

# How to: Setup your social media



## Social platforms and what they're best for

- › **Facebook:** Great for reach, engagement, views, impressions, driving traffic to website or blogs. Not so good for building a community due to the algorithm (unless using Facebook Groups). Content should be supported by paid strategy e.g. boosting posts, retargeting ads, etc.
- › **Instagram:** A visual platform. Content should be of a high quality and aesthetically pleasing. Brands should have a clear, consistent theme and colour palette that should visually show up on their content feed. This platform is great for many industries including travel, fashion, beauty, food, home and technology. This platform is great for building brand awareness, relationships and communities.
- › **YouTube:** Video content is becoming more popular. Any business that can produce video content that adds value to viewers will benefit from this platform e.g. how-to videos and storytelling.
- › **LinkedIn:** A platform for professionals to connect and network. Perfect for business-to-business (B2B) companies. Would also benefit from paid marketing to help push your content to your target audience.
- › **Twitter:** Best for brands that want to proactively engage and communicate with customers or leaders that you know will be active and post updates and news regularly.

## › How to have a cohesive brand experience across social media

- › Use the same name/handle across all platforms you sign up for.
- › Use your brand logo as your profile image and incorporate brand colours and style into your content.
- › Craft a well-written bio that points out your unique-selling-point and your brand's personality. Try to incorporate brand values or your brand story. Keep it short and sweet. Use it across all platforms.
- › Link back to your store or website wherever possible within your about page, bio, or company description.
- › **NOTE:** Don't sign up for all platforms. Pick 2-3 that you think will work best for you.

## Programs to make social media management easier

- › **Hootsuite:** Use for scheduling social media posts to Twitter, LinkedIn, Facebook. Can monitor link clicks and engagement (likes and comments).
- › **Later:** Use to schedule Instagram posts in advance. Monitor post engagements, comments, explore other brands.
- › **Storrito:** For scheduling Instagram stories. Instagram stories are becoming an extremely important feature for your Instagram social media marketing. Storrito lets you schedule stories in advance and it will automatically post for you.
- › **Canva:** To create graphics for posts across all platforms, including Instagram stories.

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