

# Set your store up for social media success

When it comes to using social media to build your business, it can be challenging to know just how to set yourself up for success. Check out these best practices to help guide you down the right path.



## Profile

Complete your social media profile(s) and keep them up to date. For many of your customers, it may be the only point of contact they have with your business.

### Provide details

- Include complete, updated information for your business: daily operating hours, phone number and location/address.
- If you have a website, include the URL in your profile.

### Include images

- Use your profile picture to help clearly identify yourself by consistently using your business logo.
- Additional header/cover photos should also accurately represent your business and brand but can showcase compelling images with more personality.

### Make yourself easy to find

- Place prominent links to your social profiles on each page of your website or within a persistent element of the site, like a header or footer.
- Include your profile name and social icons on marketing materials.



## Posts

Think of your posts as conversations. And treat your virtual social interactions like face-to-face customer exchanges. Engage with people on topics that interest them.

### Create engaging content

- Post a mix of photos and text-only posts that include links and videos.
  - Post pictures of people when possible, since we tend to be drawn to those relatable photos.
  - Videos also grab attention.
- Tell stories that demonstrate your participation in things your customers care about: community events, environmental causes, etc.
- Share relevant stories from other social users such as other local businesses and organizations.

### Make the most of partnerships

- Take advantage of relationships with respected brands, like FedEx, by mentioning and tagging them in your content to help build credibility and increase your exposure.
- Include existing **hashtags** for events (#SmallBizSat), holidays (#Thanksgiving) or other specific conversations (#WednesdayWisdom).
  - Limit to two or three per post.
  - Be aware of the meaning associated with specific hashtags. You don't want to inadvertently appear inappropriate or disrespectful.

### Establish cadence & timing

- Certain channels generate more engagement on specific days of the week.
  - Facebook: Monday, Tuesday and Friday.
  - Twitter: Tuesday and Thursday.
  - Key cultural moments, like holidays, get higher engagement as well.
- Post updates regularly — even if it's just once a week.
- Free tools within **Facebook**, **TweetDeck** and **Hootsuite** allow you to schedule posts in advance.



## Goals

The final piece of a strong social media plan involves monitoring content performance and measuring your success.

### Set goals

- Before your first post, you should consider your goals and decide on key performance indicators:
  - Do you want to gain followers/fans?
  - Is getting users to engage with you and your content more important to you?
- See which posts people respond to, and try to build on that success.
  - **Facebook Insights** and **Twitter Analytics** provide free opportunities to learn about your audience and monitor your content engagement.

### Need social media ideas?

- Download this **12-Month Social Content Topic Calendar** for inspiration.
- Get started with Facebook and Twitter posts available in the **Marketing Toolbox**.