

Social Media Tips For Small Business

As a Tourism Operator or Business, you wear many hats – manager, accountant, customer service rep – and social media marketer can sometimes take a backseat to other priorities. However, most businesses and organizations rely on word-of-mouth and an online presence for success.

Why Is It Important?

With the rise of digital services like Amazon and UberEats, your visitors' expectations have shifted – people demand attention and speed from businesses of all sizes. Visitors are equally (if not more) likely to visit your Instagram account as they are to visit your website. Many visitors have more trust in businesses and destinations with a strong online presence, including active social media channels.

Three Foundations of Social Media Success

- **Service and Sales:** Focus on helping your customers first and promoting your products second. The brands that provide the best service will get the most sales.
- **Community and Conversation:** Use social media to participate in your community! Is there a movement you support? Join the conversation. Listening and conversing is more important than just generating content.
- **Awareness and Engagement:** Two common goals of social media are to introduce your brand to more people (increase awareness) and have your audience provide feedback on your content, through social engagements (likes, comments, shares).



So Many Networks, So Little Time

Choosing the right channels for your brand can be confusing. Social media platforms are similar but they all have pros and cons. Here's what you need to know for each major platform:

PLATFORM	DEMOGRAPHICS	STRENGTHS	WEAKNESSES
	Ages 30+	<p>Best Features:</p> <ul style="list-style-type: none"> • Using Messenger for customer service • Events • Business Manager for advertising <p>Facebook has more features than any other network and has the most powerful advertising platform in the industry.</p>	Posts on your company Facebook Page have very limited reach so Facebook can try to get you to "boost" posts. Don't fall for their tricks!
	Ages 25-45	<p>Instagram is one of the most popular social networks!</p> <p>Best Features:</p> <ul style="list-style-type: none"> • Stories because they are easy to create and get the most viewership of all content • IGTV allows you to post long-form videos that perform well, if your content is captivating 	It's hard for brands to break through the noise on Instagram at first. Consistently posting and using the right hashtags will help in the long run.
	Ages 18+ (but silently)	<p>Twitter is the best platform to monitor news and trends.</p> <p>Best Features:</p> <ul style="list-style-type: none"> • Trending topics, so you can see what's important in your audience's life • Replying and retweeting relevant conversations can boost your brand's visibility 	Twitter users are the least likely to care about your brand if all you are trying to do is sell. You'll be competing with celebrities and politicians for their attention, so if you're not engaging enough, you'll be ignored.
	Ages 13-30 (and growing)	<p>TikTok is spreading like wildfire and soon everyone you know will be on it. The platform is addicting and has a powerful algorithm.</p> <p>Best Features:</p> <ul style="list-style-type: none"> • 100% short video that is easy to shoot and edit from your phone • Following trends and duetting with popular creators are simple ways to boost your profile 	There is a learning curve to creating great TikTok content. Regular posting is important to breaking through onto the "For You" page.

5 Things Small Businesses Need To Know

- Your visitors expect you to be present. Visitors feel empowered when they can reach out to brands and get assistance instantly. Dormant profiles are a sign of apathy.
- Post regularly if you can! Quickly share a Story by taking a picture and adding text. A regular day for you is filled with interesting content for your audience.
- Think visuals and mobile first. Most social media usage is on our phones so create short videos and beautiful photos to capture attention.
- Embrace new platforms, even if the target demographic is not your audience. Remember that even Facebook started out exclusively for universities. At the very least, reserve your business profile handles on new apps, just in case.
- Consider hiring a professional to help manage your online presence, if you can't do it yourself. Getting good help can be a difference-maker for your business – just make sure you both are on the same page regarding brand guidelines and goals.

