Social Media TIPS & TRICKS

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For Small Businesses

Let's Tack About

Facebook

LinkedIn

Twitter

Content Ideas

Reviews

TOOL BOX





- SPEND THE MAJORITY OF THE TIME (70-80%) CREATING ENGAGING CONTENT AND THE REST PROMOTING YOUR BUSINESS.
- 2 PROMOTE AND COLLABORATE WITH OTHERS.

3 SHARE WHAT'S GREAT ABOUT THE COMMUNITY (EVENTS, PEOPLE, ORGANZATIONS, OTHER BUSINESSES, ETC.).

- USE BEAUTIFUL PHOTOS AND GRAPHICS (EYE CATCHING WHEN PEOPLE ARE SCROLLING!).
- DON'T BE AFRAID OF VIDEO, BUT MAKE SURE YOU UPLOAD IT DIRECTLY TO FACEBOOK (NO YOUTUBE LINKS).







- SHOW PEOPLE "A DAY IN THE LIFE". (THIS
 IS GREAT FOR FACEBOOK & INSTAGRAM
 STORIES TOO!)
- 2 SHOW CASE YOUR EXPERTISE BY WRITING AN ARTICLE.

3 USE POLLS.

CREATE VIDEOS (YOU CAN UPLOAD VIDEOS UNDER 10 MINUTES LONG DIRECTLY TO LINKEDIN).

POST LINKS IN THE COMMENTS OF YOUR POST.





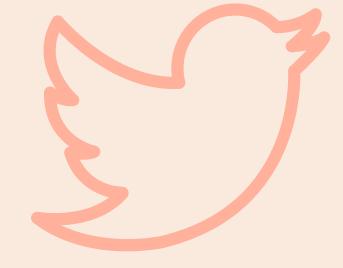
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USE HASHTAGS.

- 2 SHARE INFO QUCKLY AND EFFICENTLY AND RETWEET OTHERS.
- PIN AN IMPORTANT TWEET LIKE A SPECIAL,
 PROMO OR EVENT (YOU CAN DO THIS ON
 FACEBOOK TOO!).

CREATE VIDEOS (YOU CAN UPLOAD VIDEOS UNDER 2 MINUTES AND 20 SECONDS LONG DIRECTLY TO TWITTER).

5 USE TRACKABLE LINKS (BIT.LY).



Content Ideas

- CREATE A LIST OF IDEAS AND SAVE IT TO YOUR DESKTOP, NOTES OR ANOTHER EASY TO ACCESS LOCATION.
- 2 WRITE DOWN 10-20 BUSINESSES,
 ORGANIZATIONS, COMMUNJITY PAGE, ETC.
 THAT YOU CAN SHARE CONTENT FROM.

ENGAGE YOUR AUDIENCE: ASK QUESTIONS (FILL IN THE BLANK, ADVICE, THIS OR THAT, PREDCTIONS, CAPTION THIS, ETC.).



- GIVE INSIGHT INTO YOUR BUSINESS

 (REVIEWS, ANNIVERSARY, MENU

 CHANGE, NEW PRODUCT, FAQ,

 EMPLOYEE PROFILE, CUSTOMER

 APPRECIATION, ETC.).
- CREATE DAILY THEMES AND/OR

 CELEBRATE FUNNY OR UNUSUAL

 HOLIDAYS (DAYSOFTHEYEAR.COM)
- CROSS PROMOTE YOUR CONTENT (EVENTS, WEBSITE, NEWSLETTER, SOCIAL MEDIA PROFILES, ETC.)



Reviews

Negative Reviews

* Respond to all positive reviews

Shave positive reviews on social,

* website, email, marketing collateral

For long, well thought out reviews,

* consider sending a thank you

Ask for a review

* (and offer something in exchange)

* Respond to negative reviews in a brief,

bolite and bositive manner. Explain how

you'll address the broblem.

* Take it offline and send a private

message.

* Consider sending a gift card or discount for a future visit.

* Address issues internally.

Tool Box - Graphics

WORDSWAG

PHOTOFUNIA

2 CANVA

5 POSTER MY WALL

3 PRISMA



Tool Box - Videos

IMOVIE

VIMEO

3 VIDEOLEAP

4 POWTOON



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