



Social Media Toolkit



What better time than now to get social!

7 reasons why you need social media:

1. Increase brand awareness
2. Distribute content
3. Communicate immediately and frequently
4. Improve customer service
5. Build a personal brand experience for customers
6. Utilise customer feedback
7. Create a genuine connection between your organisation and your customers



80% **LinkedIn**

Year-on-Year audience growth of **LinkedIn**

20% **twitter**

Of journalists access **Twitter** at least once a day as part of their story sourcing

23% 

The percentage of consumers who **watch a video** to learn more about a product

70% 

Current rate of internet users active on **social media**

5 benefits of blogging for your business:

1. Gain influence within the industry
2. Establish yourself as an expert
3. Improve SEO and traffic to your website
4. Gain insights into your audience
5. Share your passion and discuss emerging trends

1.79 billion
is the number of network
users worldwide



29% Global **social network** penetration

60%
Of businesses now have a **company blog**

500,000

New **blog posts** appear everyday



50,000

New sites are added every day to **WordPress**

528 million

Monthly **page views** of business blogs

We can help you reap the results through day to day activity, including...

1. **Setting up** the social media channels that you require
2. **Generating** content and posting it to social media on your behalf
3. **Researching and monitoring** keywords to allow rapid reaction to issues
4. **Building** your online community and expanding its reach – in terms of quality and quantity
5. **Monitoring** the conversations your online audiences are having – and identifying opportunities to get involved
6. **Engaging** with audiences by conducting surveys, holding Q&As and promoting incentives
7. **Targeting** media that use social media to promote news, provide comment, and unearth opportunities
8. **Disseminating** news and announcements to augment traditional PR and communications activity
9. **Measuring** your social media footprint through tools such as Klout and Hootsuite analytics
10. **Tracking** campaign progress with HGI's own proprietary dashboard

For further information:

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