Leveraging Social Media *to Grow Your Brand*

Show up consistently, share with purpose, and see results.

Your Presenter

Hadley Scalf
Marketing Communications Lead

Over 3.5 years at Aster Brands managing social media, websites and advertising.

What We'll Cover:

- **Why Social Media *Still* Matters in 2025**

- **The New Social Landscape**

- **Platform Deep Dive**

- **Repurposing Content Across Platforms**

- **Content That Performs**

- **Using AI for Smarter Content Creation**

- **Metrics That Matter**

And you'll leave with a 30-Day Posting Plan!

Why It Matters:

96% of U.S. adults use at least one social app (Pew Research)

78% of shoppers do research on social media before making a purchase (Synup)

76% of customers now expect companies to offer customer service via social media (Sprout Social)

People make their buying decisions and learn about new brands on social media!

In 2025 and going into 2026…

Social is no longer just a "brand awareness" channel — it's increasingly **performance-driven**.

Short-form video dominates: "snackable" content + reels/tik-tok style formats are what **drive reach and engagement.**

Community, authenticity and humanity matter more than perfect polish: the audience expects **more personality** to connect with you/your company.

Best Platforms for the Industry

If Facebook is your handshake, Instagram is your showroom, and LinkedIn is your business card.

Visual Storytelling

- Homeowners
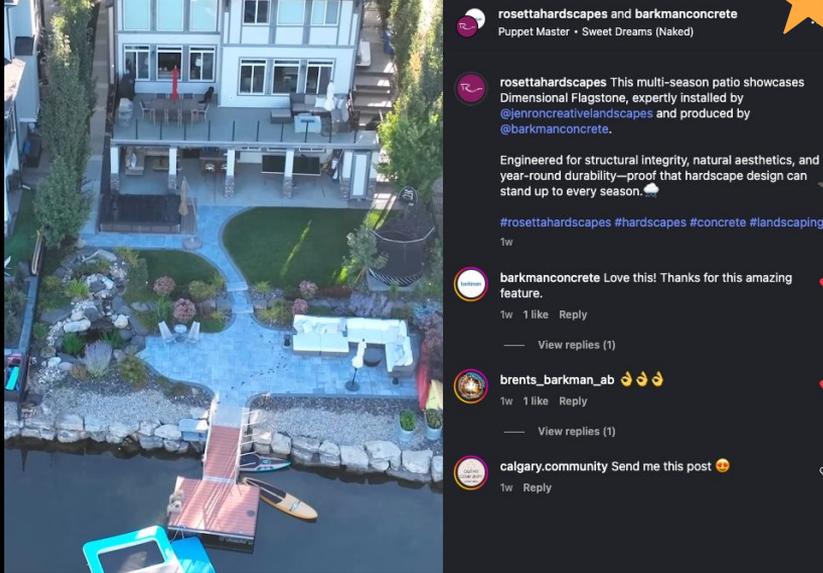- **Contractors**
- Dealers

Credibility Builder

- **Engineers**
- Specifiers
- Developers

Community Hub

- **Homeowners**
- Contractors
- Dealers

Instagram

Tells a story and highlights everyone involved

Related hashtags

Engaging reel with trending audio

Your visual storyteller:
- Reels
- Before-and-after
- Behind-the-scenes

LinkedIn

Novum Wall
98 followers
1mo · 🌐

Thinking of building a retaining wall? Safety and compliance aren't optional—they're essential.

✔️ Hire a licensed engineer for walls 4+ ft tall, supporting loads, managing water, or built near slopes.
✔️ Local expertise ensures site-specific solutions, smoother permitting, and cost control.
✔️ Design costs range from ~$1 to $4+ per sq ft depending on site complexity.

At Novum Wall, we provide resources, feasibility assessments, and guidance so your team can deliver a safe, durable wall.

Read the full article to learn when and why an engineer is a must
→ https://nw.direct/ujc9A

#novumwall #engineering #retainingwalls

Hiring a Retaining Wall Engineer · 4 pages

NOVUM WALL

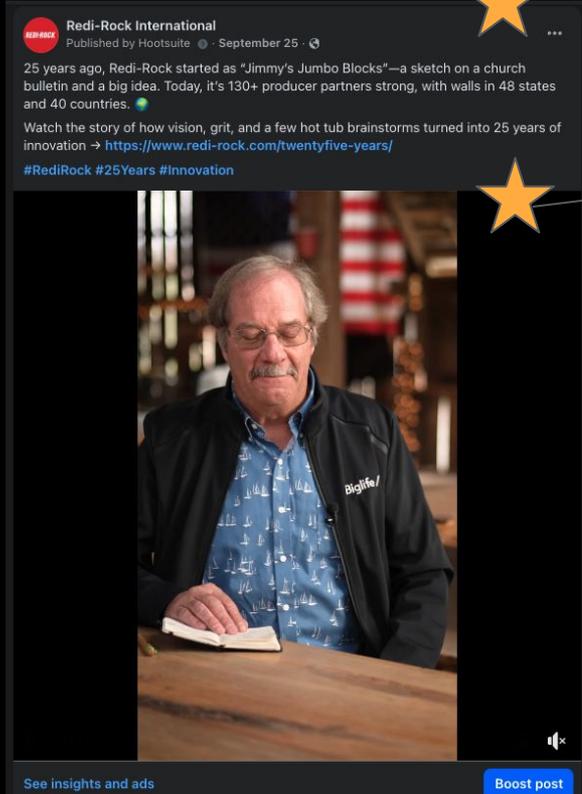## Should I Hire a Retaining Wall Engineer for My Novum Wall Project?

Educational and offers value

Call to action to full article

Channel specific content format

Build professional credibility:
- Milestones
- Partnerships
- Insights and case studies

Facebook

Community focused caption and milestone celebration

Redi-Rock International
Published by Hootsuite · September 25 · 🌐

25 years ago, Redi-Rock started as "Jimmy's Jumbo Blocks"—a sketch on a church bulletin and a big idea. Today, it's 130+ producer partners strong, with walls in 48 states and 40 countries. 🌍

Watch the story of how vision, grit, and a few hot tub brainstorms turned into 25 years of innovation → https://www.redi-rock.com/twentyfive-years/

#RediRock #25Years #Innovation

Link for additional info and to learn more

Human / team member focused

See insights and ads   Boost post

Perfect for:
- Local exposure
- Jobsite photos
- Customer stories
- Event updates

Content Creation Tools

Graphics and Video

Copywriting

Management

Turn One Project into Five Posts

Project Visit

↓

Videos + Photos

↓

| Product Info Post | Challenge/Solution Post | Testimonial | Team Spotlight | Fun audio post/reel |

↓

Post across platforms
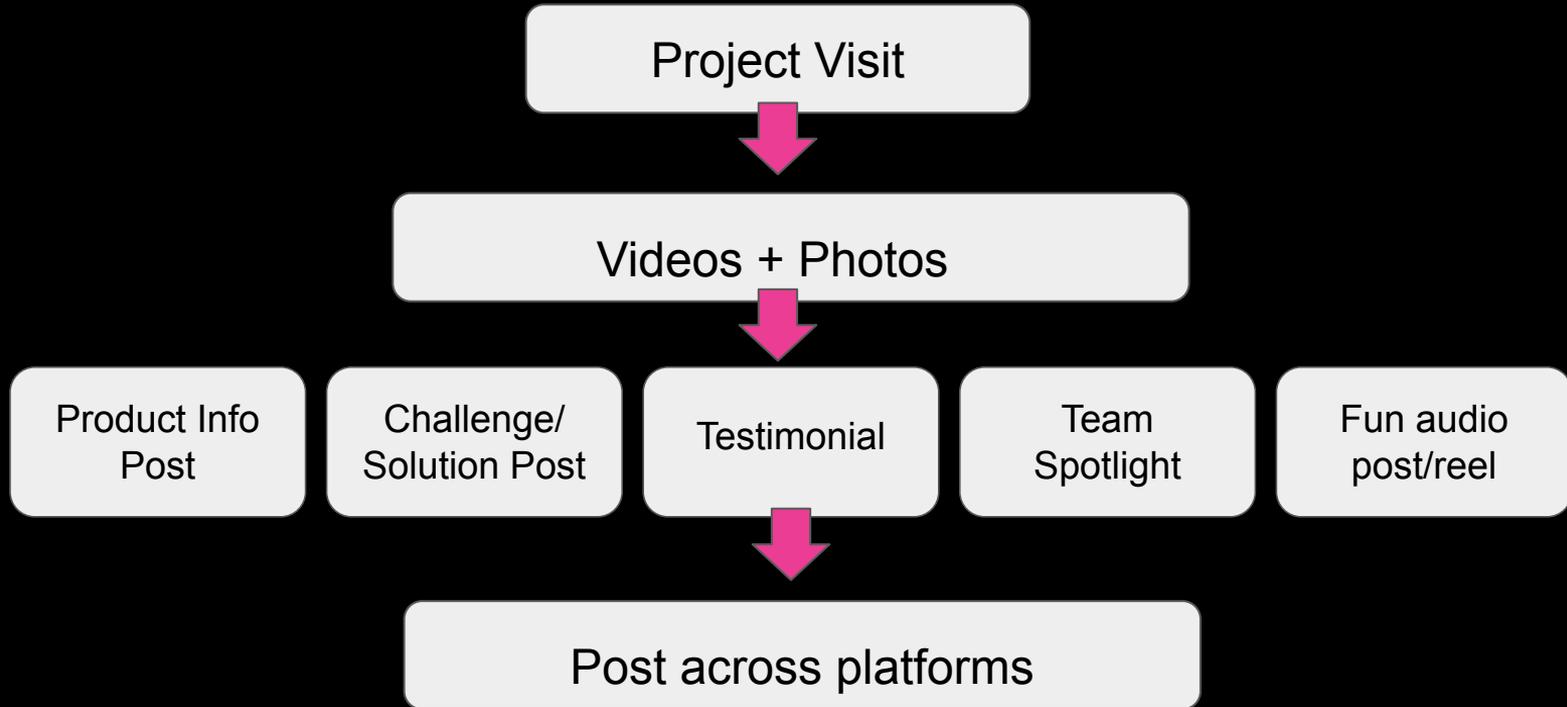
Keep Yourself Organized & Ahead

On Your Phone

1. Create albums of every project - shared album
2. Add pictures and videos as you go
3. Start a note dedicated to that project to keep track of info

On Your Computer

1. Start a folder for each project

2. Add pictures and videos as you go

3. Create a document and add that to the folder

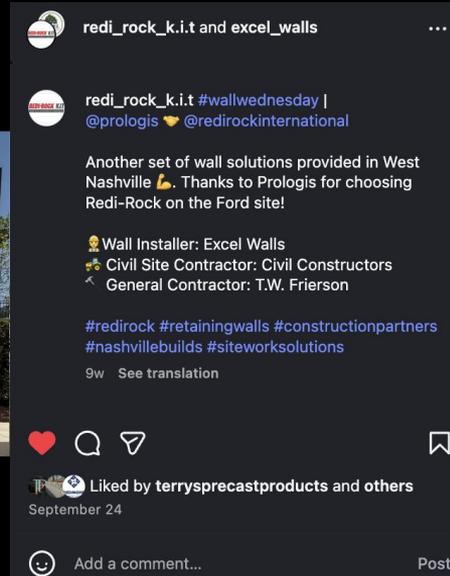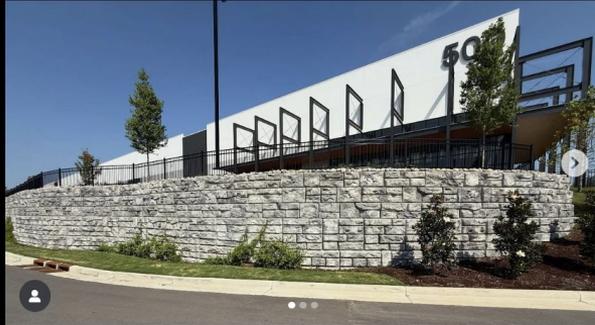# Keep Yourself Organized & Ahead

4. Share everything with whoever runs your social or marketing

5. Make sure to tell them when you've added content

OR - Post to your own sales rep accounts if you have them and you have everything ready to go!

Get the Most Out of Your Posts

✅ **Tagged the brand**

+

✅ **Brand hashtag**

+

✅ **Calls out project contributors**

= *More visibility!*

Cross-posting Content

Definition:

The practice of sharing the same content across multiple platforms or accounts to increase its reach.

Examples:

- Sharing a Knowledge Hub post on your company's Facebook *and* LinkedIn.
- Posting a video to Instagram Reels, then *cross-posting* it to Facebook too.
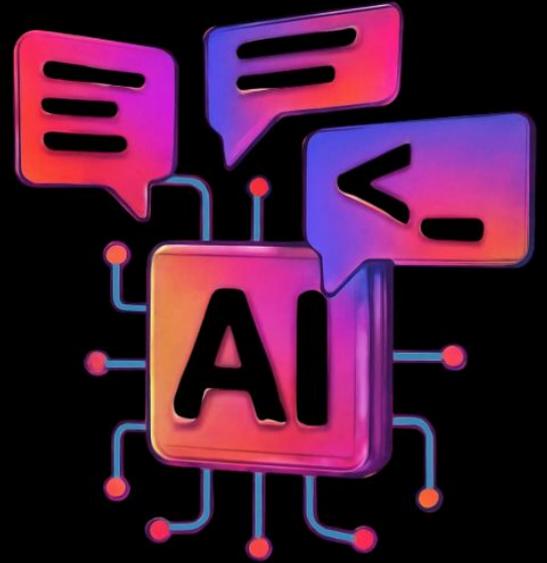
Using AI to Write Social Captions
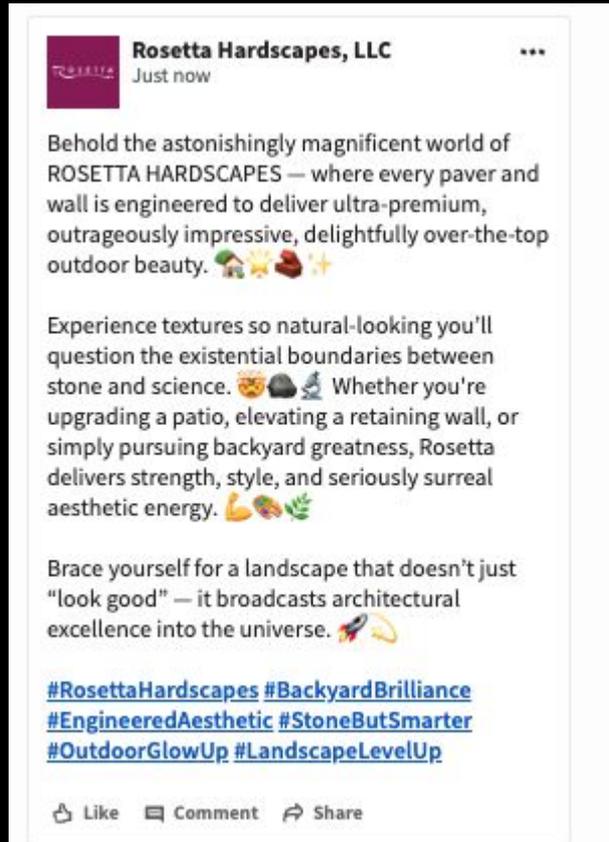
Pro:

✅ **Streamlines your process**

Con:

❌ **Requires editing to avoid "AI slop"'**

Tip: Train a model to know you and your company better.
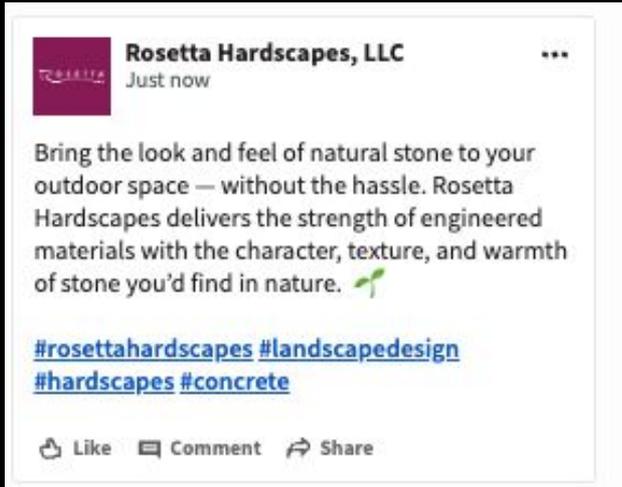
How to Identify Obvious AI on Social

Rosetta Hardscapes, LLC
Just now

Behold the astonishingly magnificent world of ROSETTA HARDSCAPES — where every paver and wall is engineered to deliver ultra-premium, outrageously impressive, delightfully over-the-top outdoor beauty. 🏡💥🪨✨

Experience textures so natural-looking you'll question the existential boundaries between stone and science. 🤯🪨🔬 Whether you're upgrading a patio, elevating a retaining wall, or simply pursuing backyard greatness, Rosetta delivers strength, style, and seriously surreal aesthetic energy. 💪🥗🌿

Brace yourself for a landscape that doesn't just "look good" — it broadcasts architectural excellence into the universe. 🚀🌬️

#RosettaHardscapes #BackyardBrilliance #EngineeredAesthetic #StoneButSmarter #OutdoorGlowUp #LandscapeLevelUp

Like   Comment   Share

❌ **Does not use brand voice**

❌ **Too many adjectives**

❌ **Feels dramatic**

❌ **Overuse of emojis**

How to Identify Obvious AI on Social

Rosetta Hardscapes, LLC
Just now

Bring the look and feel of natural stone to your outdoor space — without the hassle. Rosetta Hardscapes delivers the strength of engineered materials with the character, texture, and warmth of stone you'd find in nature. 🌱

#rosettahardscapes #landscapedesign #hardscapes #concrete

👍 Like   💬 Comment   ↱ Share

✅ **Uses brand voice**

✅ **Clear, concise structure**

✅ **Realistic tone**

✅ **Balanced hashtags and emojis**

Using AI Tools: Example 1 – Product Info Post

Prompt:

I just visited a project and I captured 5 pieces of content - a product information video, challenge and solution photos, a testimonial from the installer, a team spotlight video, and I used the b-roll to create a fun video with clips mashed to music.

Can you create social media captions for them with relevant hashtags? I would like each post to have captions for LinkedIn, Instagram and Facebook.

Using AI Tools: Example 1 – Product Info Post

Responses:

LinkedIn Caption:

Discover how [COMPANY NAME] is pushing innovation forward with [PRODUCT/SERVICE]. In this quick walkthrough, we break down what makes it different, why it matters, and how it supports [TARGET AUDIENCE] in reaching their goals.

#Innovation #ProductSpotlight #IndustryUpdate

Instagram Caption:

A closer look at [PRODUCT/SERVICE] by [COMPANY NAME] 👀

Here's what makes it stand out and why customers love it.

#ProductHighlight #BehindTheScenes #InnovationDaily

Facebook Caption:

Have you seen [COMPANY NAME]'s latest [PRODUCT/SERVICE]?

This video breaks down the key features and how it helps solve everyday challenges for [TARGET AUDIENCE].

#ProductUpdate #NewRelease #MakingLifeEasier

Stay Consistent — Without Living Online

FREE: Schedule in advance via the platforms

PAID: Use a social media management software to schedule content AND cross-post

Other Ways to Use AI for Social

Turn Long-Form Content Into Multiple Posts

Generate New Ideas From Existing Content

Create Content Calendars From a Simple Input

Turn One Video Into Dozens of Assets

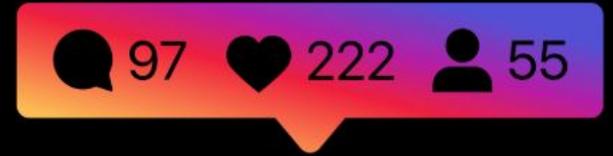Use AI as a "Content Editing Partner"

Don't have time for *any* of this?

You can always repost the brand content we are publishing!

Engagement & Community Management

Don't Just Post — Participate

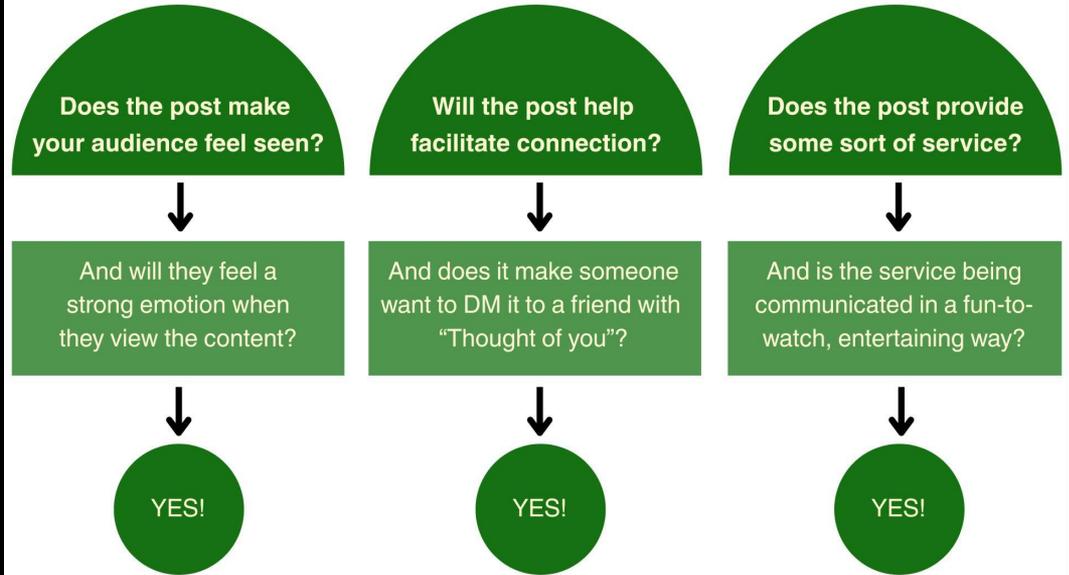You should be engaging on your own profile **and others**!

Ask questions in the caption, respond to comments and DMs, engage with other accounts.

What's the biggest driver of engagement and reach on social media?

SHARES

Measuring Success on Social

Engagement Rate:
Measures how much an audience interacts with specific content

`Formula: Total Engagements / Total Followers X 100`

Follower Growth Rate:
Percentage increase in new followers over a specific period

`Formula: New Followers - Original Followers X 100`

Reach:

Number of unique individuals who have seen your content

`Formula: Impressions / Frequency`

Measuring Success on Social

Click-through Rate (CTR): Measures the percentage of people who click on a specific link after seeing it

`Formula: Clicks / Impressions X 100`

This link could be your bio link or link in the caption – If they are clicking to learn more, this is a strong indicator of success on social!

*You want people to go to your website after finding you.

Organic Vs Paid Social

Organic

- Can grow *naturally* by posting consistently and following best practices
- Builds trust, credibility, and genuine engagement
- Still powerful — even without a paid budget
- Utilize this webinar's strategies

Paid

- Requires budget — but helps you grow faster
- Boosts top-performing content to new audiences
- Great for awareness, traffic, and lead generation
- A multiplier when you already have strong organic content

Benchmark Analytics

Platform benchmarks that can tell the health of your page and content performance.

Engagement Rate:
0.45% - 1.2%

Follower Growth Rate:
+1% month over month

Reach:
+6% month over month

Engagement Rate:
6.5%

Follower Growth Rate:
+0.5% month over month

Reach:
+2 - 3% month over month

Engagement Rate:
0.2% - 5%

Follower Growth Rate:
2.7% - 3% month over month

Reach:
+1% month over month

Ready to get started?

Download the 30 Day Posting Plan

Questions?

Thanks for attending today's webinar!

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Upcoming Webinars

Feb. 12 at 3pm EST: Streamline Your Sales Processes With AI

March 10 at 3pm EST: Social Media TBD

Mark your calendars!