



Business Guide

Social Media Marketing

Build a following and grow your business with social media



inspiring success

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Social media is more important than ever

More than **71 percent** of U.S. internet users [accessed social media](#) at least once per month. That number is important for three reasons:

1. There's a good chance you and your business are already on social media. That said, you may not be utilizing social media to its full potential.
2. That number represents just how huge the social media audience is. For a business owner, that means there are loads of potential customers using social media on a regular basis. There's no reason not to make sure these users can interact with your business while they're on social media.
3. The number of consumers active on social media is only going to grow — so if you're not taking advantage of social media, you're missing out on opportunities for increased sales, extended word-of-mouth and business growth.

Not sure where to start?

This eBook takes a detailed look at social media basics and offers tips on how to make the most of social in a way that works for your business. As your social media playbook, it's a resource to turn to when looking for ideas on what to post, understanding which social networks to use and how to make sense of the entire social media landscape.

Social media is here to stay. We'll help you use it to its full potential.



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11 reasons your business should be on social media

You may already know you should be on social media, but you may not be as clear on the why. Here's how being active on social media makes smart business sense.



More than 3 billion people around the world use social media every month.

— We Are Social

1. Social media attracts new customers

If you're a social media user in your personal life, think about how many times you've come across a company, product or service on Facebook that seemed like a fit for what you happened to be looking for. Now think of social media as a way to get your business in front of those looking for the type of products or services you offer.

2. It makes your business more credible

Social media has become so ubiquitous in our lives that it is now strange when a person or business has no online social presence at all. In the same way that having a website is essential for appearing like a reputable business, it's vital to have an active presence on social media. Your social media presence can help with hiring as well. Potential employees may do online research on your business, and a strong presence on social media can make a good impression.

3. It keeps current and potential customers engaged

It'd be nice if everyone who came across your company on social media immediately turned around and made a purchase. However, sometimes it's more about the long play. If you regularly post interesting content on your social media accounts and build an online following, those followers are more likely to turn into actual customers over time.

4. It boosts traffic to your website

Traffic to your business website is always a good thing, as it often means the customer is one step away from making a purchase or booking a service. You can use posts on your social media accounts as “teasers” — enticing ways to get followers to click a link that directs them to your website. Easy examples of this include an ongoing sale or promotion, or a link to a new blog post on your website.

5. Social media creates buzz about your business

If you're able to share a witty post on Facebook or Twitter, or a particularly eye-catching photo or video on Instagram, then shares, retweets and likes can come pouring in and help build buzz for your business. You can also offer your social followers exclusive deals or discounts to increase social buzz and create new fans.

6. It helps you connect with business peers

One of the often-overlooked words in the phrase “social network” is the second word: network. Social media provides the opportunity to network with other professionals in your field, which can help you stay on top of current trends and keep your business competitive.

7. It increases revenue

Effective marketing helps increase revenue, so think of social media as one more tool in your marketing arsenal. After all, the underlying goal of everything you do for your business is to generate revenue. Social media is no different.

8. It shapes your online persona

Your social media accounts are the perfect levers you can use to create whatever personality you want your business to have, for established customers and newcomers alike. If you want your business to be perceived as “all business, all the time,” your social posts can reflect that. Likewise, if you want your perception to be more playful or family-friendly, craft your social posts with that tone.

9. Social media helps recruiting

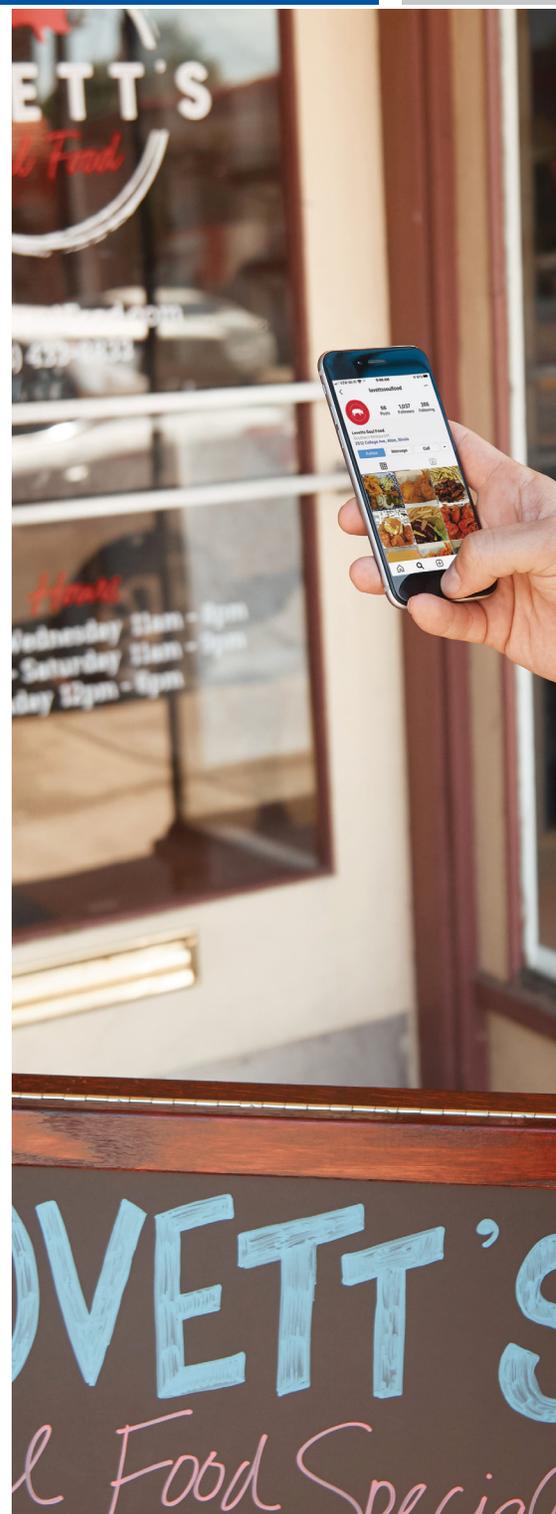
If your business is in the market for new employees, your social accounts are a good way for prospects to get a sense of the culture at your company and decide if they'd be a good fit or not. In addition, current employees may use social media to refer candidates that they think would be a good fit for your business.

10. You can use current trends to your advantage

Whenever big news breaks, related topics begin to trend on various social networks. It could be something as big as the Super Bowl, or something more specific to your individual city or region, such as the current weather. Often, these trends are a great way to break the ice with your social followers and get your business in on the conversation. (Just be careful not to enter the fray on controversial topics that may alienate your audience.)

11. It helps you research your industry

A presence on social media doesn't only help others learn about you; it also helps you learn about them. Staying active across your social networks gives you a sense of what peers in your industry are doing, both nationally and in your own neck of the woods. This can give you some inspiration on things to try, as well as things not to do.



*More than 1 in 3
Internet users say
they go to social
networks when
looking for more
information about a
brand or product.*

— Global Web Index



Choose the right social networks for you



For many businesses, it makes sense to start with the “Big Five” social networks: Facebook, Twitter, LinkedIn, Instagram and Pinterest. That’s not to say you have to use all of them, or can’t incorporate others, but these five are a good jumping-off point. Here’s what each of the Big Five has to offer.

facebook.

More than [two-thirds of Americans use Facebook](#), and nearly 75 percent of those users visit Facebook at least once a day. It remains the most popular social networking site in the United States, giving it the advantage of widespread familiarity. This also means that users are typically willing to interact with businesses they come across on Facebook.

twitter

Twitter allows users to send bite-sized updates that often include images or short videos. It is known for short posts (“tweets”) maxing out at 280 characters, but users can also include links in those tweets. So you could theoretically direct followers to anything on the internet, whether it’s your website, a blog post, a news story or something else your followers might find interesting.

Instagram

Owned by Facebook, Instagram is a visual social network mainly used to share photos or short videos. If the products or services your business offers have any sort of strong visual presence, you definitely want to consider creating an Instagram account. It doesn’t have to be all photos and videos, however — many businesses also use it to post flyers or sales announcements, such as a restaurant with a nightly special or a yoga studio offering a free trial session.

Almost 40 percent of users follow their favorite brands on social media.

— Forbes





Known as the social network designed for working professionals, LinkedIn is mainly about networking on the professional level. Having a LinkedIn account gives your business a certain level of professional credibility, and it can be used to share stories about industry trends. It's also a good tool you can use to attract new hires and scout out your competition.



Pinterest is another social network driven mainly by visuals. While content on many social platforms has a short lifespan, Pinterest content is often shared among users for months and sometimes even years. Users tend to visit the site to look for inspiration in areas such as fashion, design, crafts, collectibles, recipes or do-it-yourself projects. If any of those subjects pertains to your business, Pinterest is a good place to share content and interact with existing and potential customers.

What are LinkedIn Groups?

LinkedIn Groups are hubs on LinkedIn where business owners and other professionals with similar interests can share content, post job openings, get answers to questions and build professional connections. Think of LinkedIn Groups as an online meeting spot where like-minded professionals can talk shop, trade industry tips and tricks, and start relationships with others in the same field.

5 common social media myths — busted!

1. You should be on social because everyone else is

It's not enough to simply create a Facebook or Twitter account just because your competitor has one. How you benefit from social media depends entirely on how you use it.

2. Only young people use social media

Simply not true. While approximately [81 percent of people aged 18 to 29](#) use Facebook, for example, a full 41 percent of people 65 and older use it as well.

3. Social media is free to use

It may be free to sign up for social media accounts, but making the most of it costs time and effort — and it may cost you a little money if you use social ads.

4. The more social networks, the better

Not all social networks work well for every type of business. For example, if you run a plumbing company, it's probably not necessary to use a visual social network such as Instagram.

5. Your social success is determined by how many followers you have

What's more important than the number of followers is the level of engagement among them. For instance, if your business has 1,000 Facebook followers, and 800 of them engage with your business regularly, that's more valuable than having 1,500 followers but only 600 who engage.

Finding the right fit

If you choose a social network that isn't a good fit for your business, you risk wasting time and money, or even abandoning the account completely. To determine which social networks are best for your business, ask yourself these questions:

- What is the purpose of this social network, and what makes it unique to my business?
- Do its qualities positively affect my business needs?
- Which audiences use the social network most? Are those audiences valuable for my business?
- How much time do I need to spend on the social network to get the most out of it?

The answers to these questions will lead you toward the social networks that are the best fit for your business.



Don't forget to complete your business pages

Simply creating (or claiming) a social media page for your business is not enough. Business social media accounts require a little upfront and ongoing maintenance:

Most social networks give you the ability to customize the information you list about your business. Anything you can add to these profiles that will entice your audience or make it easier to contact or visit you is beneficial. Make sure your business's website URL, contact information, hours of operation and other important data are accurate and standardized across every social network you use. Ideally, this information is the same across all your Yelp, Google and other online listings, too.

Many social networks, including Facebook and LinkedIn, will create a default URL for your business page. Often this is a series of numbers and letters that don't mean anything. Update your user name or social URL to create a custom URL representing your business name, or something relevant to your business's name or services, so users and search engines can find you.

"Set it and forget it" is not the best social media strategy. Once you set up your social media accounts for your business, be sure to log in to them regularly — not only to post items your followers will find useful, but also to monitor any feedback you receive, answer questions from followers, make sure your business info is up to date at all times, and so on.



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How the Big Five social networks compare

	 Facebook	 Twitter	 LinkedIn	 Instagram	 Pinterest
Main Purpose	<p>Build your business's reputation and brand loyalty.</p> <p>Position your business as an authority on a given subject with regular posts of interest to your audience.</p>	<p>Share breaking news or quick updates.</p> <p>Promote products or events, link to content on your website or hold contests among your followers.</p>	<p>Social networking for professionals.</p> <p>Build business-to-business (B2B) relationships.</p> <p>Recruit employees.</p>	<p>Promote your business using visual content such as photos or videos.</p>	<p>An online scrapbook to showcase products or topics of interest to followers.</p> <p>Create inspiration boards by "pinning" content target audiences will enjoy.</p> <p>Share ideas on food, fashion and crafts.</p>
Unique Features	<p>One post can reach a wide variety of audiences.</p> <p>Posts can drive traffic to your website or blog.</p> <p>Opportunities to directly engage with your customers.</p> <p>Post customer testimonials and personal stories.</p> <p>Potential customers use Facebook to find nearby businesses.</p> <p>Create events and get RSVPs.</p>	<p>Instantly respond to questions or concerns about your products or services.</p> <p>Known for making use of hashtags, the words or phrases preceded by a pound sign (#). Hashtags draw attention to a specific topic and are searchable.</p> <p>Helps create a direct dialogue with customers.</p> <p>Identifies current trending topics.</p>	<p>Enables you to connect with people through shared, professional relationships.</p> <p>LinkedIn Groups allow you to communicate with others about a specific topic or industry.</p> <p>Easy to target based on job title, industry or other relevant keywords.</p> <p>Its professional reputation builds trust around your business.</p>	<p>Preloaded filters that make it easy to give your photos and videos a professional or artistic feel.</p> <p>Allows customers to see the more playful side of your business.</p> <p>Opportunity to write detailed captions to accompany posts.</p> <p>Allows customers or followers to share their own posts while using your products or services.</p> <p>Users can follow hashtags and other users, so they don't have to search for this information.</p>	<p>Helps drive traffic to other content or your own business website.</p> <p>Uses images to promote products and trends.</p> <p>Content is the most evergreen, encouraging both immediate and future calls to action (CTAs).</p>
Audience	<p>68% of U.S. adults (74% of women, 62% of men); most popular among ages 25-29 (82%).</p>	<p>24% of U.S. (24% of women, 23% of men); most popular among ages 18-24 (45%).</p>	<p>25% of U.S. adults (25% of women and 25% of men); most popular ages 25-29 (34%).</p>	<p>35% of U.S. adults (39% of women, 30% of men); most popular among ages 18-24 (71%).</p>	<p>29% of U.S. adults (41% of women, 16% of men); most popular among ages 25-29 (39%).</p>
Ideal post frequency	<p>1-2 times daily</p>	<p>3-4 times daily</p>	<p>1-2 times weekly</p>	<p>1-2 times weekly</p>	<p>1-2 times weekly</p>



6 tips for successful social media posts

Once you set up your social media accounts, it's time to let your creativity shine through. Here are some strategies that will help keep your posts fresh and reader engagement high.

1. Mix fun and informative content with promotional messages

By all means, use social media to promote upcoming sales, events and specials, but don't overdo it. Most experts say promotional messages should make up just 10 percent of your social posts. The other 90 percent should be a mix of your own engaging posts (60 percent) and posts from others that you share with your followers (30 percent).

2. Share content you like

Sharing posts from people or organizations your business follows is a great way to entertain your own followers while maintaining a steady stream of relevant content. For example, if you run a gym or workout studio, you might consider sharing posts that include workout tips or motivational messages from world-class trainers or athletes. Or, if you run a salon, you might share images of the hottest hairstyles from the most recent awards show. Don't forget to give proper credit to the social media users whose content you share. Use a simple phrase and tag the user who originally posted the content (e.g., "Thanks to @TwitterUser"). If the content is on a platform that doesn't allow you to directly share posts, make sure to ask for permission before using it. This demonstrates you're not stealing content, and it can also help you build more social media connections. It's also best to add your own message to the content you repost, whether that's just an expression of how much you enjoyed the original post or an explanation of how the post ties into your brand.

Adding images to Facebook posts results in two-thirds more engagement than posts without images.

— BuzzSumo

3. Create an ongoing series

Launching a series of posts that follows a regular theme and schedule is a good way to interact with followers. The possibilities are virtually endless, so get creative and think of a theme that falls in line with your business and your brand. Consider creating a hashtag to build buzz among your followers. For example, if you run an accounting office, you might launch #TaxTipTuesday in the spring, a series of weekly posts offering tax tips to followers as they gear up for April 15.

4. Hold a contest or giveaway

Everybody likes to win a prize, and holding a contest on your social feed is an excellent way to build buzz. Social contests often feature a fun and creative way for followers to enter — perhaps a photo caption contest, or photos of followers using your products in unique locations. Be sure to create a branded hashtag that people can use to enter the contest. This will further amplify your brand, and entrants can continue to use and follow the hashtag after the contest is over.

5. Post tutorials

As a business owner, you're likely somewhat of an expert in your given field. Use that knowledge to your advantage by teaching your social followers tips, tricks or techniques that are relevant to your industry. Short videos typically work best for tutorials, but if you're not confident in your on-camera presence, you can also create a slideshow version that uses still photos with informational captions.

6. Use live video

Facebook, Instagram and Twitter all allow you to stream live videos, which can be a fun and unique way to engage with your followers. You may use live video to showcase new products or a remodeled office, or you may spend a few minutes answering questions from followers in real time.

Put competitors' social media to work for you

If competitors in your market have a head start on social media, use it to your own advantage:

Learn from their successes

If certain types of social posts from your competitors get a lot of traction with their followers, try to do something similar. Don't copy verbatim, of course, but incorporate some of those topics and themes into your own social strategy.

Learn from their mistakes

If particular posts receive alarming amounts of backlash or negative comments, it's a good sign that these are the types of topics to avoid.

Use their social reach to your benefit

If a competitor has many more followers than you do, become a follower yourself to see what they're posting and how they interact with their audience. You can also look for particularly influential followers they might have and try to engage with them yourself.

Create friendly relationships

A friendly social media relationship with your competitors can lead to all sorts of benefits. For example, your competitor may retweet or share one of your posts with their own followers. Being on good, respectful terms also demonstrates your own professionalism to your followers.



Tweets with images are retweeted 150% more often than tweets without images.

— Buffer



What not to post on social media

Steer clear of these treacherous topics on social media:

Political statements

There isn't much benefit to sharing your political beliefs on a business social media feed, particularly when it could alienate half your audience.

Graphic or offensive material

You don't want to be known as the business that posts offensive material — language, images or videos that most people would not consider suitable for work — in a misguided attempt at shock value.

Private information

Posting personal and private data about your business, employees or customers is a big no-no. It may also put you in legal danger.

Poor grammar

Double- and triple-check your writing to make sure there are no typos or grammatical errors. Everyone makes mistakes occasionally, but consistent errors or poor grammar will make your business lose credibility.

Text without photos, or photos without text

In most cases, your posts should include an image along with the text. Only on very rare occasions should you use an all-text post or an image without some sort of caption.

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How to grow your social following

Now that you've selected the social networks to use, and you know more about popular types of social media content, the next step is to build your followers. After all, the more followers you have, the more likely it is that your content will be both seen and shared — and that's the name of the game.

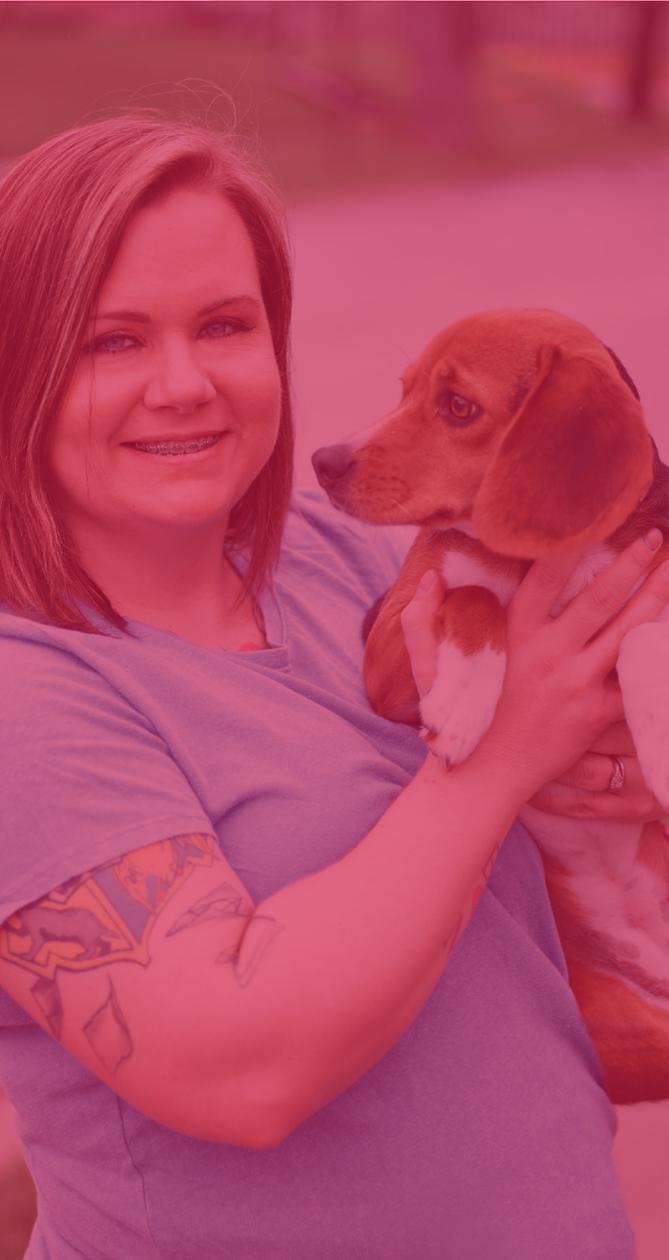
Remember, you won't shoot from zero followers to 500 overnight. But, if you follow these tips, you'll be well on your way to a robust social media following.

Develop a strategy and stick to it

It's not enough to simply open a handful of social media accounts and then post content whenever you remember to. Social media success requires some planning. Develop a calendar that lays out the types of posts you plan to use over the coming weeks and months. You always have the right to revise your plan and to craft posts in addition to those on your calendar, but this is a good way to ensure you have a steady flow of social content and keep your feeds interesting.

Select your target audience

While every business would like to be in front of as many people as possible, most have target audiences that make up their core base of customers. Some basic examples: The target audience for a pizza parlor near a college campus will likely be college students. For a yoga studio in an upscale neighborhood, the audience will be affluent consumers, in many cases women. Once you understand who your target audience is, you can reach out to them via your social media accounts.



Set realistic goals

Your goals define your success. What do you want to get out of your social media efforts? If the answer is increased sales, then set a goal that ties your sales numbers to your social media activity. If the goal is to simply increase your social following and engagement, take note of the types of posts and content that tend to lead to a boost in followers.

Learn the ins and outs of each social network

Each social network has its own strengths and weaknesses, so be sure to learn and master the strengths of each one you use to get the best results from it. For example, master the art of the hashtag on Twitter, create a killer bio on Instagram and target the right groups on LinkedIn.



Typical, middle-of-the-road brands see a median annual follower growth of 42 percent across the five major social networks.

— TrackMaven

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Should you use social ads?

One surefire way to build followers on social media is to make use of the advertising options available on each social network. Social ads are for-pay opportunities that cost a small investment upfront. In many cases, that investment is well worth it. Here's why.

Social media advertising is relatively simple to do

Advertising is a huge source of revenue for social networks, so it's not too surprising that it was designed for business owners to use with ease. In most cases, the social network of your choice will walk you through an easy-to-follow, step-by-step process to help you get up and running with minimal effort.

You can target any audience you want

When setting up your social advertising campaign, you will select the type of customers you'd like to attract based on factors such as geographic location, interests, age range and gender.

It's inexpensive to try

It's possible to start with a limited budget to test which social ad options might be best for your business. Advertising on Facebook, for example, can cost as little as \$1 per day.

It allows you to define your goals

When you set up advertising on social networks, the step-by-step process will help you decide what you'd like to get out of the ads. For example, you may want to drive traffic to your website, grow your list of followers, or get people to like or retweet a specific post.

Because the risks are minimal and the benefits can be great, nearly every business should consider giving social advertising a try.

4 million small businesses already pay for social media advertising on Facebook, suggesting that it's an important way to gain visibility and stand out from the competition.

— Sprout Social

The most popular types of social advertising

Each of the Big Five social networks offers advertising options, but it often makes sense for businesses to start with Facebook advertising. The main reason? The sheer number of people who use Facebook — 68 percent of adults in the U.S. That's far higher than any of the other four. Instagram (which is owned by Facebook) is No. 2 with 35 percent of adults using it on a regular basis.

With that in mind, here are the types of advertising you can do on Facebook:

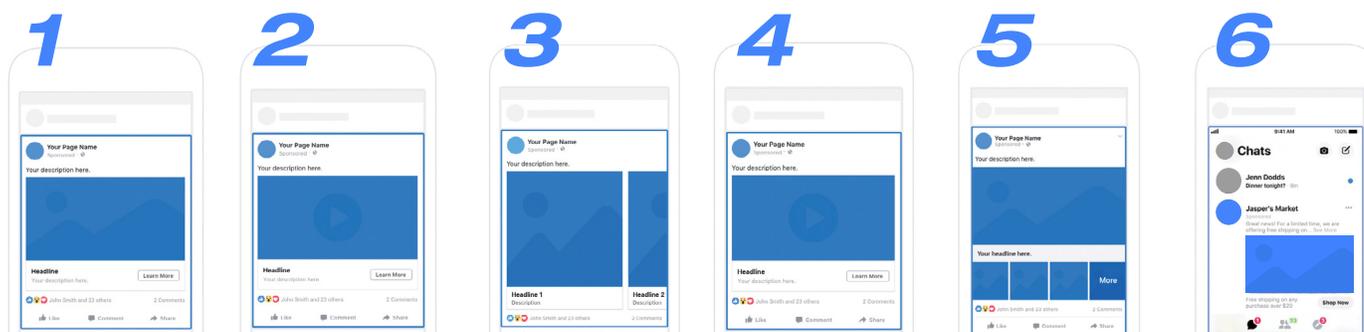


Photo ads

These are one of the most straightforward forms of Facebook advertising. They contain an image and typically link back to your website.

Video ads

Similar to photo ads, but, as the name indicates, these make use of a video rather than a still photo.

Carousel ads

These ads include up to 10 photos and/or videos that Facebook users can scroll through.

Slideshow ads

Slideshow ads use motion, sound and text, but since they aren't true full-motion videos, they can load (and be seen) on most devices even at slower internet connection speeds.

Collection ads

This format of advertising allows users to browse through and learn about multiple products that your business offers within the Facebook app or website.

Messenger ads

Rather than appearing in users' Facebook newsfeeds, these ads instead appear within Facebook Messenger. There is also an option that allows users to begin a direct conversation with your business with one simple click.

An average Facebook user likes 13 posts and clicks on 11 ads per month.

— Hootsuite

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Measuring your social media success



One of social media's best qualities is the ability to quickly measure results of a given campaign or post. The major social networks each have tools businesses can use to measure social activity, such as overall social activity over time, or activity relating to one specific post or advertising campaign.

Your social media goals will likely include the level of social engagement (followers, shares, etc.), the number of sales or website visits your posts have generated, or some combination of the above.

Here are four key areas you should start with to track your social media performance.

1. Engagement

To measure engagement, you will want to look at metrics such as likes, shares, retweets, replies and comments to see how engaged your followers are. This helps give you an idea whether your content is being seen, and whether users are sharing or responding to it.

2. Impressions and reach

These two metrics are similar but have different meanings. Impressions are the total number of times your post was displayed to users in their social feeds. If users share your post within their own networks, your impressions increase. Meanwhile, reach measures how many users had the potential to see your posts. Put another way, impressions are the total number of times your post was displayed to users, while reach is the total number of people who may have seen it.

30% of millennials engage with a brand on social at least once a month.

— Sprout Social

3. Web traffic

If your goal is to drive traffic to your website, you can monitor how many visitors your site received directly from links you placed in your social posts and profiles. This is a good way to see which social networks and types of posts are most effective at getting users to click through to visit your website.

4. Market share

Social media is a good way to get an idea where you stand among your competitors. To do so, compare metrics such as shares, likes and retweets to those of your competition. This will give you an idea of where you sit compared to similar businesses in terms of social media awareness.

These metrics will vary for each individual business. A good practice is to measure your engagement, reach and impressions in relation to the number of followers you have, to come up with a benchmark. Generally speaking, if 5 percent of your followers engage with your messages on a regular basis, that's considered very good. Once you come up with your baseline benchmark, you can use those numbers to measure your month-to-month success going forward.



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Start on social media today

Your social media accounts may be your potential customers' first opportunity to learn about and interact with your business. Shape your social accounts in a way that delivers the most positive perception possible, and in a way that meshes well with your website and the rest of your brand.

To get started on social media, follow this checklist:

Choose your social networks

Start with a combination of Facebook, Twitter, Instagram, LinkedIn and Pinterest — whichever ones are relevant to your specific business.

Create your business profiles

Try to pick user names that match your business, choose photos that represent who you are, and include all of your vital information in each profile. Remember to keep it consistent!

Develop a posting calendar

Put together a calendar and develop ideas for posts based on the time of year and any events or promotions you may have planned. Keep up with a regular cadence of posts to ensure your accounts don't grow stale.

Interact with your followers

One of your main goals should be to engage with current and potential customers, so be sure you're responsive when social followers message you or share your content.

Consider investing in social ads

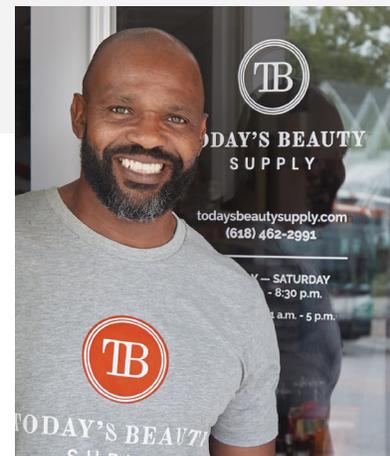
Social advertising and promoted posts can reach people who may not follow your brand yet. Social ads are a good way to build awareness about your business, and you can get started with relatively low out-of-pocket costs.

Set goals and measure results

Define what you want to get out of your social media efforts — increased sales, customer engagement, etc. — and then set monthly goals to evaluate your success.

Have fun!

Running a business is a serious endeavor, but you can still have fun. Social media users typically don't like when companies take themselves too seriously, so use your social content as an opportunity to enjoy yourself and show customers the lighter side of your business.



96 social media ideas to customize for your business

Coming up with a consistent flow of social posts can be a challenge. To help spur your creativity, we've assembled a list of social media ideas you can adapt and use for your business. This is by no means a definitive list, and some ideas work across multiple business types.



Retail

1. New product announcements
2. Sales events promotions (4th of July sale, Labor Day event, etc.)
3. Retweets or posts of customers using your products
4. Special codes for discounts on online orders
5. Retweets and posts featuring positive customer reviews
6. Shout-outs to customers for hitting follower milestones (for example, "Thanks for helping us hit 1,000 Facebook likes!")
7. Tips on ways to use your products
8. Photo contests
9. Links to product demonstration videos or relevant how-to's
10. Posts encouraging customers to tag a friend
11. Responses to customer concerns
12. Coupons to use in-store
13. Customer polls (for example, "Who wore our new summer collection best?")
14. Links to entertaining content related to your products
15. Product restock announcements
16. Answers to frequently asked questions about your products
17. Videos depicting people using or wearing your items

Restaurants and food service

18. Info on daily menu specials
19. Mouthwatering photos of entrees or desserts
20. Links to media coverage or awards (for example, "Our tacos made the 'Best of Tulsa' list!")
21. Support for local food providers
22. Specials, deals and promotions
23. Seasonal menu announcements
24. Photos of food items catering to special diets (vegetarian, vegan, gluten-free, dairy-free, kosher, etc.)
25. Promotions tied to events (for example, "Pick up some wings to go for your Super Bowl viewing party!")
26. Info on tourist attractions near your location
27. Responses to online reviews
28. Posts showcasing your employees
29. New menu item announcements
30. Shout-outs to regular customers
31. Behind-the-scenes looks
32. Recipe ideas
33. Support for local sports teams
34. Seasonal catering announcements

Contractors and construction

35. Photos or videos showing project progress
36. Links to relevant local news stories
37. Behind-the-scenes peeks (plumbers fixing leaks, welders soldering, etc.)
38. Inspirational quotes or photos
39. Tips to help followers with do-it-yourself projects
40. Product enhancement announcements
41. Posts focused on the community
42. Guest posts from employees
43. A weekly roundup of news across projects
44. Images of renderings for future projects
45. Posts focused on industry safety
46. Behind-the-scenes demonstrations
47. Before-and-after photos
48. Photos from company picnics or events

Automotive

49. Links to or videos of cool new cars
50. Tips on basic auto maintenance
51. Seasonal promotions (deals on snow tires before winter, etc.)
52. Exclusive deals for social media followers (oil change discounts, tune-up deals, etc.)
53. Photos and videos from local auto shows
54. Photos of unique vehicles you serviced (with permission)
55. Seasonal advice (winterizing your car, keeping your vehicle clean during spring, etc.)
56. Responses to customer questions or concerns
57. Posts thanking loyal customers
58. Anniversary posts (for example, "Celebrating 5 years in business!")
59. Requests for online reviews
60. Employee showcases (employee of the month, new hires, etc.)
61. Posts featuring high-profile or celebrity customers (with permission)
62. Product reviews

Nonprofits

63. News related to your group's cause or key issues
64. Goals the organization has accomplished
65. Posts requesting that local politicians support your cause
66. Photos and videos of community involvement
67. Requests for donations
68. Promotions of special events
69. Requests for volunteers
70. Calls for new members or committee candidates
71. Thank you messages to key supporters
72. Photos and profiles on your group's key members or leaders
73. Questions requesting a response from the community (for example, "Why is our cause meaningful to you?")
74. Posts highlighting your local sponsors or partners
75. Promotion of awareness months related to your cause
76. Calls for in-kind donations
77. Profiles of people or businesses that have benefited from your efforts
78. Special event information
79. Spotlights on other nonprofits in your area that complement your mission

Service businesses

80. Seasonal posts (tax time, National Life Insurance Awareness Month, etc.)
81. Daily tips related to your industry
82. Answers to common customer questions
83. Photos of day-to-day life on the job
84. News on topics that affect your industry (tax changes, etc.)
85. Photos and videos highlighting community involvement
86. Special discounts on services for social followers
87. Seasonal promotions (early bird tax special, New Year's workout plan promotions, etc.)
88. Seasonal tips and information
89. Reminders for services that may only occur once or twice a year
90. Competitions to win free or discounted services
91. Requests for online customer reviews
92. Before-and-after photos
93. "Share this coupon" promotions
94. Photos of completed work (stellar haircuts, cleaning services, etc.)
95. Shout-outs to customers who appreciate your service
96. Lighthearted jokes or images related to your industry

