



# How to Jump-Start Your **Social Media** In 2020

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**Foodservice Equipment Reports**



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**Foodservice Equipment Reports**



**How many feel your  
company does social media  
really well?**

Feb

Mar

Apr

May

Jun

Apr

May

Jun

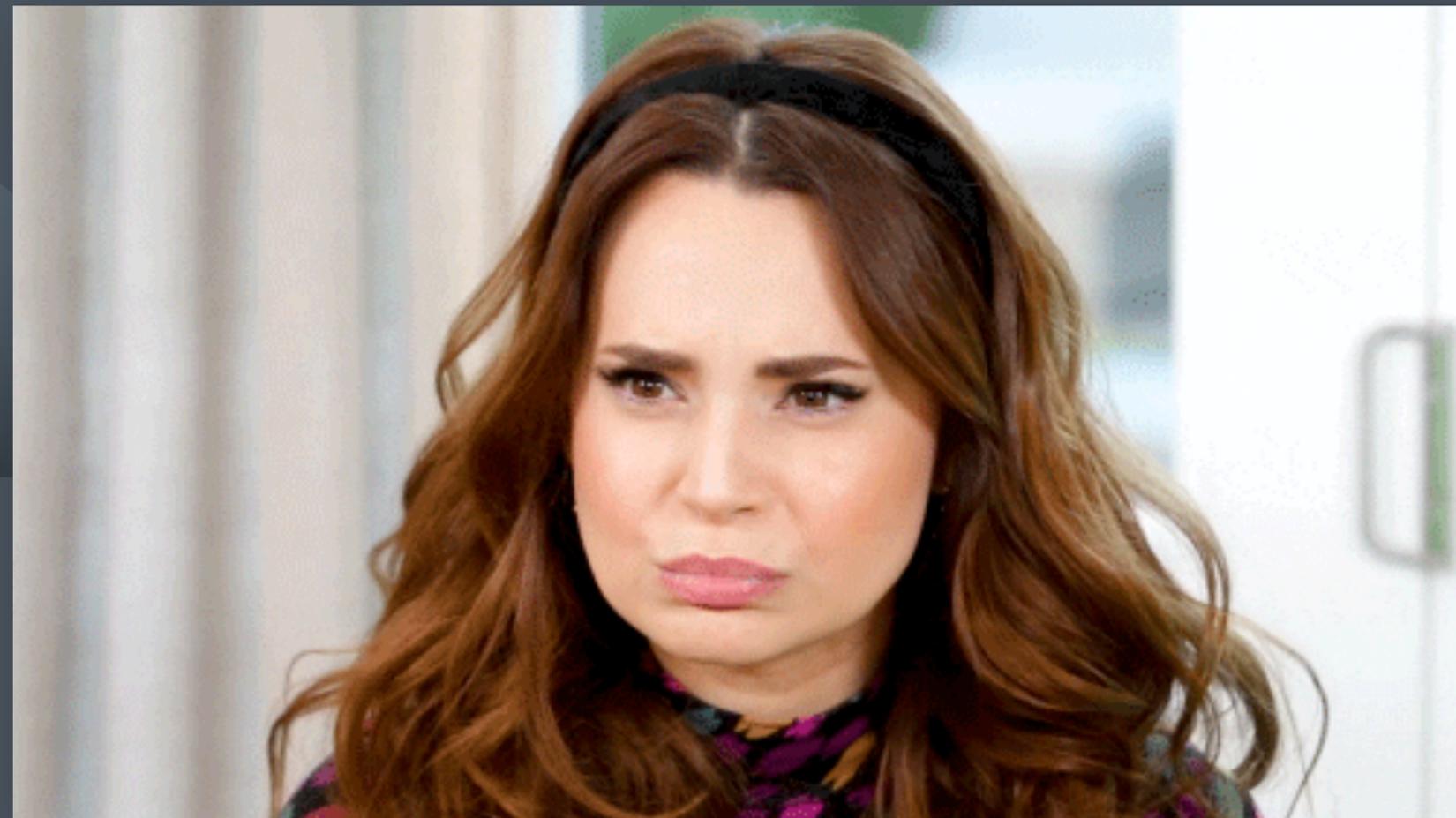
Jan

Feb

Mar

Apr

May





**Where do you hope to be  
with this in a year?**

Feb

Mar

Apr

May

Jun

Jan

Feb

Mar

Apr

May

Jun

Jan

Feb

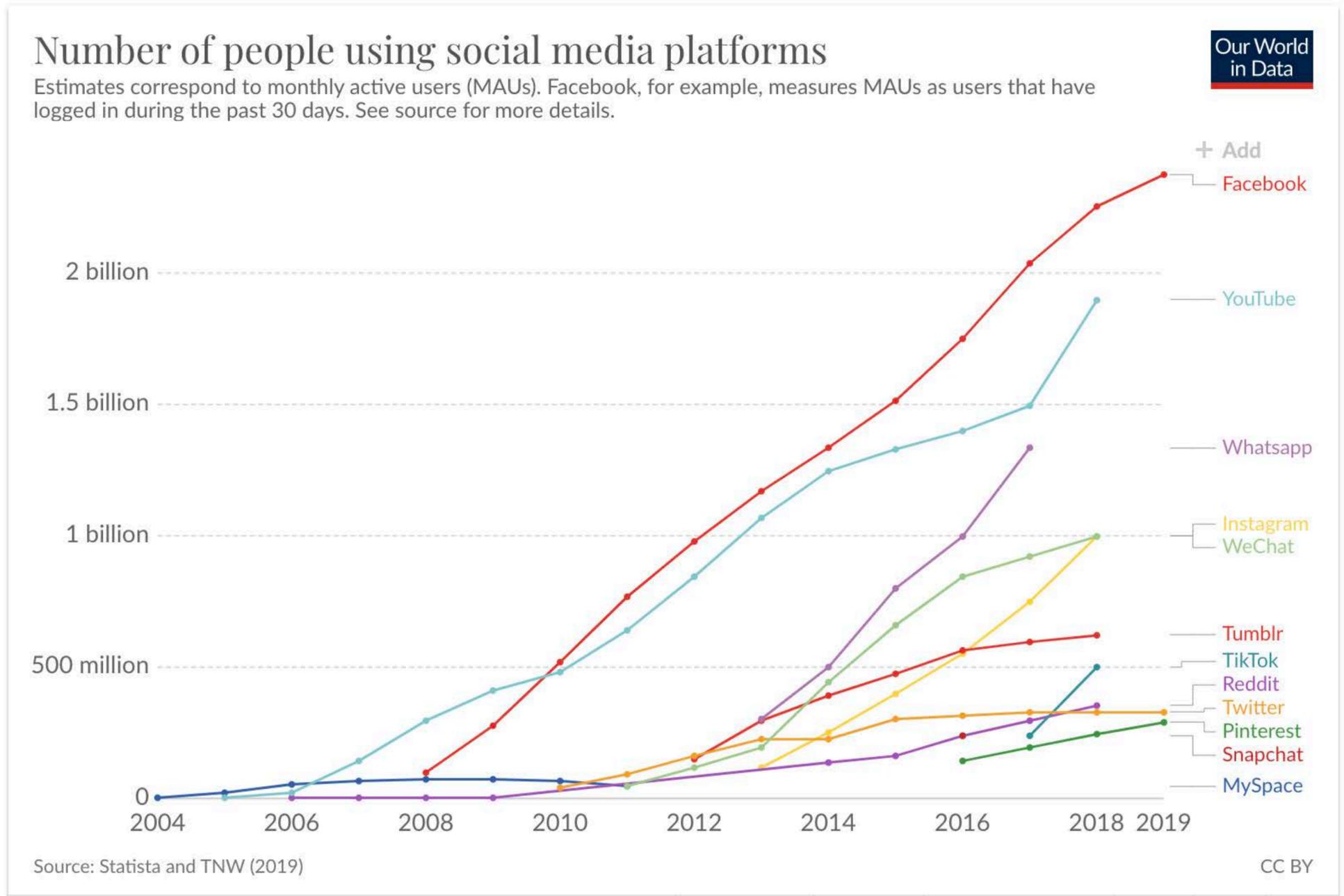
Mar

Apr

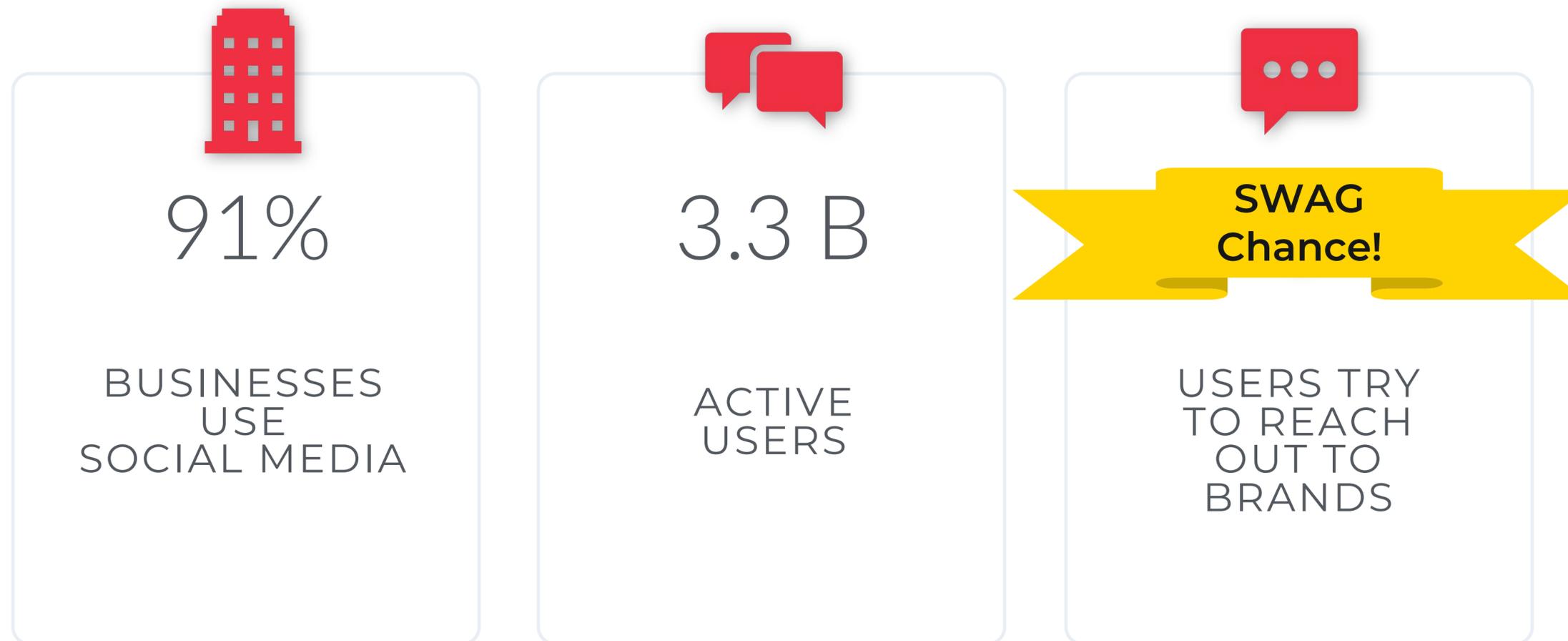
May

# Social Media is Big

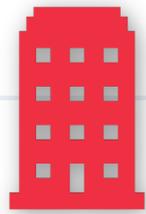
No longer something that only teenagers do on their mobile phones. It's already impacting your businesses today



# Social Media is Big



# Social Media is Big



91%

BUSINESSES  
USE  
SOCIAL MEDIA



3.3 B

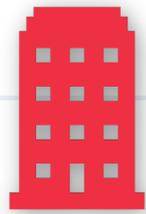
ACTIVE  
USERS



90%

USERS TRY  
TO REACH  
OUT TO  
BRANDS

# Social Media is Big



91%

BUSINESSES  
USE  
SOCIAL MEDIA



3.3 B

ACTIVE  
USERS



90%

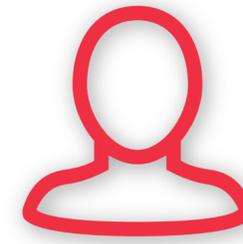
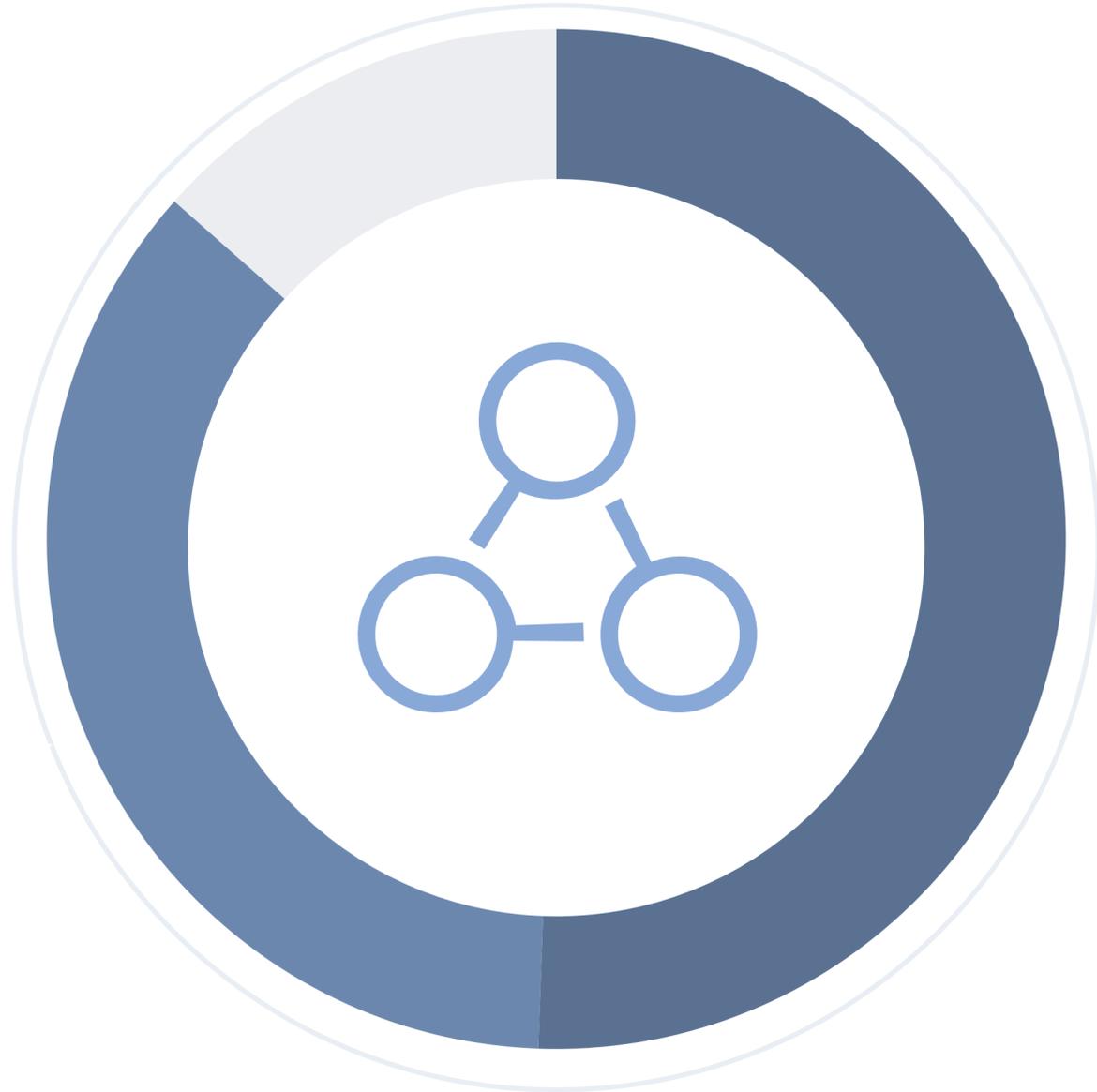
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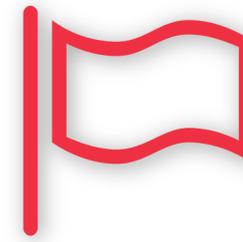
93%

GAIN A NEW  
CUSTOMER DUE  
TO A POST

# Social Media Delivers Measurable Results in



**Sales**



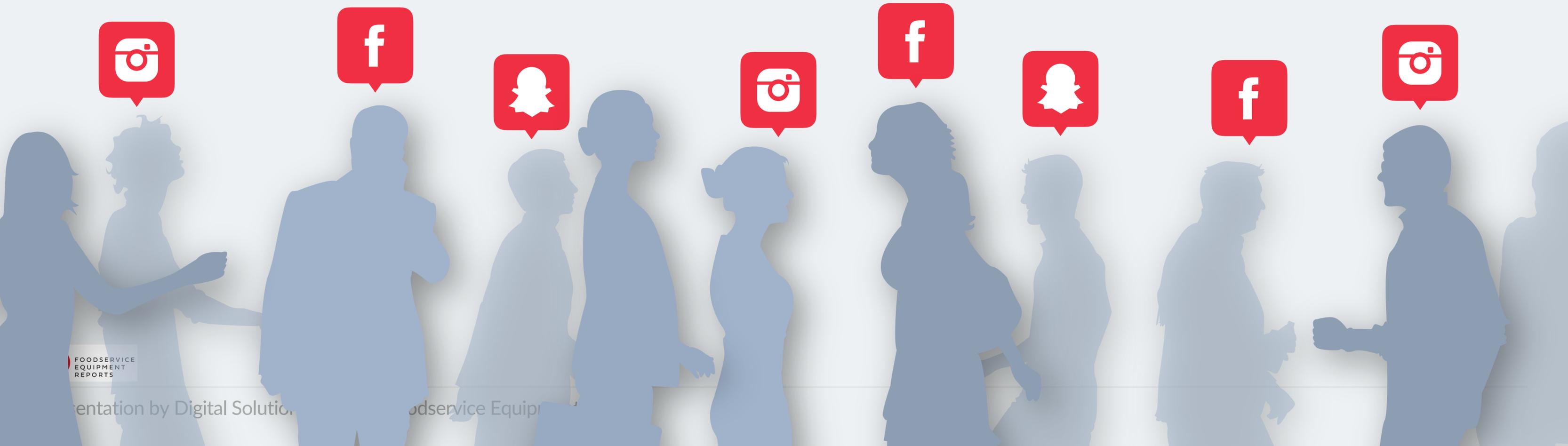
**Leads**



**Branding**

# Offers your business a great ROI, enabling you to reach a large audience at a low cost.

90% of business using social media have generated brand awareness



# First Things First



How can social media advance those goals?



Strategy



Build Content

# First Things First



What are your **business goals**?



How can social media advance those goals?



**Strategy**

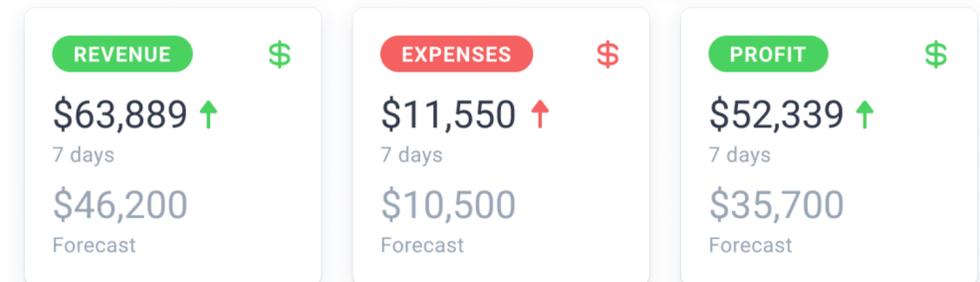
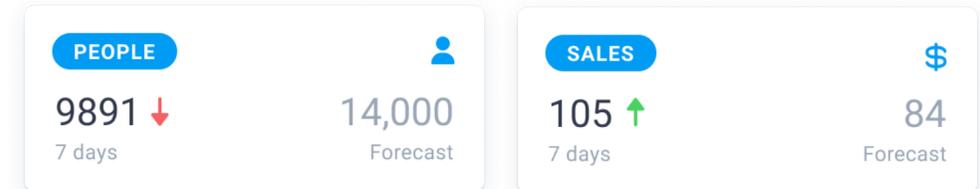
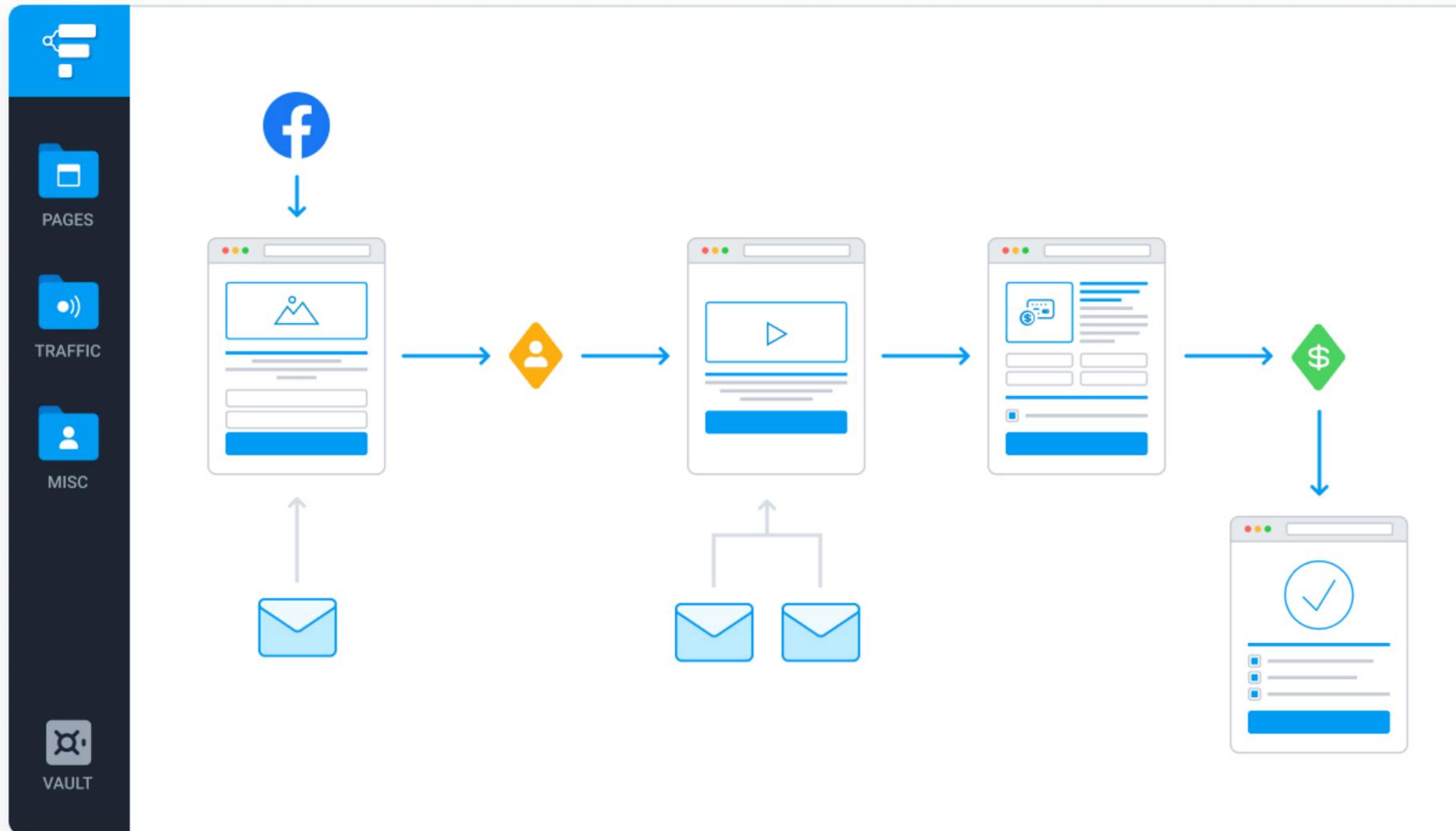


**Build Content**

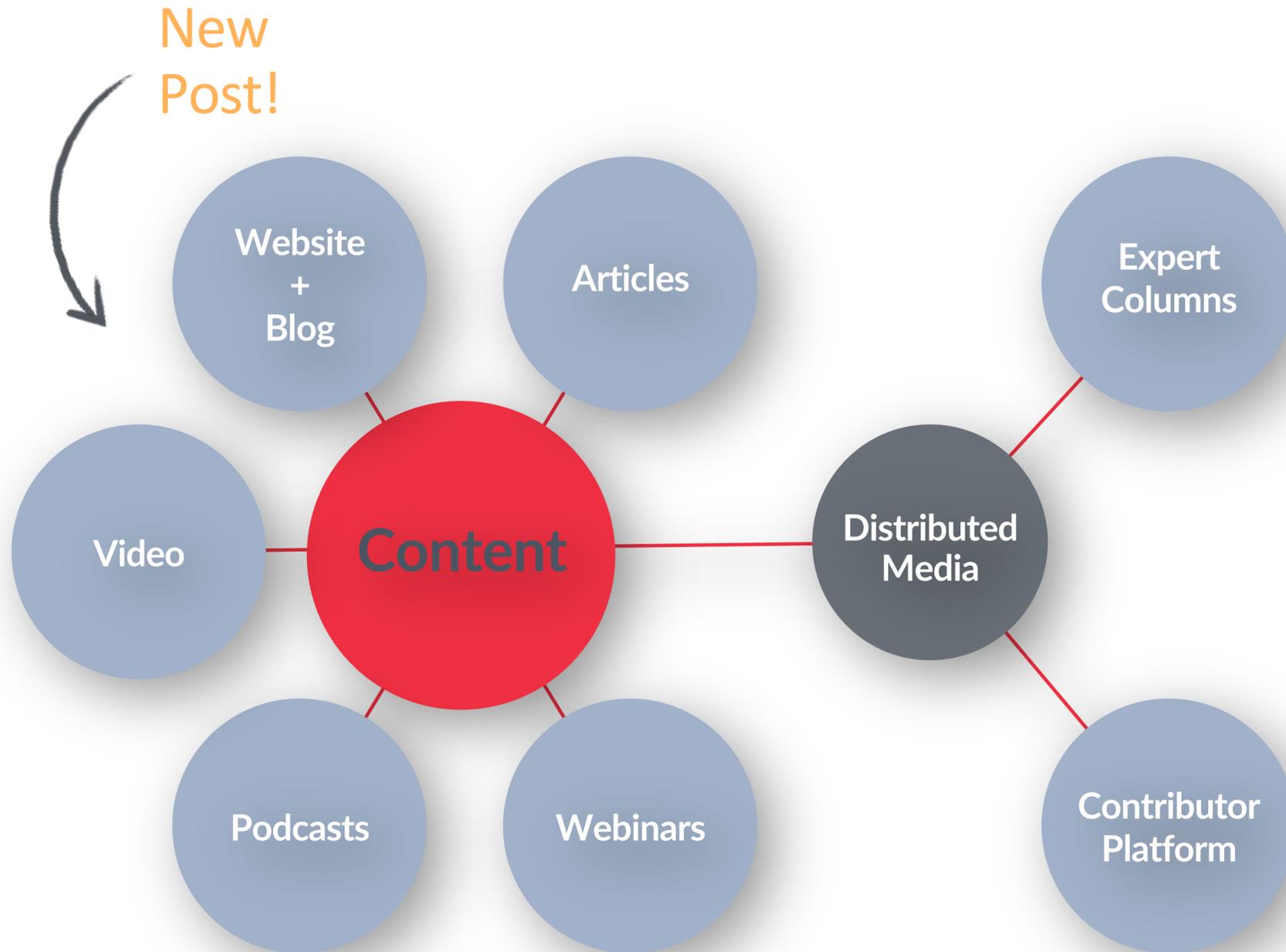
# What Not To Do...



# Strategy



# Content is central to Social Media



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Pushy narratives are **OUT**. Engaging experiences are **IN**.

# 2020 JumpStart

## 10 ideas in 5 minutes

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1 Always engage with your Users

2 Human voice – no corporate speak

3 Feature your customers

4 Use Photos & Video

5 Polling and Surveys

6 Watch Analytics

7 Tag, Tag, Tag!

8 Follow Influencers & engage with them

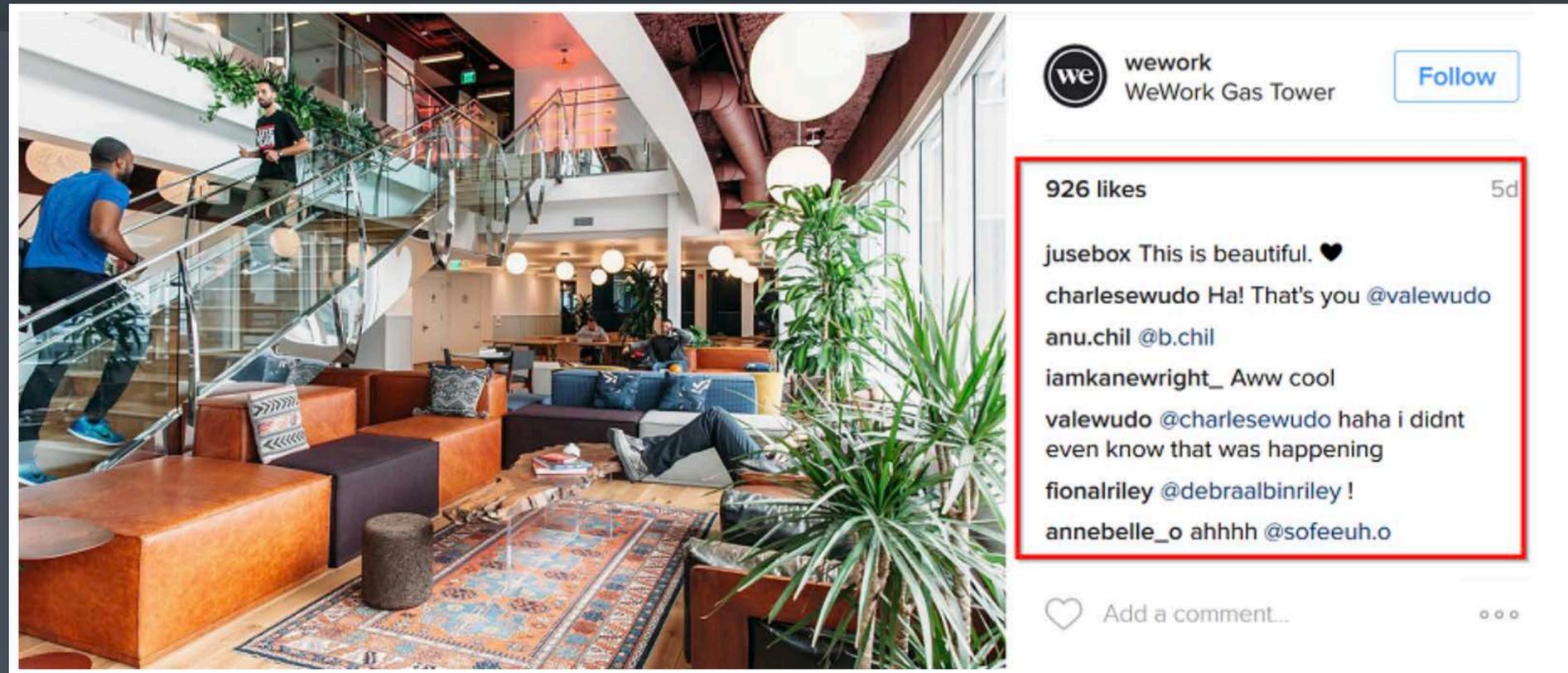
9 Make posts FUN!

10 Be different, Be surprising, Be Bold

# 2020 JumpStart 10 ideas in 5 minutes

Always engage with your Users

1



# 2020 JumpStart

## 10 ideas in 5 minutes

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Human voice –  
no corporate speak

2



# 2020 JumpStart

## 10 ideas in 5 minutes

Feature your customers

3

**FER** Foodservice Equipment Reports with Heritage Parts.  
Published by Danielle Ezell [?] · Paid Partnership ·

Electrolux Professional's Giacomo Paccione walks service techs through how to care for the recently released SkyLine Cook&Chill in the latest episode of Service Calls from our partner [Heritage Parts](#).

*Service Calls*

Presented by Heritage PARTS

FERMAG.COM  
**New Podcast: What to Know About Cook-Chill Solutions**  
Find out how to care for Electrolux Professional's new Skyline Cook&Chill in...

**312** People Reached      **9** Engagements      [Boost Post](#)

3      1 Share

Like      Comment      Share     

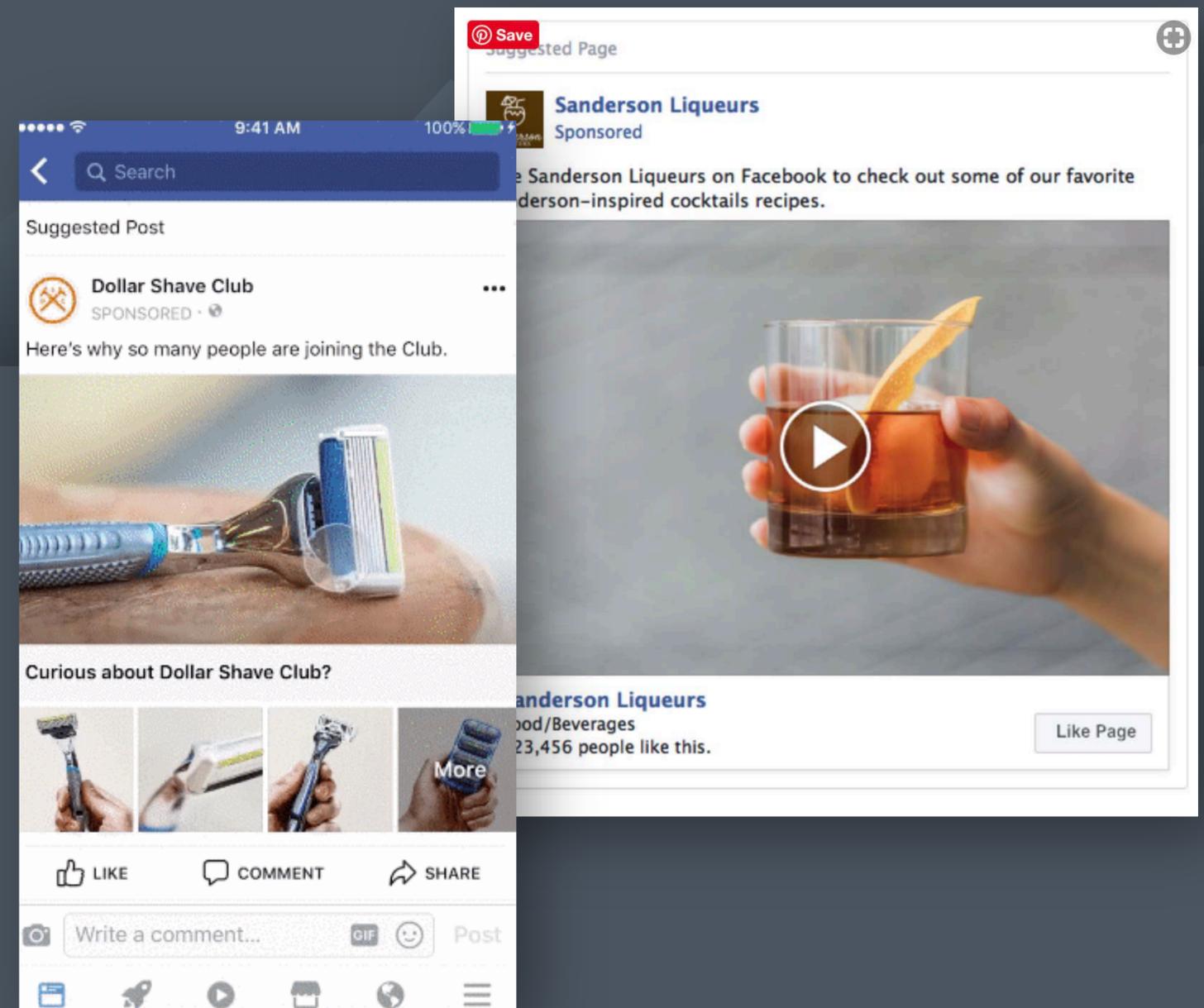
Comment as Foodservice Equipment Reports

# 2020 JumpStart

## 10 ideas in 5 minutes

Use Photos & Video

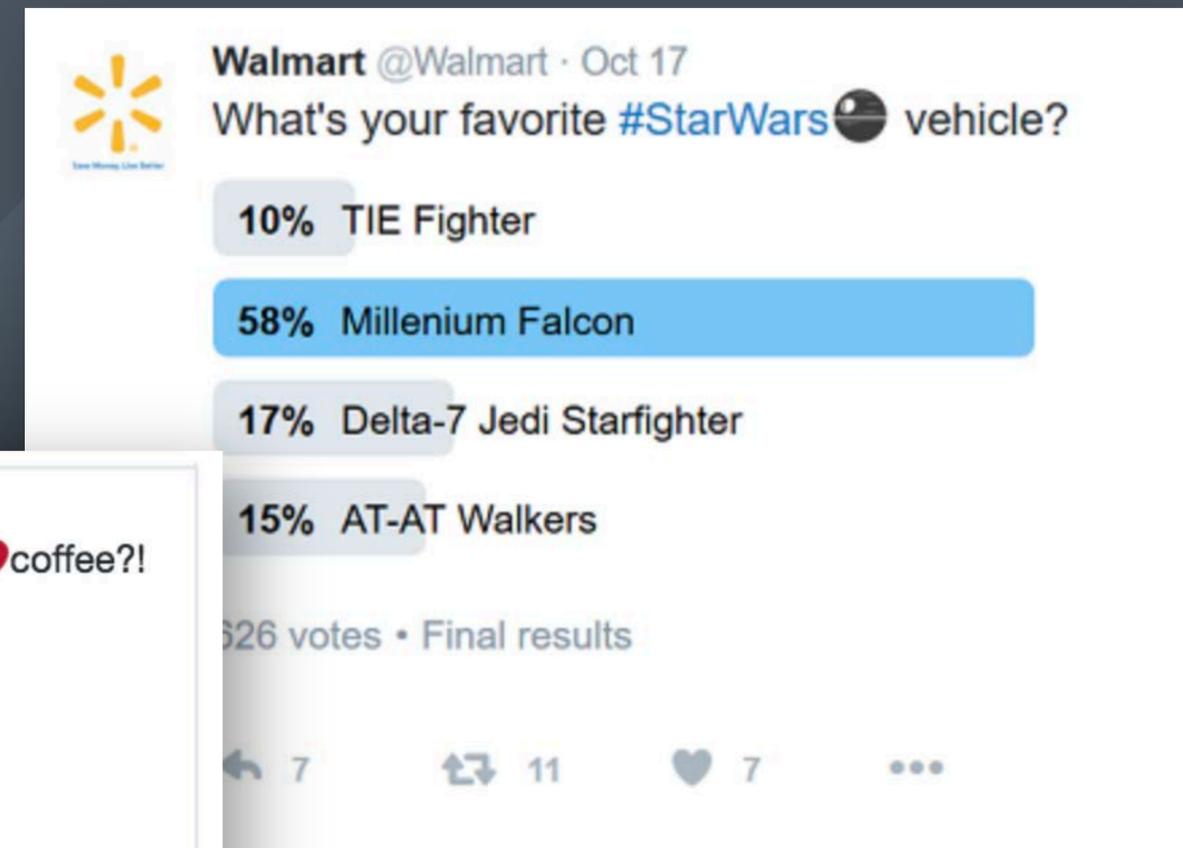
4



# 2020 JumpStart 10 ideas in 5 minutes

## Polling and Surveys

5

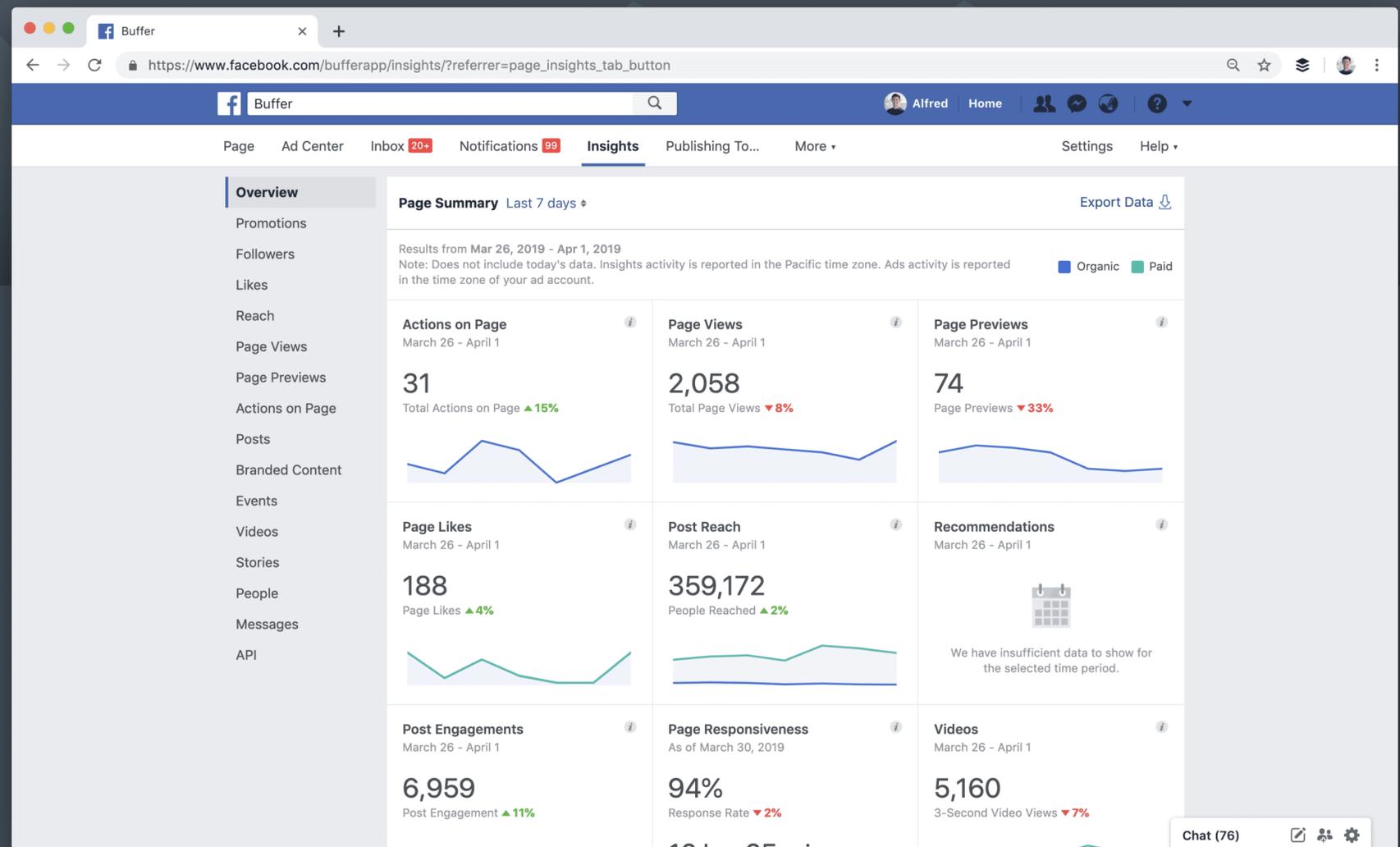


# 2020 JumpStart

## 10 ideas in 5 minutes

Watch Analytics

6



# 2020 JumpStart

## 10 ideas in 5 minutes

Tag, Tag, Tag!

7

**CrazyEngage**  
@crazyengage

7 **#SocialMedia #Infographics** That Will Blow Your Mind



**7 Social Media Infographics That Will Blow Your Mind**  
This article shares a list of the best social media infographics on the internet. They focus on growth, promotion and social media engagement.  
jeffbullas.com

4:00 PM - 14 Dec 2016

**Manchester United**  
@ManUtd

We're in position at Selhurst Park - share your photos from wherever you're watching **#CRYMUN** by tweeting with **#MUFCFANS**.



RETWEETS 213 LIKES 628

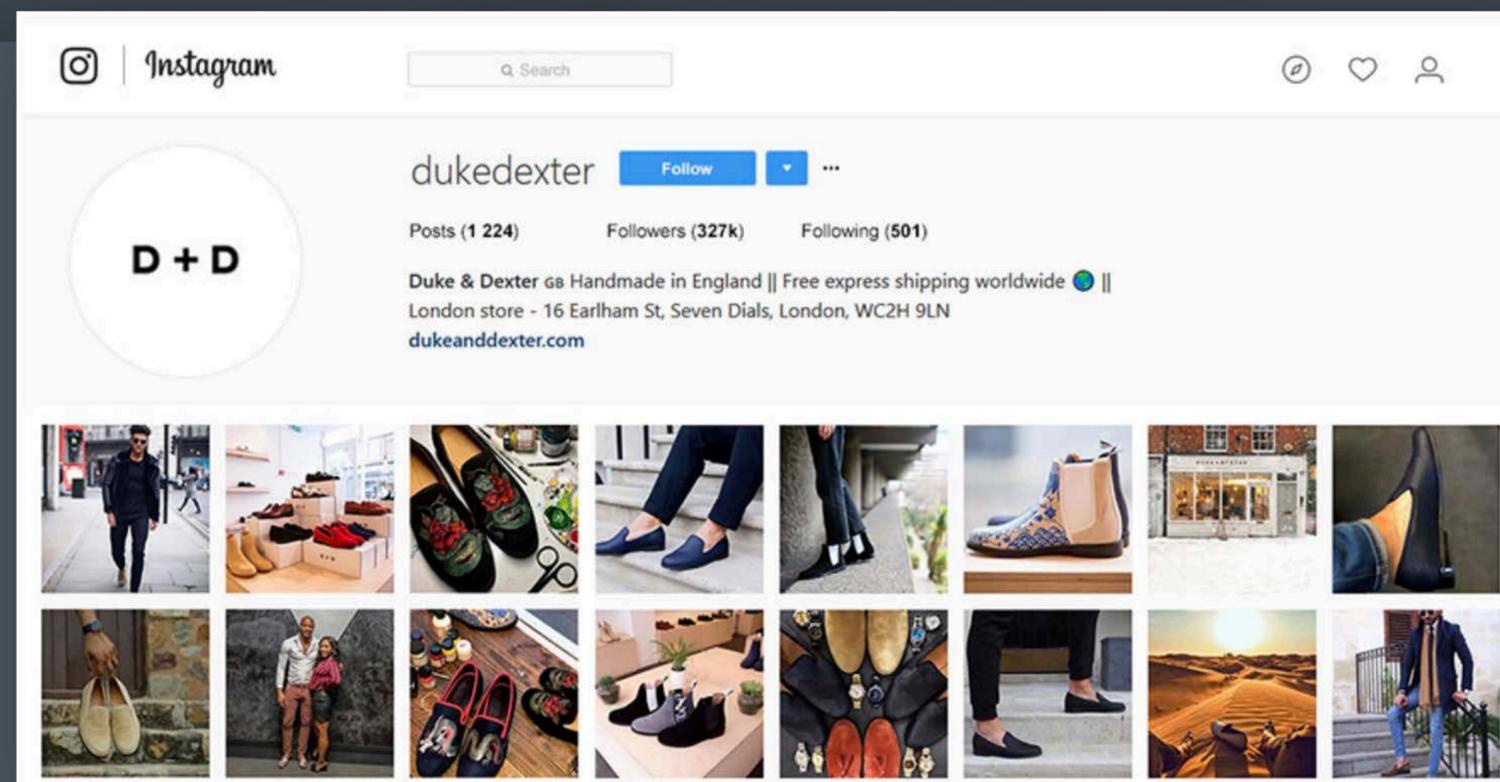
# 2020 JumpStart

## 10 ideas in 5 minutes

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Follow influencers and engage with them

8



# 2020 JumpStart

## 10 ideas in 5 minutes

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Make posts FUN!

9

The image shows a screenshot of a tweet from Wendy's (@Wendys) on Twitter. The tweet is highlighted with a blue border. It features a quote tweet from McDonald's (@McDonaldsCorp) dated 8:59 AM on November 24, 2017. The quote tweet text is "Black Friday \*\*\*\* Need copy and link\*\*\*\*". The main tweet text is "When the tweets are as broken as the ice cream machine." The tweet has 283,567 retweets and 753,093 likes. At the bottom, there are icons for replies (8.3K), retweets (284K), and likes (753K). A "Follow" button is visible in the top right corner of the tweet card.

**Wendy's** @Wendys [Follow](#)

When the tweets are as broken as the ice cream machine.

**McDonald's** @McDonaldsCorp  
Black Friday \*\*\*\* Need copy and link\*\*\*\*

8:59 AM - 24 Nov 2017

283,567 Retweets 753,093 Likes

8.3K 284K 753K

# 2020 JumpStart

## 10 ideas in 5 minutes

Be different, Be surprising, Be BOLD!

10

Suggested Post

 **Slack** shared a link. Like Page

Sponsored · 



What it feels like to sit in 25% fewer meetings.

**Slack: Make Work Better**  
Slack brings all your communication together in one place.

[SLACK.COM/RESULTS](https://slack.com/results) Learn More

# 2020 JumpStart

## 10 ideas in 5 minutes

- 1 Always engage with your Users
- 2 Human voice – no corporate speak
- 3 Feature your customers

4 **BONUS:** Involve everyone in the organization to create social material & engage with your posts.

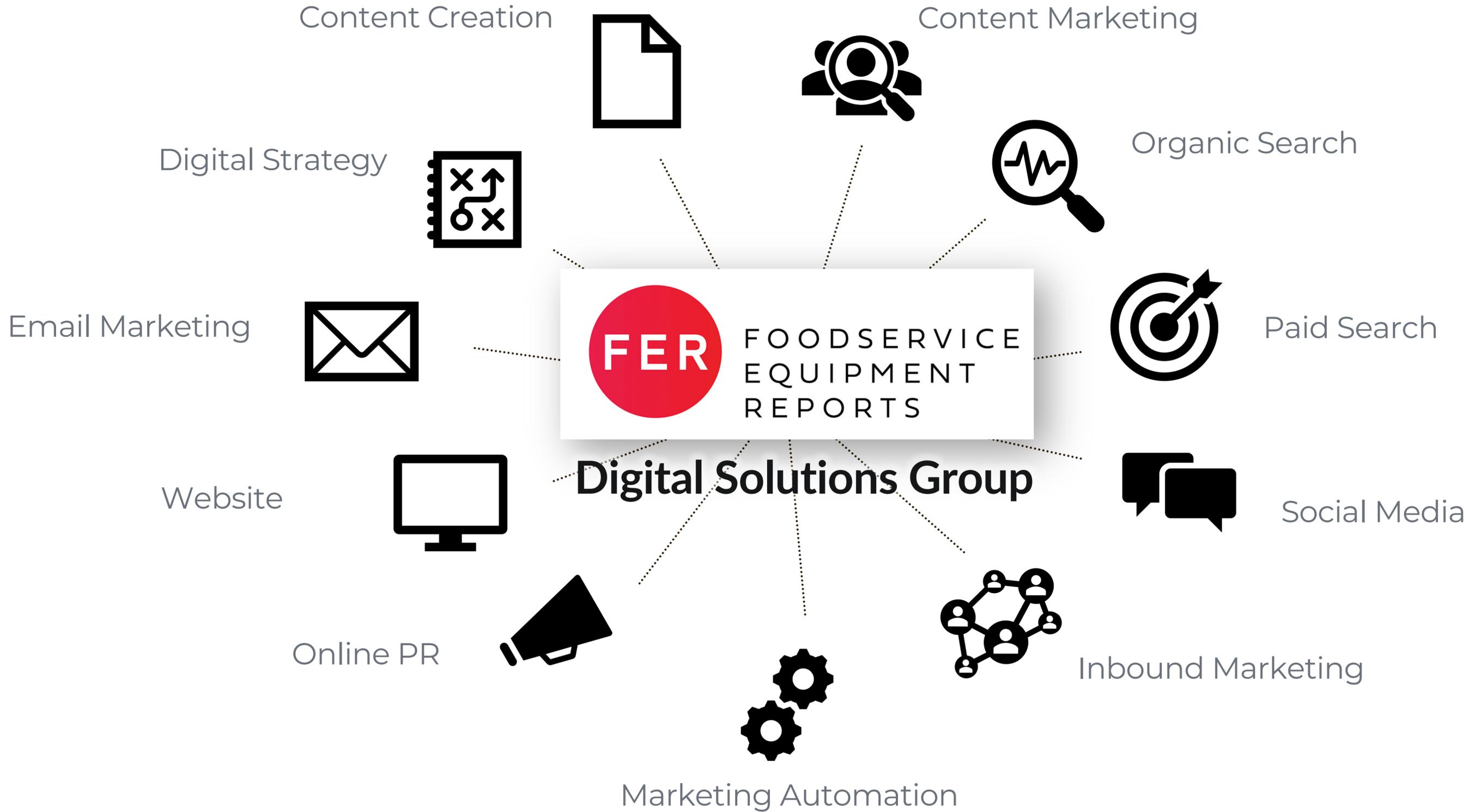
- 5 Polling & Surveys



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**A little planning goes a long way,  
a little measurement goes even  
longer.**

A. FRIEDMAN





QUESTIONS?

Feb

Mar

Apr

Mar

Jun

Jan

Feb

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Apr

May

Jun

Jan

Feb

Mar

Apr

May



# Thank You



**Digital Solutions Group**