

Case Studies

Social Media Design



RACHEL
BEANEY

Digital | Social

RACHELBEANEY.COM



Have an engaging cover photo

Have a clear logo that is consistent across all channels.

Try to make all your social media names the same across all platforms so customers can find them more easily.

Have a description which explains your business.

Home Notifications Messages Search Twitter

SUZY SPOON'S VEGETARIAN BUTCHER

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Suzy Spoon's
@TheVegeButcher
Suzy Spoon's Vegetarian Butcher is a vegetarian deli café that hand make their own brand of vegan Sausages, Burger Patties, Schnitzels and more.
Sydney, New South Wales
ssvb.com.au
Joined May 2012

Tweet to Suzy Spoon's

34 Photos and videos

TWEETS 89 FOLLOWING 121 FOLLOWERS 175 FAVORITES 33

Tweets Tweets & replies Photos & videos

Suzy Spoon's @TheVegeButcher · Oct 27
All our products are lovingly made by hand. This is our polenta, tomato & basil sausage. ssvb.com.au

Suzy Spoon's @TheVegeButcher · Oct 23
Come along to the cruelty free festival this Sunday 25 October. We'll be there selling products & hot food.

Who to follow · Refresh · View all

Geoff Kim @geoffkim
Followed by Mandi ...
Follow

Alice Workman @AliceWorkman
Follow

David Lewis @dpj...
Follow

Find friends

Australia Trends · Change
#UBETWECAN
Promoted by UBET
Tony Abbott
#pivotsummit2015
Al Harrington
#directorupdate
Bulls
#AMAs1D
Gabba
#smaccDUB
Fernvale
#HearHalsey

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Ads info

Have a consistent name across all social accounts.

Have a clear logo.

Update your bio with information about your company.

Only one URL can be included on Instagram, so consider what URL is most important.

Geolocate and hashtag relevant posts.



Instagram

Search

beaney86



mscollinsmelb

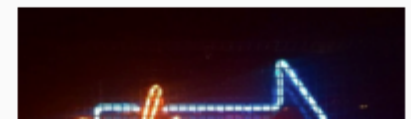
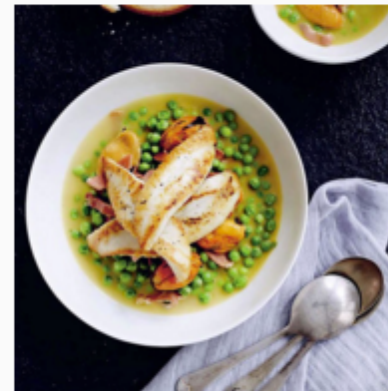
FOLLOW

Ms. Collins NIGHTCLUB OF THE YEAR 2015 NOMINEE! 📅 Tues - Sat: New World Kitchen Bar & Restaurant 🍷 Fri: Phat Friday's RnB Club 🎉 Corporate Events & Birthdays www.mscollins.com.au

869 posts

4,650 followers

1,480 following





Clear logo

Company details

Plenty of room
to share your
company story.
This is the place
to share
corporate
awards and
prestige!

Keep your updates
relevant for people
in the corporate
world: either as
customers or
business partners.

Ms
Collins

Ms Collins

Hospitality
51-200 employees

54 followers

Follow

Home



Ms Collins is Melbourne's premier restaurant, bar, nightclub and event space in the CBD and is a proud division of established hospitality group, Roar Projects. Roar Projects has over 60 years of hospitality experience and specialise in the construction and running of large-scale venue and event

See more

Recent Updates

Ms Collins On Friday 17 July, Ms Collins hosted a Dom Perignon tasting and training in the Dom Perignon Champagne Bar. This is a great way for our staff to learn about the fine details of the champagne, which is why our staff are so good at what they do. Ms ...more



Like (7) · Comment · Share · 2 months ago

Michael Davey, Dominic Goldsworthy +5

Add a comment...

How You're Connected



4 Employees on LinkedIn

We need to **BALANCE** our
obsession with **TECHNOLOGY**
and get back to telling
COMPELLING stories.

- John Zeigler

DDB
#DDBInfluence

People Also Viewed



ATLANTIC GROUP



P M W

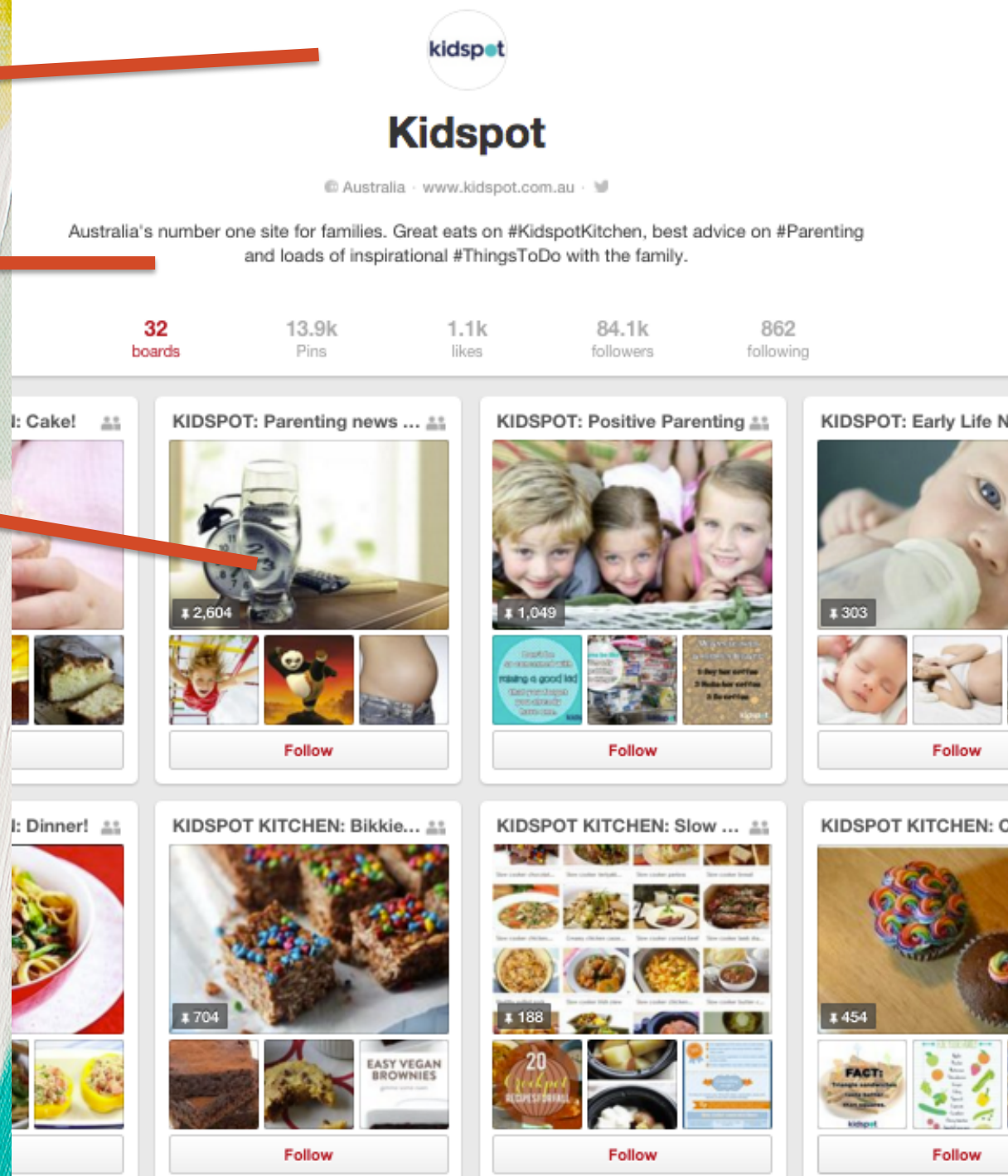
JUST RICK IT

Ads You May Be Interested In

Include a logo

Include your website and business bio.

Include boards which have content which reflect you business culture and goals, and also ones which share your own content.

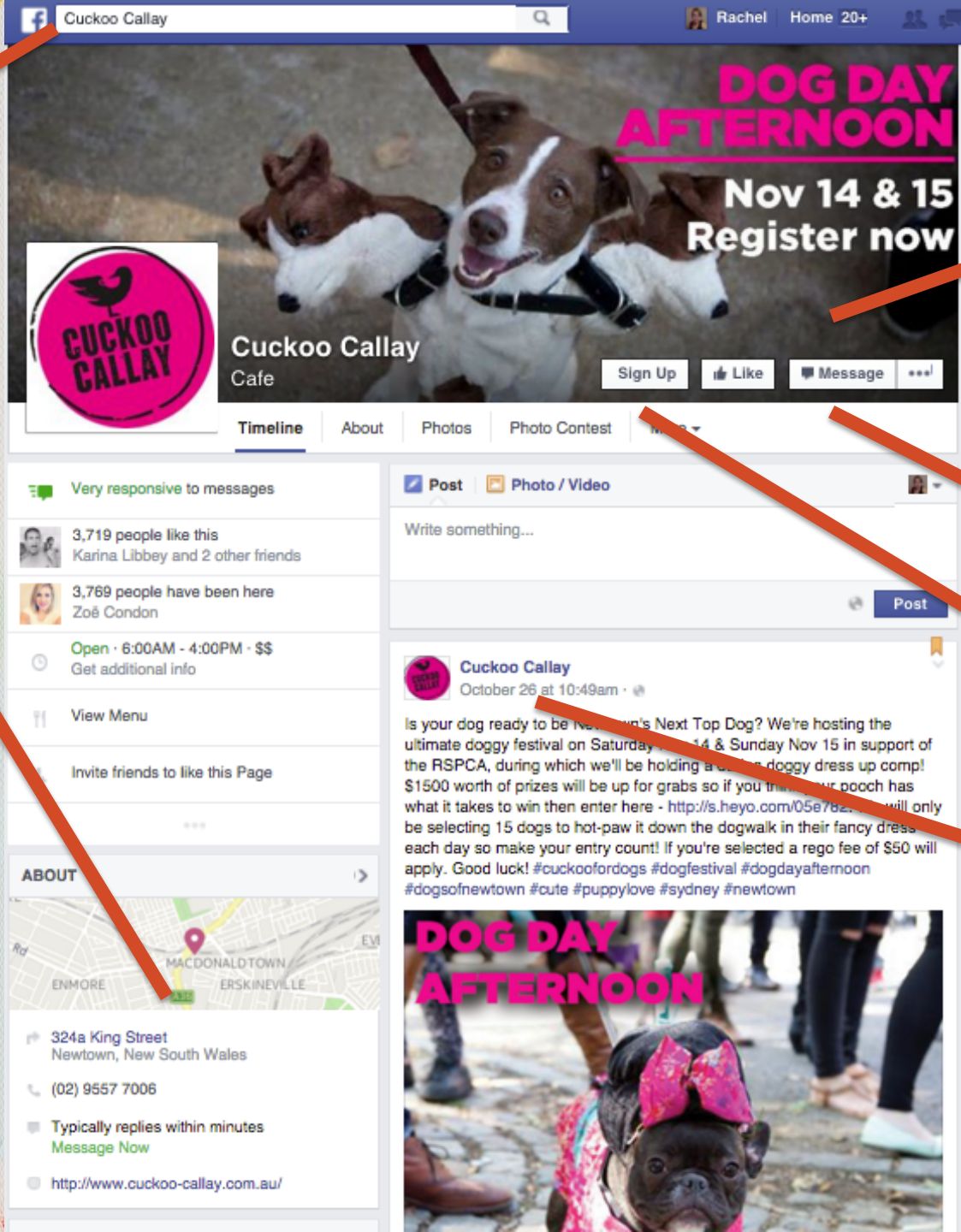


Create a custom Facebook URL: facebook.com/YOURBUSINESS



Pages can also host:

- Business geographical and contact info.
- Reviews about your business
- Events
- Apps (ie. Web-only enquiry form)



Update cover image with seasonal special events

Encourage people to send Messages to your page in lieu of email

Include a Call To Action button

Make sure your profile picture is clear on your page and as a thumbnail (how most people will see it!)



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For more social media tips and tricks and future course deals, sign up to Rachel's Social Media Tips newsletter: rachelbeaney.com



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