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THE LITTLE BOOK OF
SOCIAL MEDIA MARKETING
FOR TRANSLATORS

Network - Learn - Profit



Nicole Y. Adams

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**THE LITTLE BOOK OF SOCIAL MEDIA MARKETING
FOR TRANSLATORS**

Network - Learn - Profit

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'We don't have a choice on whether we do social media; the question is how well we do it.' Erik Qualman

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Network – Learn – Profit

Thank you for picking up *The Little Book of Social Media Marketing for Translators*. Even today, there still seems to be a stigma attached to social media, and I must confess that I too am a very late adopter. For years, I dismissed social media as a fad - something teenagers do after school that certainly had nothing to do with professionals running a business. Over time, though, I noticed that more and more colleagues and clients were using it, some extensively. So the question became whether I wanted to keep ignoring social media and get left behind or to invest a few hours of my time to explore it and stay in touch with peers, clients and current events in the industry. For me, the answer was obvious. In this book, I will discuss the benefits of social media marketing for small business owners, particularly language professionals.

CHAPTER 1: Introduction to social media marketing

Social media marketing myths and facts

Let's start by taking a look at what social media are and what they aren't. For small business owners, the main purpose of using social media is to get found by potential clients and to market one's services. It is also an invaluable tool for connecting and staying in touch with colleagues around the world and keeping up-to-date on industry events.

Social media definitely is not a magic client-generating machine. Signing up with a few social media networks and then expecting orders to flood in is unrealistic. The same is true of relying solely on social media while neglecting all your other marketing activities; social media marketing is a very useful supplement to your traditional marketing activities, but it certainly should not replace them entirely.

So what exactly *is* social media marketing and how does it help us? Its main advantages for language professionals are:

- Direct access to decision-makers (end clients and translation agencies)
- A great tool for boosting your exposure and for online reputation building

-
- Improved visibility and SEO
 - An opportunity to expand into new business areas
 - Networking with colleagues and clients around the world
 - An opportunity to leverage the power of recommendations and word of mouth
 - A source to stay informed about industry news and events
 - And finally: they're a great tool to socialise and enjoy yourself!

Online reputation

There is no better or faster way to position yourself as an expert in your field than by using social media. Social and professional networks are ideal for building and maintaining your online reputation, both within and outside the translation industry.

To succeed in this endeavour, it's important to present yourself professionally. Pictures of your pets or children, for example, may look lovely on your personal website or profile but are not appropriate to display on your professional pages. Remember: there's no second chance to make a good first impression!

In order to position yourself as an expert, join groups relevant to your areas of specialisations and participate in discussions, comment in forums and post relevant content to showcase your expertise.

These activities go hand in hand with leveraging social proof or influence: get recommendations and referrals and prominently display them on your social network profiles. LinkedIn has an excellent 'Recommendations' feature, and Proz.com offers a 'WWA' option to indicate the likelihood that a client will work with you again. Client feedback will help to consolidate your reputation and status as a reliable translator. Many outsourcers will not consider applicants without any recommendations or testimonials, so making the most of the 'WWA' feature is crucial.

The flipside of online reputation building is that your reputation can be ruined just as quickly as it is built, particularly if there is no clear line between your business and personal use of social networks. Always ask yourself if you would be comfortable saying something to your business contacts in real life before posting it publicly. Needless to say, reputation-damaging rants about clients or colleagues are absolutely unacceptable. If you are considering publishing something that you wouldn't say in real life or that is not suitable for public view, do not post it on your business page.

I also recommend creating separate profiles for personal and business use. It's fine to post your latest holiday snaps or catch up with friends about your child's potty training progress on your personal page, but this

kind of content should never appear on your business page. Facebook, for example, offers the option to create a personal profile and a separate business page. Some professionals choose to use personal pages to interact with business contacts, but I strongly recommend that you use your personal page only for private networking with your family and personal friends. If do you choose to connect with clients via your personal profile, it is advisable to update your privacy settings to ensure that they can see only appropriate content.

SEO & visibility

As mentioned earlier, social media marketing is a fantastic tool to boost your visibility and search engine optimisation (SEO) to grow your business. One of the best ways for a small business to be found by clients is to rank highly in Google searches. Search engine rankings are based on your page's keywords, traffic and level of activity. Perhaps unsurprisingly, social networks boast the highest traffic in the world and have excellent Google rankings. If you already have one or more social network profiles, try a little experiment right now: Do a Google search for your own name and check out the results page. Most likely, your social network profiles on Twitter, LinkedIn, Proz.com and other sites will rank on the first results page, so it's very important to make the most of this fantastic exposure opportunity. I like to call it a free shop window for your business.

Use optimised keywords to ensure that customers will find you when

looking for a specialist in your field of expertise. If your profile says 'German translator', for example, this doesn't tell your potential client anything that will make you stand out. On the other hand, if the tagline of your LinkedIn profile clearly states that you are a 'Certified German legal translator and patent specialist with 10 yrs of experience', this will immediately catch the eye of a client looking for a German patent translator. Proz.com also offers a section at the bottom of your profile where you can enter as many keywords as you see fit. You may want to consider entering your profile text and keywords in all your working languages to attract more traffic.

Social media netiquette do's and don'ts

It's not uncommon for professionals taking their first steps in social media to get frustrated. A common complaint is 'I've set up five profiles and I'm still waiting; nobody has sent me any work yet'. This is a typical case of wrong expectations. Social media marketing is a genuine marketing strategy; simply setting up a (perhaps half-empty) profile somewhere and then sitting back and waiting will not get you any new clients. Let's take a look at some important do's and don'ts when it comes to social media marketing:

Do's	Don'ts
Do be proactive, participate in forum discussions, share content, answer KudoZ questions, etc.	Don't be passive; sitting back and waiting will do nothing to help increase your visibility.

Do know how to go about building and maintaining your online reputation.	Don't start without a social media marketing plan.
Do have realistic expectations and know what to expect.	Don't expect an instant flurry of new clients.
Do limit your activity to 1 or 2 networks in which you are very present. Do schedule fixed times for social media maintenance and stick to them.	Don't lose yourself in too many networks.
Do adjust your privacy settings to hide personal information from business contacts.	Don't mix your business and personal life. Don't share political or religious views.
Do network, engage and share.	Don't only send out marketing messages.
Do follow the 80/20 rule.	Don't talk about yourself all the time.
Do proofread each message before posting.	Don't write in all capital letters (the online equivalent of shouting) or overuse punctuation.

	Don't make typos.
Do choose appropriate content to post for each network and clientele.	Don't cross-post on several networks.

CHAPTER 2: Useful social media marketing tools

Many small business owners who have not begun using social media are put off by the amount of time they believe they will need to invest in their social media strategy. There are, however, a wide variety of tools available to simplify your social media marketing activities. What many new social media users do not know is that there are several free applications that can be used to make social media marketing easier.

URL shorteners

Space is of the essence when posting on social media. A post should grab the reader's attention and not be too lengthy, or users may simply move on. Twitter posts, for example, may not contain more than 140 characters, so you've got to keep it brief when posting in this medium.

URL shorteners are almost indispensable for this purpose. One of the most popular is Bitly (<https://bitly.com>), a site that shortens any website address and, if you sign up for a free account, lets you customise each

URL (e.g. <https://bit.ly/DesiredName>) and track its click statistics. Other popular URL shorteners worth considering are TinyURL and Goo.gl.



Automation tools

Automation tools are applications that will either post automatically from your profile after you've configured them to your liking or will publish posts you have entered manually at scheduled intervals that you specify. Using these tools, you will have to spend a couple of hours a week to draft and schedule all your posts for the week for all of your social network profiles, and your application of choice will post them according to your specifications. This is especially useful if you live in a time zone different from that of your target audience, as it will allow you to reach out to them even while you're asleep. After all, it is pointless to post interesting content when it's the middle of the night for your audience, because they will likely miss your posts completely.

Automation tools are quite controversial among social media users. Some argue that human interaction should form core of social networking and that nobody wants to talk to a 'robot'. On the other hand, it can be argued that automation tools can help you manage your social media presence, and it would be almost foolish not to utilise them. The important thing to bear in mind is the need for a healthy mix of automated and personal posts and interaction to avoid driving away followers.

Two very popular and easy-to-use automation tools worth considering are FutureTweets and Hootsuite. FutureTweets is a very basic application that lets you schedule your tweets in advance without even having to create an account. You simply enter your tweets along with the time when you'd like them posted, and FutureTweets will post them for you at the scheduled times. Hootsuite, the leading social media dashboard, is a bit more sophisticated than FutureTweets; it allows you to manage your social media accounts, schedule posts and track your traffic all from one place.

Another application I highly recommend is Dlvr.it. It differs from FutureTweets and Hootsuite in that it doesn't require you to create your own content, but instead sources relevant content for you and posts on your behalf at scheduled intervals. Initially, you will need to spend an hour or two to configure Dlvr.it to suit your needs. For example, you may want to use it to position yourself as an expert in a very specific niche and post content relevant to that area. To do so, you will need to identify a few high-quality sources you trust and link their RSS feeds to your Twitter account. You can also specify how many posts per day or per hour you want Dlvr.it to make on your behalf. The obvious downside is that Dlvr.it will post content independently, so it's crucial that you add only trustworthy, reputable sources and check the content regularly, so that you can immediately intervene if anything has posted that you don't wish to be associated with; this is a key component of online reputation management.

Google AdWords

A completely different yet equally useful tool to boost traffic to your profiles and attract the right clients is Google AdWords. A lot of small business owners underestimate this powerful free tool. In addition to advertising, Google AdWords is extremely useful for analysing your own and your competitors' keywords and generating the best keywords for your business.

As your first step with Google AdWords, use the Keyword Planner (<https://adwords.google.com/ko/KeywordPlanner/Home>) to analyse your own URL and those of your competitors to find out what keywords have led visitors to your and your competitors' sites. You can sort these statistics by country, language and device used (i.e. laptops, mobile devices, etc.). The potentially eye-opening results may provide you with a new set of relevant keywords to use on your website and social media profiles. For a detailed tutorial on using the Google AdWords Keyword Tool, visit <http://www.askforeman.com/keywords.html>.

CHAPTER 3: Main social media marketing platforms for language professionals

Now that you are equipped with the right tools to start your social media marketing journey, let's take a look at which sites are worth joining. For translation professionals, I recommend joining Proz.com and LinkedIn as well as a popular professional network in your country (or the country of your source language), such as Xing in Germany and Northern Europe or Viadeo in France and Southern Europe. These can be considered the pillars of any social media marketing strategy. If time allows, you may also opt to join additional networks, such as Facebook, Pinterest or Google+, but you should initially choose two to three as your core presence. The following sections offer further details on some key networking sites.

Proz.com

Proz.com is a dedicated platform for translators, translation agencies and end clients. Many consider it and use it as a social network for translators; however, it is undoubtedly also a great marketing tool with excellent SEO results. It should be noted that most of the translation work generated through Proz.com does not go through the job posting system, so this feature can be ignored altogether. Instead, work on optimising your profile in order to get found by high-quality clients. Some of the other features Proz.com offers freelance translators include the following:

-
- Terminology help (KudoZ)
 - Free and inexpensive webinars and training courses
 - Recommendation system (WWA/LWA)
 - Discussions with other language professionals (forums)
 - Information on outsourcer payment practices (BlueBoard)
 - Certified Pro network to identify professionals who have undergone additional screening

TOP 7 PROZ.COM TIPS:

- 1) Complete your profile (every field!)
- 2) Collect client recommendations (WWA)
- 3) Join the Certified Pro network
- 4) Answer KudoZ questions
- 5) Attend free or inexpensive events and courses
- 6) Organise or attend a Powwow
- 7) Localise your profile into your working language(s)

Twitter

Twitter is a real-time micro-blogging platform. Posts or 'tweets' are limited to 140 characters, and their tone is usually very informal. As of May 2013, Twitter had around 500 million users, and this figure is rising continually. Unlike LinkedIn or Facebook, Twitter is all about networking and engaging with complete strangers. When using Twitter, it is important to optimise your profile in order to get found and stand out from the (very noisy) crowd. Keyword-optimize your bio (at the top of your profile page) and use a professional custom background and a professional picture. Twitter offers the option to protect your tweets, but this option is counterproductive for your professional purposes and thus should definitely not be used.

You may have heard the terms 'hashtags' used in connection with Twitter. Think of hashtags as Twitter keywords; they are used to index tweets so that Twitter users can search for relevant information. Examples of the most common translation-related hashtags include #translation, #language, #linguistics, #localization, #i18n, #g11n, #translation, #language and #linguistics, to name but a few. When searching for these hashtags, you will find posts and users associated with translation-related topics. I also highly recommend that you identify several hashtags used by potential clients or members of your target audience (for example, in one of your areas of specialisation) and then follow and use these hashtags to establish yourself as an expert in that particular area.



The main purposes of Twitter are networking and positioning yourself as an expert. Being active on Twitter will also boost traffic to your profile and thus to your website; because search engines index all tweets, they will help you to rank highly in Google searches.

Many people are overwhelmed when they first join Twitter, so it makes sense to put some strategies in place to expand your network and get followers before you start out on social media. The obvious first step you should take is to follow relevant people both within and outside the translation industry; more often than not, they will follow you back in return. Next, ensure that the content you post is interesting and relevant to your followers; try to be a source of information for them. Another important aspect of Twitter is mentioning and recommending other users; for example, in the Follow Friday campaign, users recommend interesting Twitter users to their network using the #FF hashtag.

As a general rule, you should refrain from posting direct marketing messages advertising your own business on Twitter; doing so frowned upon and will drive away followers. If you don't feel confident creating content yourself when you first start out, you can instead share high-quality content posted by others (preferably industry leaders). Don't forget to use relevant hashtags for visibility within the community.

Examples of successful Twitter pages:

- @thecreativepenn <https://twitter.com/thecreativepenn>
- @LinguaGreca <https://twitter.com/LinguaGreca>

TOP 7 TWITTER TIPS:

- 1) Mix types of tweets (automated and personal)
- 2) Provide interesting links for others
- 3) Post each message multiple times to get it seen in different time zones
- 4) Participate in conversations
- 5) Acknowledge others' tweets (e.g. retweet, reply personally)
- 6) Post consistently (daily)
- 7) Include calls to action (e.g. questions or 'Please RT.')



Facebook

With over one billion active users, Facebook is the world's largest social network. Its main purpose is to exchange messages and report status updates. From a professional point of view, it lends itself to staying in touch with existing clients and agencies.

As explained in chapter 1, Facebook offers its users two options:

Personal profile	Business page
Mainly social for most users	Heavily used by small businesses
Can connect as 'friends' with anyone	Business pages and groups to share specific information
News sharing - e.g. personal status, new baby, holidays, photos	News sharing - e.g. workshops, services/products, (networking) events, achievements

A common concern associated with Facebook is the network's privacy and security settings. As a small business owner, it is advisable that you restrict your personal content to friends and family so that your business contacts cannot view it. This can be done by going to Privacy Settings and adjusting who can see what on your page ('Everyone', 'Friends of Friends', or 'Friends only').

You can also create a customised list, to which you could potentially add business contacts, for people with limited access to your personal profile. Also bear in mind that the visibility of each post can be adjusted individually (public, friends only or customised to only certain contacts). Lastly, make sure you have secure browsing enabled when using Facebook. To enable secure browsing, go to Account Settings > Security > Enable 'Secure browsing' (<https>).

Examples of successful Facebook pages:

- Rainy London Translations

www.facebook.com/RainyLondonTranslations

- GrammarGirl

www.facebook.com/GrammarGirl

These pages use a mix of content (tips, photos, infographics, calls to action, and links to articles) and promote user participation and interaction.



TOP 7 FACEBOOK TIPS:

1) Join translation-specific groups, such as:

Watercooler Group

(www.facebook.com/groups/Watercoolernetwork/)

Proz.com Certified Pros Group

(www.facebook.com/groups/38880768433/)

2) Follow pages of professional associations like the ATA

(www.facebook.com/AmericanTranslatorsAssociation)

3) Follow pages of interesting colleagues and agencies for whom you work in order to network and stay in touch

4) Participate by liking and sharing content (interesting links, articles, photos), commenting on posts by others and participating in discussions

5) Monitor your results (Admin Panel > Facebook Insights)

6) Use a custom URL (www.facebook.com/yourcompanyname)

7) Use pay-per-click advertisements tailored to your target group

LinkedIn

LinkedIn is a business-oriented social networking site mainly used for professional networking. It currently has more than 200 million members in over 200 countries, and over 1 million groups. Personally, I think of LinkedIn as an online business card that creates trust and confirms a valid online presence. It is also a great tool to research and meet people and companies in a professional context.

By joining LinkedIn, freelance translators can benefit from increased online exposure and thus increased credibility. Thanks to its numerous specialised groups, LinkedIn also provides insights into the translation industry at a global level and offers a great opportunity to network with translators from all over the world. Participating in group discussions will serve to establish you as an expert in your field and improve your visibility. Needless to say, getting recommendations is an absolute must. You can request or give recommendations with just a few clicks of the mouse. Users also have the option to endorse other users for specific skills, such as financial translation or multilingual DTP, but you should only make such endorsements if you can really vouch for the other party's skills. There is no point in endorsing someone out of courtesy just because they endorsed you for one of your skills.

Another aspect of LinkedIn that is very useful for freelancers is the option to follow companies and connect with employees you want to work for. This will get you noticed by your target audience and may lead to work opportunities.

Some examples of groups for language professionals are:

- Australian Institute of Interpreters and Translators Incorporated

(<http://linkd.in/AUSIT>)

- Freelance Translators Lounge

(<http://linkd.in/FreelancersLounge>)

- Translators Worldwide

(<http://linkd.in/TranslatorsWorldwide>)

Like those of other main social networks, LinkedIn profiles rank highly in Google searches. It is therefore important to optimise your profile and make a good first impression. Users will typically spend only three seconds on your profile before they decide to move on if the content isn't sufficiently appealing to them. Your headline should be more specific than 'freelance translator', including your areas of specialisation (e.g. financial or legal translation) and your language pairs. You should also take advantage of the option to customise your URL (i.e.

linkedin.com/YourBusinessName), as this gives a more professional impression to prospective clients.

Once again, your summary and entire profile should be SEO-optimised, so make sure that you are using keywords that will get you found.

TOP 7 LINKEDIN TIPS:

- 1) Optimise your profile (including custom URL)
- 2) Use SEO-optimised keywords in Summary section
- 3) Expand your network
- 4) Get recommendations
- 5) Join groups
- 6) Use available tools (e.g. answer questions, share presentations, promote events, etc.)
- 7) Position yourself as an expert



Pinterest

Pinterest is a social network that lets users share images and videos from websites or their own media collections. Users can follow other users' 'boards' (collections of images on a topic of interest) and be notified when they are updated. You will also receive a notification when another Pinterest user 'repins' an image from your board. Recently, Pinterest has begun to offer the option to create a Pinterest Business page, which is perfect for small business owners.

Pinterest is a great tool to visually communicate with your target audience and post eye-catching images or infographics. These features are useful for showing off your personality and reinforcing your personal brand. Creating a solid following on Pinterest will drive traffic to your website and may generate clients who are attracted by your personal brand and overall image.



TOP 7 PINTEREST TIPS:

- 1) Keyword-optimize your 'About' section
- 2) Link your Pinterest page to your other social media profiles
- 3) Name your boards after your business type and services (e.g. 'Translation', 'Languages', 'Marketing & PR', etc.)
- 4) Create and share your own infographic related to your areas of expertise
- 5) Follow relevant Pinterest users and like and repin their content
- 6) Post pictures on your own website or blog first and then pin them on Pinterest to drive traffic to your sites
- 7) Be creative and post eye-catching content that other users will love and share

Google+

Google+ is the youngest and, in the arena of business, the most neglected social network in the market. Given that Google+ is owned by Google, however, it is unsurprising that a strong Google+ presence directly correlates to stronger search engine recognition. When your customers search for you on Google, the results may include relevant posts, photos and videos from your Google+ page.



TOP 7 GOOGLE+ TIPS:

- 1) Establish authorship - to help you build your identity and across the web
- 2) Optimise your title tags for SEO purposes
- 3) Join and/or build an online community related to your customers' interests
- 4) Add links to your other sites throughout your Google+ profile to boost your overall online visibility
- 5) Host your own webinars and connect teams (Google Hangouts)
- 6) Organise your contacts in circles and share relevant content by circle
- 7) Share information on events or promote your blog posts

YouTube

The powerful marketing tool of video is still underutilised in the translation industry, so it can really set you apart from the crowd. Setting up a YouTube channel is quick, free and easy, and you can upload your company logo or customise the look of your channel to match your corporate branding. Also, since YouTube is the world's second largest search engine after Google, the benefits of using YouTube as part of your social media marketing strategy are obvious.

For detailed information and a step-by-step guide to creating and benefiting from your own YouTube channel, please refer to the Ultimate Guide to YouTube for Business (<http://socialmediatoday.com/nialldevitt1/1173141/youtube-business-ultimate-guide>).



TOP 7 YOUTUBE TIPS:

- 1) Create a branded YouTube Channel for your business
- 2) Post content your target audience needs and wants
- 3) Make your videos professional and engaging
- 4) Optimise your videos by using relevant tags and keywords in the titles and descriptions
- 5) Share and promote your videos elsewhere to generate traffic
- 6) Engage with other users and 'like' other content
- 7) Include a call to action in your videos (e.g. display your website address)

CHAPTER 4: Measuring your results

As with any marketing activity, it is essential to measure the results of your social media marketing campaign to determine whether your efforts are paying off and what, if anything, you should do differently. Social media analytics primarily measure the number of click-throughs from social media links back to your website and the level of user engagement (i.e. how many people are sharing your posts or pictures, liking your content, etc.).

Analytics tools

A number of paid and free services available to track your social media results. For example, Simply Measured (<http://simplymeasured.com/free-social-media-tools>) can be used to analyse your Facebook, LinkedIn, YouTube, Pinterest, Google+, and Klout profiles, as well as several others.

Some social media networks also offer free inbuilt analytics tools, such as Facebook Page Insights. For each post you have made on your business page, Facebook will show you the reach of the post (i.e. the number of people who saw your post), the number of engaged users (i.e. the number of people who actually clicked on the post), the number of users talking about the post (i.e. the number of people who 'liked', 'commented' on or 'shared' the post; this concept is also referred to as 'creating a story' out of your post), and the virality of the post (i.e. the percentage of people who

created a story out of the total number of unique people who saw the post).

Furthermore, Facebook Page Insights also provides overall statistics for business pages, such as the number of posts by others on your page, the number of people talking about the page and the number of people who have seen the page.

Social media measurement tools

Instead of accessing each social media network individually, you can also sign up to social media measurement tools such as Kred or Klout. These tools measure your influence across a range of social media networks. As these applications measure daily activity, they are helpful for measuring the level of interest in or reach of your social media campaign.



Chapter 5: Get started!

Now that you've reached the end of *The Little Book of Social Media Marketing for Translators*, I hope you feel well prepared for using the Internet to market your business and getting stuck in with professional social media networking. As the next step, create your personal social media marketing plan using the template included in this book, beginning on the next page. Once you are ready to start, remember that being active is key; it is better to have just a couple of social network profiles that are frequently updated than several that are only updated every six months!

If you have any questions or other feedback, please email me at info@nyacomcommunications.com. Good luck with your online marketing efforts!

Social media marketing plan template

Six steps to social media marketing success:

- 1) Carry out a social media audit: Where are you now?
- 2) Define your goals: Where do you want to be?
- 3) Decide which networks to join
- 4) Set realistic milestones
- 5) Make use of available tools (URL shorteners, automation tools)
- 6) Measure your success (metrics, engagement, reach)



Decide how much time you want to dedicate to social media marketing each day. Here is a sample schedule using the four core networks Proz.com, Twitter, Facebook and LinkedIn:

10 minutes a day:

Proz.com:

- Complete any empty fields on your profile (one per day)
- Answer a KudoZ question
- Add a term to your glossary
- Check for upcoming events

Twitter:

- Follow one colleague and one user from your field of specialisation
- Tweet content specific to your specialisations
- Ask a question to which others can reply
- Retweet one interesting tweet

Facebook:

- Set up your business page in addition to your personal profile
- Post one interesting link on your page and/or to a group
- Like and comment on one new page
- Like someone's interesting content

LinkedIn:

- Accept new invitations
- Join a new group
- Connect to one suggested user
- Contribute to a group discussion

30 minutes a day:

Proz.com:

- Answer three KudoZ questions
- Post an article
- Start a new forum discussion
- Check BlueBoard for companies that are accepting applications
- Organise a Powwow in your city
- Add a project to your project history

Twitter:

- Join a relevant conversation
- Follow your favourite hashtags
- Start and/or follow a list
- Follow back users
- Reply to messages
- Retweet three interesting tweets
- Recommend others
- Follow new colleagues and potential clients
- Tweet interesting content

Facebook:

- Like pages related to your specialisations and comment on them
- Like translation agency pages and comment on them
- Publicise and review events you attended
- Start your own professional group
- Post regular comments on pages and groups you follow
- Post relevant links and articles on your page
- 'Friend' interesting people (but keep an eye on your privacy settings so they can view only appropriate professional content!)

LinkedIn:

- Follow companies (potential clients and agencies)
- Connect with specialists in your field
- Start or moderate a group
- Visit all your groups
- Comment on three discussions
- Answer questions
- Post a status update
- Share a presentation

Weekly (1-2 hours), e.g. every Sunday afternoon:

- Compose and schedule your tweets/posts for the week (using Hootsuite, Tweetdeck or similar tools)
- Monitor your results (using Facebook Insights, Google Analytics or bit.ly)
- Ask for Proz.com (WWA) or LinkedIn recommendations after completing a project

Create your own social media schedule:

	Mon	Tue	Wed	Thu	Fri	Sat
Proz.com						
Twitter						
Facebook						
LinkedIn						
Other						

Links:

Twitter: <https://twitter.com/signup>

The world's largest micro-blogging platform. Signing up a must!

LinkedIn: <https://www.linkedin.com>

The world's largest business networking site.

Facebook: <http://www.proz.com>

The world's largest social networking site.

Pinterest: <http://www.pinterest.com>

A pinboard-style photo-sharing network with the option to host business pages as a virtual shop window.

Google+: <https://plus.google.com/>

The youngest but fastest-growing social networking site. Great for SEO.

YouTube: <http://www.youtube.com>

A video-sharing website where you can host your own business channel.

Proz.com: <http://www.proz.com>

A professional networking site for translators and translation companies.

Bitly.com: <http://bitly.com/>

A URL shortener and redirection service.

TinyURL: <http://www.tinyurl.com>

A URL shortener and redirection service.

Goo.gl: <http://www.goo.gl>
Google's URL shortener.

Future Tweets: <http://futuretweets.com>
A Twitter application that lets users schedule automated updates.

Hootsuite: <http://hootsuite.com>
A social media dashboard for managing multiple social media network accounts.

Dlvr.it: <http://dlvr.it>
An application that automates your posts and generates content on your behalf.

Kred: <http://kred.com>
Site that measures your online influence, compares you to other social media users and assigns a score.

Klout: <http://klout.com>
Site that measures your online influence, compares you to other social media users and assigns a score.

Pinterest for Business: <http://business.pinterest.com>
Pinterest's registration page for business pages.

Google AdWords - The Small Business Guide:
<http://www.simplybusiness.co.uk/microsites/google-adwords>

Google AdWords Keyword Planner:
<http://adwords.google.com/o/KeywordTool>

Google AdWords Keyword Tool Tutorial:
<http://www.askforeman.com/keywords.htm>

50 Top Tools for Social Media Monitoring, Analytics, and Management:
<http://socialmediatoday.com/node/145874>

Free Social Media Analytics Tools:
<http://simplymeasured.com/free-social-media-tools>

About the author:

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