



Social Media Guide

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Why should you care about social media?

From teenagers to grandparents, politicians to celebrities; most people have some form of social media profile these days, and it gives you a unique opportunity to connect with them.

Social media is a constantly evolving online platform from which to showcase your business, your skills and what you can offer to current and potential customers alike. Which means it can be an extremely lucrative marketing channel.

Having a social media presence enables you to control your own online narrative, find out what people are saying about you, and engage with your audience in a place where they are spending a lot of their time.

So, let's have a look at some of the major players and provide some useful points to get you started.

Links & tips

- Why should my business care about social media?
- Attract the right social media audience and increase followers

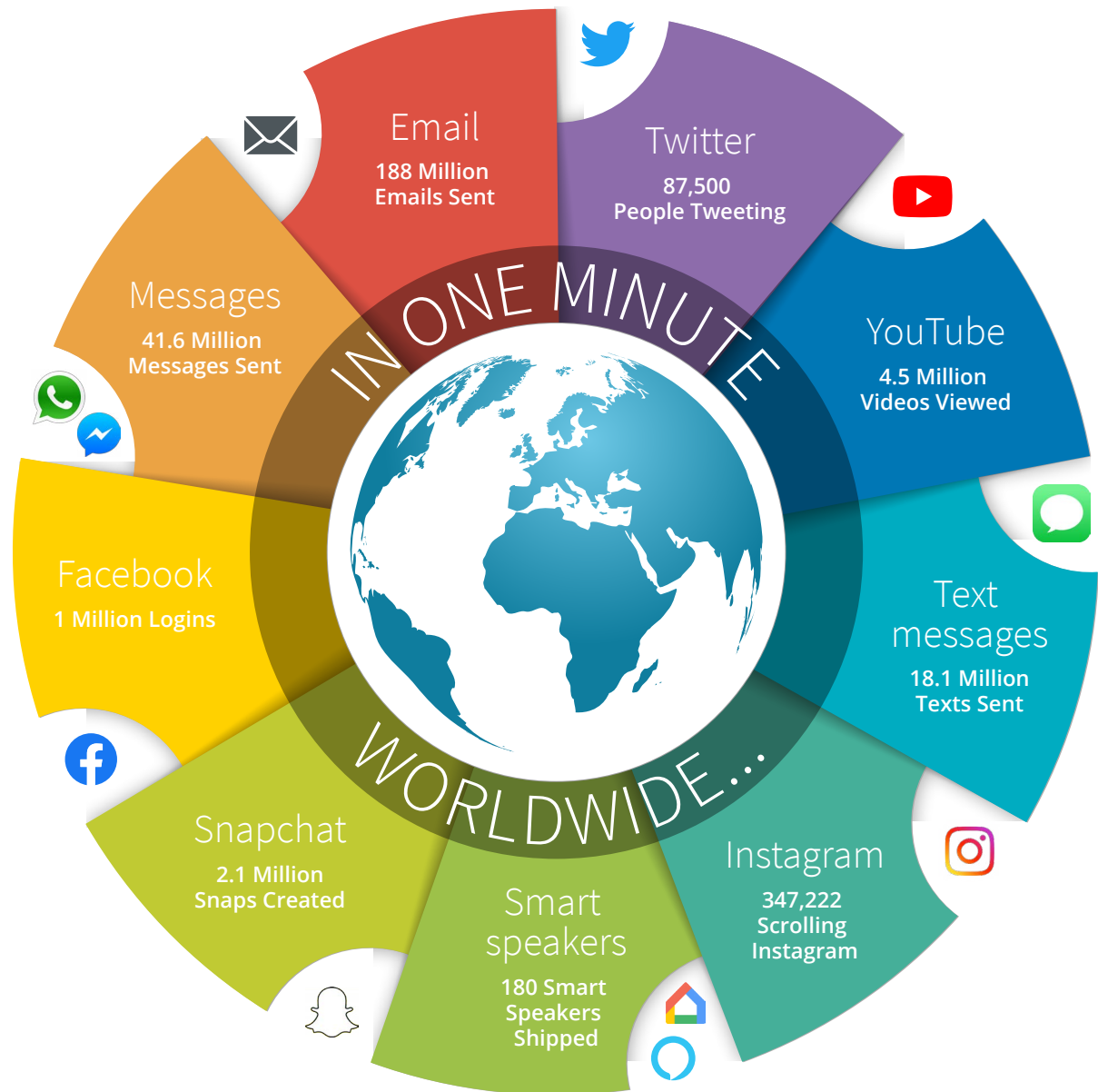
The average time spent per day on social media by users is 1 hour 54 minutes¹

The global social media landscape

Social media can reach the four corners of the world, so it can help increase your business reach too.

96% of internet users have used a social network or messaging service in the last month², and Facebook alone has a total advertising audience of over 40 million people in the UK³. Most of the major social media platforms offer targeted advertising options on top of free organic opportunities, and the possibilities this opens up for small to medium businesses like yours are enormous.







And since you just read the above paragraph here's what's happened online:



* 2019 <https://www.visualcapitalist.com/what-happens-in-an-internet-minute-in-2019/>

The main contenders

Identifying the social media networks you should set up your business on is an important decision, as different platforms have different audiences and features. Our advice is to invest your time building and maintaining a strong presence on one or two platforms, rather than trying to be active on them all.

Network	 Facebook	 Twitter	 Instagram	 LinkedIn	 YouTube	 TikTok
Estimated number of monthly active users worldwide	2.7 billion	330 million	1 billion	575 million	1 billion	500 million
Why this network?	The most popular social media network in the world	Micro blogging site, where users share updates and comments	Network based on eye-catching images and videos	B2B and professional networking	The second most visited site in the world, after Google	Create impressive short-form mobile videos with ease
Optimal Posting times	Around 1pm posts are shared the most and 3pm receives most clicks	Tweets between 12pm and 6pm get the most notice	Apparently posts made at 2am receive higher engagement than daytime ones	Tuesday 10am - 11am is the very precise window to gain the most clicks and shares	Post your video between 2pm and 4pm on a weekday for the highest views	Variable, although many people are active between 10am & 6pm

* Statista 2016



Links & tips

- If you're not on Facebook – click here to sign up
- Help on how to create a business page
- How to optimise a Facebook business page

Facebook

Why should your business be on Facebook? Because everyone else is

79% of UK adults use Facebook⁴ – this is probably where your customers spend time too, so “be where they are” by having a presence of your own. Creating a Facebook page can improve your prominence in search engine results as well as help Facebook’s own search results – and that costs you nothing!

It's a useful and credible outlet for your company, allowing people to find your contact details, opening hours, read reviews and other useful information about your business.

You can reach thousands of potential customers with a targeted advertising campaign, defining who sees your advert based on their location, gender, age and interests. This is a very cost-effective advertising method as it enables you to set your own budget, switch it on or off as needed, and measure the performance.

Business benefits:

- 1 Potential customers can contact you instantly via Facebook Messenger
- 2 You can upload images and videos to showcase your business

Twitter

Promoting your business in 280 characters or less, in real time.

Twitter describes itself as an "information network" where you can get real-time updates from people and businesses that matter to you. It's a great way to promote your business for free by starting and engaging in relevant conversations.

Twitter is one of the best platforms for customer support, as an easy way to contact a business with questions or to get help with an issue. A presence on Twitter is beneficial as it enables you to respond to queries and possible complaints effectively and professionally – giving you control over the conversation.

Business benefits:

- 1 Maximise the reach of your posts by using hashtags (adding a # in front of a relevant word e.g. #hairdresser or #Newcastle)
- 2 Add up to 4 images or a video to your posts to increase engagement



Links & tips

- If you're not on Twitter click here to sign up
- How to set up a Twitter account for your business
- How to choose and use the best hashtags for your brand



Links & tips

- Cool ways to show off your business with Instagram
- Get started on Instagram today
- 3 easy ways to grow your Instagram followers in 2020

Instagram

Use this mobile-first app to share photos and videos that showcase your business visually – perfect for experiential companies such as travel agents, restaurants and spas, retailers, and creative services like photographers or hairdressers.

Users can search using hashtags and locations to browse images. By hashtagging and geo-tagging your posts, you enable people searching for particular businesses or events to find your content. To keep your content looking professional, use image filters that allow you in one click to style your pictures.

Instagram has other popular features which enable you to record short videos and take photos which you publish as a 'Story' lasting 24 hours. You can upload longer videos to 'IGTV' – perfect for posting promotional videos that won't fit in Stories. With a business account, you can even sell products directly to your customers through your content on the site.

Business benefits:

- 1 Eye-catching images will boost your business's profile
- 2 A business account gives extra features such as analytics, contact details, and a call-to-action button

LinkedIn

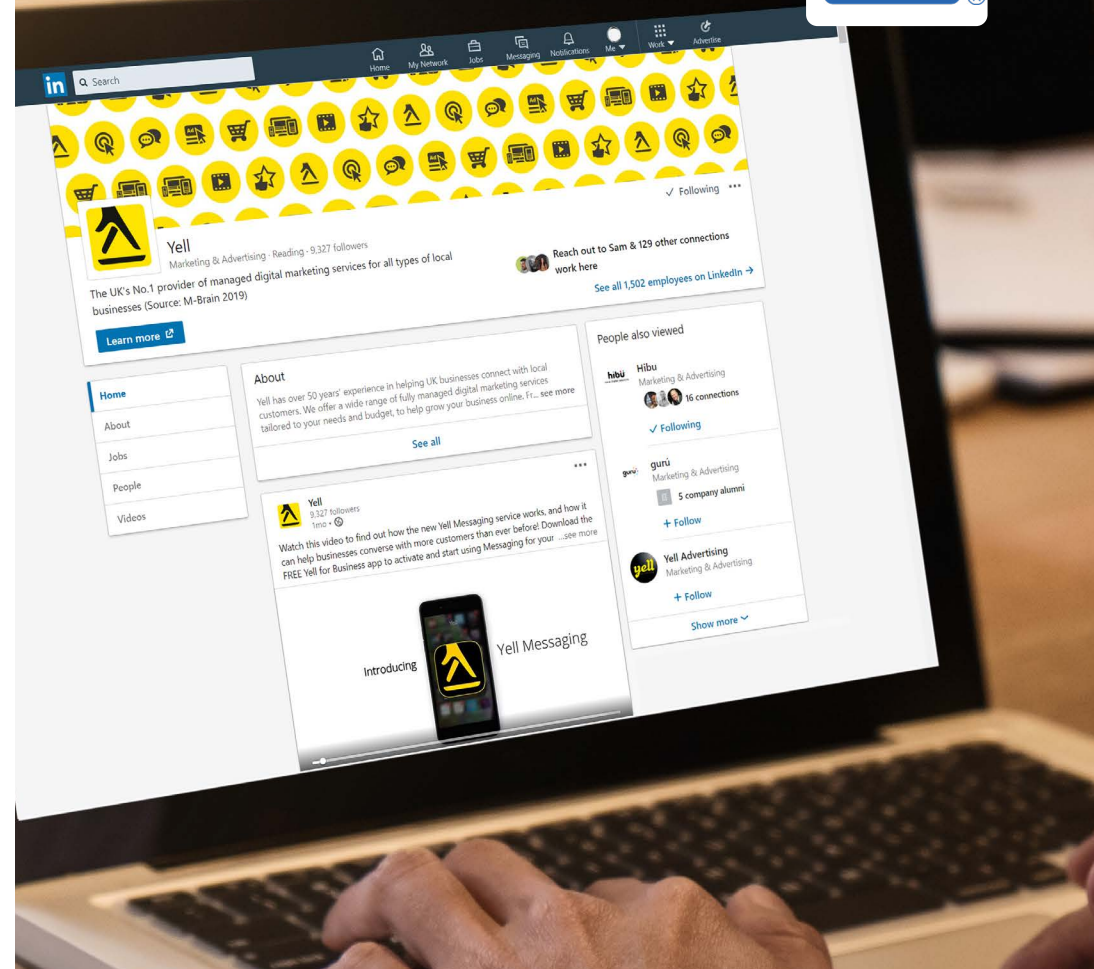
Connect with business professionals

LinkedIn is a great way to connect and network with others in your industry and beyond. Being very business-oriented, a company page is perfect for B2B organisations (like solicitors and accountants) who might not want to use more mainstream social media channels.

As well as creating a personal profile for yourself summarising your career and experience to date, you can also create a page for your company updates about your business. It's also a powerful recruitment tool to find suitable new employees!

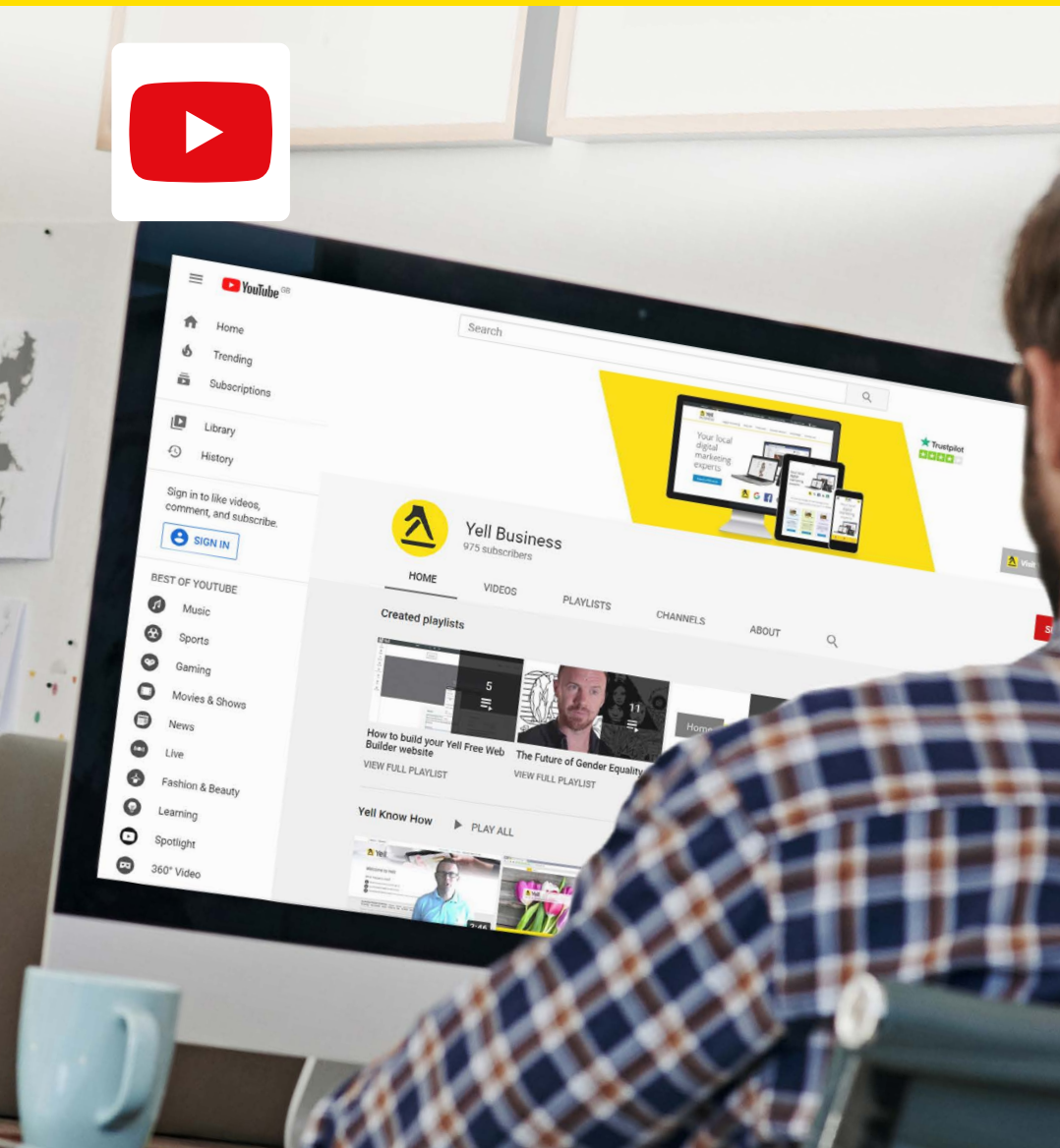
Business benefits:

- 1 Ask for recommendations to boost your credibility
- 2 Update your company page regularly with your latest company news and links to relevant blog posts you've written for your business website
- 3 Network and join relevant groups to take part in conversations and topics of interest



Links & tips

- If you're not on LinkedIn click here to sign up
- How to use LinkedIn for business development



YouTube

YouTube is the world's biggest video sharing website. It's a great way to get exposure online and promote your business in a visually engaging way.

Easy to embed into your website, video can help your search rankings. Videos are also a great opportunity for engagement with viewers, either through the comments section or by sharing on other social media pages. Like the other major platforms, it is free to set up, but there are also advertising options if you'd like to increase your audience reach.

There are many different styles of videos you can create, from a 'How to' (which can help build your reputation), customer testimonials through to interviews with leading industry professionals. Alternatively, why not ask Yell's expert videography team to produce one for you?

Business benefits:

- 1 Useful videos will deliver strong brand awareness
- 2 You can embed videos on your business website or share them on other social media platforms

Links & tips

- Find out how to optimise videos for YouTube success
- Find out more about our video marketing service

TikTok

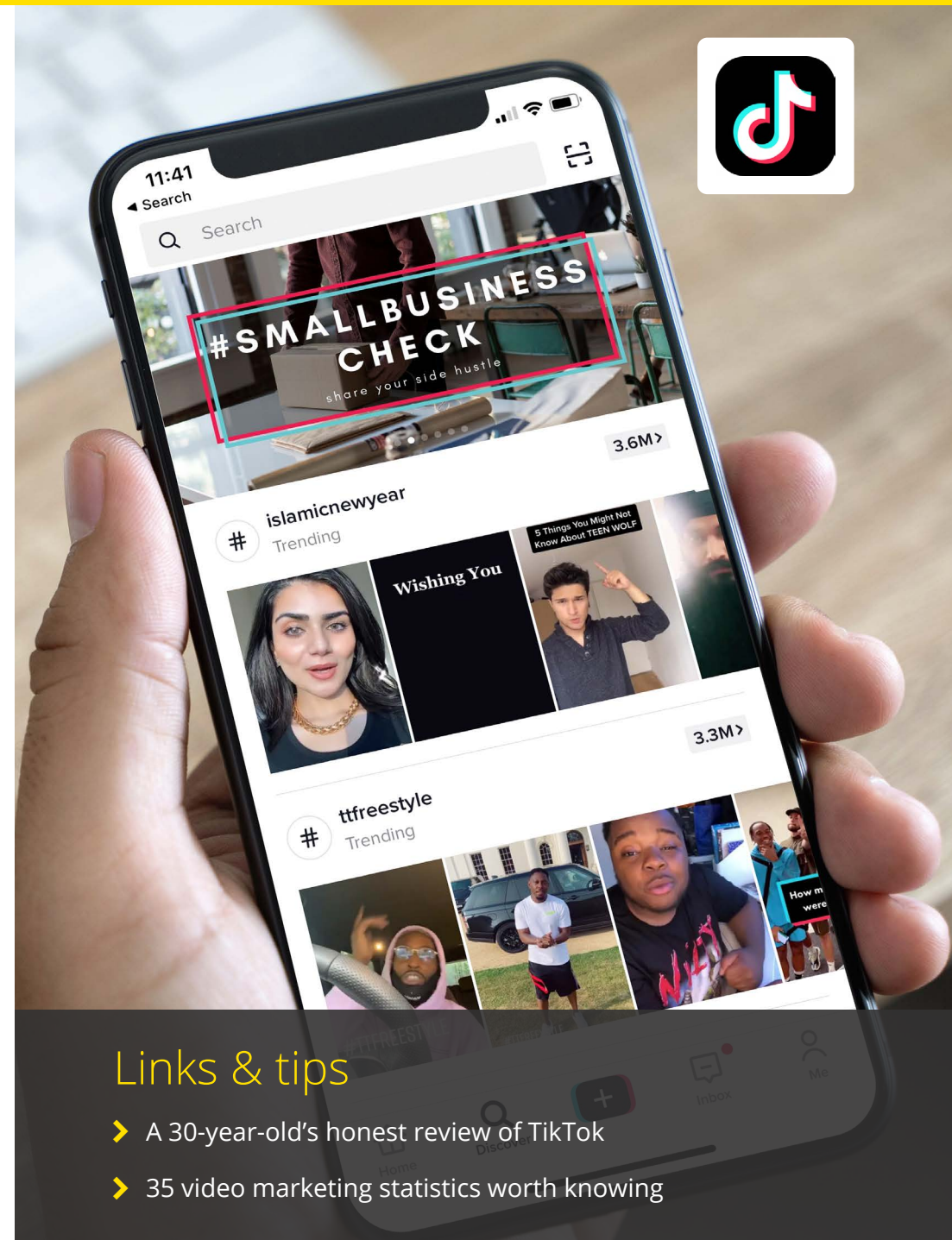
Fun, snappy, and SO hot right now: introducing TikTok.

Born in China then quickly spreading worldwide to amass 800 million users⁵, TikTok has found a huge fanbase thanks to its easy to use video software complete with a wealth of soundtracks and animations to choose from. TikTok enables anyone to become a videographer – making it the perfect medium for small to medium businesses seeking to create content quickly and on a budget.

TikTok's audience is currently quite young, but don't let this put you off if your own typical customer is generally a little older; TikTok videos can be shared on your other social platforms, so it's worth setting up an account even if only to use the software.

Business benefits:

- 1 Creating short videos with music and special effects
- 2 Potential for your content to go viral, helping build brand awareness
- 3 Reaching a young and engaged audience



Links & tips

- > A 30-year-old's honest review of TikTok
- > 35 video marketing statistics worth knowing

Where should your business be?

Check which platform(s) best suit your business before you begin. Every network has a slightly different way of doing things and a different audience. Do your research. Which demographic are you trying to reach? Which networks will they be on looking for businesses like yours?



Florist, Dressmaker, Bakery

Businesses in a creative environment can make the most visually-led platforms. Photos and video content can attract new potential customers. Instagram or TikTok provide a great opportunity to engage with your audience through a more exciting visual medium.



Plumber, Engineer, Decorator

For a skilled professional, YouTube is a great platform to showcase skills, tips and advice. Stick to mainstream channels like Facebook for before and after images, generating work through recommendations and asking for reviews.



Solicitor, Accountant, Consultant

Less visually engaging businesses will find LinkedIn useful, being able to connect with clients and other businesses while also able to post blogs and interact with industry specific news. Twitter could also be useful to find potential new clients, by posting authoritative and informative content.



Do's

- ✓ **Find your style** - What do you want the tone of your posts to be. Informative? Funny? Relaxed? Your brand's personality should be reflected in your content
- ✓ **Talk to your customers** - Follow up on reviews or comments posted, whether they are positive or negative. Ask questions, social media is a two-way street
- ✓ **Use images where possible** - They paint a thousand words
- ✓ **Make new relationships** - Connect with other businesses (complementary to yours) by commenting, mentioning them and sharing their content
- ✓ **Keep it fresh** - Post often and routinely so people return to your feeds time and again
- ✓ **Use hashtags** - They will help people who don't know of your business yet to find you. They will also help you to find others posting on similar topics
- ✓ **Be consistent** - Make sure you use the same logo, name / handle etc. across the networks to help build your brand



Don'ts

- ✗ **Don't neglect your profiles** - After a few weeks or months it can become a chore to add new content, but don't let it slip. Current and potential customers might think you've given up, and algorithms can 'punish' seemingly dormant pages
- ✗ **Don't delete or ignore negative comments** - Show you can acknowledge unhappy customers and put things right, proving great customer service
- ✗ **Don't 'like' your own posts** - Yes, your content may be great but instead encourage employees and your followers to like and share to help amplify content
- ✗ **Don't 'spam'** - Spamming means posting irrelevant content, the same content over and over, or simply post too often. The problem with this is that you risk becoming a bore and people may stop interacting with your page
- ✗ **Don't overstretch yourself** - Work out which platforms work best for your business, and focus on those to maximise your time and the impact of your posts

Scheduling your content

One of your final challenges is to get your content and scheduling right, post frequently, but try to keep your content relevant and interesting. Mix it up - promotional messages, video content, eye-catching imagery or linking to thought-leading blog posts: the options are endless.

Hashtag themes

Sunday <i>#SundayFunday</i>	Monday <i>#MondayMotivation</i>	Tuesday <i>#Transformation Tuesday</i>	Wednesday <i>#Wisdom Wednesday</i>	Thursday <i>#Throwback Thursday (#TBT)</i>	Friday <i>#FeatureFriday</i>	Saturday <i>#SocialSaturday</i>
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Blank for your ideas

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Social media promotion

If you need help setting up your social media pages and posting content why not speak to us about our Reputation Manager product.

Alternatively if you're looking for a fully managed social media campaign across multiple platforms our Smart Performance product will enable you to target the right audience at the right time.

Call **0800 777 445** or visit **business.yell.com**

Find us on



Sources

1. We are Social, 2017
2. Facebook's self-serve advertising tools, 2019
3. GlobalWebindex 2018
4. We are Flint, 2018
5. Oberlo 2020

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