



Social Media: Essential Principles for Small Businesses





Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

www.pikespeaksbdc.org



Funded in part through a cooperative agreement with the U.S. Small Business Administration



Terri Hayes

President & CEO Tri Lakes Chamber



[Visit the Tri Lakes Chamber Website](#)



D'Andre Johnson

Business Banker, Ent Business Banking

719.314.9556
719.550.6713
DaJohnson@Ent.com



[Visit Ent.Com](http://Ent.Com)



Lauren Hug

Founder, HugSpeak Consulting & Author

Expertise Includes:

Integrating Social Media Strategies with Community Engagement
Advertising
Branding & Marketing Campaigns

[Visit hugspeak.com](https://hugspeak.com)



SOCIAL MEDIA

101

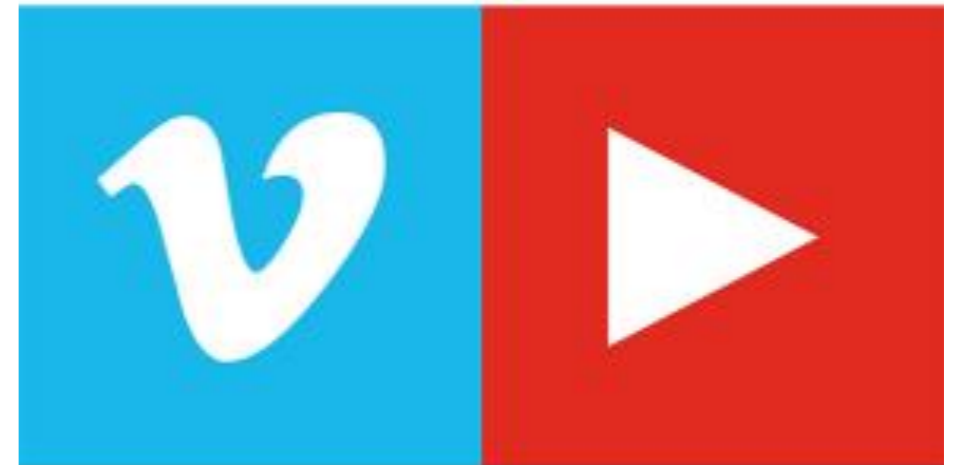
Lauren Hug



BUILD COMMUNITY

SOCIAL MEDIA CONTENT STRATEGY

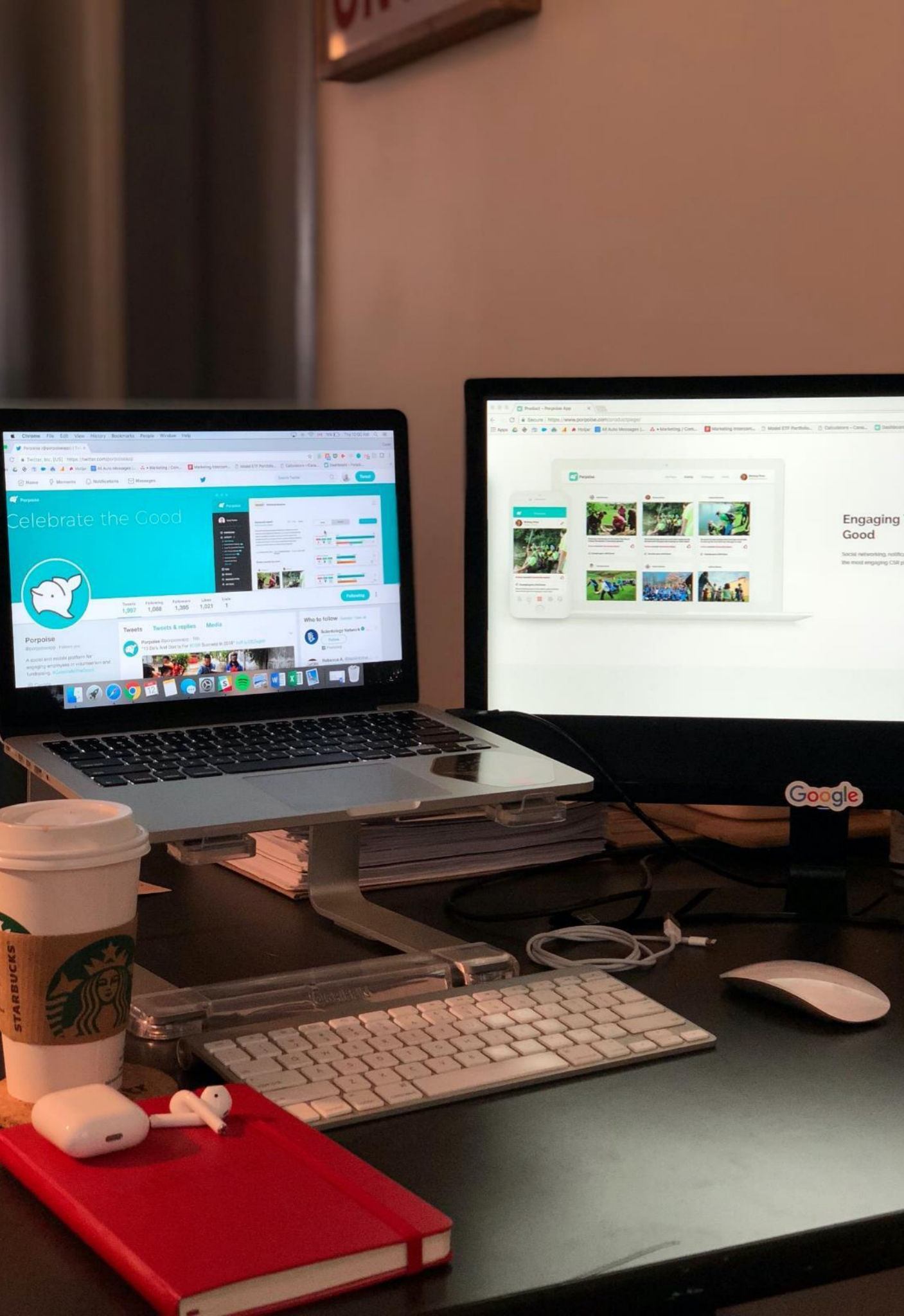
*Know Why
Before Where and What*



“

Storytelling is by far the most underrated skill in business.

- *Gary Vaynerchuck*



SET EXPECTATIONS

- **Purpose:** What is your purpose for being on a certain social media channel? (and it can't be because you "have to".)
- **Time:** How much time are you willing to commit to your social media channels?
- **Ability:** Are you willing to take time to learn, to plan, create and test for the channels you're using?
- **Outcomes:** What are your goals for social media, i.e. awareness, conversion, conversation?

CONTENT STRATEGY

- **Content:** What kind of content do you have to share? Photos? A blog? Videos?
- **Customers:** Where are your ideal customers/clients on social media?
- **Calendar:** How and when does your content and brand fit into the natural flow of your customer's lives?
- **Consistency:** How often are you going to create fresh content and share it?





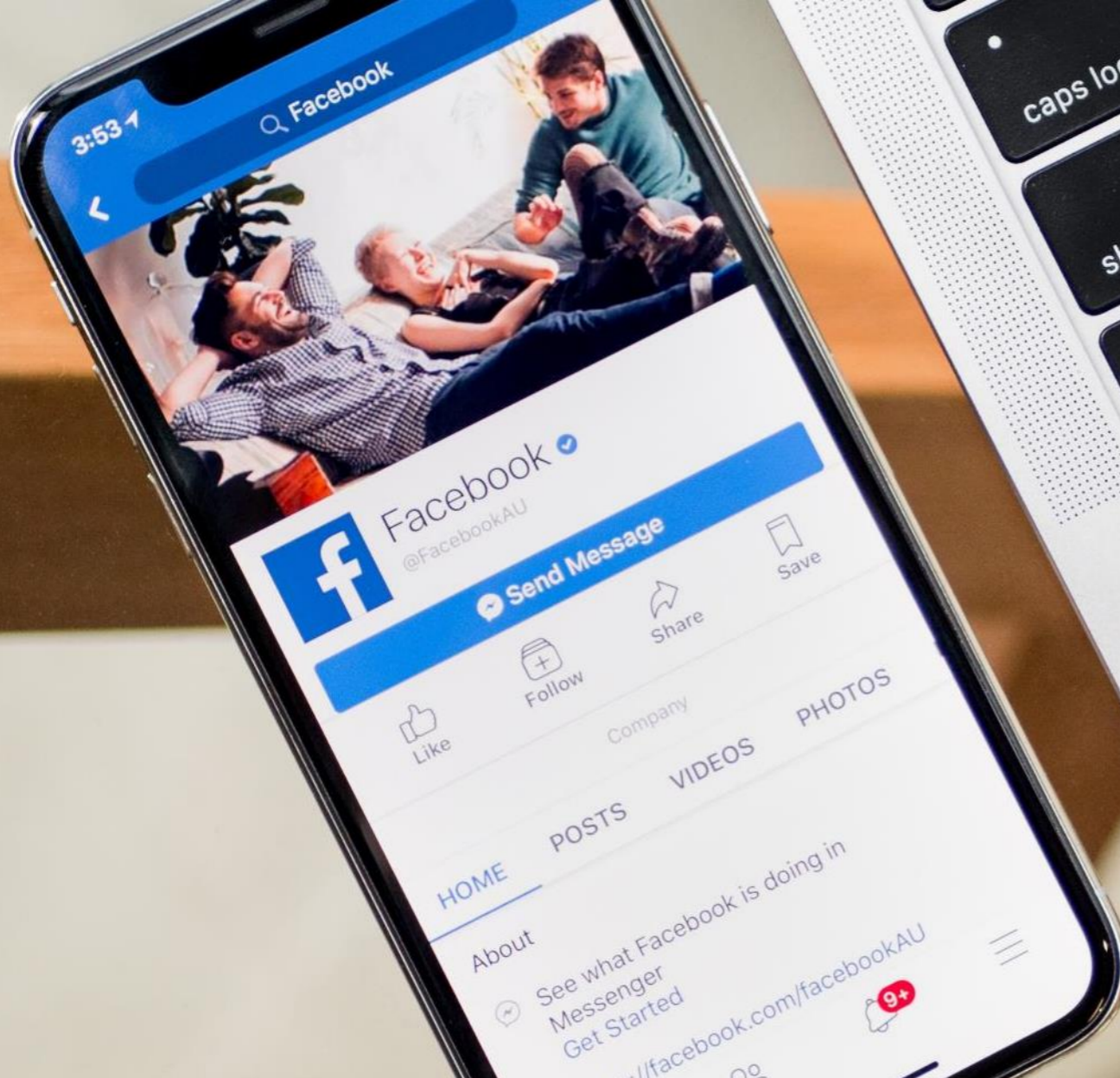
POSTING ON SOCIAL

- ▶ **Personality:** no matter what your voice is, find your personality & infuse your posts with it!
- ▶ **Proofreading:** there is nothing better than a well-written piece, complete with spelling and grammar checks.
- ▶ **Present:** Pick a time during the day when you will go on social media and monitor your content.

“

In a knowledge economy, a good business is a community with purpose, not a piece of property.

*-Charles Handy
New York Times Best-selling Author*



FACEBOOK

The largest social media platform

“

Give everyone the power to share
anything with anyone.

- *Mark Zuckerberg*
Facebook CEO

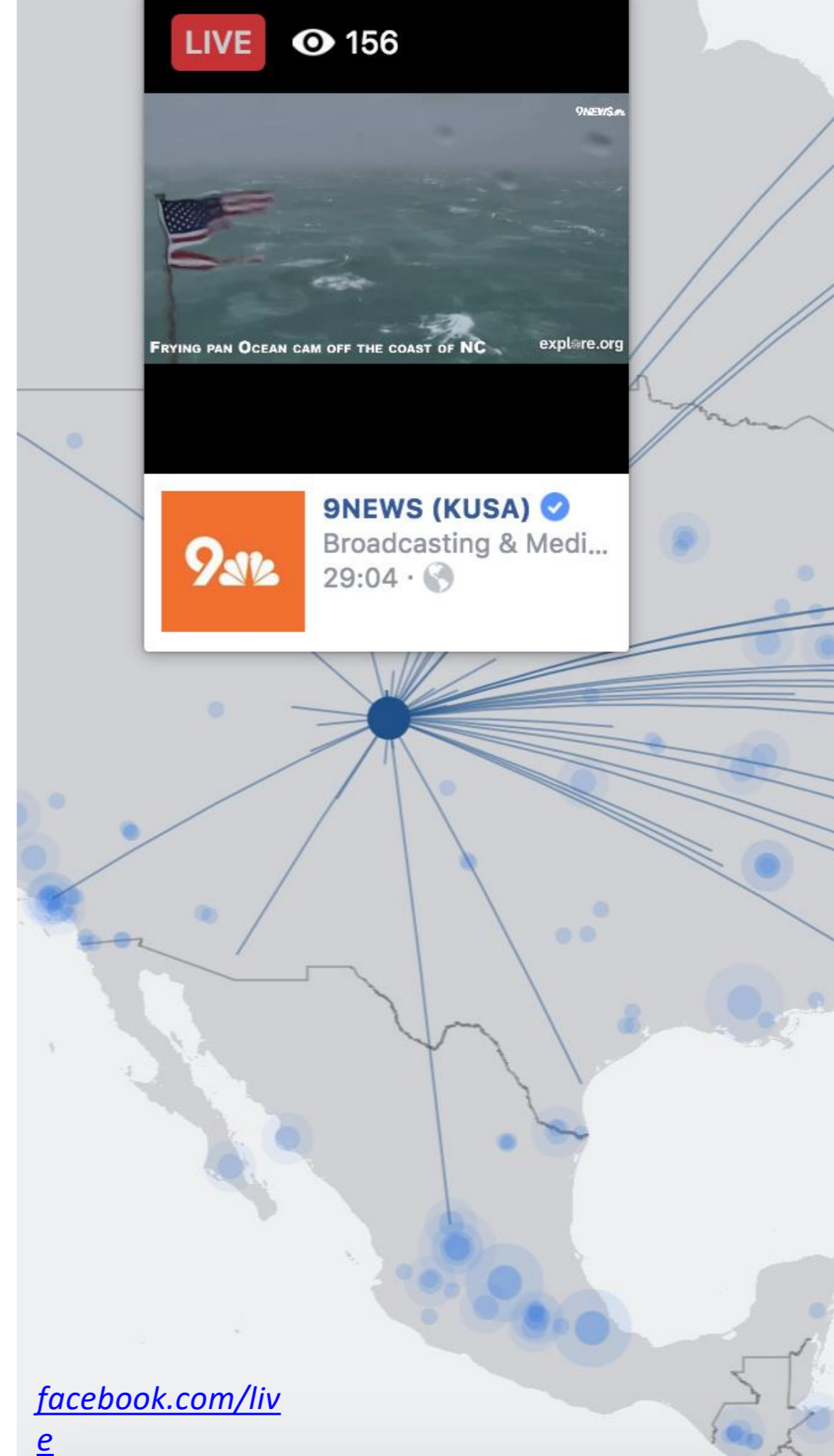


LEARNING FACEBOOK

- ▶ Live Video gets the most engagement on the platform.
- ▶ Stories, a recently launched facet, is gaining popularity.
- ▶ More than 50 million businesses have a Facebook Page.
- ▶ 93% of social media marketers use Facebook Ads.
- ▶ People still see Facebook as a place to connect with others.

FACEBOOK TIPS & TRICKS

- **Overcome fear and go live!**
 - Plan, plan, plan: from where you'll go live to what you'll say, a good plan will make you appear more confident!
- **Mix up your content.**
 - Share inspirational quotes, links to your blog, and photos.
- **Share what appeals to your audience!**
 - Examine the data available in Facebook Insights and ask for feedback.



I LOVED YOU
BEFORE YOUR
INSTAGRAM
WAS PRETTY



INSTAGRAM

Beautifully & ephemerally hashtagged

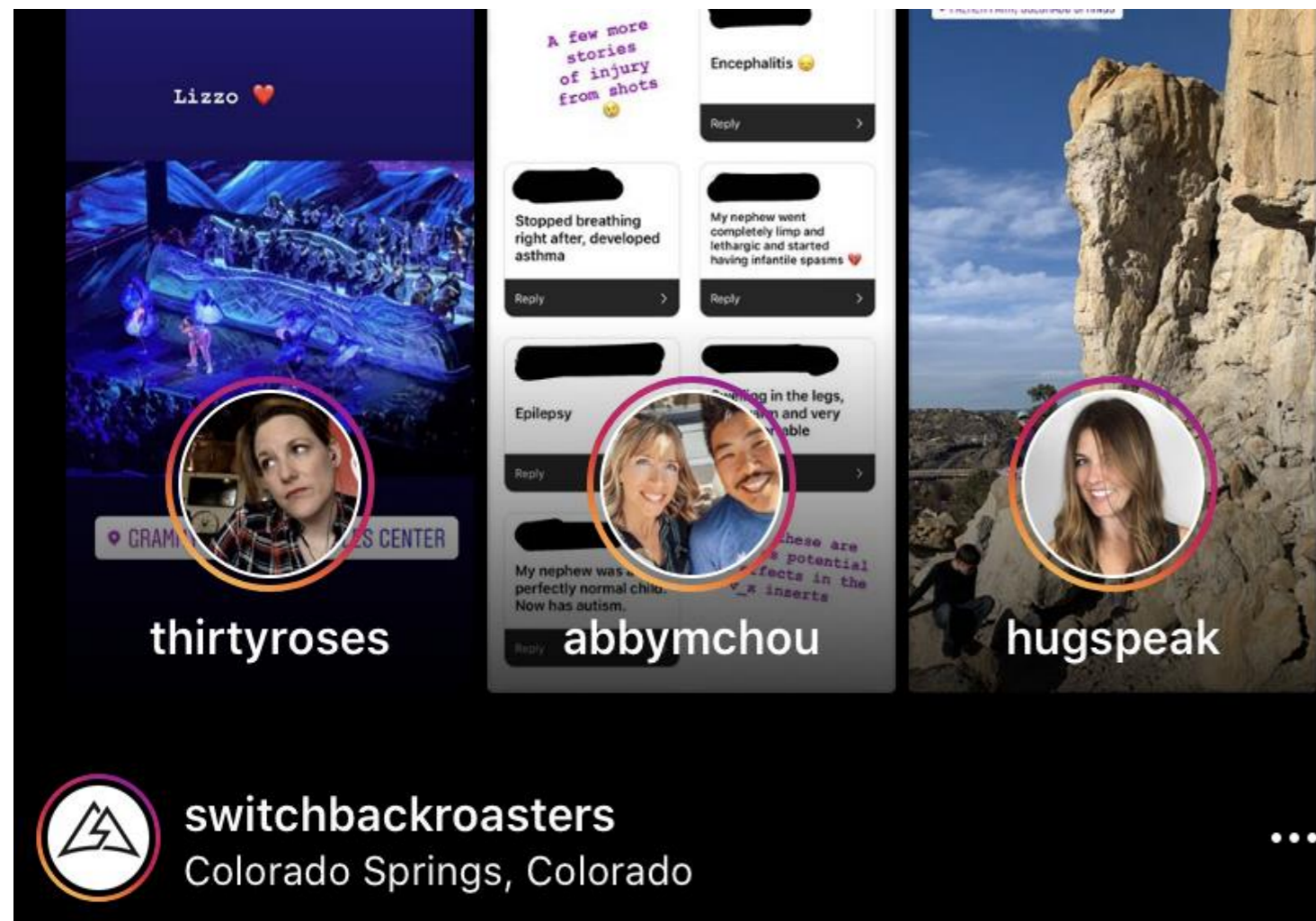
“

Show people the struggle, the work ethic, the long hours, the time off, your thoughts, your victories and your mistakes. In short, show them what's real.

- *Gary Vaynerchuk,
New York Times Best-selling Author*

LEARNING INSTAGRAM

- ▶ Stories are hot, hot, hot! The options to be creative in Stories are endless. AND they disappear in 24 hours. (Don't worry, if your story is that amazing, you can archive.)
- ▶ IGTV allows you to go live or upload a video up to 10 minutes in length.
- ▶ Photos that are beautiful, high quality, and/or niche perform well.
- ▶ Hashtags are your friends. (You can use up to 30 in a post.)



INSTAGRAM TIPS & TRICKS

- ▶ **Play with stories.**
 - ▶ There are filters, stickers, and text styles you can use. You can do photo and video, tag people and use hashtags to make your story searchable.
- ▶ **When you post a photo, be consistent on filter usage.**
 - ▶ Find a filter (or no filter!) that compliments your brand, then stick to it.
- ▶ **Find your niche through hashtags.**
 - ▶ Pick the hashtags you most want to use then search them to see what types of content people are sharing. Also, don't be afraid to engage with other people and brands on those hashtags!





YOUTUBE

The second largest search engine in the world

“

Our hope is to support those who use YouTube to share their knowledge with the world and the millions of people who come to our platform to learn.

- *Susan Wojcicki*
YouTube CEO



LEARNING YOUTUBE

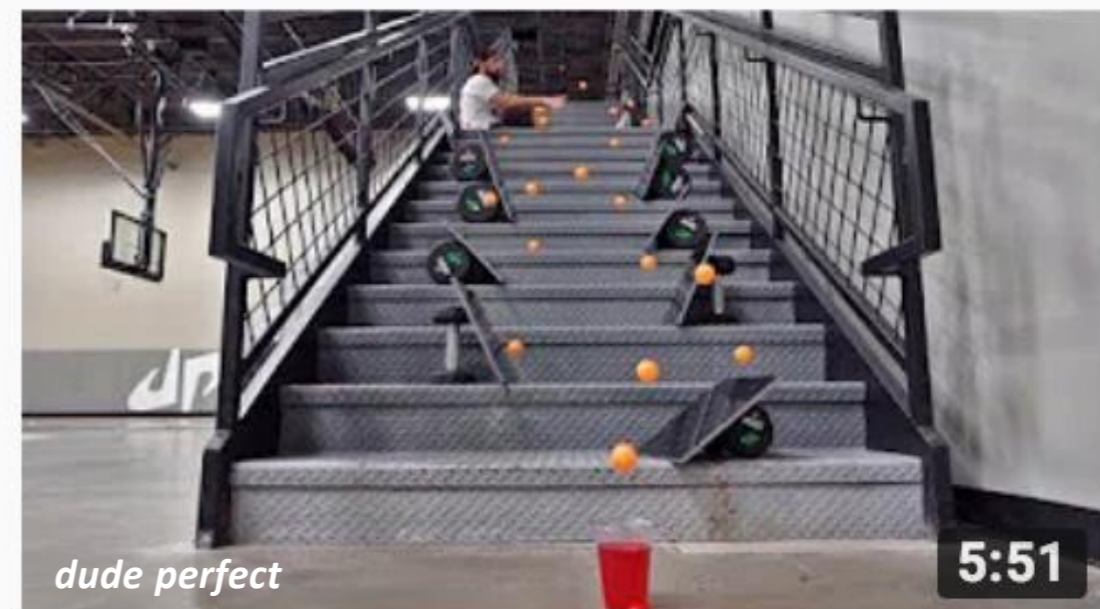
.....

- ▶ **Figure out what you want to say.** Brainstorm about what you're good at or passionate about in your business. Once you identify a subject or two that fit together, you can create your videos.
- ▶ **Your video set up is IMPORTANT.** Create a set (something simple in your office) and do research about gear. (Tons of YouTuber's have options/opinions about gear).
- ▶ **Consistency is key.** Once you figure out your content and your set up, record 5-10 videos then plan out your uploading schedule.

YOUTUBE TIPS & TRICKS

.....

- ▶ **Pick a keyword and base your video around it.**
 - ▶ This helps you plan the content of your video. You can also research the keyword on YouTube for popularity. The more your keyword is said in your video helps your search ranking on YouTube
- ▶ **Optimize your video with keywords.**
 - ▶ Your keyword should be in your title and appear at least twice in the first two sentences of your description. But don't keyword stuff. YouTube hates it.
- ▶ **Your thumbnail is as important as your video.**
 - ▶ A visually intriguing thumbnail goes a long way toward drawing viewers into your content. Pair it with a strong title and you're golden.





TWITTER

BREAKING NEWS



When people come to Twitter and they want to express something in the world, the technology fades away. It's them writing a simple message and them knowing that people are going to see it.

*- Jack Dorsey,
Twitter CEO*

Technology · Trending

Google Docs

108K Tweets

#QuarterPounder

Made with 100% fresh beef

➤ Promoted by McDonald's

Kobe Bryant · Trending

T-Mac

Trending with: TMac

Politics · Trending

#NeverAgain

72.7K Tweets

Kobe Bryant · Trending

#RIPAltobelliFamily

19K Tweets

LEARNING TWITTER

- Twitter is all about fast-paced conversations around current events.
- A high follower count doesn't equal high influence for your brand. Work on cultivating followers and following people who fit your ideal audience. Do this through hashtag and keyword search on Twitter.
- People often see Twitter as a customer service platform. On average, it's best to respond to a reply on Twitter within an hour.

TWITTER TIPS & TRICKS

➤ Hashtag irrelevant.

- You don't have to hashtag posts anymore, but you can boost the visibility of your content by making it relevant to trending topics AND your brand purpose.

➤ Pictures are worth a thousand characters.

- Don't be afraid to use graphics with your tweets. There are several apps that can help you make eye-catching, consistent images that fit your brand.

➤ Twitter lists are your friend.

- Cut down on the noise by creating curated lists to help you prioritize where to read first.

The screenshot shows a Twitter thread on a dark background. At the top, the Wendy's profile is visible with a verified badge, 183.9K tweets, and a 'Follow' button. The first tweet is from user 'matty' (@MattSchank) dated Dec 29, 2019, with the text: 'my favorite scene in Little Women was when they went to Wendy's i feel like i really saw a lot of development for Amy'. Below the text is a photograph of four people from the TV show 'Little Women' (Timothée Chalamet, Saoirse Ronan, Florence Pugh, and Meryl Streep) dressed in period clothing and eating Wendy's fries. The tweet has 122 replies, 400 retweets, and 8.3K likes. The second tweet is from Wendy's (@Wendys) dated Jan 2, with the text: 'Did you forget to write "tastes like" in the middle?'. Below it is a reply from Heather DiGirolamo (@missusdeeg) dated Jan 2, saying '@Wendys McDonalds rocks!'.



LINKED IN

Business-Centric Platform

Q&A AND DISCUSSION

Twitter: @LaurenHug

Instagram: @HugSpeak



Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

www.pikespeaksbdc.org



Funded in part through a cooperative agreement with the U.S. Small Business Administration