail is only available on LinkedIn's (paid) premium accounts.



# YouTube Power Tips

- 1) Video SEO:** Since YouTube is part of the Google ecosystem, optimizing your video for search can drive traffic and boost rankings. [Use our whitepaper as a guide to kick start your video SEO efforts.](#)
- 2) Website Links:** Be sure to include a link back to your website in your video description and as a call to action at the end of the video. ([Use these instructions](#) to add a call to action to your video.) This is one of the most important (but forgotten) YouTube tips.
- 3) Closed Captions:** Make sure everyone can access your videos by [adding close-captions or subtitles.](#) Remember, not everyone accesses videos the same way.



- 4) No Suggestions:** When embedding content, [turn off the "suggested videos" feature](#) that usually pops up at the end of YouTube videos.
- 5) Brand Your Channel:** Customize the look and feel of your YouTube channel for a more consistent feel. [YouTube offers some great instructions to get your creative juices flowing.](#)
- 6) Collaborate:** Sure, social media is known for its ability to build relationships. Unfortunately, many companies don't follow through when it comes to YouTube. Reaching out to another content creator and developing a video together (and then cross promoting it) can drive engagement and increase interaction.

## ABOUT NORTHWOODS

Northwoods provides digital and social media marketing, web design and development, consultation, custom software development, and enterprise content management (CMS) design and implementation expertise to companies nationwide. Northwoods has built a reputation as a thought leader in web design through our award winning work, our commitment to mastery of the latest technologies, and our passion for ongoing education for our team, our clients, and the business community.



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