

DDB for ADEB-VBA

Social media: not just fake news.

A recipe for successful social media thinking.

November 17th, 2020

AGENDA & INTRODUCTION

Nice to meet you!



FIONA

Connection planner



ALICE

Account manager

Agenda

1. WHY SOCIAL MEDIA?

2. HOW TO USE SOCIAL MEDIA TO YOUR ADVANTAGE



3. INSPIRATION

4. MORE THAN BUILDING TOOLKIT

5. Q&A

**BUT FIRST:
QUIZ TIME!**

GET YOUR SMARTPHONE
GO TO [JOINMYQUIZ.COM/PRO](https://joinmyquiz.com/pro)
ENTER THIS JOIN CODE: 281718
PICK A NAME

GOOD LUCK! 

WHY SOCIAL MEDIA?

FAKE NEWS

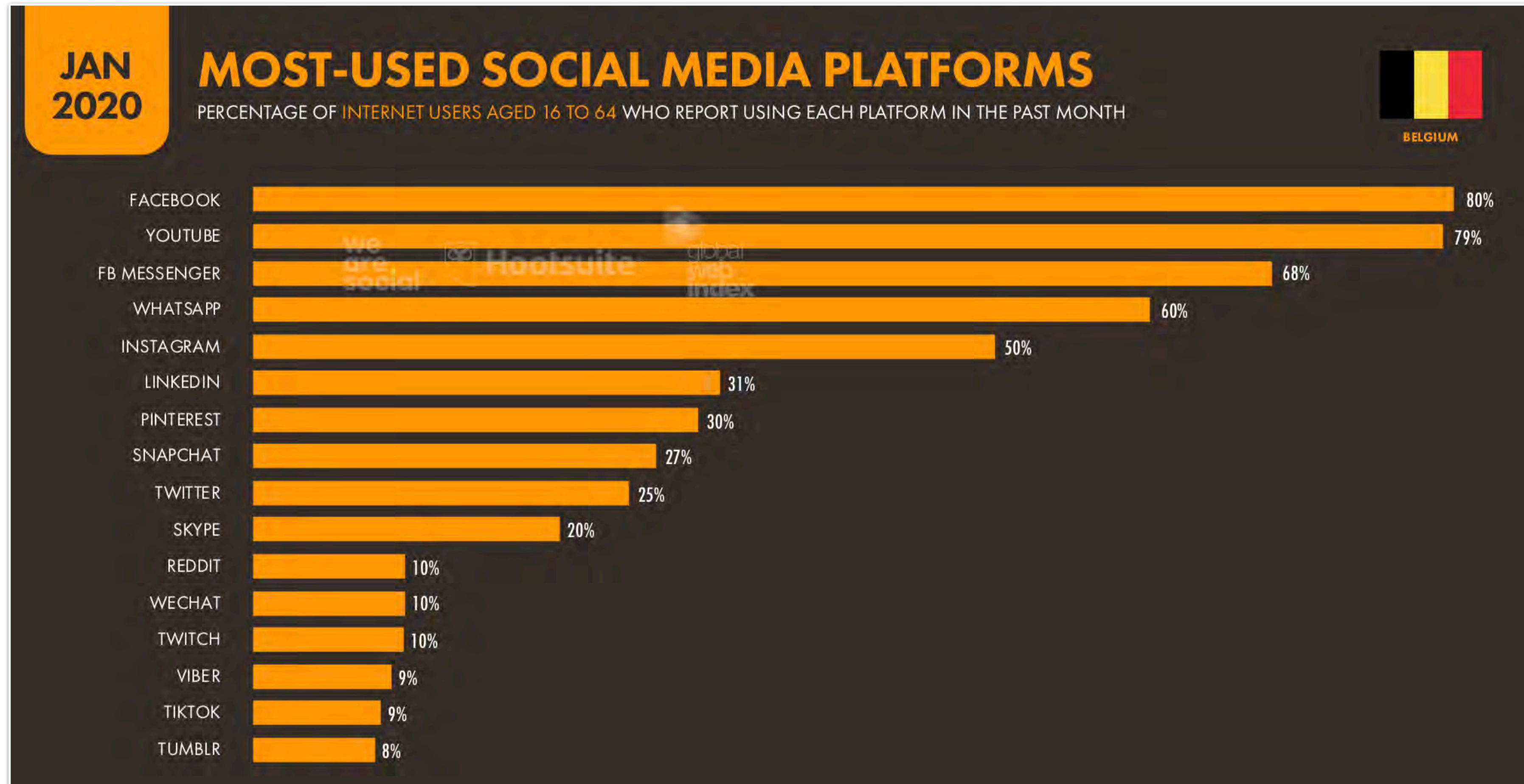
**SOMETIMES IT SEEMS SOCIAL MEDIA ARE
JUST OUTLETS FOR FAKE NEWS & FUNNY VIDEOS**

NEWS

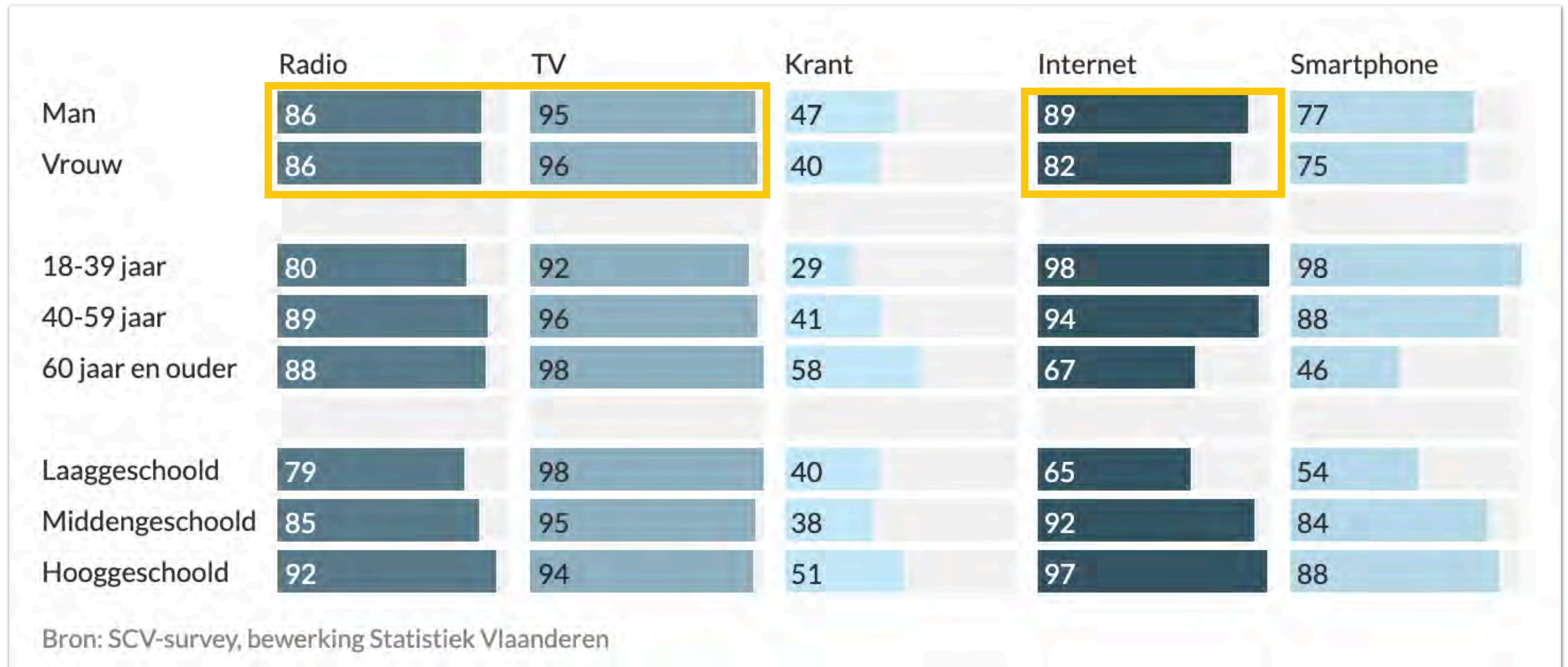
**IN FACT, SOCIAL MEDIA ARE
USEFUL MARKETING CHANNELS.**

(AND outlets for fake news & funny videos 😊)

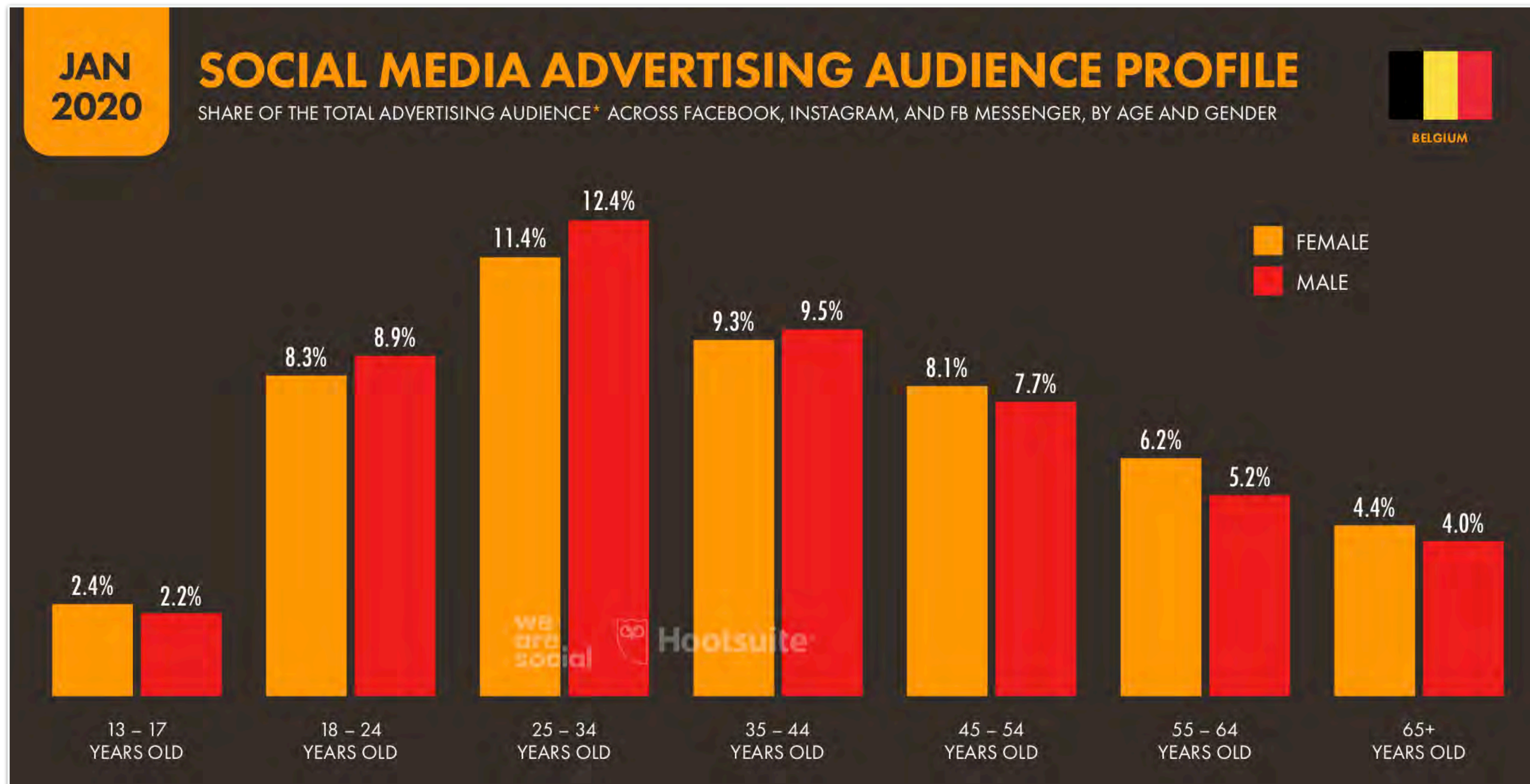
Social media use in Belgium



Social media use in Belgium



Social media use in Belgium



Different types of SoMe networks



Reach-based

Push

1 to many

Different types of SoMe networks



Reach-based

Push
1 to many



Engagement-based

Push-pull
1 to 1

Different types of SoMe networks



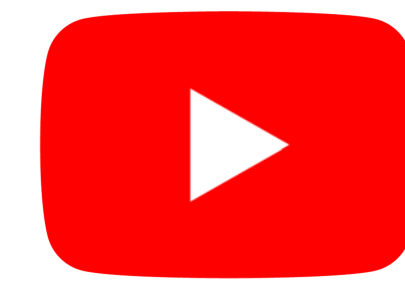
Reach-based

Push
1 to many



Engagement-based

Push-pull
1 to 1



Search-based

Pull
Many to 1

Interesting platforms for construction companies



- ✓ raise brand awareness
- ✓ get more eyeballs on your projects (on Facebook or website)
- ✓ employer branding & recruitment

Interesting platforms for construction companies



- ✓ raise brand awareness
- ✓ get more eyeballs on your projects (on Facebook or website)
- ✓ employer branding & recruitment



- ✓ raise brand awareness in a professional setting
- ✓ drive targeted conversions
- ✓ employer branding & recruitment

Interesting platforms for construction companies



- ✓ raise brand awareness
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- ✓ employer branding & recruitment



- ✓ raise brand awareness in a professional setting
- ✓ drive targeted conversions
- ✓ employer branding & recruitment



- ✓ raise brand awareness
- ✓ highlight new products and beautiful work
- ✓ employer branding & recruitment

HOW TO USE SOCIAL MEDIA TO YOUR ADVANTAGE

5 steps

- 1. DEFINE YOUR OBJECTIVES**
- 2. DEFINE YOUR AUDIENCE(S)**
- 3. DETERMINE YOUR CONTENT**
- 4. DETERMINE YOUR MOMENT**
- 5. ENGAGE**



STEP 1

DEFINE YOUR OBJECTIVES

Relevant objectives for construction companies

#1

EMPLOYER BRANDING

Relevant objectives for construction companies

#1

EMPLOYER BRANDING

#2

INCREASE BUSINESS

Relevant objectives for construction companies

#1

EMPLOYER BRANDING

#2

INCREASE BUSINESS

#3

AMBASSADORSHIP

CAN SOCIAL MEDIA CONTENT HELP US ATTAIN THESE OBJECTIVES?

CONTENT, AN EFFECTIVE WAY OF STORYTELLING.

CONTENT, AN EFFECTIVE WAY OF STORYTELLING.



1. **Earns attention** instead of buying it.
2. **Cost-effective** way to bring in new leads.
3. Your **leads and customers want** great content.
4. Important during **each step of the marketing funnel**.

CONTENT, AN EFFECTIVE WAY OF STORYTELLING.



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1. Improves **brand reputation** by building trust.
2. Enables your brand to showcase your subject matter **expertise**.
3. Helps **build relationships** with customers and colleagues.
4. **Supports** nearly every other digital marketing strategy.

**CAN SOCIAL MEDIA CONTENT HELP US
ATTAIN THESE OBJECTIVES?**

YES! 🎉

THE TO SUCCESS

APPROACH THE RIGHT AUDIENCE
WITH THE RIGHT CONTENT
AT THE RIGHT MOMENT



STEP 2
DEFINE YOUR AUDIENCE(S)

Relevant audiences

**#1
EMPLOYER
BRANDING**

EXTERNAL

- Students in relevant domains (e.g. Engineering)
- Employees at competing companies (junior & senior profiles)
- General public: not in specific sector but have relevant job (e.g. Finance)

Relevant audiences

#2
INCREASE
BUSINESS

EXTERNAL

- Decision-makers in important prospection domains
- General public

Relevant audiences

#3
AMBASSADORSHIP

INTERNAL

- Company employees
- Workers in the field



STEP 3 DETERMINE YOUR CONTENT

USE A **CONTENT FRAMEWORK TO ORGANISE AND PRIORITISE.**

(The following example is just one of many frameworks. Think about what works for you.)

Framework

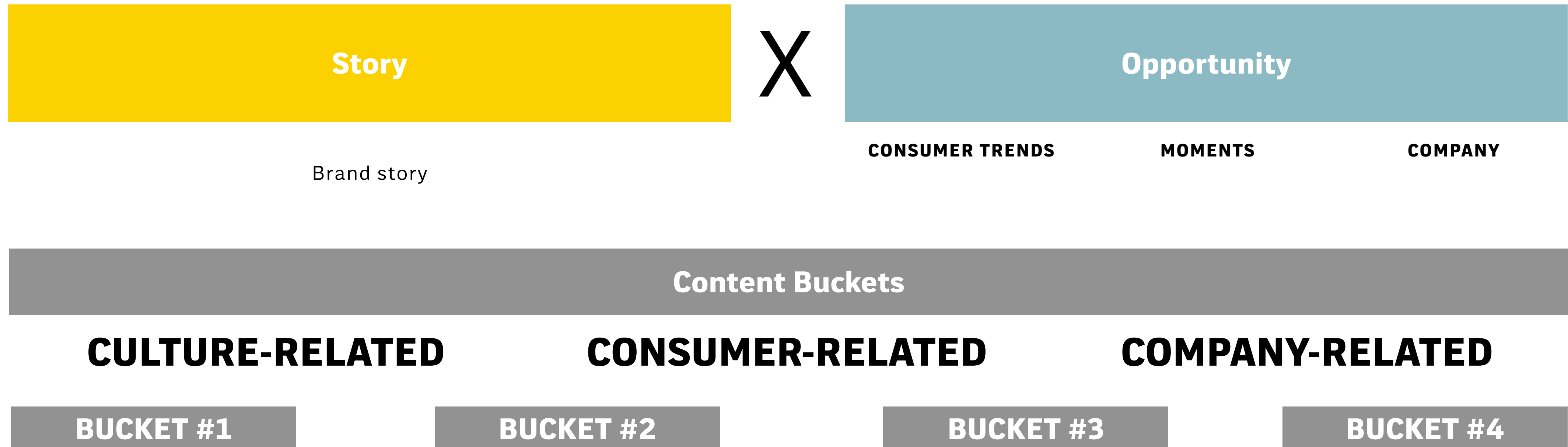
Story

Brand story

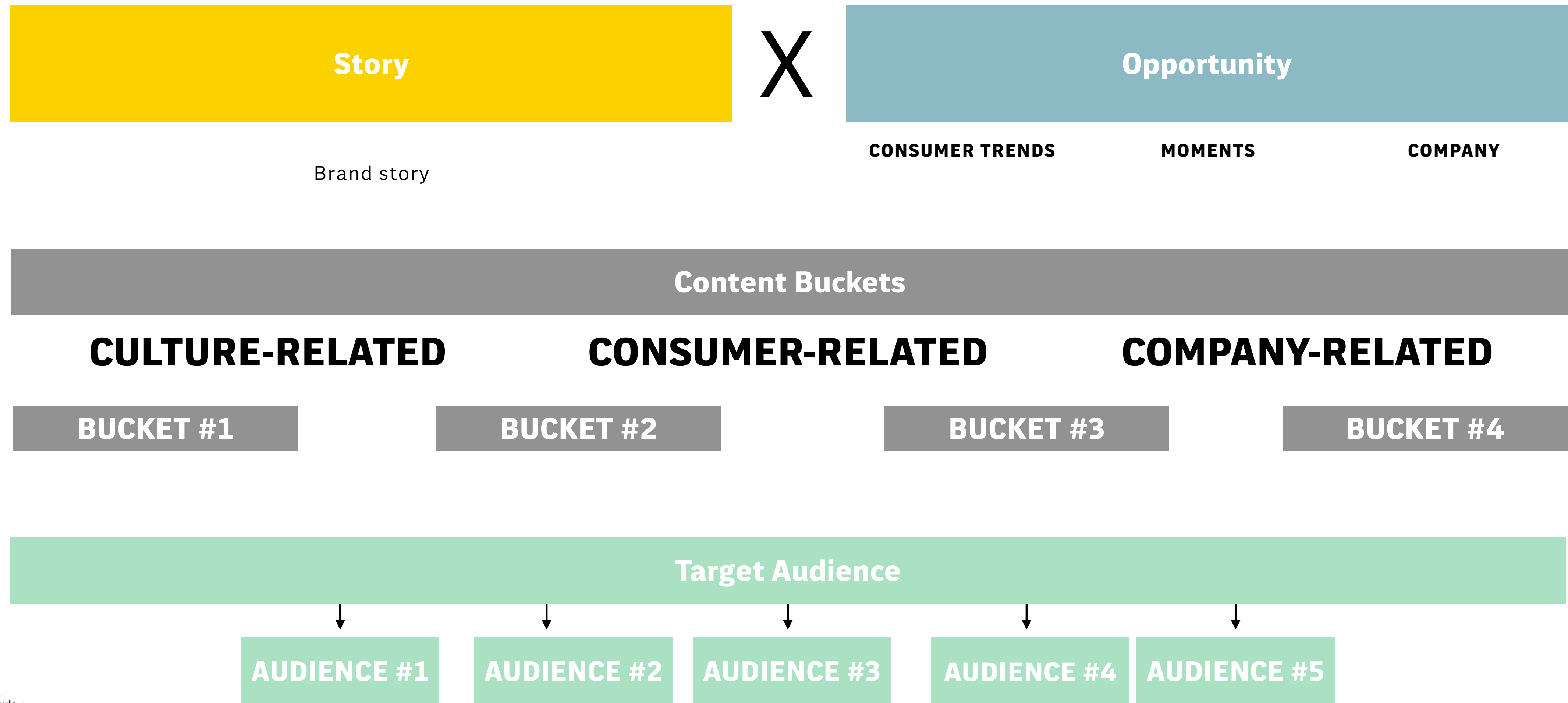
Framework



Framework



Framework



Framework (example: Recupel)

Story

Recupel exists to help Belgians make recycling e-waste part of their daily lives

Framework (example: Recupel)

Story

X

Opportunity



CONSUMER

Recycling whenever, however & wherever I want.



MOMENTS

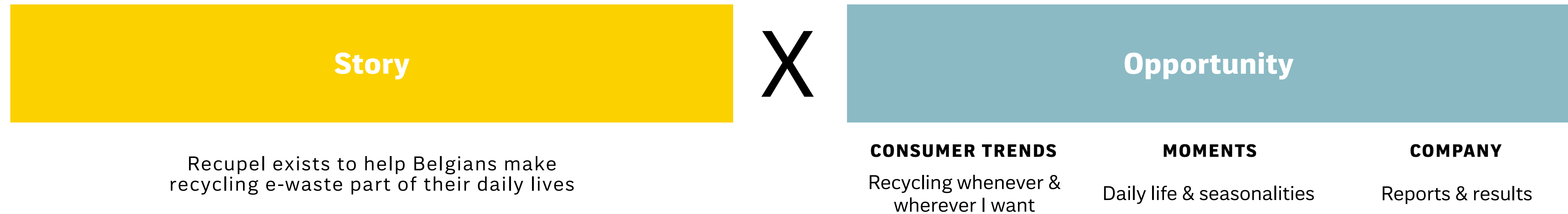
Daily life & seasonalities



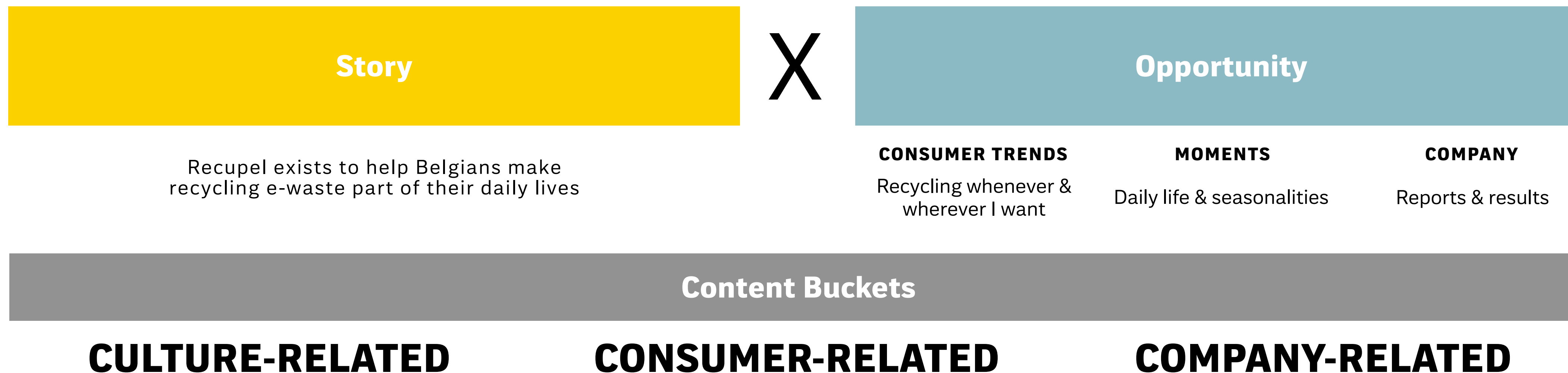
COMPANY

Reports & results

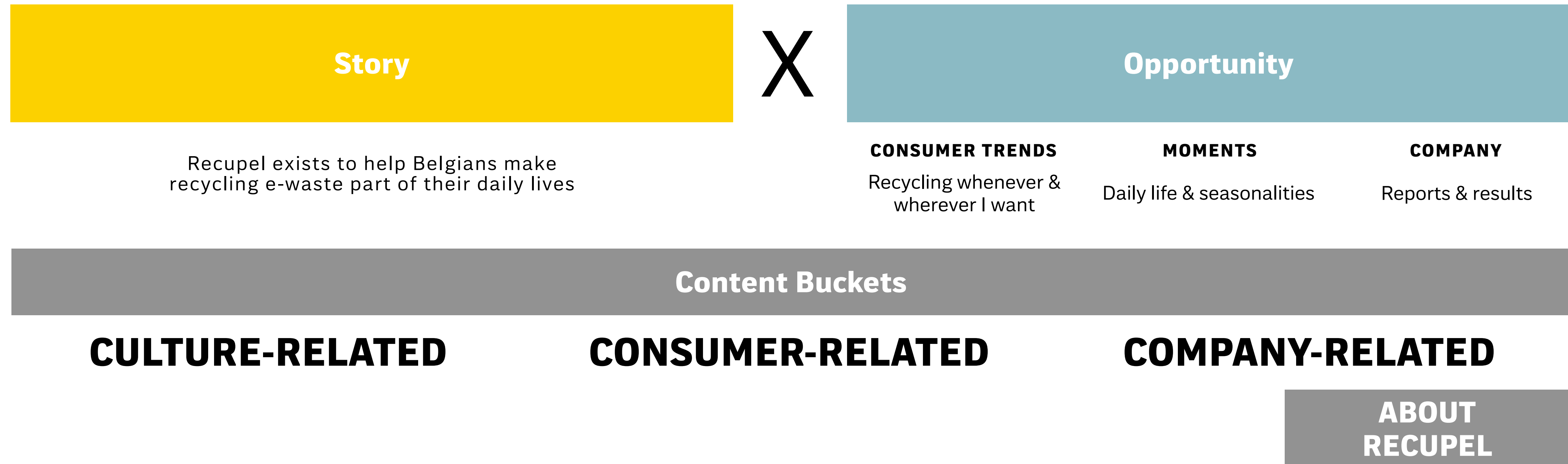
Framework (example: Recupel)



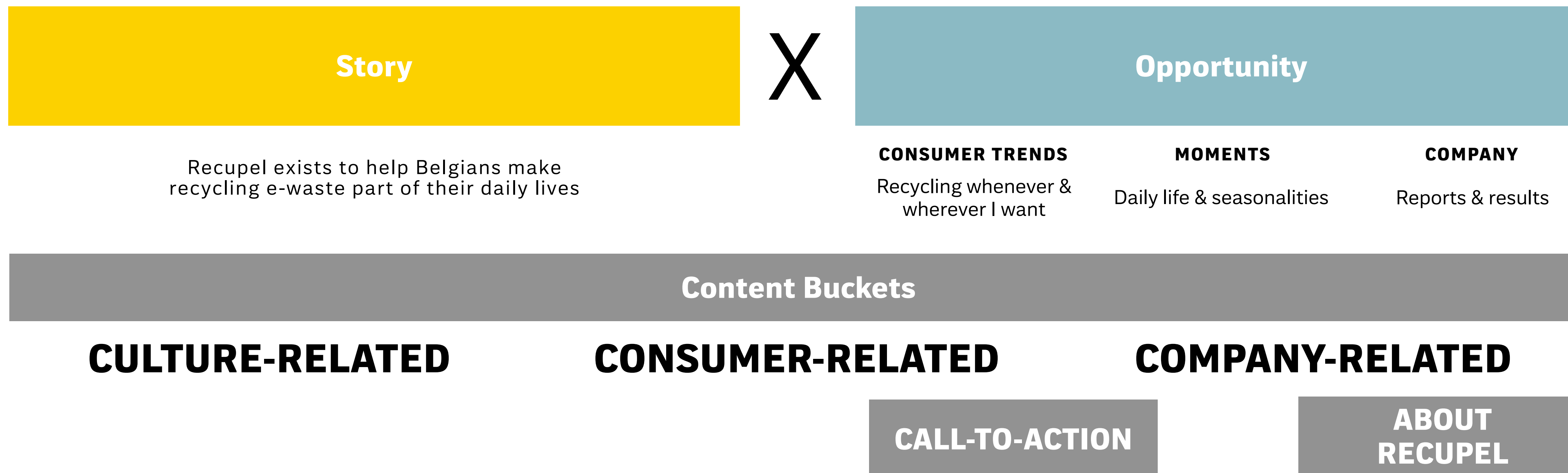
Framework (example: Recupel)



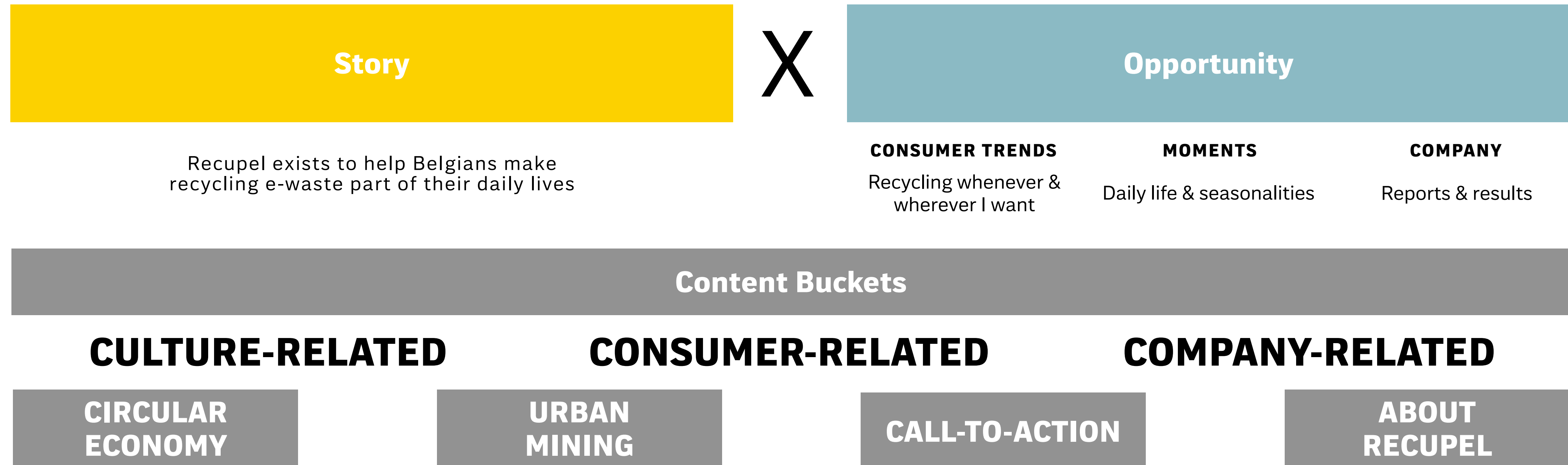
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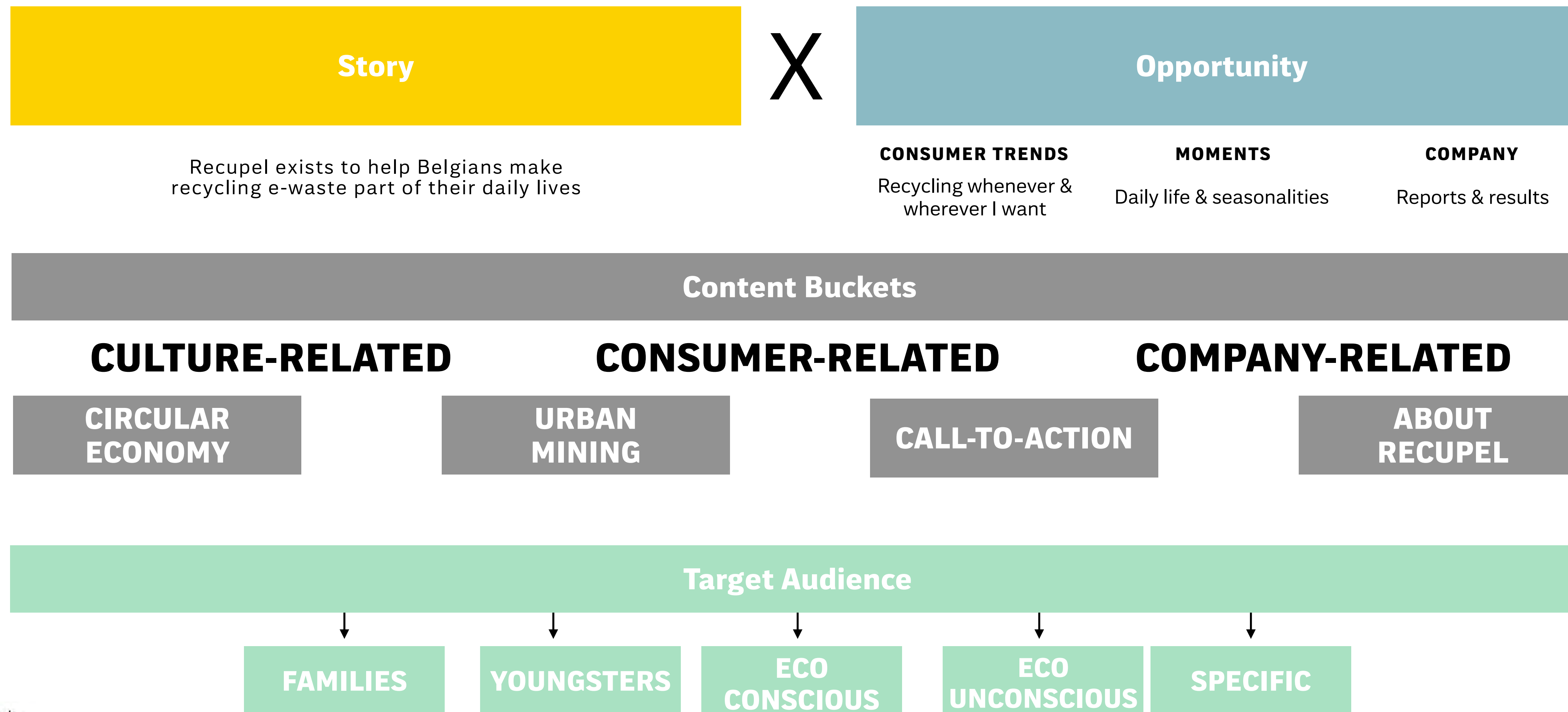
Framework (example: Recupel)



Framework (example: Recupel)



Framework (example: Recupel)



Framework (example: Recupel)

**CIRCULAR
ECONOMY**

MOMENTS

Daily life & seasonalities

**ECO
UNCONSCIOUS**

Framework (example: Recupel)

**CIRCULAR
ECONOMY**

MOMENTS

Daily life & seasonalities

**ECO
UNCONSCIOUS**

The image shows a Facebook post from the organization Recupel, dated July 21st. The post features a graphic with the Belgian flag (black, yellow, and red vertical stripes) and the text: "Meer dan 1 op 3 Belgen die één van deze toestellen bezit, gebruikt dat niet meer." (More than 1 in 3 Belgians who own one of these appliances, do not use it anymore). The post text above the graphic reads: "We wensen je een fijne nationale feestdag! Wist je dat de meeste Belgen heel wat ongebruikte apparaten in huis hebben? Meer dan 1 op 3 Belgen die één van deze toestellen bezit, gebruikt dat niet meer." At the bottom of the post, there is a link "RECUPEL.BE/BEZITSMETING" and a "Learn More" button.

Framework (example: Recupel)

**URBAN
MINING**

MOMENTS

Daily life & seasonalities

YOUNGSTERS

**ECO
CONSCIOUS**

**ECO
UNCONSCIOUS**

Framework (example: Recupel)

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Framework (example: Recupel)

URBAN MINING

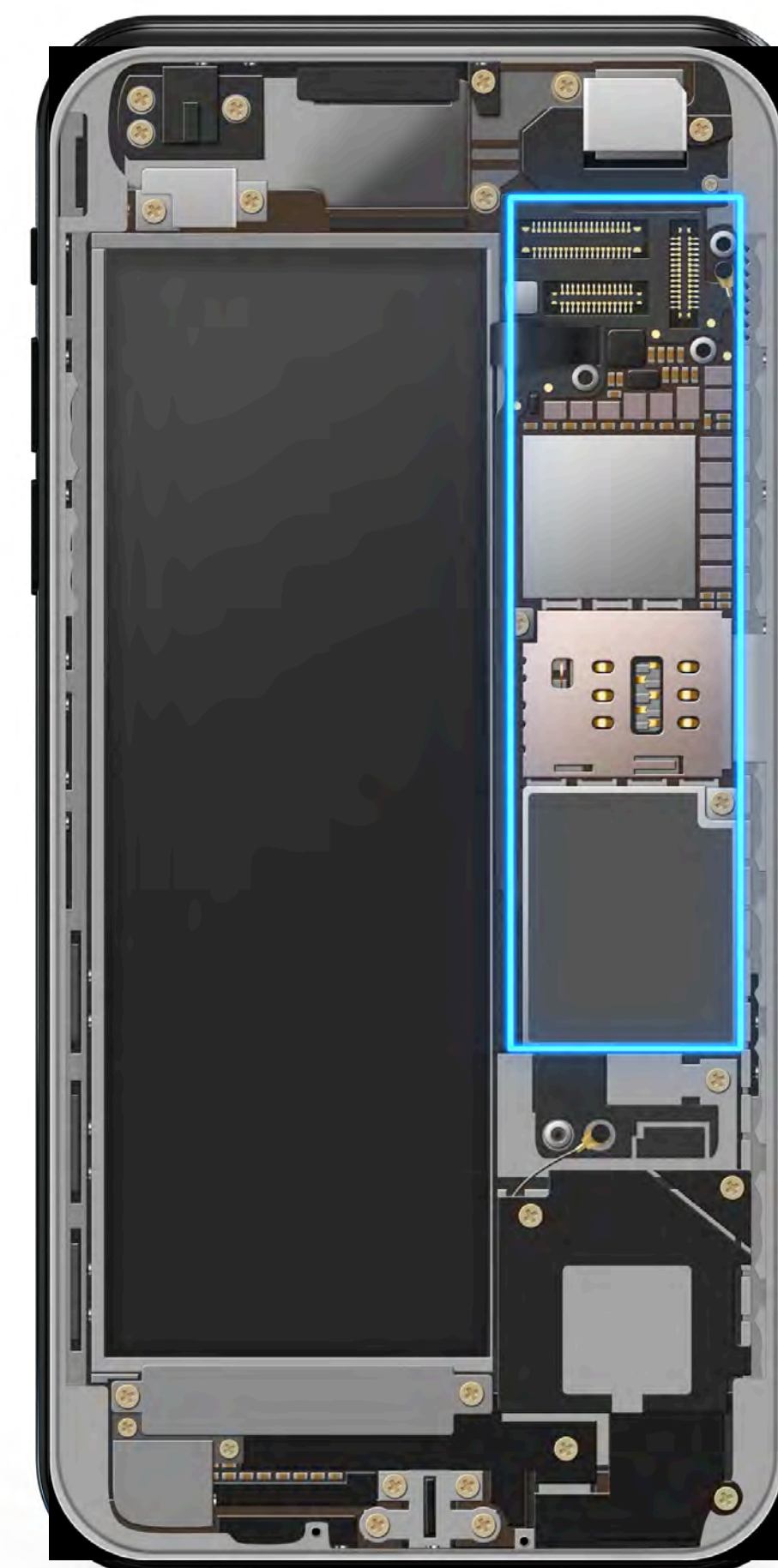
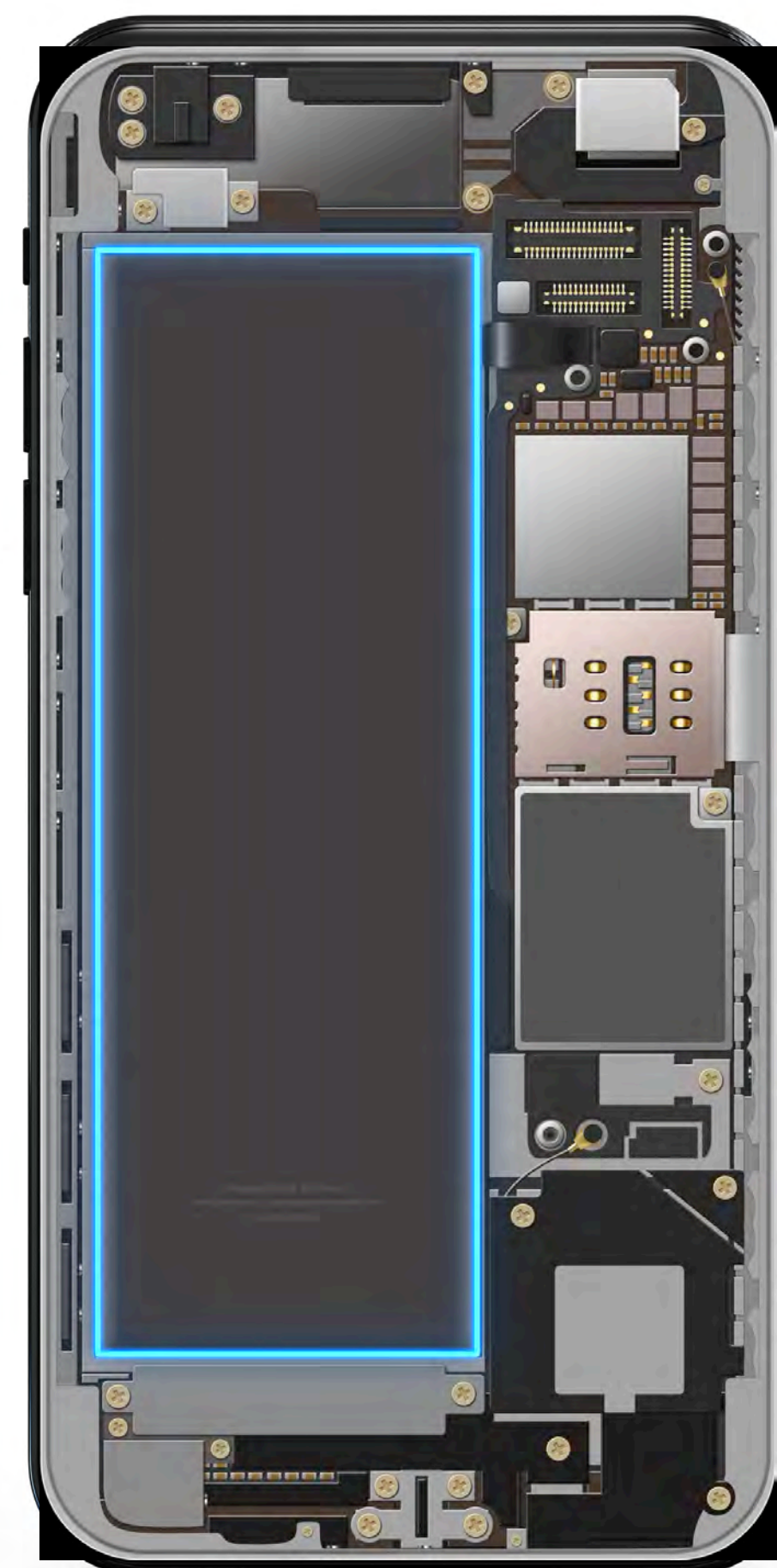
MOMENTS

Daily life & seasonalities

YOUNGSTERS

ECO CONSCIOUS

ECO UNCONSCIOUS



Framework (example: Recupel)

CALL-TO-ACTION

CONSUMER TRENDS

Recycling whenever &
wherever I want

FAMILIES

**ECO
UNCONSCIOUS**

Framework (example: Recupel)

CALL-TO-ACTION

CONSUMER TRENDS

Recycling whenever & wherever I want

FAMILIES

ECO UNCONSCIOUS

Recupel
1 July · 🌐

"Mais où puis-je recycler ou faire réutiliser mes vieux électros et vieilles ampoules ?!" Très simple : un peu partout en Belgique !

RECUPEL.BE
Trouvez un point de collecte

Learn More

The image shows a social media post from Recupel, a Belgian organization, dated July 1st. The post features a map of Belgium with numerous collection points marked across the country. The text of the post asks where to recycle old electronics and light bulbs, and answers that it's simple and available everywhere in Belgium. The map shows major cities like Brussels, Antwerp, and Ghent, along with many smaller towns and collection points. At the bottom of the post, there is a link to 'RECUPEL.BE' and a 'Learn More' button.

Framework (example: Recupel)

ABOUT RECUEPEL

MOMENTS

Daily life & seasonalities

ECO
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Framework (example: Recupel)

ABOUT RECUPEL

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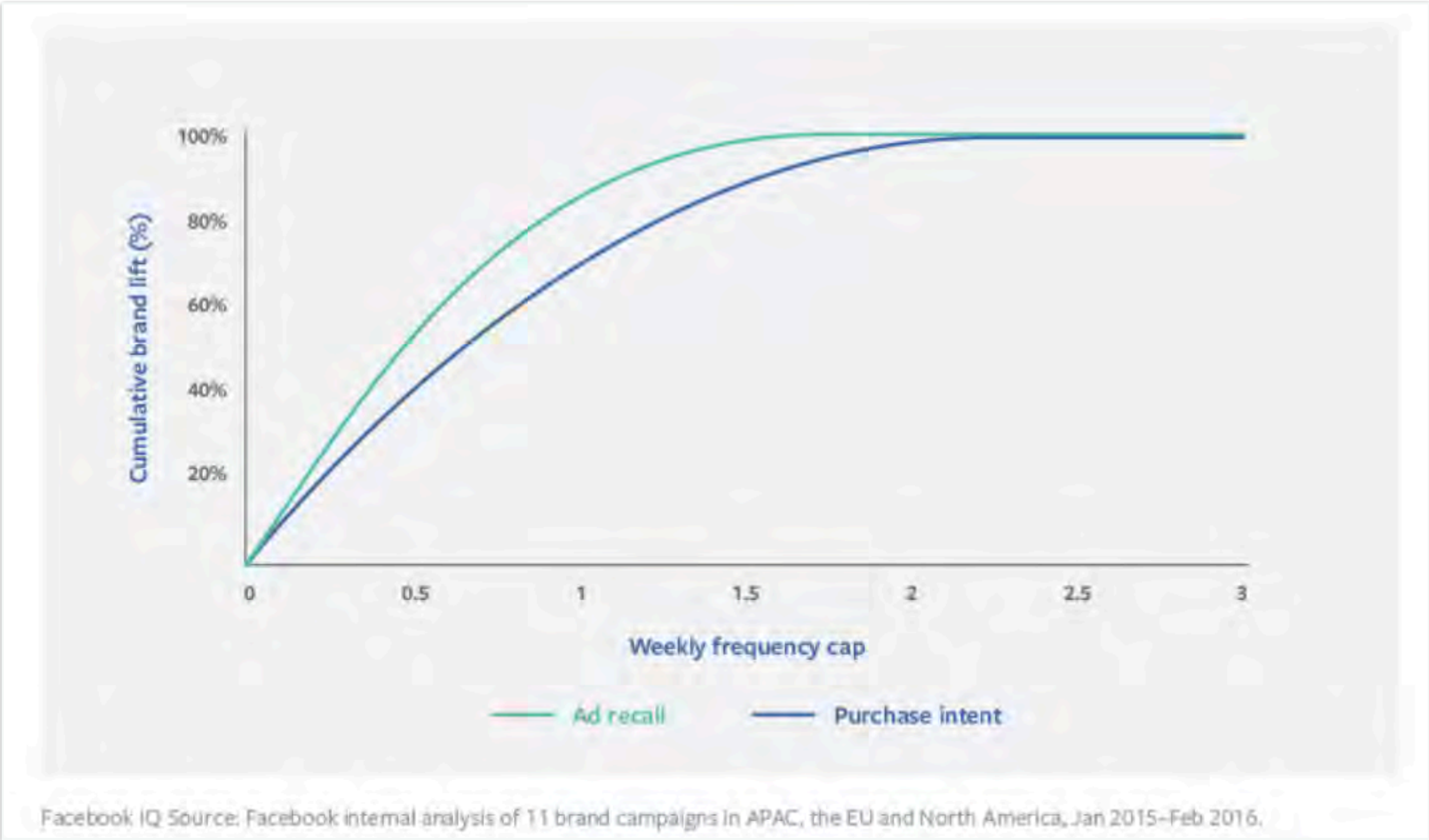
STEP 4
DETERMINE YOUR MOMENT

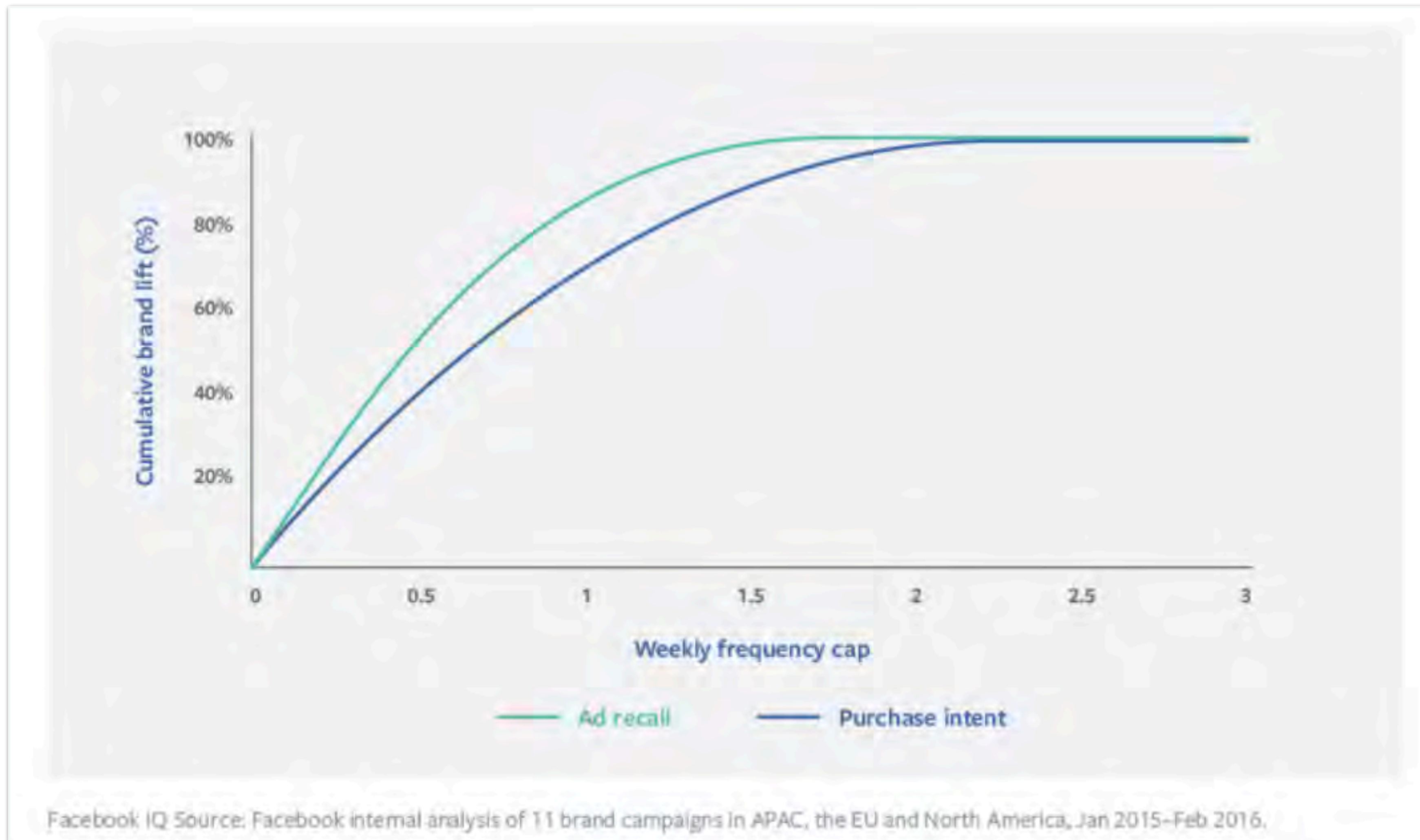
“

Social media myth

**HOW MORE CONTENT,
HOW MORE IMPACT**

”





**POSTING MORE THAN 2 PUBLICATIONS/WEEK
DOES **NOT** SIGNIFICANTLY INCREASE ACTION INTENT!**

“

Social media myth

HOW MORE CONTENT,
HOW MORE IMPACT

BUSTED

”

“ Social media myth
**POSTING ON TUESDAYS AT 2.15 PM,
INCREASES IMPACT** ”

Monday, Tuesday, and **Friday** at 11am and Tuesday at 2pm are now the best time to post on Instagram. Even weekends are good times to post on Instagram to get good engagement now, though they never used to compete. The worst time to post on Instagram is after 6 pm when individuals have finished work for the day. Jul 3, 2020

www.contentcal.io › blog › best-times-to-post-on-instagra...

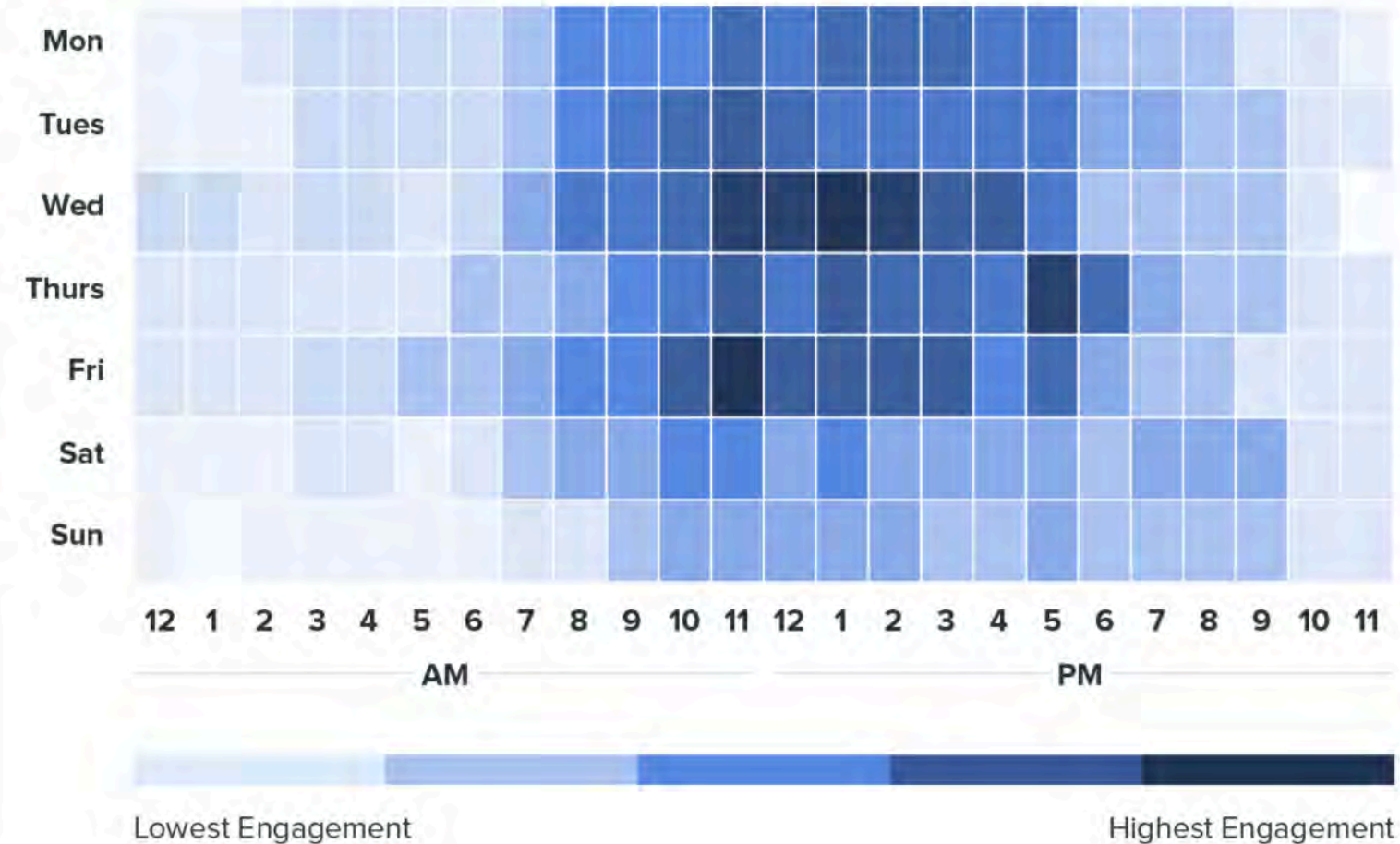
What is the Best Time to Post on Instagram in 2020 ...



Best times to post on LinkedIn

- Best times: **Wednesday** from 8–10 a.m. and noon, **Thursday** at 9 a.m. and 1–2 p.m., and **Friday** at 9 a.m.
- Best day: **Wednesday** and **Thursday**.
- Worst day: **Sunday**.

Facebook Consumer Goods Engagement sproutsocial



- Best times: **Wednesday at 1 p.m.** and **Friday at 11 a.m.**
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2. Best Time to Post on Facebook

People log in to Facebook on both mobile devices and desktop computers, both at work and at home. How it's used depends heavily on the audience.

- On average, the best time to post across industries is **9 a.m.**, when people are just starting work and going online for the first time.
- Facebook sees another increase in clickthrough rates between 11:00 a.m. to 12 p.m., when folks are take their lunch break.
- The hours of 3:00 PM - 4:00 PM are also promising posting times for B2C, B2B, software, and higher-ed organizations.
- The best days to post on Facebook are **Thursday to Sunday**.

Blog › Social Media Publishing

Post on Social Media in 2020 | Sprout Social

- For **B2B brands**, the best time is between 9 am and 2 pm EST on Tuesday, Wednesday, or Thursday.
- **B2C brands** will have better luck at 12 pm EST on Monday, Tuesday, or Wednesday.

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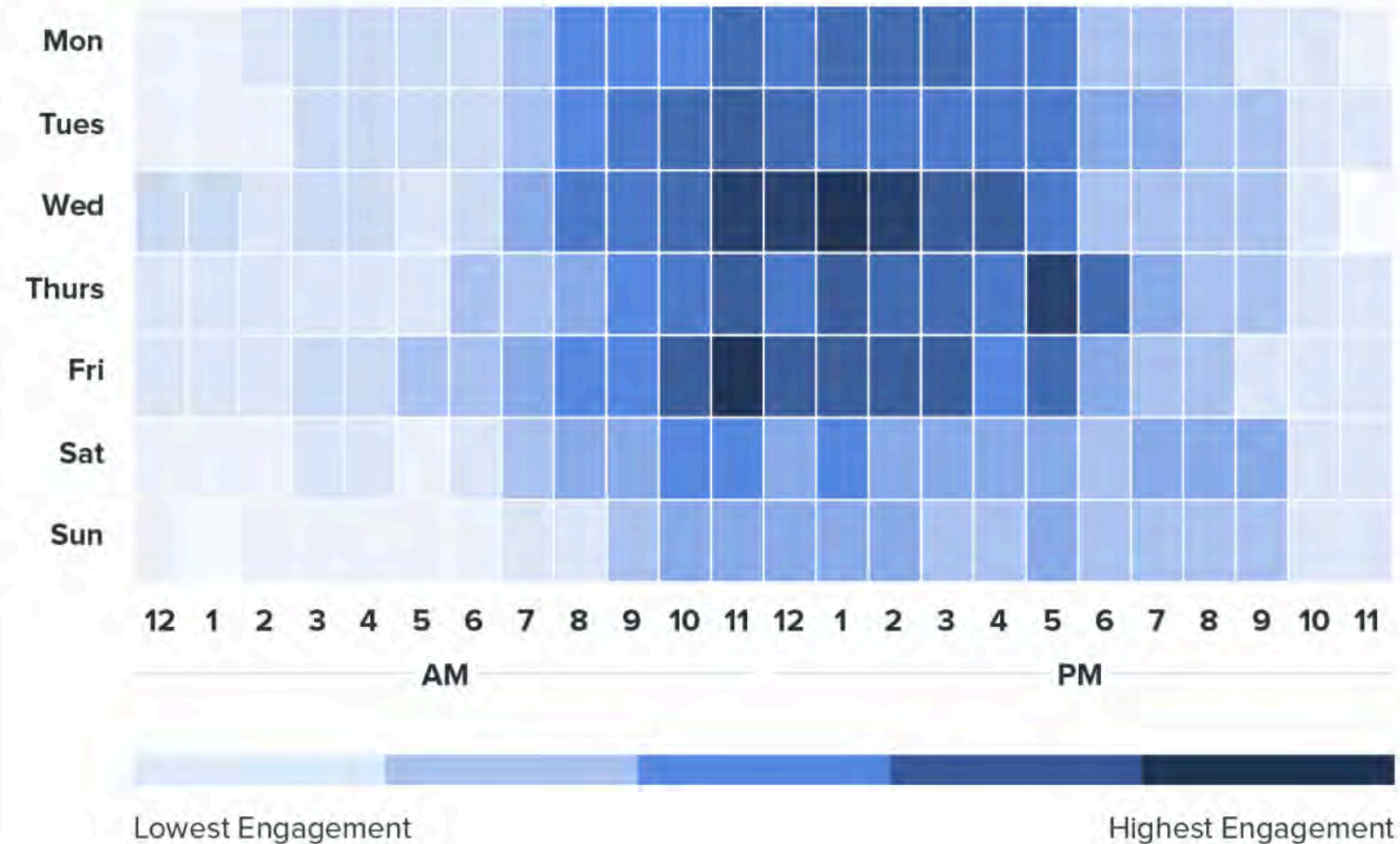
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YOUR GUESS IS AS GOOD AS MINE 🙄

1 GOLDEN RULE: USE YOUR GEZOND VERSTAND

“ Social media myth
**POSTING ON TUESDAYS AT 2.15 PM,
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“

Social media myth

**ALL MY FOLLOWERS
SEE MY POSTS**

”

APR
2020

FACEBOOK PAGE REACH BENCHMARKS

AVERAGE * MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.12%

Q-O-Q CHANGE:

+1.7%

+0.2 BPS

AVERAGE POST REACH
vs. PAGE LIKES



7.01%

Q-O-Q CHANGE:

+0.04%

+0.3 BPS

AVERAGE ORGANIC
REACH vs. PAGE LIKES



5.20%

Q-O-Q CHANGE:

+0.5%

+3 BPS

PERCENTAGE OF PAGES
USING PAID MEDIA



26.9%

Q-O-Q CHANGE:

+0.8%

+21 BPS

AVERAGE PAID REACH
vs. TOTAL REACH



28.5%

Q-O-Q CHANGE:

+1.4%

+40 BPS

63

SOURCE: LOCOWISE (APRIL 2020). FIGURES REPRESENT AVERAGES FOR Q1 2020. "Q-O-Q CHANGE" FIGURES REPRESENT THE QUARTER-ON-QUARTER CHANGE vs. Q4 2019. "BPS" STANDS FOR BASIS POINTS, AND REPRESENTS THE ABSOLUTE QUARTER-ON-QUARTER CHANGE. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH COMPARED TO THE AVERAGES QUOTED HERE.

we
are
social

Hootsuite®

“

Social media myth

ALL MY FOLLOWERS

SEE MY POSTS

BUSTED

”

Different types of media

PAID MEDIA

**= media placements
that you paid for**

Examples

TV

Radio

Bannering

...

Different types of media

PAID MEDIA

= media placements
that you paid for

Examples

TV

Radio

Bannering

...

OWNED MEDIA

= media that you own
and control

Examples

Facebook page

Website

Blog

Bâches

Workwear

...

Different types of media

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...

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Examples

Facebook page

Website

Blog

Bâches

Workwear

...

EARNED MEDIA

= media that you gain
organically

Examples

PR


Word of mouth

...


PAID SOCIAL MEDIA

= a method of displaying advertisements on social media platforms and targeting a specific audience

PAID SOCIAL MEDIA

bol.com Sponsored · 

Hangt de verlanglijstposter al op het raam? 📄📦



Knippen, plakken... [Learn More](#)

En uitpakken!

31 likes · 2 comments

Like Comment Share

BASE 15:31 68%

Instagram

DM. demorgen Sponsored



€14 / maand


[Learn More](#)

7 likes

demorgen De Morgen op papier in het weekend en elke dag digitaal. Nu voor 14 euro/mnd ipv 24,95.

Engagement Factory
2,303 followers
Promoted

It's up to today's marketers to push the boundaries of creativity and serve up campaigns that captivate, resonate and serve a purpose. Developing ...see more



JUMP-START YOUR CONTENT MARKETING

A free guide on how to develop a content marketing strategy [Download](#)

21 · 1 Comment

PAID SOCIAL MEDIA

✓ **COST-EFFECTIVE**

starts from € 5

✓ **ADVANCED TARGETING**

reach more and 'better' people

targeting options: demographic, based on database, page fans, job title, ...

✓ **DIFFERENT TYPES OF ADS**

videos, link posts, lead forms, job postings, ...



STEP 5 ENGAGE

The importance of community management

✓ **RELEVANCY**

By adding your opinion to a trending conversation you put your brand in the midst of all the action, firmly positioning you as being “in the know,” providing actionable insights, rather than being a sideline observer.

✓ **CREDIBILITY**

Information, knowledge and advice add legitimacy to your brand and company. Community management can help to be recognised as an expert within your field.

The importance of community management

✓ **THOUGHT LEADERSHIP**

Involving your company in relevant industry conversations and providing thought-provoking insights puts you firmly in a position of leadership.

(e.g. CEO posts about your company's new project or recent blog post on their personal Twitter, Facebook or LinkedIn)

✓ **RELATIONSHIP BUILDING**

Use this opportunity to better understand what your customers or future employees are looking for and their current pain points.

Some tips

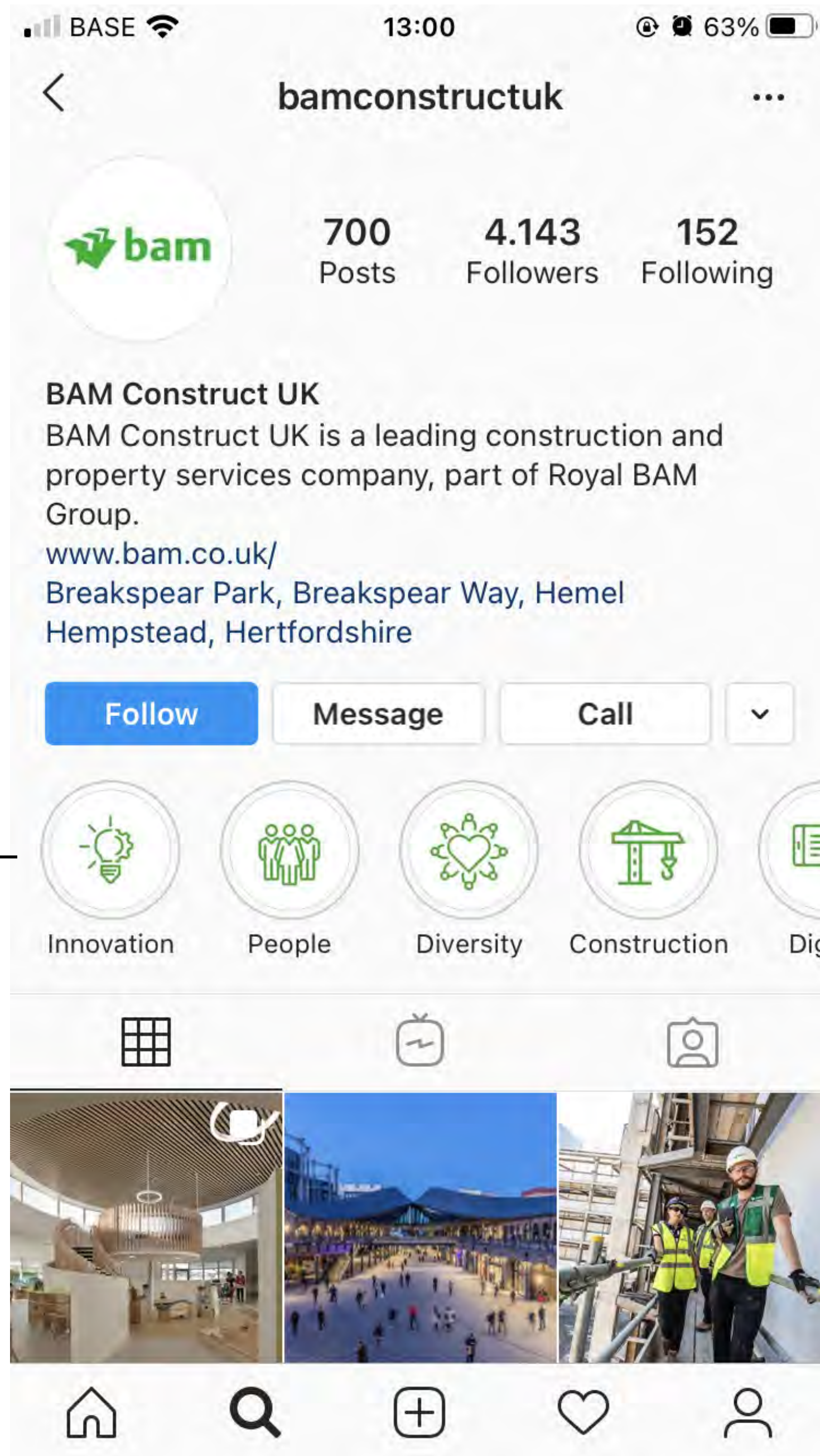
- ✓ Make sure to speak like a human, not a corporate robot
- ✓ Never leave a question unanswered
- ✓ Encourage positive comments and thank people for it - it will have positive consequences
- ✓ Help people who run into issues
- ✓ Never delete negative comments
- ✓ Use emoji's

INSPIRATION

**LET'S TAKE A 🙄 AT WHAT
CONSTRUCTION COMPANIES
ARE DOING ON SOCIAL MEDIA**

BAM UK

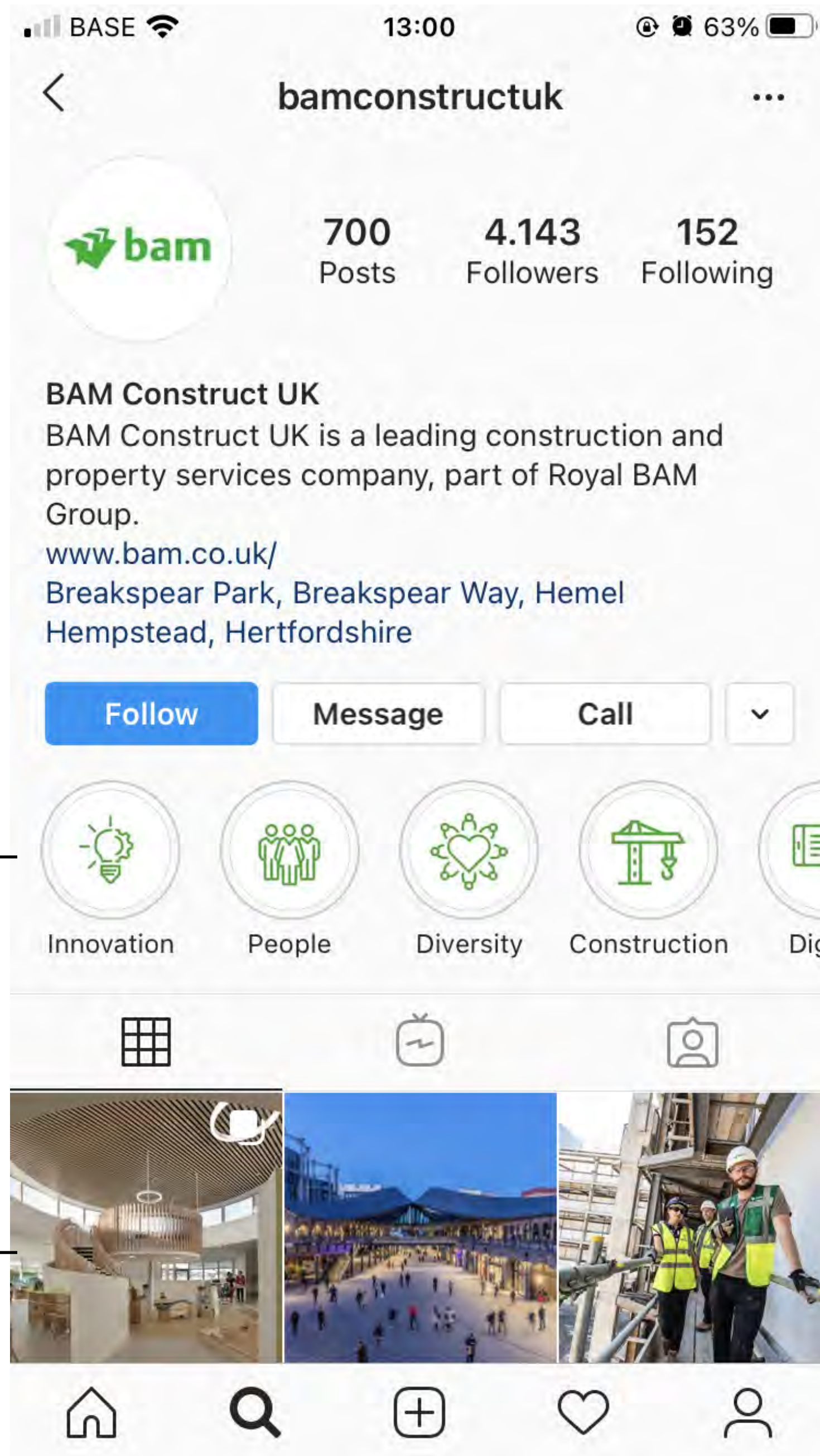
Stories in different categories relevant for their business



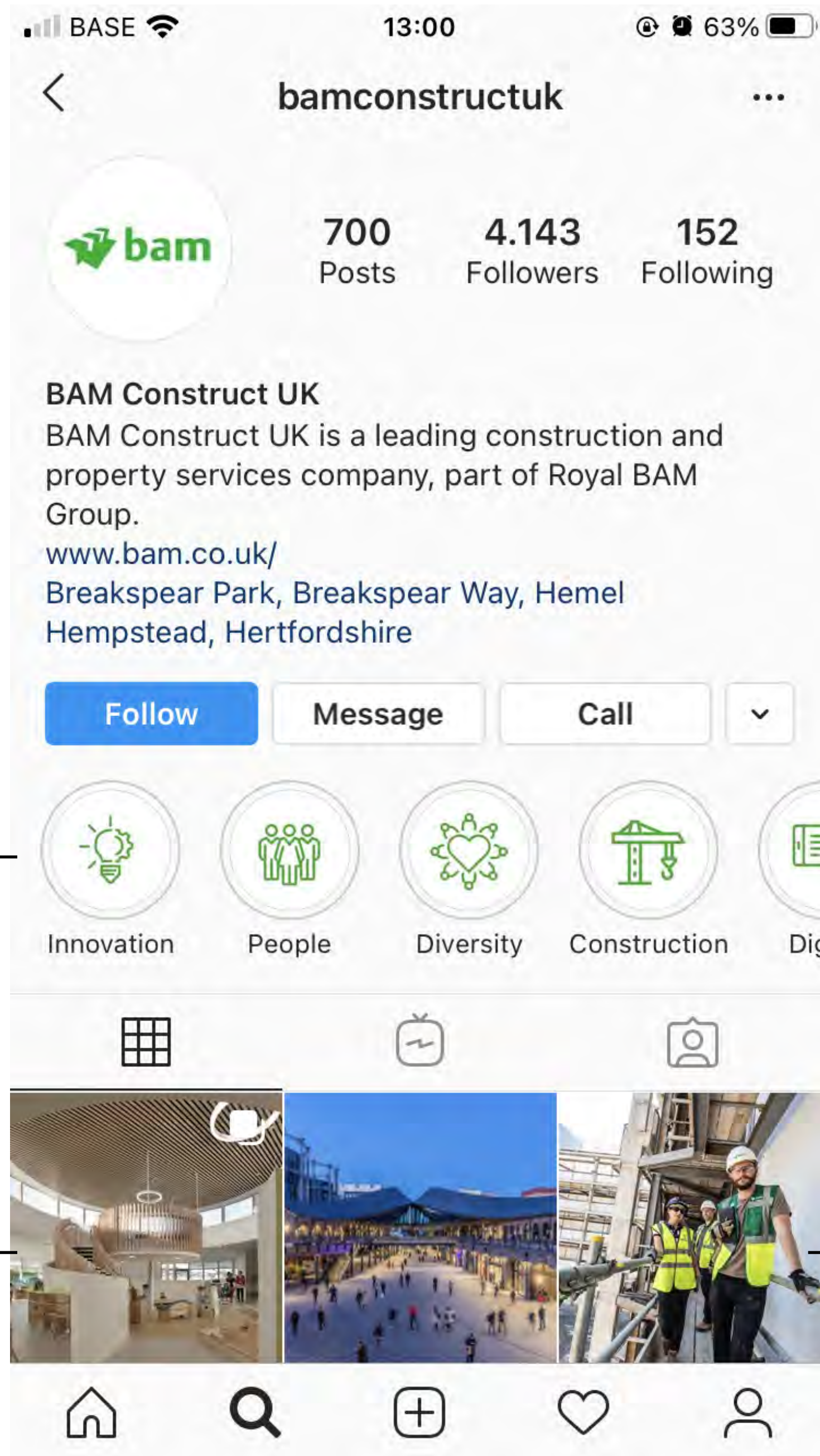
BAM UK

Stories in different categories relevant for their business

Focus on architecture & project results



BAM UK



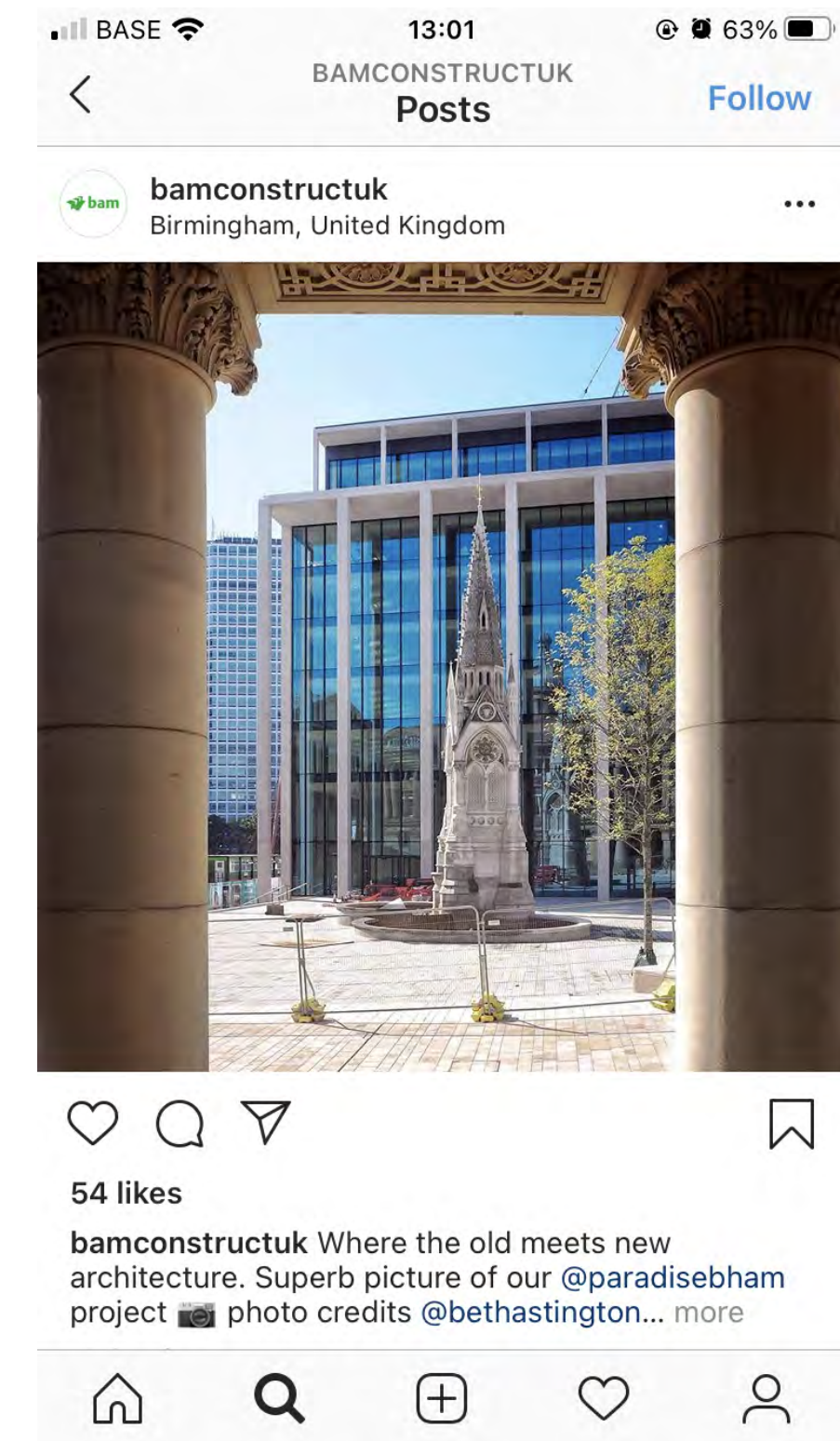
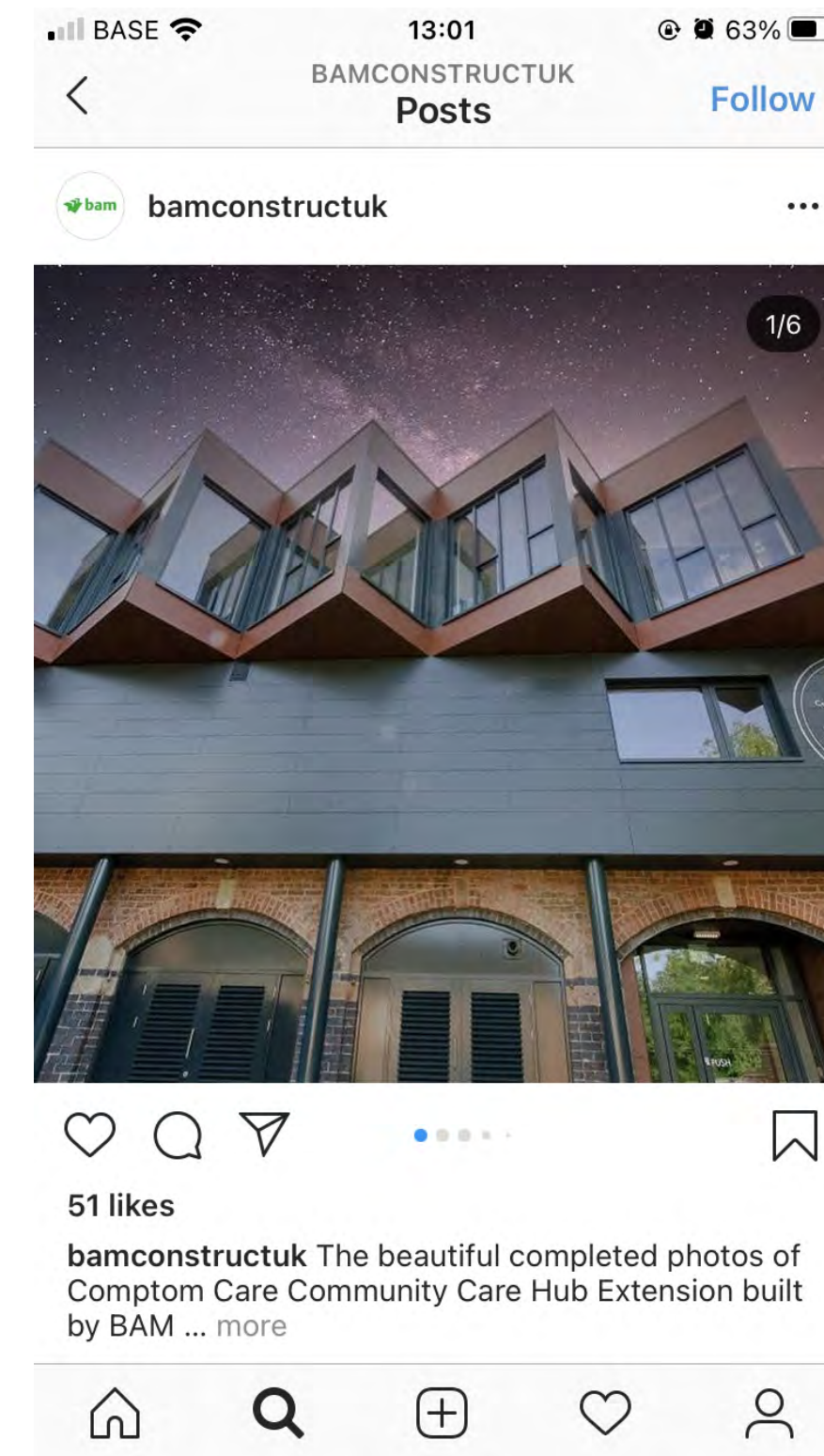
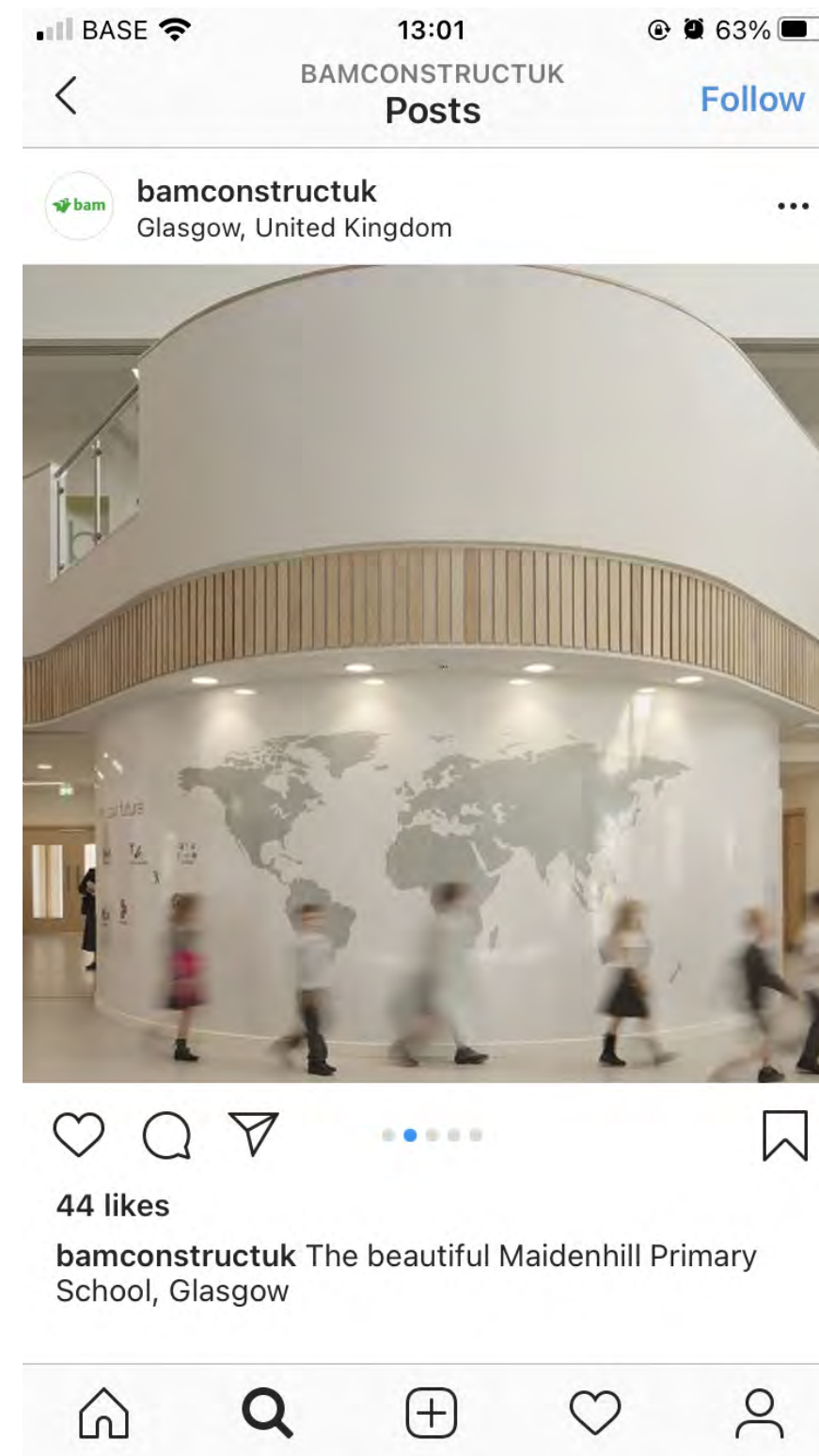
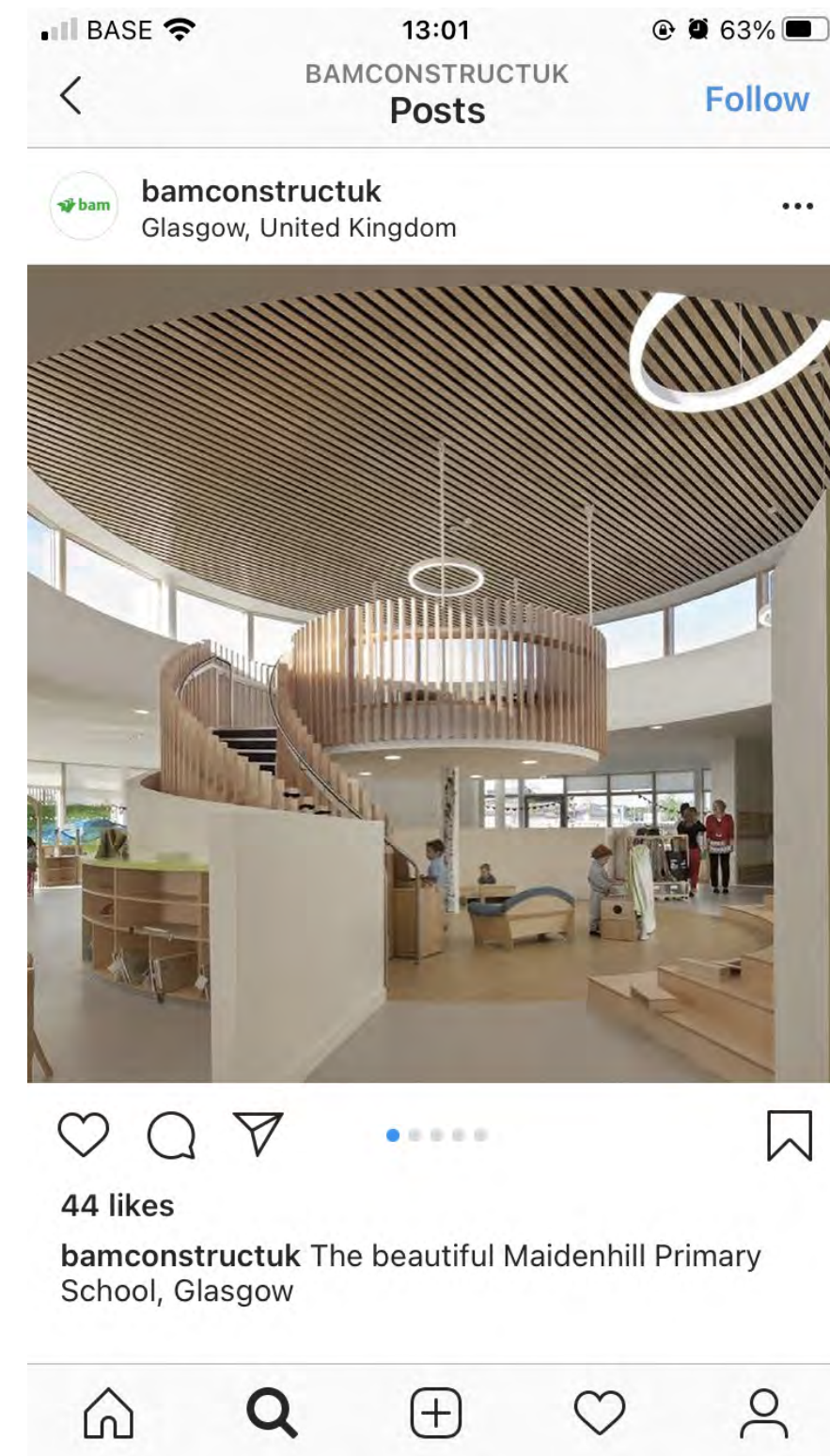
Stories in different categories relevant for their business

Focus on architecture & project results

Employees/workers explicitly part of feed

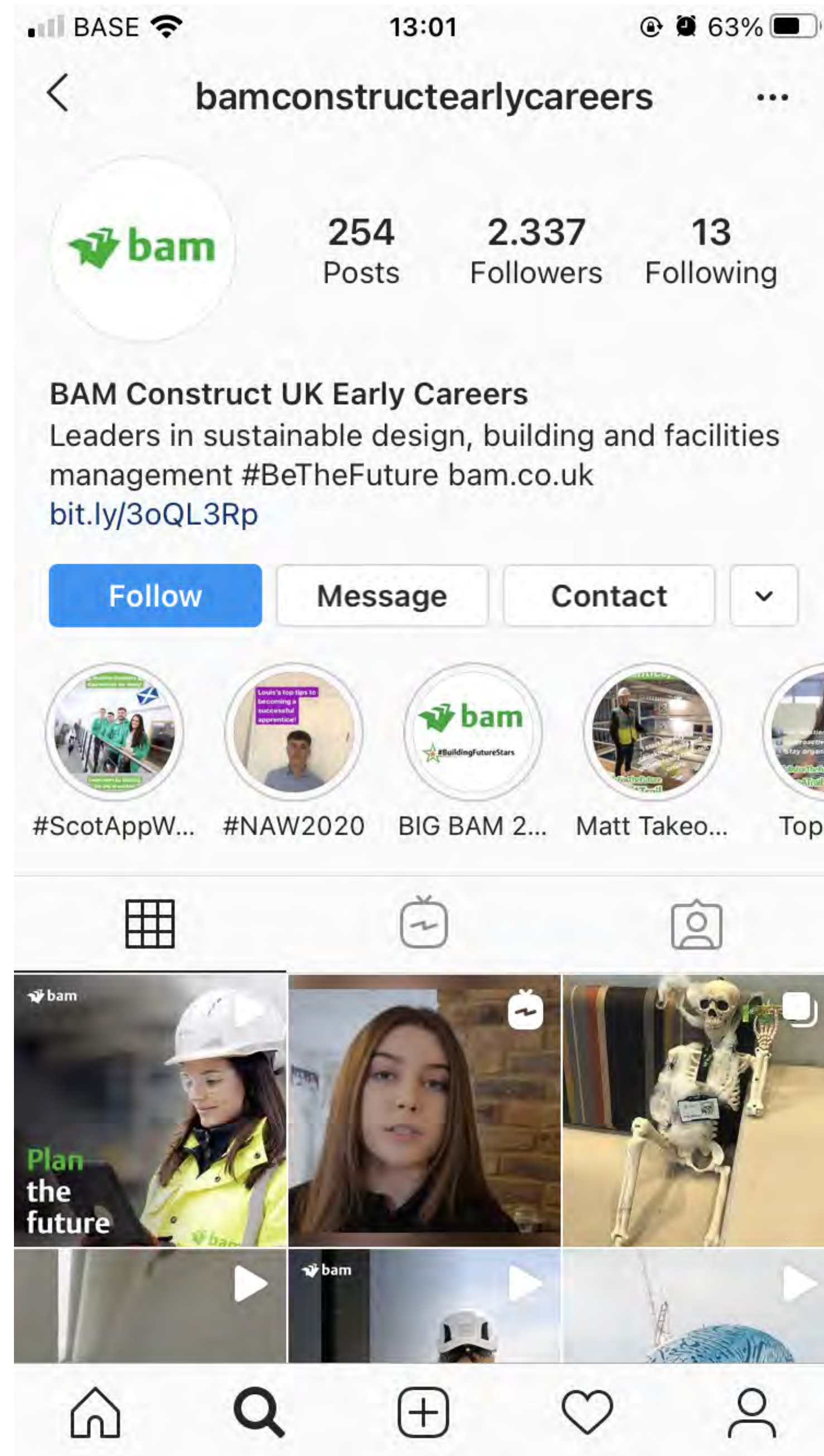
BAM UK

Key to success:
quality of photography
from different
perspectives



BAM UK

Separate Instagram account for young potentials with dedicated, adapted content



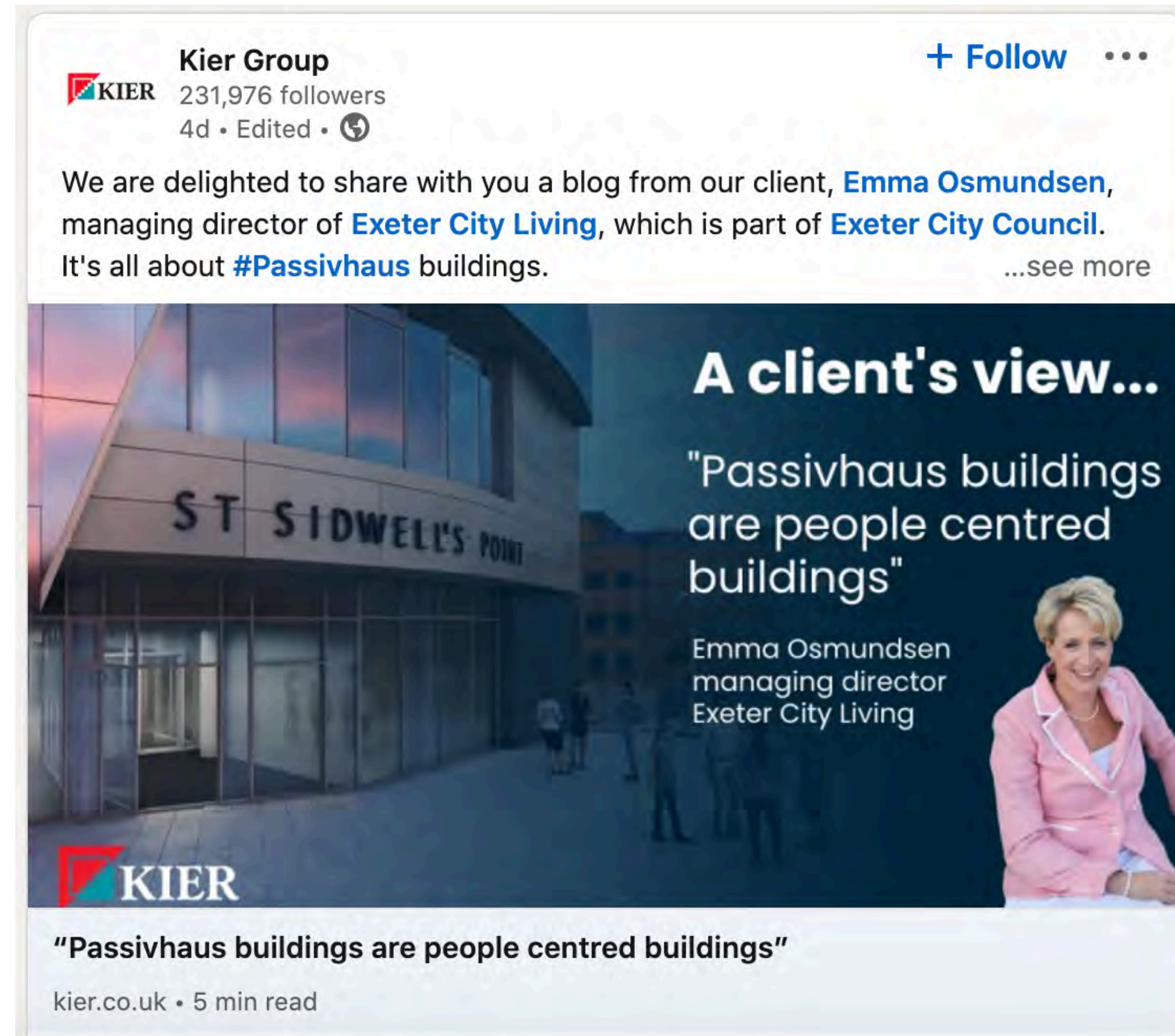
ISG

Focus on people to tell the story about the construction



Kier

Testimonials from
real clients



Kier Group [+ Follow](#) ⋮
231,976 followers
4d • Edited •

We are delighted to share with you a blog from our client, [Emma Osmundsen](#), managing director of [Exeter City Living](#), which is part of [Exeter City Council](#). It's all about [#Passivhaus](#) buildings. [...see more](#)

A client's view...
"Passivhaus buildings are people centred buildings"
Emma Osmundsen
managing director
Exeter City Living

"Passivhaus buildings are people centred buildings"
kier.co.uk • 5 min read

The image shows a Facebook post from the Kier Group. The post features a testimonial from Emma Osmundsen, managing director of Exeter City Living. The testimonial is presented in a dark blue box with white text. The background of the box shows a modern building with large glass windows and the name 'ST SIDWELL'S POINT' on the facade. A woman in a pink jacket is also visible in the image. The Kier logo is present in the bottom left corner of the testimonial box. The post includes a 'Follow' button and a 'see more' link.

**SOME INSPIRATION
FOR YOUR CONTENT**

Content ideas

**#1
EMPLOYER
BRANDING**

- **Colleague in the spotlight**
- **Employee testimonials**
- **Content from More Than Building campaign**
- **Spotlight on principles from ADEB-VBA Charter**
- **Awards your company won**
- **Photos from your projects (before and after?)**

Content ideas

- **Articles from respected magazines**

Just because you didn't write it, doesn't mean you can't post it.

- > comment on the top of the post and give commentary about the ideas in the article

- > if you like what's going on in the article, you can sing its praises

- > win-win: publisher gets more people to click on the article, and you generate interest in your company

- **Birthdays of famous innovators in the construction industry**

- > shows your company's passion for the industry and knowledge of its history

- > shows that you're humble enough to admit that there are other "great" people to aspire to

- **News About Events Involving Projects You Completed in the Past**

It's not because it's a building your company constructed 10 years ago that you can't talk about it. If King Filip visits school you built, hop on the news.

Content ideas

#3
AMBASSADORSHIP

- **Internal competition, actions, ...**
- **Colleague in the spotlight**
- **Employee testimonials**
- **More Than Building content**
- **Spotlight on principles from ADEB-VBA Charter**

MORE THAN BUILDING TOOLKIT

1. Go to platform
2. Use log-in / password
3. Download material
(text + image + videos)

The screenshot shows the 'Gestion des dossiers' interface. The left sidebar contains a tree view with 'Social Media' selected under 'More than Building'. The main content area displays a table of documents with the following data:

Nom	Date création	Date modif.	Contact
Animated testimonials	19/10/2020 13:56	17/11/2020 14:10	28
Clichés	17/11/2020 14:14	17/11/2020 14:19	6
Image Testimonials	19/10/2020 14:07	19/10/2020 14:19	20
Motion Banners	08/10/2020 14:38	08/10/2020 14:41	8
Professions	12/10/2020 08:05	12/10/2020 08:12	14
Static Banners	08/10/2020 14:38	08/10/2020 14:41	8
Students	12/10/2020 07:50	12/10/2020 07:57	12
Text for publications	12/10/2020 08:11	20/10/2020 15:22	1

The screenshot shows the 'Dossierbeheer' interface. The left sidebar contains a tree view with 'Social Media' selected under 'More than Building'. The main content area displays a table of documents with the following data:

Naam	Aanmaakdatum	Wijzigingsdatum	Contact
Animated testimonials	19/10/2020 13:56	17/11/2020 14:10	28
Clichés	17/11/2020 14:14	17/11/2020 14:19	6
Image Testimonials	19/10/2020 14:07	19/10/2020 14:19	20
Motion Banners	08/10/2020 14:38	08/10/2020 14:41	8
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Students	12/10/2020 07:50	12/10/2020 07:57	12
Text for publications	12/10/2020 08:11	20/10/2020 15:22	1

CONTEXT



Social media exist in a landscape of channels

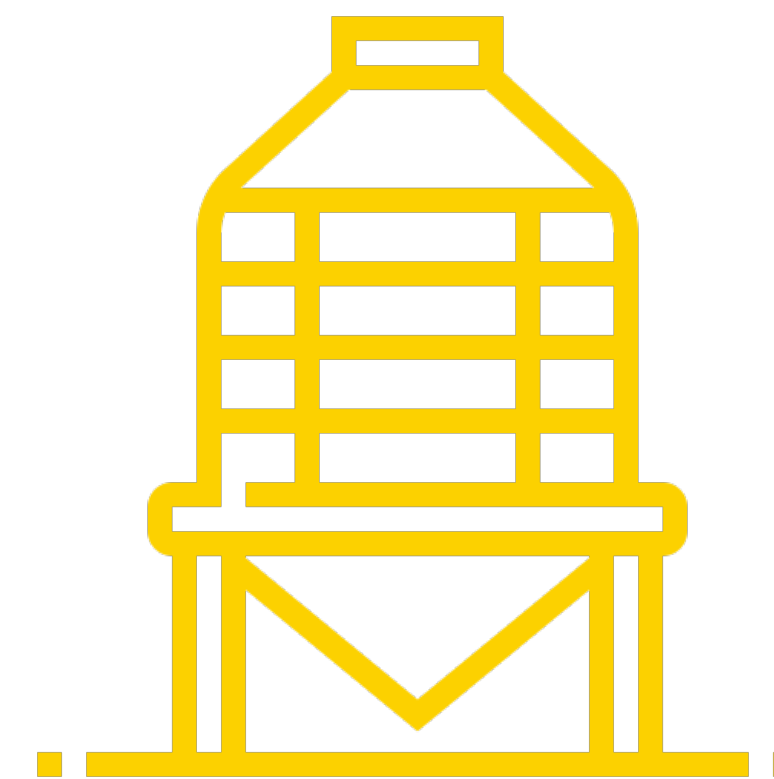
We treat them as silos



Social media



SEO

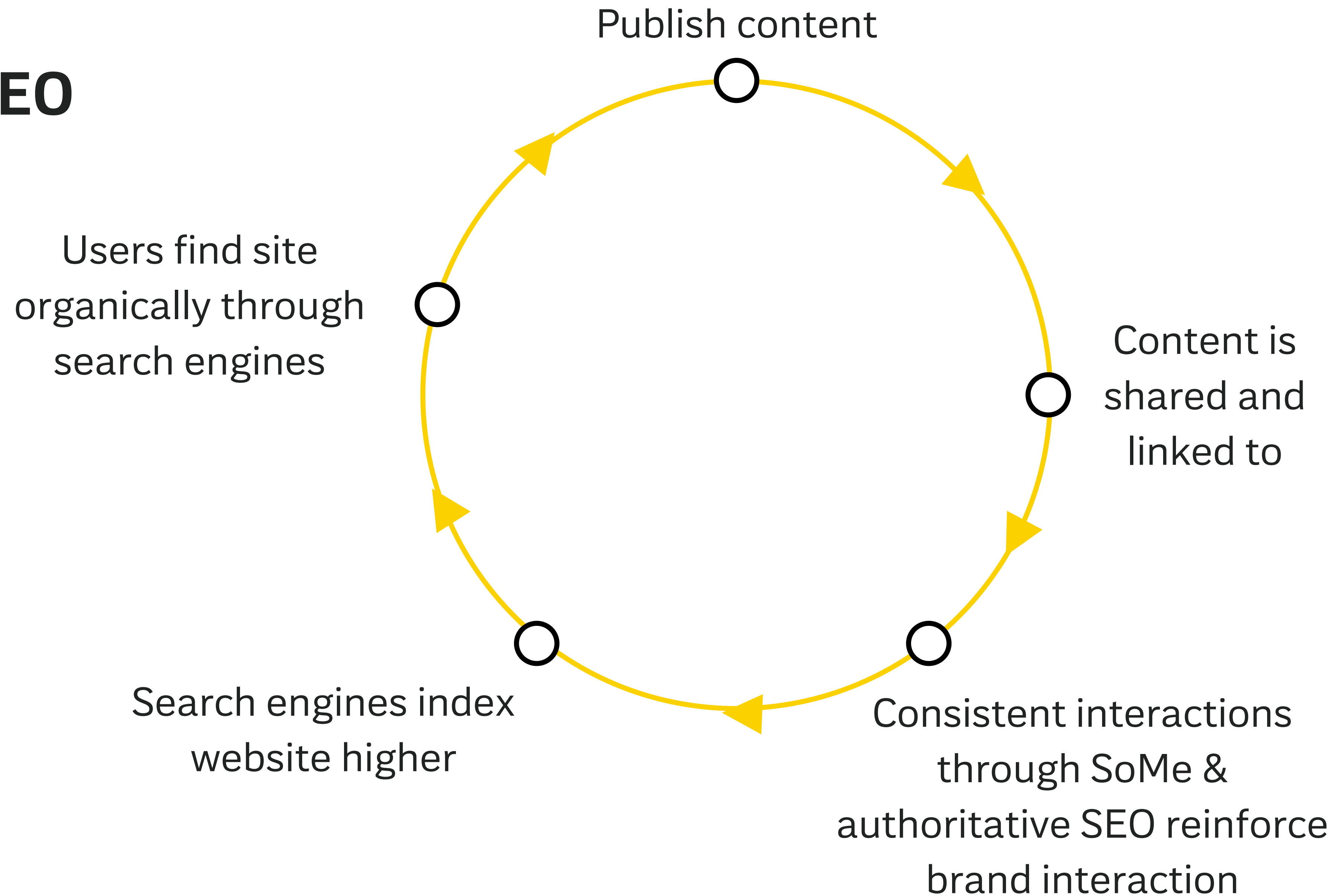


PR

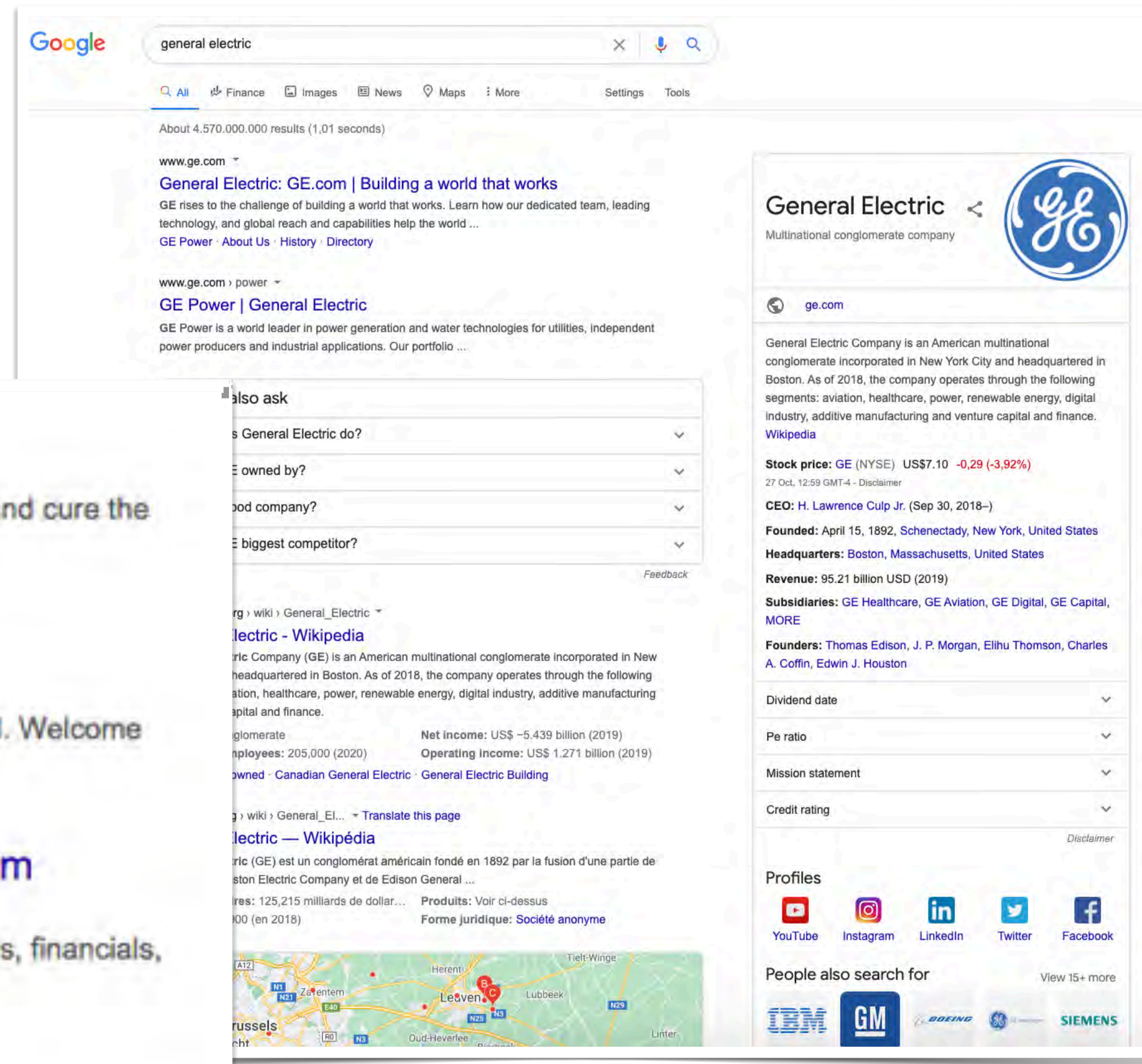


But channels can strengthen each other

Social media x SEO



Social media x SEO



generalelectric's Profile • Instagram

[instagram.com/generalelectric](https://www.instagram.com/generalelectric/)

GE GE works around the clock and across the globe to build, power, move and cure the world. Check out GE's latest innovations in Rio here: <http://www.ge.com/>.

GE on Pinterest

www.pinterest.com/generalelectric/

GE | #Pinning things that inspire us to build, power, move and cure the world. Welcome to the official GE Pinterest page!

GE - US Stocks Home - Markets Data Center - WSJ.com

quotes.wsj.com/GE - The Wall Street Journal

General Electric Co. Stock - GE news, historical stock charts, analyst ratings, financials, and today's General Electric Co. stock price.

General Electric (@generalelectric) | Twitter

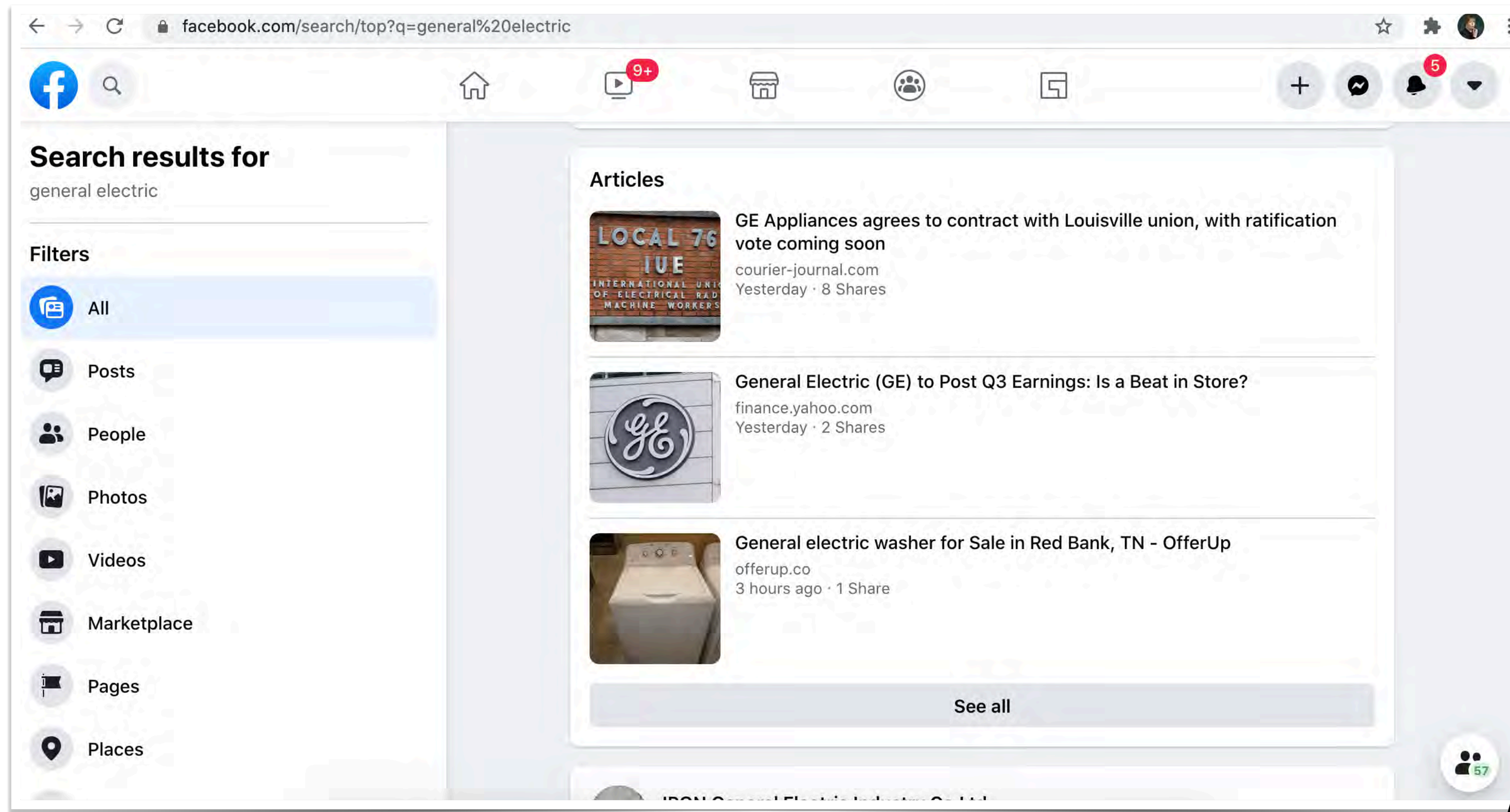
<https://twitter.com/generalelectric>

The latest Tweets from General Electric (@generalelectric). GE works on things that matter. Solutions for energy, health and home, transportation and finance.

Social media profiles rank in search engines

Social media x SEO

Social media channels are search engines too



Social media x PR

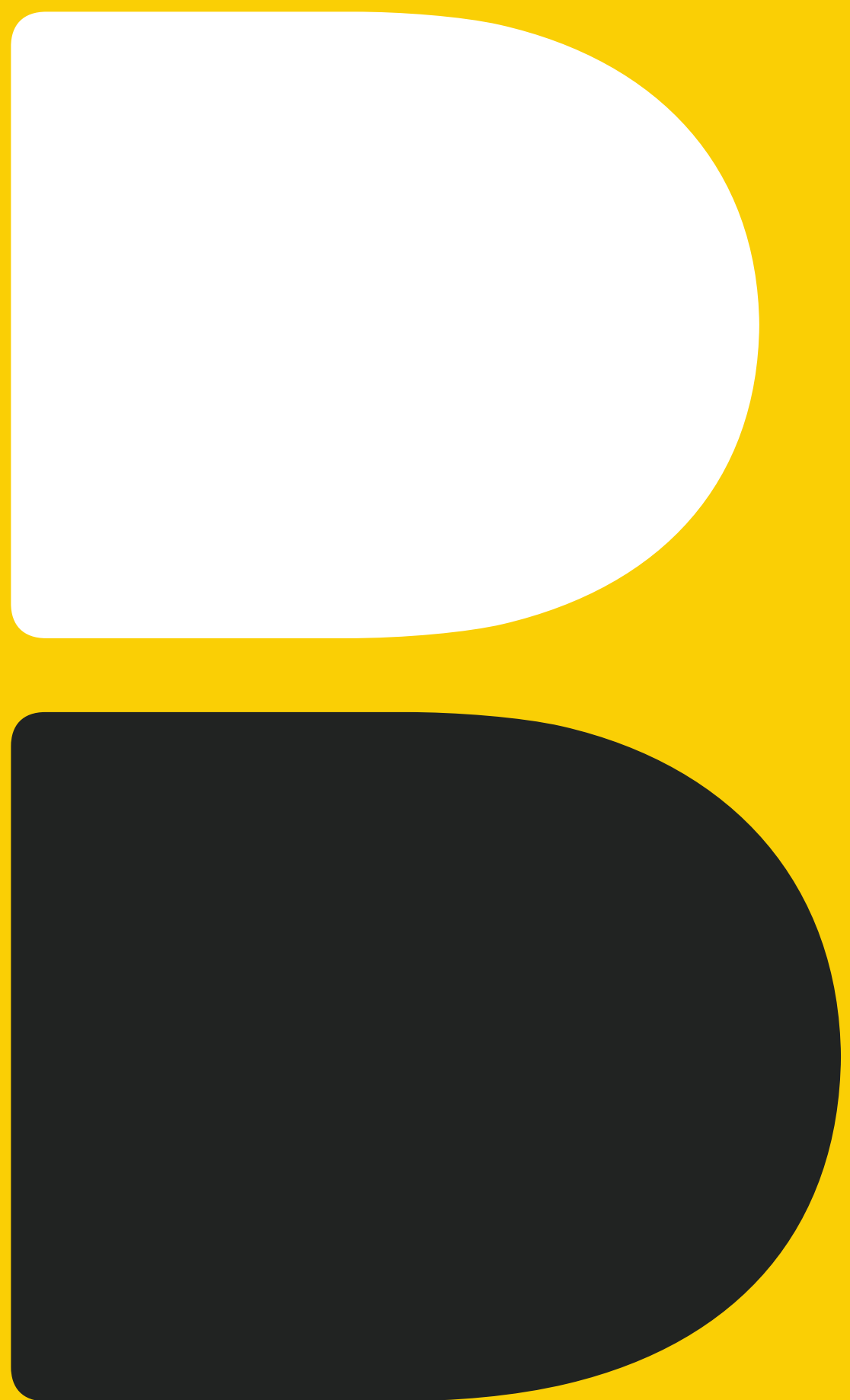
PR is stronger and more impactful when combined with social media:

content published via news releases and other PR related means can live longer, spread faster and reach further with the help of social media

Social media x email marketing

- ✓ Include company SoMe profiles in email to give subscribers new opportunities to engage with your brand and your content
- ✓ Encourage people to sign up for your email list through SoMe
- ✓ Use email marketing database for smart targeting on SoMe
- ✓ Multiple opportunities to get your message across (frequency)

Q&A



THANK YOU