

Social Media Best Practices

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Agenda

- Why Social Media?
- The #1 Secret to Social Media Success
- Have a Plan
- Best Practices on Major Platforms

Why Social Media?

- Humanizes Your Business.
- Instant feedback.
- Build relationships.
- Move from 1-way street to 2-way conversation.

#1 Secret to Social Media Success

**IT'S ALL
ABOUT THE
CONTENT!!!**

#1 Secret to Social Media Success

- Don't copy, paste or repeat without original content
- Why should your audience care?
- Be you...
- Give people a reason to tune in!

Have a Plan

- Social Media is worthless without a plan
- What do you want to happen?
 - More visitors to your website?
 - Promote an event?
 - Increase online sales?
- Whatever your goal is, plan your efforts around it.

Best Practices for Major Platforms

- Each platform has its own voice, tone, and preferred content
- Grow your community
 - More people who share your content, the larger your footprint is.
 - Share their content

Facebook

- Profiles are for People - Pages are for Companies
- More Engagement = More Views.
 - Ask questions
 - Caption Contests
 - Photo Albums - 1.8 x Engagement.
- Be a Data Dork.
 - Use Facebook Insights
 - Give fans what they love!
- Don't over inundate

Facebook Engagement

- Pictures work great.
 - Use albums.
 - Share across other platforms.
 - Use Tags
- Talk with, not at your fans



Great Fermentations of Indiana

June 6 · Edited

Homebrew gadgets on sale starting this weekend through Father's Day. Check out the sales, and get Dad something other than a tie this year!

<http://shop.greatfermentations.com/category/fathers-day-2014>



Thanks for getting
me homebrew
gadgets for Father's Day
instead of another stupid tie.

Great Fermentations The eCards logo, which is a black oval with the word "eCards" in white.

Like · Comment · Share



13 people like this.

Twitter

- This is "what is happening now."
- Give people the view into the life of your store.
 - What are you drinking?
 - Where are you drinking/eating?
 - What food/beer pairing are you noshing?
- Give people the good stuff.
 - Even mundane can work sometimes.
 - Just think of why they'll care.

Twitter

- Use Hashtags!
 - Great for organizing discussions.
 - Also great for being found for a topic like #homebrew.
 - Don't overuse...no more than 2-3 in a post.
 - #Confusing!
- Pictures are great.
 - Use the native photo editor/posting features.
 - Instagram no longer shows up in Twitter, TweetDeck/etc.
 - People will have to leave Twitter to view.
 - Less engagement with non native photos

Twitter

- Update often
 - Tweets have a short life span
 - No EdgeRank - Every user sees every tweet from person they follow.
 - Unlike Facebook people tend to view only recent tweets
- Share the love
 - Want people to notice and share your stuff? Share theirs
 - RT'ing someone's post with a link in it, make sure you get the link

Tweets

Tweets and replies



Midwest Brewing @midwestbrewing · Jun 5

Buy a Plastic Big Mouth Bubbler™ & a Kit, and we will toss a Plastic Big Mouth Bubbler™ FREE! ow.ly/xFYhN



1



Midwest Brewing @midwestbrewing · May 29

Dissecting the 5 minute Beer Mile. ow.ly/xIXWR



2



1



Midwest Brewing @midwestbrewing · May 28

Exclusive New All-Grain Cooler Kits! 10 Gallon System for Just \$199! Buy one today, and we will toss in a Free Brix. ow.ly/xIVzq



1



Midwest Brewing @midwestbrewing · May 27

10% OFF Memorial Day Sale Extended! Take 10% OFF most items. Orders over \$59 Ship Free! ow.ly/xiPTV



Midwest Brewing @midwestbrewing · May 20

Do you oxygenate you wort? You should. ow.ly/x3Z2K



2

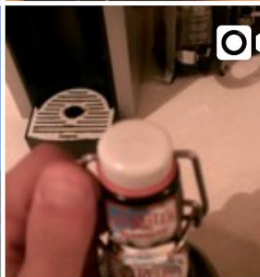


Instagram

- 60 million+ photos posted/day.
- Engagement driven by followers & relevant hashtags.
- #Homebrew feed is up to 238k photos and rising.
- Since Facebook bought Instagram:
 - Instagram content shows nicely in FB Newsfeed.
 - Instagram video has been introduced.



#HOMEBREW



Pinterest

- 70 million users.
- Great for pictures.
- Pinterest vs Facebook
 - Pinterest users spend twice as much as Facebook users
 - Pinterest influenced 10% of transactions
 - Facebook influenced 7% of transactions
- Demographics skew heavily female.
- Best times to post are 7-9pm weekdays and Saturday mornings.

Pinterest

- Food is the #1 category.
- Plays well with others.
- Curate a board (i.e. Top 10 list).
 - Find images from your website.
 - Mix with images from elsewhere.
 - Link all pins to the **original content**.
 - Pins w/o link aren't valuable to you or audience!
 - Share boards on FB and Twitter.
 - Cross pollinations engenders greater engagement.
 - Use a strong image to promote contests and events



Found on kegworks.com



Top 10 Beer & LEGO Collaborations

 KegWorks

There's no better way for an adult to celebrate LEGO's birthday than to toast with a good beer! Enjoy some of these beer and LEGO creations and kick back with a cold one.



Kelly Reynolds • 33 weeks ago

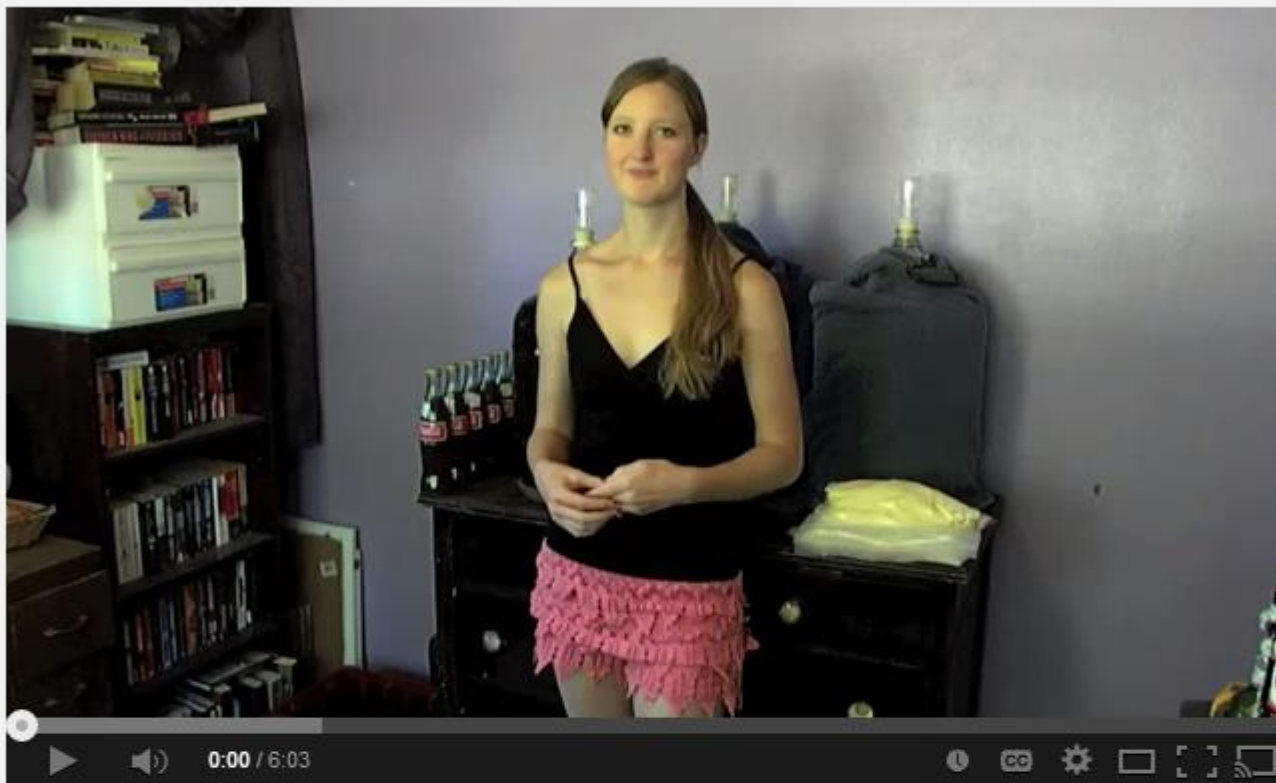
Beer-related LEGO projects: Check out this Custom Made Mini-Figure Brewery!

YouTube

- 1 billion users worldwide
- 4 billion videos viewed each day
- 14.4% of Americans view YouTube videos while at work
- All ages platform

YouTube

- Showcase your products
- Introduce new offerings
- Product reviews
- Demonstrations
- Meet your staff
- Most watched videos are between 30-120 seconds long



How to Bottle Your Homebrew



Amarillo Brewing Supply · 9 videos

Subscribe

403

16,580

57 2



Like



About

Share

Add to



Published on Oct 21, 2013

So far I have demonstrated how to brew an extract and how to transfer from your primary to your secondary. Now it's time to show you how to bottle. This video covers the transfer to the bottling bucket, the priming sugar addition, and what tools you need to easily bottle a 5 gallon batch of beer.

Show more

Google+

- Google+ is a search tool, not a social platform (yet)
- Google+ is like eating your vegetables.
 - You don't want to do it, but it's good for you.
- Copy Facebook strategy on G+

LinkedIn

- Beer? On LinkedIn?! Yes!
- Post beer content to LinkedIn if it pertains to business.
- For example, is a new brewery in your community asking for a tax abatement?
- Also, great craft beer groups on LinkedIn.

Integrated Strategy

- How do you can use them together to full effect?
 - Each case is different, based on audience.
- If you have your blog, Facebook, Twitter, Instagram and Pinterest, don't think of them as completely separate.
 - How do they work together to tell your story better?
- How can you cross promote to other platforms to increase engagement?

Questions? Want to Chat Later?

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