

# The Small Biz Social Webinar

Brought to you by



South Orange  
Village Center



**Course Companion**



# WELCOME!

We are so happy you've decided to take this time to invest in yourself and your business.

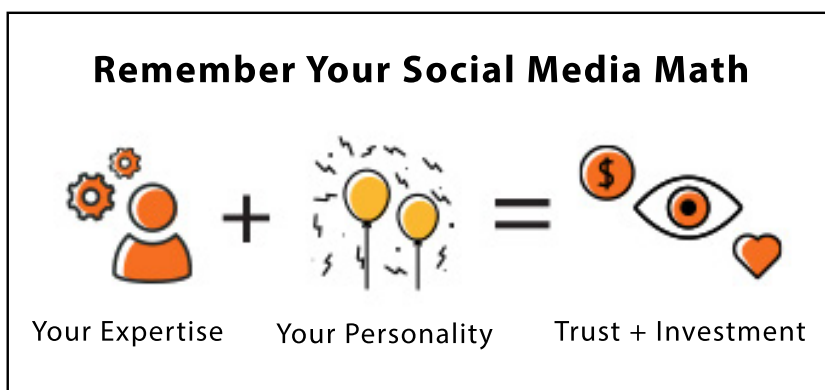
## A MESSAGE FROM ASHLEY AT WONDER & CO. CREATIVE

Over the years, I've partnered with business owners who have asked me the same question, "Do I really need to invest time in social media?" The real deal answer is this: The consumer mindset has changed. Customers expect access and transparency from the brands they invest in. That's simply where the internet has landed us. So by sharing your expertise and candid self on the public forum you are communicating and building trust, which means as a company you'll have more success securing new business.

Social media can be a lot of work, but it can also be made manageable and worth the investment. This workbook, alongside the SOVCA sponsored webinar, will help you get down to the nuts and bolts of your brand on social, so that you can show up confidently and see results.

I love sharing what I know, and I hope you'll enjoy taking it all in. Enjoy!

*PS - This Course Companion is built so that you can type your notes directly within the doc, right on your computer. No need to print.*



# The Basics

A big part of using Instagram successfully for your business is understanding what the platform can do. It's a robust tool, but the basics are all you need to see results. Choose the content creation options that are most exciting for you / the ones you're most likely to produce.



## **An Instagram Post is a still or video that you add to your profile grid.**

- This content lives indefinitely.
- Posts can include a location, people or product tags, a caption and hashtags.
- People can like, comment on and save your post.
- You can post video content that is up to 60-seconds long.



## **A Story is a still or video that vanishes after 24 hours.**

- Followers can access your Story by clicking on your profile icon.
- Stories are way more interactive than posts - try the buttons available at the top of your screen when you're drafting a new Story.
- Story clips can only be 15 seconds long each.



## **IGTV is for sharing long-form videos on Instagram.**

- Great for series based content like Q&As, interviews, education, how-to videos, etc.
- You can upload content that is over 60-seconds in length and less than 15-minutes.
- IGTV uploads also live indefinitely in your profile under the TV icon.



## **Instagram Reels are snappy, 15-second clips set to music.**

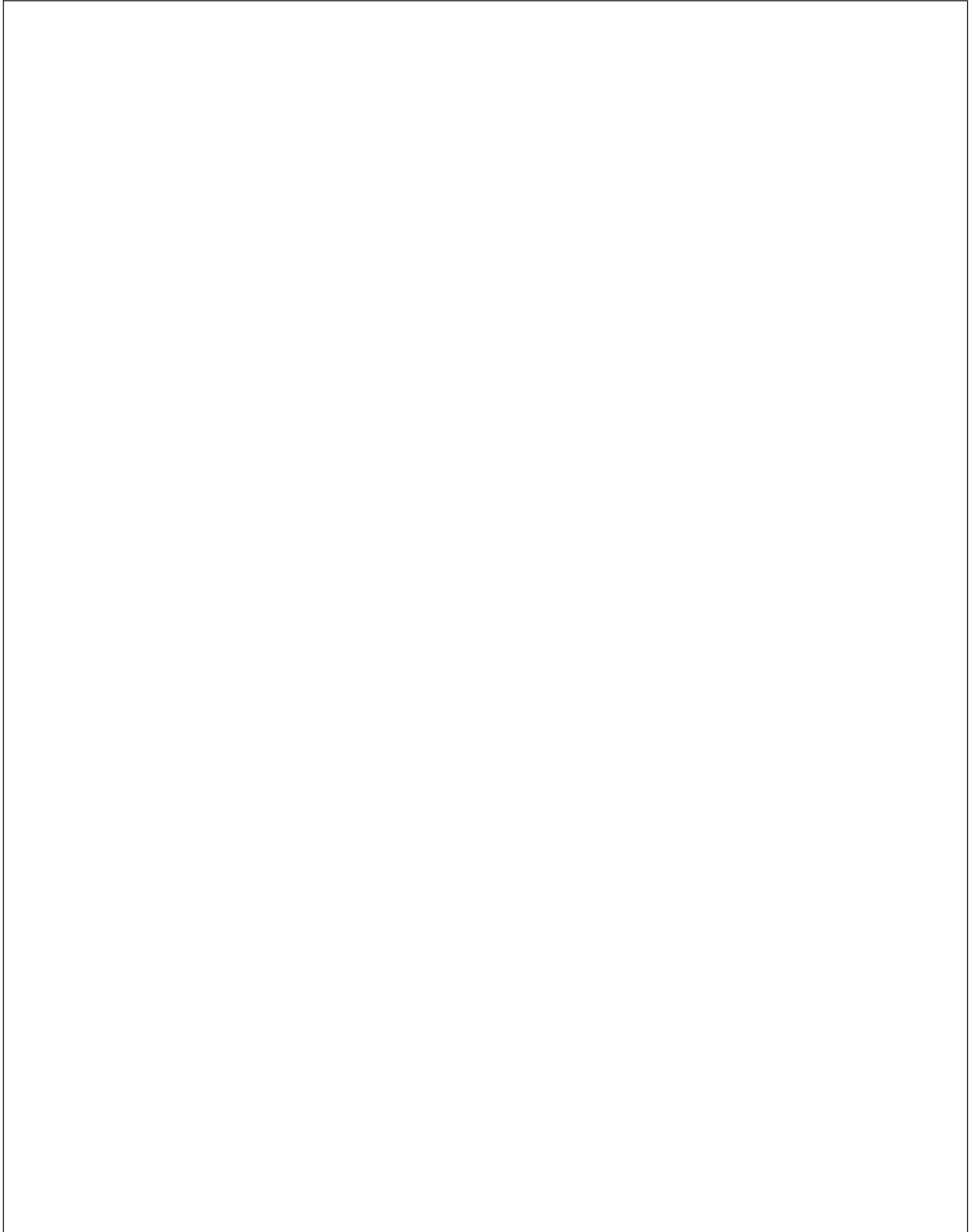
- Informal content that lives indefinitely under the reel icon.
- The feature includes video tricks to help you look like an editing pro.



## **IG Guides allow you to collect different posts into a single scrollable format.**

- Users can gather content from their own and other profiles and add new captions.
- Great for recycling existing content to tell a new story.

# NOTES:

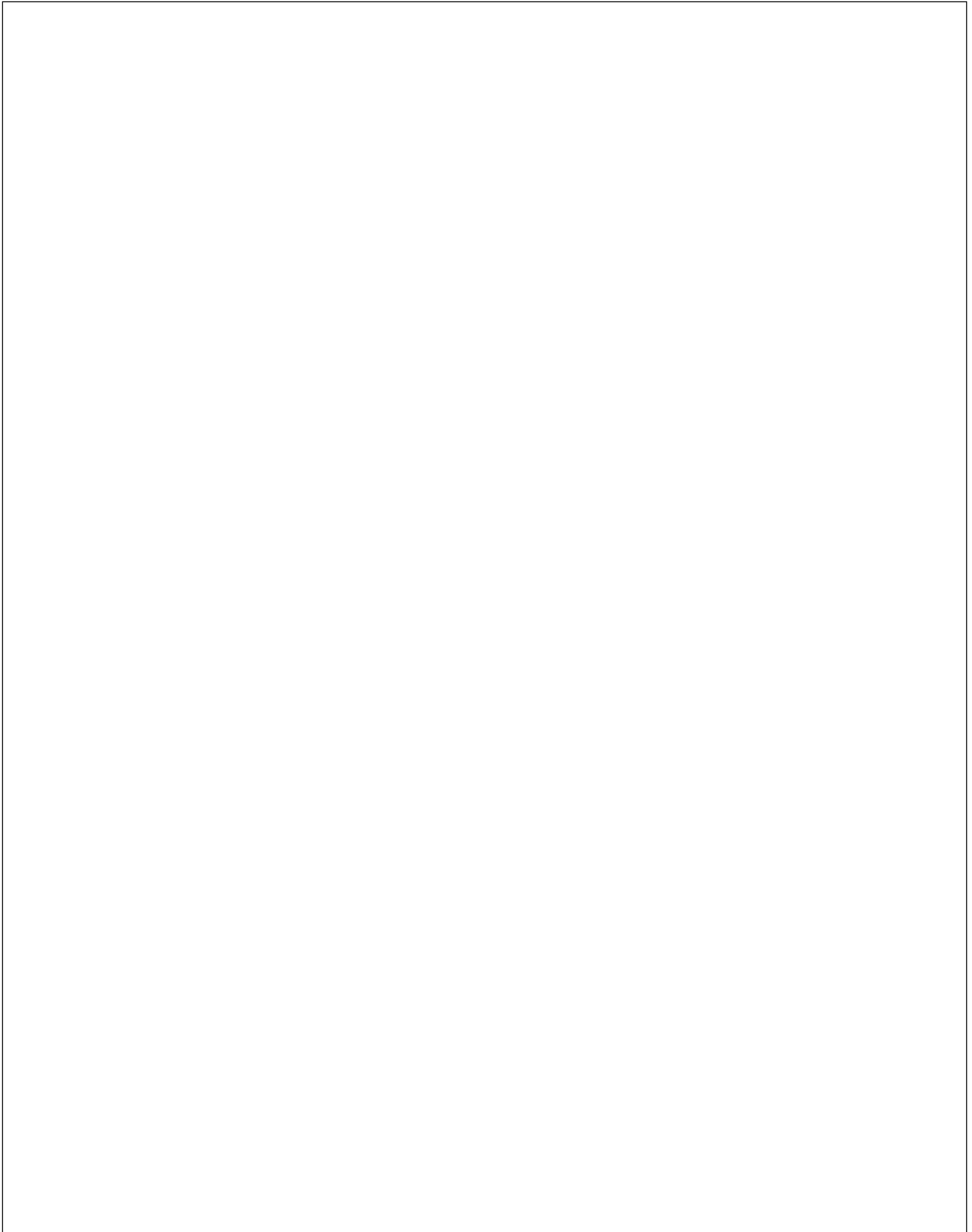
A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to write their notes.

STEP TWO

# Change Your Thinking

It's not a popularity contest, although those little hearts would have you think otherwise. Instagram is all about connection and communication. Focus on a profile that speaks to who you are and what you have to offer and then dive into having conversations with your customers and business partners.

# NOTES:

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to write their notes.

# Define Your Audience



How can you know what to say if you don't know who you're speaking to? The reflections that follow are intended to help you hone in on your ideal consumer so that you can target them online and build a community around yourself of customers, mentors and business partners. Discuss, ponder and answer based on your professional observations, experience, and if needed, some light industry research.

## BRAND IDENTITY REFLECTIONS

What are your specific services?

What makes you different from your competition?

## BRAND IDENTITY REFLECTIONS CONTINUED

Do you have a larger community mission?

What are your company values - what's important to you and those who work with and for you?

What's your own brand persona? Use adjectives to describe your brand as if they were a person. How would you want others to describe that person?



## IDEAL CONSUMER REFLECTIONS

Who is your ideal client?

Why are they a good fit for your business? What makes them appealing to you?

What age are they and why does it matter?

## IDEAL CONSUMER REFLECTIONS

What are their pain points? How do you provide a solution?

Where do they go to solve their problem now, if not to you? Check the competition : )

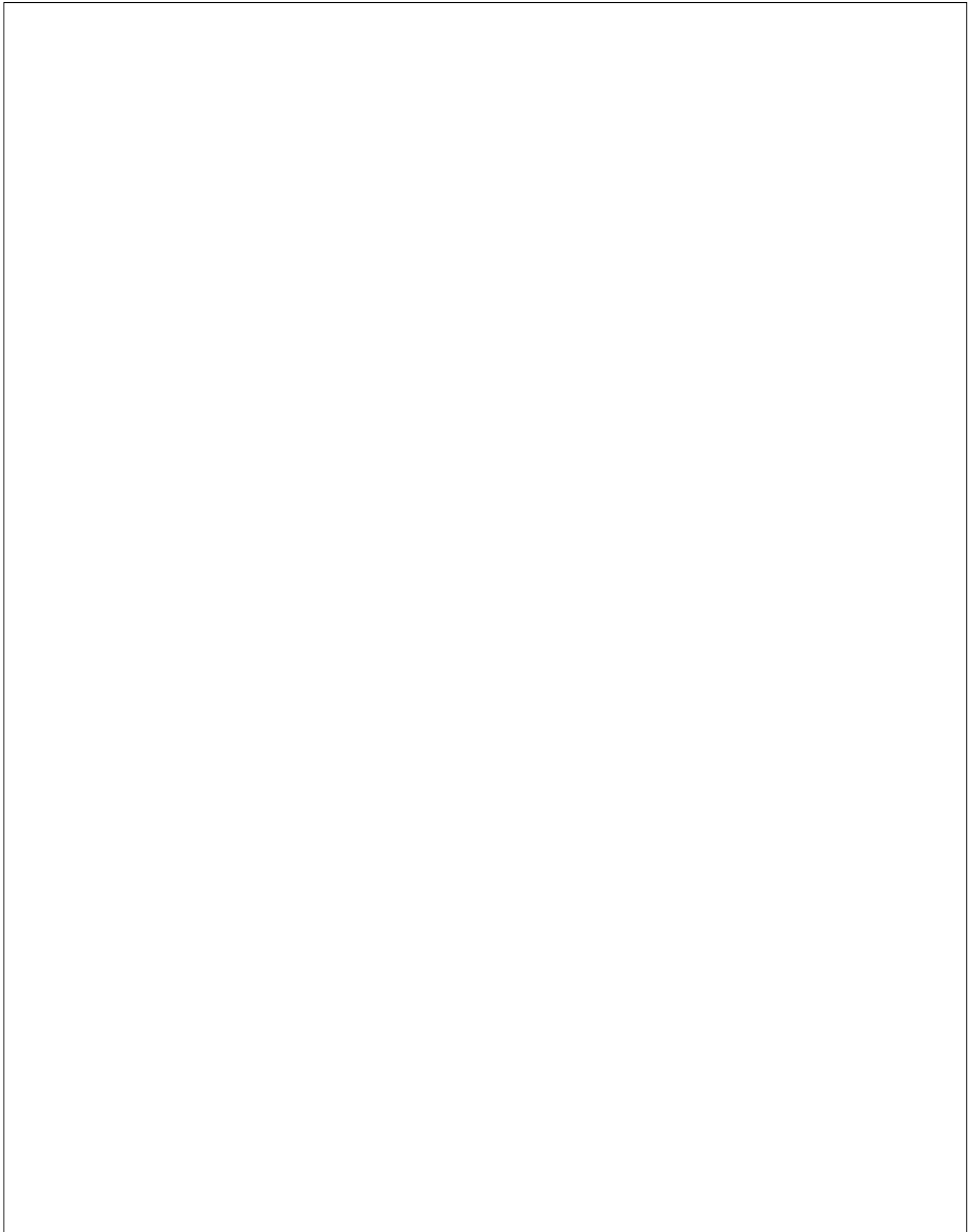
Where do they work/what do they do for a living? High income? Middle class?

## IDEAL CONSUMER REFLECTIONS

Where do they spend their free time? Do they hang out online? Do they hang out offline?

A large, empty rectangular box with a thin black border, intended for the user to write their reflections on consumer behavior.

# NOTES:

A large, empty rectangular box with a thin black border, intended for taking notes. It occupies most of the page below the 'NOTES:' header.

# Content Buckets



It can be hard to figure out what to shout from your IG stage, but the process gets easier when you focus on what you have to say that's relevant to your audience, what you're excited to say and what you can speak on consistently. You don't need to post content for each bucket, choosing just two can work well if that's what works for your business.



**Entertainment** - What sort of enjoyment factor do you bring to the table? Think about your brand voice on this one.

- [Miti Miti bright pops of color to stop you scrolling in your feed](#) and [always a witty caption](#).
- [Fox & The Falcon also nails it with their karaoke Stories](#).



**Inspiration** - Is there any aspect of what you do that may inspire others to gather, create, share?

- [Neighbors Wine Shop](#) giving [great ideas for a yummy night in](#).
- [The Local Yarn Store showcasing their homemade finished pieces](#).



**Conversation** - Feel free to start a conversation about what you're dealing with or observing.

- [Madeline Shaw of MQC using IG Stories to connect](#).



**Education** - You're the expert. Share your knowledge with your audience.

- [Mark Murphy Music sharing simple image posts of beloved albums](#).
- [Alex B Carter educating with custom, branded graphics](#).



**Connection** - What do you have in common with your customers? Consider sharing your point of view on a topic and open up a conversation.

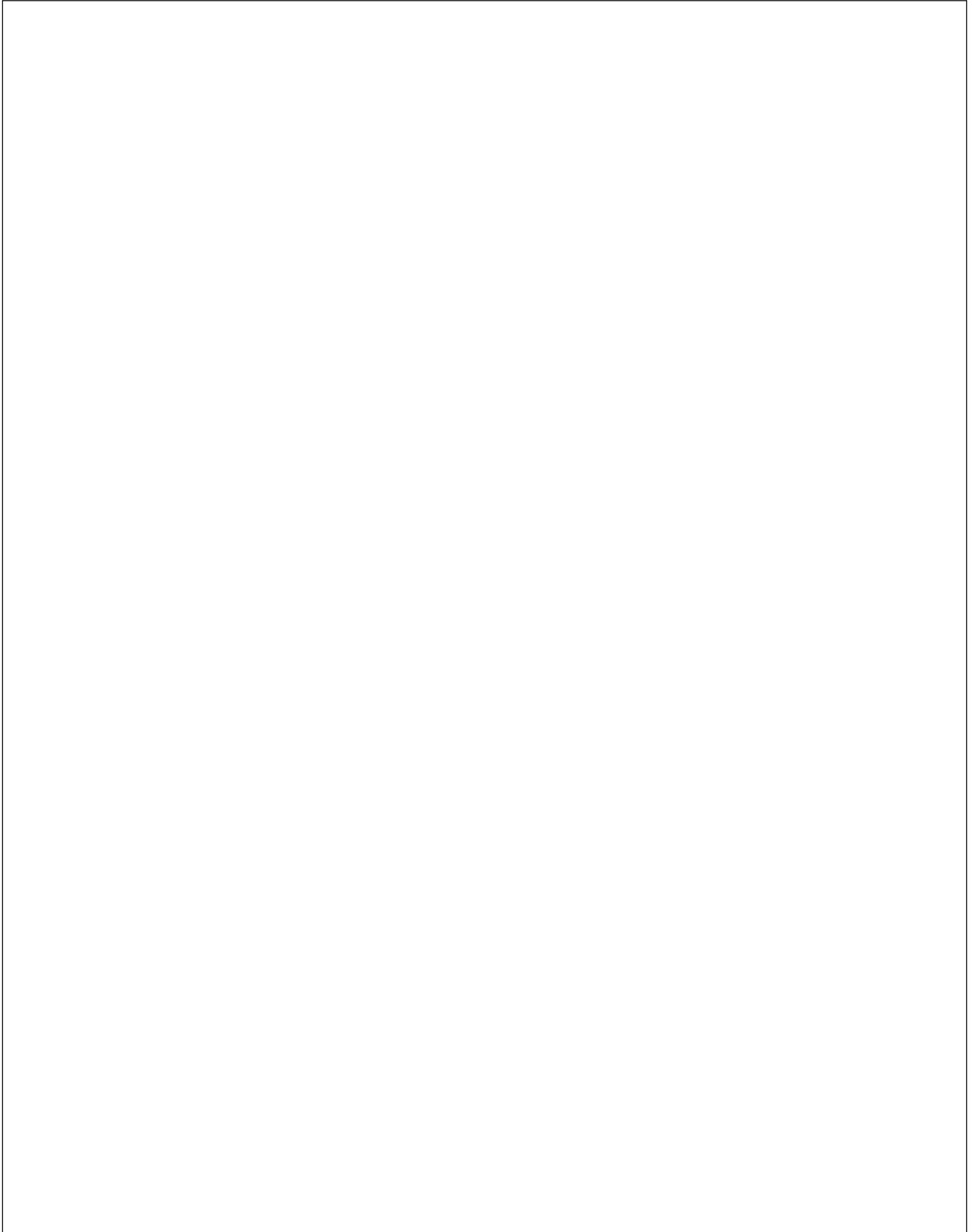
- [Marichelle at MEUS building trust and brand loyalty with post and story content](#).



**Promotion** - We all have products and services that we want to promote. Avoid sales-y language and to pepper in the promotion with other content too.

- [The Order including education on the meal they're presenting + scroll-stopping pictures](#).
- [Wildly Floral educating us on flowers growing right in our backyards](#).

# NOTES:

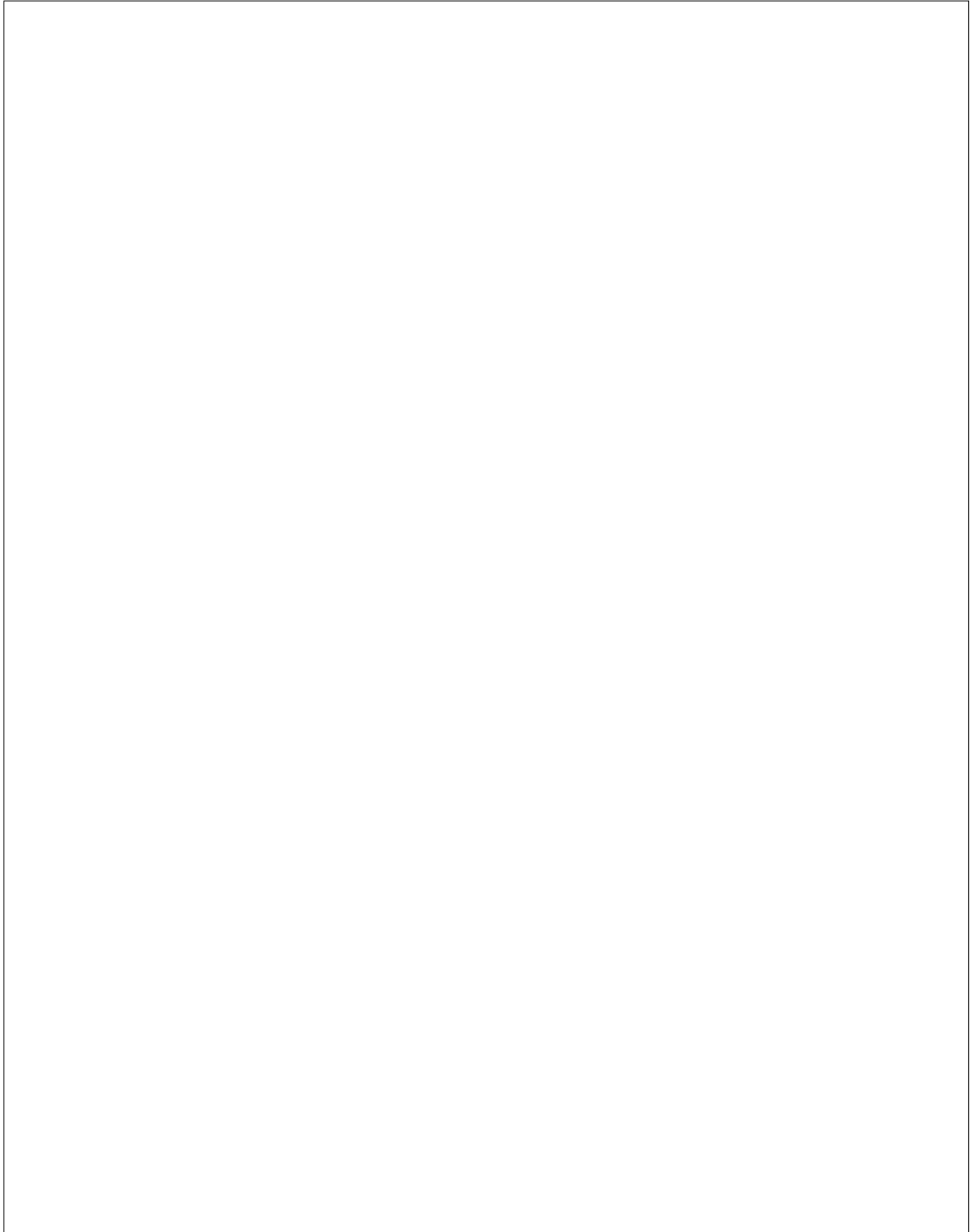
A large, empty rectangular box with a thin black border, intended for taking notes. It occupies most of the page below the 'NOTES:' header.

## STEP FIVE

# Engage

Instagram the machine feeds off of your social interactions. It loves when you or your followers like, comment on, share and save posts and stories. That's what it means to engage on social media - start conversations, get invested, give and you shall receive.

# NOTES:

A large, empty rectangular box with a thin black border, intended for taking notes. It occupies the majority of the page's vertical space.



STEP SIX

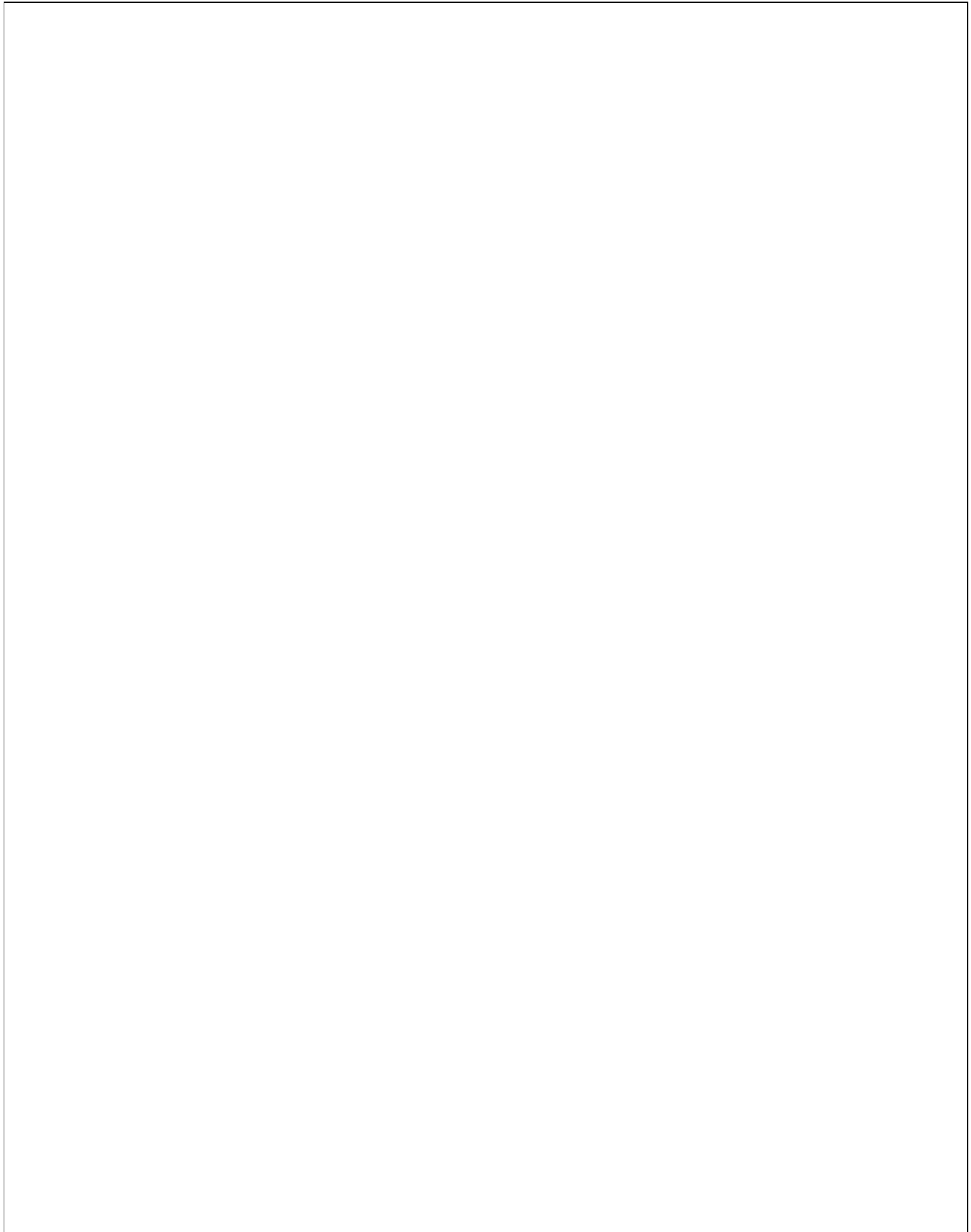
# Consistency + Hashtags



Like most things in life, a plan, some educated strategy and consistency will take you far. Social media and your marketing as a whole are no different. Be honest with yourself, make the time commitment, keep doing it and don't forget - hashtags are the currency of Instagram.

[DON'T FORGET YOUR HASHTAG DOC TEMPLATE](#)

# NOTES:

A large, empty rectangular box with a thin black border, intended for taking notes. It occupies the majority of the page's vertical space.