



The Blue Quail

Social Media Guidebook

Facebook Best Practices

Facebook is a social networking platform that can be used for personal or business related content. It is used to connect and engage with audiences and share information.

General Facebook Stats

➤ *Usage by Gender*

52% of Facebook users are female

42% of Facebook users are male

➤ *Usage by Age*

79% of internet users use Facebook

88% of users are between the ages of 18-29

84% of users are between the ages of 30-49

72% of users are 65+

➤ *Overall Usage*

1.23 billion daily active users

1.86 billion monthly active users

1.15 billion mobile-only Facebook users

U.S has the most Facebook users as of April 2017

Why Use Facebook for Business?

Businesses and organizations use Facebook for a number of reasons. It is one of the world's largest social media sites, has low cost marketing and provides a large avenue for connecting with target audiences and customers. Using Facebook also allows businesses and organizations to receive feedback from their audiences and customers.

How to Best Utilize Facebook For The Blue Quail

➤ *Use the 30, 60, 10 ratio*

- 30% of the content that you post should be original content
 - i.e. original photos, videos, graphics, etc.
- 60% should be content that is relevant to your business/brand
 - i.e. share or repost content from other accounts that are relevant to your business (other local art/cooking businesses)
- 10% should only be promotional content
 - i.e. "sign up for our classes today!"

Customers do not want to be constantly sold to

➤ *Post Frequently & Timely*

- Post at least 1x a week
 - Post photos of painting/cooking classes, updates on your business, any information you want your audience to know about
 - If there is no quality content that adds value, do not post at all

- 11 a.m. – 1 p.m. and 7 p.m. – 9 p.m. are the best times to post that get the most audience engagement
 - Most afternoons people will be on their lunch breaks and will have time to check their social media
 - In the evenings, people will be checking their social media more often because it is off-work hours

➤ ***Keep Posts Short & Specific***

- Keep text short, but succinct
- Have a clear goal for each post
 - i.e. Do you want to drive traffic to your website? Do you want to encourage people to share your posts? Do you want comments and feedback from your audience?
- Use an enticing headline that will encourage engagement
 - i.e. “Interested in learning how to paint like a pro with no need of any artistic experience? Sign up for our painting classes with the link in our bio. You’ll be surprised with what you are able to create.”
 - i.e. “What painting do you want to learn how to recreate next? Comment with a (symbol/emoji) for photo A, or a (symbol/emoji) for photo B.”
- Posts that receive the most engagement have between 40-80 characters
 - A post with 40 characters receive 86% more engagement
 - A post with 80 characters receive 66% more engagement

➤ ***Know Your Target Audience***

- Know what content works best with your audience
 1. Figure out which posts receive the most likes, comments, shares and overall engagement
 2. Create a similar post to test the success of the content types to see what works and what does not work

➤ ***Highlight & Engage with Customers***

- Customers like to be acknowledged by brands and businesses that they frequent to
- Mention customers/clients in your posts to let them know they are appreciated and that you care for their business.
 - 89% of social messages are ignored by brands
 - 1-in-3 customers typically go to a competitor if they are ignored by a brand
 - 34.5% of users choose social media for customer service, so it is important for you as a business to respond back to as many messages as you can
- Create posts that calls for the audience's feedback
 - Ask questions that will elicit a response, this will help to give you feedback on what you can improve on and what your audience wants
 - i.e "Tell us what you think!", "What do you want to paint next?"

- If your audience has given you feedback/concerns about your business, address it
 - i.e “I’ve heard some of your concerns and ideas. What can we do to make your experience better?”

Instagram Best Practices

Instagram is a platform primarily based on strong imagery and short quality text that can highlight features of a brand, news stories, or an idea.

General Instagram Stats

➤ Usage by Gender

- 32% of online adult users use Instagram
- 38% of Instagram users are female
- 26% of Instagram users are male

➤ Usage by Age

- 59% of users are between the age of 18-29
- 33% of users are between the age of 30-49
- 18% of users are between the age of 50-64
- 8% of users are 65+

➤ Instagram for Business Stats

- Instagram is used by 70.7% of brands
- Top brands post 4.9x per week

- 60% of top brands on Instagram use a consistent filter

➤ ***Instagram Performance Stats***

- 75% of Instagram users take action, such as visiting a website, after looking at an Instagram ad post
- Instagram posts with at least one hashtag average 12.6% more engagement

Why Use Instagram for Business?

Instagram provides a visual identity for your business. Visuals are what drives consumers' decisions to buy or use your products or services. Instagram garners the most engagement for brands out of other platforms such as Facebook and Twitter.

How to Best Utilize Instagram For The Blue Quail

➤ ***Post Quality Photos***

- Invest in a high-quality camera or hire a photographer to take professional photos of your business, products, services, etc.
- Quality photos will make your business look more credible, professional and appealing

➤ ***Post Video***

- Take short videos during classes of customers painting so followers/potential followers can get a sense of what the atmosphere of the classes are like and how the classes are taught

➤ ***Post Regularly & During Optimal Times***

- Mondays, Wednesdays, Thursdays and Fridays drive the most engagement on Instagram
- Mornings from 7 a.m. – 9 a.m. are good times to post because most people check their phones first thing in the morning to see if they missed anything
- Midday from 11 a.m. – 2 p.m. is a good time to post because it is lunch hour, and most people browse on their phones during their break time
- Early evenings like 4 p.m. and 5 p.m. are good times to post because most people are off work and it is before dinner time.
- Later evenings like 7 p.m. or 8 p.m. are good times to post because most people will have already had dinner and they have the rest of the night to relax and engage and browse more on their phone

Try out these different time slots to see what works best

➤ ***Engage Your Audience***

- Regram photos from your audience
 - Reprogramming is when you take user-generated content and repost it on your own account, giving it appropriate credit

- Doing this lets customers know you are acknowledging them by giving them a personal shout-out
- This also helps increase your businesses exposure because your brand name will be exposed through followers” networks
- Reply back to comments or questions left on your posts
 - Monitor what people comment
 - Acknowledge/thank your audience for tagging you in their posts or for leaving a kind comment
 - Responding to your audience creates brand loyalty and shows that there is a real person behind the account
- Create photo challenges
 - i.e. “Contest time! Post your favorite art piece you made with us and tag The Blue Quail. One lucky winner will win 10% off next time they book a class with us! Good luck!”
 - This will help your business because your account will be tagged on another customers account, so your name will be circulating through another customer’s network providing more exposure to your business

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