

THE FUTURE IS NOW

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SMART



Leveraging Social Media to Boost Industry Awareness, Attract Talent, and Engage Your Membership





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meet vault

small agency. **big ideas.**



PHILLY-GROWN,
NATIONALLY-KNOWN



55+ EMPLOYEES
STRONG

30
YEARS

30-YEAR
TRACK RECORD



EXCELLENT CLIENT
RETENTION



BATTLE-TESTED
TALENT



OUTSTANDING
SMALL AGENCY
FINALIST, PR WEK
(2023)



BEST PLACES
TO WORK

CULTURE
FIRST



WORLD.COM
Public Relations Group

GLOBALLY
CONNECTED



COMMITTED TO
CHANGE



WOMEN-OWNED,
WOMEN-LED

Agenda

- The State of Social Media
- Leveraging the Power of Social Media
 - Boost Industry Awareness
 - Attract Talent
 - Engage Your Membership
- Key Takeaways
- Q&A

The State of Social Media



State of Social Media in the U.S.

Number of U.S.
Social Media Users

**302.25
million**

Social Media
Penetration Rate

80.9%

Average Daily Time Spent
Using Social Media

**2 hours &
14 minutes**

Average Social Media
Accounts per person

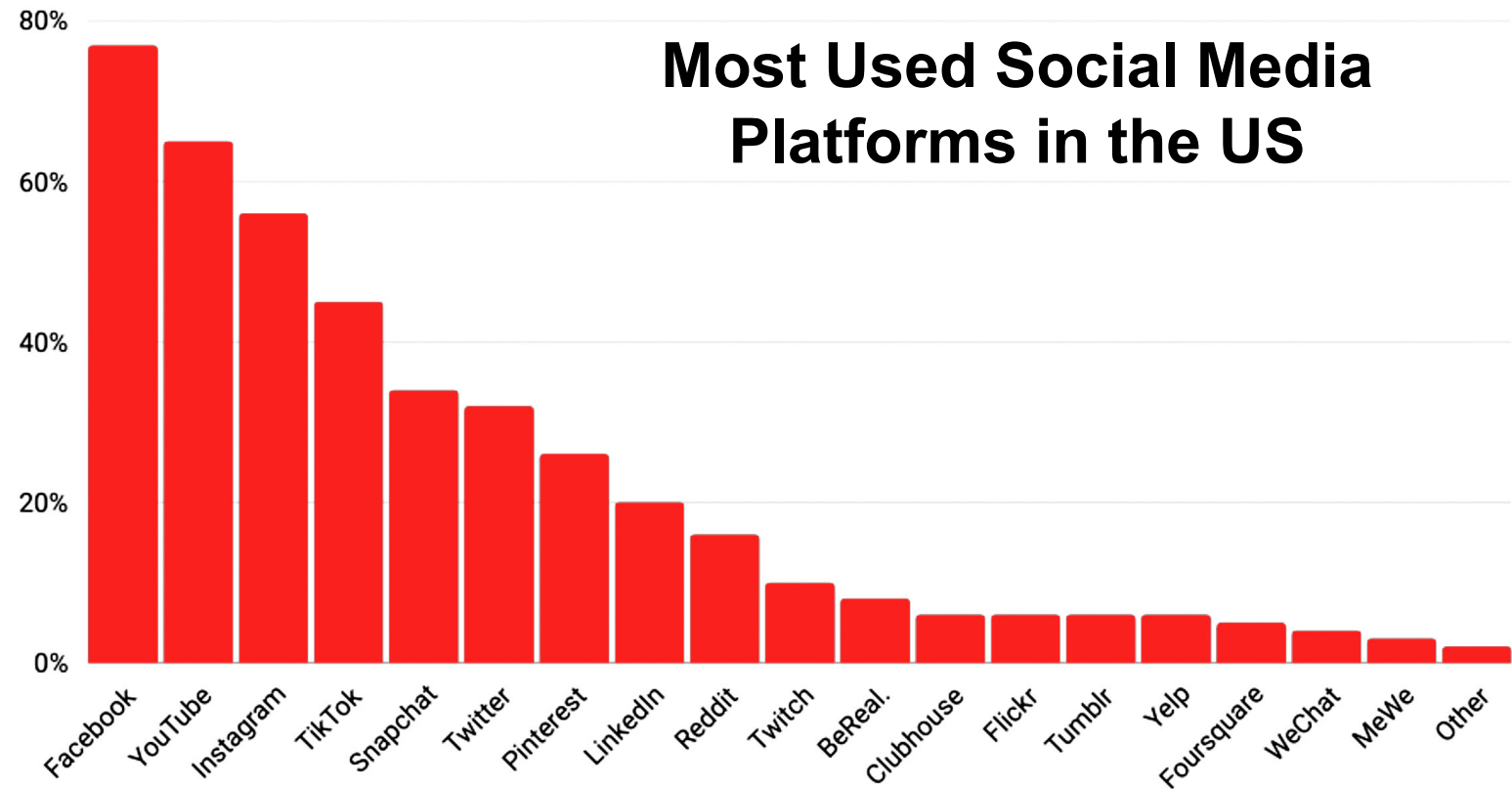
7.1

Most
Downloaded App

TikTok

What Social Platforms Dominated in 2023

1. Facebook - 77%
2. YouTube – 65%
3. Instagram – 56%
4. TikTok – 45%
5. Snapchat – 34%
6. Twitter – 32%
7. Pinterest – 26%
8. LinkedIn – 20%
9. Reddit – 16%
10. Twitch – 10%



Source:

DOOFINDER®

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How Much Time Are People Spending on Each Platform?



TikTok – 23 hours 28 minutes per month



YouTube – 23 hours 9 minutes per month

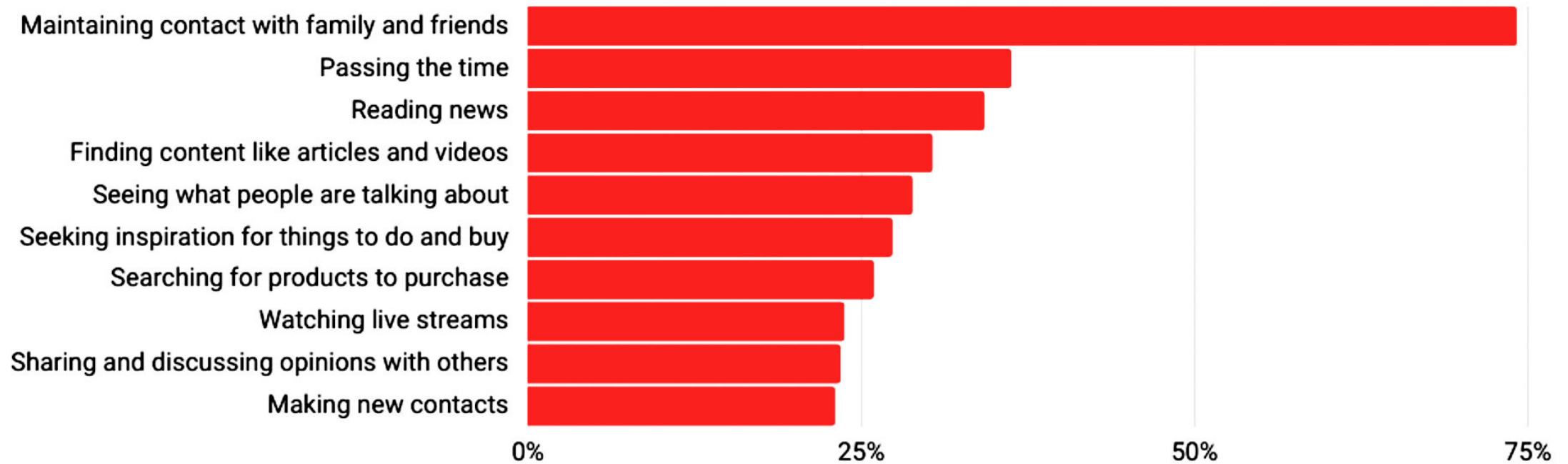


Facebook – 19 hours 43 minutes per month



Instagram – 12 hours per month

Why Do People Use Social Media?



Source:
DOOFINDER®

Why Does It Matter for Your Business?

75%

of Internet users use social media to research brands.

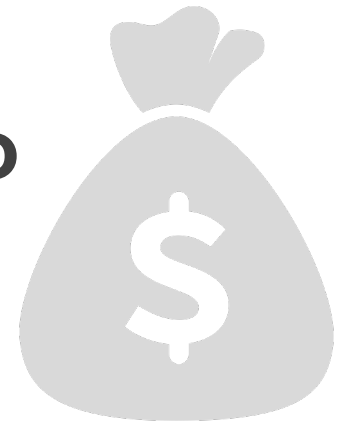
71%

of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

With those stats in mind, we can all agree

96%
of business leaders agree

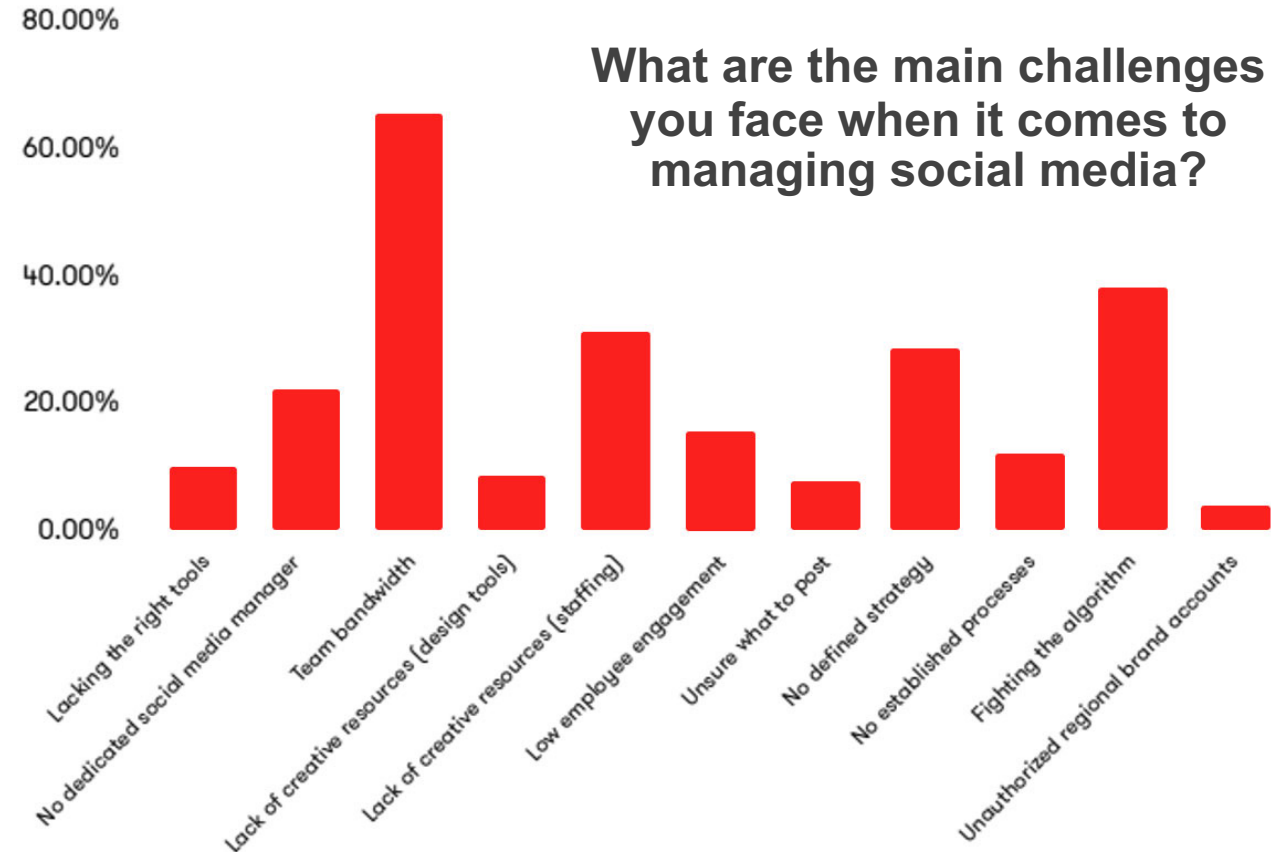
Companies **must continue to invest in social media marketing** to be successful.



Focus on Your Social Efforts

Bandwidth is a shared concern among all companies as they think about managing social media (65%)

Lacking additional creative resources is also a big concern.



Leveraging the Power of Social Media



Boost Industry Awareness



Benefits of Social Media for the Sheet Metal Industry

- Increases industry visibility amongst **new audiences**
- Builds **industry reputation** and loyalty
- Informs **stronger competitive positioning**
- Creates an online community of **industry advocates**

Building the Foundation

- Set Clear Goals
- Identify Your Target Audience
- Select the Right Platforms
- Create Engaging Content
- Lean Into Artificial Intelligence (AI) to Streamline Efforts

Tips & Tricks: Building the Foundation



Use Consistent Branding

- Use company logo as profile picture
- Apply logo in cover/header.
- Employ consistent color scheme.
- Maintain uniform font usage.
- Post branded content consistently.



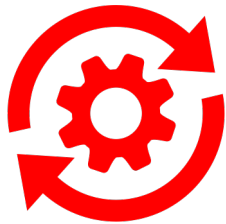
Optimize your social pages for search.

- Include relevant keywords and hashtags in your posts and bio
- Make sure your username is easy to search for
- Keep your username consistent across accounts
- Link your social profiles on your website

Set Clear Goals



What are your goals on social media?



What social media actions will drive your business and chapter goals?

Identify Your Target Audience



- Who is your ideal audience?
- Where are they spending time online?
- Why are they using social media?
- Which age group(s) are you looking to reach?
- What are their challenges and needs?
- What common values does your target audience have?
- What content resonates with them the most?
- Who else are they following?

Tips & Tricks: Target Audience



Analyze your social media insights.

- Examine demographics such as age, gender, location and interests.
- Determine the optimal posting times for engagement amongst target audience.
- Assess the most popular content topics and formats.
- Gauge audience sentiment in response to content



Listen to your audience.

- Understand your company's positioning
- Monitor competitors
- Address customer concerns
- Improve quality of services
- Enhance customer service
- Inspire content ideas based on FAQs
- Gather insights to make improvements

Select the Right Platforms



What's your goal?	What's your platform?	What are you posting?
Connect with customers/members	Facebook + Instagram + TikTok	<ul style="list-style-type: none">• Information on the services you provide• Chapter info• Recent projects• Positive reviews• Comment engagement
Recruiting new talent	Facebook + LinkedIn + TikTok	<ul style="list-style-type: none">• Job openings• Company culture and events• Behind the scenes & Day in the Life content
Grow your business	Facebook + LinkedIn	<ul style="list-style-type: none">• Business updates and announcements• Recent or upcoming projects and case studies
Boost your reputation	Facebook + Instagram + TikTok	<ul style="list-style-type: none">• Positive reviews• Details on projects• Humanizing content showcasing employees

Create Engaging Content



The Social Media Rule of Thirds

1/3 of your post should share niche related ideas and information

1/3 of your post should interact with your followers

1/3 should directly promote your business or local

1. **Ideas & Information:** Share advice, tips, industry news, chapter news and more to showcase your expertise and engage users!
2. **Interact with Followers:** Answer questions, showcase testimonials, etc.
3. **Promote Your Business:** Share what you do best and flex your expertise!

Where Do I Get Content?



Video, Video, Video

- Start building your video library this year!
- Embrace lo-fi video content shot on your phone that requires little to no editing



User-Generated Content (UGC)

- An easy, cost-effective way to engage with your customers, members and local community.
- Be sure to get permission from the original poster before sharing on your channels and always give credit

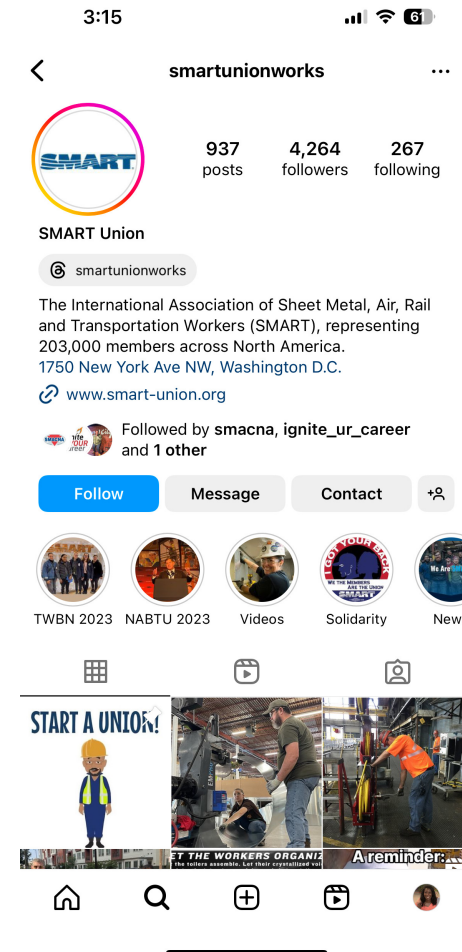


Stock Images/Video

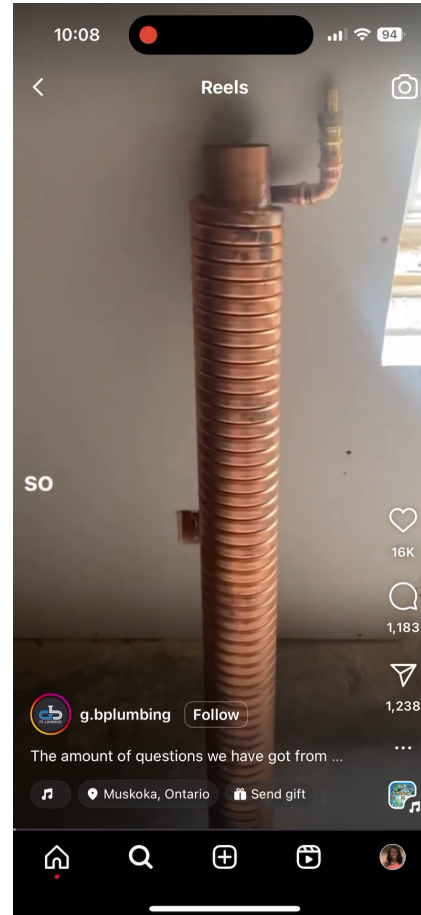
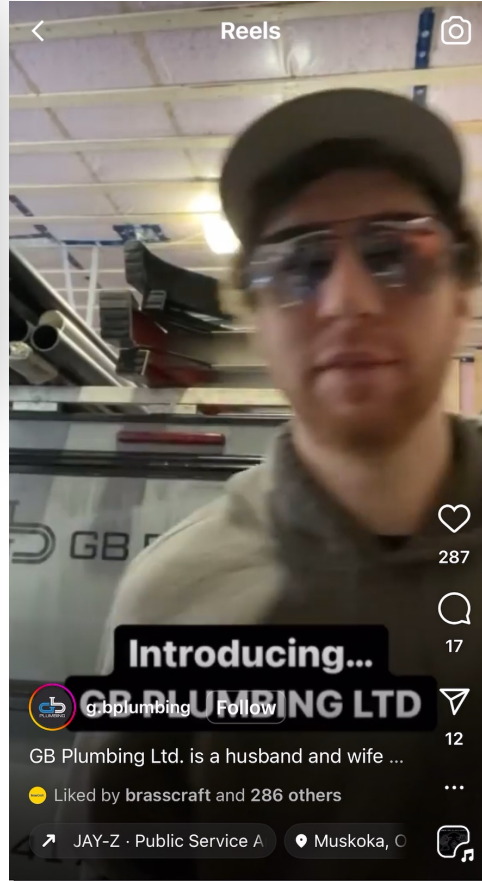
- It's okay to use stock photos in your social media strategy – so long as they are accompanied by other original content that is engaging

Where Do I Get Content?

- SMART is here to help!
 - Toolkits, templates and customizable content is available for use
 - If you need something specific, SMART can help



Content Strategy in Action: GB Plumbing Ltd



- **Relatable & Fun** – Gives the company a fun, relatable personality and a unique voice
- **Educational** – Provides useful tips and information for customers and industry peers
- **Easy to Execute** – Videos are all shot on a phone and paired with trending sounds or feature voiceovers

Use Artificial Intelligence (AI)

81%

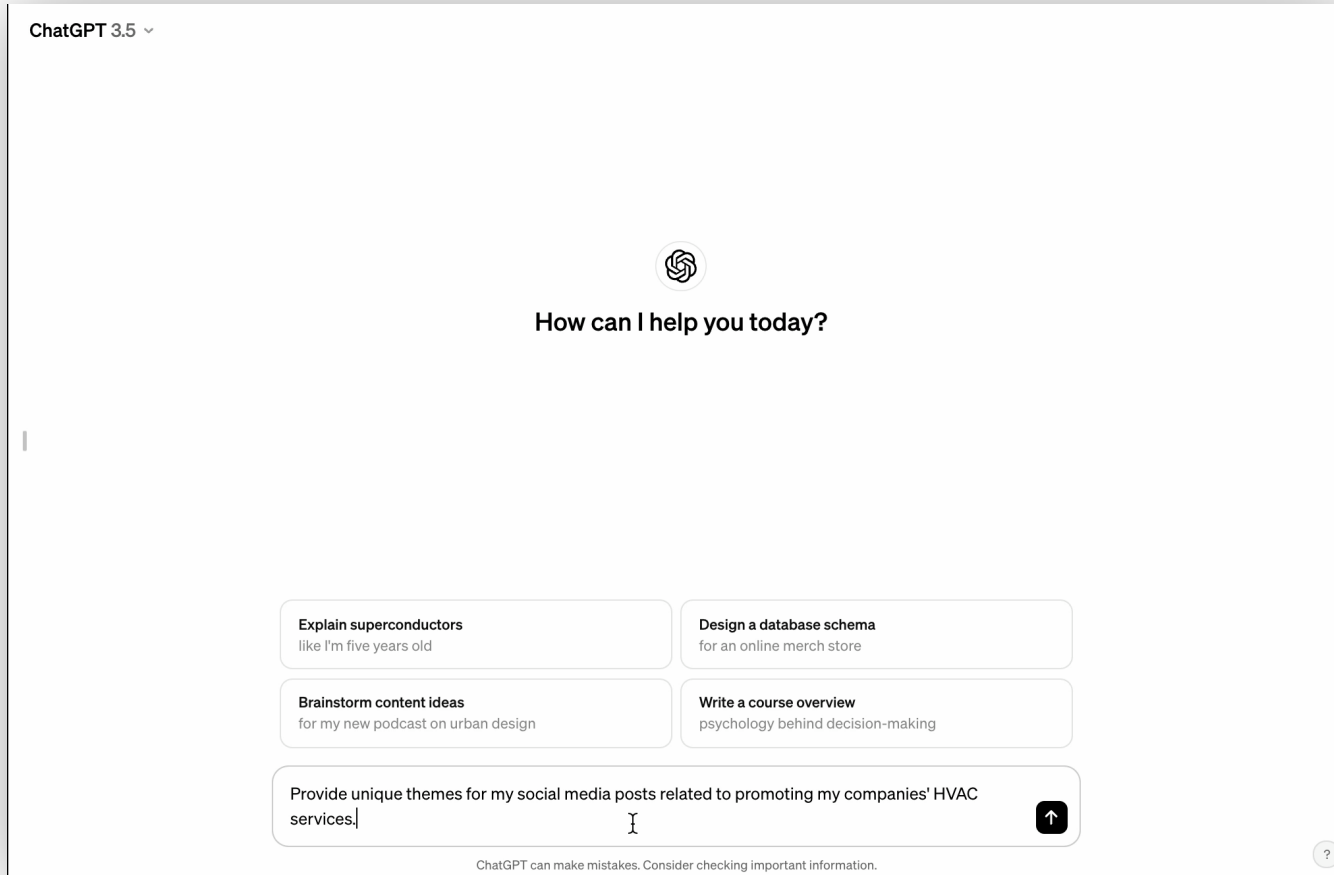
of marketers say AI has already had a positive impact on their work.



Source:



How Can You Use AI?



- Brainstorm content ideas
- Write social captions
- Tailor content for different platforms
- Optimize website content for SEO
- Draft responses to comments and DMs

AI in Action: National Geographic

- **Challenge:** Create engaging tweet threads summarizing complex scientific articles to reach a broader audience, while maintaining accuracy and scientific integrity.
- **Solution:** National Geographic used ChatGPT to automatically generate summaries of scientific articles that were then edited and fact-checked by scientists before being tweeted in digestible threads.
- **Results:**
 - 30% increase in average tweet engagement
 - Reached a wider audience beyond their usual followers
 - Increased website traffic



Attract Talent



Recruit on the Right Platforms



Facebook

Build a community while showcasing company culture through employee stories, behind-the-scenes glimpses, and fun company events.



LinkedIn

Showcase company culture, share industry insights, and actively engage in groups relevant to your target roles.



Instagram

Share high-quality photos and videos of your office, team, and work environment.



TikTok

Reach a younger demographic by sharing day-in-the-life snippets, team challenges, and fun company memes.

Recruitment Content Ideas



Highlight
Expertise

Employee
Testimonials

Project
Spotlights

Training and
Development
Opportunities

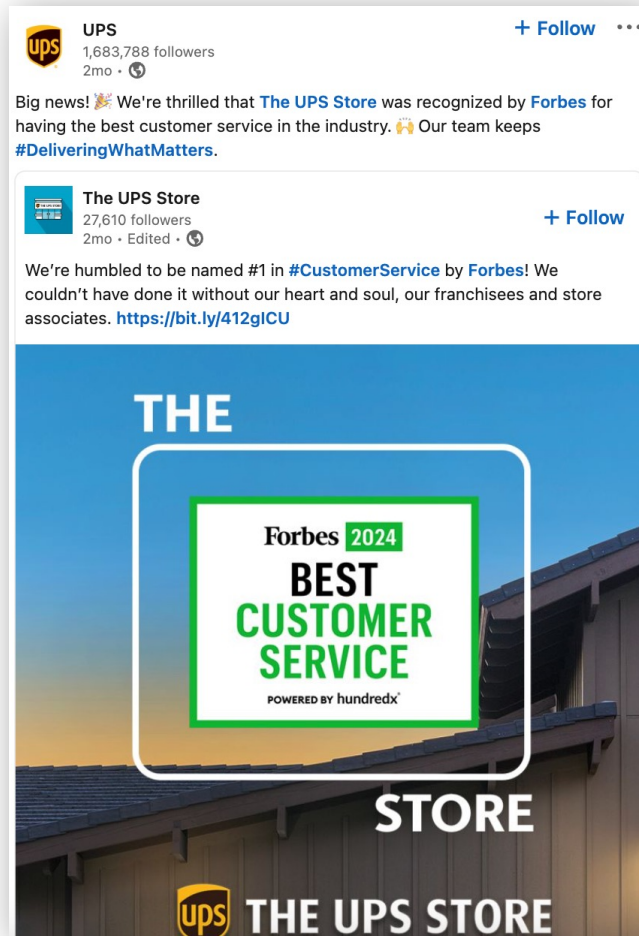
Salary &
Benefits

Career
Advancement
Opportunities

Work-Life
Balance

Diversity and
Inclusion

Recruitment in Action: UPS



- **Tailored Content** – Customizes content per channel to ensure maximum engagement
- **Relatable & Authentic** – Shares UGC content from real employees and features fun Q&A videos to humanize the brand
- **Employee Advocates** – Uses [#UPSer](#) and [#UPSIntern](#) to encourage current employees to share content across channels

Engage Your Membership



Why Membership Engagement Matters

- **Retention:** Engaged members are more likely to renew their memberships.
- **Community Building:** Fosters a sense of belonging and community among members.
- **Knowledge Sharing:** Members contribute to the exchange of knowledge and expertise.
- **Resource Utilization:** Engaged members are more likely to take advantage of the resources and benefits offered by the association.
- **Organizational Growth:** Increased membership engagement contributes to the overall growth and success of the association.



Empower Your Members

- Your members are your best advocates – use them!
- Best Practices:
 - Make it voluntary and opt-in
 - Empower members to be brand advocates
 - Make it easy to share
 - Focus on member interests and value
 - Promote authenticity and transparency

10x

On average, your members have a network that is 10 times larger than your company's follower base

Target Your LinkedIn Updates

- Targeted updates allow companies to share content to specific subsets of LinkedIn members
- Updates are targeted based on your followers' profile data such as organization size, industry, function, seniority, geography, and language preference.
- Important to Note:
 - To post a targeted update, you must target a **minimum of 300 Page followers**.
 - You can't notify employees when posting a targeted update.

Target audience settings

Language

+ Add language

Region

+ Add region

Job function

+ Add a job function

Location

+ Add location

University

+ Add a university

Company size

+ Add company size

Seniority

+ Add seniority

Industry

+ Add an industry

Back

Save

Tap Into Your Executive Leaders

Why It Works

- Expand reach to leaders' broader professional networks
- Humanize the industry with relatable and authentic voices
- Serve as industry experts
- Attract top talent to the industry
- Position company in a positive light

Content Ideas

- Industry Trends & Insights
- Tech Advancements
- Workforce Development
- Case Studies & Success Stories
- Industry & Market Analysis
- Diversity, Equity & Inclusion

Key Takeaways



Key Takeaways



Take a strategic, simplified approach to social media.



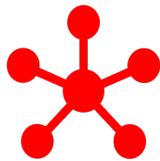
Plan content with your audience in mind – remember the rule of thirds!



Source content from everywhere and repurpose across platforms.



Prioritize video content but don't overthink it!



Don't be scared of AI! Use free and low-cost tools to streamline your social media efforts



Empower your employees and chapter members to become industry advocates.

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