SOCIAL MEDIA & EVENT MARKETING for a small shop
FOCUS ON 1 OR 2 PLATFORMS TO START

- Facebook
- Instagram
The top platforms consumers and brands anticipate using most in the next 12 months

<table>
<thead>
<tr>
<th>Platform</th>
<th>Consumers</th>
<th>Marketers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>71%</td>
<td>65%</td>
</tr>
<tr>
<td>YouTube</td>
<td>51%</td>
<td>35%</td>
</tr>
<tr>
<td>Instagram</td>
<td>49%</td>
<td>59%</td>
</tr>
<tr>
<td>TikTok</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>19%</td>
<td>9%</td>
</tr>
</tbody>
</table>

sproutsocial | The Sprout Social Index™ | US Forecast
Thank sponsors and reach new ones
Post regular, valuable content to be seen as an expert
HAVE A STRATEGY

- Who is your target audience?
- What are your goals?
UTILIZE VISUALS

- Use photos taken by staff
- Create visuals on Canva
- Use stock photos if necessary
ENGAGE

- Ask questions
- Respond to comments
- Share when others mention your business
80/20 RULE

- 80% of content should be useful to followers
- 20% should be promotional
UTILIZE HASHTAGS

- Don't use spaces, punctuation or symbols
- Use between 8-14 hashtags
USE STORIES AND REELS

- Reels are used to share a 90 second story
- Stories are 15 seconds but let you use stickers to put a link
CONTENT SCHEDULING

- Utilize Meta Business Suite
- Affordable Paid Option: Buffer
CONTENT CALENDARS

- Mark down important times for your organization
- Mark any important social media dates
BEST TIMES TO POST

- Facebook: Mondays through Fridays at 3 a.m., Tuesdays at 10 a.m. and noon
- Instagram: Mondays at 11 a.m., Tuesdays and Wednesdays from 10 a.m. to 1 p.m., and Thursdays and Fridays 10 a.m. and 11 a.m.
Instagram Global Engagement

Mon
Tues
Wed
Thurs
Fri
Sat
Sun

12 1 2 3 4 5 6 7 8 9 10 11
AM
PM
Lowest Engagement
Highest Engagement
CONTENT ON YOUR WEBSITE

- Send people to your website from socials
- Blog posts
- Event pages
- Volunteer Information
METRICS TO FOCUS ON

- Reach
- Engagement
- Top performing organic posts
- Cost per link click when doing ads
BENEFITS OF FACEBOOK ADS

- Easy to customize
- Budget friendly
- Easy to track and measure
ADS VS. BOOSTS

- Boosts are simplified ads
- Make it easier to share content already on your page
- If you're looking for reactions and shares, boost.
UTILIZE COMMUNITY CALENDARS

- Post your event on news calendars
- Visit Quad Cities
- Chamber of Commerce
FACEBOOK EVENT PAGE

- Great way to reach people outside your followers
- Gives rough idea of RSVPs
- Increases dialogue between you and attendees
THE MEDIA

- Write press releases and send to local media
- Set up as many interviews as possible
- Invite media to event
EVENT CONTENT IDEAS

- Countdown to your event
- Registration deadlines
- Photos from previous events
- Introduce speakers
- Highlight auction items
RESOURCES TO FOLLOW

- Julia Campbell-Marketing for the Modern Nonprofit
- Sprout Social Blog
- Hootsuite Blog
- Hubspot blog
THANK YOU! for your time

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