

Labels: Social Media Management Work smarter with labels

What are labels?

Managing social media has its challenges. As a social media manager, there are many things to stay on top of; campaigns, content, audiences, and incoming messages.

Labels help you keep track of all of these in a more organized, strategic way. In our Social Media Management products, you can create, apply, manage labels and analyze their performance.

You can label **organic and boosted content, paid content, incoming messages and audiences** respectively within **Publish, Advertise, and Engage**. You can analyze **performance** of your labelled posts (from Publish) in **Measure.**

Labels bring a flexible approach to categorizing incoming and outgoing social activity, so it **aligns with your workflows**, **content strategy and business goals**.

What are the benefits of using labels?

- Organize and categorize your content (i.e., by region, market, industry, product, function etc.) so you can identify what aspects of your social strategy drive results
- Save time when searching for content (i.e., label filters in the content calendar & the content pool)
- Triage incoming messages (i.e., labelling comments, messages in Engage inbox) for collecting customer feedback or assigning messages to teams
- Segment and filter for your customers (i.e., label audience profile cards in Engage and filter audiences by labels in Audience)
- Break down content performance by labels in your Label Performance Widget in Measure

Let us go through how you can work smarter with labels in Publish and Measure.

Vandemay Premium						
	Seasonal Campaign Performance	POSTS WITH LABEL ↓	IMPRESSIONS	REACH	REACTIONS	ENGAGEMENT RATE
	summercampaign	272 (50,94%)	3,13K	3,17K	58	5,05%
2022	spring 2022	127 (23,78%)	2,54K	2,48K	53	5,09%
summer 2022 · summercampaign ·	SpringCampaign	88 (16,48%)	1,38K	1,1K	26	2,97%
Product Launch X	• FallCampaign	87 (16,29%)	1,23K	1,17K	23	4,14%
scheduled 11:15	summer2022	33 (6,18%)	672	398	13	3,57%

How to use labels in Publish and Measure

Step 1: Create and manage labels in <u>Publish</u>

You can add labels to your posts in many stages of your content management:

- When **creating** and **scheduling Posts**
- When adding assets to the Content Pool
- When creating a Campaign and selecting "apply labels to stocks"

Additionally, you can **bulk manage labels** (*change, remove, apply to more posts*) in any stage of the **Approval Flow** (*draft, sent for approval, approved etc.*)

Step 2: Analyze label performance in <u>Measure</u>

You can break down post performance by labels through the **Label Performance Widget**.

- Compare labels in one view
- Analyze labels in terms of key content metrics: impressions, reactions, reach, engagement, engagement rate, video views
- Filter for labels (containing all or any, w/o all or any) to obtain more granular understanding of your content performance.
- Combine label filters with existing filters: post type, placement, promotion etc.
- Filter label performance across networks and channels.

* The Label Performance Widget can be found in Content Performance, Social Networks, and Label Performance Templates by default. It can be added to any dashboard as well.

easonal Campaign Performance						
6 LABELS (534 POSTS)	POSTS WITH LABEL ψ	IMPRESSIONS	REACH	REACTIONS	ENGAGEMENT RATE	
summercampaign	272 (50,94%)	3,13K	3,17K	58	5,05%	
spring 2022	127 (23,78%)	2,54K	2,48K	53	5,09%	
SpringCampaign	88 (16,48%)	1,38K	1,1K	10 Apr 16:00	Se vores nye event Vandemay HiFi Spring 2022	
FallCampaign	87 (16,29%)	1,23K	1,17K	9 Apr	Check this out!	
summer2022	33 (6,18%)	672	398	20:30	 Vandemay Premium spring 2022 	
• winter2022	13 (2,43%)	139	134	9 Apr 16:26	 Even morning coffees need a Vandemay HiFi spring 2022 	music!
				9 Apr 14:00	Se vores nye produkt (a) Vandemay Premium (b) spring 2022	
				9 Apr 12:17	 Vandemay HiFi spring 2022 	
				8 Apr 11:34	Changed it Vandemay HiFi	

Let us go through a few practical examples to outline the benefits of using labels from a more strategic standpoint.

Scenario 1: Benchmark your social campaigns

Pain point: You are a social media manager and often asked to show ROI of your different social campaigns. You need to monitor how each social campaign is performing against one another in a given season, market, or region.

Labelling strategy:

Region (Americas, Europe, Asia Pacific)
Market (North America, EMEA, UKI)
Seasonal (Summer, Spring, New Year)
Campaign Name (2022 Summer Deals, Holiday Specials, Black Friday Sale)

How to use labels for this scenario?

PUBLISH:

- Agree with your team on which labels to use for each of your upcoming campaigns
- Apply the relevant labels for your content when scheduling posts, adding stocks to the Content Pool, or creating Campaigns

MEASURE:

- See how each campaign you are running is delivering on key social metrics
- Benchmark various campaigns to see which one has driven the most engagement/reach/impressions
- Identify what types of campaigns perform best in different seasons, markets, or regions

neme/Topic Performance						
4 LABELS (213 POSTS)	POSTS WITH ψ LABEL	REACTIONS	ENGAGEN	MENTS	ENGAGEMEN	T RATE REACH
♥ coffee	100 (46,95%)	48	120		6,85%	1,71K
sustainability	93 (43,66%)	40	89	29 Jan 21:17	0	love these headphones Vandemay HiFi Winter 2022 + 1 more
worldhearingday	48 (22,54%)	20	30	20.1	NEREZ	📕 Cozy weekend 🗼 !
Climatechange	20 (9,39%)	8	17	29 Jan 15:00	-	 Vandemay Premium Winter 2022 + 3 more
				29 Jan 14:00		5 % rabat Vandemay HiFi Winter 2022 + 5 more
				28 Jan 17:00		 Test Vandernay HiFi Christmas 2021 + 7 more
				26 Jan 23:25		Work day vibes 🕥 🞧 h Yandemay Hifi Winter 2022 + 1 more

Scenario 2: Identify <u>content strategies</u> that drive engagement

Pain point: You are a content marketer responsible from social content strategy. You need to keep track of all things content and find out what type of content drives customer engagement on social.

Labelling strategy:

Themes (Promotional, Educational, Evergreen)

Topics (Sustainability, Climate Change, Digitalization)

Visuals (Branded, infographics, Memes, Photos)

Promoted (Organic, Promoted)

How to use labels for this scenario?

PUBLISH:

- Create labels for each of your content strategies
- Apply the relevant labels for your content when scheduling posts, adding stocks to the Content Pool, or creating Campaigns

MEASURE:

- Identify which themes/topics drive most clicks with your audience
- Understand which content themes combined with which post types drive engagement
- Allocate resources to topics and post types that bring the highest ROI on social

roduct Performance							T 1 Filters (j)
S LABELS (105 POSTS)	POSTS WITH ↓ LABEL	REACTIONS	IMPRESSIONS	REACH	ENGAGEMENTS	ENGAGEMENT RATE	VIDEO VIEWS
• yellow	61 (58,1%)	12	758	738	31	4,09%	4
S purple	18 (17,14%)	6	271	265	14	5,17%	
♥ orange	10 (9,52%)	2	96	9 31 Aug		test () Vandemay Hil	
♥ green	8 (7,62%)	5	143	14:10 1		yellow +4 mo	
• white	8 (7,62%)	6	114	1 30 Aug		 Vandemay Hill 	FI.
				11:31		Syellow + 4 mo	re
				25 Aug	XX	Cool pineapp	oles! 😎 😎 https://
				10:13		 vandernay vis vellow 	udi
	24 Aug			unes are hitting yo			
				20:18		 Vandemay Pre yellow 	emium
				21 Aug			unes are hitting yo
				20:18		 Vandernay Hil vellow + 2 mo 	

Scenario 3: Understand your <u>brand/</u> product performance

? Pain point: You are a marketing strategist at a company with a large number of offerings, and you need to see the breakdown of post performance by brands/products, so you know how best to invest your social media resources.

Labelling strategy:

Brand (Garnier, Maybelline NY, Kerastase) **Category** (Skincare, Haircare, Make-up) **Product Line** (Garnier Respons, Garnier Fructis)

Product name (Garnier Respons Caring Shampoo)

How to use labels for this scenario?

PUBLISH:

- Categorize labels in terms of brand/product/category
- Apply the relevant labels for your content when scheduling posts, adding stocks to the Content Pool, or creating Campaigns

MEASURE:

- Find out your most engaging brands/products in your portfolio
- Understand which aspects of your social strategy to improve for each product or brand
- Allocate your creative and paid resources to products and brands that bring the highest ROI on social