



SOCIAL MEDIA MARKETING

FOR GOLDEN PLAINS FARMERS' MARKET STALLHOLDERS

Contents

MESSAGE FROM MARKET MANAGEMENT	3
GET SOCIAL	
SOCIAL MEDIA STATS	5
REASONS YOU SHOULD 'GET SOCIAL'	6
START WITH A SOCIAL STRATEGY	7
BE A BRANDING SUPERSTAR	8
THE IMAGE HUB	
IMAGES AND PHOTOGRAPHY	11
FACEBOOK	
WHY BE ON FACEBOOK?	16
UNDERSTANDING YOUR AUDIENCE	18
BE FACEBOOK ALGORITHM SAVVY	22
DOS AND DON'TS OF FACEBOOK CONTENT	24
TONE OF VOICE—GETTING IT RIGHT	25
ANATOMY OF EFFECTIVE CONTENT	28
ENCOURAGING FAN PARTICIPATION	30
EXAMPLES OF GOOD CONTENT	39
EXAMPLES OF MEDIOCRE CONTENT	43
FACEBOOK ADVERTISING	45
SET UP AN ONLINE STORE ON FACEBOOK	46
FACEBOOK POST CHEAT SHEET	48
INSTAGRAM AND TWITTER	
INSTAGRAM FOR BUSINESS	50
TWITTER FOR BUSINESS	56
APPENDIX 1	59

MESSAGE FROM MARKET MANAGEMENT

This manual has been developed by Golden Plains Shire Council for Golden Plains Farmers' Market stallholders, as a tool for those who would like to market themselves effectively on social media.

Exploring the power of social media, why and how it is important as a marketing and communications tool, and how to optimise social media effectiveness, this manual is provided to support business owners—to build their skills and confidence in promoting their enterprise.

While this manual is Facebook-focussed, many of the key learnings can be applied to other social media sites. Provided in this guide are small sections on Instagram and Twitter, and a dedicated section on images and photography.

It's important to note social media is constantly evolving; as are communications and marketing techniques. The tips outlined in this report are consistent with best practice for social media marketing at June 2017.

SKIP TO KEY RESOURCES

Time isn't always a business owner's best friend > Skip to page 48 if you would like to read our Facebook marketing cheat sheet. It's a great document to print and sit in your office above your desktop. For more details on the anatomy of a great Facebook post, go to page 28.

OUR REQUEST TO YOU

Farmers' Market stallholders play a key role in the effectiveness of the Golden Plains Farmers' Market's social media marketing.

Market Management promotes attending stallholders on Facebook and Instagram, the Market website and the monthly e-newsletter, and further promotes the Market in print and radio advertisements. Stallholders can also assist in Market promotion. You can:

1. Visit the Golden Plains Farmers' Market Facebook page and hit the 'Share' button under the display image. This will share the Market's page on your business timeline (make sure you select your business page up the top, or it will post to your personal page).
2. 'Share' or 'regram' promotional posts we put out on the Market's Facebook or Instagram account.
3. Tag the Market in your social media posts (using the @ symbol).

GET SOCIAL

The opportunities for businesses owners on social media are incredible. In this section, we look at why having a social presence is important, and how you can set yourself up for success with a strong marketing direction.

2017 SOCIAL MEDIA STATS

There are
1.23 BILLION

active users on **Facebook** worldwide.

There are
600 MILLION

active users on **Instagram** worldwide

37%

of the world population
uses social media.

34%

of the world population
access social media via a **mobile device.**

There are
17 MILLION AUSTRALIANS
on **Facebook.**

There are
5 MILLION AUSTRALIANS
on **Instagram.**

There are
3 MILLION AUSTRALIANS
on **Twitter.**

APPROX. 50%
of the Australian population
logs into Facebook on a **daily basis.**

70%
of the Australian population
is an **active monthly user** on **Facebook.**

The average Australian
SPENDS 12.5 HOURS PER WEEK
on **Facebook**

REASONS TO 'GET SOCIAL'



No matter what you sell and who you sell it to, using social media as a marketing tool can help grow your brand, make money and live your dream. Social media has changed the world and businesses have a lot to gain from it.

✓ **Attract customers**

Who doesn't want to attract customers? Social media can be used to grow your customer base.

✓ **Increase brand awareness and loyalty**

When you have a social media presence, you make it easier for your customers to find and connect with you. When connected with your customers on social, you're more likely to retain their business!

✓ **Increase website traffic**

Social media is a great way to increase your website traffic. All you have to do is include links in your profile and posts and find creative ways to encourage customers to click away!

✓ **Gain valuable customer insights**

Every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram. Behind these staggering numbers is a wealth of information about your customers—who they are, what they like, and how they feel about your brand. Knowing your customers is a great way to empower your business.

✓ **Share content faster and easier**

With the help of social media, specifically when it comes to sharing content about your business, all you need to do is share content you want your customers to see on your brand's social network accounts.

✓ **Build relationships**

Social media is a two-way channel where you have the opportunity to enrich relationships with your customers.

✓ **Provide rich customer experiences**

Even if you aren't on social media, most of your customers expect you to be. Over 67 percent of consumers now go to social media for customer service. They expect fast response times and 24/7 support—and companies that deliver win out.

This is just the beginning! You can also run targeted social media ads with real-time results, generate sales leads, find out what your competitors are doing, geotarget content (this is where you target people based on their location—the list goes on. Social media is great for businesses!

START WITH A SOCIAL STRATEGY



The term 'strategy' might sound daunting, but having a basic strategy to guide your social media activities will be a huge step forward. Geelong digital marketing agency, HyperSocial believes 'A digital strategy can be the difference between a growing a business and watching it die'. As dramatic as that may sound, approaching Facebook without a strategy can mean disconnected and random posts, social media activity that doesn't represent your core values, and/or an overall lack of professional consistency.

If you approached a professional marketing agency and asked for help promoting your business, they would develop a marketing strategy with you, as well as branding strategy (we talk about branding in the next section). Digital strategies can be very detailed; here is a basic overview, so you can have a think about your business in strategic marketing terms.

1. **Your vision**—why are you in this business, what is your end goal? Sure, you are here to make a living or a profit, but the vision is your big dream that motivates you, your underlying 'why' factor.
2. **Overarching strategy**—how you are you going to position your business/brand long term, to achieve your vision and appeal to your ideal customer? You want to keep your strategy nice and simple.
3. **Strategic objectives**—List key projects, methodologies and systems that need to be addressed/delivered to support your vision and strategy. You might need to update your website, set up an Instagram account etc.
4. **Key deliverables**—What actions do you need to undertake to help support your strategic objectives.

We recommend setting some time aside to draft a simple strategy. You can then pin the finished product in your office and make sure all your marketing activities link back to it. We advise that you give all actions deadlines, then stick to them.

BE A BRANDING SUPERSTAR



Your branding is very important. It's more than your logo, name and slogan—it's the entire experience your prospects and customers have with your business. If you don't get your branding right, you could be setting up your social media page, and maybe even your business, to fail.

SO, WHAT IS BRANDING?

Your brand strategy defines what you stand for, a promise you make, and the personality you convey. It includes your logo, website, colour palette and slogan, but it also includes the types of images you share, the messages you deliver on your website and promotional campaigns, and the way you and your employees interact with customers

In a nutshell, your brand is the way your customer perceives you.

It is important to be aware of your brand experience and have a plan to create the brand experience that you want your customers to have.

WHY IS IT SO IMPORTANT FOR YOUR BUSINESS?

Many small businesses and start-ups don't spend the necessary time thinking about their brand, but small businesses should have, and will benefit significantly from, a brand strategy. Here are some tips, summarised from Strategy New Media on why branding is important for you.

Branding promotes recognition.

People tend to do business with companies they are familiar with. If your branding is consistent and easy to recognise, it can help people feel more at ease purchasing your products or services.

Your brand helps set you apart from your competitors.

In today's global market, it is critical to stand apart from the crowd.

Your brand tells people about the 'heart' of your business.

Your full brand experience, from the visual elements like the logo to the way that your phones are answered, tell your customer about the kind of company that you are. Are all of these points of entry telling the right story?

Your brand helps you and your staff!

A clear brand strategy provides the clarity that your staff need to be successful. It tells them how to act, how to win, and how to meet the business's goals.

A strong brand generates referrals.

People love to tell others about the brands they like. People wear brands, eat brands, listen to brands, and they're constantly telling others about the brands they love. On the flip side, you can't tell someone about a brand you can't remember. A strong brand is critical to generating referrals or viral traffic.

A strong brand helps customers know what they can expect.

A brand that is consistent and clear puts the customer at ease, because they know exactly what to expect each and every time they experience the brand.

Your brand represents you and a promise to your customer.

It is important to remember that your brand represents you... you are the brand, your staff is the brand, your marketing materials are the brand. What do they say about you, and what do they say about what you're going to deliver (promise) to the customer?

Your brand helps you stay focussed and create clarity.

It's very easy to wander around from idea to idea with nothing to guide you... it doesn't take long to be a long way from your original goals or plans. A clear brand strategy helps you stay focused on your mission and vision as a business. Your brand can help you be strategic and will guide your marketing efforts, saving time and money.

Your brand helps you connect with your customers emotionally.

A good brand connects with people at an emotional level. You want customers to feel good when they buy from you. Purchasing is an emotional experience and having a strong brand helps people feel good at an emotional level when they engage with the company.

A strong brand stamps your business value.

A strong brand will provide value to your business well beyond your physical assets. Think about the brands that you purchase from (Coca-Cola, Apple), are these companies really worth their equipment, their products, their warehouses, or factories? No, these companies are worth much more than their physical assets...their brand has created a value that far exceeds their physical value.

The best branding is built on a strong idea... an idea that you and your staff can hold on to, can commit to, and can deliver upon. Your brand needs to permeate your entire business. When your enterprise is clear on the brand and can deliver on the promise of the brand, you will see tremendous fruit while building brand loyalty among your customers.

See **Appendix 1** for our '10-step brand development guide'.

THE IMAGE HUB

No matter which social media platform you use, your images should be eye-catching, professional and on-brand. Learn all about what makes a great image, and how you can 'lift your image game' in this section.

IMAGES AND PHOTOGRAPHY



A common mistake seen widely in social media marketing for small business, is the use of poor or average images. We know that our Facebook followers are scrolling fast and have a short attention span, so sharing engaging images that represent our brand values is crucial.

Here's some hints we've put together with help from Convince and Convert.

CHIEF RULE OF SOCIAL IMAGES

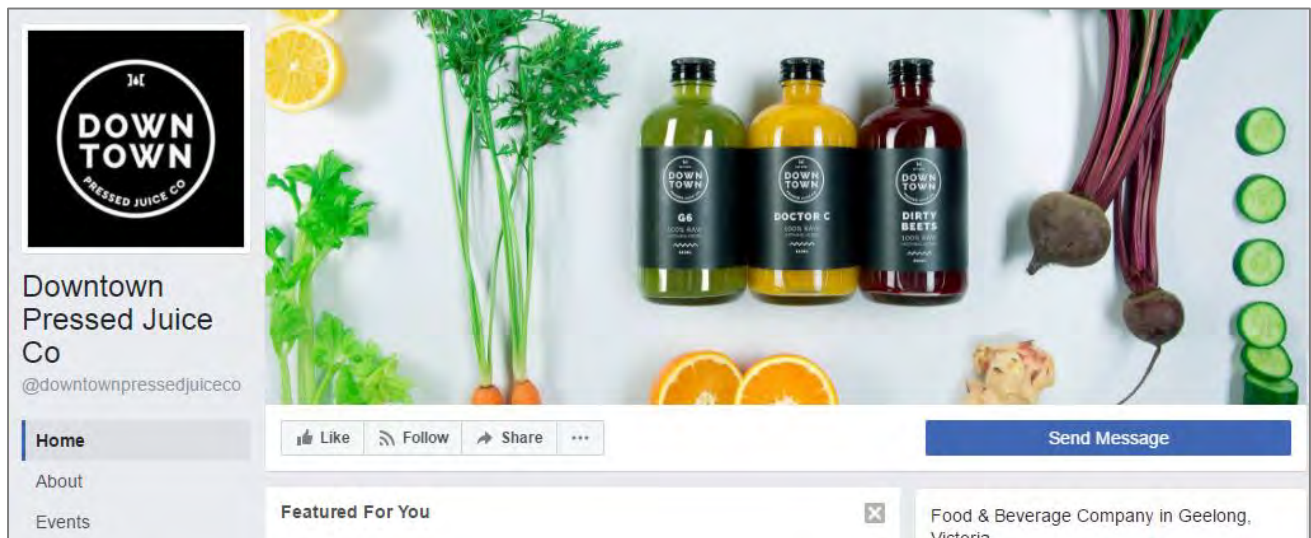
All the images you share on any social media site should reflect your brand identity and style guidelines. There should be a sense of visual consistency—to what extent is up to you.

FRAMING AND COMPOSITION

When it comes to rectangular shaped shots, did you know a photo where the subject is in the centre of the image, isn't very interesting to look at and often invokes the 'amateur' tag? The 'rule of thirds' encourages you to divide the photograph in your mind into thirds, and position the subject either in the left or right third of the image. It's generally accepted as good composition.

Social media channels generally benefit from this rule too, to some degree. Consider the format of the cover image in the Facebook timeline. It's a long, rectangular space and lends itself to compositions that feel widescreen in nature. If you're shooting a series of images that you hope you use as cover photos on Facebook you will definitely want to keep this in mind. But don't stop there. The cover image on Facebook is only one format and is a special piece of landscape.





The profile picture you maintain on social channels, including Facebook, Twitter and YouTube, are square and that same rule of thirds simply won't work. Many companies use some version of their logo as a profile image and that's entirely acceptable. However, if you are shooting a series of photos that you hope to use for profile image purposes, whether to support a campaign or highlight a product, frame it straight in the centre of the photo and give it a lot of exposure on the photo. Remember you're going to be cropping this image down to a square, so a photo that's longer than it is tall will ultimately mean your fans will see less of the subject in the tiny thumbnail.

LIGHTING

Next to composition, lighting is the single most important factor in a great shot that will help your brand resonate on your social channels. Unless your branding is dark and foreboding, you need to take your image with good natural lighting, or edit lighting into the image.

The trick to great lighting isn't so much where you shoot; you're not always going to have a bright sunny day or the warm glow of a fire. It generally looks best to have the light source behind the subject—work with this as much as possible.

You can also work with image editing products to enhance images.

Learn more about image editing on page 14.



BACKGROUND AND STYLE

Your choice of where photos are taken is as important as the composition and the lighting. It is best if you have a brand toolkit or style guide to guide you. With an established set of branding guidelines, you'll have a sense of what your business's sense of style is and be able to put that insight to use when you're shooting candids and taking shots for your social channels.

You may find that you can use your booth at the Farmers' Market as a nice background for portraits of your customers, or the front of a retail store with some sort of branding in the background as a good outdoor setting. Don't just position someone and take their photo. That sense of purpose and consistency will help your social content feel consistent and integrated with your brand.

CAMERA ANGLES

Changing the orientation of the camera to the subject can alter the style of the shot and bring some creative elements to your photos. Try shooting from below or above your subject. Or, try moving to the side and shooting them at an angle versus straight on. Not only will the subject appear more interesting, the background will too. Try to think of a photograph as a 3D object. This will help freshen up the content you post on your social channels and give it some life.

RESOLUTION

You don't really want to share an image on Facebook that is smaller than 1 megabyte. That said, an image could be 4 megabytes and be low quality in terms of lighting and composition. Your images need to be visually great and medium to high resolution.

IMAGE EDITING

You can edit your images after you've taken them, to enhance them further. On a desktop, try Adobe Photoshop for advanced features and PicMonkey for an easy-to-use interface. All you have to do is search for these in your browser. The Adobe suite is not free; however the PicMonkey site is free, although you can pay a small fee to be upgraded and access more features.

On a smartphone, you can search for the following apps in your store: Moldiv, Facetune, Snapseed, Pixlr, Retouch, Filterstorm or Colourstory. The availability of these apps is dependent on the smartphone you own.

STOCK IMAGES

Images can be purchased and used for commercial purchases. Try GraphicStock, iStock or Shutterstock.

HIRE A PROFESSIONAL

A professional photoshoot of your business can be really great for your marketing. You should consider hiring a photographer if you want to get your hands on particularly eye-catching product images. Websites should never feature home images, unless they are of a very high standard in relation to lighting, composition, angles, styling etc.

FACEBOOK

Of all the social media platforms out there, Facebook is, by far, the most successful and popular world-wide, and there's a reason for that. This section explores Facebook in detail and covers a range of topics and key features to advance your Facebook marketing skills.

WHY BE ON FACEBOOK?



You might think being on Facebook is a waste of time and energy, or find that you're not performing that well on social media—and write it off. But having a social media presence is key to optimum business marketing nowadays. This manual is all about helping you be more effective as a Facebook marketer, so don't worry if you haven't mastered it yet! The first thing you need to know on your journey to being effective on social, is understanding why being on Facebook is so valuable to your business. Believing in Facebook marketing and understanding its importance, relevance and business benefits is crucial.

It's free or low cost to manage, and easy to navigate.

Given there are millions of active Australian users on Facebook, it makes sense that businesses should be where the people are. It's free to set up a Facebook business page, low cost (or free) to manage and the interface has been developed so that users can do what they need to do, and get the information they need, quite easily.

Your Facebook page can help you better understand your target audience.

A business Facebook page gives you a way to target, talk to and get direct feedback from your target audience. Think of it like an ongoing focus group.

Your 'fans' are there because they are aware of your company, and want to learn more. While they are certainly expecting to receive useful information from your page, you can also be collecting useful information from them! Your fans can tell you a lot about what they want and don't want through their interaction, comments, and feedback.

If you take feedback on board, and learn how to navigate Facebook's back-end analytics, you're on the way to having and maintaining an excellent understanding of your audience. If you seek to better understand your audience, you're far more likely to create effective Facebook posts, spread brand awareness well and make more sales. Your fans' feedback can even help you develop better products.

Learn more from page 18.

It gives you a chance to humanise your company.

Social connections and genuine communication are integral parts of social media, and a Facebook page for your business gives you a unique opportunity to attach a face, name, and personality to your brand. While your Facebook page may be representative of your company, it also allows you to show the human side of your business through one-on-one conversations, and non-business interaction. This is so important in maximising the effectiveness of your social media presence.

Learn more humanising your brand with tone of voice from page 25.

You can build a community on your Facebook page!

Facebook pages are excellent places to gather together your customers. You can build a community on your Facebook page in a number of ways, including:

- Posting useful, relevant and interesting links
- Asking fans to contribute with comments
- Organising contests and promotions
- Providing a place to leave reviews and other feedback
- Offering incentives for activity on the page.

If the Facebook page you create for your business successfully brings people together, you can develop a loyal following that will continue to grow.

Learn more about building and engaging your social community from page 30.

Build website traffic

Having a Facebook page for your small business can be an effective way to direct traffic to your business website. You can achieve this by dropping your website URL (link) into your facebook posts, setting up buttons on your Facebook page, developing paid advertisements through 'Facebook Advertising'—the list goes on.

You can put your business in front of your clients and customers every day.

Perhaps one of the biggest benefits of having a Facebook page for your business is the ability to put content you want your audience to see—right in front of them, after they follow your page (although you have probably noticed sometimes your posts don't reach as many people as you would like—we'll show you how to improve in this space later in this manual). Consumers use social media to find products, services and brands to solve their everyday problems. Facebook and other social networks make it easy for potential customers to find you. And when they do, they are often more likely to remember your brand and share it with their own connections. Ultimately, a branded Facebook page for your business can be a powerful way to expand your reach and increase awareness of your business online.

UNDERSTANDING YOUR AUDIENCE



Understanding your audience and the mentality of Facebook users is very important. If you're out of touch with your audience, your posts aren't going to be engaging. If you seek to understand your audience (and there are various ways you can do this), you will be better equipped to be more effective on social.

THE FACTS AND MENTALITY OF FACEBOOK USERS...

They tend to
**SCROLL REALLY QUICKLY
THROUGH CONTENT**

and have a
short attention span

Users maintain a Facebook profile to
**CONNECT WITH PEOPLE,
PRODUCTS
AND SERVICES**
that matter to them

In Facebook, users are after
**AN UPLIFTING EXPERIENCE OR
ENTERTAINMENT**

Users tend to be quite
**TECHNOLOGICALLY
SAVVY**

Our job as the managers of a Facebook page is to use this information (above) to our advantage, so that we can market to our audience more effectively.

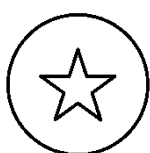
- If they are scrolling quickly (and they are), we need to create content that stands out to them.
- If they on Facebook to connect with people, products and services that matter to them, let's make sure we're doing this well—researching and developing content that meets their product or information needs. Content must be relevant to your audience if it's going to engage them.
- If the audience is after an uplifting experience or entertainment, don't be afraid to stray from the 'hard sell'—share something warm and fuzzy, or funny from time-to-time! (Trust us, this is great for engagement, even if it doesn't directly promote your business).

HOW TO GET FACEBOOK USERS ON BOARD WITH YOU

YOU WANT YOUR AUDIENCE TO:		
SEE OUR POSTS so they know about us and what we are doing	BELIEVE IN WHAT WE DO and why we do it	BUY FROM YOU!
SO YOU NEED TO:		
ATTRACT CUSTOMERS	ENGAGE CUSTOMERS	CONVERT CUSTOMERS TO LOYAL BUYERS

Remember these key points at all times when you're on social, so your sales brain is switched on. When you're switched off, it's likely you won't be contributing positively towards any of the above. Throughout this manual, we'll continue to show you 'how' you can make an effect on people and how you can convert them to (and keep them as) paying customers.

PAGE INSIGHTS



If you want to build your online presence, communicate with customers effectively and encourage people to take an action—your Page Insights will help you. Page Insights are great for you because the data helps you stay in touch with the content that's best for your brand, and helps you avoid the things that don't work.

When you dive into your Insights (see link at the end of this section) you'll receive a bounty of information about how your content is performing. You may even find that your content is resonating better than you originally thought!

Insights includes:

- Data about your page's promotions (paid advertising)
- Number of likes you've gained or lost
- Reach of your posts
- Actions people are taking on your page/from your posts

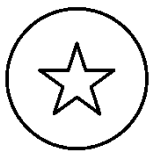
- effectiveness of your posts and videos
- Information about your audience, such as when they're online the most
- The list goes on!

If you want to reach out to your audience, and get them engaging in your posts, understanding and using Facebook Insights is really important.

Learn more about how to use Facebook Page Insights:

<https://www.facebook.com/business/a/page/page-insights>

AUDIENCE INSIGHTS



While this feature is more suitable to advanced marketers, all business owners need to know what's out there. You can get a very clear picture of your current and prospective audience through Facebook's Audience Insights. This allows you to learn more about the people that matter to your business, so you can reach out to them effectively. Utilising Audience Insights is clever marketing.

Audience Insights is different from Page Insights because it looks at trends about your current or potential customers across Facebook, whereas Page Insights looks at the audience interactions with your Page (i.e., likes, comments and shares).

The more customer insights you have, the better you are equipped to deliver meaningful messages to people—this is the thinking behind Facebook's Audience Insights, a tool designed to help marketers learn more about their target audiences.

Say you want to raise awareness about your olive oil business, and you sell your products in-store. You'd want to know how many people on Facebook live near your stores, as well as their interests, their past purchase behaviour and how they tend to shop (online vs. in-store). Using Audience Insights, you can get anonymous information such as:

- Demographics (age and gender, lifestyle, education, relationship status, job role and household size)
- Page likes (top pages people like in different categories, like women's apparel or sports)
- Location and language (where do people live, and what languages do they speak)
- Facebook usage (how frequently are people in your target audience logging onto Facebook and what device(s) they are using when they log on)
- Purchases activity (past purchase behaviour (i.e. heavy buyers of women's apparel) and purchase methods i.e. in-store, online.

You can view this information for three different groups of people:

- People on Facebook (the general Facebook audience)
- People connected to your page or event
- People in Custom Audiences you've already created (an audience made up of your current customers)

Learn how to understand and use Audience Insights:

www.facebook.com/business/news/audience-insights

BE FACEBOOK ALGORITHM SAVVY



When you learn about Facebook algorithms, you'll likely have a social media epiphany that will completely change the way you view Facebook. Understanding what makes Facebook tick will send you on your way to being far more efficient with your resources. Learn how to 'work Facebook' and you will be a better marketer instantly.

Facebook goes to great lengths to make sure user/customers' newsfeeds
ARE FULL OF THINGS THEY WANT TO SEE.

WHY DOES IT WANT TO DO THIS?

If users **enjoy their time** on Facebook, they'll keep coming back!

HOW DOES IT DO THIS?

Facebook has a special algorithm in place that **protects user experience**. This is the experience of general users, not business pages.

Facebook algorithms constantly evolve. They are very complex—far more intricate than what we can put together succinctly. But here are some key facts that will assist you.

Facebook keeps a record of what users (customers) like, comment on, click on and share, and also what they search for in their browsers, including Google.

It uses this data to determine who and what users are interested in, as well as the people and pages that people like to interact with the most within Facebook. Facebook then cleverly populates users' newsfeeds with content they want to see; content from the people, pages and categories they interact with the most. This happens to make sure users have a great time on Facebook and keep coming back. Users agree to all this when they sign up to Facebook.

Facebook serves the customers, far more so than businesses.

If people aren't liking, commenting, clicking on or sharing your page's posts, Facebook will assume your audience isn't interested in your content, and see to it that your posts are seen often by less than 10% of your audience (unless you pay via Facebook Advertising).

Learn more about Facebook Advertising on page 45.

This is part of the algorithm. You could have 2,000 followers and your average post only reaches 200 people. This is because you haven't proven to Facebook that your content is worth sharing on your followers' newsfeeds.

This means:

- If you're not creating great, engaging content, most of your fans won't even see your posts.
- If you understand Facebook algorithms, you can help expose your posts to more of your fans, for FREE!

Businesses should aspire for engagements to boost their relationship with Facebook.

The actions your fans take on your social media posts are called engagements. Each engagement holds a different value. If you want your posts to be seen by more than 10% of your fans, you will aim for the higher-ranked engagements as these are quicker ways to get Facebook to share your content more widely.

There is a hierarchy of Facebook engagements—key to the Facebook algorithm.

1. Likes are good (or any of the engagement reactions now available 'Haha' 'Wow' etc.)
2. Comments are better
3. Clicks on images, links or to read more, are even better still
4. Shares are the best, the ultimate!

Time is of the essence

Scheduling posts at the right times is a crucial part of setting your posts up to succeed. You want to post when your audience is online. If you post when everyone is at work or asleep, by the time your audience comes online, your post might be too far down your fans' newsfeeds, or have disappeared altogether (because you didn't get the engagements you needed to convince Facebook your content was worth broadcasting widely).

Use Facebook Insights (<https://www.facebook.com/business/a/page/page-insights>) to determine when your audience is online the most, and schedule your posts to go up then. In the 'Posts' section of Facebook Insights, you can find out:

- When your fans are online (this shows you when the people who like your Page are on Facebook content)
- The success of different post types based on average reach and engagement (review your post types to see what resonates most with your audience, like link posts or photo posts)
- Your top posts from pages you watch: Gives you the engagement of posts from the pages you're watching (know your competition!)

If you post during peak times, it is more likely your audience will see your posts, and engage, and if they engage, you are proving to Facebook that it should share your content to more of your followers.

Statistics show most people access Facebook in the evening, after dinner. (8.30pm-10.30pm), but every page has a unique audience. So make sure you utilise Facebook Insights data.

DOS AND DON'TS OF FACEBOOK CONTENT



Are you a serial offender when it comes to actions on Facebook that immediately disengage people? Well it's never too late to lift your game. If you want your posts to make a difference, help sell your products and grow your fans and customers—these dos and don'ts will help you. That said, every audience is different and unique. Do what works for you. These are some tips that work for most audiences.

- ✓ Be **concise** and include the important information upfront. Less is more!
- ✓ Be **visual** – it gets better results! Pictures, graphics and videos are great!
- ✓ Be **accurate** – information, spelling and grammar all need to be correct.
- ✓ Be **interesting** and **relevant** – learn what is important to your audience. This might involve trying different things out and seeing how they are received by your audience.
- ✓ Be **friendly** – use words like 'we' and 'us' so that you don't come off as superior, and find the balance between informal and professional.
- ✓ Be **diverse** – mix up your page content with various post types of information – opportunities, blog posts, stories, great images, videos etc.
- ✓ Be **frequent but not too frequent** – according to various studies, the number one reason people dump Facebook friends or pages is that they get annoyed being continuously bombarded with 'useless posts'. Posting engaging content once or twice a day is great for Facebook algorithms.
- ✓ **AVOID CAPS IN SOCIAL MEDIA** – it's shouting! 😊

- ✗ **Don't use images you don't have permission to use** – image theft is something that needs to be taken seriously. Do not use images you've taken from Google. Image companies have clever ways of finding out if you have used their image without paying and big fines apply if they can catch you. If you have an image of people (not including stock images), you need their written consent, or their parent's, if under 18.
- ✗ **Avoid too much direct promotion** – hard selling is a HUGE no-no! If you want to promote a service or event, tell your audience what they are going to get out of the service or event and why it's worth their while. We want to talk to our audience – not at them!
- ✗ **Don't forget to monitor comments** – if your audience has questions, answer them. We want to build conversation with our audience.
- ✗ **Don't beg for likes and shares** – don't ask for people to like or share your content. Work on making your content likeable and sharable through effective content development.
- ✗ **Don't use big links** – never use full size URLs! Use shortening tools, like bitly.com to reduce the number of characters in the URL.

tone of voice—GETTING IT RIGHT



Establishing a recognisable, consistent and engaging tone of voice is one of the most important engagement practices in social media. Tone can take a bland piece of copy and transform it into engaging copy, so it's very important to understand what it is, its important role and how to apply it in your messaging.

WHAT IS TONE OF VOICE AND WHY IS IT IMPORTANT?

Your message is *what* you're trying to communicate. Your tone of voice is *how* you communicate it. It is the writing style you apply to your message that captures the personality of your brand, and it is vital for engagement optimisation.

Getting the tone of voice right, and applying it consistently, helps make your audience feel more comfortable with your brand, which makes them more likely to interact with you. Applying various different tones to your copy, or not taking the time to apply a strategic tone at all, will negatively affect engagement.

TOP TONE OF VOICE TIPS

Match your voice to your fans' expectations.

Remember people are on Facebook to connect with people, to be entertained or amused, and to feel good. To engage your audience, your copy needs to reflect the uplifting, entertaining or educational experience they are seeking. Every page is different and has a unique audience. You need to know your audience and respect why they are on social media—this is one of the main reasons too much hard selling is not recommended on Facebook.

Be friendly and conversational.

Your Facebook post copy should be 'styled' as fun, friendly and informal. When you write a post, you should imagine you are talking to a friend, rather than a customer. If you embody too much formality or corporate tone, or use too many big words, you will create a barrier between your brand and your audience. You want your audience to interact with you, so you need to be approachable, and make them feel like they are at home.

Example of an engaging tone: How amazing do these fresh tomatoes look? Our seasonal tomatoes are organic, super good for you, versatile and delicious. Give your dinner guests a meal they won't forget—add these precious gems to your summer dish. Learn more about our seasonal produce> [insert link to your website]

- Use words like 'we', 'us' and 'our' because they are relaxed and informal, and more engaging
- You can be cute – if you want to put up a picture of adorable kids having a great day at one the Farmers' Market, don't be afraid to say 'How cute are these kids?!' (Don't forget you need parental permission if you have an image of children)
- Add a #hashtag to your posts every so often to reinforce your brand's fun personality (#cutekids)
- Avoid bragging about your business achievements – Facebook is all about what your audience is getting, not how great you are doing.



Country Lane Furniture
September 28 · Edited

Come see our newest, in training sales associate, Gabe! Here he is showing how the drawers are strong enough to hold his own weight! — with Matt Stauffer and Janelle Stauffer.



Why this tone of voice works...

It's fun and friendly!

It combines soft selling with a cute image and cute copy to match!

The content developers understand that that soft selling is more effective than hard selling, and that their audience is more likely to engage if their copy makes their audience feel something... a cute child incites a feeling of 'nawwww', which is very effective in social media.

Maintain a consistent tone in your posts.

If there are multiple administrators writing content on your page, you need to make sure your tone is in sync and consistent (you can't have three different content developers writing with different styles—you will confuse and disengage your audience).

Maintain a consistent tone of voice in your post comments too!

Lesli King Humphries

During my trapping days back in the 1980's.



Like · Comment · Share · April 10 at 7:18am via mobile

4 people like this.



Write a comment...



Havahart®—Animal Traps and Animal Repellents Hi Lesli!
We LOVE this photo! Thank you so much for sharing and entering the Critter of the Month contest! If you have more, please feel free to post! Thanks for being such a loyal Havahart® community member!

Like · Reply · 1 · April 10 at 11:46am

Why this tone of voice works...

It wouldn't be wise to work hard getting your tone of voice right in your posts and then forgetting to interact with your audience in the same fun and friendly manner in comments.

ANATOMY OF EFFECTIVE CONTENT



There are many 'vital organs' in a Facebook post that work together to maximise content effectiveness. Reading this outline of key features that make a great post will help you engage more people and be effective on Facebook, and even in blogging. You don't have to follow all these steps all the time. Use your discretion and knowledge of your audience.

1.

Be clear on your call to action (what you want your audience to do).

Avoid copy that is unclear. Think about what the purpose of this post is (before you even start writing). Whether it is to inform them about a new product, make people feel warm and fuzzy, make people laugh, directly sell something or direct them to your website, be clear on your purpose and make sure you have achieved that in your copy.

Also make sure whatever you're saying, somehow links back to your overarching social strategy and vision statement.

2.

Be clear on who your target audience is and then hook them with an effective 'opener'.

Draw the people in who you want to reach in the opening sentence and use it to set the scene and give them an idea of what is to follow.

- Your target audience is the group of people who will most likely benefit/be interested in your post.
- The 'opener' generally determines whether your target audience will keep reading or not, so it's very important you come up with a way to appeal to them. Don't wait until the second or third sentence to start appealing to your target audience; you need to hook them straight away.
- It's important not to be too subtle or abstract with your opening copy—be upfront. For example, avoid 'We've got something new to show you' and go with 'You're going to love our new range of tasty meat rubs'. You might like to hook your target audience with a question 'Do you know what will make your home cooked meats taste super amazing? Harvey's new 'salted honey' meat rub'.

3.

Grab attention with an eye-catching image.

Catch the eyes of your fast-scrolling fans with a great image or video. Images of people are most effective and 'real' shots are better than stock images.

Learn more about images from page 11.

4.

Keep your audience engaged with benefit-driven copy.

There is an art to being informative in an interesting way; sprinkle your post with a blend of features and benefits. Features are facts about your products or service. Benefits are what your product, or service does or offers for your readers—how it benefits them. Features of Harvey's new meat rub might be its delicious ingredients blend. The benefits of this product would be how it can transform your home-cooked meal with low effort and give your guests something they'll never forget etc. Listing features without describing the benefits can lead to dull, irrelevant and disengaging copy.

5.

Provide a concise URL so your audience can access further information.

You don't always have to include a URL (links), but when you do, shorten your links at bitly.com.

ENCOURAGING FAN PARTICIPATION



You want to keep things interesting on your Facebook page, to show you're diverse and keep your page engaging. Why not flex your page with an array of different types of content that uniquely encourage fan participation? After all, the more people who take an action on your posts (like, click on, comment or share), the more people Facebook will broadcast your posts to.



The competition

A 'Share' vs. 'Like' post is a great way for people to engage with your brand. It does this by encouraging an opinion (Facebook users love giving their opinions!).

Basically, this post offers two different options. To achieve this, think of two similar products you sell that appeal to people with different tastes. They must be used for the same activity or in the same context. This forces people to make a choice (instead of saying they like both) and drive up the votes.



The poll

The poll is a simple but effective way to get your fans to involve themselves in your brand. Also, hello free customer data! The only thing wrong with this post is that it doesn't feature an exciting image (a picture of shoes on a woman's feet would have been better). You could run a poll on your page!

1. Which one would your children love the most?
2. Which did you love as a kid?
3. Beatles or Rolling Stones?
4. Which would you take on a picnic?
5. Which would you take on a 3-day hike?
6. Which is your favourite summer drink



Give a sneak peek

Find something your users haven't seen yet and offer a preview:

1. A project or campaign you're developing
2. A product you've just gotten in
3. Your exciting upcoming blog on the '7 Tips to Saving!'

Tempt your Facebook fans with a great tagline and then prompt them to the source of the development.

Any upcoming development, product, or project, can be used with the 'sneak peek' post. In fact, many social media gurus use these posts weeks in advance of a release date.



Offer advice

Whether it's a recipe, a statistic, a fun fact or a brilliant insight, offering something new is a great strategy to increase involvement among fans and also increase your standing within Facebook's algorithm. Make sure you find an appealing tagline and picture for the 'offer something new' strategy, so put some effort into this one as it's not just gaining you Facebook likes, it's also driving fans to your website.

Top Tip: When driving social media traffic off your Facebook or Twitter page, be sure you're confident of where they're going. Landing pages are an immensely important part of turning Facebook Fans into paying customers.



Geo-target your Audience

By intentionally limiting your target audience you create exclusivity, drawing in those 'select' fans who feel attached to your subject. Do this by providing a specific picture or hashtag, changing the tone and language you use, or talking about niche subject matter.

Using a location-specific picture calls on a smaller, but targeted, audience. Everybody from San Francisco will stop scrolling when they see the iconic image of their home town.

Limiting your market intentionally, whether through sector, location or other demographics is a great way to increase the interest of those you're reaching. Finding the right balance, though, is essential when you limit your audience. Make sure you're not limiting yourself too much, or you'll alienate your market. However, speak only to a niche market and they'll respond in kind



Use universal appeal

Whether it's an inspiring or funny quote, an easily-agreed-upon opinion, or an interesting fact, appealing to the Facebook world at large is a great way to garner some quick and easy likes.



Showcase your fans' work

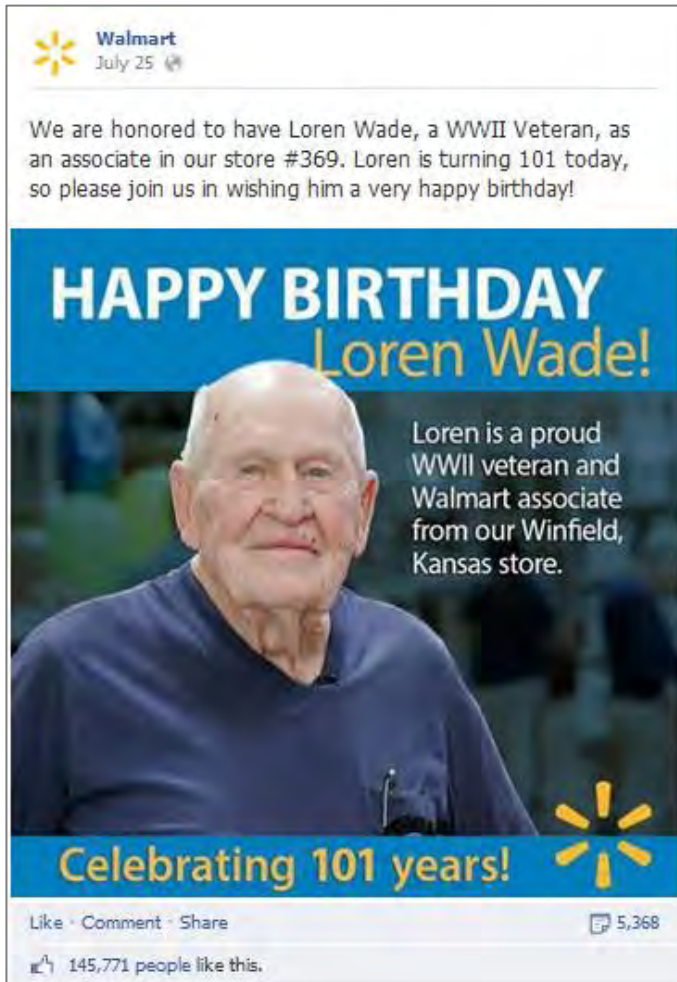
Facebook is a conversation and showcasing your fan's talent is a great way to create an exclusive community. Your fans will respond more enthusiastically and more often if they feel you're engaging with them as individuals.



Go adorable

A quick and easy way to create some Facebook attention is to use a cute or appealing image.

Encouraging fans and followers to take photos of your products and post them to their own profiles, especially if the photographer has a large following, will yield great results



Use real people

Using real people is one of the best ways to halt a Facebook user mid-scroll. People expect to see celebrities and historical figures so a genuine face, with a story behind it, can be a powerful tool to drive participation.

Significant events like birthdays and births are great for social media as people love hearing about and promoting the positive.



Use memes

Depending on your social media persona and tone, using a meme or humorous e-card can be a great way to engage with your fans when used wisely.

These can be effective attention grabbers, especially particularly random ones.

A humorous statement, quote, or image can effectively communicate your business's social media 'tone'—something very much dependent on your target audience.

By no means, though, would this strategy work for any business.

EXAMPLES OF GOOD CONTENT



Austins & Co.

May 8 at 7:28pm · 🌟

GIVEAWAY To celebrate our upcoming Wedding Showcase we are giving away 2 x planner packs including a copy of the *Bride Business* and a twin pack of wine from yours truly. To win one of these packs for you or your newly engaged, tag the bride to be or bestie below. Share the post for an extra entry!

To find out more about the Showcase visit the event page:
<https://www.facebook.com/events/436918329991701/?ti=ia>

Winners selected on Friday May 19th. Each Prize pack valued at \$130



Why this is great...

This might not follow all our tips and tricks, but it's still great. The tone is engaging and friendly, the image is beautiful and a link is included. This post represents the Austins & Co. brand elegantly and reinforces the 'giving' nature of the business. It contributes positively to the business reputation as well. Great post. If we were to improve it, we'd only have the link shortened with Bitly.



La Madre Bakery

April 14 at 8:05am · 🌐

HOTTIES 🐣 We are open until 3pm today and 1pm tomorrow so you can still grab our Sourdough Hot Cross Buns fresh from the oven along with your favorite La Madre loaves 🍞 Have a safe and fun filled weekend from all of us at [#breadquarters](#)



👍 Like 💬 Comment ➦ Share

👍❤️🤔 115

Top Comments ▾

Why this is great...

Again, this might not follow all our advice, but it still works. The opening word is immediately engaging, the tone is friendly and the image is great (and delicious!). This post has set out to engage people cleverly, and ultimately to sell sourdough hot cross buns. It ends on a light and positive note and includes a witty hashtag. We love this!



Why this is great...

Short and sweet posts work treat too. Here's a post from the Golden Plains Farmers' Market page. It includes an image of people, and research shows people shots are one of the most engaging types of images. It puts a face to the Runaway Multicultural Cuisine business, which customers always appreciate. It links to the stallholder's business page and hints that if you haven't tried their pakoras, you probably should. Short posts work!



Why this is great...

This isn't a produce related post, but it is a great post and we can all learn from it.

It's relatively concise

- 67 words

It's visual

- It features an image of people – 'real people shots' are far more effective than images of places or things.

It's relevant to the audience

- This post is relevant to people who donate as well as people who don't because it is heart-warming.

It's engaging

- The opening sentence sets the tone beautifully, enticing people to read more.
- People love a feel-good story. When people feel uplifted, they are more likely to like, comment, click or share!

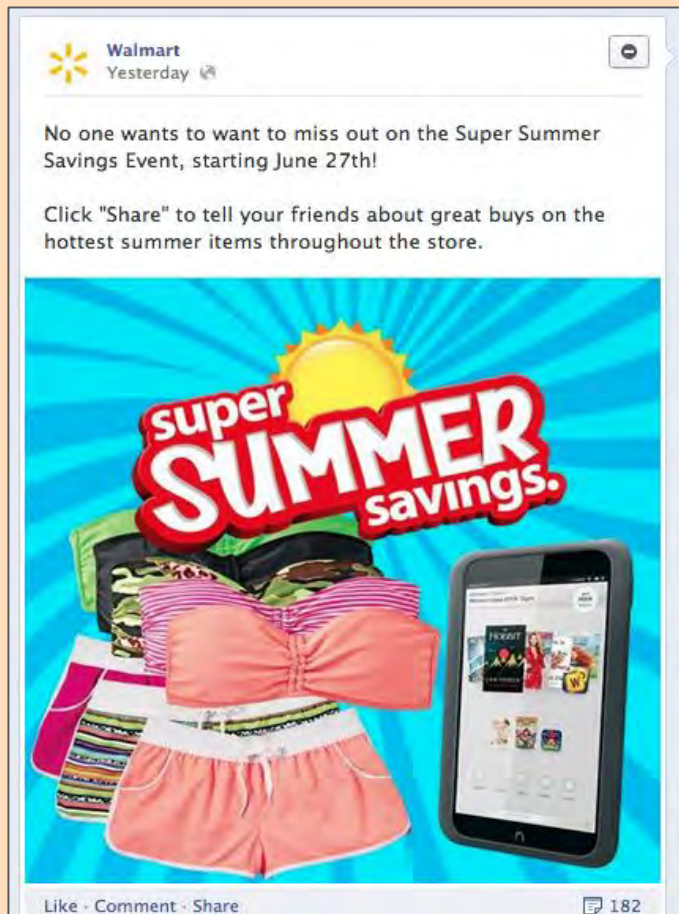
The call-to-action (what they want the reader to do) is clear

- Red Cross wants people to make an appointment so they can 'make a difference'—when people feel like they can make a difference, they feel uplifted.

It includes a short link!

- It is very important to let people know where they can find out more.

EXAMPLES OF MEDIOCRE CONTENT



Why it's not that great...

The opening sentence is a little aggressive and worded poorly.

It's asking people to 'share' its content and it's not even offering a decent incentive for them to do so.

The image text is possibly too general – it needs to be more direct.

There is no link for the audience to access further information about the event.

How would we write it?

// Summer prices slashed! // Get your summer wardrobe sorted at our Super Summer Savings Sale, starting 27 June! Don't forget to tell your friends – so they, too, can pick up hot buys for less, look and feel fantastic and have fun in the sun with you! Check out our sales > www.walmart.com/SummerSale

Image text: Save bigtime at our Super Summer Sale.



Why it's not that great...

It's aggressive and unprofessional.



Corey

21 minutes ago

so proud my son he made ohnoroll he a a&b student mostly a's brought home awards.. jus got his last report card.. he jus made my day.. im one happy mom..

lamebook.com

Why it's not that great...

This is a spelling, grammatical and punctuation nightmare.

Nordstrom
February 5

You choose: Which studded flat is your favorite for fall?



Like · Comment · Share

15,285 1,786 193

Why it's not that great...

The image is poor—it's dull, has poor lighting and is poorly styled. While this post did pretty well engagement-wise (the copy is quite effective), this post could have reached and engaged far more people if it had a better image. It would have been great to see

FACEBOOK ADVERTISING



Facebook Advertising, or the 'Power Editor' platform, puts your marketing goals within reach. Facebook Advertising is considered one of the best advertising machines in the world, so it's worthwhile knowing about it, and making the most of it.

HOW DOES IT WORK?

In short, the Facebook Advertising platform guides you through a process and helps you market like a pro. The platform goes well beyond the simple 'boosting' of posts. It even allows you to carefully choose who your post will go out to, based on age, location, other demographics, interests and more!

You first choose the purpose of the ad, from these options (accurate at May 2017).

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

You then follow the prompts, which includes payment, and away you go!

HOW TO ADVERTISE ON FACEBOOK

Visit: www.facebook.com/ads/manager/creation/creation/

If this link doesn't work, access the 'Ads Manager' tab on your Facebook page and work your way through the steps.

SET UP AN ONLINE STORE ON FACEBOOK

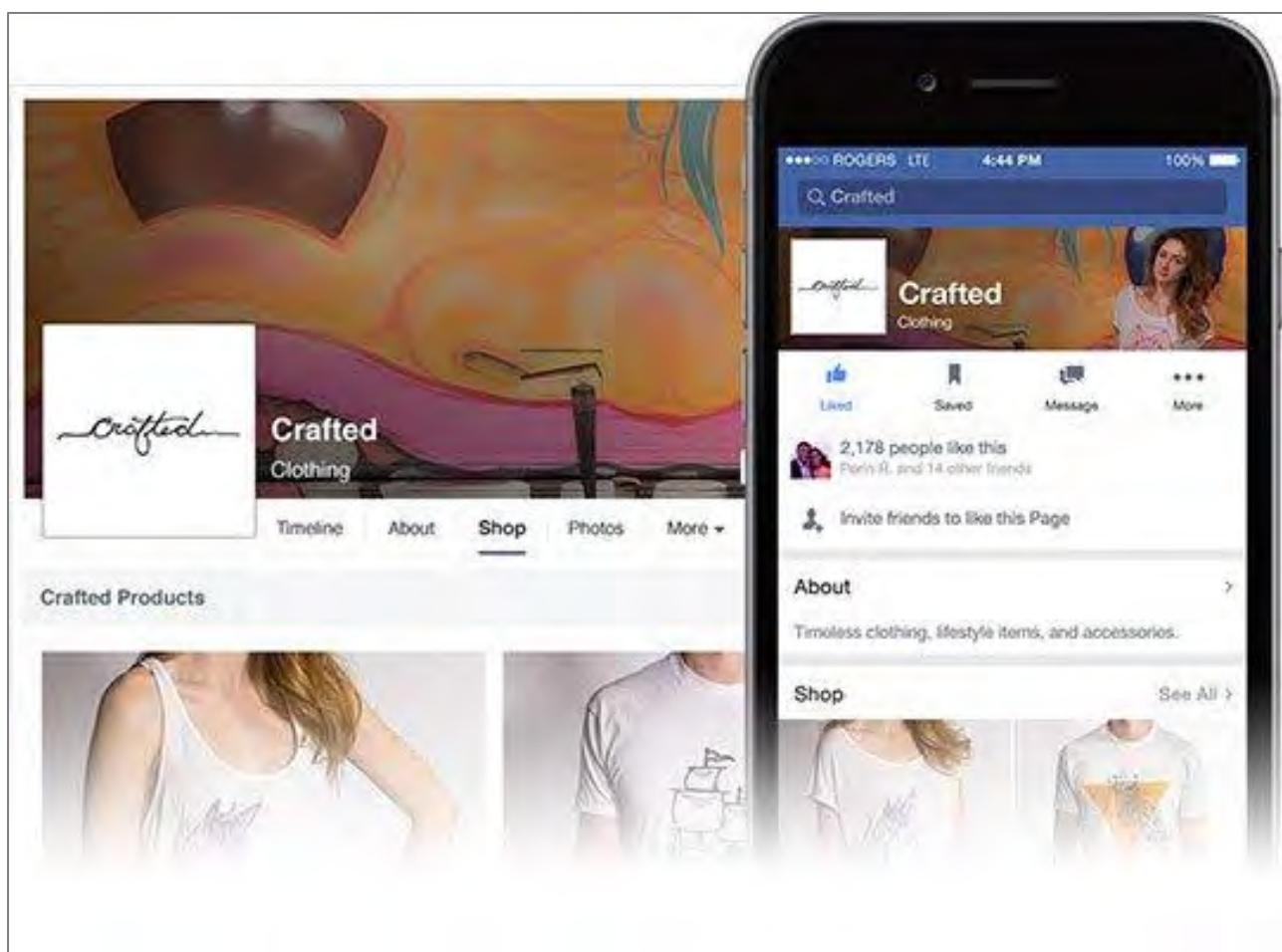


If you don't have your own online store yet, you should probably get one started to grow your online business. Once you have your own online store set up, you can expand your business presence by setting up a 'Facebook Store' to start selling on Facebook.

SO, WHAT IS A FACEBOOK STORE?

Facebook allows you to set up a store on your business Facebook page to sell products.

Once you have your own Facebook Page set up, you can actually set up your Facebook store as one of the tabs on your page.



HOW DOES A FACEBOOK STORE HELP YOU?

When people visit your Facebook page, they can click through on your Store Tab and actually purchase products directly on your Facebook Store.

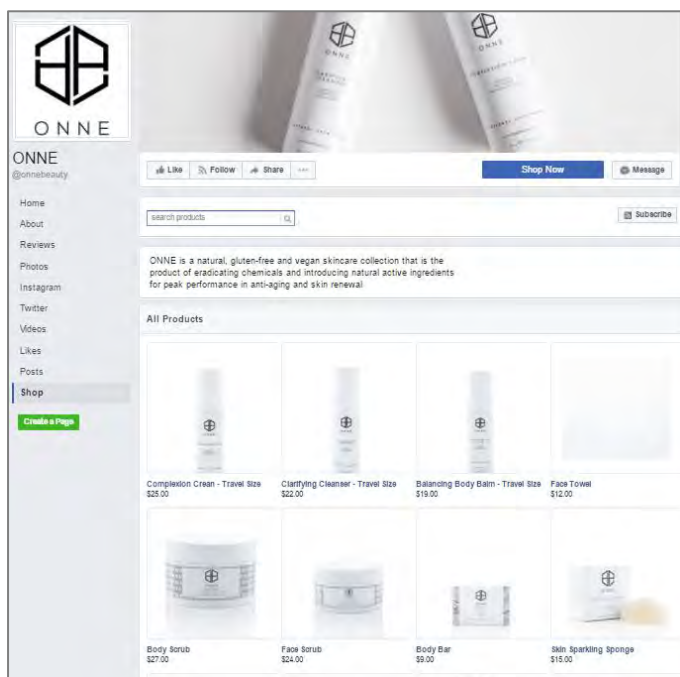
Needless to say, to get people to buy from your Facebook Store, you should be growing your Facebook audience/community as part of your overall business marketing plan.

Engaging your Facebook community is an excellent way to grow your business since Facebook makes it super easy for you to target users with specific interests, and it also makes sharing (viral marketing) of your content much easier than anywhere else.

HOW TO SET UP A FACEBOOK STORE

Unfortunately, it's not simple to set up a store, but there are many ways to set one up, so you can choose which works best for you. Here are some options to help you progress in this space.

1. In Google or YouTube, search 'How to set up a Facebook store'.
2. Visit this blog > www.websitebuilderexpert.com/how-to-set-up-a-facebook-store
3. In Facebook Help Centre (www.facebook.com/business/help), search 'shop section' or 'online store'.
4. Visit this blog > <https://www.facebook.com/business/help/846547442125798>



FACEBOOK POST CHEAT SHEET

BEFORE YOU START WRITING

- Make sure you have a formal or informal social media strategy, so all your Facebook activities serve your business vision and goals. [Learn more on page 7.](#)
- Make sure you have a formal or informal branding strategy or style guide document, to guide you on the look and feel of your posts and more. [Learn more on page 8.](#)
- Be clear on what you want to communicate and why. What is the purpose of your post? Don't lose sight of the reason you're posting. In this manual, we have listed a range of post types that you could use, but don't forget your 'why' factor.
- Be clear on who your audience is.
- Think about what you want your audience to do or feel—what action do you want them to take. Have this in mind when you write your post.

DEVELOPING THE POST

- Be fun, friendly and conversational, unless you have a unique and strategic tone of voice established in your branding. [Learn more on page 25.](#)
- Make your opening sentence count. [Learn more on page 28.](#)
- Where you can, include the benefits of your product or service to customers, not just the features. [Learn more on page 29.](#)
- Aim to keep posts succinct.
- Make your call-to-action clear. Do you want fans to comment, vote, feel something, share one of your posts, visit your website, visit your online store—the list goes on. [Learn more on page 28.](#)
- Include a short URL link where appropriate via Bitly.com.
- Do not post without an eye-catching image. [Learn more on page 11.](#)
- Only post in peak time. [Learn more on page 23.](#)
- Apply a boost to your post if you want to reach more people, or set up the entire post in the Facebook Advertising platform. [Learn more on page 45.](#)

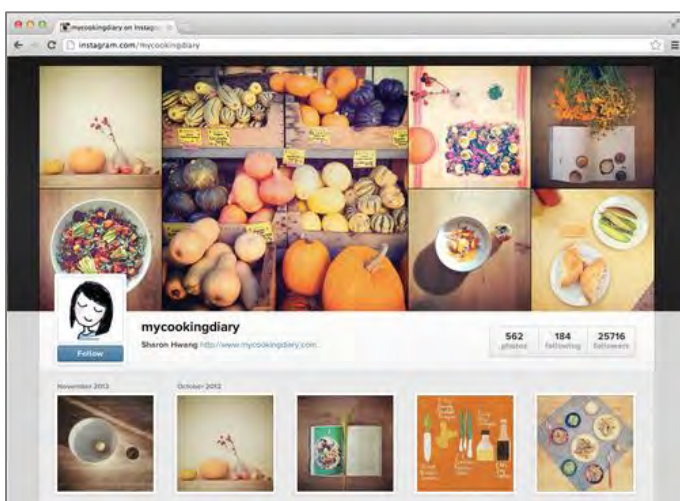
INSTAGRAM

Instagram is a great place to get your brand out there in a visually captivating way.

INSTAGRAM FOR BUSINESS



Instagram is a mobile photo-sharing app and social network created in 2010. In 2012, Facebook purchased Instagram. According to Instagram, the social platform has more than 300 million daily active users and 500 million monthly users.



Here is a summary of all the key things you need to know about Instagram for business, delivered with the help of Business News Daily.

Instagram is photo and video-based, so users can edit and post images and short videos, record Instagram stories, and go live with video.

HOW DOES INSTAGRAM WORK?

Creating your account

Although it can be viewed on a desktop, Instagram is primarily a mobile app, so you have to download it before you can sign up for an account. Instagram is free in both the Apple App Store and the Google Play store.

To sign up, you can either connect your Instagram account to Facebook or enter your email. Signing up with Facebook fills information in for you, including your name and profile picture, but you'll still be prompted to create a username and password.

You will likely want to convert your brand's Instagram to a 'business account' to receive access to analytics and insights.

Once your Instagram account is created, you can go to the 'Profile' tab and change your name, username and profile picture, and add a website and a short biography.

CREATING CONTENT

Instagram allows users to post photos and videos to their Instagram feed, as well as temporary Instagram 'stories and live videos.

Adding photos

To post a new photo, tap the add (camera) button on the bottom of your screen. This will open your phone's camera, and you can choose either to take a new photo or video, or select one from your camera roll.

Upon clicking 'Next', you'll be taken to a screen with multiple options, including Instagram's filters and an Edit button, which will allow you to adjust the photo by changing the brightness, contrast, structure, warmth, saturation, colour, fade, highlights and shadows. You can also add a vignette or tilt-shift the picture.

Once you've edited the photo to your liking, you can post the photo to your public feed.

If you choose to make it public, write a caption to describe the picture, add a location to geotag it, tag people and share it on multiple platforms. You have the option to turn off comments, found at the bottom of the 'Advanced Settings' page.

If you want to change or add something after you've published a post, tap the ellipses (...) button on that post and select Edit to update the caption or add a location or tags. You can also share the post on other social networks, or delete the post if you're unhappy with it.

Hashtags

Before posting public photos, business owners should consider adding hashtags to their picture for optimal exposure. For example, pictures of dogs often have #DogsofInstagram, while pictures of food may be tagged #Food. Instagram users often search through these hashtags to peruse photos (and videos) that fit their particular interests. Careful hashtagging has the potential to bring in more followers and interest in your business.

Instagram stories

New to the Instagram platform are disappearing pieces of content, including photos and video. These are known as Instagram Stories, and they disappear after 24 hours. This feature is very similar to Snapchat, so if you're familiar with that platform, it should make it much easier to navigate the extra features on Instagram.

Instagram video

Users can take and stream live video that disappears; it's much like a combination between Facebook Live and Snapchat. You can give customers a live look behind the scenes of interesting aspects of your business (or answer live questions through the comments). Once the video has ended, it is no longer available anywhere, which sets it apart from Facebook.

If you're looking to take a video that remains on your Instagram feed, you can upload video you've taken or take video directly through the app to post. If you choose to take or upload video, you can still add filters and change the cover. You also have the option of whether to include sound.

Web access

Instagram is accessible on the web via Instagram.com, but it has very limited functions. You can log in, view your timeline and profile as well as other users' profiles, and like/comment on photos. You can't, however, edit and share photos, or use the search function. You can edit your profile and settings, but you can't change your profile photo unless you're on the mobile app. You also cannot view your followers or following list on the web.

INTERACTING WITH OTHER INSTAGRAM USERS

There are many ways to interact with other users on Instagram. For instance, you can tag other users in your photos, or privately message people.

- **Liking:** Liking is a simple way to connect with other users. To like a photo, either double-tap the image or tap the heart button under the post. To view photos you've liked, go to your profile, press the gear button on the top-right corner and select 'Posts You've Liked'.
- **Commenting:** Another simple way to connect with other users is to comment on photos. Next to the 'Like' button is a 'Comment' button—just tap it, and the app will take you to the Comments page for that photo, with a text box where you can enter what you want to say.
- **Mentioning:** As on Twitter, you can use the @ symbol to tag other users in your Instagram comments or post captions. When you type the @ symbol, followed by the first letter of a person's username, it will bring up a list of people to select from; or, you can simply finish typing out the person's username on your own. If you want to reply to another user's comment, you need to tag the person this way, or that user won't get a notification.
- **Tagging:** Just as you can tag other users in your photos on Facebook, Instagram allows you to add tags before you post an image or video. To do so, tap the 'Tag People' option before sharing your photo, and then tap where in the photo you'd like to add a tag. The app will then prompt you to type in the person's name to search for his or her account. Once you've tagged other users in your photo and shared the image, other users can tap on the photo to see the people who are tagged.
- **Direct messaging:** To access Instagram Direct, go to the Home page and tap the button in the top-right corner. Here, you can send private instant messages, photos and videos to other users. To send a new direct message (DM), tap the "+" button in the top-right corner, and select 'Send Photo', 'Send Video', or 'Send Message'. Once you've sent the message, you and the recipients can message back and forth. Users who are not already following you will be asked whether they want to allow you to send them photos and videos before they can view your direct message.

GEOTAGGING ON INSTAGRAM

Instagram allows you to add your location to your photos when you post them, and if you use this feature, the service will create a photo map of your posts. This shows you, on a map, where all of your photos have been taken, so this is especially useful if your business is related to travel or if you travel a lot in relation to your brand.

Adding your location to your photos displays that location above your photo in each post that has been geotagged. People can click on geotagged locations and see all of the posts in that area, so this can be another great way to gain followers and interactions. If your building or office is a place that is open to customers, you can add your location so they know where to find you. Followers who live or work nearby may be more likely to interact with you or do business with you if they see that you're nearby.

You can toggle your location on and off before you post an image. This comes in handy if, for example, you want certain posts to be added to your map but want others to be left off. You can also search for nearby locations, like restaurants, tourist attractions and other businesses.

ADVERTISING ON INSTAGRAM

As on other social channels, businesses have the option to advertise on Instagram. There are three different formats for advertising:

- **Photo Ads:** These look like regular photo posts, but they have a Sponsored label above the photo. They also have a Learn More button in the bottom-right corner, under the photo.
- **Video Ads:** Like the photo ads, these look like regular video posts, but with a Sponsored label on top.
- **Carousel Ads:** These ads look identical to photo ads but feature multiple photos that users can swipe through.

All three ad formats appear in users' home feeds while they scroll through the app. These ads support four different objectives: video views, clicks through to your website, mobile-app installations, and mass awareness.

INSTAGRAM STRATEGIES

Show off your products or services.

Take pictures of cool new products as you get them in, or share pictures of your most popular products. Or, if you run a service business, take the time to take photos of your work.

Go behind the scenes.

Take pictures and videos to show how your products or goods are made, especially if the process is unique or interesting, or something your customers ask about often. This will not only provide

interesting content for your Instagram account, but will also show your customers and followers exactly what goes on in the background.

Include your employees.

Make your brand's Instagram page more personal by including your employees in your posts. Share pictures of your team members hard at work or having fun at company outings.

Ask your customers to show off their photos.

Put your Instagram handle and custom hashtags on your products or promotional materials to encourage customers to tag you when they share photos of your product, service or work. This way, other users who want to know where it came from can find you easily. Just make sure you're checking them out, liking them and commenting on them, so they continue to do so.

Post exclusive deals on your Instagram.

Give back to your Instagram followers by offering them discounts for following you. Share an image with instructions on how to use the deal. This will make your followers feel special, and more likely get them telling their friends about your business too.

INSTAGRAM TIPS AND TRICKS

Links don't work in Instagram captions.

The only place you can share a working link that actually takes users to a website is in your profile (or through a button on a sponsored post). Links don't work in captions or photo comments, so if you're trying to direct people to a specific web page, you can change the default link in your bio to that particular page and note in the caption that the link is on your profile.

Make sure your posts are on brand.

It can be tempting to share photos of food, fashion and animals because they're so popular on the platform, but if your business has nothing to do with those things, this could make your social marketing look disjointed. However, if you can find a way to incorporate pictures like these while still making them relevant to your business, it could make your social marketing strategy more successful.

Run giveaways and promotions.

This involves posting an image advertising your giveaway, sale or contest and then asking users to repost that image with a specific, custom hashtag in order to enter. You can then search that hashtag to see who has reposted it and pick a winner.

Respond to other users' comments.

When people comment on your photos, reply to them. Interacting with your customers and followers will show them that you are paying attention and that you care about whether they see your photos and what they have to say.

TWITTER

This section explores Twitter's key features for business owners, Twitter lingo, how to set up a Twitter page for business, and more.

TWITTER FOR BUSINESS



Twitter is a great social media platform with lots to offer businesses. Twitter is where people connect with their passions, share their opinions, and find out what's happening in the world right now. Because people are in a discovery mindset when they're on Twitter, they're open to interacting with new businesses and new people.



HOW YOU CAN USE TWITTER

Discover what's happening right now.

Twitter gives you access to what's going on in your industry, community, and around the world at that very moment. Use Twitter search to listen to the relevant conversations that are happening and jump in where you can add value.

Grow your brand awareness.

Increase your impact by using Twitter to regularly communicate with your followers and attract new followers. Extend your reach even further with Twitter Ads.

Provide timely customer service.

People often talk about the products they use on Twitter, so it's a natural place to provide customer service. In fact, 85% of SMB Twitter users said that it's important that businesses provide customer support on Twitter. Use Twitter's customer service features to quickly and easily respond to people. That will help you develop a good reputation and strong relationships with customers.

Connect with potential customers, brand advocates, and influencers.

Twitter allows you to follow and interact with people outside of your personal network. It's a great way of joining or even starting discussions with influencers and industry experts to raise the profile of your business and build valuable connections.

TWITTER LINGO

Tweet

A Tweet is an update posted on Twitter. It can contain text, photos, links, GIFs, and videos.

Reply

Click 'Reply' to respond to a Tweet. Replying to a Tweet shows that you're listening and engaged in the topic.

Retweet

A Retweet shares someone else's Tweet with the people who follow you. Click the 'Retweet' button twice to share the Tweet as is. Or click once and add a comment to give the Retweet context, which is a 'Quote Tweet'.

Like

A like is a simple way to positively acknowledge a Tweet. It can also be useful to use as a bookmarking tool if you want to easily find a Tweet again. Tap the heart icon to like a Tweet and the author will see that you appreciate it.

Hashtag

A hashtag is any word, or phrase without spaces, beginning with the '#' symbol. People add hashtags to Tweets to link all the content related to a given topic. Click on a hashtag to go directly to the search results for that term. Hashtags that become very popular are often 'Trending Topics'.

Mention

Bring a Tweet to another person's attention by including their @name in your message. You could use it to ask someone a question, to thank them, or simply to highlight a piece of content.

ESTABLISH YOUR TWITTER PRESENCE

Your profile shows the world who you are, and first impressions count. Each element should showcase your best content and accurately reflect your message.

Here's an overview of the five different parts of a Twitter profile and some best practices to keep in mind if you plan to advertise on Twitter.

Your Twitter @name

Your @name is your unique identifier on Twitter. It can contain up to 15 characters and should help people easily find your business. Your name (which you can change as you please) appears above your @name (which is permanent).

Your profile photo

Choose a profile photo that visually represents your business or brand and fits well in a small space. This image isn't just on your profile page; it is the icon in every Tweet you post.

Your bio

You have 160 characters to let people know what makes your account special, and why they should follow you. Include useful information, such as what you tend to Tweet about, your location or business hours, and a link to your website. Use a unique link, so you can track visitors to your site from Twitter.

Your header image

Consider this your billboard. You can use event photos, feature products, a graphic with text, or highlight your work and team. Swap out this image periodically to spotlight promotions, events, product news, or just keep things fresh.

Your pinned Tweet

Keep an important Tweet at the top of your timeline by pinning it there. Click on the "more" option on the Tweet you want to pin and select 'Pin to your profile page'. Use this feature to make sure visitors to your profile can't miss your biggest, latest news.

TWITTER IMAGE SPECIFICATIONS

- The recommended image size for your profile pic is 400 x 400 pixels; the image will be resized to fit
- The recommended size for a Twitter header image is 1500 x 500 pixels. On mobile, it will be cropped to a 2:1 aspect ratio
- Use a GIF or PNG file for vector-based and line art images
- For photos, upload a JPG or PNG file.

APPENDIX 1

A 10-STEP BRAND DEVELOPMENT GUIDE

You are not expected to be rocket scientists of branding, but you can sit down and have a think about these following points, summarised from Hinge Marketing.

1.

Consider or create your business vision.

A strong, well differentiated brand will make growing your business much easier. In the previous section of this manual, we spoke about developing a social media strategy and the need for your business to have a vision and strategic goals. You can use the same ones here.

2.

Identify your target market.

Who are your target customers? If you say 'everybody' you are making a very big mistake. Research clearly shows that businesses are far more likely to be successful if they are focused on having clearly defined target customers. The narrower the focus, the faster the growth. The more diverse the target audience, the more diluted your marketing efforts will be. So how do you know if you have chosen the right target audience? That's where the next step comes in.

3.

Research your target client group.

Research helps you understand your target customers perspective and priorities, anticipate their needs and put your message in a language that resonates with them. It also tells you how they view your business's strengths and your current brand.

If this too complex for where you're at in your business, you could release a customer survey (perhaps give them an incentive to do so) and ask for their age group and why they shop with you, amongst other things. It's easy to set up a survey at www.surveymonkey.com. This will give you some great data to start off with!

Facebook can also assist with further research.

Learn more about Facebook audience research from page 18.

4.

Develop your brand positioning.

You are now ready to determine your business's brand positioning. How is your business different from others and why should potential clients within your target audience choose you over competitors?

A positioning statement is typically three to five sentences in length and captures the essence of your brand positioning. It must be grounded in reality, as you will have to deliver on what you promise. It must also be a bit aspirational so you have something to strive for.

5.

Develop your messaging strategy.

Your next step is a messaging strategy that translates your brand positioning into messages to your various target audiences. Your target audiences typically include potential customers, potential employees, referral sources or other influencers and potential partnering opportunities, to name a few of the usual suspects.

While your core brand positioning must be the same for all audiences, each audience will be interested in different aspects of it. The messages to each audience will emphasise the most relevant points. Each audience will also have specific concerns that must be addressed, and each will need different types of evidence to support your messages. Your messaging strategy should address all of these needs. This is an important step in making your brand relevant to your target audiences.

6.

Develop your name, logo and tagline.

Your business name, logo and tagline are not your brand. They are ways to communicate or symbolise your brand. You must live it to make it real. Does your current business name, logo and tagline suit your business and link back to your vision and strategic goals? If not, you may need to rethink them.

Evidence suggests consulting with professional branding companies, such as marketing agencies, will work out to be far better for your business than home styled creative branding.

7.

Develop a content marketing strategy.

Content marketing is smart marketing. In a nutshell, content marketing is valuable educational content used to attract new customers and convert them to buyers, and nurture relationships with existing customers. Social media is the perfect platform for content marketing.

There are a lot of different types of content you can create, each with its own pros and cons. Should you start a blog? Maybe write a white paper? What about creating a video series? So how do you decide what will be the best fit for your business and the audience you want to engage? This could be another area you seek professional help to achieve.

Googling 'content marketing' could end up being incredibly beneficial to your business marketing. In particular, you might like to research 'Types of content marketing', 'Content marketing ideas' and 'How to develop a content marketing strategy'.

8.

Develop your website.

Your website is your single most important brand development tool. It is the place where all your audiences turn to learn what you do, how you do it and who your clients are. Prospective clients are not likely to choose your business solely based on your website. But they may well rule you out if your site sends the wrong message.

Further, your website will be home to your valuable content—your content marketing blogs. That content will become the focus of your search engine optimisation (SEO) efforts so that your prospects, potential employees, and referral sources will find you and learn about your business. Online content is central to any modern brand development strategy.

SEO is a complex topic, but if you don't have SEO embedded into your website by professionals, your customers won't find your website when they search for 'great olive oil Geelong' or 'fresh local fruit and veg Bannockburn' etc. SEO helps make sure people find your website.

Click here for a visual summary of what SEO is: <https://www.redevolution.com/seo-explained>

9.

Build your marketing toolkit.

What are you going to do to market your brand and business? You'll need a website and a social media page for starters. You might also have a one-page produce sheet/flyer that describes your core offerings to customers or market visitors. You could have a sales brochure. You could advertise in magazines or create simple videos about your business that you share on your website and social media page—the list goes on.

10.

Implement, track and adjust.

This final step in the brand development process may be one of the most important. Obviously a winning brand development strategy doesn't do much good if it is never implemented. You might be surprised at how often that happens. A solid strategy is developed and started with good intentions. Then reality intervenes.

Tracking is so important. We strongly recommend tracking both the implementation of the plan as well as the results. Did the strategy get implemented as planned? Did you get more visits to your web page? Did you get more Facebook followers or more online purchases? Only by tracking the entire process can you make sure you are drawing the right conclusions and making the right adjustments.

SOURCES

- Golden Plains Shire Council Social Media Manual for Early Years Staff 2015
- <https://hingemarketing.com/blog/story/a-10-step-brand-development-strategy-for-your-professional-services-firm> May 2017
- <https://strategynewmedia.com/why-is-branding-important/> May 2017
- www.redevolution.com/seo-explained May 2017
- www.convinceandconvert.com/content-marketing/photography-for-social-media-5-ninja-tips/ May 2017
- www.google.com.au/search?q=image+-+good+composition+vs+bad+composition&source=lnms&tbn=isch&sa=X&ved=0ahUKEwiTsYS5mPPTAhUKi7wKHZxnARgQ_AUICigB&biw=1920&bih=950#tbn=isch&q=rules+of+thirds+compistion+good+examples&imgsrc=gcUagx735exhXM: May 2017
- www.google.com.au/search?q=great+cover+photos+facebook&tbn=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwj27G6mfPTAhVBxbwKHV6bCC4QsAQIJQ&biw=1920&bih=950#tbn=isch&q=facebook+cover+photos+products&imgsrc=Lf1o8hb7sAXi8M: May 2017
- www.google.com.au/search?q=the+power+of+photo+editing&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjUyp-0mPTAhVJxrwKHaatCgEQ_AUIBigB&biw=1920&bih=950#tbn=isch&q=photography+editing+before+and+after+-+food&imgsrc=awlyhRpmM1pxuM: May 2017
- www.businessnewsdaily.com/7662-instagram-business-guide.html May 2017
- <https://business.twitter.com/en/basics/intro-twitter-for-business.html> May 2017
- <https://business.twitter.com/en/basics/create-a-twitter-business-profile.html> May 2017
- <http://blog.wishpond.com/post/58738215261/11-awesome-facebook-post-examples-critiques-best-practic> May 2017
- www.facebook.com/business/help/633662000000451 May 2017
- www.websitebuilderexpert.com/how-to-set-up-a-facebook-store/ May 2017