

Your Pocket Guide to

SOCIAL MEDIA

2017

Free
eBook

i INTRODUCTION

Social media is daunting for many small business owners. What should you post? Who do you tag? Should you use hashtags?

In this quick reference, we'll show you what to include in social media posts to help you engage users and generate leads on Facebook, Instagram, Twitter, and Pinterest.

First, lets start with the basics.

COMMON SOCIAL MEDIA TERMS



Tagging: mentioning a user in a post preceeded by the @ sign. Includes that user in the post and alerts the person or business associated with that username.



Handle: an account's username, preceeded by "@"



Hashtag: symbol combined with words or numbers without spaces.



Location: a geotag that shows a physical location on Google Maps, for Facebook, Twitter, and Instagram



Engagement: when users like, comment, and share your content on social media.

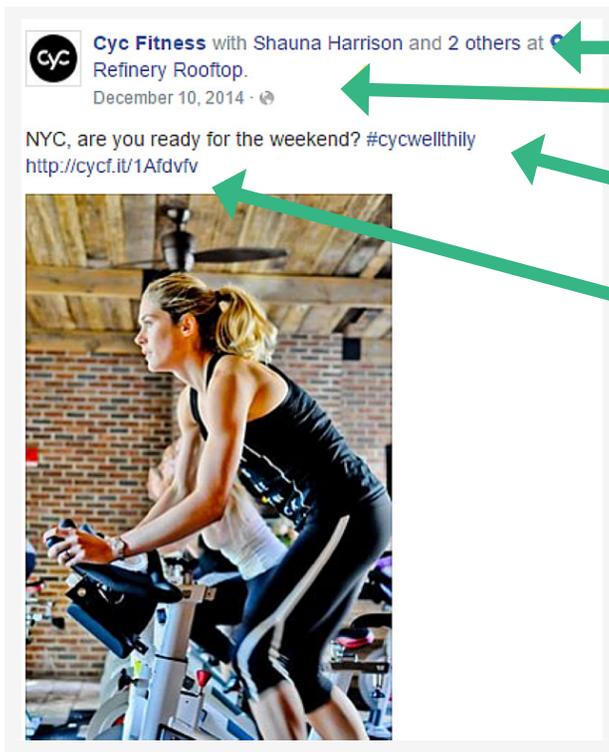
f FACEBOOK

POST CHECKLIST

The most popular social media site for most audiences, Facebook is essential for small business marketing. When posting on your Facebook business page, make sure to post and share information that is relevant to your business or target audience.

Here's what you should include in an ideal Facebook post, when applicable:

- Photo or graphic
- Engaging caption that promotes the post
- Call to action if necessary
- Tag businesses
- Physical location
- Hashtag



TAGGED USERS

PHYSICAL LOCATION

HASHTAG

LINK TO SIGN UP FOR CLASSES

FACEBOOK

TIPS TO GENERATE LEADS

The key to generating leads on Facebook is to engage with users and provide content that interests your audience.



Engage with followers who like, follow, and comment on your content



Create Facebook events for all of your business events



Share customer posts and reviews about your business



For Facebook advertising, use revenue or lead



Run a Facebook contest or giveaway



Example of a Facebook contest. Users enter by liking and commenting on the post.



TWITTER

POST CHECKLIST

Twitter is a fast-paced social media channel but can be very useful for small businesses. It is good for real time customer engagement, and the retweet feature makes it easy to share relevant content or good customer comments and reviews.

Here are some things to include in an ideal Twitter post, when relevant:

- Less than 140 characters (Photos add characters so you may need to get creative!)
- Photo or graphic
- Engaging caption that promotes the post
- Call to action if necessary
- Tag people or places
- Hashtags



← **PHYSICAL LOCATION**

← **RELEVANT HASHTAGS
(GEOGRAPHIC & INDUSTRY)**

← **ENGAGING CAPTION &
TAGGED BUSINESS**

← **RELEVANT PHOTO**



TWITTER

TIPS TO GENERATE LEADS

Depending on your industry, Twitter may not as strong of a lead generating channel as other social media sites, but it is still worthy of putting forth some effort. If you want to generate leads on Twitter, it's important to post regularly and engage with followers.



Engage with followers who like, follow, and comment on your content



Retweet customer posts and reviews about your business



Use local hashtags to tweet events/sales/promotions



Limit your hashtags—use no more than three per tweet



Use a link shortener



Tag users in a photo or graphic



Tag a physical location



At a Trade Show?

Follow the Trade Show hashtag, engage with people using it, and invite them to your booth!

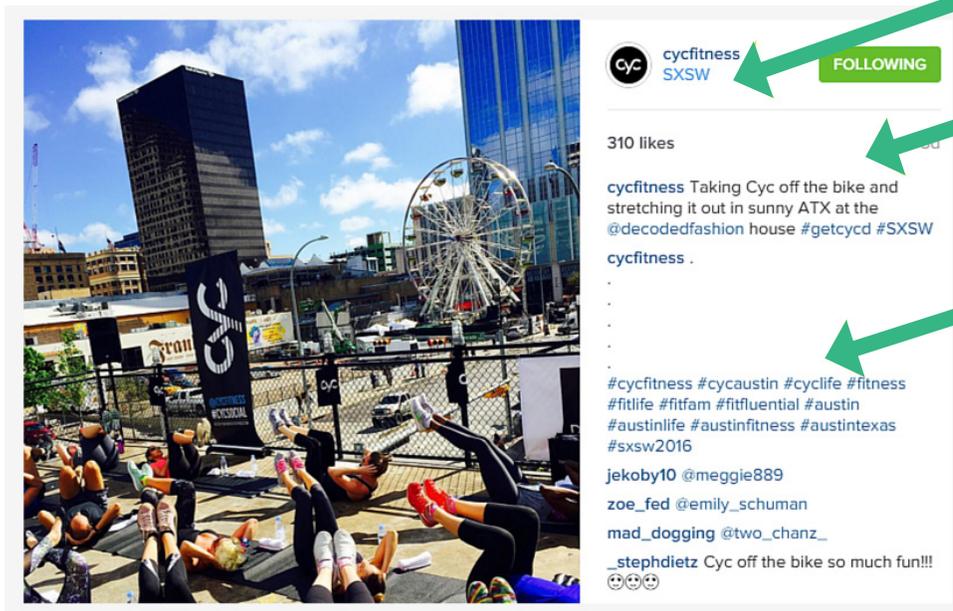
INSTAGRAM

POST CHECKLIST

The most visual of all social media platforms, Instagram is gaining momentum among small businesses with products or services that are visually appealing. Instagram uses hashtags and location tags to organize photos and videos in the search function.

Here's what to include in an ideal Instagram post, when applicable:

- Interesting photo that highlights your business
- Engaging caption that promotes the post
- Tag people or businesses
- Physical location
- Hashtag



PHYSICAL LOCATION

ENGAGING CAPTION & TAGGED BUSINESS

RELEVANT HASHTAGS (GEOGRAPHIC & INDUSTRY) POSTED IN A COMMENT

INSTAGRAM

TIPS TO GENERATE LEADS

When it comes to generating leads on Instagram, the first thing to do is to use an Instagram business profile. Business profiles give potential customers a way of contacting your business directly from Instagram and provide analytics to show you how users are engaging with your business.



Use Instagram Business Profile with link to website, content, or special offer in profile



Use up to 30 hashtags (post hashtags in a comment)



Create a location and custom hashtag for your business



Use local and industry hashtags



Search business location and custom hashtag for user-generated content to repost (with photo credit)



Engage with local influencers



Run an Instagram contest or giveaway



Use Instagram Stories for mini content snippets



For advertising, use revenue or lead generating posts (event signup, content)

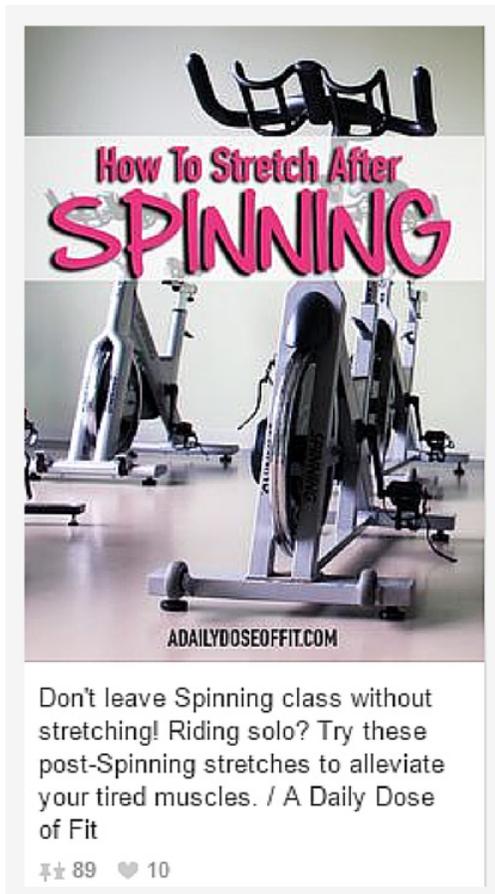
PINTEREST

POST CHECKLIST

Also a visual platform, Pinterest is good if your target audience includes females, as this channel is often used by women. Use Pinterest to show off your products or pin photos from blog posts relating to your services.

Here are the things to include in an ideal Pinterest pin, when relevant:

- Visually engaging photo, potentially with words
- Good description for search
- Appropriate hashtag
- Include your link in the description
- Share from your blog post



 **VISUALLY ENGAGING PHOTO WITH WORDS**

 **WEBSITE ON PHOTO**

 **ENGAGING CAPTION & WEBSITE**



PINTEREST

TIPS TO GENERATE LEADS

The least effective channel in generating leads, Pinterest should be considered an adjunct to lead generation efforts. Use Pinterest to direct interested customers to your products and services when moving these leads down your sales funnel.



Create inspiration boards for clients, customers, and followers



Create boards based on products or services



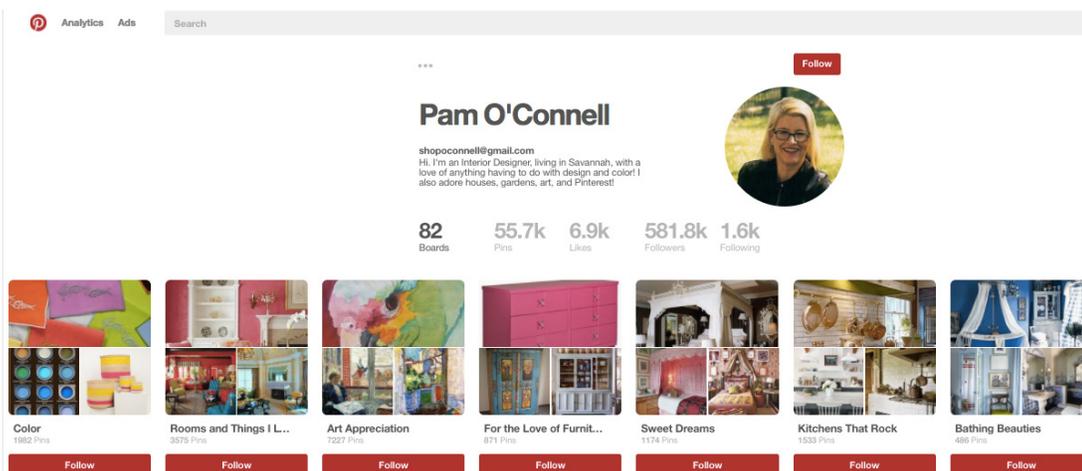
Highlight your work or products



Label boards to be obvious and specific



Engage with users (comment, like, repin)



The screenshot shows the Pinterest profile of Pam O'Connell, an interior designer. Her profile includes a bio, a profile picture, and a grid of boards. The boards shown are:

Board Name	Pins
Color	1982 Pins
Rooms and Things I L...	3075 Pins
Art Appreciation	7227 Pins
For the Love of Furnit...	871 Pins
Sweet Dreams	1174 Pins
Kitchens That Rock	1523 Pins
Bathing Beauties	486 Pins

This interior designer creates boards for the different types of rooms she designs.