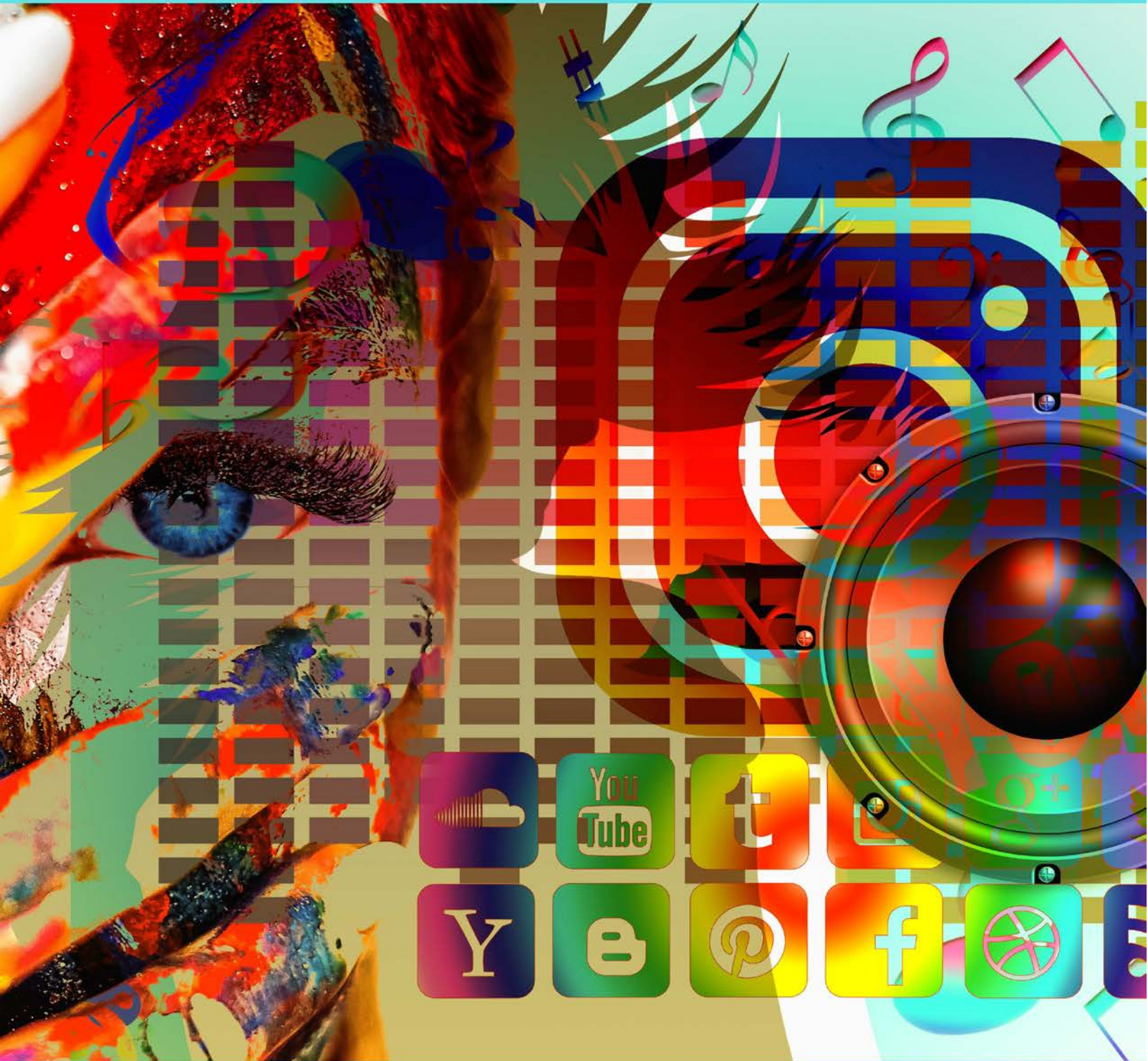


THE DOWNTOWN WINDSOR BIA PRESENTS

# SOCIAL MEDIA RESOURCE GUIDE

2020 EDITION



**ATTRACT, ENGAGE AND RETAIN YOUR CUSTOMERS  
THROUGH THE POWER OF SOCIAL MEDIA**

## 2020 Social Media Resource Guide

This guide is designed to assist you, the business owner, who's interested in leveraging the power of social media for business marketing purposes. You may be personally taking on this task, or you may have a member of your team who's been assigned to managing your various social media platforms.

While Facebook, Instagram and Twitter have been developed to be as user-friendly as possible, millions of people use these platforms for personal use. When it comes to professional maintenance, however, while it is just as easy, it can take a lot of motivation, time and effort to learn, improve and maintain your social media accounts. Because they're so popular, it's easy to be lost in a sea of other messages on these three platforms.

For that reason, the DWBIA wants to answer some of the most frequently asked questions about social media marketing, so we can at least help you get started. In this guide, you'll find

- FAQs
- Facebook
- Instagram
- Twitter
- Google
- Other tools, tips and tricks for social media marketing

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## FAQs: The basics of social media marketing

### *Why should I use social media?*

Did you know that 30% of all time spent online is spent on social media? The best way to get noticed is through social media, whether it's on Facebook, Instagram or Twitter. If it's too overwhelming to jump on all three, we'd recommend Facebook as a starting point. Facebook reports 2.41 billion monthly active users as of 2019, and 2.7 billion people are using at least one of the company's products (including Messenger, WhatsApp, and yes, Instagram!).

Small businesses in particular benefit greatly from the use of social media. Social media assists in creating brand awareness, increases customer loyalty and engagement, provides leads, drives up revenue and gives you great insight into who and where your customers are.

### *How often should I be posting?*

At the very least, you should be posting three to five times a week on Facebook, two or three times on Twitter, and at least once a day on Instagram, but given how busy social media feeds can be, it's a good idea to post once a day on all platforms! Here's an added tip: consider utilizing Facebook or Instagram's stories feature. Stories last 24 hours, so they give your clients a sense of urgency, exclusivity and engagement.

### *What's the difference between an ad and a post?*

A post is content your followers see organically; an ad is a paid post that's intended to target an audience outside of your followers, and they're based on demographics. It's a good idea to have a mix of posts and ads.

### *I got a bad comment or review. Can I delete them?*

The answer is yes and no. Depending on the platform you're using; you can delete bad comments or reviews. You can delete comments on Facebook, Instagram, LinkedIn and YouTube, but you can't delete comments on Twitter.

That said, even if you can't delete a bad comment, you can still respond to them. It's a good idea to ask the reviewer to contact you directly so you can resolve the situation, and this way, your other followers can see that you're proactive and that you put your customers first.

## Facebook basics

As the world's largest social networking site, Facebook allows users to connect with individuals and businesses from all over the world. Facebook is customizable, which means you can share information, photos, sales, videos, events and daily goings-on on a regular basis.

As a small business, consider starting and maintaining a Facebook Business Page. About 20 million of Facebook's users are based in Canada alone! Your business page will ensure you stay engaged with your current customers and will allow you to make invaluable connections to future ones. Consistently posting on Facebook can lead to increased revenue and customer loyalty. A Facebook business page allows you to boost a post or place an ad; these features aren't available on personal Facebook pages or groups.

### *What do you need to sign up for a Facebook Business Page?*

Your real name

Your email address

A name for your page

A description about your business

A profile photo

A cover photo

It's best to include a call-to-action on your business page, something that motivates people to do something when they're visiting your page. This could include "call us now," "email for an appointment," or "visit our website."

### *Who uses Facebook?*

As of 2019:

20 million Facebook users are from Canada (that's 54.1% of the whole country!)

54.6% are women

People aged 25-34 are the largest user group (accounting for 5 million)

88% of Millennials use Facebook weekly

83% of GenXers use Facebook weekly

79% of Baby Boomers use Facebook weekly

### *What should my business post on Facebook?*

Here's a good rule of thumb: keep your content at 80% informational, 20% promotional. It's the best combination of content that keeps your followers engaged without feeling overwhelmed. Here's an example: 80% of the time, educate your followers on what you do, and entertain them with a behind-the-scenes look at your business by sharing images of your staff or telling them what's been happening in your store on any given day. Use this time to share your story. 20% of the time, actually promote something specific, like a Black Friday sale or a Mother's Day special.

### *What are Facebook Insights?*

Facebook Insights allow you to find out about your business page's performance, including demographic data, how people respond to your posts, and so on. Insights will also give you a picture of how people engage and use your business page. You can find the metrics about your business page's performance, including what posts did best and when. It even shows you when your audience shows up the most, whether that's a weekday morning or a weekend afternoon. The coolest thing about Insights is that your data becomes very measurable -- now you can see how many followers you have, how many likes you have on each post, the kind of reach you're getting, how many page views or page previews you've received, what actions have been taken on your page, and so much more.

To access Insights, all you have to do is click on Insights on the top panel of your page.

### *Are Facebook ads really necessary?*

You're probably thinking that since you're already posting on Facebook, it's probably not worth it to pay to be on Facebook.

The truth is that your audience is on Facebook, but it doesn't mean that you're reaching all of them, all the time. You have to figure out the best way to find your audience, and for your audience to find you. Organic posts may not show up on your audiences' Facebook newsfeed, so you have to figure out another way to better get in front of them.

Facebook ads are fairly inexpensive; some report that for as little as \$5 a day, they've been able to reach 200 people. In comparison to other, more traditional advertising routes, like newspapers or magazines or radio, Facebook ads are definitely less expensive, but you need to come up with a strategy and a clear focus as to who exactly you want to reach.

Further to that, you can seriously target on Facebook, picking your audience based on their behaviours, their interests, their connections, age range, languages and locations. By doing this, you know your money is being spent on only the kind of audience you want to reach.

Finally, Facebook advertising is fast, getting you immediate results. You can literally start reaching thousands of people every day.

## Instagram basics

Did you know that over 25 million companies worldwide use Instagram? 200 million users visit at least one business profile every day.

For that reason, Instagram has been dubbed the “new home for brands,” meaning that Instagram is where businesses go for high engagement, seeking out and keeping loyal customers.

### *How do I create an Instagram strategy?*

Great question! With so many businesses on this platform, you’ll need to figure out who you think is going to see your content. Consider who’s already buying from you, and then do some competitor research to see what they’re doing and what’s working for them. Once you understand just who your audience is, create a clear value statement for your brand and start posting!

### *How often should I be posting? When is the best time to post?*

The most important part of any social media strategy is to ensure that you’re posting regularly. The key is not to post too much, and not to post too little -- you want to ensure your audience remains aware of who you are, but you don’t want to lose them because you’re overwhelming them, either.

You may need to do some trial and error posting here; your Insights will tell you when your own specific audience seems to engage most, and follow those active times to create a content calendar.

### *How do I optimize my profile?*

For best results, try to say what you want people to know about you in your Instagram bio, which only permits 150 characters. It should convey your personality, include hashtags (which are clickable), and make sure you’re using spacing and line breaks to make it easier to read.

You should also have a great profile picture, which should be a version of your logo. The best photos are at least 320 pixels square.

Finally, include your contact information, your industry category, and call-to-action buttons, so your followers can easily book an appointment, buy your products or call you right from your Instagram page.

### *What kind of content should I post?*

Instagram is all about the photos! Make sure that your visual identity is recognizable and unique. Decide on a content theme, which may be very obvious (for example, if you're a restaurant, you might post photos of your food; if you're a fashion retailer, your clothes). If you're a service provider, it might be a little more challenging to have something crystal clear, so try showcasing stories from your current customers or your employees about what happens daily in your store or behind the scenes.

For the best photos, try using natural light whenever you can, and avoid harsh lights. Try different angles for different perspectives on what might otherwise be ordinary things.

### *Why does everyone on Instagram seem like a professional photographer?*

Some are, but here's a secret: a lot of people use great mobile editing apps! Try VSCO to add amazing filters to your photos.

### *What's an Insta Story?*

Instagram stories are content pieces that disappear after 24 hours. According to Hootsuite, 39% of people who use Instagram say they became more interested in a product or a brand after seeing it in Stories. If you had a really great Stories piece and you're sad you can't keep it on your page, say no more -- you can extend that Stories content by adding it to Instagram Stories Highlights.

### *Why are captions so important?*

Even if Instagram is a visual platform, captions are just as captivating as images. You can either use the captions to tell a story about your photo, or you can use it as a space to be funny, sentimental, silly or anything you like that you feel might engage your followers. Some tips for creating the perfect Instagram caption include knowing your audience, identifying your own unique voice, keeping it short and memorable, placing your most important words at the beginning of your caption, and of course, use hashtags. On that note...

### *What is a hashtag?*

A hashtag is represented by what used to be the symbol for "pound." It's this: #. Hashtags are a combination of letters, numbers and emojis that are preceded by # and which serve to categorize content and allow that content to be found. Want an example? If you're a grocer, you may use #fresh, #healthy or #buylocal to promote locally grown vegetables.

## Twitter basics

Twitter, another social media and online news platform, is a medium on which people communicate through short messages. Using 240 characters called tweets, Twitter is ranked the 8th most popular social media platform in the world.

### *How do I set up Twitter for my business?*

Six parts make up a Twitter profile, and they include a Twitter handle, a username, a profile picture, a bio, a header image and a pinned tweet. Your handle would be preceded by an @ sign, and it can be up to 15 characters. It should be a name that's simple enough so people can find you easily online. And an added tip from the pros is to try to keep your Twitter, Instagram and Facebook handles as similar as possible so it's easier to find you on any platform.

Your bio is made up of 160 characters and should include your location, hours and a link to your website. Make sure you don't forget your profile pic, which should be some variation of your logo. Finally, your pinned tweet is the very first tweet that people will see when they visit your profile. This isn't a permanent tweet by any means -- you can certainly change it whenever you like.

### *What do all those Twitter words mean, like DM, followers, or trends?*

@: is the symbol that's used to tag or mention other users

**Block:** you can block other accounts on Twitter. If you block someone, they can't see you or follow you, and you can't see or follow them either

**Like:** Liking a tweet is possible by clicking the heart symbol under the tweet

**Followers:** These are other Twitter users who follow you and see your tweets in their timelines

**Retweeting:** This is like sharing a post. If you see a tweet you like and you want your followers to see it too, you can go ahead and retweet it.

**DM:** Short for direct messages, this permits you to privately chat with someone, instead of leaving your conversation publicly for others to read.

### *Twitter seems so overwhelming. Does anyone actually use this platform?*

Absolutely. Twitter has 145 million monetizable daily active users and 330 million monthly active users as of 2019. 63% of Twitter users are between 35-65 years old, 34% of whom are female and 66% are male. And in 2019, there were 11.7 million App Store downloads of the Twitter app.



## Google My Business

*Everyone seems to know Google, but what about Google My Business?*

Google My Business is a free tool designed for businesses to manage their online presence across the entire Google platform. By simply verifying and editing information about your business, you're helping your customers find you and share your business' story.

*Here are some benefits to Google My Business (which is free, by the way):*

You can manage how your business appears throughout Google, including through Search and Maps.

You can interact with new customers as well as current and past customers.

When you verify your information with Google My Business, your business is twice as likely to be considered reputable by customers.

Google My Business gives your customers quick access to your website, address, phone number and hours of operation.

You can read and respond to reviews left by your customers, posting photos of what you offer. If you leave a photo on your listing, you'll get up to 42% more requests for driving directions on Google Maps and 35% more click-throughs to your site than businesses who don't have images.

Finally, you can gain insight into how your customers looked for your business, as well as where they're all coming from. You can even see how many called you from the phone number displayed on Search and Maps.

So how does one set up a Google My Business account? Easy. Simply log into the Google account you want associated with your business, and then click on [google.com/business](https://google.com/business) and select Start Now at the top right-hand corner. Enter your business name, address, business category, phone number and website, and finally, choose a verification option. You can verify your business a number of ways, including by phone, email, postcard, or instant verification.

## YouTube basics

Trailing only after Google, YouTube is the second largest search engine on the planet. Want to learn how to change your oil? Check YouTube. Trying to figure out how to make a bumbleberry pie? Check YouTube. Want to drive a massive amount of traffic to your site, build your brand and amp up your SEO? Make sure you're on YouTube.

If you're a little nervous about starting a channel, don't be -- you don't have to be an award-winning producer to create engaging content for this platform. In fact, some of the most watched videos aren't those that are super slick, glossy and professional -- they might just have been shot with someone's simple camera or phone, but they're authentic, entertaining or informational.

*Here are some tips on how to master your own YouTube channel strategy.*

*Find your voice.* Think about your overall content strategy. What will your videos be about? How will you grab your viewers' attention? Consider that your videos should either inspire excitement or amusement, or solve specific problems (think of all the tutorials and reviews on YouTube. There's a reason for this -- they work.) Think about lateral ideas too -- just because you happen to sell soaps, for example, doesn't mean you always have to just talk about soap. If you sell natural soaps, you can expand on natural living.

*Create a plan.* Like any other social media platforms, get a content calendar together. You can start with uploading one video a week then ramp up to a Monday/Wednesday/Friday schedule. Whatever works for you is good, but make sure it's consistent and regular.

*Shoot! Now you film.* You don't need anything fancy to start, just a phone and maybe a basic editing tool. Keep videos short; most people enjoy shorter videos that are a few minutes long versus a 20-minute vlog.

*Upload, then optimize.* Do some keyword research and see what words work for your specific content. Keywords are what will help people find your content among the millions of other videos on the platform. YouTube makes text fields available to you where you can put these keywords. Also, make sure your title is catchy and that it encourages people to click on your video.

*Finally, promote your video.* Get on all your other social media and start telling everyone you know you just uploaded a new post. The more views you get, the more YouTube's algorithm pushes you up the ranking.

## LinkedIn basics

As the preferred social media network for B2B marketers, LinkedIn is a key platform if you're a business owner or manager. LinkedIn has over half a billion users, and is focused on professionals, job hunters and businesses who want to connect with other businesses.

Traditional networking once upon a time meant going to after-hours events, rubbing elbows with other professionals who might have the opportunity or time to attend. What LinkedIn has done is provide networking opportunities for professionals, with professionals, in your neighborhood, your city, your country and even around the world. Through LinkedIn, you can join groups, find out about events in your area, share articles, create your own inspirational or educational content, and highlight your own professional contributions to your followers and their followers.

*Here are some tips on how to create a great LinkedIn profile.*

*Upload a professional photo.* Your personal Facebook may feature you with a friend, or sunning yourself under a hot Bahamian sun from your last vacation. But your LinkedIn photo should be a high-res image of you in either professional attire or at the very least, a professional pose.

*Create a headline.* This is the first thing, outside of your profile photo, that people will see when they land on your page. It should reflect your current professional experience, like "Owner at This Fantastic Company."

*Write a summary.* The summary is where you have the opportunity to tell your customers who you are and what sets you apart from everyone else. This can be up to three paragraphs long.

*Include any additional information.* Include your website, Twitter handle, Facebook page and phone number. You can also use LinkedIn's built-in publishing tools to create articles that you can share and push out to your followers.

*Finally, build your network.* It's not enough to just post your own content on LinkedIn. Regularly comment and respond to your connections' posts, and maintain conversation that way. The more you engage with your followers and connections; the more LinkedIn will make your content available for others to see.

*What's a company page?*

A company page is an extension of your personal LinkedIn page. On a company page, you can post career opportunities, develop marketing content that talk about your services or products, share important updates and engage with your followers.

## How to master social media

Social media strategy can be time consuming, but it doesn't have to be complicated. No one knows your business better than you do, and no one is likely more passionate about your business than you are -- so who better than you to tell your story?

If you're a business and you're considering amping up your social media presence, you're probably wondering what you should think about when it comes to your social media strategy, or what makes for really good social media content. Here are some tips to get started.

### *Post regularly.*

It's a commitment, social media. It can be a daunting task to grow your audience, to put out great content and increase engagement. It can take months to get to where you want to go, so that's why so many businesses give up after several weeks of trying.

We're here to say: don't. Don't give up so quickly. It can take up to a year to truly get the hang of it, and a bit longer to get to the level of engagement you want to have. So the first and most important thing to do is to consistently post, even if you seem to be getting few to no responses. Use this time to figure out what clicks with your audience and what doesn't.

### *Be unabashedly you.*

Even more important than having a regular content calendar is just being you. You're special. You're like no one else. It's not just about having the most sales or the cheapest product or boasting about the best customer service. It's about connecting and engaging and creating relationships with your followers. Your customers are likely to connect with you if they feel like you share similar points of view.

### *Talk to your customers.*

Instead of constantly screaming out offers, promoting this product or that, actually talk to your customers. Use this opportunity to have open conversations with them. The very cool thing about social is that the more engaged you are, the more comments you'll get. It's also not a bad idea to pay attention to your competitors' social media accounts and see what's happening on their side of the pond. You'll either get inspired by what's working for them, or warned about what's not.

### *How do I keep up with all of this content?*

It's definitely a lot of work keeping your presence up on social media, especially when you're engaged on so many different platforms. But in this age we're living in, customers expect you to be present and active -- so you have to figure out on your own the best times to be there for your customers, when they fully appreciate your engagement.

Because each platform has its own peak times, and your own followers have their own preferred times to check, it would be near impossible for you to post live all the time. That's why software providers have developed solutions to make social media management efficient.

Through social media management platforms, you can manage and operate your social accounts in an efficient way. You can schedule multiple posts at one time, so you can spend more time creating and less time trying to be available to post several pieces of content a day.

Some of the most popular scheduling tools include Hootsuite, Promo Republic, Loomly, TweetDeck, SocialOomph, Tailwind, Everypost, Buffer and Sendible.