

Basics of Social Media

The why, the what, and the how for
your
small business or nonprofit



Welcome!



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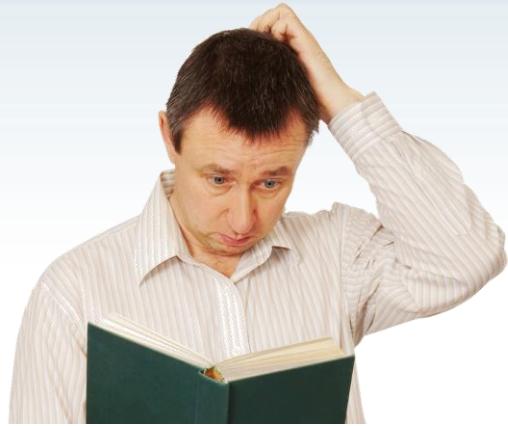


Because you know social media marketing is important to your business. But it's also confusing and overwhelming – there's a lot of social networks out there. You might not consider yourself a marketing expert, but now you have to know how to use all of these new tools.

You might also not be comfortable using social media. It all looks and feels so new, and guess what – we're all still figuring this out! Social media marketing changes every day.

And it's OK to be confused and overwhelmed...because we're here to help!

- Need Help? You are not alone.



You are not the only one who needs help. I hear from people like you every day – small businesses and nonprofits who want to stand out from the pack, get more fans and followers, and spread the word about what they do on social media.

Constant Contact did a survey and found that **54%** of small businesses and **57%** of nonprofits said that they need help with social media marketing. So there are a lot of you in the same boat.



You also probably have concerns about social media marketing. Many small businesses and nonprofit marketers do as well. I've heard some of these:

- ❖ Social media marketing looks interesting, but I will never have millions of fans.
- ❖ Using new, inbound marketing tools sound great, but I don't even know what I would talk about on social media.
- ❖ Paying close attention to what's being said on social media sounds useful, but I'll never have a dedicated staff to do it right.
- ❖ I hear about new networks everyday, but I just don't have the time to stay current.



Despite those concerns, social media is important for your business or nonprofit. It's how you're **finding new customers or supporters, and how you're staying top of mind for your current ones and making them loyal, repeat customers.**

CC asked small businesses what kinds of tools they were using for marketing. At the time, only 10% were using social media marketing.

Within a 5 year time span it went up to 87%.

Why?

Because social media works.

You're small businesses and nonprofits – **you don't do things that don't work.**

That's quite a statistic, and shows just how integral social media has become as a marketing tool for all organizations.



And the really good news is that **you can** do this! Because what you do have is powerful! You can successfully market your small business or association because you have...

- ❖ Loyal, happy customers or supporters if you're a nonprofit
- ❖ An excellent customer experience
- ❖ Interesting and important things to say!

I want to start by helping you (or others in your organization) understand **why** a small business or nonprofit should be using social media.



Staying ahead of the social media marketing game will give you a marketing edge. You can be the lead, the influencer. The impact on your business or organization is huge when you start using social media as a marketing tool. It will drive people to your door.

- ❖ It influences people's connections to nonprofits – 84% of social media users share information about nonprofits to show their support for a cause.
- ❖ It influences purchasing – 74% of shoppers rely on social networks to guide purchase decisions. Social media has made it easier for people to buy from you.
- ❖ They tell your friends about you, and they will become your next customers – 43% of people have purchased a product that's been shared or favorited by a friend on social media.

Sources:

- 84% of social media users share to show their support for a cause <http://nytmarketing.whsites.net/mediakit/pos/> & <http://www.classy.org/blog/6-facebook-statistics-and-what-they-mean-for-nonprofits/>
- 74% of shoppers use social media to guide purchases <http://sproutsocial.com/insights/social-networks-influence-buying-decisions/>
- 43% purchase a product shared or favorited by a friend <https://www.visioncritical.com/new-data-how-social-media-drives-purchasing/>



And this influence happens on social media because of audience engagement. We used to tell people things over the back fence, now we tell everyone – our family, our friends, our colleagues, our clients, our best friends – through social networks.

Because of social media tools – and don't forget other digital tools like email! – marketing today is less about spending all of your time, money and energy finding new customers. It's more about fully engaging your existing happy customers and making it easy for them to tell others.

The changes have leveled the playing field for smaller organizations like yours to compete with the big boys. Think about it: You can start a Facebook page for your business, and so can a big corporate chain. The difference is that you're able to use it to personally engage and respond to your customers one-on-one without following a corporate rulebook.

The point we're making is that social media is the new word of mouth. Social media helps to kick-start that word-of-mouth marketing. Because your messages have the chance to be amplified and shared, social media marketing will bring you new customers (and donors, supporters and volunteers if you're a nonprofit), repeat business from your current customers, and referrals from your happy customers.

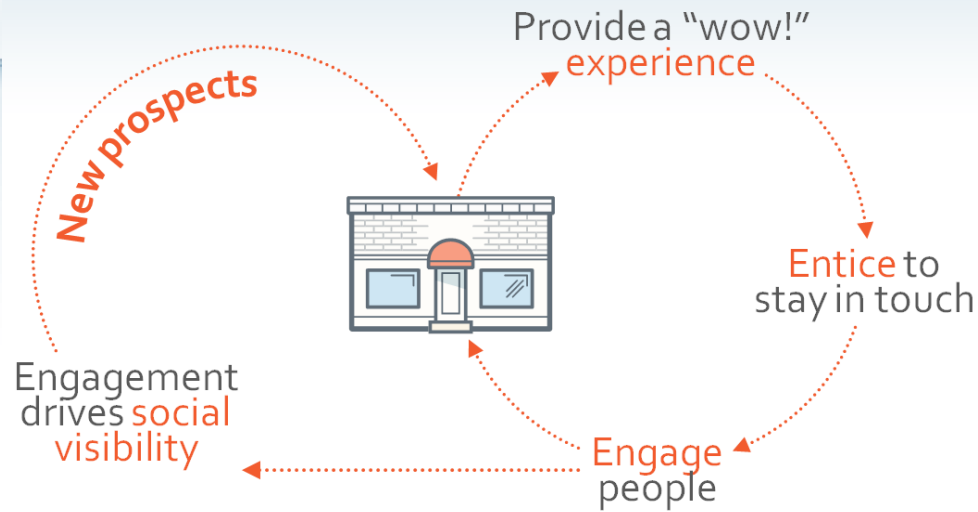
Is this starting to make sense – why social media is important? It's a part of your entire business. Social media, the social visibility that it gives you, and how your business and customers engage with each other make up what we call the engagement marketing cycle. Let's look at the engagement marketing cycle.



If you want social media to work for you, you have to create a **WOW experience**.

Think about all the ways you interact with your customers or supporters. What's something you can do for them that's valuable? It doesn't have to be anything huge and expensive. **A WOW experience** could be something small and meaningful. For example, the way you process a credit card could be normal. But the way you wrap the purchase could be the WOW!

- ❖ If you work with other businesses, consider how you present proposals or project updates – are you thinking about the perception of you as a professional that you leave when you invest the time and care into the report's presentation.
- ❖ If you're a nonprofit, the WOW could be the way you show supporters how you carry out your mission by using photos to illustrate that story.
- ❖ Again, you don't need to go to the extremes or way over the top. You do need to think about doing something that really creates a connection. What those connections do is open a window of opportunity to ask them to stay connected with you, which brings us to the next step in the cycle.



- ❖ Leverage that WOW moment – ask them to connect with you, to like you on Facebook, because they know that you’ll continue to interact with them by sharing content, valuable information and tips, or discounts.
- ❖ Then engage with your followers online! Share social media posts that matter to them – and don’t worry, we’ll talk about what kind of social media posts work later on in today’s webinar.
- ❖ As they interact with you, social media allows that engagement to be visible online. When your followers like, comment or share your content, those actions are seen by their networks and that helps to introduce you to a whole group of new people, who will become your next customers or supporters.

That’s called **social visibility**, and it really shows **the power of social media**.



What I want you to take away from this – the engagement marketing cycle – is that social visibility – enhanced by technology – enables you to connect with your customers, get leads or grow supporters.

Create that WOW experience. Make the connection – encourage your customers or supporters to continue that experience with you by following you on social media, and then keep that cycle going.

The “Top” Social Media networks



Facebook



LinkedIn



Twitter



Pinterest



Instagram



These are what we refer to as “The Top” social networks. There’s a pretty good chance that you’re using, or considering using, one of these. We’re going to quickly walk through Facebook, LinkedIn, Twitter, Pinterest and Instagram.

This isn’t going to be an in-depth analysis of each social media network. What we want to do is familiarize you with these top networks so you’ve got some more insight as you either confirm your decision to focus on one or as you weigh the decision on where to start.

Keep in mind that you don’t have to use all of the social networks for your business. Just choose the ones that are right for you and your audience. It’s better to focus on a couple of social networks and do a good job with them than to have a bunch that you don’t have time for and manage poorly.

Note: Information in this section was gathered from the following sources

- <http://www.likeable.com/blog/top-social-media-platforms-cheat-sheet>
- <http://visual.ly/social-media-networks-infographic>
- http://professionaledgeblog.blogspot.com/2014/05/social-media-series-for-small-business_20.html



Let's get started with the big one, **Facebook**.

❖ What is Facebook? It's the largest social media sharing site for people who use the internet and businesses who want to promote themselves online. There are 1.4 billion Facebook users. You probably have an account already! Or if you don't, you know someone who uses it.

❖ What should you post on Facebook? Status updates include a line or two of text – a question, a sentence an update – as well as links to other websites, and photos or videos. No matter what you post, the content needs to benefit your audience. It should engage and inform them. You can also promote what's happening at your business, share your events, and talk about your products or services.

❖ How often should you post to Facebook? Well that's changed a bit. You need to share content there frequently, but not too frequently. Try at least 2 times a day. You might not know that Facebook doesn't post every single post from every person or business you follow in your news feed chronologically. It has an algorithm, known as EdgeRank, that shows content that's relevant to each user. This algorithm keeps track of the content each user clicks on, comments on, likes, and shares, and displays posts that are similar to those preferences. What this means is that the more your followers interact with your content, the more likely they are to see your next post.

❖ Once you've gotten a handle of what your followers are interested in, and once you're consistent with your Facebook posting, you'll be able to reach more people because of Facebook's popularity and population. We won't go into this today, but you can give yourself an edge with Facebook marketing by taking advantage of its advertising tools. Yes, you might need to spend a little bit of money to make Facebook work, but the advertising tools have a lot of great features and options, and you don't need to spend much to see the impact.



Our next top social media network is **LinkedIn**.

- ❖ What is LinkedIn? It's a social networking site that's focused on businesses and careers. As a user, you can create a profile that includes your resume and skills, and you can post status updates. Businesses can create a business account that showcases their products, services, and news, and you can post content there as well.
- ❖ What should your business page share? Talk about what's happening with your business, your products, your services, your events, and your people. Share your expertise. Link to blog posts you've written about topics in your industry, or how-to videos you've created. And try posting curated content. Curated content is content you've found but it was created by someone else. Think about an art museum curator. Did the art museum staff paint all the paintings it displays? No. The curator goes out and looks for art to show in the museum. That's what you're doing with curated content. Share the latest blog post by an industry expert, a news story about a hot topic in your industry, or a video explaining the latest trend. Make sure that when you share curated content that you give the original source credit in your posts. When you do this people will start to realize that you are the go-to source because you're on top of what's new in your industry.
- ❖ If you're starting out on LinkedIn, try at least 2 posts per week to be consistent and keep your business top of mind with your LinkedIn followers.
- ❖ The benefit of using LinkedIn for your business is that you'll start to establish your expertise when you talk about what's going on in your business and industry. You can use LinkedIn to network within your industry. Connect with others who do what you do. Become a resource for your peers. Share content that will help them learn something or do their jobs better. Participate in LinkedIn group discussions, and share your lessons and advice. Be someone that people in your industry can lean on for the latest information.



Let's move on to **Twitter**.

- ❖ Twitter is the fastest-moving social network. Think of it as a place where you can go for updates in real-time about what's going on in the world. Twitter posts, which are known as tweets, are posted in chronological order, and they share the latest news, conversation on popular topics, and helpful information.
- ❖ How can you contribute to Twitter? Share links to news about your business, your blog posts, and the photos and videos that show who you are, what you do, and what you know. Remember when we talked about curated content when we looked at LinkedIn? Curated content works on Twitter too! If you find something interesting and relevant to what you do, but it was created by someone else, share it in a tweet! Remember to give the author or source credit in your post.
- ❖ Twitter moves really fast, so make sure your content doesn't get lost in the stream of tweets. Post at least 5 times a day to be visible to your followers and contribute to the conversation and information sharing happening there.
- ❖ Because Twitter is a place to find out what's happening right now, it's a great way to share up-to-the-minute information with your audience. Announce what's happening at your business, post updates or changes, and respond to customers who need help or ask questions.



❖ What is Pinterest? It's a social network where users pin images of things they like to virtual bulletin boards. It's a way for users to visually bookmark things they want to buy, hobbies, interests, and information. These image pins are typically linked to a website where you can buy things, learn more about hobbies, read blog posts about various topics, or go to a webpage with more information about the pin. Pinterest users follow other Pinterest users, and when they log in to Pinterest, they can get a look at what people are pinning or bookmarking. Those pins appear in the Pinterest news feed.

❖ What should your business pin to its Pinterest boards? Images of your products and services; visual tips (think of text of tips, facts or stats superimposed over a photo or colorful background); your digital content like blog posts, guides, infographics or videos; and interests or hobbies that relate to your business or industry. Pinterest users tend to use the social network as a visual search engine (think Google but with pictures), so make sure you're labeling your pin descriptions and board descriptions with the right keywords to get them found in a search.

❖ You need to be consistent and visible for Pinterest users to find and interact with your pins. Try at least 5 times per day. If that sounds like a lot, try this tip: Try pinning curated content. It works for Pinterest too! Your Pinterest boards should contain a good mix of your original content and images and useful information from a variety of sources.

❖ How can using Pinterest help your business? When you pin your original content and use the right keywords, your content has a good chance of being found in a Pinterest search. Link your pins to relevant pages on your website to make it easy for people to take another step and interact with you – read a blog post, buy a product, learn about a service, watch a video, or access more information about what you do.



❖ Instagram is slightly different than the other social networks we covered today because most of the activity takes place in the Instagram app on your smartphone. You can access Instagram on your desktop web browser, but you can't post photos from there. Instagram users post images and videos through the Instagram app.

❖ Businesses that market with Instagram can share photos and videos that show off what happens at their location, their products and services, and the people they work with – employees and customers. It's easy to snap a quick photo of you, your staff, your customers or anything happening during your day, and share it with your followers. Let them see behind the scenes of your business and get to know you better.

❖ Try posting at least one time a day. Experiment with times during the day to see when you get the biggest response from your Instagram photos, and then start sharing regularly at the times that work best.

❖ Showing your audience parts of your business they wouldn't otherwise get a chance to see can help you begin to build relationships with them. When you share with your audience how you get things done, they can begin to feel as though you're relatable and someone they want to know more about.



What you'll write about will vary a bit from network to network, but we do have a general guideline for how to think about the content you'll create. Here's how you should split up your content

50%

Share interesting and entertaining posts.

30%

Offer helpful information.

20%

Promote your business.



- ❖ 50% of your content should be interesting and entertaining to your audience. Remember that people use social media to find out what's new and interesting with their friends, family, and businesses they like. Be conversational. Ask questions, ask for opinions –people LOVE to talk about themselves. So open that door by being interactive. You can also just brighten their day. Share an inspirational quote image, an interesting fact, or a fun or funny photo that relates to your business or industry.
- ❖ 30% of the content you share should provide information and to be useful in helping your readers. Think tips, stats, education, and curated content from blogs or news sites.
- ❖ Finally, the remaining 20% can be about your business. It can be about calls to action, and asking people to take that next step: purchase something, register for an event, read a blog post, learn about a new product or service. Keep in mind that it's OK to use calls to action but not to hammer readers with the “buy now” message.



The first thing you should do is start with Facebook. Why should you start here?

- ❖ It's the most popular network – most of the people who use social media are on Facebook.
- ❖ Which means your audience is there already
- ❖ And it's easy to get started – I have 6 tips to help you get going:

For those of you who are already on Facebook, you might want to make sure you've completed all the best practices from these tips – check your page later on. And if you have done all of these things, you can move on to applying them to other social networks you've been using.



❖ First, create your **Facebook page**.

There are 2 different accounts that you can create on Facebook, so I wanted to talk about them, what the differences are, and what you should do. You can create a Facebook page for your business or a personal profile. It's really important to start with a Facebook business page and not a personal profile, because they have different features. A Facebook business page is set up to promote your business – it has places for your information, a map, link to your website, and the ability to add things like a menu if you're a restaurant. The business page also comes with statistics – Facebook calls these insights – that show you how your posts did, and how many fans you're growing over time. The personal profile does not have those settings. If you've already started a Facebook account for your business or organization and you're not sure what you have, take a look. If you have friends, you started a personal profile. If you have Likes, you created a business page.

❖ Now that you know which account to start with, go to facebook.com/pages/create and create your business page.

❖ After you create your page, fill out all the information for your business – address, phone number, website, hours, description.

❖ Make sure you add your logo – that smaller photo on the left – and a cover photo, that big horizontal photo at the top of your page. A mistake a lot of organizations make is not filling out their information and not adding photos – you need to use this Facebook page to build your brand. This is how people search now – they're looking for an official presence on Facebook. Having a complete page shows that this is your official home on Facebook and that you are active online.



Now that you've told people about your page, **start posting.**

- ❖ Try posting one to two times per day. Consistency is important on Facebook to keep top of mind with your fans.
- ❖ Remember the 50-30-20 formula. Half of your posts should be interesting and entertaining. 30% of your posts should provide value to your fans – share useful information that can help them achieve success. Of course, you have to sell what you do, so make sure 20% of your posts are about your business – inform your fans about what's new, and what you're offering them.
- ❖ We mentioned earlier that Facebook business pages have an analytics tool called Facebook Insights that lets you track your Facebook posts to see what's working for you. If you're just starting out, don't feel like you have to bury yourself in data right away. Just pay attention. If you posted a fun photo of your staff that got a lot of interaction, but the text post you shared that asked followers about their weekend didn't get any engagement, then you've learned what's working for you. Do more of what works.
- ❖ Or come right out and ask your audience – we're now on social media. What do you want to hear about from us on Facebook?



Thanks my Facebook friend for all your love,
support and LIKES! xo

Facebook.com/DannaCrawford1



One of the great advantages of social media is that your fans' interactions with your content can be seen by their networks. They can easily share your content, giving you a greater chance to reach more people. Increasingly, people are looking to social networks before making their purchasing decisions.

So make sure you're including Facebook in your promotion strategy, and share your campaigns there.

Nonprofits can make great use of promotion tools, like Facebook's "Donate" tab, as shown in this example from the Rescued Pets Movement. Fans of the nonprofit can donate directly from Facebook – a place they're already spending time.



Some ways you can integrate social media into your offer or promotion are:

- ❖ Post your email newsletters and email promotions on Facebook and your other social media sites
- ❖ Promote on Facebook: 62% say they look at small businesses' Facebook pages before they buy from you. And you know customers love discounts and exclusive offers. Constant Contact customers can use the "Grow Facebook Fans" campaign to create and manage a Facebook-specific offer for their pages' fans,
- ❖ Make your images work for you – post product photos or videos – social media users interact more with images than just text or text with a link
- ❖ You can engage with your audience – interact with them. Offer tips and advice that can show you as an expert in your field. **Ask questions.** Taza Chocolate uses social media to share information about where their ingredients are sourced, along with recipes and beautiful photos of their products – with links to their website, so hungry fans can click and buy.

62% look at Facebook page before purchase: <http://www.adweek.com/socialtimes/study-before-people-shop-at-a-small-business-they-check-facebook/300440>



I know you're busy, and you might not want to be – or can't be – on your computer all day. Save yourself some time by using some social media tools.

❖ You can also schedule your social media posts – you don't have to be sitting in front of your computer to post to your networks. Facebook has its own scheduling tool, but the other networks don't. You can use tools like Hootsuite to schedule posts for Facebook, Twitter and LinkedIn. Hootsuite also has an Instagram feature that reminds you when to post content, and makes it easy to share your images.










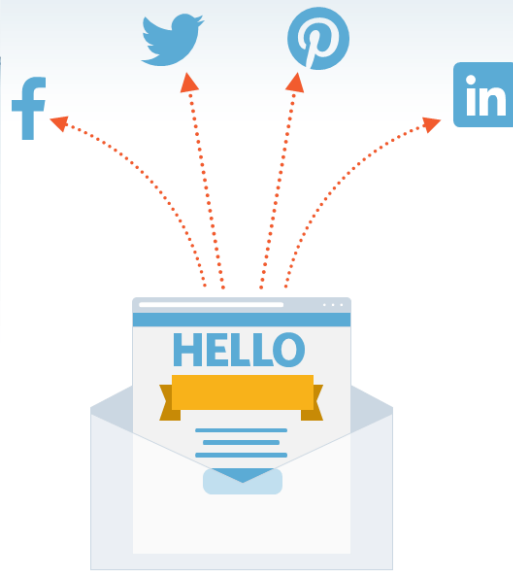
- ❖ It's also important to keep track of conversations happening on social media. You can use Hootsuite and Twitter to do searches on your business name or important keywords. Check out what people are saying and offer your services or expertise to help.
- ❖ It doesn't take a lot of time to keep on track with social media. Try at least 20 uninterrupted minutes at a time, 3 to 5 times a week to make social media planning, posting and monitoring part of your regular schedule.

- Read more @ [**Hootsuite Review**](#)
[**By Danna Crawford**](#)



The next thing you can do is to think about planning out your posts.
You could take a look at a week at a time or one social network at a time.

M	T	W	T	F
Time: morning	Time: noon	Time: morning	Time: noon	Time: noon
Post: Monday motivation quote	Post: Check out these tips	Post: Interesting fact	Post: What's new at our business	Post: Just for fun!
				



We covered the top 5 social networks today, but don't forget about email's role in social media marketing. Some of you may be on many of the social networks, but ALL of you are using email. Email remains the best way to reach people directly.

But always remember that at the core of all of it is the relationship you build with your clients, your customers, your followers and having their email address will help you manage and nurture that relationship in a big, big way. We talked about how the social networks work today, and you may have noticed something. They all have their own rules about who sees the content you post, and how you can get in front of your audience.

With email, YOU have control. You choose who you want to see your message, how it looks, and when you want to send it. You can use reporting to find out who actually opened and interacted with your content. You can find out who you're reaching, and who are your most active customers. Email helps to enhance that two-way conversation you're already having on social media.



❖ So it's important to get your email communication in front of your social audience.

Promote your emails across all of your social networks, and talk about social media in your emails. If you are a Constant Contact customer, you can easily publish your email to your Facebook page, Twitter and LinkedIn. For Pinterest, create pins from an image in your email, and then link to the online version of your email.

❖ Then, encourage people to join your list. We'll talk about some tools and content you can use to do that in a minute. If you plan to promote your email on social media, make sure you include a join my mailing list button so anyone who isn't a subscriber can easily sign up.





Use social to drive people back to your email list.

Facebook Business Page	Install a Sign-up Form App to FB
Social media platforms	Create fun posts with a request to subscribe – try using images
Instagram	Include a sign-up form URL in profile bio
Pinterest	Create a beautiful image detailing how to subscribe – include link in comment
Bio pages	Include a sign-up form URL in profile bios to gather most interested subscribers



Get fans' attention with the Facebook Sign-up Form App.

Join My List

Preview Save Changes

Account Settings

Constant Contact Account Default List

We'll add all contacts who sign up via Facebook to this list.

Change Account Facebook Page Default List

Signup Form

Page 1 Page 2 Page 3

Company Logo

Logo or Image URL (optional) 1

Import Image

Join our mailing list!

Get the latest news and offers

* Email Address

FOGGED IN BOOKKEEPING

Fogged In Bookkeeping Business Consultant

We've Got Your Back

Timeline About Free Newsletter Sign UP Reviews More

We love to keep folks up to date on great information out there, our own blog, business happenings and GREAT finds. We'd love for you to join us. No junk we promise.

Enter your email address to join our mailing list.

* Email Address

First Name

Last Name

By submitting this form, you are granting: Fogged In Bookkeeping, Inc. 12 First Way, Newmarket, MA, 02554, US, http://www.foggedinbookkeeping.com permission to email you. You can revoke permission to mail to your email address at any time using SafeUnsubscribe, found at the bottom of every email. We take your privacy seriously (to see for yourself, please read our Email Privacy Policy). Emails are serviced by Constant Contact.

Join Email List



I mentioned a minute ago that you could share your emails on Facebook, Twitter and LinkedIn, and this is how you do that: with the Social Share tool. Social Share offers a quick and easy way to share an email on Facebook, Twitter and LinkedIn with suggested post messages, images, and the best times to schedule posts based on when your social audience is most active. It also makes it easy to plan social posts for an email with a monthly calendar.

❖ Schedule your Facebook posts in advance, and then Social Share will post to Facebook for you.

Social Share [How does this work?](#) [Cancel](#) [Schedule](#) [Options](#) NEW

Schedule Your Posts < February 2016 >

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9 1 SCHEDULED	10 1 SCHEDULED	11	12 2 SCHEDULED	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	1	2	3	4	5

Friday, February 12th

Facebook

Have you checked this out?

9:00 AM

3

[Edit](#) [Delete](#)

Facebook

Have you seen our latest news?

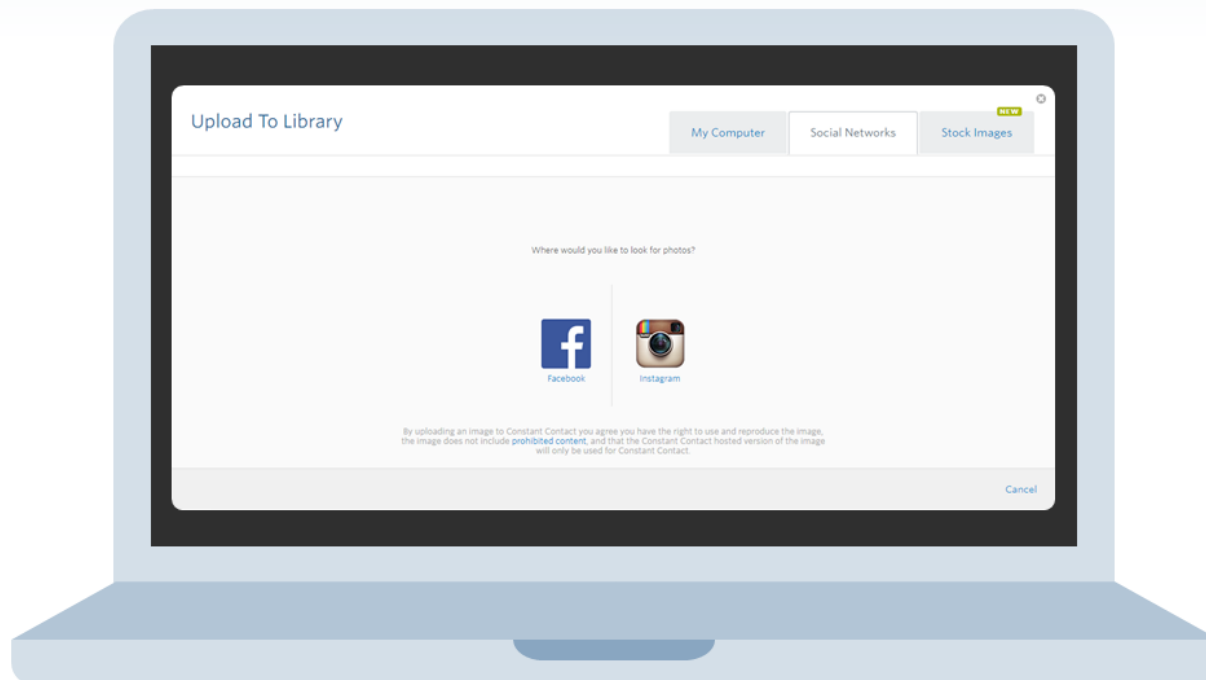
10:00 AM

[Edit](#) [Delete](#)



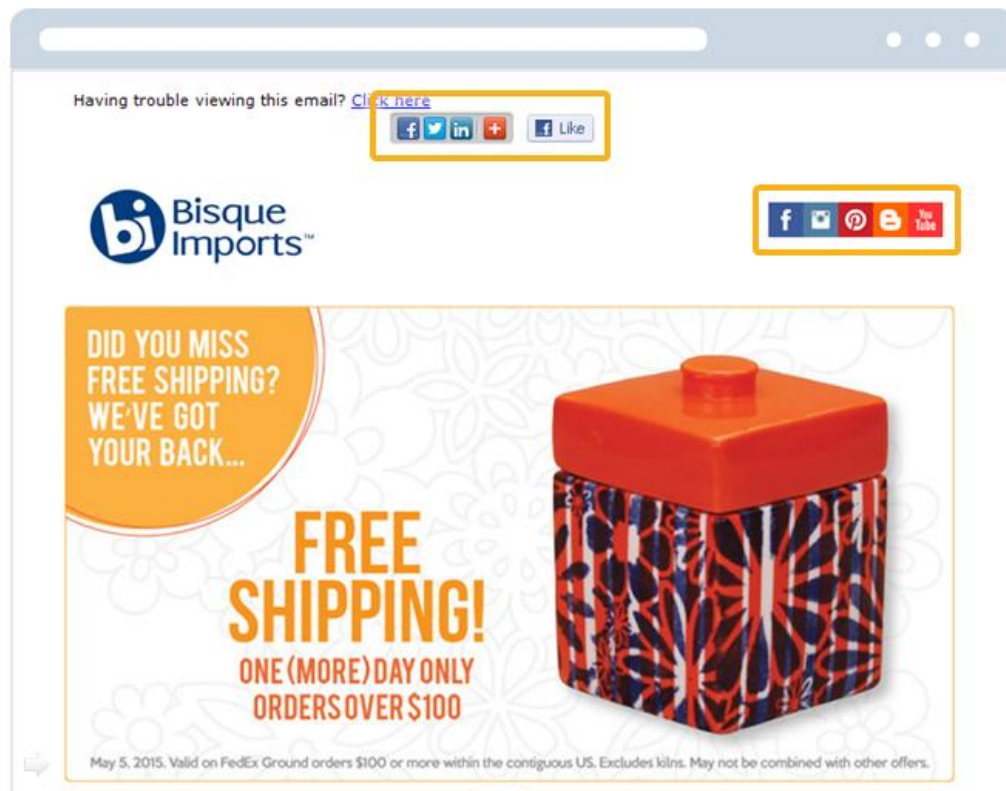
Here's another way to tie email and social media together. If you're sharing images on your business' Facebook page or Instagram account, why not add them to your emails? You can use your photos from Facebook and Instagram in your Constant Contact account. Just connect your account to your Facebook or Instagram page, and then add photos to your image library.

Use your Facebook and Instagram photos in your emails.





Emails with social sharing buttons increase click-through rates by **158%**



- Use the Share Bar
- Ask people to like, share, retweet, pin
- Add social media buttons



Next steps

1. Decide which social networks are right for you
2. Just beginning? Start with Facebook
3. Make it easy for people to find and follow you
4. Use the 50% 30% 20% rule for content
5. Schedule out your posts, plan weekly
6. Repurpose your emails, promotions on social



The Easiest Way to Grow Followers

- This site allows me to “engage” with my followers on a regular, daily basis on autopilot. I highly recommend!

- This is the magic site that I have used to grow my network on twitter: Commun.it.
Enjoy, Danna

The Easiest way to drive traffic, increase fan engagement, grow followers/likes and save time on social media.

- ✓ Better Manage Your Twitter Relationships
- ✓ Focus on your influencers & customers
- ✓ FREE Twitter/Facebook Analytics
- ✓ Manage multiple profiles & schedule Posts
- ✓ Who to un/follow, what content to Tweet
- ✓ Join 100,000+ satisfied users today, it's FREE!

Sign Up Today - **Free**



Sign in with Twitter



Resources

Learn more...

Local and online seminars

www.powersellingmom.com/digital-online-marketing

www.JoinMyNewsletter.com

.....

Get started today...

60-day free trial

www.PowerSellingMom.ConstantContact.com

.....

Find help...

Email Marketing Resources

PowerSellingMom.com/email-marketing