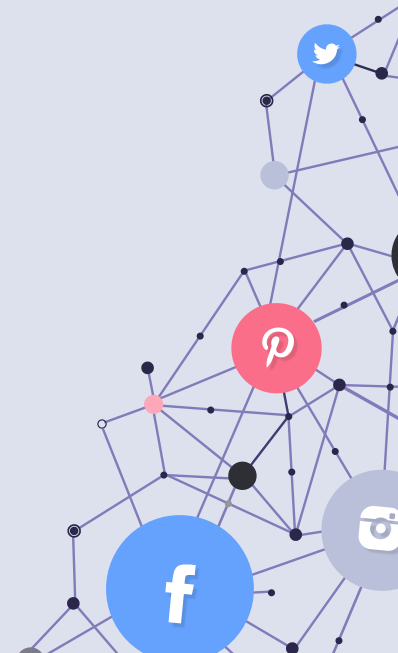


# BUILD YOUR BUSINESS WITH SOCIAL INFLUENCE

Fridays @ The Corridor  
January 12, 2018





# Hello!

I Am **Jess O'Brien**

Working in the creative field has granted me the opportunity to work with a diverse range of clients in various industries and stages of growth. I'm excited to share the same social media best practices we use with our clients to help you get found online!

Follow me: @jessicacobrien



“

“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it?”

-Erik Qualman  
Author of *Socialnomics*



A close-up photograph of a person's hands holding a gold-colored smartphone. The person is wearing a light blue shirt. A large pink circle is overlaid on the left side of the image, containing white text. The background is blurred, showing a person's arm and a light-colored surface.

**Mobile devices are  
projected to reach  
79% of global internet use  
by the end of 2018!**

Source: <https://www.zenithmedia.com/mobile-forecasts-75-internet-use-will-mobile-2017/>

# CONNECT WITH CUSTOMERS



Google+



Facebook



Instagram



# GET FOUND ON GOOGLE

*88%* of consumers who search for a type of business on a mobile device call or go to that business within 24 hours.

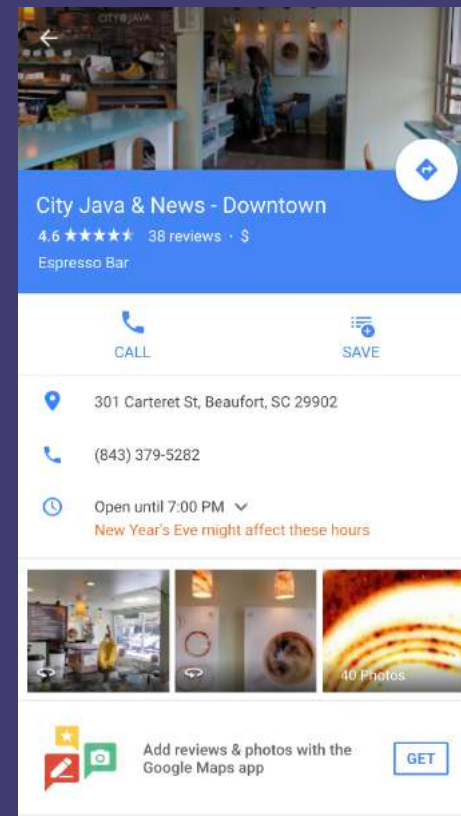
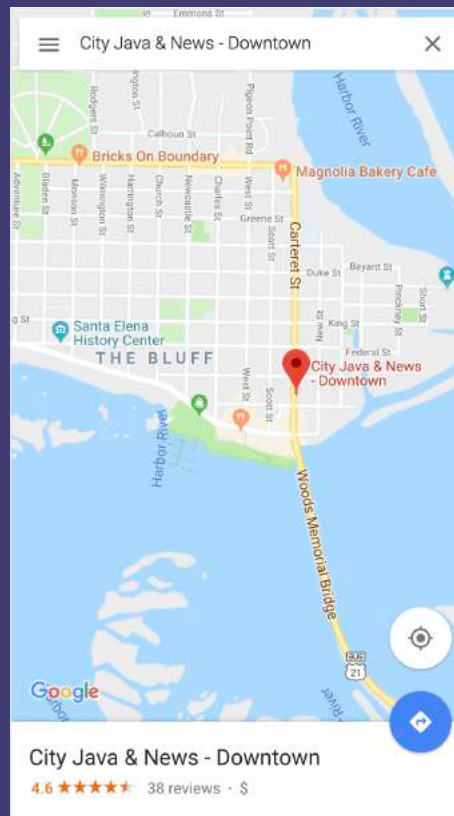
Source: <https://nectafy.com/mobile-marketing-trends-mash-up/>

# GET GOOGLE MY BUSINESS VERIFIED



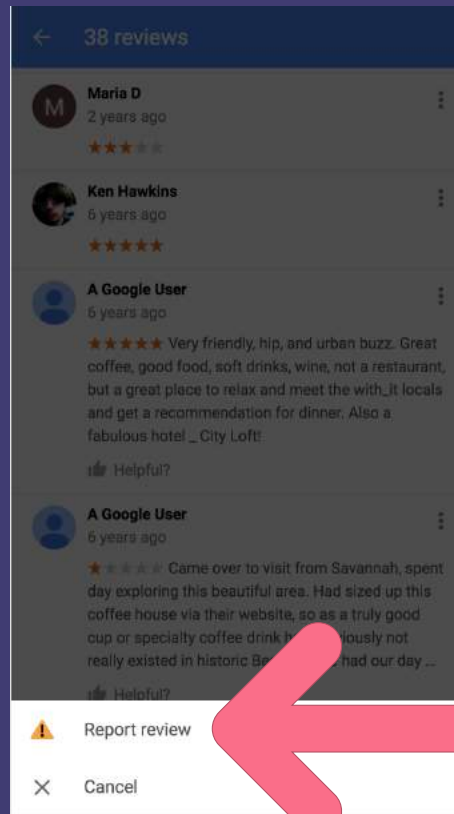
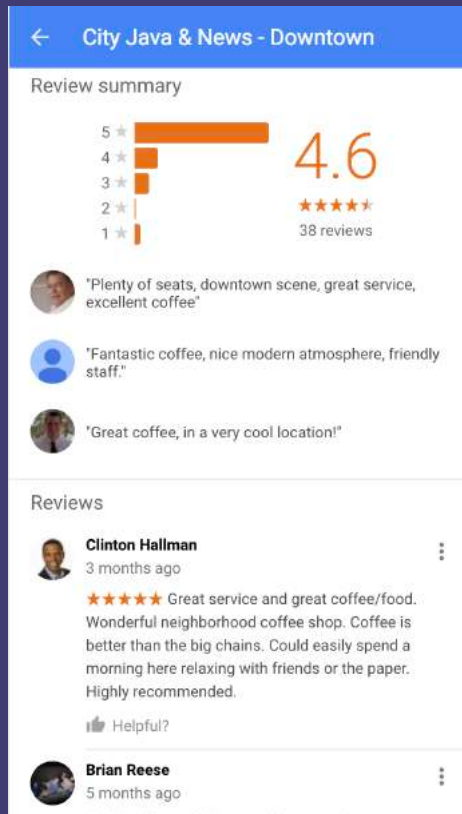
## Manage Your Info

Manage the information users see when they search for your business. When people find your business on Google Maps and Search, make sure that they have access to information like your hours, website, and street address.





# GET GOOGLE MY BUSINESS VERIFIED



## Interact With Customers

Read and respond to reviews from your customers, and post photos that show off what you do.

Businesses that add photos to their listings receive 42% more requests for driving directions on Google Maps and 35% more clicks through to their websites.






# GET GOOGLE MY BUSINESS VERIFIED



## Complete Your Profile

- Check your name, address & phone number for consistency.
  - Make sure your pin is placed on the correct location in the map.
  - Include a local phone number.
  - Choose a category.
  - Keep your profile updated.
  - Include quality photos (ideally 720x720px JPG or PNG)
  - Ask for reviews.
- 

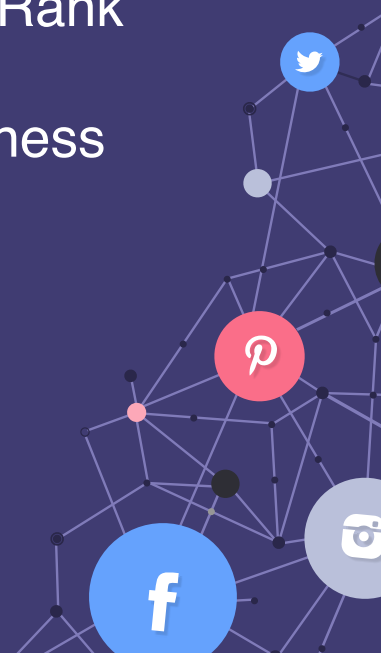


300 Million  
Monthly  
Active Users

Activate Your  
Google+  
Business Page

A decorative network of social media icons (Facebook 'f', Pinterest 'p', Twitter bird, and Instagram camera) connected by thin lines, located in the top-left corner.

# WHAT TO POST

- ✓ Blog Posts or Unique Content You'd Like to Rank
  - ✓ Industry Tips & Trends Related to Your Business
  - ✓ Promote Events
- 
- A decorative network of social media icons (Facebook 'f', Pinterest 'p', Twitter bird, and Instagram camera) connected by thin lines, located in the bottom-right corner.

Source: <https://blog.bufferapp.com/what-to-post-on-each-social-media-platform>



# WHERE TO POST



## Communities

Join or create relative communities to boost the buzz about your business.



## People & Pages

Post content directly on your page or share with a new connection or customer.



## Collections

Place your unique content into searchable collections for users to find.



# WHEN TO POST

- ✓ Best times: 9–10 a.m.
- ✓ Peak time: Weds. 9 a.m.
- ✗ Worst times: 6 p.m.–7 a.m.

Source: <https://coschedule.com/blog/best-times-to-post-on-social-media/>



# Get Started

at [google.com/business](https://google.com/business)  
or download the App to manage  
your listing on-the-go.



# GET FOUND ON FACEBOOK

*65 Million* local business pages have been created as of February 2017.

Source: <https://zephoria.com/top-15-valuable-facebook-statistics/>



# CREATE YOUR FACEBOOK BUSINESS PAGE

## Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure

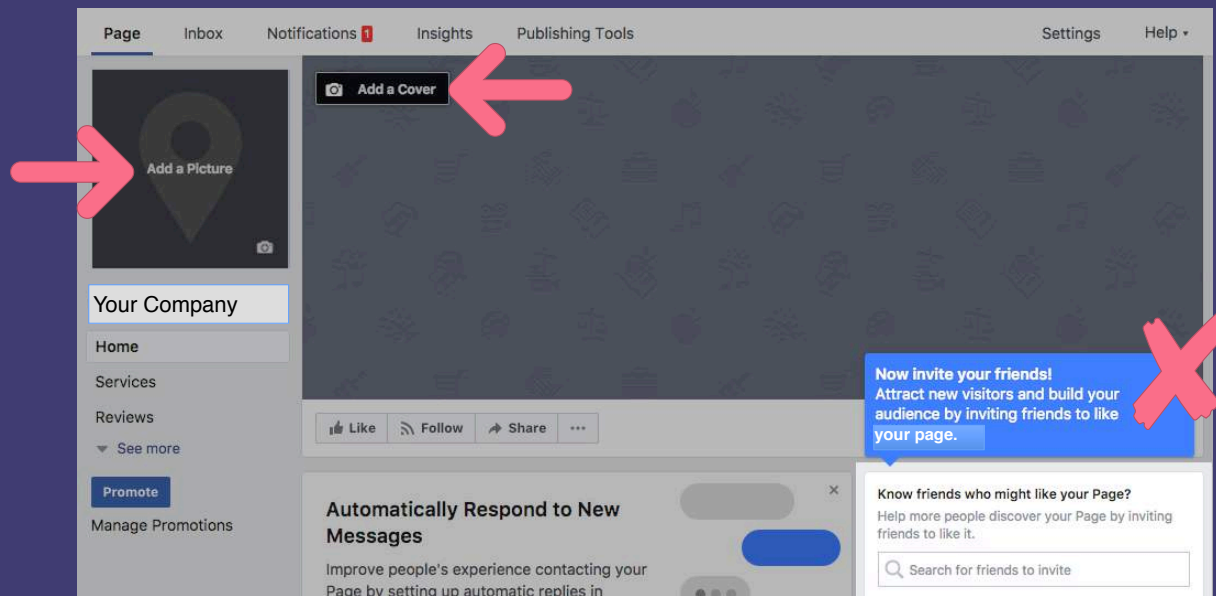


Entertainment

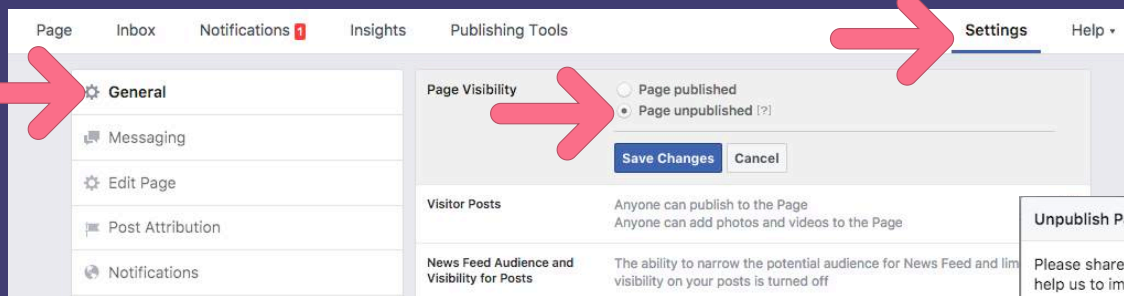


Cause or Community

# CREATE YOUR FACEBOOK BUSINESS PAGE



# UNPUBLISH YOUR FACEBOOK PAGE



Page | Inbox | Notifications | Insights | Publishing Tools | **Settings** | Help

**General**

- Messaging
- Edit Page
- Post Attribution
- Notifications

**Page Visibility**

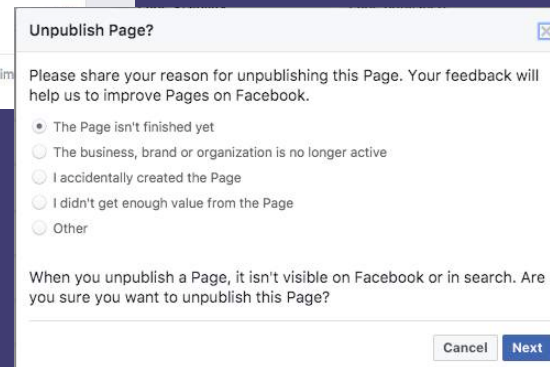
☐ Page published

☒ Page unpublished [?]

**Save Changes** **Cancel**

**Visitor Posts** | Anyone can publish to the Page  
Anyone can add photos and videos to the Page

**News Feed Audience and Visibility for Posts** | The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off



**Unpublish Page?**

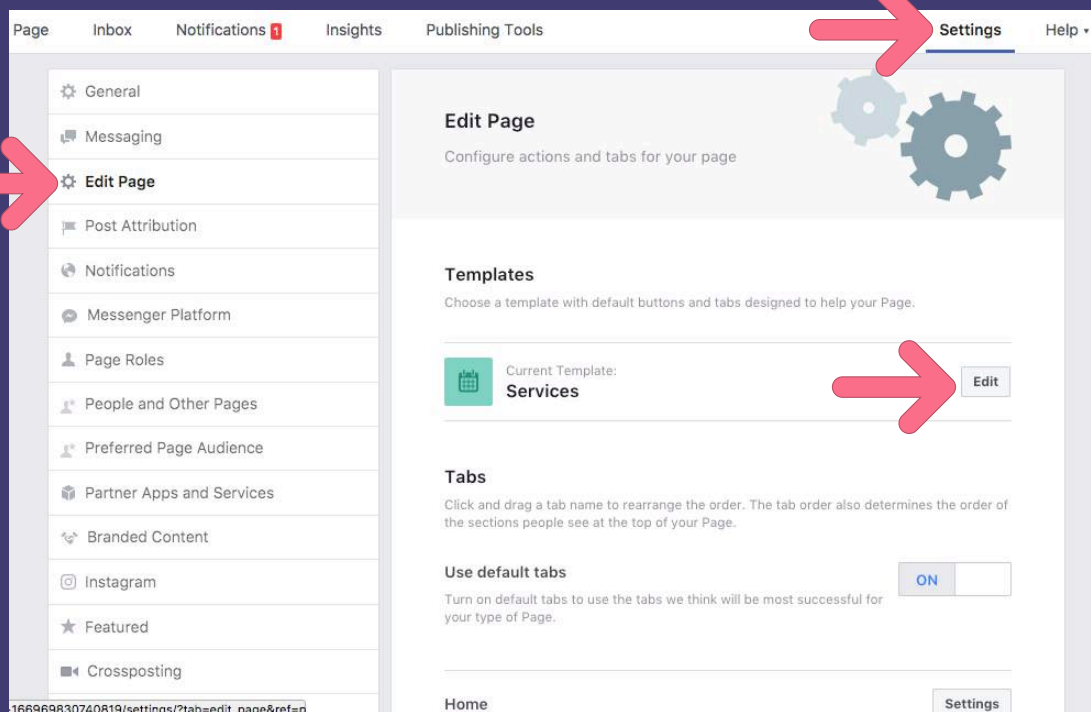
Please share your reason for unpublishing this Page. Your feedback will help us to improve Pages on Facebook.

- ☒ The Page isn't finished yet
- ☐ The business, brand or organization is no longer active
- ☐ I accidentally created the Page
- ☐ I didn't get enough value from the Page
- ☐ Other

When you unpublish a Page, it isn't visible on Facebook or in search. Are you sure you want to unpublish this Page?

**Cancel** **Next**

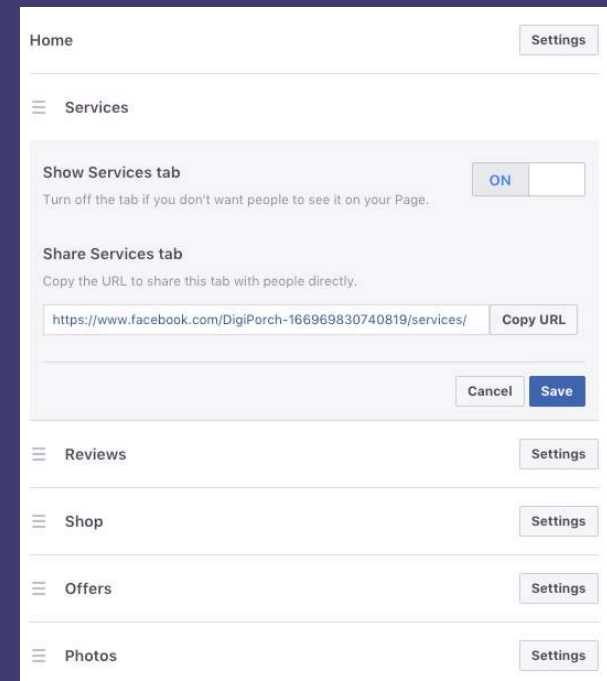
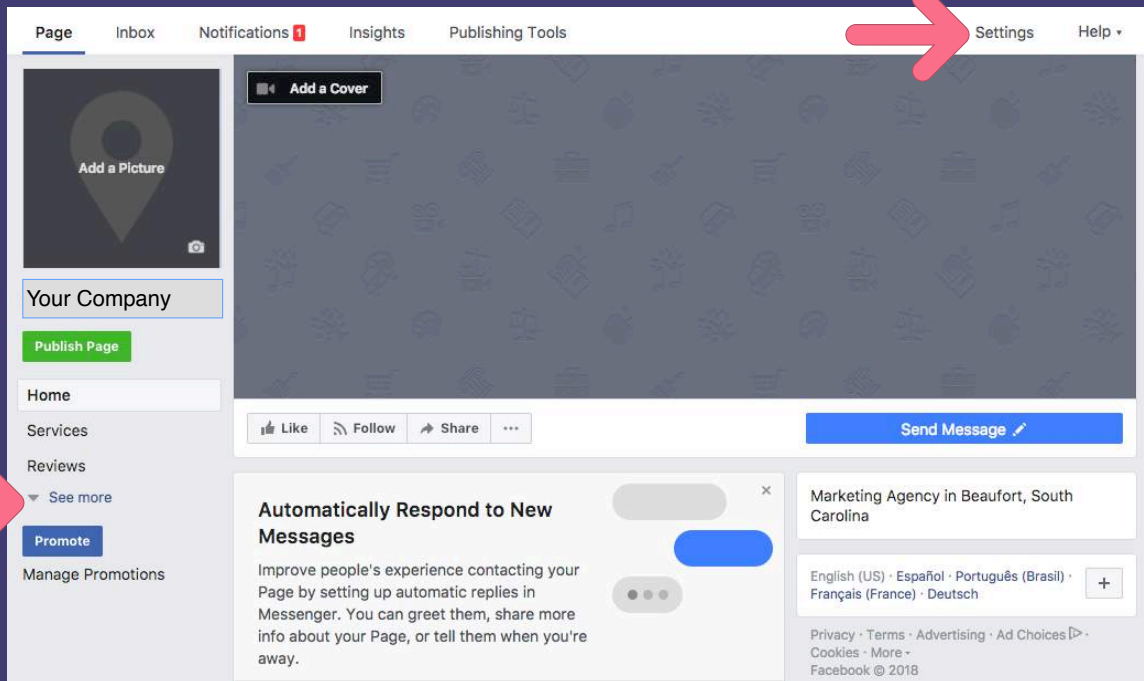
# SELECT YOUR FACEBOOK TEMPLATE



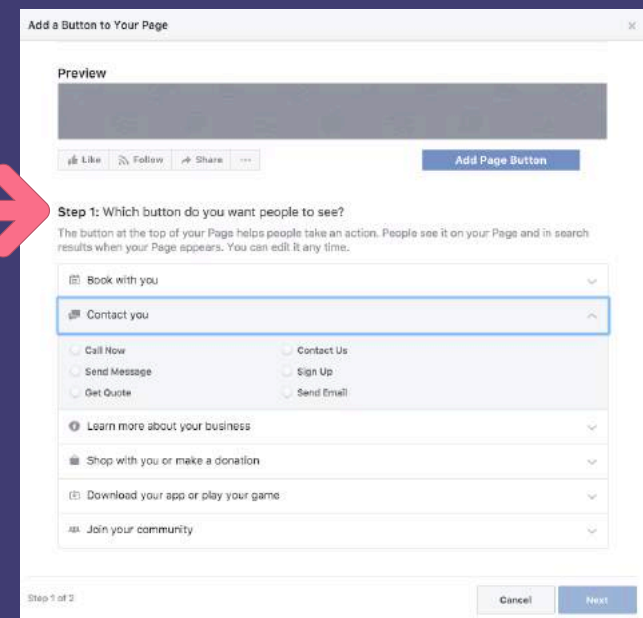
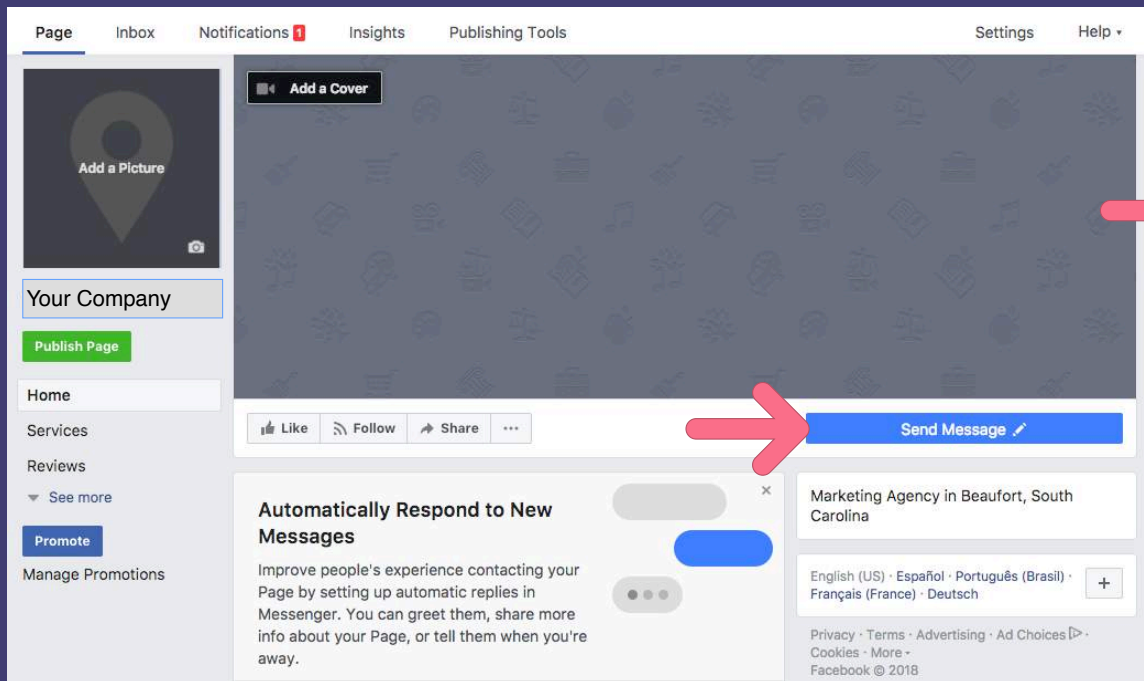
Browse the available templates for the one that most closely matches your business type. Typical templates include:

- Services
- Business
- Venues
- Nonprofit
- Restaurants & Cafes
- Shopping
- And More.

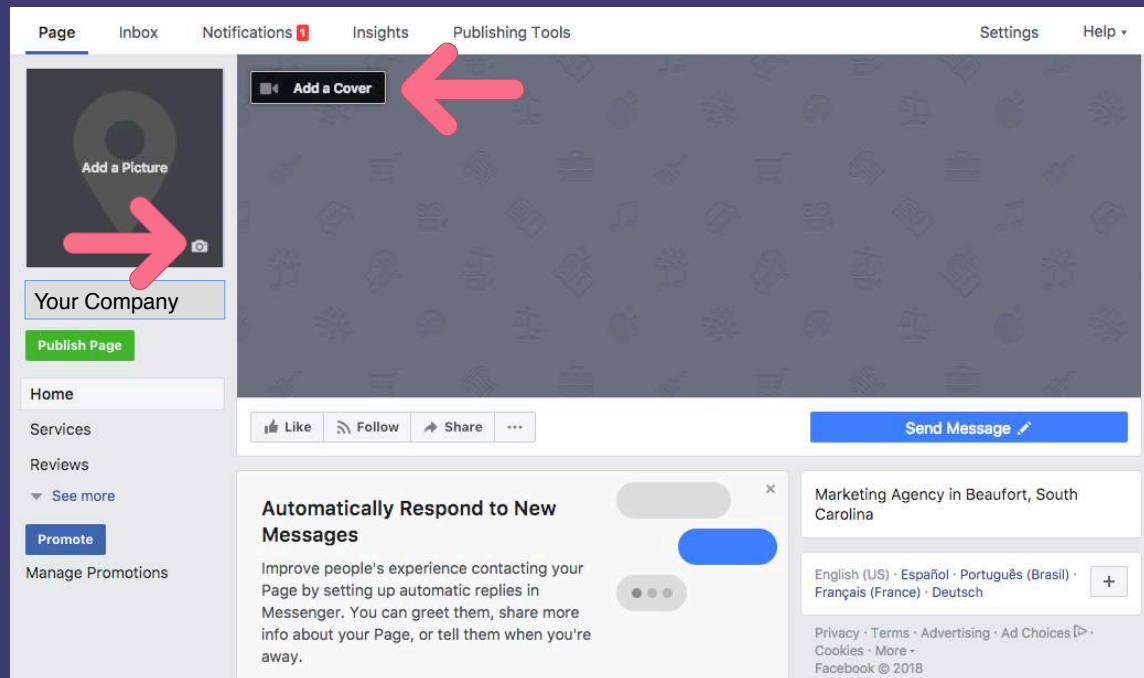
# CUSTOMIZE YOUR FACEBOOK TABS



# CUSTOMIZE YOUR FACEBOOK CTA



# CUSTOMIZE YOUR FACEBOOK PROFILE IMAGES






A decorative network of social media icons (Facebook 'f', Pinterest 'p', Twitter bird, and Instagram camera) connected by thin lines, located in the top-left corner.

# WHAT TO POST

- ✓ Pre-Recorded & Live Videos
- ✓ Blog Posts
- ✓ Curated Content

Source: <https://blog.bufferapp.com/what-to-post-on-each-social-media-platform>

A decorative network of social media icons (Facebook 'f', Pinterest 'p', Twitter bird, and Instagram camera) connected by thin lines, located in the bottom-right corner.



# WHERE TO POST



## Timeline

Post directly onto your Business Page to build your brand presence.




## Groups

Find and join relevant groups you can share pertinent information with.




## Market Place

Share your sales items directly with customers looking for a deal.





# WHEN TO POST

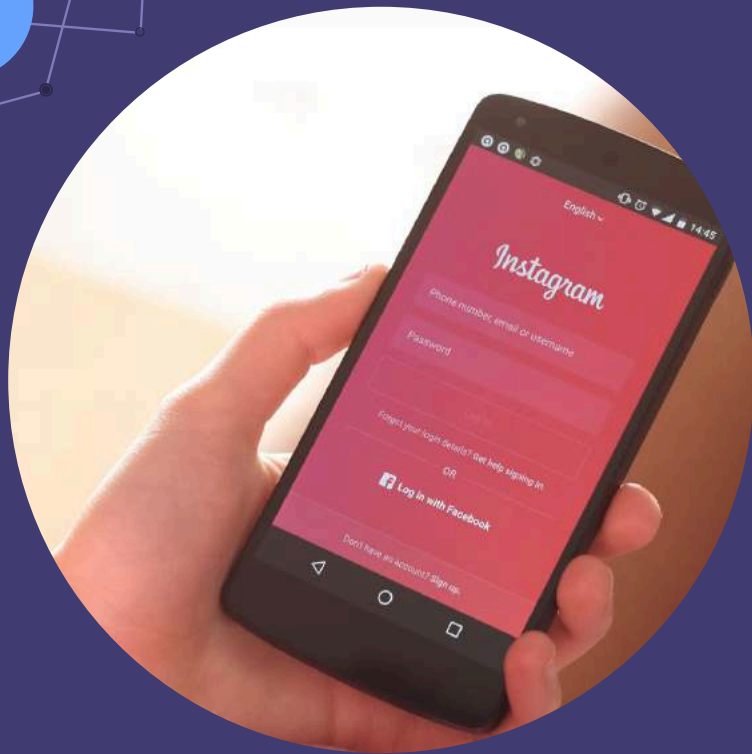
- ✓ Best times: 1–4 p.m., late into the week & on weekends
  - ✓ Peak times: Weds. 3 p.m., Thurs. & Fri. 1–4 p.m., Sat. & Sun. 12–1 p.m.
  - ✗ Worst times: 6 p.m.–7 a.m.
- 

Source: <https://coschedule.com/blog/best-times-to-post-on-social-media/>



# Get Started

at [facebook.com/business](https://facebook.com/business)  
or download the App to manage  
your listing on-the-go.



# GET FOUND ON INSTAGRAM

**32%** of **all internet users**  
are on Instagram.


Source: <https://www.omnicoreagency.com/instagram-statistics/>



# WHAT TO POST

- ✓ Product Photos
- ✓ Behind-the-Scenes Photos
- ✓ User-generated Content

Source: <https://blog.bufferapp.com/what-to-post-on-each-social-media-platform>





# WHERE TO POST



## Profile

Post directly onto your Business Page to build your brand presence.



## Stories

Find and join relevant groups you can share pertinent information with.





# WHEN TO POST

- ✓ Best times: Anytime Mon. – Thurs. except 3–4 p.m.
- ✓ Peak times: 8–9 a.m., 2 a.m., 5 p.m.
- ✗ Worst times: 3–4 p.m.

Source: <https://coschedule.com/blog/best-times-to-post-on-social-media/>

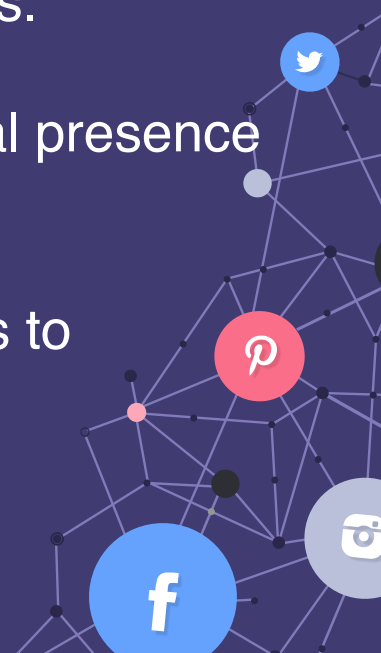
# CREATE A STORY



Photo Credits: The Beaufort Bonnet Company



# CONNECT WITH INFLUENCERS

- ✓ Use high volume hashtags within your posts.
  - ✓ Search and follow users with a strong social presence in your area.
  - ✓ Host a free event specifically for influencers to interact with your brand.
- 



# Get Started

download the App from the Apple  
App Store or Google Play .



# Thanks!

Any questions?

You can find me at: @jessicacobrien



# CREDITS

- Presentation template designed by [Slidesmash](#)
  - Photographs by [unsplash.com](#) and [pexels.com](#)
  - Vector Icons by [Matthew Skiles](#)
  - Reference Sources [Zenith Media](#), [CoSchedule](#),  
[BufferApp](#), [OmniCore Agency](#), [Nectafy](#)
- 