# How to Create Social Content

MOLLY McCORMICK
ZACH STONE

# “Social Content” vs. “SEO Content”

| Social Content | SEO Content |
|---|---|
| Image heavy | Text heavy |
| Plants the idea in the users head | Answers questions users are searching for |
| Focus on single, generic keywords | Focus on long-tailed keywords |

Websites should be a reflection of your brand, and of your personality. Obviously that will look different for everyone, but there are some basic elements that every website MUST have! These items create a great user experience, increase conversions, and help search engines to “notice” your website. We’ve created an infographic to highlight the absolutely essential elements for your website, and explained why they matter!

Foster Web Marketing (FWM) has always taken careful measures to ensure the privacy of your website information. The security of your data is important to us, and we’re serious about protecting it. After Congress passed the Health Insurance Portability and Accountability Act (HIPAA) that established regulations for the security and privacy of health data, we began addressing those challenging requirements. We spent a great deal of time, money, and effort to ensure that all protected health information (PHI) communicated through our clients’ websites was safe and secure.

We’ve made great strides in meeting these challenges, and we’re pleased to announce technical enhancements to our content management solution, DSS™, that are HIPAA compliant. Responding to these requirements means we will better safeguard your clients’ important and confidential information as it is communicated electronically. These enhancements have been designed for:

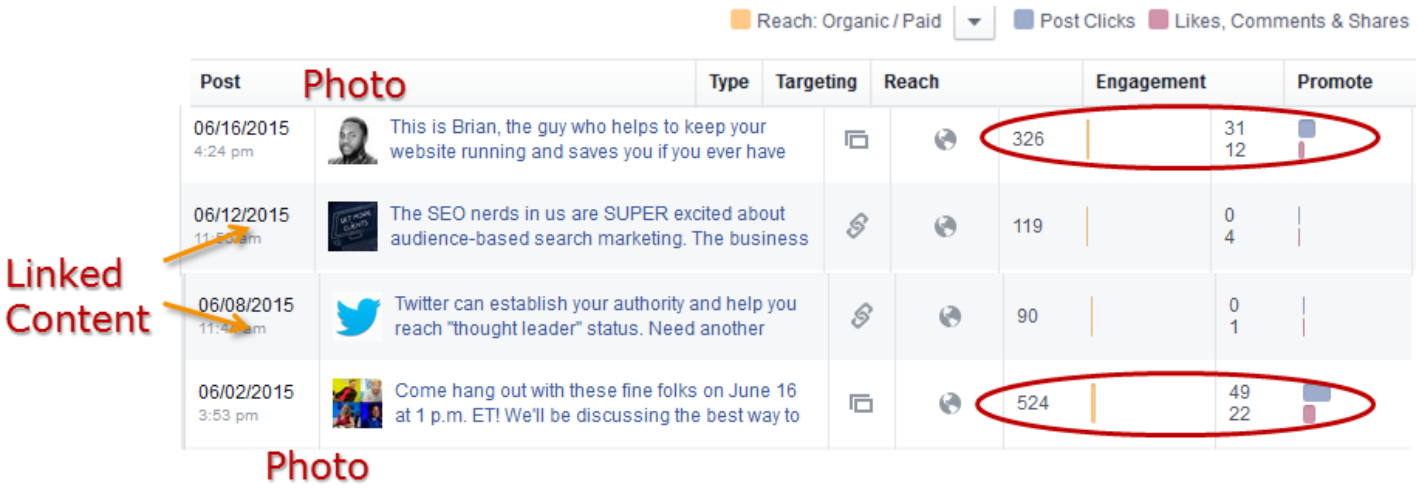
- **Webmail**. The client contact section on your website is fully secured, so there is never confidential webmail information traveling back and forth unprotected. Contact form details will now be sent to you via a link to access the information through DSS’s secure login portal. Even if you use a non-secure, third-party email solution, all client information entered into your website forms is fully encrypted and stored fully encrypted on our systems.
- **Contact, book orders, and forms**. We’ve implemented two types of important security features for clients who send information via your website:
  - **Secure Sockets Layer (SSL) encryption**, a standard security technology, establishes an encrypted link between a server and a client—such as a web server and a browser or a mail server and a mail client. It provides secured data transfer of all sensitive information between FWM and external, third-party companies used by our clients.
  - **Encrypted CRM tag labels** provide security if you apply marketing labels to client or prospect contact records. This encryption protects against the exposure of any confidential information communicated when using this powerful segmentation tool if you divide your contact database into specific lists or groups. Access to this data is controlled even within our own FWM development environment.
- **Passwords**. We have implemented password controls that include mandatory password changes every 90 days; the requirement of strong passwords with specific character stipulations; and automatic disabling of logins not used in 90 days.
- **DSS access**. FWM has implemented an automatic logoff. For HIPAA users, any DSS session will expire after 15 minutes without activity. For non-HIPAA users, a session expires after 60 minutes without activity.
- **Access to HIPAA compliance features**. Clients can decide if they want FWM to activate these features for their websites.
- **FWM servers**. Our data servers are housed in a tier-one data center facility. This facility has controlled access, fire systems, gas- and natural gas-based generators, and uninterruptable power supplies.

In addition to these enhancements, we provide you with secure email communication within your own office. Using a few easy setting changes, you can make your email software programs and devices secure within your own working environment.

FWM always strives to be HIPAA compliant and believes that being compliant is not something you simply accomplish—it’s a way of doing business. We invested significant energy and time to enhance DSS with modifications to our technical infrastructure, and these security updates and changes make our DSS software HIPAA compliant and your customer data safer.

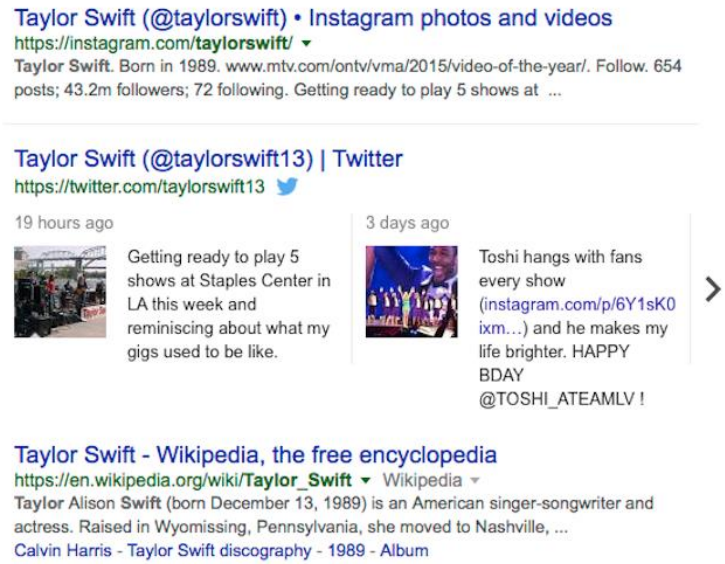
# "Social Content" vs. "SEO Content"

"Social media is used by customers and prospects to communicate among themselves, and ***occasionally*** with companies."



# Why Social Content Matters

- Brands your business
- Attracts users
- Opens the door for conversation
- Humanizes your brand
- Posts can show up in search engine results



**Hupy and Abraham, S.C.** with Sandra Erickson and 10 others.

February 1 at 12:57pm

SHOW US HOW YOU LOVE YOUR COMMUNITY: For Valentine's Day 2016, we are looking to donate $214 to a community charity.

TO WIN: In the comments below, tell us how/where you volunteer and give back to the community.

Then, tag two friends in your comment and like this post! Feel free to share! The comment with the most likes will win a donation.

Winner will be announced 02/15!

127 people like this. Top Comments

86 shares

Write a comment...

**Dana Bouffiou** City on the Hill...a free monthly medical clinic in downtown Milwaukee, faith based and offer a free meal. They support our city positvely through volunteers and donations.

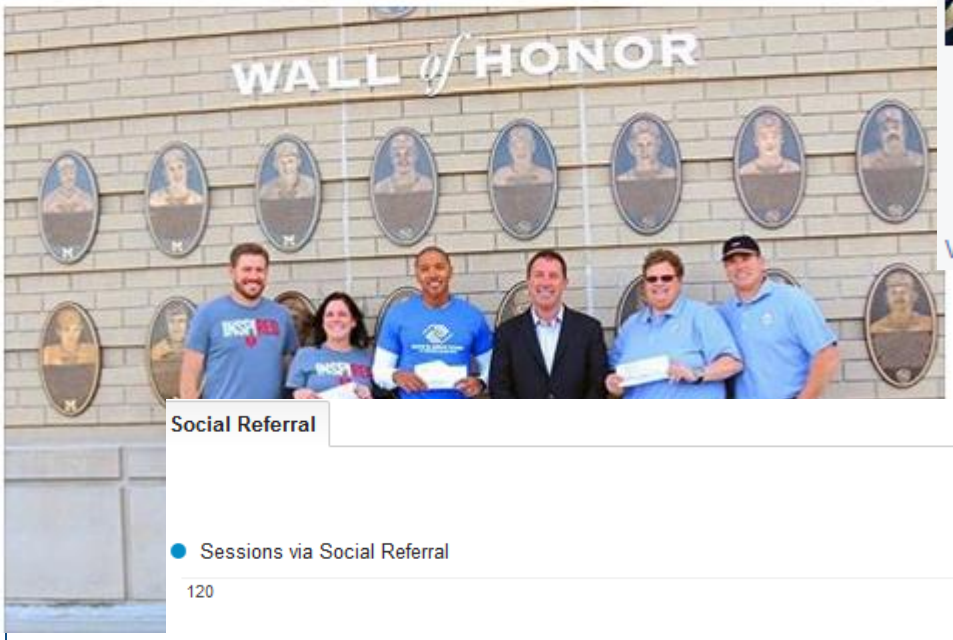
Like · Reply · 3 · February 2 at 12:55pm

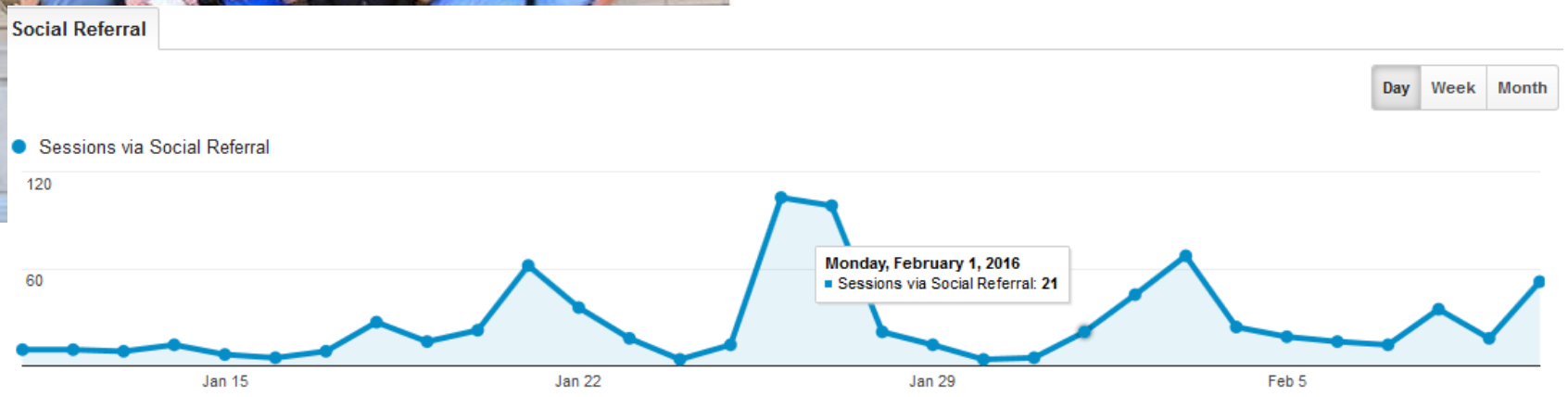
**Eric Orr** There is a place here in Fond du lac called Project Linus. They make blankets for children that go through very hard times. Examples include when a child visits an ER and there are blankets there to help the children calm down and relax. When children ... See More

Like · Reply · 76 · February 2 at 12:27am · Edited

6 Replies

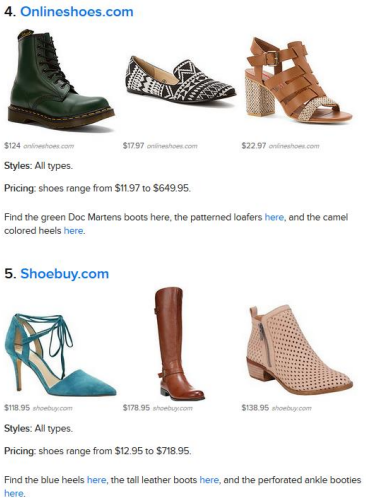
View 42 more comments

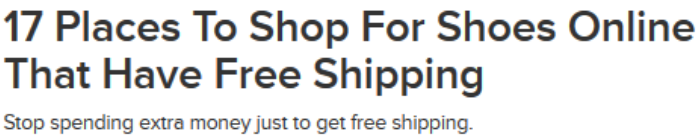


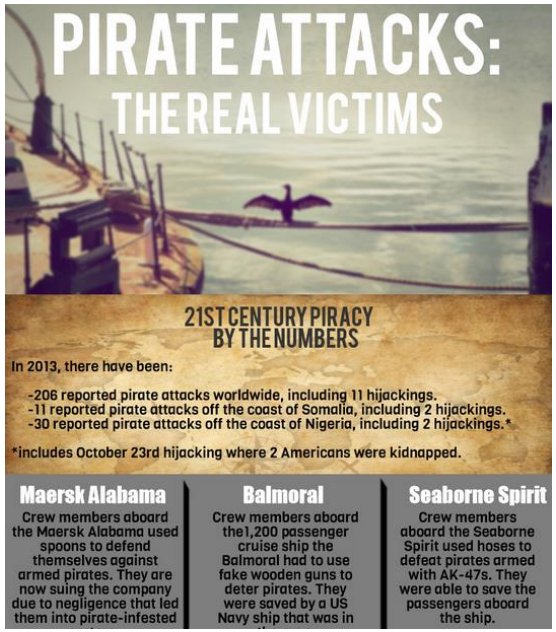
# How to Create Social Content

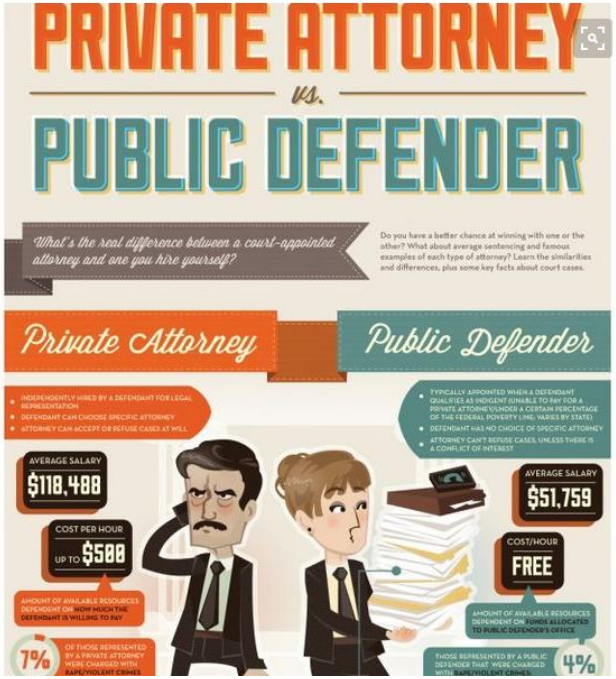
- Attracts users
- Record video
- Create infographics
- Look to trending topics
- Take photos around the office
- Write about something different or unique
- Break up articles with lists, images, and bullets



# Infographics



**Foster Web Marketing** @FosterWebMktg · Nov 17

Check out this #socialmediamarketing cheat sheet and getcho' #hashtag on! buff.ly/1LkhSJN pic.twitter.com/C1H4JhrQAe

View Tweet activity

501 3 0.6%

Piktochart

# Relevant Information

**Podiatry Associates, PC**
2 hrs ·

#Exercise is important to keep your mind and body healthy! But sometimes it can be tough to know what is good for you and what is bad. Here are a few myths and truths to help you out!

http://www.livestrong.com/blog/believe-6-exercise-myths/

Do You Believe These 6 Exercise Myths? | LIVESTRONG.COM

By RACHEL GRICE By now, most of us know not to believe everything we hea
And while it's good to greet every new piece of information or the latest fitnes

LIVESTRONG.COM

**Podiatry Associates, PC**
January 19 at 6:02pm ·

For all you gym newbies, here's what you need to bring a great #workout! http://ow.ly/WEfRE

Your Gym Bag Packing List

Plenty of people hit the gym at the start of a new year. Dr. O in Castle Pines, CO, discusses what you should pack in your own gym bag this year.

FOOTDOCTORSCOLORADO.COM

Like Comment Share

**The Turley Law Firm**
Published by MaryAnna Mancuso [?] · February 11 at 4:46pm ·

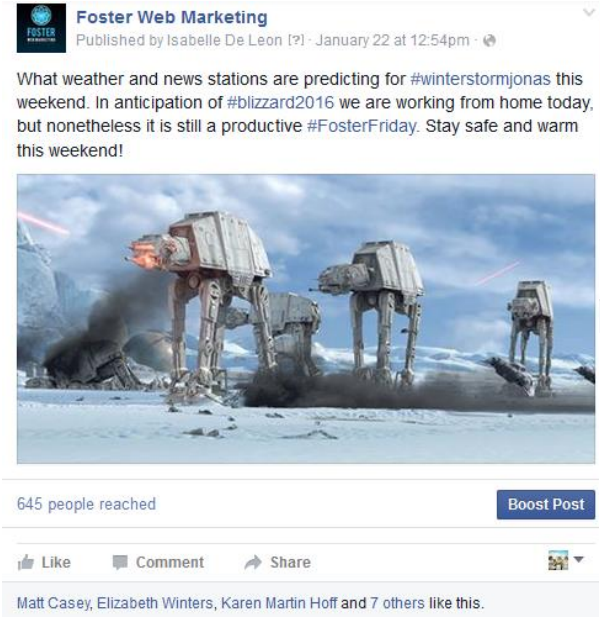
Stressed? Find out how meditation has helped these truckers reduce stress on the road: bit.ly/1ONwTZG

Truck drivers turn to meditation to reduce stress on the road - Road King Magazine

On a sunny fall afternoon Linda Squire is stranded in Columbia, Missouri, waiting for repairs on her CNGfueled truck. She tries to laugh it off, but there's a hint of...

ROADKING.COM

# Images and Social Posts



| | Facebook Likes | Tweets | Google +1's |
|---|---|---|---|
| Posts with Video | 639.72 | 2372.47 | 327.17 |
| Posts without Video | 480.82 | 1881.06 | 253.46 |

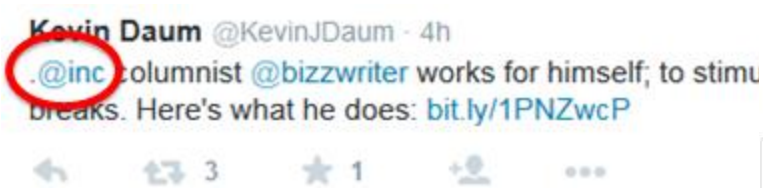
# When and Where to Share It

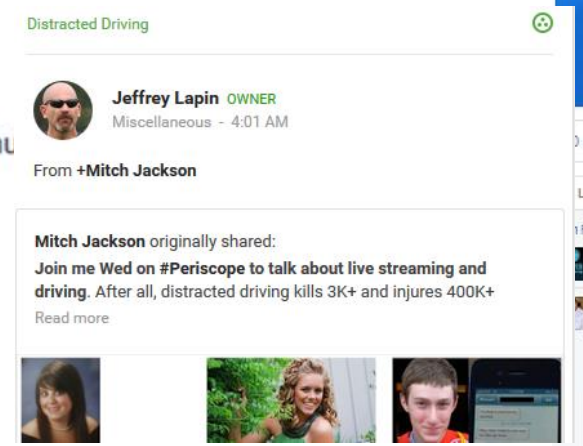
| | Infographics | Pictures | Videos | Links to Articles |
|---|---|---|---|---|
| **Facebook** | Often | Frequently | Often | Occasionally |
| **Twitter** | Often | Frequently | Often | Frequently |
| **Pinterest** | Frequently | Frequently | Occasionally | Always link back to more information |
| **Google+** | Frequently | Occasionally | Often (YouTube) | Always link back to more information |

Tweets with images receive:
18% more clicks
89% more favorites
150% more retweets

# Tips and Tricks for Engagement

- Use brand ambassadors
- Tag other businesses and people
- Don’t start with mentions
- Tweet at 9 am and 3 pm
- Join communities



# Questions?