



LE DESIGNS PRESENTS

CHANNELS + CONTENT + CONSISTENCY — OH MY!

THE SMALL BUSINESS OWNER'S QUICK GUIDE TO
SOCIAL MEDIA



lindseyelizabethdesigns.com | lindseywurm@gmail.com

I'm Lindsey!

Owner, Operator, Creative Director, well... everything at LE Designs LLC.

I've always been artistic but learned about the ways of graphic design early in high school. At 18 years old, I just wasn't sure if it was the right career path for me.

When it came time to choose a major, I went with marketing. I loved how many aspects there were to just one subject and how much research went along with it. Not wanting to give up on being artsy, I took on graphic communications as a minor, and when they offered it, I also took on creative writing.

After an early graduation, I knew I wanted to go into a marketing and design role, so I created one for myself that would stay true to my values where I could work for myself but also for great people.

My first ever job was for a locally owned pet shop in my hometown, so small businesses hold a dear place in my heart. I love the tenacity, grit, and determination it takes to own and operate your own business, and this quick guide is just one small way I thought I could help!



Knowing what channels to utilize, how to create beautiful content, and all of the analytics about when to post and how often — it gets kind of crazy, doesn't it?

So what can you do, as a small business owner?

It's no secret that social media is an important part of running a business nowadays. That's why it's important to learn a few tips and tricks that will help boost your company's social media game.

CHANNELS

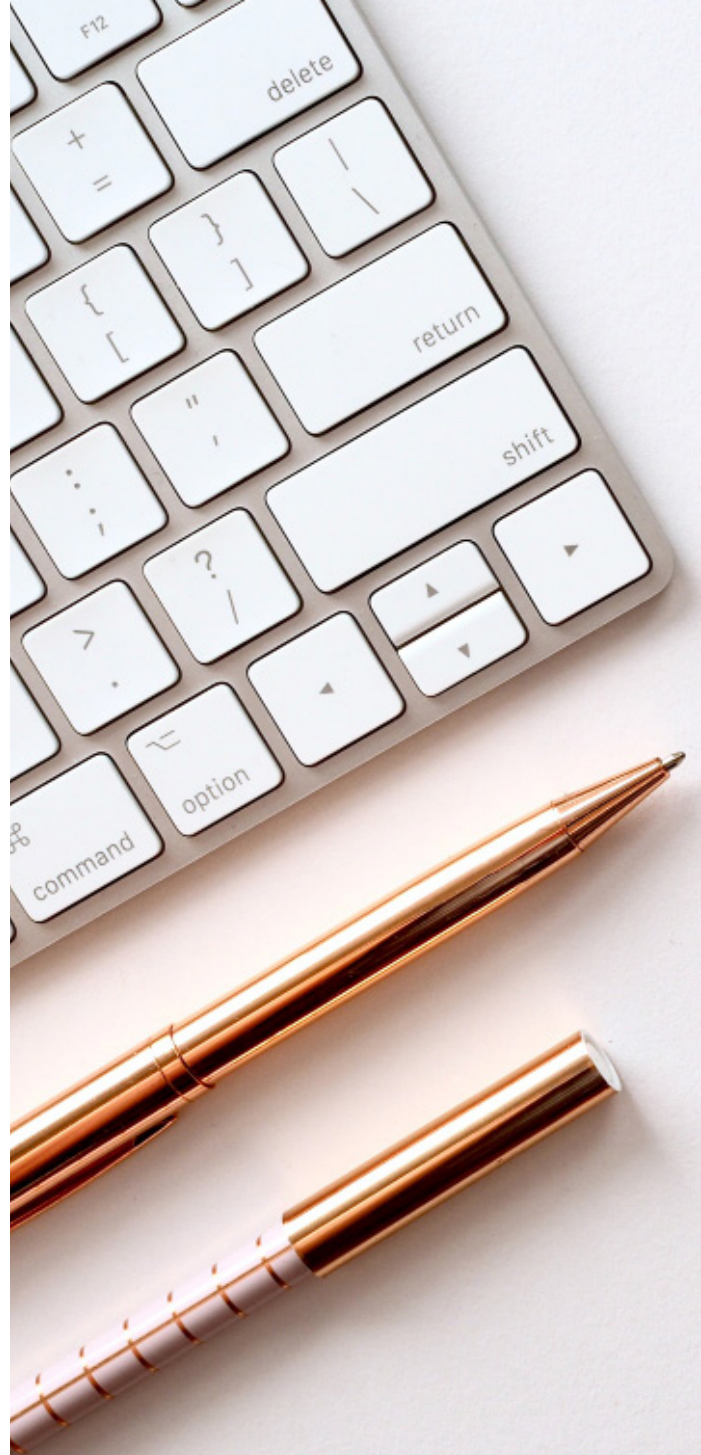
We do we even use social media? From a business standpoint, you should always have goals in mind, even for something that seems as easy as taking a photo and making a post. Do you want to grow your brand awareness? Get more engagement? Create the next viral video?

You don't have to be active on every social media channel known to man in order to get more engagement. That's why it's important to know which ones are right to use for your business. In this quick guide, we'll only go over the three major channels you can utilize to reach customers and grow your brand awareness, which you probably already know about.

Facebook is one of the most popular social media platforms around and is useful for getting information out about your business, creating targeted ads, and engaging with customers and potential customers.

Instagram is geared more toward the younger demographic, with most of its users under the age of 35. It focuses more on the visual side of social media, being used as a way to share mainly photos and videos.

Twitter is used to get out short messages and thoughts. You can use Twitter to help your business by engaging with customers, social media influencers, and monitor mentions about your business.





CONTENT

As a small business owner, you might not feel like you have time or resources to make your social media account pop. With a few simple and free tools, you can!

Although they don't quite stand up to the quality and resolution of a professional camera, smart phones will do the trick for social media.

For creating fliers and putting together more complex images for social media, I would recommend Canva.com. It's a free on-line program that gives beautiful template designs for all kind of projects.

If you're in need of images to post on social media but don't have the time or resources to take them, try using sites like unsplash.com or pexels.com for royalty free stock images. You never want to pull images straight off Google because most of them (the good ones, anyway) aren't royalty free and you could potentially have a copy write lawsuit on your hands.

Utilize social media content calendars, which can be found on Pinterest or Google that will give you topic ideas to post about. Post content relevant to your business and customers. Try to avoid plain text posts and pair your post with an image to draw more attention to it. You can also schedule posts to become live at certain times through Facebook or for other channels using hootsuite.com.

CONSISTENCY

When you started your business's social media accounts, you may not have been aware of all of the unspoken rules. The truth is, a lot of these "rules" are also rules when it comes to design. Consistency is a major design principle, but how do you utilize it when it comes to social media?

For starters, you need to have a clear brand vision or brand guide. If you have a logo, you have a start. If you don't have a logo, shoot me an email.

When it comes to social media, you want your imagery to have the same feel. You want people to be able to look at your posts, your photography, and your fliers and know that it's coming from you. This can be accomplished by utilizing a color palette as well as taking similarly styled photos.

Another way that consistency comes into play with social media is with your content. You want to post on a consistent basis (mainly daily or bi-daily) in order to stay engaged with your audience and stay fresh in their minds. There are prime times you should be posting on certain social media channels, but you should also utilize the analytic features many accounts come with to see when your audience is most active.



OH MY!

That was a lot of information and not nearly enough information all in one.

If you would like more tips and tricks or need someone who can manage your social media for you while you take care of other important things that come with owning a business, don't hesitate to reach out to me at lindseywurm@gmail.com