



Business Smarts: Getting On (GO) SOCIAL MEDIA Resource



What is social media?

Conversation: connecting, interacting & socialising, educating & building trust.
A place to begin & continue Conversation about your brand...

It's a place to tell people about who you are and what you do, and give them quality information so they can make informed decisions about what you offer and get in touch with you.



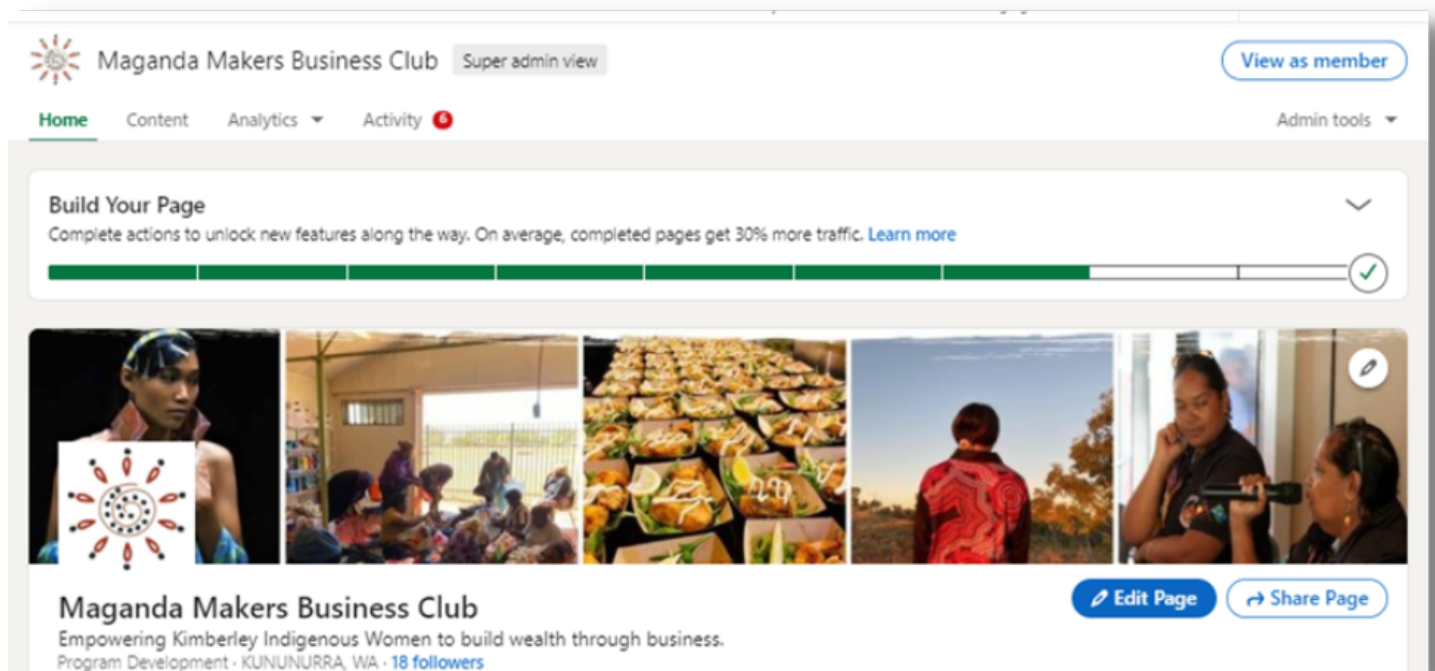
The Goals of Social Media

- 1) Connect & interact with people
- 2) Grow Brand & Online Awareness (viral marketing)
- 3) Network & create new connections & opportunities
- 4) Keep Customers & Potential Customers informed (in a non-threatening way)
- 5) Create & Build Trust and relationships
- 6) Brand credibility
- 7) Build yourself & your Company as an Industry Leader (helpful Industry information, tips & tricks, product & business information)
- 8) To drive traffic to your website.



Branding

Consistency in messaging & branding is key from website to every social platform.
<https://magandamakers.business/>



Growing Brand Awareness & Reach

In order to achieve your business goals of growing brand awareness and reach, it's important to regularly engage with your followers. Here's how you can do it! You can make a **deadly** impact for your business and help grow your bottom line too!

TIP: You can post the same content on all of your platforms if you want to. Create a post for your Facebook page for eg, then copy and paste it to your other profiles and change it up slightly or post the same content!

- Post at least once a day is ideal but greater 'organic reach' will be seen if you can post more.
- Post a variety of posts – 8 different post types, rotate through
- Create posts that encourage people to comment, like or share and encourage them to do so!
- Create posts that have a CALL TO ACTION – who do you want them to do with your post?
- Review your insights regularly to determine when your fans are online
- Some trial and error is ok! Sometimes you don't know what will work until you have tried it.
- Remain consistent with your brand 'tone' and imagery.
- Make sure your photos are of a high quality. Some smartphones take great photos!
- Always have an video or image with each post. Text posts don't trend well in general.
- Include videos – they have greater impact
- Tell the story of your brand. People not only want to know who you are and what you do, they are interested in what's happening in the journey of your brand. So ask yourself the question 'what's happening in my business today that I can share?'

What to share on social media.....

Things to share on social media with your following to market your business:



Key features of your business that make it stand out from competitors



Information About you, your business, your industry



Communicate important dates, events, news, milestones



Highlight individual services/products/coming soon/almost sold out.



Personal Touch eg. Happy Easter



Facts – some funny, some useful



Creative Marketing eg. bucketlist in area -things you could do Collaborate with local businesses!



Educational articles eg. Top trends



Shareables/meme's where appropriate



Storytelling & vision building the journey of your brand



HASHTAGS

WHAT THEY DO AND HOW
TO USE THEM

WHAT IS A HASHTAG?

In 2007 Merriam-Webster first defined the word "hashtag" as
*"a word or phrase preceded by the symbol # that classifies
or categorizes the accompanying text (such as a tweet)."*



2 MAJOR TYPES OF HASHTAGS



GENERAL HASHTAG **BEST** PRACTICES

- **BE CAREFUL** with hashtags that are too long or clever - Consider how many people are likely to use your hashtag, and keep it simple and easy to replicate!
- **BE SPECIFIC** without being too specific - Make sure the hashtags you are using are relevant to your goals and your audience!
- **DON'T OVER DO IT** - Over doing hashtags is like leaving a breadcrumb trail to your account for a spammer, one or two hashtags per post is enough to get quality engagement.
- **RESEARCH HASHTAGS** before using them - Some hashtags could have mixed meanings, don't get mixed up in an awkward situation by using a hashtag that could be sending the wrong message.



WHEN TRYING TO GAIN FOLLOWERS OR "FANS" OF YOUR AWESOME CONTENT -

Use community hashtags to make your content more discoverable by new followers and potential leads!

WHEN TRYING TO FIND RELEVANT POTENTIAL LEADS -

Use the same community hashtags that the locals use to try and get your content in front of people in your target market!

WHEN TRYING TO LAUNCH A CAMPAIGN, CONTEST, OR PROMOTION -

Entice your followers to engage with your brand by creating a simple yet creative branded hashtag and campaign to go with it!



WHEN JUMPING ON TRENDING HASHTAG TOPICS -

Trending hashtags can come and go in a matter of minutes, if it is relevant to your business try and get your five minutes of fame!

WHEN TRYING TO ESTABLISH YOURSELF AS AN INDUSTRY LEADER -

Share a new perspective or insight with others in your industry by using a relevant community hashtag!

WHEN TRYING TO LAUNCH A CAMPAIGN, CONTEST, OR PROMOTION -

Encourage your followers to engage with your brand using a branded hashtag!



WHEN ENGAGING WITH A LARGE NATIONAL OR LOCAL EVENT OR NEWS -

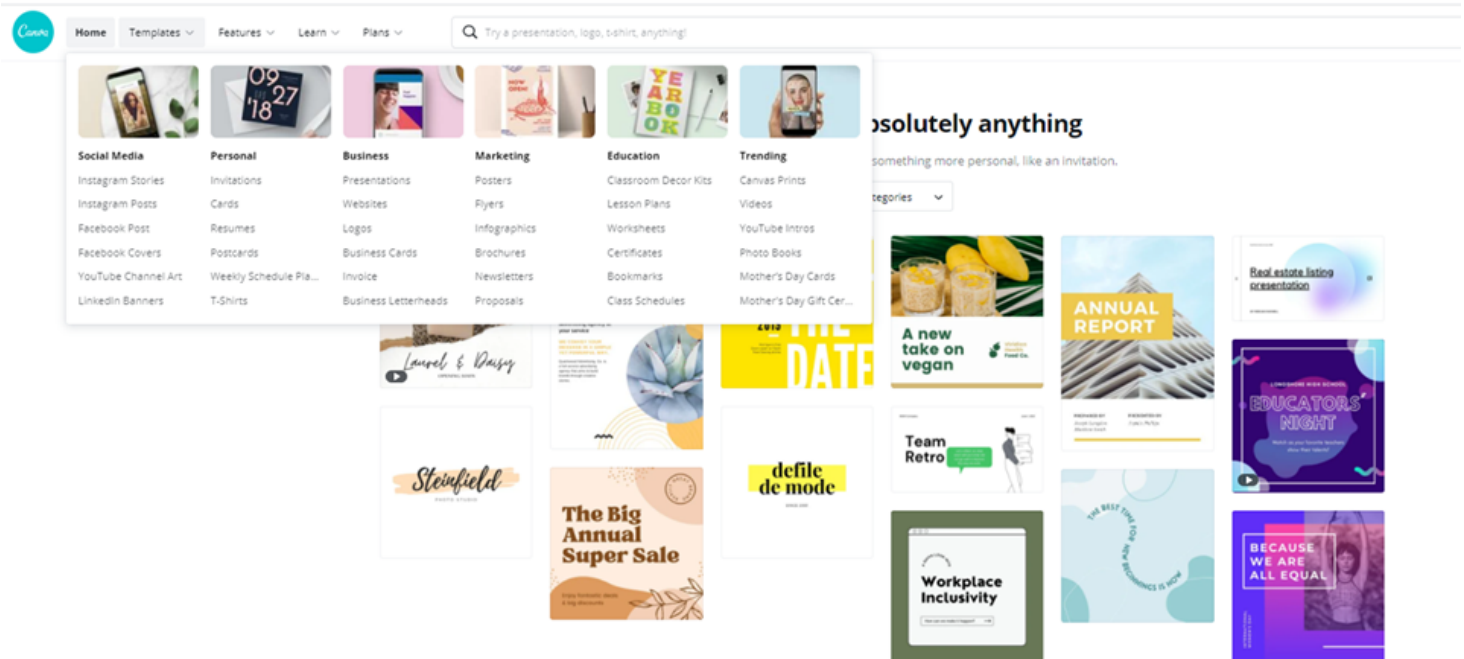
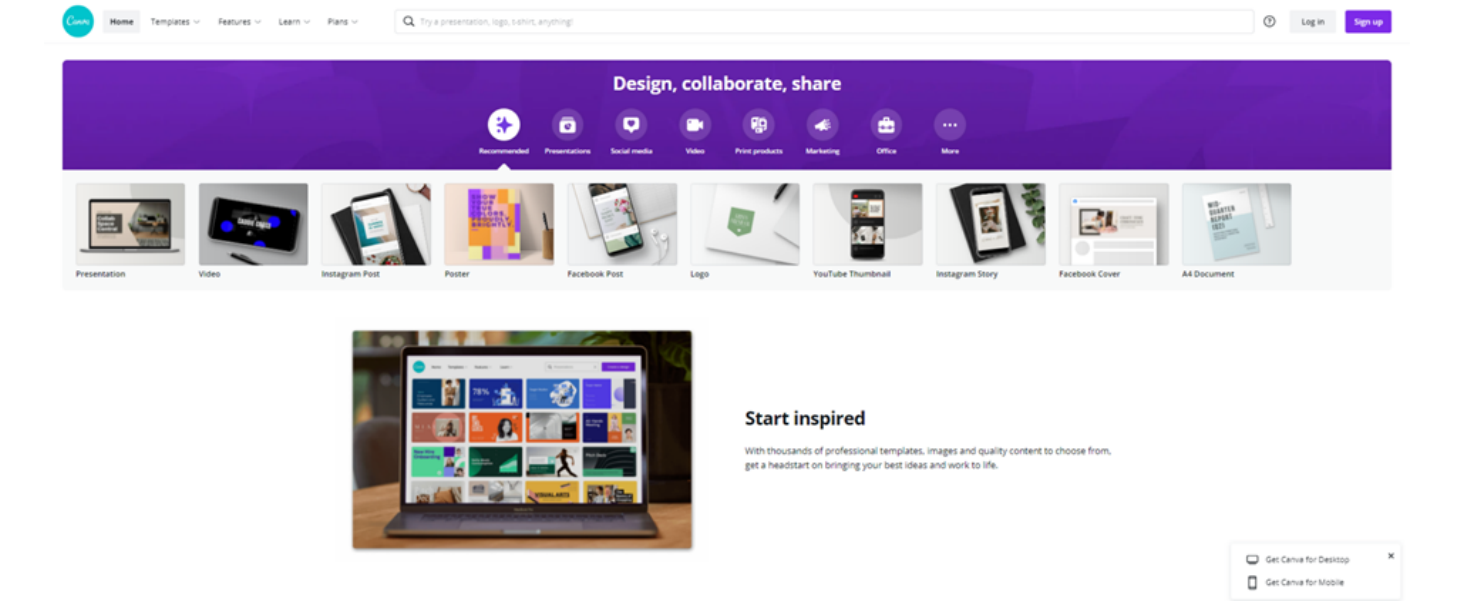
Post about a trending topic or event that is relevant to your business using a community hashtag.

WHEN TRYING TO TELL A STORY OR CREATE AN EASY-TO-FOLLOW EXPERIENCE -

Use a simple yet creative hashtag for your followers to use to engage with your brand.

Creating Graphics

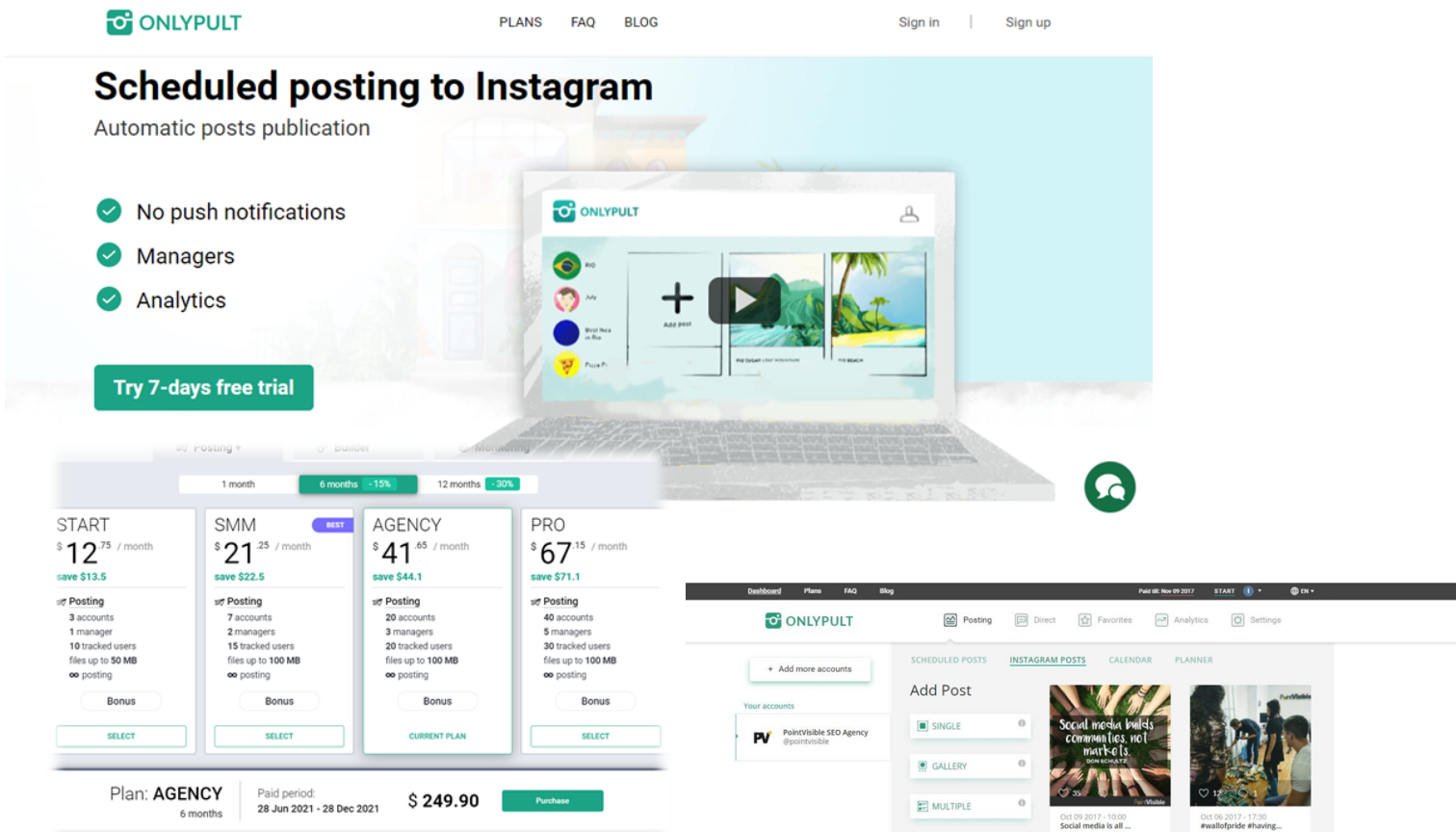
You can use a simple online tool like Canva to create graphics that get attention. There are a variety of templates to choose from. Canva has a FREE and a PAID version.



FREE www.canva.com
PAID <https://www.canva.com/pro/>

Scheduling Tool for social media posts

Save time with your social media posts and create a week or a month's content at once and schedule it. You can then add extra posts when you need to. Below are two recommended scheduling tools.



ONLYPULT PLANS FAQ BLOG Sign in | Sign up

Scheduled posting to Instagram

Automatic posts publication

- ✓ No push notifications
- ✓ Managers
- ✓ Analytics

Try 7-days free trial

Plan	Price / month	Accounts	Managers	Tracked users	File size	Posting
START	\$12.75	3	1	10	up to 50 MB	∞
SMM	\$21.25	7	2	15	up to 100 MB	∞
AGENCY	\$41.65	20	3	20	up to 100 MB	∞
PRO	\$67.15	40	5	30	up to 100 MB	∞

Plan: **AGENCY** 6 months Paid period: 28 Jun 2021 - 28 Dec 2021 **\$249.90** **Purchase**

ONLYPULT Dashboard Plans FAQ Blog Paid till: Nov 09 2017 START 100% EN

Posting Direct Favorites Analytics Settings

+ Add more accounts

Your accounts: **PV PointVisible SEO Agency @pointvisible**

SCHEDULED POSTS **INSTAGRAM POSTS** CALENDAR PLANNER

Add Post

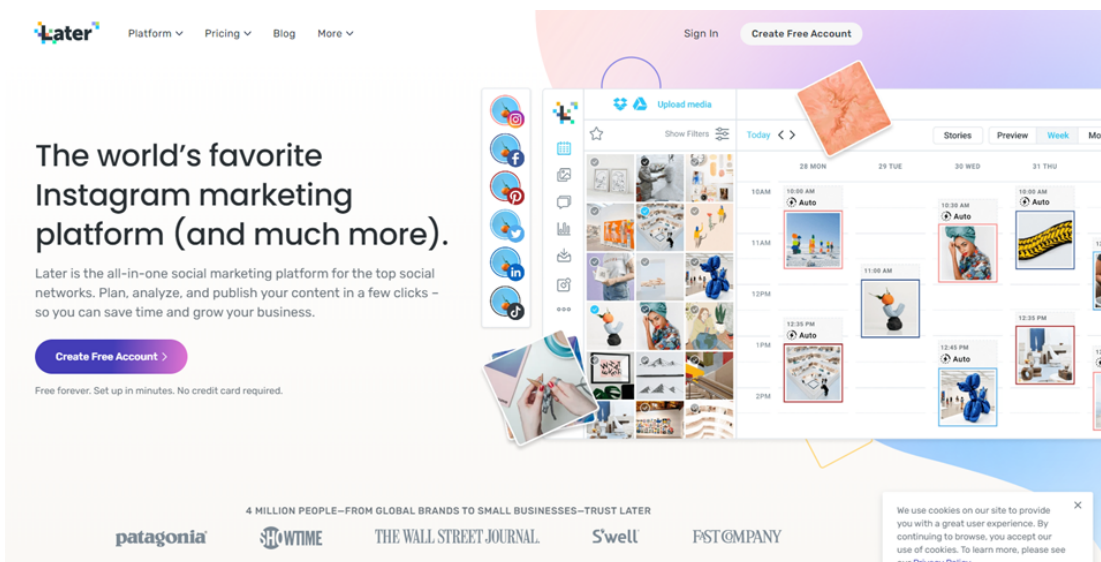
SINGLE GALLERY MULTIPLE

Oct 09 2017 - 10:06 Social media is all...

Oct 06 2017 - 12:55 #casual #friday in o...

Oct 06 2017 - 10:00 #TargetAudience is L...

www.onlypult.com

Later Platform Pricing Blog More

The world's favorite Instagram marketing platform (and much more).

Later is the all-in-one social marketing platform for the top social networks. Plan, analyze, and publish your content in a few clicks – so you can save time and grow your business.

Create Free Account

Free forever. Set up in minutes. No credit card required.

4 MILLION PEOPLE—FROM GLOBAL BRANDS TO SMALL BUSINESSES—TRUST LATER

patagonia SHOWTIME THE WALL STREET JOURNAL S'well FOSTCOMPANY

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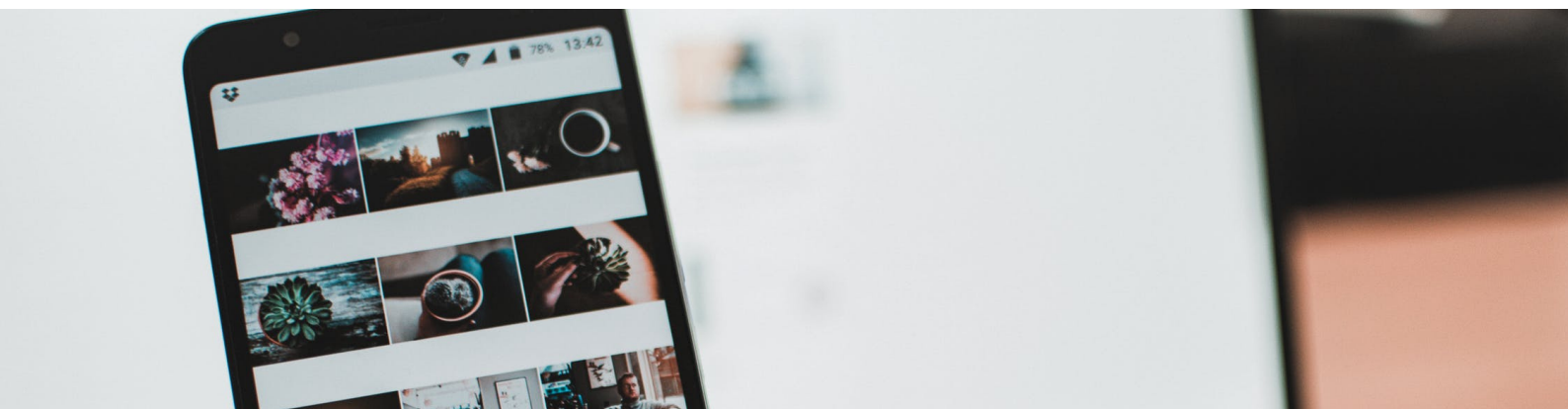
www.later.com



Growing your Followers

There are many ways to grow your follower base. Here are a few ideas...

- High quality content that people will want to share
- Lead with value – give them something to use + share
- Facebook/Instagram ads
- Facebook/Instagram stories
- Direct them to a freebie on your website – in return for their email address
- Send a monthly newsletter (flodesk or mailchimp)
- Social media icons on your website, email signature and links on marketing material
- Create shareable/viral potential content
- Share content already trending
- Be consistent – marketing is a process not an event
- Run video ads encouraging people to LIKE/follow you – give an incentive
- Run a social media competition



Online Etiquette

The way you conduct yourself online becomes part of the perception others have about your Brand. Here are some tips to using social media right.



Remember this is part of your customer service



Be friendly, accepting, and responsive



If there are customer service issues on social media, make sure you respond.



Use comments that will diffuse any negative situations, and take any issues off social media.



Remember everyone is entitled to their opinion.



Remember, it's your reputation, your Business.



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Click on each of the articles
below to view helpful
social media guides.



The Complete Guide to Social Media for Small Business

This Social Media for Small Business guide has everything you need. How to prove socials value, setting



The Art of Social ROI: Choosing the Right Metrics for Your Goals

There's no one metric that determines your success on social. It's a collection ...

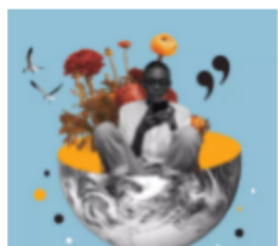
 Social Media Marketing & Management ...



How to Create a Buyer Persona (Free Buyer/Audience Persona...

Defining a buyer persona—also called a customer persona, audience persona, o...

 Social Media Marketing & Management ...



9 Social Media Trends You Need to Know to Plan Your 2022 Strategy

It can be hard to know which social media trends to pay attention to and...

 Social Media Marketing & Management ...



How to Use Hashtags in 2021: A Quick and Simple Guide for Every...

Do you know how to use hashtags? How about how not to use hashtags? Read o...

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Glossary Terms Archive

 Social Media Marketing & Management Dashboard



Facebook Marketing in 2021: How to Use Facebook for Business

Potential customers are already looking for businesses like yours on Facebook. A smart Facebook marketing

FACEBOOK



Click on each of the articles below to view helpful social media guides.



How to Create a Facebook Business Page in 7 Simple Steps

Having a Facebook Business Page makes it easier for people to discover and interact with your brand online. Find out...

 Social Media Marketing & Management Dashboard / Christ...



13 Ways You Can Make Money With Facebook

Anybody can make money with Facebook. It doesn't matter if you want to sell locally or you want to promote an online website.

 Well Kept Wallet / Josh Patoka / 30 Aug



A step-by-step guide on how to use Facebook Business Manager

If you're a business or an agency, consider using Facebook Business Manager to manage all your Facebook Page assets. In this guide, we'll cover the basics.












 Sprout Social / 15 Jun



The ultimate guide to using Facebook stories for business

With Facebook stories, you can engage your audience on a new level and gain valuable insight. Use this guide to understand Facebook stories.

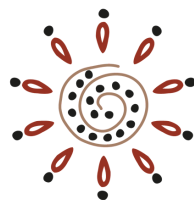
 Sprout Social / 14 Apr

What's your marketing objective? <small>Help: Choosing an objective</small>		
Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalogue Sales
	 App Installs	 Store Visits
	 Video Views	
	 Lead Generation	
	 Messages	

Advertising on Facebook

Facebook is one of the most efficient ways to advertise online. See how we connect businesses with all the right people on any device with Facebook marketing.

 Facebook for Business



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INSTAGRAM

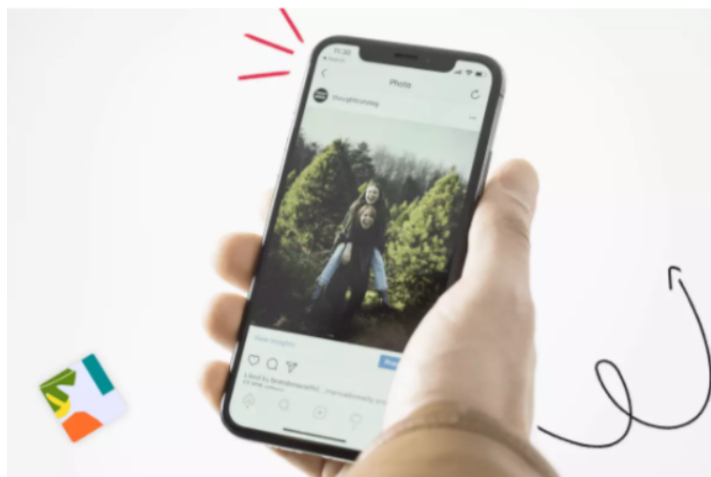


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below to view helpful
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How to Use Instagram for Business: A Practical Step-by-Step Guide

Everything you need to know about using Instagram for business — from setting up your account to creating a winning strategy.

 Social Media Marketing & Management Dashboard / Christina Newberry / 9 Apr



How to Get More Followers on Instagram: 12 Tactics for Instagram Growth

We did the research and found 12 proven ways to grow your Instagram following and increase your engagement.

 Buffer Library / Ash Read / 15 Mar



How to Gain Your First (or Next) 1,000 Instagram Followers

Learn the small but effective steps you can take right now to build a strong community and get more followers on Instagram

 HubSpot / Caroline Forsey / 26 May



The Complete Guide to Using Instagram Stories for Business in 2021

Learn the basics of how to use Instagram Stories, then move on to some Instagram Stories tips and tricks to help you...

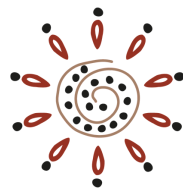
 Social Media Marketing & Management Dashboard / Christ...



How to Edit Instagram Photos Like a Pro: A Step-by-Step Guide

You don't need to be a professional photographer to produce stunning images. Learn how to edit Instagram...

 Social Media Marketing & Management Dashboard / Stace...



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YOUTUBE



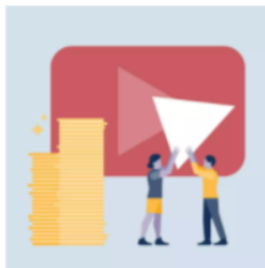
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HubSpot

YouTube Marketing: The Ultimate Guide

Learn how to create, promote, and optimize your video content to grow your brand on YouTube. Find digital analytics, youtube software, and tactics inside.

 hubspot.com



How to Create a YouTube Channel to Grow Your Brand and Make Money

It might seem harder to learn how to create a YouTube channel than it is to get started with some of the other...

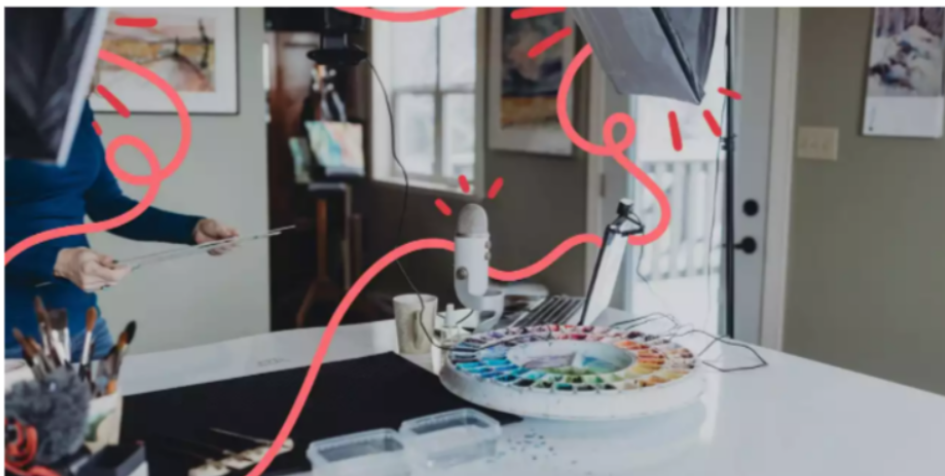
 [Social Media Marketing & Management Dashboard / Stace...](#)



12 Tips for Using YouTube for Your Small Business

When someone mentions social media as a business tool, most people think of Facebook and Twitter. Because it's a...

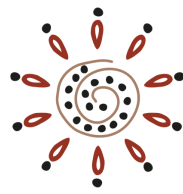
 [Business 2 Community](#)



How to film a high-quality YouTube video without a production team

Filming a high-quality YouTube video doesn't have to mean investing in lots of equipment or hiring a production crew. Find out the three ingredients to filming a high-quality YouTube video.

 [ConvertKit](#) / 2 Sept 2020



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The Ultimate Guide to LinkedIn Company Pages

Discover why you should create a LinkedIn Company Page for your organization and how to use your Page to attract new customers, employees, and followers.

 HubSpot / Allie Decker / 10 Mar

LINKEDIN



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below to view helpful
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26 Ideas to Grow Your LinkedIn Page Followers in 2021

Looking to grow your LinkedIn company page followers? Steal these 26 paid and organic tips and tactics for your growth strategy.

 Sculpt / 2 Jul 2020



5 Ways to Use LinkedIn to Power Your Business

LinkedIn should definitely be a part of your business' social media marketing mix. Discover five ways to use LinkedIn for business.

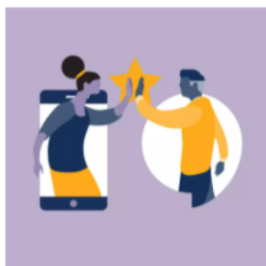
 Search Engine Journal



How to Use LinkedIn Effectively: Getting the Best from the World's Biggest Networking Site

Raise your profile, promote your brand, make new contacts, create great content, and build a brilliant team with our nine tips for LinkedIn success.

 Mind Tools



How to Use LinkedIn for Business: A Step-by-Step Guide for Marketers

LinkedIn for business allows you to build credibility, create a meaningful network, and glean insider expertise from...

 Social Media Marketing & Management Dashboard / Katie ...



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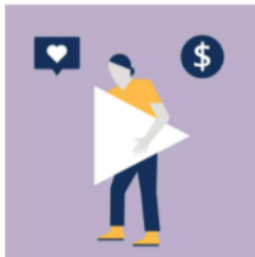
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How to Build your Brand on TikTok in 4 Steps

Brands already made TikTok an essential part of their marketing strategy. Through TikTok, brands have discovered a new way reach their...

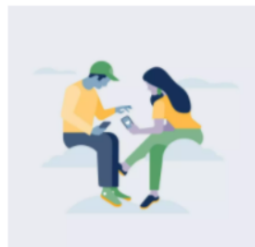
 Medium / TikDragons / 9 Sept 2020



How to Use TikTok for Business: A Step-by-Step Guide

Learn how to set up a TikTok Business Account and create a winning strategy on the billion-user platform.

 Social Media Marketing & Management Dashboard / Stace...



How to Make a TikTok Video: Beginners Start Here

Here are all the steps and tools you'll need to make a viral-worthy first video on TikTok and make sure your debut is...

 Social Media Marketing & Management Dashboard / Kerri ...



How to Get More Likes on TikTok: 4 Easy Tips

Learn how to get more likes on TikTok to increase your chances of getting on the For You Page and show social...

 Social Media Marketing & Management Dashboard / Alyss...

MARKET
ME

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