

SOCIAL MEDIA GUIDE

for marketing your business



Let's start off with the basics, Facebook...

How to Set Up Social Media Profiles for Your Business

Set up your social media profiles properly to ensure your brand remains consistent across platforms. We offer an in-depth guide to setting up a Facebook, Twitter, Instagram, and LinkedIn profile for your business.



How to Set Up Your Facebook Business Profile Page

Don't confuse your personal profile with your page profile because it's a violation of Facebook's policy to use your personal profile for business.

1. Visit **Facebook.com** to make a business account

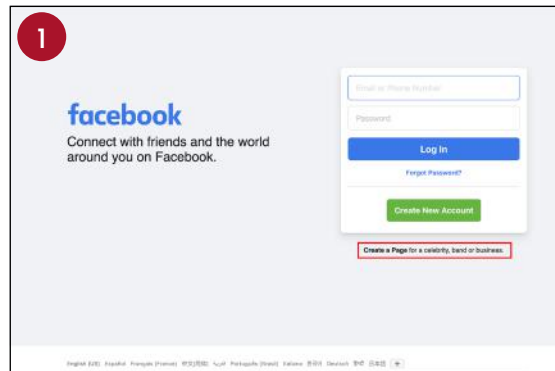
Here's what you need to set up your Facebook page:

- **Profile Photo:** This should be a 170 x 170 px logo. Facebook says you may get better results with a PNG instead of JPG.
- **Wall ("Cover") Photo:** This should be 820 x 312 px image if possible, but requires a minimum of 400 x 150 px.

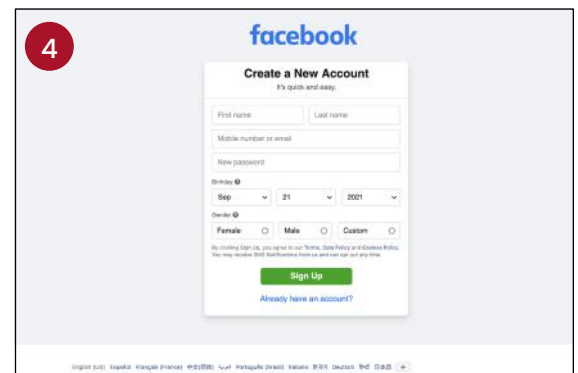
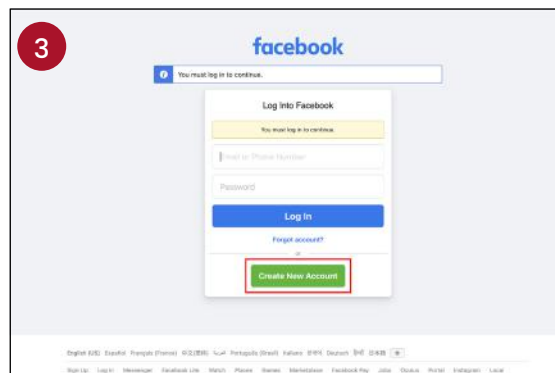
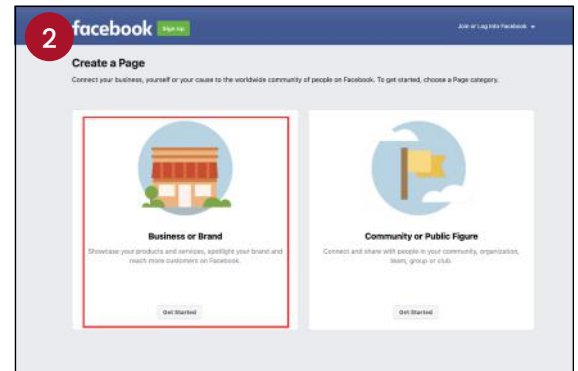
2. Click on the **BUSINESS OR BRAND SECTION**

Page Name, Location, Hours of Operation, Type of Business & Summary of your business

3. Proceed to click on the **GREEN BUTTON at the bottom to CREATE A NEW ACCOUNT**



4. Enter your name/**BUSINESS INFORMATION**



How to Set Up Your Facebook Business Profile Page Continued



5. Check your EMAIL YOU SIGNED UP with to ENTER THE CODE for this section

6. This section you can IGNORE and click NEXT

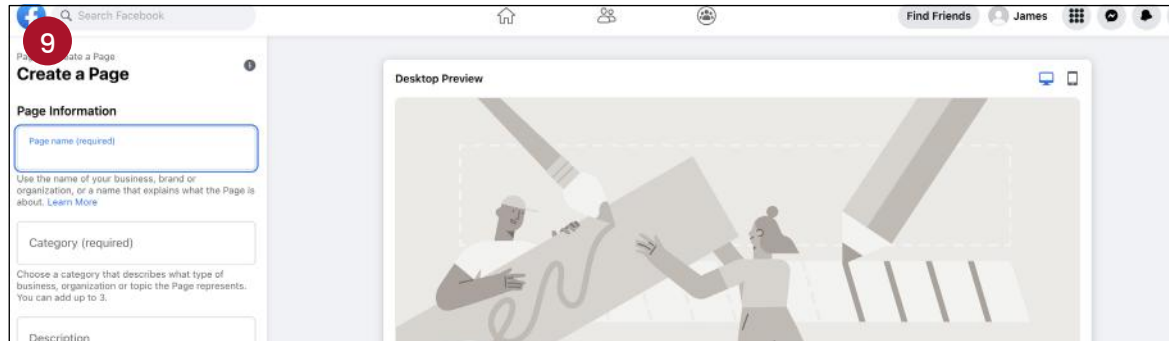
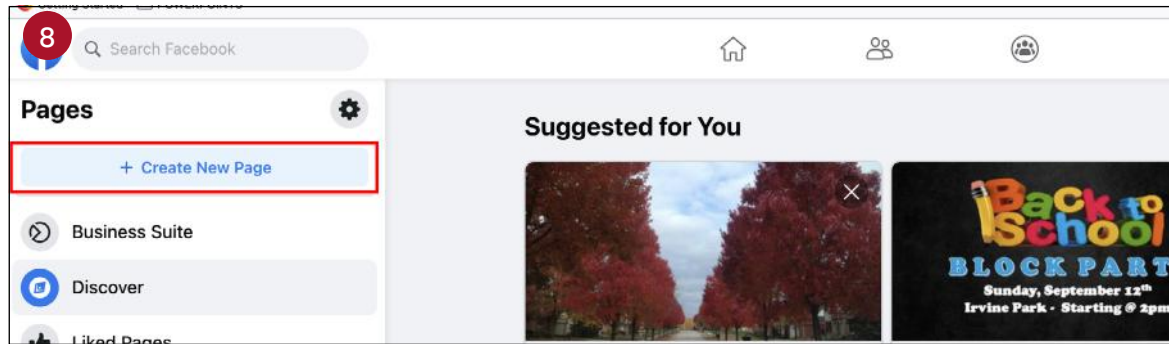
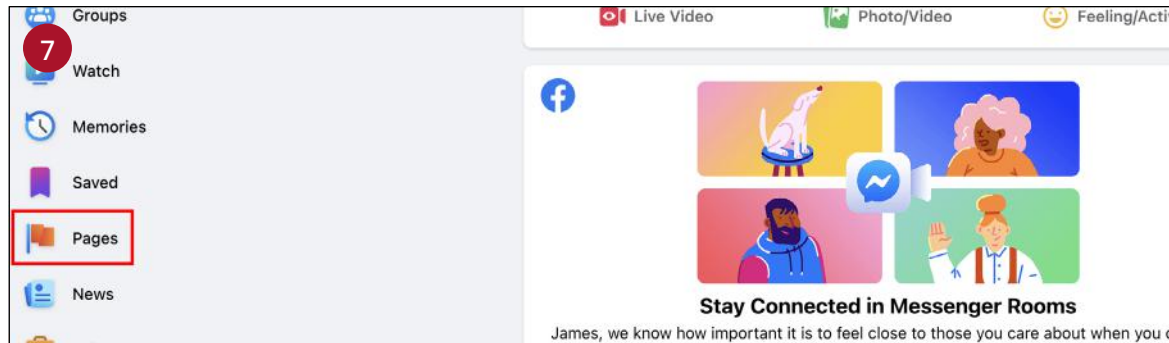
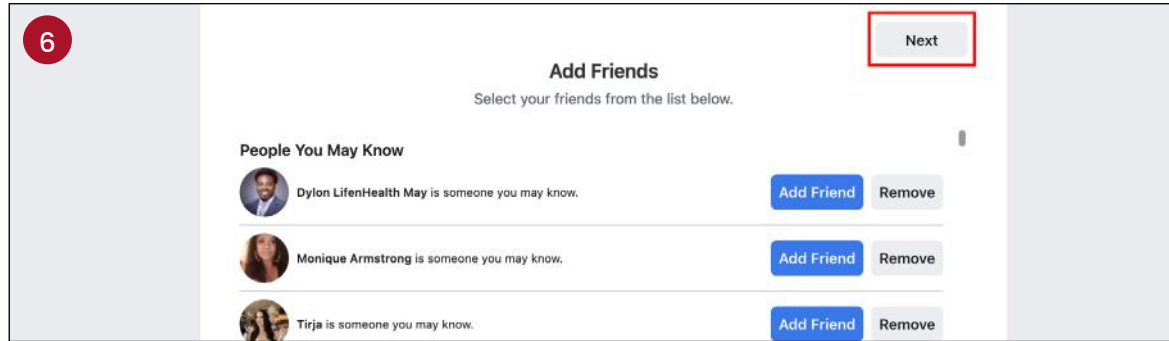
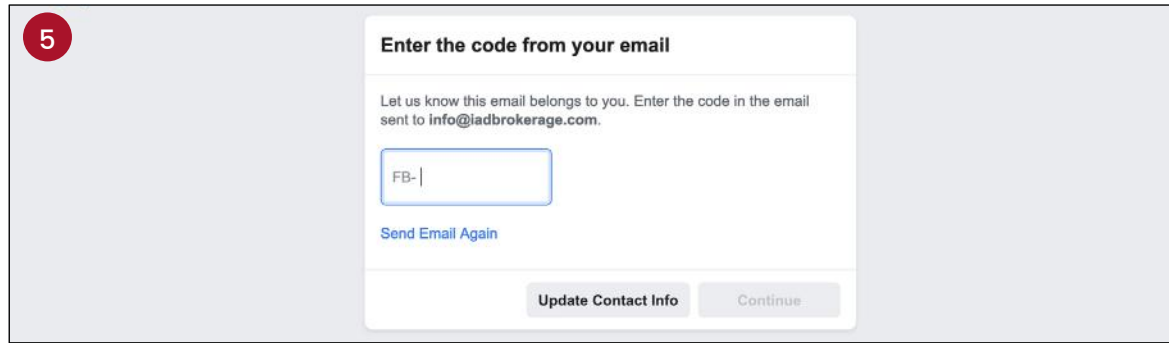
7. Click on PAGES

8. Proceed to CREATE NEW PAGE

9. Enter the page information (BUSINESS INFO)

Facebook offers a free training course if you'd like to learn more about setting up your business page.

Web Link: <https://www.facebookblueprint.com/student/catalog>



If you would like an in-depth look on how to create Facebook Ads to promote your business, follow this link: <https://www.facebookblueprint.com/student/path/196018-create-facebook-ads>

How about LinkedIn?

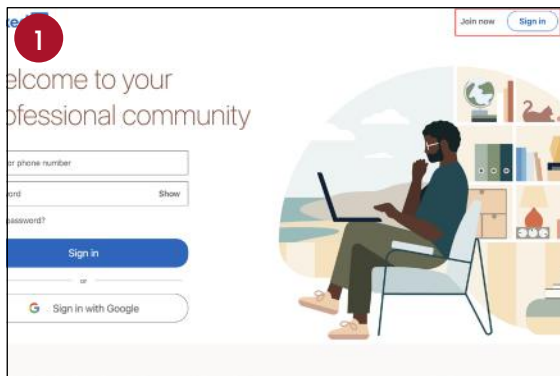
LinkedIn is primarily a business-to-business network and is rated the most popular social channel among B2B businesses and second for B2C businesses.

Here's What You Need to Set Up Your LinkedIn Company Page

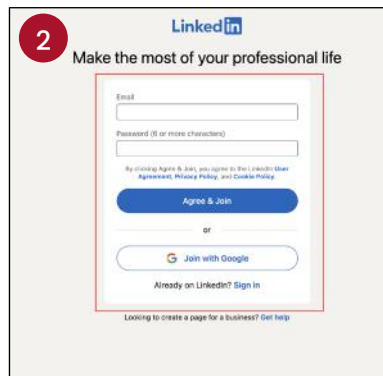
To create a company page, your personal LinkedIn profile needs to **meet the following requirements**, among others:



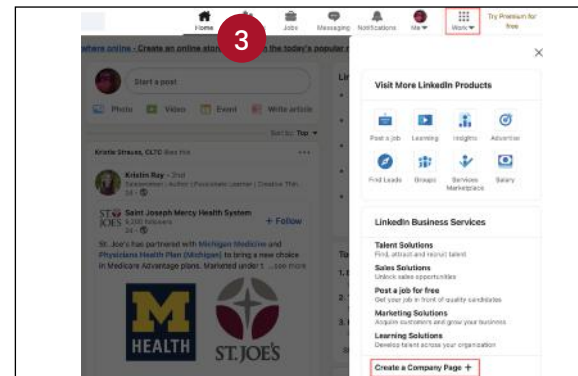
- Personal Profile must be at least **24 hours old**
- Have a **company email address confirmed** and added on your LinkedIn account (**note: it doesn't have to be an official domain, it can be a gmail, yahoo, etc. type of email account also**)
- **Important: Page creation is currently available on desktop only.**



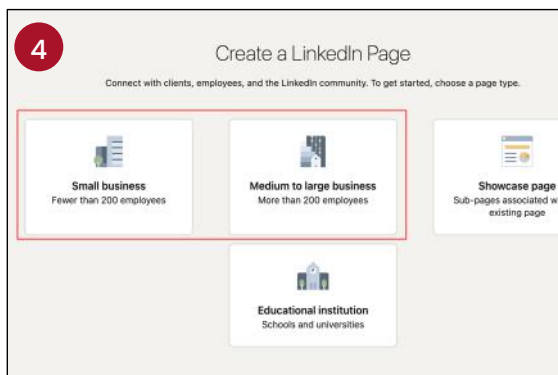
1. Visit **LINKEDIN.COM** to make an account



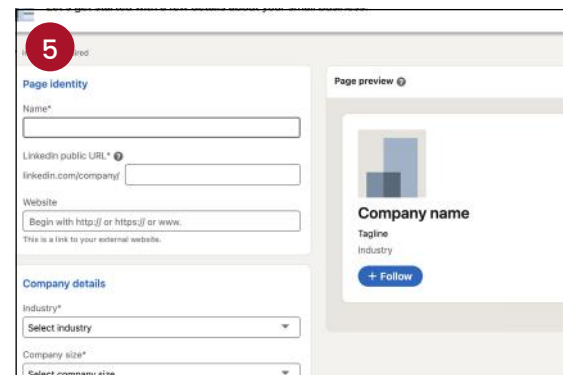
2. Create or Sign into your account



3. Click the **6 DOTS ICON** that reads **"WORK"** in the top right corner of your **LINKEDIN HOMEPAGE** Select **CREATE A COMPANY PAGE**



4. Select the **PAGE TYPE** you'd like to create



5. Fill out the required info & click **CREATE PAGE**. Continue to build your page with additional info

For information on how to setup an ad via LinkedIn, review this page: <https://www.linkedin.com/help/lms/answer/a427419/manage-the-linkedin-page-associated-with-an-ads-account?lang=en>

Guide for Images

In this guide, we cover image sizes for the social media channels: Facebook & LinkedIn



- Facebook cover photo size: **820 x 312**
- Facebook link image size: **1200 x 630**
- Facebook image post size: **1200 x 630**
- Facebook highlighted image size: **1200 x 717**
- Facebook event image size: **1920 x 1005**
- Facebook group cover image size: **1640 x 856**
- Facebook video size: **1280 x 720**
- Maximum Facebook video length: **240 minutes**
- Facebook image ad size: **1200 x 628**
- Facebook video ad size: **1080 x 1350 (ratio 4:5), at least 1080 x 1080, ratios from 16:9 to 9:16 are also supported**
- Facebook Story ad size: **1080 x 1920**
- Facebook messenger image ad size: **1200 x 628**
- LinkedIn company logo size: **300 x 300**
- LinkedIn cover photo size: **1128 x 191**
- LinkedIn Dynamic Ads size: **100 x 100 (company logo)**
- LinkedIn Sponsored Content image size: **1200 x 627**
- LinkedIn Life tab main image size: **1128 x 376**
- LinkedIn Business Banner image: **646 x 220**
- LinkedIn image sizes for blog post link images: **1200 x 627**
- LinkedIn Stories image size: **1080 x 1920**

PRO TIP:



The attention span of the audience is extremely short on social, so try to keep Facebook videos as short as possible. While the maximum video length is 240 minutes, Facebook recommends keeping them as short as 15 seconds.

PRO TIP:

Aim for polished, maximum resolution pictures. If recruitment is a goal, use your image real estate to show off your company's best side

Choosing the right Platform for your Business

Who's your target audience? How & where can you reach them? What are your business goals?

		
DEMOGRAPHICS:	Ages 25 - 65+	Ages 30 - 64
PURPOSE:	Building Relationships	News & Articles; Conversation
BEST FOR:	Building Brand Loyalty	Business Development; B2B Business
DOWNSIDE:	None	Limited Interaction
USERS:	2.89 Billion	740 Million
BEST TIME TO POST:	Mon: 11a, Tues: 11a, Wed: 10a, 1p & 2p, Thurs: 1p & Fri: 10a & 2p	Tuesdays: 10a, 11a, Wed: 9a, Thur: 5p & Fri: 3p
POST FREQUENCY:	3 - 4 times per week	2 - 3 times per week

FACEBOOK

- Most adults log on to Facebook every day
- Seniors are the smallest, but fastest growing Facebook age demographic
- Facebook is the most popular social network among seniors
- Globally, more men use Facebook than women
- Facebook is the most popular social network in rural areas
- Facebook is the most popular social network in low income households
- People love to scroll Facebook on their lunch break

LINKEDIN

- Most of LinkedIn's US users earn more than \$75,000
- Globally, 57% of users are male and 43% of users are female.

Common Mistakes

Let's highlight some of the most-common mistakes made while posting to social media.



Focus on the quantity of followers, not the quality

- Nice to have hundreds of followers, but they're not useful if they aren't interested in your business.



Not posting engaging content regularly

- Updates should be used to say something interesting.



Not converting followers into paying customers

- Conversions are important. Having people share your posts is good, but not beneficial if they don't make a purchase.



Focusing on too many social media channels

- Don't get caught up on having numerous platforms. 1 - 2 major platforms has more than enough people to run promotions towards.



Having no brand personality

- If people think your post are boring/generic, they are less likely to pay attention.



Spamming

- Last thing you want to do is spam your audience. If people are thinking you are posting to many "salesy" updates, they will simply stop viewing your post.



Doing everything manually

- There are programs such as **HOOTSUITE** that you can utilize to post to several platforms at once.



Broadcasting the same message on all channels

- It is a good idea to mix it up. Some of your audience may follow you on multiple platforms.



Not having a strategy at all

- Blindly doing things, is not a good idea. Having a strong strategy is key to success.

Social Media Strategy

Basic steps to building a strong social media strategy plan



Identify your business goals from day one

Every social media activity should serve a goal.



Craft your social media marketing objectives

Remember the **S.M.A.R.T** method: **Specific, Measurable, Achievable, Relevant & Time-Based**



Understand the audience persona

Your business is never about you; it is about people you provide value to. Segment your audience based on: **Age, Gender, Education, Income & Location**



Research competition and know what to do

Analyze the competition: **Followers, Posting Frequency, Time of the Day, Type of Content, Context and Engagement Rate**



Develop a content marketing strategy

Different types of content: **Blog Post, Videos, Webinars, Slides, FAQ's, Press Releases, Case Studies, Industry News, etc.**



List down the resources and investments

Make a list: **Time to Research, Create & Share Content, Design Images, Infographics, GIFs, Videos, Tools like Google Analytics, Google Adwords, Money to execute your social media strategy**



Distribute the tasks among your team members

Distribute work among team members by assigning them a role. This can make the process more productive & less complex.



Track your social media metrics and social media ROI

Tracking the right Social Media metrics can answer whether your marketing efforts are on track or there is a need to pay attention.

