



KERRY COUNTY LIBRARY

SOCIAL MEDIA FOR BUSINESS

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HELLO & WELCOME

A BIT ABOUT ME

REBECCA KEMP DIGITAL MEDIA

- offers social media services, website design and online written content
- clients are mainly independent businesses in Kerry
- worked for 18 years for the Rose of Tralee International Festival
- mentor for Kerry Local Enterprise Office

FIND ME:

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WHY USE SOCIAL MEDIA FOR BUSINESS?

- **Around 80% of the population in Ireland use social media, and nearly 95% have a mobile phone.**
- **Most use Facebook and Instagram, followed by Twitter.**
- **People are used to using social media to purchase and are doing so more than ever - 7/10 internet users purchased online in 2020.**
- **It is where your customers are.**

WHICH PLATFORMS?

- **The best platforms for your business are the ones that lend themselves best to your business.**
- **Don't stretch yourself over too many platforms, decide which are right for you.**
- **Generally, the platforms most suited to business are Facebook, Instagram, Twitter and LinkedIn.**
- **Think about which platforms your customers are using.**



IS IT SOCIAL MEDIA MARKETING FREE?

- Yes! It can be, but
- Your posts need to reach the maximum number of people and the right people.
- Spending money will help achieve this.
- There are also no-cost things you can do to help increase the reach of your posts (tag, hashtags, share and comment).
- Work hard on creating a good relationship with your customers: remain accessible, responsive and personal.
- Share UGC (user generated content) that mentions you.
- Create impactful and original posts that get shared a lot (most viral posts go viral just get lucky).
- Influencers: at a non-celebrity level can be hired for a few hundred euro, help spread your message and get you new followers.

WHAT SKILLS DO I NEED?

- the ability to put yourself or your brand at the forefront of your business.
- Good communication skills.
- Be creative.
- Have time set aside for social media if you are doing it yourself.
- Patience!



DOS AND DON'TS: FEEL FREE TO BE YOUR BUSINESS SELF

- **Do** make sure your own personal social media profiles are above scrutiny.
- **Do** ensure that your branding is consistent across all your social media channels.
- **Do** decide on a look and feel for your social media output and keep to it in all your posts.
- **Do** make sure that you use correct spelling and grammar (no text speak!).
- **Do** use emojis to create a mood or feeling.
- **Do** ask questions or create content that encourages your followers to interact.
- **Don't** post anything negative or use bad language.
- **Don't** engage in an argument or discussion concerning a grievance on social media - encourage users to email you with their issue.
- **Don't** comment on politics or any local disputes, or engage in criticism of another business or individual.

NEWS FEED AND STORIES

- Your posts appear in your and your followers News Feed and stay there forever unless you delete them.
- Stories last 24 hours (or less - you can set this) and then disappear.
- Instagram Reels.
- Reach or Likes?



FACEBOOK

- **Love it or hate it! Facebook remains the social media platform with most users globally and in Ireland.**
- **You can post in your news feed and on stories, and schedule posts.**
- **You can pay to advertise.**
- **You should have a business page. This allows you to share to your personal pages and with your friends, and across multiple accounts or pages.**
- **Make sure you populate all relevant the sections with your contact information, business hours etc. so that customers can easily find you.**
- **You can add multiple Admins and Editors to your business page.**
- **It is easy for other users to share your posts.**
- **Will increasingly become a place for shopping.**
- **No character limit on text, clickable links.**
- **Lends itself to most businesses, but works best with businesses who want to communicate locally.**
- **Set up auto-response in Messenger if you can't regularly check for messages.**

INSTAGRAM

- **Very visually based, and works best with good quality still images.**
- **Lends itself to fashion and beauty, travel, food and design industries.**
- **Becoming an increasingly popular platform for online shopping.**
- **Easy for users to Like posts, not so easy to share.**
- **Users less likely to read long posts of text - so images should speak for themselves.**
- **Stories originated on Instagram and remain popular. Highlights make your Stories permanent.**
- **Use of Hashtags is important to help customers find your posts and obtain new followers.**
- **Paid advertising on Facebook also allows you to include Instagram in your campaign.**
- **Links are not clickable, except for links included in your page bio.**

TWITTER

- **Short character limit, so best for concise, snappy statements or comments.**
- **Mostly used to comment on topical issues or unfolding (world) events (not so local).**
- **Can include images, but a less visual oriented platform.**
- **Lifetime of posts is short, in a few minutes they have disappeared down the news feed.**
- **Good to use if you wish to comment as your business on a live event that is relevant to you.**
- **Dominated by celebrities and commentators with huge followings, i.e. Donald Trump, sports players, politicians.**
- **Has the ability to advertise but expensive and not as user friendly compared to Facebook.**

LINKED IN

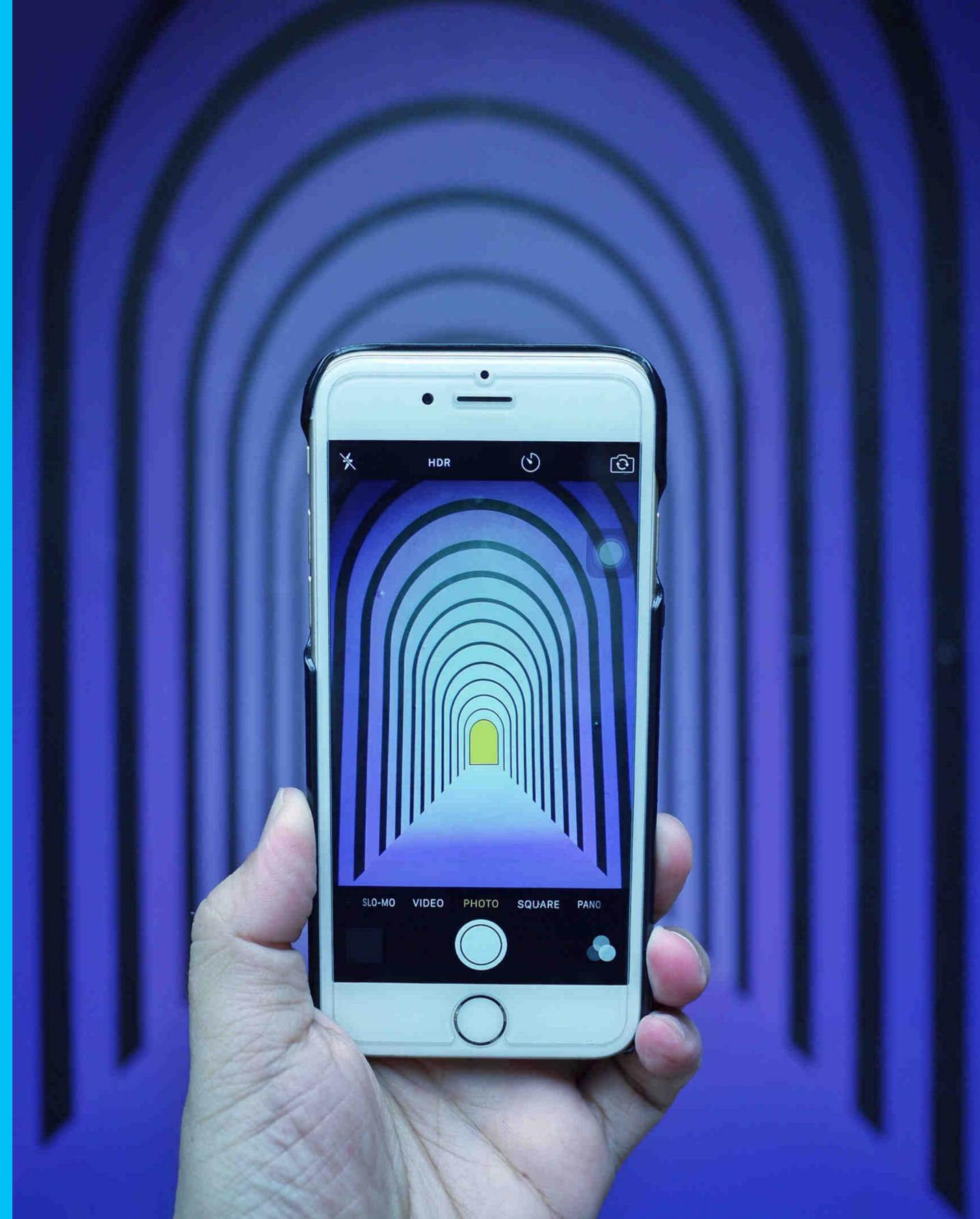
- Facebook for business people.
- Has the ability to create business pages, similar set-up to Facebook.
- Totally business oriented, unsuitable for social posts.
- Popular amongst skilled, educated, white collar workers.
- Good for networking, and job search.
- Important that your profile and information are professional, i.e. your biography and profile photo are key elements to get right.

GOOGLE

- Register your business on Google My Business.
- Can create a profile and post information in a similar way to Facebook.
- People can leave reviews.
- Good for locating your business if you have a premises.
- Advertising is expensive.

CREATION TOOLS: HOW TO CREATE EFFECTIVE MARKETING POSTS

- Have a definite idea about what you want to say on social media and why your business is on it.
- www.canva.com (creating posts and editing images)
- www.unsplash.com (copyright free images)
- www.vimeo.com (video)
- Brand your posts.
- Include a mixture of hard sell and caring content.
- Post content that encourages interaction.
- Create posts that are visually appealing or that will get a customer to stop scrolling.
- Make use of social media tools like going live, Instagram Q&As and polls etc in Stories.
- Are there key times of the year for your business? Create your social media strategy around this.
- Think about key social media messages like environmental and social responsibility, eco tourism, well being, mindfulness incorporate these into your posts.



CREATING YOUR OWN MARKETING VIDEOS

- It is easy and cheap to create your own videos using your mobile phone.
- Best for personal or product related videos.
- Video editing can be done in [canva.com](https://www.canva.com) or on Apps like iMovie on iPhone and Vimeo.
- Option to use still images to make a moving video compilation.
- Most video editing platforms will allow you to add text and logos.
- Think about what you are trying to say or promote, e.g. product launch, how to, product reveal, tutorials, coming soon, sneak preview for Christmas, etc.
- Minimal basic equipment: tripod and microphone.

WHAT DO I POST?

- Try and post only if you have something to say.
- Inform your customers, educate or tell them something.
- Post interesting updates about your business.
- Create a content calendar.
- Be seasonal, topical, relevant.



TAGGING & HASHTAGS

- Tagging is when you mention another business or person in your post (using @).
- The idea is that whomever you tag will comment, like or share your post to their followers thus increasing the reach of your post.
- Hashtags are added to become part of a conversation around a particular subject i.e. #staycation, #christmas #weddings, exams2021.
- Hashtags can be anything you like, but do some research on those related to your business.
- Customers can search on hashtags in Twitter and Instagram, and can follow hashtags in Instagram (so posts with these hashtags come up in their feed).
- The more specific you are with your hashtags the more targeted your posts will be, e.g. #kerryweddings will reach your target audience better than simply #weddings

ADVERTISING & SELLING ON SOCIAL MEDIA

- The most popular platforms for advertising are Facebook and Instagram and they are also the lowest cost.
- Basic advertising is accessible, more complicated campaigns and targeting are not.
- Facebook has various options for shops (limited to Facebook users), offers and you can connect your e-commerce website facility.
- Be prepared to experiment.
- If you are time poor and not technically minded, get someone else to do it for you.



HELP YOURSELF

- **It can be useful to schedule posts, and it isn't. Make use of Facebook's Creator Studio.**
- **When should I post?**
- **Testing your market.**
- **Follow your competitors.**
- **Comment as your business on other people's posts.**
- **Follow brands you aspire to or like the look of, work out what it is they do that appeals to you.**
- **Try not to do it alone, allocate time and resources.**
- **Use your other social media platforms, website, promotional material etc. to tell people how to follow you.**
- **Be nice, create a good customer experience.**

QUESTIONS?