

# Approach & Process to Building Client's Twitter & LinkedIn Profiles May 2015

This document provides an overview of how [REDACTED] and [REDACTED] will work together to build Client's Twitter and LinkedIn profiles. It also outlines the protocols and processes we will follow.

## Working Together

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**Project length:** This project will last two months from May 8 – July 10, 2015.

**Project mandate:** To grow Client's Twitter profile and engage with her LinkedIn contacts via daily posts.

**Confidentiality:** We respect that taking on Client's personal social media accounts is a big responsibility and we will treat them with the utmost care and professionalism. Log-in information will be kept in the strictest confidence and no content will be posted without Client's approval.

**Daily communications:** Our primary daily method of communication will be email. If we cannot reach Client by email and urgently need to, we will contact her by phone.

**Daily posts:** Monday to Friday Amanda will send Client content by 11am for her approval. Original content for an event or news story that she wants to comment on will be drafted the same day once she provides us with the story and a rough version of her thoughts about it. Daily posts will be sent to Client in Word.

**Bi-weekly content calendars:** In addition to daily posts, we will also develop content calendars that include two weeks' worth of original content. These will include upcoming speaking opportunities and articles, previous events and accolades, and any insights Client would like to share. The bi-weekly content calendars will be sent to Client by end of day Monday the week before the content is scheduled to be posted. For example, a content calendar for June 1 to 5 will be sent to Client on Monday May 25<sup>th</sup>. Content calendars will be sent to Client in Excel with the following content included:

- Date the content will be posted.
- Tweets and LinkedIn posts with links to articles.
- Character count for tweets.

**[REDACTED] turnaround time:** The agency team will respond to emails and send Client any tweets or messages that require a response as soon as possible, and likely within a few hours of receiving them during working hours.

**Client turnaround time:** We know that Client's days are fully booked. However, reviewing and approving content quickly helps ensure a consistent stream of posts to her social media accounts. For daily content, it is best if Client can review and approve them within one to two hours, when possible. Full content calendars will take longer to review and will have an ideal turnaround time of up to two days.

**Handling urgent responses:** Although there may not be any urgent responses required, if there is, we will use URGENT in the email subject line so it is clear.

**Weekly meetings and results reporting:** Rachel/Amanda will hold weekly 15 minute touch points with Client as an opportunity to obtain feedback on the process and determine how we can improve her experience. At the start of the project, Rachel will contact Client's assistant to schedule all 15 minute touch points throughout the project. Every second week, project metrics will be reviewed during weekly

meetings. If a meeting is not required by Client, we will reallocate that time to one of the social media activities below.

## Social Media Process

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Please find below the various activities we will be carrying out on your social media profiles and their processes. These activities are:

1. **Creating Original Content Weekly**
  - Developing content calendars for original content, such as to promote upcoming speaking opportunities or to share Client's ideas and insights.
2. **Developing Curated Content Daily**
  - Finding articles online daily to share and develop posts around them.
3. **Following Twitter Users**
  - Following relevant Twitter users to grow Client's following and increase engagement.
4. **Engaging with your Community: Favouriting and Retweeting**
  - Engaging with other Twitter users to grow Client's following by favouriting and retweeting their tweets.
5. **Responding to Others**
  - Responding when someone contacts Client on Twitter.
6. **Live Tweeting Events**
  - Increasing Client's visibility and reaching out to others on Twitter while at events.
7. **Results Reporting**
  - Providing updates on social media activities and metrics (every two weeks).

### Creating Original Content Weekly

Original content includes posts promoting Client's speaking engagements or events, articles by Client and any original insights from Client on innovation, advancing/mentoring women and change management. Original content will be included in bi-weekly content calendars.

The process for creating and approving bi-weekly content calendars is:

1. When asked, Client will inform Rachel/Amanda of any upcoming events she will be participating in, articles she is publishing, stories she will be featured in, news stories she wants to comment on, or any thoughts she would like to share.
2. Rachel/Amanda will create a draft content calendar in Excel for Twitter and LinkedIn posts, including any relevant Twitter hashtags.
3. Rachel/Amanda will send the calendar to Client for review.
4. Client will suggest changes, if any, shortly thereafter and approve the content. Content will not be posted without Client's approval.
5. Amanda will schedule the posts to Twitter and LinkedIn using Buffer.

### Developing Curated Content Daily

Curated content includes news stories, articles, videos, white papers, and blog posts that are relevant to Client's work, interests and content themes. Curated content is critical to keeping an active social media

presence when original content cannot be produced daily. Curated content will be sent to Client for review by 12pm daily, and once approved, it will be posted later that afternoon and the following morning.

The process for curating content is:

1. Amanda will research and identify a core list of websites, blogs, and media outlets that publish high-quality and relevant content based on Client's content themes.
2. Monday to Friday Amanda identifies relevant articles to share. One article will be posted to LinkedIn and three articles will be posted to Twitter.
3. Rachel/Amanda will draft LinkedIn and Twitter posts and send them to Client by 12pm each business day for review. Content will be sent in a Word document for ease of editing. Tweets will tag Twitter users and include hashtags when relevant and when the 140 character limit allows.
4. Client will suggest changes, if she has any, and will approve content. Twitter now allows you provide a comment with a retweet, which is a great way to engage with others. If Client wants to provide an opinion on one of the curated stories, we can post it as a comment on a retweet.
5. Amanda will schedule posts to go up that afternoon and the following morning.

### **Following Twitter Users**

Following other Twitter users is the most efficient way to increase your own followers and engagement. The process for following is:

1. Client provides the names of people she wants to follow. Amanda will search for them on Twitter, and if they have accounts, she follows them.
2. To further expand Client's following, Rachel/Amanda will follow other executives, change leaders, disrupters, and people in target industries (legal, technology, accounting, midsize business consulting firms, etc.).
3. Because Twitter has a following limit of 2,000, Amanda will periodically unfollow people in order to free up space to follow new people.

### **Engaging with Your Community: Favouriting and Retweeting**

Favouriting and retweeting tweets are great ways to easily and quickly engage with others. The process for favouriting and retweeting is:

- As Amanda follows Twitter users, she will favourite or retweet relevant tweets to increase the likelihood that others will respond and follow back.

### **Responding to Others**

Most messages received on Twitter will be simple thanks for retweets or follows. We will favorite these tweets. However, sometimes, people will send more substantive messages that require a response. The process for responding is:

1. Rachel/Amanda will draft a response to the tweet, direct message, or LinkedIn comment and will send it to Client using the subject line "URGENT" or "READ THIS." (It won't be possible to draft a response in all cases. For example, if an old colleague sends a message asking if Client remembers them.)
  - Client will take care of personal messages sent to her on LinkedIn.
2. Client will approve the response or provide one of her own.
3. Amanda will post the response.

## **Live Tweeting Events**

Many events have their own hashtags to both raise awareness for the event and encourage attendees to connect with each other. When Client attends an event, we would encourage her to tweet about it as it is a great opportunity to showcase her attendance, comment on certain issues and engage with others.

We can help Client do so because live events can be challenging for a few reasons:

- It may be difficult for Client to tweet while also participating in an event.
- It may be difficult for Client to approve content while she's attending an event.
- Many events take place in the evenings when the team is not actively working.

We have helped clients live tweet events and our recommended process is as follows:

1. Client will take photos and videos at the event and send them by email to Rachel/Amanda with a brief message describing what is happening, who is in the photo and her thoughts about the event.
2. Rachel/Amanda will edit Client's thoughts to create tweets and send them to Client for approval.
3. Once approved, Amanda will post them.
4. Amanda will favourite and retweet any relevant tweets from the event.

For off-hour events when the team isn't available, the tweets will be drafted and posted the next day and will focus on giving friendly shout-outs to anyone Client met, heard about/watched or would like to connect with.

## **Results Reporting**

Every two weeks we will provide Client with metrics describing the progress and results we have achieved. Here's the process we will use:

1. Rachel/Amanda will draft the results report.
2. Rachel/Amanda will send the report to Client.
3. Rachel/Amanda will adjust the strategy (if necessary) to drive further growth based on the results generated.