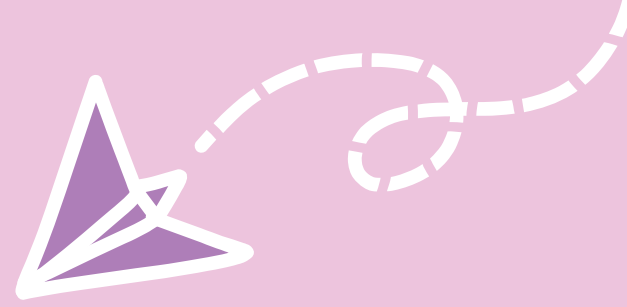


SOCIAL MEDIA BASICS FOR YOUR SMALL BUSINESS

HOSTED BY:

**LIZ - SUNNY MARY MEADOW COACHING
ABBEY - ABBEY GRAVES PRODCUTIONS**




INTRODUCTIONS

LIZ

- Small Business Owner
- Dedicates 90 minutes once a week to social media content for flower business
- Consistently 1100-1300 views on every story on instagram
- 58% open rate on email campaigns with audience of 2200

ABBHEY

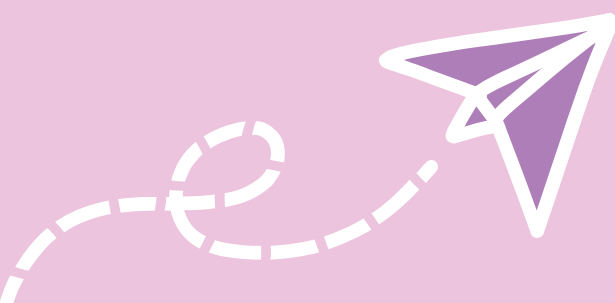
- Social Media Strategist
- 7+ years as a professional online content creator
- Top content creator of 2020 for third-largest AM-FM operator in the country
- 6+ hours a day of screen time every week



BACK TO BASICS

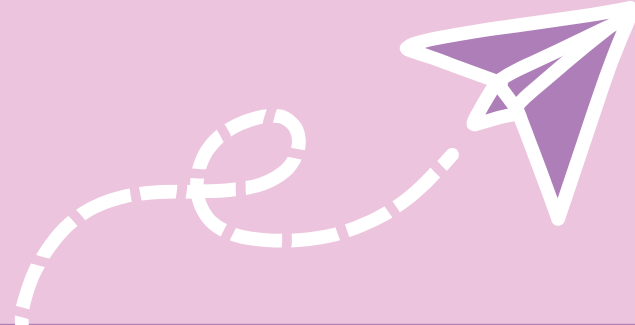
You don't need to reinvent the wheel when it comes to social media content.

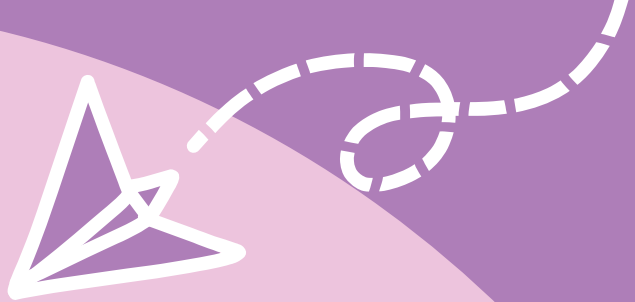
A simple strategy and a basic knowlege of the tools are enough to establish a presence online and start to connect with your ideal customers.






STEP 1: BASIC KNOWLEDGE

- Static Posts
 - Showcase Brand Identity
 - Connect with people already following you
 - Carousel Posts
 - Engagement booster for followers
 - Get them to stay on your content longer
 - Reels/TikToks
 - Reach new accounts
- 



STEP 2: TOOLS

- Canva - Creating Reels, carousel posts, and static posts
 - CapCut - Adding engaging captions to your reels
 - MetaSuite - Scheduling to Facebook and Instagram
 - Thrid Party Services for Scheduling like HootSuite are great for other platforms
 - Trello - Mapping out your content plan
- 

Monday

- Flower Cast - frost dependant
- Liz in stories remind people to sign up for newsletters
- Coaching Farm to Do list for the week

+ Add a card

Tuesday

- Carousel on Subscription Testimonials
- Sales/market - post on FFF

+ Add a card

Wednesday

- Check your newsletter post

+ Add a card

Thursday

- Coaching - Tip on efficiency

+ Add a card

Friday

- Podcast Clip Reel - done in canva
- Owning a business is supposed to be fun post

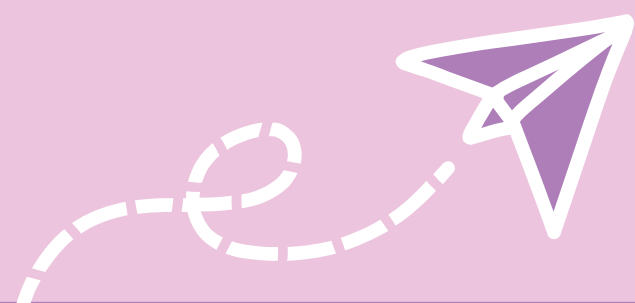
+ Add a card

WWW.TRELLO.COM



STEP 3: CONTENT CREATION

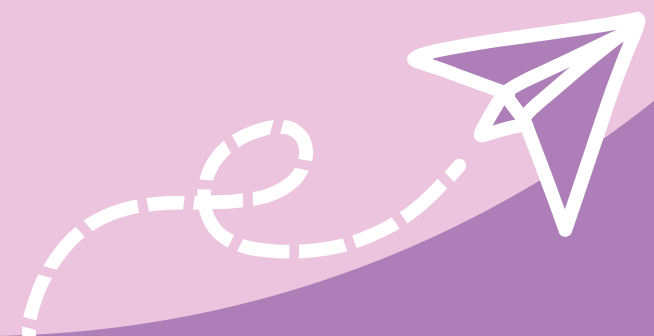
- EVERYTHING IS CONTENT
- Take photos and videos as you go about your days/weeks to have your own library of stock content
- Don't be afraid to repurpose
- Block out time (even just an hour a week) to shoot pics and video





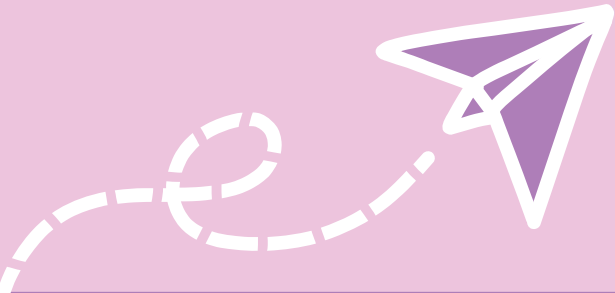
STEP 4: STRATEGY

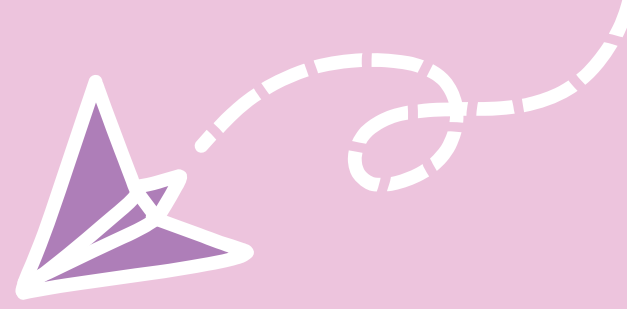
You take time to plan your budget, pay your bills, and order products you need. Take time to plan your social strategy as well, it is just as important.

- Block out time on your schedule every week to plan your posts
 - Use Trello to map out a week's worth of content
 - Think of what is important to get out to your audience in the next couple weeks or months
 - The average person needs to see something three times online before it sinks in
- 



STEP 5: IMPLEMENTATION

- Shift your mindset to be looking for content as you go about your day, not searching for it online endlessly
 - Schedule out all the posts that you can
 - Get into a routine – Make your social accounts a habit
- 



QUESTIONS?

