

9 Reasons Why No One Is Seeing Your Company's Content



(and How to Fix It)

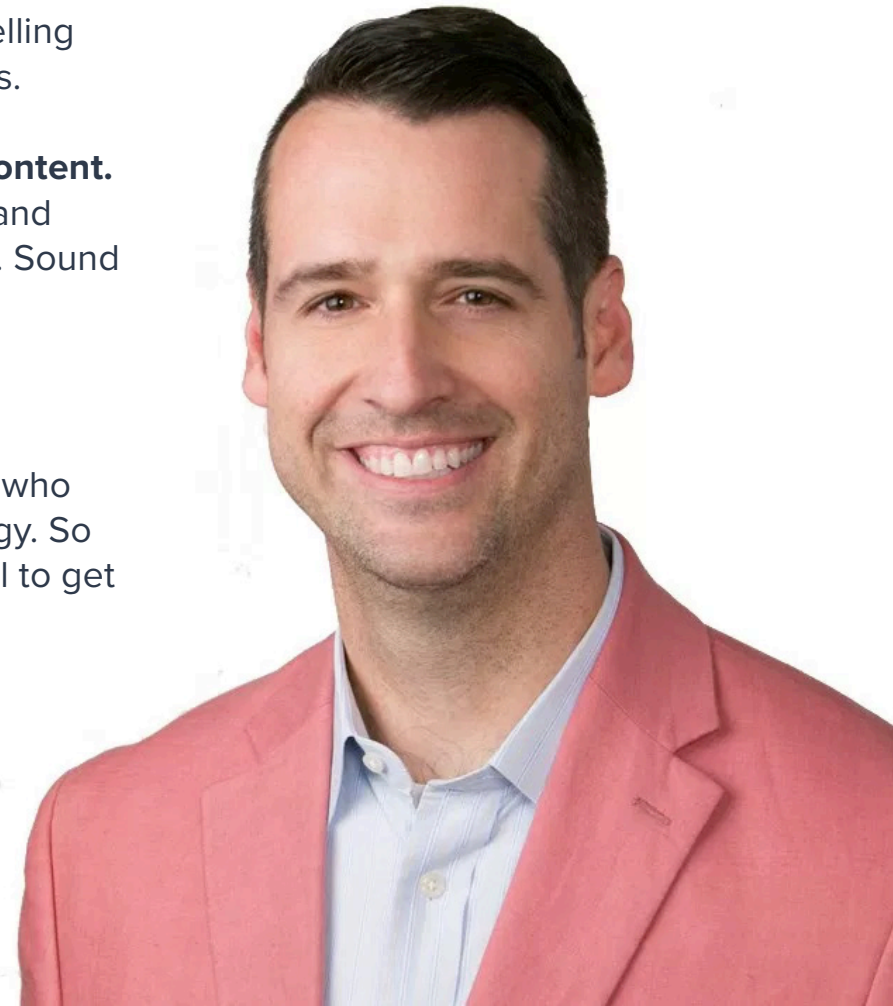
Content marketing has become a huge part of the modern marketing mix. Look at almost any company with over 100 employees and they have a marketing team with dedicated content creators, social media pros, graphic designers, etc.

Your company probably is investing in content creation too, and it isn't cheap. It's likely a large portion of your marketing budget or requires a major investment of time by your people. Content is the key to telling your story, spreading your message and bringing in that business.

The problem: **not enough of the right people are seeing your content.** You share your best posts to your company social media pages and only your employees (and bored family members) interact with it. Sound familiar?

I hear this problem all the time from marketers.

My name is Adrian Dayton and I help professional services firms who are stuck when it comes to their content and social media strategy. So many marketing teams are doing many of the right things, but fail to get measurable results.



The solution:

Get your employees to help you amplify your efforts by sharing to their networks. I know, I know... this is easier said than done. That's why I've put together these simple strategies for improving your results.

I've developed these strategies after working with more than 30,000 professionals at more than 1,000 companies over the past ten years. I'm confident that if you implement these proven strategies at your company, you will dramatically improve your inbound traffic from social media with the help of your team and their social networks.



1



You Only Share To Your Corporate Social Media Accounts.

Way too many companies beg people to follow their Facebook account. Why would I want to do that? There is a reason that people don't trust company social media accounts. "Check out our press release about our new feature, blah, blah." Snore! People don't want to interact with a logo. They want to connect with actual humans. Even social networks have realized this and have de-prioritized company content in recent years. If you aren't getting your employees to share your content to their own networks, you're missing a big opportunity. Data shows that when employees share company content, it generates 8x more engagement than the same post shared to a company page! (source- Hootsuite)

2

Your Motto Is “If You Create It, They Will Come.”



Okay, that “if you build it, they will come” thing may have worked for Kevin Costner in *Field of Dreams*, but if you’ve spent any time creating content, you know that isn’t the case anymore. Even if you have engaging content targeting your ideal customer profile, without a clear distribution strategy, you’re dead in the water.

“Content is King, but distribution is Queen, and she wears the pants.” -
Jonathan Perelman, BuzzFeed

The most successful companies at social media have a clear strategy for getting their employees involved in sharing company content so that the right people are reading it.

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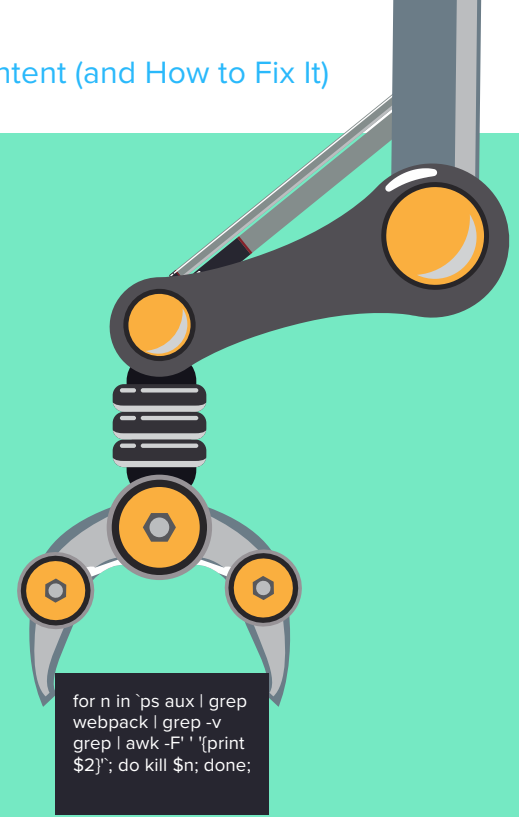
You Haven't Trained Employees to Use Social Media.

Just because your employees have a LinkedIn or Twitter account, it doesn't necessarily mean they understand how to leverage those tools to benefit your business. You should have clear social media guidelines that empower people to use good judgment in sharing. Give them guardrails, or things to look out for, such as sharing sensitive confidential information (duh!). But the main takeaway should be that employees are encouraged to share.

Teach your employees to personalize posts by leaving their own insights as comments. While I can't be sure of how LinkedIn thinks about sharing updates with personal comments, I can tell you from our data examining over 5 million posts at Clearview Social, that posts with comments get on average 56% more clicks than those that simply share a link to an article. 56% is a massive number, especially if you add it up over every post you share. It is worth taking the time to add an insightful comment and let your network know why you loved or hated the article you are posting - tell them why it's worth their time to take a look. I gave a talk in New York City recently, and someone in the audience asked, "Is it ok to just add a comment like, 'great article' or 'check this out!'" My response: that may be better than nothing, but the quality of your comment does matter. The better the comment, the more likely people will actually read the article. If you can come up with a comment that adds value to the discussion and shows your intelligence or expertise, all the better.

4

Your Social Media Program is Too Complicated



“I tried to get my employees to use social media for business. It didn’t work!” I often hear this from weary marketers. After I ask follow-up questions about their strategy, I usually find out that their program was overly-complicated. They added too many steps, too much brain power, or required already busy professionals to do too much extra work. That’s a recipe for failure. It’s important to remember that employees already have plenty to do. Even though social media is important, many employees won’t view it as part of their job. If you don’t make it extremely simple, you’re just giving them more work to do. Marketers need to find ways to minimize the effort required of employees.

5



You Don't Give Employees Incentives to Share on Social Media

After observing literally hundreds of companies launch social sharing initiatives, it's clear that the most successful include a competition along with their program. Why are competitions so powerful? Because they tap into the reward center of our brain. The neocortex is constantly weighing the odds of each and every decision. But the inner-brain is different. Referred to in pop literature as the "reptilian brain," this is the part of the brain that handles our "fight or flight" instincts. Competitions create a powerful link to our reptilian brain due to the perception of scarcity. When there can only be one gold medal awarded, humans can achieve exceptional things. Try running a competition to get your people sharing. The price doesn't have to be big. You might try a gift certificate for a massage, an extra day off, or even a gift card to Amazon. Having an object that everyone wants is key to getting their competitive juices flowing. Just remember to keep it simple!

6

You Overshare



Some companies need to pump the brakes a little with their constant social media posts. According to data out of Buffer App, Hootsuite and our own internal data, there are diminishing returns to posting to social media once you get to a certain number. Buffer pegs that number at 20 posts per month on LinkedIn. Our internal data at Clearview Social shows this to be a good measure. Go much higher than that number, and LinkedIn appears to hide your posts from more and more of your network. Posting more than 20 times per month on LinkedIn isn't going to help you, and posting way too much will hurt your distribution. This number is similar for Facebook and obviously higher for Twitter, but the basic guideline is the same: unless you are a proper celebrity or have a high-level of engagement with each and every post, don't annoy people with too many posts.

7



You Only Share Your Own Content

If you're only talking about yourself, people will get sick of you. Nobody would ever talk about themselves the entire time at a cocktail party (I hope), yet this happens all the time on social media. Of course, you should share all the great stuff you've been working on, but it's clear that the best companies are also sharing some of the love by sharing other people's content. Think of it as curating the best content that's relevant to your followers. If you do it the right way, your followers will appreciate your authenticity and will start to view you as a credible source for industry information. Some companies share four pieces of relevant industry content to every one piece of original company content. You can figure out the right mix for you, but the important thing is to try to avoid being the loudmouth at the party.

8

You Don't Share Often Enough



According to the same statistics mentioned earlier by Buffer, if you share once each business day, 60% of your network will see at least one item you post in a month. If you look at this from the opposite extreme, if you only post once per month, only a tiny fraction of your network will see your posts. While LinkedIn hasn't revealed how they weigh infrequent posts, our internal data at Clearview Social shows that LinkedIn users who post at least weekly get 4x the number of clicks per share as those who post less frequently. If you post the most amazing thing in the world once a month, it isn't likely to be seen by enough people to make a difference.

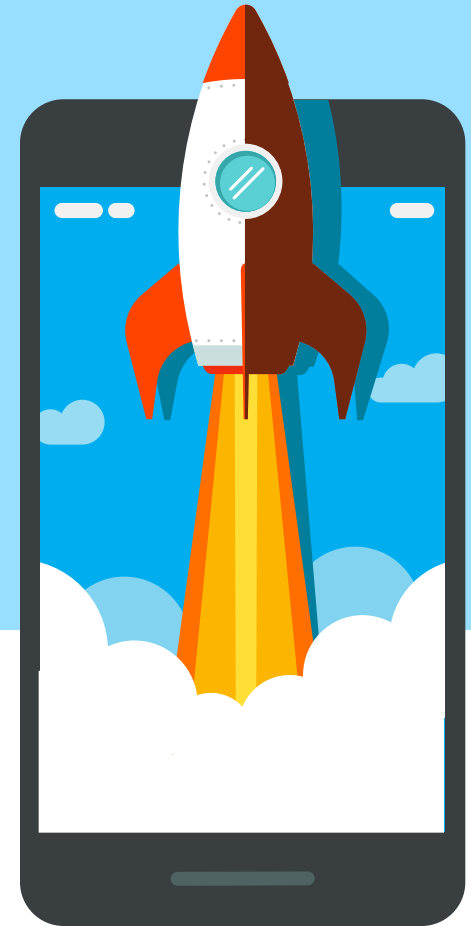
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You Don't Regularly Remind Employees to Share

Companies that send out weekly reminders to share content experience 4 times more sharing than firms that share less frequently. This should not surprise us. Research focusing on the human brain shows that the first trigger to forming a habit is a regular “cue” or prompt. These cues instigate new habits needed to signal the appropriate behavior. If you want to get your professionals sharing, you have to make it easy for them. What doesn't work? Asking everyone to go to the company Twitter account and LinkedIn accounts to re-share content that you have already posted. Why doesn't it work? Because it requires spontaneous action. It requires everyone to stop what they are doing, copy a link, log into a new account, write a creative comment, and hit “publish.” It's just asking too much of your people. They won't do it, at least not in significant numbers. What does work? Sending emails with links, or even better, with embedded share buttons so that your team can share in just a couple of clicks.

Sharing: Activated



The ROI of reading this document is zero if you can't put some of these principles into action. If you don't currently have at least 25-30% of your team sharing regularly, you are missing a big opportunity. Getting your team sharing is one of the few ways as a marketer you can create real leverage within your organization. Want to know how your company compares to other companies of similar size with regard to social media? Are you curious about how your content, social sharing, and traffic generated compares to other similar companies? Email adayton@clearviewsocial.com and we can set up a FREE 5-point content and social media audit and help you get your team sharing to social.