



SOCIAL MEDIA - INBOUND MARKETING BLOG

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Social Media Content List

Over the past 12 months these articles have been read, shared and commented on more than any other. We hope you have as much fun reading them as we did writing them.

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7 Amazing Hashtag Tools To Use

Hashtags are all over the Internet !!

Have you ever given a thought about how the hashtag has become an inevitable part of Social Media?

Earlier hashtag was just a part of keyboard and now from our personal tweets and posts to official company tweets – everywhere we see hashtags- #Life #Love #Smile #WordPress #Plugins etc.

Facebook, Twitter, Google+, hashtags are everywhere! I personally use hashtag very heavily in my daily social interaction.

What is this hashtag? How does it help?

No need to stress so much, the answer is right here - # is a symbol used just before any relevant word of the message (you can call these terms your social media keywords) like #WorldCup.

You can increase your social message outreach if you use the relevant hashtags. All this is possible because hashtags help us to classify groups of social messages based on the keywords across various social media platforms.



When you use the right hashtags, you don't just share it with your friends and followers – but also with lots of people who are interested in or following that hashtag. You're basically reaching out to all the people who are interested in that #keyword. It's worth using it to increase audience engagement.

Unleash the Power of Hashtags..

Yes! You can say that hashtags have enough potential to influence the visibility of your posts on any social media platform.

With the help of these hashtag keywords, brands are able to reach a well-segmented audience who has some level of engagement with that particular #keyword.

Hashtag Your Way to a Super Social Outreach with these 7 Amazing Hashtag Tools

To lead the race of hashtag marketing you need some amazing tools which will empower your online presence. There are some amazing hashtag tools out there that help you with finding the right hashtag, tracking its performance, getting complete analytics, comparing it across various platforms and lots of other things.

Here are 7 amazing hashtag tools: (The order is not important – they're all just equally cool)

1. Hashtags.org

Hashtags.org is the directory of all the trending hashtags. It's the one stop destination where you will not only find the hashtags but also get many related terms, tweets, complete analytics for that hashtag. In addition to all this you will also find tutorials for effective and efficient usage of hashtags.

hashtags dot org

2. RiteTag

As the name suggests, it's one of the best tools to identify the aptest hashtag for your tweets or posts. It is highly recommended for start-ups and also provides very valuable insights for big companies too. If you want to avoid the confusion and dilemma of picking up the right hashtag, head straight to RiteTag. It even helps to optimize the tags of your past, present and future tweets.

ritetag

3. TagBoard

If you are looking for something that makes tracking of hashtags on multi social platforms easy, then here it is. Tagboard has a beautiful board to monitor your hashtags. It's a great way to know that what is going around for that popular hashtag of yours on social media like Facebook, Twitter, Pinterest etc.

tagboard

4. Hashtagify.me

Hashtagify.me is one of the finest tools to kickstart your hashtag reach. So if you really want to influence more audience, then its Influencer tool can be a great source of help. It identifies the leaders, promoters, etc for that category.

They have a huge collection of 42,478,642 Twitter hashtags - so just dive in to get the best match for you.

hashtagify

5. Trendsmap

Hit the audience with relevance to the geography they are located in. Trendsmap makes it possible to get the detailed insights of trending hashtags in your location. It comes as a boon for local businesses. It's a multi-lingual tool so language is not a barrier here for your tweets.

trendsmap

6. Topsy

Curious to know all the information related to your hashtag? Stop by Topsy. It gives information about all the images, videos, influencers, users, links available about a hashtag on the Internet. You can use this tool for researching about your keywords. It provides great analytics and social trending on the search conducted.

topsy

7. TweetChat

It's a twitter tool which allows you to build your audience by engaging with them in real-time conversations using hashtags. It also helps to filter out the chats as per the hashtags that you're interested or disinterested in.

tweetchat

Wrapping It Up..

I hope that you will find these cool hashtag tools helpful in leveraging the power of hashtag in your social media marketing efforts. Please let me know if you have any questions.

Gravatar linked email-id is pragya.talwar@hbwsl.com

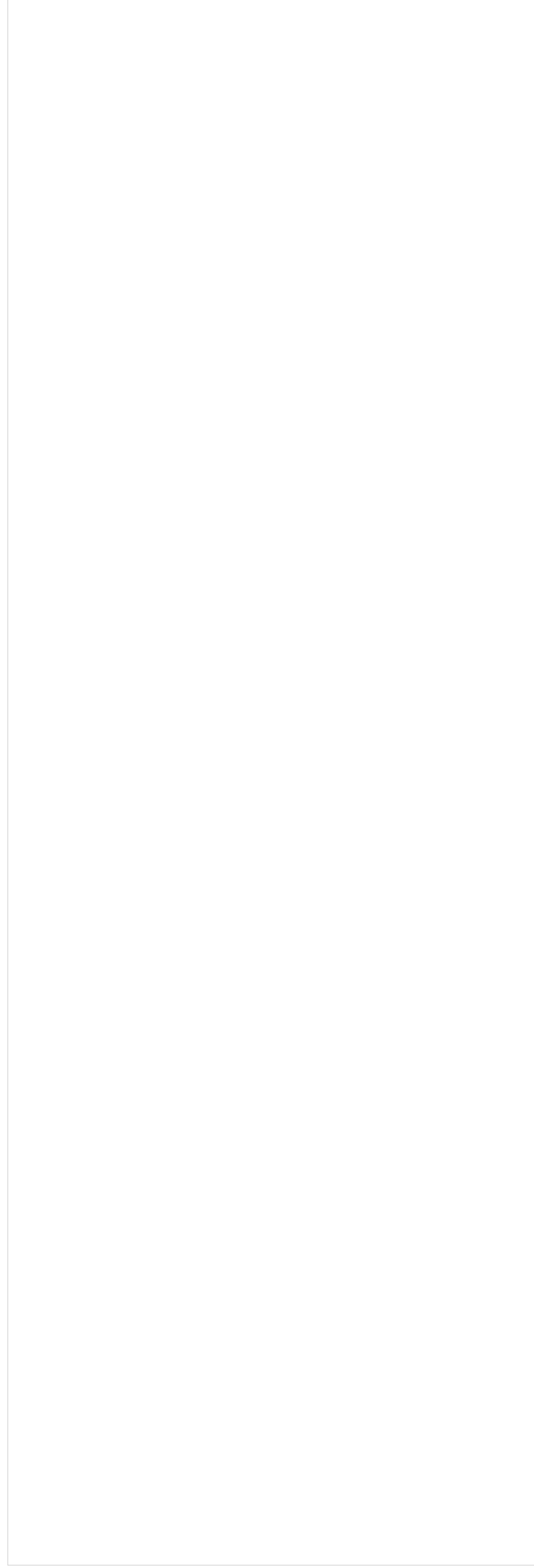
Author bio- Pragya is part of the super-cool WPeka Club Team and describes

herself as a fanatic WordPress foodie (read: she eats whilst dabbling with WordPress all day), addicted to music, likes yoga and wants to travel the world.

How To Promote Your Blog Via Social Networks

This article focuses on the 4 questions that can establish a robust grounding for you to begin using social networks to promote your blog. Simply, reading the answers to these 4 questions can provide you an innovative outlook to optimize a network of followers through social media marketing. 1. **How does a social media networking site help?** Let us begin by understanding - how does a social media networking site help in boosting online traffic? A social media networking site is a common platform for all online users to meet and share their interests; online users can share views and communicate interests, irrespective of their ethnicity, demography, and regional segmentation. Geographical location is not a limitation anymore; you can be located in Australia and yet manage to sell snowboarding equipment to a customer in Alaska. 2. **Does the popularity of a social media networking site matter?** Another relevant question would be: Which social media networking site is most popular? Perhaps, the answer should be that a social media networking site with more followers is the key to social media networking success. Not quite, because the popularity of the website does not really equate with your own success on the social media networking site. For instance: according to the infographic below, courtesy of thesocialmediahat.com, it is evident that Facebook has the maximum number of followers in 2014. However, this information is subject to change from time to time. Facebook is followed by YouTube, Google plus, Twitter, Instagram, LinkedIn and Pinterest. There are different reasons for the popularity of each social media networking website. On one hand, Facebook is popular for the 'who is doing what kind of updates' whereas; Twitter is more about online news sharing and Youtube for videos. On the other hand, Google has capitalized on its email account members to make its social networking site - Google plus a popular social networking platform, whereas; LinkedIn is more about connecting with professional contacts for jobs and business. Lastly, Instagram and Pinterest are social media websites about sharing images. It can be observed that the reason behind the popularity of each social networking website is not as important as the reason behind the popularity of your own blog website. Besides, the most evident and significant point is that: All social media networking sites serve a unique purpose that is to share user content in a specific format. Therefore, it is most important to relate with the unique purpose of the social media networking website rather than trying to relate with its online popularity.

Social-Media-Active-Users-2014



3. **What is a cross-posting plan?** A cross-posting plan is finding commonalities between different types of content formats and then collating all or most of the formats to create a common thread of information. The purpose of doing this is to share the common thread of information on different social networking websites. Let us illustrate this by asking ourselves – What is common between a PowerPoint Presentation, a Graphic, Infographic, a Snippet of Content and an Online News Piece? 1. A PowerPoint presentation highlights the most important take-away of a content in the fastest way possible through small slides. 2. A Graphic communicates in an even faster way. Just one glance of the online user is enough to understand 'what the graphic is trying to convey'. 3. On the contrary, it may require more time to understand an Infographic. 4. A video or a podcast may take a little more time than the graphic to convey the information but it has immense impact. 5. A snippet of content is like a very small summary of the entire subject of discussion. It consists of 100 characters or more. 6. An online news piece can be even shorter, if we consider the headline alone or it can be longer like a small or big blog post depending on the amount of information that is to be communicated. **Now that we are aware about 'what is the function of each type of content'; the commonalities become apparent:**

- Information Production: All content formats are trying to share some information
- Audience Appeal: Each content format is trying to communicate or persuade the audience by appealing to their faculties which are: visual, audio, video, audio-video and reading.
- Audience Perception: Each type of content format is perceived by the audience in the most unique manner. For instance: it is very different for an online user to spend time watching videos on YouTube, than pinning images on Pinterest. Still, both content formats can share the same information.

4. **Is there a difference between friends and family network vs. business network?** Yes, there is a difference. The difference is you will use your family and friends network for sharing personal updates such as marriage anniversary, birthdays and so on. And you will use your business network to share professional updates such as a press release, corporate presentation or even a change in company logo. You will also use a business network to share human resource requirements. Now, that the difference is established, it should be noted that there is no restriction for using one social media networking website over the other. All websites welcome users highlighting both personal and professional backgrounds. For instance:

- A Facebook fan page can be personal as well as professional.
- A click on the LinkedIn Like can be for a change of photo as well as for a change of job.
- A click on the Twitter Like can be simply for a change of address or even for an academic course that you are planning to pursue.
- A pin on Pinterest could be simply because the image of office infrastructure shared by you is too good. But this may not have anything to do with a user buying your product. At the same time, you have created visibility and brand value.

Thus, it can be observed from the above analysis that content format is highly important for conveying information to our audience. In fact, connecting with people by using a specific format of communication forms a big part of the social media networking website. The take-away of this post is that you can be anywhere in the world but as long as you can create great content on your blog and publish it by using images, infographics and useful information on the social media network – people are going to look at you! World-wide exposure to a market of a billion users becomes available with social media networking.

Which Social Media Site is Better for Small Business Marketing?

Social media sites have become a quintessential platform to abridge the chasm between the business and the customers. Today small, medium or big business houses understand the necessity of being present on the social media platforms. In this article we will concentrate on small business marketing on social media sites and choose the best one suitable for it. So, here is a list of social media websites which caters to the need of small business houses and also to new start-ups.

1. Facebook

facebook-business

Obviously this had to be ranked first in the list. Though a lot is spoken against Facebook but certainly no other social networking site can take away the numbers from it. Facebook is the proud platform to house 1,310,000,000 users, which is constantly increasing. You cannot ignore a platform whose population can even out number China in a year if the current trend follows. If we go by critics, Facebook today has become a fish market with reportedly housing nearly 66 million fake accounts. Though agreeing with the critics but it is a ground though slippery you must stand firm. It is not an easy task to make one's mark on this platform but a good strategy may land you in the limelight. See also: [11 Mind-Blowing Reasons Your Company Needs Facebook](#)

2. Twitter

Here is the platform which has got the title of "SMS of the internet". The posts are short, accurate and to-the-point. With 140 characters, it makes you think in a crisp manner and make your presence sharper. Twitter has 300 million users and surely it makes up to the list. One cannot simply ignore twitter. The hashtag (#) facility lets you connect with the users in an awesome way. You can be at any event and just post it with hashtags and you will be amazed by the response. Twitter is an interesting platform to be on.

3. YouTube

I agree that your website is not video centric, your product has nothing to do with the videos. But sorry mate! This is the trend, you want to hop in or stay on the shore? YouTube today garners almost all the videos available on World Wide Web. Audience's choice today differs from what it was few years back, videos are not for kids and teens. It is considered to be more fruitful way of saving audience's time and marking an impression on their mind. Your video does not need to be an exceptionally visual treat for the audience or too expensive but all that is needed for an outstanding video is simplicity with an extra-ordinary content. Also Read - [YouTube Just Got Better for Marketing](#)

4. Google+ (Google Plus)

GooglePlusSocial

Google Plus is gradually increasing its reach. Initially opened for personal usage, by November 2011, it opened itself to brands. Google Plus has got some interesting features like- *Circles, Hangouts, Messenger, Instant Upload, Hashtags* and more. With 1.15 billion users registered for it, it is one of the strong contenders for a platform suitable for small business groups. But the sad part on Google's side is that it has got only 35 % of registered users as active users. It should not stop you from scratching off its name from the list. It is just the beginning and Google Plus as assumed by the experts is going to be a strong platform in coming years. It has already started to shine.

5. LinkedIn

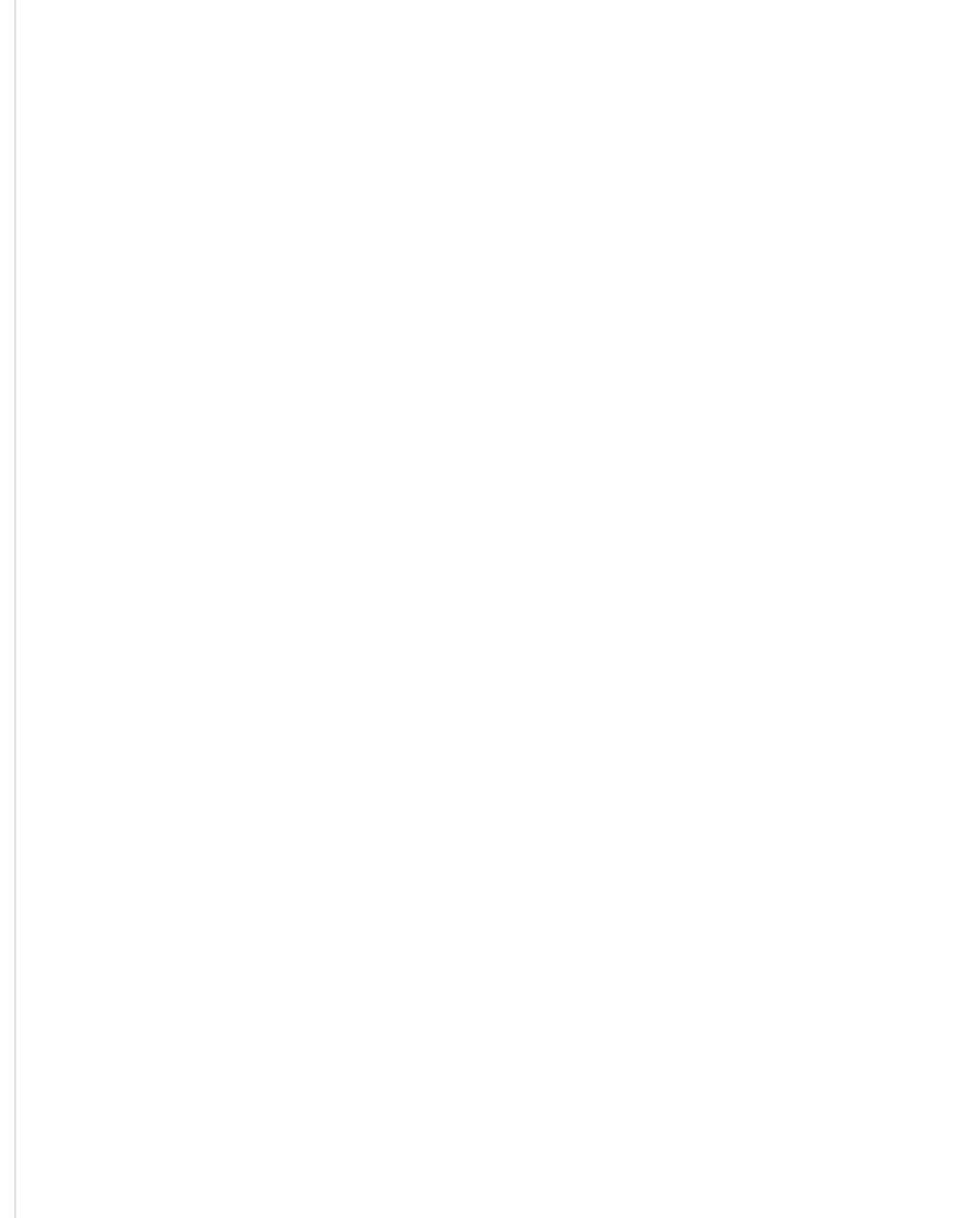
Calculate the time you took to read this article. With every second you take LinkedIn adds two new members. It has got 300 million users. LinkedIn is primarily a B2B networking website. Initially looked upon as job searching platform, today it boasts of thousands of interest groups. Maintain your company's profile on LinkedIn and keep on updating your profile regularly. Contacts form a base for marketing and LinkedIn offers you with that. Stay vigilant on it and who knows you may turn out the ball on your side. These were the top 5 websites, small business houses should consider for marketing. There can't be one perfect choice for it as all the five sites offer different flavors to the marketing. You cannot just ignore one and choose other. If you still persist on knowing the best site, I can only help you by giving preferential sequence. Start with the site as they are numbered in the list, but please don't make it a year process to go for other options. You want to succeed, you have to be ubiquitous. [note]This is a guest post from Shailender Kumar working as an Internet marketing consultant at Interactive Bees - renowned social media marketing agency. I'm an enthusiast learner with cool mind and have solid analytical skills.[/note]

10 Must Have Tips and Tricks For Your Facebook Business Page

The social trendsetter Facebook multiplies their users by thousands every day. The vast base of users at Facebook makes it the largest crowd puller and any company is ready to join the bandwagon as Facebook gives them the platform to boost their brand and products at the same time engage with the possible prospects.

Creating a Facebook business page is quite convenient for any company, to display their products and services online to a huge base of customer. However, setting up a business page with many Facebook 'likes' and a huge fan base both are difficult to achieve.

facebook business



If a click on the wall or info does not fascinate the visitor, there are chances to leave the page. As soon as a visitor likes your page they will get regular feeds and updates on the latest thing you publish, that is advantageous for you. With the introduction of the new timeline in the business pages, both good and bad changes took place. So, how will you drive in the likes for your Facebook page? This post will cover some of the tips and tricks to give your Facebook business page a boost. The post is going to focus on the 'need to know' changes essential for your Facebook pages.

1 Eye-Catching Cover Image Creating Opportunities

Get amazing branding opportunities visually inspiring and connecting your fans. Create several timelines covers so that you can refresh your timeline number of times for visitors and thus keep them inspired! When it comes to Facebook cover image, let see what you can do:

- Use the brand images, logos, photos and other visual marks
- Use visually appealing graphics, colors and images
- Use simple language to connect with your fans
- Use PNG files of size 851x315 pixels

What you cannot do:

- Do not use info like "50% Discount" or "Downloads available at www.aabbccdde.com"
- Do not share the web address, emails, contact mails or other info, which one may find in your About Us page
- Do not use calls to action buttons like "Get It now" or "Tell others"

Cover image should be inspirational and should not blatant self-promotion, and do have legal copyright to all your images. See also: **The 10 Biggest Facebook Marketing Blunders in 2013**

2 Default Landing Tabs Takes a Permanent See Off

Default landing tabs are no longer there on Facebook, then what you will do:

- Increase the use and space of the cover image
- Use the unique URL of apps to help people directly connect to the page outside the Facebook as well as posts, status updates within Facebook
- Increase the use of top apps shown below the cover photo
- Use the app calls to action and thus engage your fans

3 Create Easy Sharing Pages

It is good to customize the page web address to make your Business Page shareable in your networking sphere, website or business cards. You can only change it after you become sure that you are careful and have chances of long-term actions. You can change the URL from -

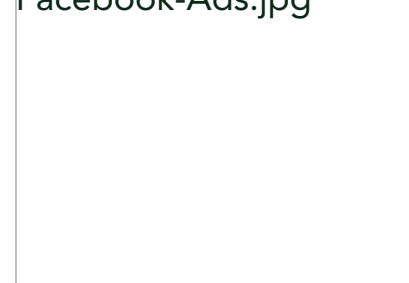
<https://www.facebook.com/174544526395> (default URL) into

<https://www.facebook.com/username> (custom URL). Change your Page URL

address everywhere on the web so that you do not get broken links.

4 Facebook Paid Ads

Facebook-Ads.jpg



Facebook Ads keep your audience engaged for a longer time. You can start with a small budget. You can send it to multiple pages of your website. Direct your visitors to the landing pages, sales pages, video etc. Experiment with multiple ads, to gain result better than other does.

5 Add Trendy Apps

Apps are now the modern tabs. No, you cannot set them as the default-landing tab for new visitors to your Facebook Page, but still you can leverage them.

- Just below the cover image, four apps will always stay visible
- You can use at least 14 apps on your timeline
- Have custom thumbnails for your apps
- Set unique app URL to drive traffic to the specific app

6 Insert bit.ly to Track and Measure Results

In order to measure the demographics, sign up with Bit.ly. It will allow you to shorten long or affiliate links. This free tool helps to measure the links and the number of clicks.

7 Set the Milestones

Milestones can be set for the current or past events that take place in your company. This is no doubt a great way to highlight key events like opening of the new store, ribbon cuttings, launch of new products/services, new partnership, achievements in business etc. the milestone images should be within 843x403 pixels. How do you set the milestone image?

- Click milestone in the sharing bar at the top of your page
- Insert headline, date, location and details
- Add a photo
- Click save button

8 Let No Fans Miss Your Page Updates

Even if someone likes your Business Page, it does not mean all can see your posts. Depending on that, less than 16% of the fans will see your content. This is due to the Facebook algorithm Edgerank, which controls the amount of content your fans can see in their newsfeed. If you want more people to see your posts, then engage your customers or fans in content like comment and share to increase the Edgerank. You can also pay to promote your posts.

9 Arrange Contests

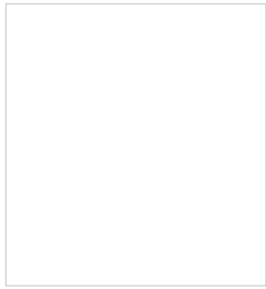
You will find a number of brands runs successful contest on Facebook this results in generating thousands of Facebook likes. Make sure that your contests follow the Facebook promotion guidelines. Use a Facebook app to create a fan-gate so that those who like your page can take part in the contest. Apps have custom URL. Thus, you can run your contest via Facebook Ad and thus increase your likes. Make sure that the Facebook app is clickable by the mobile users as most of the customers are now on their Smartphone.

10 Facebook Insights

Use the Facebook insights to navigate the metrics on your Page performance. You can browse things like **Reach** (how many users are seeing your posts) and **New Likes** (when you got new followers and why). This helps to grasp the trend that keeps driving down your likes and engagement so that you can adjust your post in the correct order. Are you ready to jump into the action and join the bandwagon like others? If you have started to implement changes in the Facebook Timeline do consider these ten tips to fuel more inspiration in your visitors. *infographic by: cloudtactix.com*

9 Things You Should Not Be Doing On Facebook

There is a rush on Facebook. Most users have the intention of heading up for establishing a large network and becoming popular among their circle. And, it's not untrue also, as Facebook, being one of the most adorable social networking services, provides a free board to people for sharing information and making quick acquaintances with each other. So, what's the damage? There are a few things that do not work well on Facebook but are in a trend which at times costs users severely in the rush of being too quick to be there first. Any such wreckage can be avoided by looking carefully into the below things. **Thing 1: Let's share 'everything'** Facebook has triggered an open battle field, where its account holders are not hesitating any longer to share their privacy even with the not-so-known or not-known people. Perhaps, you didn't know your private data could be getting shared with others by none other than the Facebook authorities. So, what's the hurry when Facebook users are updating their photos and making wall posts in a great hurry, and turning away from the results? This has only made the users more vulnerable and has surrendered their accounts to deplorable means. Ideally, this should not be. For a while, try and adjourn your "How I ate my vegan burger for hours" status and you might know it yourself. **Thing 2: Sending friend requests, accepting friend requests** The sappy side of the Facebook users is out when they are hurriedly sending out friend requests and accepting them. Do not accept such requests from the people you do not know. It only shows how idle you are. **Thing 3: Opting to like your own status**



Nothing can be more hilarious than liking your own status even if the Facebook does give you that option. It's like self-pleasing, and should not be indulged into. **Thing 4: Slaughtering the time** Someone rightly compared the Facebook posts with the spam mails. You could be spilling your precious time over tagging mysterious people, stamping on walls, tagging photos of those you meagerly know, suggesting this friend to that friend, quizzing and gaming, or something which is not worthy of your time and attention. **Thing 5: Decline and fall** A few things are definitely not fair on Facebook, and must be completely avoided. Singing the blues or badmouthing about anyone to keep your account alive is a bad thing. It is absolutely futile and is capable of bringing a 'good' damage to your profile. In case you didn't like any post, you could still kill with kindness. Learn that skill. Also, Use your private mail to converse and avoid Facebook mail for sharing any private talks, while it may be convenient for you, but not for the other person. **Thing 6: Do not complicate things** Facebook isn't complicated, unless you restrain yourself for doing so. For example, do not keep a weaker password that can give hackers their easy prey for their favorite pastime. Keep it strong and change it regularly. Do not ever mention in your status about your moving out or going on a holiday. Details about your vacations can be shared once you return home. By avoiding above things you can escape a big mess. **Thing 7: Letting your privacy slip** On August 29th, 2013, Facebook has brought changes to its data-usage rules. Under the new Data-Use Policy, Facebook gets the right for using your public information, your uploaded information including photo, content, profile, etc. You should be strictly adhering to the rules that do not give away your details to just anyone on the Facebook. Someone can betray you and use such details for locating your bank accounts. It's not advisable to reveal your complete date of birth on your profile. You can edit your personal information which shows your date of birth, address, contact numbers, family information, etc. **Thing 8: Everyone is seeing you** Do not let everyone see your status, photos, and other information which are easier for someone to trace you at your current location such as a mall or a restaurant, tuition's, guitar class, etc. Completely restrict strangers from accessing your account. You can also save your account from the search results of Facebook. **Thing 9: Fanning unsolicited comments** It's perfect to share your ideology or start a campaign but linking on the junk is not good. Do not foul up the conversation with indecent commenting or posting offensive and hatred views. **Summing up** If you carefully observe your activities on the Facebook, you will be certainly able to check yourself from pointless and superficial revelation of information. Facebook indeed has something to offer to each one of its users. Engage with the like-minded contacts and go ahead with useful conversations. *image credit: 123rf.com*

Call to Action

Now that you have shared valuable content with your audience, what is the next step that they should take? Visit your website? Buy a product? Book a consultation? Create a clear call to action that will help them along the way.

[Click Here](#)