

MOPDOG TRICKS: GET PERSONAL WITH SOCIAL MEDIA ENGAGEMENT



TREAT your audience

Social media networks can feel doggone impersonal. But, in order to increase customer engagement for your business, or build a following as a key figure at your company, your social media feeds must be filled with real, personal interactions.

Good Dog:

Communicate in professional way to promote your company's overall brand and services.

Bad Dog:

Assume a "private" profile showing offensive behavior won't impact your business.

WHY you matter

You don't have to stray too far from the doghouse to find something fun and relevant to share. Post messages about milestones (anniversaries), accomplishments (industry awards) and employee appreciation (social office gatherings). Original content should reinforce your company's image.

Good Dog:

Connect with followers by giving a behind-the-scene look into your organization.

Bad Dog:

Post an offensive/distasteful image or message with humor not appropriate for everyone.

WHEN and WHERE you are

Every organization should promote when and where they can be seen. Each month, your blog should highlight any special events, conferences, trade shows, training or seminars your company is either attending or hosting.

Good Dog:

Remember to snap some candid pictures to post during and after the event.

Bad Dog:

Forget to thank supporters and potential new clients for attending.

Continue on back >

Hear Mopdog Speaks for yourself, visit mopdog.com/webinars.



@mopdog creative + strategy



@mopdog



@mopdogcreative



@mopdog_creative

MOPDOG TRICKS: GET PERSONAL WITH SOCIAL MEDIA ENGAGEMENT

Continued



WHO you are

Are there subject matter experts at your organization who can provide an insider view or unique perspective about your industry? This in-the-know thought leader could gain the company even more followers for with personal, in-depth analysis.

Good Dog:

Pick a major topic each month and repurpose content from a company blog into an html newsletter, direct mail piece and social media.

Bad Dog:

Post timely news in a rush to get noticed, without doing proper research, resulting in inaccurate or misleading information.

WHAT you offer

Remember to sell yourself and your company's services, but in a fun, engaging and helpful way. Think of a complex problem your business solves, and breakdown it down into digestible, action items. Offer a "tips sheet" or "how to guide" with exact steps.

Good Dog:

Produce enough content to share online as viral videos, infographics, recorded podcasts and live webinars.

Bad Dog:

Rely so heavily on gimmicks and flashy themes that the goal of lead generation is lost in translation.

HOW you work

You and your colleagues have been working like dogs, and it is time you let it show! Every company website should have a virtual portfolio of work or a section for successful case studies. This is a great way to show how a promise or guarantee by your company becomes a reality.

Good Dog:

Obtain a list of key clients that are approved to publically discuss.

Bad Dog:

Share information about confidential meetings or contracts.

Hear Mopdog Speaks for yourself, visit mopdog.com/webinars.



@mopdog creative + strategy



@mopdog



@mopdogcreative



@mopdog_creative