

Social Media & PR for Small Businesses

A Broad Overview

Leah Frazier, Founder of Think Three Media



01

As early as you identify your brand's name, identity, and URL, you should begin planning for social media and appropriate platforms.

how do I decide which platforms to use?

1. FACEBOOK

Overall great for all businesses. Useful for targeted ads, live streaming, and viral capabilities.

2. INSTAGRAM

Useful in telling the story behind the brand through imagery and short videos. Are you in an image heavy industry?

3. TWITTER

Useful for showcasing expertise, citing quotes, and having conversations with potential customers.

4. YOUTUBE

Your own personal network! Useful for more formalized videos showcasing expertise, brand story, and informational concepts.

how do I decide which platforms to use?

5. PINTEREST

Great for those in image driven industries. Even more useful for those specializing in DIY, Beauty, Fashion & Food.

6. LINKEDIN

The number one social network for entrepreneurs. Investors, customers, and resources in one place!

Set Up A Social Media Schedule for Success

MAKE A PLAN

HAVE A STRATEGY IN PLACE FOR WHEN, HOW OFTEN, AND WHAT WILL BE POSTED

MAKE OR DOWNLOAD A SOCIAL MEDIA CALENDAR

AUTO-LOAD POSTS

WORK SMARTER, NOT HARDER WITH PRE-LOADED POSTS (FOR SOME PLATFORMS, NOT ALL)

HOOTSUITE, COSCHEDULE, SNAP RETAIL, ETC.

MONITOR ANALYTICS

BE INTENTIONAL ABOUT MONITORING CONSUMER ENGAGEMENT & REACH

TWITTER ANALYTICS, INSTRACK APP, FACEBOOK INSIGHTS

02

**Tips &
Tricks for
Each
Platform**

Facebook

- Create A Tribe of Loyal "Like, Share & Comment" Supporters
- Use "Non-Promotional" Language
- Tag Important People, Brands & Places as Appropriate
- Use Hashtags!
- Consistently Go Live!
- Videos, Videos & More Videos
- Create a Call to Action & Drive Traffic to Your Website or Email Marketing List
- Don't Boost Every Post

Instagram

- **Make sure photos or photography is great**
- **Focus more on telling the brand story**
- **Connect emotionally with your audience**
- **Consistency is key. Use the same filter, theme, etc.**
- **Create a Tribe of loyal "Like" & "Commenters"**
- **Use Competitor Hashtags In Addition to Creating Your Own**
- **Use Insta-Story Vs. SnapChat**
- **Apps - Canva, WordSwag, VSCO Cam, Warmlight, Boomerang, Phphoto**

Twitter

- Position Yourself As The Expert --
PEOPLE LOVE QUOTES!
- Showcase Your Brand Personality
- Click Into Hashtags to Interact With
Your Potential Customers
- Use Hashtags Strategically To Be Found
- Engage In Trending Topics and Host Your
Own Twitter Chats
- Use New Features: Short Video, Pics,
Emojis, Etc.

LinkedIn

- **Flaunt What You've Got, Toot Your Own Horn**
- **Market Yourself for Potential Opportunities, New Business, Etc.**
- **Showcase Your Expertise / Be A Thought Leader**
- **Share Valuable Content**

03

**Where Are Things
Headed???**

THE FUTURE

LIVE STREAM TO CONTROL

FROM PERISCOPE TO FB LIVE, LIVE STREAM IS THE NEW TV NETWORK

INSTAGRAM TO CONTROL VISUALS

INSTAGRAM, INSTASTORIES, LET THIS PLATFORM TELL YOUR BRAND STORY

VIDEO IS KING

BYE BYE BLOGGING - HELLO VLOGGING! FB WILL BE ALL VIDEO IN 5 YEARS. TWITTER & LINKEDIN ADDS VIDEO

04

**WHAT IS
PR AND
WHAT
CAN IT DO
FOR YOU?**

What Stage Should You Seek PR?

- There are different stages depending on the objectives but PR can be sought:
- Upon Launching Your Product/Service (if it is unique to the market)
- If Your Business Expertise Fits Within a Trending Topic or News Item
- Upon Your Company's Involvement With a Major Event

Advantages to Hiring a PR Firm

- **Built-In Media/Press Contacts**
- **Knowledgeable of What Each Outlet Gravitates Towards**
- **Saves You Time**
- **Already Knows the Strategy for a Successful PR Campaign**

Be Prepared With a Killer Press Kit

- A Press Release
- Company Info
- Testimonials
- Bio on Founders/Core Members
- Snippets of Press/Media Mentions Already Received
- Details of Awards Received
- Videos or Photos of Products, Events, Etc.

The best Press Kits are in electronic form or downloadable from DropBox! However, unique delivery options are always welcomed.

what makes a good press release?

**1. A KILLER HEADLINE
WITH CAPTIVATING
CONTENT WITHIN**

**2. GETS TO THE POINT IN 2-
3 SENTENCES / ALSO HITS
THE WHO, WHAT, WHERE,
WHEN, WHY, AND HOW**

**3. INCLUDES QUOTES &
RELEVANT CONTACT
INFO**

**4. GRAMMATICALLY
CORRECT WITH NO
SPELLING ERRORS**

PRESS CONTACTS

- On the web (email addresses are on the site)
- Send release directly through the contact page on the site
- LinkedIn
- Twitter
- Other Social Media
- Just pick up the phone and call

thank you.

contact me for more info!
www.LeahFrazier.com or Follow me:
[@TheLeahFrazier](https://www.instagram.com/TheLeahFrazier)

