



SOCIAL MEDIA BASICS TRAINING MODULE



**SHIRE MARKETING SPECIALISTS
IN PARTNERSHIP WITH**

UNCOVER THE COTSWOLDS

SOCIAL MEDIA BASICS



Social media is growing

Building a valuable network takes skill and hard work

Make sure you have a Facebook business page, not a standard Facebook profile page for your business

Save time by scheduling from facebook business manager

SCHEDULING POSTS

The screenshot shows the Facebook Business Manager interface. At the top, there's a navigation bar with the Facebook logo, a search bar, and icons for home, a flag, video (9+), calendar (3), and a group of people (6). Below this, the left sidebar shows 'Shire Marketing > Publishing Tools' and 'Publishing Tools' with a search bar. The main content area is titled 'Published Posts' and contains a 'Create Post' button. Below the button is a large empty space with a pencil icon and the text 'You haven't published any posts yet. Learn more'.

From your Facebook News Feed, click Pages

Click Publishing Tools

Click Create Post

Create your post

Click and select Schedule Post

Select the date and time when you want the post to publish click Schedule

You can tailor both Facebook and Instagram posts from the business manager

A close-up of the bottom right corner of the Facebook post creation interface. It shows three buttons: 'Boost' (with a megaphone icon), 'Publish' (with a paper plane icon), and a dropdown menu. A red arrow points from the 'Schedule Post' text in the previous block to the 'Schedule Post' button, which is located above the 'Boost' and 'Publish' buttons.

COMING UP WITH GREAT CONTENT

Sharing the right content the right amount is critical to connecting with your audiences without being annoying.

Good content is the cornerstone of an effective online marketing campaign

Providing high quality content is one of the most important things you can do to attract clients and create interest in your business

Quality, engaging and informative online content is in high demand

Engaging content is simple to read, easy to understand, and interesting

Good content answers questions and creates a thirst for more



FOLLOW THE COMPETITION

Keep an eye on the Social Media activities of your competitor brands

What sort of content are they producing?

Look closely at the types of topics your competitors are covering,

Is there an opportunity for you to fill a content gap and gain a niche?



KEEP A CLOSE EYE ON YOUR MENTIONS

Keeping a close eye on your mentions means you will never miss out on a recommendation or possible opportunity of promotion

Be prepared by having your notifications on

Reacting quickly comes across as more professional than those who let mentions pass them by.

Engaging with others as your business gets your name out there on relevant posts across platforms.



DEFINE YOUR CONTENT STRATEGY

There are 4 key components of a Social Content Strategy.

These are:

Research and analysis of current content reception and strategy

Analyse the reception of previously posted content

Having researched your target audiences, and identified popular content, it's time to set some goals.

The final piece of your content strategy is your plans for distribution

We recommend that you test posting frequency for each of your networks in order to determine what works best for your brand.

Have pre-set goals for the number and types of posts you'll be sharing per day



PROMOTE YOUR SOCIAL CHANNELS

These social media promotion ideas will kickstart your marketing initiatives

Make it simple for customers to find the social networks that you're on.

If you're sending newsletters out on a recurring basis, add the social icons at the base.

Add links to your email signature. This is another branding opportunity and should be used to its full potential



MAKE A HUMAN CONNECTION

Use genuine and real engagement to keep your brand's social media presence strong

Say Thank You

Adopt an attitude of gratitude

Celebrate their accomplishments

Be supportive

Share things your followers will find useful

Cultivate a willingness to learn about the latest technology



HASHTAGS

Hashtags are keywords that are tagged using the # sign.

The right hashtags are the key to successful social media growth

Are expected by your audience

Integral to reaching as many as possible.





More training modules are available from Cotswold Tourism

**For any further specialist support
please contact us**

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