

SOCIAL MEDIA POCKET GUIDE





INTRODUCTION

Social media is daunting for many small business owners. What should you post? Who do you tag? Should you use hashtags?

In this quick reference quick, we'll show you what to include in social media posts to help you engage users and generate leads on Facebook, Instagram, Twitter, and Pinterest.

First, lets start with the basics.

Common Social Media Terms



Tagging: mentioning a user in a post preceeded by the @ sign. Includes that user in the post and alerts the person or business associated with that username.



Handle: an account's username, preceeded by "@"



Hashtag: symbol combined with words or numbers without spaces.



Location: a geotag that shows a physical location on Google Maps, for Facebook, Twitter, and Instagram



Engagement: when users like, comment, and share your content on social media.

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FACEBOOK

Post Checklist

The most popular social media site for most audiences, Facebook is essential for small business marketing. When posting on your Facebook business page, make sure to post and share information that is relevant to your business or target audience. Here's what you should include in an ideal Facebook post, when applicable.

- Photo or graphic
- Engaging caption that promotes the post
- Call to action if necessary
- Tag businesses
- Physical location
- Hashtag

The screenshot shows a Facebook post from 'Cyc Fitness with Shauna Harrison and 2 others at Refinery Rooftop'. The post text is 'NYC, are you ready for the weekend? #cycwellthily' followed by a link 'http://cycf.it/1Afdvfv'. Below the text is a photo of a woman on a stationary bike. Annotations with yellow arrows point to:

- 'Tagged users' pointing to the user names in the post header.
- 'Physical location' pointing to 'Refinery Rooftop'.
- 'Hashtag' pointing to '#cycwellthily'.
- 'Link to sign up for classes' pointing to the URL.

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FACEBOOK

Tips to Generate Leads

The key to generating leads on Facebook is to engage with users and provide content that interests your audience.



Engage with followers who like, follow, and comment on your content



Share customer posts and reviews about your business



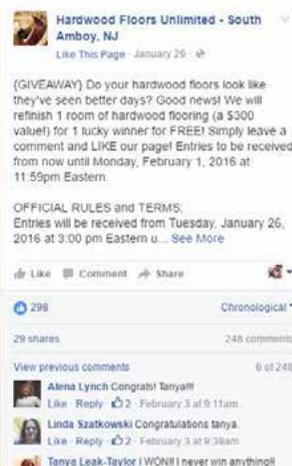
Run a Facebook contest or giveaway



Create Facebook events for all of your business events



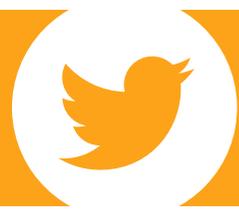
For Facebook advertising, use revenue or lead



Example of a Facebook contest. Users enter by liking and commenting on the post.

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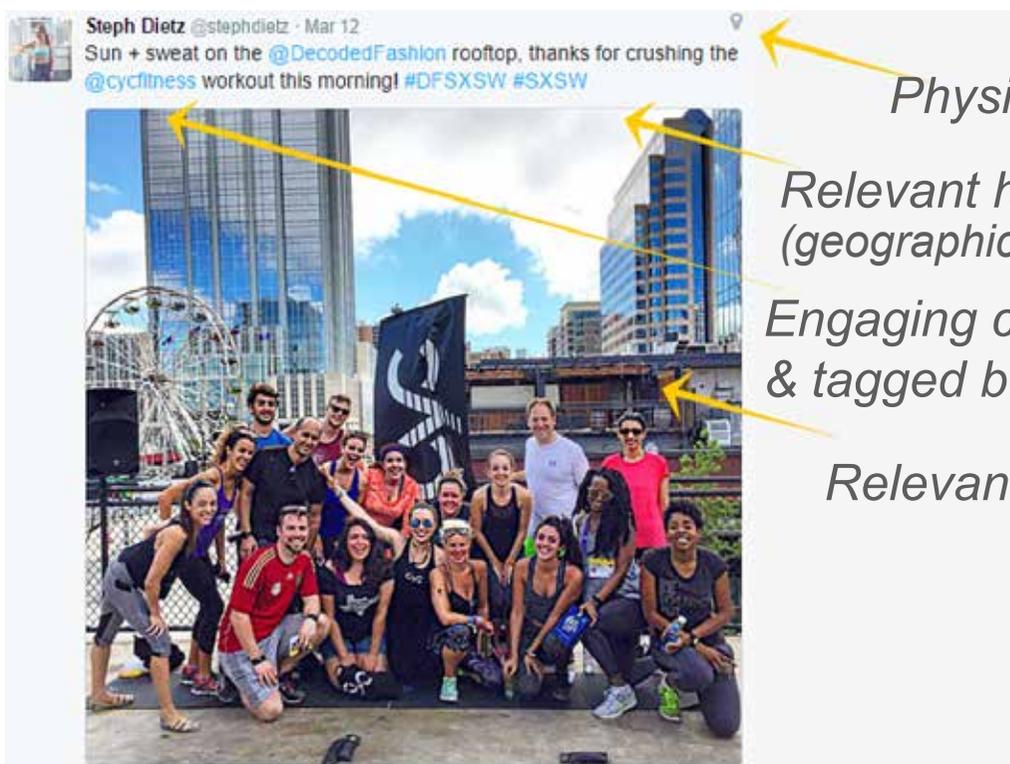


TWITTER

Post Checklist

Twitter is a fast-paced social media channel but can be very useful for small businesses. It is good for real time customer engagement, and the retweet feature makes it easy to share relevant content or good customer comments and reviews. Here are some things you should include in an ideal Twitter post, when relevant.

- Less than 140 characters** (Photos add characters so you may need to get creative!)
- Photo or graphic**
- Engaging caption that promotes the post**
- Call to action if necessary**
- Tag people or places**
- Hashtags**



Physical location

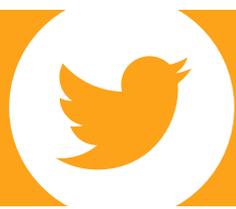
*Relevant hashtags
(geographic & industry)*

*Engaging caption
& tagged business*

Relevant photo

Share!





TWITTER

Tips to Generate Leads

Depending on your industry, Twitter may not as strong of a lead generating channel as other social media sites, but it is still worthy of putting forth some effort. If you want to generate leads on Twitter, it's important to post regularly and engage with followers.

-  Engage with followers who like, follow, and comment on your content
-  Retweet customer posts and reviews about your business
-  Use local hashtags to tweet about events/ sales/ promotions
-  Follow Trade Show hashtags and engage - follow the hashtag, engage with people using it, and invite them to your booth
-  Limit your hashtags—use no more than three per tweet
-  Use a link shortener
-  Tag a physical location
-  Tag users in a photo or graphic

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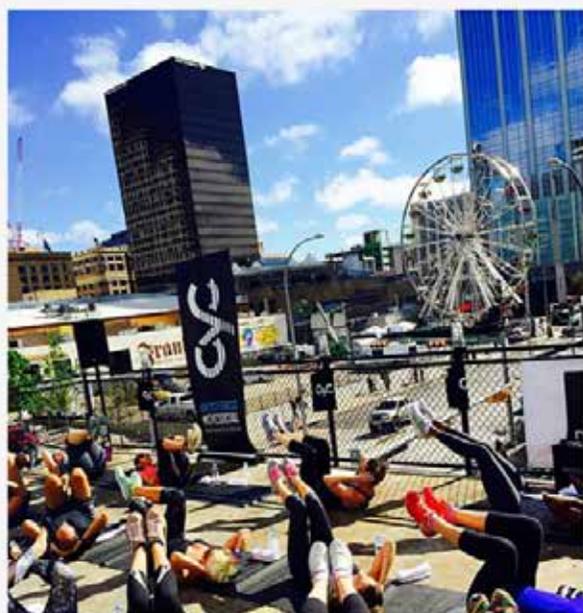


INSTAGRAM

Post Checklist

The most visual of all social media platforms, Instagram is gaining momentum among small businesses with products or services that are visually appealing. Instagram uses hashtags and location tags to organize photos and videos in the search function. Here's what to include in an ideal Instagram post, when applicable.

- Interesting photo that highlights your business
- Engaging caption that promotes the post
- Tag people or businesses
- Physical location
- Hashtag



Physical location

Engaging caption & tagged business

Relevant Hashtags (geographic & industry) posted in a comment

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INSTAGRAM

Tips to Generate Leads

When it comes to generating leads on Instagram, the first thing to do is to use an Instagram business profile. Business profiles give potential customers a way of contacting your business directly from Instagram and provide analytics to show you how users are engaging with your business.

-  Use Instagram Business Profile with link to website, content, or special offer in profile
-  Create a location and custom hashtag for your business
-  Search business location and custom hashtag for user-generated content to repost (with photo credit)
-  Use Instagram Stories for mini content snippets
-  Use up to 30 hashtags (post hashtags in a comment)
-  Use local and industry hashtags
-  Engage with local influencers
-  Run an Instagram contest or giveaway
-  For advertising, use revenue or lead generating posts (event signup, content download, purchases option)

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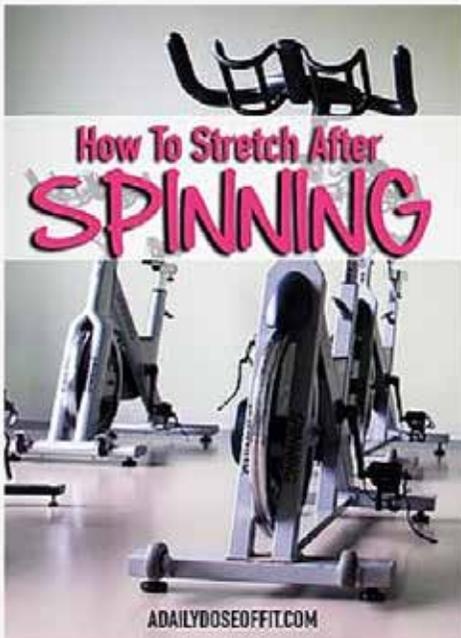


PINTEREST

Post Checklist

Also a visual platform, Pinterest is good if your target audience includes females, as this channel is often used by women. Use Pinterest to show off your products or pin photos from blog posts relating to your services. Here are the things you should include in an ideal Pinterest pin, when relevant.

- Visually engaging photo, potentially with words
- Good description for search
- Appropriate hashtag
- Include your link in the description
- Share from your blog post



Visually engaging photo with words

Website on photo

Engaging caption & website

Don't leave Spinning class without stretching! Riding solo? Try these post-Spinning stretches to alleviate your tired muscles. / A Daily Dose of Fit

89 ❤️ 10

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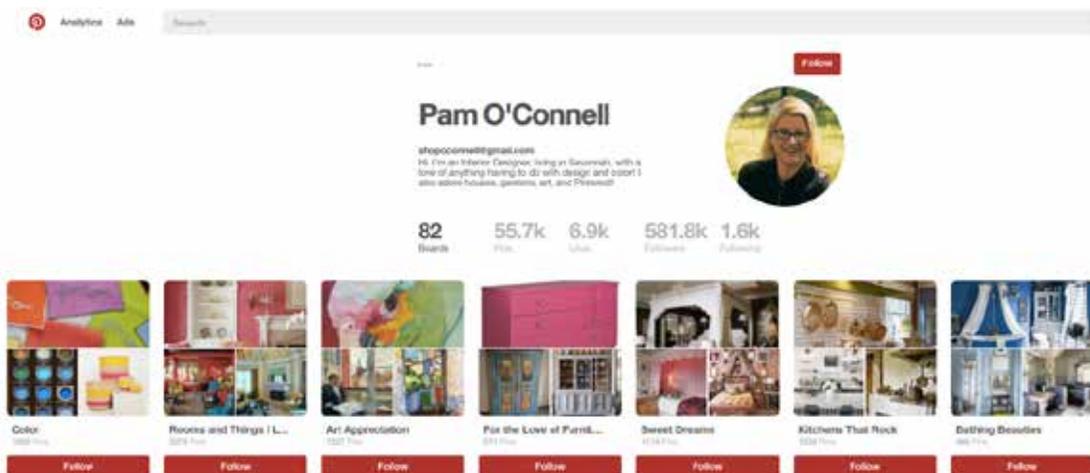


PINTEREST

Tips to Generate Leads

The least effective channel in generating leads, Pinterest should be considered an adjunct to lead generation efforts. Use Pinterest to direct interested customers to your products and services when moving these leads down your sales funnel.

- 💡 Create inspiration boards for clients, customers, and followers
- 📁 Create boards based on products or services
- 🏆 Highlight your work or products
- 🏷️ Label boards to be obvious and specific
- 👉 Engage with users (comment, like, repin)



This interior designer creates boards for the different types of rooms she designs.

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