

Social Media
TIPS & TRICKS

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For Small Businesses



Let's Talk About

Facebook

LinkedIn

Twitter

Content Ideas

Reviews

Tool Box

Facebook

1

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, ORGANIZATIONS, OTHER BUSINESSES, ETC.).

4

USE BEAUTIFUL PHOTOS AND GRAPHICS (EYE CATCHING WHEN PEOPLE ARE SCROLLING!).

5

DON'T BE AFRAID OF VIDEO, BUT MAKE SURE YOU UPLOAD IT DIRECTLY TO FACEBOOK (NO YOUTUBE LINKS).



LinkedIn

1

SHOW PEOPLE "A DAY IN THE LIFE". (THIS IS GREAT FOR FACEBOOK & INSTAGRAM STORIES TOO!)

2

SHOWCASE YOUR EXPERTISE BY WRITING AN ARTICLE.

3

USE POLLS.

4

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

5

POST LINKS IN THE COMMENTS OF YOUR POSTS VS. BODY OF YOUR POST.



Twitter

1

USE HASHTAGS.

2

SHARE INFO QUICKLY AND EFFICIENTLY AND RETWEET OTHERS.

3

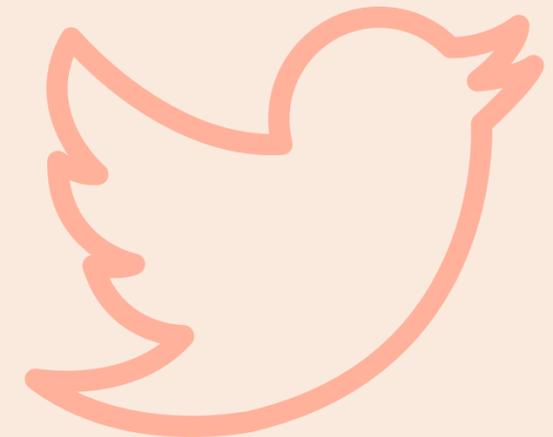
PIN AN IMPORTANT TWEET LIKE A SPECIAL, PROMO OR EVENT (YOU CAN DO THIS ON FACEBOOK TOO!).

4

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

5

USE TRACKABLE LINKS (BIT.LY).



Content Ideas

1

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, COMMUNITY PAGE, ETC. THAT YOU CAN SHARE CONTENT FROM.

3

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

4

GIVE INSIGHT INTO YOUR BUSINESS (REVIEWS, ANNIVERSARY, MENU CHANGE, NEW PRODUCT, FAQ, EMPLOYEE PROFILE, CUSTOMER APPRECIATION, ETC.).

5

CREATE DAILY THEMES AND/OR CELEBRATE FUNNY OR UNUSUAL HOLIDAYS (DAYSOFTHEYEAR.COM)

6

CROSS PROMOTE YOUR CONTENT (EVENTS, WEBSITE, NEWSLETTER, SOCIAL MEDIA PROFILES, ETC.)



Positive Reviews

Reviews

Negative Reviews

* Respond to all positive reviews

Share 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, polite and positive manner. Explain how you'll address the problem.

* 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

1

WORDSWAG

4

PHOTOFUNIA

2

CANVA

5

POSTER MY WALL

3

PRISMA



Tool Box - Videos

1

IMOVIE

2

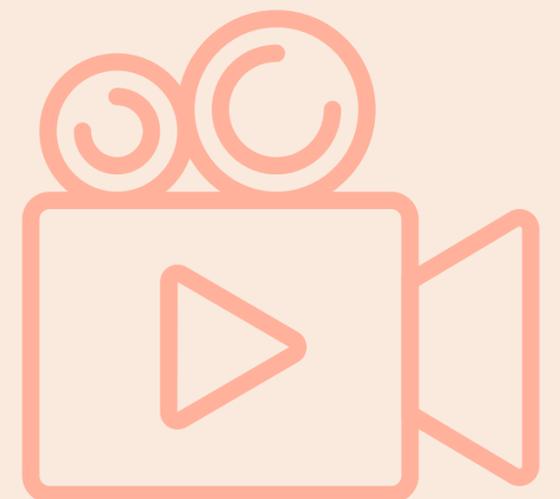
VIMEO

3

VIDEOLEAP

4

POWTOON



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**GREATER
LOWELL**
CHAMBER OF COMMERCE

