

The AT&T

Small Business

Social Media Playbook

About Fullscreen and AT&T

Fullscreen is a leader in social-first entertainment experiences, serving talent and brands through creative, strategy, and marketing that enable growth, engagement, and monetization of their audiences. Its unique clientele includes over 400 brands and over 2,500 creators and celebrities that generate more than 7 billion monthly video views across a global network of social channels. Serving a broad range of clients from offices in Los Angeles and New York and with team members across the country, Fullscreen is a wholly-owned subsidiary of Otter Media, a WarnerMedia company. For more information, visit www.fullscreen.com and follow on social media at @fullscreen.

Overview

Part 1 - Developing Social Purpose

Part 2 - Understanding Social Platforms

Part 3 - Creating Content

Part 4 - Expanding Audiences

Part 5 - Measuring Success

Small Business

Social Media Playbook

Part One

Developing Social Purpose

In this first of our 5-part series, we will set you up for success by working to create the basis of your online social presence.

In this section, we will guide you through your first 3 steps to a meaningful online presence:

Step 1 - **Identify your ideal social media audience**

Step 2 - **Find your competitive positioning**

Step 3 - **Develop your tone**

1 Step One

Identify your ideal social media audience.

Before you do anything, you want to identify your **ideal social media audience**. These are the people you want to see and interact with your content on social, and the people most likely to want to buy your product or service. This can be as broad as a generation or as specific as Men, 22-27, living in the Northeast, who have an interest in water sports.

Determining your ideal social audience is the first step in putting a focused effort on understanding:

- Their actions and behaviors
- Where they spend their time
- How they need you the most
- Where you can best meet them online



1 Step One

How To - Social Audience Identification

1.

Identify who currently buys your product or service.

How old are they? What is their life stage (Married? Kids? Single and just out of college)? Where do they live? What's their household income?

2.

Consider if this is an audience you want to continue growing or if it's a new group you're hoping to reach.

I.e. Your customers may currently be Boomers, but you want to reach Millennials. Millennials would become your primary ideal social media audience.

3.

Get to the bottom of your customer's core needs.

Why would they turn to a small business rather than a large one? This will help you finesse messaging and time your posts to reach audiences when it's most relevant.

4.

Use your ideal audience's social habits as a guide.

Where do they spend their time online? What are their favorite social platforms? What are their social behaviors? What kind of content do they interact with (watch, like, or comment on)?

5.

Meet them in those places with content that will resonate.

Understanding your ideal social media audience will help you create social content that will resonate on a deeper level.

Does your audience fit into one of these generations?

Gen-Z

12-22 years old

Generation Size

81 Million

Events That Have Shaped Them

Smartphones, social media, never knowing a country not at war, and seeing the financial struggles of their parents (Gen X).

Spending Habits

This generation has seen the struggle of Millennials and has adopted a more fiscally conservative approach. They want to avoid debt.

Millennials

23-38 years old

Generation Size

95 Million

Events That Have Shaped Them

Great Recession, the technological explosion of the internet and social media, and 9/11

Spending Habits

Millennials have less business loyalty than previous generations. They prefer to shop product and features first and have little patience for inefficient or poor service.

Gen-X

39-54 years old

Generation Size

82 Million

Events That Have Shaped Them

End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.

Spending Habits

Since they are digitally savvy, Gen X will do some research and online shopping, but still prefer to do transactions in person.

Boomers

55-73 years old

Generation Size

76 Million

Events That Have Shaped Them

Post-WWII optimism, the Cold War, hippie movement.

Spending Habits

This generational cohort still prefers to use cash, especially for purchases under \$5.

1 Step One

COVID-19 Considerations

Right now, customers are faced with numerous changes as they abandon their day-to-day and take on a new and unfamiliar lifestyle. They're looking for businesses to embrace three key themes.

Humanity

Be real and acknowledge these tough times. This will help your business be more human.

Community

Understand customers' current state and aim to use social media to drive meaningful connections through comments and share

Comfort

Customers are looking for reassurance that everything is going to be OK. Leverage positivity when talking to your ideal audience.

Once Upon a Donut Shop

IDEAL AUDIENCE: MILLENNIALS

Before the shutdown, Once Upon a Donut saw a lot of families and children coming in to get their Sunday morning donuts.

Once Upon a Donut wants to branch out to reach a younger audience - millennials and millennial families. The owner knows that millennial families are proponents of supporting small businesses, they're into treating themselves and they are experts at social media, particularly Instagram (a great foodie destination).



2 Step Two

Find your competitive positioning

Before you hone in on your digital persona, it's important to have an understanding of what types of messaging and content are already being put out by competitors in the social landscape—so you can better stand out and be fully, uniquely you.

Once you have a good understanding of the competitive landscape, it's time to identify your competitive positioning! This will help you create content that feels true and authentic to your business, and your business alone. This positioning could even be the reason you started your business to begin with—because you saw an opportunity in an area that had yet to be explored by someone else.



How To - Competitive Analysis

1.

Identify which of your competitors have social channels.

If your competitors don't have social channels, you have the opportunity to lead in the space.

4.

Decipher what their social goal is.

What messaging are they leaning heavily towards? Are their posts looking to drive sales by linking to their website or using shoppable posts? Are they looking to build a community?

2.

Look into which social media platforms they are on and which they are prioritizing.

Which platforms are they posting the most content on? Which platforms are they getting the most engagement (likes, comments, and shares) on?

5.

Evaluate their posts.

Do you LIKE their creative? What do you like or dislike about it? Do you feel like it's helping them reach their goal?

3.

Consider how often they are posting.

Consider how often they are posting. Are they posting daily? Weekly? Bi-weekly? Is this posting cadence working for them from an engagement standpoint, meaning are customers engaging with their posts consistently?

6.

Take notice of any taglines, catchphrases or hashtags.

A lot of times, a business' tagline is indicative of how they view their competitive positioning. By clicking on their most-used hashtags, especially if they are hashtags that business created, you can identify if and how customers are talking about the business.

How To - Competitive Positioning

1.

Think about what is unique about your business.

Is your product offering completely unique to the landscape? Has your family been in business for a long time? Are you the only local business in a city of chains?

2.

How does your business satisfy a customer need?

Why would customers be compelled to frequent your business? What can your business provide to customers that others can't?

3.

Are any of your competitors messaging a similar trait?

If so, get more specific. For example, if there are two local businesses in a city of chains, you could also leverage the fact that you get to know each customer on a personal level.

4.

How would you communicate that in one sentence.

Think about your answers to questions 1 and 2. How would you summarize that into one succinct sentence or phrase? That's your competitive positioning.

COVID-19 Considerations

Think about how your business can provide value on social in these times, especially if your competitors aren't.

Is it messaging about opening your store an hour early for the elderly? Is it by providing easy recipes for people to cook while they're home? Is it about providing a fun DIY tie-dye tutorial to pass the time?

Consider partnering with competitors if you can accomplish greater good.

In times like these, it's important to think about the greater good rather than the business benefit. Partnering not only has the potential to have a greater impact, it shows your business puts humanity above all else.

Think about if your competitive positioning is affected by COVID-19.

For example, are you known for your fast service, but now things have slowed down? Are you known for friendliness in-store, but now all your business is online?

If so, think about how you can adjust to be sensitive during this time.

For example, if friendliness is the backbone of your brand, translate that in-person friendliness to friendliness online by responding to comments and posting inspirational messages to help get your customers through the day.

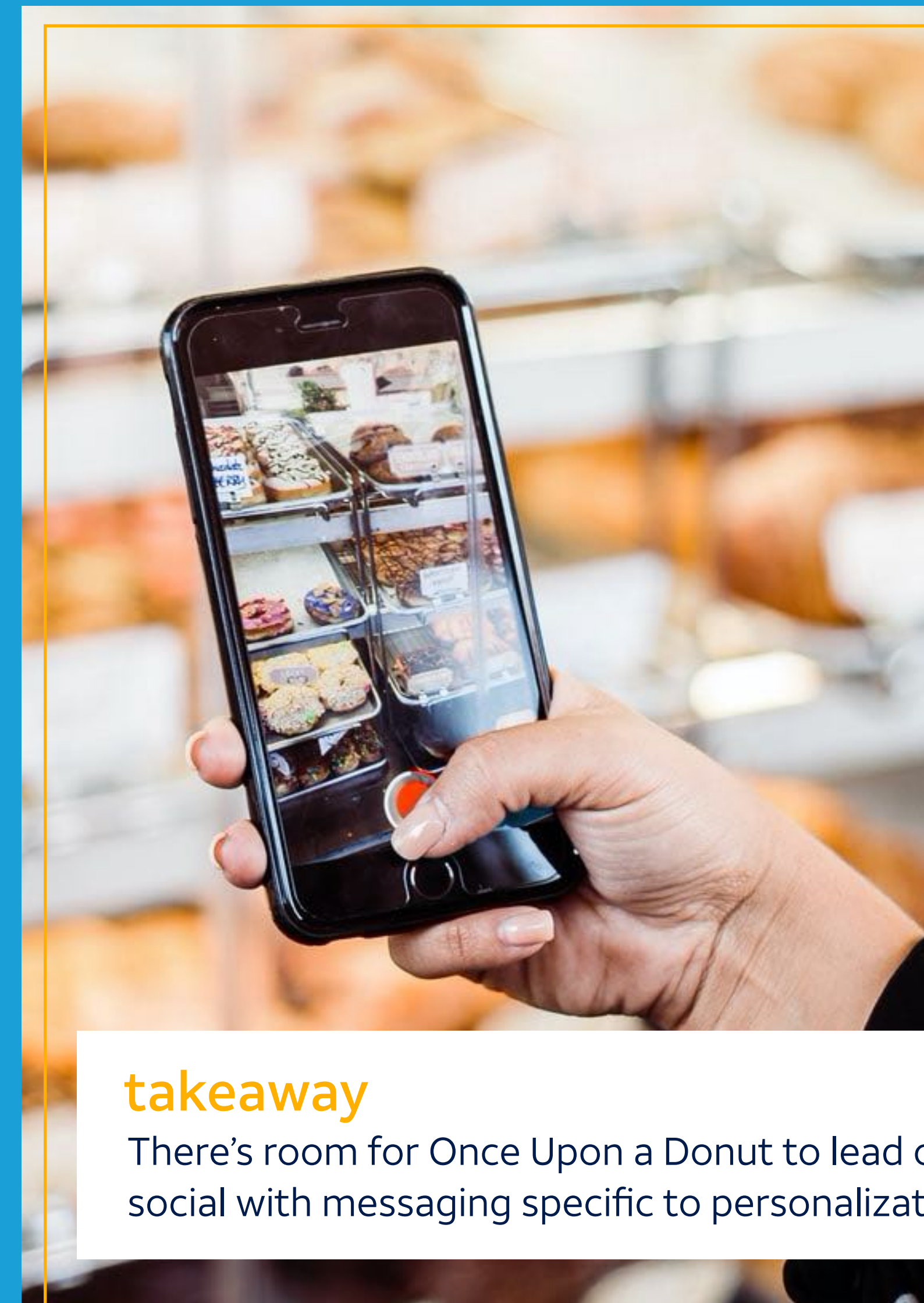
Once Upon a Donut Shop

COMPETITOR EVALUATION

Of all of their donut competitors in their community, only two others have social handles. Both shops only have a Facebook page.

Competitor #1: Posts every day but only highlights the donut of the day, which they offer for 50 cents. The business utilizes the hashtag #ClassicANDFresh. It gets minimal engagement from customers on social. The posts are boring.

Competitor #2: Hasn't posted in three months. However, its last post was a partnership with an influencer who taste-tested their donuts on Facebook Live. The influencer called the donuts the "best tasting donuts in Glazed" and the post garnered high engagement. The post was fun.



takeaway

There's room for Once Upon a Donut to lead on social with messaging specific to personalization.

Once Upon a Donut Shop

COMPETITOR POSITIONING

Once Upon a Donut is unique because it provides innovative, new donut flavors and designs each week. It's the newest donut shop in town and have picked up steam due to the beloved unicorn donut.

The other donut shops nearby only provide classic flavors and little to no design other than sprinkles. Once Upon a Donut also has the ability to create personalized donuts for parties, gatherings, etc.

Their Competitive Positioning

DONUTS WITH CHARACTER AND PERSONALITY – SOMETHING NEW, JUST FOR YOU, FROM 8-2!

COVID-19 adjustment

Since the business is not open until 2AM at the moment, its competitive positioning had to shift slightly. It temporarily moved away from messaging about being open late, but started posting create-your-own fantasy donut decorating activities for parents and their kids at home.

3 Step Three

Develop your tone.

Tonality and messaging relevance are more important than ever as customers seek solutions to the challenges they're facing. Developing a distinct digital persona can help with that. A digital persona is the personality that comes through in both your written voice (like written captions on your posts) and also the creative you post (photos, videos, Instagram Stories, etc). Being specific and consistent in developing this persona can:

- Give your business a human touch
- Help foster connections with customers
- Make your business recognizable
- Set you apart from competitors



How To - Tone Development

1.

Hone in on your business persona as a whole.

If your business was a person, how would you describe it?

Are you “friendly and neighborly”? “Sassy and sharp”?

2.

Let your audiences’ verbal behavior inspire you.

Are their sentences long and flowy, or short and sweet? Do they use slang and emojis? Proper punctuation and grammar? Do they speak more formally or casually?

3.

Create a social tone-of-voice manifesto, or guidelines.

What message do you want audiences to take away from your communication?

Example: Apple’s Think Different - a mission statement for their business, Apple incorporated this message into all of their communications.

4.

Get specific.

Create a “we are” and “we are not” chart.

Example: We are knowledgeable. We are NOT condescending.

COVID-19 Considerations

Reconsider your existing tone.

Right now, empathy and understanding can go a long way, while sarcasm may come off as insensitive.

Avoid posting with an overly promotional, self-serving or salesy tone.

This can be seen as tone deaf and comes with the risk of alienating customers both now and in the long run.

Consider updating your message.

Is the message appropriate given the current context in your local market?

Encourage positivity.

Remain positive while acknowledging the reality of the situation. Continue to celebrate unrelated-to-COVID-19 moments, positive thinking and tips to keep fans' spirits up.

Once Upon a Donut Shop

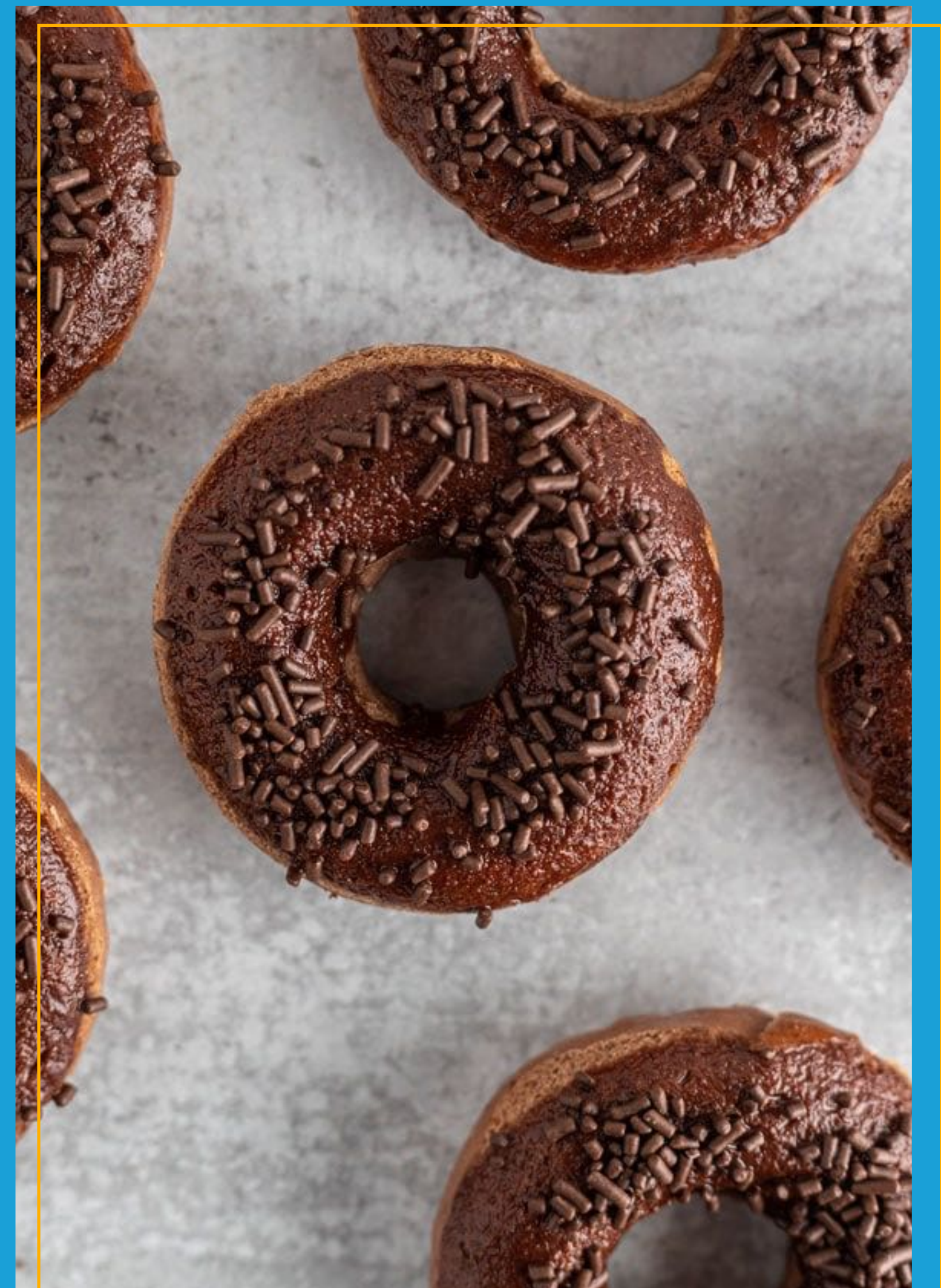
TONE OF VOICE >

Do

- Sprinkle in humor
- Indulge in emojis
- Stay sweet

Do-not

- Be a comedian
- Overuse slang
- Be saccharine



Small Business

Social Media Playbook

Part Two

UNDERSTANDING SOCIAL PLATFORMS

By now, if you have completed Part 1 - Developing Social Purpose, you are able to identify the audience for your brand, position yourself competitively and know how to talk to your consumer.

In this next phase of your social journey, we will give you an overview of what each social platform is used for and help you identify which are the right choices for you and your business.

- Step 4 - Identify a priority platform

4 Step Four

Identify a priority platform.

We've moved past the era of businesses needing to be on every social platform just because. Now, businesses need to be smart about which platforms suit their business needs and adjust in real time. While you can definitely be on multiple social media platforms, try to place focus on a single platform or two that will serve you best.



4 Step Four

How To - Priority Platform Identification

Lean into the platforms that will work the hardest for your business (considering also the ones that you can maintain).

Is your audience on the platform, does the content you're able to create lend itself to the platform, etc.

	Facebook	Instagram	Twitter	YouTube	Pinterest	LinkedIn
What Works	<ul style="list-style-type: none"> • Strong storytelling • Community-building through Facebook Groups • Strong paid targeting capabilities 	<ul style="list-style-type: none"> • Visual-first content • Inspiration and motivation • Engaging features like stories, live video, or shoppable tags 	<ul style="list-style-type: none"> • Sharing business news • Event coverage (virtual, at-the-moment) • Real-time updates and conversations 	<ul style="list-style-type: none"> • Informing and educating through product videos • Ongoing content series with storytelling elements 	<ul style="list-style-type: none"> • How-tos and DIYs • Using vertical images that fill the feed 	<ul style="list-style-type: none"> • B2B marketing • Highlighting employees • Recruiting employees
Creative Considerations	<ul style="list-style-type: none"> • Video series • High-quality photography 	<ul style="list-style-type: none"> • High quality content with strong branding • Aspirational imagery • Product info and education 	<ul style="list-style-type: none"> • Business news • Memes, GIFs, trends • Community reply-threads 	<ul style="list-style-type: none"> • Serialized videos • Captivating content that provides value • Product videos 	<ul style="list-style-type: none"> • High quality, vertical images • Informative graphics, tutorials • Product descriptions in pins 	<ul style="list-style-type: none"> • Detailed company page • Video brand promotions and updates
Small Business Application	An excellent resource for small businesses to build awareness and community.	A place for small businesses to launch live events and engage with consumers.	A platform for small businesses to adopt a unique voice and engage with pop culture.	A place for small businesses to add value by teaching consumers something new.	A great resource for businesses looking to share food recipes, arts and crafts, home decor ideas.	A useful tool for small businesses looking for support from other companies.

Social Starter Kit

If you do not have any social pages set up yet, up next is a checklist for you to consider when creating your business profiles. These are general guidelines that apply to any platform (Facebook, Twitter, Instagram, Pinterest, etc.), though the process for setting each one up varies by channel.

Getting started

- **Identify your social goals.** Determine what you want to get out of your social media efforts. It could be to drive awareness of your business, to engage with content, to drive purchases, etc.
- **Pick the platforms that make the most sense for your business.** Don't feel like you need to set up profiles on every major social media platform. Be strategic and intentional! Choose platforms that serve your business' needs and your audience's needs.
- **Have the email address associated with the business handy for profile creation.** If this account needs to be accessed by multiple employees, consider using a shared business email address.
- **Decide on handles and/or page names.** If you are creating accounts across multiple platforms, pick a name that is available on all of them so your social media presence is consistent. For example, we would want @OnceUponADonut on both Twitter and Instagram — not @OnceUponADonut on one and @UnicornDonutStore on the other.
- **Make sure to create business profiles.** There are personal profiles and business profiles available across every major platform. The business profile gives you access to post metrics and audience breakdowns that you don't get with personal profiles. If you have a personal profile set up on accident, don't worry! You can switch to professional accounts post-account creation if needed.

Once your page is created...

- **Upload a Profile Photo & Cover Photo.** Choose a strong profile picture that features your logo. Pick a cover photo that shows what you do best. Use the same profile photo for every social media account you create.
- **Write your Bio & About Section.** Write a bio that clearly states what you do and include a website link. Fill out the Facebook About section thoroughly with contact info, hours, etc. It should be extra clear to someone who first stops by what your business is, what you do, and how to get in contact.
- **Link to your newly created platforms on your website.** Consider sending out emails to loyal customers announcing you're now on ___ so they can follow you for updates.

COVID-19 Considerations

Because customers are likely to be active on social media, there are a few features platforms are encouraging to better connect businesses with fans.

Live Video

Live video can serve as an entertaining and community-building activity and an opportunity to host live events.

- Facebook Live + Facebook Stories
- Instagram Live + Instagram Stories
- YouTube Live
- Promoting other services outside of social - Zoom, Google Hangouts

Pinned Content

Pinning important content to the top of your feed can alert customers to what's important.

- Pinned Facebook Posts
- Pinned Tweets
- Instagram Story Highlights

Messenger

Messaging functions can be used by customers to interact with businesses.

- Facebook Messenger
- Instagram Direct Message
- Twitter Direct Message

Once Upon a Donut Shop

PLATFORM PRIORITY



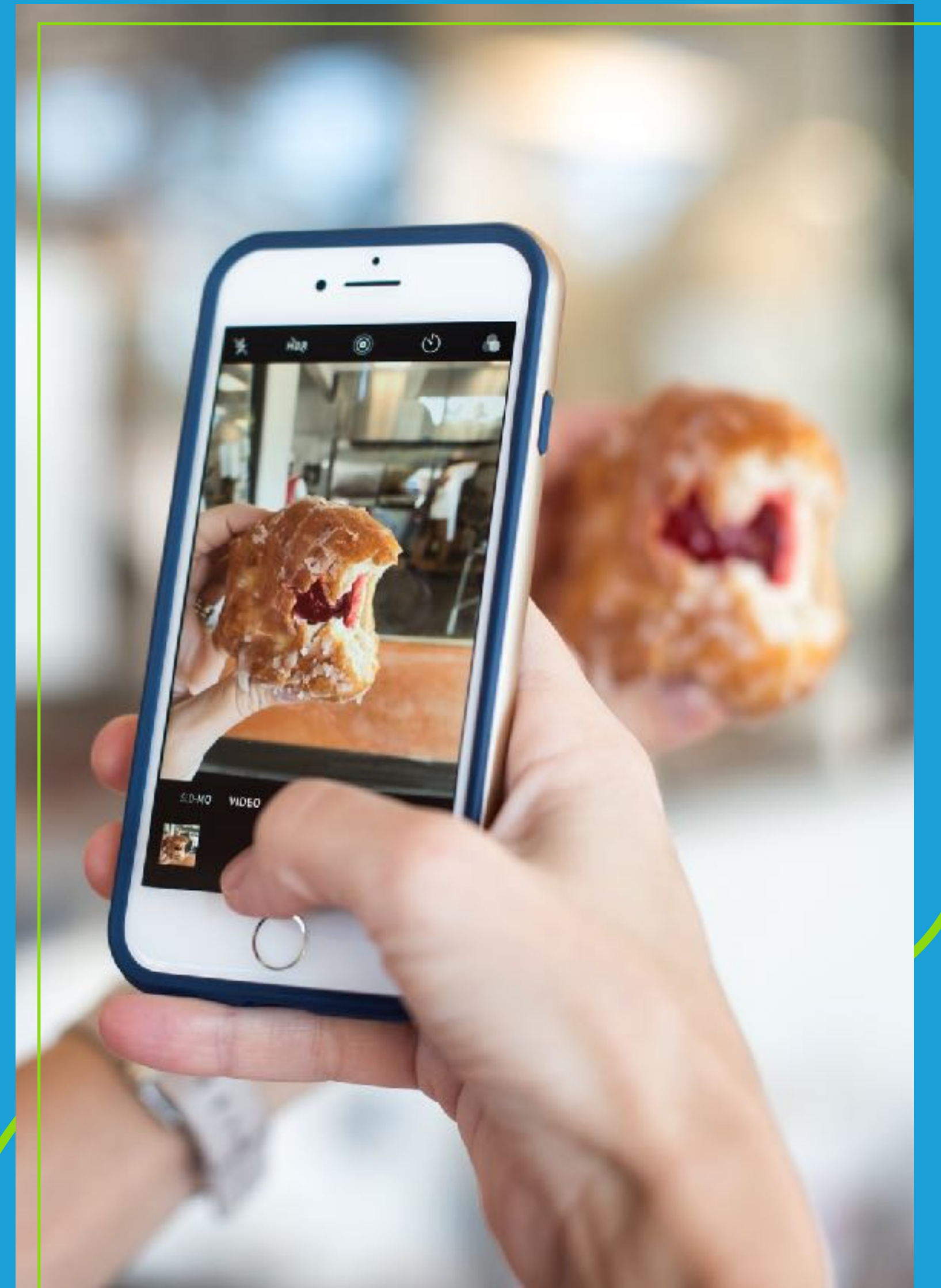
Primary It's a go-to platform for its ideal audience (Millennials) and it's a hub for all-things-food content. It uses this for posting delicious photos of their donuts to drive awareness.



Secondary Mainly where it posts promotions and news updates and utilize paid media to find new audiences.



Secondary It uses Pinterest to spread the word with eye-catching donut imagery linking back to their website that hosts recipes for the donuts.



Small Business

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Part Three

Creating Content

If you followed along through Part 1 - Developing Social Purpose and Part 2 - Understanding Social Platforms, you are ready to move on to the fun, creating content!

If you haven't completed the previous lessons we suggest going through those first since identifying tone, positioning, audience and platforms will be key to creating meaningful content.

Step 5 - Create content with you audience in mind.

- Includes: Social creative downloadable templates

5 Step Five

Create Content With Audience In Mind

By focusing on who you're creating content for, and leaning into your customer's needs, you can:

- More easily identify your business' competitive positioning
- Create content that provides values and is meaningful
- Connect with customers to reach your business goals



How To - Content Creation

1.

Keep your competitive positioning top of mind.

Reminder: this is the unique space your business holds in your community.

2.

Align content plans with your social goals.

What types of content will your business be able to put out? Simple videos showcasing your product? Interactive Instagram stories? How does that type of content help you reach your goals?

3.

Translate your business' values and goals into content pillars.

As a way to organize and inspire additional content, create pillars that take into account your goals, products and capabilities. For example, if you're a grocery business that prides itself on fresh items, your pillars might be "New Product Highlights", "Recipe Roundup", "As Seen in the Store" and "Our Customers".

Potential Content Goals

Awareness

Do people know about your business? do they know where to buy your products?

If you're driving high levels of impressions and shares, awareness is increasing as more people are exposed to your business' content.

Conversion

People know about your business, but are they buying your products?

If there are a lot of clicks on links on your posts, people are converting from social media followers to engaging directly with your business.

Favorability

Do you want people to think positively around—and gain stronger attachments to—your business?

If there are a lot of engagements on your posts, people are interacting with your content in a positive or negative way, which shows how people feel about your business.

Specific Audience

Are you trying to reach a specific type of audience to increase your awareness among a certain demographic or other type of group?

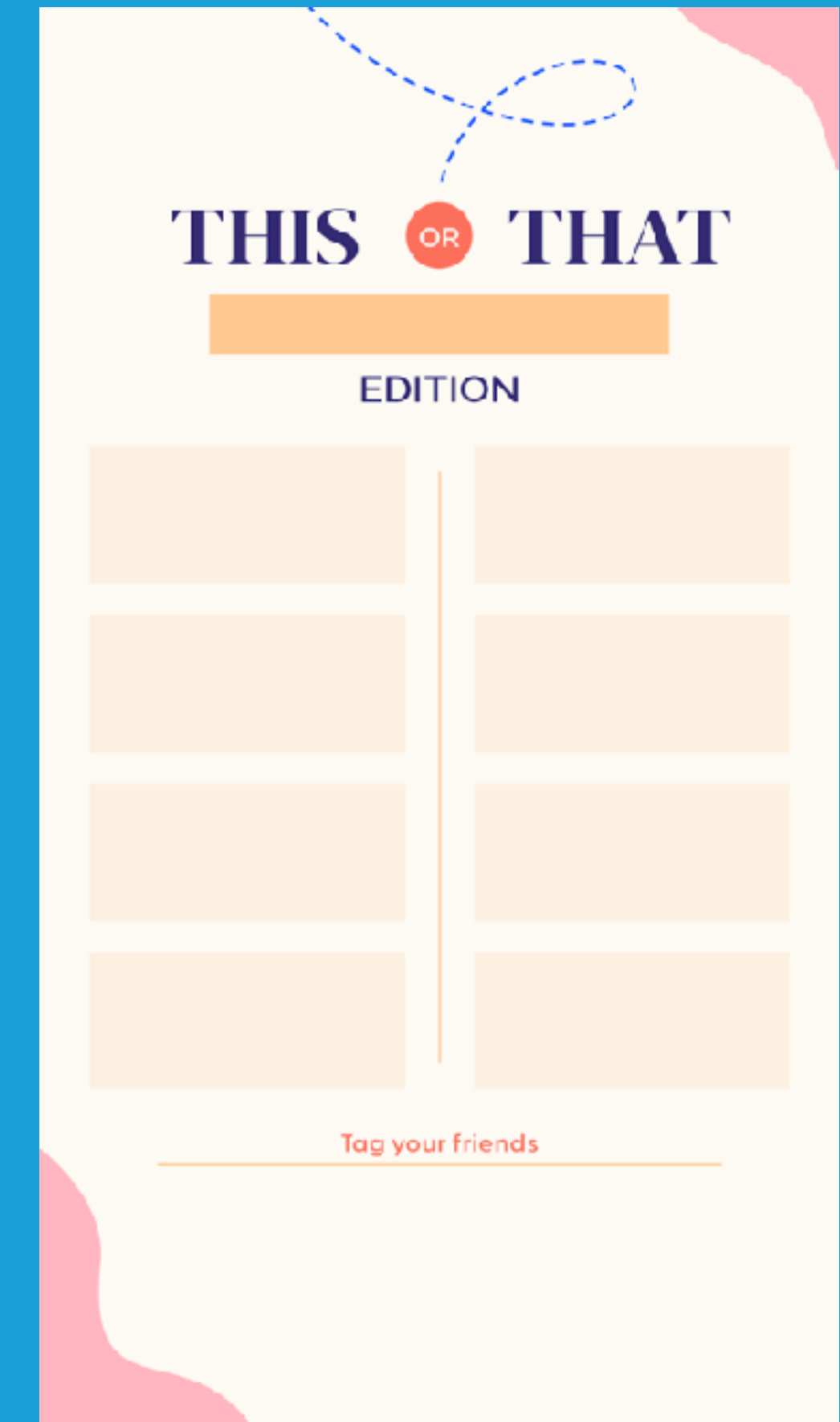
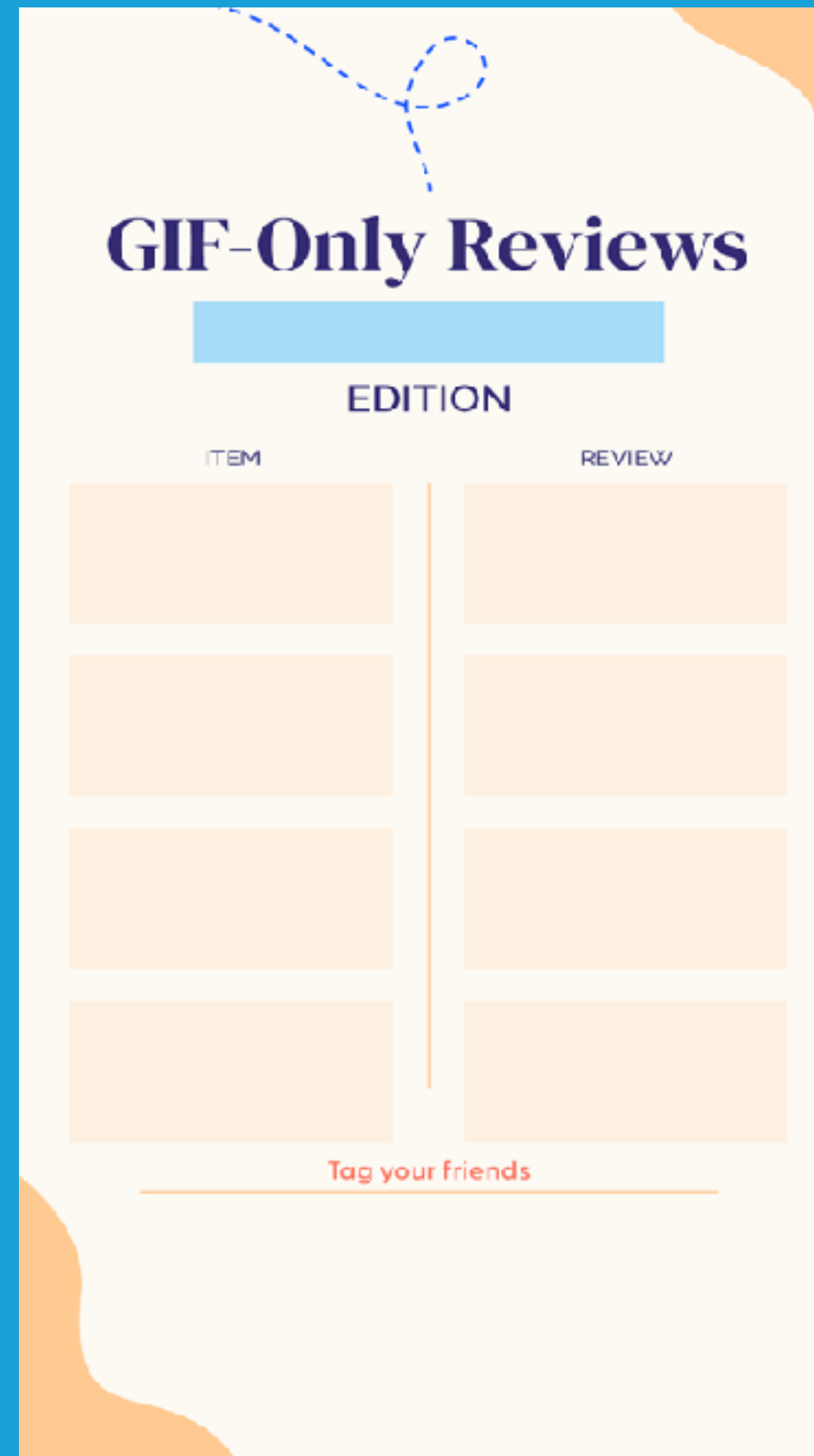
If you are trying to reach a certain audience, such as Males or Gen Z, looking at the demographics of your audience over time helps show you how your business is growing among those audiences and which posts reach the demographic you are trying to capture. This information can be found on the Analytics or Insight section of each individual social media platform.

Start Creating

- **Easily accessible.** To download these files, head to this [link](#) on desktop or mobile and download or screenshot the templates you want to use (see detailed mobile screenshot instructions for [iOs](#) / [Android](#)). Additionally, mobile-only users can access these templates in Fullscreen's Instagram Stories highlights [here](#).
- **Customize and tailor your creative.** Be sure to tag yourself at the top of the templates. Add your own products and items when possible to tailor your interactive stories more closely to your small business.
- **Post when your audience is most engaged and active.** Consider days of the week and time zones that make the most sense for your customers.
- **Pro-tip.** Hold a finger down before screenshotting to remove the username and countdown bar.

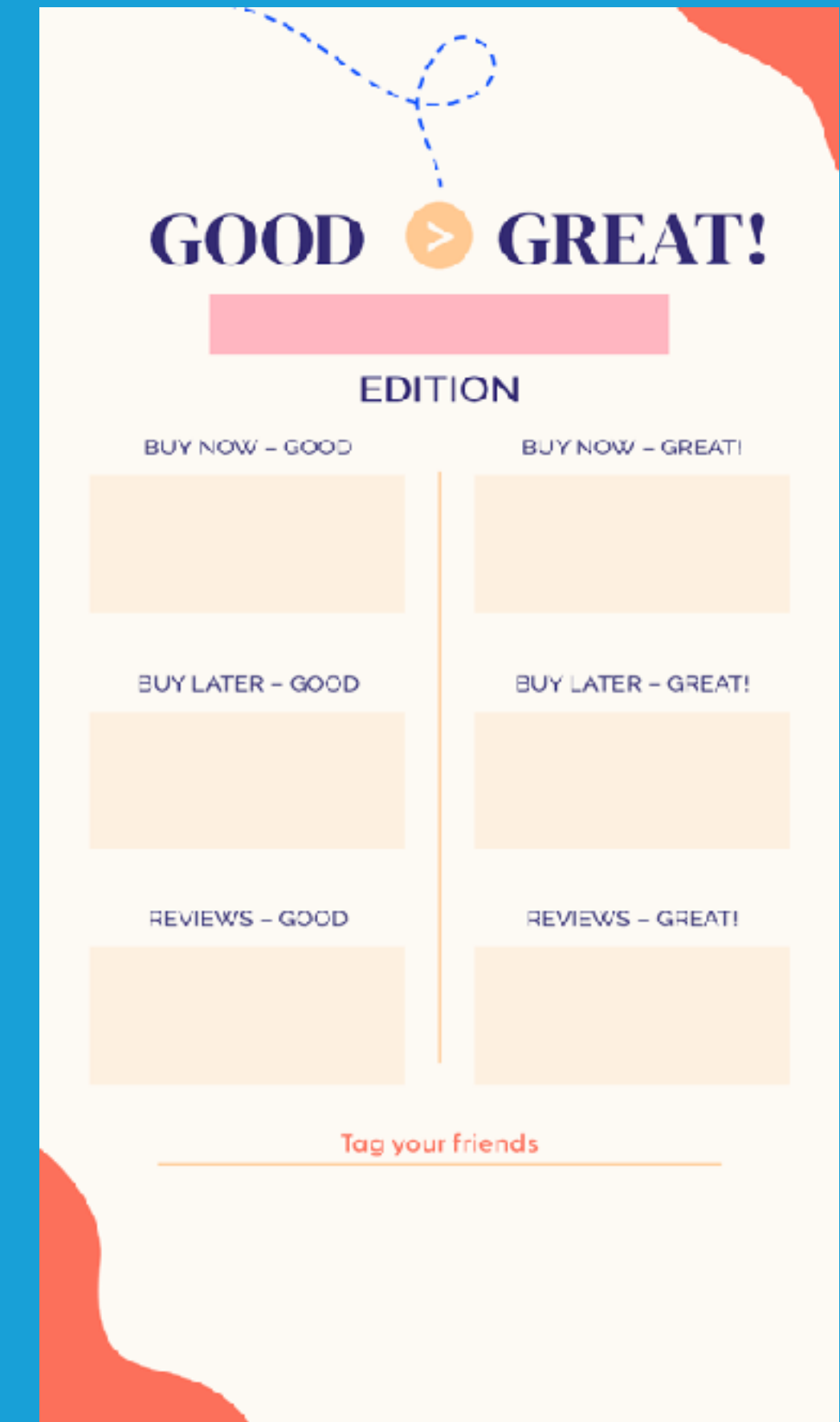
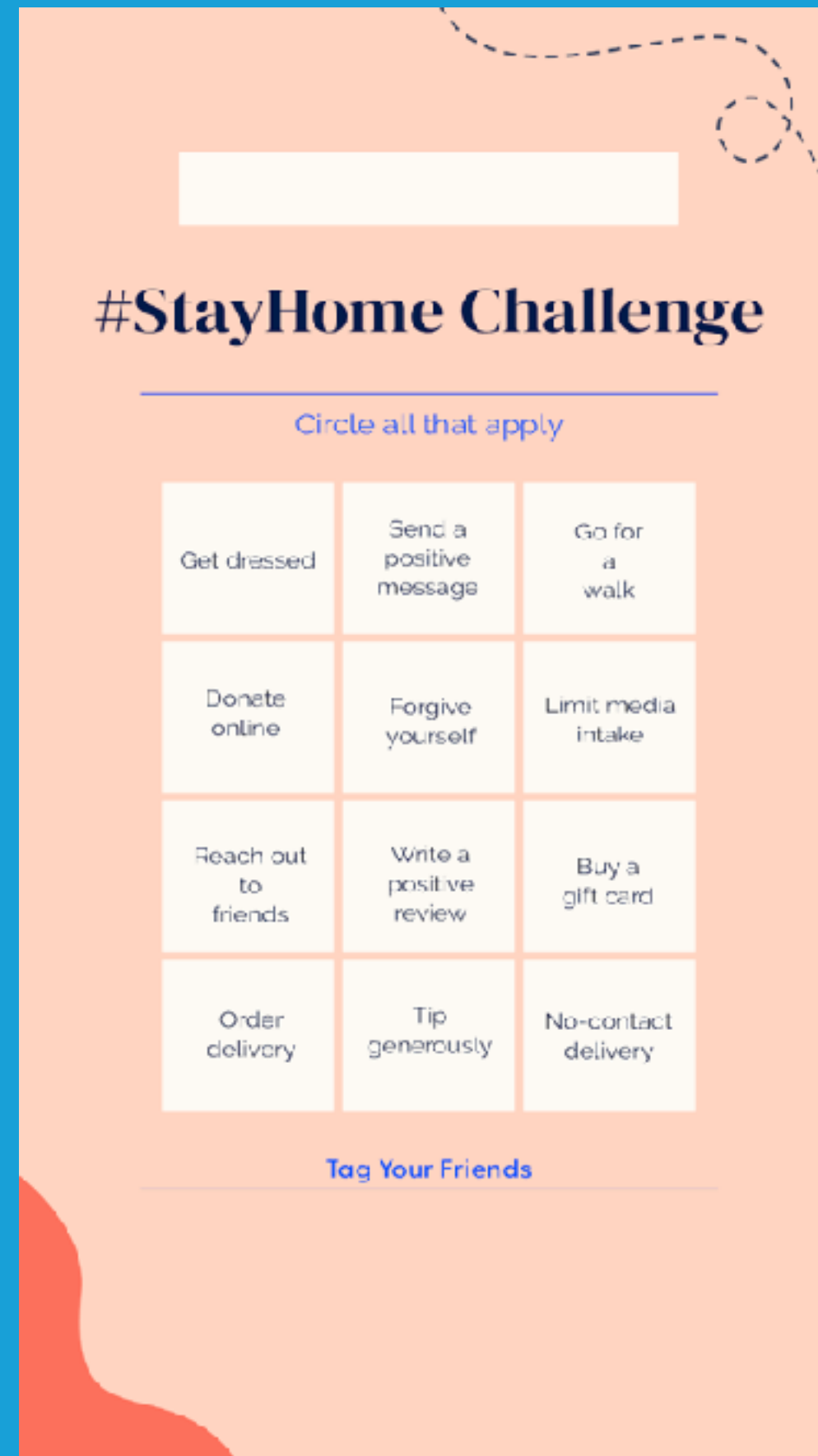
Instagram story templates

Here are a few simple templates for you to start off with — just fill in the blanks and post. Show off some of your signature items and the reviews they've been getting. Ask your fans how they're supporting local — or just compare some of your most exciting products.



Instagram story templates cont.

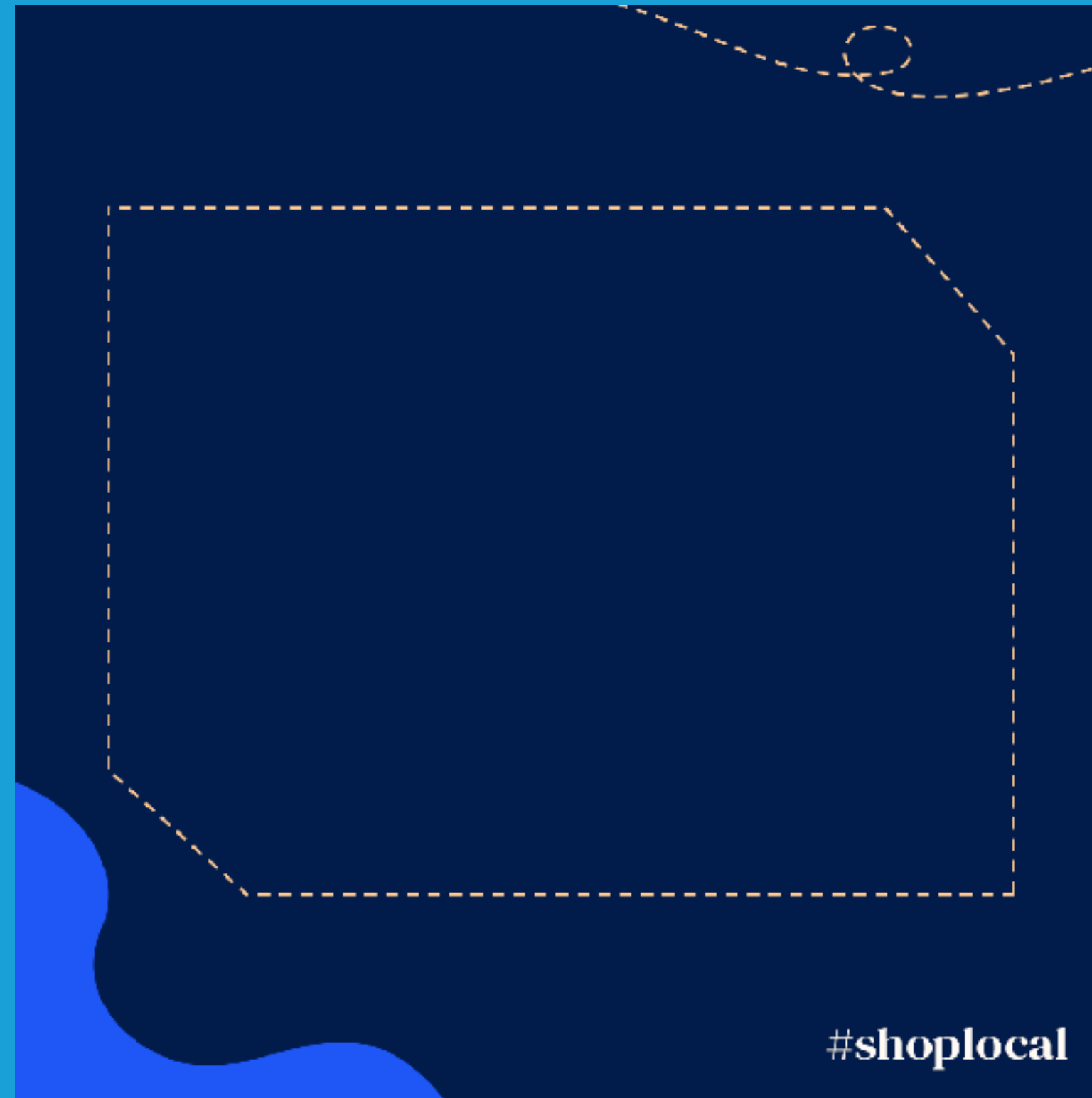
Instagram Stories templates let you interact with your followers in the moment. Post these templates in your Instagram Stories as a way to entertain their fans, build community and engage with a wider audience.



Social in-feed templates

If you can't create a lot of content now, look to these templates as a way to add value to your social feeds. Drop your own photos or quotes on top of these templates for a high-value, low-effort social post.

Here is a [step-by-step guide](#) on how to add effects and photos to these templates by using just your Facebook mobile app.



Examples of how to use social templates



COVID-19 Considerations

Message about any new changes to your business.

Will you be shifting to delivery and pick-up only??
Will you be closing your store but still paying your employees? Will you be offering online ordering when you previously didn't?

Encourage unity and be empathetic.

Shift your thinking from support for customers rather than sales.
Understand that this is an uncharted time for all and we can get through it better together.

Be respectful.

Tread lightly with content, knowing when to stay silent and when to post.

Once Upon a Donut Shop

CONTENT PILLARS

Your Food Baby

As a company dedicated to personalization, this pillar is a highlight reel of all the special donuts the business has made!

This comes to life through

- Instagram in-feed posts
- Facebook albums

The Making Of

This is a behind-the-scenes pillar that highlights the making of the donuts and the personalities of people within the company.

This comes to life through

- Instagram Stories
- Facebook Live
- Instagram Live
- Facebook Video

All About You

Customers make the business what it is today! This pillar highlights customers and their favorite donuts, plus provides recipes and tips and tricks to help customers in their day-to-day.

This comes to life through

- Instagram Stories
- Instagram in-feed Posts
- Facebook Posts

Small Business

Social Media Playbook

Part Four

Expanding Audiences

Having completed Parts 1-3, we have identified your audiences, the best platforms for your brands and have started to fill them with content!

Now it's time to really leverage the benefits of social media by showing your audience that they are not just customers, but part of a thriving community.

Step 6 - Foster community.

Step 7 - Reach new audiences with paid media.

6 Step Six

Foster community.

Whether it's your local community or an online social community coming together, building and strengthening connections with others may potentially be the most vital part of making it through this crisis. Fostering community through social can be done in three ways:

- Creatively
- Conversationally
- Tactically

How To - Creative Forecasting

Post In-Feed

Whether you're posting to one or three platforms, understand customers' current state and aim to create content that drives meaningful connections between businesses and customers.

Let customers help you, too - whether that be by buying gift cards, ordering delivery, etc.

User-Generated Content (UGC)

If your means of creating content are limited, look to UGC as a way to add value to your social feeds while building connections within your community.

Encourage customers to tag your business when posting for the potential to be shared on your page.

Stories

As a way to organize and inspire additional content, create pillars that take into account your goals, products and capabilities. For example, if you're a grocery business that prides itself on fresh items, your pillars might be "New Product Highlights", "Recipe Roundup", "As Seen in the Store" and "Our Customers".

How To - Conversational Fostering

Customer Service

Social is a place that more and more customers are turning for customer service.

Monitor posts for questions and respond in real time, when possible. Checking once a day is recommended!

Community Management

Community management is a way to build relationships with customers. Provide extra value to your customers by:

- Liking customer comments
- Asking additional questions
- Leveraging personalized and custom responses

Comments & Hashtags

While “engagement baiting” – or asking fans to like and comment – in captions is never recommended, leveraging calls-to-action is a great way to spark conversation.

Leveraging relevant hashtags

is a great way to make your content discoverable to

various communities.

How To - Tactical Fostering

Facebook Groups

Facebook Groups are a great way to find and embrace groups and communities. Not only can you join as a member to a community group (like Small Business Connections), but you can start your own group to give your business' advocates a place to chat and a place for your business to share news, updates and more.

Video Storytelling

Video is a strong way to showcase who your business is, what your business stands for and the stories your business wants to tell.

Use video to bring light to the personalities behind the business.

If you don't have budget or time for a video production, consider IG Stories or even Facebook or Instagram Live to give customers a behind-the-scenes look at what makes your business tick.

Partnerships

Partnering with creators, or even other businesses, can not only help your business, but can highlight your business as trustworthy.

Consider partnering with creators / influencers in your area.

Leverage partnerships with various apps that make business run smoother.

Highlight PR mentions or write-ups in your local newspaper on social.

COVID-19 Considerations

Customers still have wants and needs, and they're eager for information and engagement. How you create and engage socially with your communities can make a difference in how your business is perceived in the long term.

Create content that can be shared throughout communities.

Think about what content your customers have an affinity for - whether that be motivational quotes, IG Story Fill-In-The-Blanks, etc. - and share it across your various platforms to drive conversations and shares.

Foster well-being by utilizing positive messages and encouragement.

Rather than retreating, businesses can lead and play an active role in the recovery process.

Provide actionable messaging that delivers real relief.

Promote accommodations that provide assistance to customers as they're craving any help and leadership.

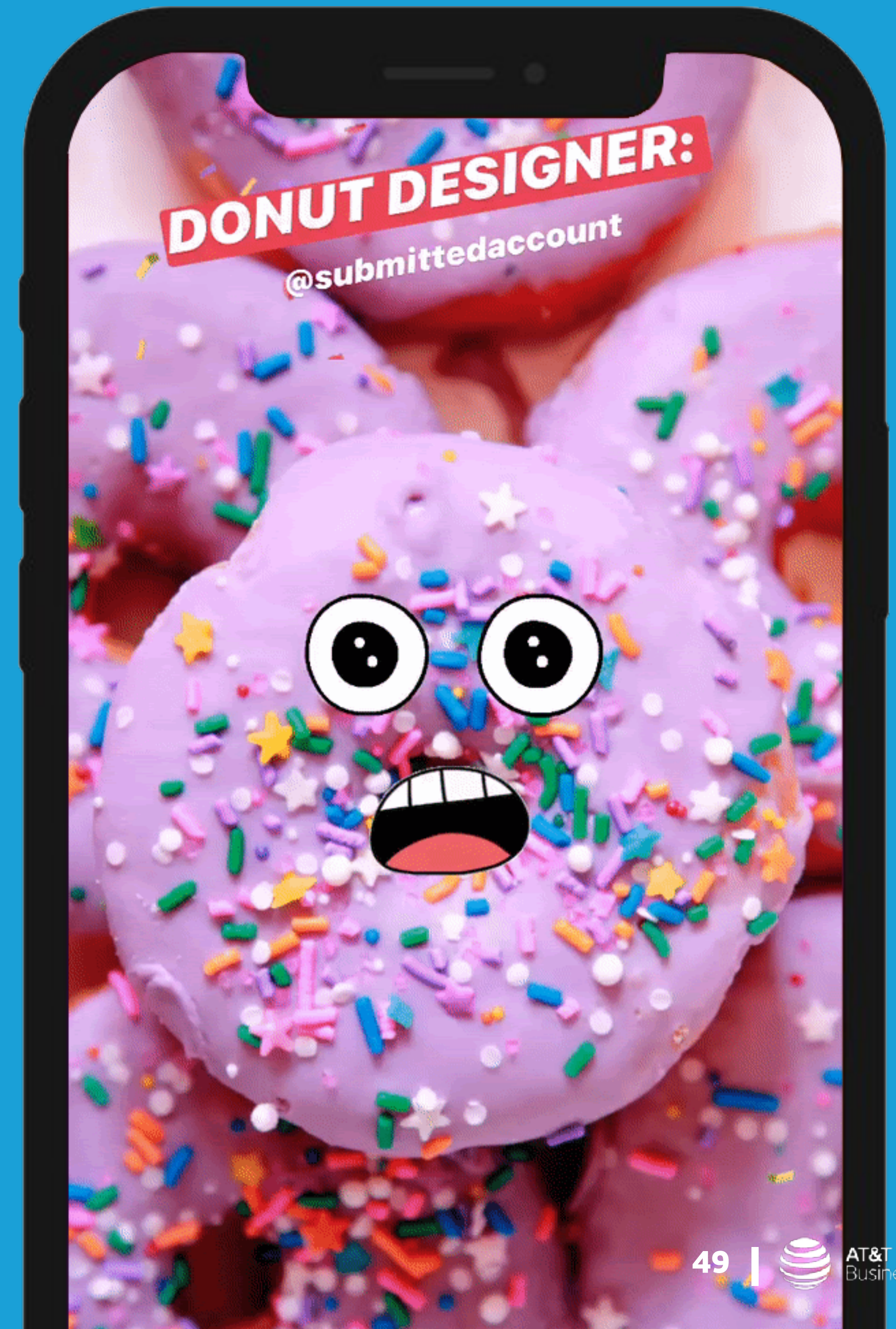
Lean into your business' inspirational community moments.

Communities are comforted when they see businesses contributing their offerings and capabilities toward recovery.

Once Upon a Donut Shop

COMMUNITY

Since Once Upon a Donut Shop has been using social media to give their Millennial parents donut-making activities to do at home, they asked their followers to submit photos making these fun and colorful character donuts on Instagram. Each week they highlight the photo submissions on Instagram Stories, thanking all their dedicated “Donut Designers” for lifting spirits through sprinkles and donuts and offering discounted deliveries to those loyal customers.



7 Step Seven

Reach new audiences with paid media.

As social media usage skyrockets across the world, so too does the opportunity to reach new customers using paid media, another way of saying social media advertising. Even with a limited budget, you can promote your posts or run paid media campaigns on key platforms like Facebook or Instagram (where boosting posts and seeing results may come more easily) to reach new customers while working towards your social media goals and objectives.



How To - Paid Media Evaluation

Do use paid media when:

1. You have a call to action for your customers – like “subscribe now for updates” or “donate here for our community”.

Key Platforms: Facebook, YouTube (but go where your audience is!)

2. You have a timely message – a flash sale, a limited number of something. This could be a new product launch or important update to your services.

Key Platforms: Facebook, Instagram, Twitter (but go where your audience is!)

3. You have differentiating products or services – when you fill a need no one else in your community can, promote it and create a lookalike/remarketing list for future use.

Key Platforms: Facebook, Instagram, YouTube, Twitter

(but go where your audience is!)

Rely on organic when:

1. You have evergreen content – consistently in-stock products or services, advice, POVs, etc.
2. You are consistently posting content – advertising is a supplement to regular posting, it gets people in the “door” but every post doesn’t need to be boosted.

The Benefits of Paid Media

Message Locally

Paid media targeting gives people and businesses the opportunity to target specific ages, genders, languages, interests, and more to communicate with customers at the state, city, and zip code level

Reach people on a deeper level.

The more people engage with social media, the more their profile develops, which means the ads they are served are more specific and tailored to their interests, behaviors, lifestyles, etc.

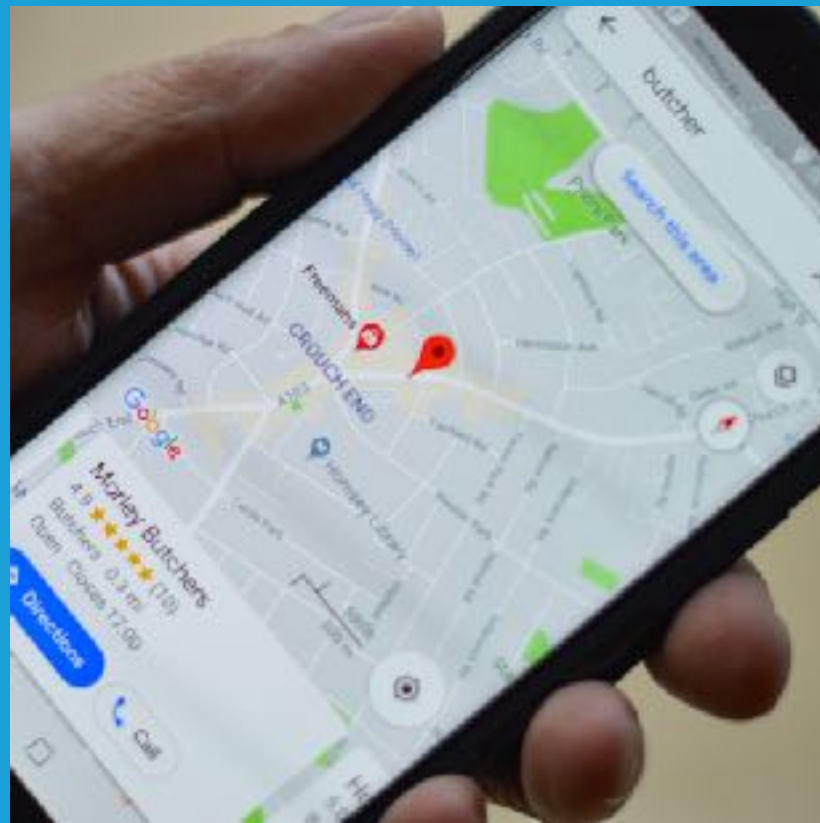
Get more exposure.

Platform algorithm updates have stifled organic reach, meaning paid is the best opportunity to grow your audience and continuously build your organic following

Data is extensive.

Social platforms track customer online activity via cookies and pixels, which give businesses better insights into customer behaviors and makes the users' ad experiences more enjoyable

Paid Targeting Tactics



Location

If you're a small business, this will be most helpful in finding customers within a state, region, city, or even by zip code



Gender

If your service or product is geared toward either males or females



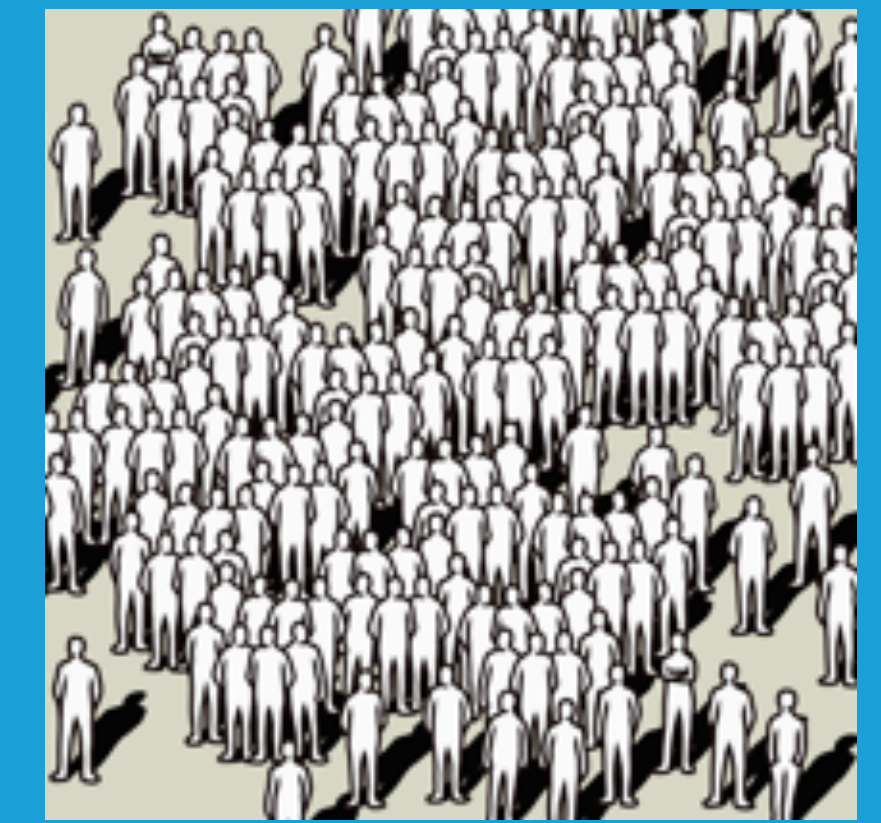
Age

Age ranges from 13-65+ on most platforms. On Facebook, for example, targeting 25-54 might be good for a fresh produce delivery service



Lookalikes

Let the platform help you find more potential customers by creating lookalike audiences based on engagement or current fans



Audience Sizes

Know that larger audiences will command more budget, so if you're building multiple audiences to test against try to keep them around the same size

Paid Messaging & Creative Tips

Design Mobile-First Creative

know your placement (where the ad is serving) and use vertical or square video

Less is More

avoid too much text; instead, use fields for headlines/body text. Keep your text short, clear and concise to get your message across

Use Calls to Action (CTA)

these buttons draw attention and encourage people to click

Pickup/Delivery

for storefronts that serve a local community, ads that showcase “Online ordering & easy pickup/delivery” can surprise someone who thought the business closed

Gift Cards/Free Shipping

alternatively, businesses that rely on e-commerce can communicate “different ways to continue supporting us” and run product ads against different target segments. Making consumers aware of things like free shipping or the availability of gift cards

COVID-19 Considerations

Pay attention to ad space opportunities.

Big businesses have been forced to pivot their social strategies and need time to produce new creative. This frees up ad space which could mean lower media costs and an easier environment for businesses to reach their intended audience.

Anticipate that some consumers have less tolerance for ads right now.

While there may be more ad space on the market, 78% of millennials have less tolerance for ads right now. It's important to stay agile and adjust messaging to be more sensitive, helpful and human.

Only promote relevant business offerings.

With most states under "stay home" orders, avoid promoting products or parts of your business that may be impacted (like movie ticket sales that requires in person screenings - or sales on manis/pedis that require physical contact).

Utilize keywords and interests.

If your business is able to provide value for consumers with specific needs at this time, use targeted keywords / interests to drive awareness, engagement and conversion. For example, for a paper start-up, paper towels would be a popular keyword at the moment.

Small Business

Social Media Playbook

Part Five

Measuring Success

Congratulations you have made it to Part 5 which means you are well on your way to an impactful presence on social media!

In our previous lessons you learned everything from identifying your audience, which platforms to leverage and how to build a strong community.

Now that you have been creating content it's time to analyze your results so you can keep learning to get the best results.

Step 8 - Measure your success.

8 Step Eight

Measure your success.

Once you've started posting across social media, it is important to track how your content is performing to:

- Optimize content accordingly
- Understand what your fans connect with
- Measure post and/or paid media success



Step Eight

Critical Focus Areas

Metrics worth tracking will vary depending on the platform(s) you're active on as well as your social media goals and objectives.

As you get started with analyzing how customers respond to your content, here are a few key metrics to keep in mind for specific goals :

How To - Social Metric Identification

GOAL: GROWING CUSTOMER BASE + AWARENESS

Reach

the amount of unique people who saw your post

Impressions

the amount of times your post was seen

Views

the amount of times your video was watched

Demographics

age, gender, location

GOAL: INCREASING CONSIDERATION

Engagements

likes, comments, shares, and clicks - the interaction a customer took with your post

Engagement rate

engagements divided by impressions

Sentiments

the emotional response to your content (think positive, negative, neutral) - you can look at comments to gain an understanding of sentiment on specific posts.

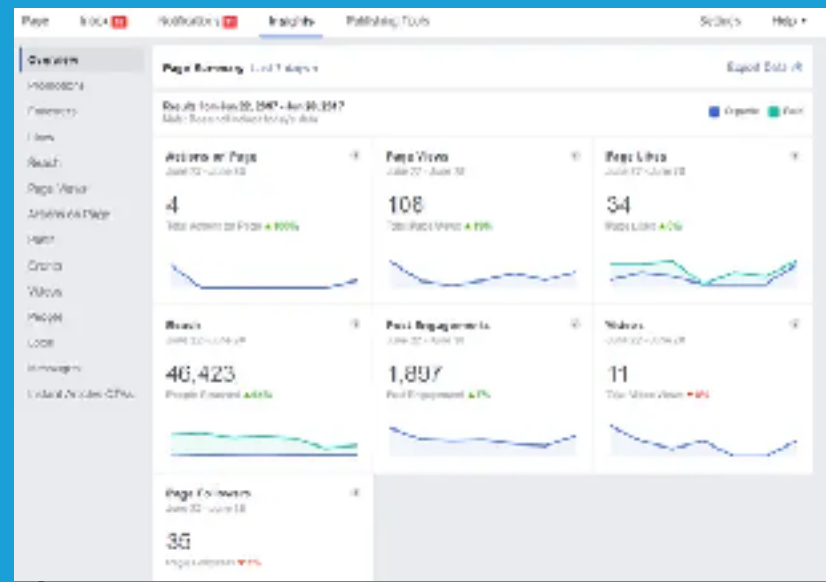
GOAL: DRIVING TRAFFIC + CONVERSION

Link Clicks

number of clicks on a link within a post on a given social network

Step Eight

How To - Platform Data Access

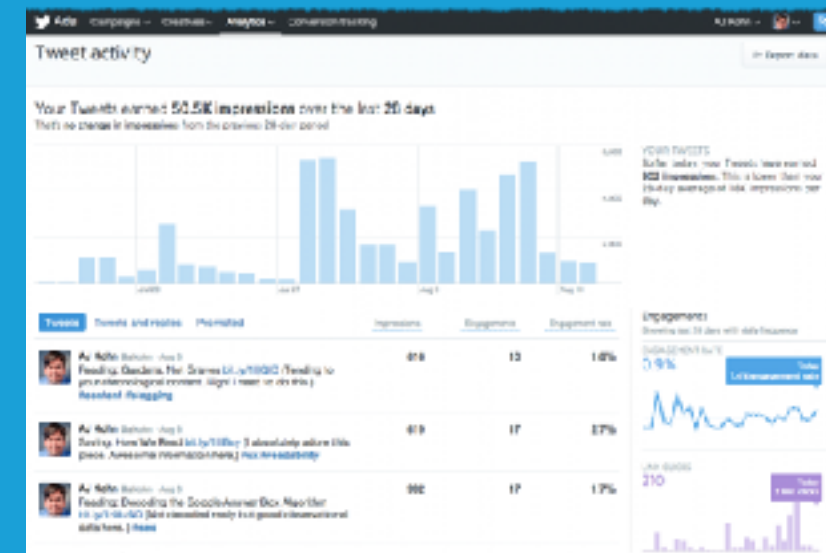
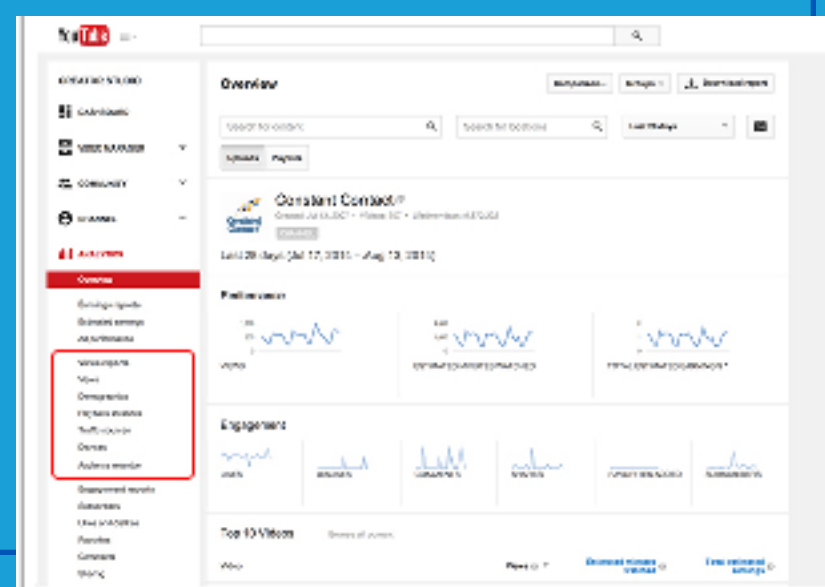


Facebook Insights

If you have a Facebook business page, you can access FB Insights at the top of your page. This tool provides in-depth data on each of your social posts.

Available to any YouTube channel, YouTube Analytics provides in-depth data on each of your videos and overall views.

YouTube Analytics

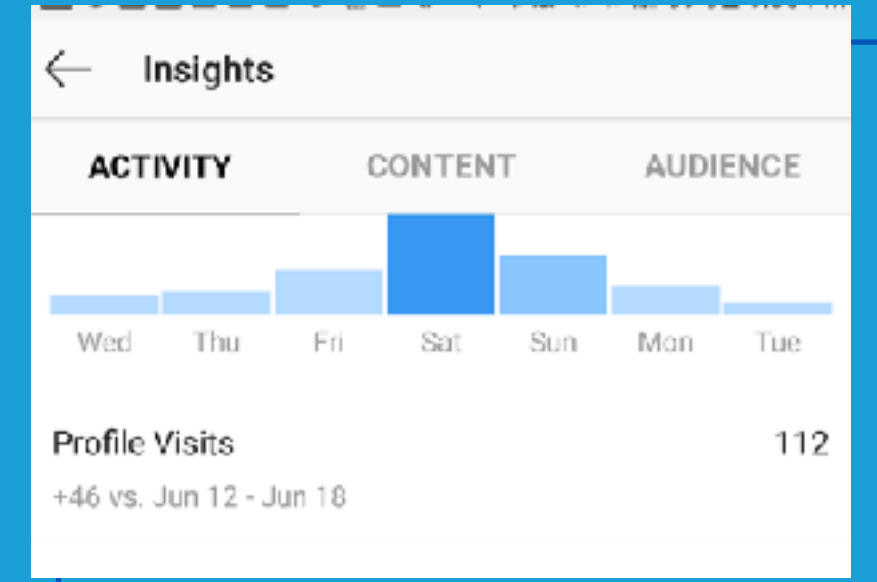
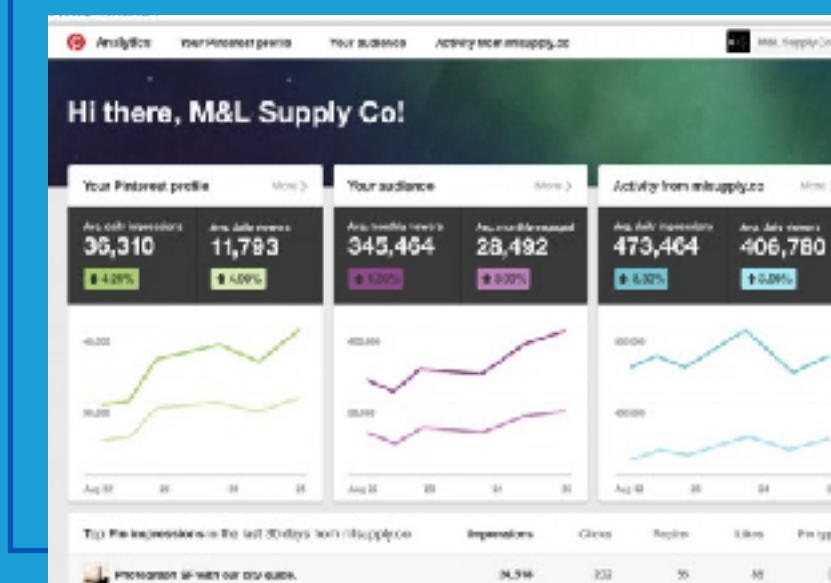


Twitter Analytics

Available to any Twitter account, Twitter Analytics can be found under the 'more' section on the left of the account. This tool provides in depth data on each of your tweets.

If you have a Pinterest Business account, you can access Pinterest Analytics to track a range of metrics across your pin activity, audience activity, and which specific pins are driving traffic to your website.

Pinterest Analytics



Instagram Analytics

If you have an Instagram Business account, you can access IG Analytics in the menu bar on the right of your Instagram page. This tool provides in-depth data on each of your IG social posts.

Measurement Best Practices

Aim to do at least a weekly check-in on how your content performed over the course of the week, including which posts performed well and which posts struggled.

Start by tracking how your content on each individual social platform is performing week-over-week and, as you measure for longer periods of time, look at month-over-month

Look across your platforms to see where your customers are interacting the most with your posts and prioritize those platforms

If at the end of a week you find that certain posts are driving high levels of engagement or other campaign objectives, repeat the tactics used in those posts!

Continue to adapt your content - if you are getting negative sentiment / comments, record those learnings and adapt to prioritize other content

Once Upon a Donut Shop

After a few months of posting content to their Instagram, Once Upon a Donut evaluated all their posts and noticed that photos of donuts received 40% more engagements than photos that didn't feature donuts at all. They also noticed adding calls-to-action to copy on these photos resulted in 25% more comments than other posts! Because of this they launched a new weekly voting photo series where their followers get to vote on and pick the next week's Featured Donut in the shop.



Wishing you the best

Thank you so much for the opportunity to help us grow your brand's online presence.

Small businesses are truly the cornerstone of any community and the backbone of our country.

And although it's never easy to start, run, grow and maintain a business, that couldn't be more true now, so we are grateful for your trust and time.

From everyone at AT&T and Fullscreen we wish you the best of luck with your new knowledge of social media!

Enjoy!

Thank You!