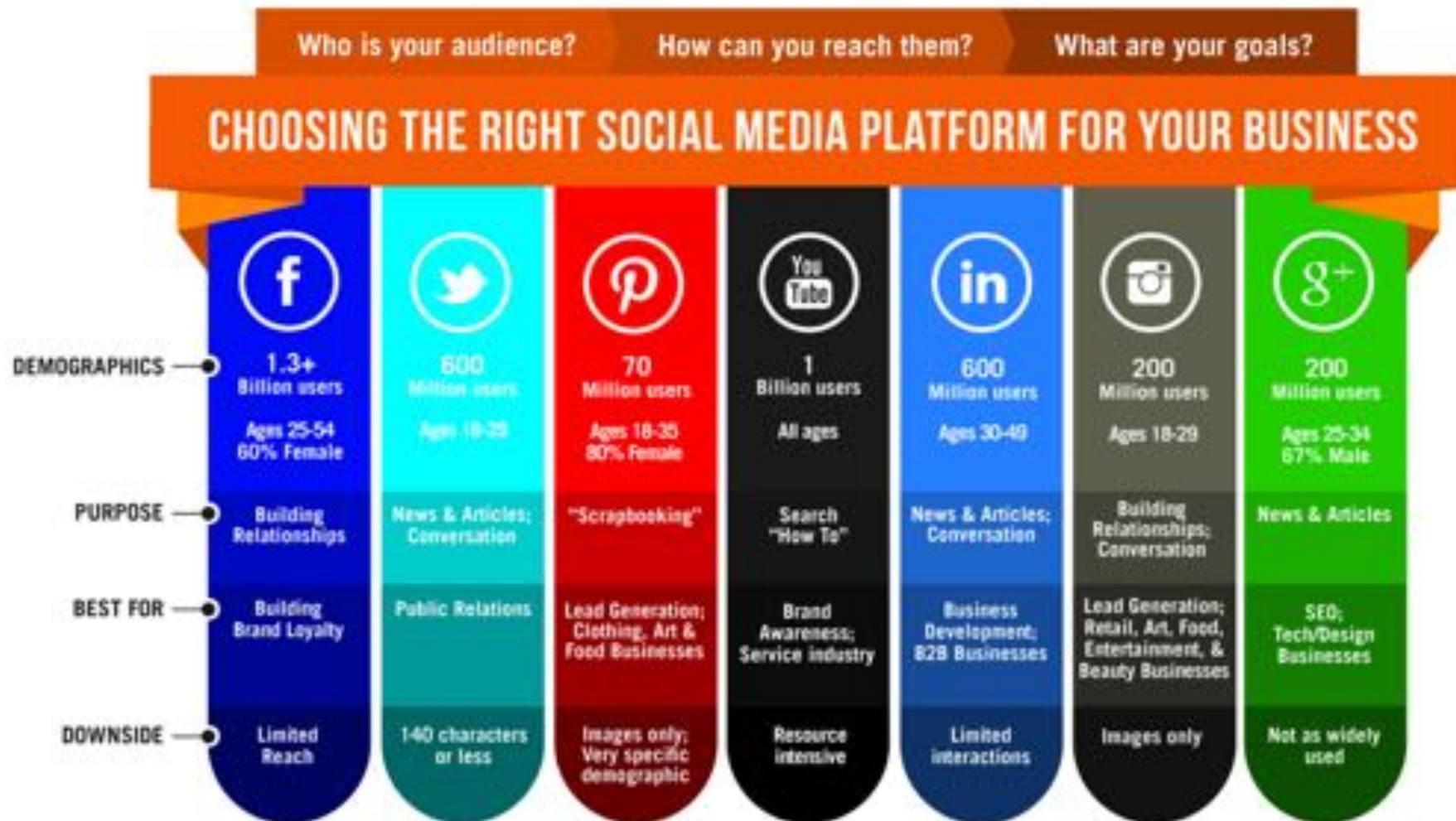


# SOCIAL MEDIA for Small Businesses

Rebecca Crocker  
Creative Marketing Program Manager  
University of Rochester



# What SOCIAL MEDIA CHANNELS work for you?





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE  
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PICS OF THEIR LIVES

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS WITH POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

inspired by eMarketing: @emergingmedia

# Consider this when picking your CHANNELS

- ▶ TIME - how much time is necessary?
- ▶ PASSION - specific passion that would work well with social media?
- ▶ SKILL SET - what are you capable of and want to learn
- ▶ AUTHENTIC VOICE - customers can spot fake content
- ▶ WHO IS YOUR CUSTOMER - what social media do they use?



**Be yourself**  
everyone else is taken



# Consider this when picking your CHANNELS

- ▶ DIVIDE AND CONQUER TECHNIQUE - not just you, have multiple content generators
- ▶ PLAN, PLAN, PLAN and did I say PLAN - It's easy to let social media slide
- ▶ KNOW THE RULES & BREAK THEM - research what influencers are doing - take the ideas and make them your own



# Your SOCIAL MEDIA CHECKLIST

- ▶ Frequency/Schedule
- ▶ What to include
- ▶ Time to Dedicate
- ▶ The SOCIAL aspect -
  - ▶ Remember to Reciprocate
  - ▶ Create Networks in Social Media
  - ▶ Tag and Be Friendly
  - ▶ Promote vs. Engagement



# hero<sup>x</sup> social media checklist

<h2>facebook</h2> <ul style="list-style-type: none"> <li>Find and "Like" 5 Pages</li> <li>Comment on 2 Pages a day</li> <li>2 posts a day related to your brand</li> <li>Always include a Call To Action (i.e. comment, like, share)</li> <li>Add hashtag so your posts appear on trending topics</li> </ul> <p><b>Pro Tip</b> Don't forget to tag people and pages in your posts</p>	<h2>twitter</h2> <ul style="list-style-type: none"> <li>3 new Tweets a day (Can be business related, fun/social, promotional. Try to engage your followers' communities)</li> <li>Add #tags so your posts appear on trending topics</li> <li>2 reTweets a day</li> <li>Follow 10 new people a day</li> </ul> <p><b>Pro Tip</b> Add comments w/ reTweets E.G. Awesome! RT @BinoCaptive How #crowd sourcing uncovers new #cancer-killing compound. <a href="http://Mia/br/118uJ00z">Mia/br/118uJ00z</a></p>	<h2>LinkedIn</h2> <ul style="list-style-type: none"> <li>Connect with 3-5 new people a week</li> <li>Follow 3 new companies a week</li> <li>Request 1-2 new recommendations a week</li> <li>Repost all blog posts on newfeed</li> </ul> <p><b>Pro Tip</b> Post a relevant industry news item on newfeed with a Call To Action</p>
<h2>Pinterest</h2> <ul style="list-style-type: none"> <li>Create a new Pin board relevant to your business every week &amp; tweet about it</li> <li>Allocate 15-20 minutes a day to add to your existing boards</li> <li>Encourage followers to Pin to your boards</li> <li>Follow 3-5 new Pinners a week</li> </ul> <p><b>Pro Tip</b> Always use appropriate keywords and hashtags in your pins, boards and descriptions</p>	<h2>Instagram</h2> <ul style="list-style-type: none"> <li>Post 1 photo per day</li> <li>Use appropriate hashtags in your descriptions</li> <li>Follow 10 new people a day</li> <li>Comment on 5 follower posts a day</li> <li>Like 20-30 your or follower's images per day</li> <li>Tag the location of your photo when applicable</li> </ul> <p><b>Pro Tip</b> Try to use these images on all platforms. Link back to the community whenever possible!</p>	<h2>foursquare</h2> <ul style="list-style-type: none"> <li>Check in to your office daily</li> <li>Encourage coworkers to join Foursquare and follow</li> <li>Seek out your new Twitter followers through Foursquare</li> <li>Create checkins for all your special events &amp; promote in advance of the event</li> <li>Add 2-3 tips &amp; reviews on local establishments per week</li> </ul> <p><b>Pro Tip</b> Repost your Foursquare checkins on Twitter with appropriate commentary</p>
<h2>Blog/Blogger Outreach</h2> <ul style="list-style-type: none"> <li>Write 1 blog post a day</li> <li>Reach out to community bloggers &amp; comment on 2-3 blogs per day</li> <li>Look for 1 new blog a day to bookmark &amp; follow</li> <li>Repost all blog content on applicable social platforms (FB/Twitter/G+/LinkedIn)</li> </ul> <p><b>Pro Tip</b> Connect with new blogs on their other social platforms (Twitter/Instagram/FB/G+)</p>	<h2>Google+</h2> <ul style="list-style-type: none"> <li>Add 5 new people to your circles per day</li> <li>Share new and relatable content to your business 2x a day</li> <li>Offer &amp; host a Google+ Hangout session for an industry related topic 1x week</li> </ul> <p><b>Pro Tip</b> Make sure your posts are set to public, use #tags, &amp; categorize followers if possible</p>	<h2>reddit</h2> <ul style="list-style-type: none"> <li>Create a subreddit group for your community</li> <li>Create 1 new thread a day</li> <li>Monitor new threads with automated email alerts</li> <li>Participate in 2-3 Reddit threads a day unrelated to your company</li> <li>Perform AMA interviews when applicable</li> </ul> <p><b>Pro Tip</b> Engage don't promote. Reddit offers you an opportunity to engage directly with your community</p>

# Your CONTENT & CALENDAR

SOCIAL MEDIA WEEKLY CALENDAR				
SOCIAL MEDIA SITE 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
POST 1				
POST 2				
SOCIAL MEDIA SITE 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
POST 1				
POST 2				
SOCIAL MEDIA SITE 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
POST 1				
POST 2				
BLOG THIS WEEK!	TOPIC DECIDED	POSTED		

Time

Time

Time

## 2019 SOCIAL MEDIA HOLIDAYS

### January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

### March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1. New Year's Day
6. Golden Globe Awards
17. Get to Know Your Customers Day
21. Martin Luther King, Jr. Day
24. National Compliment Day
25. Opposite Day
28. Data Privacy Day
2. Groundhog Day
3. Super Bowl LIII
5. Chinese New Year
9. National Pizza Day
14. Valentine's Day
20. Love Your Pet Day
24. 91st Academy Awards
1. Nat'l Employee Appreciation Day
7. National Be Heard Day
8. International Women's Day
10. Daylight Saving
15. World Consumer Rights Day
17. St. Patrick's Day
20. First Day of Spring

Louise Myers   
Visual Social Media  
details at [bit.ly/smolidays](http://bit.ly/smolidays)

## SOCIAL MEDIA CHEAT SHEET

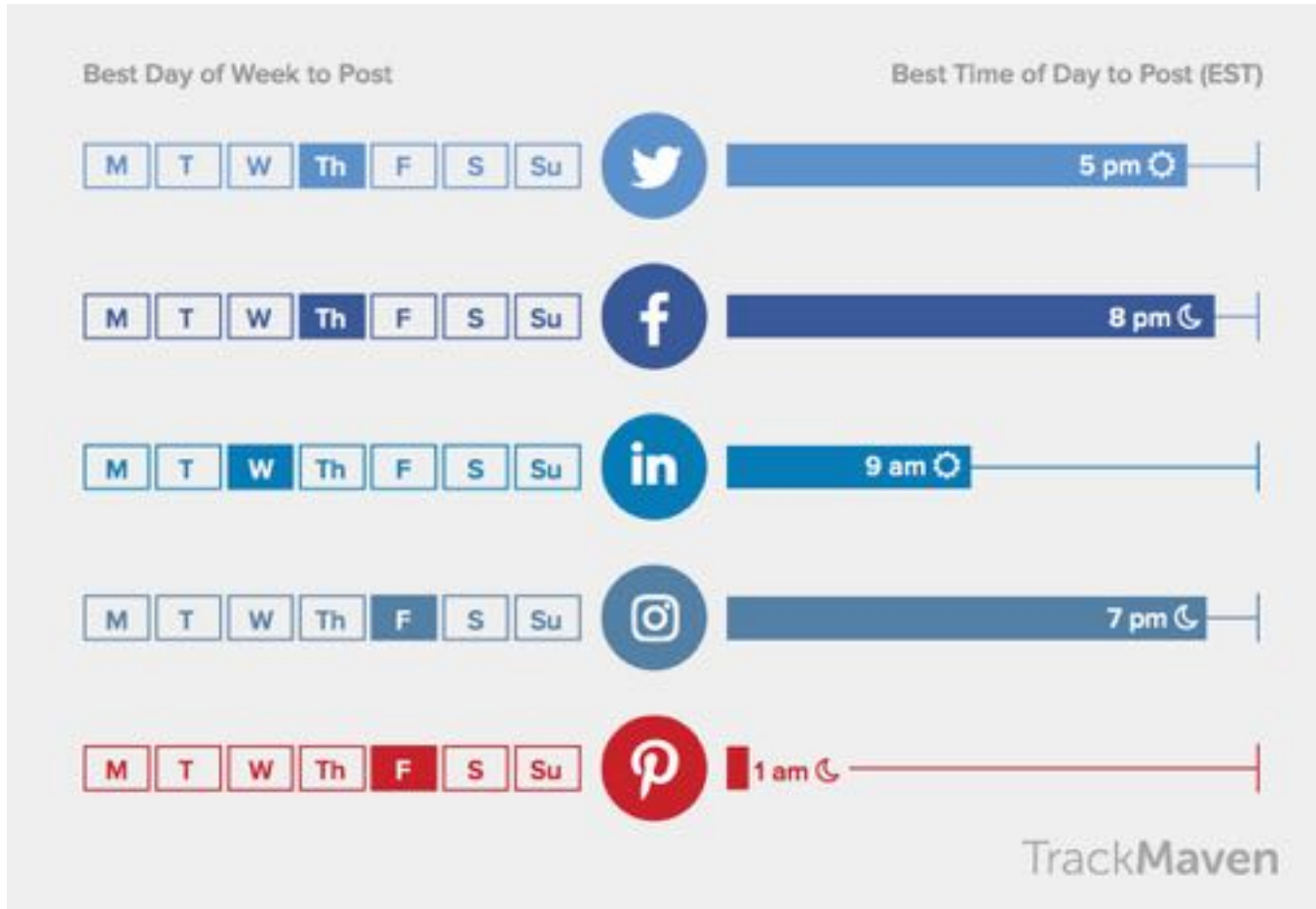


### WHAT TO POST - 24 DAYS OF CONTENT

<b>INSPIRATIONAL QUOTES</b> Create your own or post other popular ones	<b>YOUR BLOG POSTS</b> Your own content is the best way to grow your following!	<b>QUICK TIP OF THE DAY</b> Create themes around quick tips to get more done	<b>TUTORIALS</b> Show readers how to do something that will help them
<b>CHALLENGES</b> Give people tasks to achieve something specific for their biz	<b>CUSTOMER SURVEYS</b> Ask your readers questions about their biz or yours	<b>OLD POPULAR CONTENT</b> Re-post popular content with new images	<b>WEBINAR TRAININGS</b> Promote an information-packed webinar
<b>EPIC CONTENT</b> Take a popular topic and write a long, detailed post on it	<b>ANNOUNCEMENTS</b> Let readers know about upcoming events or specials	<b>PROMOTE YOUR SERVICES</b> Give your social media followers bundled packages to buy	<b>PRINTABLE FREEBIE</b> Create a checklist or cheat sheet readers can download
<b>ASK QUESTIONS</b> Ask readers questions related to their biz/blog	<b>SOCIAL-ONLY PROMOS</b> Offer exclusive discounts only for your social followers	<b>CASE STUDIES</b> Share your own personal stories or client success stories	<b>ANSWER FAQS</b> Answer common questions your readers have
<b>FAVORITE HACKS + TOOLS</b> Show the resources and tools you use in your biz	<b>SHORT VIDEOS</b> Share a short YouTube video with a quick tip	<b>FREE E-COURSE</b> Let people opt in to an email course to help build your list	<b>BEHIND THE SCENES</b> Show images of your workspace and new projects
<b>WEEKLY ROUNDUP</b> Share a list of your favorite industry posts each week	<b>CONTESTS + GIVEAWAYS</b> Give away prizes in exchange for emails, likes/follows	<b>HOLIDAY SPECIALS</b> Celebrate holidays with special themes, graphics, and posts	<b>ENCOURAGEMENT</b> Give positive words of encouragement for followers



# TIME to post! GOOD TIMES!



# CONTENT IS KING

- ▶ Industry Specific - Check out the Competition!

<b>1 HELPFUL CONTENT</b> useful info, presentations, slides, tricks, hacks, "how to"	<b>2 QUOTES</b> your "quotables" and relevant quotes from other sources	<b>3 IMAGES</b> pictures of you, your products, your clients, promotions, etc.	<b>4 ENCOURAGEMENT</b> quick thoughts that will help your ideal readers and audience	<b>5 INCENTIVE CONTENT</b> content that presents a clear benefit to readers.
<b>6 QUICK TIPS</b> short thoughts to help your audience with important goals + small concerns	<b>7 SHAREABLE TIPS</b> like quick tips, but items that feel more like secret "hacks"	<b>8 BLOG POST PROMOTION</b> spreading awareness of current and past posts	<b>9 EVENTS</b> virtual and physical events, challenges, contests, or conferences	<b>10 TIME-SENSITIVE OFFERS</b> limited time sales, registration for events, etc.
<b>11 PERSONALITY</b> humor, sharing life's moments, just for fun info + content that shows you care	<b>12 PROMO OF NON-BLOG CONTENT</b> G+As, videos, or other non-blog content	<b>13 CALLS TO ACTION</b> asking for some type of action you want your audience to take	<b>14 BUSINESS UPDATES</b> tidbits of interest about your business or about you as the blog/business owner	<b>15 LONGER INFORMATIVE POSTS</b> content in between quick social posts and blog posts
<b>16 LONGER THOUGHTS</b> inspiration that is a good fit for readers but not your blog	<b>17 INTERACTIVE CONTENT</b> items that require a response or submission	<b>18 APPEALING VISUALS</b> stunning flyers, graphics, or infographics	<b>19 PROMOS + GIVEAWAYS</b> any specials or promotions that will excite your audience or gain new readers	<b>20 REPUTATION CONTENT</b> interviews, facts, media coverage, or authoritative pieces that help build rep
<b>21 RESPONSES + CONVOS</b> your public replies to others are their own form of content	<b>22 SERVICES + SHOWCASING</b> showing off and displaying your products and services	<b>23 FEEDBACK + IDEA GENERATION</b> asking others for feedback or content ideas	<b>24 SHARING OTHER PEOPLE'S CONTENT</b> valuable posts and social media content from others	<b>25 COMMUNITY-BUILDING CONTENT</b> photo contests, challenges, groups, #hashtags, etc.

The 25 Types of Content to Share on Social Media from **BYREGINA.COM**

## Restaurant Specific




### Nine Fresh Ideas For Restaurant Social Media Content

<b>01</b>	Get to know your staff	<b>02</b>	Cross-promote	<b>03</b>	Get behind the scenes
<b>04</b>	Re-share user-generated content	<b>05</b>	Share top menu recommendations	<b>06</b>	Post Announcements in a Creative Way
<b>07</b>	New menu items	<b>08</b>	Promote community activities	<b>09</b>	Have someone new take over your account

# Think about your WORDS

## MOST POPULAR words & phrases IN HIGHLY-SHARED HEADLINES

Word & Phrase	# of Uses	% of headlines
LIST POST	787	11.10%
YOU / YOUR	478	6.74%
FREE/GIVEAWAY	255	3.60%
HOW TO	205	2.89%
DIY	197	2.78%
I / ME / MY	153	2.16%
EASY	137	1.93%
WIN	104	1.47%
NEW	97	1.37%
WAYS	75	1.06%
WHY	60	0.85%
VIDEO	51	0.72%
THE MOST	17	0.24%

buffer CoSchedule

## COMMON WORDS IN Highly-Shared Headlines BY SOCIAL NETWORK

Facebook	Twitter	Google+	Pinterest	LinkedIn
THINGS	GOOGLE	CHOCOLATE	CHICKEN	GOOGLE
RECIPE	FACEBOOK	BUTTER	CHOCOLATE	FACEBOOK
ABOUT	GIVEAWAY	RECIPE	RECIPE	SHOULD
VIDEO	ABOUT	PEANUT	BUTTER	SOCIAL
SHOULD	SHOULD	GOOGLE	WEDDING	ABOUT
REASONS	SOCIAL	CREAM	PEANUT	CHICKEN
HOMEMADE	MEDIA	COOKIES	COOKIES	THINGS
HEALTHY	REASONS	CHICKEN	HOMEMADE	APPLE
EVERY	TWITTER	CHEESE	SALAD	IDEAS
PEOPLE	ANDROID	COOKIE	CREAM	MEDIA

buffer CoSchedule

180+ Power Words FOR WRITING EMOTIONAL HEADLINES  
From Copywriter Karl Stepp

free	focus	remarkable	confidential
sale	wanted	obsession	sizable
new	absolutely lowest	surging	wonderful
professional	interesting	revisited	delivered
guaranteed	challenge	unique	secrets
special	lifetime	bargain	scarce
tested	highest	hurry	alert famous
improved	expert	daring	strong
immediately	advice	pioneering	unusual
limited	the truth about	destiny	outstanding

People like:

- Food
- Animals
- Freebies
- Videos
- Lists
- Ideas

# The art of SOCIAL MEDIA STORYTELLING



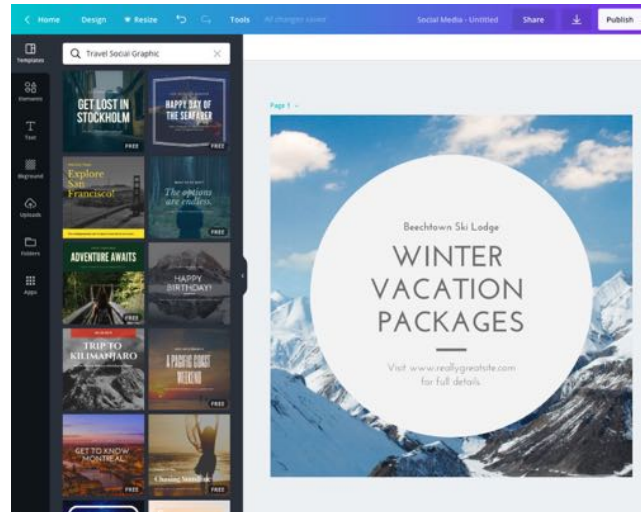
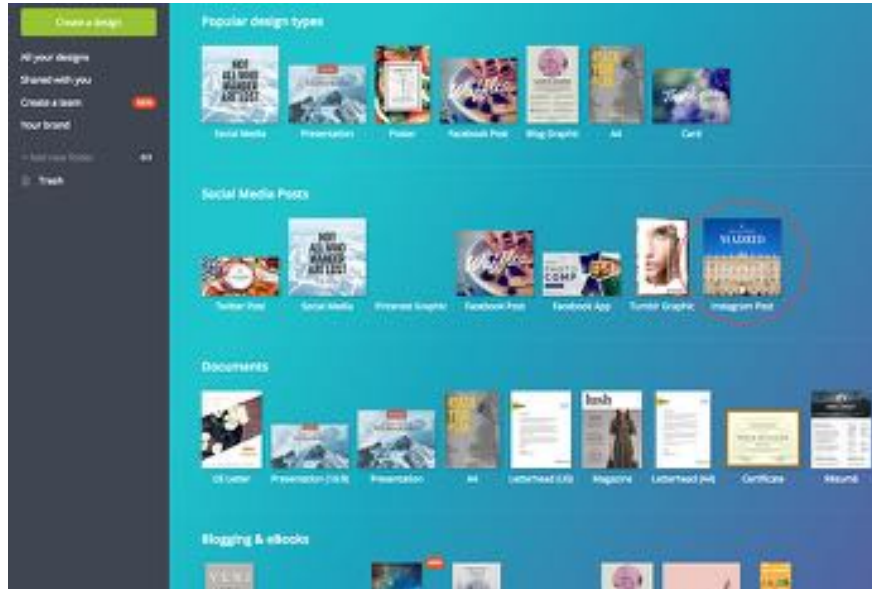


# The elements of a GOOD STORY



# SIZE matters!

## Use Canva



1.2019 EDITION

# social media cheat sheet

min, optimal, and max photo sizes

	minimum	optimal	maximum
<b>Facebook Page Photo Sizes</b>			
• Cover Photo	400 x 150	1200 x 675	see template <sup>1</sup>
• Group Cover	not specified	1640 x 859	see template <sup>1</sup>
• Event Cover	not specified	1200 x 675	see template <sup>1</sup>
• Profile Picture	170 x 170	340 x 340	crops square + round
• Link Image	600 x 314	1200 x 628	(1.91:1 ratio)
• Photo Post Widths for quality 720, 960, 2048			(up to 2:3 ratio)
• Photo Viewer max			2048 x 2048
<b>Pinterest Photo Sizes</b>			
• Profile Photo	180 x 180	600 x 600	600 x 600
• Pins (recommended)	600 x 600	600 x 900	600 x 1260*
• Board Cover	340 x 340	600 x 600	(1:1 ratio)
			*Taller will be cropped in feed. Wider will be scaled. Clicked Pins 544 wide.
<b>Instagram Photo Sizes</b>			
• Profile Photo	110 x 110	180 x 180	crops round
• Story Image		1080 x 1920	(9:16 ratio)
• Photo Post	1080 x 566	1080 x 1080	1080 x 1350*
			*larger sizes will work - these are sized to the feed
<b>Twitter Photo Sizes</b>			
• Header		1500 x 500	see template <sup>1</sup>
• Profile Photo	400 x 400	400 x 400	crops round
• Tweeted Image	600 x 335	1200 x 675	any height when clicked
• Twitter Card (link)	600 x 314	1200 x 628	(1.91:1 ratio)
<b>LinkedIn Photo Sizes</b>			
• Profile Banner		1584 x 396	(4:1 ratio)
• Profile Avatar		400 x 400	20,000 any side
• Update/blog post	600 x 314	1200 x 628	(1.91:1 ratio)
• Company Cover	1192 x 220	1536 x 768 <sup>1</sup>	2 MB
• Company Logo	300 x 300	300 x 300	4 MB
<b>YouTube Photo Sizes</b>			
• Channel Art	1546 x 423	2560 x 1440	see template <sup>1</sup>
• Video Thumbnail	640 x 360	1280 x 720	
• Channel Icon		800 x 800	
			<sup>1</sup> crops differently per device, see template

This image MUST link to LouiseM.com. All other sites are copyright infringement!

©LouiseM.com Jan 11, 2019. Visit [bit.ly/SMSizes](http://bit.ly/SMSizes) for updates.

# Keep to your BRAND

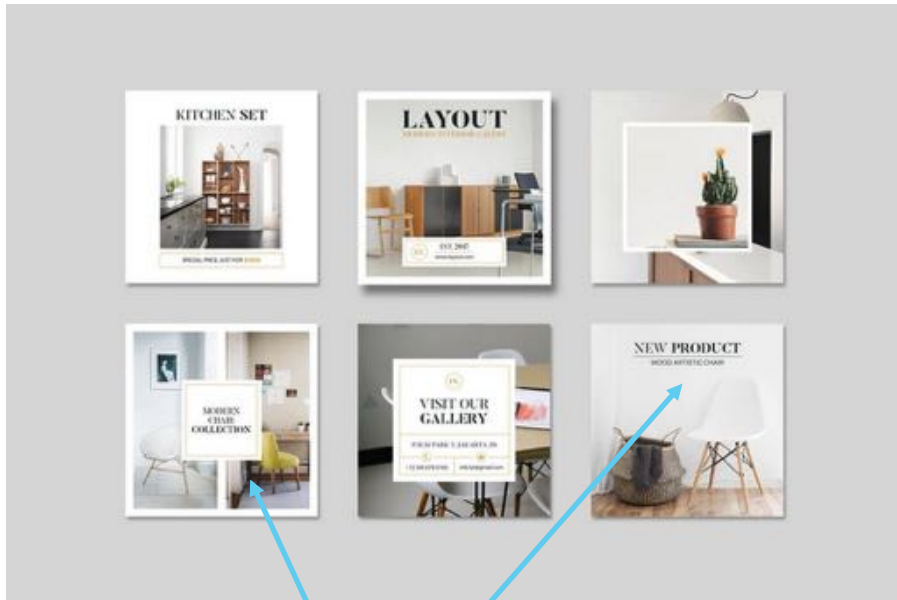


- ▶ Logo
- ▶ Palette
- ▶ Font

- ▶ Photo Aesthetic
- ▶ Your Voice
- ▶ Revisit this - Every Year. Don't be afraid to make small changes.

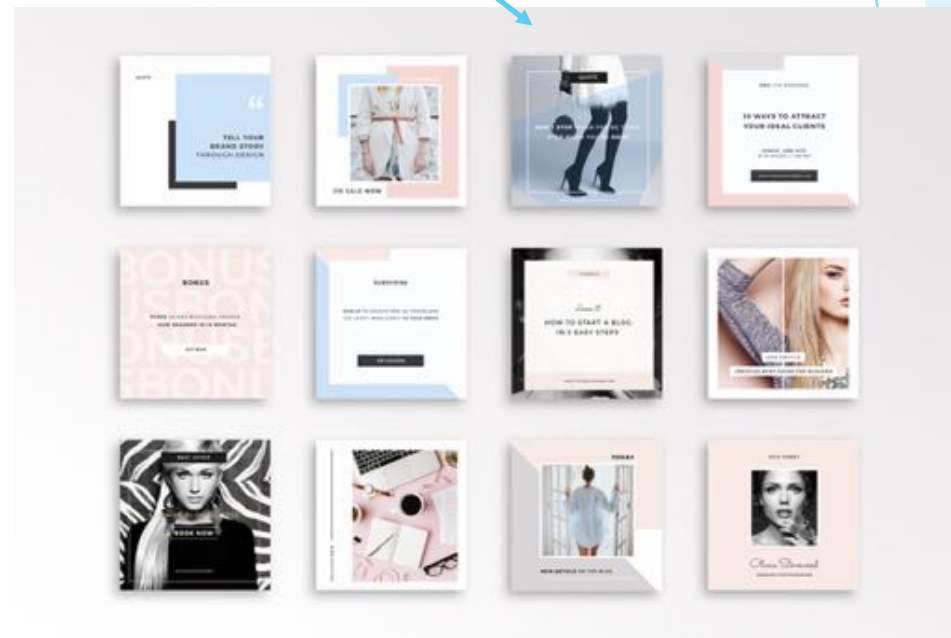


# Brand your POSTS



FONT CHOICE & BOX

BORDER & PALLETE





# Brand VARIATIONS are good!

## BRAND GUIDELINES LOGO VARIATIONS



### NOTE

When using the logo variations you have to make sure that the logo is clearly visible on any background. Combine the logo and background wisely. Be rad.

# Brand VARIATIONS & Brand FAMILIES



WIDE



TALL (AND PRIMARY)



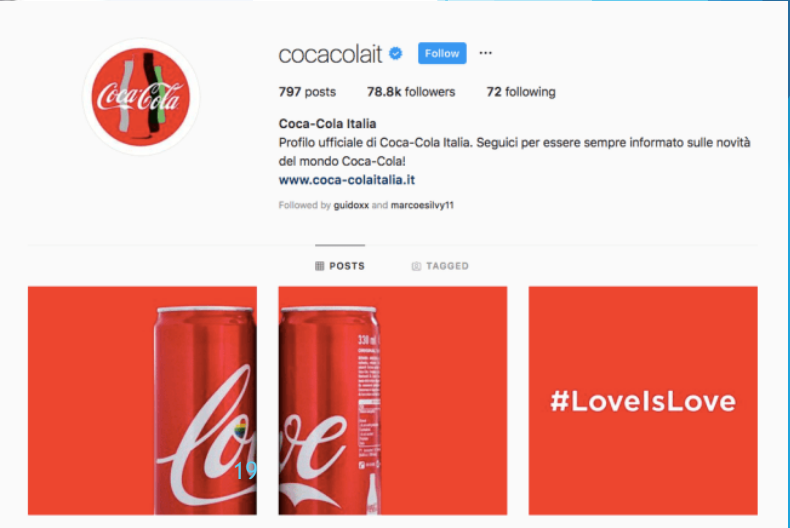
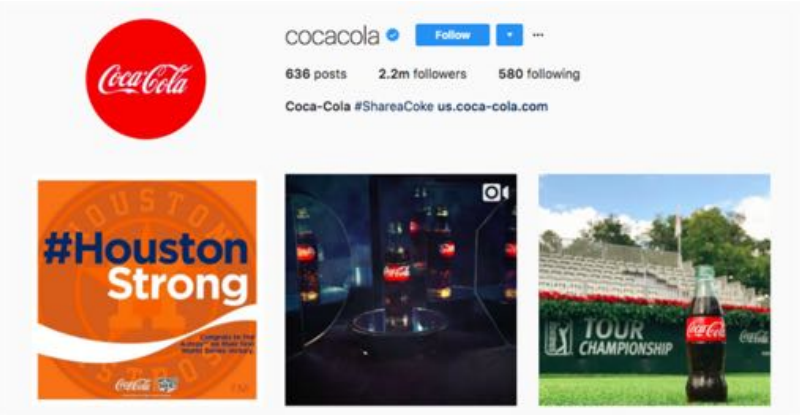
SMALL



ONE-COLOR



# Brand CONSISTENCY - all social channels



# VIRAL posts - The Instructional Post



Call to Action - "Tell people what to do!"



# VIRAL posts - The DIY Post



Extremely “Sharable” posts!

# VIRAL posts - The Reference an Event Post



Jump on an event and be part of the conversation.

# VIRAL posts - The Heart Tug Post



People love, love.

# VIRAL posts - The Human Truth



A post an audience agrees with or can relate to without much thought.



# VIRAL posts - Prizes for the Win



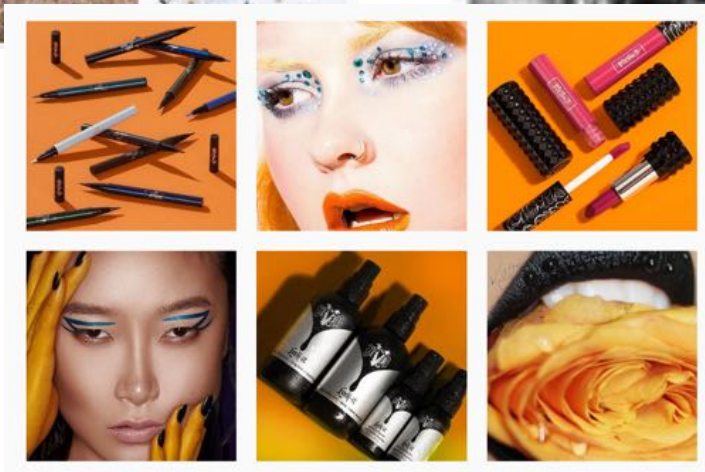
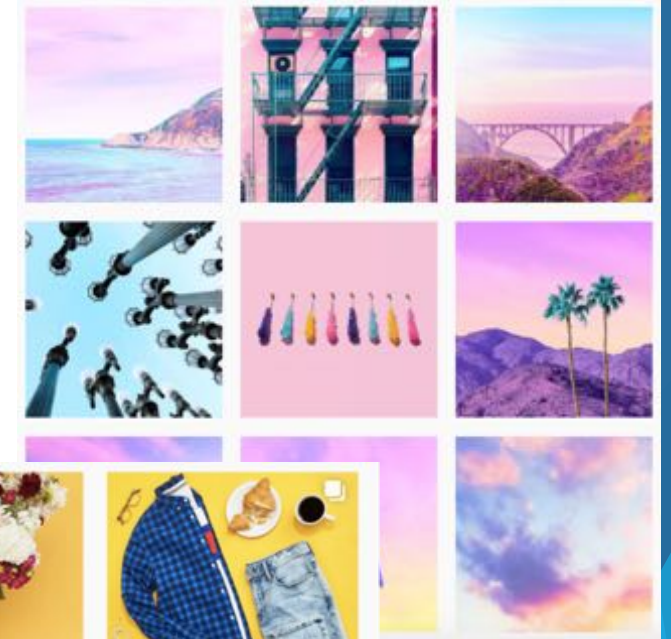
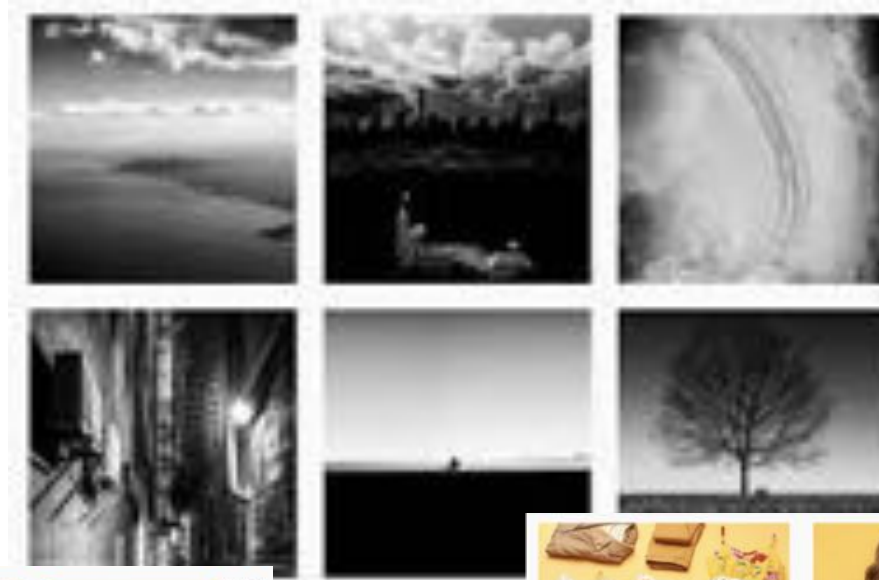
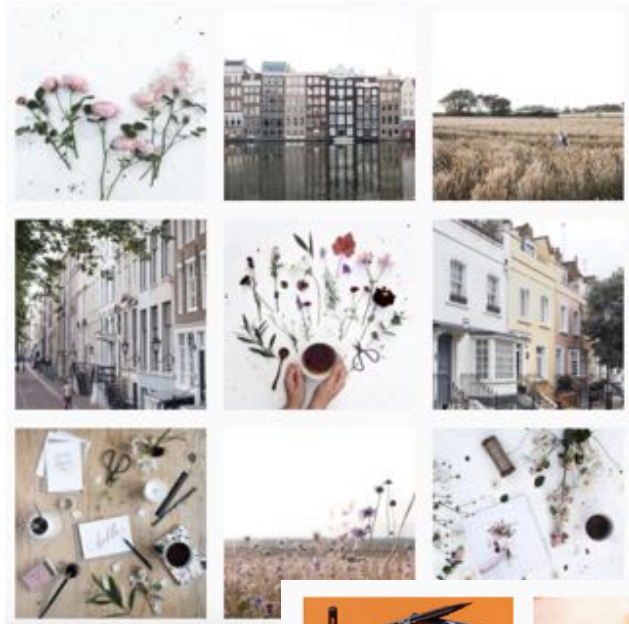
A unique give away that is relevant to your brand.

# INTERNAL AND EXTERNAL Social Media



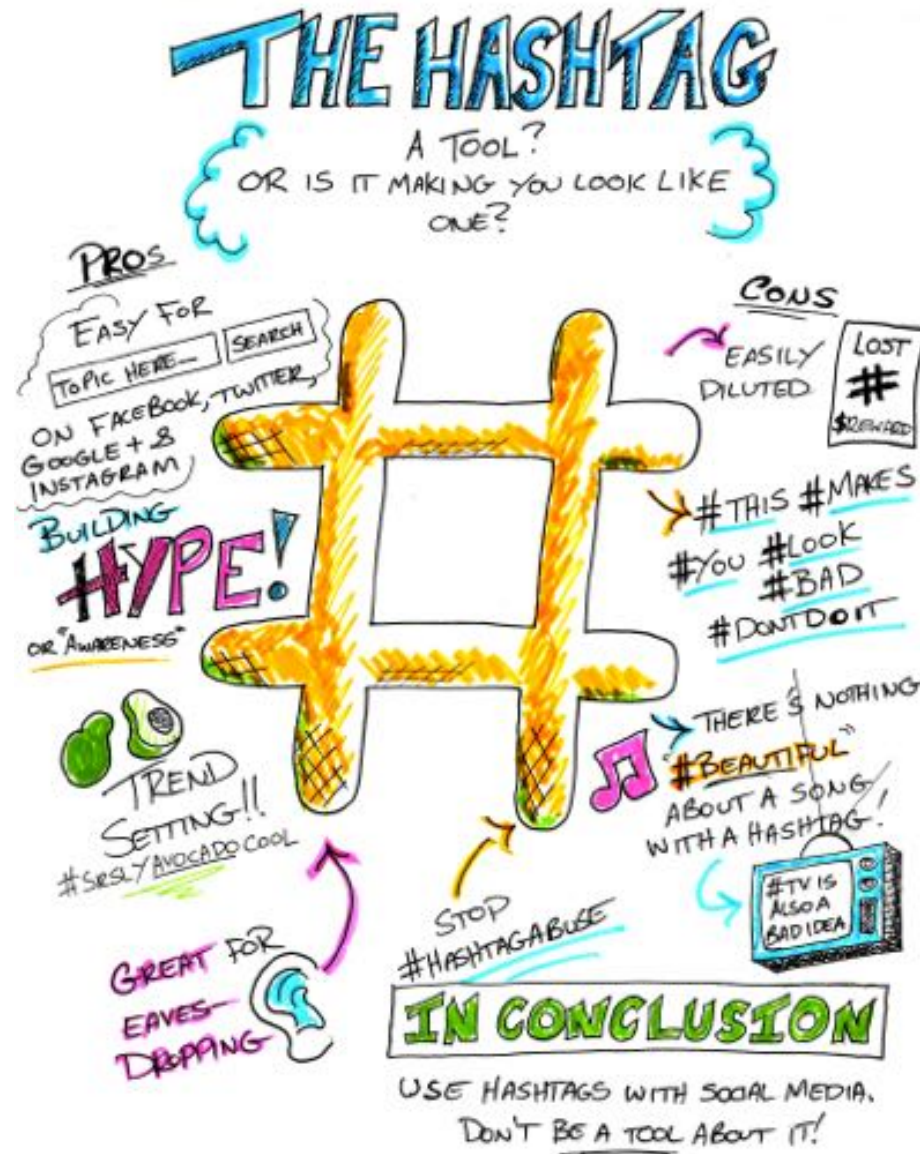


# Photos Matter WHAT IS YOUR STYLE?



# The HASHTAG #

#DON'T  
#BE  
#A  
#TOOL





# Types of #HASHTAGS



MAGIC NUMBER IS 11

# Know the COMPETITION

Watch the TOP 5 - Monthly & Analyze

- Check for High Engagement Posts
- How many times do they post?
- What Social Media do they use?
- Keep Tabs on Changes
- Don't Copy - Stay Authentic



Thank you!

**DON'T GET  
COMFORTABLE  
COMFORT KILLS  
GROWTH!**