

Get Ready for the Holidays... Social Media Workshop

Presented & Created by

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Social Media Workshop Overview

- What platforms to use
- Setting up your account
- Creating quality content
- How to get followers
- Tips for preparing for the holidays through social media
- Questions/Comments

What Social Media Platform is Best for Your Business

- Consider the audiences of each platform and then see if that applies to your customers
- **Snapchat**
 - 60% of users are under the age of 24, targeting mostly millennials
- **Facebook**
 - The majority of users are 25-54 years old, targeting an older crowd
 - 44% check Facebook several times a day
- **Instagram**
 - 500 million users
 - 59% of users check Instagram several times a day
- **Pinterest**
 - For female-focused companies
 - You should have Pinterest if your company involves fashion, art, home decor, food, or anything else that you can create beautiful images of
- Keep in mind that the algorithm gets tricky with Instagram and Facebook so always have pretty pictures & videos and make sure to engage with your followers

Setting Up Your Social Media Profile

- Fill in as much as possible!
 - Address
 - Website
 - Hours of Operation
 - Telephone number
 - About your business (briefly)

Creating Quality Content

- Relate posts to the daily news & happenings
- Create beautiful content that others want to look at
- Use design programs
 - Fotor (free & super easy to use)
 - Canva (free)
 - Adobe Creative Cloud Program (more complex)
 - Apps (VSCO, Snapseed, etc)



How to Get Followers

- Hashtags & Tagging
- Following other people
- Geo tagging
- Asking people to follow you
 - Promotions – reward people for social media contest (which is simultaneously marketing your business) Tell people to like your page for a discount
- \$\$\$
 - Boosting posts / Paying for advertising
 - Pay other social media influencers to highlight you

Update your Facebook & Twitter Banners



- Update your Facebook & Twitter Banners
 - On Facebook and Twitter, you can create custom banners that show off your products, tell people about your business, or advertise a special offer.

Offers & Giveaways

- Create a Holiday Offer and Pin it to the top of your profile
- Host a giveaway or Competition
 - A giveaway or competition is a great way to get your products in front of new and existing customers leading up to the holidays.
 - When your existing fans comment, like, or share your giveaway, your fans' friends will see it and take part, as well.

Build a Social Media Content Calendar

- Momentum is crucial to building your businesses but you can't have momentum without a plan
- Keep in mind key dates

 **December** 

M	T	W	Th	F	Sat	Sun
1 Here's our Cyber Monday deals!	2 Facebook: Thank customers for shopping small on Small Biz Saturday	3 Pinterest: Create 3 boards with gift ideas	4	5 Instagram: Post a photo of employees unpacking new holiday inventory	6 Monthly Newsletter: Gift ideas	7
8 Email promotion: free stocking stuffer w/ purchase	9	10 Facebook: Share a link to your gift idea newsletter	11 Instagram: Post a holiday #TBT	12 Facebook: Link to Pinterest board of gift ideas	13	14
15	16 Facebook question: Who in your family is hardest to shop for?	17	18 Facebook: Remind people about your extended holiday hours	19 Instagram: Snap a photo of holiday gift packages	20 Email: last chance for free shipping	21
22 Link to Pinterest board of stocking stuffers	23 Email promotion: stocking stuffer offer ends today	24 Christmas Eve	25 Christmas	26	27	
29	30	31 New Year's Eve				

	regular communication
	social media
	promotional communication
	holiday/event affecting business
	deadline-driven communication

Pay attention to what your followers really want & be a Resource (NOT a sales pitch)

- If you want your business to be part of your customers' holiday plans this season, you're going to need to deliver content they actually care about.
- Use Facebook and Instagram surveys to see what your customers want
- The holidays are stressful! Help your customers (aka be a resource)
 - Give something as simple as advice for preparing their shopping list, tips for throwing a dinner party, or even a special coupon for subscribers only.

Be Authentic

- One of the biggest reasons people choose to shop with small businesses, throughout the year and during the holiday season, is the personal connection they're able to provide.
- Example: sharing an anecdote from your own family's holiday traditions. It not only lets you better connect with your customers, but can result in more sales this holiday season.

Questions & Comments

- Contact Natalie Mendell
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Thank You!
&
Happy Holidays!