



# Social Media Toolkit



Overview of Facebook and  
Instagram Platforms



Best Practices and Tips for  
Creating and Posting Content

# What is Social Media?

## Textbook Definition

Websites and applications that enable users to create and share content or to participate in social networking.

## What Is Reality

Social media IS your business—it's how to communicate and share with people in your ecosystem. From partners, to employees, to customers and prospective customers, social media drives the way we live, work and play and is a powerful marketing tool when used correctly.

## But, how do you use it?

## Know your platforms

Different social media platforms can be used in different ways to reflect your brand and message. We've created a brief overview on two of the most popular platforms, Facebook and Instagram, and how to use them.



If you're just starting out, you may want to begin by making Facebook posts to build your following, meaning the people who "like" and "follow" your Facebook page. Once you're comfortable with posting, you can explore additional features, like polls, stories and Facebook Live. Then, try creating an Instagram account, where you can take the same approach by starting off with posts, and then include more stories and videos over time. First, let's learn more about each platform and how to best use them:

# Facebook

Facebook has 2.8 billion monthly active users and is the biggest social network worldwide. These users aren't only browsing profile updates or viewing photos, they are connecting with dozens of pages, groups, and/or events. That's where you come in—your marketing efforts and Facebook presence can help attract the right people to your brand and keep existing customers engaged.

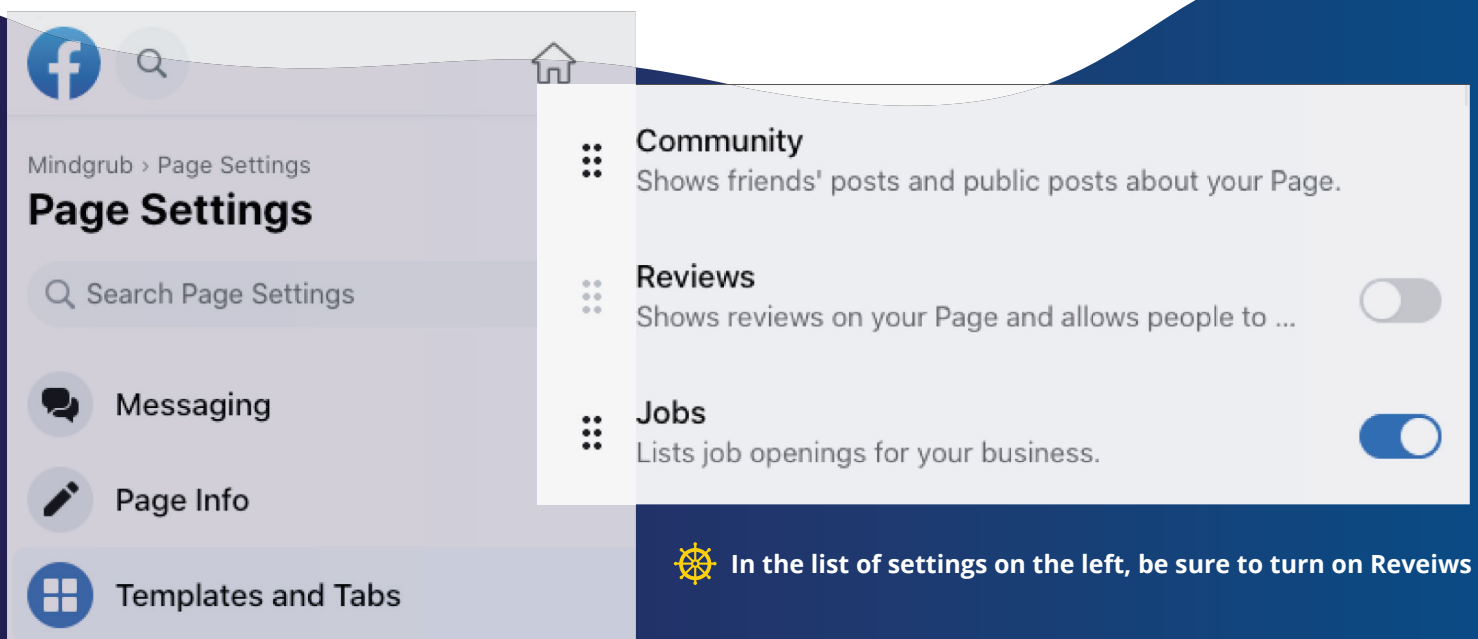
## Facebook General Best Practices

### Set-up

1. Make sure you are properly set up as a [Facebook Business page](#), and not a personal profile.
2. Make sure your Facebook Business page has all of the information filled out, such as:
  - The correct categories that best describe your business
  - The address and business hours
  - Profile picture and cover photo. Typically, your logo would be used for the profile photo and a photo of a recognizable part of your business, such as your showroom or a boat in the water, as your cover photo.
  - Your website URL, contact e-mail, and phone number
  - Hours of Operations
  - Recommendations turned on so customers can submit ratings and reviews
  - Messages turned on so people can easily message you with questions (but, be sure to monitor this)
  - [Call to action button](#) (for example, "Learn More," which takes visitors to your website)
3. Like, react, and comment on other people's pages and posts from your business page account to help get your name out there more often.

## Posts

1. Make an effort to post once a day, or at minimum, 3 times per week. Do not exceed more than 2 posts per day. You want to post the right amount of content to be seen as a reliable brand, but don't want to overwhelm people with too many posts from you in their feed.
2. Include a photo, video or GIF in each post.
3. Pin important posts to the top of your page. For example, if you have an important Covid message about visiting your store, you can pin it to the top of the page to ensure people see it before the other content.
4. Monitor and respond and/or react to comments that people make on your posts.
5. Tag partners, like Venture Trailers ([@VentureTrailers](#)), when relevant.
6. Encourage followers to tag you in their photos with their boats and boat trailers to create user-generated content and help get your brand more visibility.
7. Vary the types of posts you do. Here are some content ideas to keep people engaged:
  - Announce any company news
  - Promote any in-person or virtual events you're having
  - Share customer testimonials
  - Spotlight different employees
  - Share boating industry news
  - Celebrate holidays. Aside from national holidays, there are a plethora of social media holidays that you can use to your advantage. For example, May 22-28, 2021 is National Safe Boating Week (NSBW) and June 5-12, 2021 is National Fishing and Boating Week (NFBW)



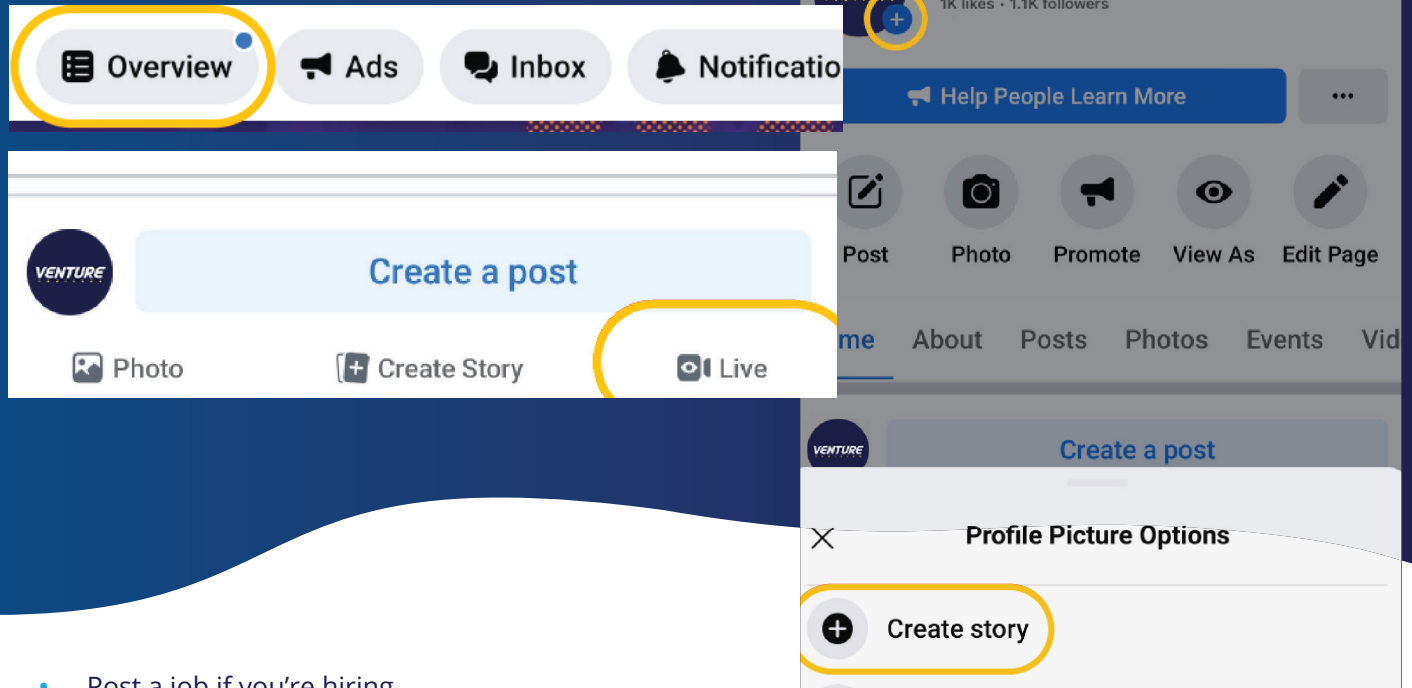
 In the Page Settings go to Templates and Tabs

 In the list of settings on the left, be sure to turn on Reveiws



⚙️ Tap your profile picture and then tap Create Story or scroll down to the Create Story button.

⚙️ Navigate to the Overview menu and tap the Live icon to start your live stream.



- Post a job if you're hiring
- Ask a question and use the [Polls](#) feature to collect the responses and increase engagement
- Give people a behind-the-scenes look into your business
- Run a contest or giveaway to encourage more likes and comments

## Stories

Facebook Page [Stories](#) allow you to quickly and easily share updates directly from your mobile device. Stories can be used in addition to posts and are typically more casual and more frequent. They can be done in the form of a photo or casual video. You can also have polls and music clips in your story, but keep in mind, Stories disappear after 24 hours.

## Live

You can "Go Live" on Facebook, which will alert followers and allows you to speak to them via video in real time. Prior to going live, you should promote that you'll be going live via your posts and stories so that interested parties can be sure to tune-in. While live, you should:

- Introduce yourself
- Encourage your audience to comment and ask questions—interacting with your audience is key, so be sure to use their names if they do ask questions
- Keep it interesting
- Let them know when you're wrapping up, thank them for watching and give them an action to keep them engaged (visit website, like our latest post, etc.)
- Reshare your Live post a couple of days after for those that may have missed it

# Instagram

Instagram has over 1 Billion users each month, with the average user spending 30 minutes per day on the app and 81% of users researching products and services on the app.

In fact, 50% of Instagram users have visited a website to make a purchase after seeing a product or service. Once you're comfortable with using Facebook, you'll definitely want to create an Instagram account if you don't already have one.

*Did you know 23.5 million Instagram users have used the hashtag "boat" (#boat)?*


## Instagram General Best Practices

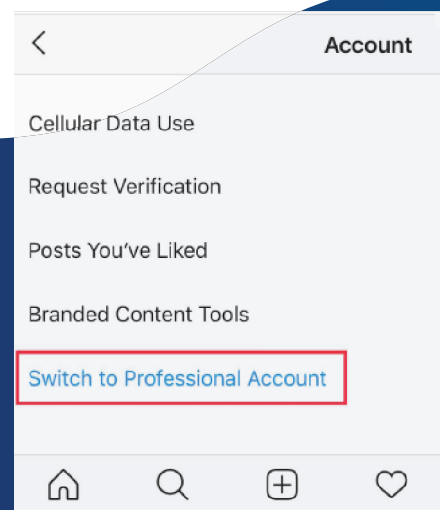
### Set-up

1. Make sure you are properly set up as an [Instagram Business Profile](#), and not a personal profile. This will allow you to take advantage of additional features, like call to action buttons and analytics.
  - If you're already set up with a personal account, you can go to: Edit Profile > Switch to Professional Account
2. Like, react, and comment on other people's pages and posts from your business page account to help get your name out there more often.
3. Update your profile information to include your website URL and a description of your business in the bio.

### Posts

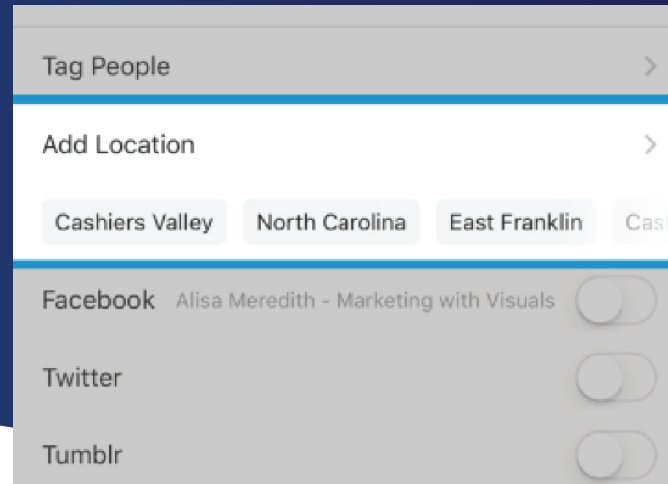
1. It's recommended that you post on Instagram one time per day.
2. Be sure to include an eye-catching image or video related to your business and a related caption. Feel free to use emojis in your caption and have fun with showcasing your company.

 When creating a new post tap Add Location to type in a location of your choice or select one from the list of suggested locations.





When creating a new post tap **Add Location** to type in a location of your choice or select one from the list of suggested locations.



3. You'll definitely want to include relevant hashtags. Popular boating hashtags on Instagram include: #BoatLife #GetOnTheWater #Boating #Boats #Boat #BoatingLife #BoatingLifestyle #BoatingSeason #BoatingFun #BoatDay #BoatsOfInstagram #BoatTrip #BoatsForSale #BoatView #BoatLovers.
  - You can also make up your own hashtag to create a consistent brand voice. For example, Venture Trailers frequently uses #WeTakeTheWorldBoating
4. Also make use of the [geotag](#) (location) in order to increase post visibility.
5. Monitor and respond to and/or like comments that people make on your posts.
6. Tag partners, like Venture Trailers ([@VentureTrailers](#)), when relevant.
7. Encourage followers to tag you in their photos with their boats and boat trailers to create user-generated content and help get your brand more visibility.
8. Be sure to direct viewers to the link in your bio with #LinkInBio, or saying something like, "for more info, check out the link in our bio" (users will not be able to click on any links in your post, only the link in your bio). Learn how to update the link in your bio [here](#). If you want to have multiple links in your bio, use a tool like [Linktree](#) or [Linkin](#). Bio to create a singular link to a list of links.
9. Vary the types of posts you do. Here are some content ideas to keep people engaged:
  - Announce any company news
  - Promote any in-person or virtual events you're having
  - Share customer testimonials
  - Spotlight different employees
  - Share boating industry news
  - Celebrate holidays. Aside from national holidays, there are a plethora of social media holidays that you can use to your advantage. For example, May 22-28, 2021 is National Safe BoatingWeek (NSBW) and June 5-12, 2021 is National Fishing and Boating Week (NFBW)
  - Post a job if you're hiring
  - Give people a behind-the-scenes look into your business
  - Run a contest or giveaway to encourage more likes and comments

## Stories

Like Facebook, Instagram has a stories feature. They're even more popular than Facebook Stories and even though they only last 24 hours, they can be added to [Highlights](#), which always stay on your profile.

We recommend saving important stories in Highlights and grouping them in a way that makes sense. For example, stories that feature boats may go in a Boats Highlight and stories that feature employees may go in an Our Team Highlight. We recommend [creating branded cover images](#) for each Highlight category.

## Make the Most of Your Stories

Instagram Stories allow you to post more frequently and can help increase your number of followers. Make sure you are still posting content that adds value to your audience and avoid being overly selfpromotional. You'll want to engage your followers and can use the Poll, Questions, Quiz or the Emoji slider to do so. Another great way to increase Story visibility is to include a Hashtag, @Mention and Location.

## Reels

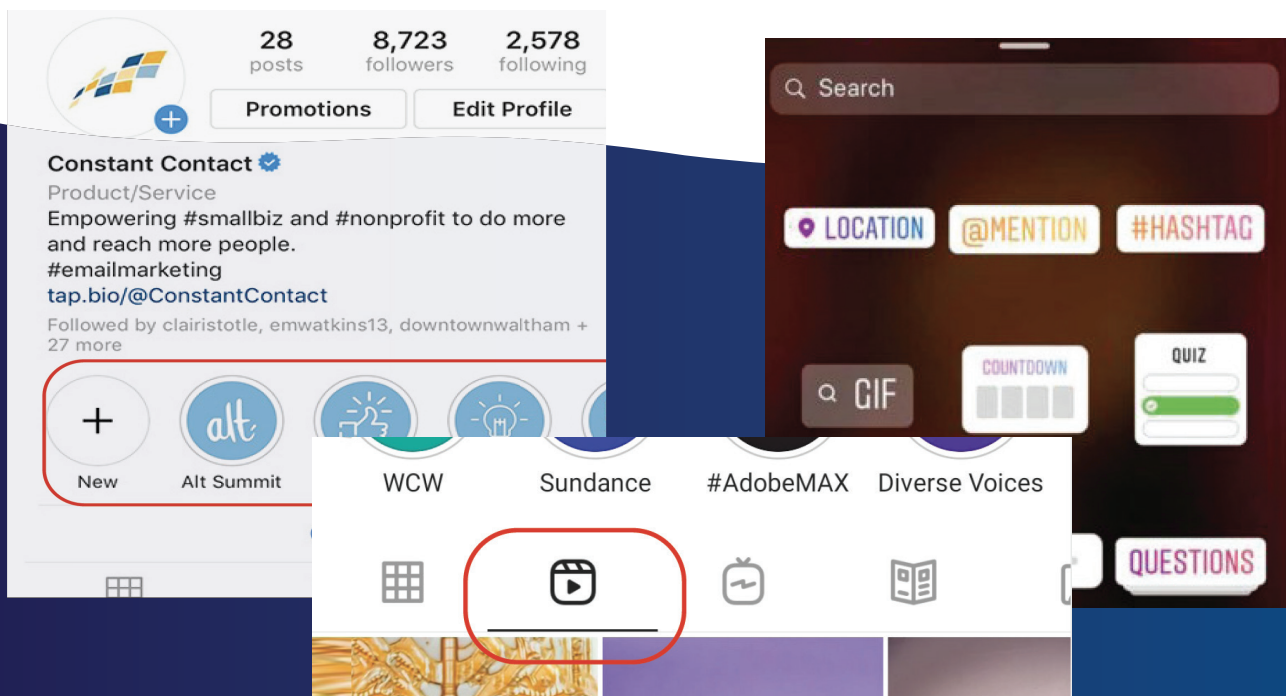
You can use Instagram Reels to create short, 15 second videos that will be featured in the Reels section of Instagram, helping to gain visibility to your brand.



**Branded cover images help elevate your profile and make your page look more professional.**



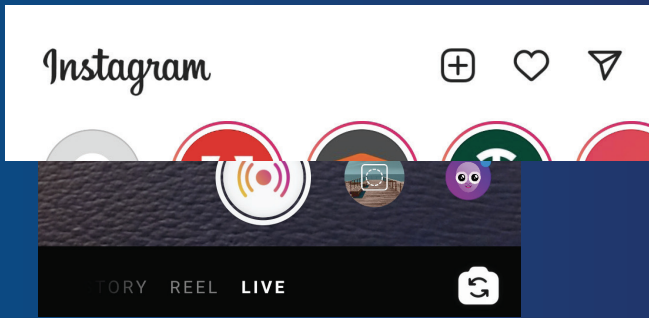
**While you are creating your Story tap on the sticker icon at the top of your screen to open this menu and begin adding to your Story.**



**Once created Reels will appear under this tab located below the highlights on your profile.**

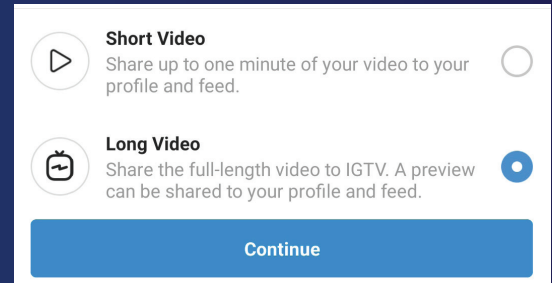


⚙️ Tap the plus icon in the top right to get started.



⚙️ Once created Reels will appear under this tab located below the highlights on your profile.

⚙️ Your camera view will open. At the bottom of the screen you can swipe over to LIVE to start your stream.



## Go Live

Just like on Facebook, you can go live on Instagram. This will alert followers and allows you to speak to them via video in real time. Prior to going live, you should promote that you'll be going live via your posts and stories so that interested parties can be sure to tune-in. While live, you should:

- Introduce yourself
- Encourage your audience to comment and ask questions— interacting with your audience is key, so be sure to use their names if they do ask questions
- Keep it interesting
- Let them know when you're wrapping up, thank them for watching and give them an action to keep them engaged (visit website, like our latest post, etc.)
- Once your broadcast is over, be sure to save it to IGTV

## IGTV

If you want to share a video longer than 15 seconds, but don't want it to be live, then [IGTV](#) is for you! With IGTV, you can upload any video from your camera roll.

# Posting tips

Keeping track of all your posts can be difficult if not organized properly. We recommend using a calendar (a blank calendar has been included at the end of this document) to map out general content concepts for each month and a [spreadsheet](#)\* to write and organize your posts.

\*To use the spreadsheet, simply click the above link and go to **File > Make a Copy** to make an editable copy on your drive. If you prefer to work in Microsoft Excel, go to **File > Download > Microsoft Excel (.xlsx)**. Then, save it in a safe space on your computer.

You can even schedule your social media posts in advance within Facebook. To pre-schedule Instagram posts, [make sure your Instagram and Facebook accounts are connected](#). Then, on your desktop, simply:

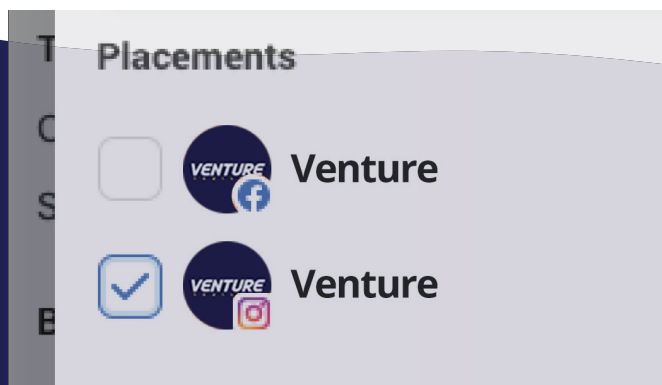
- Go to your Facebook Business Page
- Click “Create a Post”
- Click “Publishing Tools”
- Click “Create Post”
- Under “Placements,” select the social networks you’d like your post to be published to
- Write what you’d like to post in the text box
- Under “Media,” add a photo or video
- Click the down arrow next to “Publish”
- Click “Schedule Post”
- Choose the date and time of when you’d like your post to go out
- Click “Save”

Voila! Your post will be posted on Facebook and/or Instagram at the time/date you selected.

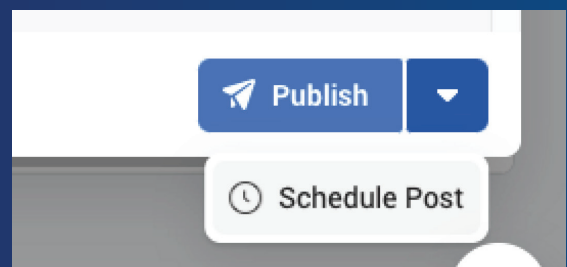
You can also use tools like [Hootsuite](#) (free), or [Hubspot](#), which allow you to schedule posts in advance and provide detailed engagement metrics.

## Other General Social Media Tips

- Be authentic, interesting, and engaging—show vs. tell
- Proofread your content before posting
- Like and/or comment on posts from people who you think could benefit from your brand



Under Placements, select Instagram. You can also schedule the same content to Facebook by checking your Facebook page in addition to Instagram.











When you are ready to publish, click the down arrow next to the Publish button and select “Schedule Post.”

# Stories

Use this blank calendar template to map out general concepts for each month. Once you have everything planned out, you can use the spreadsheet to write individual posts. To get started with the calendar, here are some sample topics. Feel free to adjust these ideas to fit your business needs:

**MONDAY:** Share a promotion, special offer, or freebie. **TUESDAY:** Pose an interesting question to the community. **WEDNESDAY:** Remind people to join your mailing list and the benefits of joining. **THURSDAY:** #ThrowbackThursday, share photos or stories of your business from back in the day. **FRIDAY:** Post humorous fun content (cartoon, meme, video)

PLATFORM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Week of:					
 facebook					
 Instagram					
Week of:					
 facebook					
 Instagram					
Week of:					
 facebook					
 Instagram					
Week of:					
 facebook					
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# Stick with it—a social media following is built with consistent efforts over time!

## Want more Social Media advice?

Check out these helpful resources:

### ARTICLES

- The Beginner's Guide to Social Media  
<https://moz.com/beginners-guide-to-social-media>
- The Best Times to Post on Social Media  
<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>
- Social Media Image Size Guide  
<https://sproutsocial.com/insights/social-media-image-sizes-guide/>
- Beyond the Basics: 20 Fresh Social Media Tips for 2021  
<https://neilpatel.com/blog/social-media-tips/>

### VIDEOS

- How to Start Social Media Marketing (4 ESSENTIAL Tips for Beginners)  
<https://www.youtube.com/watch?v=-tdFvJLw2UQ>
- Instagram for Business - Ultimate Beginners Guide  
<https://www.youtube.com/watch?v=Op-sKPePo2o>
- Facebook Business Page Tutorial (2021)  
[https://www.youtube.com/watch?v=nt2\\_HNhQhLI](https://www.youtube.com/watch?v=nt2_HNhQhLI)