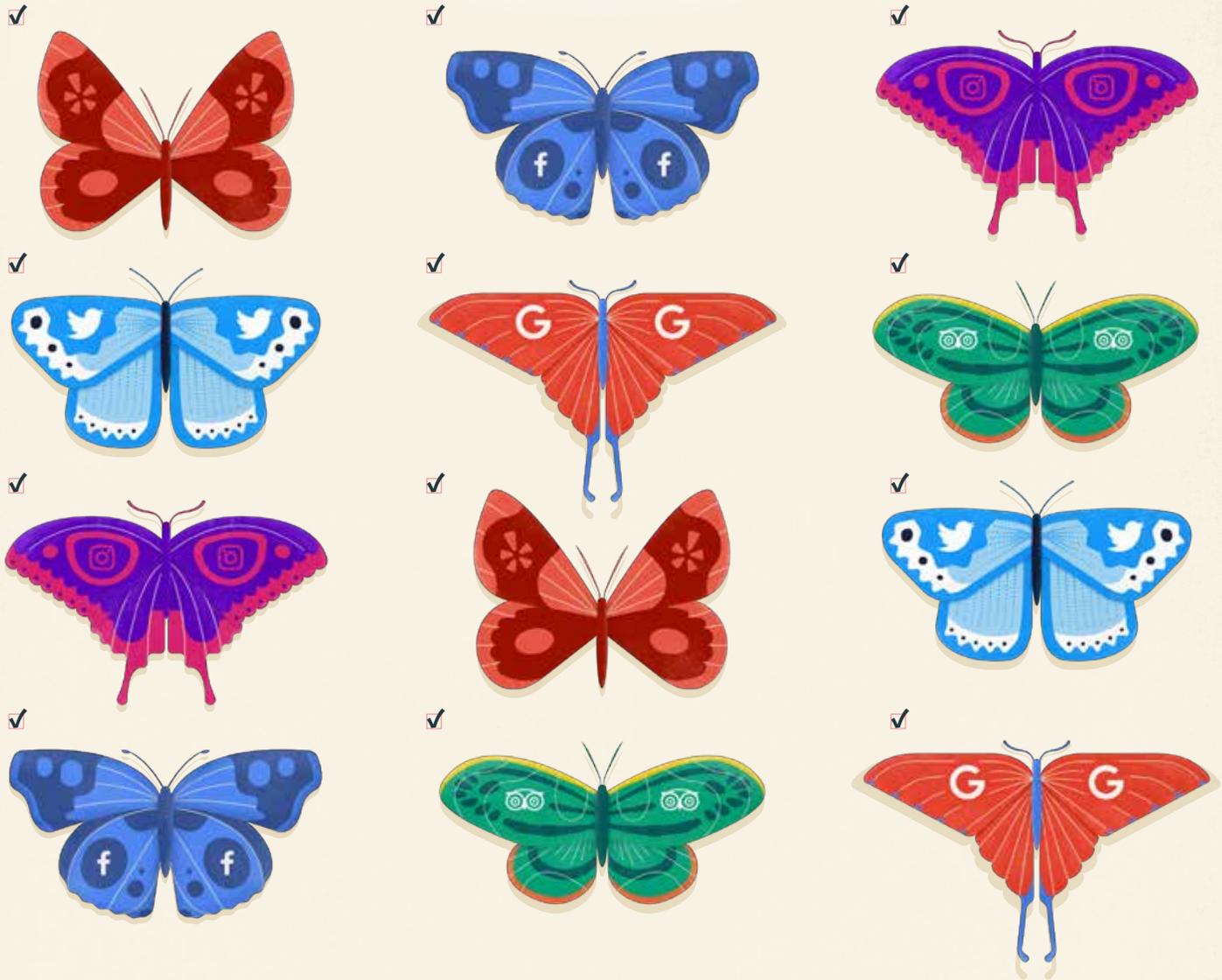


ULTIMATE SOCIAL MEDIA CHECKLIST



A COMPLETE SOCIAL MEDIA CHECKLIST FOR LOCAL BUSINESSES

These tips will show off your business online and sharpen your social media skills. It's the ultimate checklist for social media marketing to make your local business stand out.

BE SOCIAL MEDIA SAVVY

Social media is now more than ever a means of connecting customers with local businesses. Think about it: Right now, your current and potential customers are looking on Facebook, Twitter, and Instagram for the next place they'll have lunch, get a haircut, or bring their car in for a check up. They're also leaving reviews on sites like Yelp and Google for businesses they've visited recently.

It's important to manage your business' online presence to ensure that you're looking your best for any potential customers visiting these sites. In this guide, we'll show you how.

You'll find tips to engage and motivate your audience on social media sites and manage your online reputation to get new customers, build relationships with loyal fans, and ultimately, drive revenue.

LET'S START WITH SOME STATISTICS



FACEBOOK



71% of adults use Facebook. Users range from 18 to 65 years old.



80% of Facebook users want to connect with businesses on Facebook.



TWITTER



64% of Twitter users are more likely to buy products and services from businesses they follow.



85% of Twitter users feel more connected to a business after following them.



YELP



81% of consumers say it's important for businesses to respond to reviews.

Yelp has **83 million** unique monthly mobile visitors and **79 million** unique monthly desktop users.

80%

of consumers say that they are more likely to **try new things** based on friends' suggestions on social media

64%

of consumers have **changed their minds** before buying goods or services based on the opinions of others online

61%

of business owners using social media agree that it has gained them **new customers**

IT'S EASY TO SEE:

If you engage your audience across multiple platforms, you'll reach more customers and drive more revenue.

ENGAGING YOUR CUSTOMERS ON SOCIAL MEDIA

FACEBOOK



FACEBOOK

- Set up a Business Page, rather than a personal profile.
- Add your logo as your profile photo and upload a compelling cover photo that truly represents your business.
- Add your street address, phone number, website, and operating hours.
- Invite friends and family to 'like' your page to start building your fanbase.
- Post 2-3 times a week to keep your followers engaged.

What should you post about?

Your Facebook content has the power to get your followers excited about what your business offers. Posting relevant and interesting content on a consistent basis showcases what your business is all about and reminds your fans and followers why they love coming to your business.

- Photos of your product, like menu specials or new arrivals.
- Photos of the interior and exterior of your business.
- Photos and videos of your team.
- News about events, sales, and giveaways.
- Questions and polls for your fans.
- Tips and tricks about your business, industry, or local area.

TIP!

Posts with photos are over 50% more likely to get engagement than plain text.

TIP!

Remember, posting is only half the job. Once your content is live, make sure you're engaging with everyone who comments.



TWITTER

- Use your logo as your profile photo and add a compelling cover photo -- this can match your Facebook page to keep your branding consistent.
- Update your profile to include your location, website, description, and phone number.
- Start following and engaging with people in your area.
- Tweet 2-3 times a day.

What should you Tweet about?

Twitter is a powerful platform for getting your business in front of large audiences near and far. You can use the platform to engage in conversations to find consumers who are looking for a business like yours.

- Tweet original content, information about your business like sales, specials, and events, and retweet local and industry news.
- Engage people in your area who are tweeting about things that are relevant to your business or local area.
- Join in conversations with users who mention your business or send you DMs by responding to their questions and comments.
- Add photos and relevant hashtags to increase visibility and engagement with new customers.



Main Street Hub customers, Michael and Susan, owners of Trianon in Austin, TX

TIP! Put a period before the "@" when mentioning customers in tweets to make the tweet visible to more than just your followers.

TIP! Using more than two hashtags in a tweet lowers your tweet's visibility and engagement.



INSTAGRAM

- Download the Instagram app on your smartphone.
- Set up a Business Account.
- Upload a great profile picture, write a compelling bio, (Tip: Include hashtags!), and add a link to your website.
- Get posting! You can easily use Instagram's editing and filter features to make your photos look amazing before you share.

What should you post?

Posting relevant, compelling content on Instagram at the times your followers want to see it is what pulls new customers in and keeps loyal customers coming back. Be sure to integrate Instagram's video, carousel, and Boomerang features into your content strategy to change up your feed and get your audience excited!

Here's what you should post on Instagram:

- Photos and videos of your product, services, and team
- Reposts from loyal fans
- Events, giveaways, and specials
- Quotes and positive customer testimonials



Main Street Hub customer, Gary, owner of Hobart Auto Center in Los Angeles, CA

TIP!

Switch it up! Try using hashtags, emojis, and different posting days and times. Using varied content and posting times will help keep your followers engaged.

TIP!

Quality, not quantity, is the key with Instagram. Make sure what you're putting up is highly visual and engaging.

MANAGING YOUR ONLINE REPUTATION

On review sites like Yelp, Google, and TripAdvisor, claiming your pages and responding to both positive and negative reviews will allow you to learn more about your customers and protect your business' reputation.

1 CLAIM YOUR PAGE.

Claiming your page is the first step to enhancing your profile.

2 FILL IN RELEVANT INFORMATION.

Filling in all of your business' information makes it easy for potential customers to find your business and learn why you're different from your competitors.

3 ADD PHOTOS.

Add high-quality photos of your food, your staff, and your business' exterior to give customers a feel for who you are before they come by for a visit.

4 RESPOND TO BOTH POSITIVE AND NEGATIVE REVIEWS.

Responding to both positive and negative reviews is not only beneficial for the reviewers, but any new visitors to your page as well. Reviews give you the opportunity to extend your customer service online and encourage users to give your business another chance.

5 FLAG REVIEWS THAT VIOLATE SITE GUIDELINES.

Make sure that every public review on your page is an honest report about your business by flagging anything false, misleading, inflammatory, or any other reviews that go against the site's guidelines.

6 ENCOURAGE CUSTOMERS TO LEAVE REVIEWS.

Bring in more positive word-of-mouth and bolster your reputation by inviting your fans and followers on social media to find you on Yelp, Google, and TripAdvisor



Don't have the time to run your business and perfect your social media presence and online reputation?

WE CAN DO IT FOR YOU!

Main Street Hub is trusted by over **10,000** local business owners just like you. If you partner with us, we'll manage the social networks that matter most to your customers to deepen your ties to your community and drive new business.

Find out how you're doing online!

FREE ASSESSMENT

OR, GIVE US A CALL:
(888) 900-0920

Let's get social:



Sources: Business2Community, comScore, Twitter
Created by Main Street Hub