

Social Media and how best to communicate with your customers during lockdown

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keydigital^D

What we will cover

- ▣ Social media overview - keeping connected with your customers and community
- ▣ Social media messaging - using it in the right way during Corona Virus
- ▣ Overview of the social platforms - how to choose where you focus your efforts
- ▣ Tools that can help manage your social media
- ▣ Case studies - examples of small businesses doing it well

Social Media before the outbreak

- Mainstream & Mobile-first
- Integrated into other services
- Influencer marketing
- Ephemeral content – short-term video content
- FOMO & Netflix generation
- Privacy a major factor



Facebook



Snapchat



Instagram



Twitter



Chrome



Gmail



Spotify



Messenger

Social Now

- Less mobile – Work From Home (WFH)
- New norm with Zoom etc
- Invite people into our living rooms
- Go to place for information
- Lots of noise / crowded space
- False and misinformation
- Privacy almost gone out of the window
- Good news & local stories
– Captain Tom



People want

- Information
- Reassurance
- Connection





Social Media Approach

Have a plan

- ▣ Consider planning for :-
 - ▣ **Now** – based on what we know now (today)
 - ▣ **Short-term** – based on what we know about the next four weeks
 - ▣ **Mid-term** – based on what we know about the next 3 months
 - ▣ **Longer term** – based on what we know about the next 6 – 12 months

A Social Media Approach

- ▣ Review
 - ▣ Reassure
 - ▣ Connect
 - ▣ Get creative
-
- ▣ Don't add to the infodemic



Review Your Messaging

- ▣ You earn [a level of trust with your followers](#), take care with what you post (or respond to a review).
- ▣ It is a marathon **NOT** a sprint.
- ▣ If you have any doubts about the content, pause or put on hold
- ▣ Take care with any “selling” message if we are still encouraged to #StayAtHome

Reassure

- This is the time that your audience need you the most, so you need to be there for them.
- Reassure your customers that you are responding to the ever-changing climate with frequent updates. Show them that you miss them!
- **DON'T** stop posting social media updates or sending emails, even though you may be temporarily closed. Customers will want to know how you are doing.



Connect

- ▣ **Your Brand Counts**
- ▣ Your focus will no doubt be on maintaining revenue, but how you can engage with your local community and show how you can help in this crisis?
- ▣ Stand by your brand values and show your customers and local community what it means to be a part of your brand



Time to get creative

- Your audience are core to your social campaigns
- What content can you produce which will keep them engaged with your brand?
- Remind them that they can still engage with you from the comfort of their own home?
 - Pictures, memories, Thankyous
ThrowbackThursday, ComeBackLater
 - Short video pieces
 - Guides and tips – downloads or regular Facebook videos
 - Funnies – Emoji quizzes





Social Media Platforms

Pick your platform

- ▣ You don't have to master every single social media platform
- ▣ Just pick 1 or 2 platforms, and do them well



Key social platforms...



Why choose Facebook?

- ▣ 30-65 yr old demographic
- ▣ Facebook business features :-
 - Publish content & updates
 - Targeted advertising
 - Book appointments
 - Communicate with customers directly through Messenger
 - Curate reviews



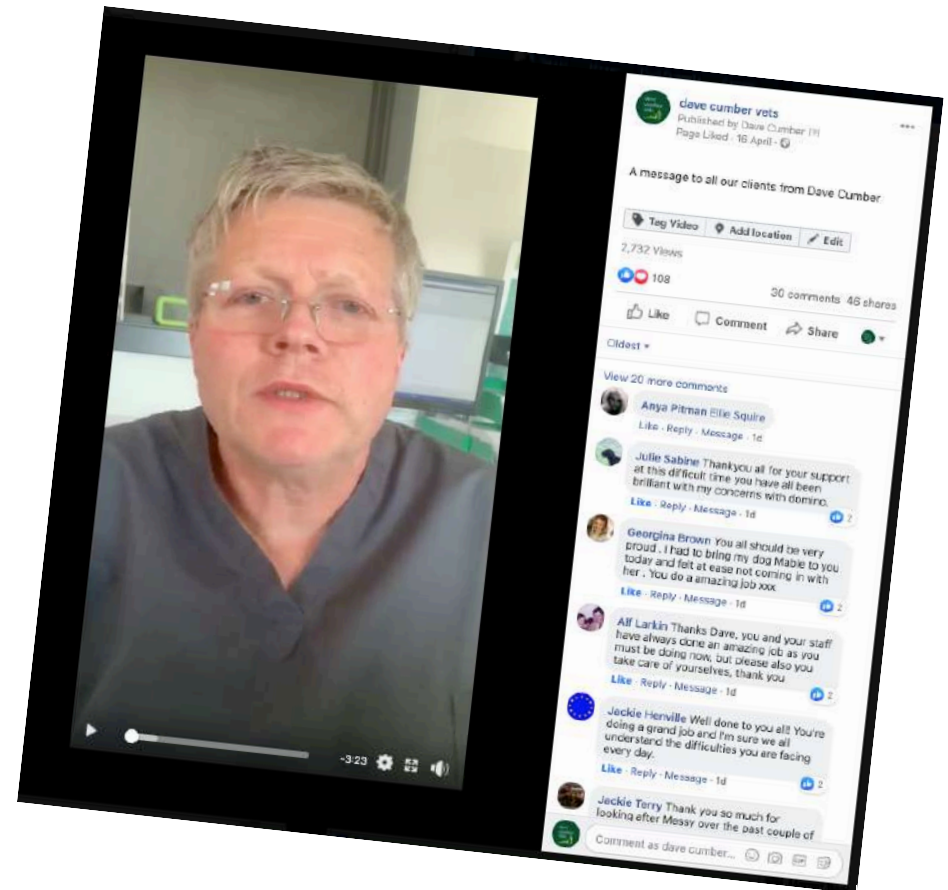
Using Facebook effectively

- ▣ Quality posts 2-3 times a week
- ▣ New algorithm is weighted heavily to video
- ▣ Use Facebook Live & Stories
- ▣ Marketplace is becoming popular to sell items
– no fees!



Using Facebook effectively

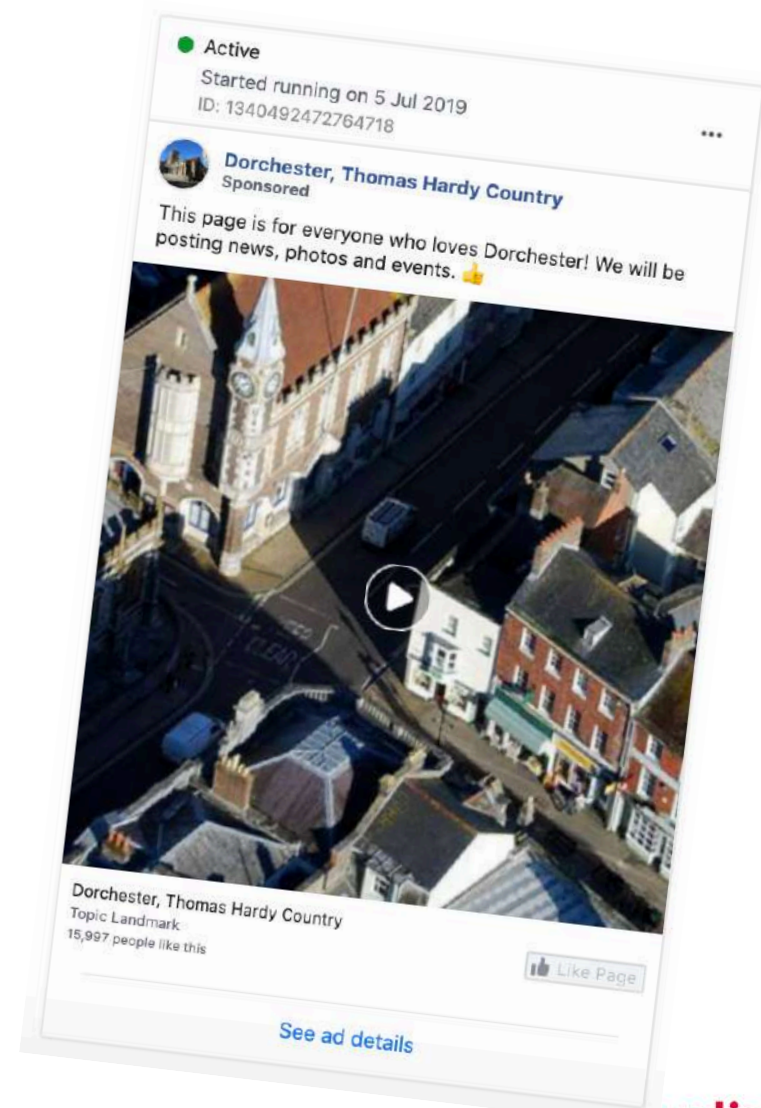
- ▣ Personalise your content
- ▣ Use live video
- ▣ 360 tours – less than 1 minute long
- ▣ Use Facebook advertising to boost organic reach and target specific audiences



Facebook Advertising

- ▣ Target people by:-
 - Age
 - Geography – postcode level
 - Interest
 - Retarget - if they visit your website!

- ▣ Advertise across Instagram too
- ▣ Use Facebook Pixel with your website



Facebook Page Transparency

- ▣ See what other businesses are doing via their Facebook pages
- ▣ Get advert ideas and insight

The screenshot displays the Facebook Ad Library interface for the Marks and Spencer page. At the top, the page's profile information is visible, including the M&S logo, name, and 1,444,026 followers. A 'Page transparency' panel shows the page was created on 2 Apr 2009 and has had its name changed twice. It also lists primary countries/regions: United Kingdom (94), India (2), Ireland (2), Australia (1), Romania (1), and South Africa (1). Two panels show ad spend: 'Total spent by Page on ads related to social issues, elections or politics' for £279 (Oct 2018 - 13 Apr 2020) and 'Recently spent by Page on ads related to social issues, elections or politics' for £279 (7 days - 7 Apr - 19 Apr 2020). Below this, 25 results are shown, filtered by 'United Kingdom' and 'Active and inactive'. A section for 'Similar regional ads' shows ads for Ireland, Greece, and Turkey. The main list of ads includes:

- Launched in April 2020:** An active video ad for 'COOK WITH M&S HOT MADRAS PASTE' featuring a jar of paste.
- Active:** A sponsored ad for 'COOK WITH M&S LAMB' featuring a meal with rice and vegetables, priced at £12.
- Active:** A sponsored ad for 'BET*TIME £10 PIZZA + 2 SIDES' featuring pizzas and sides.

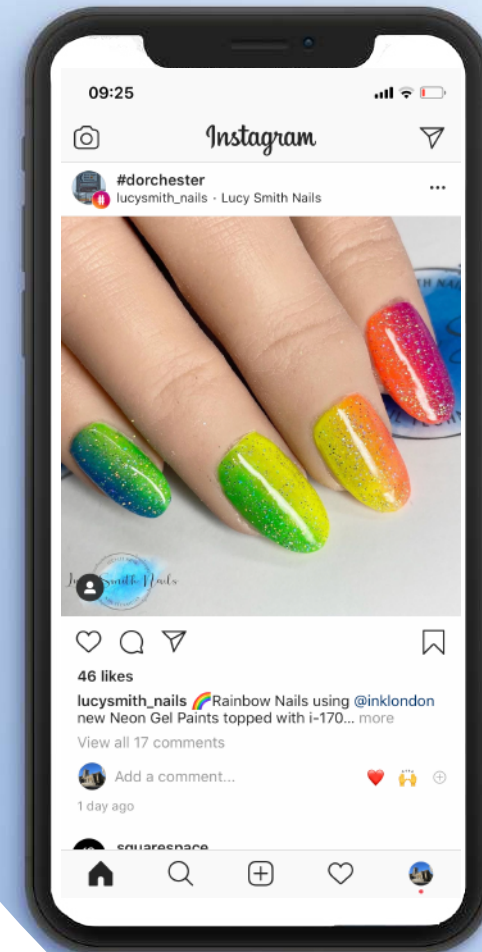
Why choose Instagram?

- ▣ Content gets found organically more effectively than on Facebook or Twitter
- ▣ 50% of UK users are 25-44 years old
- ▣ Lifestyle & luxury content is popular



Using Instagram

- ▣ N.B. - Mobile only platform
- ▣ Post content that fits your target audience
- ▣ Use the best pictures of your products, business and local area



Using Instagram

- ▣ Use video
- ▣ Instagram Stories & Story Highlights
- ▣ Don't forget #hashtags

#SendALittleHappiness

#Dorchester #LoveDorchester

#LoveDorset

#StayAtHomeSavesLives



Twitter

- ▣ News, entertainment, sports, politics, and more
- ▣ Real-time information
- ▣ 280 characters in a tweet
- ▣ Popular trending tweets
- ▣ Often used as a customer service channel



Using Twitter effectively

- ❑ If all your Tweets are broadcasts and promotional, you're going to turn off your followers
- ❑ Engage with your audience by replying to relevant Tweets
- ❑ Ask questions and other interactions that provide value to your followers.
- ❑ Use photos & videos
- ❑ Tag people in to your photos & posts to get noticed @DorchesterBID @WessexFM @DorchesterTIC



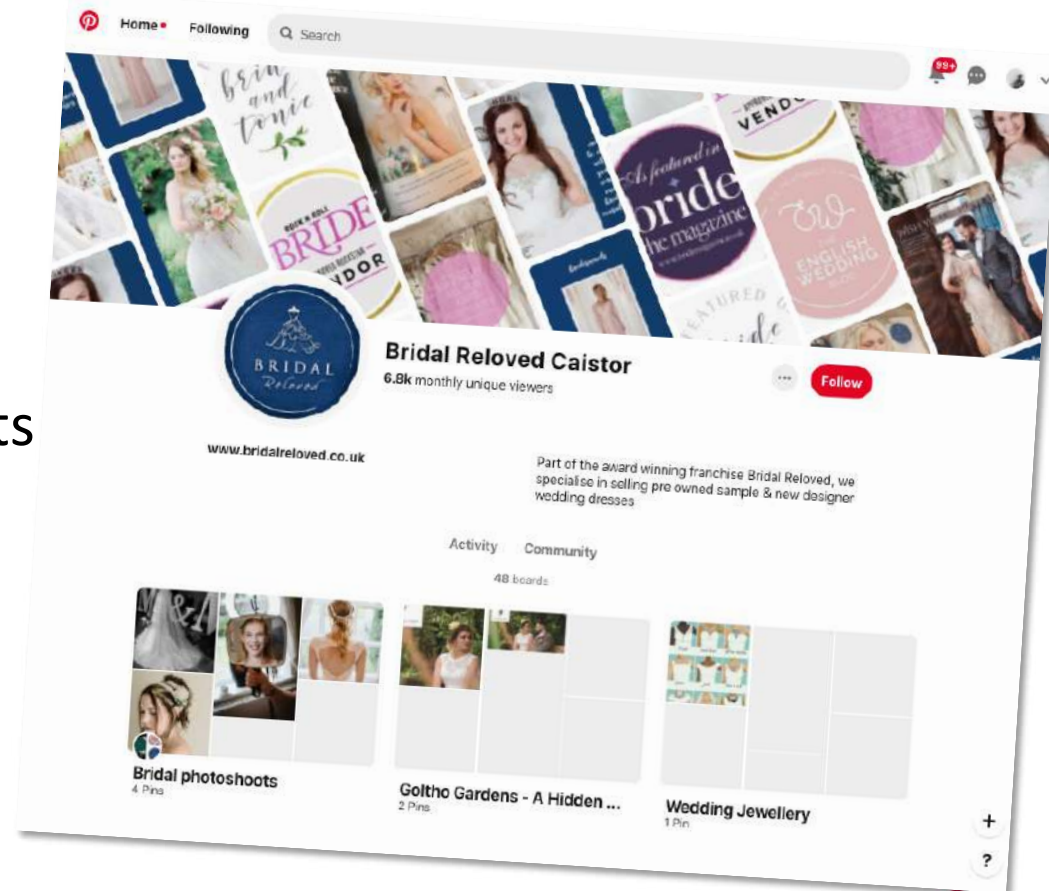
Pinterest

- ▣ Pinterest has been revamped
- ▣ Enjoying a resurgence
- ▣ Demographic akin to Instagram
- ▣ Can drive large volumes of website traffic



Using Pinterest Effectively

- ▣ Treat Pinterest as a visual search engine
- ▣ Optimise your bio and posts
- ▣ Include your web address on posts
- ▣ Set up relevant pin boards
- ▣ It's not all about selling!



LinkedIn

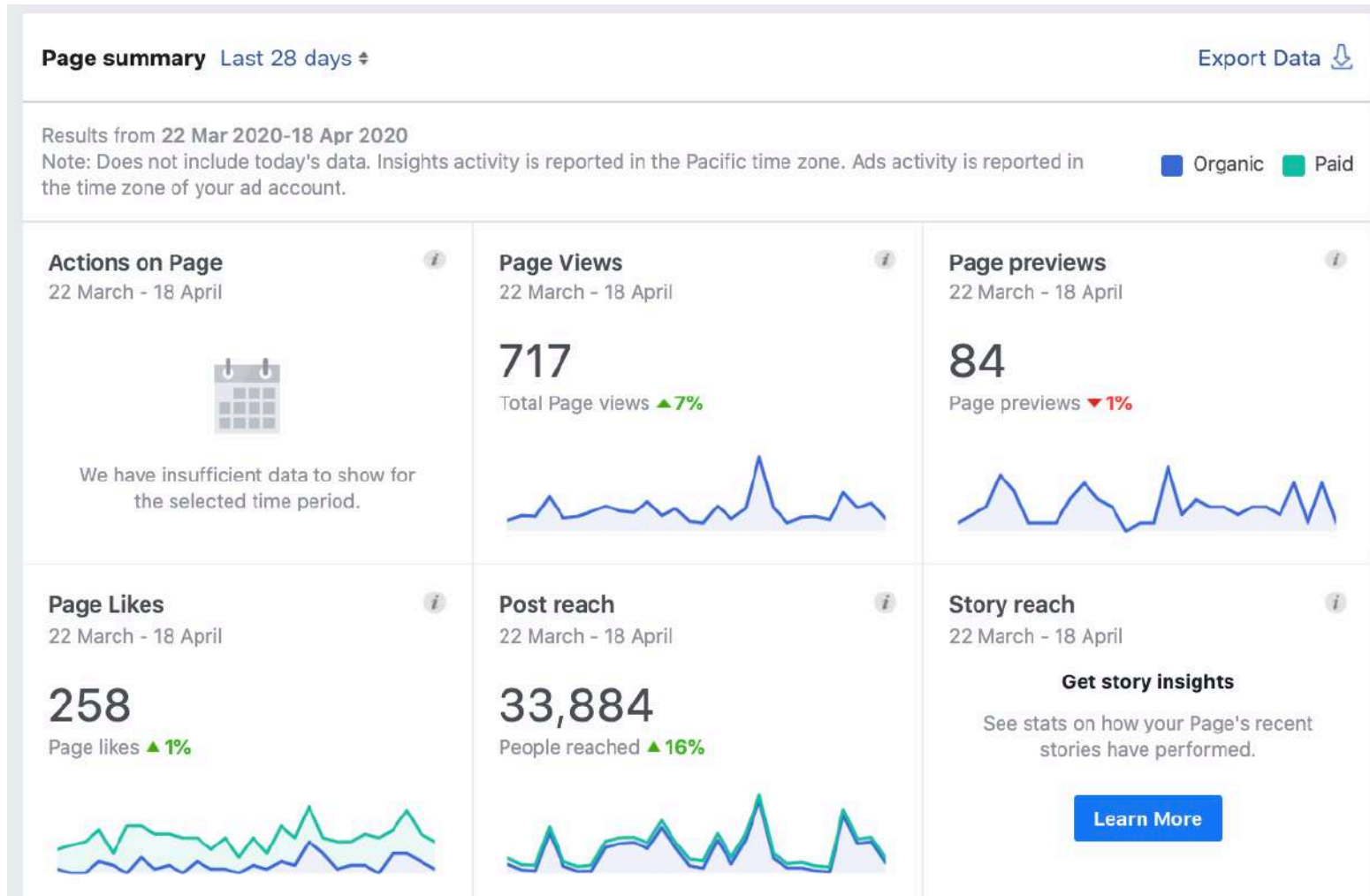
- ▣ “Facebook for suits”
- ▣ Build valuable connections with fellow profession
- ▣ Jobs, company news, and professional content





Social Media Tools






















Facebook Insights



Facebook Insights

All posts published Create Post

■ Reach: Organic/Paid ▾
■ Post clicks ■ Reactions, comments & shares i ▾

Published	Post	Type	Targeting	Reach	Engagement	Promote
19/04/2020 14:38				2.1K ■	96 17 	Boost Post
17/04/2020 18:46	 Stay in Dors this weekend... #Dorchester #DontVisitChallenge			3.8K ■	62 120 	Boost Post
17/04/2020 14:21	 COOK Dorchester - currently offering delicious ready meals via			3K ■	151 33 	Boost Post
16/04/2020 16:19	 We're keeping this page updated with useful resources for residents			3.3K ■	305 65 	Boost Post
15/04/2020 16:15	 Quiz time! How many places in and around Dorchester can you identify			8.6K ■	1.9K 132 	Boost Post
15/04/2020 10:07				3.1K ■	120 63 	Boost Post
09/04/2020 12:31	 Quiz time! Dorchester pubs & clubs from the past & present 🍷🏃 How			10.8K ■	2.6K 380 	Boost Post

TweetDeck

← → ↻ 🔒 tweetdeck.twitter.com 🔍 ☆ 📷 🔄 📑 📧 📄

1 🔍 BHHPA ⚙️

SandgreenCaravanPark @sand... 32m
@BHHPA Hopefully we can all survive this!

BH&HPA @BHHPA
Gove says hospitality businesses will be 'among the last' to exit lockdown thecaterer.com/news/michael-g...

BH&HPA @BHHPA 3h
Government minister says bars, pubs and restaurants 'will be among last to reopen' after lockdown - Liverpool Echo liverpooecho.co.uk/news/liverpool...

BH&HPA @BHHPA 3h
Pubs And Restaurants Will Be Last To Reopen After Lockdown, Confirms Michael Gove | HuffPost UK huffingtonpost.co.uk/entry/pubs-res...

BH&HPA @BHHPA 3h
Gove says hospitality businesses will be 'among the last' to exit lockdown thecaterer.com/news/michael-g...

BH&HPA @BHHPA 7h

2 🔍 "holiday parks" ⚙️

Elizabeth Harrison @ElizabethDave 1h
Replying to @bridgithardy @Liam4431951... This is a guy I've worked with within the holiday parks x

Richard Short #WashHands #S... 5h
Yes, it's right & I carried on doing it as a consultant to great effect (ships, hotels, holiday parks) here & overseas. My skills as an EHP are more valued and more utilised in industry than by Government. Me & 1000s of EHPs are ready to act right now, but we've not been asked.

Sir Chris Ham @profchrisham
Is this correct? @KateAlvanley @jimmcmanusph @felly500 twitter.com/pjdunleavy/sta... twitter.com/profchrisham/status/1251...

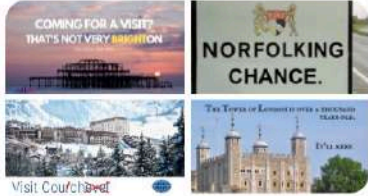
Peter Jenkins @supanova819 6h
Replying to @SeaCasa1 @Adamprice @Pl... He wrote to the First Minister, asking for the closure of holiday parks 3 days before they were closed.

BH&HPA @BHHPA 7h

3 🔔 Notifications @keydigitalUK ⚙️


Cumulus Outdoors liked **Key Digital Agency** @keydigitalUK 1d
Loving the creativity going in to the #DontVisitChallenge posts

#StayAtHomeSaveLives 🚰




Louise Fox liked **Key Digital Agency** @keydigitalUK 2d
Loving the creativity going in to the #DontVisitChallenge posts

#StayAtHomeSaveLives 🚰



4 🔍 #ProtectTourismJobs ⚙️


Bernard Donoghue @bernarddon... 5h
I've been inundated with texts, tweets & emails about today's appearance on @SundayBrunchC4 - it's a hugely popular show - about how much you're looking forward to revisiting your favourite attractions but also visiting new ones that you've discovered online. #ProtectTourismJobs



BH&HPA @BHHPA 7h
Oak before ash, so we're in for a splash ... but not much between them this year.

Tree maintenance another essential task on holiday parks

#ProtectTourismJobs



5 🔍 seasonal furc

Jane WhittGe
Well now woul of seasonal lat EU 🙌🙌🙌

George @Geor
Replying to @M... I started on se 24th February, pay on 26th M company take the governme I would guess HMRC after th qualify. The go work.

466,200	wo
64,200	any gar
13,000	sea
99%	of s
67%	of s

Hootsuite

The screenshot displays the Hootsuite interface with a top navigation bar containing 'Streams', 'New Post', and 'Upgrade my plan'. Below this is a browser-style address bar with multiple tabs open, including 'Key Digital Twitter', 'BHHPA mentions', and 'Best of British'. The main content area is divided into several columns:

- Home:** A stream of tweets from 'Social Media Today' and 'Jeff Bullas'.
- My Tweets:** A stream of tweets from 'Key Digital Agency' featuring images related to the #DontVisitChallenge and #StayAtHomeSaveLives.
- Scheduled:** A placeholder box stating 'Your stream has no content yet!'.
- Mentions:** A stream of tweets mentioning 'Key Digital Agency', including replies from 'John Stansell', 'SandgreenCaravanPark', and 'Jason Bramwell'.
- Retweets:** A stream of tweets retweeted by 'Key Digital Agency', including one about email scams and another welcoming a new team member.

A 'Messages' button is visible at the bottom center of the interface.

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