



Class One Systems

Actionable Engineering Intelligence

**SOCIAL
MEDIA
STRATEGY**

SOCIAL MEDIA STRATEGY

INTRODUCTION

This Social Media Guide is intended to guide Class One Systems (CIS) Limited's social media presence across our chosen platforms. This guide provides guidance on social post content, marketing services, and website content additions.

DIGITAL & SOCIAL MEDIA GOALS

For our social media strategy to be successful, we've defined "success" by specific digital & social media goals and KPIs.

Goal	Strategy	Notes / Timeframe
Increase our website traffic	<p>Provide a link back from Social Media platforms and print or digital media to the website.</p> <p>SEO Strategy for all Class One Systems website(s). Continuous engagement of page rank strategies.</p> <p>Promote information sharing on any media. This can be provided via actual URL, QR Code, or other engagement approaches.</p>	<p>Incremental increase in website traffic on a quarterly basis.</p> <p>Tools are provided to measure this.</p>
Engaging social media posts	<p>Provide meaningful social media posts that are provided at least once per week per platform.</p> <p>Encourage likes, shares and follows of posts on social platforms.</p> <p>Promote our various hashtags in every post for eg. #uav, #drones.</p> <p>Occasionally, run effective but targeted social media ad campaign.</p>	<p>Immediate impact once likes and share are engaged.</p> <p>Tools are recommended to monitor these.</p>

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SOCIAL NETWORKS

There are over a dozen social networks that have 0.5 billion active users. Class One Systems is a small organization. We have decided to use the following:

- LinkedIn - for Class One Systems Ltd posts.
- Facebook - for all CIS domain posts and promotions.
- TikTok - for all CIS domains posts and promotions.

Platform	Content	Notes
LinkedIn	<ul style="list-style-type: none"> • Four our professional engagement. • Past training program videos and photos. • Company general content. • Interest links to articles. • CIS Newsletter links. <p>PUBLIC SOCIAL SPACE</p>	<p>Ensure all post has three (3) associated hashtags. This is LinkedIn's maximum.</p> <p>Recommended minimum post rate : One (1) per week</p>
TikTok	<ul style="list-style-type: none"> • Technology and Engineering business stories. • Corporate promotions. • CIS product videos promos. <p>PUBLIC SOCIAL SPACE</p>	<p>Ensure all post has four to five associated hashtags and a call to action for website connection.</p> <p>Recommended minimum post rate : Up to two per week</p>
Facebook	<ul style="list-style-type: none"> • Technology and Engineering business stories • Corporate promotions • CIS product videos promos. • As need purchased ad campaign <p>PUBLIC SOCIAL SPACE</p>	<p>Ensure all post has four to five associated hashtags and a call to action; "Visit website/ Contact Us" etc.</p> <p>Recommended minimum post rate : Up to two per week</p>
YouTube	<p>For training videos to build the online element of your training services.</p> <p>PRIVATE SOCIAL SPACE</p>	<p>This not a promoted channel. Its use is for curating training resources only. All videos uploaded should be private.</p>

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An engagement plan is one of the most important parts of a social media strategy. It outlines how Class One Systems will use social media to reach and respond to our target audience.

It consists of the following:

- Outbound: what to share, when and where. This has been outlined above.
- Inbound: social listening. While social media is a great content distribution channel, it can also be important for customer service, retention and business growth.

ADDITIONAL SOCIAL NETWORKS

Additional social networks that may be useful to our business are provided below. In theory, every business has potential customers on every social network, but it does not mean people will be willing to engage with our brand on all of them.

Platform	Content	Notes
Instagram	<ul style="list-style-type: none">• Technology and Engineering business stories• Corporate promotions• CIS product videos promos.• As need purchased ad campaign <p>PUBLIC SOCIAL SPACE</p>	Ensure all post has four to five associated hashtags and a call to action for website connection. Recommended minimum post rate : Up to two per week

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ENGAGEMENT & RESPONSE

Networks	Keywords, hashtags and usernames	When to listen	Response Guide
LinkedIn, TikTok, Facebook,	@classonesystemsLtd #classonesystems #clslimited #technology #engineering #uav #drones	Up to two (2) days after a post on the specific platform.	Say thanks, or like the engagement. Try to respond to at least 10% of mentions.
Youtube	@classonesystemsLtd #classonesystems #clslimited #technology #engineering #uav #drones	N/A	N/A

Other than our own keywords and hashtags, also listen for common industry terms as well as local (Trinidad & Tobago) and Caribbean Governments' technical ministries' social posts to effect engagement.

Class One Systems Ltd will occasionally engage in free and paid promotions to make the company's offerings visible to our business focus groups.

- Free promotion - Newsletter, Website, LinkedIn,
- Paid promotions - Facebook, Instagram, TikTok

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TOOLS

There are a variety of tools that can help manage and optimize our digital & social media activity. Use this section to plan which ones to use.

Output	Tools Content	Tools Design	Tools Other
Instagram, Llnked, Twitter promotions	https://hashtagify.me/ https://www.tagsfinder.com/ https://www.hootsuite.com/	https://www.canva.com/ https://www.visme.co/ Adobe Express	https://planable.io/ https://www.tailwindapp.com/
Email Marketing	Mailpoet. Internal to the CIS website	https://www.canva.com/ https://www.visme.co/ Adobe Express	N/A