SOCIAL MEDIA
for Small Businesses

Rebecca Crocker
Creative Marketing Program Manager
University of Rochester
What **SOCIAL MEDIA CHANNELS** work for you?
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?
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
<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Find and “Like” 5 Pages.</td>
<td>- 3 new Tweets a day (Can be business related, fun/social, promotional. Try to amplify your followers’ communities)</td>
<td>- Connect with 3-5 new people a week</td>
</tr>
<tr>
<td>- Comment on 2 Pages a day</td>
<td>- Add hashtags so your post appears on trending topics</td>
<td>- Follow 3 new companies a week</td>
</tr>
<tr>
<td>- Share 2 posts a day related to your brand</td>
<td>- 2 reTweets a day</td>
<td>- Request 1-2 new recommendations a week</td>
</tr>
<tr>
<td>- Always include a Call To Action (i.e. comment, like, share)</td>
<td>- Follow 10 new people a day</td>
<td>- Report all blog posts on newsworthed</td>
</tr>
<tr>
<td>- Add hashtags so your post appears on trending topics</td>
<td>- Add comments w/ reTweets (E.g. Awesome! RT @WebCriteo: How #CrowdSourcing uncovers new Cancer-killing compound: <a href="http://bit.ly/1BuJGQGt">http://bit.ly/1BuJGQGt</a>)</td>
<td>- Post a relevant industry news item on newsworthed with a Call To Action</td>
</tr>
<tr>
<td>- Don’t forget to tag people and pages in your posts</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Always use appropriate keywords and hashtags in your pins, boards, and descriptions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Check in to your office daily</td>
<td>- ENCourage coworkers to join Foursquare and follow</td>
</tr>
<tr>
<td></td>
<td>- Encourage followers to Pin to your boards</td>
<td>- Seek out your new Twitter followers through Foursquare</td>
</tr>
<tr>
<td></td>
<td>- Follow 3-5 new Pinners a week</td>
<td>- Create checkins for all your special events &amp; promote in advance of the event.</td>
</tr>
<tr>
<td></td>
<td>- Use appropriate hashtags in your descriptions</td>
<td>- Add 2-3 tips &amp; reviews on local establishments per week</td>
</tr>
<tr>
<td></td>
<td>- Follow 10 new people a day</td>
<td>- Repost your Foursquare checkins on Twitter with appropriate commentary</td>
</tr>
<tr>
<td></td>
<td>- Like 20-30% of follower’s images per day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Tag the location of your photo when applicable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Try to use these images on all platforms. Link back to the community whenever possible!</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pinterest</th>
<th>Instagram</th>
<th>Foursquare</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Create a new Pin board relevant to your business every week &amp; tweet about it</td>
<td>- Post 1 photo per day</td>
<td>- Check in to your office daily</td>
</tr>
<tr>
<td>- Allocate 15-20 minutes a day to add to your existing boards</td>
<td>- Use appropriate hashtags in your descriptions</td>
<td>- Encourage coworkers to join Foursquare and follow</td>
</tr>
<tr>
<td>- Encourage followers to Pin to your boards</td>
<td>- Follow 10 new people a day</td>
<td>- Seek out your new Twitter followers through Foursquare</td>
</tr>
<tr>
<td>- Follow 3-5 new Pinners a week</td>
<td>- Like 20-30% of follower’s images per day</td>
<td>- Create checkins for all your special events &amp; promote in advance of the event.</td>
</tr>
<tr>
<td>- Always use appropriate keywords and hashtags in your pins, boards, and descriptions</td>
<td>- Tag the location of your photo when applicable</td>
<td>- Add 2-3 tips &amp; reviews on local establishments per week</td>
</tr>
<tr>
<td></td>
<td>- Try to use these images on all platforms. Link back to the community whenever possible!</td>
<td>- Repost your Foursquare checkins on Twitter with appropriate commentary</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Blog/Blogger Outreach</th>
<th>Google+</th>
<th>Reddit</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Write 1 blog post a day</td>
<td>- Add 5 new people to your circles per day</td>
<td>- Create a subreddit group for your community</td>
</tr>
<tr>
<td>- Reach out to community bloggers &amp; comment on 2-3 blogs per day</td>
<td>- Share new and relevant content to your business 2x a day</td>
<td>- Create 1 new thread a day</td>
</tr>
<tr>
<td>- Look for 1 new blog a day to bookmark &amp; follow</td>
<td>- Offer &amp; host a Google+ Hangout session for an industry related topic 1x week</td>
<td>- Monitor new threads with automated email alerts</td>
</tr>
<tr>
<td>- Report all blog content on applicable social platforms (FB/Twitter/G+)</td>
<td>- Make sure your posts are set to public, use flags, &amp; categorize followers if possible</td>
<td>- Participate in 2-3 Reddit threads a day unrelated to your company</td>
</tr>
<tr>
<td>- Connect with new blogs on other social platforms (Twitter/Instagram/F/B/G+)</td>
<td></td>
<td>- Perform AMA interviews when applicable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Engage don’t promote. Reddit often gives you an opportunity to engage directly with your community.</td>
</tr>
</tbody>
</table>
### Social Media Holidays 2019

#### January
- 1. New Year’s Day
- 6. Golden Globe Awards
- 17. Get to Know Your Customers Day
- 23. Martin Luther King Jr. Day
- 24. National Compliment Day
- 25. Opposite Day
- 26. Data Privacy Day

#### February
- 2. Groundhog Day
- 3. Super Bowl LII
- 5. Chinese New Year
- 9. National Pizza Day
- 14. Valentine’s Day
- 20. Love Your Pet Day
- 24. 1st Academy Awards

#### March
- 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/smholidays
TIME to post! GOOD TIMES!
Industry Specific - Check out the Competition!
Think about your **WORDS**

**People like:**
- Food
- Animals
- Freebies
- Videos
- Lists
- Ideas

**Common Words in Highly-Shared Headlines**

<table>
<thead>
<tr>
<th>Word &amp; Phrase</th>
<th># of Uses</th>
<th>% of headlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST POST</td>
<td>787</td>
<td>11.10%</td>
</tr>
<tr>
<td>YOU / YOUR</td>
<td>478</td>
<td>6.74%</td>
</tr>
<tr>
<td>FREE/GIVEAWAY</td>
<td>255</td>
<td>3.60%</td>
</tr>
<tr>
<td>HOW TO</td>
<td>205</td>
<td>2.89%</td>
</tr>
<tr>
<td>DIY</td>
<td>197</td>
<td>2.78%</td>
</tr>
<tr>
<td>I / ME / MY</td>
<td>153</td>
<td>2.16%</td>
</tr>
<tr>
<td>EASY</td>
<td>137</td>
<td>1.93%</td>
</tr>
<tr>
<td>WIN</td>
<td>104</td>
<td>1.47%</td>
</tr>
<tr>
<td>NEW</td>
<td>97</td>
<td>1.37%</td>
</tr>
<tr>
<td>WAYS</td>
<td>75</td>
<td>1.06%</td>
</tr>
<tr>
<td>WHY</td>
<td>60</td>
<td>0.85%</td>
</tr>
<tr>
<td>VIDEO</td>
<td>51</td>
<td>0.72%</td>
</tr>
<tr>
<td>THE MOST</td>
<td>17</td>
<td>0.24%</td>
</tr>
</tbody>
</table>
The art of **SOCIAL MEDIA STORYTELLING**
The elements of a GOOD STORY

“People will remember your stories before they remember your sales pitch.”

1. Familiarity
   The more familiar a story feels, the more powerful it is.

2. Trust in the Teller
   Our feelings about a storyteller influence our reaction to their story.

3. Drama
   Stories need dramatic development and emotional dynamics.

4. Agency
   Stories are most persuasive when readers work out their meaning for themselves.

5. Relatability
   The more people identify with a story, the more likely they are to be persuaded.

6. Simplicity
   Simple stories are strong stories. Take out everything that doesn’t serve the narrative.

7. Immersion
   The more readers put themselves into a story, the more likely they are to change their opinions.
SIZE matters!
Use Canva
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!

**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**

- Briana Bakes
  - Wide
  - Tall (and Primary)
  - Small
  - One-Color

- FedEx
  - Collective Signature
  - Corporation
  - Services
  - Express
  - Ground
  - Home Delivery
  - Freight
  - Custom Critical
  - Trade Networks
  - Supply Chain Services
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

IN CONCLUSION

USE HASHTAGS WITH SOCIAL MEDIA, DON’T BE A TOOL ABOUT IT!
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!