

Social Media

Institute for Entrepreneurial Leadership

550 Broad Street, 15th floor, Newark, NJ 07102 | www.weareifel.org | [@weareifel](https://www.instagram.com/weareifel) | 973.353.0611

The following lists some key guidelines for starting or enhancing your social media strategy.

Brand and Marketing Guidelines

- What services or products do you provide?
- Describe your brand. What do you want people to know about your brand? What is your elevator pitch?
- Who is your target audience?
- Who are your competitors?
- What are some unique qualities about your company that makes you different from competitors?
- What is the main problem your target audience has that your product/services fix?
- What is your best offer available to customers? What's included?
- What social media channels do you use? Any you want to begin using?

Set Up Social Media Accounts

Facebook Business Page - <https://www.facebook.com/business/pages/set-up>

Instagram - <https://business.instagram.com/getting-started>

Twitter - <https://help.twitter.com/en/using-twitter/create-twitter-account>

LinkedIn - <https://www.linkedin.com/help/linkedin/answer/710/create-a-linkedin-page?lang=en>

YouTube - <https://www.youtube.com>

Pinterest - <https://www.pinterest.com/login/>

TikTok - <https://www.tiktok.com/signup>

Platform Specifics

- **Facebook:** Wide variety of users, paid advertising, strong group presence, pages, events, and social connection.
- **Instagram:** Visual and social app, wide variety of users, great for product and service based businesses, video and photo marketing, strong community, 70% of users are 13-34.
- **Twitter:** Space to share company information and stay connected. Allows text, photo and video.
- **LinkedIn:** Professional Networking Platform, Great for promoting product/service designed for business professionals.

If you need continued assistance with this, [please fill out this form here>>](#)

Once completed, someone from the IFEL Team will reach out to you.

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- **YouTube:** Large search engine, wide variety of users, long and short video platform.
- **Pinterest:** Photo based platform, allows users to link directly to website. Great for product and service based companies. Platform meant for converting to websites.
- **TikTok:** Fast growing online platform centered around short videos. Great platform to sell product and services to both men and women. Extremely popular among Gen Z, and Millennials.

Social Media Outline

Step one: What will you create?

Content Types

Educational - News you can use that relates to your business, i.e. blog article

Inspirational - Success stories, quotes/positive affirmations

Interactive - Contests/polls, infographic, lead generation

Connecting - Thank customers, shout out to employee, behind the scenes look, share your favorite cause

Step two: How will you share this content?

Reels

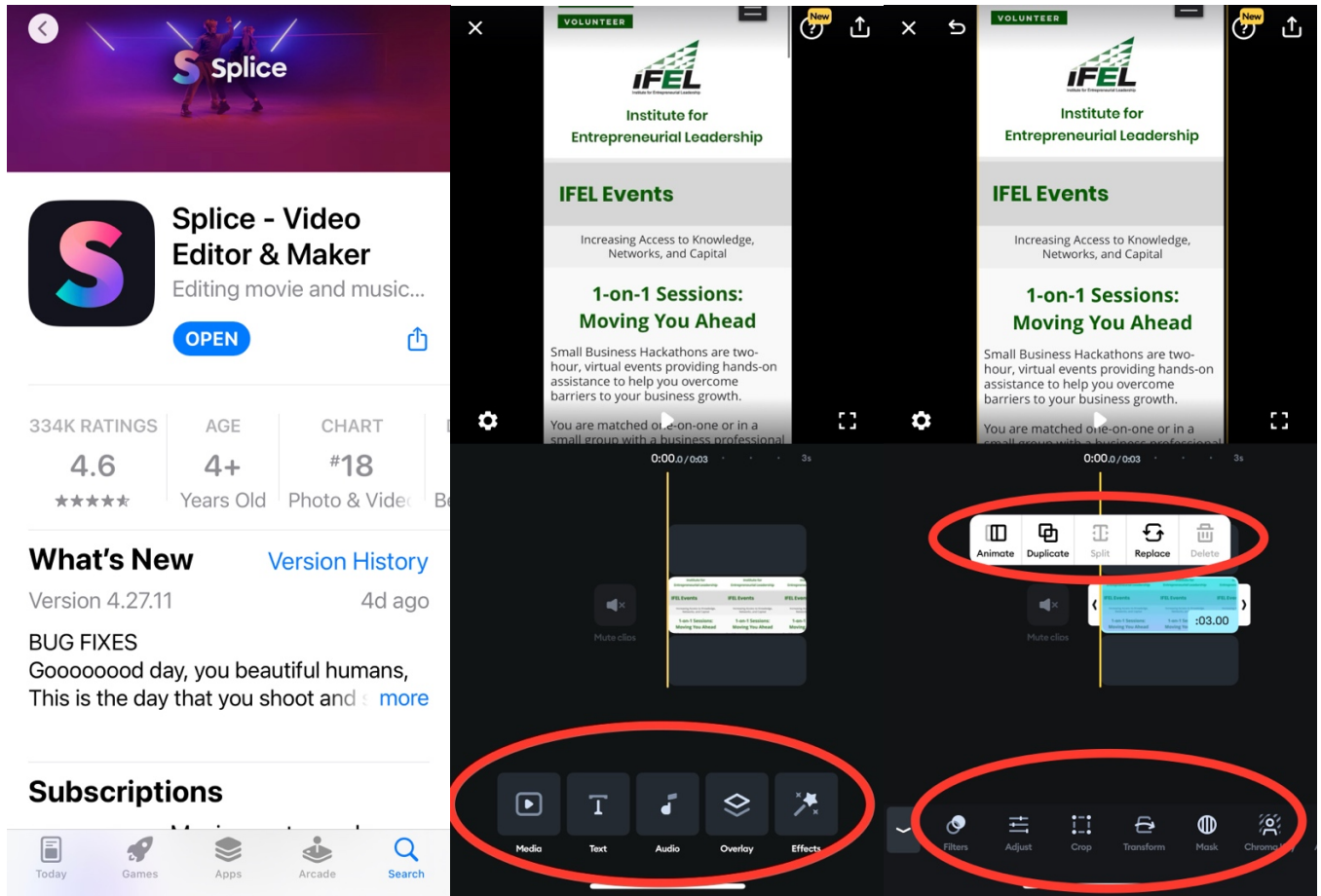
- Film or find stock videography
- Pull footage into a chosen editing app (Splice, Inshot, Canva, Adobe Rush)
- Add text, captions, sounds, transitions ect.
- Save and upload to short video specific platforms
- Confirm that your content is adjusted to fit each platform (correct terminology, tagging, and video/caption length)

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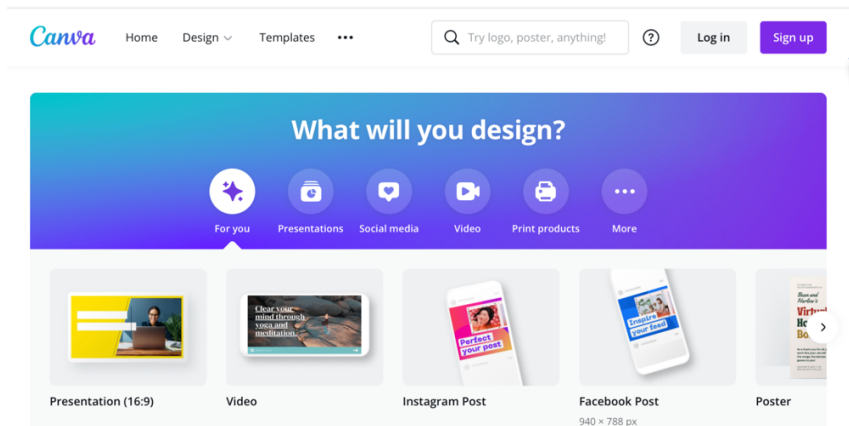
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Canva

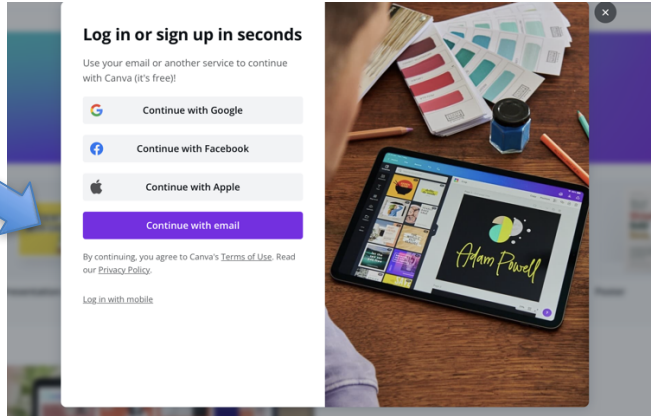
Canva is an online graphic design platform that enables you to create social media post images, documents and other visual content. They offer a free version and you may set up an account [here](#).



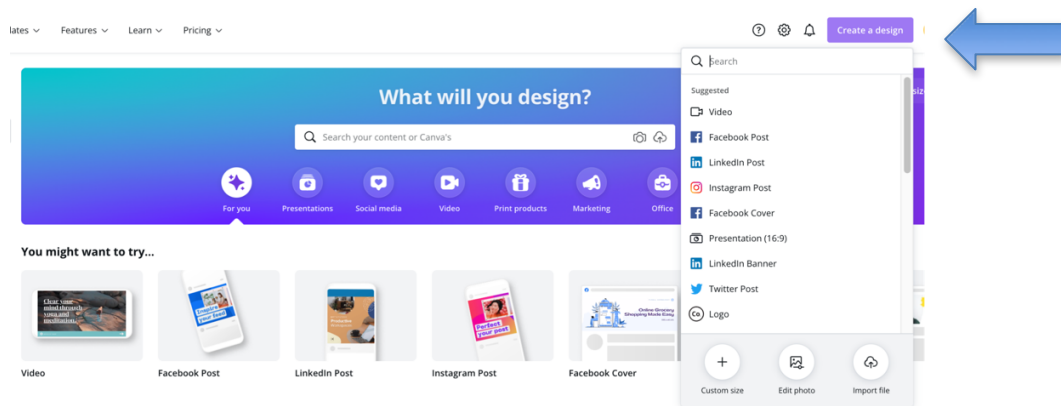
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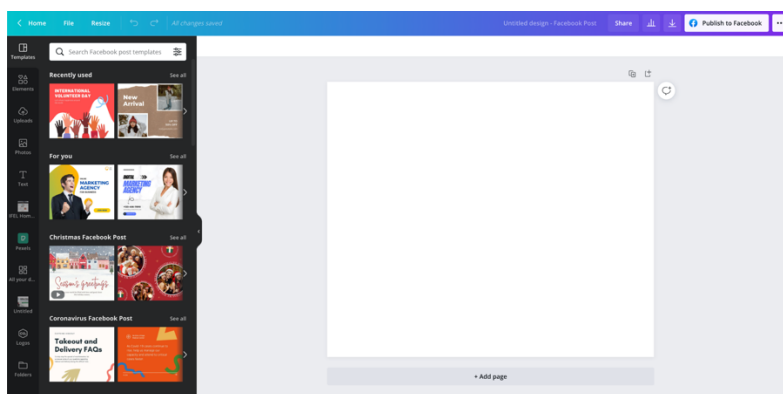
You may create your account using your email address.



To set up your first post, select Create a Design and you may choose from a variety of blank templates sized for the application such as Facebook post, LinkedIn post, etc.
Tip: A social media image that is 1080x1080 will work for Facebook, Instagram and LinkedIn.



Once you select your template size, a blank canvas will appear. You will see ready-made templates listed on the left-hand side for you to choose from.

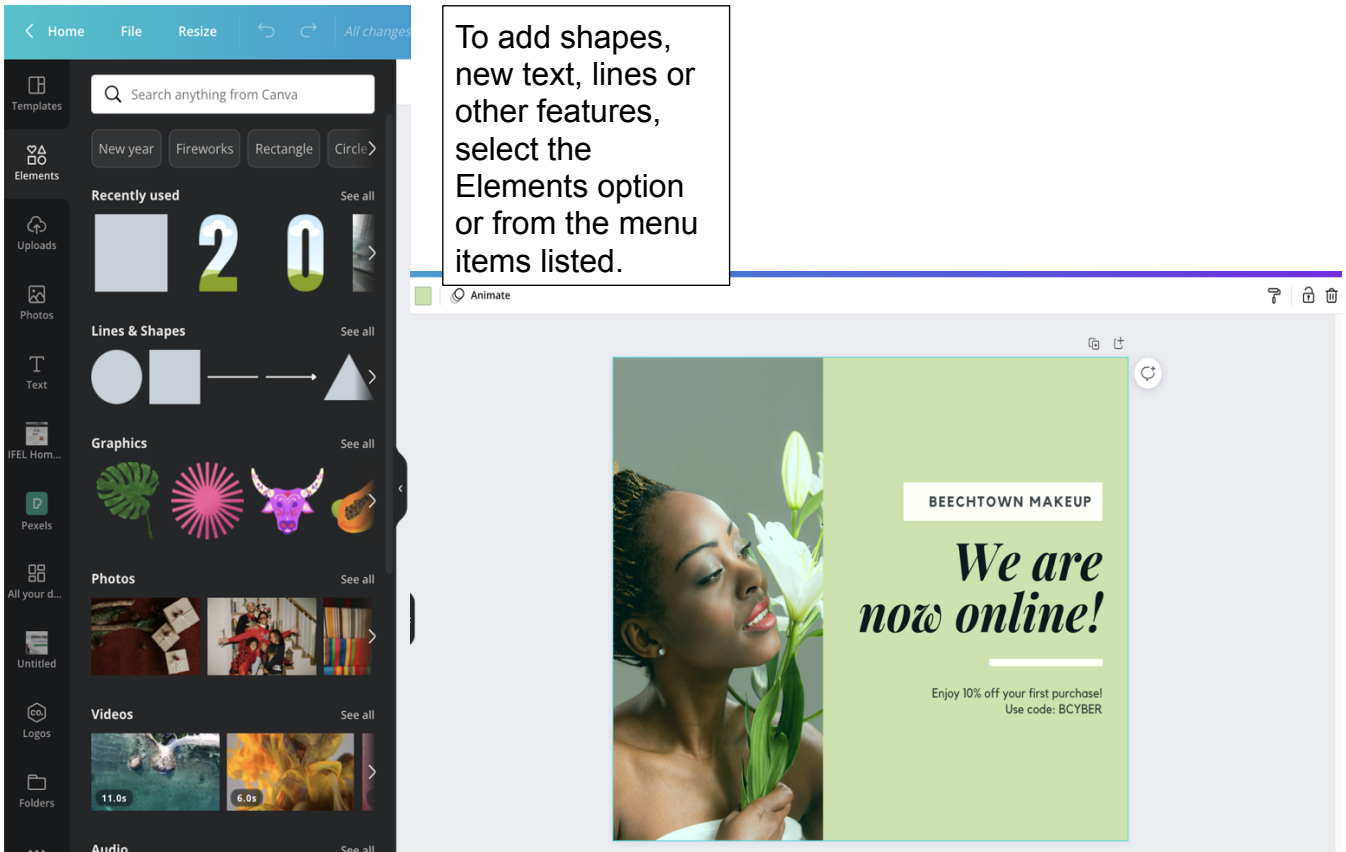


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Click on your selection and it will add that template to your design canvas where you may edit colors, images, text, font styles, etc.



The image shows a screenshot of the Canva design tool interface. On the left, a dark sidebar menu is open, displaying various design categories: Templates, Elements, Uploads, Photos, Lines & Shapes, Graphics, Photos, Videos, and Audio. A blue arrow points to the 'Elements' section. A white text box with a black border is overlaid on the 'Elements' menu, containing the text: 'To add shapes, new text, lines or other features, select the Elements option or from the menu items listed.' The main design canvas on the right shows a social media post template for 'BEECHTOWN MAKEUP'. The post features a woman holding a white lily flower on the left and a green background with white text on the right. The text reads: 'BEECHTOWN MAKEUP', 'We are now online!', and 'Enjoy 10% off your first purchase! Use code: BCYBER'.

Canva Features

- Canva offers many features to enhance your design. A few examples: Include your specific brand colors. Add an animated feature to your post such as arrows that move to highlight specific wording in your post image.
- Type style effects such as an animated typewriter style.

In addition, you may use Canva to schedule your social media posts as well as edit videos. A list of Canva's features with instructions may be found [here](#).

Canva also includes a **printing feature** where you may print documents such as note cards or forms and have the items mailed to your home or office.

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Step three: Post Anatomy

Caption: Describe your visual, or draw attention with a statement, question, or headline. Research shows that an average of 150 characters, or about 15 words, gets the most clicks. However, there are times when longer content is warranted.

Emoji: If applicable to your business, consider including a relevant emoji to add tone and visual interest.

Call to action: Ask a question to encourage comments, or share a link to invite your audience to learn more, try, or buy.

Mentions: Mention other accounts (yours or others) for added visibility and reach.

Hashtags: Add topical and relevant keywords for added reach.

Hashtags

Hashtags are words or phrases combined together and preceded by the # symbol. You can use them to identify content, brands, themes, trends, and campaigns. They're immediately searchable on social media as soon as you publish, so they can help make your post more discoverable and pull your brand into trending topics.

Hashtags are clickable, and anyone who clicks on a hashtag or conducts a hashtag search on a social network sees a page showing all the posts that contain that hashtag.

Here are some of the most common types of hashtags.

Note that including up to 4-5 hashtags is appropriate for Facebook, Twitter and LinkedIn while up to 10 are frequently used on Instagram.

Type of Hashtags	Examples
Product or Service	#bookkeeping #wellness #coffee
Industry or Community	#smallbusiness #shoplocal
Event, Holiday or Season	#thanksgiving #smallbusinesssaturday
Location	#NJ #Bronx
Day	#tuesdaytips #SundayFunday
Social Acronym	#TBT #YOLO

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Post Frequency

This is just a **guide** - many owners may not have time to create content and post this frequently, but the key is to post consistently to keep platforms current, even if you post only 3 times per week.

Platform	Facebook	Instagram	Twitter	LinkedIn	YouTube	Pinterest	TikTok
Frequency	1 - 2 times a day	3-7 times per week	1 - 5 tweets a day	1 – 5 times a day	Once a week	5 – 15 times a day	1 – 4 times a day

(Source: Hootsuite)

General Tips

- Find ways to repurpose content
- Regularly look at analytics
- Build brand recognition throughout all active platforms
- Quality over Quantity
- Speak to your target audience
- Beta test
- Make sure your social media directs viewers to the right place
- Make sure your content is reader friendly

Tools & Resources

Design Tools

- Canva - Free design tool <https://www.canva.com>
- Splice – Phone Friendly Video Editing Tool <https://spliceapp.com/>
- Inshot - Video Editing Tool <https://inshot.com>
- VSCO – Photo and Video Editing Tool <https://www.vSCO.co/>

Free Stock Photography

- [Pexels](https://www.pexels.com/)
- [Unsplash](https://unsplash.com/)
- [Pixabay](https://pixabay.com/)

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Scheduling Posts

- Schedule within the platform (exception is LinkedIn - only third party sources may be used to schedule on LinkedIn)
- Facebook Creator Studio - Free tool to post on Facebook and Instagram
- [Canva](#) - Scheduling Tool
 - [Hootsuite](#), [Later.com](#) and others have free introductory plans

DIGITAL MARKETING	SOCIAL MEDIA
<ul style="list-style-type: none">• Blog.hubspot.com/marketing• Digital.com• Similarweb.com• Google Optimize• CoSchedule	<ul style="list-style-type: none">• Facebook.com/Facebookmedia• Business.instagram.com• Business.Pinterest.com• Blog.buffer app.com• Canva
SEO	EMAIL MARKETING
<ul style="list-style-type: none">• Moz.com/blog• Searchenginejournal.com• Yoast.com• MajesticSEO.com• Google Keyword Tool• Google Search Words	<ul style="list-style-type: none">• Verticalresonse.com/blog• Blog.marketo.com• Milled.com• Sleeknotes• Dojo Mojo, Viral Sweeps• Glock App / Google Postmaster

- Moz.com/blog
- Searchenginejournal.com
- Yoast.com
- MajesticSEO.com
- Google Keyword Tool
- Google Search Words
- Verticalresonse.com/blog
- Blog.marketo.com
- Milled.com
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