

Social Media

Social Media is a great way to build and connect with your audience at a low cost. By having a presence on the platforms, you're able to market to people more frequently and entice them to your store. Here is a list of the most popular social media platforms and how you can make the most of the features they offer.

FACEBOOK

business.facebook.com/

Having a Facebook page is an easy and free way to build up a local presence, many small businesses opt to have a Facebook page over a website.

Uses

Best platform for building an engaged community through the creation of a business page. Share your content in status updates, images, videos and live streams to your audience, they're able to engage with your posts to help increase your reach.

Free Features

- Business page that includes links to website, location, phone number, open hours.
- Shop feature to list your items and have people purchase online.
- Open and closed groups for loyal customers - build a community.
- Marketplace for you to sell items locally or nationally.
- Facebook creator suite links Instagram and Facebook so you can schedule posts through this to both platforms.

Paid Features: Average cost £ - ££

- Boost a post - if a post is performing well or it's a special offer, you can boost it without having to create a complete ad campaign.
- Cost effective ad campaigns that you can target niche, local audiences with and control by budget.
- Control both Facebook and Instagram ads through Facebook.
- Expect to spend between £20 - £250 per month depending on your budget.

INSTAGRAM

business.instagram.com/getting-started?locale=en_GB

Owned by Facebook, these platforms work well together. Instagram is led by engaging visuals, through stories, images, videos and live streams.

Uses

This platform is popular with a younger audience and a great way for many businesses to visually show their products or menu items.

Free Features

- Business profile that includes links to website, location, phone number, opening hours.
- Shop feature to list your items and have people purchase online.
- Product tagging that links to your website or shop.
- Hashtags as search terms to help you grow your audience and help you get found.
- Facebook creator suite links Instagram and Facebook so you can schedule posts through this to both platforms.

Paid Features: Average cost £ - ££

- Boost a post - if a post is performing well or it's a special offer, you can boost it without having to create a complete ad campaign.
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YOUTUBE

creatoracademy.youtube.com/page/course/business-skills?hl=en-GB

A video content platform where videos can be viewed and shared outward. The videos tend to be longer than other platforms and more informative.

Uses

People can upload videos on any topic, and Youtube is a more popular search engine than Google for informative content. By uploading videos, your audience will be able to share them with their network across other social media platforms. It's a great way to build up trust too.

Free Features

- Starting your business profile.
- Sharing videos.
- Commenting on others content.

Paid Features: Average cost ££ - £££

- Search ads so you can show up for relevant search terms for your products.
- Banner ads.
- In video ads to help you promote your services on relevant content.
- Expect to spend between £150 - £300 per month depending on how many people click on your ad and budget.

TIKTOK

www.tiktok.com/business/en-GB/

This platform is increasing in popularity with younger audiences. Content is based around videos of less than 60 seconds. TikTok has a team dedicated to helping businesses and brands use the platform to help them market their products and services.

Uses

With very limited information on your business profile, this platform is best for raising brand awareness through the content created and using hashtags to grow your audience.

Free Features

- Business Page with a link to your website.

Paid Features: Average cost £££

- Full screen ads in the form of a short video to look like normal content.
- Expect to spend between £600 - £1500 per month depending on your budget.

PINTEREST

business.pinterest.com/en-gb/

This platform collates content that links out to your website. Like Youtube, it's a common search engine where people look for inspiration for topics like home decor, recipes and fashion.

Uses

Use the site to upload content that will inform and inspire people, and link it back to your website to entice people to buy or learn more. People also create boards where they collect a variety of images so you could do this with your product portfolio.

Free Features

- A business profile that lets you interact organically with other users by following them.
- Upload your content and link to your website.
- Create pin boards with collections of your content.

Paid Features: Average cost £ - ££

- Ads that are less branded than other platforms making users more likely to click on them.
- Expect to spend between £60 - £250 per month depending on your budget.

SOCIAL MEDIA SCHEDULING

- **Hootsuite:** 3 social profiles, 30 scheduled messages, 1 user.
www.hootsuite.com/en-gb/
- **Buffer:** 3 social profiles, 10 scheduled messages for each, 1 user.
buffer.com/
- **Facebook studio:** post to Facebook and Instagram.
business.facebook.com/creatorstudio/home