

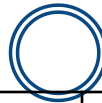
How to Create Social Content



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 "trust" your website. We've created an infographic to highlight the absolutely essential elements for your website, and explained why they matter!

Our Business Name 888-886-0939

Home Information About us Contact

Articles Blog FAQs Testimonials

Problem? We can solve it!

Make sure your users can contact with you on social media!

Keep the items in your navigation consolidated and intuitive to avoid overcrowding.

Content marketing generates 3 times as many leads as traditional outbound marketing, but costs 62% less.

Organizing your content makes it easy for your users to find great info AND it helps search engines to locate that information, as well!

Big pages are a great way for your audience to learn more about your team. Remember, people want to do business with other people—not a faceless company!

Providing free resources like a book or a newsletter will allow you to keep in contact with people interested in your services.

Forms with 3 fields or less have higher conversion rates.

Service 1 Service 2 Service 3

Meet Our Team

Employee #1 Employee #2 Employee #3

Give us your info!

Name* Email* Phone Number*

Submit

This is a compelling reason to contact us!

Free Book

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 uninterruptible power supplies.

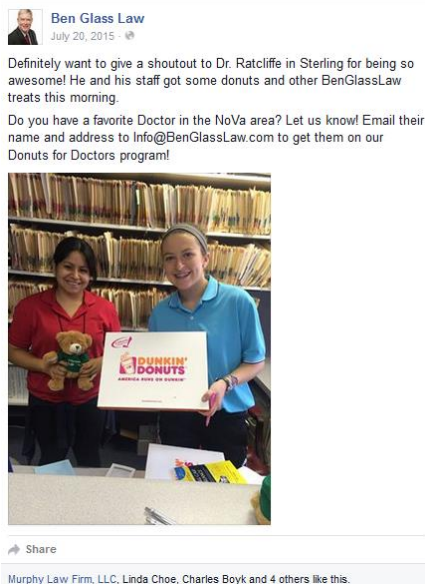
In addition to these enhancements, we provide you with secure email communication within your own office. Using a few easy setting changes, you can make your email software programs and devices secure within your own working environment.

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.



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



Taylor Swift (@taylorswift) • Instagram photos and videos

<https://instagram.com/taylorswift/>

Taylor Swift. Born in 1989. www.mtv.com/ontv/vma/2015/video-of-the-year/. Follow. 654 posts; 43.2m followers; 72 following. Getting ready to play 5 shows at ...

Taylor Swift (@taylorswift13) | Twitter

<https://twitter.com/taylorswift13>

19 hours ago



Getting ready to play 5 shows at Staples Center in LA this week and reminiscing about what my gigs used to be like.

3 days ago



Toshi hangs with fans every show ([instagram.com/p/6Y1sK0ixm/](https://www.instagram.com/p/6Y1sK0ixm/)...) and he makes my life brighter. HAPPY BDAY @TOSHI_ATEAMLV !

Taylor Swift - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Taylor_Swift

Taylor Alison Swift (born December 13, 1989) is an American singer-songwriter and actress. Raised in Wyomissing, Pennsylvania, she moved to Nashville, ...

Calvin Harris - Taylor Swift discography - 1989 - Album



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!

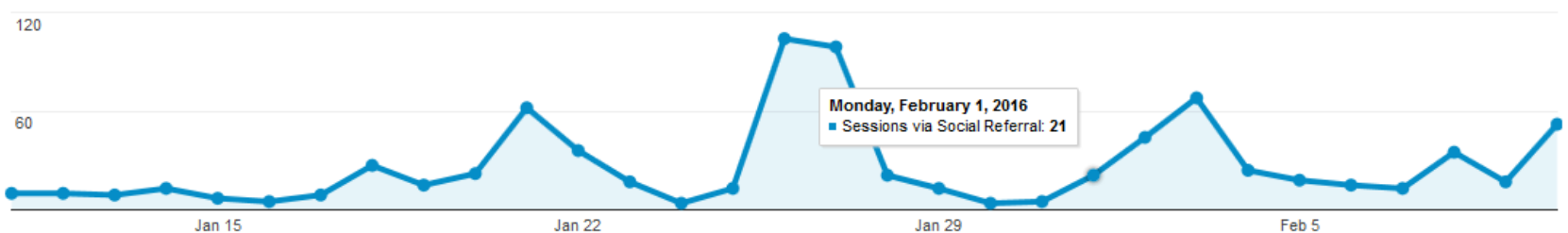


Social Referral

● Sessions via Social Referral

120

60



127 people like this.

Top Comments ▾

86 shares



Write a comment...



Dana Bouffiau City on the Hill...a free monthly medical clinic in downtown Milwaukee, faith based and offer a free meal. They support our city positively 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

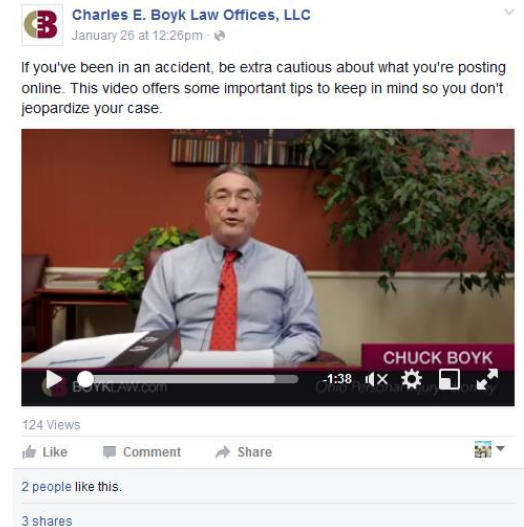
[View 42 more comments](#)



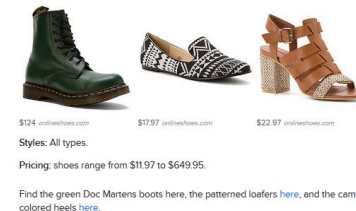
How to Create Social Content



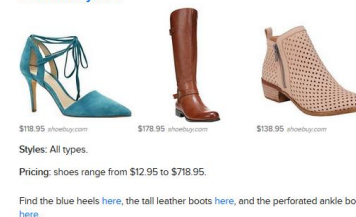
- Attracts users
- Record video
- Create infographics
- Look to trending topics
- Take photos around the office
- Write about something different or unique
- Break up articles with lists, images, and bullets



4. Onlineshoes.com



5. Shoebuy.com

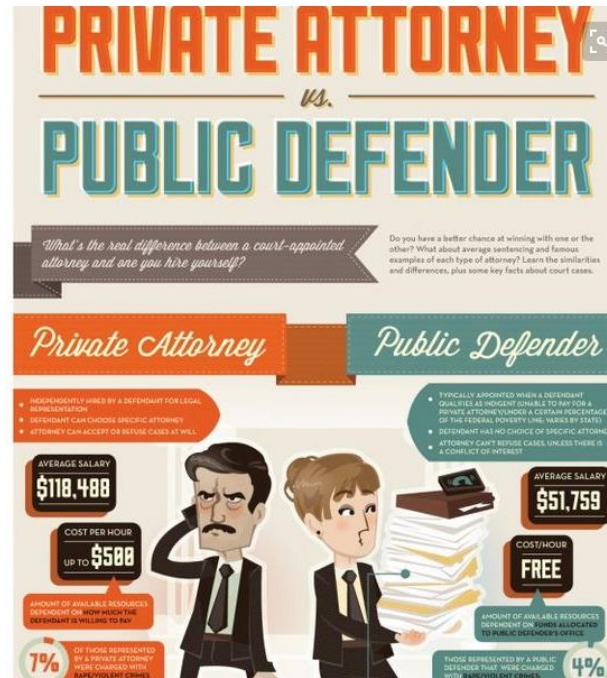


17 Places To Shop For Shoes Online That Have Free Shipping

Stop spending extra money just to get free shipping.



Infographics



BICYCLISTS BEWARE

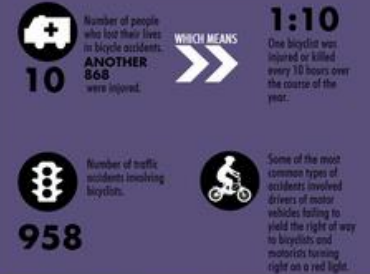
Know the Facts

DESPITE THE BENEFITS, THERE ARE MANY RISKS

Despite the health and environmental benefits of bicycling, there are a number of risks involved. When collisions occur, the injuries suffered by bicyclists are often traumatic. These injuries can also have a substantial financial impact on a victim's life. It is therefore CRUCIAL for victims of bicycle accidents to seek legal guidance immediately after a crash.



The WISCONSIN DEPARTMENT OF TRANSPORTATION reported the following statistics in 2013:



4 MAJOR RISK FACTORS for Bicycle Accidents



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%



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 hear. And while it's good to greet every new piece of information or the latest fitness...

LIVESTRONG.COM



Podiatry Associates, PC

January 19 at 6:02pm · 🌐

For all you gym newbies, here's what you need to bring to 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.

FOOTDOCTORSOLORADO.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 CNG-fueled truck. She tries to laugh it off, but there's a hint of...

ROADKING.COM



Images and Social Posts

Foster Web Marketing

Published by Isabelle De Leon [?] · January 22 at 12:54pm · 🌐

What weather and news stations are predicting for #winterstormjonas this weekend. In anticipation of #blizzard2016 we are working from home today, but nonetheless it is still a productive #FosterFriday. Stay safe and warm this weekend!



645 people reached

Boost Post

Like Comment Share

Matt Casey, Elizabeth Winters, Karen Martin Hoff and 7 others like this.



Indiana Podiatry Group

January 25 at 8:11am · Indianapolis, IN · 🌐

<http://www.inpodiatrygroup.com/.../happy-birthday-dr-schulman...>



Happy Birthday Dr.Schulman

Happy Birthday To IPG's Founder Scott Schulman

inpodiatrygroup.com

Like Comment Share

9 people like this.

Top Comments ▾



Law Office of Kenneth E. Berger, LLC

February 10 at 1:07pm · 🌐

#WhereInTheWorldIsRex The before and after of Rex partaking in yesterday's festivities. #MardiGras2016



Like Comment Share

Kenneth Berger, Catherine Hayes Savage, Michael Malloy and 9 others like this.

	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

Kevin Daum @KevinJDaum · 4h
@inc columnist @bizzwriter works for himself; to stimu
breaks. Here's what he does: bit.ly/1PNZwcP

← ↻ 3 ★ 1 + ⋮

Distracted Driving



Jeffrey Lapin OWNER
Miscellaneous · 4:01 AM

From +Mitch Jackson

Mitch Jackson originally shared:

Join me Wed on #Periscope to talk about live streaming and driving. After all, distracted driving kills 3K+ and injures 400K+

[Read more](#)





Questions?

