



Social Media in a Small Community

September 2020

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Webinar Series



- Webinar One
 - Foundational concepts
 - Getting started and doing “more with less”



- Webinar Two
 - Design and Content
 - Instagram Stories/Video
 - Holiday Readiness



- Webinar Three
 - Hashtags
 - Paid Promotions
 - Social Media Analytics
 - Summer Readiness



Agenda

- Digital Foundation
 - What not to do on social media
 - Creating a digital foundation
 - Why invest in social media
 - What platform should I focus on?
- Goals and Outcomes
 - What is your purpose?
 - Who are you communicating to?
 - Get committed!
- How to Get Started?
 - Setting up business accounts
 - Effective post ideas
 - Getting followers
- Automation and Efficiency
 - Using a calendar
 - Scheduling posts
 - Creating a content library
- Q&A



Digital Foundation

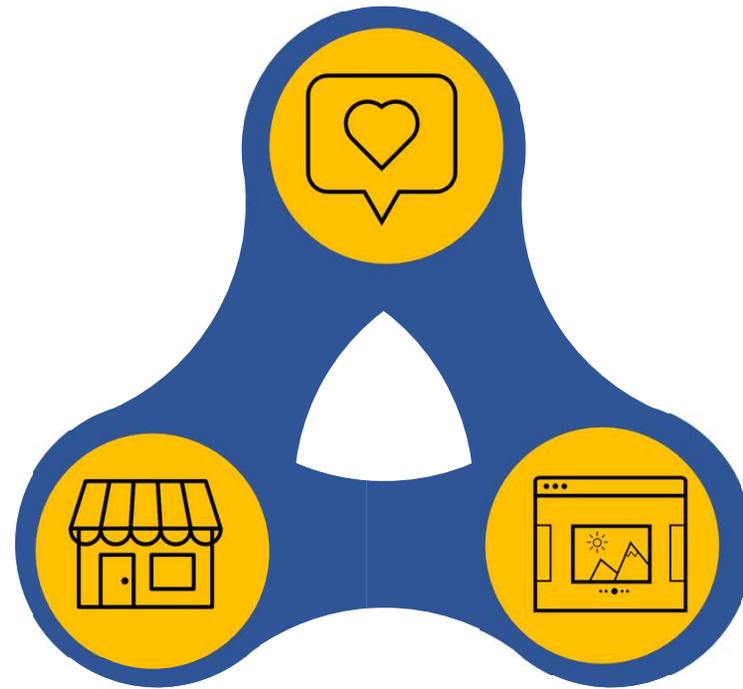


What Not to Do? (Mistakes We See in Our Community)

- Ignoring social media
- Post five posts one day and then go dark for a month
- Posting your political views
- Only using Facebook
- Not responding to comments or direct messages
- No clear call to action (website not linked)
- Spray and pray – Random content, no clear voice or branding
- Posting the same content over and over

Social Media

Google My
Business



Website



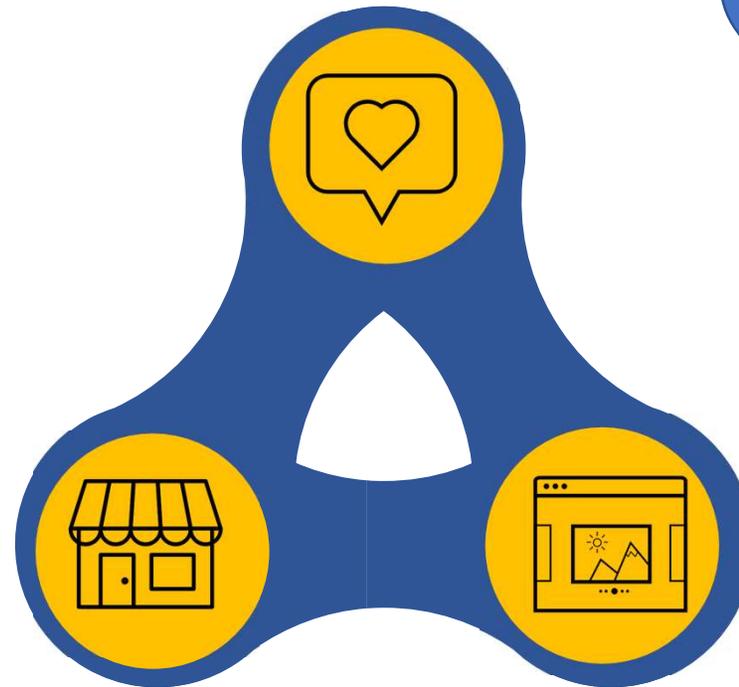


Social Media

Create Awareness
Build relationships
Immediate

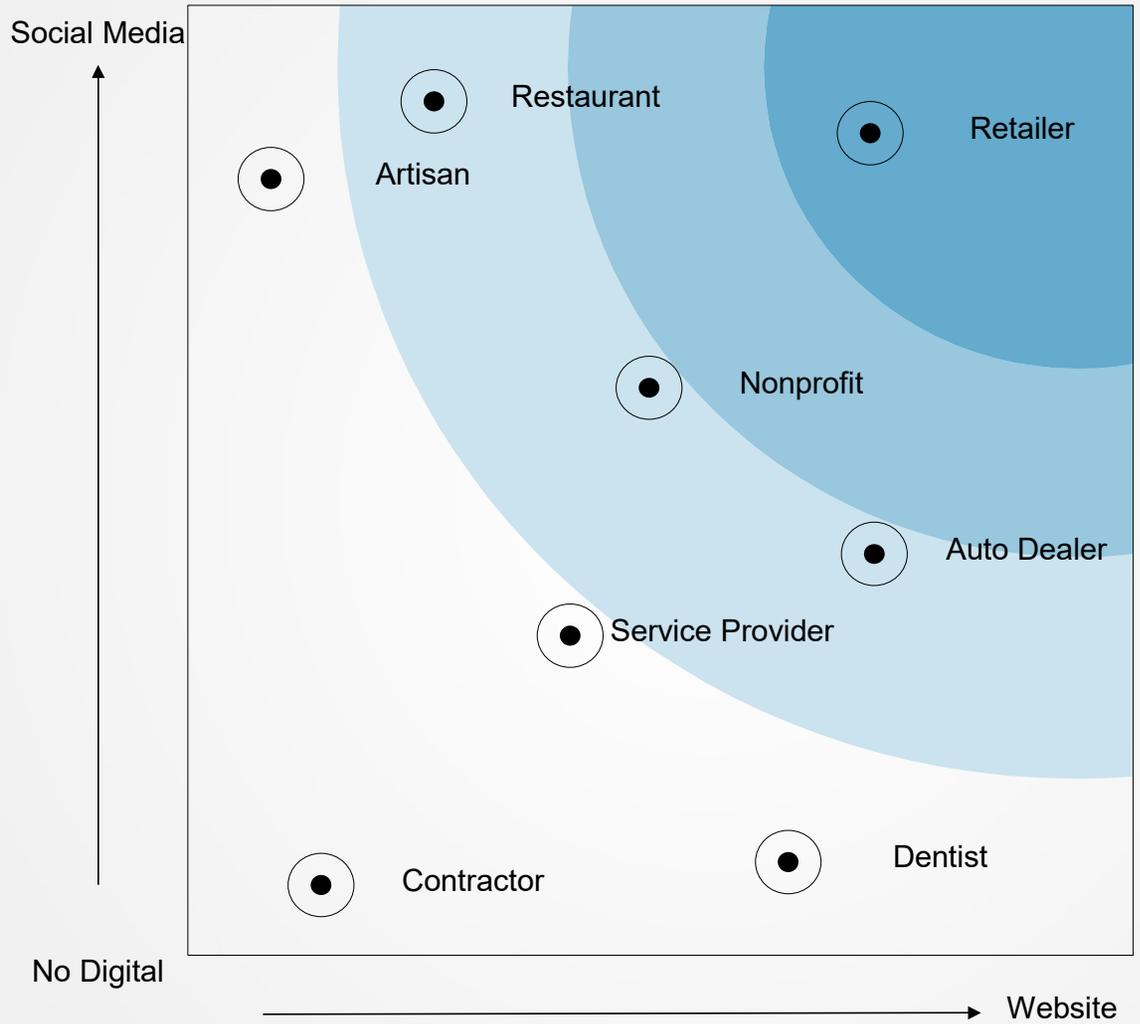
First Point of Contact
Locations/Hours
Maps
Reviews

Google My Business



Website

Call to Action
Products/Menu
Services
Blogs





Why Invest in Social Media?

We don't need to be influencers
We aren't looking for fame

We are simply looking to create
awareness





<https://www.scoutcollectivedigital.com/blog/small-changes>



Digital Marketing



Conversion



Why Invest in Social Media?

- Immediate Engagement and Response
- Tell Your Unique Story
- Provide Timely Marketing
- Experimentation with Less Risk
- Free



—

What is Unique About a Small Community

- Less competition
- Smaller market means larger impact
- More hyper local/engagement
- Digital bar is lower allowing you to shine

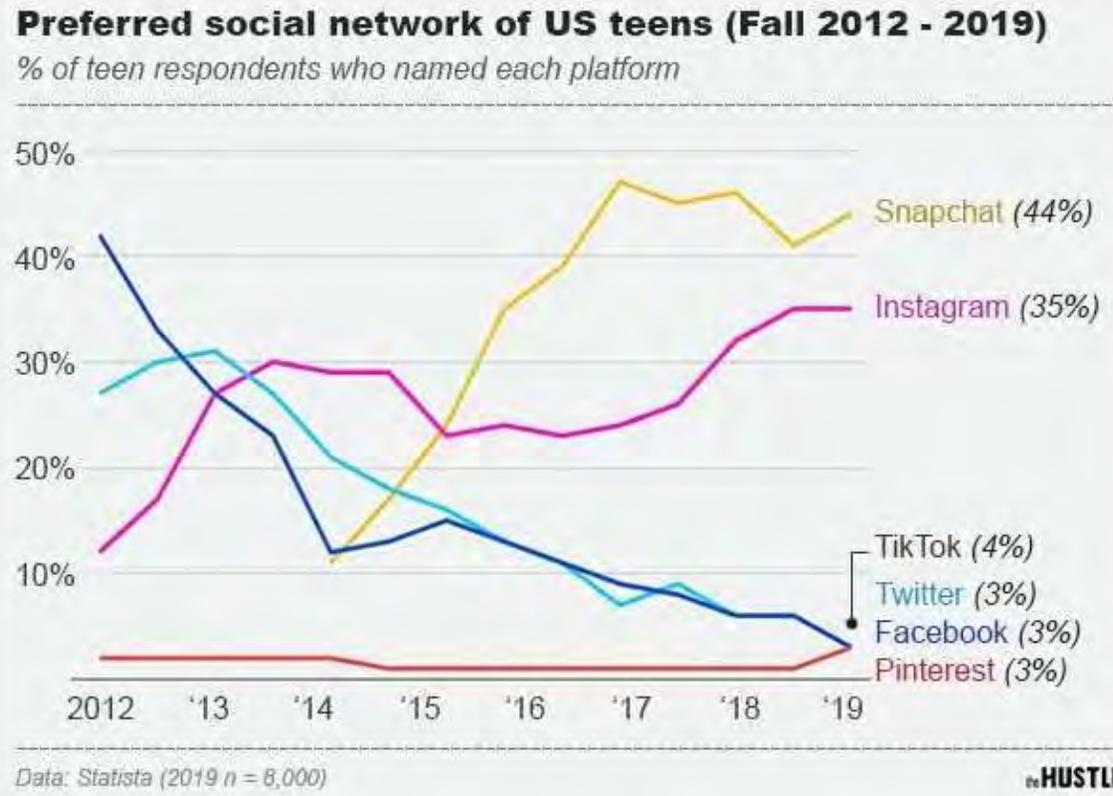
What Platform Should You Focus On?



Don't chase the "fad" but don't get left behind...



Facebook's Decline



Facebook's Decline



Facebook's US user base declined by 15 million since 2017, according to survey

Meanwhile, Instagram is booming

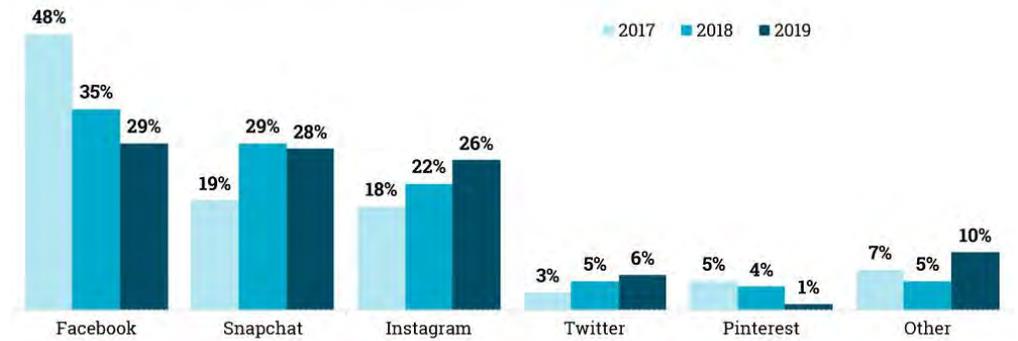
By Nick Statt | @nickstatt | Mar 6, 2019, 12:34pm EST

f t SHARE



Social Media Brand Used Most Often by 12-34-Year-Olds

(Base: currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest or LinkedIn)



Published on MarketingCharts.com in March 2019 | Data Source: Edison Research / Triton Digital

2019 figures from The Infinite Dial 2019 report, which is based on telephone interviews conducted among 1,500 Americans ages 12+

Which Social Media Platforms?





Social Media Goals and Outcomes



Set Your Specific Goals

- Starts with understanding your business goal
 - New product?
 - New service?
 - Subscription?
 - Reviews?
 - Seasonal impact?
- How does social media support this business goal?
 - Awareness – get your name out
 - Engagement – get more interaction with client
 - Informative – educate on what you offer
 - Sales – send to website or to brick and mortar?
- How will you measure the results?
 - Revenue?
 - Customers in store?
 - More reviews?





Who You Are Communicating To?

- Potential Customers?
- Current Customers?
- Donors?
- Other Businesses?
- Locals?
- Tourists?





Be Committed!

- Don't start and then go dark
- Give it a 6-month commitment
- Minimum posting 2-3 times per week
- Slow and steady is the key



How to Get Started?



Effective Post Ideas

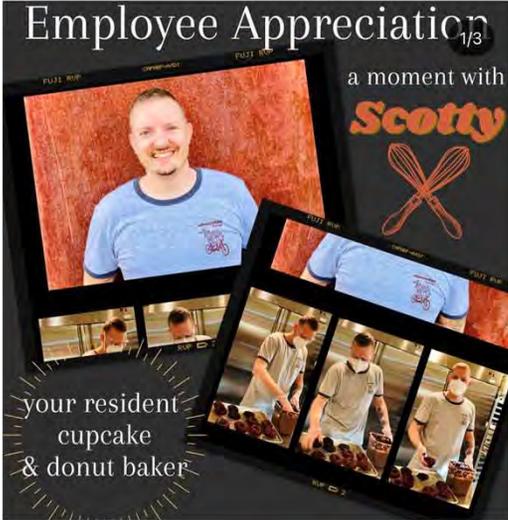
- Spotlight employees
- Spotlight a job well done
- Giveaways/discounts/codes/specials
- Nature/animals
- Holidays (even the crazy ones)
- Local events
- Help each other out! Repost other businesses, use shared hashtags

Generally follow the 80/20 rule, 20% advertising while the rest of your content is informative, educational or funny

12:29 📶 🔋

Post ↻

 **urban_cookies**
Urban Cookies Bakeshop ⋮



Employee Appreciation 1/3

a moment with **Scotty**

your resident cupcake & donut baker

📄 🔍 📌 ⋮ 📌

231 likes

urban_cookies TEAM RECOGNITION DAY TWO!

👑 SCOTTY 👑

Meet one of the faces behind your beloved donuts & cupcakes! Scotty is one of our bakers who specializes in churning out our #glutenfree #vegan donuts and all of our cupcakes! He's come a long way with his baking abilities and has learned so much - we're so proud! Scotty is a veteran and moved to Arizona from Illinois just a few years ago! #GOBEARS Scotty is always so friendly and ready to chat about anything sports, tv shows, or movies! Swipe right to learn a lil more about Scotty!

Example of Effective Content



Example of Effective Content





 **the_theodore19**
Roosevelt Row Arts District



66 likes

the_theodore19 WHO SAID THE DOG DAYS ARE OVER?

Dogs are always welcome inside and out! Come grab a cold one with us! We just got a fresh drop from @block15brewing and @thebrewingprojekt

Keep an eye out for that @chateautumbleweed DROP TOMORROW! 🍺

#beer #craftbeer #ipa #hazyipa #voteforteddy #rooseveltrow #rooseveltrowphx #theodorebeer #theodorebeer #dog #dogstagram #phoenix



Example of Effective Content



 Buffalo Bill's Tavern & Grill
3d · 🌐

Come join us!



White Mountain SAFE House
A DIVISION OF CHANGEPPOINT BY EBERTZ HEALTH

TIP THE SAFEHOUSE

WHEN:
Wednesday
Sept. 23rd, 2020
11am - 9pm
Reservations recommended
928-251-2226



WHERE:

Hwy 260 & Bison Parkway, Show Low, AZ
2 minutes West of the Deuce of Clubs on Clark Rd



WWW.WHITEMOUNTAINSAFEHOUSE.ORG

THIS IS AN ALL-AGES EVENT

FUNDRAISER
Order off our menu, enjoy your dinner and then TIP knowing that 100% of your TIP goes to Benefit:
THE WHITE MOUNTAIN

SUPPORT
For the Survivors of Domestic and Sexual Abuse right here on the White Mountains

MISSION
Our Mission is to inspire individuals and improve lives in our community.

WIN-WIN-WIN
You Win by getting a great meal!
SAFEHOUSE Wins by receiving your Tips!
Buffalo Bill's Wins by getting your business!

24 Hour Toll Free Domestic Violence Crisis Hotline (928) 892-5852

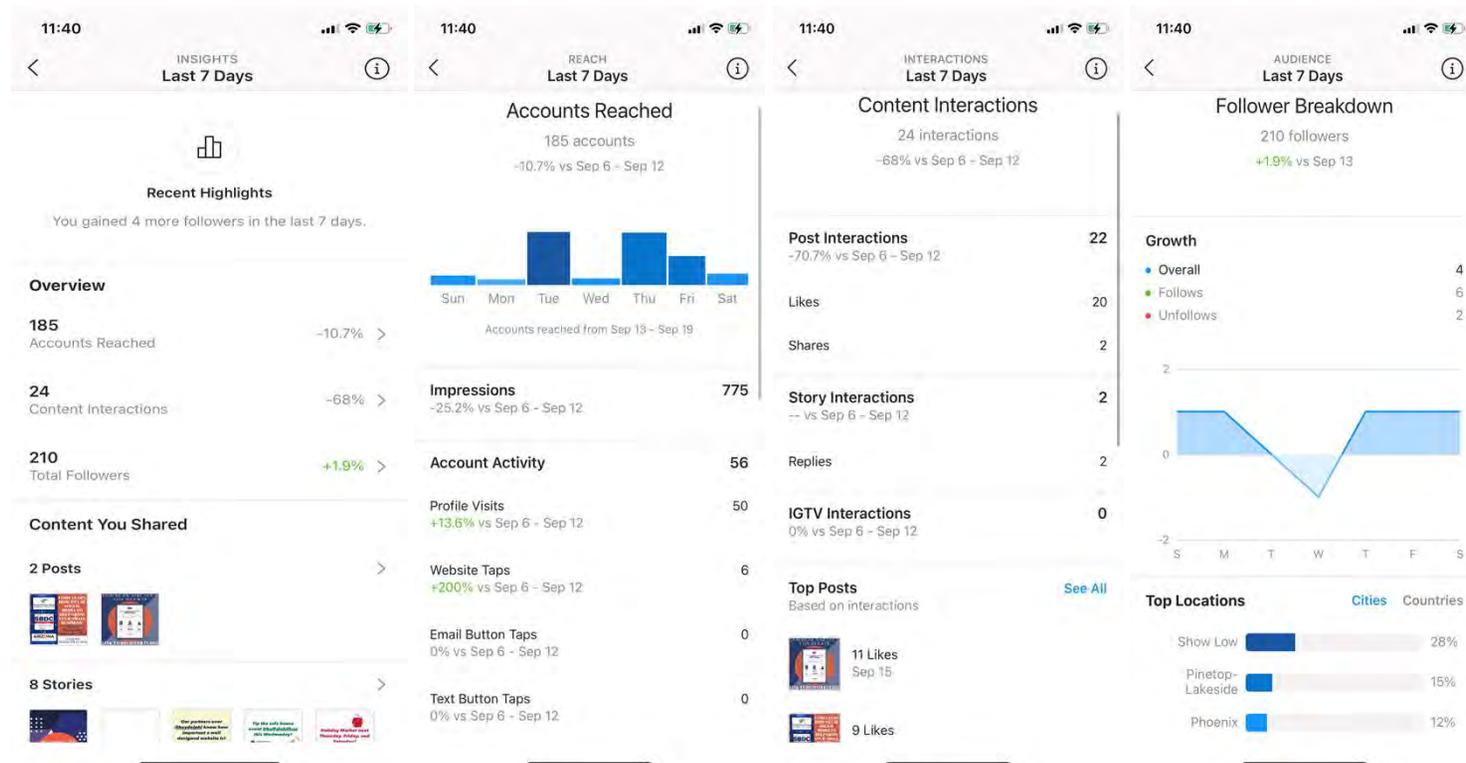
Example of Effective Content



Covert Your Instagram Account to a Business Account

- **Contact Buttons** – you can add additional ways for your customers or potential customers to contact you. Email, call or a map to your business are just a few examples.
- **Paid Promotion** – you can use Instagram paid promotion functionality – essentially paying for pushing your posts to a larger audience. This could be especially helpful if you are promoting a large event, new product etc.
- **Links in Stories** – you can enable “swipe up” links in your stories. But you must have 10K followers (so most of us won’t take advantage of this).
- **Access to Insights** - *This is the single most important reason to have an Instagram Business account.*

Instagram Business Account in Action





How To Get Followers?

- Follow other accounts
- Post often and post consistently
- Mix up your content, try stories and live videos!
- Hashtags are key
- Giveaways
- Promote social media on website, other platforms



Automation and Efficiency

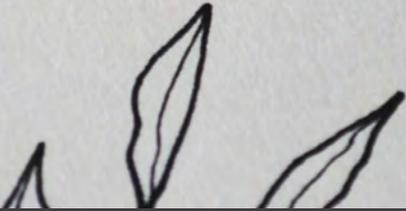
September

M D W D V Z Z

4 5 6 7 8 9
11 12 13 14 15 16
18 19 20 21 22 23 24
25 26 27 28 29 30

back to school
10-14th

11	D
12	D
13	W
14	D
15	V
16	
17	
18	



Calendar Today < > September 2020

Month

Create

September 2020 < >

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	Sep 1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	Oct 1	2	3

Search for people

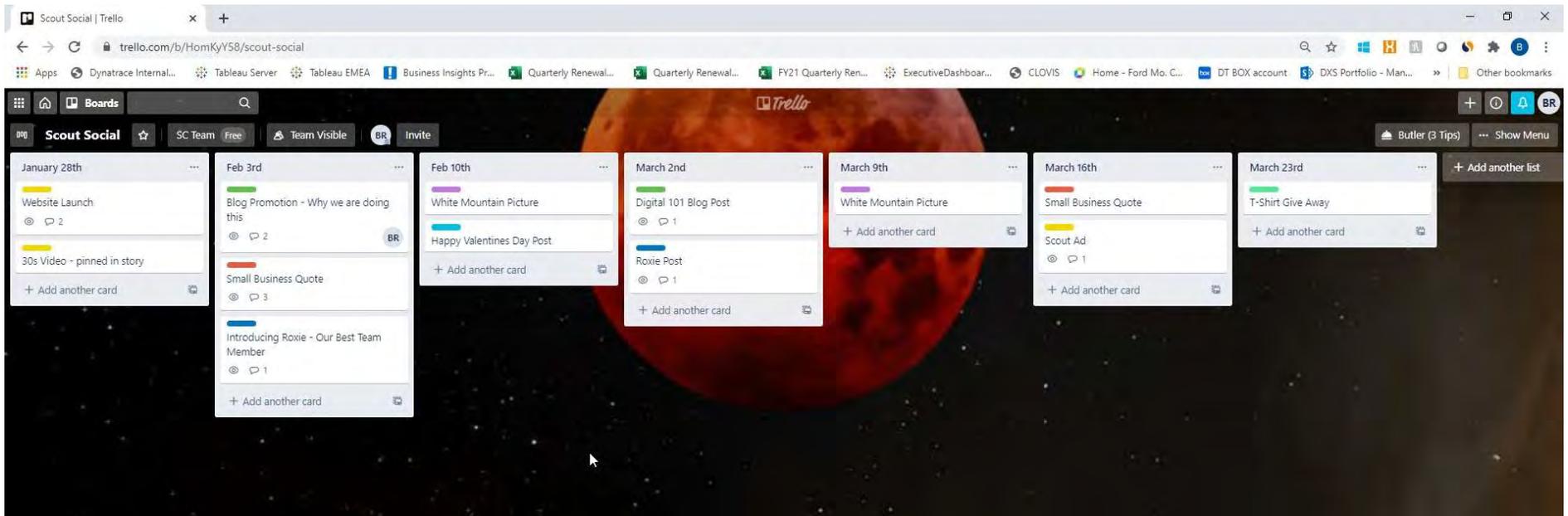
My calendars

- Scout Social Media
- Ben Rushlo
- Birthdays
- Reminders
- Tasks

Other calendars

- SC Social Media

<https://calendar.google.com/>



<https://trello.com/>

Creator Studio

scout.collective

Post to Instagram Feed

Remaining: 2200 characters 30 mentions 30 hashtags

Add Location

Add Content
Choose the photos or videos you'd like to post.
+ Add Content

Advanced settings for comments, branded content, and more.

Post to Facebook

Scout Collective
You can publish, schedule or save your post as a draft. You can add to the post later by accessing it in the Content Library.

Post

12:48

New Post Share

Write a caption...

Tag People

Add Location

Show Low, Arizona Pinetop-Lakeside, Arizona

Post to Other Accounts

- scout.collective
- joelheimlich

Facebook Scout Collective

Twitter

Tumblr

Advanced Settings >

Creators Studio (<https://business.facebook.com/creatorstudio>)

Creator Studio

scout.collective

Content Lib

Content Library

Posts

Insights

Monetization

Instagram Accounts

Post to Instagram Feed

Content Library

Post Status: All

Post

AMERICA'S SBDC ARIZONA

COME LEARN HOW TO USE SOCIAL MEDIA TO HELP GROW YOUR SMALL BUSINESS!

Wednesday September 23rd

LINK TO REGISTER IN BIO!

Post to Facebook

Scout Collective

You can publish, schedule or save your post as a draft accessing it in the Content Library.

100%

Publish Now

Schedule

Select when you want to publish.

America/Phoenix

Save as Draft

Schedule ▼



Create a Content Library



Key Takeaways

- Get on Instagram (with a business account)
- Have a Goal
- Be Committed
- Plan and Automate
- Don't be Intimidated
- Get Help if Needed

We will be following up with

- A recording of this sessions
- Link to hands on video –
 - Using Facebook Creator for “Two for One” Posting and Scheduling Posts
- Keep an eye out for Webinar Two
- Checkout our blog for more content/ideas at - scoutcollective.digital/blog



Q&A

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