

Small Businesses & Social Media Tips to Boost Your Online Presence

Social Media is an important (and free!) way to advertise what's going on in your store. It's an easy way to connect with your community and draw in potential customers, all while building an unique brand identity. We've compiled some general strategies to help you coordinate your business's social media marketing campaign.

1 CONNECT

Make Connections between you, your business, and your community. People want to support local businesses--show them your connection by sharing your small business story!

2 COMMIT

Commit to a posting schedule and stick to it! Whether you're focusing on one social platform or branching out across many, plan how, when, and what you'll post. Experts recommend posting, at most, once a day, 4-6 times a week.

3 CONTENT

Make the Content of your posts relevant and authentic to your brand. Include visually interesting photos and text that compliments your brand identity.

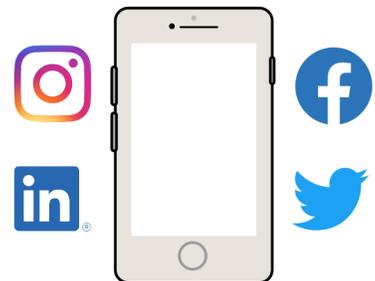
4 CONSISTENT

The brand image you present should be Consistent across social platforms, even post-to-post. Find a writing tone and photo style that works for you!

Creative Content

Unsure how to start building fun content for your base? Get inspired by these content ideas!

- Audience Engagement
Think beyond typical promotional posts. Share your small business story or something you find interesting and special about your products.
- "Behind the Scenes" Photos
Show your team hard at work, a packed stock room, or how many shipments you're processing. People love getting a "sneak peek" at how you run your business!
- Take a Poll
"What's your favorite treat from our bakery?"
- Share Knowledge with a Video Tutorial
Help people with quick tutorials based on your industry know-how specific to your business. Think of ideas such as "How to Trim your Bangs" or "Easy At-Home Workouts."





Instagram

- Instagram is the most visually-oriented platform--make sure your photos are "on point" through good lighting & staging.
- Avoid over-filtering & over-editing your photos. People want to see the real you & your real store.
- Keep your captions & hashtags meaningful & relevant to the photo content.
 - Include a link in your bio to your online store or website, & be sure to let people know to go check it out at the end of your posts!



Facebook

- Facebook is the most conversational media platform--use this to your advantage & strike up a convo with your followers!
- Even informational posts on Facebook should feature an image--they help draw the eye and provide interest.
- Avoid marketing or promotional language--your followers are more likely to respond & interact with posts that sound personal than a "BOGO" promotional ad.
 - Give clear directions or a "Call-to-Action," such as "Like our page to stay up-to-date," or "Visit our website to check out our new merch!"

GENERAL TIPS

- Keep your tone positive.
- Keep text posts & photo captions short, or provide links so customers can click to learn more.
- "Like" or "Reply" to all of the comments left on your posts. People like to feel connected to the businesses they are supporting!
 - Cross-Post! Share the same posts across different platforms for the biggest impact.

- Twitter is the most fast-paced media platform--keep your Tweets short & sweet!

- You can use trending memes, GIFs, & hashtags to boost your audience reach.
- Follow, Like, and Retweet neighboring stores' & your favorite influencers' Tweets to stay in-the-loop of local businesses and national trends.
- Share information by uploading directly to Twitter, rather than linking content to another site.



Twitter

- LinkedIn is all about Business-to-Business connections. Network locally & globally!

- LinkedIn is a more "professional" site than Facebook or Twitter with a different tone. Be mindful of this when you create your page.
- Industry discussions & panels with both big corporations & small business owners happen on LinkedIn--follow discussions on topics impacting your business to learn from people like you!

LinkedIn

What the #Hashtag?

A hashtag (the # sign on the keyboard followed by text) is a way to connect posts across social media platforms based on a specific theme or content. A #Hashtag is a call to action or a grouping tool, not just a funny internet feature. Use a few #hashtags in your posts to draw in a bigger audience through content groups, like #SupportSmallBusiness or #ShopLocal. Avoid overly long or complicated hashtags that don't resonate with your audience or goals (#JustSayNoToReallyLongHashtags). Reach out to your local Main Street Program to see what hashtags you should be using to support your local businesses!