01

NUTANIX XPAND™

Social Media

A User's Guide to Our Social
Look, Feel, and Voice

Our Content

01

Why Social?

In this day and age, social media is crucial for a successful digital marketing strategy. It's a convenient way to inform and engage with prospects.

Not only that, it's one of the most effective ways to broadcast your brand image and make an impression on untapped markets. This is where the social media playbook comes into play - with a best practices guide, we can own our social media handles and cultivate leads.

Goals

1   **Promote What You Do**
2   **Build Trust**
3   **Stay Connected**
4   **Grow Your Reputation**
5   **Know Your Audience**

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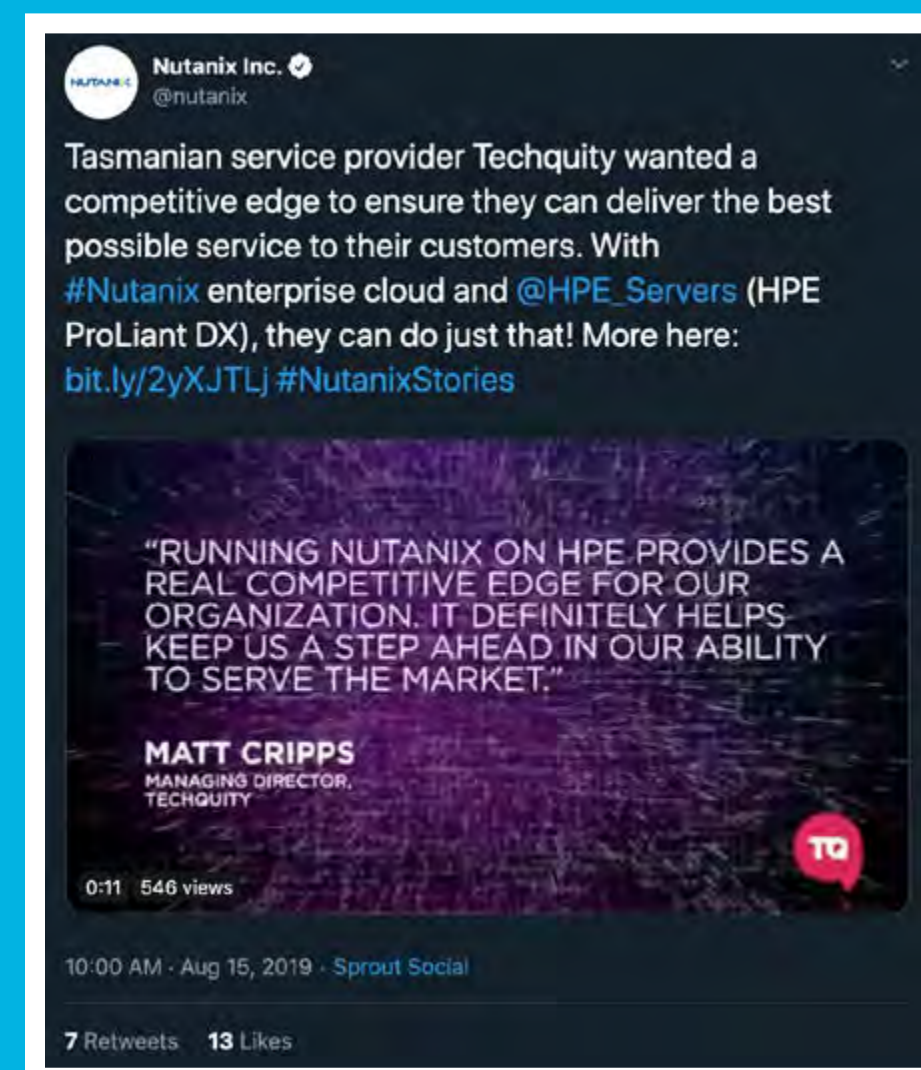# Content Creation Strategies

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Use testimonies or case studies

Testimonies establish trust and credibility with Nutanix. When they see that others have found success in using our solutions, they will be more interested in taking the same steps to find the same success.

Tweet Example

Emphasize the value of solutions

It's important to mention the kind of value prospects would get if they were to choose Nutanix solutions. How are these solutions going to benefit prospects? Why should they invest in us? Customization, speed, and security are some of our strongest points - so it would be ideal to build content around these topics.

Tweet Example

Include hard data

Quantitative or measurable results are very important; if prospects are able to grasp how much return or value they can get from investing in Nutanix solutions, they will be more motivated to pick us.
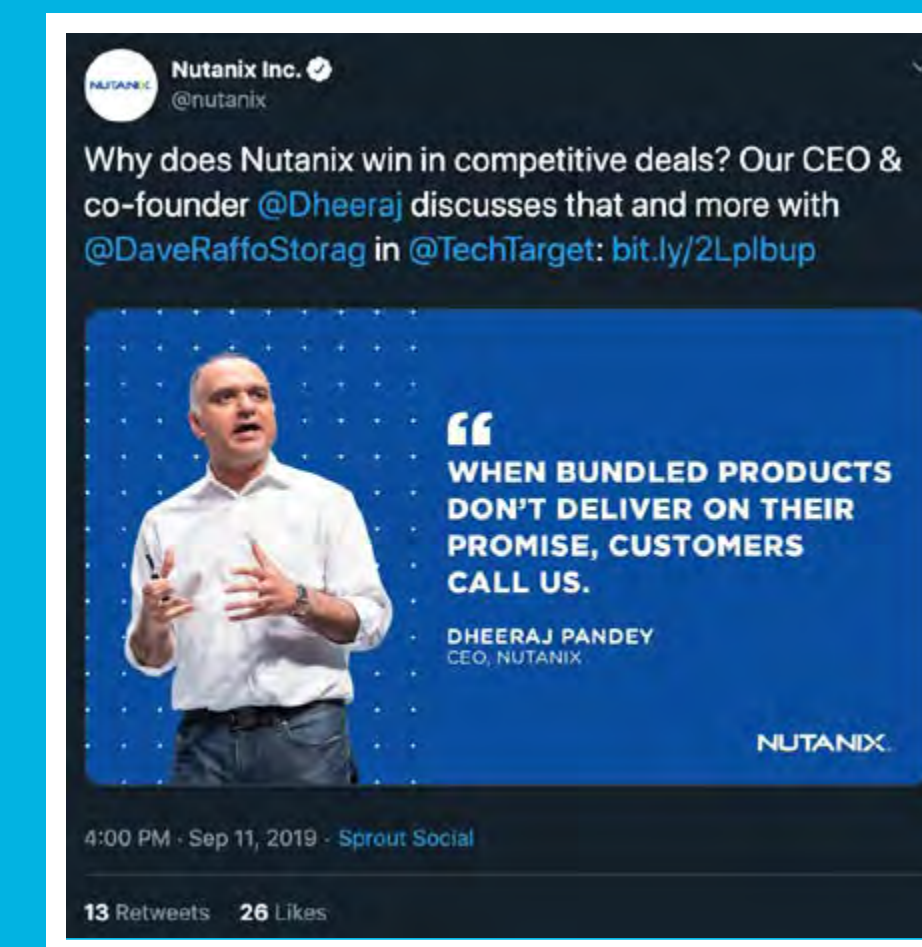
Tweet Example

Touch on vision and direction

Posts regarding the CEO's input are a good way to touch on the company's direction and goals. Prospects will feel more secure knowing that the company is headed in the right direction. This is also a good way for prospects to gauge whether their ideas/values/goals align with the company's.

Tweet Example

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Questions When Writing Copy

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Think about the following questions

Why are we on (platform name)?

What are we trying to achieve?

Who are we targeting?

If you were a prospect, what kind of solutions would you want to see/learn about?

How are Nutanix solutions going to benefit prospects?

Aside from selling our product, how can we deliver value to prospects? (eBooks, Best Practices Guides, Webinars, etc.) By showing that we're well-informed, they may be able to trust us more.

Tone

Informative

Playful

Helpful

Honest

Empowering

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Rules of Social Media

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Stay consistent

Post daily except for weekends.

Adhere to branding strategies; stick with font and color guidelines to ensure that our brand conveys the right image. Determine who your audience is and curate content that they would want to see and engage with.

Engage with prospects

Like, comment, follow, reshare, and engage accordingly with prospects who reach out to us via social media platforms.

We want to make sure that their questions, concerns, or feedback are heard. This also helps us understand what we can improve on as a company.

Be genuine, honest and transparent

We want to share what our plans are as a company as honestly and transparently as possible.

The more prospects know about our plans, the more comfortable and trusting they will be.

Maintain a professional image

While we want to embody a fun and youthful company culture, we want to make sure that we remain professional.

If you have to question the appropriateness of the content you're creating, it's best to scrap it.

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Understand social media optimization

Not every social media platform is the same.

While they are very similar, it's important to distinguish between what you can and can't do. Optimize your graphics and character limits accordingly to maximize reach.

Keep track of metrics and performance

Check back weekly to see how published posts are doing.

Tracking engagement will help us understand how strongly our audience resonates with our content. This will essentially refine and improve our social media strategy.

Include hashtags

Put hashtags in social posts so we can track their performance.

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Graphic Content Creation

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Adhere to brand guidelines

Consistency is key.

We want to stick to our brand colors, fonts, and overall to ensure that our company maintains its image. As long as brand guidelines are met, you can have fun with the designs.

Switch it up

Stay creative.

Adhering to brand guidelines doesn't mean you have to give up your creativity and imagination. There are tons of pre-made Canva templates that you can use to create social graphics - have fun with it and switch up the designs.

Create something attention-grabbing

Keep it simple.

A simple design with bold text in the center is often attention-grabbing, especially if you incorporate bright colors into the design. The graphics are what people will see first, so it's important to grab their attention so they can eventually read the copy.

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Using
XPAND
Social
Function

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Posting your own Social Media content
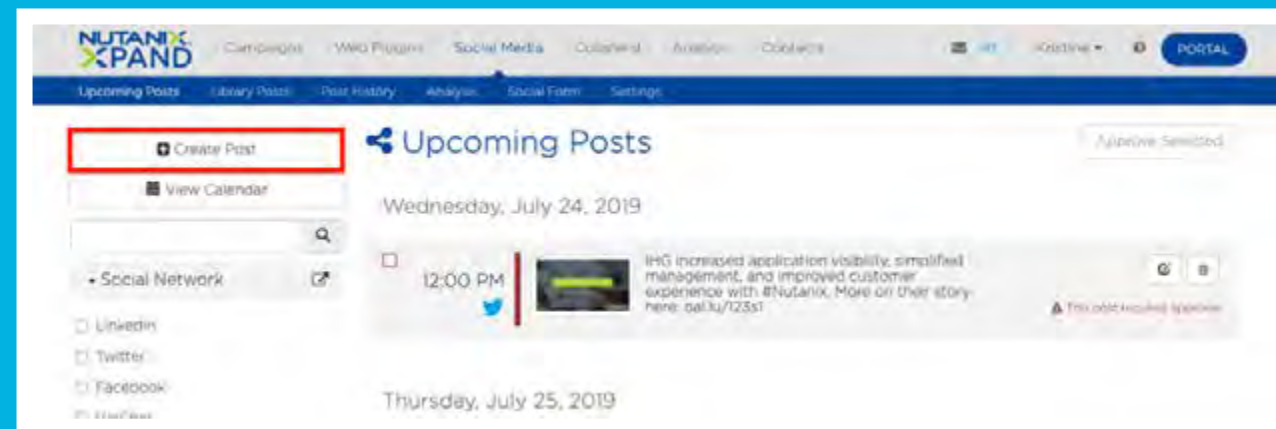
Open XPAND

Go to Social Media > Upcoming Posts > Create Post.
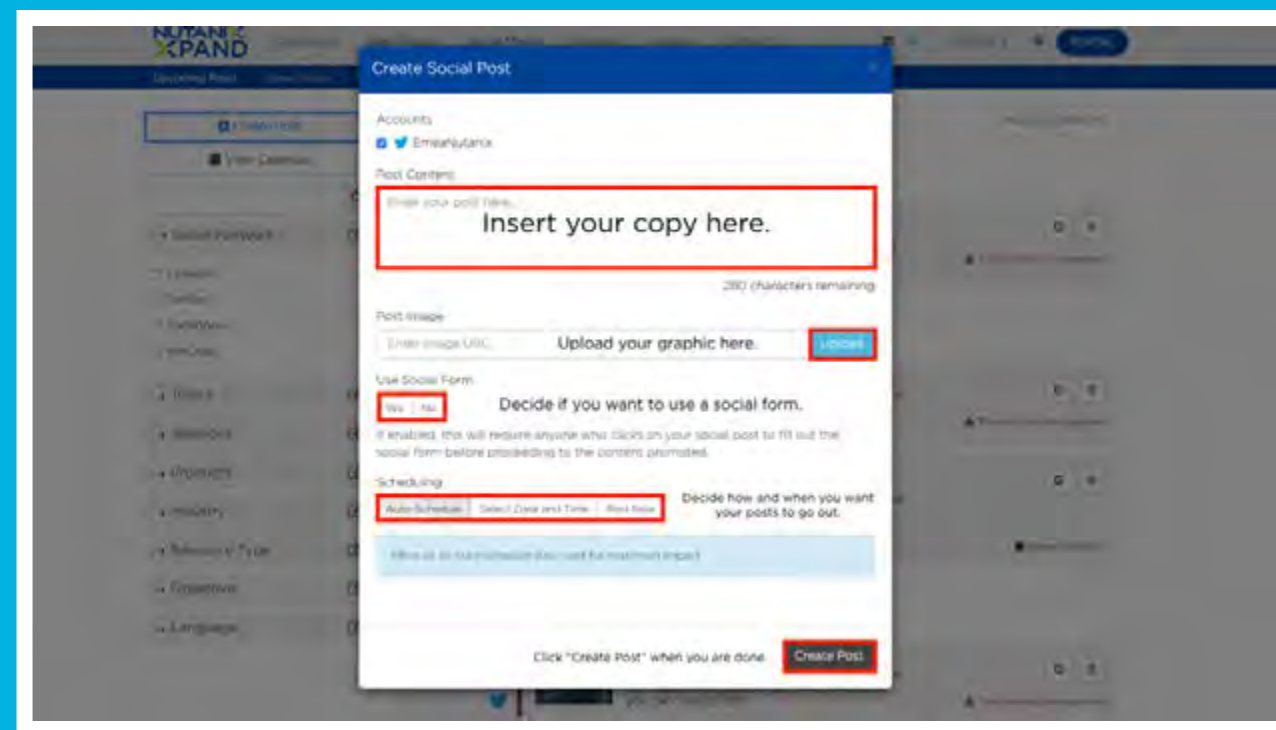
Insert your social media copy and graphic.

Social Form
Decide if you want to use a Social Form. If enabled, this will require anyone who clicks on your social post to fill out the social form before proceeding to the content promoted.

Scheduling
Decide how and when you want your posts to go out. Auto-scheduling will publish your post for maximum impact. You can also select your own date and time - or post immediately.

Library Posts

Open XPAND

Go to Social Media > Library Posts.

Getting started with Library Posts.

Library Posts are a compilation of curated content that can be customized and published at any time. Get started by clicking on the "+" button on the right side of each social post.

Post Content and Post Image.

Similar to creating your own post, you have your Post Content and Post Image - these will already be prepared for you since they are premade. Feel free to change up the content to your preference.

1.   **Social Account**
Select which social platform you want to post to (Twitter, Linkedin, Facebook).

2.   **Social Form**
Decide if you want to use a Social Form. If enabled, this will require anyone who clicks on your social post to fill out the social form before proceeding to the content promoted.

3.   **Scheduling**
Decide how and when you want your posts to go out. Auto-scheduling will publish your post for maximum impact. You can also select your own date and time - or post immediately.

4.   **Approve**
Click "Approve" when you are done.
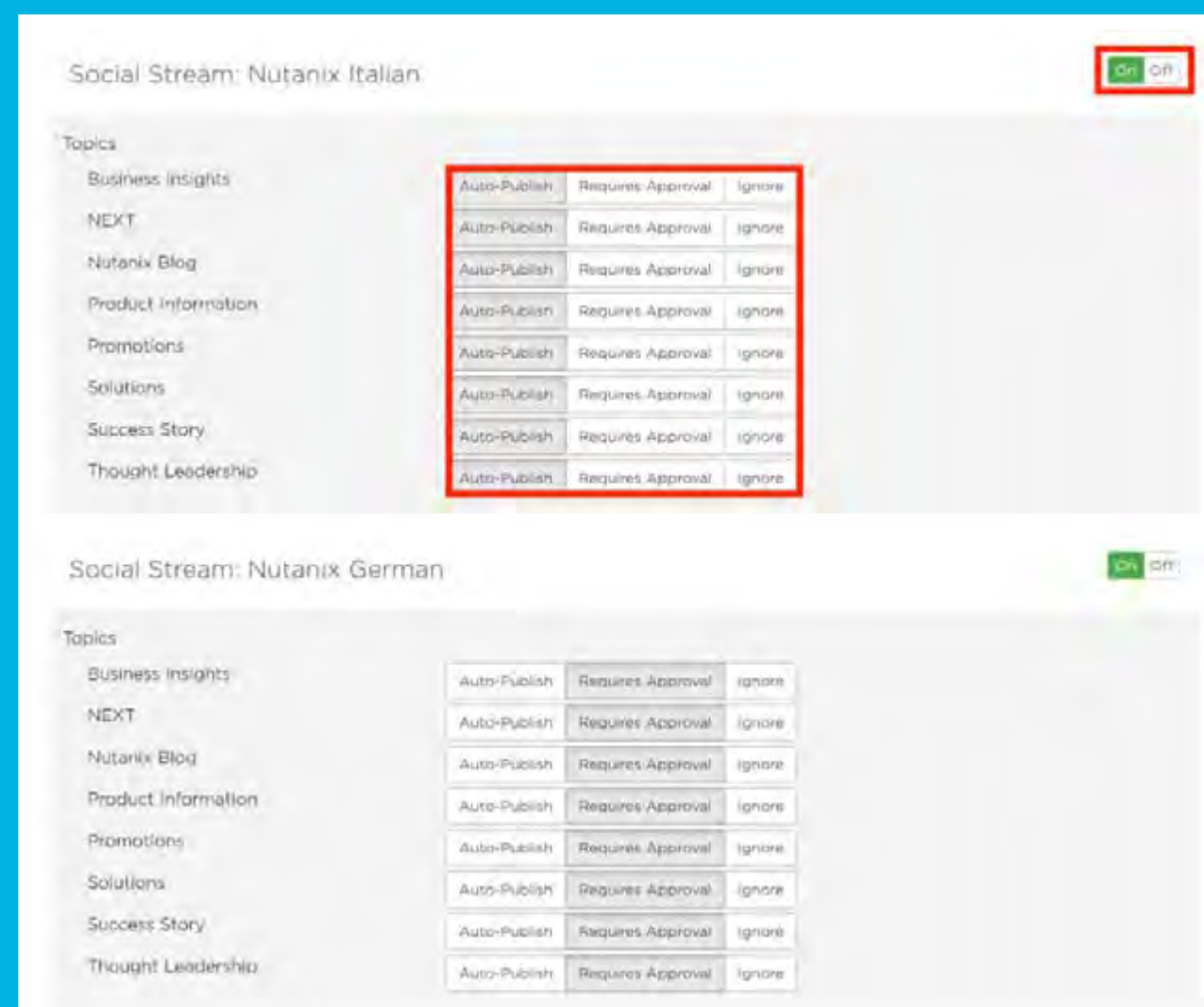
Social Media settings

Open XPAND

Go to Social Media > Settings.

Link your social media accounts.
Click on "Add Account" and select which platform
you would like to connect.

Manage your social streams by turning them on or off.

You can also decide which topics you would like to
publish by selecting from "Auto-Publish," "Requires
Approval," and "Ignore."

1. **Auto-Publish**
   Publish any posts related to this topic.

2. **Requires Approval**
   Posts related to this topic require your approval.

3. **Ignore**
   Do not publish posts related to this topic.

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Next Steps

Start utilizing Social Media with Nutanix

When you're ready to access the power of XPAND, Nutanix is here to serve as your trusted partner. Contact us to learn more and find out how we can help you and your business today.