Social media is ever-changing

SOCIAL MEDIA

US

3

things you need to know to succeed with social media

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1.
Know your place at the table

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"*We're making a major change to how we build Facebook. ... You can expect to see more from your friends, family and groups. As we roll this out, **you'll see less public content like posts from businesses, brands, and media**.*

*And the public content you see more will be held to the same standard -- it **should encourage meaningful interactions** between people.*"

Mark Zuckerberg, January 2018

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"

*As brands put together campaigns and messaging, they must remember that **they are guests at dinner**, not members of the nuclear family: their role in user feeds is delicate, valuable and should be treated with great care.*

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"

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...And We're at the Kids' Table

- Friends
- Family
- News
- Funny cat videos
- #DogsofInstagram
- Movie trailer
- "Which *Saved by the Bell* character are you?" quizzes
- *Stranger Things 4* theories
- Elon Musk's rant tweets
- Those videos that show you random mundane stuff that's oddly satisfying to watch
- Someone's downfall
- Pretty much anything entertaining

- Coworkers
- That person you met one time who friended you but you don't want to delete them cause they say crazy/entertaining stuff sometimes
- Sophos, You, and almost every other company

2.
Provide content that stops the scroll

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Our Social Media Philosophy

Social Content Triangle

- Must always be relevant
- Must always fulfill at least two sides of the triangle

Educational or Informative

Relevant

Entertaining

Builds good will

If Content Is King, Then Engagement Is Queen

> " *Tweets you are likely to care about most* **will show up first** *in your timeline.*
>
> *We choose them based on accounts you* **interact with most, tweets you engage with***, and much more.* "

Twitter

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...But We Must Engage Authentically

> "*To build strong, long-term relationships on social that go beyond click-and-buy, you must expose people to your brand in a visually satisfying way, link them to more information and* **make authentic engagement a primary focus**."

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Creating engaging content

Engaging Content

Sophos 2021 Threat Report

Sophos News blog article

Bite-sized video clips

Naked Security blog article

Social polls

Twitter thread

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Engagement ideas

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Engagement Hack: Ask your Audience to Participate

Engagement Hack: Use your Community

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Engagement Hack: Monitor for and Utilize Trends

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3.
Adapt your content for each platform

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This Used to Work

Create asset

Copy and paste to social

Hope users *leave* the social platform to see asset

Adapt Adapt Adapt

Create asset

Adapt for social, hope users engage with the asset *on platform...*

...and then leave social platform to *learn more*

Measuring progress

Stats and Reporting – Questions to Ask

- **Start with your goals**
  - Grow my following?
  - Create a community?
  - Educate + inform my audience?
  - Learn what content my audience wants/needs?
  - Increase engagement on my posts?

- **Know your options**
  - What platforms am I tracking?
  - What stats are available to me?

- **Establish a base**
  - How often should I pull stats?
  - Should I be pulling the same stats each time?
  - How/where am I keeping track?

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Stats and Reporting – Getting started

- **Engagement stats:**
  - Likes
  - Comments
  - Shares
  - Video views
  - Followers
  - Clicks/traffic

- **Content performance:**
  - Top and bottom performing posts
  - Use a common metric between the platforms you're measuring – we use impressions

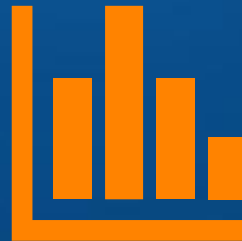| Sophos Corporate |
| --- |
| |
| Followers (total) |
| Followers (growth) |
| Interactions - Engagement (like, reply, comment) |
| Interactions - Amplification (re-tweet, share) |
| Traffic to Sophos.com |

December Top - Instagram

December Bottom – Instagram

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Sophos Support

#1 Use Our Social Content

Sophos

- Sophos products, resources, news
- Daily posts on all platforms

Naked Security

- Industry news and security advice
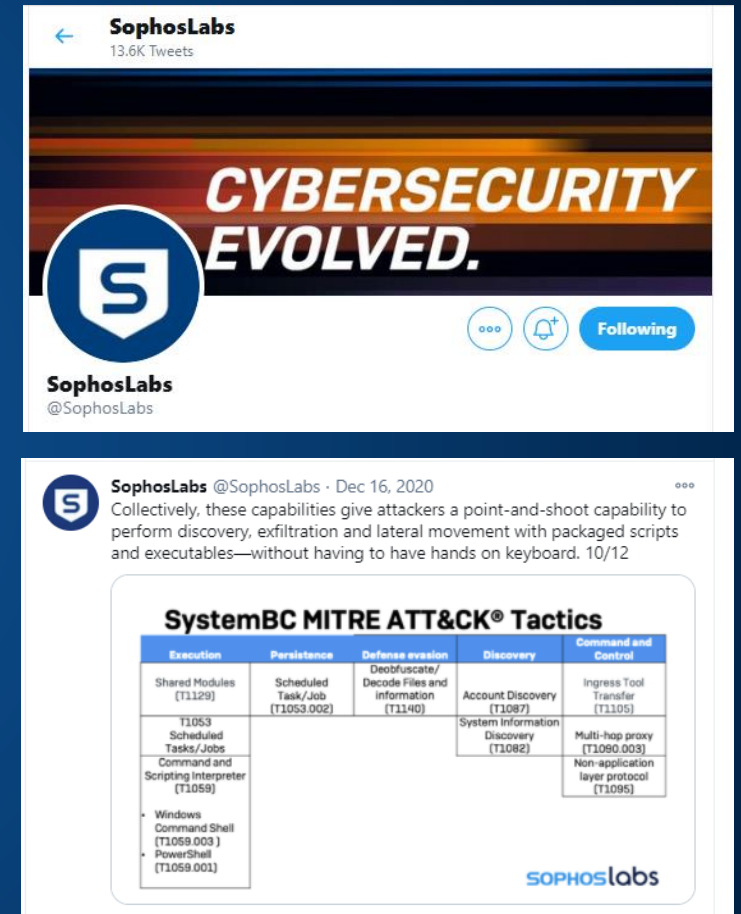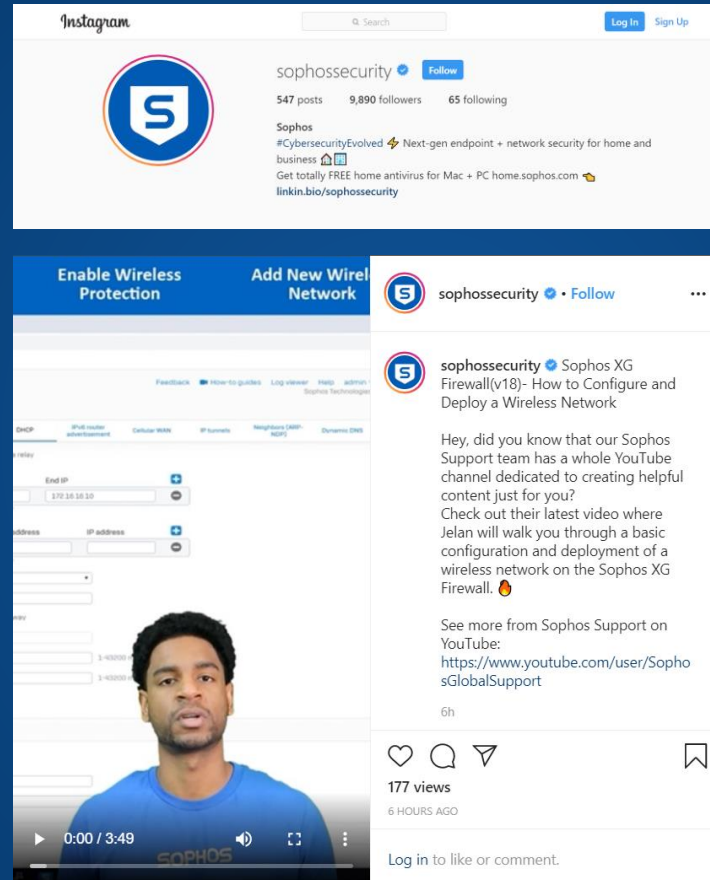- Daily posts on all platforms

SophosLabs

- SophosLabs threat research
- ~5 detailed reports per month

Add value and authenticity by personalizing with your own comments

For Example...

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Want Video? We've Got Video

Add your referral ID to all links to the Sophos website

NewsSync: Content For Your Website

Plugin pulls Naked Security articles directly onto your site

Flexible implementation options

Get code from the Partner Portal

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#2 Use Our Product and Hot Topic Content

news.sophos.com

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#3 Get Co-brand Content Created for You

CHANNEL SERVICE CENTER

- Co-brand social tiles
- Local language tiles (you provide translation)
- Referral ID support

4.7/5
Average satisfaction rating

csc@sophos.com

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Plus Twitter and LinkedIn Pages Just for Partners!

Twitter @SophosPartners

LinkedIn page - Linkedin.com/showcase/sophos-partners

Canva

- ## Online design platform
  - Created for users with no design experience but robust enough to serve those with design background

- ## User friendly
  - Easy to navigate, create, edit, share, and export designs

- ## Customizable
  - Includes pre-designed templates and elements that are totally customizable OR start from scratch and create your own design + add your own brand elements

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Three Actions to Take Away

1 Follow Sophos Partners on Twitter and LinkedIn

2 Check out the Sophos social channels and content decide which ones most benefit you

3 Set goals and track your results

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Sophos Social Links

- Twitter = @NakedSecurity
- Instagram = @nakedsecurity
- YouTube = Naked Security

- Facebook = @SophosSecurity
- LinkedIn = Naked Security

- Twitter = @Sophos
- Instagram = @sophossecurity
- YouTube = Sophos

- Facebook = @securitybysophos
- LinkedIn = Sophos

- Twitter = @SophosLabs

- Twitter = @SophosAI

- Twitter = @SophosDevOps

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