



Social Media Guidelines

Instagram

Instagram started a business blog to help small businesses and startups become successful. You can locate the blog here: <https://business.instagram.com/blog/>

To get started Instagram has an entire section dedicated to helping you learn how to leverage their site in order to create content that is engaging to your audience.

<https://business.instagram.com/getting-started/#create-content>

You can narrow down what you're looking for based on your desire to feel inspired, create content, or learn the many features the platform offers.

<https://business.instagram.com/getting-started/#get-a-business-profile>

Business accounts need a Facebook account in order to link. Once you have a Facebook page you can link it to your instagram account and that will allow people to get in touch with you directly from your platform.

Having a business account provides many benefits. You are then able to look at the analytics of each post. This is a huge breakthrough because now you no longer need an external source in order to gain access to this information.

Resources

Free training: <https://www.facebook.com/blueprint/courses/instagram>

Instagram photo guide: <https://www.youtube.com/watch?v=6G139NrUoQQ>

Instagram for business ad: <https://vimeo.com/121179555>

Gatorade: <https://vimeo.com/165934781>

Boomerang: <https://vimeo.com/143161189>

Improvements: <https://vimeo.com/137644108>

Instagram pods: <https://later.com/blog/instagram-pods/>

Facebook

Facebook is a necessary evil. With so much content going viral on the platform you never know what will be the next thing to drive traffic to your site.

Facebook is great because the majority of us have a Facebook account with people we may or may not consider to be our friends. This means you already have an audience. While they may not be interested in your product they may know someone who would be interested. When you already have real people that you can connect with this saves you time and money that could be used to advertise. In addition, facebook has its analytics built into the site. This allows you to see how posts are doing and keep on relying on A/B testing to see how things work out.

Resources

Fake news: <https://vimeo.com/195753689>

Events: <https://vimeo.com/184413445>

360 photos: <https://vimeo.com/170022869>

Reactions <https://vimeo.com/156501944>

FB Start: <https://vimeo.com/143899001>

FB Start Application: <https://developers.facebook.com/fbstart/>

FB Looking for Innovators:

<https://www.facebook.com/business/news/innovation-spotlight-2017-were-looking-for-a-few-good-innovators>

Twitter

If you make a business account for Twitter you are also able to see the stats of your tweets. Another benefit is that for each tweet you can look and see how that tweet is performing as well.

Twitter is great because it allows you to have a conversation and engage with people in a subtle way. You can also meet other businesses by participating in Twitter Chats that are relevant to your project.

Resources

Twitter Chat: <https://blog.bufferapp.com/twitter-chat-101>

Twitter Dashboard: <https://blog.twitter.com/2016/introducing-twitter-dashboard-0>

Twitter Business: <https://business.twitter.com/en.html>

LinkedIn

If this is the primary title you are holding you want to make sure you have a LinkedIn page so your business looks official and you can also show that you are the founder etc of said company.

LinkedIn can be great for networking, messaging people and even posting jobs.

Example

Catalyst Wed Co: <https://www.linkedin.com/company-beta/7785831/>

Snapchat/Instagram Stories/Periscope/Going Live (Facebook and Instagram)

Each of these platforms does the same thing. They allow you to see in real time what is happening around you. This can be about an event, a hard day you're having or anything at all. This allows people to engage with you on a more personal level and take them behind the scenes so they can be a part of your journey.

This is great because its real time and you can encourage people to join you at events, donate to your cause or support you in another way.

Going live: <https://vimeo.com/192221148>

Insta story: <https://vimeo.com/177180549>

Facebook live: <https://vimeo.com/161793035>

Periscope: <https://vimeo.com/128546436>

Twitter: <https://blog.twitter.com/2016/go-live-on-twitter>

Captions

In this day and age autoplay is a major thing. 99% of videos we see on screens are muted. How do you engage with people? Besides having a killer opening sequence you can also use captions.

Captions allow for people to decide if they want to engage with a video regardless of what the content is. Facebook makes it easy to integrate captions. Instagram allows you to do the same thing, in addition to YouTube.

Resources

<http://www.readyinfluence.com/7-essential-facebook-video-optimization-tips-views/>

https://www.facebook.com/help/261764017354370?helpref=faq_content

<https://support.google.com/drive/answer/1372218?hl=en>

<https://support.google.com/youtube/answer/2734796?hl=en>

Thunderclap

Thunderclap is a program that allows thousands of people to pledge their networks to a good cause. You can create a campaign asking people to support you and on a certain day and time a post will show on their social media networks asking people to take a look at your campaign.

Resources

Thunderclap (<https://www.thunderclap.it/>)

Exposure

Don't be afraid to ask your friends for help. When you have content that you are promoting make sure you have it pinned to the top of your Facebook and Twitter pages.

If you feel open to it reach out to your friends for help. Make sure your post is public so everyone can see and then create a call to action asking people to support your campaign by sharing or retweeting it. The more eyes you can get on it the better. In addition, having that content pinned to the top of your pages with a high amount of engagement will reflect extremely well on you and your brand.

How do you get this exposure and high engagement numbers? Message your friends with the post and ask if they would show their support for you by sharing or retweeting your post.

Advertising

Facebook, Twitter and Instagram Ads. Talk about how they work, how they have changed, if they are worth it and how you can use them to your advantage.

Resources

Wool and the Gang: <https://vimeo.com/161944676>

Carousel: <https://vimeo.com/137184843>

Twitter <https://vimeo.com/155550624>

ROI <https://blog.hootsuite.com/measure-social-media-roi-business/>

KPI <https://blog.hootsuite.com/social-media-kpis-key-performance-indicators/>

Networking

As soon as you start emailing anyone in regards to your business make sure you log their information in a spreadsheet. As you progress this will allow you to go back and check your progress with them and potentially reach out to them if you need help.

Don't be afraid to reach out to people you don't know. 9/10 they will respond to your email even if it's to respond that they do not have time to answer or help you with the problem you are having. Remember, you don't get what you don't ask for.

Going Viral

Be realistic about how you can go viral. Talk about the challenges with this, platforms to use, what this looks like. Why you should label your content etc.

Examples

<https://www.facebook.com/Thrillist/videos/10154197965385891/>

<https://theamericangenius.com/business-marketing/anatomy-ad-went-viral/>

THINK LIKE YOUR END CONSUMER,

THEN WORK BACKWARDS TO CONNECT IT TO YOUR BRAND

Thrillist's video doesn't bury the lead; in the first 15 seconds, we see gramps move over 100 pounds of weight about his head. You're immediately left wondering, "how??"

<http://kdvr.com/2017/02/03/teen-babysitters-sandwich-making-hack-goes-viral-inspires-business-idea/>