

An illustration showing a variety of hands of different skin tones interacting with various electronic devices. At the top, hands are shown using a smartphone, a laptop, another smartphone, a tablet, and another smartphone. In the middle, hands are shown using a tablet and a laptop. At the bottom, hands are shown using a tablet, a smartphone, a tablet, and another tablet. The central text is enclosed in a blue-bordered white box.

Social Media for small business owners

Trudy Ritsema - IT Courses Dorchester
#kitchentablelearning

A word about social media

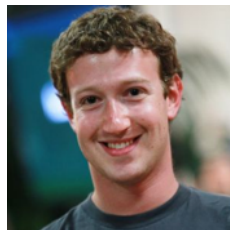
- It is social – so be sociable!
- It is not about just selling your services/products
- You need good content
- You must ENGAGE!
- Show you are the expert in your field



What is Facebook's aim?

Facebook's aim is to create the most interesting stream of content possible, personalized for each of its 1.5 billion users.

The **“perfect personalized newspaper”** is how Facebook CEO Mark Zuckerberg terms it.



Algorithm – the data knows!

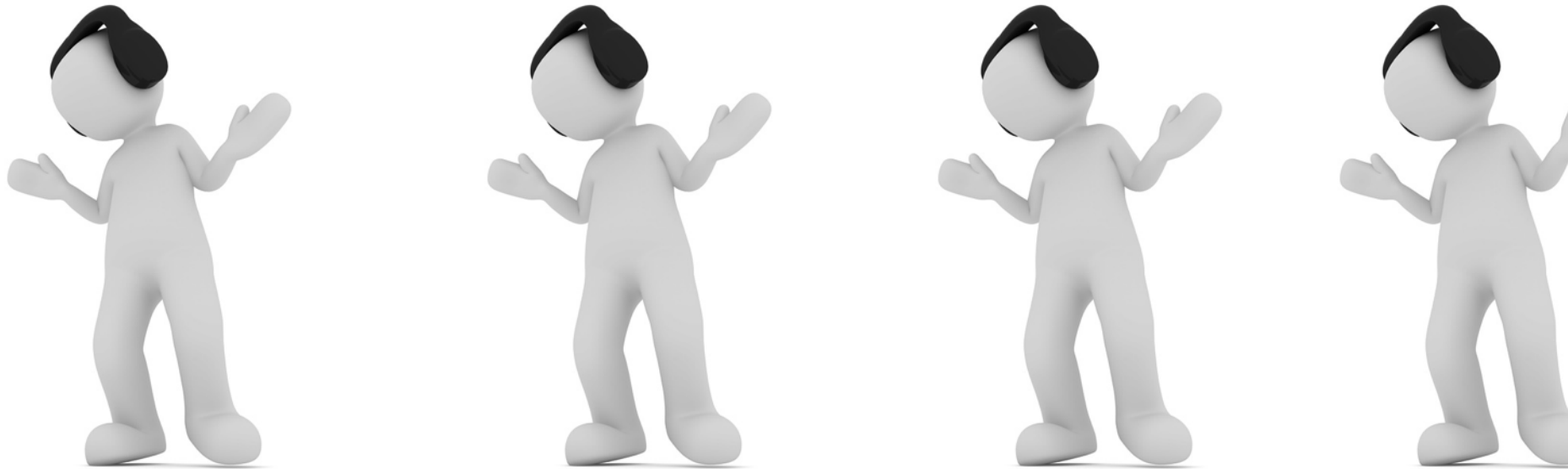
- This is a set of rules that determine what people see in their newsfeed.
- It's a secret.
- This is what we know:
<http://wallaroomedia.com/facebook-newsfeed-algorithm-change-history/>

What is engagement?

**Communicating well enough
that the audience pays attention.**

Like, Comment, Share or Click

The size of your audience on social media doesn't matter if no one is paying attention



*** reply * respond * engage ***

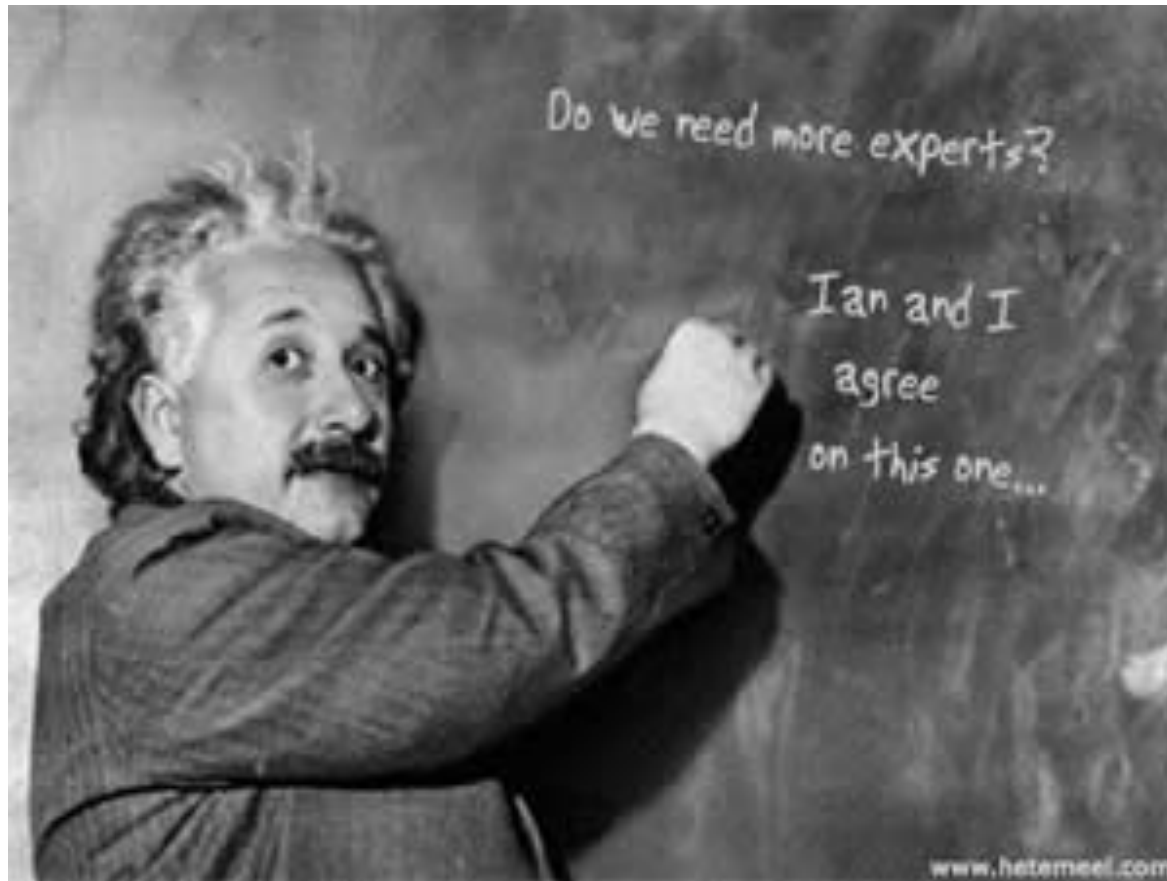
80

20

**Rule in
Social Media**



Show you are an expert in your field



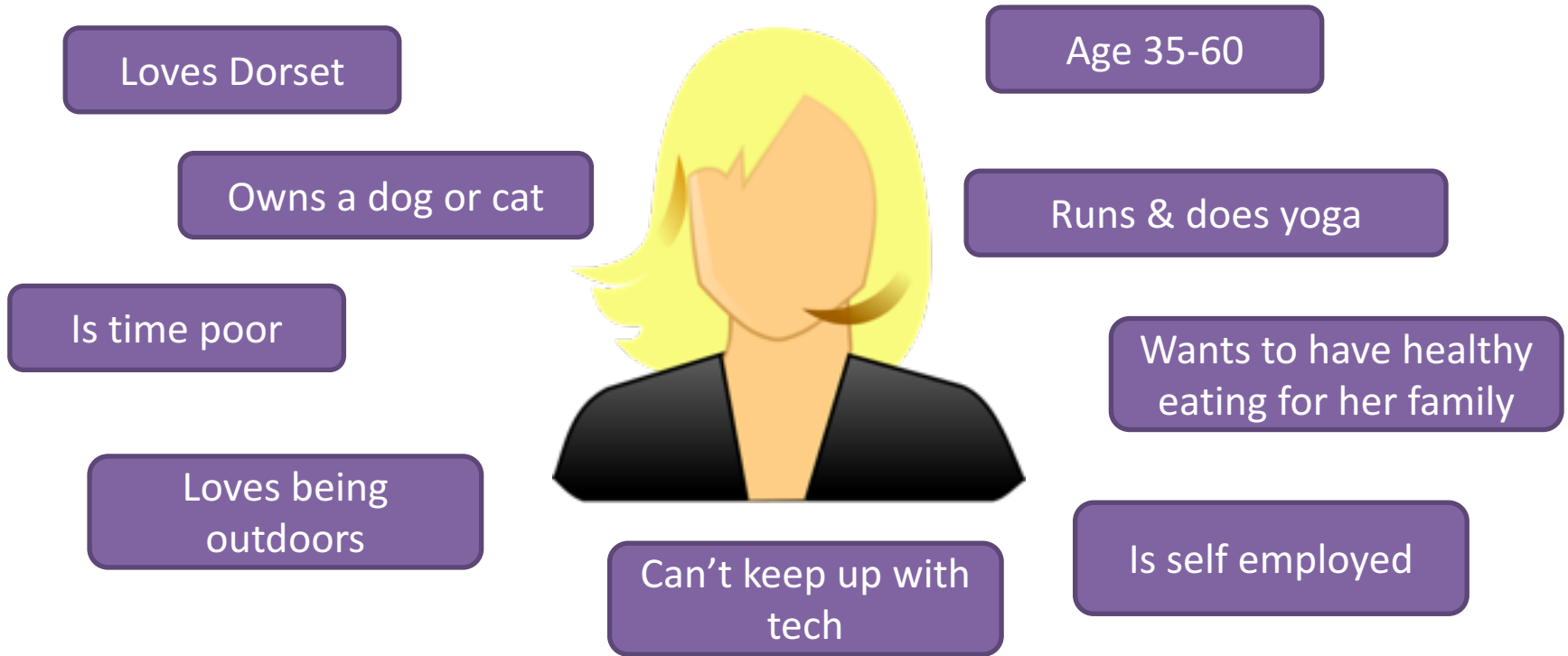
*** reply * respond * engage ***

#kitchentabletip

Meet Annabel!



This is my “typical” follower...I have named her Annabel. Every time I post I think of Annabel...what would she like to see...what would she share or comment on...what would engage her...?



This is what Annabel is like - I post things that she is interested in and needs help with. Then once in a while I will post information about our courses. As Annabel engages with what I post she will see my promotional post and hopefully book on!

What can I post?

- **Something about your industry**
 - Show you are an expert in your field
- **A testimonial**
 - People like to know what other people think
- **Links**
 - A link to a page on your website
 - A link to some useful information
- **Coming soon news**
- **Something relevant to a trending hashtag**

80% about your
business 20%
about
you...maybe...!?



Ideas of posts

- **Products**
 - Products stills
 - Products in use
 - Products coming soon
- **Events**
 - As they happen
 - Promoting them
 - Local events
- **Behind the scenes**
 - Birthday or celebrations at work
 - Company milestones
 - Daily life at your work
- **Something funny**
 - Selfie (not too many!)
 - Photo of amusement
- **Something different each day**
- **Throw back Thursday (hashtag day relevant)**
- **A collage** – use an app



Ideas of posts

- **Helpful hints**
 - 10 top tips..
 - 5 reasons why...
 - 7 mistakes when...
- **Inspirational quotes (typorama app)**
 - People tend to share these as it can make them look good!
 - Could still make it industry specific



Ideas of post

- **Free give always**
 - that are useful and helpful to your audience
- **Ask a question/opinion (use a poll)**
 - Eg: which logo do you prefer?
- **Eye catching images**
 - Use an app maybe
 - Pixabay has free stock images



Ideas of post

- **Share stuff about you!**
 - People are nosey!
- **Animals..!**
 - People just love it
- **Video** (maybe live....?!) - Hyperlaspe/slowmo
- **Animated Gifs**



Be timely

- When do people book holidays?
- Is there a big event going on nearby?
- National holidays – Easter, Christmas etc

When to post

- When are your customers / potential customers hanging out on social media?



Use emojis!

- Facebook posts can increase your number of Likes by 57 %, and comments and shares by 33 % if you include an emoji

- <http://emojipedia.org/>



Create a social media calendar

- Monday = Quote
- Tuesday = Video
- Wednesday = Behind the scenes
- Thursday = Top 5 tips
- Friday = FAQ
- Saturday = Local info
- Sunday = Product/service info

Look online.....many social media calendar ideas around

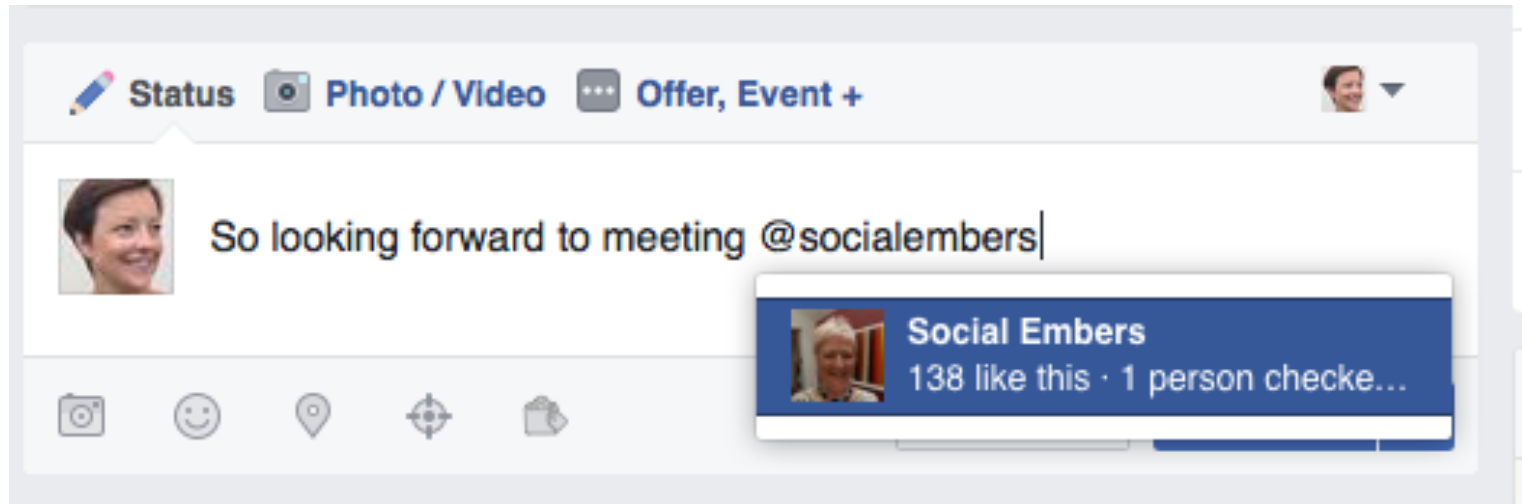
Be helpful

- Give something of value.
- What can people expect when they come to stay?
- Are their pubs nearby?
- Will roadworks effect their travel to you?

Using # a Facebook post

- Common language now.
- Too many hashtags lowers engagement.
- Use 1 or 2.

Tag a business for extra reach



You can mention another business page in your post but cannot mention an individual unless you are friends with them.

Images get more engagement

- Use your own
- pixabay.com/ (free)
- Google – check usage rights
- www.istockphoto.com/ (paid)
- Canva to make your own

Watch out for the size – must look good on mobile

Video

- Facebook Live
- Better engagement
- Will need the Facebook app for business



#kitchentabletip – schedule a post

- Write your post
- Choose schedule
- Select date and time
- Hit schedule!

Schedule Post

Publishing Schedule


Publication
Select a date and time in the future for when you want your post to publish.

4/9/2016 UTC+01

Distribution Schedule

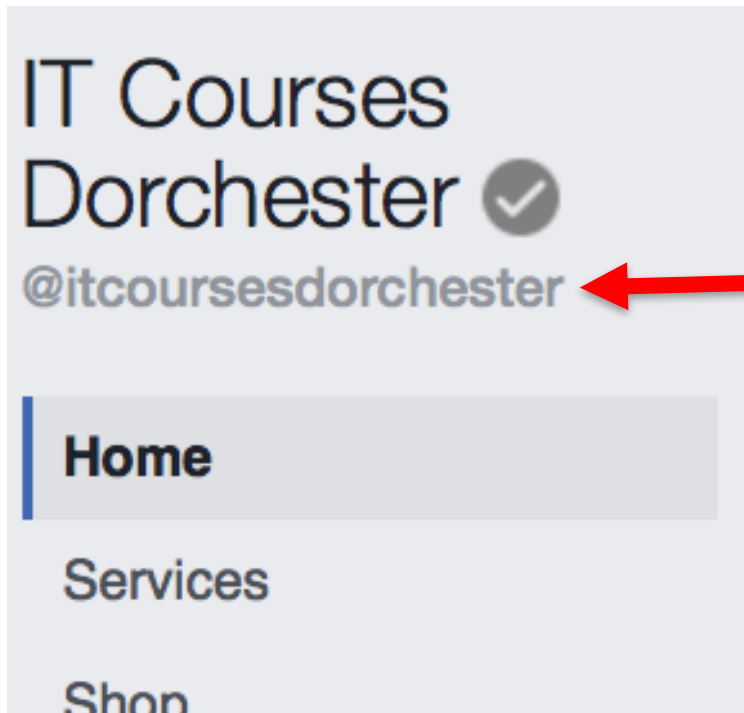
Stop News Feed Distribution

The screenshot shows a Facebook post creation interface. At the top, there is a post by "#lovetech" with the text: "#lovetech - this new app from the BBC is very helpful to those coming up to their GCSE exam - you can revise on the go!". Below this is a sponsored post for the "BBC Bitesize app" with the text: "Revise on the go with the new Bitesize app. The new BBC Bitesize app is now available to download on your mobile phone for free (iOS and Android). BBC.CO.UK". Below the sponsored post is a section for "Available images" with a "Hide" link and a small image thumbnail. At the bottom of the post creation area, there are icons for emojis, location, a clock, and a crop tool. To the right of these icons are buttons for "Boost Post", "Publish", and a dropdown menu. The dropdown menu is open, showing options: "Schedule", "Backdate", and "Save Draft". Below the post creation area, there is a post by "IT Courses Dorchester" published by Miley Catawampus on April 6 at 8:05am. At the bottom of the screenshot, there is a notification box that says "1 Scheduled Post" and "Scheduled for today at 3:31pm. See post."

 **1 Scheduled Post**
Scheduled for today at 3:31pm. [See post.](#)

Make your profile
stand out

Get a user name



Username create a custom link eg: www.facebook.com/janedoe3) to your profile that you can share with your friends or post on external websites.

This can be changed in the page info section.

Ask for reviews

- It helps your SEO
- Share them
- Thank people



Useful settings



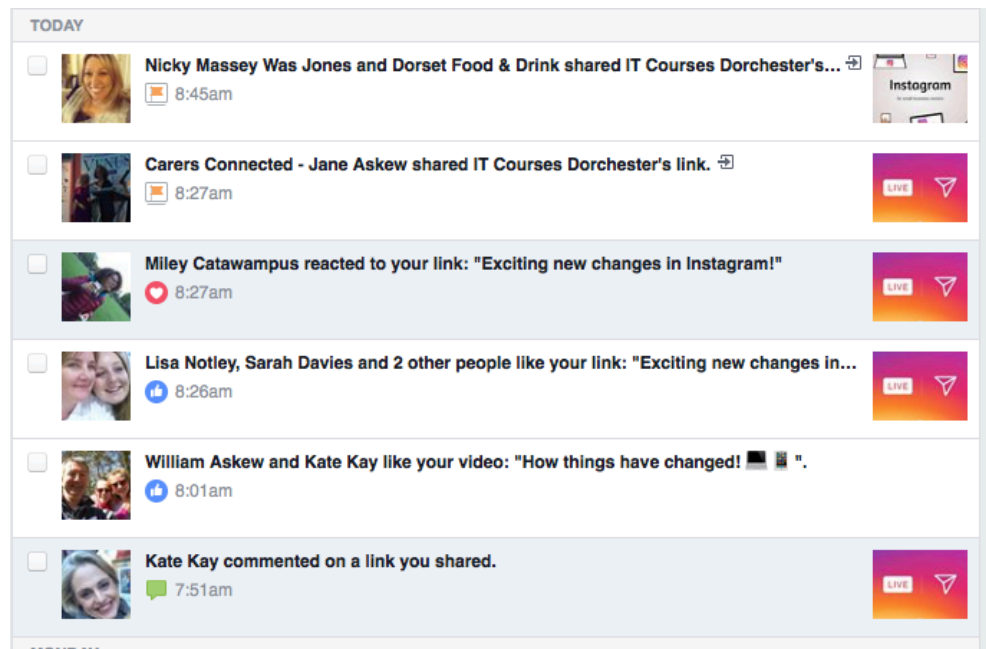
Facebook Messenger

Facebook Messenger

- Increasingly popular
- Add an instant reply
- Receive on your phone (get the app)
- Organise with labels
- Out of office

Keep on top of Notifications

- This is the area in each platform that tells you who has engaged with you....



Apps

The Facebook Pages Manager App

- View your posts
 - View messages
 - View stats (insights)
 - Publish a post
 - See how many Likes your page has
 - Promote your page
 - View notifications
-
- CANNOT see the newsfeed of pages you like – so you cannot share, comment or like their posts.



Who to follow

- Industry influencers
- Customers
- Potential customers
- Local businesses / news / events
- Competitors ?
- Other small businesses (like people here)
- Breaking news
- Suppliers
- Customers (current and potential)
- Industry influencers
- People I want to follow me!



Instagram



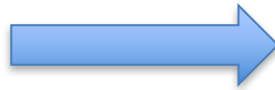
Instagram setup

- Make it a business account.
- Add your website in your bio.
- Contact options.
- You can switch between accounts.

Filters & edit
options

Make the image look good!

1. Take a photo using the Instagram app of your given product.
2. Use the filters & tools to make it look good.



The caption – the bit describing the photo



672 likes

2w

joulesclothing Bright & Early... With 3 for 2 on selected toiletries, beat the rush and snap up those stocking fillers today! Shop via the link in the bio [#giftideas](#)

1. Description
2. Call to Action
3. Hashtags

If you comment tag the person

Reply to someone in a comment thread by [mentioning them](#) in your comment. They'll get a notification in their activity feed to view the comment.



itcoursesdorchester

16 likes

3w

itcoursesdorchester When old meets new. [#new5poundnote](#) [#old1poundnote](#) [#makes6pounds](#)

[socialembers](#) I was given a £1 note when I learnt to swim! I took it to town in Weymouth and spent it in a shop called Comptons which was a stationery shop. I had a bag full of bits for my £1

[kirstmakeup](#) They seem so strange the new ones... [@socialembers](#) ... I remember Comptons, brilliant shop!! x

itcoursesdorchester Love it [@socialembers](#) !

[puresalon_lascolinas](#) 😊

- hashtags

So important in
Instagram

Hashtags

- They are a clickable link
- Can be more than one word
- No spaces
- You can use up to 30 in one comment
- Add more in another comment
- Do research (competitors, trending)
- Used for photo challenges (eg: #throwbackthursday)
- Don't hashjack
- Use:
 - Popular #
 - Less #
 - Custom #
 - Emoji # 👗

Show humor and tone of voice

- Let the weekend begin! #TGIF
- Wearing socks with Crocs is so stylish #kidding
- Just dropped my second ice cream cone. #fail
- I hate when people smoke e-cigarettes indoors. #annoying #rude #whygodwhy
- The movie #Gravity is beautiful, but so terrifying! #nevergoingtospace
- I'm loving 'The Sound of Things Falling' by Juan Gabriel Vasquez #FridayReads

