



1066
Country

Social Media Toolkit





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Social Media Platforms

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FACEBOOK



Facts

Facebook is the biggest social media network, with over 2.5 billion users worldwide.

Facebook also owns Instagram (1 billion users) and Whatsapp (1.5 billion users) as well as Facebook Messenger.

Who uses it?

Everyone! Well, nearly...

Facebook is a place where parents, grandparents, teens and 20somethings can all be involved in the conversation.



FACEBOOK



How can it help my business?

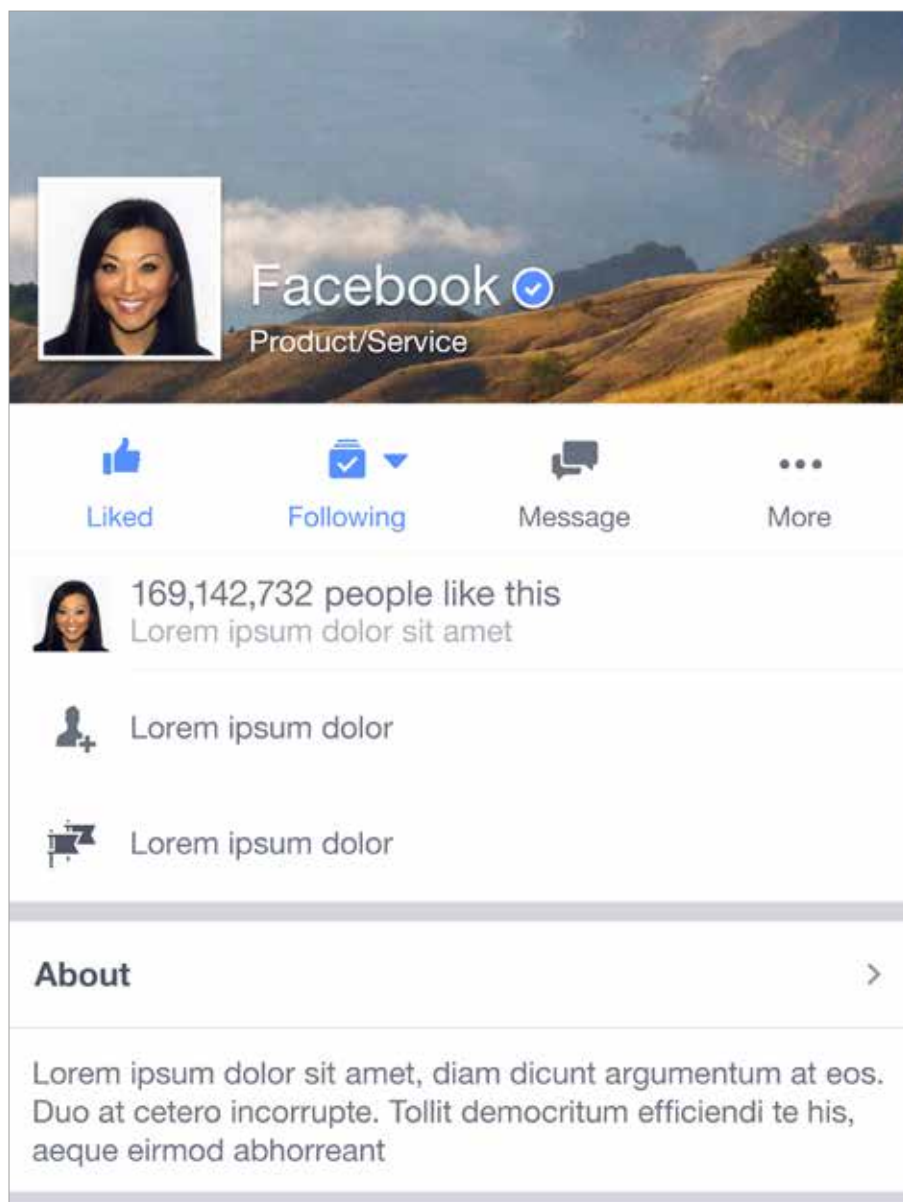
Facebook is the platform where word of mouth marketing happens; peers recommend products that have worked for them, parents recommend places to visit on school holidays, friends share events for their next night out.

It is predominantly a friendly platform but is increasingly becoming more reviews-based, so be sure to manage your review section or you could find yourself the subject of a comments showdown.

Facebook works using algorithms that keep people seeing the posts they are most likely to be interested in. Businesses can send out targeted adverts from their Page that 'push' their ads into their chosen audience's feeds.

TOP TIP

Businesses on Facebook should have a Facebook page, not a personal account – as personal accounts do not benefit from the marketing functionality available to pages, such as adverts



TWITTER



Facts

There are 320 million active Tweeters each month, with 15 million being from the UK. On average, over a billion tweets are sent every 48 hours.

Donald Trump has 73.4 million followers

Who uses it?

38% of Twitter users are between the ages of 18 and 29, 26% users are 30-49 years old. (<https://www.omnicoreagency.com/twitter-statistics/>)

What do you do with it?

If Facebook connections are the people you went to school with, Twitter connections are the people you *wish* you went to school with. It's fast paced and you only have 140 characters to say what you want to say. If it's happening now, then somebody somewhere is Tweeting about it.

Twitter is where the #hashtag originated. Hashtags are a way of searching for and categorising tweets. For example: you want to find out what people are saying about last night's episode of Eastenders. Type #Eastenders in the search bar and all the tweets that have used the #Eastenders hashtag will come up for your perusal.



TWITTER



How can it help my business?

Twitter is a business owner's dream come true; you have instant access to a huge audience of potential customers from all over the world, not just people on your followers list.

You also have access to the blogging community, who are very vocal and influential. For example, if you own a cosmetics company, you could contact prominent bloggers, offering them free products in exchange for a write-up about your product. If you have an event you'd like to promote, get the bloggers involved. Give away tickets as an incentive for them to attend and write about it.

Twitter is also home of the 'Twitter Chat', which is an allocated day and time where a big conversation happens, grouped together under a #hashtag. For example #SussexHour, which takes place every Thursday from 8.30-9.30pm. You can promote your business during that hour, by using the #SussexHour hashtag and joining in the conversation, making useful contacts and friends along the way. Getting your name out there is key and Twitter chats are a marvellous way of doing just that.

TOP TIP

Use lists to create different streams of accounts that are relevant to your brand



INSTAGRAM



TOP TIP

Make sure your hashtags are relevant and don't use too many. 5-10 hashtags is currently the preferred number.

Facts

Instagram is owned by Facebook, which means it uses the same ads platform and data as Facebook. It also means that Instagram posts, when shared to Facebook, get seen by more people than posts shared from somewhere such as Pinterest.

Who uses it?

A younger crowd: 53% of the user base is aged between 18 and 29.

What do you do with it?

Instagram is 'the pictures one' – you post an image, edit it in the in-app filter software, then add your description and hashtags.

Instagram Stories

Instagram now allows you to add media to a 'story' that deletes after 24 hours or can be made permanent by adding it as a 'Highlight'.

You can record video, add photos and layer on filters, text, stickers and emojis to create a series of slides that make up your story. Additional functionality such as questions, polls and countdowns are useful for social media marketing.

Businesses are able to add full screen ads into Instagram stories, and verified accounts or those with over 10k followers can add URLs to their stories using the 'swipe up' feature.

Access other people's Stories by pressing the circles at the top of your feed. To create your own, press the top left button that shows your profile picture. Instagram Stories are useful because they allow you to take your viewer 'behind the scenes' and add a personal touch to your marketing. You can also show products in action!

INSTAGRAM



Facebook Stories work in the same way but are not as popular or integral to the user experience as Instagram Stories.

IGTV is for those who want to create longer video content.

What is shadowbanning?

Shadowbanning is when a platform's algorithm is not showing your post to others. On Facebook, this happens when your post contains a link to a rival site (posting a Youtube link instead of uploading to Facebook video is a good example) and on Instagram it means your posts not showing up against your chosen hashtags, even if you can see it in the results yourself.

You can avoid shadowbanning by:

- Not using the same hashtags for every post
- Changing your hashtags entirely every few months
- Posting regularly rather than one big post infrequently
- Not getting reported
- Avoiding banned hashtags

How can it help my business?

Instagram users choose to follow brand accounts whose photos look stylish and align with their aspirations. Therefore – and especially in creative industries – a gorgeous object in the right setting is likely to get a good conversion rate. Instagram uses hashtags to categorise content in its search function, so you have to add hashtags in order for those who are not yet following you to discover your content. Instagram also allows targeted ads (set up via Facebook's Ad Centre) which allow businesses to push posts into targeted users' feeds.

SNAPCHAT



Facts

Snapchat is the originator of the Instagram Stories format.

Who uses it?

Snapchat has a very young audience ranging from 12-34 but mainly the younger end of that range.

What do you do with it?

Users upload video clips and images which automatically delete after a maximum of 10 seconds or add them to a story.

How can it help my business?

Businesses can get involved by using the ads dashboard which sends full screen ads into targeted Snaps. Alternatively you can team up with a partner network to syndicate your ads, or work with Influencers to advertise your products directly in their Snaps.



Facts

LinkedIn is designed for business networking, rather than social. It has 660 million members globally.

Who uses it?

LinkedIn members are generally looking for business promotion, networking, job seeking, and industry information. Recruiters and headhunters often use LinkedIn to find potential candidates to fill roles.

What do you do with it?

Your LinkedIn profile is like a CV, listing your work experience, education and qualifications. You can tag your profile with skills and endorse the skills of people that you know. You can also share content relevant to your industry, often aimed at other businesses rather than customers.

The Open University shared: 1h

How's this for OU flexible learning? David Mitchell narrates our introduction to the scientific concept of microgravity - and it takes up less of your time than making a cuppa...

60 second adventures in Microgravity with David Mitchell -
What is microgravity? (1/4)

YouTube • What causes that weightlessness feeling in your stomach when you go over a hill? This video, narrated by David Mitchell, explains what microgravity...

Like • Comment • Share • 1




How can it help my business?

LinkedIn can be used like a live networking event where you can get to know other users' skills and find partnership opportunities. If you know another user has certain skills, endorsing them on their profile will create good feeling and keep your name on their radar.

Joining relevant groups will help you keep up with relevant business news in your area.


As well as a personal profile, set up a company page where you can display product information, company history as well as show who works there by connecting personal profiles.

Trending in the Internet Industry 1d




Google to Oracle: Your \$9.3bn Android Java damages claim is mad | ZDNet
 zdnet.com • Google downplays the importance of Java to Android, to disprove Oracle claims that it's owed \$9.3bn in da...

[Like](#) • [Comment](#) • [Share](#)

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 Milton Keynes, United Kingdom

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Explore Careers of 164,613+ Alumni

Where they work	Count	What they do	Count
NHS	654	Operations	15,867
IBM	418	Information Technology	14,461
UK Ministry of Defence	404	Education	13,222

[more >](#) [more >](#)

General Information

[Show more](#)

TOP TIP
 You are 14 times more likely to be found on LinkedIn if you add a professional photo to your profile



Facts

Pinterest is a visual site, a virtual noticeboard. Pins live longer than posts on other networking sites as they show in search results and are constantly repinned by other users.

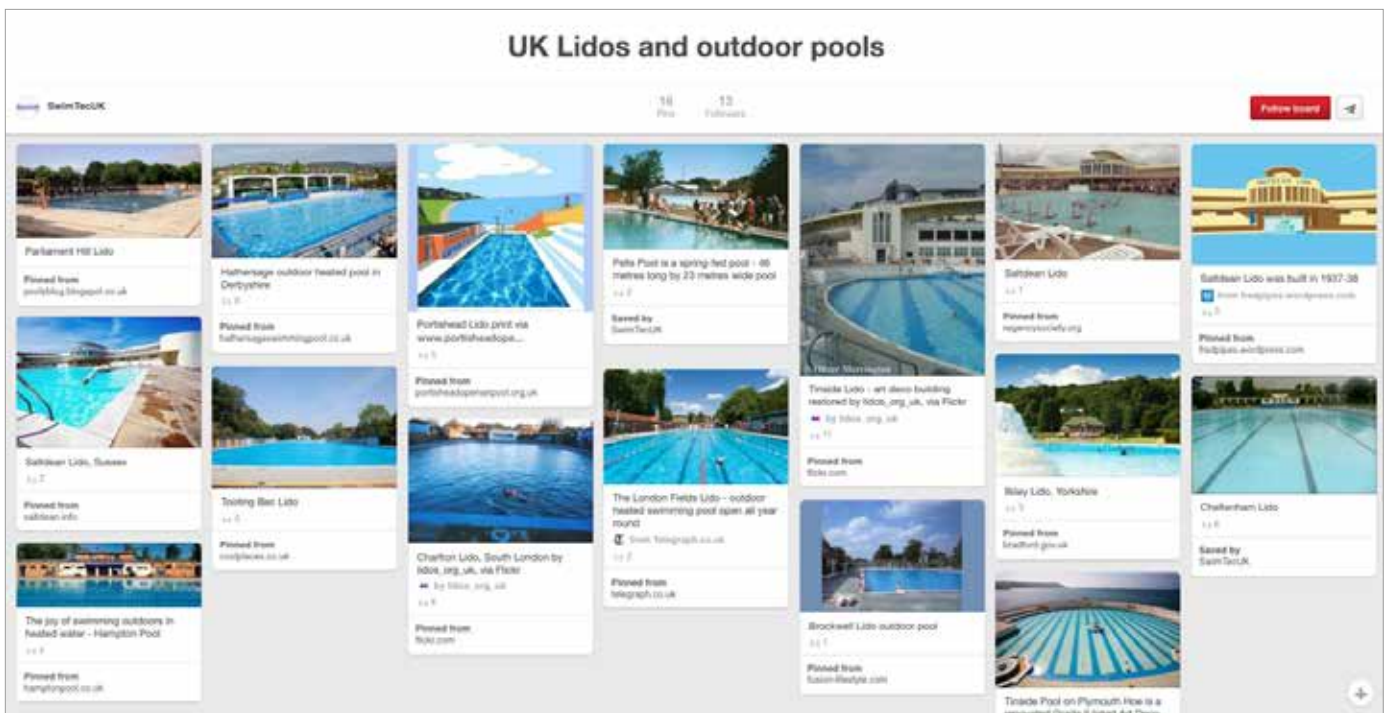
Pinterest users spend more online than the average internet user, so it is a great place to showcase your products.

Who uses it?

Pinterest has a reputation for being a site for women but the demographics are changing and currently women make up around 71% of its users. 50% of its users are parents. 75% of Pinterest use the site on a mobile device.

What do you do with it?

‘Pin’ images to your ‘Boards’ like a virtual noticeboard. You can pin directly from a website using the browser extension, or from within pinterest by ‘re-pinning’ someone else’s pin. The boards can be used as wish lists, mood boards, inspiration for projects, themed treasuries or anything else! Craft and baking tutorial guides have a 42% higher click through rate than other pins.



PINTEREST



How can it help my business?

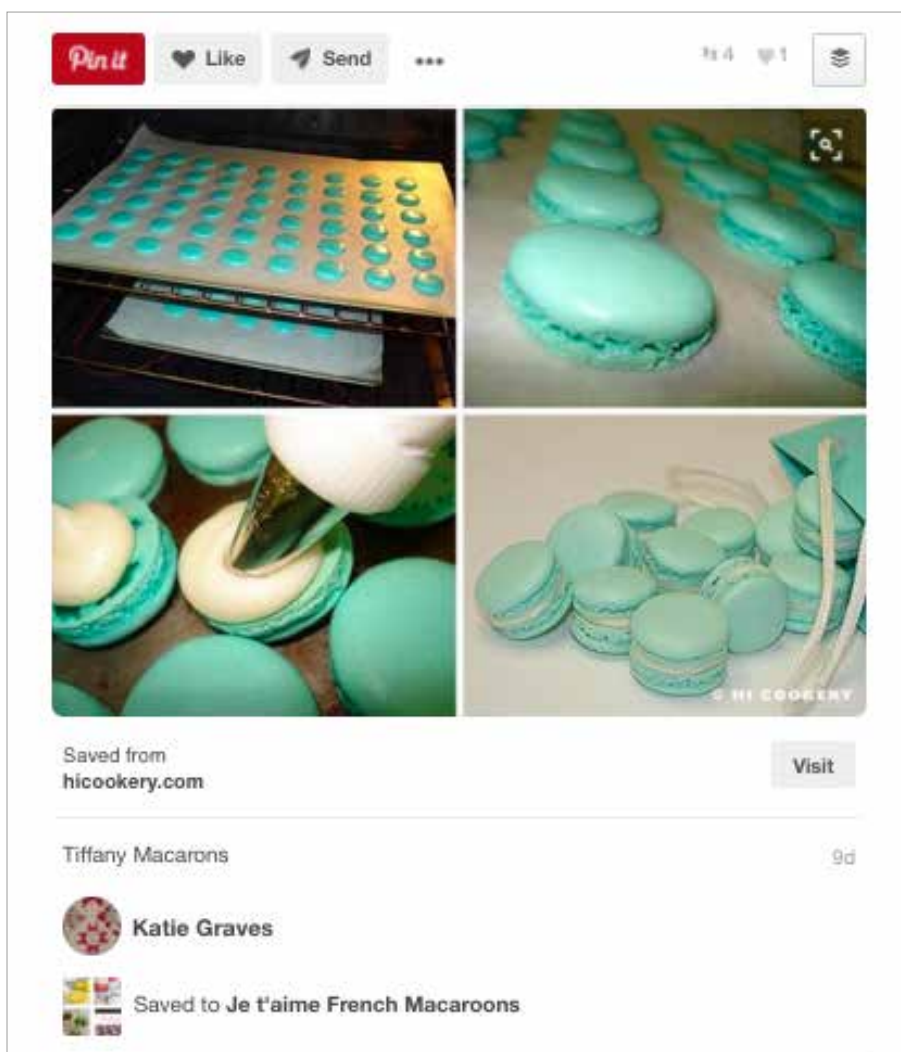
Pinterest isn't about aggressive marketing. You can share your story and products but you also need to provide helpful, inspirational and fun content to your audience. For example, an American diner could pin recipes, or create a hotdog-themed board showcasing various products including their own menu item. A user may be looking for a funny hotdog outfit for their dog but if it is pinned on one of your boards, they will see your name and become aware of your products and services too.

88% of users have purchased a product they have pinned, you can't be part of that 88% if your products aren't pins!

Add your own comment to each image that you pin, to build your brand personality. If you are adding your own product, remember to add a price in the description as pins with prices get 36% more likes than those without.

TOP TIP

Balance sharing your own products with sharing other pins that fit with your brand. A 1:5 ratio is a good guide





Facts

With 70,000,000 members globally, 6.2 million businesses, 53 million user photos and 200 new contributions posted ever minute, TripAdvisor is one of the busiest sites around.

Who uses it?

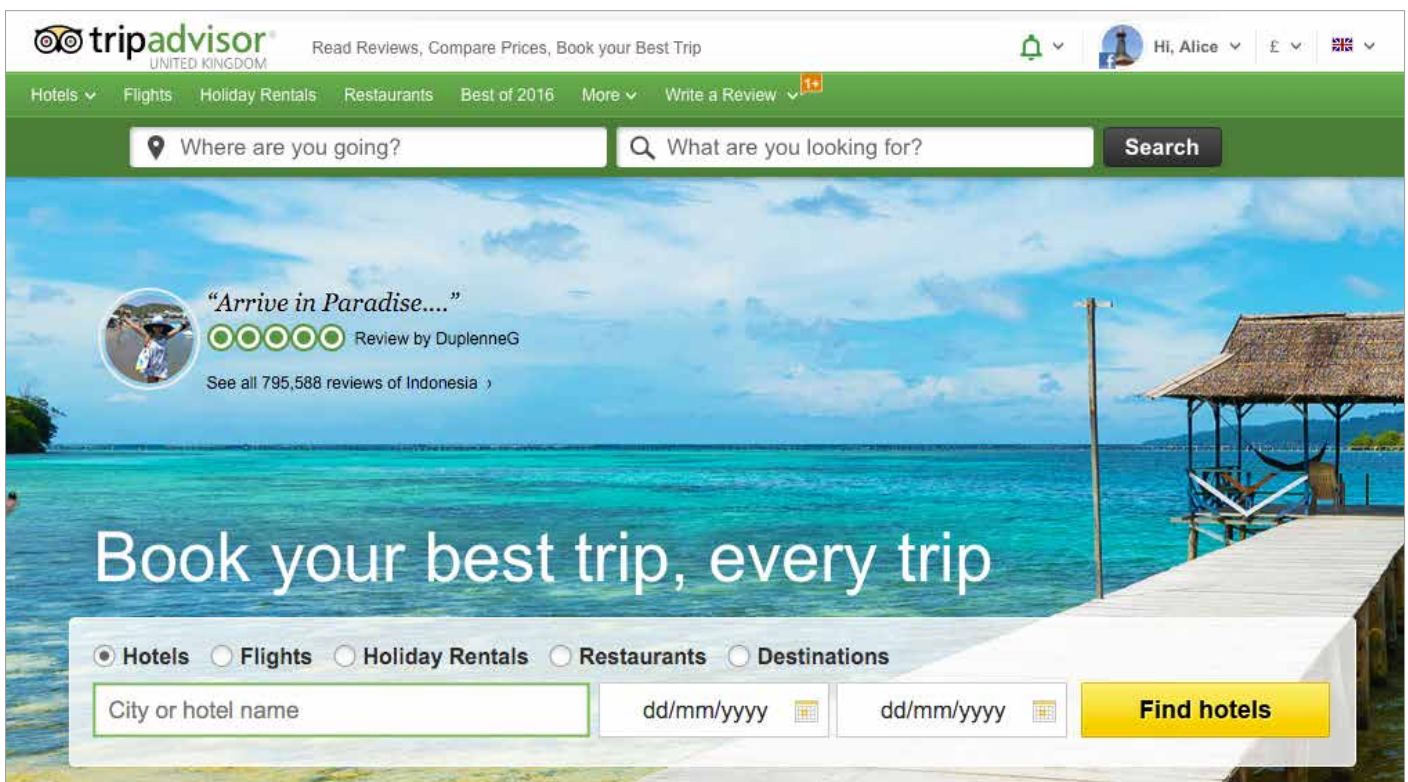
People planning trips or looking for restaurants or attractions. 50% of users of TripAdvisor access the site on their mobile or on the app.

What do you do with it?

TripAdvisor allows you to search by destination and discover which are the most highly rated places and experiences as reviewed by its users.

80% of users read 6-12 reviews before booking their accommodation. Many hotels can be booked through TripAdvisor, which offers a price comparison features.

After their visit, users can review their experience and upload photos.





How can it help my business?

Claim your business, then add high quality photos and descriptions. Invite your guests to review you on the site after their visit.

Responding to bad reviews with an apology and an offer of making it up to them can do wonders for your reputation. Customers who have had a bad experience rectified well are often the best ambassadors for your company. Other users will also see your response and see that you are a friendly business.

‘Find us on TripAdvisor’ stickers are available to display in your shop or restaurant and businesses with a high enough star rating will receive a poster stating this.

You can track your performance with TripAdvisor statistics and see how you are measuring up against your competitors

TOP TIP

Answering forum questions related to your locality will not only help visitors enjoy your town but will raise your profile as an engaged local business

“Stylish, comfortable and friendly and personal hotel”

★★★★★ Reviewed 2 weeks ago

We enjoyed the hotel with its stylish decor and homely feeling. Wonderful breakfast with excellent choice and freshly prepared. and friendly service . We were offered a free cup of tea and cake on arrival.

Room Tip: Slightly hotter water in the shower would be nice otherwise perfect.

[See more room tips](#)

Stayed March 2016, travelled with family

Review collected in partnership with this hotel

Helpful?



Facts



Google My Business is a free marketing tool that can boost your search engine rankings.

Who uses it?

Anyone searching google for information on your business will see your details.

What do you do with it?

Claim your page and use this platform to display opening hours, address, key information and reviews. Your location will show on a Google Map alongside it.

Tunbridge Wells Forum ★

Website
Directions

Event ticket seller

The Forum is an independent music venue in Royal Tunbridge Wells, Kent with a standing capacity of 250. [Wikipedia](#)

Address: The Common, Tunbridge Wells TN4 8YU
Capacity: 250
Phone: 0871 277 7101

[Suggest an edit](#) · [Own this business?](#)

Events

The Bluetones	Sat 16 Apr
Foreign Beggars	Fri 20 May
The Wedding Present	Thu 26 May

Reviews

1 Google review

Write a review
Add a photo



How can it help my business?

Your Google My Business listing is often the first thing your future customer sees before they contact you.

By claiming and maintaining your profile you can increase your Google ranking because you are showing Google that you are active and reputable.

Encourage your customers to leave reviews as this helps your Google rankings and shows customers that you're popular. Don't be scared of bad feedback, if you do get any negative comments, use it as an opportunity to respond appropriately and win back that customer.

RIDDLE & FINNS ★
4.3 ★★★★★ 53 Google reviews
Seafood restaurant

Open kitchen serving oysters, champagne and classic seafood dishes at marble-topped tables.
Address: 12b Meeting House Ln, Brighton BN1 1HB
Phone: 01273 721667
Hours: Open today · 12–10pm ▾
[Suggest an edit](#)

Popular times ⓘ Mondays ⇅
Now: Usually quiet ----- peak -----
6a 9a 12p 3p 6p 9p

Reviews Write a review Add a photo
"10 out of 10 x thank you all for a wonderful evening x."

TOP TIP
Verify your business by phone or Google Postcard to show up in results

Content Marketing

Sending the right message

There are several key things to consider when posting as a business.

Tone

Is your business just you? Or does your company have its own identity? Consider the tone of voice you use and use it consistently so that your customers can get to know you.

Spelling and grammar

Social media is a communications tool, so be absolutely sure that you are communicating effectively. Poor spelling and grammar makes your business look unprofessional and on some sites (Twitter, especially) users will take great delight in correcting you, publicly. If spelling and grammar is not your strong point, enlist the help of someone who is good at it.

Content

What are you trying to say and to whom? Your text should be warm, factual and to the point. Don't waffle or speak negatively, inspire your customer and guide them towards a sale.

Links

Are you talking about a product, site, article, place or event? How can your customer find this? Include a link (trackable, preferably, which we'll talk about later) to it so they can quickly discover more. Also, don't forget that each external link to your site contributes towards your SEO.

FACT

77% of Tweeters feel more positive about a brand when their Tweet has been replied to

PICTURES

Pictures are hugely important in getting your message across (they paint a thousand words, remember). Do not skimp on poor quality images. Use high res, attractive shots of your products, or get one from a royalty-free

site. Make sure they are large enough for the site you're posting to (check the Cheat Sheet in 'Useful Links' for sizes).

Do not take pictures from the internet unless you have express permission to use them or they state that they are copyright free.



Video

Video is a great way of getting your message across, but not everyone can afford to hire a professional videographer.

If you need a cheaper option, most social networks allow you to record and upload or stream straight from your smartphone. Consider lighting, props and framing when you shoot – you can still get great results from a smartphone.



Hashtags

A hashtag (#) is a code that assigns your post to specific feed. It makes your post discoverable by those who are not Following you.

This picture would need #tea #vintagecup #crockery to appear in relevant searches.

If you don't use hashtags, only your existing followers can find you. Use them!



FACT

There are over 80 million photo uploads each day to Instagram

FACT

Within the 18-49 age range YouTube has a greater reach than TV

What to post on different platforms

A good rule to follow is: Message. Picture. Link. Hashtags.

These are the main components for posts on all social sites – however, be aware that some sites don't work well together, for instance: Instagram handles don't automatically link on Facebook and Twitter, so be sure to check your post and fine tune it as necessary on each platform.

The image shows a screenshot of a Facebook post from the brand 'Waitrose'. The post header includes the Waitrose logo, the text 'Waitrose added a new video: Egg farm, Marlborough.', and the timestamp '15 May at 13:00'. The main text of the post reads: 'We guarantee all our eggs are free range. Like the ones from our egg farm in Marlborough. Find out more: <http://bit.ly/2pCx4jo> Everything we do goes into everything you taste. #TheWaitroseWay'. Below the text is a video player showing a scene of a horse and chickens in a field at sunrise. The video title 'Egg Farm, Marlborough.' is overlaid at the bottom of the video frame. At the bottom of the post, engagement metrics are shown: 4.2k reactions (likes, hearts, and a shocked face emoji), 607 comments, and 529 shares. The bottom of the screenshot shows the standard Facebook interaction buttons: 'Like', 'Comment', and 'Share'.

Your Audience

Finding your audience, organically and paid

It's easy to feel baffled when dealing with Internet marketing. Typing your card details into a machine to get more customers does seem a bit weird. But, it works.

Imagine social media is a shopping centre, with thousands of people wandering around. There are thousands of shops with millions of products on sale and you need to work out which people in the shopping centre are worth approaching to bring into your shop. You also need to make sure your shop stands out and everything is easy to find.

Social media and Google Ads work on an auction basis: you set how much you'd like to spend and to which audience. The platform's ad software will then see who else is advertising to that audience and serve the ads which it will make the most money from, first. So – it's worth spending a decent amount to a very finely targeted audience as opposed to throwing a few pounds at a popular audience such as 'people who like Radio 1'.

Target Market

- Who buys your products?
- Where do they live?
- How old are they?
- What time will they be online?
- What do they Follow online?

FACT

The best time to pin is between 8pm and 11pm

It's easy to forget that these are real people you're trying to reach. Don't get put off by terminology or numbers, think about the human you're trying to engage. Think about your own Internet habits and write down what kind of person you're trying to attract. An example might be:

Mum

Aged 25-45

30km radius of Hastings

Online at 11am and 8pm

**Following Clambers, NEXT, Peppa Pig,
Davina McCall**

You can create a profile for this audience using social media advertising platforms and create different profiles for different ads.

Terminology

Targeting: As above, these are the people you want to reach

PPC: Price Per Click – pay each time someone clicks your ad

CPM: Cost per 1000 Impressions, pay each time your Ad has appeared 1000 times.

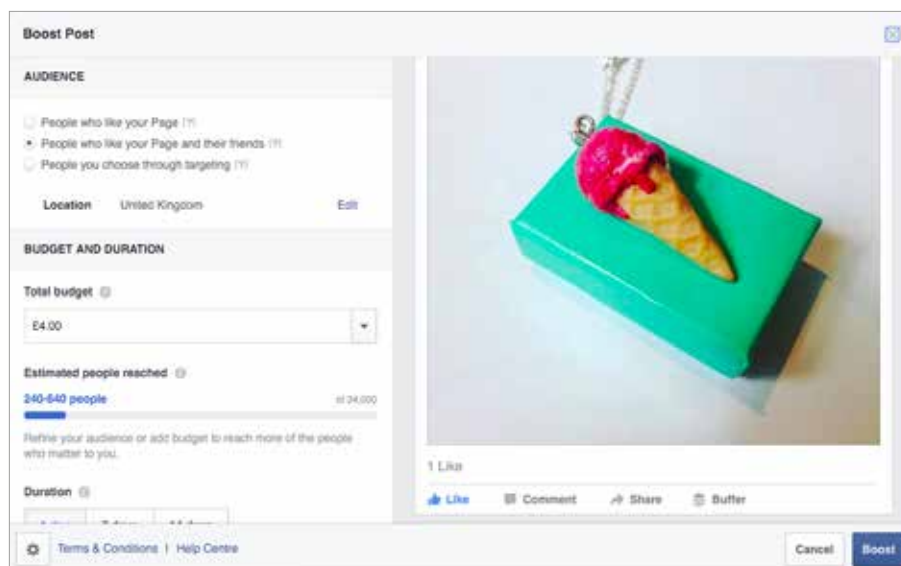
Spend: Choose your spend per day or in total. How much are you willing to pay for a like, follow or 1000 impressions?

Boosting Facebook posts properly

By boosting a Facebook post, it is very easy for you to input your card details and spend the odd £10 here and there. Facebook makes a lot of money out of people putting £10 in to see what happens. This is not an effective way of using Facebook Ads. However, if you know what you're doing, Facebook Ads are a very cost effective way of reaching new and existing customers.

FACT

An average of
1,500 posts
compete for
attention in a
user's News Feed



When setting up your boost, you can choose one of three options:

- People who like your page
- People who like your page and their friends
- People you choose through targeting

Remember that Facebook is a paid platform for businesses and you will need to pay to reach all of your existing likes. You also need to boost to reach new people, every time, unless you have a team of friends who are out there actively sharing your content to the world, all the time (we wish!).

When posting to a new, targeted audience, you will see an option to 'Create a New Audience' – this is where you select the people you have identified as being your target market. Be aware that when selecting 'Interests' not everything you want will be in the Facebook database. 'Peppa Pig' will, because it's hugely popular, but Clambers won't, because it's on a smaller scale. If you can't find what you want, have a think about what else your target audience might Like in its place- Chessington World of Adventures? London Zoo?

FACT

The average
Facebook user
has 338 friends

Choose how much you'd like to spend and set a date for the campaign to end – make sure you're spending at least £1 per day.

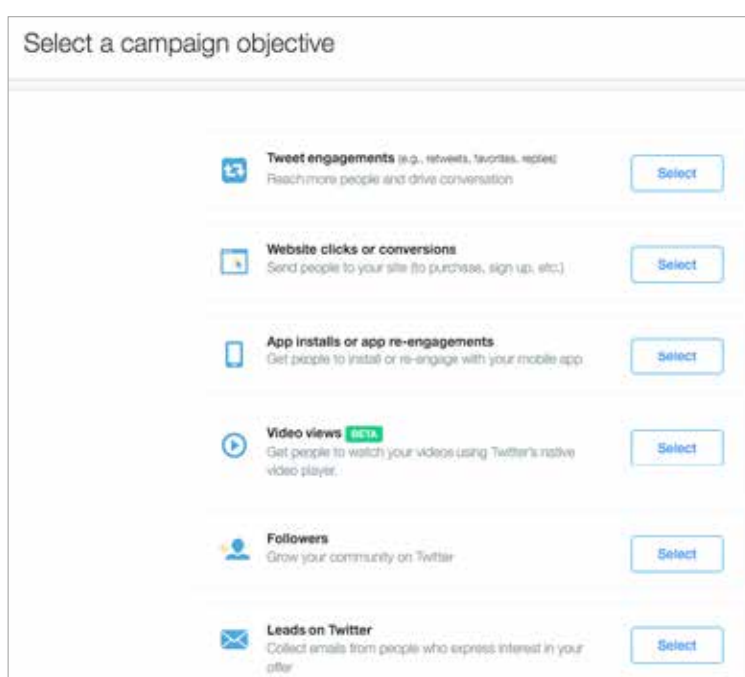
Another thing to remember is that Facebook will penalise boosted posts that have an image that contains more than 20% text. There are also

restrictions on content and advertising techniques - familiarise yourself with Facebook's Advertising Terms and Conditions here:

<https://www.facebook.com/policies/ads>

Your boost will run across all of the Facebook-owned ad platforms (News Feed, In-Video, Messenger and Instagram) unless you deselect 'Automatic Placements', so think about where you'd like your boost to be shown before you launch your ad.

Once you get great at boosting, you can move on to the Facebook Advert Manager and start running ad campaigns.



Twitter Ads

Twitter ads work much the same as Facebook ads but with some more helpful functions such as: being able to target any another account's followers, targetting a search term or hashtag or targetting people watching a specific TV programme.

Be sure to select an end date and/ or total spend on your Twitter ad campaign so that you don't overspend.

FACT

53% of people who Tweet to a brand expect a reply within one hour - which rises to 78% if the Tweet is a complaint

Blogging and writing engaging copy

Blogging is a great way of creating your own content and it also helps Google recognise that you are an active online presence (Google loves fresh content) Keep your blogs interesting – you are writing for others, so tell them things about your world that they don't know. Describe your process, share 'behind the scenes' images. Keep them engaged by bringing them closer to your brand. Be sure to link to your products and site within your blog to improve your SEO.

UNDERSTANDING YOUR DATA

What does it all mean?

Smart links

One of the biggest issues around Social Media is quantifying it.

A good way of measuring its effectiveness in driving traffic to a product or site is to use a link shortening service such as Bitly, which allows you to rename and organise your shortened links but more importantly, generates information about where the link has been shared.

A good rule is to shorten all of your links; if one of your posts goes viral and you make 1000 sales, you can't see where those sales came from if you haven't told a programme to gather data. If you've used Bitly for the link to the product in the post, you can see which network it was shared on, when and where.

Analytics platforms such as Google Analytics and Facebook Insights show you who is engaging with your Ads and how many clicks and conversions that equates to.

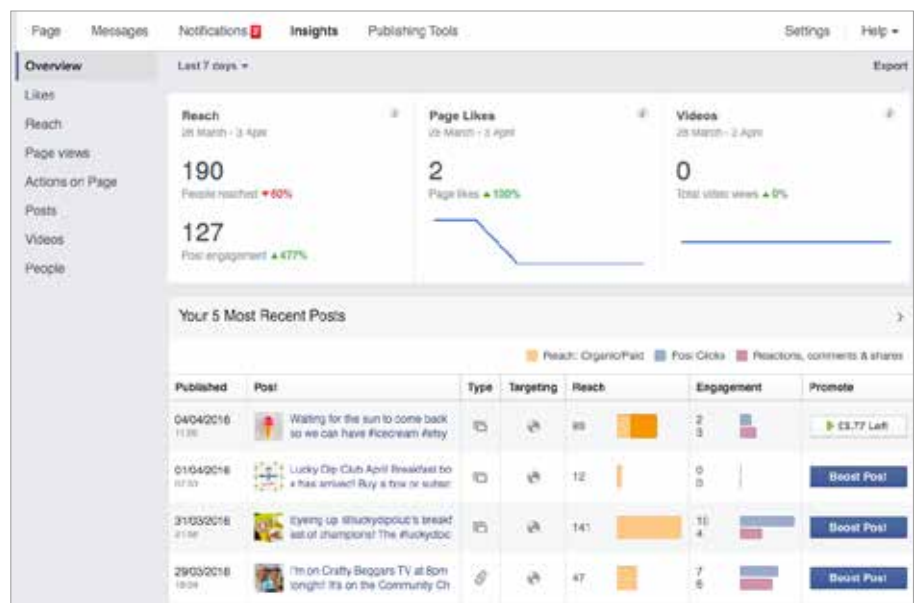
You can create advertising pixels that sit in your website's code, to track the effectiveness of a social media ad in driving traffic to your website.

It is always a good idea to spend some time in your analytics software – it can seem a bit overwhelming but if you dig around, you can see who your customers are and where they are coming from. Once you have that knowledge, you can build a clearer picture of where to target in the future.

Make sure you create a Google Analytics account and connect it to your website



Every Facebook business page has Facebook Insights which show you where your likes and engagements are coming from. This is where you can see what impact your boosts are having.



FACT

Facebook adds 500,000 new users every day (that's 6 new profiles per second!)

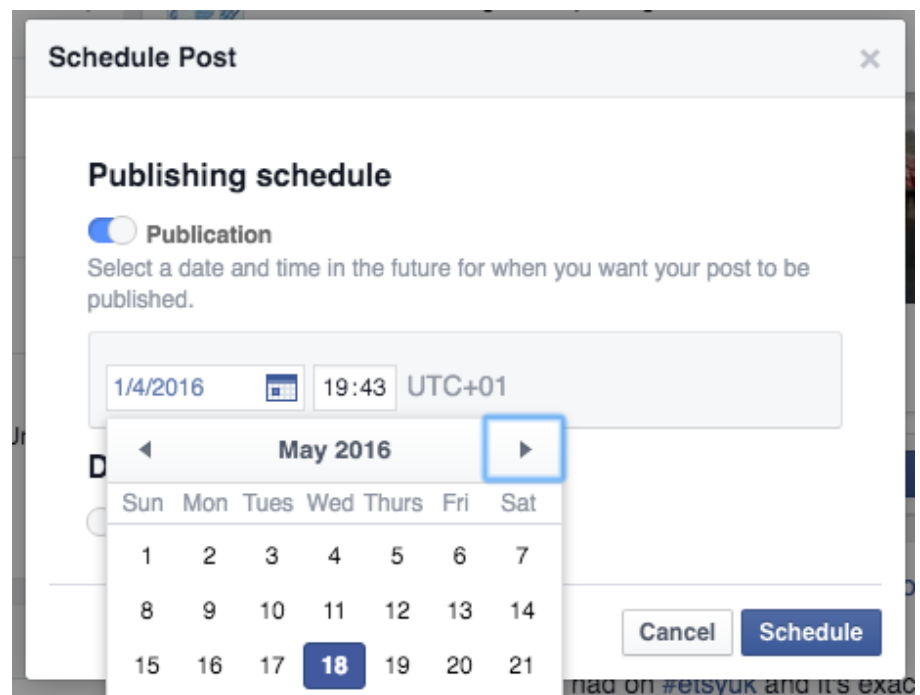
TIME SAVING

Speeding up the process

Scheduling and managing multiple platforms

Being your own social media manager takes time, it is a full time job for many people, but there are workarounds for those with busy schedules: scheduling.

Facebook has an inbuilt schedule option, just choose your date and time:



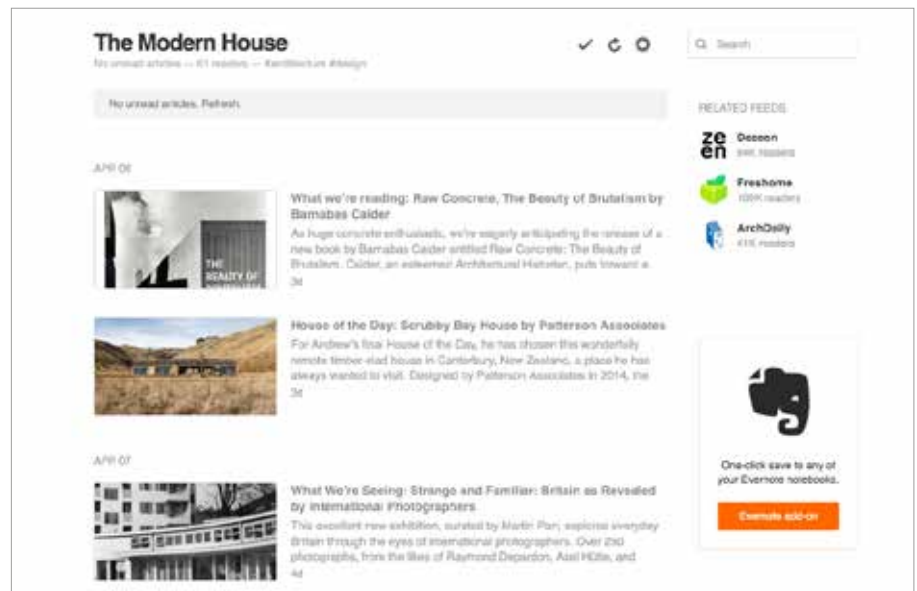
Other services such as HootSuite, Buffer and Sprout allow you to schedule posts across all of your sites too, meaning you have control of your entire social presence from one place.

Finding and Planning Content

Keeping the conversation going is important in social media. If you don't post regularly, you fall off people's

radar. However, it is common for people to get stuck for what to say, if they only have a limited amount of messages or products. A good way of working around this is to post articles that interest you or are relevant to your business and where appropriate, subtly linking back to your own site or product.

If you don't have time to scour the web daily for this content you can use an aggregator such as Feedly.



Simply enter the website or category you'd like to see posts from and it will collect these for you, meaning you can dip in now and again to choose posts to share on your social media networks.

It's a good idea to keep a content calendar so that you can place and view the next few days/weeks' posts.

Example Week							
Date	18th	19th	20th	21st	22nd	23rd	24th
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Shared from Instagram	Shared from Instagram	Conversation starter		Shared from Instagram	Testimonial	News Article
Instagram	Picture - Happy Monday	Collage of new products		RePost	Happy Friday Picture	Follow some accounts	Like some posts
Twitter	Shared from Instagram	Shared from Instagram		RT	Shared from Instagram		RT and follow
Other	Testimonial				Testimonial		
Notes					Mail out to new customers		Mother's Day!

Top Tips

How else can you grow your social media audience?

Set the scene

Platforms like Pinterest and Instagram are aspirational, people seek out nice looking images to inspire their own lifestyle. Make sure your product is in an attractive setting, amongst other items that your customers will love.

Share your process

The internet is genuinely interested in how you do what you do, so take a short video, or write an SEO-rich blog post about your business and why you love it.

Get involved

There are lots of groups and initiatives online that can benefit your business, such as Etsy Teams for creatives and community groups on Facebook and Twitter initiatives such as #creativehour or #sussexhour.

Collaborate

Inviting other people to collaborate on Pinterest or Instagram creates excitement for both your audience and theirs; it's a great way of growing your following.

Incentivise reviews

It's often the case that customers who had a positive experience with you will just merrily go on their way, not thinking to leave a review. One idea to gain more positive reviews is to subtly remind the customer to leave their feedback by mentioning your Trip Advisor or Facebook page on their receipt or at the point of sale. It's fine to ask customers to leave you a review, even to offer a discount on their next purchase if they do, but it's not a good idea to offer discounts, free gifts or money for positive reviews (this would skew your feedback anyway).



Activate the team

Use your whole team for social media – train them to post as your business and encourage them to post fun and useful updates that engage and grow your audience

Make use of local hashtags

Research local and national events and holidays that will have popular hashtags and be sure to include them in your posts.

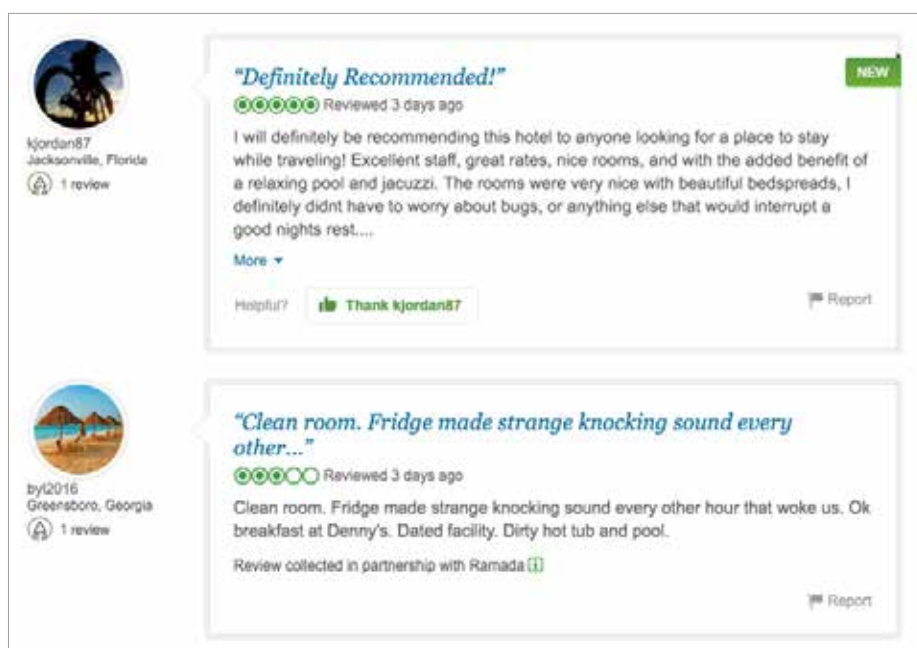
Reviews and testimonials

Reviews can make or break your brand online. Facebook especially has a healthy reviews section, and TripAdvisor is built around them.

TOP TIP

Visit
@hashtag_hour
on Twitter to
find relevant
#hashtag hours

The key thing to remember is to remain polite and informative. If you receive a terrible review, take it away and think about it for a few hours, don't react emotionally and end up in a comments debate. A bad review is a fantastic opportunity to improve, so look inwards and see how you could have done better, then offer the reviewer some kind of resolution – this could be an apology, explanation, discount or freebie to try again. If they are intent on making an example of you, remain polite and informative but remember that others will look at this conversation before deciding to visit you.



A fantastic review can become a testimonial, which can form part of your content strategy. A good frequency is posting one or two great testimonials per week.

SEO

SEO stands for Search Engine Optimisation. We'll concentrate on the search engine Google for the purposes of this toolkit.

Imagine Google is a big, friendly creature that needs your help finding things on the internet:



The practice of SEO is the tuning up of your website and web presence to ensure it stands the best chance of appearing in relevant search results – meaning that your business is ‘discoverable’.

You need to make it super easy for Google to find you when someone types in a search term that pertains to your business.

Google can't see pictures but it can read words and it wants to know that you are a real business - that you're active, knowledgeable about your business and popular, so that it can send people to you.

For example: someone types in ‘Handmade Gifts’ – how are you making sure that Google can find you? If you've written it in your blog post, or named an article on your site ‘Handmade Gifts’ then Google will know that you are the right kind of business. If you're getting lots of shares on your Facebook page that mentions you sell handmade gifts and you update your site regularly with new handmade gifts, Google will know to send the customer to you before less popular and less active sites.

FACT

Google processes 100 billion searches every month (that's 40,000 search queries every second)

Here are ways that your social media presence can help you tell Google who and where you are:

Integration

Linking your social sites to your website creates outbound links – which Google likes. It means that other sites like your site so much that they're linking to it. Don't forget to link back to your social sites from your website so that it's easy for Google (and customers) to find you everywhere online.

Followers

Google can see how many real followers (no bulk-buying fake ones!) you have. It will give preferential treatment to those with a bigger following.

Somewhere to shout from

Social Media gives you a platform to push your SEO-rich content (such as blog posts and articles with links to your website) to people who will click and share them. Use them!

Social Shares

Google likes shares. Posts with more social shares will get a higher search ranking as it means people like to read your content and consider it authentic.

You can also benefit your local SEO strategy by involving yourself in local social media activity and getting lots of shares in your local area.

Remember: Always make it easy for Google to find you: Be clear. Be active. Be authentic.

REMEMBER

Be clear.
Be active.
Be authentic.

Collecting emails

As long as Facebook still emails you to tell you something is happening – you know that email is still important.

Email marketing builds a more meaningful connection between you and your customers. A customer who opts-in to your mailing list is clearly interested in what your business has to offer, so it's your responsibility to keep them interested with valuable and enjoyable emails.

You'll find that if you send emails that say the same thing as your blog, site and socials, you'll lose subscriptions. The same goes if you send too many emails or appear too gimmicky. If a customer is generous enough to let you in to their inbox, make sure there's a reason why you stay there, other than just to hard sell to them.

To gather email data you need to use a sign up widget from a service such as Mailchimp, which allows you to generate a sign up box to sit on your website. There is also integration available that lets people sign up straight from your Facebook or Twitter.

FACT

72% of consumers say that email is their favoured method of communication with companies they do business with. 61% say they like to receive promotional emails weekly and 28% want them even more frequently

The image shows a simple web form for email subscription. At the top, it says 'Subscribe to our mailing list'. Below that is a light-colored rectangular input field with the placeholder text 'email address'. Underneath the input field is a dark grey button with the word 'Subscribe' written in white.

Familiarise yourself with GDPR (General Data Protection Regulation); don't sign people up to your list who did not expressly ask to do so – and do not pass their data on to anyone else without their permission.

A good way to use email marketing is to create email-only discounts or offers.

Use promotional codes and giveaways to reward your loyal email list and incentivise them to stay signed up.



USEFUL LINKS

GIMP - Free alternative to Photoshop

<https://www.gimp.org/>

Pixabay - Copyright free images you can use on Social Media

<https://pixabay.com/>

Social Media Cheat Sheet for Image Sizes

<https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

Social Media Scheduler

<https://hootsuite.com/en-gb>

Facebook Ads Image Text Guidelines

<https://www.facebook.com/business/help/980593475366490>

Bitly - link shortener with analytics

<http://bitly.com>

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