



# Social Media in a Small Community

September 2020

scoutcollective.digital  
ben@scoutcollective.digital  
joel@scoutcollective.digital





# 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

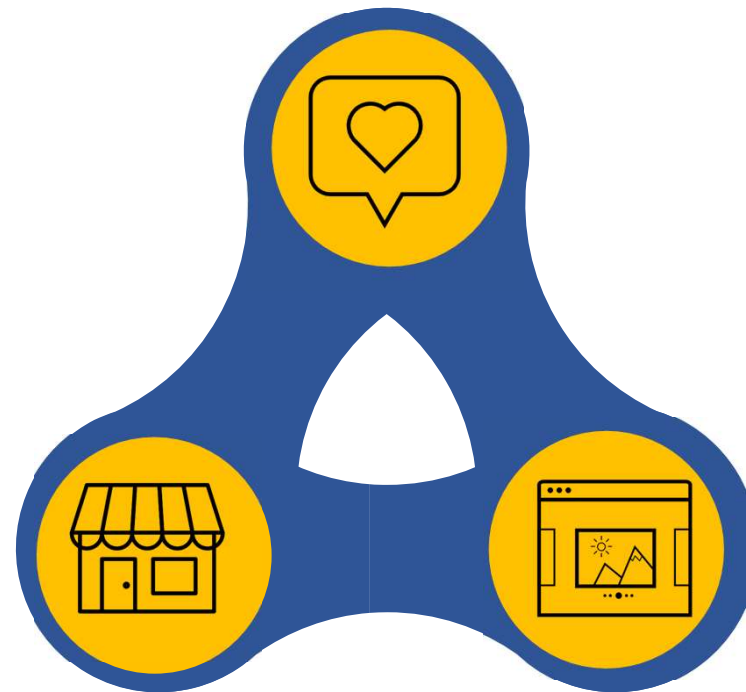


## What Not to Do? (Mistakes We See in Our Community)

- 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



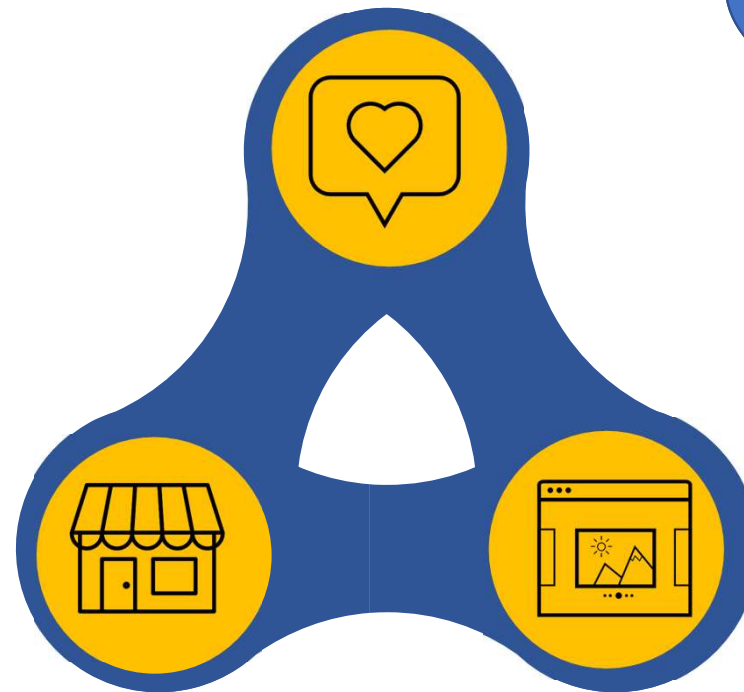


## Social Media

Create Awareness  
Build relationships  
Immediate

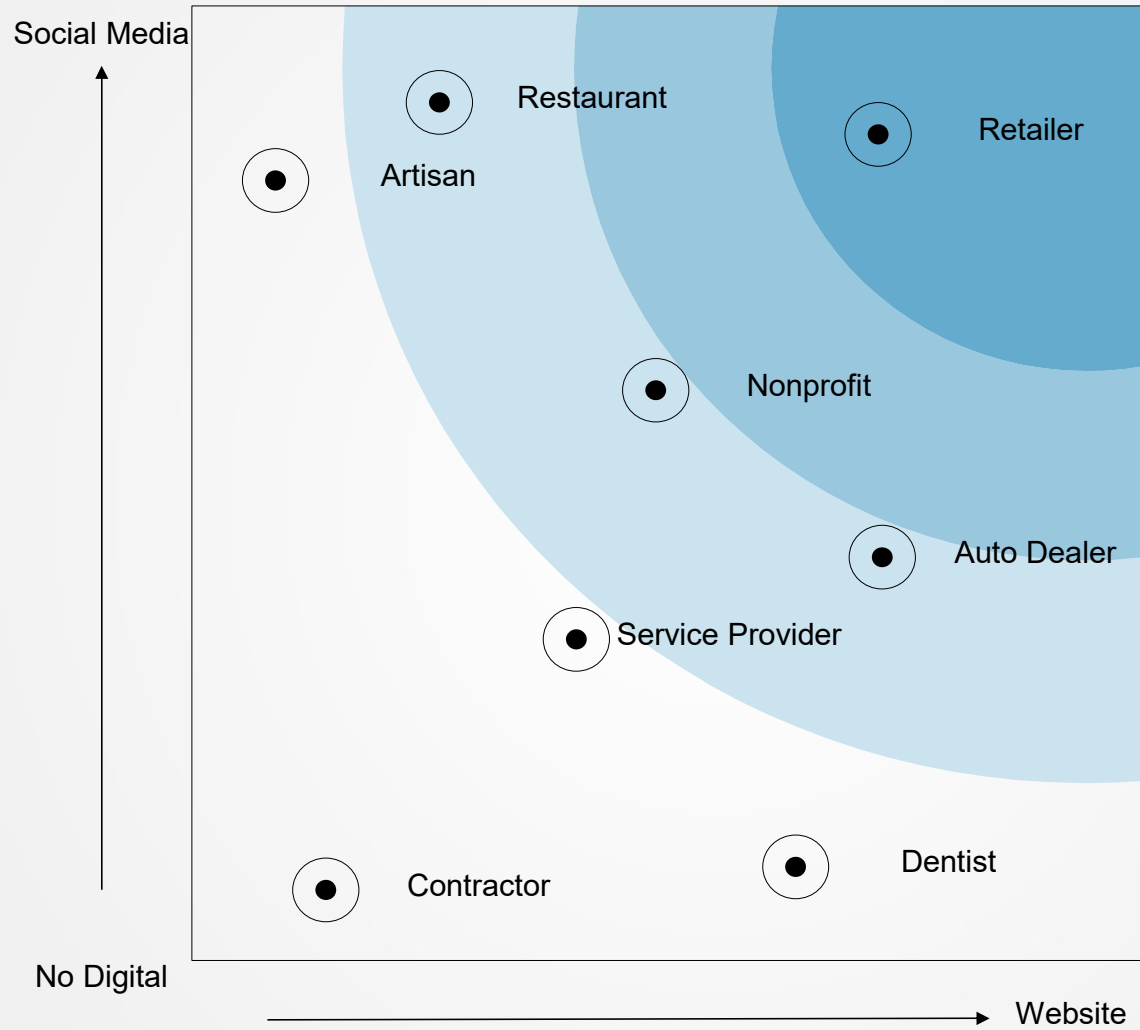
First Point of Contact  
Locations/Hours  
Maps  
Reviews

## Google My Business



## Website

Call to Action  
Products/Menu  
Services  
Blogs



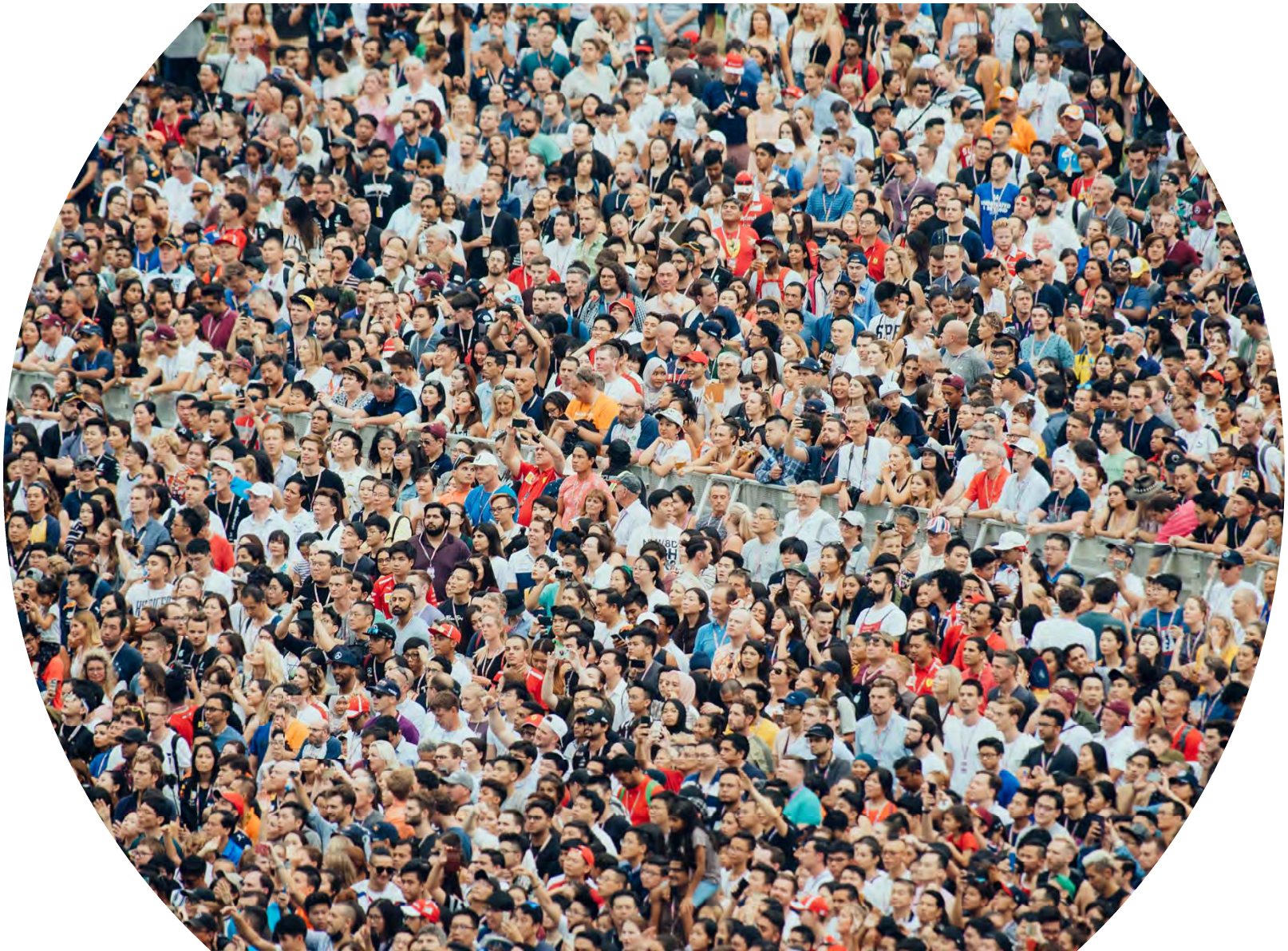


# Why Invest in Social Media?

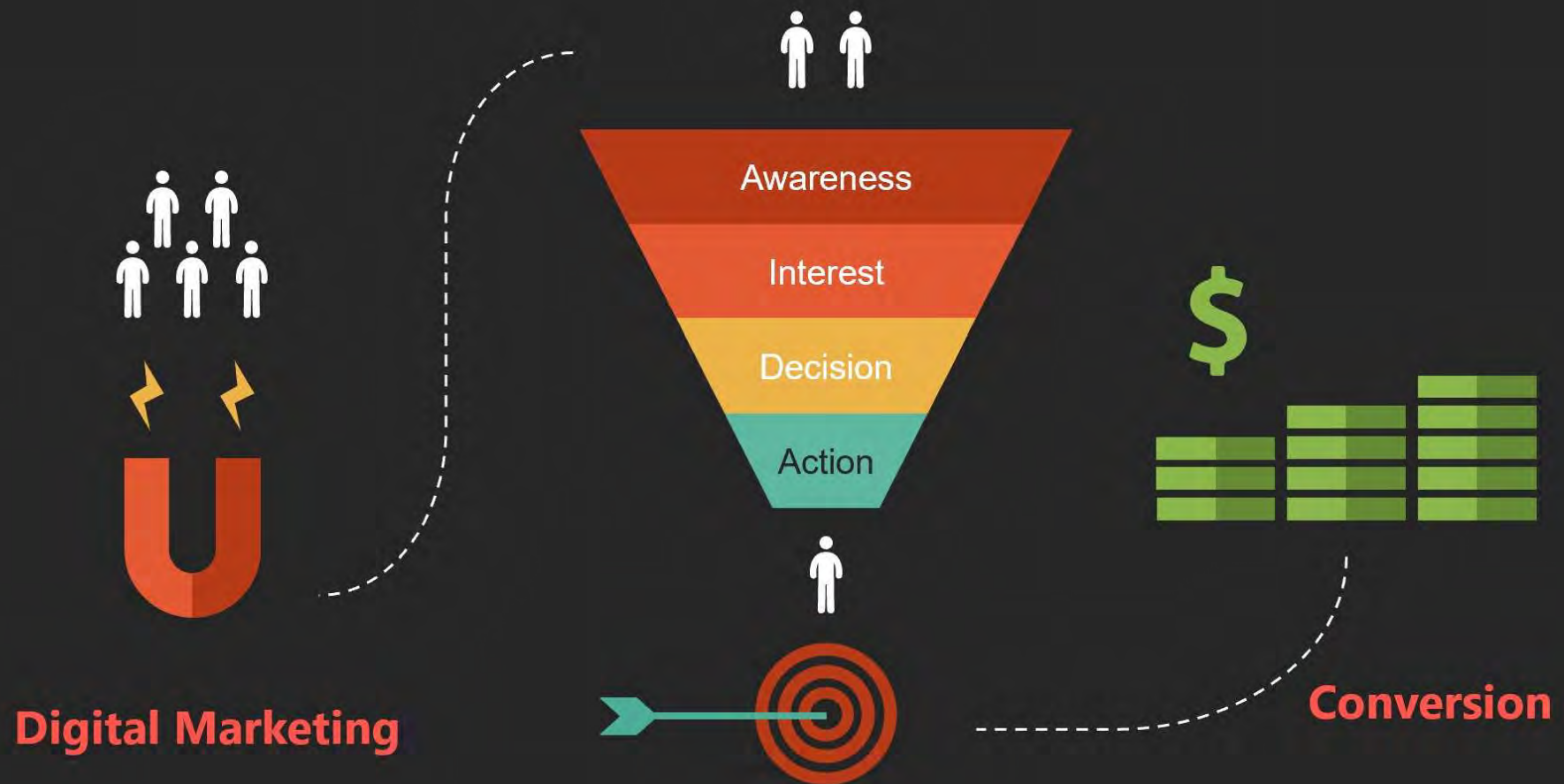
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We don't need to be influencers  
We aren't looking for fame

We are simply looking to create  
awareness



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





## Why Invest in Social Media?

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- 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

## Preferred social network of US teens (Fall 2012 - 2019)

% of teen respondents who named each platform



Data: Statista (2019 n = 8,000)

the HUSTLE

# 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

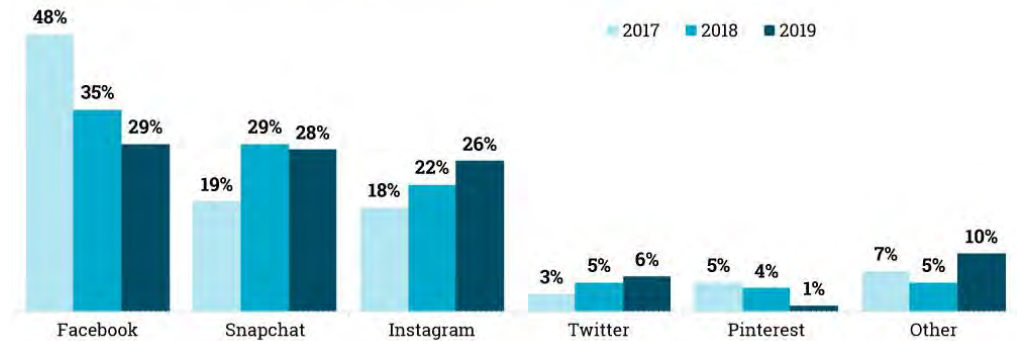
f t SHARE



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

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

marketing  
charts



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?



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@scoutcollectiveaz



## 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



Example of  
Effective  
Content



# Example of Effective Content



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# Example of Effective Content




scoutcollective.digital  
@scoutcollectiveaz



 **Buffalo Bill's Tavern & Grill**  
3d · 🌐

Come join us!



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 **White Mountain SAFE House**  
A DIVISION OF CHANGEPPOINT INTEGRATED HEALTH

# TIP THE SAFEHOUSE

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

**WHERE:**  
**Buffalo Bill's TAVERN & GRILL**  
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 of 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**

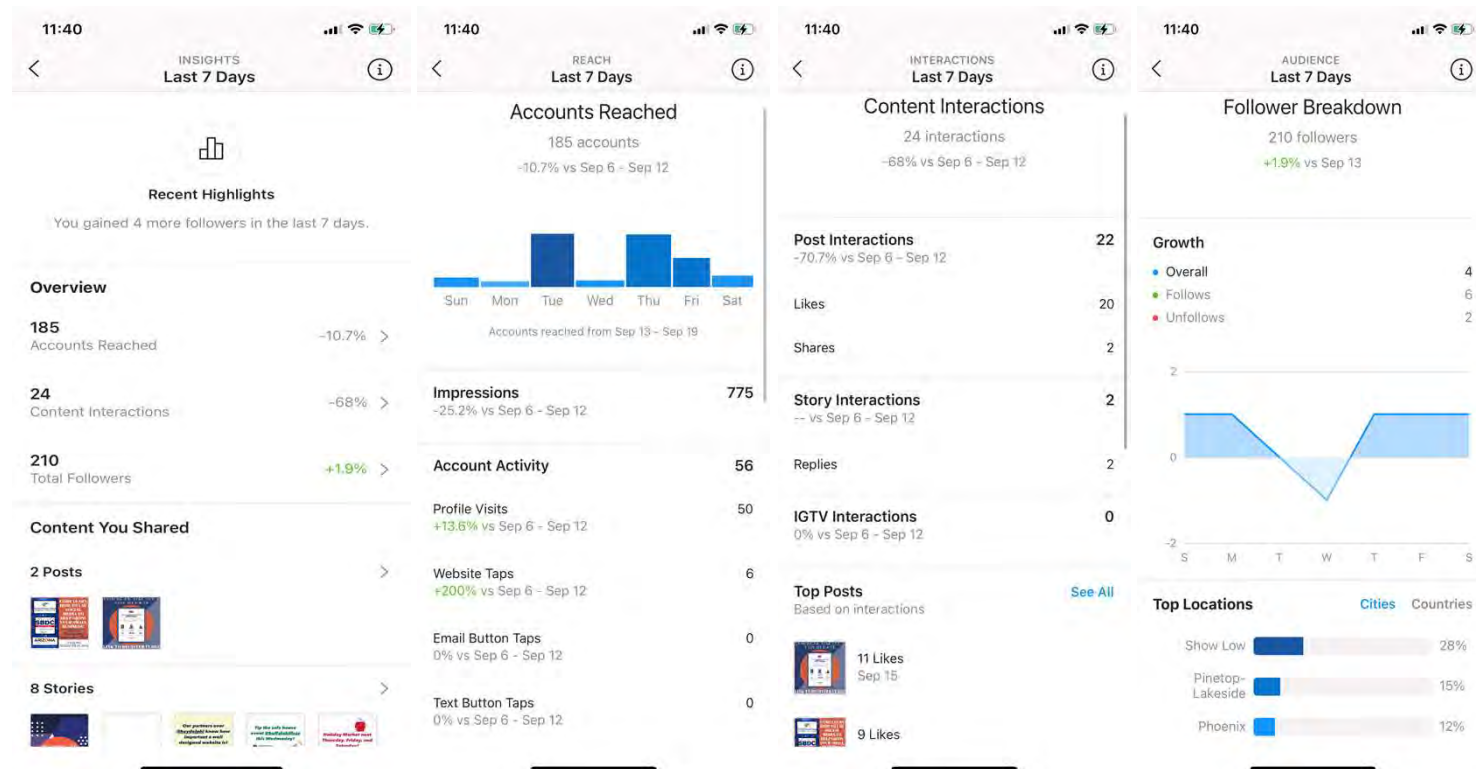
# Example of Effective Content



## 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  
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back to school  
10-14th

WINSOR  
&  
NEWTON  
WATER COLOUR MARKER™

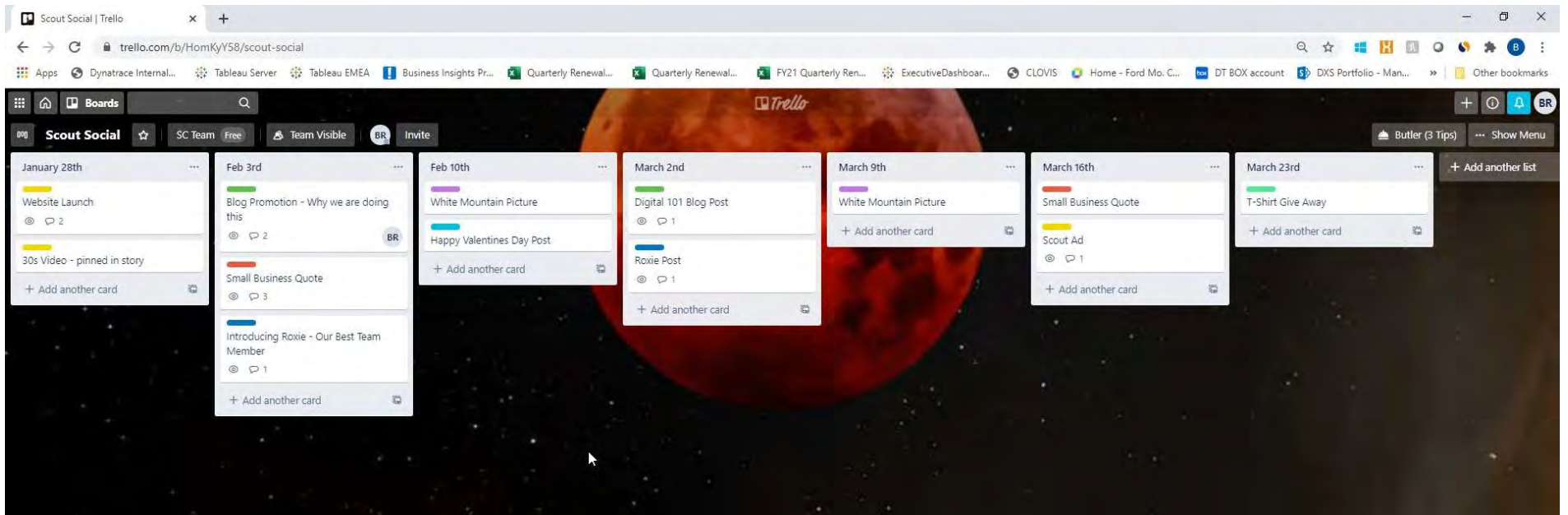
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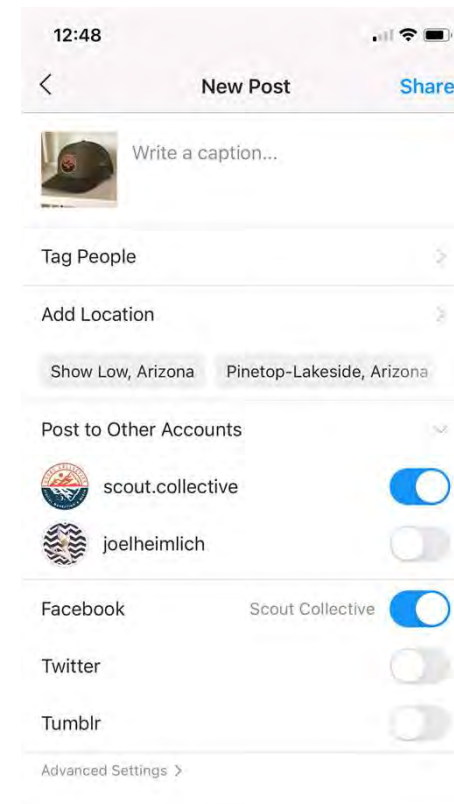
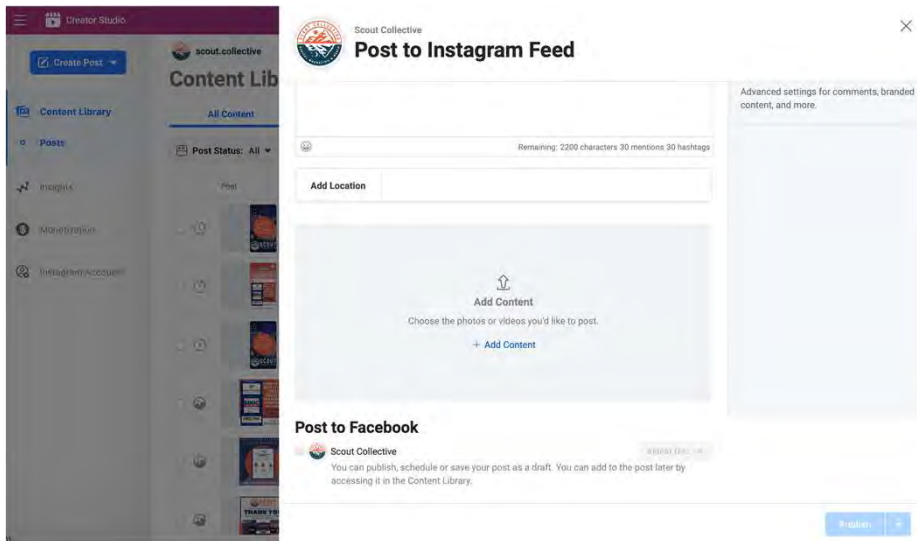
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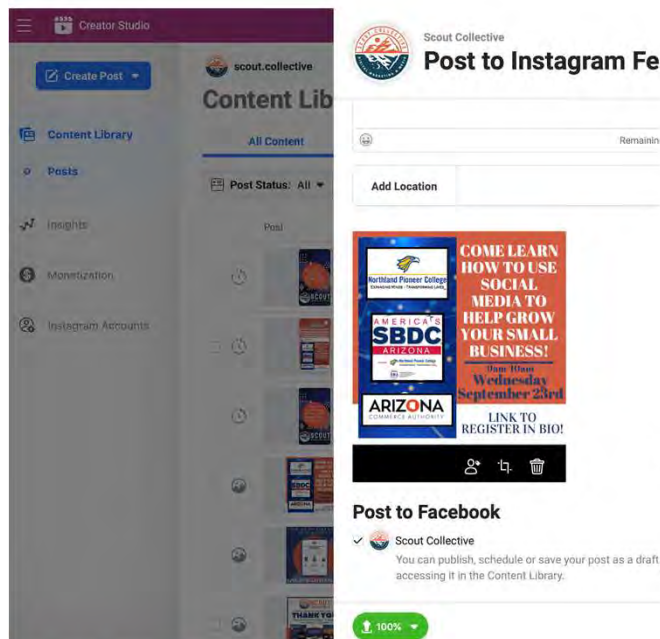


<https://trello.com/>



# Creators Studio

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



☐ Publish Now

☒ **Schedule**

Select when you want to publish.

America/Phoenix

☐ Save as Draft

Schedule

A photograph of a vast library with numerous wooden bookshelves filled with books. The shelves are packed closely together, and the books are arranged in neat rows. The lighting is warm, highlighting the spines of the books. The text "Create a Content Library" is overlaid in the center in a white, sans-serif font.

# 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](https://scoutcollective.digital/blog)





Q&A

ben@scoutcollective.digital  
joel@scoutcollective.digital