

@brivo®

SOCIAL MEDIA MARKETING GUIDE FOR PARTNERS



Social Media Guidelines for Partners

Effective marketing meets customers where they already are with useful and actionable information. As consumers ourselves, we see this everytime we use platforms like Twitter, Facebook or Instagram.

Hubspot defines social media marketing as “the action of creating content to promote your business and products on various social media platforms.” This guide is to help you engage more effectively in social platforms and help you to tailor your content to each platform. When we all do social well, we all win together.

Benefits of Social Media Marketing







- Increase **brand awareness**
- Generate **leads** and identify **opportunities**
- Build **relationships** with **customers**

Brivo aims to provide our partners with the tools you need to run your Brivo business. Some of you may be new to social media, especially in a business environment. In this guide, we'll share strategies, tips and sample content to put your social channels to work for your business.

We also share links to our social media channels so that you can increase your visibility and brand as a Brivo partner. We'll be sharing content related to our partnership on all of our social media channels and we'd love for you to do the same.

Social Media Channels

Here is a list full of all our social media channels and some tweets and posts to get you started. If you have any questions, please contact marketing@brivo.com.

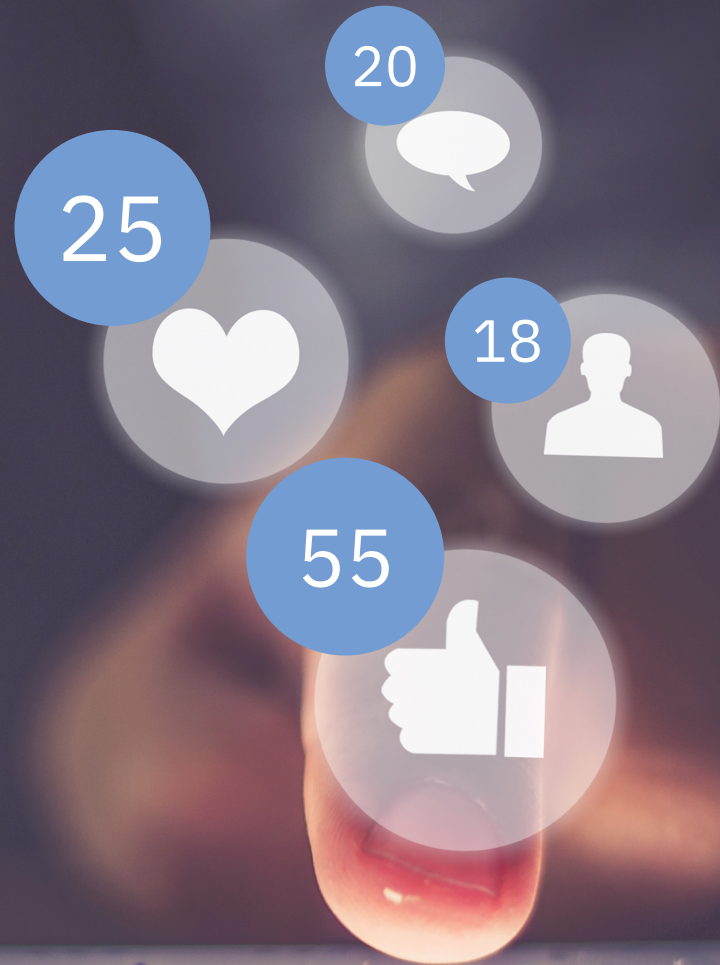
-  Learn more on Brivo All Access blog
-  Connect with Brivo on LinkedIn
-  Follow Brivo on YouTube
-  Like Brivo on Facebook
-  Follow Brivo on Twitter (@BrivoInc)
-  Follow Brivo on Instagram

Shareable Content

Any content shared from the Brivo account can be shared across your social media platforms. Please use these accounts as valuable resources for additional content.



Social Media Drives Value to the Customer Lifecycle





Twitter is a “micro-blogging” platform allowing you to post up to 280 character tweets relating to personal or professional topics. Twitter is where news is broken, links are shared, and memes are born.

Hashtags

Hashtags are helpful and needed, but only when used correctly. Use relevant hashtags only. When sharing content on Twitter related to Brivo, you can also use these:

#BrivoInc

#BrivoIs

#SimplyBetterSecurity

We recommend to use 1-2 Brivo hashtags

If it makes sense, use 3-5 hashtags

The hashtag relates to your message

Know hashtags that are trending in your sector

When tweeting a link, limit the number of hashtags you use

Here are some recommendations to make great Tweets:

Show Personality with tweets and retweets. This fosters engagement and establishes your brand's identity

Tweet questions towards your audience. This is the best way to create engagement

Engage and respond to comments, questions, and mentions to show activity

Tag relevant accounts to show that your brand has credible connections and give your audience a sense of trust and value

Retweet brand-related tweets and your audience. It demonstrates brand and target market engagement

Pin your post engaging and relevant tweet to the top of your feed

Consistency is crucial. Twitter is always changing so you need to tweet frequently throughout the day. These tweets could have the same info

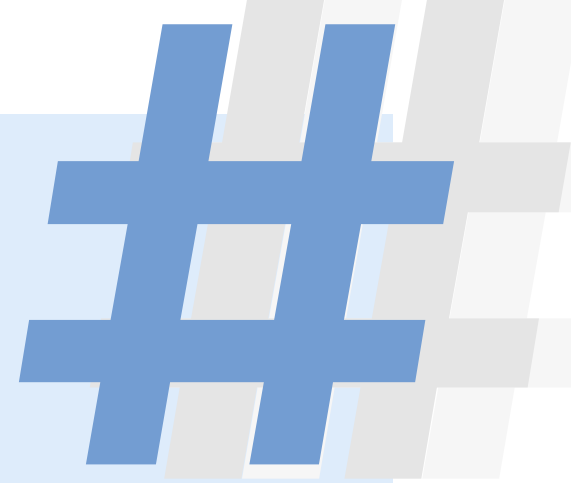
DMs show you care and you're engaged. You can also spark great conversations and partnerships through direct messages

Hashtag Reminder with relevant hashtags. Make sure this hashtag has to do with directly what you are trying to get across. Know which hashtags are trending in your industry

Following Industry Leaders will let you participate directly in industry conversations and actions

The Bio is the first thing that people notice. Summary (1 sentence). Include hashtags, a website, or a social media link

Sample of posts that can be shared on Twitter or across your social media channels:



We're working with our partner @Brivo to simplify your physical security strategy. Learn more: {landing page link}

We're proud to partner with @Brivo to offer the best in cloud-based access control solutions.

We're proud to partner with @Brivo to offer the best end-to-end smart apartment solution.

@Brivo and (Partner) integrate to deliver a simple and easy experience for your facility. Learn more: {landing page link}

Here's what the (Partner) and @Brivo partnership means for your business {landing page link}

How can our partnership with @Brivo help you experience simply better security? Learn more: {landing page link}

How can our partnership with @Brivo help your multifamily property become a Smart Building? Learn more: {landing page link}

LinkedIn

LinkedIn is a professional social network. Companies utilize LinkedIn to share information and encourage thought leadership. It is also used to highlight company culture and share relevant content on a wide variety of business topics.

LinkedIn users can search and share job openings, career updates, and network. It's essentially your internet resume. LinkedIn has become an industry standard as the largest online professional network. **There are 8.2 million C-level executives using LinkedIn,** therefore best practices are essential.

The more active you are, the higher you'll rank!

LinkedIn's search algorithm gives priority to users who interact more on the platform than users who are less active (or not active at all).

Best Posting Days & Times

Tues, Wed, and Thu from 8 am - 2 pm are ideal for posting on LinkedIn

Wednesday 8–10 and noon

Thursday 9 am & 1-2 pm

Friday 9am

Sunday is the least engagement

The least engagement per day occurs on Sunday and the least popular times to post are every day from 9 a.m to 3 am

Update your LinkedIn profile photo with a headshot. Companies will grab your LinkedIn photo for articles, blog posts, or mentions, so make sure you like the photo and are comfortable with it being shared in other places.

Showcase your position and write articles on LinkedIn. Showcase your thought leadership and express yourself effectively rather than packing it into a LinkedIn post

Visual and video content is 11 times more likely to drive engagement

Create diversity of content:

Me-centric | Company-centric | Industry-centric

Here are some recommendations to make great LinkedIn posts:

- DIY videos and photos work well
- You'll notice a lot of folks doing a video recorded session on their computer or phone to share their thoughts on the go or to provide a company update

Post 2-5 times a week on LinkedIn and make sure to:

- Tag @ individuals and companies in your post
- Utilize hashtags where it makes sense
- If you're trying to drive engagement to a link, integrate your hashtags at the end of the post
- If you're indifferent about the link and it's really to push your thoughts, you can integrate hashtags into the post
- LinkedIn will recommend common hashtags as you are typing or finish your post

Facebook

Facebook is a powerful social media tool for creating awareness, engaging with customers, and growing your Brivo business.

Facebook Ads

Paid advertising on Facebook makes it easy to find the right people, capture their attention and get results. Be strategic and promote content you already know works.

Facebook allows you to target your audience, measure your reach and perform A/B testing to determine which ad strategies perform best.

Lead Ads: Facebook lead ads make the lead generation process easy for mobile users

Dynamic Ads: Facebook dynamic ads automatically promote products to people who have expressed interest on your website

Link Ads: Point people to your website, specifically your Brivo page

Facebook Pages connect with people and tell them about your business and Brivo offering

Fill your about section and make sure it displays relevant information about your company

Add a call-to-action to direct visitors

Post during strategic times of day

Promote your page and build an active and engaged audience by inviting your friends and welcoming your customers

Engage with your audience by posting interesting content and interacting with the users

Use facebook insights to analyze your Page performance.

Facebook Content: Share stories about your business to keep customers interested and engaged with

Always include imagery and video: visual elements, graphics and short interactive and visual content that keep users engaged.

Know your audience and be sure to use messaging that is clear and concise.

Types of content to post:

- Share meaningful updates
- Create product specific posts
- Interest customers with news or special discounts
- Share holiday messages and fun things about your company
- Have awareness

Check out this list of articles to expand your knowledge of Facebook and help you improve your Facebook social media strategy

Audience targeting <https://www.facebook.com/business/products/ads/ad-targeting#>

Lead Ads <https://www.facebook.com/business/learn/facebook-create-ad-lead-ads#>

Dynamic Ads <https://www.facebook.com/business/learn/facebook-create-ad-dynamic-ads#>

Link Ads <https://www.facebook.com/business/learn/facebook-link-ads#>

Audience insights <https://www.facebook.com/business/learn/facebook-audience-insights>

Measuring results <https://www.facebook.com/business/learn/facebook-ads-measuring-results#>

SOCIAL MEDIA DAILY CHECKLIST

Social marketing has a lot of moving parts. Print out or copy this checklist to make sure you're completing the necessary daily tasks:

- Check any incoming tweets/FB comments/LinkedIn mentions from yesterday
 - Refer any support questions to the appropriate team
 - Reply to any comments
 - "Like," "favorite," or "retweet" where appropriate
 - Check for friend requests and new followers; accept and follow back where appropriate
 - Double check the tweets/posts you scheduled last night
 - Check for relevance (situations can change overnight!)
 - Check all links
 - Check for typos
 - Check for new social promotion requests from your team, whether this is done via a dynamic form or an email alias
 - Check your paid promotions
 - Are you still within your budget?
 - Is your audience engaging?
 - Check your editorial calendar and colleagues to confirm any events, industry news, or announcements you'll need to monitor
 - Send tomorrow's tweets, Facebook posts/LinkedIn posts around for review
 - Check all links
 - Check for typos
 - Check your tracking parameters
- (if using marketing automation or tracking platform to collect data)