The Content Conundrum
How to improve website traffic using social media.

Kaytee Smith
Digital Media Manager
N.C. Department of Natural and Cultural Resources
How Social Media Supports SEO

1. Publish creative, inspiring, and informative content
2. Content is shared and linked to
3. Social media profile collects followers while site gains traffic
4. Community grows around brand
5. Consistent interactions made through social media and authoritative SEO reinforce brand reputation
6. Search engines index website higher
7. Users find site organically through search engines
CONTENT
Did...did a dog write these?

wanna... go for a w-

21 Memes Your Dog Would Definitely Laugh At If They Could Read/Laugh

BUZZFEED.COM
Shareability is one of the greatest ways to disseminate your content. In the era of quick sharing, people are looking for something that resonates with them. That can come in the form of blog posts, pictures, or videos.
Know your audience.

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women
- 69% Your Fans
- Age distribution:
  - 13-17: 0.0307%
  - 18-24: 1%
  - 25-34: 10%
  - 35-44: 17%
  - 45-54: 18%
  - 55-64: 14%
  - 65+: 9%

Men
- 30% Your Fans
- Age distribution:
  - 13-17: 0.043%
  - 18-24: 1%
  - 25-34: 5%
  - 35-44: 7%
  - 45-54: 7%
  - 55-64: 6%
  - 65+: 4%
Look at the numbers.
Create a content calendar.
What kind of content?
eBooks

Having trouble creating a social plan for your company pages? Download to get started!

Social Media Tactics!
Check out this sample plan to drive more unique traffic to your website and convert visitors through social media...

Download

To be successful on social, your strategy needs to include high-level objectives, as well as specific, granular action items. In other words, you need a social media tactical plan.
Use our sample plan to determine:
- Key objectives and action items
- How many hours to devote to each social network
- How your goals differ across networks
- The most important metrics for your campaigns

Download the 2014 Sample Plan Now—

How-to Posts

Learn Single Crochet | Welcome to the Craft Yarn Council
https://www.craftyarnCouncil.com/instructions_cr.php3
Infographics

All the best tips on optimal lengths for tweets, headlines, and more.

Infographic: The Optimal Length for Every Social Media Update

The optimal length for social media posts and all other forms of online content. Get best practices for tweets, posts, blogs, and more.

BLOG.BUFFERAPP.COM
Podcasts

#838: A Series of Mysterious Packages

Unordered trinkets have been arriving at homes around the country. We try to find out why.
FREE LIVE WORKSHOP:
"HOW TO GROW YOUR LIST AND START MAKING MONEY WITH WEBINARS"

WITH MARIAH COZ OF #EMTREPRENEUR.CO

WEDNESDAY, MAY 3RD
AT 2:00 PM EASTERN / 11:00 AM PACIFIC

HERE'S WHAT YOU'RE GOING TO LEARN:
- Why webinars are essential for growing your brand and business
- The 4 phases of webinars and what to do in the crucial 12 hours after your webinar ends (most people screw this up)
- How to use webinars to grow your email list and sell your first product
- The simple step-by-step breakdown of what to do on your webinar (even if you're shy!)
- How to make money with webinars even if you do not have your own product
- Exactly how you can make your first $1,000 or more from your blog in the next 14 days

SAVE YOUR SEAT FOR THE FREE WORKSHOP RIGHT NOW!

And I'll see you at the free workshop!

First Name  Email Address

SAVE YOUR SEAT
6 Tips to Beckon a Bevy of Butterflies

March 29, 2018 | Marianna T. Wright

It’s no wonder butterflies have fascinated human beings for as long as we have coexisted. These colorful creatures appear delicate—fragile, even—but perform dazzling feats of acrobatics and endurance, by design. Many members of this diverse family have the strength to withstand whatever nature throws at them, from high winds and heavy rains to frigid winters […]

Read More

Problem-Solving Abilities Help Explain the Grey Squirrel’s Success

March 1, 2018 | Douglas Main

Recent Posts

6 Tips to Beckon a Bevy of Butterflies

Problem-Solving Abilities Help Explain the Grey Squirrel’s Success

Talking Rhinos and Stem Cells with Award-Winning Journalist Rachel Nuwer

Nearly 150,000 Bornean Orangutans Have Disappeared Since 1999, Halving Population

For Pacific Mole Crabs, It’s Dig or Die
Our Most Popular Content

This Day in North Carolina History

The NC Department of Natural and Cultural Resources, the Office of Archives and History and the State Library bring you a daily blog featuring historically significant events that have occurred throughout our state.
Blog Types

Which Types Of Posts Are Your Favorites?

- Lists
- Step-by-Step
- 3-Point Outline
- Interview
- Case Studies
- Research
- Narrative
- Checklist
Write emotional headlines to increase shares and clickthroughs.

Write 30 Headlines Using The Best Structures
To Increase Your Clickthroughs

How To
How To Start _____ That Will Help You _____
How To Improve _____ So You’ll Feel Like A _____
How To Grow _____ To Be A Successful _____
How To Increase _____ When You _____
How To Boost _____ With A _____
How To _____ For The _____
How To Make A _____ In A _____
How To Create The Best _____ In The World
How To Run A Successful _____ To _____
How To Do Outstanding _____ On A _____

Question
When Is The Best Time To _____?
How Do You _____ When You _____?
Will _____ Help You _____?
Why Is _____ Better Than _____?
What Can _____ Teach You About _____?
Where Is The Best _____ To _____?
How Can You _____ To _____?
How Will _____ Make Your _____ More Successful?
Is _____? Insider Advice to _____
What Really Is The Best _____?
Promote your blog.

- Add sharing buttons to your blog article.
- Share your article on Twitter with images.
- Keep up with your content as it circulates on social, and be sure to participate in the conversation.
- Encourage blog authors, contributors, and team members to use their existing social networks to share the article.
Post when people will see it.
Share multiple times, but change the message.
Use the tools.

- MailChimp
- Zapier
- Hootsuite
- Insights
Use trending hashtags.

- 1-2 hashtags is optimal. More than two hashtags drops engagement by an average of 17%.
- 21% higher engagement on tweets with 1-2 hashtags.
- 55% more likely to be retweeted on tweets with 1 or more hashtags.
- 25% of tweets without hashtags gets retweet.
- 40% of tweets with hashtags gets retweet.

Source: The Goss Agency
Optimize your calls-to-action.

**facebook® CTAs**

**BIG RESULTS FOR A LITTLE BUTTON**

RESULTS FROM OCTOBER 2014

A one-month review of AdRoll advertisers running Facebook campaigns with CTA buttons

Overall click-through rate (CTR) lift from adding a CTA button: 2.85x

### Popularity of buttons

- Shop Now: 74%
- Download: 4%
- Sign Up: 4%
- Book Now: 8%
- Learn More: 10%

### Top CTR performers

- Learn More
- Shop Now
- Download
- Sign Up
- Book Now

### Most popular industries for the most popular CTAs

- Apparel
- Consumer electronics
- Home
- Finance
- Healthcare
- Education
- Travel
- Real estate
- Technology
- Media and entertainment
- Games
- Social
Focus on sharing visual content.

Imagine reading this while driving at 60mph:

While you are travelling down this road there is a chance that one or more rocks of a varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so that you are cautious of this particular type of hazard.

Now imagine seeing this:

Graphs
GIFs
Videos

Photos
Infographics
Animations