

Social Media Guide For MSPs



<https://tortoiseandharesoftware.com>

The digital agency, for technology companies

Introduction

Spending time on social media is typically not a favorite activity of the no-nonsense technical crowd that permeates the MSP world, but in today's digital climate, it's a channel that's essential to participate in. Showing an active presence helps facilitate digital lead generation and can act as a standalone channel for leads in and of itself.

Essential Platforms

Facebook, Twitter, and LinkedIn are going to be the most commonly used platforms on the web. When someone is researching whether or not to do business with your company, they are likely to check one or multiple of these platforms, therefore we recommend creating a company page on each of them. LinkedIn is the one you could consider to be mandatory if you only want to manage one.



Company Pages

Create a company page on each platform. Make sure that the company page matches your company's name as closely as possible. Each company page will require a "handle" preceded by an @ sign, for instance @tortoiseandharesoftware. Certain social platforms like Twitter will have a small character limit, so you should devise a short handle for these. For instance a company called "Web Technology Consultants" in Jacksonville might shorten their social handle to @webtechjax. You will need to think about a shortened alias as part of creating your account on each platform. Please note that this handle is different than your display name which can be the full name of your business. Fill out all the available information, hours, about sections, services - everything that makes sense when creating your profile. When in doubt, fill it out. It makes your profile more discoverable by search engines. Below you will find links to create a page on each platform.

<https://www.linkedin.com/help/linkedin/answer/710>

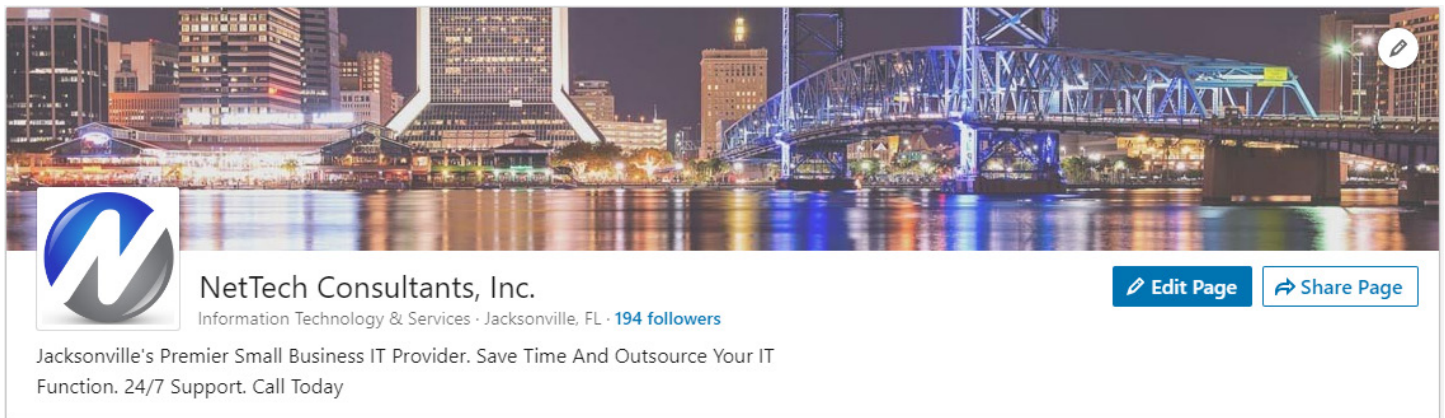
https://www.facebook.com/help/104002523024878?helpref=uf_permalink

<https://twitter.com/i/flow/signup>



Company Page Graphics

Each of your company pages is going to have two graphics, a cover photo and a logo. The cover photo is going to be a larger, horizontally-oriented image and the logo should be a smaller image on the left hand side that is either square or circular.



These graphics are a terrific opportunity to showcase your brand with a professional look and feel. The cover photo should be a re-enforcing photo for what your brand offers and your logo should, of course, be a compact version of your logo. For instance, one of our clients has a full logo that would not look good in a squared resolution so we clip the text-based portion of the logo and only use the “mark” in the logo slot. Since they are a local company, we put a picture of the local iconic skyline for the city in their cover photo slot.



Image Sizes

Make sure to use image sizes that match the recommended resolutions for the platform in question. You are better off not having a profile, than having one with pixelated images on your profile.

A full list of up-to-date size guidelines can be found at:

<https://sproutsocial.com/insights/social-media-image-sizes-guide/>

A local graphic designer can work with you to create professional looking and appropriately sized cover photos and logo images for your business on various social media platforms. If you have a business relationship with Tortoise and Hare Software we can also help you produce such images.



Posting Frequency

Post at an absolute minimum of once per month. This lets people who are researching your business know that it is still an active business. Events like the coronavirus pandemic can cast serious doubt on the activity level of a business if you haven't posted recently. People don't want to waste their time and this can be enough to prevent someone from contacting your business.

For better results post 3x a week: Monday, Wednesday, Friday. Regularly posting is how you build an audience and turn your social media presence into leads over time. When people like your posts they are automatically enrolled as followers to your page and have a chance to see future posts. Give yourself at least a few chances a week to reach both your current audience and new audiences.

Be consistent

This guide is meant to help MSP's get a basic handle on social media so that they don't hinder efforts in other channels such as paid advertising or trade show follow ups due to a lack of social media activity. You can always post more frequently than the guidelines above and scale up your social media efforts and invest into it more fully as a channel. The biggest and best companies will post multiple times a day, and involve teams of business development reps posting on their personal accounts in addition to posts on their company page. Best practices for that level of activity is beyond the scope of this guide.

Multi-Posting

Posting the same thing to multiple platforms can get cumbersome. You can save a lot of time by using a multi-posting tool such as Hootsuite, Buffer, SEMRush, and others to push the same message out to multiple platforms at once. We recommend Hootsuite since they have a free account for up to 3 platforms.

<https://hootsuite.com/create-free-account>



What To Post

Spend 80% of your time helping or engaging your audience and 20% of the time asking them for something in return. Do not spam your audience - you need to build trust and communicate your company culture. What would you tell people about at an in-person networking event?

80%

- Company updates like new hires, volunteering, awards, cultural events
- Blog content that's useful to your audience
- Industry news
- Memes and other lighter side content
(sparsely, don't be too unprofessional, but it's also okay to be social and have a little fun)
- Events you're attending and you think your audience would like to join

20%

- Promotions
- Landing Pages or Service Description Pages
- Webinar Invites
- Other Sales-y Material

Test out different things and see what gets more engagement. Every audience is different so the best way to find out what works is to test.

Hashtags

Hashtags help your posts reach relevant audiences. When you see people's posts with #managementserviceprovider or #itcompany that is a hashtag. Tag your posts with local city names, or hashtags that your target customer base would be likely to engage on. Posts with a handful of hashtags get more reach.

Posting Resources

Posting 3x a week consistently can sometimes lead to writer's block. Save time coming up with ideas by subscribing to popular blogs and using an RSS reader to view new content in one centralized area. We use InnoReader.

<https://www.inoreader.com/>.

You can add a visual flair to many social media posts using tools like Adobe Spark or Canva. These tools have all sorts of pre built graphics and ways to create visuals without the need for a graphic designer.

<https://spark.adobe.com/>

<https://www.canva.com/>



Thanks For Reading!



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Reach out with questions or to talk more about our service offerings.