

Proposal for Buffer Pro Subscription

Introduction

To increase the Society's social media presence, I propose we upgrade to a Buffer Pro subscription. Buffer is a useful social media tool which allows users to create a number of posts across several platforms and stores them until they are posted at scheduled times.

This is perfect for organisations like us that have accounts across Facebook, Twitter and LinkedIn. It allows the creation of content tailored for one platform and can be tweaked and sent to another.

The scheduling features are very convenient for popular events such as our National Festival where numerous posts could be sent at the same time. Our followers might miss them if they're not online but Buffer allows those posts to be spread out across the day.

Advantages to Upgrading

Currently, we use the free Buffer plan, which allows only ten posts to be scheduled per account. Each channel has one to two posts sent out daily (depending on how many there are in the queue) and content is shared from recorder-related tweets or websites. When the queue is full, a single post is published immediately each day until there is space to add more.

With the Pro Plan, the queue can contain ten times more (100 posts) which will allow our social media accounts to post three to four times daily which will help make our presence more active and engage our followers. Analytics showed 50% more users viewed our tweets when we post four times a day.

It allows the use of analytics so the past month's posts can be analysed to see which performed well and which didn't. For evergreen content, the Share Again feature will add high performing posts back into the queue.

This data can be used to inform what kind of content should be shared in the future. Are a specific user's posts that we comment on and repost on our timeline more popular than others? Does content from other recorder players work better than our own?

Link tracking can be integrated to see what segment of users go onto our website and other post links which helps narrow down who is interested in our social media following and how we should be attracting more of them.

When I used a seven day free trial of Buffer Pro to test it out, over that time over 300 more impressions were gained (people that saw our tweets) and just under twenty more engagements (users that clicked on our tweets) on Twitter alone. This was compared to the previous three weeks.

Conclusion

Combined with a half price non-profit discount, the Buffer Pro Plan is available for \$6 (approximately £5) a month. I believe it provides value for money by allowing more posts to be published and being able to study analytics to create more effective posts.

In turn, this should gain us more attention in the professional recorder world (because that's who many of our followers are) and help publicise our own events. While many of our users are UK members, we regularly re-post content from the international recorder scene across Europe. We will then be able to grow our audience which should influence eNews subscriptions and membership especially in the younger demographic that uses social media.