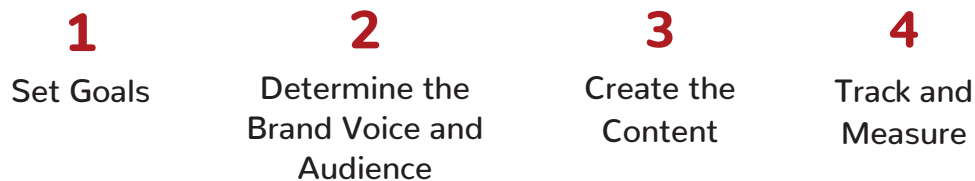


Social Media Advertising Standard Operating Procedure

General Objectives

1. Maintain and develop our brand voice, tone, and messaging while maintaining consistency across all social media platforms.
2. Increase brand awareness in order to generate leads that will drive more traffic to our website.
3. Study analytics in order to better understand our target audience and how to appeal to them while simultaneously expanding and diversifying our audience.
4. Selecting and using the appropriate channels for our target audience so we are not wasting time and effort building a brand on the wrong channels.
5. Avoid any potential public relations disasters as a result of any possible offensive or insensitive posts.

Develop a Strategy



Set **SMART** Goals

1. **SPECIFIC** Your goals should be clear, well-defined, and specific so there is no doubt as to what you're trying to achieve. It is difficult to track or measure the success of a vague goal. Write a goal statement.
2. **MEASURABLE** Your goals should be measurable so you can track the progress of your success and stay motivated. Ask how much, how many, and/or how will you know when your goal is accomplished and use the answers to those questions to decide your key metrics.
3. **ACHIEVABLE** Your goals should be attainable and realistic. Detail how you plan to accomplish your goals. Identify what your biggest challenge might be.
4. **RELEVANT** How valuable are your goals to the company? Is now the right time for this goal? Does the reward outweigh the cost?
5. **TIME-SPECIFIC** Every goal that you set should have a target end date or deadline. If it is appropriate for the goal, try to set milestones so you can track the campaign's progress.

Branding Guide

Please refer to the guidelines listed in the Primus Cable Guidelines. Fonts may be changed to fit the tone of a campaign, but the logo may not be altered to the point that it is not easily recognizable.



 **Dark Red Maroon**
PANTONE DS 78-1 C
HEX# 660c0d
C35 M100 Y100 K50
R102 G12 B13

 **Light Red**
PANTONE DS 78-1 C
HEX# be1e1e
C18 M100 Y100 K18
R190 G30 B30

Size and Placement

The logo should be small and understated on visual marketing components. In a 1080 x 1350px image, the height of the logo should not exceed 0.325". If it works with the layout, the logo should be placed on the left or right bottom corner. Because the logo is not balanced and the icon must be kept on the left side, it should not be vertically aligned with text or centered on the image.

Logo on Light, Neutral, and Dark Backgrounds



Images

Any product images used should be our products. The photographs may be taken in house or obtained from the vendor. Photographs taken in house should be cleaned up sufficiently before posting. The product should be large enough to see clearly, but not touch the edge of the image (unless it is a product image that bleeds off the page, such as an individual cable). Please use Adobe stock images for backgrounds. Any background used should be royalty free or public domain.

Brand Voice

Our tone is **informative**, **reliable**, and **formal**, appealing to both professionals and consumers as an authority source with the objective of gaining their trust. We position ourselves as a knowledgeable B2B and B2C supplier committed to the satisfaction of our customers. The quality of our products and service is what set us apart from our competitors and this should be publicized whenever possible. Create a buyer persona if you are having difficulty understanding what is important to our audience and how to connect with them.



Workflow Protocol

1. DEFINE THE SUBJECT MATTER AND TIME FRAME

This will be decided during the weekly marketing meeting and posted to the social media calendar on Teams. The focus could be a specific product, a collection, a service or benefit, or a holiday message.

2. CHECK AVAILABILITY

Correspond with the Purchasing department to find out what we have available or what can be acquired quickly. We should not promote any products with an extensive lead time.

3. CONDUCT RESEARCH

This may include pricing research, keyword research or competitive analysis. If multiple products have been chosen, check Google Trends to see if one is searched more often than the others. A target audience needs to be established so we know what demographic we are marketing to.

4. DETERMINE PRIMARY SELLING POINT

This should be chosen based on the primary benefit of using our product(s). Write the marketing copy for design and captions. Always follow the “Don’t Make Me Think” rule: keep the text short and simple but also engaging or entertaining.

5. GATHER ASSETS

For social media posts that include a visual component, you will need to obtain high resolution product images, a suitable background from Adobe stock images, our company logo formatted as a vector smart object, and a call to action icon (if the post links to a landing page on the website).

6. DESIGN AN INITIAL CONCEPT

Using the specifications listed on pages 4-7, design a first draft and post it to the Chat in Teams (Primus Cable Social Media).

7. POST TO SOCIAL MEDIA PLATFORMS

After the final design has been approved, it can be published to each platform during the time frame indicated on the social media marketing schedule in Teams.

8. INTERACT WITH OUR AUDIENCE

Address comments promptly and appropriately, but never answer questions or address issues with our products or service. These should always be referred to our web sales and support team. Follow all conversations closely.

9. MEASURE AND INTERPRET THE RESPONSE

Monitor metrics and analyze results using the analytics tools at our disposal. Some data points you may consider when developing your insights include reach, impressions, audience growth, engagement rate, amplification rate, views, click-through-rate, and conversion rate.

Tracking Performance

After establishing your goals and critical metrics, use the analytics provided by our chosen platforms or analytic software, locate your metrics and document the data periodically to measure your progress. Make adjustments as needed to ensure you reach your goals.

Useful Formulas

Audience Growth Rate	
$\frac{\text{Net New Followers}}{\text{Total Audience}} \times 100 =$	Growth Rate Percentage

Engagement Rate	
$\frac{\text{Total Likes, Comments \& Shares}}{\text{Total Followers}} \times 100 =$	Average Engagement Rate Percent

Amplification Rate	
$\frac{\text{Total Post Shares}}{\text{Total Followers}} \times 100 =$	Amplification Rate Percentage

Click-Through Rate	
$\frac{\text{Total Clicks}}{\text{Total Impressions}} \times 100 =$	CTR Percentage

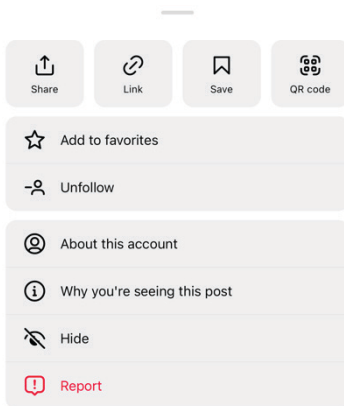
Conversion Rate	
$\frac{\text{Conversions}}{\text{Total Clicks}} \times 100 =$	Conversion Rate Percentage

Instagram Feed Layout

1. Menu to create post, view notifications, and access Direct Messages.

2. Create a new story and/or view an existing story. Stories are only visible to followers for 24 hours before they disappear.

3. Post menu that provides sharing options as well as account info and account calls to action. See below:



4. Engagement toolbar lets you like the post, comment on the post, share the post, or save the post.

5. Navigation toolbar that allows you to access your home feed, search an account, hashtags, locations, etc., (search tool also provides access to the explore page which shows you pages and posts the algorithm thinks you will like) watch reels, go shopping on Instagram Shop, as well as access your profile.

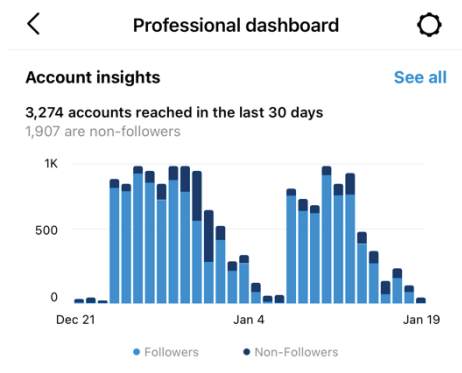


Instagram Profile Layout

1. Menu to create post, and menu with all the settings, configurations and preferences for the entire app.

2. Profile name, page category, bio, link, and business address.

3. Professional dashboard allows you to view account insights, access ad tools, and branded content.




4. Menu to edit profile and info from section 2, share your profile with other accounts, and provide contact information i.e. phone number and email.

5. Story highlights allows you to keep your favorite stories live on your profile rather than just the standard 24 hours. Open the drop down menu to choose from previous stories to begin creating story highlights.

6. Profile navigation toolbar that allows you to see your feed, reels you've made, and posts you've been tagged in.

primus_cable + ☰ **1**

 **144** Posts **1,814** Followers **2** Following

2 **Primus Cable**
Product/service
A leading supplier of low voltage wire and cable since 1996.
Call us today to learn about special offers!
primuscable.com
29415 Hunco Way, Lake Elsinore, CA 92530

3 **Professional dashboard**
3.2K accounts reached in the last 30 days.

4 Edit profile Share profile Contact

5 Story highlights

6

7

Creating an Instagram Post

There are several steps to posting on Instagram. Many of them become second nature as you progressively post more and more and become familiar with the app.

1. Begin by clicking the “ + ” button from either the Home Feed or your Profile Feed and choosing “Post”. The “New Post” screen should appear with images from your devices photo library.
2. Select the photo you want to post for a one-image post, or press the Carousel button, to select up to ten images for a multi-image Carousel post. There are three different aspect ratios you can make posts in:
 - a. Square (1:1) : Ideal photo size – 1080px by 1080px
 - b. Portrait (4:5) : Ideal photo size – 1080px by 1350px
 - c. Landscape (1.91:1) : Ideal photo size – 1080px by 565px

Aim to create posts in the Portrait Aspect Ratio as it takes up the most real estate on our audience’s feed. Square Aspect Ratio is fine, however try and stay away from posting in the Landscape Aspect Ratio unless absolutely necessary as it takes up the least amount of space on our audience’s feed.

When finished press “Next” in the upper right-hand corner.

3. This brings you to the Filter and Edit options for the post. Try and not use any of the in-app filters or edits as we most likely will be creating social media content through Adobe Photoshop or Adobe Illustrator where all the necessary edits will be done. Go ahead and press “Next” again.



Creating an Instagram Post (Continued)

4. After selecting the image(s) desired for the post, and after skipping Filters and Edits, you will be brought to this page. Proceed by entering a caption and adding all the other necessary information.

5. Other options include tagging people, adding locations, adding reminders, or adding the message button. Doing so will depend on the team's current marketing strategies so check in with the team and see what current goals and objectives are to determine which features would be beneficial to incorporate into the post.

6. If all social accounts are connected, you have the option below to share the post and the content onto our other social profiles.

7. Double check everything looks good, and when ready to post click "Share" in the upper right-hand corner.

< New post Share

Write a caption...

Tag people >

Tag products >

Add message button >

Add reminder >

Add location >

Lake Elsinore, California North Long Beach, California

Add music >

Fastwebb · Zitelli & Visconte Underrated · Zoe Osama

Boost post

Add fundraiser >

Facebook

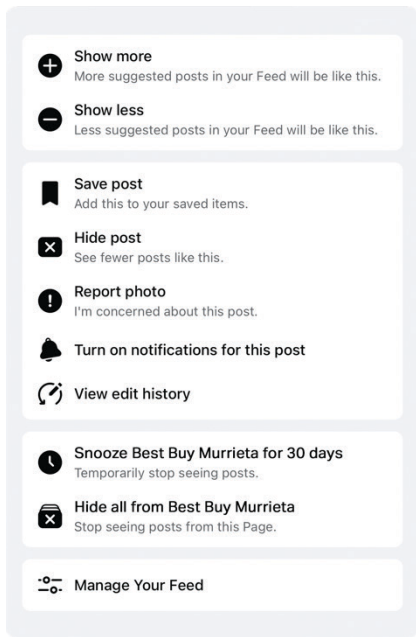
Twitter

Tumblr

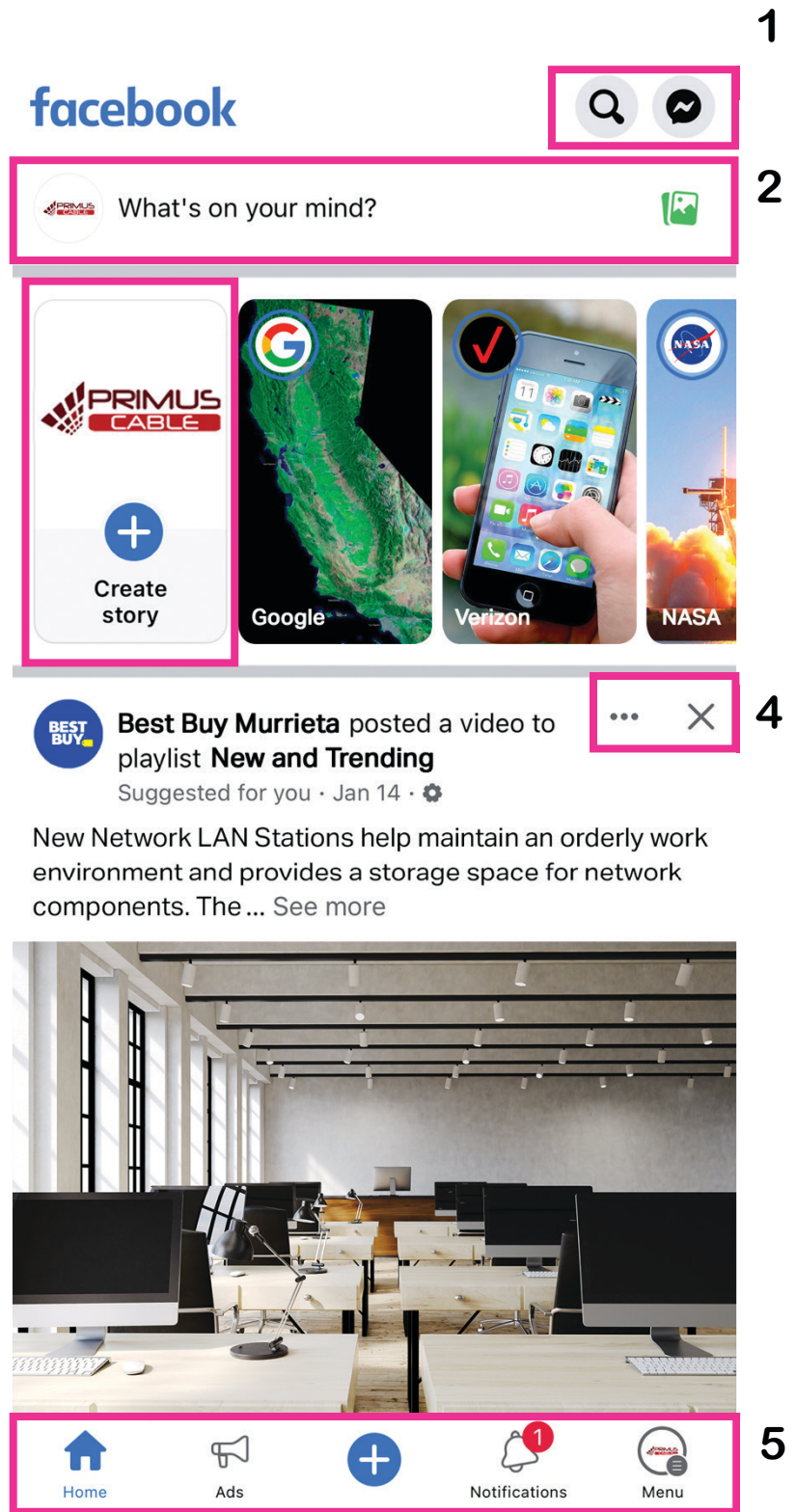
Advanced settings >

Facebook Feed Layout

1. Menu to search posts, people, locations, groups, etc., and access Messenger.
2. Create a new status, photo, or video post.
3. Create a new story and/or view an existing story. Stories are only visible to Friends and Followers for 24 hours before they disappear.
4. Post menu that provides Feed options, account calls to action, and an option to hide posts. See below:



5. Navigation toolbar that allows you to access your home Feed, Ads Tab to create/manage new/existing ads, create post, view notifications, and a menu with all the settings, configurations and preferences for the entire app.



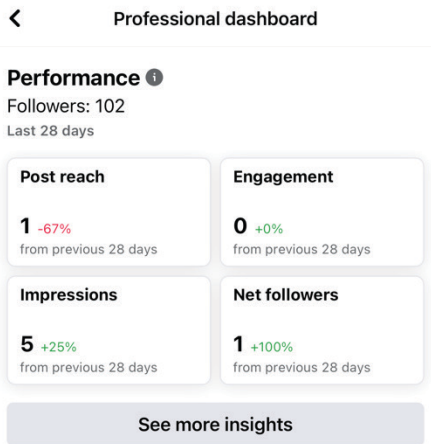
Facebook Profile Layout

1. Menu to create a post, edit profile picture, cover photo, and avatar, and search a post, people, locations, groups, etc.

2. Create and/or edit your avatar, Create Avatar Cover Photo, Upload Photo, Select Photo on Facebook, and Create a Collage.

3. View Likes, Followers, and Following.

4. Menu to Create/Manage new and existing Ads, Create a new status, photo, or video post, as well as access the Professional Dashboard to review insights and other tools such as the Ad Manager, Monetization, etc. See below for a look at the Facebook Professional Dashboard :



5. Navigation Toolbar to view your posts, Page's About info, Videos, Photos, Reels, and Mentions.

6. Public Details about our Page: email, website, phone number, etc.

Primus Cable

101 likes · 102 followers

Advertise

Create View Tools ...

Posts About Videos Photos More

Details
Page · Product/service
support@primuscable.com
primuscable.com

Home Ads + Notifications Menu

Creating a Facebook Post

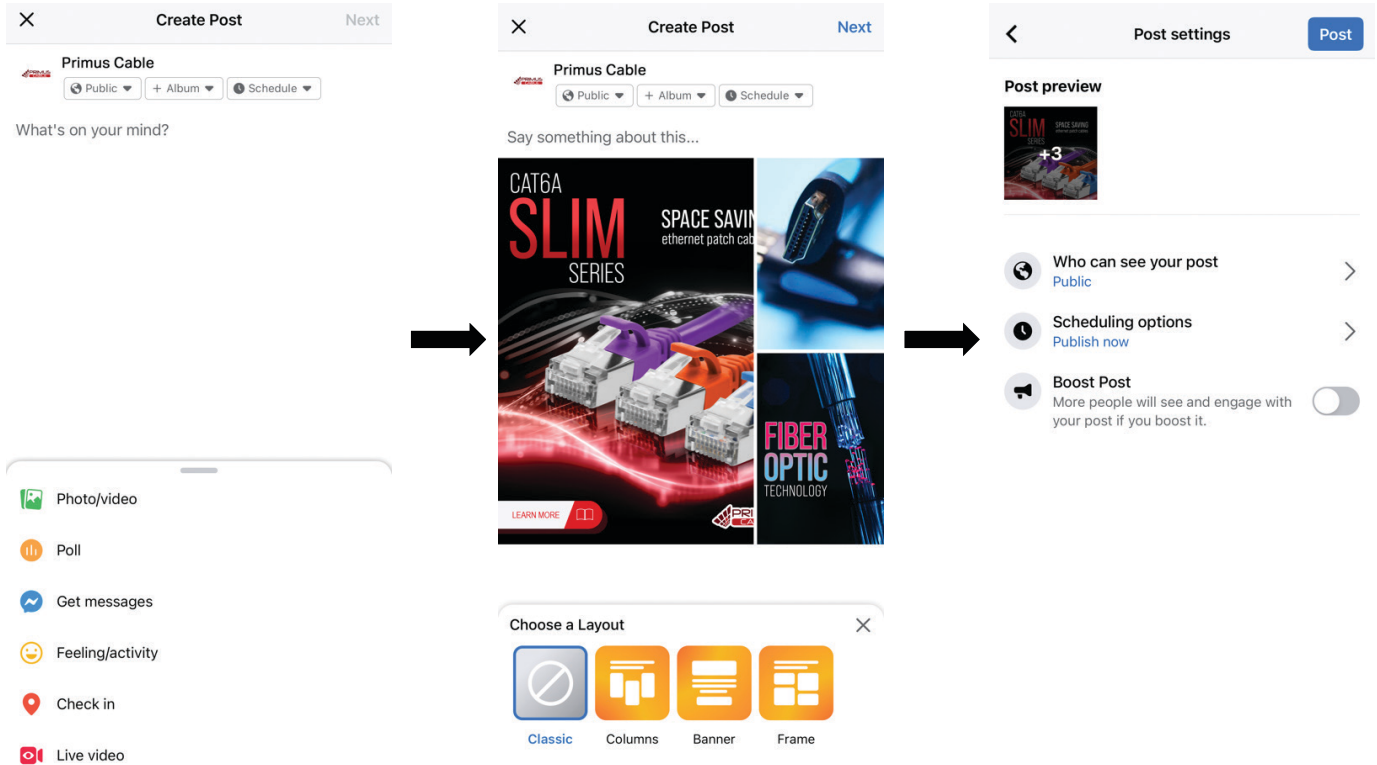
There are several steps to posting on Facebook. Many of them become second nature as you progressively post more and more and become familiar with the app.

- 1.** Begin by clicking the “ + ” button from the navigation toolbar or clicking the field reading “What’s on your mind?” on the Home Feed. If posting a photo or video, continue to step 2. If just posting a Facebook status, begin typing the status out in the field reading “What’s on your mind?”. When finished, press “Next” in the upper right-hand corner. This will lead you to the Post Settings where you can review your status, edit who can see your post, and schedule the post for a later time if not Publishing Now. Double check everything looks good, and when ready to post click “Post” in the upper right-hand corner.
- 2.** If posting a photo or video, select the option reading “Photo/video”. A screen should appear with images from your devices photo library. As a reminder, you cannot post photos and videos in the same post. Select however many photos or videos you want to post and press “Done” in the upper right-hand corner when finished.
- 3.** If posting a single photo or video, write a caption in the field that reads “Say something about this photo/video...”. When finished press “Next” in the upper right-hand corner.
- 4.** If posting multiple photos or videos you will have to Choose a Layout in which the media is presented in your post (Classic, Columns, Banner, or Frame). When you have chosen the layout go ahead and write a caption in the field that reads “Say something about this...”. When finished press “Next” in the upper right-hand corner.
- 5.** You will now be in the Post Settings where you can preview your post, edit who can see your post, and schedule the post for a later time if not Publishing Now. Double check everything looks good, and when ready to post click “Post” in the upper right-hand corner.

Creating a Facebook Post (Continued)

Similar to Instagram, you may encounter the Filter and Edit options for your media. Again, try to not use any of the in-app filters or edits as we most likely will be creating social media content through Adobe Photoshop or Adobe Illustrator where all the necessary edits will be done.

There are many aspect ratios that Facebook will allow you to post in. The same theory applies; aim to create posts in aspect ratios that take up the most real estate on our audience's feed. Also try to avoid aspect ratios that take up the least amount of space on our audience's feed.



Facebook Rankings and Algorithm

Facebook's rankings and algorithm have been constantly changing over the years. Most recently Facebook says it will prioritize content that is "meaningful and informative":

Meaningful: Any content that the user would want to talk to friends and family about or spend time reading, and videos they would watch.

Informative: Content that someone could find new, interesting, or informative. This will obviously vary by user.

Facebook's algorithm can determine what that content might be using the following three main ranking signals:

1. Who posted it: Users are most likely to see content from sources they interact with, including friends and businesses.
2. Type of content: Users will see the medium of content they most interact with. If they engage with a lot of videos, they'll see a lot more videos on their Feed. If they interact more with photos, they'll see more photos on their Feed, so on and so forth.
3. Interactions with the post: Facebook will prioritize posts with a lot of engagement.

Below are some tips to think about when creating content that could help us grow on Facebook based on its algorithm:

1. Understand what our targeted audience wants to see: What is meaningful and informative to them? Do we need to research our audience more?
2. Create accurate and authentic content: Facebook says the types of posts people "consider genuine" will rank higher in Feed. Writing clear headlines and being truthful will signal the algorithm that our content is accurate and authentic.
3. Engage with our audience: The algorithm prioritizes posts from Pages the user has interacted with in the past. If someone comments on any of our content, don't waste the opportunity! Replying and interacting with them will make them feel more heard and seen. They will more likely engage with our posts in the future thus sending favorable engagement signals to the algorithm.
4. Use Facebook Stories and Reels: Reels and Stories appear in different tabs at the top of Feed, above all other content. This will allow you to bypass the Facebook algorithm if needing to go around it based on the team's current marketing strategies/goals.
5. Don't forget the basic status post: This means no photo, video, or link. On average, status posts get the highest engagement rate of 0.13%, photo posts are at 0.11%, videos are at 0.08%, and lastly link posts are at 0.03%.

Twitter Feed Layout

1. Menu to access Profile, Twitter Blue, Topics, Lists, Bookmarks, Twitter Circle, Professional Tools, and Settings and Support.
2. Navigation toolbar that allows you to toggle between a “For You” and “Following” Timeline that generates content based on your likes and interests.
3. Post menu that gives you post and account calls to action including, mute, follow, block, report, etc.
4. Engagement toolbar that lets you comment, retweet, like, and share a tweet. Also displays tweet views.
5. This is the tweet button. Write a tweet under 280 characters, tweet a photo, video, or link.
6. Navigation toolbar that allows you to access your Timeline, search Twitter and access the Trending tab, join Twitter Spaces, view notifications, and access Direct Messages.



Twitter Profile Layout

1. Search our account tweets
2. Edit profile including name, profile picture, cover photo, bio, location, website, and birthdate.
3. Profile name, twitter handle, bio, location, and link.
4. Navigation Toolbar to view your Tweets, Tweets & replies, Media, and Likes.
5. Pinned Tweet Display. The more you tweet the further your past tweets move down your profile page. Pin a tweet so it stays at the top of your page allowing you to have certain information or content stand out against the rest of your feed.

The image shows a Twitter profile page for 'Primus Cable' with several elements highlighted by pink boxes and numbered callouts:

- 1:** A search icon in the top right corner of the profile header.
- 2:** An 'Edit profile' button located in the top right of the profile information section.
- 3:** The main profile information section, including the name 'Primus Cable', handle '@PrimusCable', bio, location 'Lake Elsinore, CA', website 'primuscable.com', and join date 'April 2010'.
- 4:** A navigation bar at the bottom of the profile section with tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes'.
- 5:** A 'Pinned Tweet' section featuring a tweet from 'Primus Cable' about a USB 2.0 cable, including a product image and a link.

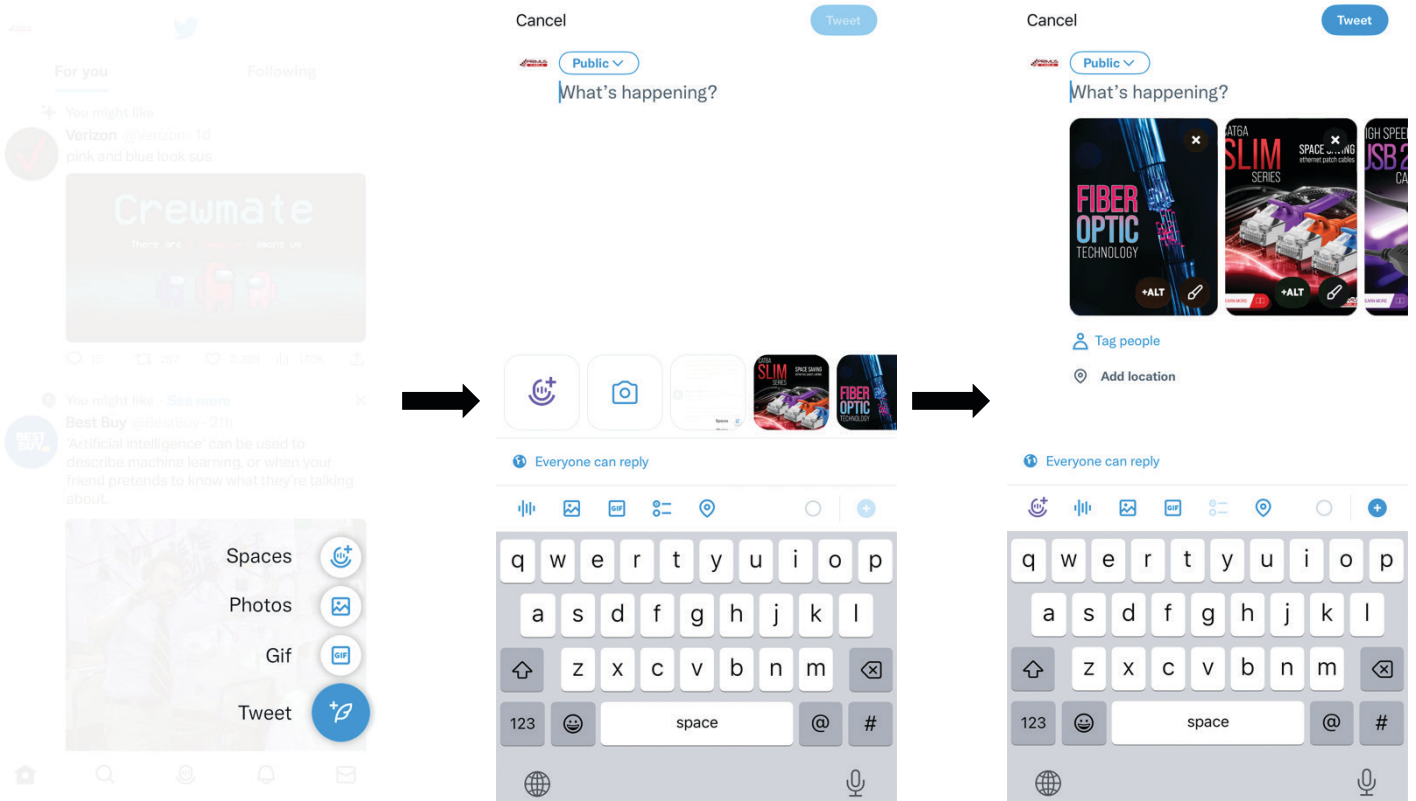
The bottom of the page shows the standard Twitter navigation bar with icons for Home, Search, Post, Notifications, and Messages.

Posting a Tweet

There are several steps to tweeting on Twitter. Many of them become second nature as you progressively tweet more and more and become familiar with the app.

1. Begin by clicking the “ + ” button from either your home Timeline, Profile, or the Search Tab. If prompted with the Spaces, Photos, Gif, and Tweet options select “Tweet”.
2. You should now see a text field that reads “What’s happening?” If you’ve given Twitter access to your device’s photo library, you will also see thumbnails from photos and videos in your device’s photo library just above your keyboard. The “What’s happening?” text field will serve as the space for you to write your tweet out if posting a text-only tweet. Go ahead and type it out, double check it looks good and when ready to publish click “Tweet” in the upper right-hand corner.
3. If posting a photo or video, select however many photos or videos you want to post. You can do this by scrolling through the thumbnails of your media and selecting them there, or by clicking the media icon just above the keyboard to open a new window with all your photos and videos and selecting them there.
4. If desired or needed, you can add a location to photo/video tweets, as well as tag other accounts. In most cases you can just ignore that option.
5. Write a caption to go alongside your photos/videos in the “What’s happening?” text field. Double check everything looks good and when ready to publish click “Tweet” in the upper right-hand corner.

Posting a Tweet (Continued)



Similar to Instagram and Facebook, you may encounter the Filter and Edit options for your media. Again, try and not use any of the in-app filters or edits as we most likely will be creating social media content through Adobe Photoshop or Adobe Illustrator where all the necessary edits will be done.

There are many aspect ratios that Twitter will allow you to post in. The same theory applies; aim to create posts in aspect ratios that take up the most real estate on our audience's feed. Also try to avoid aspect ratios that take up the least amount of space on our audience's feed.

Twitter Rankings and Algorithm

With all the recent changes in ownership and updates with Twitter, we don't know too much about the algorithm or its rankings, or what the future holds for the social media platform. Unlike other apps however, one thing that differentiates Twitter from the other social media conglomerates is that it allows its users to decide what they see. They can choose between the "For You" Timeline or the "Following" Timeline:

For You: Uses Twitter's ranking algorithm to display posts based on what the algorithm perceives as more important to you. The For You Timeline, or Top Tweets, are ones you are likely to care about most. This means you will sometimes see Tweets from accounts you don't follow. You will get recommended Tweets based on who you already follow and Topics you follow.

Following: Shows you a real-time, reverse chronological timeline of Tweets from people you follow. If you don't follow a lot of people or you follow a ton of people, this is the best view because it will show your friends' Tweets even if they don't get a lot of traction.

With that in mind, below are some tips to think about when creating content that could signal the algorithm to favor us and help us grow on Twitter:

1. **Maintain an active Twitter presence:** You should obviously think before you tweet, but don't overthink it. If you've got an idea for a post, just do it. Either it'll work, or it will flop, and the timeline will keep moving. It is recommended to post at least 1-2 times per day and a maximum of 3-5 times per day. If you only tweet once a week, it's highly unlikely that you're going to be pushed to the Top Tweets page.
2. **Use tags purposefully:** Twitter data shows that a Twitter ad gets almost 10% more attention when it includes branded hashtags. Keep an eye on trending hashtags and use them organically with your posts.
3. **Encourage followers to engage:** Invite your followers to share photos or videos with you. Start a light-hearted debate. Maybe try engaging in a risky reply or two. An open-ended question that encourages quote-tweets is one of the best, easiest ways to get people to engage.
4. **Try a Twitter Poll:** Polls are a quick and easy way to ask for input on something. It could be anything from an on-brand survey to a request for concrete feedback. Ask a controversial question, and people will feel personally responsible for making their side win. Better than that, they'll come back to make sure their side won. And if it's losing, they may even share the poll with their followers to demand more votes.
5. **Use photos, videos and GIFs:** It's well known that Tweets with photos, videos, and GIFs tend to get more attention. A boost in engagement can help your Tweet's ranking with the Twitter algorithm.