

SIMPLE STEPS FOR STARTING YOUR BUSINESS

Social Media Strategy



WELCOME

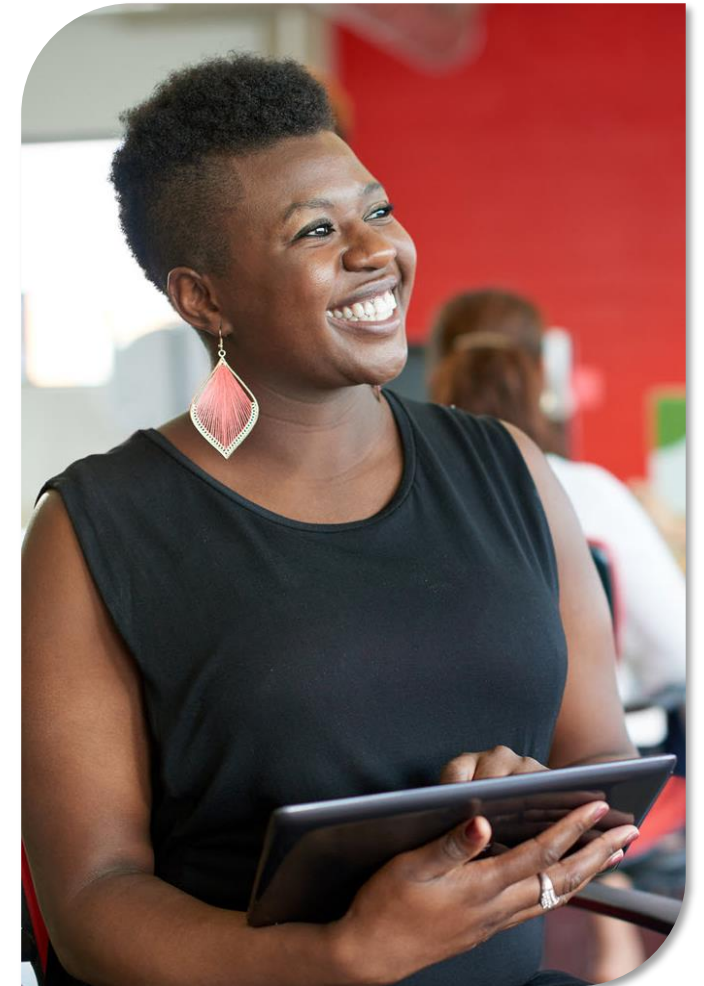
Briefly tell us in the chat about yourself.

- Your name
- Where do you live
- Your business or idea
- What you want to learn today



AGENDA

- What is a Social Media Strategy
- Social Media Choices
- Social Media Best Practices



MEET YOUR HOST



*Janet
Elie*

- ❖ 30+ years in Financial Services industry - sales, marketing, management, executive
- ❖ Previous Owner of Launch4Life - an Entrepreneur, trainer, coach, consultant
- ❖ Score Mentor/workshop speaker



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“It’s a dialogue, not a monologue, and some people don’t understand that. Social media is more like a telephone than a television.”

**— AMY JO MARTIN, AN AUTHOR,
SPEAKER, AND ENTREPRENEUR**

WHAT IS SOCIAL MEDIA MARKETING

Social Media Marketing is:

- ❖ Launching a new business or product and you promote on social media
- ❖ Interacting with your customers via comments
- ❖ Creating engaging content that showcases your brand's values and story

Just like marketing, different platforms have different demographics, content types, and ways to engage.

Look at your target audience – where are they engaging on social media?

SOCIAL MEDIA PLATFORMS

Social media marketing means using social media platforms like:

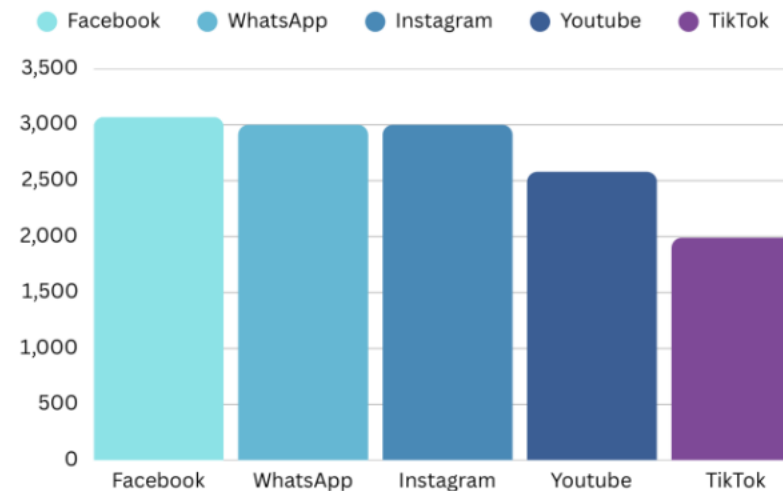
Instagram, Facebook, LinkedIn, Tiktok, X (formerly known as Twitter), and YouTube

to promote your brand and sell your product or service

(if you have international customers – consider WhatsApp business)

SOCIAL MEDIA Survey

- People use an average of 6.6 different social networks each month.
- The average time spent on social media daily is 2 hours and 24 minutes.
- The world spends 11.5 billion hours on social media platforms daily.
- TikTok is the most popular social platform in terms of time spent. On average, global users with an Android device spend 31 hours and 32 minutes on TikTok monthly.
- Source: University of Maine Report - 2025



PLATFORMS NUMBERS

Platform	Worldwide	US
Facebook	3.0B	179M
YouTube	2.5B	215M
Instagram	2.0B	159M
LinkedIn	1.0B	190M
Tiktok	1.5B	170M
X	600M	76.9M

Statistics by Sprout Social 2/2025

NEW PLATFORMS NUMBERS

Platform	Worldwide	US
WHATSAPP	3.0B	68.1M
Threads	300M	30M
Substack	35M Subscribers	3M Paid

Statistics by Sprout Social 2/2025

YOUTUBE

- Have a business presence on YouTube (not your personal account)
- Uses for YouTube – uploading your videos that can be on YT or shared to other social media sites or your email newsletters, showcasing your products or services, create training videos, use as a blog, recordings of zoom.
- #1 Platform for viewing live content
- People spend at least 48 minutes a day on YouTube

FACEBOOK

- 74% of American users check Facebook at least once a day
- 51% of American users check Facebook several times per day
- People spend an average of 34 minutes per day on Facebook
- 80% of people access Facebook using mobile only (19% use both mobile & desktop)
- For more here's the latest Facebook statistics and Facebook demographics.

INSTAGRAM

- 63% of American users check Instagram at least once day
- 42% of American users check Instagram several times per day
- Instagram use went up to an average of 30 minutes per day in 2020, (from 26 minutes per day in 2019)
- People spent an average of 6 minutes 35 seconds per visit on Instagram in 2019
- The latest Instagram statistics here & Instagram demographics

X

X (Formerly Twitter)

- 42% of American users check X at least once day
- 25% of American users check X several times a day
- People spent an average of 10 minutes 22 seconds per visit on X in 2019

LINKEDIN

In today's competitive job market, personal branding is a game-changer. LinkedIn provides a dedicated space for individuals to craft a comprehensive professional profile. Features such as recommendations, endorsements, and skill assessments empower users to showcase their achievements and skills effectively. This emphasis on professional identity makes **LinkedIn** a compelling platform for those looking to attract potential employers and clients.

- 16.2 % of American users check LinkedIn at least once day
- 12% of American users check LinkedIn several times a day
- 57% of LinkedIn's traffic is mobile

Whats App Personal

- Great for International customers
- First setup a Whats App account on your work mobile phone
- Good for messaging chats and video notes
- Translation tools for chats for some languages

However, if you find it is becoming a major tool, move to Whats App Business

Whats App for Business

- First setup a Whats App for business with a phone number
- Start a community and then invite them to visit your WhatsApp community through your social media or Website
- Send out notices of special events, discounts, etc
- 98% message open rate/45-60% clickthrough, its one of the best platforms to connect with International visitors
- Translation tools for chats for some languages

A Blog: <https://fitsmallbusiness.com/how-to-use-whatsapp-for-business/>

NEXT DOOR

Next Door App

nextdoor

- Home
- Discover
- For Sale & Free
- Notifications 20
- Chats
- Neighbors
- + Post

Search for Electrician

For you Recent Nearby + Post

Alexander Bridges
Ashland Ave • 1 day ago • 🏠

It's great to be here. I'm Alexander. Great neighborhood. Happy to be here.
Welcome Alexander with a virtual gift

- Confetti 1
- Flowers 2
- Cookies 1

1 Like 1 Comment Share

United Fiber
Sponsored

Experience the United Difference!
-Reliable Internet
See more...

UNITED FIBER

Ashland Ave
261 neighbors

38% of 509 households

7,795 neighbors in
45 nearby neighborhoods

Own a local business?

WHAT TO POST

Communicating to your followers on Platform of Choice

- Videos
- Text story
- Photos
- Graphics
- Call to Actions



Posting Tips

Ideas: Selfies, shots at events, quotes, cartoons, Gifs, etc.

Videos – keep short to less than 2 minutes

- Use captions as many people watch with sound off

Photos – shape dependent on platform. If in doubt use square. Make sure they are royalty free – use programs like Pixabay.

Graphics – use programs like Canva.

Call to Actions – tell them what you want them to do next

QR codes – great for Call to Actions

When to Post

Posting times depends on your time but be consistent

1 – 3 posts per week is good

Check your posts afterwards to see if there are comments – comment back

Create posts in batches weekly or monthly with a particular theme

Each post should be focused on one message

STRATEGY GOALS

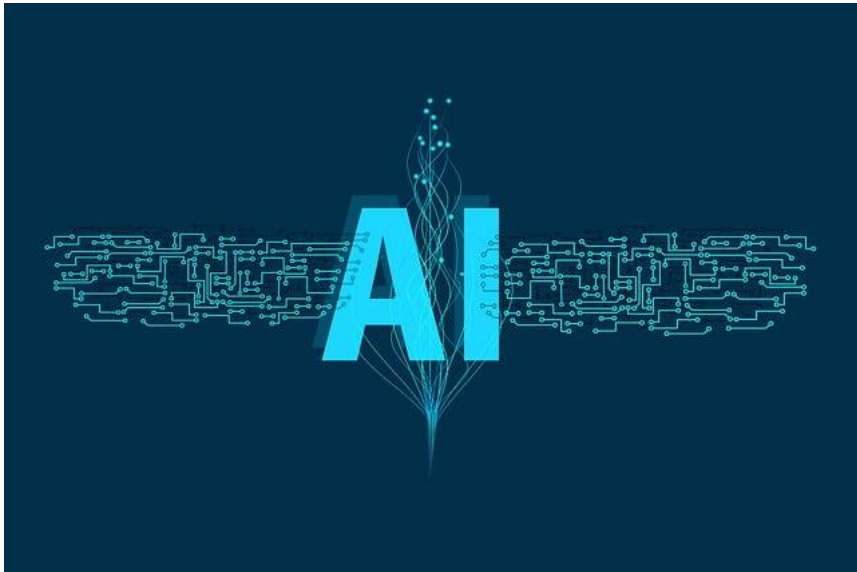
A successful social media strategy starts with setting clear and realistic goals.

EXAMPLES:

- Brand awareness
- Generating leads and sales
- Providing comprehensive customer care

- Review your metrics - reach, clicks, engagement, organic and paid likes, follower growth and conversion rate

AI USES



AI can be used to help create marketing posts

AI can create data driven testing

AI can schedule posts

AI can create videos, graphics, etc.

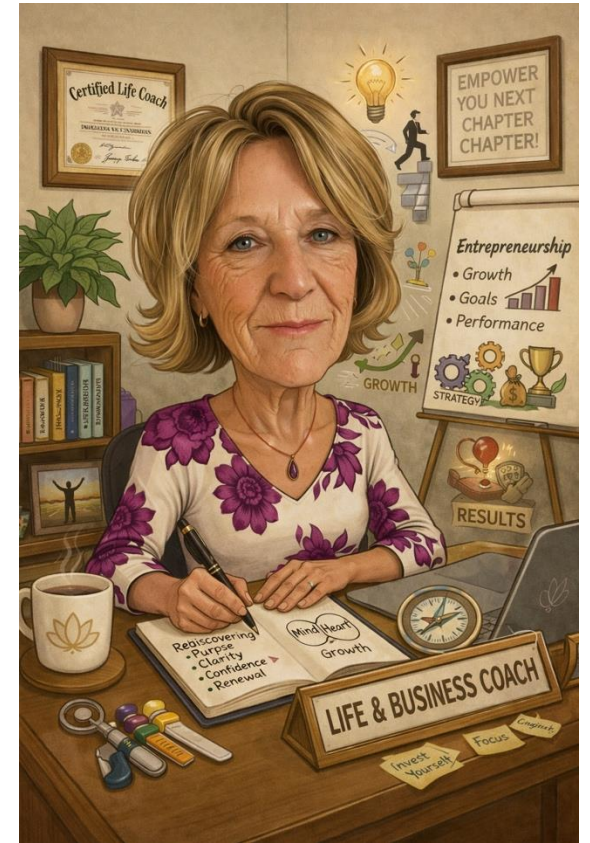
AI can create SEO tools

AI can create templates

.....and more

AI

ChatGPT Images



BEST PRACTICE TIPS

When you have a new prospect...

- Provide a WOW! Experience
- Entice them to stay in touch
 - Social networks, email, mobile, events, direct mail
- Engage people
 - Discussion, promotions, event, poll/survey, sharing information
- Engagement = social visibility = new prospects!

Source: “Engagement Marketing: How Small Business Wins in a Socially Connected World” by Gail F. Goodman

SOCIAL MEDIA TIPS

Think about a Step-by-Step Plan for Introducing Your Products or Services – using Branding – Trust – Target Audience – Call to Action

- Once a month create scripts to deliver on your social media platform
- Think about delivery method – video, text, photos, etc. (make them real)
- Use AI to address questions potential clients may have
- Use appropriate keywords

CREATIVE OPTIMIZATION FOR FB AND INSTAGRAM

FB and Instagram – when you share your story and engage your audience, you can maximize your marketing and reach the people who matter most to your business.

Post photos and videos to your feed.

Host Live broadcasts and add to your story or Reel. (take snippets of your lives and upload as posts).

Use Meta Business Suite to create and schedule posts so you stay consistent to audience

Track metrics including reach, engagement, and reactions (likes).

Source: Meta 2025

CREATIVE OPTIMIZATION FOR FB AND INSTAGRAM

Try these types of posts:

Features of your products and services that solve issues or make life easier

Tell your business story with passion

Share customer reviews

Poll your audience

Use captions (Meta AI can help)

Source: Meta 2025

LinkedIn TIPS

LINKEDIN

- build relationships with Connections
- Have a compelling profile and professional photo of YOURSELF
- Post and comment on other people's posts
- Post consistently
- Use mix of content – video, images, text only – aim for authenticity and readability
- Connect with people with DM to talk offline.

YOUTUBE TIPS

- Use a business Gmail account to start your YouTube Channel
- Focus on getting at least 100 Subscribers to have a customized channel (helps people find you better)
- Use Playlists and build a Video library of things that relate to your business (horizontal videos)
- Make sure under video you have info on what video is about, where to find you, CTAs, and hashtags
- Use of YouTube shorts (vertical) 30 seconds to 3 minutes

Webinar Take Aways

1. Decide which Social Media Platforms are right for your business
2. Build a social media marketing plan and strategy
3. BE Consistent
4. Check your metrics

SCORE Resources

SCORE's Business Technology resources are designed to help small businesses grow and prosper using technology to compete more effectively.

We provide you with FREE resources including:

- Free online workshops
- Free how-to guides

Topics include:

- Creating a Technology Plan for Your Small Business
- Building the Perfect Website for Your Small Business
- Boosting Your Business Using Technology
- Using Technology to Improve Your Cash Flow
- Using Technology to Jumpstart Your Sales

www.score.org/business-tech-training