



## How to use Social Media to Increase Business

Social media allows you to easily and quickly engage with your current and potential customers. You can promptly promote offers, your amazing products or services as well as share relevant news to keep customers up to date. Whether you are getting started or need to increase your social media engagement, see below for more information.

### Why use social media?

Social media platforms enable you to form a meaningful community with your customers and potential customers. Today people read what other people are saying or what experience they have visiting a business. People share their stories online through reviews, comments and photos and videos. Social media improves your reach, frequency and quality of communications with your community.

The Mountain View Chamber of Commerce will help you with all of this when they start promoting businesses and you will want to have a social presence to take advantage of this benefit.

### SHORTCUT: 4 Steps to Leveraging Social Media to Increase Business

1. Inventory where your social media is now.
2. Pick one or two that work best for your business.
3. Create a Facebook and/or Instagram page.
4. Build a social media community



## Business Recovery Kit

### Leveraging Social Media to Increase Business

#### 1. Inventory

Take a look at your social media accounts and inventory how many followers you have.

#### 2. Pick a social media platform

Finding a social media platform that works for your business may be obvious or it may take some time to test what works best. To begin we recommend that you start with a Facebook page and even an Instagram page, if your business has anything visual such as food, fashion or events. A business page is preferred for hospitality, restaurants, hotels and retail. It allows you to share ownership and teams can all post and work on the page. Personal pages work if you are part of your business and brand.

#### Demographics of Facebook and Instagram

**Facebook Effectiveness:** Reaches a wide range of ages - 18 to 65 year olds. Of US adults who say they use Facebook, 74% use it daily (51% of users are on more than once per day). In the US, 75% of women and 63% of men are on Facebook

If your business has a presence on Facebook and you tag the Mountain View Chamber of Commerce then your post will get shared.

**Instagram Effectiveness:** Reaches a wide age range but leans towards a younger audience of 18 - 49 years olds (72% are 13 - 17). Of all US adults who say they use Instagram, 63% use it daily (42% of users are on more than once per day); 35% of US teens rate Instagram as their favorite social network, second only to Snapchat)

If your business has a presence on Instagram and you tag the MVCC then your post will be shared through an Instagram Story.

#### Hot Tips

To tag the Mountain View Chamber of Commerce use @chambermv in your post.  
Send your most recent business photos to the Chamber for additional promotional opportunities.

#### 3. Create Facebook and/or Instagram page

The advantages of having a business account for both Facebook and Instagram is that you have access to Insights. Insights can help you understand who is engaging with your business.

Creating a [Business Facebook Page](#)

Creating a [Business Instagram Page](#)



## Business Recovery Kit

### 4. Build a social media community

Once you have Facebook and Instagram pages you can now build your community.

### SHORTCUT: 3 Steps to Planning Your Content for Social Media

1. Create a simple plan
2. Create an editorial calendar
3. Create the content

### 3 Steps to Planning Your Content for Social Media

#### 1. Create a simple plan

A simple plan is key to keeping you focused and setting an achievable goal. A plan can be to raise more awareness of your business and its offerings. Or it can be to just keep your customers up to date with your latest menu or specials. Start with one goal and then watch the Facebook and Instagram insights to see what resonates with your audience. Remember to share relevant and authentic content.

#### 2. Create an editorial calendar

To begin with you can use a calendar to track your posts. This allows you to plan ahead what you will post each week.

#### 3. Create the content

Gather up images and potential copy for both your Facebook and Instagram posts. You will want to use a few hashtags. Have a hashtag for either your business name or your tagline/branding. You can also add hashtags for seasonal and popular trending events. Or you can simply use a hashtag that reflects your content. A hashtag is a word or a phrase introduced by a number sign, #, otherwise known as a hashtag. It groups together content or images that appear in social media, such as Twitter, so that users can then go to that hashtag and see all the news or content related to it. List relevant hashtags in your posts, such as those that are in your profile bio and those that regularly appear in your other posts. Use branded hashtags (#yourcompanyname) or popular hashtags (#learning) and put it at the end of the Facebook post.

For Instagram, since it was started as a photos app, users respond best to images that evoke emotion. This could be a beautiful photo or one of mouth watering food. Also, users respond more often when there are smiling people in the photos. Your hashtags fit in one of these four categories: Product, Lifestyle, Event, Location. Lastly, Instagram has a feature named Stories where you can highlight a short video clip or a few annotated photos. Instagram Stories are gaining in popularity and might be a good feature to use to attract followers.



## Business Recovery Kit

### Key items to keeping your social media working for you

- Post often  
Use the Facebook scheduler to post at least weekly
- Keep in mind why people are on Facebook  
To take a break, check in on friends and stay up-to-date with the news or current events
- Show visual consistency so customers recognize you

### Additional information

For additional information on how Facebook can help you go to [Facebook for Small Businesses](#).

Looking for the definition of the digital lingo? Download our Digital Dictionary [here](#). You can also access it at <http://www.ilovemv.org/digital-dictionary>.

The **Business Recovery Kit** is brought to you by the Mountain View Chamber of Commerce. Content created by Fly to Soar in partnership with the Chamber of Commerce.