

CEI

Women's

Business Center

# Social Media Content Deep Dive

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# Social media content ideas

- Photos of products for sale
- Meet the staff
- Behind the scenes
- How I built this - share and tag the people who helped you build your business
- Catering / event photos and how you can make their day special
- Coming Soon!/Progress Photos
- How to make an online order - did you know we accept orders online?
- Contests - like, share comment and be entered to win a fabulous prize
- Other local business posts - sharing is caring
- Daily/weekly specials
- Your first dollar!
- Ask a question - what should we run for a beer special this week? What seasonal special should we offer?
- Show your fun side - quirky stuff from your business. What's the story behind some of the items behind the bar?
- Cooking/ making tutorials (using Facebook live or Instagram TV)
- Community service you provide - e.g. sponsoring a little league team or donating to a local cause - snap a photo and share it!
- Local noteworthy news - especially good news
- Happy Customers (with their permission, of course)
- Upcoming and happening sales

# Consider having a weekly theme for your posts

Some businesses find it helpful to have a theme for each day of the week. This ensures that they are sharing a variety of different types of content and keeps their business page interesting. Here is sample of a what a weekly theme might look like for a restaurant:

**Monday** - Daily lunch / dinner special (these types of posts could also run every day - if you have a photo of the dish) along with one other type of post

**Tuesday** - Cooking Tip from the Chef (could be a photo w/ caption or video)

**Wednesday** - Ask a question - Getting our food order ready for this weekend. What should we run for a Saturday night special?

**Thursday** - Reminder to make your weekend reservation / or holiday reminders

**Friday** - something funny that relates to the business

**Saturday** - share some good news from the local community / customers

**Sunday** - meet the staff/ behind the scenes photos

# How to build a library of photos

CREATE A MONTH OF SOCIAL MEDIA CONTENT IN JUST A FEW HOURS

Nobody said you must reinvent the wheel every day when it comes to social media posting. The easiest way to consistently post to your business social media accounts is to have a content library set up that is easy to access. This could be as simple as a Google drive folder that you and your staff can all access, where all your photographs are stored.

- 1) Set up a folder in G Drive (call it something like Facebook Photos/ Social Media Photos – something that will be easy for you to recognize). Don't just leave it as "New Folder".
- 2) Share this G Drive folder with anyone else who will be helping you with your social media. They will need a gmail account to access it.
- 3) Make sure you have access to your Gdrive on your phone. This will make it easy-peasy to take photos around your business and store them directly in the folder for later use. This will also help you avoid the whole download/upload to your computer, trying to remember where when you took the photo, etc

# How to build a library of photos (cont.)

## CREATE A MONTH OF SOCIAL MEDIA CONTENT IN JUST A FEW HOURS

- 4) Set aside some time to take photos at your business during the day, when the lighting is good. Aim to get 20 good photos with your phone and upload them directly to your G Drive Folder. Photos could be of products, interior of your store, staff, exterior of your store etc...
- 5) Recruit your staff to help. If they have a good photo op, ask them to send the photos to you via text or Facebook messenger. You can then upload the photos directly to your G Drive in the moment, rather than waiting til later and then forgetting about it.
- 6) Once you have your base of 20 great photos, you can create posts for the whole month on Facebook. Here is a written tutorial on how to schedule posts - <https://www.facebook.com/help/389849807718635> and a video <https://www.youtube.com/watch?v=E6z2gpg8NrE>
- 7) Not every Facebook post needs to be a photo from your business. Mix and match different types of content (from the list above) to create 30-31 unique social posts for the rest of the month.
- 8) Repeat this at the start of every month. Aim to add 10 -15 new photos to your content library each month, to help your library grow organically. You can reuse these photos with new captions throughout the year.

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