

# BOOST YOUR SOCIAL

TOP TIPS AND ADVICE

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# BOOSTING YOUR SOCIAL

As a small business during the Covid-19 pandemic, we know that times are tough.

As the majority of us now are working from home, the use of social media and its importance will grow. Not only for businesses, but for communities, groups, schools and more.

This booklet will go through the general rules across social media, including Facebook, Twitter, Instagram & LinkedIn. We hope that you find something of use which you can apply to your social media, and welcome any questions or queries you might have.

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# NEVER STOP BUILDING YOUR AUDIENCE

## A LITTLE ABOUT US

Gwe Cambrian Web is a website design and digital marketing company based in beautiful Aberystwyth, mid Wales.

We specialise in creating bilingual WordPress websites and digital marketing.

## AND ABOUT KERRY...

Kerry's super passionate about social media, and helping small businesses understand the power of it. Kerry is a Business Wales Mentor, and a Big Ideas Wales Role Model too.

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# SOCIAL STATS

We do love statistics, and if anything, it just cements a lot of what we say. So, take these in:

- **89% of marketers** use Facebook in their marketing efforts
- Instagram has over 1 billion monthly active users and of those, **90% follow a business** on the platform
- Videos on Instagram get **49% higher** interactions than image posts
- **79% of Twitter users** like to discover what's new, making it the most important platform for "discovery"
- LinkedIn is **277% more effective** than Facebook in generating leads
- **67% of customers** say that video is the most honest type of social media post
- **98% of people** use at least 4 social media platforms daily and people spend on average **2 hours and 23 minutes** on social a day
- The top platforms are Facebook (95%), Twitter (84%), Instagram (74%) and LinkedIn (62%)
- **51% of Facebook users** will unfollow brands with irritating content
- In 2019, there was an increase of **80% on Instagram of time spent watching videos.**
- For marketing goals, according to a Hootsuite study, **90% of brands** use social for brand awareness, **77% to maintain brand reputation** and **71% to build and manage an engaged community**

With thanks to [SproutSocial](#) & [Influencers Marketing Hub](#) for these stats!

# 10 GENERAL RULES

**Social media is all about being sociable online - they're not platforms for posting and "running". This is the one aspect of social media that a lot of companies and businesses don't seem to quite grasp.**

Think of it like this - to have a good social circle in your every day life, you make efforts to communicate, grow your relationships and nurture them.

It's exactly the same online. Social media is about making connections and growing your network - chat to your followers, engage with people commenting, and create conversations.

**Rule 1:** Make the most of the functions and features available to you when you post. For example on Facebook, vary your posts by using the options for polls, slideshows, video, photo, check in etc. All platforms WANT you to do this, and generally, will reward you with better reach.

**Rule 2:** Don't duplicate content across the platforms at the same time. Each platform is designed differently, for a different audience. Tailor your content for the audience on that platform (for example, your Instagram audience might be younger than your Facebook audience). You can use the content across the platforms, just be more inventive about how you do it.

**Rule 3:** Don't spread yourself too thin. It's better to do one or two platforms very well, than be "present" on many and not keep up.

**Rule 4:** Be certain of your brand language - the language you use on social. It shouldn't be overly formal, but decide on your language and tone of voice to ensure brand continuity.

# 10 GENERAL RULES

**Rule 5:** Make sure your visual branding is consistent. We'd recommend that your profile photo is the same (usually your logo) across all platforms. This will make your profile recognisable to your customers. Also, utilise the cover photo for this but tweak per platform.

**Rule 6:** Make sure your usernames across each platform are the same. This falls into the brand consistency category, but is really important to help your brand be recognised online.

**Rule 7:** Post consistently. Don't do a flutter of posts or Tweets in one day and then nothing for 3 weeks.

**Rule 8:** Be clever about your hashtags. Every platform has them, but are used in different ways. For Instagram, the limit is 30 and this is how people search on it. For Twitter, but limit yourself to a max of 3, and while there are hashtags on Facebook, it's not the default way to search for posts.

**Rule 9:** Avoid linking your social media platforms. It's a quick cheat, but it's a cheat. Linked social media won't show so well on the other platforms, for example, you post on Instagram and then share on Facebook, it'll be FULL of hashtags (see rule 8). On Facebook to Twitter, and if you go over Twitter's character count (240), then it'll create a link to Facebook. Frustrating if your Twitter followers don't have a Facebook account.

**Rule 10:** Be authentic. Social media is a chance for people to get to know your business. Let them see behind the scenes, share your ethos and above all, keep it real. We all know what real life is really like, and businesses who post alongside that reality, will really connect with their customers online.

# YOUR SOCIAL GOALS

For a successful social media presence, you need a strategy, which means you need goals. We always recommend thinking about your long and short term goals before you plan your social media strategy - it just helps shape what you're going to do.

If you don't do this, you'll end up posting without a plan, and finding it a struggle or very time consuming.

## What should your goals answer?

1. **Why are you using social media for business?** Is it for brand awareness? For customer support? Sales?
2. **Who do you want to target?** The more specific you can be, the better. This will also help you think about where your audience is. For example, you run a gift shop, so you might be targetting mothers as well as daughters. Your mothers will probably be on Facebook, your daughters on Instagram.
3. **What does your audience want?** You can't build your community or audience without something to sell.

You could also use the "who, what, why" strategy too!

Our advice would be to write your goals down, and keep checking in with them every month or two. This way you can make sure you're still working to the goals, or perhaps the goals have changed and you need to tweak your strategy again.

Your goals help shape your strategy and content, but remember to vary your content and be social, don't stick too closely to trying to reach those goals as quickly as possible.

CONTENT IS FIRE, SOCIAL MEDIA IS  
GASOLINE - JAY BAER

# FACEBOOK

Facebook loves businesses, and has a lot of features to help businesses thrive on its platform. Between you and I, you can achieve a LOT on the platform without paying, because it's all about community.

**Top Tip** - use all of the tools available, and spend time researching these. Some tools won't suit your business, but others will make a huge difference!

**Pages:** every business should have a Facebook Page - don't waste time creating a profile for your business as it will very quickly get removed by Facebook. The page is your shop window, where you can entice customers into your business.

**Call To Action:** A lot of people think you need a call to action in every post, but this doesn't mean "sell sell sell". Think of it more as a call to engage.. Instead, ask questions, comments or shares, for example *did you know? have you seen this?* For sales, direct customers to your website/shop. Remember, your social media is your shop window, and you want to entice people in. Then you funnel your customers to your website or where you want them to purchase.

**Shop:** Facebook has a great shop feature, turning your page into an e-commerce store. You can tag products and help your customers easily buy. Using the shop means you can potentially reach many more people rather than relying solely on your website, as well as getting lots of great insights, and chatting with potential customers on the platform too.

Using the Shop should supplement your website, and you can link the two as well depending on how your website is set up. Don't rely on Facebook too much - if you fall foul of its rules, it's good to own your backup.

SOCIAL MEDIA ALLOWS BIG COMPANIES  
TO ACT SMALL AGAIN - JAY BAER

# MORE FACEBOOK

**Appointments:** this is another tool that we feel businesses don't utilise enough. It's great if you're a hairdresser, or a business that does run on appointments on a daily basis. It allows customers to easily book, and allows businesses to manage those bookings.

**Groups:** We've been talking about groups and communities on Facebook for a while now, and they are STILL growing. Groups are the perfect place for you to build a community around your brand, or your beliefs and values. They provide a great safe place for your tribe, and are invaluable to you if you're a business or entrepreneur - you can learn a lot from your community about what matters to them.

**Jobs:** Another fantastic tool that is not used to its full potential yet. Easily create a job on Facebook, and accept applications. You can tick off within an application dashboard if the candidate reached interview etc.

**Events:** the events tool is one we use a lot for a range of our clients, and is super useful. Not only is it easy to create a range of events, but it's also easy for you to invite people, for those people to share it and more. Another thing we love about the events tool is the insights per event too, which are separate from your page insights.

**Messenger:** finally, use the power of messenger! Customers expect a reply as soon as possible, and using this tool, and its automated features should increase your customer satisfaction. Explore all the options available!

THE KEY IS TO LISTEN, ENGAGE AND  
BUILD RELATIONSHIPS - DAVID ALSTON

# TWITTER

Twitter is a completely different beast to Facebook, and it's just as effective for businesses.

**Tweeting:** this is your post, called a Tweet. They are limited to 240 characters which means Twitter is more concise, and generally, faster paced.

We'd recommend 2-3 Tweets a day for a strong profile, but that doesn't have to be the case. It's also just as important to chat with your followers, and have great conversations.

**GIFs:** Twitter is a great platform for using GIFs, mainly because they've made it super easy. Also, they are a great way to enhance your message in your Tweet, and add a good dose of humour.

**Hashtags:** Twitter loves a hashtag, but don't go overboard. Always make them relevant to your post, and generally stick to 2 or 3.

**Trending:** you can tailor this to your own interests (or business interests) and then join in any conversations, or take advantage of what's trending.

**Be sensible:** when we say take advantage of what's trending, be sensible too. Your tweets still need to be relevant to you, and your business. And it's important you don't come across as opportunistic or insensitive.

**Lists:** the lists tool is brilliant on Twitter, and allows you to essentially filter who you follow into lists, which can make it easier for you to interact with them.

YOU ARE WHAT YOU TWEET - ALEX TEW

# INSTAGRAM

Instagram has been on the rise for many years, and there's been a huge shift in businesses joining the platform to promote and be part of the new communities.

We went to Bristol Social Media week last year, who described this platform as: "Instagram inspires action, Facebook inspires conversation" and we couldn't agree more.

## Top Tips for Instagram

- Use the Business or Creator profiles - both offer you some great insights and analytics, but if you're going for a personal brand, use the Creator profile
- Make sure your profiles are optimised, with a good call to action for your business and strong bio
- You really don't need to be a professional photographer to do well on this platform - get creative with what you have, and all of the features and tools on offer
- Diversify your content and remember that people buy from people
- Go hashtag crazy (well, not too crazy). A post with just one hashtag gets **12% increased engagement** on average, just make sure they are relevant to your post
- Don't use the same hashtags per post, Instagram will think you're trying to spam, and are not being relevant to your posts
- For better reach and engagement, post and then spend time on your timeline engaging. Instagram does not like the "post and run" user

SOCIAL MEDIA CREATES COMMUNITIES  
NOT MARKETS - DON SHULTZ

# MORE INSTAGRAM

## Top Tips for Instagram

- The more you open the app, the more chronological the feed will be. If you rarely open it, Instagram's clever little algorithm will try and show you what it thinks you want to see
- Avoid any "hacks" you hear about, because you're very likely to get shadowbanned (hidden) if you do
- Long content works very well for businesses and brands on Instagram, but it isn't essential. If the image is strong enough, one line of content can work well
- If you have less than 1,000 followers, you should post an image every day
- Trial the best times to post, word on the street is 7-8am and 5pm are the best two timeslots in the UK, and 8-9pm worldwide
- Really go to town on using the features Instagram has - pen tools, colour pickers, stickers and more
- Stories - Instagram is the mother of the Stories feature. It's becoming very popular on other platforms too (Facebook, WhatsApp), so we've dedicated a whole page to them further on in this document. But in short - use them
- Highlights - a snazzy feature on Instagram where you can save some of your stories as "Highlights" on your profile, perfect for many businesses! It means visitors to your profile can then view your highlights, despite the story having vanished a while ago

WHAT HAPPENS ON SOCIAL MEDIA  
STAYS ON GOOGLE FOREVER

# LINKEDIN

No longer is LinkedIn a stuffy, corporate platform, there's a lot of changes on here recently, and many more to come. In short though, it is still largely a platform for professionals - but not just corporate professionals.

LinkedIn has made a lot of effort in recent years to work as effortlessly as Facebook, and, it shows.

## What can LinkedIn do for you?

- It's a fantastic way to connect with people in your sector - no matter what your sector is
- Because of this, you can build direct relationships with people, by not going through their teams first
- You can use it to really increase your influence, and also showcase your knowledge in your field
- For businesses, you can use it to show off the personality behind the business

## Top Tips for LinkedIn

- On LinkedIn, your personal profile is the key, and it's got a lot of features to show off your expertise, experience and more
- Build your recommendations and endorsements as much as you can
- Explore the connections often, and make connections with those in your field. It's like networking, so keep it personal and friendly
- Follow people and engage with them
- Join groups and start conversations
- Give something back to your connections - useful knowledge and resources
- Make good use of the insights and analytics available

**SOCIAL MEDIA HELPS YOU BUILD UP LOYALTY - BONNIE SAINSBURY**

# MORE LINKEDIN

## Top Features to use on LinkedIn

LinkedIn has introduced a lot of features over recent years (with more to come). These includes features similar to Facebook with reactions to posts, find nearby users and, coming soon, LinkedIn Stories and the ability to go live when posting. But, below are the features available now that we'd recommend you use!

**Search:** An invaluable feature on LinkedIn for growing your network. Search with keywords and phrases, filter by location and more.

**Articles:** Amazing feature if you create articles/blogs on a regular basis. They get a little bit more reach than posts, but shouldn't be over used.

**Insights:** If you're using LinkedIn for your personal brand, or for a business, then the insights are invaluable. You can see WHO is viewing your posts, and their sector/location/jobs, which if you have a strong strategy in place, will be the most useful feature on the platform.

**Posts:** We'd recommend posting once a day (or at least consistently). Treat it like Facebook though, and don't be overly corporate/stuffy. LinkedIn is a lot more relaxed these days.

**Groups:** similar to Facebook, groups are great on LinkedIn and a fantastic way to grow your network within your sector. Any group you are part of will show on your profile in the Interests section.

**Company Pages:** difficult to grow, but LinkedIn is turning towards businesses a lot more now, so it could be worthwhile setting up and seeing how you get along. BUT, the personal profile aspect is key.

CONTENT DOESN'T WIN, OPTIMISED  
CONTENT WINS - LIANA EVANS

# STORIES

Wow, Stories. They are BIG..

**Instagram:** the mother of Stories, the platform basically runs off this feature. **61% of your friends** will watch a story, but **only 39% your feed**. Many people will buy products from Stories too!

**Facebook:** Stories are here, but less popular than on Instagram, however a force to be reckoned with. Facebook are pushing more into this feature (and given they own Instagram, it's no wonder)

**WhatsApp:** have Stories too, but again, owned by the Facebook corporation

**Twitter:** Stories are on the way, in the name of Fleets. They'll work in the same way as way as we can see, it's only being trailed in Brazil right now.

**LinkedIn:** Stories are on the way here too.

## General Top Tips for Stories

- Be creative with all of the options available - filters, stickers, boomerangs, videos, live videos, drawing etc
- Remember not everyone will watch with the sound up, so subtitle or put a "Sound On" sticker
- Stories are the little window into the backstage of your business. Generally they all vanish after 24 hours, so have some more fun with them, and show off your personality
- Keep the rules of content in mind - don't just "sell sell sell", but invite questions and engage with your viewers
- Go live - video is on the up, and always gets better reach
- Keep on top of the new features, and things you can do (like motion pinning). We'd recommend a quick Google for new features every now and again.

CONTENT MARKETING IS A COMMITMENT,  
NOT A CAMPAIGN - JON BUSCALL

# KEY TAKEAWAYS

Wow, this document ended up a lot longer than I originally intended - but, there's just so much to say and share.

I hope that you find it useful, and as I always say, it's worth it even if you just learn one thing!

So the key takeaways I'd like you to remember:

- Be social
- Be authentic, and true to your business
- Remember your brand consistency
- Don't forget your brand language
- Use all of the features available to you
- Vary your content between business posts, news and updates, and your personality

Two of my mottos for you to take away as well:

- **Be the guru** - show off your knowledge and expertise
- **Be more you** - share your personality, and let that shine through your business profiles

SOCIAL MEDIA IS JUST A BUZZWORD,  
UNTIL YOU COME UP WITH A PLAN