



Digital Basics

How to Improve Your Business through Social Media



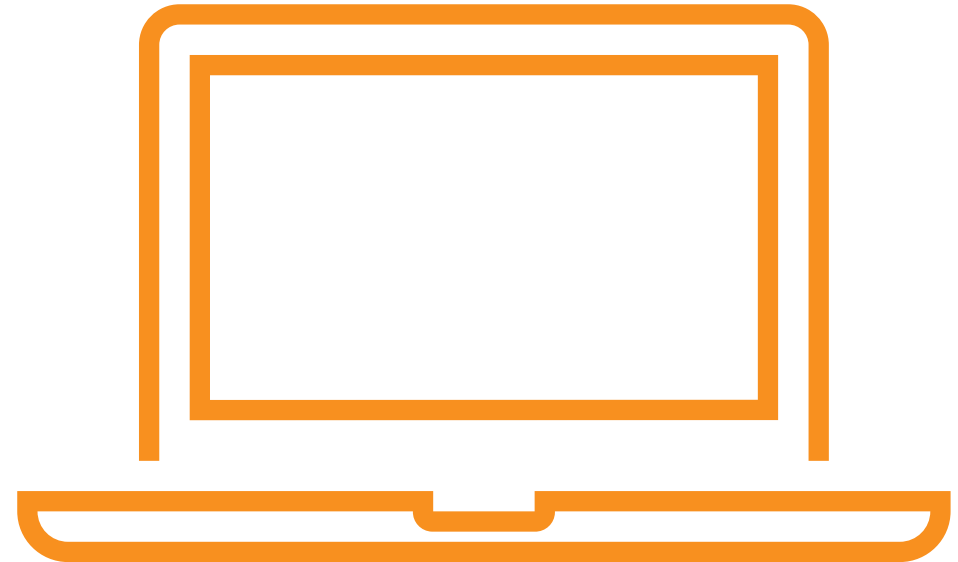
Social Media

Introduction

We now live in a time where businesses are utilizing social media in many forms, whether through a website, social media, or digital content. However, some tips and best practices can go a long way to enhance their outreach.

This is a very basic guide for those who are either new to digital outreach or are looking for some tips to enhance their ongoing efforts. It is important to keep in mind that every business is different and social media practices are always changing. In short, always be willing to adapt your strategies.

It is highly recommended that you take a look at the last section, '[Take your Marketing to the Next Level](#)', for a comprehensive list of marketing professionals that can partner with your business to develop an advanced marketing strategy.



Content Creation Quick Guide

At the heart of it, digital media is a visual medium. If you are taking pictures with your smart phone or an SLR camera, take time to familiarize your self with the equipment as well as the basics of shot composition and editing.

While trends are pushing digital media to a visual media, engaging, informative, and entertaining copy is vital. For social media, being concise is key. Longer forms of copy, such as blogs, offer a great chance to put your expertise on display



Don't just rely on photos for your content. Video is more accessible than ever with current smart phone technology. Videos offer more engagement and are a fantastic way to inform and entertain.

Maintaining a robust digital media strategy can feel overwhelming for many business owners. Don't be afraid to look to people in your organization for help. Perhaps a line-cook is a secret TikTok genius. A museum director may be a fantastic photographer. Just be sure to have a digital media policy in place so everyone is on the same page.

A Brief Overview of Popular Platforms

- Facebook: Facebook (FB), is for social networking, staying in touch with friends and family, and discovering news and entertainment. Facebook has a diverse and global audience of all ages, but it is especially popular among older adults. Facebook users like longer and more informative content.
 - Instagram: Instagram (IG) is for visual expression, inspiration, creativity, and influencer marketing. Instagram has a young and female-dominated audience, with most users being between 18 and 34 years old. Instagram users like shorter and more aesthetic content.
 - TikTok: TikTok is for entertainment, humor, education, and viral content. TikTok has a young and diverse audience but is seeing growth in all demographics. TikTok users like fun and creative content.
 - Google Business: Google Business is for increasing visibility, attracting customers, and building trust. Google Business has a local and intent-driven audience, with most users searching for nearby businesses or services. Google Business users like accurate and relevant content.
- You can choose the best social media platform for your goals and target audience based on these differences. You can also use multiple platforms to reach different segments of your market or create cross-platform campaigns.



Experience Jackson



Website



Directions

Save


Call

4.2 ★★★★★ 16 Google reviews

Tourist information center in Jackson, Michigan

 You manage this Business Profile 

Address: 134 W Michigan Ave, Jackson, MI 49201

 You visited in January 


Hours: Open · Closes 5 PM ▾

Phone: (517) 764-4440

Update your customers

Keep your customers up to date about your business



 Add update

[Edit your business information](#)

Your Google business listing is one of the most important tools at your disposal when it comes to visibility and it's free. If you do not have yours set up yet, go to this [link](#)*. Google may have already automatically set up a profile, if this is the case, claim it by clicking "Own this business?" on the profile.

This is your business's first impression to many people. Adding great photos and accurate information will drive more activity to your business. The profile section has a lot of great tools to help optimize your presence on Google, including performance reports.

Google reviews are important in terms of brand identity. Don't hesitate to ask for a review from someone who has had a positive experience with your business. Your profile has a handy link generator so you can easily send review requests to highly satisfied customers. (Note: It is never a good practice to review your own business or have family and friends do so who are not customers themselves.)

*<https://support.google.com/business/answer/6337413>

Facebook Posting Tips

- 1. Use a visually pleasing photo, video, or illustration to draw attention:** Adding an image or video to your post can make it more visually appealing and help it stand out in the news feed. Plain text posts often go unread.
- 2. Keep your posts short and sweet:** Limit your posts to 1-4 lines of text when possible. Longer copy on posts is buried and encourages less engagement.
- 3. Use the 80/20 rule** Around 80% of your Facebook posts should be informative and entertaining. Only around 20% of your posts should be direct sales pitches.
- 4. Acknowledge comments on your posts:** In some cases, it's as simple as liking or reacting to a comment. Sometimes a friendly reply is best.
- 5. Monitor your comment section:** Negative comments can be hidden from view for most people. Alternatively, negative feedback is an opportunity to address an issue in a constructive and helpful way

Instagram Posting Tips

1.Frequency: The frequency of your posts should depend on your audience. Some groups may prefer 1-3 posts per week, while others may prefer a higher frequency. Experiment to find what works best for you.

2.Video Content: Videos tend to be more engaging and eye-catching than static images, so try to post video content when you can.

3.Timing: Try to post at typical lulls in the day (lunch, after work, after dinner, etc.). This is when people are more likely to check their phones and social media.

4.Nontraditional/Interactive Posts: Instagram allows for more nontraditional/interactive posts outside of just aesthetic. Reels and stories offer the opportunity to have fun and be quirky, so take advantage of that.

5.Reposting Tags: Do not feel the need to repost every tag. Prioritize business-owners/partners instead. This will help you build relationships and credibility with your network.

TikTok, Reels & Shorts

Note: The following section does not just apply to TikTok. It also applies to Reels (Facebook & Instagram) and Shorts (YouTube).

- Creation Processes:** Videos that show the making of a product or machine actions usually perform well. For instance, a time-lapse of an attraction being set up or a sandwich being made can be engaging.
- Cross-Promotion:** Promote your videos on your other social media feeds. If you create a video on Facebook, also place it on Instagram, TikTok, etc. *Be sure to upload the original video to each platform because many will place their stamp on the video after uploading.
- Interact with Your Audience:** Interact with people who follow you in a positive way.
- Experimentation:** Experiment with different videos. There's no harm in trying out different things to see what works best for you.
- Optimize Your Videos:** Optimize your videos for search engines by using relevant keywords in the title and description. This will help your videos show up in search results and attract more viewers.

YouTube Video Tips

- Cross-Promotion:** Promote your videos on your other social media feeds.
 - Content Creation:** YouTube is a great platform for creating longer-form, informative videos. Ask yourself what the existing and potential customers would like to see and experiment.
 - Copyrighted Material:** Be mindful about using music and other potentially copyrighted elements in your videos. YouTube is very proficient in detecting copyrighted materials and trying to use them can have a negative impact on your channel.
 - Customize Your Channel Page:** Customize your channel page with a banner image, profile picture, and description. This will help viewers understand what your channel is about and what kind of content they can expect.
 - Optimize Your Videos:** Optimize your videos for search engines by using relevant keywords in the title and description. This will help your videos show up in search results and attract more viewers.
- Focus on Sound:** Make sure people can easily understand what you're saying. Background sounds shouldn't drown out the speaker.

Boosting a Facebook Post

This guide will walk you through the process of boosting a post on Facebook, from selecting the post you want to boost to setting your budget and choosing your audience. While this guide is exclusively for Facebook, you can use some of the same basic principles to boost posts on other social media platforms.

If you want to reach more people on Facebook, you can try boosting your posts. Boosting a post means paying money to show it to more people who might like what you have to say. You can decide who you want to see your post, how much money you want to spend, and how long you want your boost to last. Boosting a post can help you:

- Catch more eyes with a nice picture, video, or drawing
- Share useful and fun information with your followers
- Tell more people about your events, products, or services
- Get more likes, comments, and shares on your post

See how well your post is doing and what you can improve. You don't need a lot of money to boost a post. Start off with a small spend and monitor results. Whether you have a small event or a big one, a new product or an old one, or just want to reach more people, boosting a post can help you achieve your goals. Boosting a post is an easy and effective way to use Facebook's features to your benefit.

Boosting a Facebook Post continued

 Experience Jackson is at Michigan International Speedway.
Published by Rachel Ryder Buchanan · August 4 · Brooklyn, MI · 🌐

Today we helped dedicate a historical marker to honor the vast history of [Michigan International Speedway](#) as an incredible attraction in Jackson County alongside the [Jackson County Michigan Historical Society](#).



See insights and ads [Boost post](#)

  23 1 share

 Like  Comment  Share

Boosting your posts can help you reach more people, but you should be selective about what you boost. Think about your goal and how extra engagement can help you achieve it. For example, if you want to promote an upcoming event, a new item, or a limited-time offer, boosting those posts can attract more people to them. Before you boost a post, ask yourself if it would be useful to show it to people who don't follow your content regularly.

Boosting a Facebook Post (continued)

Boost post

Goal
What results would you like from this ad?
Automatic
Let Facebook select the most relevant goal based on your settings. [Change](#)

Button
Get more calls
People can call your business directly from your post, which may boost your sales.
Button label: Call Now
Phone Number: US+1 5177644440

Special Ad Category
Ads about credit, employment, housing, or social issues, elections or politics.

Audience
Who should see your ad?
Advantage audience
This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.
Audience details
Location: living in: United States: 134 W Michigan Ave, Jackson (+30 mi) Michigan
Age: 21 - 65+
People who match: Interests: Travel, Michigan, Outdoor recreation, Golf, Live events, Love Nature, Foodie, Local food, Beer, Rail transport, Airplane, Planes, Trains and Automobiles, Lakes or Boating
Advantage detailed targeting: On

People you choose through targeting
People who like your Page
People who like your Page and people similar to them
People in your local area
Real Haunts

[See all](#) [Create new](#)

Ad preview

Experience Jackson
Sponsored · 1h
What an incredible summer in Jackson County!
#jacksonmichigan #jacksonmi #summer

DIALS +1 (517) 764-4440 [Call now](#)

Like Comment Share

[See all previews](#)

Estimated daily results

Accounts Center accounts reached	531 - 1.5K
Link Clicks	9 - 35

Payment summary
Your ad will run for 4 days.

Total budget	\$15.00 USD
Total amount	\$15.00 USD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

One of the most important aspects of a successful boost is choosing the right audience. You can choose from several options. If you want to expand your audience, you can either edit 'Advanced Audience' or 'People you choose for targeting'. While editing these audiences, you have three basic variables to think about:

Age: You can target an age range from 21 to 65+.

Location: Facebook allows you to target by location.

Identify who you are trying to reach in terms of geography. If you are having an event or want to promote an attraction, ask yourself how far people will reasonably travel for this item, event, or experience.

Detailed Targeting: Here is where you can fine-tune your targeting. For example, if you're showcasing a new dish, choose terms like 'Foodies', 'food', etc. If you have a concert, drill down to music genre and similar bands. Really explore this section and experiment.

Boosting a Facebook Post (continued)

The screenshot displays the Facebook ad boosting configuration interface. It is divided into several sections:

- Duration:** A control for the number of days the ad will run, currently set to 4. An end date of Sep 17, 2023, is also shown.
- Total budget:** A slider and text indicating the budget. The current budget is \$15.00, with an estimated reach of 531 - 1.5K Accounts Center accounts reached per day. The slider ranges from \$1.00 to \$1,000.00.
- Placements:** A section for selecting where the ad appears, with a toggle for "Recommended Advantage+ placements" turned on.
- Accounts Center accounts reached:** A summary showing 531 - 1.5K accounts reached.
- Link Clicks:** A summary showing 9 - 35 link clicks.
- Payment summary:** A table showing the total budget and total amount, both set to \$15.00 USD.

Item	Value
Accounts Center accounts reached	531 - 1.5K
Link Clicks	9 - 35
Total budget	\$15.00 USD
Total amount	\$15.00 USD

After you have chosen the right audience for your social media post, the final steps are to choose the duration and budget of your boost. Here's what you need to know:

Duration: Facebook will suggest a minimum number of days for the boost to run, but you are free to choose what is right for your campaign.

Budget: When starting out with ad spend on social media, it's best to start small. Smaller spends allow you to evaluate the success of a campaign without much risk. Small spend boosts can be extremely effective, so it's best not to place a lot of money on a total budget right away.

Once you have set the duration and budget, all that is left is to choose where you want the boosted posts to appear and select your payment method. Monitor your boost and analyze the results from Facebook's Ad Center. Compare results of different boosts to see what works best for you. You can also create ads that won't show on your news feed but function similarly to boosts in the Ad Center area.

Thank You

Thank you for taking the time to look through this basic guide. We hope you have found it a helpful springboard for using social media for your business.

But this guide is just the start. There are many more social media platforms and strategies that you can try out. You can also learn from other successful small businesses that are using social media well. The key is to have fun, be creative, and keep learning. On the following page is a list of local marketing experts that can take your marketing efforts to the next level.



Facebook



Instagram



YouTube



TikTok

Take your marketing to The next level.

These marketing firms can help your businesses reach new heights by providing a range of services that cater to the specific needs of the local market. Whether you are looking for a stellar marketing campaign, a new website, or branding, the following businesses have you covered.

[Jackson County Marketing Solutions](https://business.jacksonchamber.org/list/ql/advertising-media-1)

<https://business.jacksonchamber.org/list/ql/advertising-media-1>

