











## Social Media for Business

While your website acts as the core of your digital marketing presence, social media offer you valuable networks to engage with your customers. Social Media platforms are free to use, but also offer opportunities for paid advertising to promote your brands.

Network	Description	How to Use
<p><b>Facebook</b></p> 	<ul style="list-style-type: none"> <li>• Biggest social media network</li> <li>• The most broadly used vehicle on the Cape</li> <li>• Effective against all target audience groups (young and old)</li> <li>• Post &amp; share photos, videos updates, articles, blogs</li> <li>• Ideal for consumer brands, products &amp; services</li> </ul>	<ul style="list-style-type: none"> <li>• Content – every post is content for customer engagement – their experience, not yours</li> <li>• Posts with photos get 39% more engagement</li> <li>• Important to not always be “selling” your business (local content highly effective)</li> <li>• Timing of posts is important – know when your targets are most active—check the Insights page on your Facebook page</li> <li>• Every post should direct users where you want them to go, e.g. your website, buying site, etc.</li> <li>• If going broader than the Cape, use their powerful targeting tools to advertise to the “right” customer—can’t go much beyond age/sex/business on the Cape</li> <li>• Be credible</li> <li>• Link to your website or other call to action or where to get more information</li> <li>• Create a regular presence (3-4 times per week)</li> </ul>
<p><b>LinkedIn</b></p> 	<ul style="list-style-type: none"> <li>• Largest professional social network</li> <li>• Builds authority and thought leadership</li> <li>• Cultivates a network</li> <li>• Ideal for B2B brands, products &amp; services</li> </ul>	<ul style="list-style-type: none"> <li>• Make sure your company page is up-to-date</li> <li>• Update company events as they occur</li> <li>• Respond in a timely manner to posts, reviews and questions</li> <li>• Use LinkedIn as a source of competitive intelligence</li> <li>• Excellent place to post articles and provide your point of view</li> <li>• Join in “discussions” /relevant groups to gain authority as a knowledge leader</li> <li>• Link to your website or other call to action on where to get more information</li> </ul>

<p><b>Twitter</b></p> 	<ul style="list-style-type: none"> <li>• Streams of 140 characters at a time</li> <li>• Interact with other users by mentioning their usernames in your posts</li> <li>• Great for customer service communications</li> <li>• Retweeting spreads the word about your brand fast</li> <li>• Increased usage is how you refine your receiving audience</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain content balance yours and other's. Be aware of who you are and who you aren't – every word matters</li> <li>• Consistency of voice is critical to build trust</li> <li>• Tweet regularly, multiple times per day</li> <li>• Important to create unique content (don't automate your Facebook content to run on Twitter)</li> <li>• Speed of response is important</li> <li>• Use Retweets to boost your community members' content</li> <li>• Link to your website or other call to action or where to get more information</li> </ul>
<p><b>Pinterest</b></p> 	<ul style="list-style-type: none"> <li>• Save and display content by "pinning" content to digital bulletin boards</li> <li>• Visually oriented – every post is an image or video</li> <li>• Principally focused on women, DIY projects, home decorating, fashion, exercise, beauty, photography, food and crafts</li> </ul>	<ul style="list-style-type: none"> <li>• Use posts to help users better explore your products or services</li> <li>• Create awareness of new products</li> <li>• Use to communicate early access to information about your company or offerings</li> <li>• Have your community create content and share on your behalf</li> <li>• Link to your website or other actionable links</li> <li>• Use eye-catching visuals. Run contests to reward customers for viewing, adding to the Board or bringing a friend to the Board</li> </ul>
<p><b>Instagram</b></p> 	<ul style="list-style-type: none"> <li>• Visual social media platform</li> <li>• Broad reach and highly effective for any product that is best represented visually (e.g. food, art, travel, fashion, lifestyle, retail)</li> <li>• Totally mobile</li> <li>• Ideal for lifestyle consumer brands, products &amp; services</li> </ul>	<ul style="list-style-type: none"> <li>• Share photos of your products &amp; services being used by you and your customers</li> <li>• Be creative to attract interest</li> <li>• Link to your website or other call to action or where to get more information</li> <li>• Now accepting advertising and proving to be highly effective—fastest growing in effectiveness</li> </ul>

<p><b>Snapchat</b></p> 	<ul style="list-style-type: none"> <li>• Visual social media network that deletes itself – temporary, less polished</li> <li>• Videos &amp; images live every 10 seconds, disappears after 24 hours</li> <li>• Skews younger--Ideal for consumer brands with customers aged 16-30</li> </ul>	<ul style="list-style-type: none"> <li>• Short and creativity is key</li> <li>• Share content on other platforms</li> <li>• Link to your website or other call to action or where to get more information</li> </ul>
<p><b>YouTube</b></p> 	<ul style="list-style-type: none"> <li>• Video sharing platform with over a billion users</li> <li>• Hub for news and entertainment</li> <li>• Deliver a creative, visual or educational component</li> <li>• Ideal for product placement, how-to tutorials and product reviews</li> </ul>	<ul style="list-style-type: none"> <li>• Engage responsibly</li> <li>• Comment wisely in response to user posts</li> <li>• Use favoriting and subscribing judiciously – this is the equivalent of “following” on Twitter</li> <li>• Link to your website or other call to action or where to get more information</li> <li>• Often requires you to drive consumer to the site</li> </ul>
<p><b>Yelp</b></p> 	<ul style="list-style-type: none"> <li>• Reviews restaurants and bars</li> <li>• 78% of consumers read restaurant reviews before making 1<sup>st</sup> visit</li> <li>• Initially seen as only for restaurants and bars but quickly becoming the #1 review site for these plus retail, entertainment activities, home services, auto, hair salons and more.</li> </ul>	<ul style="list-style-type: none"> <li>• Solicit customer reviews</li> <li>• Address negative reviews immediately—needs to be effectively managed</li> <li>• Link to your website or other call to action or where to get more information</li> </ul>
<p><b>TripAdvisor</b></p> 	<ul style="list-style-type: none"> <li>• Reviews website for hotels, vacation rentals, B&amp;Bs, restaurants, travel activities (tours, sites, etc.)</li> <li>• Ideal for hospitality providers</li> </ul>	<ul style="list-style-type: none"> <li>• Solicit customer reviews</li> <li>• Address negative reviews—like Yelp, needs to be effectively and regularly managed.</li> <li>• Link to your website or other call to action or where to get more information</li> </ul>
<p><b>Blogging</b></p> 	<ul style="list-style-type: none"> <li>• 35% of businesses report blogging at least once a month</li> <li>• Contributes to improving search engine SEO ratings</li> </ul>	<ul style="list-style-type: none"> <li>• Focused on customers and stakeholders</li> <li>• Establishes authority through content</li> <li>• Be creative and think like users</li> <li>• Timing of posts depends on community’s schedule of activity</li> <li>• Style can develop your brand’s voice</li> <li>• Once you start you need to maintain a schedule to connect with your audience</li> <li>• Link to your website or other call to action or where to get more information</li> </ul>

Wednesday, June 7, 2017

## **Best Practices to Promote Your Business on Social Media –**

**Source:** Christopher Lister, American Express Open Forum

- **Follow the 1:7 Rule** – Only one in seven posts should promote your business. The remaining six should focus on valuable content.
- **Ask conversation starter questions** – People like to share their opinions. Ask questions so that fans can weigh in on topics relevant to your business and interest to them.
- **Share your expertise** – Post little known facts that demonstrate your knowledge.
- **Provide value** – Although posts should be entertaining, they need to provide content that is beneficial to your users.
- **Enhance rewards for virtual check-ins** – When checking in on Foursquare, give double the points for checking in for a specified period of time.
- **Avoid syndicated messages** – Although you can employ tools to have posts appear on more than one social media outlet at a time, you chance loss of authenticity. Better to FOCUS on a few outlets and gain authority and trust.