



ACCELERATOR
BOSHART

Social Media Guide: Intermediate

How to Take Your Social Media to the Next Level

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Boshart Industries Inc.

P.O. Box 310
25 Whaley Ave.
Milverton, ON
N0K 1M0
Canada

Tel: 519-595-4444
Fax: 519-595-4380
Toll Free: 1-800-561-3164

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Notice

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We have taken extensive measures to ensure that everything we present is, to the best of our knowledge, factually correct both according to our own experiences as professionals in the plumbing industry since 1955, and according to our knowledge and understanding of the plumbing industry since that time as well.

As with all education taken for free from the internet, proceed with caution.



Preface


Introduction

In our Social Media Guide for Beginners, we covered five of the key principles around establishing a consistent social media foundation.

If you followed our Beginner's Guide, it's probably safe to say that for a couple months now, you have created and stuck to a posting schedule, you've posted content that appeals to your target audience, you've been social by liking and commenting on others posts and you've been try new stuff. Excellent! This is a great start.

Assuming you're ready to take things to the next step, you will have graduated from a social media beginner to a social media intermediate. Congrats! There's a lot more to social media than meets the eye.

This Intermediate Social Media Guide unlocks even more potential within your social media feeds. These intermediate principles and techniques require a solid foundation (built in the Beginner phase) for them to fully work.



Chapter 1

User Generated Content

Have you ever been to a sports game, taken a selfie, and then posted it to your social media (tagging the team)? Have you ever had the experience where that sports organization used your picture on their social media account? Cool experience, right?! This is User Generated Content (UGC).

Using a piece of content (photo, video) that a customer has created about your company, as your own content is a great tool to adopt in your social media strategy.

UGC provides real-world proof that your product is useful and that other customers (that your ideal customer can relate to) will find your product just as satisfying. UGC is almost like getting a verified review from your customer.

In fact, even customer reviews can be used as UGC! Just know that they're easy to fake, so without an additional layer of proof (again, namely a photo or video), some potential customers may still be skeptical.

How do you get UGC?

Incentives!

While it's nice when customers provide you content you can use without being prompted, it's not out of the question to provide a reward for UGC. You can encourage your followers to submit pictures of them using your products and offer them something that makes it worth their time. For some customers, all they care about is public recognition on social media.

Other customers might need more reason, like free swag (t-shirts, a hat, discount on next purchase, etc.).

It's up to you to know your audience and what it will take to get them motivated to submit content.

When you share a piece of UGC on your social platforms, you build a deeper connection with the customer that shared it (most of the time, anyways). Even if they had other incentives to submit, you're inadvertently complimenting them because you're demonstrating the value of their photo / video when you re-share it. This feeling of connection can run deep and become embedded in the foundation of a long-term relationship with that customer.

Ever had a celebrity like a Facebook status or tweet you tagged them in? That little rush of adrenaline you get is a similar thing to how your customers feel when you interact with their UGC. While you may not be Brad Pitt, anyone taking

interest in a customer's content is encouraging.

Tapping into a bigger network

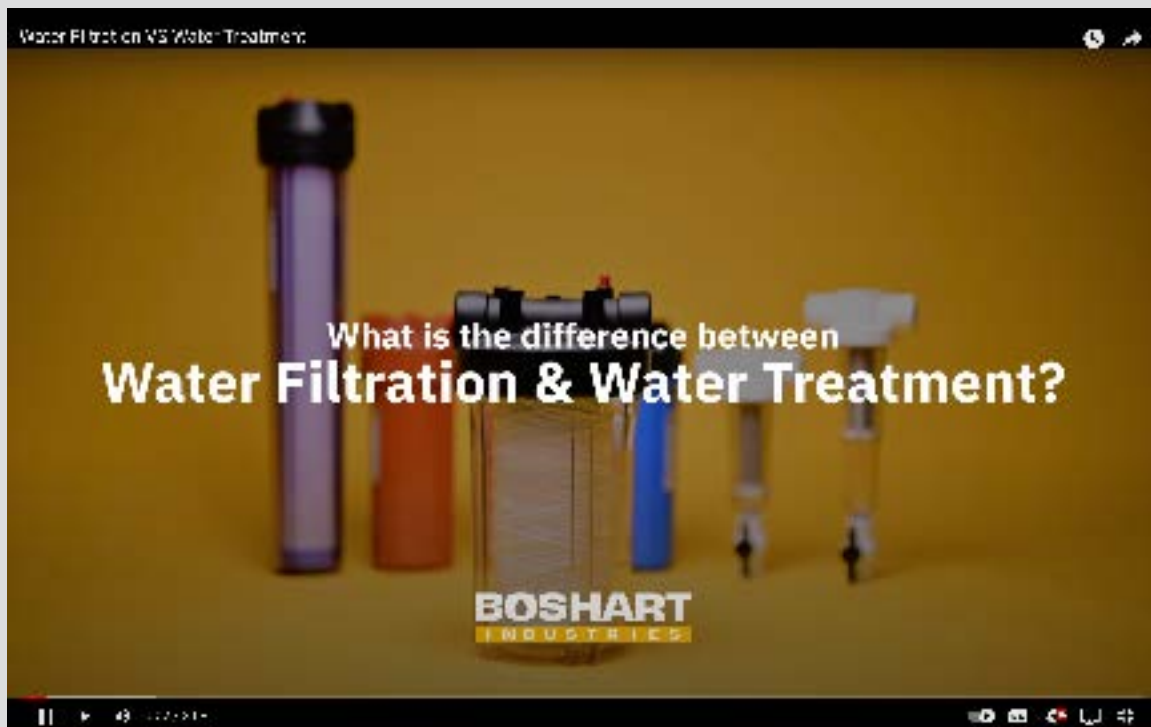
One of the last major benefits of UGC is the extended network you reach when that customer shares it on their own social platforms.

Chances are your customers know other people like them who could very well benefit from your product in a similar fashion. Because we tend to trust the people we're friends with, every time one of your customers is sharing about your product, you're building credibility, recognition, and rapport with your customers' network. This shouldn't be undervalued.

That UGC your customer is sharing will most likely reach another section of audience beyond yours. BOOM! All it cost you was whatever the incentive was (free swag or a shout out on social media).

UGC is not a strategy to be neglected. It is super powerful stuff if you take advantage of it.

Click below to watch





Chapter 2

Video, Video, & More Video

Did you know that YouTube is the second largest search engine on the web? Now more than ever, when people have a question they need answered, if they're not using Google (the biggest search engine on the web), they're likely going to Youtube next.

Video has become one of the #1 ways people get information or learn something new. Use this to your advantage!

Breaking up your social posts with a video is a great way to keep your followers engaged and to keep your social media page fresh. Whether you create your own video, hire a third party to produce something for you, share relevant videos from the industry, or re-share UGC videos, almost any type of video will do really well on social.

Quick note: if you're sharing someone else's video, be abundantly clear to your social

following that it is not your video. Give credit where it is due, or you risk getting into legal hot water over accusations of plagiarism.

2 key factors that contribute to the success of a video on social media: the length of the video, and the use of subtitles. With the advent of platforms like TikTok, shorter video content tends to perform better for many companies.

What's the difference between "short" video content and "long"?

That's a tough one to answer because it will vary immensely between companies, industries, and your followers. There is no guaranteed recipe for success; you sort of need to try out a bunch of different things and see what performs best for you.

In Boshart's experience, we've discovered that videos 2 minutes and under tend to get a decent

amount of views (and would constitute “short” video content). Anything 10 minutes or longer is considered quite long, and should be created with the understanding most people won’t watch the whole thing unless it promises great value all throughout.

All of this is because the attention span of a user on social media is relatively short, meaning it’s wise to put really important information near the beginning of a video. This allows you to get exactly what you want to say out to as many people as possible, even if they don’t watch the entire video.

While the above is good practice for any length of video, it is especially good practice for social media platforms like Instagram or Facebook.

Is there still a place on social media for longer video content?

Of course! There are definitely instances where a longer videos has greater benefits. If you are

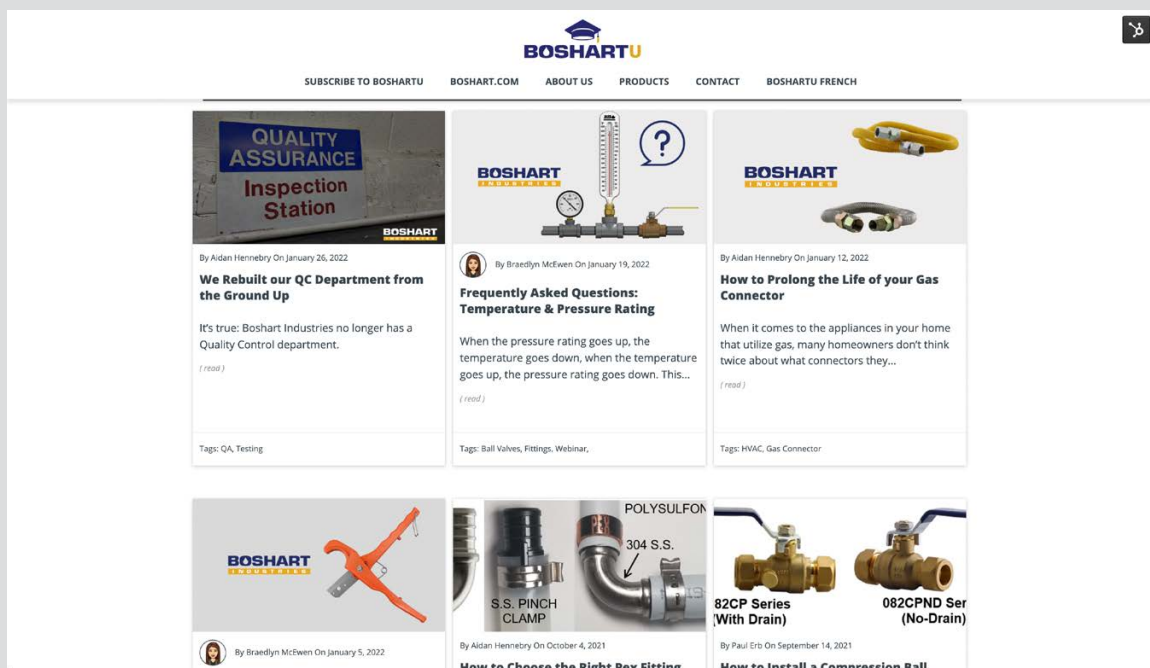
focusing on growing your YouTube channel and you want to have an educational, information heavy video, than longer may be better. Skimping on the details can leave your audience feeling confused and unclear on a topic. This won’t encourage them to watch more of your videos in the future.

Ultimately: experiment with length of video. You may be surprised what you find.
Subtitles are great for diversity

Subtitles aren’t a compulsory addition to your video, but they do provide more opportunities for your video to be consumed in a variety of contexts. Commonly, people watch videos on social media without sound, meaning they can’t hear any talking. Subtitles will allow users to still watch your video and understand what the video is saying.

Think about it: even if someone is watching your video with sound on, the subtitles just give them a more in-depth means of understanding what it is you’re sharing. Some people are

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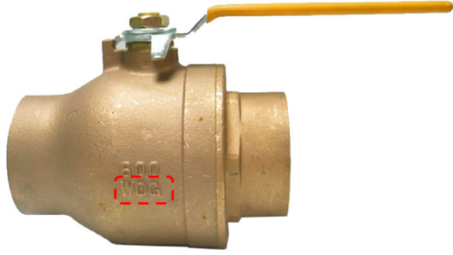
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What does WOG Stand for?

WOG stands for Water Oil Gas and is used to indicate the pressure rating of valves and fittings....



"WOG" - General **"Non-Shock"** pressure rating indicating maximum P.S.I. for the medias Water, Oil or Gaseous. It has traditionally been used as a catch all for ambient temperature fluids, simply defined as water, oil or gas.

"W" The definition of **WATER** is clear - H₂O.

The terms oil and gas are too clear, and are the cause of confusion and

Technical knowledge on Boshart products with countless new help items being uploaded regularly

visual learners, others auditory, so by providing subtitles in addition to audio, you're catering to both audiences.

There are plenty of services that can automatically add subtitles to your videos, but it's still important to manually review them before they are published. This technology is not perfect, and you might be shocked at how poorly something can be misinterpreted. Don't assume anything will work perfectly!

Every video editing program will also have a subtitles opportunity, but will require manual entry. In the long run, this may save you more time as opposed to correcting something automatically generated by a third party.


Native video VS shared links

Posting a native video—that is, a video uploaded directly to the social media platform and not just a YouTube link—will typically receive more views, likes, shares and comments because

your users don't have to go to another site to view your video. Autoplay is a huge reason for this as well. A link to another place where your video is hosted provides a huge barrier to viewership.

Social platforms love native content (not just video, but anything uploaded directly to their platform) because it doesn't take web traffic away from their site. As a result, social media platforms tend to “reward” these posts by sharing them to a wider audience. Video, by far, is the content that is most highly rewarded by nearly every social platform.

Native video is also way better for analytics. Having a native video gives you the ability to track statistics like the number of viewers, average watch time, most popular sections of the video, shares, and so much more.



Chapter 3

Be An Early Adopter

Social media platforms are always trying to innovate (or... borrow ideas from competitors) to make their service even more enticing to users. Typically, when a social site launches a new feature or way of sharing, it will reward users (like you!) who adopt that new technology early.

While it is sometimes more beneficial to hang tight and see if a new feature is going to take off or falter and die, it is likely a good idea to try the new thing if you don't have to completely re-imagine your social media strategy to participate.

But becoming an early adopter isn't just about trying out new posting features. It can also refer to jumping on trends that are exploding through the internet.

Trends are created when something unique appeals to a large audience and gets shared quickly. Trends are unpredictable because they can come from anywhere—you just never know.

If you can hop on a trend while it is still hugely on the upswing, you might be impressed how much it can help your social following.

Don't be afraid to experiment with unconventional ways of reaching people using the platform. Do something different than other accounts and shock your followers (ideally in a good way) that makes other people want to follow you.

Stop thinking of yourself as a follower. On social media, it's beneficial to be a leader.

The background is a dark, moody photograph of various mechanical components and tools. In the center is a large, black, cylindrical object with a silver-colored metal clamp around its middle. To the left, there's a yellow-handled tool and a blue-handled tool. In the bottom left, a metal mesh filter or strainer is visible. In the top right, a circular gauge or pressure meter is partially visible. The overall lighting is low, creating a professional and technical atmosphere.

Postface

Summary

These 3 intermediate social media principles are going to require more work and planning than your beginner techniques, but they may pay dividends in the long run.

Taking advantage of all the potential that social media accounts have is the key to success. You can't expect to do one really simple thing half-heartedly and become an internet celebrity.

Remember to utilize user generated content, create and post videos, and be a trend setter.

By following these principles, you will soon be ready to levelling up to social media expert status.

A close-up, high-contrast photograph of various industrial components, including a perforated metal tube, a blue-handled tool, and a circular flange with bolts, set against a dark background.

Postface

For More Info

Boshart Accelerator was created to share our wealth of knowledge and experience on sales, marketing, and running a business in the plumbing wholesaler industry. We are always expanding our library of content on Accelerator to equip you with what you need to succeed.

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BoshartU is our central hub for all the articles we've written on plumbing, water well, irrigation, HVAC, pool & spa, and product related content. We also publish eBooks (like this one), webinars, videos, and more.

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