

# Social Media for Small Business: Reference Guide

## YOUR TARGET AUDIENCE

- Who do you want to reach? Can you segment your ideal customers or clients?
- What do you know about them?
- Create marketing personas for each segment
- Hubspot's Make My Persona tool: <https://www.hubspot.com/make-my-persona>
- Buffer's Complete, Actionable Guide to Marketing Personas: <https://buffer.com/library/marketing-personas-beginners-guide>

## CONTENT IDEAS

- Contests and giveaways
- Gift guides & wish lists
- Behind-the-scenes look at your biz
- User generated content (reposting what others have posted about you)
- Blast from the past or #ThrowbackThursday posts
- How-to / Instructional / Q&A (great for videos and "live" content)
- Feature members of your team
- Spotlight on loyal customers or clients
- Poll your audience / Quiz
- Share a milestone
- Shout-out to other businesses in your neighbourhood and "friends"
- Quotes / testimonials from customers or clients

## CONTENT TOOLS

- Splice app (<http://spliceapp.com/>) combines video files and adds simple transitions
- Ripl (<https://www.ripl.com/>) makes videos for social media from photos
- Canva (<https://www.canva.com/>) for free graphic design templates
- Unfold (<https://unfoldstori.es/>) and Storyluxe (<https://www.storyluxe.app/download>) for Instagram Stories
- Hemingway App makes your writing bold and clear (<http://www.hemingwayapp.com/>)
- Hashtag research and suggestions (<https://hashtagify.me/>)

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## SOCIAL MEDIA CULTURE, ETIQUETTE AND RULES OF ENGAGEMENT

- A Marketer's Guide to Decoding Social Media Algorithms in 2019: <https://buffer.com/resources/social-media-algorithms-2019>
- Social media etiquette rules for business: <https://blog.hootsuite.com/social-media-etiquette-rules-for-business/>

## SOCIAL MEDIA MANAGEMENT TOOLS

- Scheduling tools: Sprout Social (<https://sproutsocial.com/>), Buffer (<https://buffer.com/>), Hootsuite (free plan: <https://hootsuite.com/plans/free>)
- How to create a content calendar: <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>

## MEASUREMENT

- What's your goal?
- Key Performance Indicator (KPI) - the ONE measurable metric that most directly correlates with your goal and indicates how you're doing
- Your KPI could come from a few different places: inside social media metrics, from your website's metrics, or even offline (like counting the number of phone calls you receive or the amount of foot traffic in your store)
- Ignore vanity metrics!
- Metrics that align with different stages of the customer journey:

Awareness Metrics	Engagement Metrics	Conversion Metrics	Customer Metrics
Mentions	Approval / applause rate (likes, favourites)	Clicks	Reviews & testimonials
Audience Growth	Engagement actions (comments)	Bounce rate	Customer satisfaction score
Reach	Amplification (shares, retweets)		Net promoter score

## PLATFORM OVERVIEWS

- Facebook
  - Largest social network in the world (2.32 billion monthly active users)
  - Best audience: everyone
  - Drawback: Facebook's News Feed algorithm prioritizes content from friends and family; can be hard to get your posts seen
  - How to get started: you need a personal Facebook profile to login, and from there you can build a company page
  - Time commitment: Post at least 5 times a week
- YouTube
  - 2nd largest social network in the world (1.9 billion monthly active users)
  - Best audience: young people, niche audiences
  - Drawback: making video can be hard
  - How to get started: set up a free account, then make short, simple videos using your smartphone. Content is more important than production quality
  - Time commitment: Post once a week
- Twitter
  - Been around for a long time, so has a legacy (321 million monthly active users)
  - Best audience: Business leaders, journalists, politicians, GenX and older Millennials
  - Drawback: You have to post a lot (many times a day) and respond to replies and other's tweets. Twitter is all about engagement
  - How to get started: Set up a free account - there's no difference between personal and business accounts on Twitter
  - Time commitment: Post at least 20 times a week
- LinkedIn
  - Professional networking in a social context; job postings (260 million monthly active users)
  - Best audience: B2B businesses, service businesses
  - Drawback: very business-y, kind of boring
  - How to get started: set up a free account for yourself, then build a page for your company
  - Time commitment: Post at least once a week, log in every-other day to respond to others' posts
- Pinterest
  - Digital scrapbooking and visual list making (250 million monthly active users); can be great for online shopping and also great for driving traffic to your website
  - Best audience: 81% of Pinterest users are women; Millennials are the most active on the platform
  - Drawback: You need images to participate
  - How to get started: Sign up for a free business account
  - Time commitment: Log in at least once daily to pin and participate in group boards
- Instagram
  - Image sharing platform; fastest growing social media network (1 billion monthly active users); owned by Facebook
  - Best audience: 68% female; popular with 30-49 year olds, **very** popular with teens and 18-29 year olds
  - Drawback: You need strong visual content to share
  - How to get started: Sign up for a free business account
  - Time commitment: Post 5-7 times a week; daily in Stories