

Social Media 101

Why use social media?

- It's free
- You'll find more customers
- You'll grow your business

Note: If it's worth doing, it's worth doing well. You should focus on Facebook to start and add Instagram and any others as you feel comfortable.

Twitter tips:

- You must use 140 characters or less per Tweet.
- Links count as 22 characters no matter how long they are. (you can shorten them with sites like bitly)
- Tweets with images get more engagement.
- The average tweet lives for 14 minutes. After that it is unlikely to be seen. You should Tweet often.
- Hashtags: do your research beforehand. It can go terribly wrong. Don't use a ton. Research shows that after 4 or 5, engagement goes down (it looks spammy).

Pinterest tips:

- Use relevant keywords in the description. It's all about keywords. That's how you'll be found.
- Use DIYs, tips, tricks, recipes, and step-by-step tutorials.
- This is a great place to share your blog! If you don't have a blog, start one.
- Vertical images perform best. It's recommended that you use image ratios of about 2:3 and 1.3:5 (with the minimum recommended width being 600 pixels).
- You can edit the main photograph of your board, make it pretty.
- You can rearrange boards. For example, if you have holiday themed board, move them to the bottom of your page when out of season.

Instagram tips:

- Take quality photographs! If it's a bad picture, don't post it!
- Use the right filters to set the mood. Most brands stick to the same filter (ex: rise for every single picture they take).
- Take advantage of the link at the top of your profile. Keep it linked to your website. But if you have a new blog come out, change the link to that and mention it in your posts.
- Use a few periods after your description to push the hashtags to the bottom of the post.
- Use the right hashtags. Don't make them up unless you plan to consistently use it. Do your research of what is related to your business. (#farmersmarket: over 2 million posts, #farmer: almost 800k, #localfood: over 700k.) You can do a search on the top navigation of instagram and when you're posting similar hashtags will pop up.
- Video is powerful. You can now post up to 60 seconds of video.

Facebook tips:

- Scheduling is made easy: use it!
- Use images!! They get much more engagement.
- Links (can change the headline and meta description to make it more interesting)
- Tag others when relevant (it encourages dialogue and sharing)
- 80/20: don't over promote yourself. Share a mix of items: 20% promoting, 80% other content.
- 20% text or less on images
- Keep it short! Most engagement is 90 characters or less!
- The more comments, likes, and shares means more engagement! Start a conversation!
- Look at your insights. You can see when to post, what posts have the most reach/engagements, where page likes are coming from, and see other similar businesses in the area.

Image sizing for all ads, profiles, etc:

<http://www.jonloomer.com/2016/09/15/facebook-image-dimensions-2016/>

Photograph tips:

- **Rule of thirds.** Instagram already lays out the 9 square grid to rely on. "The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections."
- **Set a focal point.** To set the focus on most smartphones, you simply tap the screen where your subject is in the frame. A small yellow square will appear to confirm the focus point.
- **Exposure.** Tip: tap the screen to see a sun image, if you slide your finger up, the shot will be lighter, if you slide your finger down, it will be darker.
- **Contrast:** look for a dark black and a light white and all tones in between. This will create balance.

Creating basic graphics for free:

- Canva
- Gimp
- Instagram Layout
- Aviary

Scheduling posts:

- Buffer
- Hootsuite
- Sprout Social

Learn more:

- **Facebook Blueprint:** videos, tutorials, suggestions on anything about Facebook business pages.
- **Social Media Examiner**
- **Jon Loomer:** Facebook advertising for all experience levels.

Most important takeaways:

- Be authentic.
- Share what you care about and start a conversation surrounding your story.
- Try ad targeting starting with boosting popular posts to people who like your page. Starting with a \$20 budget—it's worth it.