

How to guide

Using social media for business

There are many different social media platforms available for businesses to use. The main differences between each platform is the audiences that you have access to on them.

LinkedIn

LinkedIn is a social media platform for professionals and it is widely used between businesses and business professionals. You can have personal pages as well as company pages. Both can post updates for those that follow your company. On LinkedIn, you 'connect' with others and this means you see their updates.

Facebook

Facebook is a social media platform which is mainly used in a personal manner however, businesses can create pages and groups to target their audience. For personal pages, you add friends and this is how they see your updates, for business they 'like' your page to see the updates.

Twitter

Twitter is a social media platform which is primarily text-based however, there is a character limit meaning content has to be short and sweet. Your feed is populated by the accounts that you follow and this is the same for other users.

Instagram

Instagram is a photo and video sharing platform. People see your profile by following you. As Instagram is image based, it is important to have a gallery of high-quality images to use to promote yourself. As well as posting to your main profile, on platforms such as Instagram and Facebook, you can post content to what is called your story. This is content which is only available 24 hours and after this, it disappears.



How to guide

Optimum number of posts

To build up and keep your audience engaged, it is important to regularly post content to each of your platforms. The optimum number of posts a week varies on the type of content you put out and the audiences you are talking to.

Platform	Number of posts	Extras
LinkedIn	1 post per week	Company directors sharing company updates and commenting on them
Facebook	1/2 posts per week	Additional content featured on stories
Instagram	2 times per week	Additional content featured on stories
Twitter	2/3 times per week	

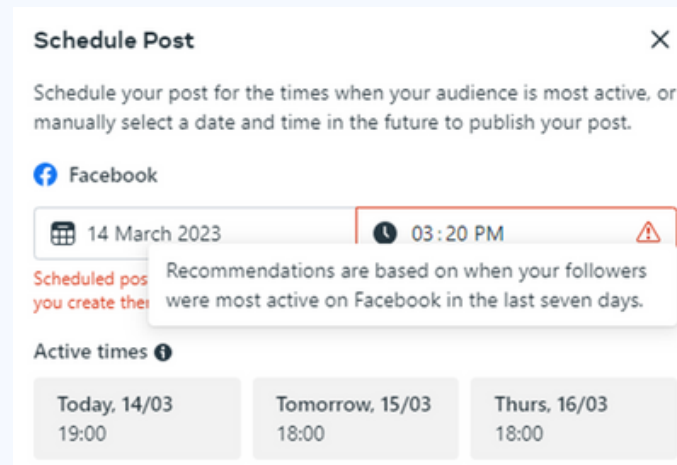
Optimum times for posting

When starting a social media platform from scratch, it can take some time to establish the channel and build up an audience.

After some time has passed, you will be able to utilise the business analytics features which will give you an insight into when your audience are online.

These active times will help inform you of when is the best time to post as you will get the most engagement when the people you are communicating with are online and actively using the platform.

How to guide



Types of content

The type of content you post depends on what platform you are posting.

When creating content for LinkedIn, these need to be professional, more formal and slightly longer form than for other platforms.

The character limit for Twitter is 240 which means there isn't much space to elaborate and content needs to be short and sweet.

Facebook has the option to create longer posts however, this is typically less formal and Instagram is mainly focused on the image or video with a short caption or piece of accompanying text.

You can post the same piece of content across multiple channels however, you would need to tailor the content according to the platform.

Content examples:

- Meet the team – all channels
- Special offers – Facebook, Twitter, Instagram
- Company updates – all channels
- Opinion pieces on national news – LinkedIn as industry experts

How to guide

What is a hashtag?

A hashtag is a word with a # before it. Hashtags on social media group together posts that use the same hashtag. For example, adding #northwalsham to the end of your posts means that social media users can click on this hashtag and see all other posts that have used this hashtag.

Some social media platforms allow you to 'follow' a hashtag. This means that if you were to follow #northwalsham, any posts published with this hashtag would show up on your home page or main social media feed.

How to use a hashtag

Hashtags can be a powerful tool on social media, and they are there to be used. There is scope to use up to 30 hashtags on social media posts, and with careful research, this can generate significant reach and engagement.

Take notice of the hashtags your competitors and other local businesses use. Compile a short list of hashtags that you feel are relevant to your business and try to use at least a couple on every post.