



Why Leave Town / #shopmidcoast

Social media –_How to guide

We know that people are spending more and more time on their phones, and a lot of that time is spent on social media apps. We also know that social media users regularly interact with companies they are interested in or already do business with. So not only is social media free, but your customers and prospects are already there waiting to hear from you.

I know you know all of this so I won't talk at you and retell the same story about social media. What I will do is give you 5 quick and easy ways to get started and if you want to go deeper down the track we can make that happen.

What you need first is a profile picture (personal) and a business picture or a logo, a description of your business, an email address and maybe a sentence or two that is like a mission statement and get to it.

So here we go

1. First thing you need to do is set up a facebook account, that is a profile about you and who you are, not about your business. I have a link here

that will show you exactly what to do. Make it short and sweet and go back later to add the detail, just get something up with a photo of you to start.

<https://youtu.be/nkKnIRQO2KI>

2. Next you set up a business page on facebook and it's all here in a few easy steps by facebook. Hit the link, read the 3 dot points and scroll down and click on the words – “Create a new facebook page for your business.”

<https://www.facebook.com/business/pages/set-up>

3. Set up an Instagram page. This is a quick no fuss video on what to do, how and a few tips.

<https://www.youtube.com/watch?v=CPZYRgPu2Lg>

Beginners guide and understanding how to use it and why

<https://youtu.be/BPapsd-dlvq>

We set up both Instagram AND Facebook, then link them and you only need to post to one and it will automatically post to the other (when you do your first Instagram post there is an option to share to facebook – always hit this button or go to your settings to automatically share every time). More on this later but I am making this as quick and easy as possible for you as I know time is precious.

4. NOW, start sharing your page to all of your friends, Every friend you have on facebook. Don't have friends yet online? Search for them (it's in the first video how to do this) suggest your page to everyone you know, ask

for help – COPY AND PASTE THIS MESSAGE IF YOU LIKE “Hey there, I have just set up my facebook page, I would love it if you could like and share it for me as I am new to this and really want to build my presence online for my business, thanks so much”

Once all of the above is done you are ready to make your first post and tell the world about your amazing business. Choose a photo that represents your business, a statement introducing yourself and make sure you have a link in your profile.

5. Open the Instagram application on your phone > Hit the + button, your gallery on your phone will open > pick an image and hit next > write your caption > press the round dot below that says “also post to facebook” and it is out there in the world.

Now what to do

Once you have 2 images up – get them up in the first 48 hours, (also try to post three times a week if you can to start with. It is now time to use one of the FREE images we have supplied. We have also given you the text and you just need to copy and paste it to your account or you can write your own copy as long as you use the hashtags #shopmidocast #whyleavetown #barringtoncoast

I have given you videos already created by others as I believe these are GREAT, EASY, QUICK and you will get excellent tips from industry experts here.

GOOD LUCK, I'll keep searching #shopmidocast #whyleavetown #barringtoncoast to see what your up to.

Helpful Links

Tech boomers are very helpful and have handy short videos available for any question you have when it comes to social media. I am not going to reinvent the wheel here, This is already done and done WELL, so simple and short and sweet to not waste your time, you can search their you tube videos and scroll through topics if desired.

<https://www.youtube.com/c/Techboomers/videos>

INSTAGRAM - the basics:

<https://www.youtube.com/watch?v=CPZYRgPu2Lg>

INSTAGRAM – Instagram post captions

<https://www.youtube.com/watch?v=rwzPDzzZcgU>

FACEBOOK – The basics

https://www.youtube.com/watch?v=s5zWty6oZmc&list=PLk3xjyeTggSayKijxydp_oqZ2qIY7Eu7Hr&index=39&t=0s