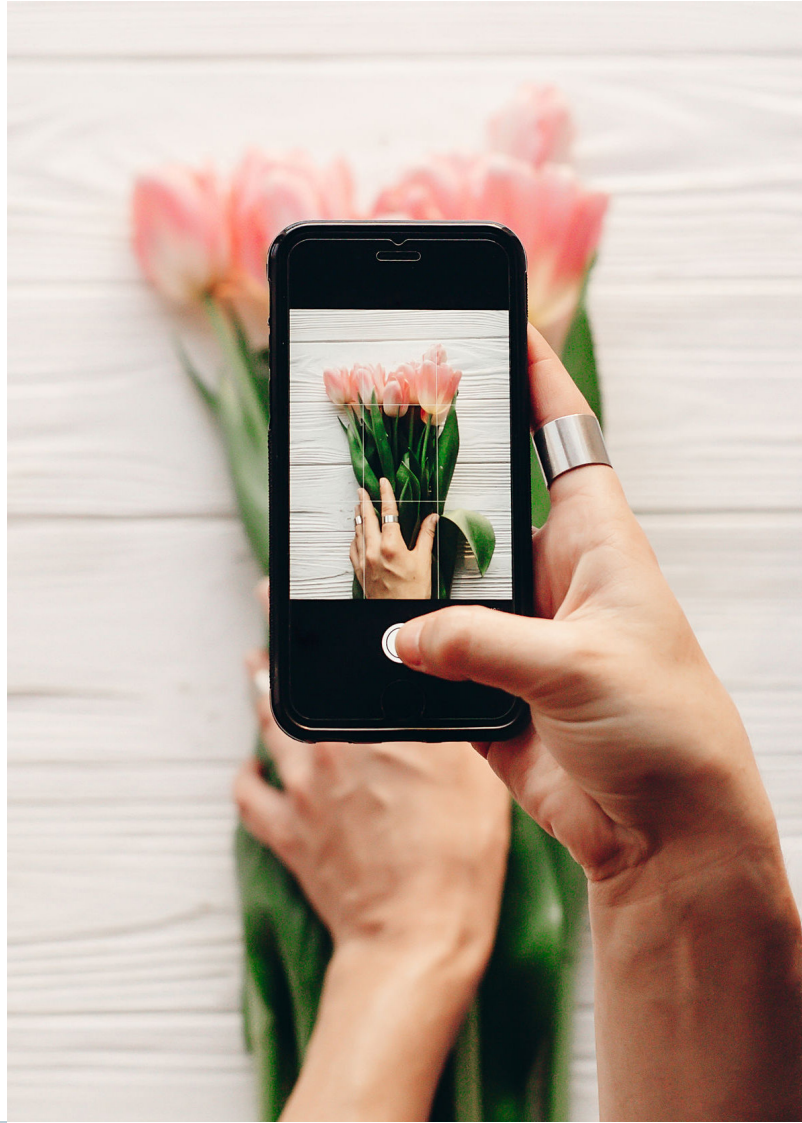


Social Media for your Business



*South Gippsland
Shire Council*

Tips on how
**SOCIAL
MEDIA**
can improve
your
business.



Document, document, document

Utilise 'Stories'

Be Authentic

Keep up with the times

Create your brand

Be consistent

Build your business community and network

Know your audience

Schedule your posts

Mix up your content

Tell your story

Instagram

If your business is using Facebook and Instagram, create your post in Instagram and share your content to both social media platforms simultaneously.

Google

List your business for free on **Google—My Business** to attract more customers. When customers search for your business it will appear on **Google Search** and **Google Maps**. This creates a public identity for your business.



HASHTAGS (#)

Make your posts discoverable by anyone. Your content will be accessible to users who are interested in similar topics when they search for your hashtag.

Visit Victoria:

#visitvictoria #yourhappyplace

Destination Gippsland:

**#visitgippsland
#inspiredbygippsland**

Prom Country Regional Tourism:

#visitpromcountry

SOCIAL

SNAP

Take more Snaps! Photos are the most popular type of social media content for engagement. Keep it fun and fresh! Mix up your posts with photos, videos, boomerangs, quotes, company milestones, giveaways, contests and hashtags.

OBSERVE

Observe and follow like-minded businesses. Learn from other businesses. What is and isn't working for them? Inspire each other and share new ideas. Remember to find your own spark—use new and interesting content.

CONNECT

Connect on your social media platforms consistently to interact with your followers. Your followers are likely to follow hundreds, if not thousands of other businesses and it is easy to get lost or forgotten. So, keep your followers interested and up to date with regular news about your business.

INTERACT

Interact with new customers and look after you existing customers. Interact face-to-face and online to create a positive customer experience. More than three billion people around the world use social media at least once a month, so take advantage of it! Keep an active social media presence.

ATTRACT

Attract new and existing followers by building a strong brand. Create an online version of your store through social media. Your online presence can replicate your physical business and attract customers and followers through images, without walking through your door.

LINK

Link your website to your social media accounts. Understand the difference between social media and websites. Social media is about engaging with your audience and building relationships. Your website is for information and sales.



MEDIA

MANAGE

Manage your social media efficiently and regularly. Set aside at least 30 minutes a day and plan your posts for the week. Have photos and future content ready.

EMOJIS

Use Emojis to increase and improve your businesses social power. Emoticons give your posts more character and emotion. It is a fun and friendly way to communicate.

DEVELOP

Develop your business online. Devote time to create and establish your social media pages. Take time to create the perfect post. Generate different content, choose the right words and images, respond to comments and messages and grow a social following.

INVOLVE

Involve other local businesses. Local people are passionate about local businesses, so connect with each other to reach a broader network. Collaborate with other businesses, build relationships and work together.

AUTHENTIC

Be Authentic! Your customers want to understand YOU and your business. Be someone they can relate to. Post about the mistakes, the embarrassing, and the funny moments. Being authentic is an important part of effective communication. It will help your audience to engage with you.



Where to next?

Just like business, social media is constantly changing to keep up with customer/user demands.

It is important that businesses keep up to date with the latest trends and tools to make social media effective and relevant.

Keep your customers and target audience in the loop about your latest products and specials!



FREE APPS

To Save You Time!

CANVA is a fantastic app to create professional and stunning social media graphics and layouts. It has everything you need for amazing design, including millions of images, photo filters, free icons and shapes and hundreds of fonts.

LATER is the #1 marketing platform for Instagram. Visually plan, schedule and analyze posts for Instagram and Facebook. Plan a week of Instagram posts in 20 minutes!



Book prices are on the back or on the first page. 😊





Disclaimer

The social media toolkit has been developed by South Gippsland Shire Council's Economic Development and Tourism department to empower local business to become more social media aware and savvy.

Information in the toolkit has been obtained from various online sources. It is one interpretation and therefore is neither complete nor designed to be a definite guide for business.

Technology and concepts will change over time and it is the responsibility of the user to adapt in line with individual business needs.

This is only a guide based on current information and trends and its use is at the individual's or

