

SOCIAL MEDIA STARTER KIT

Social Media is an amazing tool that can help you reach and expand your customer base. Use this kit to get started on increasing your followers, which often leads to an increase in sales! Along with the tips provided below, we've also included a very helpful article from Sprout Social, a social media management platform that could help you manage your own social media profiles.

GENERAL TIPS



FIND YOUR VOICE – Use these images and suggested text as a jumping board to personalizing your own social media feed to highlight the benefits of the products you serve. For example, a functional training gym probably wouldn't post the same sort of content that a women's only gym would post. Incorporating your brand voice into your posts will help you stand out from the crowd and attract your target audience.



HASHTAGS – Hashtags are essentially labels for content; they help people who are interested in a certain topic quickly find content on that same topic. Usually, you add it to the end of a post, but you could add it anywhere in the message that makes sense, as long as it's readable. You can create your own hashtags that are centered around your gym or juice bar, as well as utilize already popular hashtags in order to "join the conversation" that's already happening. Some examples of already popular hashtags are:

#fitness #protein #healthy #goals #nutrition #wellness #smoothies



TAG, YOU'RE IT! – Tags allow social media users to engage an individual, business or any entity with a social profile when they mention them in a post or comment. On Facebook and Instagram, tagging notifies the recipient and hyperlinks to the tagged profile. To tag somebody in a post, whether a business or individual member, you will tag them similarly to Twitter by simply typing @ and then their name. As you type the name a box will pop up with potential matches to the name you are typing. When you see the person that you want to tag, simply click their name.



SHARING IS CARING – Help increase engagement with your brand by having friends and family, along with clients, like and share your posts. This will help increase visibility to people outside of your current base and attract new people to your feed. Also, this is an opportunity to engage with other local businesses, especially ones with similar goals or messaging (i.e. local nutritionists, hair stylists, doctors, etc.).



MAKE IT PERSONAL – On top of using your brand to help guide what you post, consider personal anecdotes, before and after shots of some of your clients, videos of people in your gym working out or photos of actual juice bar customers enjoying your awesome shakes! This will help you engage your online audience on a more personal level.



REPOST – An easy way to get content to post would be to repost or share articles and images that other brands you like post. If you do this, be sure to tag the person/company who originally posted it to give them the proper credit. Also, don't forget about us! Be sure to follow PFC on Twitter, Facebook and Instagram, and feel free to share or retweet our posts!

HAPPY POSTING!