

ellenyin

Hey everyone welcome back I am super excited today to have 2 special guests on. please welcome to the show Anniston and Alex. I am going to let you to introduce yourselves um and your roles at metricool and Alex I'll just jump right to you? How did you join team metricool? I know both of you head up the marketing department here in the US and I would love to hear how you got into this role at metricool.

Alex

Yeah, so I was actually looking for another social media manager job. So I found metricool on LinkedIn and I had actually never heard of them. Um, but when I did it was like the perfect fit I actually didn't even know that they were Spain based. So I applied for the US social media manager position and it just so happened to work out that I'm also spanish speaking so that has been really helpful and I've been doing the position for five-ish months now and it's been really great so far.

ellenyin

That's amazing and Anniston what about you? I know Anniston, if you're listening by the way, is a local Oregonian so I was so excited when I found out she was joining us from bend but go ahead.

Anniston Ward

Yes, so Alex and I got hired around the same exact time but last year I was actually living in Madrid. I was teaching English for a teaching program and at the end of it I wanted to stay and you know was applying to jobs all around the world but I got to that end point where I was like I probably just need to go home. My visa was running out and so um, my last week I applied and they you know we had interviews and they were so confused because I was in Madrid so I was on spanish time and they were like are you in are you going to be working from Spain or from the US and I was like well I have to go home. So the Us but ended up working out so now when I tell people that I work for you know a Spanish company. They're like oh you got that you know because you lived in Spain I'm like it's actually so really unrelated, but it worked out. Um, it's been so great and yeah, just love working with metricool.

ellenyin

I think that's 1 thing that I love about everyone I've had the honor of you know, talking to at metricool is that the team is all so collaborative and so supportive and I've had such an amazing experience with each and every individual. Which speaks a lot of course to the company culture. Especially one that spreads across the ocean. Um I know for a lot of our listeners though, This may be the first time they're hearing about metricool. This is a social media scheduling platform I mean so much more than that, but you know at its core. That we have used since 2020 our team at cubicle to Ceo Absolutely loves Metricool but can you give a quick synopsis of what metricool is for someone who's never heard of it.

Alex

Yeah, of course so metricool is like your all in 1 social media planning managing analyzing platform. So a lot of people don't know about us is that not only are we a social media planner but we also have in-depth analytics. We have an inbox feature. That's really great so you can take you know your work on the go. We also have a link in Bio tool. We really are just like a really great hub for basically anyone who needs to manage social media in any capacity.

Anniston Ward

And in terms of our accessibility I think that's something that's huge for us is you know, most social media tools can get pretty pricey.

So we have anywhere from free all the way to you know those options for enterprises. Um, so our options can you know are are basically adaptable to any any person who works in social media.

ellenyin

That's what really drew me to metricool initially is that flexibility like you said to grow with the tool to grow with your platform and like you mentioned if you're just starting out and you are a small business owner with 1 social account that you're really trying to manage and plan and grow. You can start with a free plan. But also if you are a social media manager that freelances for a lot of clients or maybe you are a large agency that manages who knows 100 plus brands and all of their related accounts metricool has the capacity to support both types of businesses and both types of needs which I think is just incredible. and I wanted to start our interview off for those you know those listening on the podcast already know that today's case study is about how to use Metricool's analytics tools, like your robust reports, like your cross-platform insights to make smarter marketing decisions, and I thought it would be fun to start off with a hot take so I would love both of your opinions on this but why are native platform insights not enough. For example, like.

We all know you know if you use Instagram you can go to their analytics. You can go to their insights and they'll show you things like impressions and engagements and profile visits and whatnot. But what are the data points that you think business owners and creators are missing by relying solely on native insights. Why is it not enough?

Alex

Um, yeah I have one so um because I am the social media manager I am on social media all day. So if I'm let's say. For example, if I'm looking at Instagram. Um I can only really see like my impressions I can see a very general view of like how my hashtags are reaching if I'm coming from non-followers followers. But if you're using metricool's analytics feature you can really dive deep into where those metrics are really populating from so what I mean by that is like, For example I could see you know what hashtags are working well for me, not just like how my reach is doing. It's like what hashtags specifically are the ones that allowed that post to perform well or. Um, instagram doesn't give you competitor analysis which is something that metricool does give you and that's also super super helpful for just anyone in business because you can pick like you know your local competitors or it could even be like you know enterprise

competitors and you can see what they're doing that is or maybe isn't working and then you can also you know get a little bit of inspiration, adapt give it like your own lens and work with some new content that way. And those are things that are super valuable that I don't think a lot of people know that you can really get from like a third -party platform like metricool.

ellenyin

Wow, that's really impressive I want to put a pin in that because that's a really interesting tool that I want to circle back to this idea of competitor analysis. So. I'm going to come back to you in just a moment but Anniston what's what's your weigh in on this hot take? Why are native insights not enough?

Anniston Ward

I Think another really important thing is viewing your demographics and seeing you know what age are most of my ah most my followers most of my viewers where. What cities are they in, which countries are they in? I think this is important in terms of, you know, finding your ideal clients, finding who your main followers are so you can stay engaged with them and really gain insights of who you're trying to speak to.

ellenyin

Absolutely and beyond you know I guess looking at okay, 50% let's say of my users are between 25 to 44 like let's just say that's a stat that someone finds. Um, what are the ways that you are seeing people successfully use that metric to actually inform their marketing decisions.

Alex

So metricool is based in Europe right? but we actually have three separate kind of teams so we have French Spain and the US market. Um, they expand a little bit more into that. But

Let's just say in general for the US so before we came on. They didn't have anyone in the US that was maybe able to really target like what is happening you know in our demographic in our area. What people like like you know, even if it's like millennials or gen ears like. When we came on I was able to build a strategy based off of our demographics and our age ages and really cater our audience to who is looking at our content and also bring in like that, you know, US knowledge of what we like to see in social media and that's one way that I was able to use analytics to really cater to that. So like when I plan out my content each week as a social media manager I'll look at like okay, so this piece of content might cater more to our gen z audience but I also have this piece of content on LinkedIn that is definitely going to cater to a little bit more of an older audience.

ellenyin

Interesting. So you are you are customizing the content for each platform based on the demographics and and what's showing up as who who your primary community is right.

Alex

Yes, exactly so each platform let's so like let's say our LinkedIn audience is typically a little bit older so I will try to cater to maybe things that they're looking for, they're trying to get answers to in the social media space. As opposed to like if I'm on Tiktok and I'm jumping on a trend that I can adapt to social media marketing or metrics.

ellenyin

That's awesome that kind of brings up a followup question of you know, cross-platform insights you're talking about LinkedIn. You're talking about Instagram. What are all of the apps and platforms that metricool can provide insights for? I remember even back in 2020 and I'm sure your tools have only continued to progress and grow since then but even back then I was blown away by how many channels you guys cover. It was so um, rare even for some of the biggest social planning tools that were available in the US market. They were not covering the number of platforms that you were like. I remember I even saw twitch on there, I'm not a gamer right? So like I'm not going to use that but I was like oh wow like that is really helpful to a creator who may be in that space. So maybe if you could just share with us what those? What are all channels you cover?

Anniston Ward

Absolutely so Metricool covers... you can add your website or your blog Facebook instagram Twitter LinkedIn Pinterest Tiktok Google business profile Youtube Twitch and then Facebook Google and Tiktok ads. Yeah.

ellenyin

Dang did you hear that all right if you are listening to this in your mind spinning. Go back rewind 15 seconds write all of those down this is truly an all in 1 for you to host all of the content channels that you may be creating for and and get those insights in 1 place. That kind of brings me back to um, something you mentioned earlier Alex about competitor analysis. Can you give us a walkthrough of what that actually looks like like what does that mean, what are they telling you about your competitors and can you like pretend we're looking over your shoulder right now I know that. You know this is a podcast and even if you're watching on Youtube that's not a screen share right now. But if someone was on metricool like what would they search? would it be that brand's name and then what kind of information populates about that competitor's profile.

Alex

Yeah, so we actually make it really easy. All you need to do is make sure it's a business profile. So for example, let's just use Instagram again. So you would just need their handle and as long as it's a business profile you would go into our analytics section and we have a section that's specifically devoted to competitor analysis so you just hit add and you type in the profile. It's going to take a second to populate. But once it does it's going to show you how many followers they have um how often they're posting and their likes, their comments and their engagement rate and then you can also toggle the time period so say you want to say this over the last week or the last like three months you can do that and it will also give you um the like the more popular posts and you can go in and click more stats and see that as well.

ellenyin

Interesting and you mentioned like for your own content. Metricool allows you to see which individual hashtags you're using in a post are the ones that are actually bringing in the most reach and traffic to a post. When you're looking at a competitor's profile. Are you able to see that same data or is that exclusive to your own account?

Alex

So the being able to see individual hashtags is only unique to your own account but you are able to see specific posts within competitor analysis that is really helpful for that and you can see like the likes and comments and interactions and engagements for those.

ellenyin

Awesome! So it's like a curated roundup of what's working across your industry right? like what type of content people are really gravitating towards that you can pull those trends and see how you can apply that to your own profile. Would you say is that how you're using it or how you're seeing other people use that?

Alex

Yes, exactly.

Anniston Ward

And I think a lot of people have um, a misunderstanding of exactly what that means because it can kind of seem like you're almost stealing their content and that's not what not what we want to do right? so. We Want to see what's working for them and then adapt that into our own brand voice and our own brand imaging. So. It's really just kind of gaining a grasp of Okay, what's working for them. Um, what are we seeing more engagement on and you know maybe it's a content type. Maybe it's you know some sort of nuance. But yeah, so it's not stealing or plagiarizing by any means that's not what we want to do.

ellenyin

I love you for adding that extra context because we always are such advocates of look there are very few new ideas in this world but you can always provide a fresh perspective and to draw inspiration is 1 thing but yeah to blatantly copy or

Plagiarize is a completely different thing and very unethical. So I love that you brought up that distinction. Um, we've already kind of talked about some of these you know tools and insights and features that you're really loving and using both within your own company account but also seeing your users use. But I would love for each of you to share your top 3 absolute favorite analytics tools. Like things that people may not even know are possible. I know robust reports like I'm sure one of you might be able to speak to that. But what are your top 3 absolute favorite analytics tools?

Anniston Ward

Okay I know that so this is a newer one that we just added and I think this is just ah, such an awesome analytic tool. So in our Tiktok analytics we added impression sources. So you can see where your views are coming from based off if it's from the for you page, follow, from your profile, a search, or even a sound so say if you use a trending audio sound. Um, you can see if people you know are viewing it from this so that will show you. You know, okay, do I need to be using these more of these trending audio are people you know so finding my profile from searches and if that's low then maybe that shows that you need to work on your SEO. So that shows you know how you can adapt your strategy to improve your content. Another one of course is our reports. I think our reports are just awesome. They're super customizable so you can add your own brand logo. You can add your client's logo. Um, you can even toggle on to receive monthly reports automatically and if you want to send it to your client or you know your coworker you can add in their emails and it will send it directly to them so it just eliminates a lot of those extra processes.

And it comes in a really nice, clean document. Um, which is amazing.

ellenyin

It looks like you spent hours putting it together by the way. I remember when I was, when we were still working with social media clients. Um external to our organization and we had to put our end of month recap reports together. Metricool was a god send. Y'all like if you if you have ever spent a ton of time in you know, powerpoint or keynote or canva creating a slide deck. Ah you know showcasing the end of month results. You know how time consuming it can be, and metricool the presentation was so beautiful. So professional. It looked like you spent hours creating it. Or you could even just grab screenshots of key metrics and you know put those into your decks. I also remember when we were using them for clients that we were able to select exactly which sets of data we wanted to feature so it wasn't just this like. Ah, we're going to pull together all the possible data in a report like you could toggle things on and off so that it only shows the metrics that you want it to show is, that is that the case?

Alex

Yes, that's still the case.

Anniston Ward

You can also change if you want to focus on impressions or interactions. So changing those metrics and then also you know how much you want to appear so you can. Max row of twenty or a hundred um so you can really change it to whatever you like.

ellenyin

That's amazing. You also mentioned Anniston that ah in Tiktok you can see traffic sources. I'm blown away that you can see if it came from like you said for you page or a sound. I know that for so many of us. Of course you know with changes in um, in content I think right now like talking head videos organic kind of front to camera videos are just as popular if not even exceeding the popularity of you know trending audios. but still trending audios are such a great way To kind of ride the momentum of you know a collective audience. That's like really

interested in a specific point of content so being able to separate that out I think would be so helpful for people even I'm thinking of our own accounts. Sometimes we have a video just take off. And we have no idea what made it take off right? We're like is it because we use the trending audio is it because of like you said the keywords is it the fact that you know we just timed it right? It's so hard to know. Do those same features that you mention about traffic source apply to reels as well? Like can we see if reels traffic came from a trending audio or is that exclusive to Tiktok?

Anniston Ward

I think it might just be yeah I think it's exclusive to Tiktok. but the amazing thing about it is that it's not even available yet on Tiktok, whereas Tiktok has some of those basic compression sources.

We take it a little bit deeper and add those sources you know like the sound. We're ahead of the game.

ellenyin

You are literally beating TikTok at their own game.

Alex

We're first on the market with this feature as well too. So we're the only ones who have it at the moment.

ellenyin

Wow go metricool engineers, that's amazing! Alex, what about you? What are your favorite analytics tools that you really want to make sure our listeners are capitalizing on.

Alex

So they somewhat mirror Anniston's favorites but I wanted to just dive a little bit deeper into those tiktok um analytics that we have recently added. Something that I really like is we did add like Hashtag and like sounds and like you can track all that. But I like to look at the average time watched which you can see in Tiktok but we take the total time watch. We'll take the average time watched and we'll also like put that all nicely into a little graph as well. It'll all show up in like a nice little table so that you could see where all of the Sources are coming from and one really great thing that Anniston touched on was that using Seo with analytics so because you can see if your videos are showing up in search terms that metric alone will help you so much so like say for example, like we'll use you know social media or we'll use like the words analytics like on the actual screen of Tiktok videos. If that is being specifically searched. So for example, like um, how you can use like you know your analytics on metricool to like you know, increase your reach if that is being searched. It'll pop up like in a percentage form. In our analytics section so you can see oh like this video did work for Seo in that way like it's being searched for. So maybe I should make another video because those keywords are being searched for.

ellenyin

Oh amazing and does it do the same thing like hashtags where it will break down exactly like.. For example, let's say you use both the word social media and analytics in the same video will it tell you like analytics brought in 50% of the search traffic and social media brought in 25% Or is it just saying overall of all of your traffic like 50% came from seo.

Alex

Yeah, so it'll be more of a general view. So the way that it's seen is it's in a list of posts so you'll see the video and then it'll just show you like in the columns the percentage that is happening from that specific video so you might not be able to tell. Which Hashtag specifically brought you like that 50% but you can narrow it down if you only use like 7 hashtags or so you can see that some of the one of those worked and then you can kind of you know test and see what's working in the future with those.

Anniston Ward

If you have like a crazy spike and you're like you know say if you posted a video the day before and then you wake up and you have a crazy spike. You can also change the date range so you can change it to last week or yesterday. So say if you Kind of have one of those spikes and you're like where's this coming from you can change the range and that will give you better insight.

ellenyin

Got it.

This is just mindblowing. I just want to recall that again for listeners the fact that tiktok itself doesn't even give you this insight and metricool does like what are you waiting for? If you play in Tiktok at all, you need these analytics. This is going to totally change how you approach your social strategy. Are all of these features that we've talked about so far by the way, are these all available to even free users of metricool are some of these exclusive to the premium account option.

Alex

Most of them are free. We touched on reporting, reporting is more of a premium feature but like the Tiktok analytics completely free. So you really should make an account.

ellenyin

Well make sure to drop the link below in the show notes where you can sign up for a free account will also include a code. I believe it's just 'CEO' and that will give you thirty days free on any premium account. So if you want to try all the premium features without any risk you can just use the code 'CEO' when you sign up for your count or if you just want to start with the free count and start playing around with the tools. That's also available to you and like I said just scroll below to the show notes and click on that and you'll be able to get yourself set up with it. I know we've been really heavily focusing on analytics but I do want to just at least take a moment to highlight some of the other amazing features that are available to metricool users. Um for myself personally I know 1 of the most used futures that we use internally as a company

is the real time insights - like basically when you connect your website or your blog to metricool's platform you're able to see in real time who is visiting your site from where like it will literally say like their state or their country. And you can see this series of links that they're clicking like last night I was drafting up an email late night to like send out and I saw there was it was like really late you guys, and there were like 4 people randomly on our website and I could see oh like they came in from this opt-in but then they clicked over to our podcast link and then they clicked over here in that series. That trail of steps is so illuminating because it shows you how people are actually navigating your website, interacting with your content so that was just like 1 thing that I thought of immediately that I love and I want to make sure our listeners are again taking advantage of. But what comes to mind for you too, like what are some of those lesser known or underutilized features that you think everyone should be incorporating into their social strategy.

Anniston Ward

Absolutely I think one that's not talked about enough, this is a premium feature, but are smart links. So as most of us know social media platforms usually only allow for 1 clickable link and this, you know, really limits your options in terms of what you can add where you want people to go. So with smart links you can add as many links as you want, you can change them per platform and you can customize them so you can add different backgrounds and different colors. And your brand logo, everything and then also you can see the analytics of it so you can see who is clicking in like how many visits you're getting. And also you can change them around so say if you had an event or you know a webinar or some sort of promotional push. You can change them so you can add it to the top. So that's the first click that people will see um so smart links are amazing.

ellenyin

Thank you for the practical example by the way, I think hearing those real life use cases really helps people grasp like exactly how they can implement this in their own strategy Alex what about you.

Alex

1 feature that I think that's really great. It's actually another one of our newer features but it was one that so many people were asking for beforehand. It's our multi-posting feature. So this is so that you can repurpose your content super easily on metricool so say. For example I have a post that's ready to go on LinkedIn. And let's say it has a link in it. You can hit edit by platform toggle on whichever platforms you want to post to and then from there. It's going to create templates that's a duplicate of like your initial template and you can just go in and like modify those small little changes per platform. So for Instagram I can remove the link and add hashtags. For Twitter I can shorten it to the character count that's necessary and then you just hit save and it automatically schedules it out to like all of the platforms that you need it to go to so repurposing is made even easier.

ellenyin

Oh my gosh. Ah I just like I know all of like the content people who are listening to this are just like probably screaming with delight like this is seriously such a pain with the native integrations that are available in platforms like you know how. When you post on Instagram it gives you the option to Auto post to Facebook as well. But it doesn't give you that option like you just mentioned to remove the things that are irrelevant to Facebook like your hashtags like the at mentions that never show up correctly and and people are like this looks like a post that isn't native to this platform so that is brilliant.

That actually sparked um, another thing that I saw recently metricool came out with um in this is like the coolest thing ever, especially if you are a data or not a data a a spreadsheet nerd I i. Admittedly, am not very talented with spreadsheets but thank goodness metricool kindly created a spreadsheet template with everything already formatted. So that all you have to do is like go plug in your captions and like upload images and whatnot but talk to us about this tool where you can schedule out thirty days worth of content in 1 click across a multitude of platforms and this includes things like reels and tiktoks by the way you guys. This is not just like static images or carousel posts. It includes video I was absolutely mind blown by this tutorial that I saw on Youtube about this feature which we will link for you in the show notes. So if you're curious to actually get a visual of this and how it works scroll to the show notes make sure you check it out but can one of you kind of walk us through like what this new feature actually means what it looks like, how is this different than just going in. And scheduling your posts manually and metricool 1 by 1.

ellenyin
Yeah.

Alex

Okay, so the template just dropped was actually kind of like our 2023 gift for all of our users and it's actually a Csv template. So the way that you use it is you go in and like you said you plug in all your captions you plug in all your links to like your photos your videos. And what that's going to do is once you plug all of that in nicely - So say your batch scheduling a week or even a month out you just have to go into metricool upload the Csv file and then it's going to read that template in and just upload it into your calendar and all you really have to do is make sure that all of your posts look good. And you might have to add a few finishing touches in the end but everything is like almost automated. You can even do it with like you said with videos all you have to do is you have to make sure that your videos and your photos are viewable in some sort of link. So like we will use like a Google drive link that's viewable so that it can pull that link from to upload. But you can also use Dropbox as well.

ellenyin

I cannot state this enough you guys, you have to watch this video. It's like 2 minutes long so it will not take any time away from your day but go to the show notes and watch this video. I think you are just going to be like gaping at your screen that this even exists.

I just love the way that your team when you created this spreadsheet, how you broke it out into tabs like there's like a tab for you know LinkedIn a tag for Instagram Tiktok etc etc, and it's like you just literally go in you guys and like type in your little caption. Um, and link your you know your creative image, your video or whatnot and it's seriously like this file is just read and populated into your content calendar and it's all uploads. You don't have to like manually upload each and everything. It's truly truly amazing. That was a great explanation. Thank you Alex. All right I want to move into hot take number 2 this is this is I promise this is the last time I'll put you guys on the spot. But I just wanted to get your opinion on this. You have the um, the privilege I guess of getting an inside look at thousands of social media accounts right? Not only individual creators but also.

Big like you said big enterprise brands that are doing millions of impressions a month so in looking at all of the behind the scenes data as a social planning company. What do you believe will be the biggest or emerging trend in 2023 on social media? What are you seeing performing really well for your ah user accounts right now across your user database?

Alex

1 thing that I'm seeing a lot is authenticity and what I mean by authenticity is like putting out content that is truly authentic to you and your brand. And that can literally manifest in so many different ways that could be something as simple as talking to the camera about your business. It could be talking about yourself if your you know your own personal brand but authenticity is so popular across all platforms right now. Of course Tiktok is probably at the forefront of that. But we're seeing authentic posts perform really well on Instagram even like on LinkedIn and on Facebook people are really appreciating creators and businesses being authentic and true to themselves and their branding and that's what people want to see. They don't want as much curated as they want authenticity.

ellenyin

I was just at a conference in Nashville this past week in that exact sentiment came up that people just really crave that...I know I'm not a gen z I don't know how old you 2 are so maybe maybe you two fall in that range but like um I'm kind of right on the cusp like I'm a zillennial right? like I was like n the last two years of qualifying as a millennial I guess but I um I saw that as someone said I can't remember who said this so I apologize if I'm quoting you and and I'm not saying your name but um, someone was like gen z is like the Anti filter aesthetic aesthetic like they though they like the aesthetic that is purposely not filtered and I think that people like we went through such a what is a evolution on Instagram Instagram especially you know how like even 5 to seven years ago like 2016 Instagram was such a different world right? It was like your grid had to be perfect. Everything had to match. You had a certain aesthetic and now it's like for lack of a better term. It's almost like a hot mess express, like when you see people's feed. It is all over the place in terms of like what is showing.

What is showing up. Um, so I really love that you call that out and I want to just go one layer deeper Alex like, of all of the authentic like just talking to camera type of video content. Is there 1 type in specific that you feel is really...

You know, just taking off like, for example, some people do the what is it like b roll of them like just in their day and then they put like text over it and it's like raw from the from the camera roll or some people do photo dump some people like you said do talking head cameras is there any specific one that you are seeing kind of be the leader in the authenticity trend?

Alex

I Feel like what I've been seeing a lot is being authentic but also being relatable. I think that people are more than likely to read your post or to stop and watch your video if on some level they can relate to you right? So Even if you're not in the same job field or if you're not you know, maybe in the same points in your career if you can somehow relate to a person on any capacity, I think that that'll take you miles farther than like you know, just posting just a post to post. For example.

ellenyin

Right? Do you feel though that sometimes it's easier for personal brands to do that than say company accounts like I know for a lot of our community, people who are not necessarily the face of their brands they struggle with that. They go well I want to be authentic and I want to connect with my audience but I don't want to become a personal brand I don't want my face to literally be on everything. How do you suggest companies like I mean and maybe you even drawn your own experience running metricool where like metricool is it's own brand. It's not like the Alex show or the Anniston show or the founders or Ceo. How do you balance that like offering that authenticity and relatability without having to rely on a specific personality?

Alex

Yeah, so I do definitely think that it is harder if you're not necessarily a personal brand to really bring that relatability forward. So the way that we've done it is like well yes like me and Anniston are at the forefront of a lot of our social platforms and things like that we like to take user feedback into account a lot so we really find that that's kind of how they'll relate to us right? So if I ask let's say on like a weekly LinkedIn post like what do you want to see from us like what is it that would help you. And then we can take what they're giving us and bring them that content and obviously still relate it back to like Metricool and metricools features or maybe something in the social media marketing space. But I think that that's a really great way to really connect with your audience if you don't necessarily need to put a face to the brand. You can just ask them for user feedback because that's something that people really value, like they know that you're listening to your audience and really trying to improve your business for them because again they're the ones that keep you going.

ellenyin

That's great advice. Not assuming but asking. Thank you Alex. Anniston, what about you? What's your hot take on the emerging or what you believe will be the number 1 social trend in 2023?

Anniston Ward

Okay, this might not be a super hot take but I feel like repurposing is really important. Whereas I don't think being on every social media platform all the time every single day is, you know, maybe the best route. I think it's important to choose a few platforms and spread your messages across them and so you know maybe your main platform is Instagram um, but you can easily and time efficiently. You know take your reels and change them into Youtube shorts or Tiktok videos. And I think um, piggybacking off of Alex in terms of authenticity I think repurposing those and presenting to you know those different platforms. Hey what you know what issues are we seeing from our clients and really showing the solutions. So you know, maybe it doesn't have to exactly be okay, use metricool and everything and be super promotional, but providing some of those outside tips of okay this is how we save time posting you know scheduling our content or these are some extra tools that we like to use on top of metricool I think that goes on top of authenticity and moving away from just the you know uber promotional content of okay, buy our products and you know, be our customer. Um I think going Beyond just your brand and yeah, being authentic.

ellenyin

I'm curious for you when you're looking at repurposing, you know, I know it's different for every um, every business, every creator what their primary content that they repurpose from is. But for you guys like when you're looking at repurposing what is the content that is the the origin source so to speak that you then repurpose from like are you taking like Tiktok as like the primary content channel that you repurposing everything from is at LinkedIn is an Instagram Facebook like what? What's the origin source?

Alex

So we primarily repurpose at least for video content. We primarily repurpose from tiktok, so we will post our Tiktok and then that will eventually be shared to Facebook reels Youtube shorts and IG reels. Um, and then we also so it kind of works in different formats. So for Instagram example, we will repurpose our Instagram carousels as pdfs to LinkedIn which is really great for getting more information out there and I think that that's something that a lot of people aren't doing but it's such an easy way to create content on LinkedIn. So it really just.

Depends on the type of content but those are 2 of like the primary ways that we'll repurpose.

ellenyin

That's really interesting when you say repurpose Instagram Carousels to LinkedIn Pdfs, is that the new feature on LinkedIn where it looks kind of like a carousel that people can still swipe through or are you talking about like a literal pdf that they can download and like take home with them.

Alex

So yeah, LinkedIn like so if you were to just repurpose because you can't easily repurpose the carousel to LinkedIn and it'll show up kind of like as a swipe through Pdf but what we'll do is we'll download all the slides. Like transform them into a pdf and upload them that way. It's easy for

people to download and keep it especially if it's just like an informative type of content piece because then they can refer back to it later.

ellenyin

That's so smart, are you putting that behind an opt-in wall or are you just giving it out for free and you're really not asking people to let's say exchange their email for that Pdf download.

Alex

Completely for free.

ellenyin

Wow that's amazing and you two also brought up just 1 more thing that I'm kind of curious on speaking about repurposing. Um, if you're starting with Tiktok for short form videos.

And then repurposing to Instagram Reels, Facebook reels and Youtube shorts, across those 4 shorts focused platforms which one are using the most momentum and growth from, because I know right now there's kind of this like a little bit of a mert- This is my hot take. 2023 by the way I know no one asked me but here I am I'm going to say I feel like there's this emerging battle between Youtube shorts and Tiktok and I know a lot of people have always been like oh it's Tiktok versus Instagram reels like which one are you going to play on more but I actually think it's Youtube shorts and.

They are really aggressively investing in a lot of different features. So I would not be so surprised if there was a larger migration from Tiktok to Youtube shorts in the coming year. But I'm just curious from your guys' perspective, you know repurposing across all 4 platforms. Which of the shorts forms are you releasing takeoff?

Alex

I agree with your hot take. I definitely think Youtube shorts are going to like explode and honestly like Youtube shorts is probably what is working the best for us right now.

ellenyin

Really okay, that's so interesting and are you changing anything about the video when you put it on Youtube shorts. Are you changing up the keywords that you're putting in the title or is it literally like you're grabbing the video from Tiktok removing the Watermark obviously and then just throwing it up on Youtube shorts with the same exact like Keywords and everything.

Alex

I think we do tweak it slightly for like ah SEO purposes for Youtube but for the most part it's fairly similar. Sometimes the captions are the same but we'll definitely like cater the hashtags or like just like the title a little bit differently. But yeah, sometimes like you know it. It really does fluctuate sometimes. We'll see it perform better on Tiktok and sometimes on Youtube shorts. But in general we have seen really great success with Youtube shorts across not even just like the US platform but like our french and Spanish platforms as well.

ellenyin

Amazing! Well Anniston and Alex thank you so much for coming on here today indulging me and all my hot seat questions that put you on the spot. You 2 are real troopers. To wrap up this conversation can you share with our listeners where they can go.

To connect with metricool. Anniston, do you want to start us off.

Anniston Ward

Yeah, of course so you can go to metricool.com make sure to look out for a new website coming on Monday we've worked really hard on it. It looks so good. I'm really excited. I'm really proud of metricool so metricool.com and you can also go to the blog site metricool.com/socialmediablog. That's where you'll see some of my pieces. Um and then also our Instagram metricool app. Alex I don't know if you want to dive into more of the social platforms.

Alex

It's @metricoolapp on both Tiktok and Instagram and then I believe if you just look up metricool on Youtube it should be like metricool en or just metricool in english something like that.

ellenyin

Thank you! Well by the time this episode airs, the new metricool site will definitely be live. So I personally am very excited to see um all the new things they always are rolling out the best features and they really are I think first to market.

With a lot of innovative insights tools. Um, and so if you are someone that likes to stay ahead of the game, metricool is where you need to be again. Make sure you scroll below to the show notes or go to metricool.com sign up for a free account and you can use our code 'CEO' if you want to trial any of the premium features for thirty days. Anniston and Alex thank you so much again for joining us on Cubicle the CEO.

Anniston Ward

Thank you! That was so fun.

Alex

Thank you So fun.