

May 2022

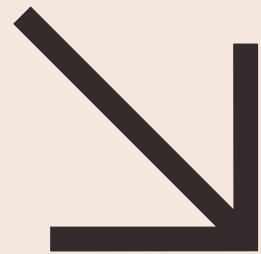
Startemup & Local Street

# Social Media Marketing 101

**Topic #1: Instagram & Facebook Beginners Guide**



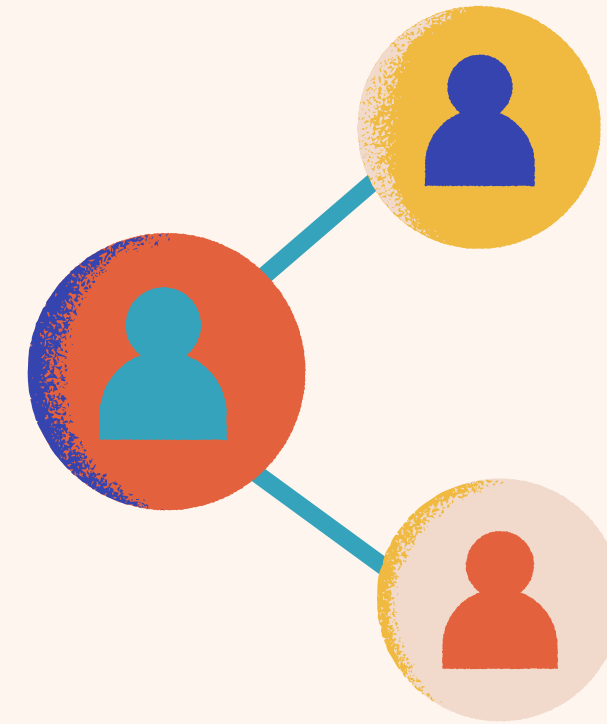
# Meeting Agenda



- Setting Up a Business Account on Social
- Content Creation
- Growth and Outreach

# Setup!

How to get started - the right way!

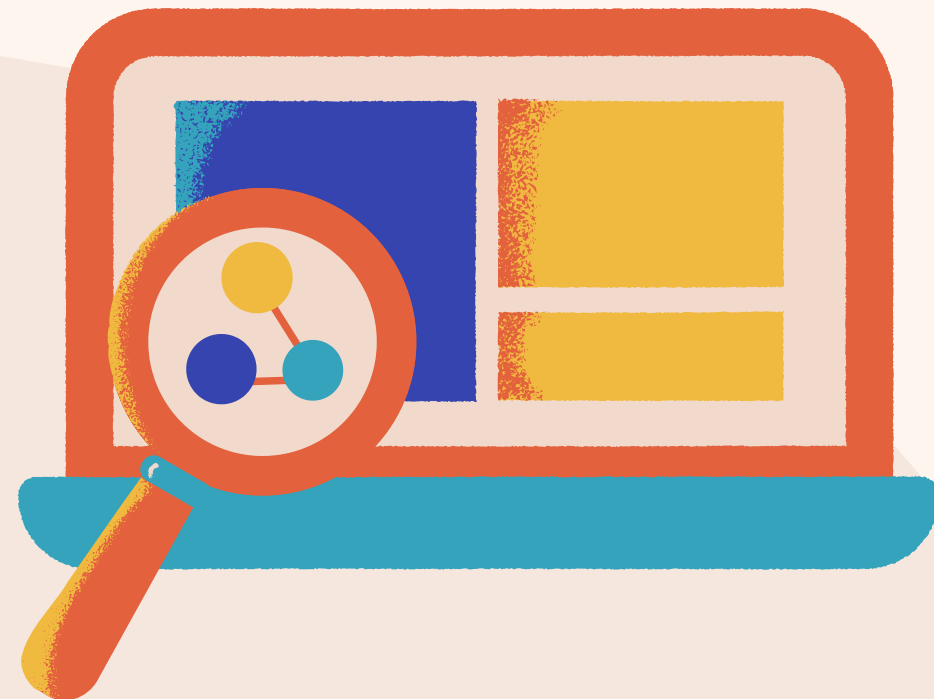


## WHY?

### Before you Start

Get together the following things:

- Logo
- Banner design
- Tagline
- Description (little longer than tagline)
- All contact information
- Website or linktree links



# Setup!

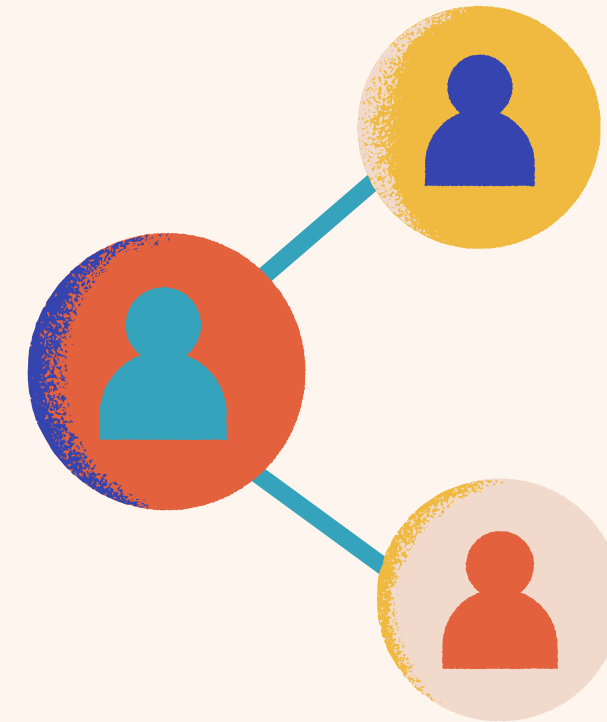
How to get started - the right way!

## Facebook

### Create a Page (Desktop)

To create a Page for your business using your desktop computer:

1. Open your Facebook profile.
2. At the top of the homepage, select Create and choose Page.
3. Name your Page.
4. Add a category to describe your Page.
  - Learn more about selecting a category for your Page.
5. Enter business information, such as address and contact information.
6. Select Continue
7. You can add a profile photo to your Page. If you add a photo, select Next. To complete this step later, select Skip.
8. You can add a cover photo to your Page. If you add a photo, select Next. To complete this step later, select Skip.
9. When you have completed the steps, select Next to go to your new Page.



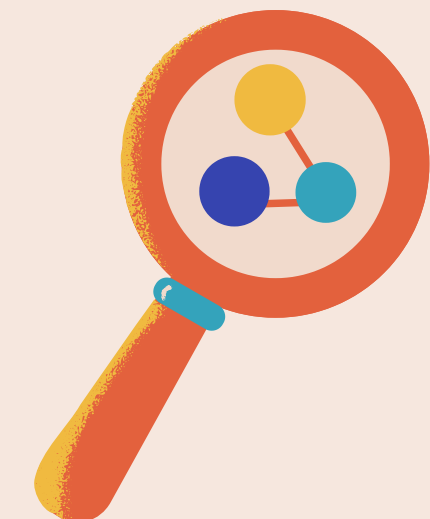
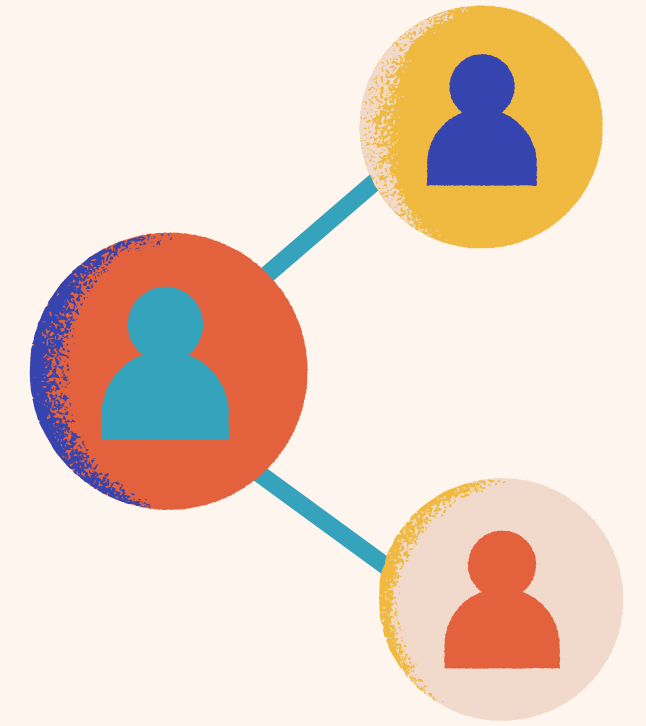
# Setup!

How to get started - the right way!

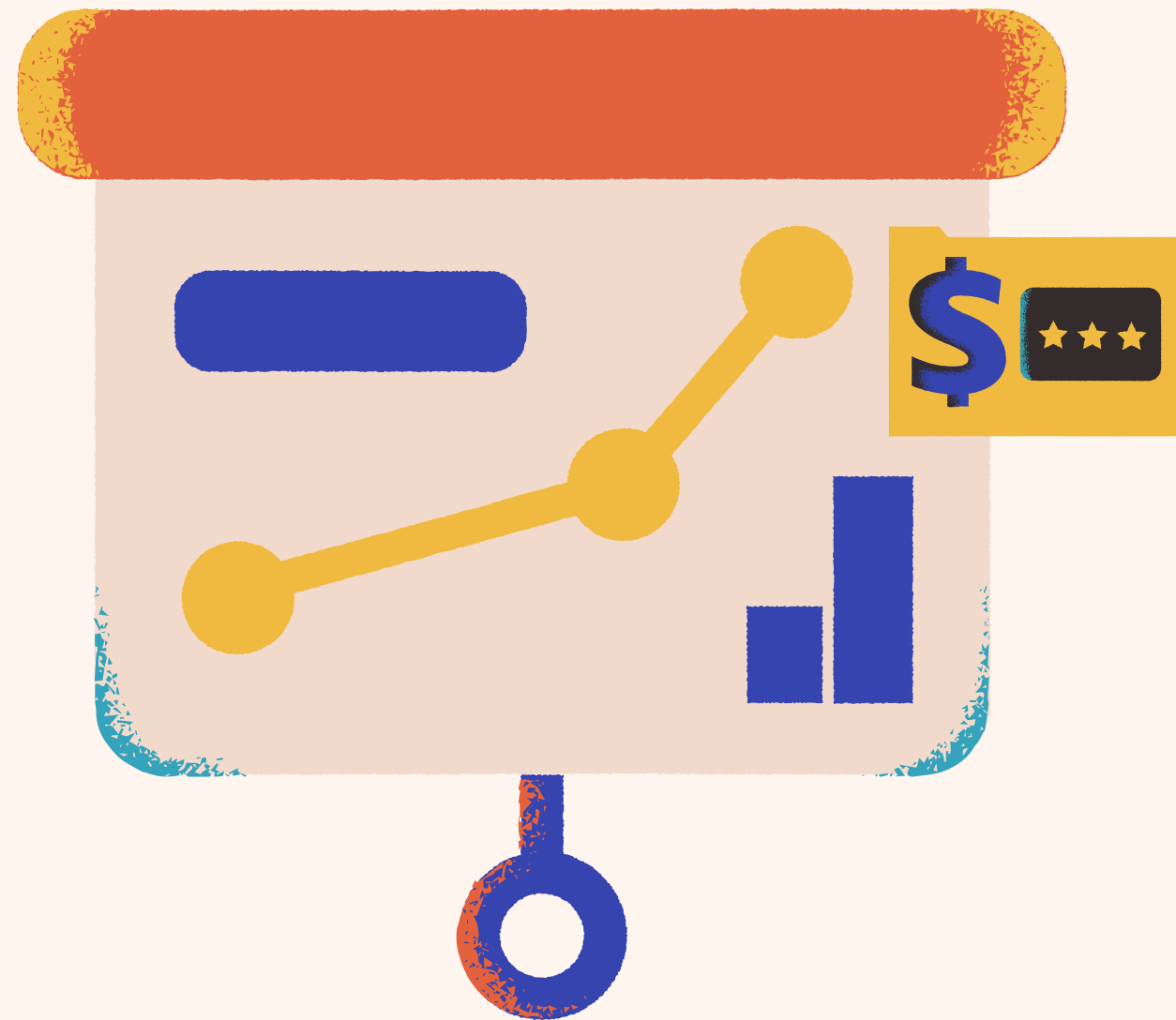
## Instagram

### Create an Instagram Business Account (Desktop)

- Go to your profile and tap in the upper right corner.
- Tap Settings.
  - For some accounts, the Switch to Professional [Business Account] option will be listed directly under Settings.
- Tap Account.
- Tap Switch to Professional [Business Account]
- Tap Continue.
- Select a Category for your business and tap Done.
- Tap OK to confirm.
- Tap Business.
- Tap Next.
- Add Contact details and tap Next. Or tap Don't use my contact info to skip this step.
- If you'd like, you can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional, and will make it easier to use all of the features available for businesses across the Meta family of apps. At this time, only one Facebook Page can be connected to your business account.
- Tap X on the top right corner to return to your profile.



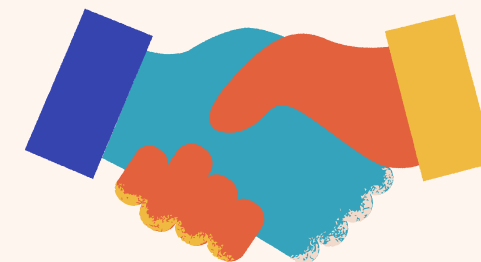
# Content curated for Success!



How do you know who to reach and how to reach them?!

Some things to get started should include:

- Outline your target audience
- Create your user personas
- Do a competitor report

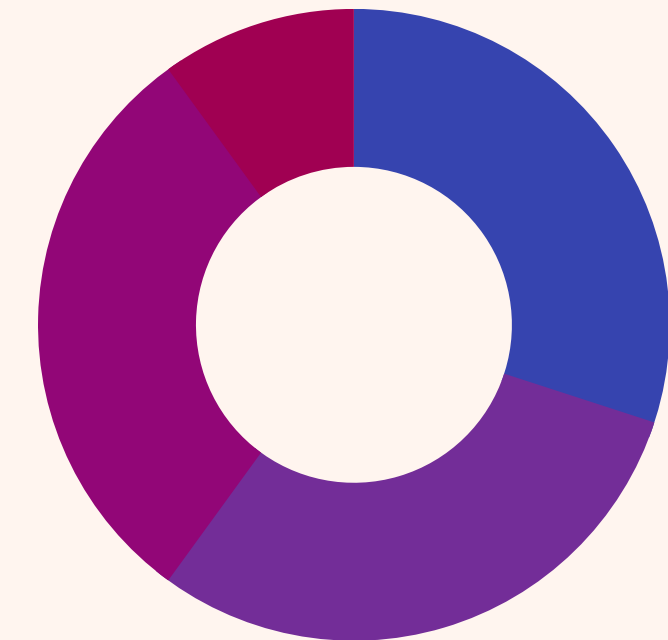


# Content Creation

Educational  
30%

Other  
10%

Promotional  
30%

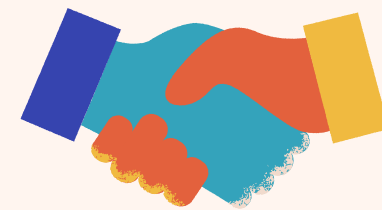


Entertaining  
30%



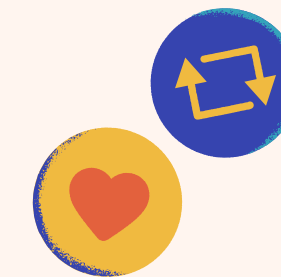
## Promotional

Content that Promotes your business - this can be any direct CTA to collect emails, make sales or push an event etc.



## Educational

Time to show off what you know! This is a great time to gain credibility and interest by talking about things your company knows well!









## Entertaining/Engaging

Content that makes the reader want to jump into action. Questions that require answers, polls, tags, reactions etc. This should be focused solely on the user experience

# Content Calendar

April

| Week 1  | Sunday May 15 | Monday May 16  | Tuesday May 17 | Wednesday May 18  | Thursday May 19 | Friday May 20  | Saturday May 21 |
|---|---------------|--|----------------|---|-----------------|--|-----------------|
|   |               | <b>PROMOTIONAL</b>   |                | <b>EDUCATIONAL</b>  |                 | <b>PROMOTIONAL</b>   |                 |
|   |               | We've been away a bit from social media, but we're back! Monthly deals coming up, follow for deals |                | 3 reasons having updated signage is important for your business |                 | Vehicle decals   |                 |
|    |               | We're Back   |                | 3 Tips  |                 | General Promotion  |                 |
|    |               | We're Back   |                | 3 Tips  |                 | General Promotion  |                 |
| Week 2  | Sunday May 22 | Monday May 23  | Tuesday May 24 | Wednesday May 25  | Thursday May 26 | Friday May 27  | Saturday May 28 |
|   |               | <b>PROMOTIONAL</b>   |                | <b>FUN/ENGAGING</b>   |                 | <b>PROMOTIONAL</b>   |                 |
|   |               | TBD  |                | Canada Springtime   |                 | We're in Calgary! Here to help all your Calgary businesses |                 |
|  |               | Monthly Deal   |                | Quote/Meme  |                 | General Promotion  |                 |
|  |               | Monthly Deal   |                | Quote/Meme  |                 | General Promotion  |                 |
| Week 3  | Sunday May 29 | Monday May 30  | Tuesday May 31 | Wednesday Jun 1   | Thursday Jun 2  | Friday Jun 3   | Saturday Jun 4  |
|   |               | <b>PROMOTIONAL</b>   |                | <b>EDUCATIONAL</b>  |                 | <b>PROMOTIONAL</b>   |                 |
|   |               | TBD  |                | 3 reasons why a vehicle decal will help your business           |                 | Window decals - upgrade your office space!                 |                 |
|  |               | Monthly Deal   |                | 3 Tips  |                 | General Promotion  |                 |
|  |               | Monthly Deal   |                | 3 Tips  |                 | General Promotion  |                 |



# Understanding #'s!



<https://youtu.be/yjE3lJEKrtc>

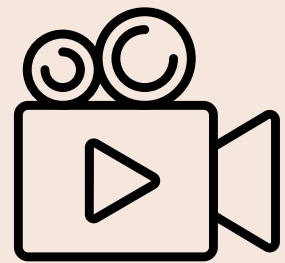


**Banned #'s**

|   |  |                                      |   |  |                                   |
|---|--|--------------------------------------|---|--|-----------------------------------|
| <b>A</b><br>#abdl<br>#addmysc<br>#adulthood<br>#alone<br>#always<br>#armparty<br>#asiangirl<br>#ass<br>#assday<br>#assworship | <b>B</b><br>#beautyblogger<br>#besties<br>#bikinibody<br>#boho<br>#brain | <b>C</b><br>#costumes<br>#curvygirls | <b>D</b><br>#date<br>#dating<br>#desk<br>#direct<br>#dm | <b>E</b><br>#edm<br>#eggplant<br>#elevator | <b>G</b><br>#girlsonly<br>#gloves |
|---|--|--------------------------------------|---|--|-----------------------------------|

<https://blog.kicksta.co/a-complete-list-of-banned-hashtags-you-should-avoid/>

# Tools for Success!



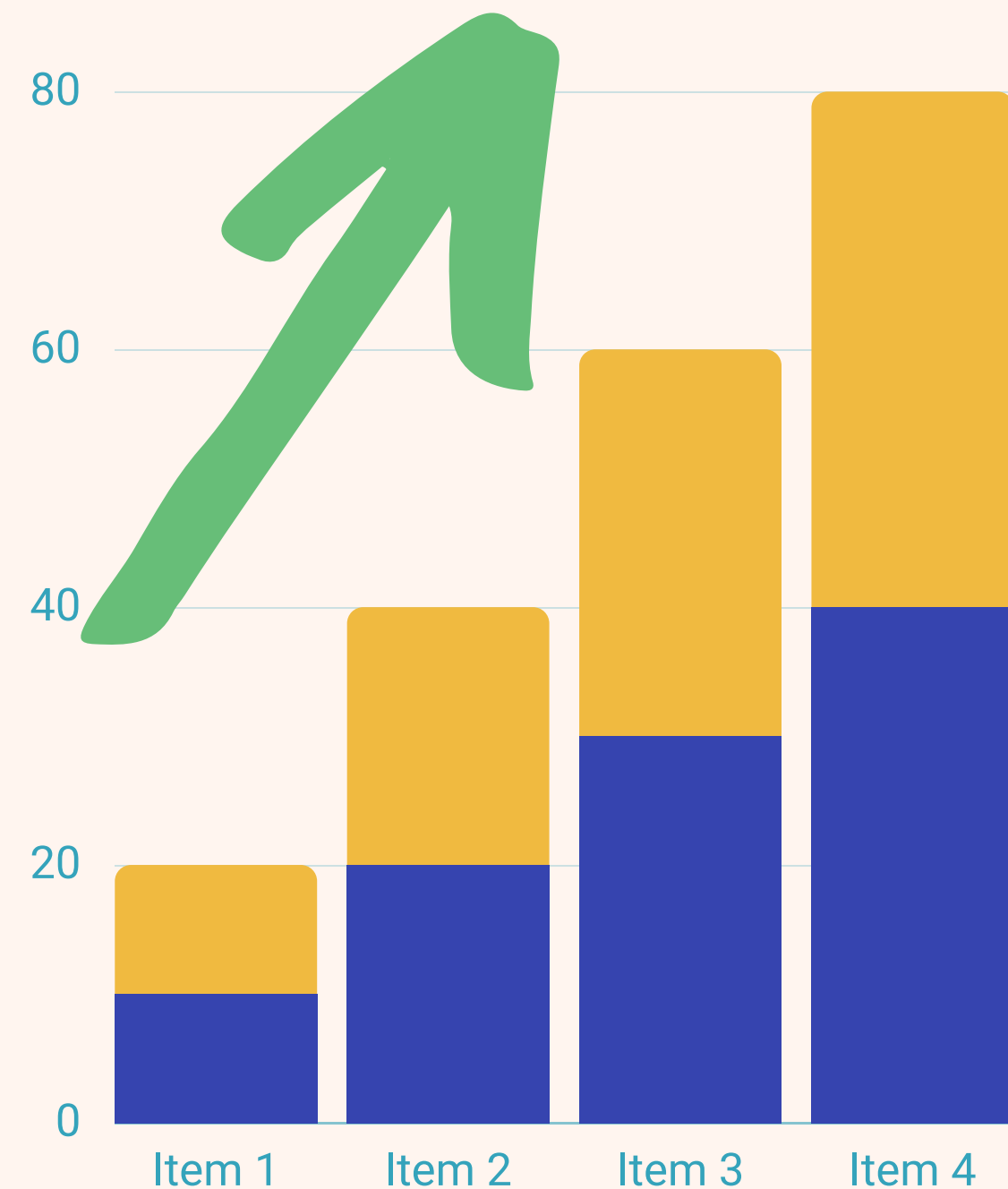
# Outreach and Growth!

## Organic

When starting out as a business you want to do things with a lower budget - we understand that and have some tips to help!

## Paid

We will expand on this more in future sessions but it is good to set aside some ad budget even in early months!

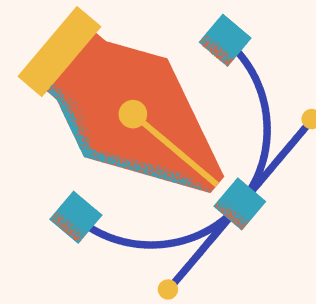


# giveaways & collabs

## Work with your Community!

Some places to start:

- What can you offer?
- Think Local?
- Think complimentary services (services with the same target audience)
- Let the community decide!



## Ways to Collaborate

- Giveaways
- Shout Outs
- Features / Spotlights
- Cross Promotion / Affiliates
- Empowerment / Lifting each other up!



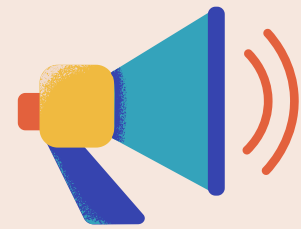
# Some things to remember:

## You're in this together!



### BE EASY TO WORK WITH

Communication and clear calls to action are essential



### STAY ORGANIZED

Not showing up or forgetting to follow up can ruin your collab



### GET THE DETAILS DOWN

Set up something structured that will benefit both of you, don't leave it up in the air



### WORK TOWARDS EACH OTHERS GOALS

Make sure both of you are benefiting from the relationship so that they can continue!

# Nothing is Final



Social media moves swiftly in a blink of an eye.



New networks are increasingly emerging, while some others are experiencing demographic changes.

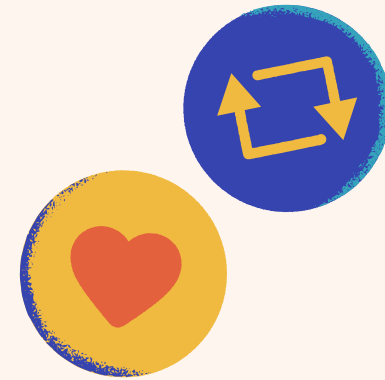
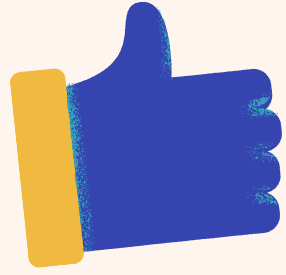
## ***It means***

Your business will experience periods of change too.

## ***Accordingly***

Your social media strategy needs a fluid document you can review, and therefore, adjust as required.





# Thank You

Let us know if you have questions or clarifications.

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SMM → Website Development and everything in between!

