Social Media 201

Attracting People to Your Page
Once you’ve committed to using social media to promote your business, it’s time to build your audience. The first step is to invite your Clients to follow and befriend your accounts, and encourage them to talk about Beautycounter. Once they become a part of your digital network ask them to share your page and/or content with their followers. This will increase your reach and raise awareness of your business. As you’re growing your business, make sure you’re sharing attention-grabbing content. This can come in the form of photos, graphics, quotes, articles, etc.

Using Different Social Media Networks for Cross Promotion
Each social platform is unique. Facebook is best used to raise awareness and build community—think of it as social media long form, because there aren’t limited parameters around length. Instagram should be prioritized for visual storytelling, showing that Beautycounter is more than just beauty; it’s a lifestyle. Twitter focuses on real-time interactions—it’s a platform where you can drive or insert your brand into a larger conversation. Pinterest is evergreen—primarily focusing on research and sales.

Social Media Measurement Metrics
- **Fans/followers**: The total number of people in your various networks.
- **Activity**: Your activity log is a tool that lets you review and manage content you share on social media.
- **Reach**: The number of people who see your content, handle, or page.
- **Engagement rate**: The percentage of people who saw a post that liked, shared, clicked or commented on it.
- **Acquisition**: The process of persuading a potential consumer to purchase a company's goods or join their list.
- **Conversion rate**: Percentage of users who took a desired action.
- **Impression**: A measure of the number of times an ad and/or content is displayed.
- **Click through**: How often a user clicks when served an impression (calculated as clicks/impressions).
- **CPC/CPA**: Measures of unit in paid advertising that stand for “Cost per click” and “Cost per acquisition.” This means the price you pay for each “click,” or the price you pay for each “acquisition,” which means follower, fans, or email.

Best Times for Posting
- Facebook: 1-4pm EST
- Instagram: 5-6pm EST
- Twitter: 1-3pm EST
- Pinterest: 8-11pm EST

Social Media Tools
There are a number of social media management tools that you can use to automate and optimize your social media content. These tools allow you to analyze, track, and schedule your posts.
- **Hootsuite**: A platform that allows you to discover, engage, schedule and post content automatically, across several social accounts.
- **Buffer**: Is a tool that allows you to upload posts to a queue to be posted on your behalf at the peak engagement times spaced out over the day. These engagement times are tailored to your audience.
- **Tweet Jukebox**: A free scheduling tool that allows you to load a “jukebox” with content, schedule when you want tweets to go out and then sit back and let it do the job for you.
- **IFTTT**: A web-based service that allows you to create chains of simple conditional statements, called "recipes", which are triggered based on changes to other web services such as Gmail, Facebook, Instagram, and Pinterest. IFTTT is an abbreviation of "If This Then That".

Beautycounter Brand Guidelines
For a more in-depth understanding on our brand and guidelines, please review our *Brand Language Guidelines*, located Behind the Counter in Training by Topic.