

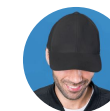


SOCIAL MEDIA

# Holiday Calendar

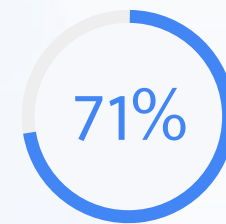
Engagement Tips, Insights and Checklist

Q1

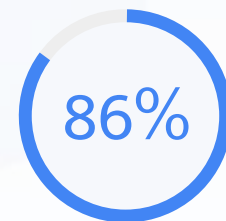


## START THE YEAR BOOSTING YOUR Social Media Performance

- **Prioritize social listening** from the beginning of 2022 to help make better business decisions using Voice Of Customer data, and to provide exceptional customer service.
- **Conduct a sentiment analysis of your ads** to understand which ones are resonating better with the audience and guide your strategy for this first quarter.
- **Allocate an appropriate marketing budget for Q1.** Post-holiday retargeting is essential, and not only will you have lower competition, but your costs will likely be lower as well. Run campaigns that take advantage of *buy-it-later* and *wish-list features* that customers engaged with during the holiday season.



Of social media marketers say that they are able to provide consumer insights from social media channels to other departments  
(SocialMediaToday)



Of people will hesitate to purchase from a business that has negative comments.  
(Vendasta)



Actively responding to Customer Complaints, FAQs, Fan Community, and Product Interest comments on social media ads and organic posts can help increase ROAS by +56%  
([BrandBastion Case Study](#))

## January 2022

### FINANCIAL WELLNESS MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<b>1</b> New Year's Day
<b>2</b> Science Fiction Day	<b>3</b>	<b>4</b> National Trivia Day	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>9</b> Golden Globes	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b> National Sticker Day	<b>14</b>	<b>15</b> National Hat Day
<b>16</b>	<b>17</b> Martin Luther King Jr. Day	<b>18</b>	<b>19</b>	<b>20</b> Sundance Film Festival	<b>21</b> Get to Know Your Customers Day	<b>22</b>
<b>23</b> National Pie Day	<b>24</b> National Compliment Day	<b>25</b>	<b>26</b> Australia Day	<b>27</b>	<b>28</b>	<b>29</b>
<b>30</b>	<b>31</b> Grammy Awards					

**Reminder**

This Q1, don't just try to sell. Listen, engage, and go the extra mile to get to know your customers. Above all, social media advertising should be a two-way communication channel between the brand and the consumer.

Okay.

- Social media holidays/events
- International holidays
- Local holidays



## 3 TIPS TO BENEFIT FROM THE “New Year, New Me” Mindset

Fitness, health, education, and self-improvement businesses ring in the new year with an influx of new customers, new members, and new subscribers wanting to build better versions of themselves. These industries may inevitably thrive during the post-holiday months, but **why not go the extra mile to ensure that these new customers become loyal customers?**

1

### USE SOCIAL MEDIA COMMENTS TO LEARN MORE ABOUT YOUR AUDIENCE

Knowing your target audience is critical in content marketing. Still, audiences are constantly changing, which is why brands should always keep a watchful eye on comments and identify the content that performs well.

2

### PUT RESOURCES INTO PROTECTING YOUR BRAND

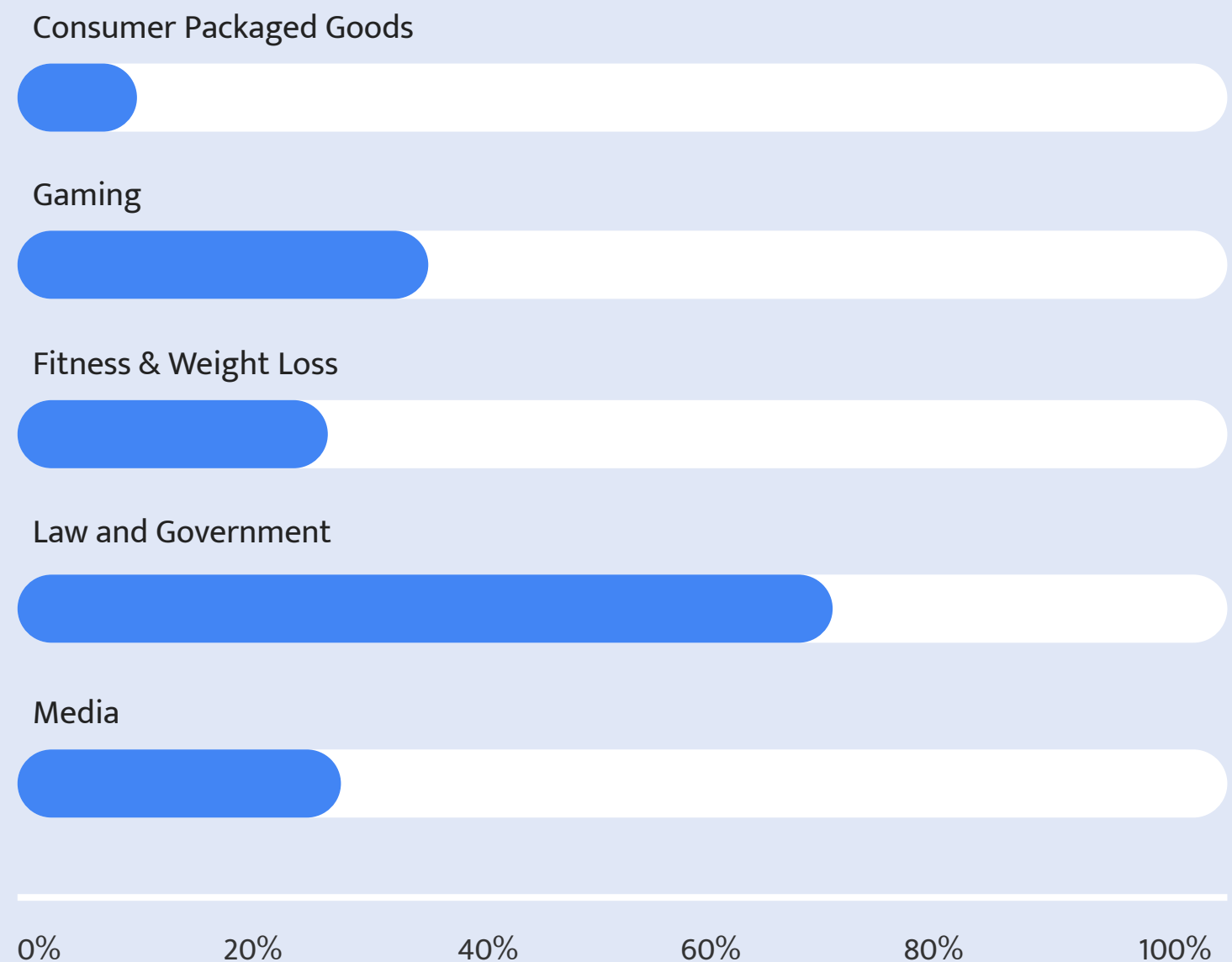
Advertising next to the wrong social conversation can cause adverse outcomes and potential PR crises. Marketers nowadays need to become well-versed in brand safety & suitability and take action to prevent reputational damage.

3

### FOSTER THRIVING COMMUNITIES

It's not enough to have a considerable number of social followers. You have to engage with your follower's content and dedicate time to have meaningful conversations with consumers. Consider outsourcing your community management on social media to make your processes more efficient.

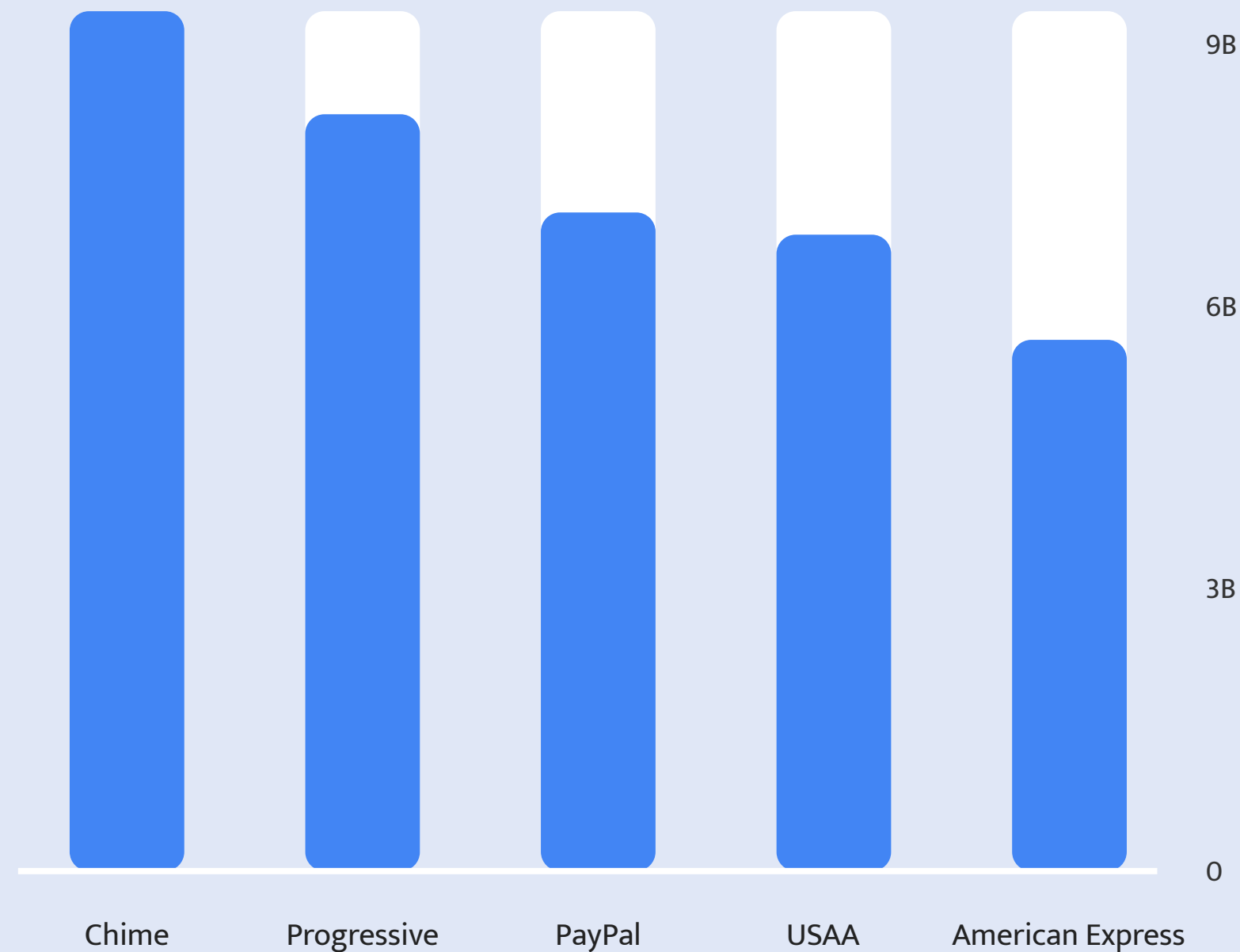
## INDUSTRIES WITH THE HIGHEST AD SPEND GROWTH IN Q1 2021 COMPARED TO Q4 2020



Source: Pathmatics



## TOP 5 FINANCIAL SERVICES U.S. COMPANIES WITH HIGHEST AD SPEND ON FY21: *ESTIMATED IMPRESSIONS*



Source: Pathmatics

## HOW FINTECH COMPANIES CAN TAKE ADVANTAGE OF **Financial Wellness Month**

Financial services companies now recognize that social media provides a wealth of value, enabling differentiation through more direct and human communication. However, social media is a double-edged sword. It allows brands to highlight their purpose, encourage two-way conversations online and share valuable content. On the other hand, it opens a channel for public complaints and threats. **Fintechs should see this monthly theme as a great opportunity to:**



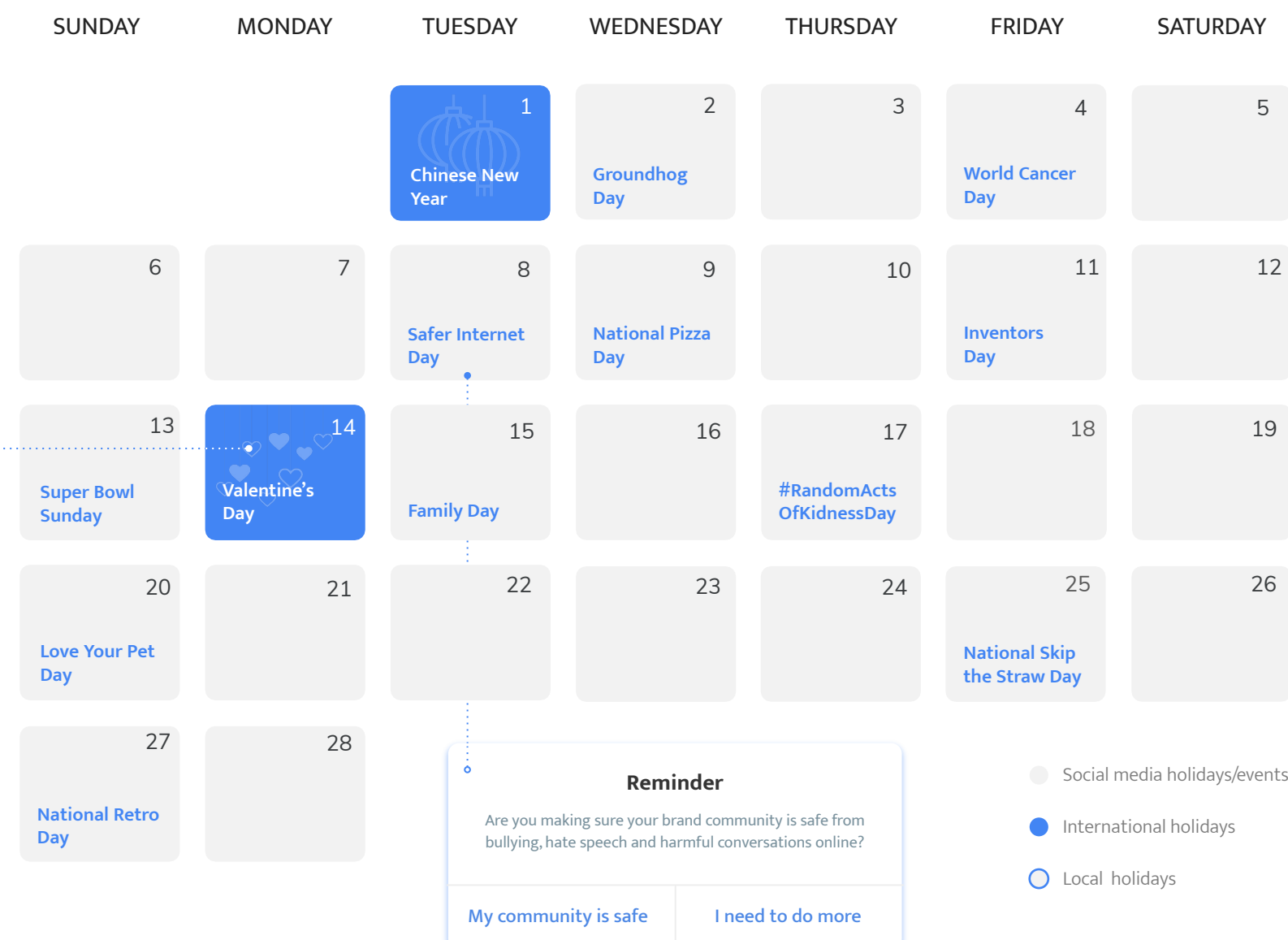
**Build community trust and improve your ad performance.** To acquire and retain customers, brands must address their audience's financial queries, complaints, and positive comments, following a social media moderation policy and considering the user journey stage. Besides, fintech companies should be especially wary of social media comments due to potential exposure of PII (personally identifiable information), scams, spam, and other harmful content.



**Gain customer and key industry insights.** Use social listening to understand your customers and identify new industry trends. You can also think of social media as an early warning system, monitoring conversations to uncover content that doesn't resonate with your audience, spikes in negative sentiment, and even preventing or preparing for a PR crisis.

## February 2022

BLACK HISTORY MONTH



Valentine's Day is a romantic holiday and a lucrative one for advertisers. No matter what strategy you implement, don't underestimate the importance of **engaging in social media conversations to increase brand loyalty.**

*In 2021, Americans spent \$21.8 billion on Valentine's Day, and the average amount spent was \$164.76 per person. (National Retail Federation)*

## HATE SPEECH, DISCRIMINATION, BULLYING... Is Your Brand Doing Enough?

February is Black History Month, and many companies celebrate Black people, culture, and achievements. While taking a stand on racial and political issues is extremely important and has become more common to see on social media, brands need to go beyond messages and demonstrate their commitment all year round. Being inclusive needs to be extended into all aspects of the brand's culture.

Nowadays, it is imperative to tackle hate speech online. **Brands must moderate and remove racist and other harmful comments to show that they will not tolerate this behavior on their social media properties.**

### DID YOU KNOW THAT

48%

*48% of people say it's a brand's own fault if its ads appear next to hate speech, violent, or sexually inappropriate comments. (EdelmanTrust Barometer)*

## 4 IDEAS TO DRIVE Inclusive Engagement Online

### → PROTECT YOUR COMMUNITY FROM DISCRIMINATION AND SEXISM

Moderate sexist, transphobic, or discriminatory comments to create and keep a safe space for your audience. Your brand must do more than just talking about how hate speech is wrong or unacceptable.

### → INCREASE REPRESENTATION AND AMPLIFY DIVERSE VOICES

Bring women and underrepresented groups in different conversations by engaging with them and creating content using their voices. Make sure that people from diverse backgrounds at your organization are heard and participate in decision-making about your social approach.

### → USE GENDER-INCLUSIVE LANGUAGE

Use gender-inclusive language when your brand delivers content and personalize responses by addressing users by their names, rather than assuming a gender. This is key to establishing a direct and personal connection with your followers.

### → DON'T JUST TALK, TAKE ACTION

Bring the principles of diversity, equity, and inclusion to all of the work you do. Brands should evaluate not only their content but all their initiatives through that lens all year round.

## March 2022

WOMEN'S HISTORY MONTH  
ENDOMETRIOSIS AWARENESS MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Zero Discrimination Day	2	3 World Wildlife Day	4 World Book Day	5
6 National Dress Day	7	8 International Women's Day	9	10	11 Popcorn Lover's Day	12
13 Daylight Savings	14 Pi Day	15 National Napping Day	16	17 St. Patrick's Day	18 Global Recycling Day	19 World Sleep Day
20 International Day of Happiness	21 International Day of Forests	22 World Water Day	23	24	25 Tolkien Reading Day	26
27 Mother's Day (UK)	28	29	30 Doctor's Day	31 International Transgender Day of Visibility		

- Social media holidays/events
- International holidays
- Local holidays

#### Reminder

Social media never sleeps, but you still have to. Resting is important, and so are you. Take a timeout ❤️

Close.





STAY ORGANIZED THIS Q1

# Social Media Checklist

## 1. Before the quarter starts:

- ❑ Before defining your 2022 social media strategy and goals, conduct a **sentiment analysis** to understand how people feel about your brand online and if you are reaching the right audience.
- ❑ Make a list of the **most recurrent questions and issues** your brand registered in the past year. Use this information to improve your current customer service and to create content this new year.
- ❑ Update or set up your **community guidelines and social media moderation policies** to save time and ensure customer satisfaction. You can download our template [here](#).
- ❑ Implement or pay more attention to **social listening**. This will help you ground creativity in data, monitor brand health, and gain insights that can impact your business.

## 2. During the quarter:

- ❑ Report monthly on **quantitative and qualitative metrics**.
  - Compare your performance MoM and sentiment across campaigns/organic posts.
  - Consider all the data to optimize ongoing campaigns and make smart decisions with your ad spend.
- ❑ Monitor comments and conversations to identify **engagement needs**:
  - Reply to users' questions or issues.
  - Like and respond to positive comments.
  - Hide harmful and inappropriate comments, such as hate speech, spam, scam, or competitor promotions.
  - Address customer complaints by replying publicly to acknowledge the problem and forward them along as soon as possible.
- ❑ Keep an eye on **brand comments and sentiment** to identify creatives that are not resonating with the audience and well-performing posts. Ensure you receive alerts whenever there is a spike in negative sentiment so your team can react urgently and prevent critical issues.



# Want To Learn More About Comment Management?

Download the Ultimate Guide to Managing Comments on Social Media and learn how to moderate, respond and measure comments.

- ✓ Tips on how to manage all types of engagement - the good, the bad, the ugly
- ✓ Best practices from Fortune 500 companies, disruptors, and challenger brands
- ✓ How managing engagement effectively impacts social media and ad performance

[Download Free Guide →](#)





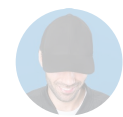


## WHY PARTNER WITH BRANDBASTION

# How We Can Help You

BrandBastion processes every comment your brand receives, across ads and organic to identify engagement in need of **moderation** or a **response**.

Get Started with a Free Engagement Analysis →



Looking for some extra \$\$\$?  
Just sign-up here: [bit.ly/sCam1](https://bit.ly/sCam1)



How can I buy this?  
↳ **Brand** Hi @user! You can  
buy it here: [brand.com](https://brand.com)



Tons of negative comments  
here. I think I'll stay away.



## OUR SOLUTIONS



### BRANDBASTION SAFETY

**Fully Managed Service 24/7** - We keep your brand safe by removing harmful comments, from spam to brand attacks. We also send you alerts when your brand is at risk.



### BRANDBASTION CARE

**Fully Managed Service 24/7** - We help you increase customer loyalty by engaging at scale. We respond to consumers' questions, complaints, and feedback on your behalf.



### BRANDBASTION INTELLIGENCE

**Fully Managed Service and SaaS** - We deliver actionable engagement insights covering sentiment, audience perception, and topical analyses.



# BRANDBASTION

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*You'll be in good company*

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