



**THE BASICS**

# How to Improve Your Social Media Presence

Hello!

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# Collaborating

## **FOLLOW EACH OTHER NOW!**

Support one another with likes, comments and shares!

**Consider a giveaway—partner with other merchants to create a high-value giveaway for Instagram & Facebook**

- GREAT way to support each other and gain followers quickly!

**Follow & Tag  
@GoDowntownRogers**



# Video Content is King

82% of global social media traffic will be from video content in 2022

- Make Reels
- Create video content as posts AND on stories
- Boomerangs are a fun, easy & trendy way to feature information, happy hours, images etc.



## When to Post on Facebook & IG

- **Monday:** 1 pm – 3 pm
- **Tuesday:** 1 pm – 3 pm
- **Wednesday:** 11 am & 1 pm
- **Thursday:** 5 pm & 8 pm
- **Friday:** 11 am

While these may be the best times to post overall, they aren't always the best time for your specific target audience. Keep in mind that **peak times are always shifting.**



**QUICK TIP:** when you create a post, always share it to your story to increase engagement & reach



**STAY ACTIVE ON STORIES:** post fun, relevant content and post any day at any time. **Post at least 1 thing on your story everyday**

# Content Calendar



NEW POST

Post on a consistent schedule.

## **Creating a content calendar can ensure that you:**

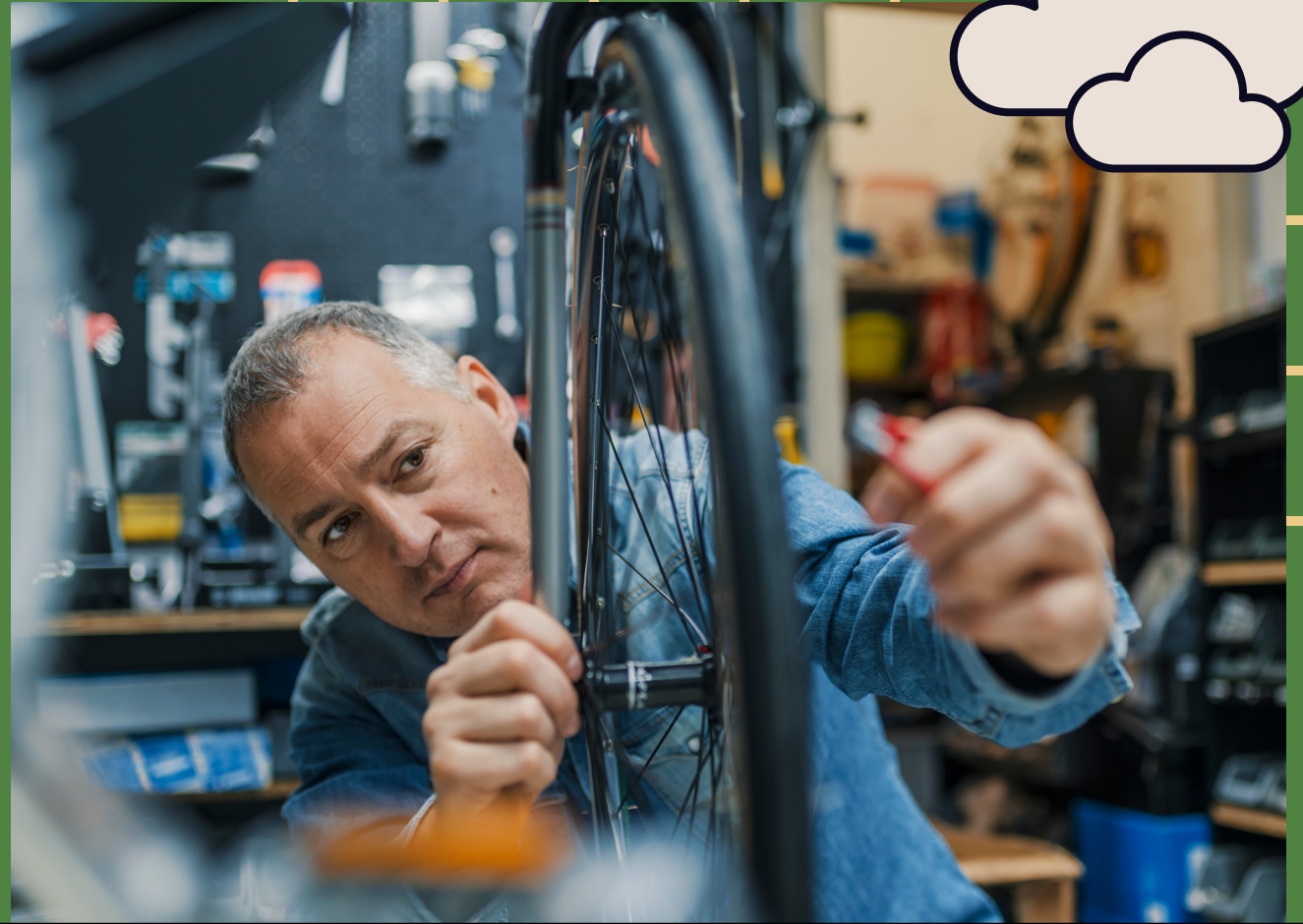
- Establish a regular cadence and you meet your goals
- Maintain accountability and consistency
- Efficiently delegate social media marketing content tasks

## **Remember, your content calendar can always be changed.**

- If you start and realize that your goals were too lofty, shift some deadlines around.
- On the other hand, if you figure out you could be doing more, add in a few more posts per week.

# Content Ideas

- Product demos
- Customer testimonials
- Employee recognition videos
- Educational/feature series
- Company culture spotlights
- Company mission & values
- Store/facility walk-thru tour
- Short, humorous videos



**USE YOUR HIGHLIGHTS:** Strategically use highlights to increase understanding of your business, events, offerings, specials & personality from stories you've already posted



# Share Your Values



More than ever before, **customers are looking to buy from companies that clearly state their values and prioritize ethical, social, and environmental objectives.**

- **66% of customers have stopped buying from a company whose values didn't align with theirs.**
- With **88% of customers** saying they **expect to see brands demonstrate clear and strong values**, marketers recognize a unique opportunity to lead with a values-based message.
- In fact, **93% of high-performing marketers say their external messaging reflects their corporate values compared to 70% of their underperforming competition.**

# Face Behind the Brand



**Introduce yourself** to your followers and add your own personal flair to your profile.

- **Be consistent in doing this!** This will make your followers feel like they know you and will make them want to support YOU and your business even more.

Shoppers prove to be **more willing to give their business to a real person that is attached to a brand rather than just a retailer.**

- This is part of the reason why influencer-promotion is so effective.
- **People want to support makers and dreamers, not just businesspeople.**

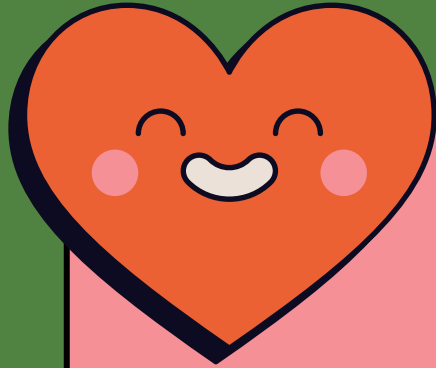


## Analyze & Improve

Track important social media engagement metrics via **Meta Business Suite (free resource)** to see how your content is vibing with your audience, such as:

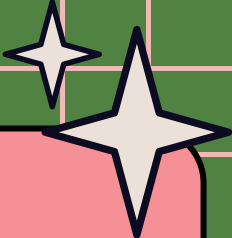
- Engagement rates
- Click-through rates
- Bounce rates
- Customer response rates
- Audience insights
- Granular engagement metrics





**THANK YOU**

**Questions**



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