

MAKE YOUR MARK ON SOCIAL MEDIA THIS FALL



TIPS FOR TENANTS

FALL, 2018



CONSIDER THIS...

52%

OF SMALL BUSINESS OWNERS POST ON SOCIAL MEDIA DAILY WHILE 77% OF AMERICANS HAVE SOCIAL MEDIA ACCOUNTS

IMPORTANCE OF SOCIAL MEDIA

As a small business, being active on social media is a must. With technology growing, and younger generations becoming more and more influenced by what they see on the internet, your social media usage could be what sets you apart from other small businesses.



CAN YOU NAME ALL OF THESE SOCIAL MEDIA PLATFORMS?



WHAT PLATFORM TO USE?

Using social media broadly is great but focusing on the platforms your target market frequents is what will set you apart. So how do you know what platform to use? Consider the following questions, and to find more social media demographics, visit: <http://www.pewinternet.org/fact-sheet/social-media>.

WHO IS YOUR TARGET MARKET?
HOW OLD ARE THEY?
WHY WOULD THEY USE SOCIAL MEDIA?



Millennials (22-37) and **Post Millennials (0-21)** use social media to keep in touch with their friends, expand their social presence, and gain “followers” online. Although they tend to have all types of social media, they are typically most present on Instagram, Snapchat, and Twitter.



Generation X (38-53) and **Baby Boomers (54-72)** tend to be more present on Facebook, where they can reconnect with friends from their youth and keep up with family.



Millennials and **Generation X** are more likely to use LinkedIn because of its tie to job searches and many career opportunities.

WHAT WOULD YOU BE POSTING?
WHAT MESSAGE ARE YOU TRYING TO GET ACROSS?



Are you posting pictures of people wearing clothes and jewelry from your small boutique - **Instagram** and **Facebook** are for you!



If you are only posting listings, or word related content - **Twitter** and **Facebook** are perfect!



If you want your customers to take photos of places in your store and post on social media, use a **Snapchat** filter for them to do so! **LinkedIn** works great for job opportunities as well as accomplishments your store has made.

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HOW TO...

Check out this article by Sprout Social - it gives great tips and tricks on how to master different forms of social media! Visit the article at:

<https://sproutsocial.com/insights/topics/social-media-for-small-business/>



SNAPCHAT GEO-FILTER!

A Snapchat geo-filter contains pre-made icons that can be placed over top of a photo and only appears in specific locations. Therefore, your geo-filter would be unique and noticeable to anyone in the area, and if they use it and send to friends – free advertising!



FACEBOOK LISTINGS

On Facebook, you can post events you are hosting (like Small Business Saturday!) and when/where customers should show up. This allows people to stay up to date with your business and what is going on in their area. Bonus: if they say they are going to the event their friends will see and will expand your market!



INSTAGRAM STORIES

Instagram has so many great features for your business – you can insert links to specific clothing items, add links to your bio and ways to be contacted, and even hold contests for free items that will help boost your followers and your sales.



#TWITTER

Using Twitter as a social media platform may seem iffy, but if done right it can really help your business narrow down its consumer base. Using a bit of budget toward twitter ads can help you target potential customers tweeting specific keywords. And don't be afraid to create a fun #hashtag for your business for others to use!



LINKEDIN OPPORTUNITIES

Although LinkedIn is more of a business based social media platform, it can help your business in many ways including with your staff. LinkedIn can help direct you toward people who could be stand-out floor sales people, helping you provide the outstanding customer service we mentioned in the Summer edition. You can build a network of industry members as well as consumers; these people can help provide you with tips on merchandise or become distributors. Find and post enlightening articles on LinkedIn about topics that could be useful to your business.

WHO IS YOUR TARGET MARKET?

EST. 2017 POPULATION (MILLIONS)

