

Social Media Marketing Recommendations

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For *Kyoto Journal*

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The recommendations listed here are ordered based on importance as determined in the decision matrix in the full report. The contents of the following box are the top three recommendations to prioritize.

1. Focus on the most popular platforms for *Kyoto Journal's* followers/subscribers

A majority of *Kyoto Journal's* social media followers and subscribers say that their preferred social media platform is Facebook and Instagram. Thus, *Kyoto Journal* should mainly focus on perfecting the content on those platforms. This means directing efforts for social media improvements to those platforms first before any others and potentially allocating more resources to them over other platforms in the long run.

2. Post mostly about topics popular among the followers of the *Kyoto Journal* and with a content type that depends on the social media platform

The most popular topics for the *Kyoto Journal* social media followers in descending order are content about Kyoto, photographs, and content about the *Kyoto Journal* magazine. *Kyoto Journal* should focus mainly on these topics or related ones to keep the current social media followers happy. With regards to content type, there are differences between each social media platform for what performs best. Only looking at *Kyoto Journal's* social media accounts, Facebook and Twitter show relational and entertaining content to be best while Instagram show entertaining and remunerative content to be best*.

*For definitions see the main report.

3. Create a plan

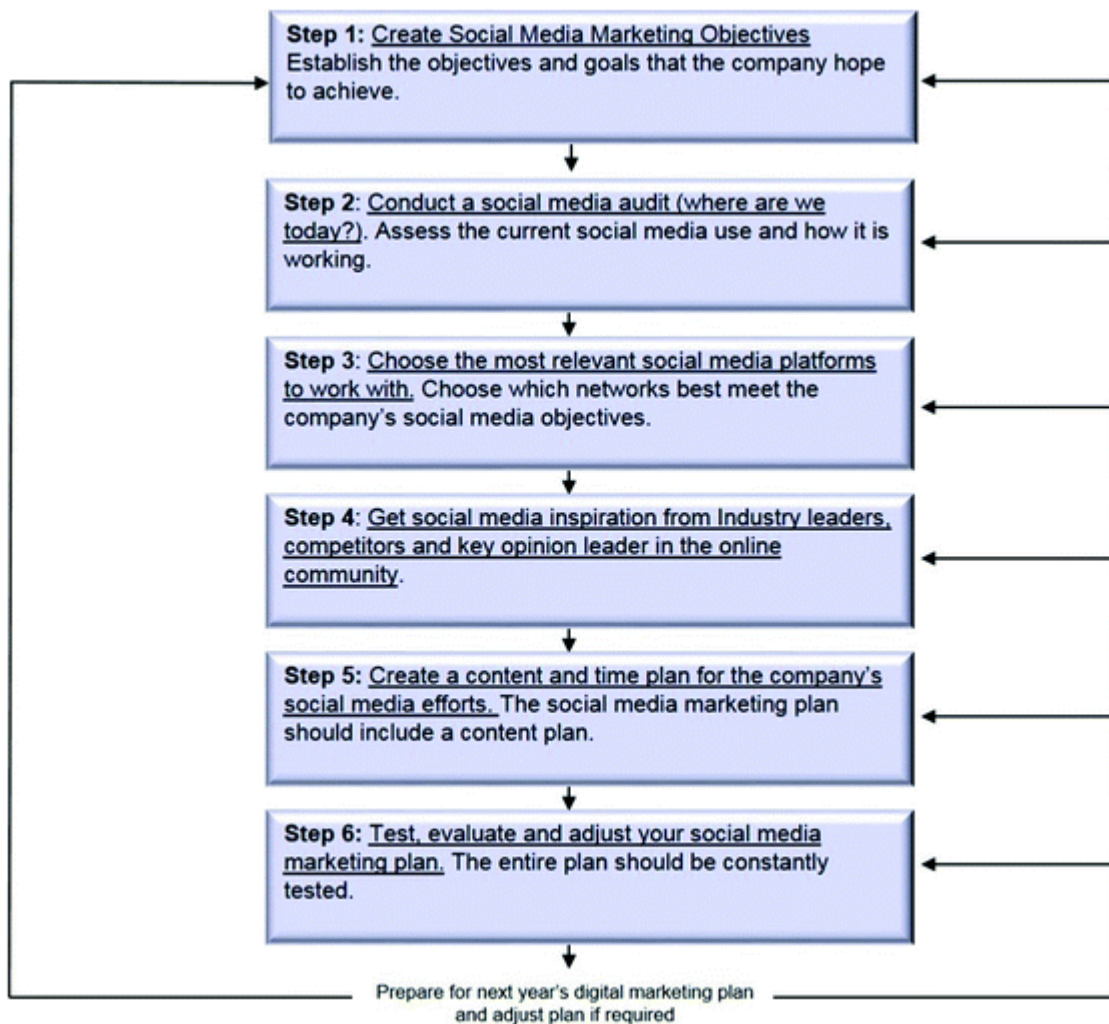
We provide and discuss many different recommendations for social media marketing but actions to implement any of them should line up with a plan for *Kyoto Journal's* future social media goals. Currently we have been told a certain set of priorities for *Kyoto Journal's* social media activities and have made recommendations based on that. Going forward, a plan for social media marketing should be made with goals derived from priorities that are similar to

the ones we were given, and social media activities should be designed around those goals.

An example process of how to generate a social media marketing plan is contained within Figure 1. The figure only contains an example of how to make a social media marketing plan and does not need to be followed exactly.

Figure 1

Example process to Generate Social Media Marketing Plan



Note. The example process contains many social media marketing topics which we cover in our recommendations and can be applied accordingly. From “Marketing: A relationship perspective,” by S. Hollensen and M. Opresnik, 2015, Vahlen; reproduced in “Effective Social Media Marketing Planning – How to Develop a Digital Marketing Plan”, by M. Opresnik, 2018, *Social Computing and Social Media. User Experience and Behavior*, p.333–341. Copyright 2018 by Springer International Publishing AG

More details on the diagram in Figure 1 contained in the original article by Opresnik (2018):

Step 1

Example: “In Social Publishing we will share photos that communicate our company culture. We will do this by posting a total of ten photos a week on any of the photo sharing social media sites. The target for each week is at least in total 100 likes and 30 comments,” (Opresnik, 2018).

Step 2

“This means figuring out who is currently connecting with the company and its brand via social media, which social media sites the company target market uses, and how the social media presence compares to the competitors. ... The company should be able to determine the purpose of every social media platform it has, for example Snapchat. If it cannot determine the mission for each social media platform, the platform & profile should probably be deleted,” (Opresnik, 2018).

An example of a template to fill out for the audit is in Figure 2.

Figure 2

Example of template for a social media marketing audit

Presence on Social media platform	URL	Internal responsible for maintaining social media	Social media mission	Current number of followers	Main competitor's number of followers
etc.					

Note. From Social Media Marketing – A Practitioner Guide, 2nd Edition, by P. Kotler, S. Hollensen, and M. Opresnik, 2017, Opresnik Management Consulting, Lübeck; reproduced in “Effective Social Media Marketing Planning – How to Develop a Digital Marketing Plan”, by M. Opresnik, 2018, Social Computing and Social Media. User Experience and Behavior, p.333–341. Copyright 2018 by Springer International Publishing AG

Step 3

Choose social media platforms based on information found in previous steps.

Step 4

Look at other successful organization social media accounts for inspiration.

Step 5

Figure out who the target audience is, what kind of content will be posted, and when to post the content.

Step 6

Track statistics about the social media accounts such as click-throughs on links, number of page visits, etc., to be able to gauge how well the social media marketing plan is working. This is so that you know where there is room for improvement in the social media marketing plan.

4. Post with high vividness* when possible

Kyoto Journal is already doing well with regards to this aspect where practically all posts on the *Kyoto Journal* social media accounts have the image plus text format and the occasional video. It would be best for *Kyoto Journal* to maintain their current level of vividness and potentially increase it by posting more videos.

*The number of physical senses that a social media post stimulates at once

5. Post on social media with an optimal frequency

Posting on social media often, every 2 - 6 hours, gives social media followers more chances to interact with the account. This creates the potential for a higher amount of follower engagement depending on the content of the posts and in turn a higher social media presence. That may not be very realistic for *Kyoto Journal* which does not have a dedicated social media manager, has a limited amount of content to post about, and limited time commitment from volunteers, so it may be better for *Kyoto Journal* to post 2 - 6 hours apart only during the working hours of the day in the time zone of the *Kyoto Journal* followers. The largest number of *Kyoto Journal's* social media followers seem to come from the US and Japan so the posting times should be synchronized with one of those time zones.

6. Posting ads for extra revenue is acceptable

Kyoto Journal's social media followers seem to be OK with seeing ads on *Kyoto Journal's* social media accounts so the occasional ad to help generate extra revenue for *Kyoto Journal* is fine. Even though this is indicated in the survey, the topics and

frequency of the ads should still be carefully considered for posting. It is unlikely that *Kyoto Journal's* social media followers meant that it was OK to post ads about random topics every day.

7. Communicate with followers when possible

To avoid being perceived as disconnected to the *Kyoto Journal* followers it would be best for *Kyoto Journal* to try to interact directly with the followers by leaving comments on follower comments or participating in discussions. If this is not possible, at the very least *Kyoto Journal* should make sure to reply to questions that are directly addressed to *Kyoto Journal*.

8. Disclose certain pieces of information on the social media accounts

As described in the full report, in general, certain aspects of general organizational information should be included or left off of the social media account.

- Include
 - Logos
 - Links to main website
 - Information on people maintaining the account
 - A brief description or mission statement
 - A way to get involved with the organization
- Do not Include
 - A longer description and history of the organization
 - Organization contact information (such as phone number, email, and PO box)