Using Social Media to Grow Your CT Small Business

October 2017

Introduction

Social Media Platform Stats, Best Practices & Examples of Successful Content

FACEBOOK

FACEBOOK OVERVIEW

- Great for engaging Gen X audience (35-49 - Akasa core audience) and older millennials

- Visuals complement information

- Real-time interaction is huge (via Messenger)

- Great for fostering an active followship and community via event pages, traceable shares, and more information-driven newsfeed environments

FACEBOOK

Most popular

1.9 BILLION unique monthly users

♀ predominantly female
83% of online women
75% of online men

AGES 18-49 best place to reach Millennials and Generation X
Generation X spends almost 7 hours per week on social media

75% of users spend 20 minutes or more on Facebook every day

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Source: 2017 State of Social, Trackx.com

FACEBOOK CONTENT BEST PRACTICES

- Lean in to Facebook's social newsfeed environment by publishing content that will "stop the scroll"

- Post through a "person's perspective"

- Include a strategic mix of photos and videos with every post to receive the most engagement

- Add personal dimension to posts by always tagging your location and using Facebook "activities" to further describe the post scenario

- Consistently post 5-7 times per week

Recommended Publishing Schedule

Monday	Wednesday	Thursday	Saturday	Sunday
7-9pm	12pm or 9pm	6pm	8am–12pm	5-9pm

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FACEBOOK

Examples:

Tough Lotus AZ

Bungee Fitness Polska

INSTAGRAM

INSTAGRAM OVERVIEW

- Great for engaging younger target (under 35)

- Information complements visuals

- Potential for organic visibility amplified by hashtags

- Great for promoting design, aesthetic & vibe of Akasa brand/Akasa space

- Also a great outlet for engaging with local businesses and influencers

INSTAGRAM
Fastest growing

600 MILLION unique monthly users

predominantly female
38% of online women
26% of online men

AGE <35 90% of Instagram users are under 35

53% of Instagram users follow brands

INSTAGRAM CONTENT BEST PRACTICES

- Lean in to Instagram's artsy aesthetic environment by publishing content that will "complement the scroll"

- Keep Instagram's design-focus in mind, adopting the photo and video style of a careful photographer, and abiding to the "rule of thirds"

- Include branded, local, and industry hashtags (about 10-20 per post) and location tags to maximize reach and engagement on every post

- Make use of 24-hour Instagram Stories to post an exciting update or reminder, or to complement a recent page post.

- Consistently post 4-7 times per week

Recommended Publishing Schedule

Thursday	Friday	Saturday	Sunday
11am-3pm	1-5pm	10am-6pm	5-8pm

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INSTAGRAM

Examples:

Charym

Rise Yoga
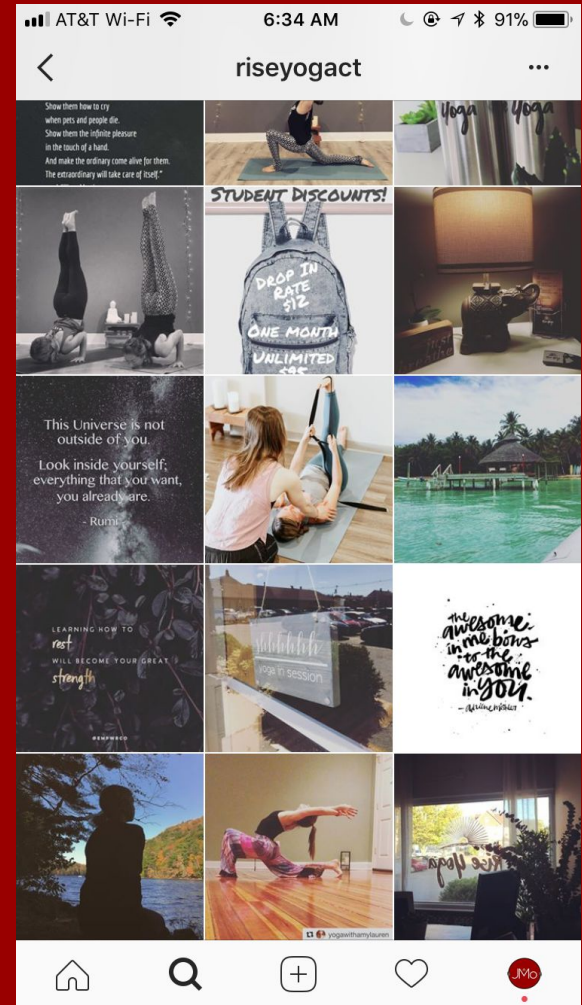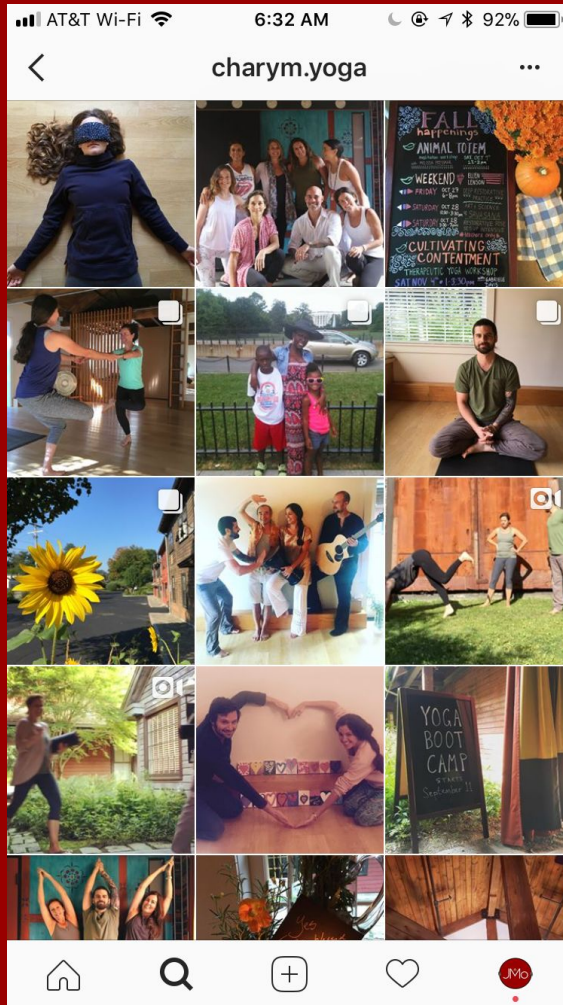
Achieving Biz Goals Using Social Media

Active & Reactive Social Media Tactics To Achieve 2017–2018 Business Goals

RAISE AWARENESS/CUSTOMER ACQUISITION (PRIMARY)

Active Tactics

RUN A CONTEST/GIVEAWAY | Encourage audiences to like, share, and tag a friend in the comments of an Akasa post for a ***chance to win*** a free week of unlimited class, services package, or swag gifts.

- At first: Appeals to naturally competitive nature

- Piques interest: This is not only a new local business, but a completely new fitness trend that I, or my followers, may want to try

- Promotes inclusiveness: "We're 'with the trends,'" "We support local business," "We try new, fun things with our friends"

ADVERTISE ACROSS PLATFORMS | Run a targeted, paid promotion with a clear call-to-action, and trackable links for measured success (e.g. **soft launch party invitation**, **sign up via newly available class schedule**, **new service offering sign ups available,** etc.)

- At first: This is an ad, but it's highly relevant to my location and/or specific interests

- Piques interest: What is the potential benefit for me in following through on the ad's call-to-action and visiting Akasa?

- Repeated exposure: The first two times I scrolled past - now, I'm paying attention!

RAISE AWARENESS/CUSTOMER ACQUISITION (PRIMARY)

Reactive Tactics

REPOST ALL COVERAGE | Be sure to repost any and all media coverage as soon as it is available, as well as any content generated by family, friends, or others who may be shining a spotlight on Akasa.

- At first: Although I may not yet be familiar with Akasa, this was originally published by a source I trust (e.g. publication or friend)

- Legitimizes Brand: If they like and trust Akasa, Akasa must be a legitimate business worth my (or others in my circle's) interest.

- Promotes further sharing: If Akasa reposts blogs, photos, and posts from these sources, they will likely do the same for anything positive that I post about them.
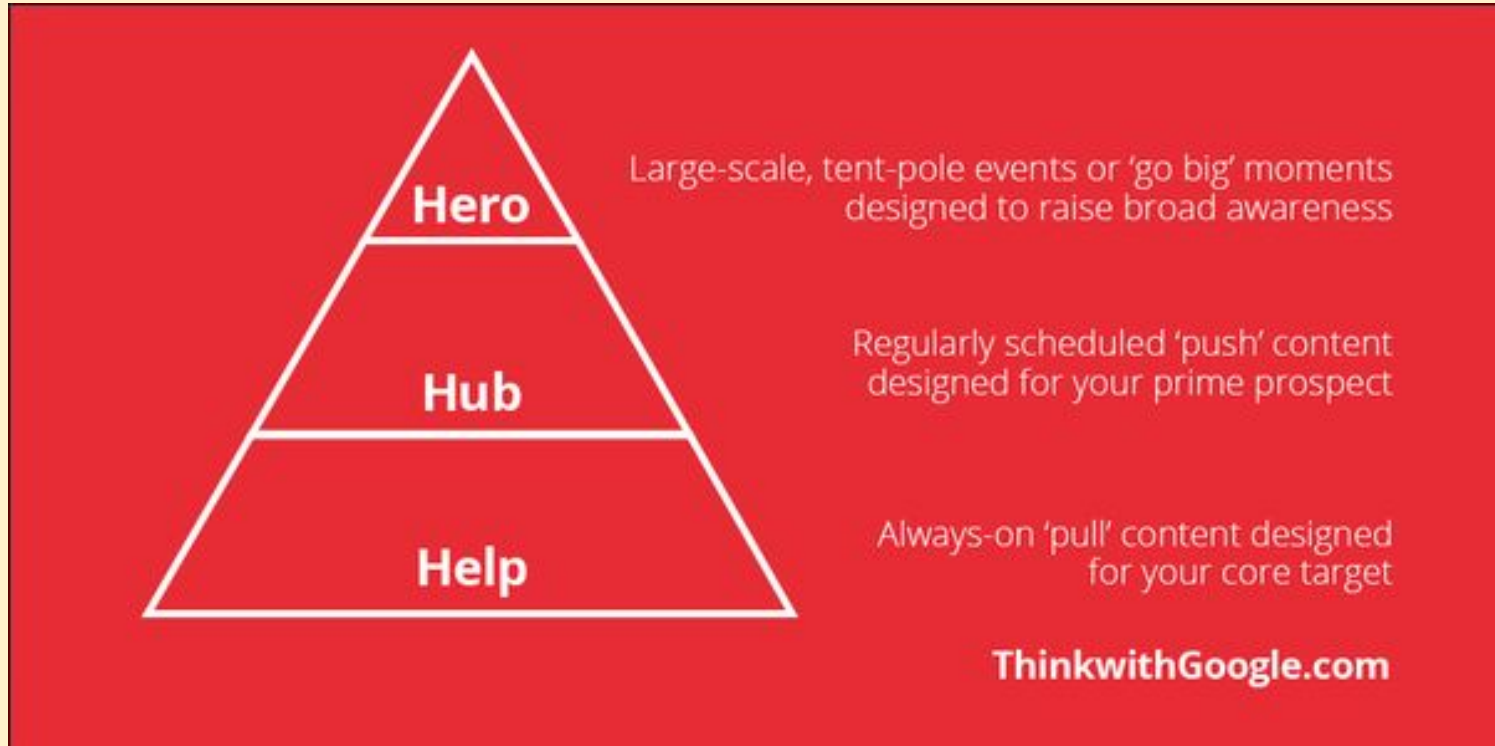
REPLY TO ALL | Monitor all direct questions or comments coming in via social channels.

- At first: This may seem like an obvious one, but people are actually considering the possibility of your timely response in a direct social media outreach

- Confirms Activity: Akasa does not just robotically "post" to social media: they are actively using it as a communication platform where customers' (or potential customers) voices do matter.

- Solidifies Relationship: Once having a positive, timely interaction with Akasa on social media, the more likely a user is to continually engage with content and provide feedback.

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Content Recommendations

Sample Content Brainstorm

HERO, HUB & HELP CONTENT

Hero — Large-scale, tent-pole events or 'go big' moments designed to raise broad awareness

Hub — Regularly scheduled 'push' content designed for your prime prospect

Help — Always-on 'pull' content designed for your core target

ThinkwithGoogle.com

SAMPLE MONTHLY CONTENT CALENDAR

November 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Announcement of new location (photo) **FB/IG**	2 Reminder of Giveaway Contest & NEW ADDITION - (Rotate Bungee Photo) **FB**	3 Interior of new location/exploring town of Thomaston **(Facebook LIVE/IG Story)**	4 Day off vibes (photo/boomerang video of fitness/family time) **IG/FB**
5 OFF	6 Monday Motivation (branded quote post) **IG/FB**	7 Business logistics behind-the-scenes (photo/boomerang) **IG/FB**	8 OFF	9 Tease out FB Live Q&A Coming Sunday - Submit questions in advance **IG/FB**	10 Friday Feels - something beautiful/positive added to space (photo) **IG/FB**	11 Instructor Highlight (photo) **FB/IG**
12 Live Q&A on BungeeFIT **FB LIVE VIDEO**	13 Monday Motivation (branded quote post) **IG/FB**	14 Business logistics behind-the-scenes (photo/boomerang) **IG/FB**	15 1 More Day of Contest - (Bungee Photo) **FB**	16 Contest Winner & Friend Announcement - (Bungee Photo) **FB**	17 Instructor Highlight (photo) **FB/IG**	18 OFF
19 Instructor Highlight (photo) **FB/IG**	20 Monday Motivation (branded quote post) **IG/FB**	21 Space update (photos/video) FB/IG	22 Holiday prep with Akasa (Photo) FB/IG	23 Akasa Is Thankful For… (30s-1min Video) **FB/IG**	24 OFF	25 Small Business Saturday (Photo of Akasa team supporting neighboring small biz) **FB/IG**

TOP FITNESS/WELLNESS HASHTAGS

#WOD. Record a video of an instructor doing a "workout of the day" for Instagram/Facebook. Describe the workout in the comments, then encourage followers to share their own Akasa workout of the day photos/videos for a chance to be featured on your Instagram.

#MotivationMonday. Share motivating quotes, photos or success stories that will motivate and inspire followers.

#TransformationTuesday. Find a member with a success story weekly and post their transformation to your Instagram every Tuesday with a short testimonial on how joining Akasa helped or inspired their transformation. To start, #transformationtuesday can be for any spatial before/afters, etc.

#WellnessWednesday. Share a workout or mindfulness tip with your followers, making an effort to give them small tips on improving their lifestyle and health both in & out of Akasa.

#FitMama / #FitMom / #FitMoms . Believe it or not, pre & post-natal fitness is among the fastest-growing fitness trends throughout the US. As mothers yourselves, you can easily use these tags in any posts that feature you, but also, shine a spotlight on some of the rockstar moms at Akasa to show your solidarity!

#FitFriends / #FitGoals / **#FitForLife** / **#Fitstagram**

#WellnessCoach / #WellnessFitness / #WellnessLife / #WellnessTips

Time to brainstorm an Akasa hashtag!
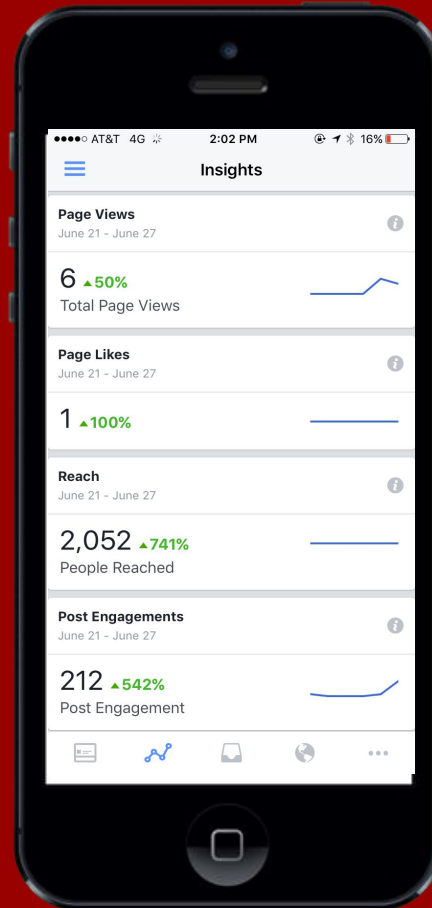
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Maintaining Brand Integrity & Safety

Measuring Success

Social Media Metrics That Matter

METRICS
THAT MATTER

On *Facebook*

To achieve Akasa's goals of raising awareness & customer acquisition, every Facebook post should be published with the intention of increasing overall **REACH & ENGAGEMENT**.

Each week, check in with the **Insights tab** to monitor your weekly progress in each of these metrics. A green percentage signifies that your weekly posts are helping to grow Akasa's Facebook presence, both by maximizing awareness and heightening brand engagement off-the-vineyard.

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METRICS THAT MATTER

On *Instagram*
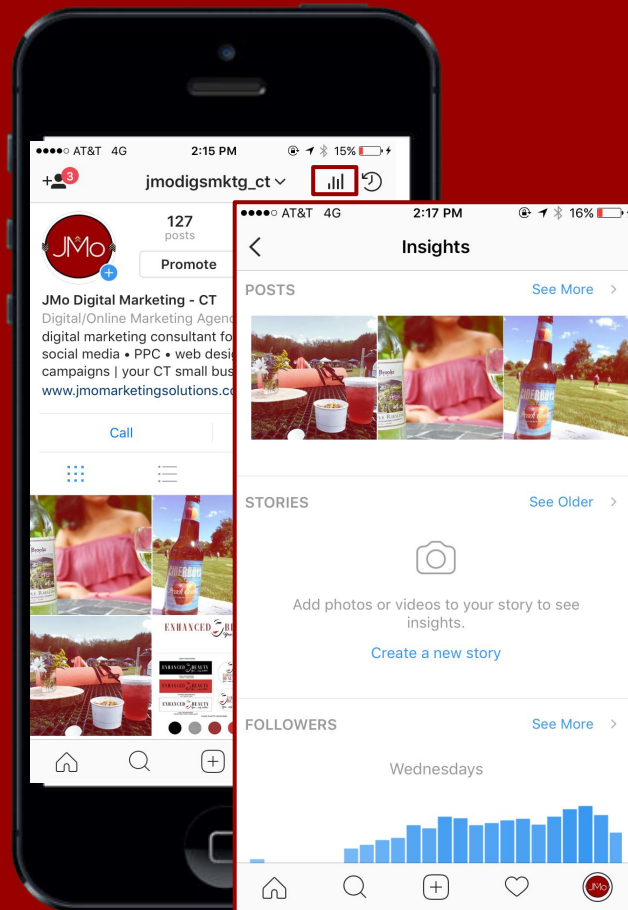
Every 1-2 weeks, employees managing Akasa's Instagram profile should check the Insights tab to monitor performance of **POSTS**, **STORIES**, and general **FOLLOWER ACTIVITY** to strategically inform future posts.

For example, if looking into Post performance and one notices a positive trend in content type, such as high engagement and reach on #FitMoms posts of badass Akasa mamas, that signals that Akasa's Instagram audience will likely continue to react to those kind of posts, and that is a good investment in employee social media time.

Daily Duties

Daily Social Media Management Tasks

DAILY SOCIAL MEDIA MANAGEMENT TASKS

#1:
Responding to comments, messages, & brand mentions

Replying to customer feedback on social media is *essential* in maintaining favorability.

COMMENTS

1. Check both Facebook and Instagram comments within the Facebook Pages app INBOX at a routine time each day.

   TIP: Use discretion when it comes to "replying" to comments. Some comments warrant a short or detailed reply (as in a specific question asked, or concern raised), while others require simple acknowledgement via a "like," or other reaction if on Facebook.

MESSAGES

1. Within the Facebook Pages INBOX, also make sure to check direct Facebook messages via the Messenger tab as to answer customers who may have reached out with a private question or concern.

2. On the Instagram app, check the Direct Messages box for any incoming private messages.

BRAND MENTIONS

1. Within the Facebook Pages app, navigate to the MORE tab and view MENTIONS. Like or comment on the mentioning user's post as applicable.

1. View any tagged photos on Instagram via the PHOTOS OF YOU button on the Instagram profile page. Like or comment as applicable, considering repost material.

DAILY SOCIAL MEDIA MANAGEMENT TASKS

#2:
Identifying User-Generated Content (UGC) for Repost Strategy

Repurpose quality customer content to give credit where it's due, and also encourage other followers to post photos at the vineyard. Be sure to ask permission!

FINDING UGC of AKASA on FACEBOOK

- Review customer CHECK-INS via Activity in the Notifications tab (Desktop/Tablet only)

- Review customer MENTIONS via the More tab (Facebook Pages Mobile App)

- Be sure to comment on the photo/video you wish to repost on behalf of the vineyard with a friendly request to "repost to our page."

FINDING UGC of AKASA on INSTAGRAM

- Search "Akasa" on Instagram via the PLACES tab.

- Use the Repost app to automatically copy the original caption and photo/video and give credit to the original poster. Similar to Facebook, do be sure to comment to ask permission before reposting!
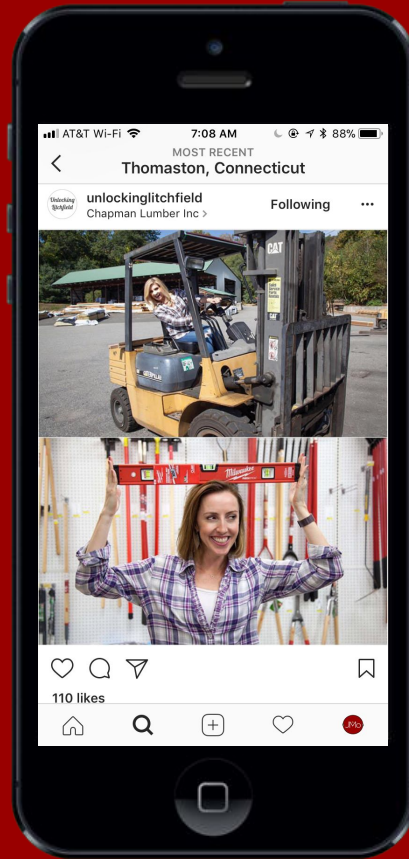
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DAILY SOCIAL MEDIA MANAGEMENT TASKS

#3:
Strategic Engagement with other Instagram Accounts

Many of CT's small businesses who are successful on Instagram use it as a networking tool as much as a publishing outlet. Maximize your reach, engagement & overall sales potential by engaging with strategic local IG accounts.
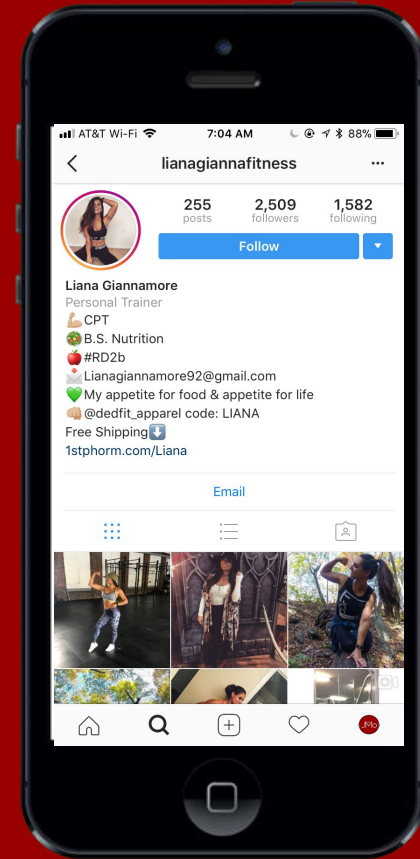

LOCAL MEDIA & BUSINESSES

POTENTIAL PARTNERS

Similar accounts:

@litchfieldmagazine | @hawkridgewinery

Similar accounts:

@kayleigh.goldberg | @spazzinspence

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Daily Time Investment:

1.5 hour minimum, 2.5 hours maximum

Questions?

Contact JMo @ jess@jmomarketingsolutions.com

Thank You!

JMo
DIGITAL MARKETING SOLUTIONS

APPENDIX A

General Facebook Image Sizing Specifications

Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

Cover Photo: 828 x 315 px

828 x 315

180 x 180

Image Guidelines

- Appear on page at 828 x 315 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

1200 x 630

Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

Shared Link: 1200 x 627

1200 x 627

Image Guidelines

- Recommended upload size of 1200 x 627
- Square Photo: Minimum 154 x 154px in feed.
- Square Photo: Minimum 116 x 116 on page.
- Rectangular Photo: Minimum 470 x 246 pixels in feed.
- Rectangular Photo: Minimum 484 x 252 on page.

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.

Highlighted Image: 1200 x 717 px

Image Guidelines

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality.

1200 x 717
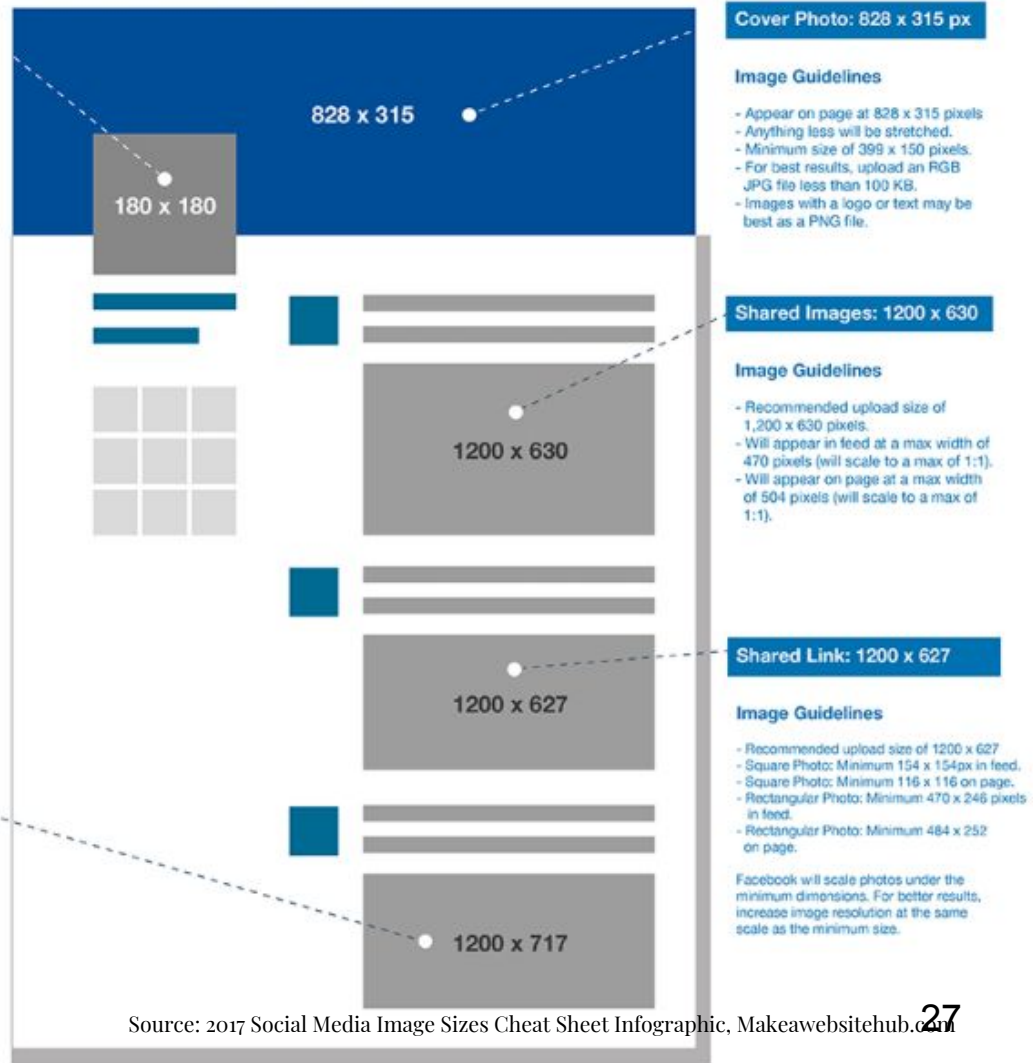
APPENDIX B

General Instagram Image Sizing Specifications

Profile Image: 110 x 110

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.

110 x 110

Photo Thumbnails: 161 x 161

Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
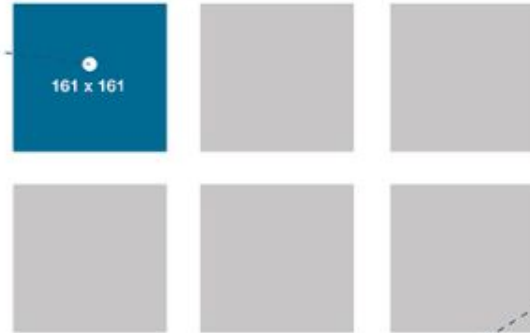- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.

161 x 161

Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

1080 x 1080
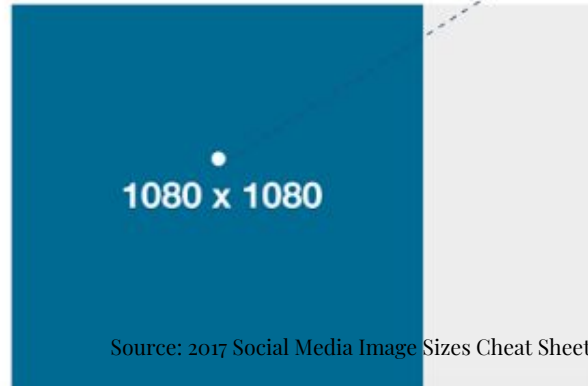
APPENDIX C

Granting Facebook Admin Access

1. Visit the Akasa CT Facebook page

2. Using the top navigation bar, **click Settings**

3. In the lefthand Settings menu, **click Page Roles**

4. In the "Assign a New Page Role" bar, begin typing in the names of the employees you wish to manage the page on Akasa's behalf (as they appear on Facebook), and make sure "**Editor**" is chosen as the role next to the "Add" button

5. **Click Add** to send the employee an invitation to manage the Page.

Appendix D: Managing Facebook From Facebook Pages App

1. **Open Facebook Pages app**

1. If you are logged in to your personal Facebook account via the Facebook app or Facebook Messenger app, you will be **automatically prompted to sign in under that account**.

1. Upon being granted Editor access to the Akasa Facebook Page, the next screen should take you to Akasa's Page. If you manage other pages Facebook pages, you may navigate between them by clicking the upper left menu, represented by 3 horizontal bars.

1. The bottom navigation icons are organized from left to right as:
   a. **Profile**: View all posts, publish a new post, create an event, Boost Posts

   b. **Insights**: View week-over-week performance, e.g. Growth/Decline in Page Views, Page Likes, Post Reach, Post Engagements, Video Views

   c. **Inbox**: View and reply to direct messages, Facebook comments, and Instagram comments

   d. **Notifications**: View all public shares, reactions, and/or comments on posts.

   e. **More**: View Brand Mentions, Reviews, New Page Likes, Draft Posts & Scheduled Posts you may wish to edit before publish

Appendix E: Adding An Additional Instagram Account

1. Log in to your personal Instagram account

1. On the Profile tab, **click the Settings 'gear' icon** next to "Edit Profile"

1. Scroll to the bottom of the Settings menu, and click "Add Account"

1. Enter the @akasact Instagram username, and password as provided by Sarah/Emily

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1. Once you have added Akasa's Instagram business account, you can toggle between Akasa's account and your personal account by **clicking the username at the top of the Profile tab** and choosing the right account from the dropdown menu.

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